



creative flagstaff

2021 Update

Presentation to City Council, City of Flagstaff

Jonathan Stone • March 8, 2022

Agenda

Emerging from the Pandemic

1. About Creative Flagstaff / Flagstaff Arts Council
2. Recovering from the pandemic
3. Our new brand
4. Strategic plan
5. Grantmaking (Art & Science Fund)
6. Program Highlights
 1. Arts & Ideas Festival
 2. Responsive Training / Industry Events
 3. Digital Resource Center

Creative Flagstaff: founded as a partnership.



- Initially billed as a “United Way for the Arts”
- Official Arts, Cultural, and Science Agency for City of Flagstaff
- Administer BBB Art & Science funded Grantmaking Programs
- Operate County-owned Coconino Center for the Arts

The Pandemic Continues to Affect the Sector

Examples:

1. Museum of Northern Arizona is still at 50% of pre-pandemic admissions.
2. Orpheum Theater only recently successfully received Shuttered Venue Operator Grant funds.
3. Through December 31, 2021, total losses nationally in the nonprofit performing arts industry attributable to the pandemic exceed \$3.2 billion.
4. Coconino Center for the Arts continues to experience significant reduced attendance for concerts and events.

Local and national stimulus has been critical to keeping the cultural sector alive, especially event-based organizations.



Orpheum Theater

Stakeholder-Stewards of \$90 million in Economic Impact

- As of September, in most recently reported fiscal years, Flagstaff's cultural nonprofits:
 - \$22 million in expenditures
 - Employed 575 directly
- Arts & Economic Prosperity study
 - Approx. \$90 million in economic impact
 - Supporting over 3,000 jobs

COVID

- PPP, ERC and other CARES Act and ARP funding has been critical; other philanthropy shifted focus
- Approx. \$120,000 in COVID-specific BBB grants at the beginning of the pandemic
- \$1.8 million awarded to Flagstaff venues via Shuttered Venues Operator Grant

Beginning Arts in Economic Prosperity 6 Study this Spring

- 800 audience Intercept surveys
- Financial research
- IMPLAN model (Impact Analysis for Planning, input-output model)

Our New Brand

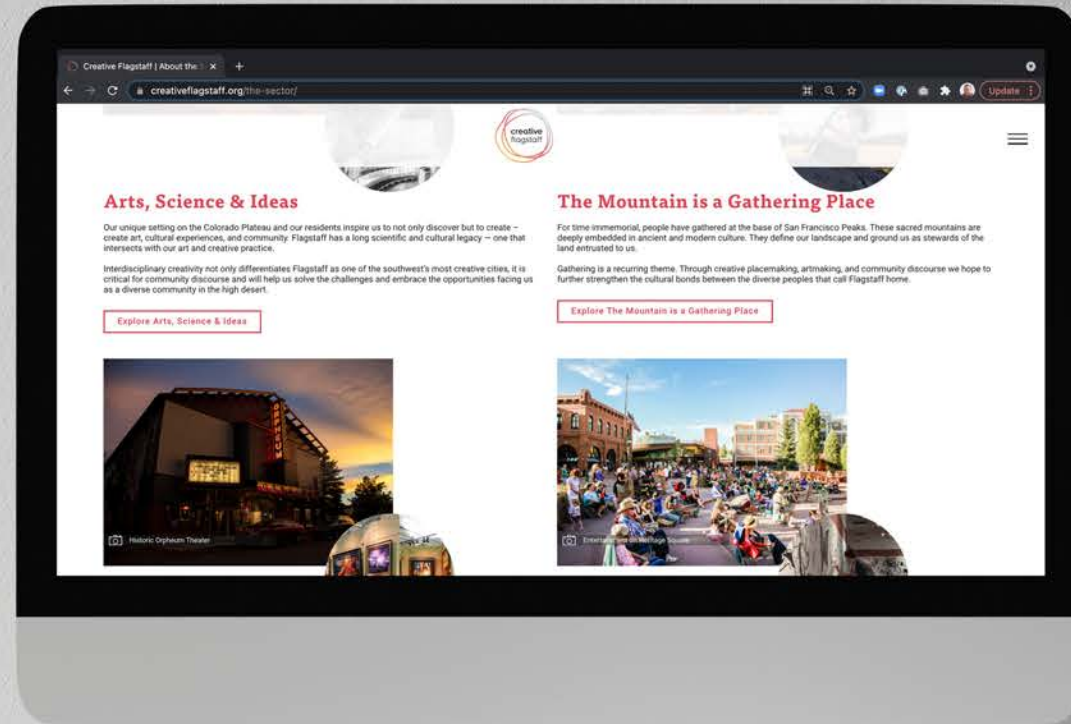
A connecting, intertwining thread in an infinite loop represents limitless intersections of arts and ideas.

- Color palette represents Flagstaff
- Templates ensure consistent application of agency communications
- Entire system will be shared with grantees



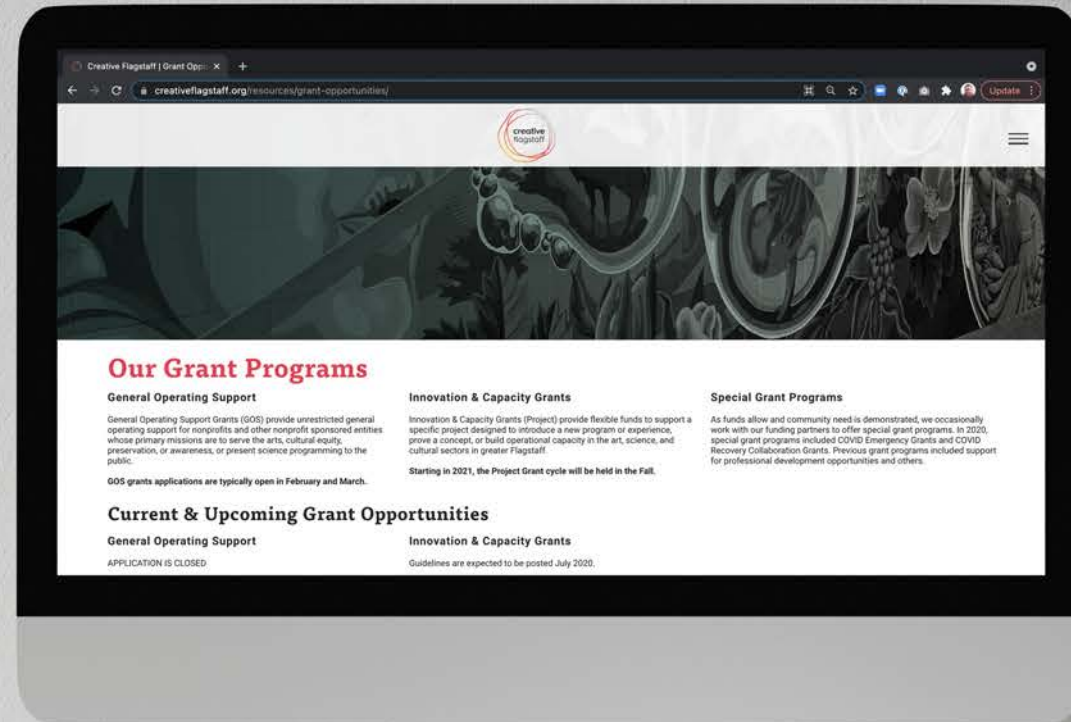
creativeflagstaff.org

- Story-focused
- Four themes for content
 - Arts, Science & Ideas
 - The Mountain is a Gathering Place
 - Creative Economy & Tourism
 - Creative Opportunity
- Focused by
 - People
 - Community
 - Programs & Initiatives
 - Thought
 - Investment



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- Resource pages include information about our grant programs
 - Over time, will include stories of impact as well as more detailed histories about past grant awards
- Other site resources:
 - Detailed information about our agency, finances, and governance
 - Artist opportunities & jobs



Summary

Discover Creativity, Discover Opportunity after two years of collaborative reflection and a Council – Creative Flagstaff – that supports our ambitious plan and vision for the

staff began in 1999 as the culmination of several visionary pursuits, the historic Art Barn, arts, and a collaborative partnership to form a local arts agency. For the past 20+ years, served as Flagstaff's art, science, and culture agency, investing in our community through disbursing more than \$6 million in grants, incubating new programs, helping organizations ng hundreds of artists at Coconino Center for the Arts, and advocating for supportive policies. Our work is not possible nor meaningful without the many creative professionals, businesses that call Flagstaff home.

The art, science, and cultural sector in Flagstaff is what gives Flagstaff its life, its understanding, its diversity, its diversity of not only people but also thought and how we express ourselves. It is the heart of Flagstaff.
– Former Mayor Coral Evans

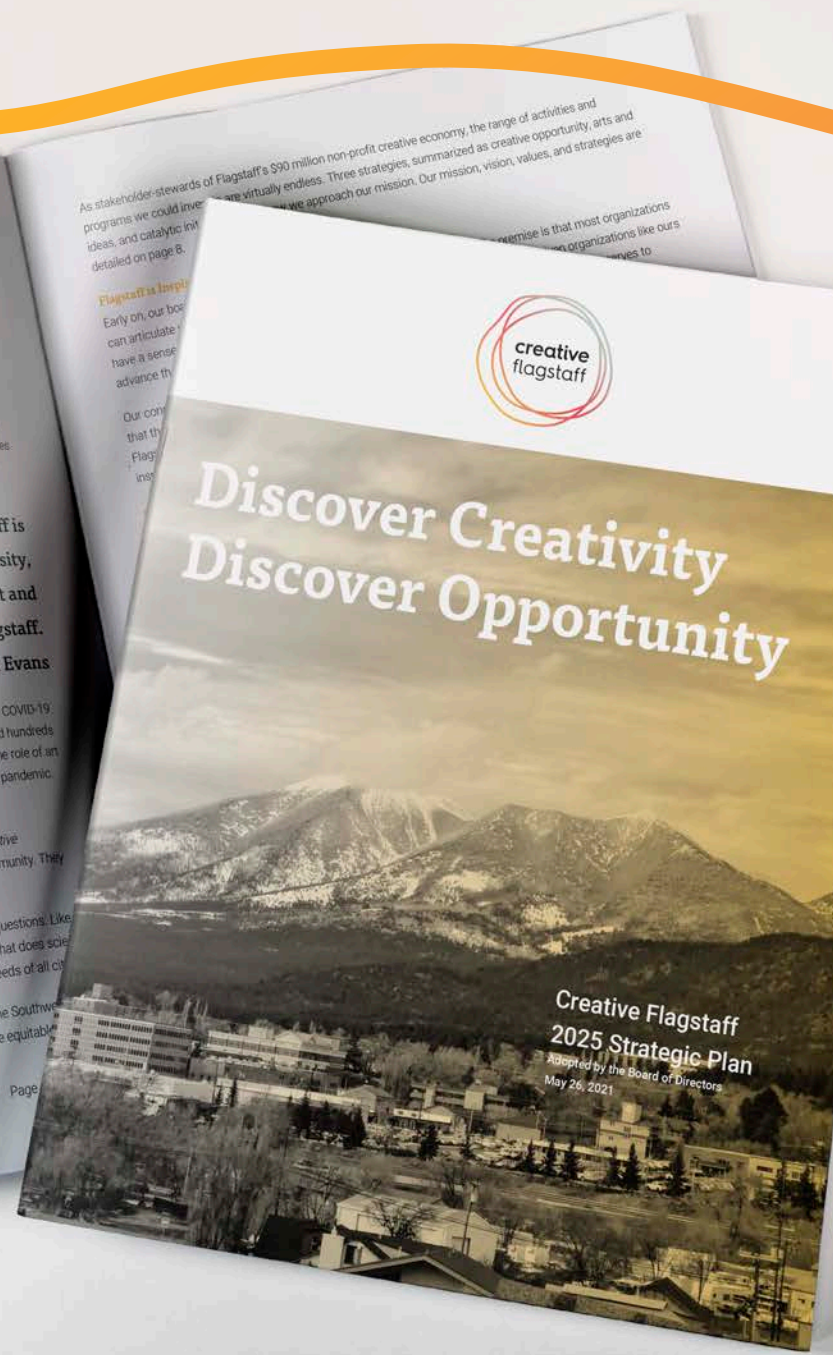
is the culmination of a deep community process which began before the onset of the COVID-19 community meetings, one which had more than 100 in attendance, 3 board retreats, and hundreds ed every aspect of this plan. It reflects on cultural equity, the creative economy, and the role of an building a strong and resilient community – now even more important because of the pandemic.

Outcomes-Driven, & Strategy-Focused

me of this strategic plan was the adoption of a new mission statement, to foster creative ose three words embody so much about what we understand and hope for our community. They on how we can collectively work together to make lasting change.

our new mission and vision after asking ourselves and the community challenging questions. Like mean to value the arts? Why does Flagstaff pride itself on science and discovery? What does sci with art? How does creativity build community? And, how are we responding to the needs of all cy

tions then led to bigger questions such as: How can Flagstaff be known as one of the Southw ies? How do we expand philanthropy and investment? And, how do we foster a more equitabl ators, citizens, and organizations?



Comprehensive Strategic Plan

- 5-7 Year timeframe
- Supported by community input
- 3 Phases
 - Phase 1 – Collaborative Investment Infrastructure, Festival Planning, Outreach & Advocacy Platform
 - Phase 2 – Arts & Ideas Festival, Expanded Outreach, Expanded CCA & ArtWalk Programming
 - Phase 3 – Facilities Plan, Collaborative Fundraising, Future Forward

Available on website, includes detailed appendix and context sections

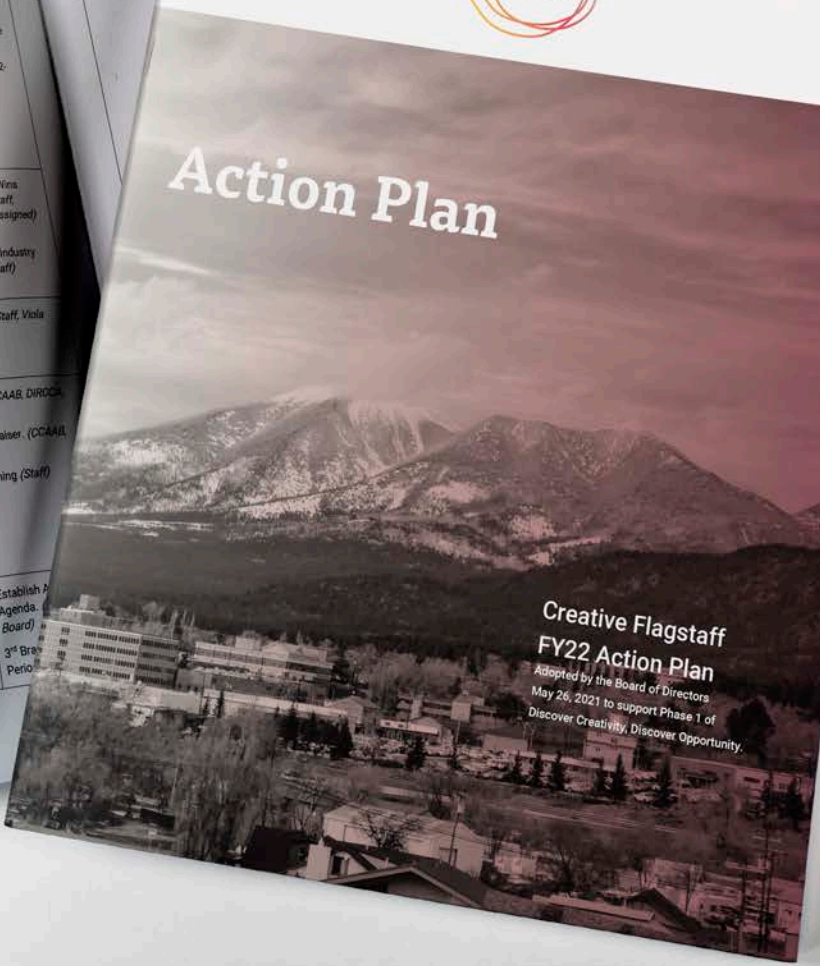
Staff FY22 Action Plan

Quarter 1	Quarter 2	Quarter 3	Quarter 4
Development Committee and Recruitment Plan (Board)	Form Development Committee. Implement Development Plan (includes fundraising for any reserve requirement) (ED, Dev Committee)	Implement Development Director Recruitment Plan (includes fundraising for any reserve requirement) (ED, Dev Committee)	Goal to have Development Director onboarded in Q3 or Q4, funding dependent.
Survey to stakeholders to prioritize training opportunities, scheduling opportunities. (Staff)	Host 2-3 trainings Q2-Q4. (Staff)	Development Plan to support FY23 operations. (ED, Dev Committee, DD if onboarded)	Implement Development Plan. (ED, Dev Committee, DD if onboarded)
Project 2022 Grant Cycle. (Grant Committee, Staff)	Project 2022 Grant Cycle. (Grant Committee, Staff)	Consider collaborative cultivation event.	Consider collaborative cultivation event.
GOS21 Final Reports, Stories of Impact. (Staff)	Prepare for FY23 GOS Grant Cycle. (Staff)	Host 2-3 trainings Q2-Q4. (Staff)	Host 2-3 trainings Q2-Q4. (Staff)
Negotiate ArtWins Agreement for Festival (Committee, ED, ArtWins)	Finalize ArtWins Agreement or No Agreement (Board, ArtWins)	Implement ArtWins Agreement (Staff, ArtWins, As Assigned)	Implement ArtWins Agreement (Staff, ArtWins, As Assigned)
Identify 2-4 Arts & Ideas Events (Industry and/or Community)	Arts & Ideas Community/Industry Event(s) (Staff)	Arts & Ideas Community/Industry Event(s) (CF Staff)	Arts & Ideas Community/Industry Event(s) (Staff)
Evaluate/finalize future Viola Awards format (Staff, Viola Committee, Board)	Form 14 th Annual Viola Awards Committee	Produce 14 th Annual Viola Awards. (Staff, Viola Committee)	
Lease renewal: procure govt. liquor license; County internet or alternate (County, Staff)	Finalize CCA Strategic Plan (CCAAB, DIRCCA, Approved by Board)	Implement CCA Strategic Plan (CCAAB, DIRCCA, Staff)	
Design CCA Membership Program. (CCAAB, DIRCCA)	Ongoing regular CCA Programming (Staff)	Implement FY22 dedicated fundraiser. (CCAAB, DIRCCA, Staff)	
Identify and schedule FY22 dedicated fundraising activity. (CCAAB, DIRCCA)	Form Advocacy Council (Board, ED)	Initial Advocacy Council meetings. (Staff, AC)	Establish Advocacy Council Agenda. (Board)
Develop Digital Resource & Education Center Project Plan (ED, CCADIR)	1 st Brand Content Focus Period (Staff)	2 nd Brand Content Focus Period (Staff)	3 rd Brand Content Focus Period (Staff)

Initiative	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Resiliency Fund	Adopt reserve policy for Resiliency Fund (Finance Committee)		Discuss resiliency fund objectives with City for FY23 Grant Cycle.	
Other Organizational Development			Partnership with CCAAB	



Action Plan



FY22 Action Plan

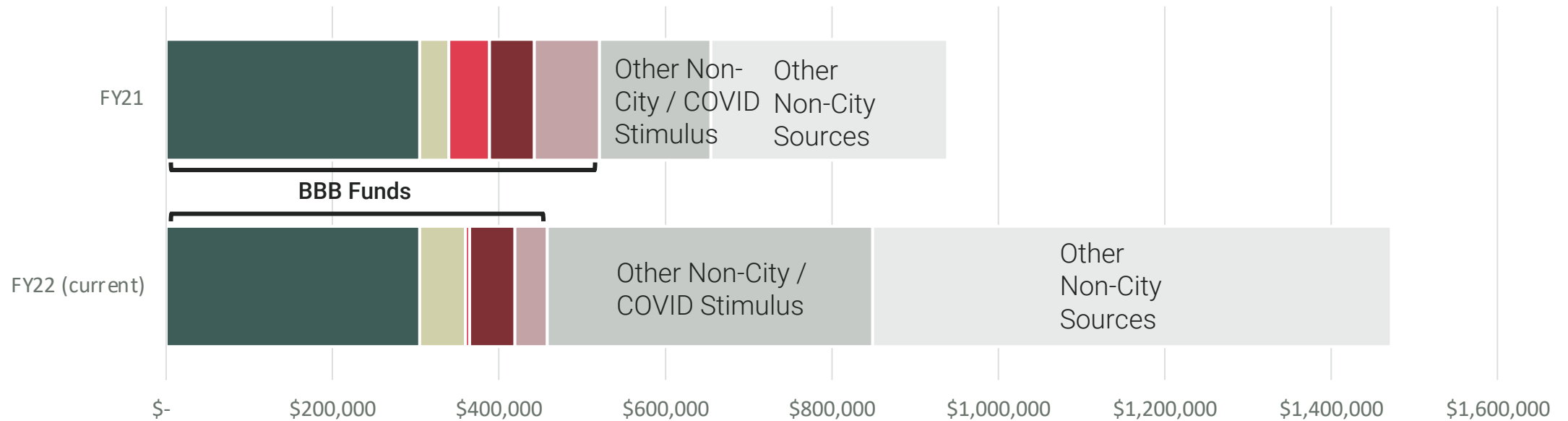
- Initial Phase 1 Work
- Funding dependent, work towards building out staffing and other infrastructure
- Board development
- Formation of advocacy council
- Finalize arts and ideas festival concept
- Develop Digital Resource & Education Center
- Evaluation & assessment plan

Available on website

Use of BBB funds.

Fund Use	2021	2022
GOS Grants	305,000	305,000
Project Grants	35,000	55,000
Special Grants	48,607	5,000
Grant Admin	54,000	54,000
Agency Services	78,000	39,000
TOTAL	\$520,607	\$458,000

*Contracted at 15%.
2021 included one-time additional marketing services*



Grantmaking and Creative Flagstaff's relationship with the City of Flagstaff's BBB Art & Science Fund are central to our work to foster creative opportunity.

Top: Museum of Northern Arizona
Bottom: Flagstaff Pride at City Hall Flag Raising



Grant Programs

Creative Flagstaff grants support our local creative sector and nonprofit organizations in arts, science, and culture programs that benefit the residents of and visitors to Flagstaff, Arizona.

These awards connect creatives, encourage community growth, and foster professional development to reinforce Flagstaff as a creative city in the Southwest.

Funded by Flagstaff's BBB Tax.



**General
Operating
Support**



**Capacity &
Innovation
Project**



**Special Grant
Programs**

Recent Grantees

Alpine Community Theater, Arizona Historical Society, Arizona Natural History Association - Elden Pueblo Project, Aya World Productions/ 1 World Chorus, Ballet Folklórico de Colores, Boys and Girls Club of Flagstaff, Canyon Movement Company, Capoeira Amizade Flagstaff, COCO-OP, DarkSky Aerial, Flagstaff Community Band, Flagstaff Festival of Science, Flagstaff Foundry, Flagstaff Friends of Traditional Music, Flagstaff Light Opera Company, Flagstaff Master Chorale, Flagstaff Shakespeare Festival, Flagstaff Symphony Association, FlagstaffCreate, Four Corners Fiber Collective, Grand Canyon Guitar Society, Heritage Square Trust, Hozhoni Foundation, Human Nature Dance Theatre, Interference Series, International Dark-Sky Association, Living Traditions Presentations, Lowell Observatory, Museum of Contemporary Art Flagstaff, Museum of Northern Arizona, Northern Arizona Book Festival, Northern Arizona Celtic Heritage Society, Northern Arizona Pride Association, Orchestra Northern Arizona, STEM City, Sun Sounds of Arizona, The Arboretum at Flagstaff, The Artists' Coalition of Flagstaff, Theatrikos, Threaded Together, Tolsun Publishing, Tynkertopia, USA Dance, Willow Bend Environmental Education Center

Since June 2021, 44 grantees received 91 awards totaling \$739,750.


Changes to FY22 GOS Grants – Currently Open

1. 2-year cycle for most
2. Questions and criteria greater emphasizing equity
3. Streamlined eligibility criteria
4. Video submission alternative for Level 1 applicants
5. Participation in training or mentorship opportunities
6. Non-scored feedback on training opportunities

Application deadline is April 6 at 11:30pm.

Flagstaff Foundry





YOUTH ARTS

Progress & Potential

Program Highlights

1. Arts & Ideas Festival
2. Responsive Training / Arts & Ideas Industry Events
3. Digital Resource Center

Arts + science
social justice
history
architecture
public policy
environment
...

experience
collaborate
gather
celebrate
recognize
discover
...

Dark Sky Arts & Ideas Festival (wt)

1. A massive **collaborative, multi-venue, interdisciplinary festival**.
2. Exploring **gamification** to increase opportunities for the public to interact with festival entries and content.
3. **Visual & performing arts**, creative placemaking, potential for permanent public art investment, ideas-based residencies and collaborations
4. **Discovery & ideas**, local and invited presenters, Ted Talk-style presentations, STEAM/kids zone

The festival:

focuses philanthropy and corporate support, captures the media, gets the community involved, focuses collaborative and interdisciplinary energy, and leaves a lasting and positive impact on the community, year after year.

With the support of Arizona Community Foundation, working with a professional branding firm to develop festival concept.



Responsive Training / Industry Events

1. Budgeted for regular training opportunities based on sector input.
2. Whenever we gather, we learn. From each other and invited experts.

Northern Arizona Book Festival

The planned Digital Resource & Education Center helps the cultural sector tell it's story.

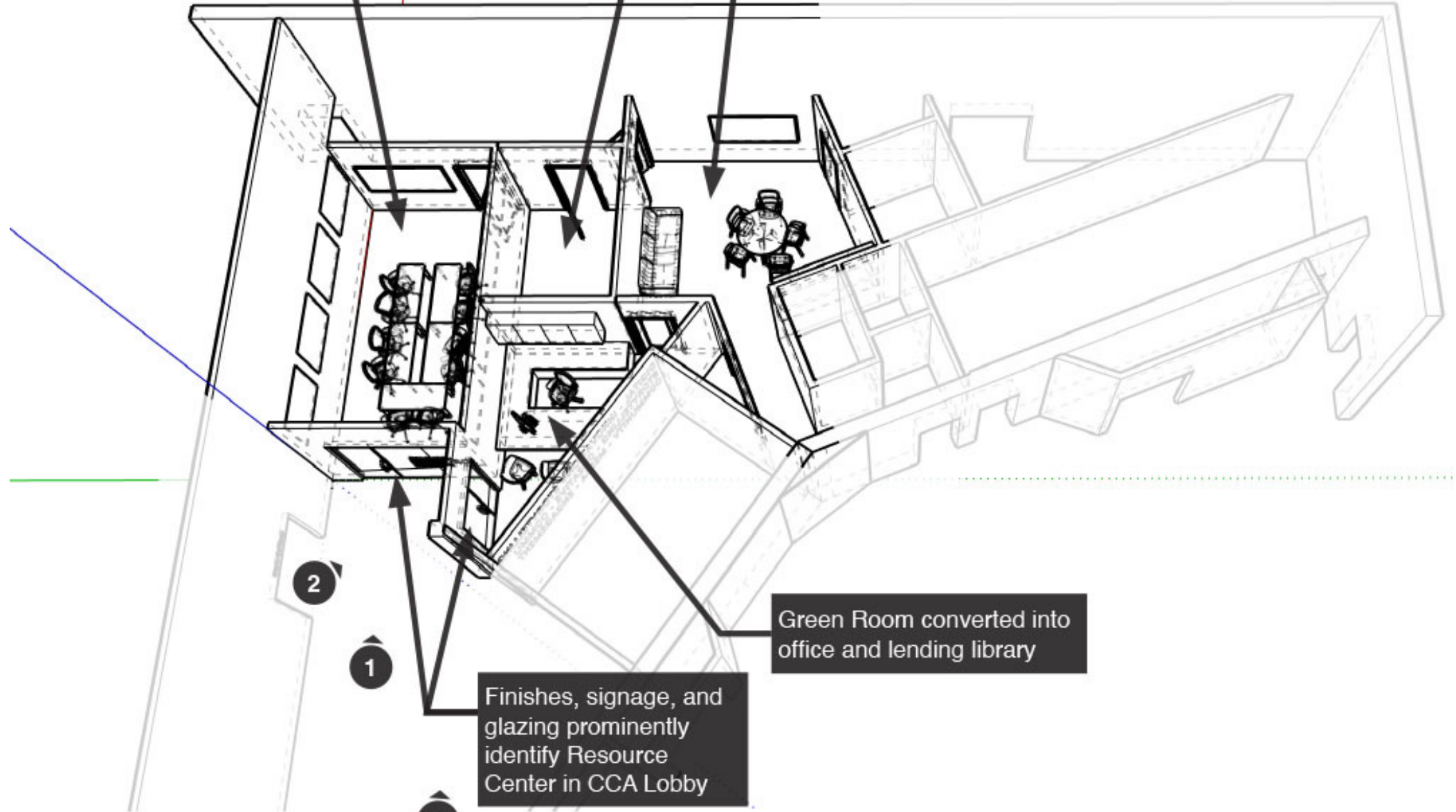
Supported by a generous \$100,000 grant from the Carl & Marilyn Thoma Foundation



Existing meeting room upgraded for hybrid digital meetings and classes, can also serve as a digital studio

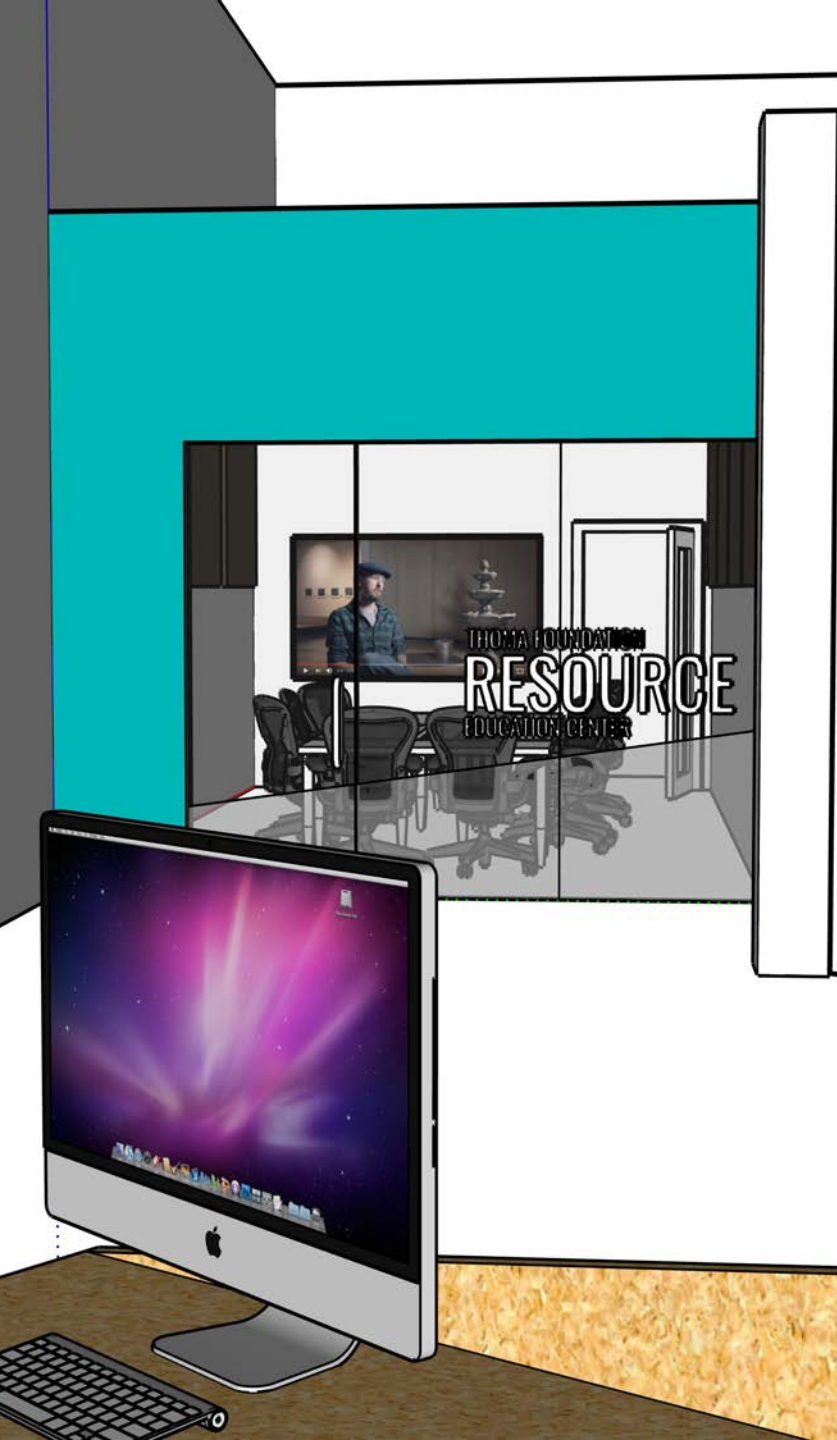
Storage repurposed as podcast studio and digital media lab

New Breakout Room, serves as green room and lounge as needed



Finishes, signage, and glazing prominently identify Resource Center in CCA Lobby

Green Room converted into office and lending library



Workshops, Education, & Mentorship

1. Initially focused on nonprofits.
2. Applied education for example marketing, philanthropy, documentation, community engagement.

Digital Makerspace

1. Reconfigured space at CCA. So far, \$35,000 has been raised for construction.
2. Available for free for those that participate in a workshop.

Lending Library

1. Prosumer and professional video, audio, streaming, and editing equipment.
2. Available for check-out.

Will be available to Coconino County Residents.



**Questions?
Thank you!**

Recent Grant List

	FY22 GOS	2022 Project	FY21 GOS	FY21 Project	2021 COVID Collab
Alpine Community Theater	\$ 4,000		\$ 3,500		
Arizona Historical Society	\$ 22,000	\$ 5,000	\$ 21,000		
Arizona Natural History Association - Elden Pueblo Project	\$ 3,500		\$ 4,000		
Aya World Productions/ 1 World Chorus		\$ 5,000			
Ballet Folklórico de Colores	\$ 4,500		\$ 4,000		
Boys and Girls Club of Flagstaff				\$ 4,000	
Canyon Movement Company, Inc	\$ 12,000		\$ 11,000		
Capoeira Amizade Flagstaff			\$ 3,000		
COCO-OP		\$ 4,000			

Recent Grant List

	FY22 GOS	2022 Project	FY21 GOS	FY21 Project	2021 COVID Collab
DarkSky Aerial			\$ 2,500		
Flagstaff Community Band	\$ 4,000		\$ 4,000		
Flagstaff Festival of Science	\$ 11,000		\$ 11,000		
Flagstaff Foundry	\$ 1,000		\$ 1,000		
Flagstaff Friends of Traditional Music	\$ 18,000		\$ 21,000		
Flagstaff Light Opera Company	\$ 3,000		\$ 3,500		
Flagstaff Master Chorale	\$ 8,500		\$ 9,000		
Flagstaff Shakespeare Festival	\$ 11,500	\$ 7,500	\$ 11,000		\$ 12,000
Flagstaff Symphony Association	\$ 25,000	\$ 4,000	\$ 25,000	\$ 3,000	

Recent Grant List

	FY22 GOS	2022 Project	FY21 GOS	FY21 Project	2021 COVID Collab
FlagstaffCreate			\$ 3,000		
Four Corners Fiber Collective		\$ 5,000		\$ 4,000	
Grand Canyon Guitar Society			\$ 2,000		
Heritage Square Trust			\$ 1,500		
Hozhoni Foundation	\$ 5,000		\$ 6,000		
Human Nature Dance Theatre	\$ 4,000		\$ 5,000		\$ 10,000
Interference Series	\$ 1,000	\$ 500	\$ 1,000		
International Dark-Sky Association	\$ 5,000		\$ 6,000		
Living Traditions Presentations			\$ 2,000		

Recent Grant List

	FY22 GOS	2022 Project	FY21 GOS	FY21 Project	2021 COVID Collab
Lowell Observatory	\$ 25,000		\$ 25,000		
Museum of Contemporary Art Flagstaff	\$ 4,000			\$ 8,000	
Museum of Northern Arizona	\$ 22,000	\$ 2,500	\$ 24,000		
Northern Arizona Book Festival	\$ 3,000		\$ 2,000		
Northern Arizona Celtic Heritage Society	\$ 5,000		\$ 4,000		\$ 7,750
Northern Arizona Pride Association	\$ 8,000		\$ 8,000		
Orchestra Northern Arizona	\$ 6,500		\$ 6,000	\$ 1,000	
STEM City			\$ 5,000		
Sun Sounds of Arizona		\$ 4,000			

Recent Grant List

	FY22 GOS	2022 Project	FY21 GOS	FY21 Project	2021 COVID Collab
The Arboretum at Flagstaff	\$ 18,000	\$ 3,500	\$ 18,000		
The Artists' Coalition of Flagstaff			\$ 6,000		
Theatrikos	\$ 21,000	\$ 8,000	\$ 23,000	\$ 12,000	
Threaded Together	\$ 20,000	\$ 3,000			
Tolsun Publishing	\$ 3,000				
Tynkertopia	\$ 8,500		\$ 7,000		\$ 10,000
USA Dance	\$ 1,000		\$ 1,000		
Willow Bend Environmental Education Center	\$ 17,000	\$ 3,000	\$ 15,000	\$ 3,000	
TOTAL	\$ 305,000	\$ 55,000	\$ 305,000	\$ 35,000	\$ 39,750