



**FLAGSTAFF  
ARTS  
COUNCIL**

# **ANNUAL REPORT**

**Fiscal Year 13-14**



# Name Change

- On March 1, 2014, Flagstaff Cultural Partners became the Flagstaff Arts Council
- Launched new logo and website:  
[FlagArtsCouncil.org](http://FlagArtsCouncil.org)



# 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

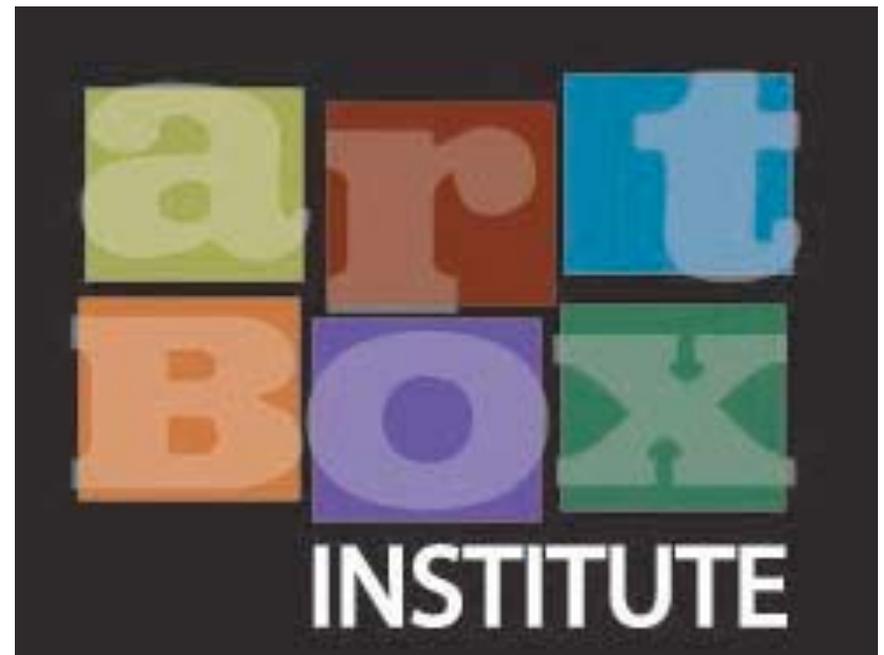
#1: Serve as the coordinating agency for arts, science and cultural endeavors in Flagstaff, including long-range planning, leadership, and promotional activities

- Planning
- Expertise
- Partnerships
- Support
- Promotion



# The ArtBox Institute

- Provides Business Training for Artists
- First Class Graduated in 2014
- Second Session Underway Now With 18 Students
- In Depth Learning



Culmination of a 15-month research and planning process

# ArtBox Institute – Class of 2014

- A video will be played on this slide
- To preview the video, it is posted on YouTube
- YouTube link:

[http://youtu.be/FMqxpOmD1\\_U](http://youtu.be/FMqxpOmD1_U)

# First Friday ArtWalk

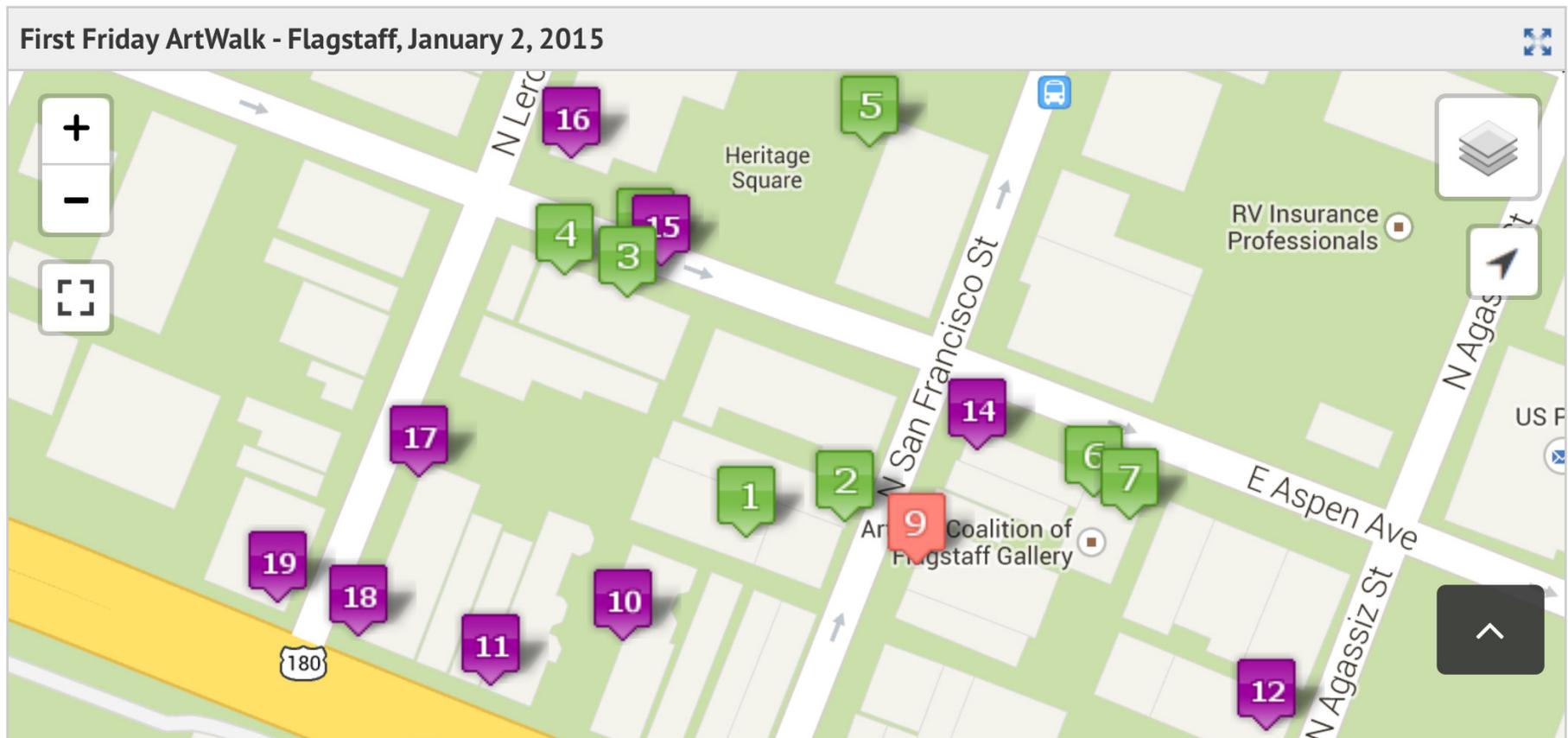
- Promotion & Coordination
- Summer Nights on the Square



# ArtWalk – Interactive Online Map

## Interactive ArtWalk Map

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



# 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



# 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.



# Flagstaff365.com

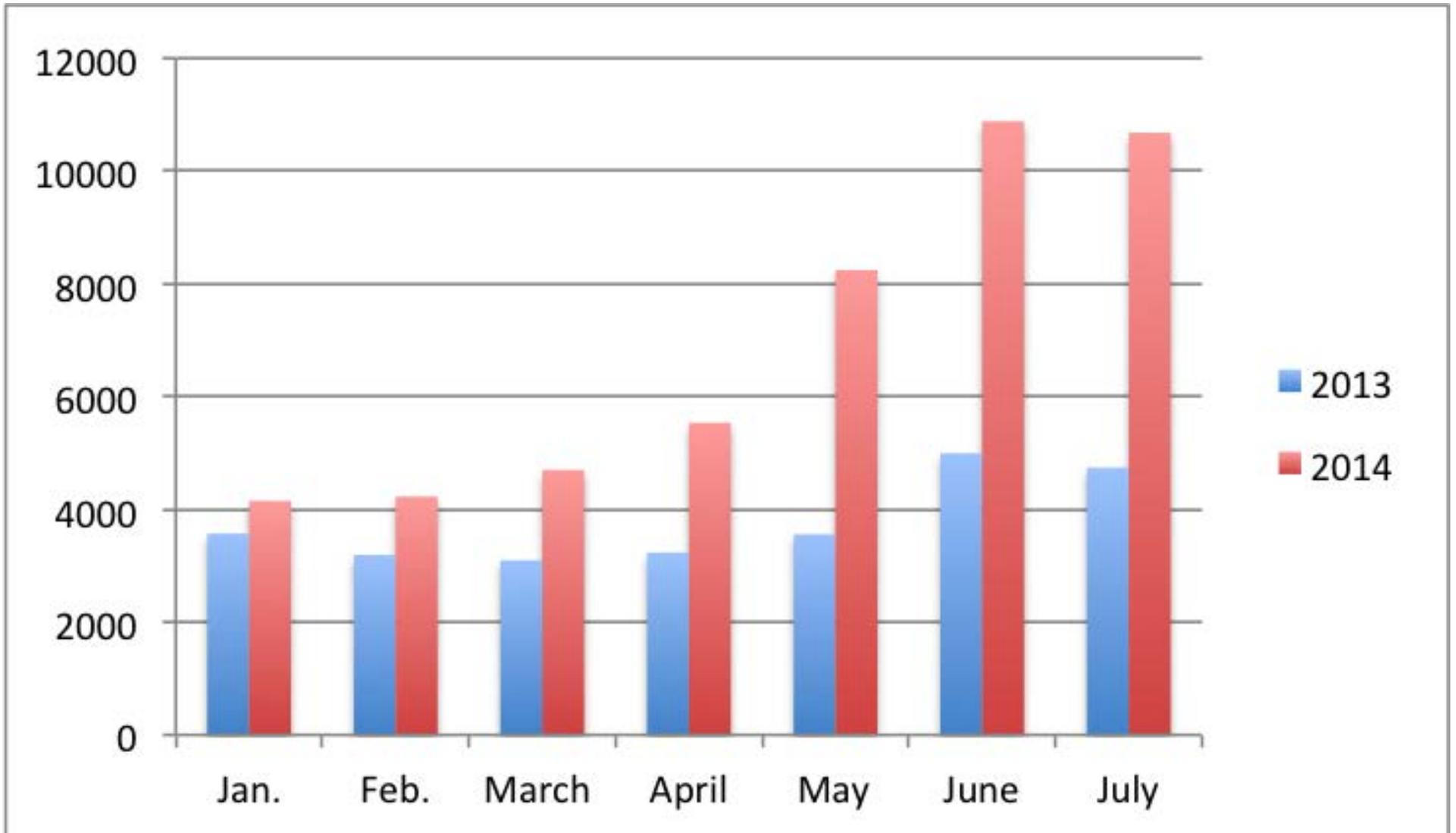
- Comprehensive Online Calendar of Events for Flagstaff
  - Arts, Culture, Science, Sports, Nightlife
  - Serves Residents, Visitors, Organizations
  - Grant Funding in April 2014
  - Increased User Sessions



**FLAGSTAFF**  
Everyday Art Happens Here



# Flagstaff365 – Monthly User Sessions





COCONINO  
Center **arts**  
FOR THE

- Major Exhibitions

- *NightVisions V*
- *Memento Mori (Tina Mion)*
- *10x10 Exhibition*

- Concerts

- George Winston
- Portland Cello Project
- Dave McGraw & Mandy Fer



# Viola Awards



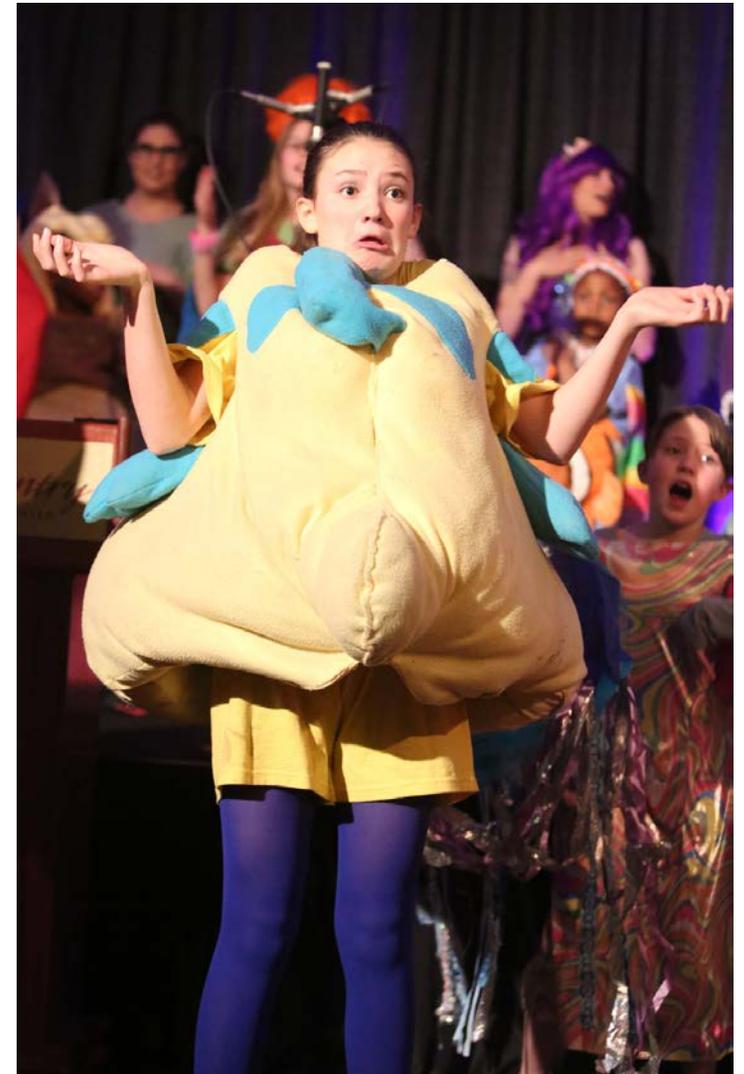
# Arts Council/City Contract

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



# 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



# Art & Science Fund Grants

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

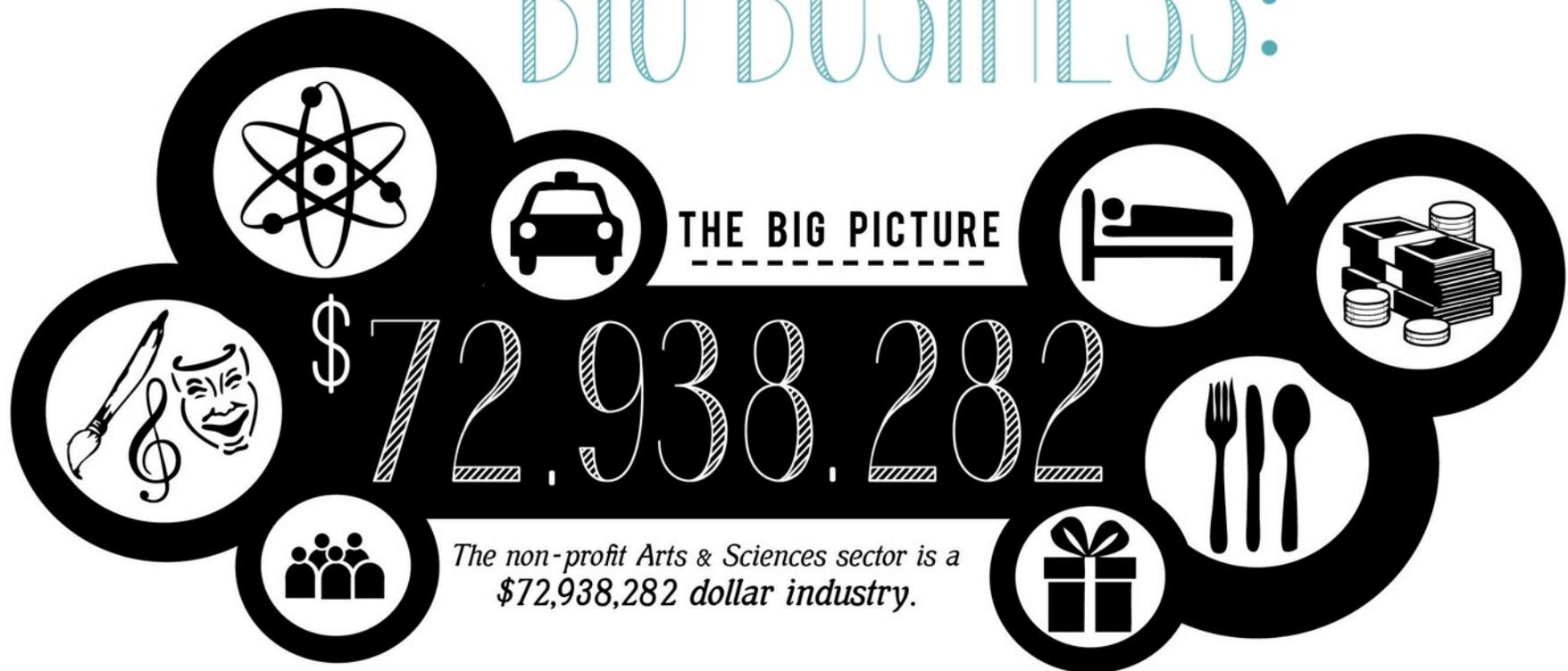
- The 2014-15 Art & Science Fund

- 40 Grant Applications
- \$504,768 Requested Funding
  
- 36 Funded Agencies / Projects
- \$300,000 Funded Grants



# Return on Investment

## BIG BUSINESS:



Combined annual spending of organizations and audiences.

# ROI: Local Tax Revenues



*The Arts & Sciences sector is a*  
**GREAT INVESTMENT**

.....

*Arts & Sciences industry generates*  
**\$7.6 MILLION** *in local and state tax revenue*

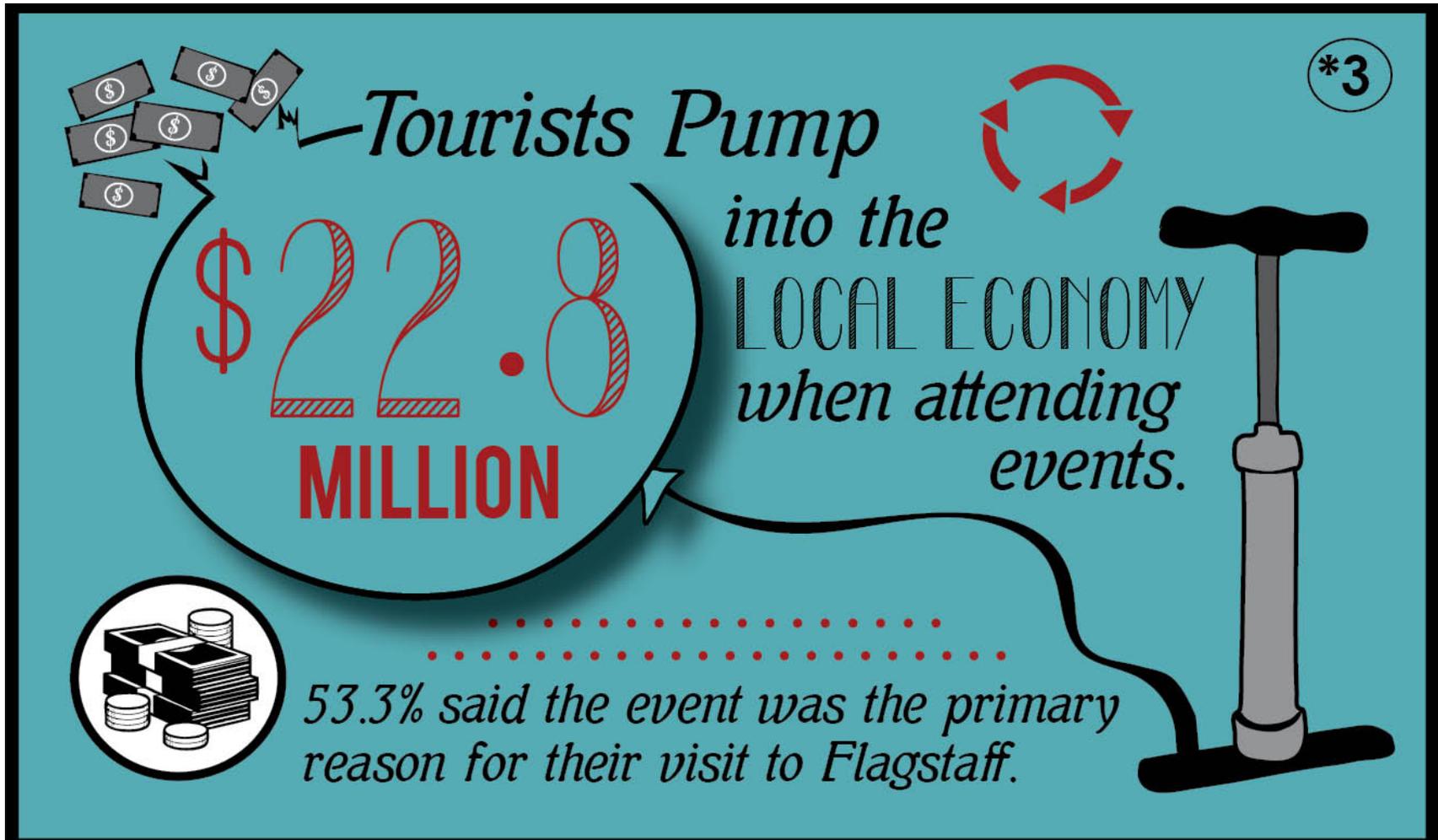
\*2

\$100

The infographic features a teal background with a piggy bank on the left, a hand holding a \$100 bill on the right, and several circular icons: a musical note, an atom, and stacks of money. A red dotted line separates the title from the revenue information.

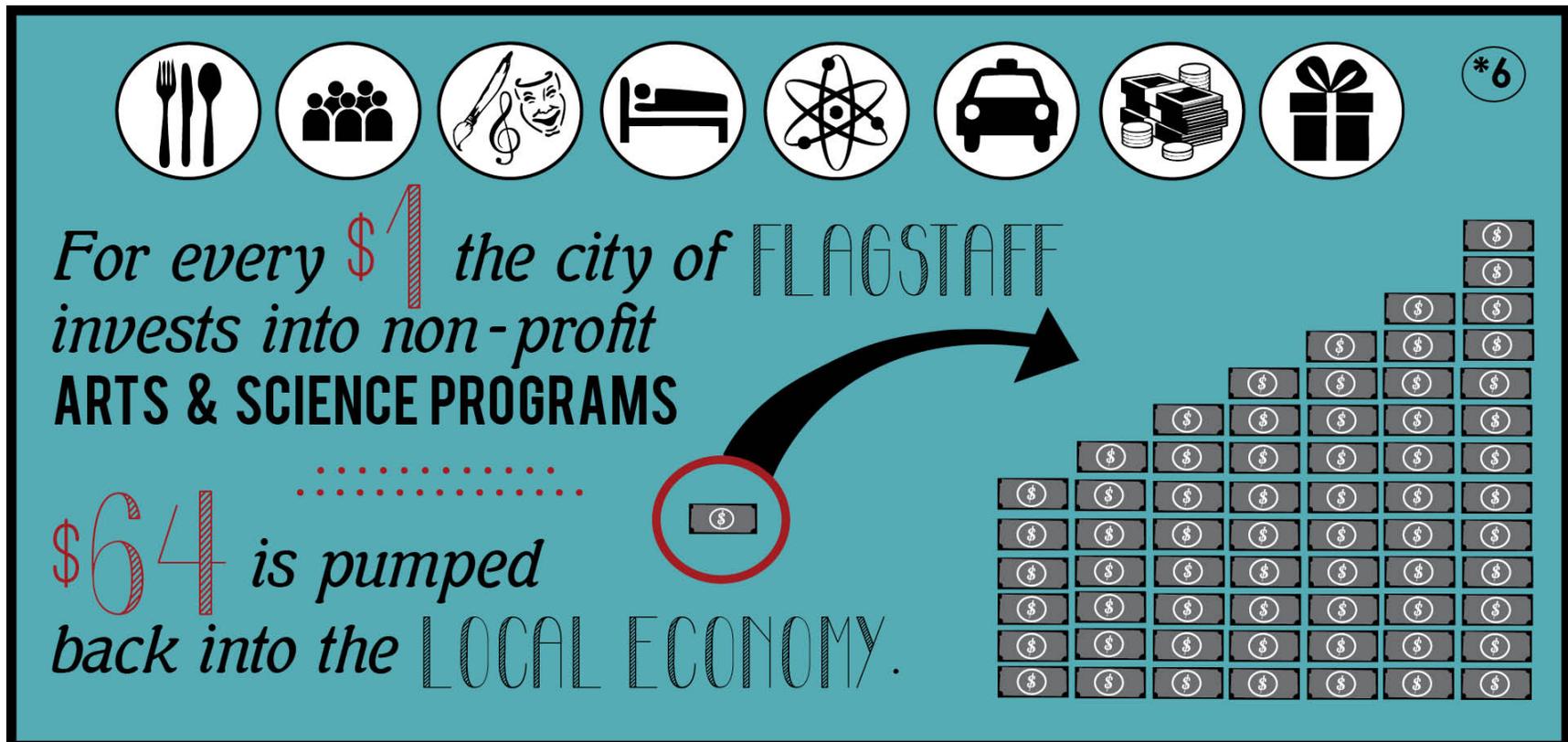
*\$3.8 million in city/county tax revenue.  
\$3.8 million in state tax revenue.*

# 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 2015

- ***Fires of Change***

- Art Exhibition Exploring Wildfire in the Southwest
- Funded by National Endowment for the Arts
- Opens September 2015

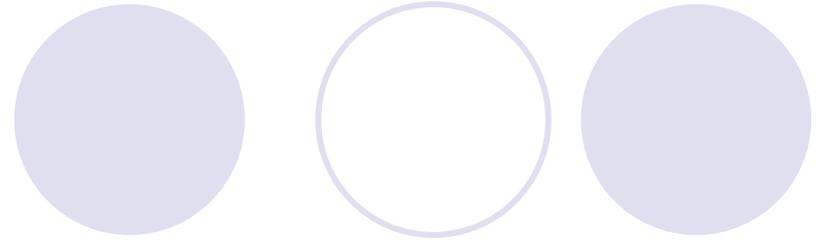


# 2015 Viola Awards

- Saturday, March 7, 2015
- High Country Conference Center
- Info: [FlagArtsCouncil.org](http://FlagArtsCouncil.org)



# Thank You!



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



FLAGSTAFF  
**ARTS**  
COUNCIL



**For More Information**

[FlagArtsCouncil.org](http://FlagArtsCouncil.org)



[Flagstaff365.com](http://Flagstaff365.com)

**FLAGSTAFF**  
Everyday Art Happens Here

