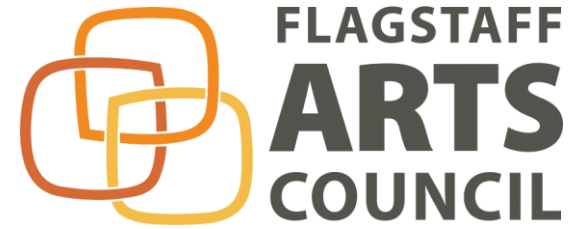


Creative

Opportunity



Flagstaff City Council

**Annual
Update**

Tuesday, November 24, 2020

Agenda

1. About Flagstaff Arts Council
2. Use of BBB Funds
3. COVID Response
4. Strategic Plan

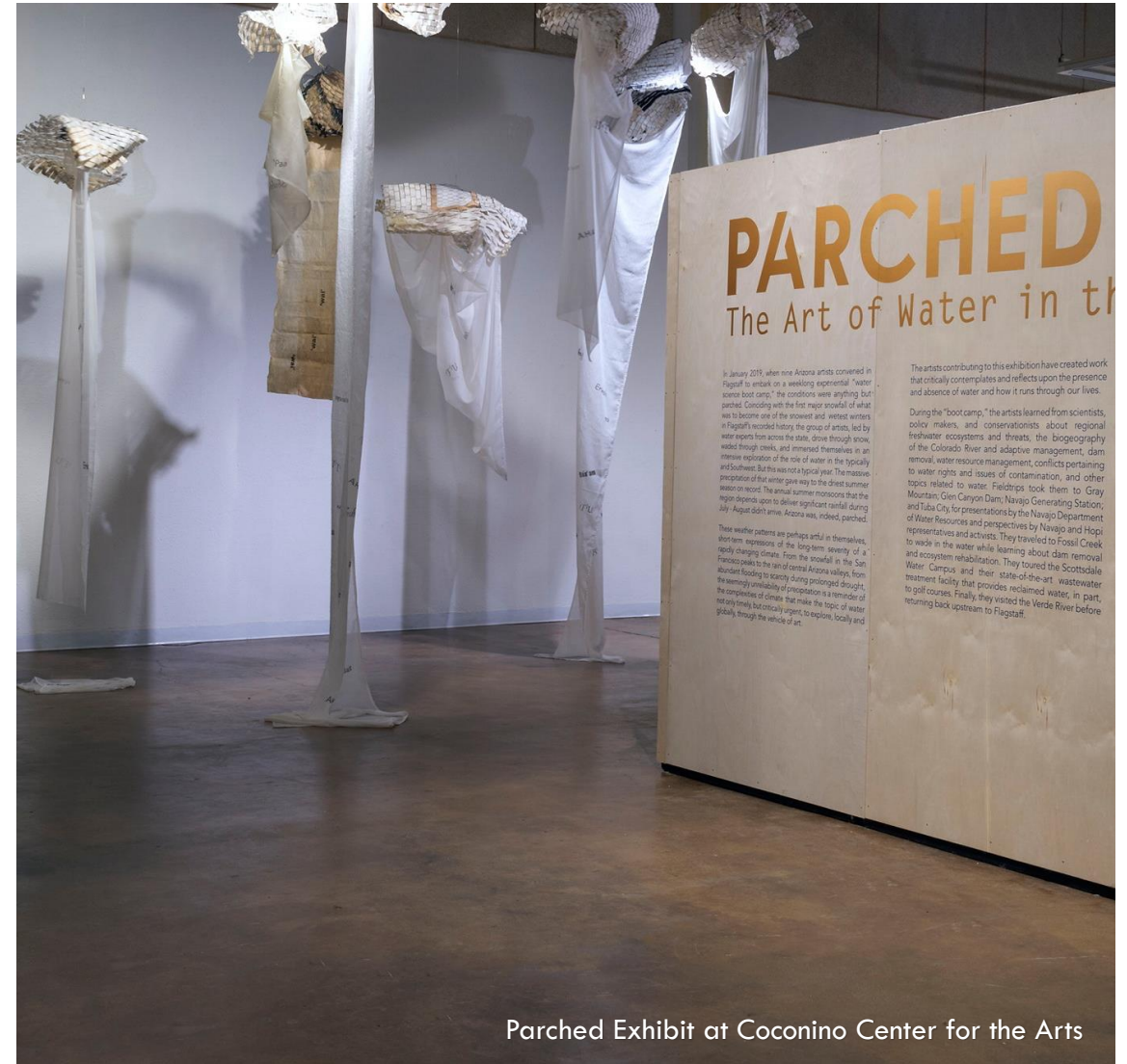


Flagstaff Symphony Orchestra Elden Brass Quintet at Lowell Observatory's Giovale Open Deck Observatory

About Flagstaff Arts Council

- Founded in 1999
- 501(c)3 Nonprofit
- Partnership between City, County, NAU, CCC, FUSD, Chamber
- Contract with City since 2002
 - Awarded more than \$6 million in BBB funds to local nonprofits since 2002
- Art, Science, & Culture Agency
- Operate Coconino Center for the Arts (county facility)
- Most known for Viola Awards, ArtWalk FLG, Arts & Science Fund Grants
- Annual Budget of about \$1 million

And, look forward to introducing you to the NEW Arts Council today.



Parched Exhibit at Coconino Center for the Arts

Use of BBB Funds FY20

- Grant Pass Through
 - \$360,000 GOS & Project
 - \$20,000 allocated by FAC board for COVID Relief projects
 - \$87,000 approved in Spring 2020 for COVID Relief Efforts
- Grant Administration 15% of Pass Through
- Agency Fee is fixed by contract

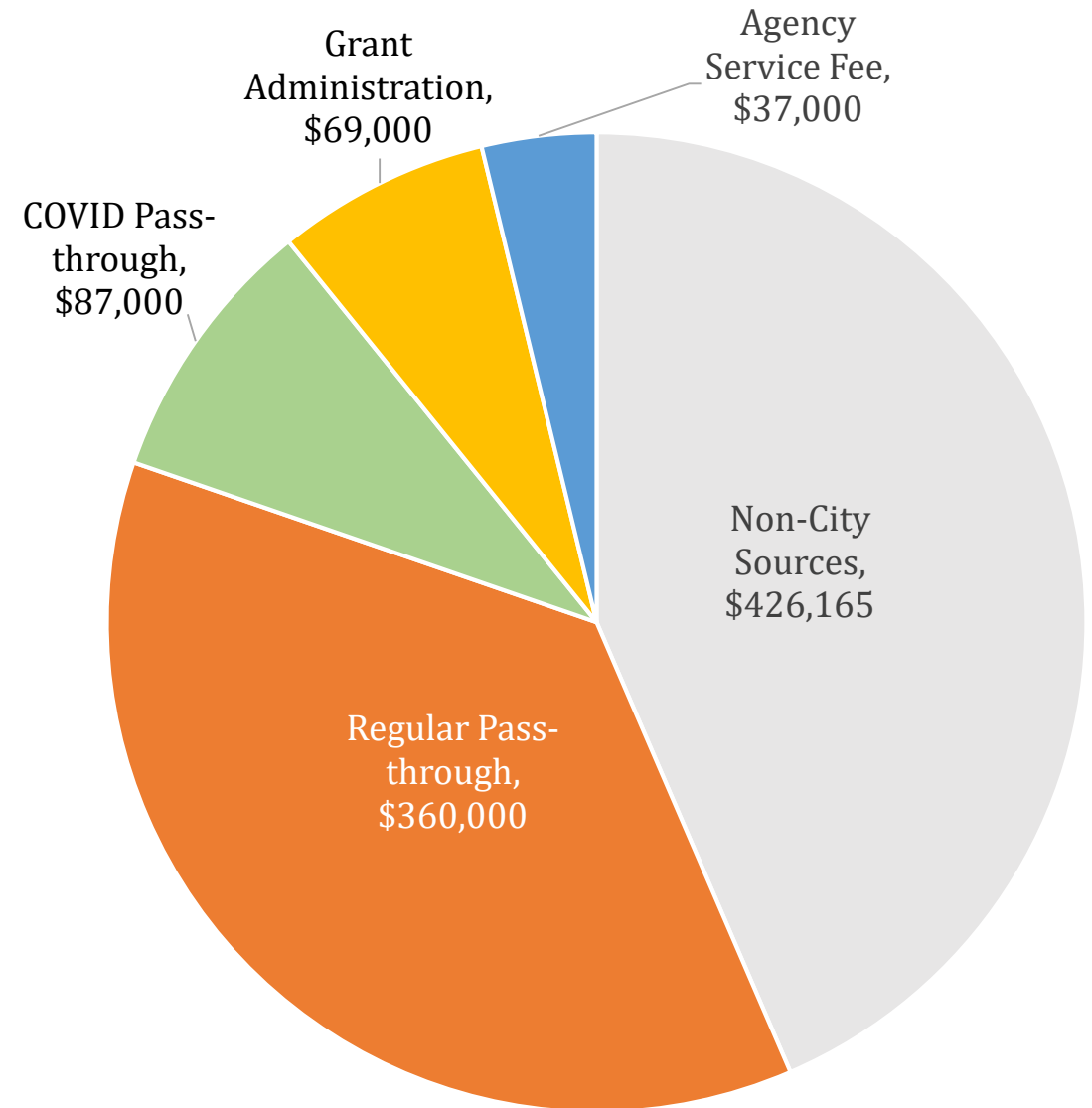


Chart representative of FY20 revenue sources

General Operating Support Grants

- General operating support is critical for helping local nonprofits leverage other grants, donations, and earned revenue
- \$305,000 total award to 36 organizations
- 3 new organizations not awarded in FY2020
- 33 Returning Awards:
 - 5 former project recipients now in GOS program
 - 28 returning GOS applicants
- Grants range from \$1,000 to \$25,000 based on organization's budget and review score
- Focus on parity, allocated a larger share of funds to smaller organizations



New General Operating Support recipient, Flagstaff Foundry

Project Grants

- 15 Applications
- \$35,000 awarded
 - 7 Awards ranging from \$1,000 to \$12,000
- Recipients:
 - Willow Bend Environmental Education Center
 - Flagstaff Symphony Orchestra
 - MOCAF
 - Theatrikos
 - Boys and Girls Club of Flagstaff
 - Four Corners Fiber Collective
 - Orchestra Northern Arizona





Dorlee Henderson
Art and Science Grant Committee - Flagstaff Arts Council



NORTHERN ARIZONA PRIDE ASSOCIATION



FLAGSTAFF COMMUNITY BAND



ARTISTS COALITION OF FLAGSTAFF



BED BOARD AND BEVERAGE



LOWELL OBSERVATORY



TYNKERTOPIA



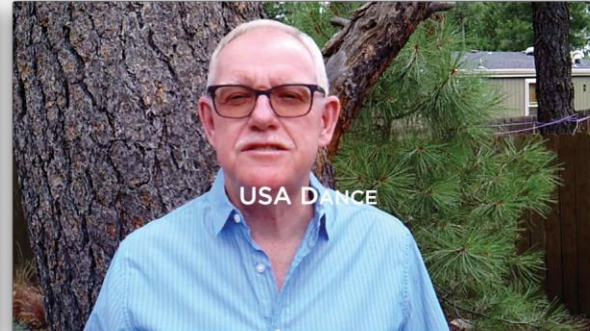
BALLET FOLKLÓRICO DE COLORES



MOCAF



MASTER CHORALE OF FLAGSTAFF



USA DANCE



FLAGSTAFF MUSIC THEATRE



CAPOIERA AMIZADE



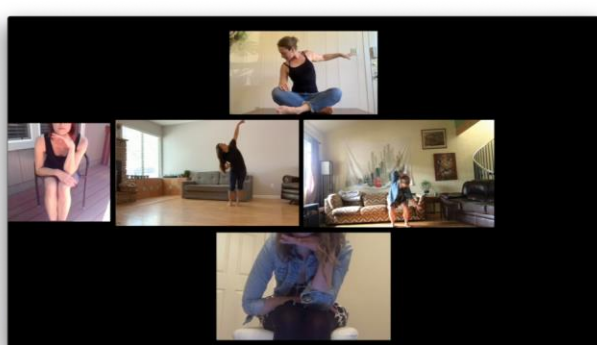
ARIZONA HISTORICAL SOCIETY



FLAGSTAFF FRIENDS OF TRADITIONAL MUSIC



THEATRIKOS THEATRE COMPANY



2020 Art & Science Fund General Operating Support & Project Grant Recipients:

Alpine Community Theater	Hozhoni Foundation
Arizona Historical Society	Human Nature Dance Theatre
Ballet Folklórico de Colores	Interference Series
Boys and Girls Club of Flagstaff	Flagstaff Dark Skies Coalition
Canyon Movement Company	Living Traditions Presentations
Capoeira Amizade Flagstaff	Lowell Observatory
DarkSky Aerial	MOCAF
Elden Pueblo Project	Museum of Northern Arizona
FAME (Flagstaff Arts Music and Education)	Northern Arizona Book Festival
Flagstaff Community Band	NA Celtic Heritage Society
Flagstaff Festival of Science	Northern Arizona Pride Association
Flagstaff Foundry	Orchestra Northern Arizona
Flagstaff Friends of Traditional Music	STEM City
Flagstaff Musical Theatre	The Arboretum at Flagstaff
Flagstaff Master Chorale	The Artists' Coalition of Flagstaff
Flagstaff Shakespeare Festival	Theatrikos Theatre Company
Flagstaff Symphony Orchestra	Tynkertopia
Four Corners Fiber Collective	USA Dance
Grand Canyon Guitar Society	Willow Bend Environmental Education Center
Heritage Square Trust	



Thank You Video

- Socially Distanced Crowd-Sourced Video
- Representing 18 funded organizations
- 1,500 views
- In addition to other earned media/articles
- View video:

<https://youtu.be/Bw2r-9LtrSY>

COVID Relief Efforts

Grants

- COVID Relief Fund
 - 22 Awards totaling \$87,350
- Recovery Collaboration Grants
 - 4 awards totaling \$39,750
(selected in October 2020)
- Approx. \$127,100 awarded to organizations to help sector adapt

Other Response Efforts

- Weekly/Monthly Art, Science, & Culture Leadership Meetings
- Advocacy at State Level
- COVID Pledge & Video
- Completion of Strategic Plan with COVID Recovery in Mind

Creative Opportunity

Draft Strategic Plan

Stakeholder-Driven Process

- 2 community meetings, more than 100 individuals participated
- Community survey, more than 130 responses
- Countless one-on-one informal and formal conversations
- Draft plan review meetings with key stakeholder groups (ongoing now)
- Likely will circulate final draft on social media and website
- Arts Consulting Group assessing fundraising feasibility for plan including 30 stakeholder and donor interviews



Guiding Principles

Mission

To foster creative opportunity.

Vision

Flagstaff is a vibrant creative community at the intersection of art and science.

Guiding Principles

Our Values

The transformative **impact of the arts**, creative expression, and
discovery;
economic, education, and social **opportunity**;
interdisciplinary **collaboration**;
a strong **inclusive community**
built on **cultural equity**; and
bold, accessible, authentic transparent, responsive, and
leadership.

Guiding Principles

Tools/Core Competencies

Fundraising and development.

Organizational development.

Advocacy, marketing, and outreach.

Partnerships.

Grantmaking.

Transformative Strategies

Reduce barriers to participate in the creative sector and the arts.

Gather artists, thinkers, makers, and leaders and build community around making change.

Create sustainable stakeholder-driven systems and frameworks for creative sector entrepreneurship and nonprofit excellence.

Guiding Principles

Creative Opportunity

Arts & Ideas

Catalytic Initiatives

Transformative Strategies


Reduce barriers to participate in the creative sector and the arts.

Gather artists, thinkers, makers, and leaders and build community around making change.

Create sustainable stakeholder-driven systems and frameworks for creative sector entrepreneurship and nonprofit excellence.

Our Priorities



- 1. An effective and resilient leadership agency.*
 - 2. Strong and resilient art, science, and culture nonprofits.*
 - 3. A shared community experience.*
 - 4. An emerging identity as one of the Southwest's most creative cities.*
 - 5. A thriving center for the arts.*
- 

Key Differences

1. Emphasis on creative city identity.
2. Expanded grantmaking.
3. Coconino Center for the Arts independence.
4. Arts & Ideas Festival.
5. Advocacy Council.
6. New FAC staff and roles.

Provided Executive Summary expands on programs and goals.

Anticipated 2021 Outlook (based on draft phasing plan)

- Establish Arts Fund.
 - This is dependent on Arts Consulting Group's findings for the feasibility of this program.
- Coconino Center for the Arts volunteer leadership.
- New FAC brand identity, website, and media strategy.
- Establish advocacy council, agenda, and strategy.
- Continued operational and governance enhancements.
- Artwalk FLG relaunch (hopefully!)
- 1 or 2 sector trainings

Questions? Thank you!