



ANNUAL REPORT

January 2016



City of Flagstaff – Arts & Sciences

- Voter approved BBB tax revenues

- Contract with Flagstaff Arts Council
 - Expertise, connections, industry standards
 - Adds value – programs, promotion, leadership
 - Saves taxpayer money
 - Efficient, strategic, transparent
 - Leverage City funds to strengthen the sector
 - Significant return on investment

Arts Council/City Contract

#1: Serve as the coordinating agency for arts, science and cultural endeavors in Flagstaff, including long-range planning, leadership, and promotional activities

- Planning
- Expertise
- Partnerships
- Support
- Promotion



Arts Council/City Contract

#2: Expand the role of arts, culture, and sciences within Flagstaff as a center of arts, culture, and sciences in Northern Arizona.



Arts Council/City Contract

#3: Increase the participation opportunities for residents and stimulate public and private support for arts, culture and science.



Art & Science Fund Grants



#4: Make grants of City Bed, Board and Beverage (BBB) Tax revenues to local source providers.



Flagstaff365.com

- Comprehensive Online Calendar of Events for Flagstaff
 - Arts, Culture, Science, Sports, Nightlife
 - Serves Residents, Visitors, Organizations
 - Added Community section in 2015



The ArtBox Institute

- Provides Business Training for Artists
- Second Class Graduated in May 2015
- Third Session Begins January 16, 2016



First Friday ArtWalk

“In my opinion, the Arts Council’s management and promotion of First Friday ArtWalk has done more for tourism, Downtown, and visitor experience than any other single thing.”

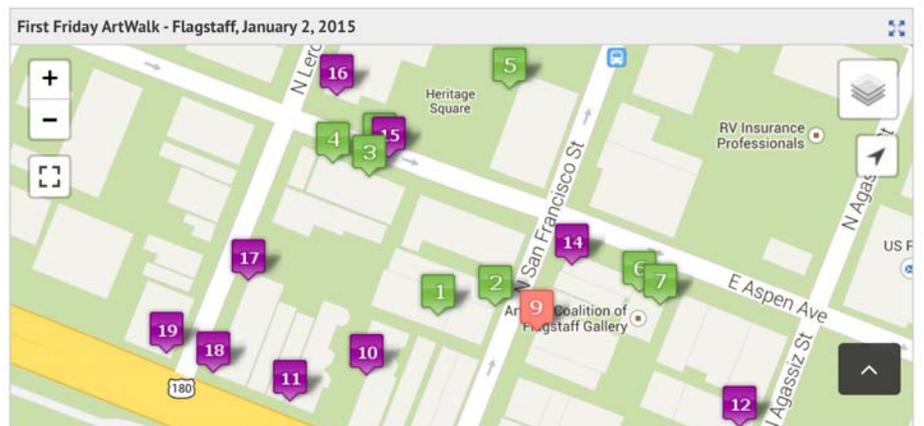
- John Vanlandingham, owner, Old Town Shops



ArtWalk – Interactive Online Map

Interactive ArtWalk Map

Please note: this map is in BETA testing mode. [Provide Feedback](#).





- Major Exhibitions

- *Fires of Change*
- *Sei Saito: Journey*
- *STEM City Arts*

- Concerts

- Portland Cello Project
- Tow'rs
- HoneyHoney



Viola Awards

Celebrating excellence in the arts and sciences



8th Annual
Viola Awards:

Saturday,
March 5,
2016

Increase Opportunities

- Coconino Center for the Arts
 - Youth Access to the Arts
 - Providing a Venue for the Community
- Viola Awards
- Summer Nights on the Square



Youth Access to the Arts

- FunTown Circus Camp
- Youth Art Exhibition
- Youth Art Performances & Celebration
- Spring Break Workshops

March is National Youth Art Month



Art & Science Fund Grants

The 2015-16 Art & Science Fund

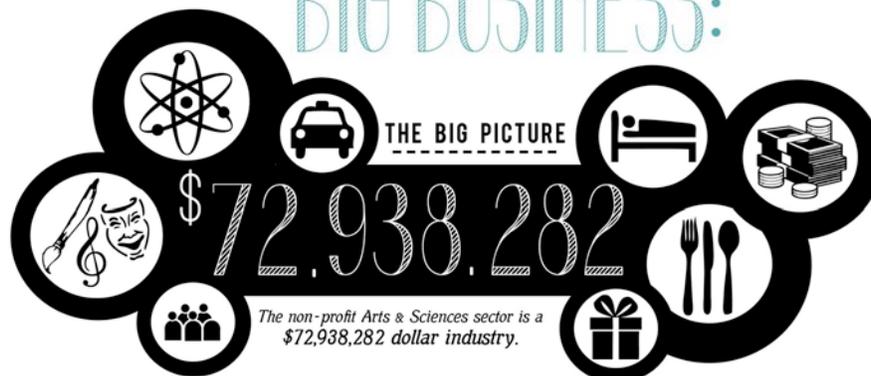
- Online Application Process
- Reviewed by volunteer citizen panel

- 35 Grant Applications
- \$471,572 in Requested Funding
- 33 Funded Agencies / Projects
- \$300,000 in Funded Grants



Return on Investment

BIG BUSINESS:



The non-profit Arts & Sciences sector is a \$72,938,282 dollar industry.

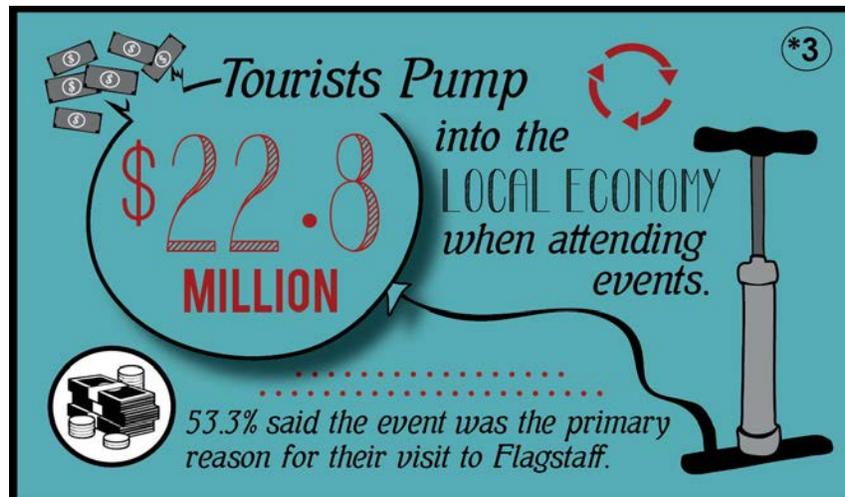
Combined annual spending of organizations and audiences.

ROI: Local Tax Revenues



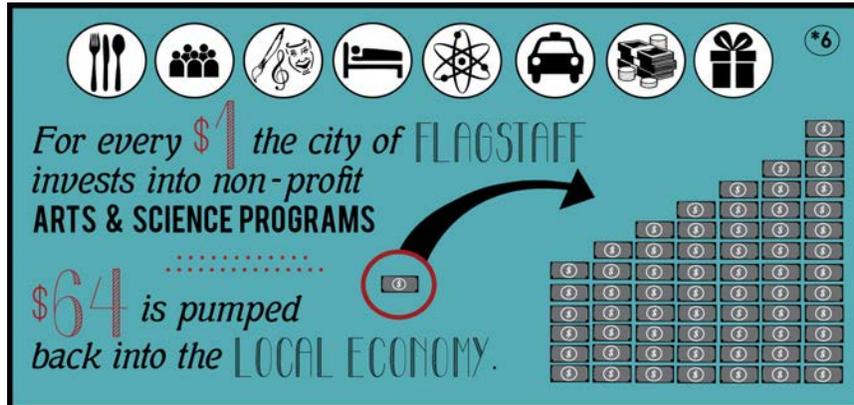
\$3.8 million in city/county tax revenue.
\$3.8 million in state tax revenue.

ROI: Tourism Revenue



Based on 1,332 valid and usable audience-intercept surveys taken in 2011.

Return on Investment



Based on average annual investment by the City of Flagstaff into non-profit arts and science organizations, and out-of-town audience expenditures.

Coming in 2016

- Arts & Economic Prosperity 5
 - Economic Impact of Non-Profit Arts & Sciences
 - Audience Intercept Surveys in 2016
 - Organization Financial Surveys 2015-16
 - Report will be Published in Summer 2017
- The Road Ahead
 - Partnership with Hozhoni Foundation
 - Traveling exhibition of artwork by developmentally disabled adult artists
 - Fall 2016

Thank You!

The City of Flagstaff and its voters deserve recognition for the valuable investment in the arts and sciences.



For More Information

FlagArtsCouncil.org



Flagstaff365.com

FLAGSTAFF
Everyday Art Happens Here

