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City of Prospect

# **Prospect Road: Art and Events in a Pandemic**

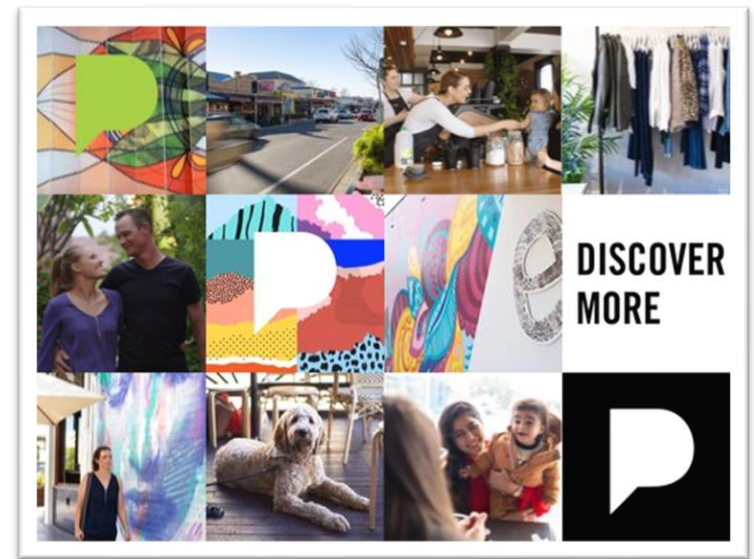
# Prospect Road: Art and Events in a Pandemic



# Prospect Road - Village Heart Marketing Fund Background and Overview

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- 2010 Prospect Road Streetscape Upgrade – Jensen Plus
- City of Prospect established a new marketing fund for the Prospect Heart high street precinct in 2017
- Marketing funds are allocated by the Village Heart Marketing Fund Committee
- Volunteer committee meets monthly
- City of Prospect staff administer programs
- Prospect Road – Discover More branding



# Destination Marketing

## Prospect Road - Discover More

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# The People's Choice Prospect Road - Discover More

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# COVID-19 Pandemic

## City of Prospect Economic Recovery

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- City of Prospect Rates relief package
- Prospect Delivers
- Marketing campaigns: promoting local businesses during this time



# Events in a Pandemic

## City of Prospect Events Season

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- Previous events seasons
- New approach
  - Flexible, rolling events season
  - Transitioning to digital/virtual
  - Innovative and creative
- COVID Safe events



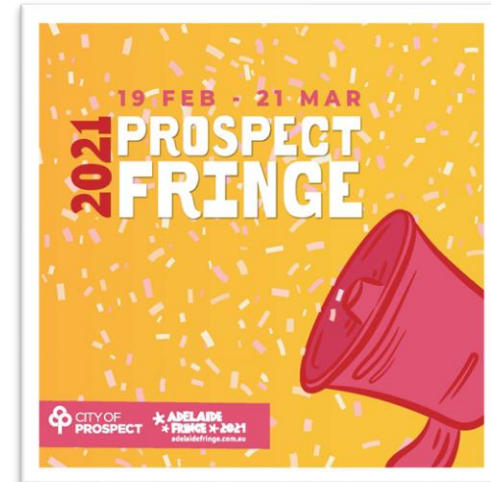


# City of Prospect Events Season

## Prospect Fringe

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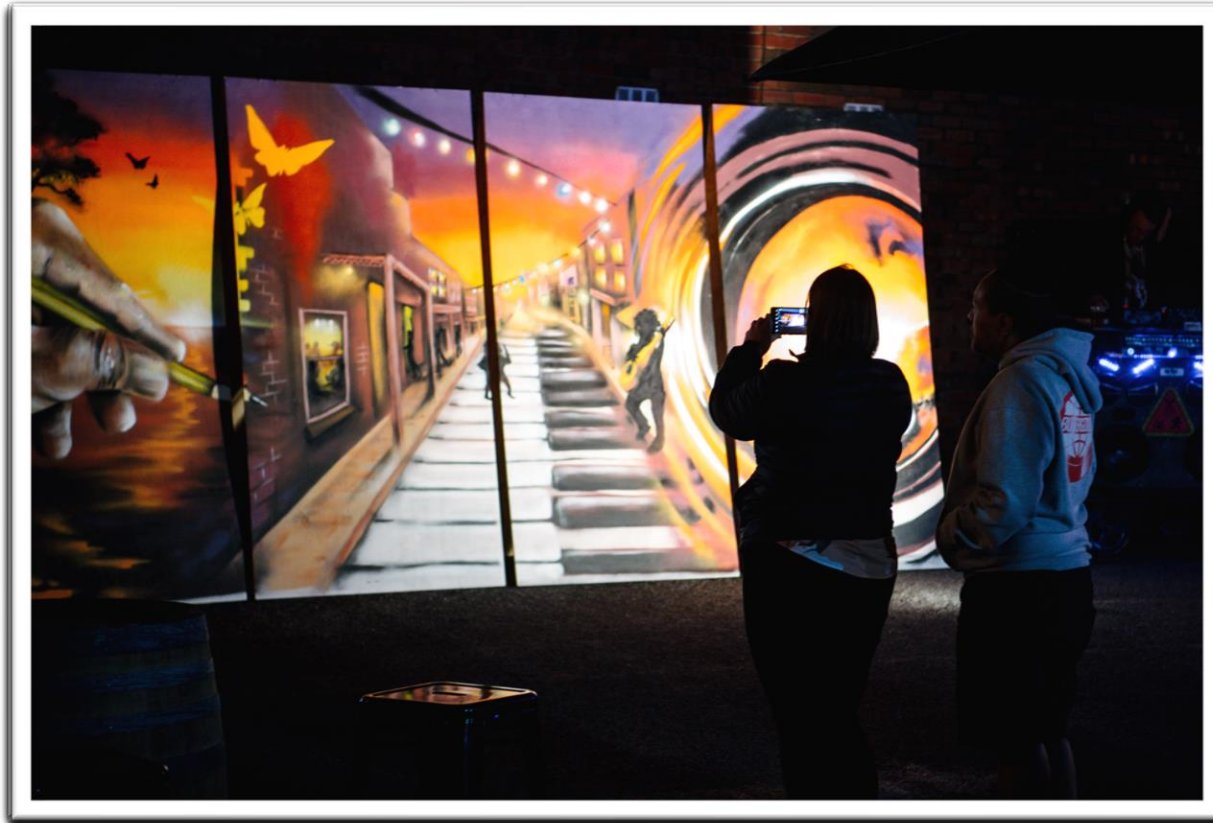
- Creation of new Prospect Fringe program
- Opportunity to host crowds safely in the suburbs better than in the CBD
- Data-driven: our community amongst the highest performing suburbs of Fringe-goers
- Incorporating old events (Twilight Sessions) and creating new events (Teddy Bear's Picnic and Prospect Art Walk)
- Subsidise fees for Fringe artists in Prospect
- Activation of new Payinthe building on Prospect Road





# Prospect Fringe Prospect Art Walk

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# Prospect Fringe Prospect Art Walk

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# Prospect Art Walk

## COVID Safe & Innovative

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- 15 x Art Walk stops
  - 12 x Business venues
  - 7 x Live mural art locations
  - 6 x AR mural locations
  - 12 x Artist exhibitions
  - 6 x Food and drink specials
  - Interactive AR decals and map
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- COVID Safe
  - Innovative



# Prospect Art Walk Reviews

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“Over the years, Prospect Road has become one of Adelaide’s premiere artistic hubs with a progressive Council that has seen the once-dull strip turn into a hive of cafes, restaurants and artwork. The Prospect Art Walk seals this reputation with this nicely-spaced, beautifully planned tour of absolute joy. It’s exceptionally good fun, offers a lot of variety, and is engaging at every point along the tour. The evening is relaxed, with ample opportunities to stop and listen, chat, or have a bite to eat along the way. The earlier you go, the more of a night you can make of it.”

“In this post-lockdown Adelaide Fringe, the interactive events in the programme have excelled. The Prospect Art Walk is, by far, up there with the best of them.”

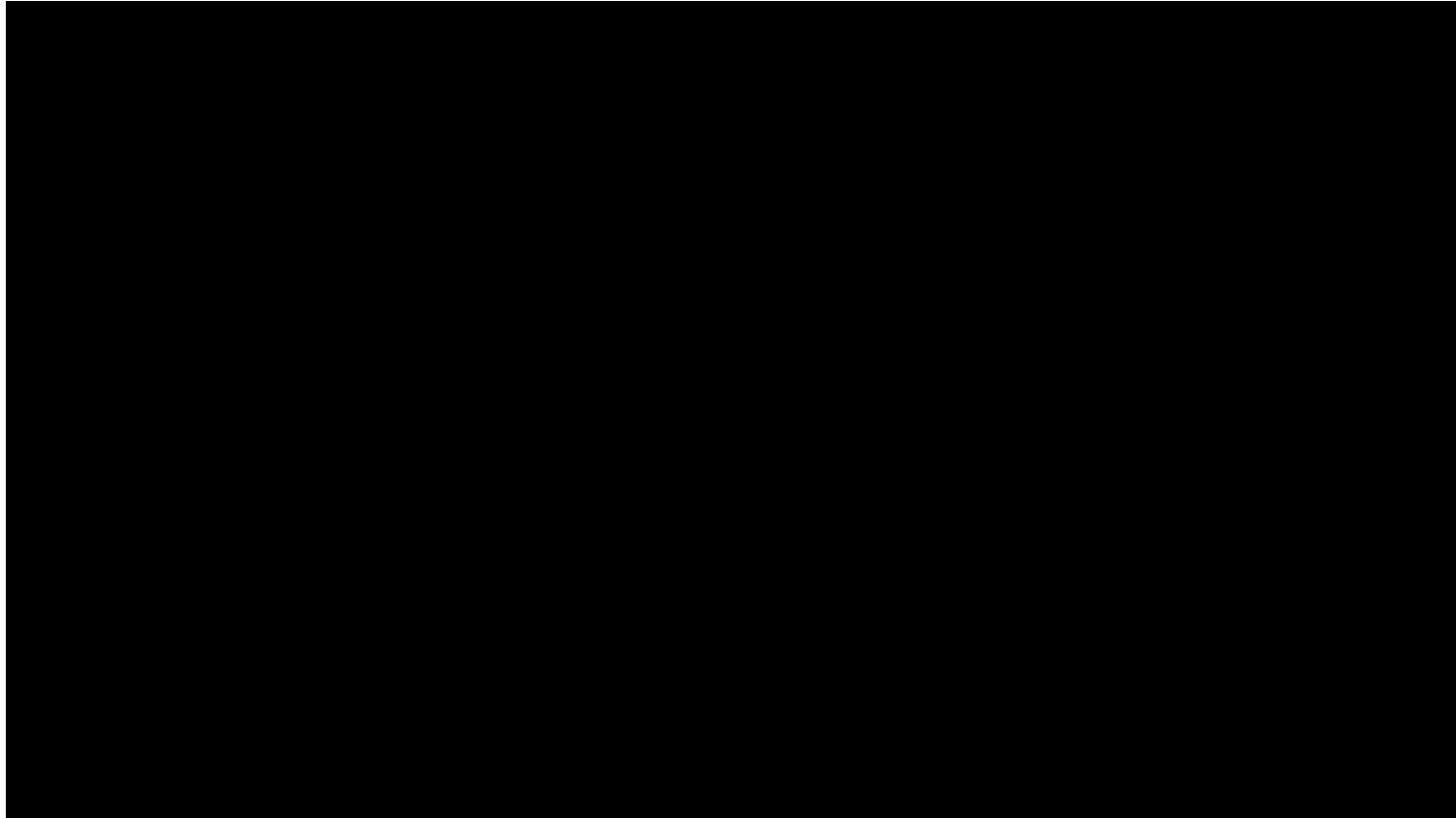




# **Prospect Art Walk**

## **Local Business Involvement & Participation**

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# Prospect Art Walk

## Benefits for Local Business Community

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"The walk exceeded my expectations."

"Our sales instore DOUBLED yesterday from the day before and everyone after 7pm had an Art Walk Map in their hand so we think the Art Walk is a great success."

# Prospect Road Destination Marketing Benefits for Local Business Community

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“The work that City of Prospect and Village Heart Marketing Fund Committee have done to raise the profile of Prospect Road has added invaluable benefit to our tenants trading along the street. Our contribution to the committee has allowed us to work directly with council to ensure the best possible outcome for all parties with every proposed campaign and initiative. A stronger businesses community is built through communication and collaboration, and by the council, committee and businesses continuing to work together.”

“The Village Heart Marketing Fund Committee has been flexible in its approach to all marketing initiatives in the past year, given the many challenges and restrictions businesses have had to work through. Each promotion had to be dynamic enough to be rescheduled if needed. The council and committee should be proud of the campaigns they accomplished under such harsh conditions during this time.”

# Destination Marketing Brand Positioning & Synergy

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# Destination Marketing Leveraging Art & Events

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