

# CITY COUNCIL REPORT



Meeting Date: June 16, 2015  
 General Plan Element: **Character & Design**  
 General Plan Goal: ***Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.***

## ACTION

**Scottsdale Cultural Council Annual Financial Participation Agreement.** Adopt Resolution No. 10181, authorizing Agreement No. 2015-163-COS, a financial participation agreement for fiscal year 2015/16 in the amount of \$4,381,833, to be allocated for activities consistent with the management services agreement between the City of Scottsdale and the Scottsdale Cultural Council.

## BACKGROUND

Since 1987, the Scottsdale Cultural Council has provided advisory and management services with regard to the arts and cultural programs and facilities of the City of Scottsdale. The SCC is led by the president/chief executive officer and a 24-member board of trustees. The SCC has three operating divisions, the Scottsdale Center for the Performing Arts, the Scottsdale Museum of Contemporary Art and Scottsdale Public Art. Each division also has an advisory board.

In 2008, a 10-year management service agreement with the SCC was approved by the City Council. The management service agreement ensures that city funds are used for the program of work as presented in the annual operation plan and report. The agreement is monitored on an ongoing basis by the city's contract administrator and through annual performance measures, programming updates and financial reports. The terms of the contract call for an annual audit and year-end financial report. The City Council must annually approve the allocation for the city's financial participation for the SCC, subject to the terms of the management services agreement.

## ANALYSIS & ASSESSMENT

On May 26, 2015, the Scottsdale Cultural Council Board of Trustees reviewed and approved the SCC's annual operating budget. Their operation plan overview and report describes current year highlights and plans that will be used to implement next year's program of work (Attachment 3).

The management services agreement outlines the process for the annual city appropriation, as well as the allocation plans for five categories of activities. Table 1 outlines the allocation based on these activities for the past, current and upcoming budget years.

**Table 1. Scottsdale Cultural Council Budget Allocation History**

	<b>FY 13/14</b>	<b>FY 14/15</b>	<b>FY 15/16</b>
Management and Administration of the Facilities	\$3,425,320	\$3,391,397	\$3,581,749
Maintenance and Repair of Specialty Equipment	17,610	17,610	17,610
Community Art Grant Program	59,000	159,000	80,000
Management and Administration subtotal	3,501,930	3,568,007	3,679,359
Conservation and Restoration of City Artwork	128,880	130,000	130,000
Management and Administration of Art in Public Places and Art in Private Development Programs	623,397	556,200	572,474
Public Art subtotal	752,277	686,200	702,474
<b>Total Management Services Fee</b>	<b>\$4,254,207</b>	<b>\$4,254,207</b>	<b>\$4,381,833</b>
Year over Year Percent Change	3%	0%	3%

These city allocations are shown as revenues on the SCC Approved FY16 Operating Budget (Attachment 3, p. 3). City allocations do not exactly match operating expenses in all cases because funds from earned and contributed revenue are also being used in addition to city funds. In addition, prior year allocations do not match revenues in some cases because of slight variances in accounting procedures.

The Community Art Grant Program allocation shows a decrease of \$79,000 from the current year budget of \$159,000. The allocation was increased by the City Council in FY 2014/15 by \$100,000 to provide additional funding for community organizations. The SCC Board of Trustees recommends an allocation of \$80,000 based on current year approved requests and anticipated need. Grants awarded in one year, are paid in the next. The program provided \$59,000 in grants to nine community arts and cultural organizations in FY 2014/15, and plans to award \$80,000 in FY 2015/16.

The Scottsdale Cultural Council budget and additional funding requests were discussed at the April 14, 2016, City Council meeting. Depending on the available unreserved fund balance at the end of FY 2014/15, the City Manager has committed to bring forward a recommendation for funding the additional requests.

The total Management Services Fee is paid over a nine-month period from July 2015 to March 2016. The first payment (July) is a double-payment, the second (August) is 1½ payment, and the final payment (March) is a ½ payment. The accelerated payment plan for July and August reflects the cash flow needs of the Scottsdale Cultural Council.

## **RESOURCE IMPACTS**

The Scottsdale Cultural Council's approved FY 2015/16 operating budget is \$10,238,025. The city's contribution accounted for 41 percent of their FY 2014/15 budget and is estimated at 43 percent for FY 2015/16.

## City Council Report | Scottsdale Cultural Council Annual Financial Participation Agreement

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The proposed Scottsdale Cultural Council FY 2015/16 budget reflects a 3 percent increase in funding from the city, and sufficient funding was included in the city's FY 2015/16 Operating Budget.

In FY 2013/14, the SCC leveraged the city's investment of \$4.2 million by generating \$6.2 million in earned and contributed revenues to fund arts programs and related operating expenses. For FY 2014/15, the SCC forecasts that the city's investment of \$4.3 million will be leveraged by generating \$6.5 million in earned and contributed revenues.

### STAFF RECOMMENDATION

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Adopt Resolution No. 10181, authorizing Agreement No. 2015-163-COS, an annual financial participation agreement between the City of Scottsdale and the Scottsdale Cultural Council for fiscal year 2015/16 in the amount of \$4,381,833.

### RESPONSIBLE DEPARTMENTS

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Tourism and Events Department; City Manager's Office


### STAFF CONTACTS

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Brent Stockwell, Strategic Initiatives Director, [BStockwell@scottsdaleaz.gov](mailto:BStockwell@scottsdaleaz.gov)

### APPROVED BY

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Brent Stockwell, Strategic Initiatives Director  
(480) 312-7288, [BStockwell@ScottsdaleAZ.gov](mailto:BStockwell@ScottsdaleAZ.gov)

6/2/15  
Date

  
Fritz Behring, City Manager  
(480) 312-2811, [FBehring@ScottsdaleAZ.gov](mailto:FBehring@ScottsdaleAZ.gov)

6/2/15  
Date

### ATTACHMENTS

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1. Resolution No. 10181
2. Financial Participation Agreement 2015-163-COS
3. Scottsdale Cultural Council Budget and Narrative for FY 2015/16

RESOLUTION NO. 10181

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, ARIZONA, AUTHORIZING THE MAYOR TO EXECUTE FINANCIAL PARTICIPATION AGREEMENT NO. 2015-163-COS WITH THE SCOTTSDALE CULTURAL COUNCIL FOR THE CITY'S 2015-16 FISCAL YEAR.

WHEREAS, on May 20, 2008, the City and the Scottsdale Cultural Council ("Cultural Council") entered into Management Services Agreement 2008-048-COS ("Management Services Agreement"), wherein the City designated the Cultural Council as the principal organization for advising, planning and administering arts and cultural activities for the City; and

WHEREAS, the City desires to provide funds to the Cultural Council for fiscal year 2015-16 so that the Cultural Council may continue to administer the arts and cultural activities for the City pursuant to the terms of the Management Services Agreement, and the City Council has appropriated funds for such purposes; and

WHEREAS, the Management Services Agreement provides that for each year the City Council appropriates funds for the Cultural Council, the parties shall enter into a Financial Participation Agreement regarding the appropriation;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Scottsdale as follows:

Section 1. The Mayor is hereby authorized and directed to execute, on behalf of the City, Financial Participation Agreement No. 2015-163-COS with the Scottsdale Cultural Council for the total sum of four million three hundred eighty one thousand eight hundred thirty three dollars (\$4,381,833.00) for fiscal year 2015-16 for the Cultural Council to administer the City's arts and cultural activities pursuant to the terms of the Management Services Agreement.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Arizona, this 16th day of June, 2015.


ATTEST:

CITY OF SCOTTSDALE,  
a municipal corporation

\_\_\_\_\_  
Carolyn Jagger, City Clerk

\_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Bruce Washburn, City Attorney

By: William Hylen  
Senior Assistant City Attorney

**FINANCIAL PARTICIPATION AGREEMENT BETWEEN THE CITY OF SCOTTSDALE  
AND THE SCOTTSDALE CULTURAL COUNCIL FOR FISCAL YEAR 2015-16**

This Financial Participation Agreement ("Agreement") is made and entered into this 16th day of June, 2015, by and between the City of Scottsdale, an Arizona municipal corporation (the "City"), and the Scottsdale Cultural Council, an Arizona non-profit corporation (the "Cultural Council").

**RECITALS**

- A. On May 20, 2008, the City and the Cultural Council executed City of Scottsdale Agreement No. 2008-048-COS ("Management Services Agreement"), in which the City designated the Cultural Council as the principal organization for advising, planning and administering arts and cultural activities for the City.
- B. In accordance with the Management Services Agreement, the City desires to pay the Cultural Council a Management Services Fee for the City's fiscal year 2015-16, and the City Council has appropriated funds for such purposes.
- C. The Management Services Agreement provides that the City shall disperse the Management Services Fee for any given fiscal year to the Cultural Council in installment payments, pursuant to a separate financial participation agreement.

NOW THEREFORE, in consideration of the mutual covenants and conditions hereinafter set forth, the parties agree as follows:

- 1. Incorporation of Recitals. The recitals to this Agreement are hereby affirmed by the parties as true and correct and are incorporated herein by this reference.
- 2. Incorporation by Reference. The Management Services Agreement is incorporated into this Agreement by this reference as if fully set forth herein. Likewise, this Agreement is made a part of the Management Services Agreement by this reference as if fully set forth therein.
- 3. Definitions. Unless otherwise expressly provided herein, the definitions contained in the Management Services Agreement shall apply to the same terms used in this Agreement.
- 4. Services to be Performed by the Cultural Council. The Cultural Council shall provide the services specified in the Management Services Agreement and shall comply in all respects with the provisions of the Management Services Agreement.
- 5. Financial Participation by the City.

5.1. Solely for the purposes stated in this Agreement and the Management Services Agreement, the City shall pay the Cultural Council a total Management Services Fee of four

City of Scottsdale Agreement No. 2015-163-COS  
Resolution No. 10181

million three hundred eighty one thousand eight hundred thirty three dollars (\$4,381,833.00) during and for the City's fiscal year 2015-16. The City shall pay the Management Services Fee to the Cultural Council in accordance with the following schedule:

5.1.1 Eight hundred seventy six thousand three hundred sixty seven dollars (\$876,367.00) by July 1, 2015.

5.1.2 Six hundred fifty seven thousand two hundred seventy five dollars (\$657,275.00) by August 3, 2015.

5.1.3 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by September 1, 2015.

5.1.4 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by October 1, 2015.

5.1.5 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by November 1, 2015.

5.1.6 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by December 1, 2015.

5.1.7 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by January 4, 2016.

5.1.8 Four hundred thirty eight thousand one hundred eighty three dollars (\$438,183.00) by February 1, 2016.

5.1.9 Two hundred nineteen thousand ninety two dollars (\$219,092.00) by March 1, 2016.

5.2. Of the Management Services Fee specified above, the following amounts are hereby allocated and earmarked by the City and shall be expended by the Cultural Council solely for the identified purposes:

5.2.1. Seventeen thousand six hundred ten dollars (\$17,610.00) for the maintenance and repair of all Specialty Equipment and Specialty Fixtures, as provided in Subsections 7.1.2 and 13.2.1 of the Management Services Agreement.

5.2.2. One hundred thirty thousand dollars (\$130,000.00) for the Conservation and Restoration of City Artwork, as provided in Subsections 11.4 and 13.2.2 of the Management Services Agreement.

5.2.3. Eighty thousand dollars (\$80,000.00) for the management, administration of, and grants awards for the Arts Grants Program, as provided in Subsection 5.5 of the Management Services Agreement.

5.2.4. Five hundred seventy two thousand four hundred seventy four dollars (\$572,474.00) for the management and administration of the Art in Public Places Program and the Art in Private Development Program, as provided in Subsections 11.7 and 11.8, respectively, and Subsection 13.2.4, of the Management Services Agreement.

5.3. Not later than December 31, 2016, in accordance with Subsection 14.2 of the Management Services Agreement, the Cultural Council shall provide the City Contract Administrator with a separate accounting of each of the earmarked funds set forth above in subsection 5.2.

6. Term. The term of this Agreement shall commence on July 1, 2015 and end on June 30, 2016, unless sooner terminated.

7. Termination. The termination provisions of the Management Services Agreement are incorporated herein by this reference as if fully set forth.

8. Statutory Cancellation Right. In addition to its other rights hereunder, the City shall have the cancellation rights specified in A.R.S. § 38-511.

9. Survival. Any and all provisions or obligations contained in this Agreement that by their nature or effect are required or intended to be observed, kept or performed after termination of this Agreement shall survive termination of this Agreement and remain binding on the parties.

[Signature page follows]

City of Scottsdale Agreement No. 2015-163-COS  
Resolution No. 10181

EXECUTED as of the date first given above.

SCOTTSDALE CULTURAL COUNCIL,  
an Arizona non-profit corporation

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Neale Perl  
President and CEO

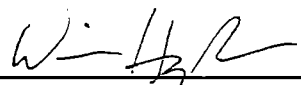
ATTEST:

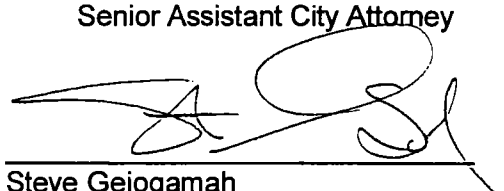
CITY OF SCOTTSDALE,  
an Arizona municipal corporation

\_\_\_\_\_  
Carolyn Jagger, City Clerk

\_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Bruce Washburn, City Attorney  
By: William Hylan  
Senior Assistant City Attorney

  
\_\_\_\_\_  
Steve Geiogamah  
Acting Tourism and Events Director



**SCOTTSDALE CULTURAL COUNCIL**

**FY16 OPERATING BUDGET**

**PROPOSED - BOARD OF TRUSTEES**

**5/26/2016**

**SCOTTSDALE CULTURAL COUNCIL  
FY 2016 APPROVED OPERATING BUDGET**

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**SCOTTSDALE CULTURAL COUNCIL  
SUMMARY OF PROPOSED FY 2016 BUDGET**

	Proposed Budget FY 2016	Current Budget FY 2015	Actual FY 2014	Actual FY 2013
<b>Budgeted Revenues</b>				
Earned Revenues	\$ 3,956,212	\$ 4,369,449	\$ 4,241,425	\$ 4,423,490
Contributed Revenues	\$ 2,155,800	\$ 2,138,750	\$ 2,017,570	\$ 2,017,352
City of Scottsdale Contract	\$ 4,381,833	\$ 4,254,207	\$ 4,236,600	\$ 4,126,542
<b>Total Revenue</b>	<b>\$ 10,493,845</b>	<b>\$ 10,762,406</b>	<b>\$ 10,495,595</b>	<b>\$ 10,567,383</b>
<b>Budgeted Expenses (Before Depreciation)</b>				
Staff Costs	\$ 5,359,743	\$ 5,245,408	\$ 4,793,097	\$ 4,968,260
Outside & Professional Fees	\$ 459,905	\$ 445,107	\$ 825,019	\$ 599,077
Artist Fees and Program Support	\$ 2,295,158	\$ 2,558,567	\$ 2,458,137	\$ 2,306,630
Marketing & Advertising	\$ 508,297	\$ 573,750	\$ 542,794	\$ 610,678
Occupancy	\$ 448,770	\$ 556,220	\$ 559,242	\$ 530,149
Public Art Project Costs	\$ -	\$ -	\$ 37,030	\$ 29,969
All Other	\$ 1,166,152	\$ 1,140,760	\$ 1,150,860	\$ 1,154,686
<b>Total Expenses</b>	<b>\$ 10,238,025</b>	<b>\$ 10,519,812</b>	<b>\$ 10,366,180</b>	<b>\$ 10,199,450</b>
<b>Net Income Before Depreciation</b>	<b>\$ 255,820</b>	<b>\$ 242,594</b>	<b>\$ 129,415</b>	<b>\$ 367,934</b>

**SCOTTSDALE CULTURAL COUNCIL  
SUMMARY OF APPROVED FY 2016 BUDGET  
BUDGET BY DIVISION**

	FY 2016 Approved Budget				SCC Total		
	SCPA	SMoCA	Public Art	Admin Services	FY16 Budget	FY15 Budget	FY14 Actual
<b>REVENUE</b>							
<b>Earned Revenue</b>							
Education Revenue	35,144	68,491	-	-	103,635	111,496	86,558
Ticket Sales	2,078,116	20,000	1,000	-	2,099,116	2,546,449	2,264,954
Exhibition Admissions	-	30,000	-	-	30,000	40,000	30,612
Student Performances	4,000	-	-	-	4,000	9,597	8,233
Festival Admissions and Fees	259,000	-	-	-	259,000	259,000	215,206
Retail Revenue (net)	216,350	42,500	-	-	258,850	256,300	277,807
Native Trails Program - SCVB	70,000	-	-	-	70,000	70,000	70,000
Food and Beverage	159,440	-	4,000	-	163,440	146,850	174,525
Box Office Service Charges	113,141	-	-	-	113,141	139,645	122,380
Facility, Equip. Rentals & Labor	446,600	9,500	-	-	456,100	462,100	535,636
Earned Membership Revenue	17,000	17,000	-	-	34,000	44,000	81,424
Endowment Draw Income	98,167	198,133	-	-	296,300	282,592	272,356
Interest and Other Income	-	67,610	220	800	68,630	1,420	101,734
<b>Total Earned Revenue</b>	<b>\$ 3,496,958</b>	<b>\$ 453,234</b>	<b>\$ 5,220</b>	<b>\$ 800</b>	<b>\$ 3,956,212</b>	<b>\$ 4,369,449</b>	<b>\$ 4,241,425</b>
<b>Contributed Revenue</b>							
Memberships	-	-	-	248,000	248,000	207,000	230,571
Corporations	315,000	68,000	40,000	-	423,000	500,750	336,096
Individuals	270,000	130,000	15,000	40,000	455,000	438,000	405,002
Government	55,000	10,000	7,000	-	72,000	60,000	65,864
Foundations	198,000	90,000	25,000	-	313,000	254,000	328,192
Special Events	-	160,000	-	288,000	448,000	486,000	484,568
In-Kind Contribution	95,000	36,800	50,000	15,000	196,800	193,000	167,277
<b>Total Contributed Revenue</b>	<b>\$ 933,000</b>	<b>\$ 494,800</b>	<b>\$ 137,000</b>	<b>\$ 591,000</b>	<b>\$ 2,156,800</b>	<b>\$ 2,138,750</b>	<b>\$ 2,017,570</b>
<b>City of Scottsdale</b>							
Master Contract Agreement	-	-	-	3,679,359	3,679,359	3,565,007	3,501,930
Public Art - Program	-	-	702,474	-	702,474	689,200	734,670
Public Art - Projects	-	-	-	-	-	-	-
<b>Total City of Scottsdale</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 702,474</b>	<b>\$ 3,679,359</b>	<b>\$ 4,381,833</b>	<b>\$ 4,254,207</b>	<b>\$ 4,236,600</b>
<b>Total REVENUE</b>	<b>\$ 4,429,958</b>	<b>\$ 948,034</b>	<b>\$ 844,694</b>	<b>\$ 4,273,159</b>	<b>\$ 10,493,845</b>	<b>\$ 10,762,406</b>	<b>\$ 10,495,595</b>

**SCOTTSDALE CULTURAL COUNCIL  
SUMMARY OF APPROVED FY 2016 BUDGET  
BUDGET BY DIVISION**

	FY 2016 Approved Budget				SCC Total		
	SCPA	SMoCA	Public Art	Admin Services	FY16 Budget	FY15 Budget	FY14 Actual
<b>OPERATING EXPENSES</b>							
<b>Direct Expenses</b>							
Salaries	1,921,508	935,785	433,189	1,129,594	4,420,076	4,247,811	3,933,242
Employee Benefits	386,952	197,684	76,028	279,003	939,667	997,597	859,855
Outside Services	189,203	33,550	-	104,750	327,503	314,480	448,715
Professional Fees	50,002	31,700	-	50,700	132,402	130,627	376,304
Artist Fees - Performing Arts	1,274,538	54,000	-	60,000	1,388,538	1,693,537	1,676,999
Artist Fees - Exhibitions	-	40,000	40,000	-	80,000	17,100	5,075
Artist Fees - Education	112,113	29,200	-	-	141,313	124,352	109,032
Program Support	219,547	324,550	101,710	39,500	685,307	723,578	667,031
Supplies	54,033	14,580	1,000	35,517	105,130	94,404	99,027
Telephone	6,009	4,070	1,800	56,540	68,419	71,620	56,513
Postage and Shipping	58,049	10,250	600	4,325	73,224	56,565	41,210
Occupancy	246,126	167,709	19,727	15,208	448,770	556,220	559,242
Equipment	153,856	40,850	14,000	22,250	230,956	245,023	237,116
Equipment Repair and Maintenance	49,955	3,050	250	6,000	59,255	52,915	60,987
Printing and Publications	202,562	35,400	500	28,685	267,127	185,265	230,860
Travel and Mileage	25,246	18,750	2,500	6,800	51,296	68,287	66,821
Conferences and Meetings	17,664	3,850	4,000	11,400	36,914	46,495	33,602
Dues and Subscriptions	7,910	6,850	1,500	3,935	22,195	24,831	22,229
Marketing & Advertising	411,797	48,500	31,000	17,000	508,297	573,750	569,900
Community Development	27,500	15,500	1,800	23,200	68,000	62,125	63,987
Insurance	10,500	500	-	58,250	69,250	66,800	65,333
Miscellaneous	27,236	1,200	-	5,950	34,386	7,230	85,068
Community Arts Program	-	-	-	80,000	80,000	159,000	59,000
Public Art Projects	-	-	-	-	-	-	37,030
<b>Total Direct Expenses</b>	<b>\$ 5,452,306</b>	<b>\$ 2,017,528</b>	<b>\$ 729,604</b>	<b>\$ 2,038,587</b>	<b>\$ 10,238,025</b>	<b>\$ 10,519,812</b>	<b>\$ 10,366,180</b>
<b>TOTAL EXP. BEFORE DEPRECIATION</b>	<b>\$ 6,167,392</b>	<b>\$ 2,339,340</b>	<b>\$ 844,694</b>	<b>\$ 886,598</b>	<b>\$ 10,238,025</b>	<b>\$ 10,519,812</b>	<b>\$ 10,366,180</b>
<b>NET BEFORE DEPRECIATION</b>	<b>\$ (1,737,434)</b>	<b>\$ (1,391,306)</b>	<b>\$ -</b>	<b>\$ 3,386,561</b>	<b>\$ 255,820</b>	<b>\$ 242,594</b>	<b>\$ 129,415</b>

**Scottsdale Cultural Council**  
**FY 2016 Budget Worksheet**  
**Approved - SCC**

	<b>FY 2016 Budget Total</b>	<b>FY 2016 Budget Total</b>	<b>FY 2016 Projected Total</b>	<b>FY 2014 Actual Total</b>	<b>FY 2013 Actual Total</b>
<b>REVENUE</b>					
<b>Earned Revenue</b>					
Education Revenue	103,835	111,496	86,780	86,556	90,254
Ticket Sales	2,099,116	2,546,449	2,027,738	2,264,954	2,483,217
Exhibition Admissions	30,000	40,000	30,000	30,612	28,677
Student Performances	4,000	9,587	6,615	8,233	3,010
Festival Admissions and Fees	259,000	259,000	257,000	215,208	240,474
Retail Revenue (net)	258,850	256,300	243,452	277,807	260,994
Native Trails Program - SCVB	70,000	70,000	70,000	70,000	70,000
Food and Beverage (net)	163,440	146,850	181,133	174,525	142,082
Box Office Service Charges	113,141	139,645	126,000	122,380	124,700
Facility, Equip. Rentals & Labor	456,100	462,100	459,265	535,636	551,903
Earned Membership Revenue	34,000	44,000	59,000	81,424	103,088
Endowment Draw Income	296,300	282,582	282,582	272,356	256,563
Interest and Other Income	66,630	1,420	3,510	101,734	58,528
<b>Total Earned Revenue</b>	<b>3,956,212</b>	<b>4,369,449</b>	<b>3,833,065</b>	<b>4,241,425</b>	<b>4,423,490</b>
<b>Contributed Revenue</b>					
Memberships	248,000	207,000	220,000	230,571	146,675
Corporations	423,000	500,750	345,000	336,096	265,525
Individuals	455,000	438,000	413,850	405,002	398,948
Government	72,000	60,000	72,000	65,864	59,300
Foundations	313,000	254,000	242,000	328,192	352,664
Special Events	448,000	488,000	401,052	484,568	519,193
In-Kind Contribution	196,800	193,000	206,390	167,277	274,846
<b>Total Contributed Revenue</b>	<b>2,155,800</b>	<b>2,138,750</b>	<b>1,900,292</b>	<b>2,017,570</b>	<b>2,017,352</b>
<b>City of Scottsdale</b>					
Master Contract Agreement	3,679,359	3,565,007	3,565,007	3,501,830	3,343,085
Public Art - Program	702,474	689,200	669,200	734,670	783,447
<b>Total City of Scottsdale</b>	<b>4,381,833</b>	<b>4,254,207</b>	<b>4,234,207</b>	<b>4,236,500</b>	<b>4,126,542</b>
<b>Total REVENUE</b>	<b>10,493,845</b>	<b>10,762,406</b>	<b>9,987,564</b>	<b>10,495,595</b>	<b>10,567,383</b>

**Scottsdale Cultural Council**  
**FY 2016 Budget Worksheet**  
**Approved - SCC**

	<b>FY 2016 Budget Total</b>	<b>FY 2015 Budget Total</b>	<b>FY 2016 Projected Total</b>	<b>FY 2014 Actual Total</b>	<b>FY 2013 Actual Total</b>
<b>OPERATING EXPENSES</b>					
Direct Expenses					
Salaries	4,420,076	4,247,811	4,175,405	3,933,242	4,055,669
Employee Benefits	939,667	997,597	890,444	859,855	912,590
Outside Services	327,503	314,480	343,784	448,715	438,613
Professional Fees	132,402	130,627	172,840	376,304	160,484
Artist Fees - Performing Arts	1,388,538	1,693,537	1,465,550	1,076,999	1,558,404
Artist Fees - Exhibitions	80,000	17,100	17,000	5,075	19,984
Artist Fees - Education	141,313	124,352	121,579	109,032	157,273
Program Support	685,307	723,578	676,117	667,031	570,968
Supplies	105,130	94,404	93,109	99,027	108,767
Telephone	68,419	71,820	66,542	58,513	67,318
Postage and Shipping	73,224	56,565	70,660	41,210	63,194
Occupancy	448,770	556,220	546,720	559,242	530,149
Equipment	230,956	245,023	233,530	237,116	212,476
Equipment Repair and Maintenance	59,255	52,915	50,211	60,987	66,195
Printing and Publications	267,127	232,446	215,692	257,966	285,725
Travel and Mileage	51,296	68,287	49,587	66,821	70,876
Conferences and Meetings	38,914	46,495	38,108	33,602	47,822
Dues and Subscriptions	22,195	24,831	28,553	22,229	22,728
Marketing & Advertising	508,297	526,569	536,319	542,794	610,678
Community Development	68,000	62,125	46,671	63,687	53,722
Insurance	69,250	66,800	63,695	65,333	52,501
Miscellaneous	34,386	7,230	7,414	85,068	43,594
Community Arts Program	80,000	159,000	57,200	59,000	59,769
Public Art Projects				37,030	29,969
<b>Total Direct Expenses</b>	<b>10,238,025</b>	<b>10,519,812</b>	<b>9,968,730</b>	<b>10,366,180</b>	<b>10,199,450</b>
<b>Net Before Depreciation</b>	<b>255,820</b>	<b>242,594</b>	<b>20,834</b>	<b>129,415</b>	<b>367,934</b>
Depreciation Expense	214,169	218,652	165,968	251,524	294,692
<b>Total Expenses</b>	<b>10,452,194</b>	<b>10,738,664</b>	<b>10,132,728</b>	<b>10,617,704</b>	<b>10,494,342</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>41,651</b>	<b>23,742</b>	<b>(145,164)</b>	<b>(122,109)</b>	<b>73,041</b>

**Scottsdale Cultural Council**  
**FY 2016 Budget Worksheet**  
**Approved - SCC**

	<b>FY 2016 Budget Total</b>	<b>FY 2015 Budget Total</b>	<b>FY 2015 Projected Total</b>	<b>FY 2014 Actual Total</b>	<b>FY 2013 Actual Total</b>
<b>OPERATING EXPENSES</b>					
Operational Expenses					
Administration	1,087,312	1,103,163	1,070,314	994,861	1,025,524
Operations	815,342	937,303	909,289	910,067	886,867
Performing Arts	1,521,439	2,051,675	1,828,837	1,905,115	1,919,651
Performing Arts - Series	230,221	110,996	88,965	232,463	94,515
Performing Arts - Films	138,488	71,926	37,487	-	-
Technical Ops	388,437	360,063	335,304	336,693	292,866
Box Office	287,808	278,319	269,086	295,973	281,415
Exhibitions	830,683	778,003	794,135	749,381	690,584
Lounge	60,812	83,623	51,869	94,685	91,712
Security	225,316	274,311	210,117	241,207	258,163
Education	535,091	513,184	504,965	514,131	571,570
Marketing	1,206,958	1,181,794	1,125,861	1,284,417	1,276,046
Retail	186,803	169,709	158,798	180,892	178,698
Rentals	153,106	130,059	161,292	213,140	160,946
Food & Beverage	33,823	32,971	31,285	26,840	29,857
Art Festival	218,979	220,975	214,520	248,386	221,885
Membership	117,985	123,194	114,544	25,685	93,562
Development	519,387	548,828	492,951	643,027	571,876
Special Events	244,789	232,595	203,125	266,076	235,396
Public Art	285,722	217,707	281,991	270,234	313,283
Office of the President	511,327	483,412	503,187	370,276	442,414
Finance/Accounting	229,728	218,914	214,959	212,350	216,249
Human Resources	134,331	138,926	128,129	105,446	89,030
Information Technology	264,108	258,162	255,920	244,833	257,341
<b>Total Direct Expenses</b>	<b>10,238,025</b>	<b>10,519,812</b>	<b>9,966,730</b>	<b>10,366,180</b>	<b>10,199,450</b>
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## Scottsdale Cultural Council



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### SCOTTSDALE CULTURAL COUNCIL

#### 2014-15 Overview and 2015-16 Forecast

The Scottsdale Cultural Council's three operating divisions – the Scottsdale Center for the Performing Arts (SCPA), Scottsdale Museum of Contemporary Art (SMoCA) and Scottsdale Public Art (SPA) – continued to present a remarkably diverse array of arts experiences for Scottsdale residents and visitors, ranging from performances, installations, exhibitions and festivals to educational programs and free community events.

The 2014-15 fiscal year marked the start of new leadership at the Cultural Council. Neale Perl joined the Council in August, 2014, as President and CEO of the organization. Mr. Perl came to the SCC from the Washington Performing Arts Society (WPAS) after leading that organization for 10 years. His tenure there culminated in WPAS winning the 2012 National Medal of Arts, the first arts presenter of its kind to be so awarded. Subsequently, Mallard Owen was hired as the new Chief of Operations and Finance. This position's new focus was to move the Cultural Council to becoming more of an "employer-of-choice" organization and leverages Dr. Owen's extensive experience in management and operations having led both for-profit and service organizations. Other personnel changes included Dr. Timothy Rodgers, Director of SMoCA, leaving the SCC in May, 2015, to pursue a new opportunity, and Dr. Sara Cochran being promoted to serve as Interim Director.

In the Spring of 2015, the Cultural Council began the process of creating a strategic plan covering the next two fiscal years. With the goal that this plan would be more of a "work plan," the Cultural Council formed a Task Force and conducted an "all boards retreat" to collect insights from the Board of Trustees and the operating divisions' Advisory Boards. Cultural Council senior staff also participated in an all-day planning retreat. While still being finalized, the plan addresses a number of critical operational areas, including strategies for increasing both earned and contributed revenue, optimizing organizational structure, improving the function and efficiencies of core services, and enhancing the guest experience.

In the process of reviewing the organization's performance in the light of a renewed focus on building a more integrated, collaborative, and ultimately more positive and rewarding workplace, the SCC initiated a realignment and/or consolidation of different core functional groups. The organizational structure was returned to a design it actually had in its earlier years – a structure which would facilitate better communication and teamwork in order to yield a greater degree of success across all operating divisions.

As stewards and programmers of the City's cultural facilities and tasked to be its cultural advisor, the Cultural Council advised the City of the need for additional funds in order to (1) maintain and support these buildings and (2) replace and update the required equipment and infrastructure to support both programming and management operations. Over the past six

## Scottsdale Cultural Council



years, the increasing costs of operations have not been covered through annual increases in the management fee, resulting in a severe backlog of financial needs not the least of which includes a nominal cost of living increase for employees. Retaining great staff and maintaining the quality of the equipment demanded by today's cultural patrons requires timely upgrades and periodic refreshes of these key City landmarks. The Cultural Council is entrusted to be the best operator of these facilities and a provider of first-class programs to the community. This effort will require the City to be continually supportive through reasonable increases in management fees and periodic funding requests.

The development team has been hard at work, primarily focusing on increasing major donors and major gifts. Although 2014-15 fiscal year is not finished, the Cultural Council anticipates an increase of 40% in the dollar amount of major gifts (\$25,000 and above) and a 50% increase in the number of major gift donors. We continue to build upon the success of our special events. The annual ARTrageous Benefit Gala was sold out for the third year in a row. This year's Gala, featuring performing artists *Pink Martini*, saw an increase in net proceeds of 40% over last year, due in part to several large donors. Finally, the Scottsdale Public Art program welcomed Title Sponsors for Canal Convergence, Billie Jo and Judd Herberger and Salt River Project. Canal Convergence welcomed record breaking attendance.

The Cultural Council will be ending its fiscal year with the start of a substantial office remodeling and extension of its current lease for another 10 years. In addition to resolving a number of challenges with the physical plant and moving to a full-service lease in order to move some of the operating risks of building maintenance to the building's owner, staff offices will be reconfigured and staff relocated in order to improve collaboration across the Cultural Council's three operating divisions. Not only will this add to operational efficiencies, but this reconfiguration and update will continue to reinforce the importance of integration among divisions. The rent for the remodeled space falls in line with what would have been the standard rate increase in rent even if the existing lease was still in force.

The Cultural Council will conclude the 2014-15 fiscal year on June 30. The proposed 2015-16 budget reflects a 3% increase in funding from the City (equivalent to just slightly more than a 1% increase in the total budget).

A comprehensive 2014-15 attendance report will be available later this summer after the close of the fiscal year on June 30, followed by a complete financial audit. The FY15 Annual Report will be submitted by December 31, 2015. Detailed 2014-15 overviews and 2015-16 forecasts for each of the Cultural Council's three operating divisions are included in this report.



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### SCOTTSDALE CENTER FOR THE PERFORMING ARTS

#### Financial Milestones

Scottsdale Center for the Performing Arts faced a challenging year financially due to the unexpected cancellations of several key performances and rental events. Despite these unforeseeable challenges, as of April 30, 2015, the Center is projected to sell more than 44,231 tickets representing \$2,027,738 for the 2014-15 season. Total earned revenue for the Center is projected at \$3,833,065.

#### Service to the Community

##### Access to the Arts

As part of its ongoing commitment to making the arts accessible, Scottsdale Center for the Performing Arts presented a wide variety of free community events and introduced several new initiatives for young audiences, students and veterans. In 2014–15, the Center:

- Created a new, modestly priced summer concert series “Live & Local” Fridays during the summer as a way to showcase Arizona bands on the stage of the Virginia G. Piper Theater.
- Presented **26 free community festivals**, including La Gran Fiesta: A Celebration of Latin and Hispanic Cultures, Sunday A’Fair, Native Trails and OrigiNation: A Festival of Native Cultures, which collectively had **attendance of more than 50,000**.
- Offered more than a dozen free Arts-Connect events complementing the Discovery Spain + Portugal Series, which serves as an entry point for new patrons and first-time visitors.
- Offered half-price tickets to audience members age 29 and under, selling 314 tickets valued at \$7,016.
- Thanks to the generous sponsorship of Tiffany & Bosco, P.A. and Great American Title Agency, Inc., expanded the Center’s free ticket program to include teachers in addition to students and veterans:
  - Provided 522 free tickets valued at \$13,536 to students.
  - Provided 143 free tickets valued at \$4,103 to teachers.
  - Provided 229 free tickets valued at \$5,409 to veterans.
  - Through Veterans Tickets Foundation, donated 2,250 free tickets valued at \$83,500 to local veterans.

In 2015–16, the Center will continue its commitment to providing free and low-cost events to audiences:

- Due to the success of the series in 2014, the Center will expand its 2015 “Live & Local” Fridays summer concert series from five to eight performances.

## Scottsdale Cultural Council



### Collaborations

Fulfilling its role as a community gathering place, the Center partners with many nonprofit organizations, artists and performers. It also makes its facilities and resources available to renters for both public and private events. During the 2014–15 season, the Center:

- Hosted two productions by the nonprofit Detour Company Theatre, which provides performance opportunities for adults with disabilities.
- Hosted 125 rental events and provided \$25,600 in rental expense waivers through the Nonprofit Rental Support Program.
- Hosted major city events such as the Scottsdale Senior Services' Entertainment Extravaganza and the Science of Baseball.
- Provided performance opportunities to Arizona State University Herberger Institute School of Music students and faculty through the ASU Concerts at the Center series, which featured 14 events with modestly priced and free student tickets.
- Partnered with the City of Scottsdale Human Relations Commission to present La Gran Fiesta: A Celebration of Latin and Hispanic Cultures and with Community Celebrating Diversity to present Peace & Community Day as part of Sunday A'Fair.
- Produced 16 free Native Trails performances in collaboration with Fort McDowell Yavapai Nation and the Scottsdale Convention & Visitors Bureau.
- Partnered with local Afro: Baile Records to present Brazilian Day Arizona, the state's largest Brazilian Independence Day celebration.
- Hosted the Arizona Native American Festival presented by the Arizona American Indian Tourism Association as part of Super Bowl weekend.
- Partnered with ASU Center for Science and Imagination to present a free ASU Science Fiction TV Dinner screening in the Virginia G. Piper Theater.
- Hosted the Scottsdale International Film Festival's opening night.
- Partnered with Ignite Phoenix to present Ignite Phoenix No. 17.
- Partnered with Scottsdale and Paradise Valley School Districts to present 12 teacher-training workshops focused on arts-integration methodologies.
- Partnered with Scottsdale Public Library on its 3<sup>rd</sup> annual Ultimate Play Date, a children's literacy fair.
- Provided operations support to the Scottsdale League for the Arts for Scottsdale Culinary Festival events, including the signature Great Arizona Picnic.

In 2015–16, the Center will continue many of these partnerships and establish or expand several others, including:

- Collaborate with the Irish Cultural Center of Phoenix and Scottsdale Public Library on programming related to the Center's Discovery British Isles Series.
- Partner with the Scottsdale International Film Festival on promotion of the 15<sup>th</sup> annual Film Festival in November and expanded film programming at the Center.

## Scottsdale Cultural Council



### Education and Outreach

In 2014–15, Scottsdale Center for the Performing Arts provided education programs to more than 20,000 students and adults. Highlights included:

- A Celebration of the Arts for Children with Disabilities (presented annually)
- Arizona Wolf Trap training for early childhood educators for the benefit of 73 pre-school and Head Start classrooms
- Community outreach workshops at Paiute Neighborhood Center and Phoenix Zoo
- Cultural Connections Dance Program for selected high school and college-level students
- Cultural Connections Residency Program for elementary through high school students, with a focus on Common Core standards and STEM with arts integration
- Empty Bowls ceramics workshops and fundraiser to benefit local food banks
- Kennedy Center Partners in Education programming for professional development in the arts for teachers, including six matinee performances with educational components for students
- Master classes by national touring companies offered to targeted groups in the community: Mariachi Juvenil de Mi Tierra and Scottsdale Community College Theater
- Partnership with Act One Foundation to bring Title 1 students to the Center for a special Native American cultural performance

In 2015–16, the Center will maintain and enhance its signature education programs benefiting all sectors of the community, and introduce the following new initiatives:

- Expand education programming for life-time learners, specifically targeting seniors.
- Expand education programming for the disabled community.
- Create a group of ambassadors who are current stakeholders in the community to advocate for and champion our education programs.

### World-Class Arts Experiences

Scottsdale Center for the Performing Arts offers a diverse variety of shared arts experiences spanning dance, music, theater, comedy, film and more. Highlights of the 2014–15 season included:

- Nationally and internationally acclaimed performers such as Chris Botti, The Chieftains, Chick Corea, Wynonna Judd, Ladysmith Black Mambazo, Howie Mandel, Branford Marsalis, MOMIX, Murray Perahia, Pink Martini, Julian Sands, Sir Andras Schiff and Vanessa Williams.
- A year-long presentation of Discovery Series performances, festivals and educational events exploring the arts of Spain and Portugal, planned in consultation with a community advisory committee.
- Extensive offerings of international artists from Belgium, Cambodia, Canada, China, Germany, Hungary, Ireland, Israel, Italy, Mexico, The Netherlands, New Zealand, Russia, South Africa, South Korea and the United Kingdom.
- The 45<sup>th</sup> anniversary of the Scottsdale Arts Festival.

## Scottsdale Cultural Council



Highlights of the 2015–16 season will include:

- A year-long celebration of the Center’s milestone 40<sup>th</sup> anniversary.
- Acclaimed performers such as Emanuel Ax, Alan Cumming, Michael Feinstein, Jane Lynch, The Royal Philharmonic Orchestra, Pilobolus, Martin Short and The Ten Tenors.
- A year-long presentation of Discovery Series performances, festivals and educational events exploring the arts and cultures of the British Isles, including England, Ireland and Scotland, planned in consultation with a community advisory committee.
- Expanded offerings of international artists from Australia, Brazil, Canada, China, Haiti, Jamaica and Japan.





## **SCOTTSDALE MUSEUM OF CONTEMPORARY ART**

### **Attendance Milestones and Awards**

The Scottsdale Museum of Contemporary Art's yearly attendance for FY14 (July 1, 2013-June 30, 2014) achieved a record high of 49,911. This represents the highest attendance in the Museum's history and, so far, FY15 attendance shows every indication of topping this number. This compares very favorably to the 40,000 attendance benchmark goal for small to mid-sized, contemporary art museums.

Other notable accomplishments include the many awards presented to the museum: *Arizona Republic's* Best of 2013: "Best Literary Event" for Lit Lounge; *Arizona Republic's* Best of 2013: "Best Home Tour" for Modern Phoenix Home Tour event; *Phoenix New Times* Best of Phoenix Award "Best Spoken Word Series" for Lit Lounge; *JAVA Magazine Most of Lit Lounge: Best Event of the Summer*, Phoenix, AZ, 2014; and Mayor's Arts Awards for *Creative Writing and Programming*, Phoenix, AZ, 2013. In addition, SMOCA's Development and Education departments worked together to produce *The Odyssey : a day for families* on Mother's Day. Families enjoyed a circus-like, transformed Museum space and participated in art projects that related to the theme of each gallery. 2280 people visited SMOCA for this free event; this represents the highest single-day attendance in the museum's history.

SMOCA continues to collaborate with organizations through-out the Valley, including: AIA Arizona, Modern Phoenix LLC, South Mountain High School, Desert Mountain High School, New School for Arts and Academics, Scottsdale United Methodist Cooperative, Tavan Elementary - Scottsdale Title 1, Madison-Camelview Elementary, Paiute Head Start, Scottsdale Center for the Performing Arts, Scottsdale Public Art, North High School, Marcos de Niza High School, Arcadia High School, Greenway Middle School, Central High School, Coronado High School, Horizon High School, Tempe Head Start and Phonetic Spit, LLC.

### **2014-15 Overview**

In the fall of 2014 SMOCA opened, to wide acclaim, the largest traveling exhibition in its history: *Covert Operations, Investigating the Known Unknowns*. The year before the Emily Hall Tremain Foundation granted the Museum the largest grant it has ever received from a Foundation--\$100,000—to support this endeavor. Since that time, because the show will be traveling to the San Jose Museum of Art, the museum has received another \$40,000 in earned revenue. The show received international press in media outlets such as *Time Magazine*, *Al Jazeera*, *Arts News*, *Art Forum* as well as considerable local coverage. The book published by SMOCA was shown in art fairs throughout Europe and will be receiving a design award this spring (May 2015) from the American Association of Museums.

Attendance for *Covert Operations* was very strong and all indications are that the museum will once again break its attendance record. Similarly, the Modern Phoenix Home Week and Home

## Scottsdale Cultural Council



Tour sold out the Home Tour tickets (1,000) in less than a week and continues to grow and receive increasing financial support from the community.

Other highlights:

- **Arm Wrestling for Art**, a SMoCA Lounge event, has been acknowledged as the starting point for the Santa Fe Museum of Contemporary Native Arts' new program Ping Pong for Art. The Arizona Commission on the Arts Art Tank is an acknowledged spin-off of **Good n' Plenty Artist Award**. And the Phoenix Art Museum's AZ Storytellers follows the lead of **Lit Lounge**.
- In celebration of SMoCA's street art theme for the SMoCA Family Mix and as a culminating event for the Visions program, 48 Visions students will engage in a street art project called *Inside Out*, which was started by French street artist JR. The project now includes any group from around the world who wishes to participate. The students will post b/w posters of their faces to the exterior walls of SMoCA (with magnets). Their message will be "Art Education Matters". The installation will be on view from May 5-15. Photos of the installation will be posted on the website below. More information about the Inside Out Project: <http://www.insideoutproject.net/en>
- SMoCA is proud to announce that for the second year in a row SMoCA's Curator of Performing Arts, Tania Katan, and the innovative live music/live readings series Lit Lounge was recognized by the Phoenix New Times as the "Best Spoken Word Series."  
Best Spoken Word Series 2014: SMoCA Lounge  
<http://www.phoenixnewtimes.com/bestof/2014/award/best-spoken-word-series-4455350/>
- We are especially proud to see James Turrell's skyspace, *Knight Rise*, a most important piece belonging to the collection of Scottsdale Public Art, recognized as "Best Permanent Public Art".  
Best Permanent Public Art 2014: James Turrell's *Knight Rise*  
<http://www.phoenixnewtimes.com/bestof/2014/award/best-permanent-public-art-4455396/>
- And, also, happily, we share the spotlight with Alison King and Modern Phoenix, with whom we co-produce the Modern Phoenix Home Tour, for their award for "Best Home Tour".  
Best Home Tour 2014: Modern Phoenix  
<http://www.phoenixnewtimes.com/bestof/2014/award/best-home-tour-4455306/>



## Scottsdale Cultural Council



- And finally, Becky Nahom, a SMOCA Preparator was chosen for “Best New Gallery” and the shout out the award write-up contained about the exhibition she did of Laura Best’s art!

Best New Gallery 2014: Halt Gallery (by Becky Nahom, SMOCA Preparator; featuring art by Exhibition Manager Laura Spalding Best)

<http://www.phoenixnewtimes.com/bestof/2014/award/best-new-gallery-4455352/>

- SMOCA and Scottsdale Public Art experienced overwhelming positive community and media feedback after fine artist/graffiti artist/Hurley brand artist James Marshall (Dalek) painted the Museum’s outdoor courtyard & retail store walls and re-designed SMOCA Lounge this summer. Social media exponentially vaulted the new murals on sites like [Juxtapoz](#) and [Arrested Motion](#). An [Instagram blog](#) feature on Marshall’s projects at SMOCA resulted in over 400,000 ‘likes’/views! The Instagram account had 60 million viewers at the time. The artist’s popularity prompted the Museum and Public Art to plan a return visit over the weekend of [Nov 8 – 10](#) so that the artist will had a second opportunity to interact with the public.
- We received great press for *Covert Operations* and the catalogue produced by SMOCA. Bookforum is the quarterly book review published by the magazine Artforum. It’s akin to the New York Times Book Review for art books. We’re thrilled to have received an illustrated, ½ page review of the exhibition catalogue.
- Afghan War Rugs has received considerable local attention in the press.  
<http://blogs.phoenixnewtimes.com/jackalope/2015/02/afghan-war-rugs-scottsdale-museum-of-contemporary-art.php>  
<http://www.npr.org/2015/02/07/384576113/war-rugs-reflect-afghanistans-long-history-with-conflict>
- USA Today named SMOCA as the number one museum to visit in the Scottsdale area, ranked over the Heard, the Musical Instrument Museum, the Museum of the West and Taliesin West!  
<http://www.10best.com/destinations/arizona/scottsdale/attractions/museums/?hootPostID=6ea8cdb0f0f36079699f620b2786387b>
- Jackalope Ranch named SMOCA’s spring exhibition, *Postcommodity*, one of the top “must-see” spring art shows!  
<http://blogs.phoenixnewtimes.com/jackalope/2015/03/phoenix-best-art-shows-spring.php>
- In a long lead article about the state of the arts in Phoenix in the *Phoenix New Times*, the writer Becky Bartkowski compares SMOCA to the other Valley art institutions which she finds lacking and in need of redirection. She states:

## Scottsdale Cultural Council



“SMoCA, meanwhile, has been one of the Valley’s greatest art assets, and not just because of what is on the walls. In January 2012, the museum brought on writer and performer Tania Katan as its first-ever curator of performing arts. During her tenure, SMoCA found raging success with Lit Lounge, a literary event series that featured local and national writers, actors, and comedians reading stories each month, accompanied by local musicians...

Lit Lounge gave people from across the Valley a reason to visit SMoCA, and a reason to engage with art in a way that they can’t at any other major institution in town. Reaching beyond the walls of the museum is necessary for success, with off-beat ideas often turning out to be most notable.”

Both Sara Cochran, Associate Director, and Claire Carter, Curator of Contemporary Art, were called out by name in the article—both cited by artist Liz Cohen as “really amazing curators.”

SMoCA was the only art institution positively framed in this article.

### 2015-16 Forecast

SMoCA in collaboration with the DESERT Botanical gardens and Scottsdale Public Art will present three major installations by the British artist Bruce Munro through-out the holiday seasons. This will be the largest collaborative effort involving a single artists in the history of the Scottsdale Cultural Council. Attendance at the three different sites is expected to top over 200,000 visitors.



## **SCOTTSDALE PUBLIC ART**

Scottsdale Public Art has continued to be recognized nationally for its temporary installations and events, taking public art to larger audiences, and playing a pivotal role in activating the Waterfront area of the downtown. During the past year of FY 1/415, more than 90,000 people, residents and visitors alike experienced public art throughout the City. The exhibitions at The Gallery @ The Library alone drew over 26,000 people to *Camp Dream Tree*. This year is seeing increasing numbers at Canal Convergence with over 38,000 people attending and our free workshops for our exhibitions series are quickly filled. Our social media has grown, while our national and regional coverage brought attention to Scottsdale Public Art's programming. Scottsdale Public Art serves all of Scottsdale – a diverse community – with capital projects, educational programs through the Library exhibitions and our conversations with artists, as well as introducing cutting edge contemporary art installations throughout the City.

### **2014-15 Results:**

- Five capital projects anticipated. Four of these have completed with one expected to completed Summer 2015.
- Transitioning Canal Convergence to an annual event and expanding programming was achieved February 2015 event.
- New INFLUX cycle and building on our regional partnerships also continued with public/private partnerships with private entities during 2015.
- New collaborative efforts with SMOCA and off-site Lit Lounge became “Waterlogged” event at Canal Convergence on February 27<sup>th</sup>.
- Collaborating with San Francisco Giants did not result in any specific event or artist commission after many months of discussions. There was interest and enthusiasm, but nothing resulted from multiple conversations over the past year.
- Programming the studio space at the Noriega Livery Stable for creative residency began in earnest October 2014.
- Successfully launched an artist residency program with SRP during FY 14/15.
- Launching education program with area schools has moved to full scale research and developing partnerships with ASU Arts Education program and the Scottsdale Unified School District. Due to change in staffing, this has moved forward more slowly than expected, but will be ready to look at grants this next fiscal year with a plan to develop curriculum during Summer 2015.
- Community events continued to grow with public art tours, exhibition-focused workshops, and annual traditions of Cycle the Arts. Hashknife will no longer be a focus for Scottsdale Public Art.

### **2014-15 Overview**

- Five capital projects completed with locations throughout the City.
- One Community project completed at the City's Disability Center.

## Scottsdale Cultural Council



- The annual four-day Canal Convergence event was instituted during this year. It included eight temporary art installations of international, national, and local artists in the canal, on the Marshall Way Bridge, and along the canal banks. Over 38,000 people attended the event at the end of February 26<sup>th</sup> through March 1<sup>st</sup>. There has been consistent increases of attendance for this free event, which includes interactive art installations and make and take experiences with the artists.
- Increased sponsorship helped contributed revenue reach a new goal for Public Art. SRP continued as the title presenter for Canal Convergence and other supporters included: *Phoenix New Times*, Arizona Commission on the Arts with National Endowment for the Arts, Nationwide Foundation/Scottsdale Insurance, Scottsdale League for the Arts, Highland Resorts, and ASU's EMERGE group through a co-commission. Billie Jo and Judd Herberger made a major donation to Canal Convergence as an inspiration to the community.
- INFLUX, Scottsdale's initiative for temporary public art by Arizona artists, continues to expand and includes seven Valley cities and towns along with private property owners requesting participation. Scottsdale Public Art has installed at the vacant space near the new Scottsdale's Museum of the West, the Pavilions and Scottsdale Quarter. Scottsdale Public Art continues to take temporary installations throughout the city. This year, Public Art staff managed additional projects for private entities and Scottsdale Public Art was able to bring in earned revenue with this project management.
- *Light Echo* the newest project under the Art in Private Development ordinance has been in design this year with installation expected early in the next fiscal year. The project is along the Arizona Canal with funding from the Broadstone Waterfront Scottsdale mixed-use development.
- Twenty-eight (28) free community events, including exhibitions openings, workshops, meet-the-artist events, two public art tours throughout Scottsdale, Cycle the Arts, lectures and presentations given to outside groups.
- Major exhibitions included: *Camp Dream Tree* that drew over 26,000 adults and children over the summer from April through July 2014. Other exhibitions presented at Scottsdale Public Art's Gallery@The Library were: Joe Willie Smith's *Cultural Savant*; *The Long Journey: How SRP Brings Water to the Valley*; and *Broadway Revealed*.
- Exhibitions continued at Appaloosa Library, which highlights local photographers, and the Board Room rotating exhibitions of local artists.
- Scottsdale Public Art's agreement with the City of Scottsdale to manage use of the Noriega Livery Stable at Brown Avenue and Second Street was renewed for two years by the City Council. The Livery houses Scottsdale Public Art's creative residency program, one of the first by a public art program. Scottsdale Public Art also partners with the Scottsdale Farmers Market for their free workshops and demonstrations. Local artists, Angele Ellsworth and Steve Yazzi, are current artists in residence with their Museum of Walking Project. Yazzi also presents his video projection series in the space during the Thursday night artwalks and Ellsworth brings her ASU students to the space to activate a



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true artistic residency for downtown Scottsdale. So far \_\_\_\_ people have participated with the artists during their residency.

- Collaboration continue with SMOCA's Good & Plenty grants to local artists by providing matching funds through Scottsdale Public Art's SPARK grant. Mimi Jardine's Office of Environmental Responsibility, a mobile unit to discuss re-cycling was also part of this year's Canal Convergence event and provided multiple days of interaction with the artist.
- Scottsdale Public Art and SMOCA collaborated again with James Marshall (Dalek) and brought him back for a community mural for the outside Belle Art space.
- Scottsdale Public Art co-commissioned Toby Fraley's *Art Forge*, a container box that makes art based on current and real time twitter feed with ASU's EMERGE program. Fraley was part of Canal Convergence and the following weekend for the EMERGE event held at ASU's SkySong.
- Scottsdale Public Art launched its residency program with SRP. This has been several years in design of an art/industry residency based on both the Pittsburgh Glass Company residency program and the Kohler residency program in Wisconsin.
- The off-site spoken word, story event, *Waterlogged* was the Friday evening event of Canal Convergence on March 27<sup>th</sup> and the ticketed event sold out its performance.

### Education and Community Highlights

- Scottsdale Public Art worked with Arizona artists and emerging artists for its platFORM and INFLUX series. These two temporary public art initiatives strive to educate emerging artists in Arizona.
  - PlatFORM is a multi-city initiative to create opportunities for Arizona college and university student artists to propose sculptures for placement in public places. These opportunities are intended to be tenable for those who often do not have the experience or qualifications for other public art projects. Through this initiative, Scottsdale Public Art seeks to educate these emerging student artists on the process of completing a public art project and to provide the necessary experience for them to pursue future opportunities.
  - The Valley-wide INFLUX program provides unique project opportunities for emerging artists to expand their skill sets, apply their creativity and garner public exposure for their work. These projects allow artists to develop their careers and knowledge of the public art process. IN FLUX also helps to educate the public about the positive impact of public art and increase awareness of it throughout Scottsdale.
- Scottsdale Public Art led a sold-out membership tour through Scottsdale Cultural Council and the Avant-Garde 2 group, which is the young professional arm of the SCC. Scottsdale Public Art's director also gave presentations to the Scottsdale Artists League and Brandeis National Chapter. Both audiences were over 60 people and provided an opportunity to give attention to Scottsdale Public Art's events and

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temporary project installations, educating the attendees about Public Art's presence and value in the community.

### 2015-16 Forecast

- Four capital projects will continue through design.
- Building new and long-term sponsorships for Canal Convergence, while expanding the programming as the canal loop has completed between Scottsdale Road and Goldwater Boulevard.
- On-going INFLUX and platFORM cycles that build on regional partnerships and with students at universities throughout Arizona.
- Continue to build partnerships with ASU EMERGE, other city co-commissions.
- Expand the artist residency program at the Livery space.
- Move education program of the public art curriculum to a designated pilot school with teacher-designed curriculum over the summer.
- Community events will include a Sketch n Snap event for the Fairy Tale exhibition, building monthly free workshops for the summer exhibitions.
- Bruce Munro, the collaborative exhibition with SMOCA and the Desert Botanical Garden, collectively titled *Celebrating Light in the Sonoran Desert* will provide extensive marketing and co-promotional opportunities. The artist Bruce Munro will make several visits to take advantage of VIP receptions and special donor events.
- The International Sculpture Center will hold its annual meeting in the Phoenix/Scottsdale area. Scottsdale Public Art will highlight its sculpture exhibition, *Small & Tall* in the Gallery@The Library. And the Director will present a workshop and give a talk about the Bruce Munro installation, *BLOOMS*.