



**TITLE:** Tucson Balloon Festival and Tucson Arts District collection

**DATE RANGE:** 1986-1991

**CALL NUMBER:** MS 1528

**LOCATION:** Arizona History Museum, 949 E Second St, Tucson, AZ 85719

**PHYSICAL DESCRIPTION:** 0.834 linear ft (2 boxes)

**PROVENANCE:** Donated by Patty White, 2021.

**RESTRICTIONS ON USE:** Requests for permission to publish material from this collection should be addressed to Arizona Historical Society, Library & Archives.

**PREFERRED CITATION:** Arizona Historical Society, Tucson Balloon Festival and Tucson Arts District collection, MS 1528

**PROCESSED BY:** Lane Van Ham, 2023

**HISTORICAL NOTE:** The Tucson Balloon Festival was an annual 2-3 day event held from 1984-1990. Originally known as the Tucson Balloon Fiesta, it began as a strategy for promoting the Midvale Park planned community but later incorporated as a non-profit organization. Starting in 1986, the festival partnered every year with a charitable organization that provided volunteers in exchange for revenue from merchandise sales. The event featured hot air balloon races and mass ascensions, as well as other aerial displays, such as parachutists and antique airplanes.

The term "Tucson Arts District" emerged in the late 1980s amidst a variety of efforts to promote the arts in and around downtown Tucson. Many of these efforts were coordinated by a coalition called the Tucson Partnership, which included the Tucson/Pima Arts Council (T/PAC). Starting in the summer of 1988, T/PAC was contracted by the City of Tucson to support artists and events in the district that would attract public interest. T/PAC performed this work through the fall of 1989, when its responsibilities were transferred to the newly incorporated Tucson Partnership.

**SCOPE AND CONTENT NOTE:** This collection contains materials about the Tucson Balloon Festival and Tucson Arts District. It reflects the involvement of Patty White, who held a variety of positions with each venture.

The Tucson Balloon Festival materials cover 1986-1990, during which time White held positions as Race Director (1986), Executive Director (1987), President and Executive Director (1988), and Board of Directors Member (1989 and 1990). The bulk of the collection is news clippings and promotional materials from the festivals in 1988 and 1989, as well as the official programs for 1986-1990. Additional materials include the 1990 operations manual for balloon pilots, which provides information such as safety procedures and competition rules.

The Tucson Arts District consists of material from 1988 to 1989, during White's time as Tucson Arts District Marketing and Events Director. There is also material from 1990-1991, when White was the Tucson/Pima Arts Council Director of Visual Arts. The clippings file contains numerous articles about two ongoing Tucson Arts District events: Downtown Saturday Night (a monthly evening of open galleries and street performances) and Phantom Gallery (in which artists installed art in the display windows of unoccupied properties). Some focus on specific shows, galleries, or artist studios in the district. Also present are many articles about T/PAC's 1990 Tucson Art Expo. The folder of promotional materials contains Tucson Arts District stationery, pamphlets, and newsletters, as well as a smaller number of T/PAC items, most of which pertain to the Tucson Art Expo for 1988 and 1990.

The collection also includes seven VHS cassettes of material pertaining to either the Tucson Balloon Festival or the Tucson Arts District.

**SUBJECT TERMS:** Art galleries, Commercial -- Arizona -- Tucson; Central business districts -- Arizona -- Tucson; Urban renewal -- Arizona -- Tucson; Art festivals -- Arizona -- Tucson

**RELATED MATERIALS:** Places-Arizona-Tucson-barrios and districts-Tucson Arts District & Places-Arizona-Tucson-organizations-Tucson Pima Arts Council [ephemera]. A small collection of Tucson Balloon Festival shirts and buttons were transferred to the AHS museum collections.

**CONTAINER LIST:**

<b>Box</b>	<b>Folder</b>	<b>Description</b>	<b>Dates</b>
<b>1</b>	1	Tucson Balloon Festival official programs	1986-1990
	2	Tucson Balloon Festival 1988 promotional materials, clippings	1987-1988
	3	Tucson Balloon Festival 1989 promotional materials, clippings	1988-1989
	4	Tucson Balloon Festival pilot operations manual	1990
	5	Tucson Arts District and Tucson/Pima Arts Council clippings	1988-1991
	6	Tucson Arts District and Tucson/PAC promotional materials	1988-1991
<b>2</b>	1	Tucson Arts District and Tucson/PAC correspondence	1988-1991
	2	Tucson Arts District slides	undated
	loose	VHS cassettes	

