

# TEMPE Blooms

Presented by **ARIZONA FLOWER MARKET**

## JAN 25-26 2025

**dt** DOWNTOWN TEMPE

Downtown Tempe bursts into bloom at this one-of-a-kind event. Stroll through the downtown district, transformed into a breathtaking floral wonderland.



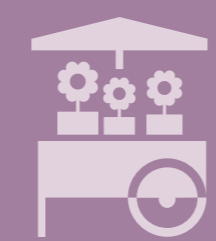
**21** LARGER-THAN-LIFE FLORAL DISPLAYS



**10** ARTISTS PAINTING MURALS



**33** BANDS/ACTS AT 10 LOCATIONS



**45** LOCAL VENDORS AT A FLOWER-THEMED MARKET



**30** MERCHANTS WITH FLORAL-THEMED SPECIALS

**93** EARNED MEDIA PLACEMENTS = **\$369,864** EARNED VALUE

**82,200+**

ATTENDEES

**1,525,800**

ORGANIC SOCIAL REACH

**\$2,466,000**

ECONOMIC IMPACT

**3,972,752**

TOTAL SOCIAL REACH

### NEW GROWTH!



**+1,526**



**+1,009**



**+156**



**+1,820**

#### SURVEY FEEDBACK:

“I loved being able to visit all the vendors and businesses as well as the flower installations”

“Felt like the whole city got to come together to celebrate something so beautiful”

“It’s a great way for people to get to know Mill Ave while enjoying art and music and seeing everyone participate in some way shows the livelihood of Mill Ave”

[downtowntempe.com/blooms](https://downtowntempe.com/blooms)

IFEA PINNACLE-AWARD WINNING EVENT!