



From the Executive Director...

Dear friends,

The work of Arizona Citizens for the Arts (AzCA) was never more challenging than during the past fiscal year.

However, as we look back over the months, we are convinced our mission to be the voice of arts and culture in the public arena is as vital as ever.

Arizona arts and culture must have a voice that:

- Speaks up for the economic impact the sector has on communities all over Arizona
- Reminds policymakers of how individual artists, arts organizations and cultural institutions are at the center of cities and towns working to build robust and vibrant communities for their citizens
- Promotes the power of arts education in helping our young people learn
- Advocates for government support and private philanthropy on par with what is invested in other key sectors of our economy

This report summarizes how Arizona Citizens for the Arts has pursued its mission to be that voice over the last 12 months – all for the benefit of our organizational members; the individuals, foundations and businesses that financially support us; the young people who need arts education, and our advocates who join their voices with ours on behalf of arts and culture in Arizona.

We're proud to serve the sector and the thousands of Arizonans who value arts and culture in their lives, their schools and their communities. And we want you to know that despite ups and downs, we are prepared to take every opportunity to make the case for the impact of arts and culture in Arizona next year, and every year after.

Thanks to all of you for your support and the many ways you engage in our shared mission.

Sincerely,

Catherine "Rusty" Foley

More voices than ever for advocacy



101 member organizations
statewide
(the most in our 34-year history)



5,000 Newsletter subscribers



5,000 Voter Voice Advocates



3,300 Facebook Followers



2,000 Twitter Followers

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The Main Ingredients: advocacy and civic engagement



Hard-fought election campaigns, the transition to a new Governor's administration and the lingering effects of a sluggish state economy colored every aspect of our state advocacy this year.

Our work began last July when we launched a new **Vote smART Arizona** website to provide information voters need to know, as well as information about arts, culture and arts education issues. All major candidates for Governor participated in our gubernatorial survey on arts and culture, and most candidates in several key legislative districts also participated in our surveys. We posted this information on the Vote smART site as well as distributing it through multiple eblasts and Facebook postings.

We distributed important information about the impact of arts and culture on Arizona's economy to the new Governor and members of his administration, and recruited a number of major arts supporters across the state to also reach out to the new team.

During the **Arts Congress** at the Capitol in February, more than 80 of the 90 state legislators participated either in office meetings or by having lunch on the Capitol lawn with arts advocates from their home districts. Along with the 220 or so advocates at the Capitol, another 70 advocates participated in our "virtual" Arts Congress by contacting their legislators by mail.

But despite energetic efforts by AzCA and positive response from many legislators, funding for the Arizona Commission on the Arts – like many other state programs -- was a casualty of the state fiscal crisis. As a result of the Governor's and the Legislature's commitment to passing a balanced budget without new taxes, the final legislation did not include a repeat allocation of the \$1 million received in FY14 and FY15, either from Rainy Day Fund interest or elsewhere.

The harsh reality is that the Commission's grant pool for FY16 will be as low as it was at the height of the recession.

That means AzCA and our advocates must redouble our efforts in FY16 to persuade legislators that the capacity of arts and culture to energize local communities is worth an allocation through the Arts Commission that studies show returns a \$1.50 to the economy for every dollar invested.

We're prepared for the job because of the groundwork we've laid this year, and because we know we can continue to count on the enthusiastic support of our advocates. To become a part of our advocacy network, visit our website and click Advocate for the Arts:

www.azcitizensforthearts.org

Artistic excellence in every corner of the state

In March 2015 nearly 700 arts and culture enthusiasts celebrated the 34th annual Governor's Arts Awards recognizing 65 nominees from 23 Arizona communities and honoring the following with Governor's Arts Awards:

- Musician, composer and craftsman **William Eaton**, Sedona, Artist Award
- Businessman and philanthropist, **I. Michael Kasser**, Tucson, Individual Award
- Music Professor, **Margaret Schmidt**, Arizona State University, Tempe, Arts In Education Individual Award
- **Phoenix Conservatory of Music**, Phoenix, Arts in Education Organization Award
- **West Valley Arts Council's Gallery 37 Programs**, Surprise, Community Award
- **CopperPoint Mutual**, Phoenix, Business Award



Also honored with The Shelley Award for individual and collective support for the arts as advocates and donors was the Papp Family represented by family patriarch the late L. Roy Papp and his wife, Marilyn A. Papp; their son, Harry A. Papp, and his wife, Rosellen Papp.

The event also returned to its historic format as a dinner and featured newly elected Governor Doug Ducey who applauded the contributions of the arts to Arizona's economy and to making the state a place where people want to live, recreate and do business.

For more information about the Governor's Arts Awards visit: azcitizensforthearts.org/governors-arts-awards

Business partnerships support arts & culture



Arizona Citizens for the Arts works every day to add value to the relationship with our organizational members. One major way we accomplish this is through the Business Volunteers for the Arts program which facilitates one-on-one matches between arts organizations in need of operational support and individual business professionals with expertise to lend. We mentor small organizations on how to use skills-based volunteers to improve their operations and expand their capacity, and we partner with other nonprofit organizations to encourage volunteer support for the arts.



In FY 15, we built a bank of 25 qualified business volunteers and matched eight with seven organizations. Six work projects were completed, valued at \$13,525. We also partnered with the Arizona Governor's Conference on Service and Volunteerism and the Phoenix Office of Arts and Culture to promote skills building among arts and culture organizations.

For more information, contact **Robin Hanson**, AzCA Program Coordinator: Robinhanson@azcitizensforthearts.org

Our Goal: more arts in schools

Arizona Citizens for the Arts took up the challenge this year of revitalizing support for K-12 arts education after **Americans for the Arts** chose Arizona as one of 10 states for a national three-year pilot to revitalize arts education advocacy.

40% of Arizona schools lack qualified art and music teachers; only about two thirds of our 1.1 million students receive art and music education in school, and another 115,000 children have NO arts programs in their schools.

In partnership with the **Arizona Department of Education** and the **Arizona Commission on the Arts**, AzCA received a \$10,000 grant to support the development of a broad coalition of arts leaders, education activists, parents and community leaders to effectively advocate for quality arts education in ALL Arizona schools.

Our goal is to change that. And we're grateful that our first-year, national grant was matched by \$5,000 each from **DMB Associates** and the **Arizona Community Foundation** and another \$7,000 in 54 new gifts from our individual supporters.

Learn more at: azcitizensforthearts.org/policy-platform

While numerous studies affirm the impact of the arts on student learning,



40% of AZ schools lack qualified art & music teachers



115,000

students receive NO arts training



2.8%

schools offer programs in all 4 arts disciplines

Making ourselves heard in the community

We constantly seek opportunities to tell the story of how arts and culture contributes to the vitality of our state. We make generous use of social media, as well as work with community leadership organizations, local business groups and traditional media to encourage the attention the arts and culture sector deserves.

For example, we participated this year in the arts and culture programs of Scottsdale Leadership and Valley Leadership. We also gave a presentation regarding the importance of K-12 arts education on student success to members of the Arizona Grantmakers Forum.

The Arizona Republic and the *Arizona Capitol Times* featured op-ed columns by AzCA Executive Director, **Catherine "Rusty" Foley** regarding the economic impact of arts and culture. AzCA also was sought out for comment by other media throughout the year including *The Downtown Devil* and the *Clear Channel* radio group that includes popular stations like KEZ 99.9, the Mix 96.9, 550KFYI and others.

AzCA also represents the arts and culture sector on the Arizona Town Hall board and the Alliance for Arizona Nonprofits Policy Council. Program or media requests may be directed to rustyfoley@azcitizensforthearts.org.

Arizona Citizens for the Arts, a 34-year-old 501c3, acts as the eyes, ears and voice of the nonprofit arts and culture sector in Arizona - at the State Legislature, in local city halls and in partnerships with business, educators and community leaders involved in building and supporting quality of life in Arizona.

Arizona Citizens for the Arts Board of Directors 2014 - 15

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