



CITY OF SURPRISE
Arts and Cultural Advisory Commission Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, May 2, 2022 @ 6:00 PM
COMMUNITY ROOM

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Arts and Cultural Advisory Commission Agenda

CALL TO THE PUBLIC:

INSTRUCTIONS: In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|------------------------------|
| 1. | Citywide | Consideration and action pertaining to the April 4, 2022 Arts & Cultural Advisory Commission meeting minutes. | Human Svcs and Comm Vitality |
| 2. | Citywide | Consideration and action pertaining to the Arts & Culture Grant applicants funding recommendation. | Human Svcs and Comm Vitality |

REGULAR AGENDA ITEM - PUBLIC HEARING:

- G. Other Business and Future Agenda Items
- H. Executive Session

For information purposes: Upon a public majority vote of a quorum ("Commission"), the Commission may hold an executive session, which will not be open to the public, but for only the following purposes: discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03(A)(2));

or discussion or consultation for legal advice with the attorney or attorneys of the public body (A.R.S. §38-431.03(A)(3)).

Confidentiality Requirements: Pursuant to A.R.S. §38-431.03(C)(D), any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney or by agreement of the Commission, or as otherwise ordered by a court of competent jurisdiction.

The Commission may vote to hold an executive session for the purpose of obtaining legal advice from the Commission's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

- I. Adjournment

POSTED: April 27, 2022 at 2 PM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE Arts and Cultural Advisory Commission Meeting

Council Meeting Date: May 2, 2022

Contact Person:

Submitting Department: Human Svcs and Comm
Vitality

District: Citywide

Staff Recommendations:

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to the April 4, 2022 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the April 4, 2022 Arts & Cultural Advisory Commission meeting minutes.

Background:

N/A

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. April 4, 2022 Meeting Minutes DRAFT

CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY COMMISSION

Meeting Minutes – DRAFT

April 4, 2022 / 6:00 PM

Community Room
16000 NORTH CIVIC CENTER PLAZA
SURPRISE, ARIZONA 85374

CALL TO ORDER:

A. Roll Call

Chair Rhiannon Miett, Vice-Chair Kathie Morgan, commission members, Susan deJong, Margaret Lieu, Jay Lickus, Jo Grant. (1 Vacancy)

Staff: Danielle Osborne, HSCV Administrator, Hobie Wingard, Assistant City Attorney, Karina Caraveo, HSCV Administrative Specialist.

B. Pledge of Allegiance

C. Current Events Reports

Chair Miett asked the commission to put their cell phones away during their meeting to avoid distractions. She also stated that in an effort to save the commission some time, starting next month commissioners should only report on events that took place in Surprise.

Commissioner Lieu manned the arts booth at the Dysart Festival for the Arts and the State of the City event.

Commissioner Grant attended the State of the City event and the Canyon Ridge STEM Festival.

Vice-Chair Morgan reminded everyone about the next AZ Humanities speaker series on April 26th.

Commissioner deJong guided the Local Art Gallery tour, attended the Joe Tyler Studio tour and visited Ground Floor Artists and attended Lunchtime Theater.

Commissioner Lickus visited the State of the City event and the Arizona Philharmonic performance at the Vista Center for the Arts. He also shared that he has accepted a seat on the Vista Center for the Arts Board.

Staff Reports

Ms. Osborne reported on the following items:

- March 2022 event participation:
 - 15 participants in the March 8th City Hall Tour
 - 35 participants in the March 9th AZ Humanities Speaker event
 - 5 participants in the March 17th Local Gallery Tour
 - 20 participants in the March 19th Tour of Joe Tyler Home & Studio

- 50 participants in the March 24th Lunchtime Theater event.
- Gallery 37 art pieces review
- Arts & Culture Grant application has been released
 - Closes on 4/22 at 5:00 p.m.
- New bookmark give-a-ways are on order

CALL TO THE PUBLIC:

None.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – Consideration and action pertaining to the March 7, 2022 Arts & Cultural Advisory Commission meeting minutes.

Commissioner deJong asked to correct the fifth paragraph on item 6, page 4.

Commissioner Grant moved to approve the minutes of the March 7, 2022 Arts & Cultural Advisory Commission meeting as amended. Commissioner Lieu 2nd. 6 Yes votes. 1 vacancy. Motion carried.

Item 2 – Discussion pertaining to the 2022 Dysart Festival of the Arts event.

Danae Marinelli presented a certificate of appreciation to the commission for their sponsorship and participation at the Dysart Festival for the Arts. She shared that there were approximately 7,500 – 8,000 attendees.

The commissioners congratulated Ms. Marinelli on a successful event. They shared that the artwork by the students was amazing and they expressed appreciation for recognizing the commission during the event.

Commissioner Lieu shared that the featured artist hired by the commission – Sheri Caldwell - sends her gratitude to the commission for inviting her to the event.

Item 3 – Consideration and possible action pertaining to an application for a donation of art.

Surprise resident Douglas Gitchel presented for consideration a model aircraft carrier that he built and would like to donate to the city. He built the model to resemble the ships during his service in the United States Navy during the Cuban Missile Crisis in 1962. The homemade aircraft carrier weighs 15 pounds, measures 6'x3'x1/4", and the main material used is poster board. Mr. Gitchel offered to build a Plexiglas cover if the commission accepted the piece.

Ms. Osborne advised the commission that if they would like to take the donation application into further consideration, a working panel should be formed to conduct further research and determine any other accommodations that would need to be made.

After some discussion and upon determination that no viable locations exist within city property due to a lack of space, the commission declined the donation. They suggested

offering Mr. Gitchel some local Veteran group contacts to explore finding an appropriate home for this art piece.

Item 4 – Discussion and possible action pertaining to art at the Surprise Stadium.

Vice-Chair Morgan informed the commission that after several meetings with the Sports & Tourism department to house art at the Surprise Stadium, it was determined that it is best to begin by placing art outside of the stadium. She stated that several locations were explored after previous discussions with the commission and staff. Ultimately, it was determined that the art should be placed on either side of the entrances to the stadium. The locations would have full exposure from the main road, parking lot, and visibility to drivers traveling North and South on Bullard Rd.

Ms. Osborne explained the Request for Qualifications (RFQu) process, where an evaluation panel will be formed to determine the semifinalists. Up to 7 qualified artists will be chosen and a Request for Proposal (RFP) will be distributed to develop a design for the art. She called attention to a draft project scope that was shared with the commission, mentioning that it may be revised after City Council budget adoption in the new fiscal year. The language on the solicitation may change upon review and recommendation from the Procurement team that may help attract artists. She asked the commission for guidance on the proposed scope of the project and the budget, in order to start establishing a timeline which would include a presentation to seek approval from City Council. Vice-Chair Morgan added that the art proposals will be open to figurative or abstract pieces but must have a relation with baseball.

Commissioner deJong asked if the artists would have to submit on both proposed locations. Vice-Chair Morgan responded they are welcome to but it is not a requirement. Commissioner deJong expressed concern about the proposed budget because it may not allow the commission to work on any other projects. Chair Mielt advised the budget is available now and should be the focus of their efforts.

Commissioner Lieu shared concerned with the proposed locations; she felt that they were not prominent. Vice-Chair Morgan advised that the aesthetics were kept in mind when the decision was made for the two locations and staff recommended that the locations for the art be placed in areas that would be equitable to both teams. Chair Mielt stated that the stadium is the number one most visited location in the city; therefore, public art should be considered.

Commissioner Grant asked for clarification on how the process will take place when selecting two pieces of art by different artists while staying within budget. Chair Mielt responded that the call would be out with an anticipated budget of \$400,000 for both pieces and an option to submit proposals for one or both sides.

Commissioner Lickus suggested placing art in other growing areas in the city since there are concerns with the proposed locations. Commissioner Grant expressed concern with the commission's lack of objection in previous discussions. She felt that any concerns should have been shared during previous meeting discussions and felt that the RFQu should be distributed to allow the commission to explore the art proposals. She felt that this would be a good opportunity to begin placing art in and around the stadium.

Commissioner Grant moved to approve the project scope and budget as part of a solicitation for art at the Surprise Stadium at a cost not to exceed \$400,000. Vice-Chair Morgan 2nd. 6 Yes votes. 1 vacancy. Motion carried.

Item 5 – Discussion pertaining to the City Hall Art Gallery.

Ms. Osborne asked for clarity and direction from the commission on what they would like to see in the City Hall Art gallery. She advised that if the commission desires to continue rotating exhibitions, then the language on the agreement with a provider will be reviewed and amended to more clearly define the expectations and services the commission would like to see. She advised that the relationship with the West Valley Arts Council could continue with any recommended amendments by the commission.

Commissioner Lickus recommended the continuance of rotating the art and a focus on involving youth as participants. Chair Miett asked to have West Valley Arts Council propose an exhibit schedule.

Commissioner Lieu said that she would like to continue the agreement with West Valley Arts Council and to include that the commission be acknowledged in all program publicity.

After further discussion, Ms. Osborne summarized and affirmed that the commission would like to continue their agreement with West Valley Arts Council, and will direct them to handle all art curation and duties related to exhibiting art in City Hall on a quarterly basis. The exhibit schedule will include the Charter Schools exhibition, a new exhibition featuring students from the Dysart Unified School District, and art in the display cases. In total, there will be 4 or 5 different exhibits throughout the year.

Commissioner deJong asked about plans to acquire a permanent art collection, to which Ms. Osborne deferred the question to the full commission. The commission decided to hold off on procuring any art pieces until the agreement with West Valley Arts Council is revisited.

Item 6 – Discussion and action pertaining to the “Poetry Slam at WHAM” event.

Ms. Osborne shared that the agreement for the Poetry Slam at WHAM is up for renewal and asked for feedback on current service levels and output. She advised that the agreement entails a \$1,200.00 stipend for the year to pay for the emcee, finger foods for guests, and miscellaneous costs. This stipend was factored into the new budget.

Commissioner Lieu felt that this is the most successful program currently available, and that visitors from surrounding cities of all age ranges attend.

Commissioner Lickus moved to recommend renewal of the “Poetry Slam at WHAM” service agreement. Commissioner Lieu 2nd. 6 Yes votes. 1 vacancy. Motion carried.

Item 7 – Discussion pertaining to an update on the Arts and Cultural Advisory Commission’s recommended Fiscal Year 2023 budget.

Ms. Osborne provided an overview of the Fiscal Year 2023 – the budget line items are as follows: \$5,000.00 for community relations, \$600.00 for special event hosting, \$4,700.00 for professional outside services, \$30,000.00 to support the art grants, \$2,400.00 towards art maintenance, \$3,000.00 for public art bus tours, and \$5,000.00 towards marketing. She advised the funds could be re-appropriated throughout the year if necessary.

Other Business and Future Agenda Items:

Art grant application reviews
Backdrop for WHAM
Proposed additional art opportunity at Surprise Stadium

ADJOURNMENT – Motion to adjourn: **8:04** p.m. – Commissioner Lieu. Commissioner Grant 2nd.
6 Yes votes (1 vacancy). Motion carried.

Rhannon Miett, Chair

ATTEST:

Karina Caraveo, Administrative Specialist

CERTIFICATION:

I, Danielle Osborne, Human Service & Community Vitality Administrator for the City of Surprise Human Service & Community Vitality Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Arts and Cultural Advisory Commission meeting held on April 4, 2022.

Danielle Osborne, HSCV Administrator



CITY OF SURPRISE Arts and Cultural Advisory Commission Meeting

Council Meeting Date: May 2, 2022

Contact Person:

Submitting Department: Human Svcs and Comm
Vitality

District: Citywide

Staff Recommendations:

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to the Arts & Culture Grant applicants funding recommendation.

Motion:

I move to recommend the list of prospective Arts & Culture Grant awardees and award amounts to the Surprise City Council as follows:

Background:

The Arts & Cultural Advisory Commission has allocated \$30,000 of their FY2023 budget for the award of grants to non-profit organizations hosting arts & cultural events or programs for the city. Non-profits are eligible to apply for up to \$10,000 of financial assistance through this city general fund program.

This item has been placed on the agenda to allow the Commission to receive presentations from applicants, and to make a recommendation to the Surprise City Council.

Objective Analysis:

The mission of the Surprise Arts & Cultural Advisory Commission is to spur cultural growth through education and advocacy, and to assist the city to create and implement a plan for the placement of public art within the community.

Policy Compliant:

This item is City and Council policy compliant.

Financial Impact:

Financial impact for this item will not exceed \$30,000.00

Budget Impact:

Budget impact for this item will not exceed \$30,000.00

FTE Impact:

There is no FTE impact for this item.

ATTACHMENTS:

1. OTTAWA University
 2. WHAM
 3. WVA
 4. Drum Arizona
 5. The Vista Center for the Arts
 6. The Vista for the Arts 2
-



**ARTS & CULTURE GRANT PROGRAM
FY 2022-2023 FUNDING APPLICATION**

Section 1

Date: 4/19/2022

Organization Name: Ottawa University Theatre Club

Address: 15950 N. Civic Center Plaza

Surprise, AZ 85374

Phone: 623-233-7590 Fax: _____

Email: lauren.frazier@ottawa.edu

Contact Person/Title: Lauren Frazier, Theatre Program Manager

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: Production of Oliver!

Please indicate the amount of funding you are requesting: \$ 10,000

Did you receive City grant funding last year? NO

Have you applied for other grant funding such as Community Outreach Program funding from the city?:
Yes ☐ No ☒

Dennis J. Syner
Authorized Agency Representative

University President
Title

4/19/2022
Date

1. The proposed project aligns with the Arts & Cultural Advisory Commission's mission.

The Ottawa University Theatre Club, in partnership with the Dysart Unified School District Theatre Program, is seeking funding for the production of *Oliver!*, a beloved, record-breaking, award-winning musical. This production aligns with the Arts & Cultural Advisory Commission's goals to encourage cultural growth in the city and to ensure that art, culture and entertainment are central elements of the quality of life for city residents. *Oliver!*, with free admission on performance nights, will be performed at The Vista in the heart of Downtown Surprise during the second week of November 2022. Three performances are planned. Free admission plus location makes it easily accessible for residents, especially the nearby active senior communities in Surprise.

2. There is an identifiable need and client population for the proposed project.

According to the Acting Studio of Chicago, the top five reasons theatre is important to a community are (Acting Studio Chicago, 2022):

1. Theatre helps us to see a different perspective from our own. We are shown humanity, psychology, motivations, conflict and resolution. We as the audience get to witness the trajectory of persons other than ourselves. As artists, we put ourselves into emotional and intellectual situations that may never arise in our personal lives. Theatre promotes us to give power to truth, to take risks and to advocate for new and diverse voices.
2. Theatre reminds us that we are not alone. Not only are we sharing space and an experience with the artists who are performing, we are sharing the experience with fellow audience members. Movies and television don't have the same intimacy or sense of participation. Sharing an experience with live actors and live audience members is not only valuable, it's necessary for human connection.
3. Theatre is immediate, evolving and always different. Although the script may be the same every night, the performance is unique, each and every time it happens. No two performances are ever the same. In this way, everyone involved has a distinct and unique experience that can never be replicated.
4. Live theatre helps to promote social discourse, dialogue and potential social change. Theatre is a cultural phenomenon that demands that society examines itself in the mirror. We can study societal problems and attempt to find solutions. Coming together as a community to listen to opposing points of view is necessary.
5. Theatre promotes education and literacy. Studies have shown that students who participate in theatre do better in school.

Surprise is a fast-developing city of endless potential. With an expansive retirement community, a spring training stadium, numerous tourist appeal locations, and a young university, the Surprise population is rapidly growing and has a demand for entertainment. With only a sprinkling of

creative arts in the area, there is a clear, identifiable need to expand performing arts in Surprise, the west valley, and beyond.

3. The proposed project addresses, at a minimum, one of the five areas of focus identified in the Surprise Public Art Master Plan.

The production of *Oliver!* meets a number of key themes identified by the Surprise Arts and Cultural Advisory Commission. Specifically:

- Theatre is for everyone touching the lives of active seniors down to the littlest toddler in ways they will remember for a lifetime.
- Theatre is inspirational both for the individual, as well as the community, generating rich introspective and strong community pride.
- Theatre and the performing arts speak directly to the residents' of Surprise desire for more creativity in their city. Increasing the opportunities for live theatre broadens diversity of thought, understanding and community spirit.
- The production of *Oliver!* specifically addresses an important creative outlet for the youth of Surprise.

4. The proposed use of grant funds is clearly articulated and makes sense.

The grant funds would be used in creating and executing all the foundational elements of the show. This would include securing the performance royalties, music scores and scripts. It would also include purchasing materials needed for the set, hair and makeup products, materials to create costumes, props, advertising material, and stipends for outside creative team members, such as a music director and choreographer.

5. The proposed project's budget is sound and reasonable.

The budget for *Oliver!*, like most theatrical productions, has a substantial cost, but is also flexible based on venue size and resources already available in the program. Thanks to a collaboration between OUAZ Theatre and the Dysart Unified School District, some resources can be shared for this production.

6. The applicant is able to demonstrate their ability to leverage other funding.

OUAZ Theatre and Dysart will leverage other funding through show patrons and sponsors (donations and sponsorship fees) as well as with limited funding from both program budgets within Ottawa and Dysart.

7. The proposed project timeline is reasonable.

The timeline for this project is 3 months from audition to final performance. *Oliver!* is a large production and it will take time to properly execute auditions, rehearsals, building the set, costumes, props etc., with minimal distraction to students in their schooling.

8. The proposed project offers measurable results that will benefit the Surprise community.

OUAZ and Dysart will measure results of the production using the following key metrics:

- PR/publicity generated for the show. Press, social media, etc.
- Critic reviews of the production.
- Theatrical company participation (the number of students (OUAZ and Dysart) as well as community members engaged with the production).
- Production attendance.

9. The overall proposal is compelling.

Oscar Wilde wrote “I regard the theatre as the greatest of all art forms ... the most immediate way in which a human being can share with another the sense of what it is to be a human being (Goodreads, 2022).”

Theatre is universal and inclusive. Throughout history and especially in a time where everyone is socially distanced, entertainment keeps people connected. Theatre, like movies, books, podcasts, music, etc., is often reflections of current events, reminders of history, and visions for the future. Theater is a vehicle that sparks conversation, encourages reminiscing and the passing of wisdom from one generation to the next. This program will continue to encourage inter-generational connections throughout the arts and culture of Surprise. The production of *Oliver!* in Surprise will make the arts more accessible to all residents, allowing them to suspend reality for a few hours and enjoy performance art, in the company of their community.

Dylan Bollinger, the Director of Theater Design/Technology at Avila University said:

“Theatre has a huge impact on society. It gives audiences the chance to learn more about humanity through emotions, actions, and the story being told on stage. Each story a theatrical production tells can connect to the audience in one way or another, whether it be through self-discovery, the background of certain characters, or any other reason. Not only that but the creativity and expression behind theatre makes for an evening of entertainment that many people won’t soon forget.” (Bollinger, 2022)

This program is desired and needed to celebrate, connect, and provide entertainment for the residents in Surprise. *Oliver!* will also offer an artistic outlet for community members and students involved in the production. Community attendance is incentivized thanks to free admission, keeping visitors to the production engaged in their community and making their home a point of pride.

10. Prior funding was effectively utilized (if applicable).

NA

Section 3

Budget

Arts & Culture Grant Expense Report 2022-2023

PROGRAM: Arts & Culture Grant Program 2022-2023

Request \$10,000

Other Funds \$2,300

Total Cost \$12,300

Start Date 7/1/2022

End Date 6/15/2023

APPLICANT INFORMATION:

Name: Ottawa University Theatre Club

Address: 15950 N Civic Center Plaza, Surprise, AZ 85374

Email: lauren.frazier@ottawa.edu

Program Manager: Lauren Frazier

Phone Number: 623-233-7590

	Description	Cost	ACGP Request	Other Funds	Total
1	Performance Royalties	945	614	331	945
2	Scripts	1000	650	350	1000
3	Publicity	2000	1300	700	2000
4	Set/Properties	3000	1950	1050	3000
5	Costumes/Hair/Makeup	1000	650	350	1000
6	Music	5300	3445	1855	5300
7	Misc.	2000	1300	700	2000
8					
9					
10					
TOTAL:		15245	9909	5336	15245

CEO Signature:

(Or authorized representative)

Provide a brief justification of all line items on a separate sheet.

Line-Item Justification

Performance Royalties: Payment for doing the production. Pays the writers/composers for their work. For free admission for *Oliver!*, royalty quotes are between \$697 and \$943.

Scripts: Content of the show (lines, general blocking).

Publicity: Marketing. Utilizing various media: internet, print and radio.

Set/Properties: Physical elements of the show. Where the show physically takes place and the props on the set. Construction of the set is the greater of the cost. (ex: construction materials, fasteners, etc.)

Costumes/Hair/Makeup: Overall appearance of the actors. (Costumes, wigs, stage makeup, etc.)

Music: The music accompaniment. Played by a live band or tracks. Also includes stipends for music director and choreographer.

Miscellaneous: rehearsal space rental, stipends for director, stage manager, etc.

References

Acting Studio Chicago. (2022, April 14). *5 Reasons Why Theatre is Still Important*. Retrieved from Acting Studio Chicago: <https://www.actingstudiochicago.com/5-reasons-why-theatre-is-still-important-blog/>

Bollinger, D. (2022, April 19). *Why Theatre is Important in Society*. Retrieved from Thrive: <https://thriveglobal.com/stories/why-theatre-is-important-in-society/>

Goodreads. (2022, April 19). *Oscar Wilde Quotes*. Retrieved from Goodreads: <https://www.goodreads.com/quotes/296815-i-regard-the-theatre-as-the-greatest-of-all-art>

April 19, 2022

To Whom It May Concern,

This document serves as a "Conditional Letter of Approval" from the host, The Vista Center of the Performing Arts non-profit organization in partnership with the Dysart Unified School District, affirming that arrangements have been made and agreed to by both Ottawa University and The Vista Center for the Performing Arts, to be the program, event, or activity venue if grant proposal is funded.

Grant Applicant:

Ottawa University

Address: 15950 N. Civic Center Plaza, Surprise, AZ 85374

Phone: 623-233-7590

Signature: _____



Date: _____

4/19/22

Venue Host:

John Williams, Director of Community Education

Dysart Unified School District

The Vista Center for the Performing Arts

Address: 15660 N Parkview Pl, Surprise, AZ 85374

Phone: 623-523-8888

Signature: _____



Date: _____

4/19/22



ARTS & CULTURE GRANT PROGRAM APPLICATION FY 2022-2023

Section 1

Date: 4/12/2022

Organization Name: WHAM Art Association

Address: 16560 N Dysart Road, Surprise, AZ 85378 3717

Phone: 623-584-8311 / 623-640-5229

Email: connie.whitlock@wham-art.org

Contact Person/Title: Connie Whitlock, Executive Director, Primary Project Artist

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: New Community Mural and documentary Video

Please indicate the amount of funding you are requesting: \$ 11830

Did you receive City grant funding last year? Yes

Have you applied for other grant funding such as Community Outreach Program funding from the city?: ☒ Yes ☐ No



Authorized Agency Representative

Executive Director

Title

4/16/22

Date



Application Directions

- a. Please ensure that your proposal comprehensively and clearly addresses each of the evaluation factors below. If a factor does not apply to your proposal; indicate this by responding "Not Applicable". Times New Roman or Arial 12 point font and black type must be used. It is preferred that completed applications be emailed to Karina.Caraveo@surpriseaz.gov. If it is not possible to email the application, please call Karina Caraveo at (623) 222-3243.
- b. Completed application will be ranked on a point system of up to **50 points** based on the evaluation factors listed below ranked on a scale of zero to five.

1. The proposed project aligns with the Arts & Cultural Advisory Commission's mission.

The project aligns with the mission of the Arts & Cultural Advisory Commission which is to encourage cultural growth in Surprise and to ensure that art, culture and entertainment are central elements of the quality of life for Surprise residents. The Commission encourages the development of cultural opportunities and resources, as well as the creative, social, and community benefits they provide. The promotion and expansion of arts and culture in Surprise is the primary focus of the Commission.

The project meets the funding guidelines for activities that enhance the community for Surprise residents through arts and cultural events or activities, activities which provide public benefit, art programs which leverage funding from other sources, events and services that include Surprise's diverse culture and values.

2. There is an identifiable need and client population for the proposed project.

In alignment with the City of Surprise commitment to supporting community-building events, the proposal develops and implements a community art project with the City of Surprise residents participating. The project involves a three part approach - creating a mosaic mural, producing a video, and public exhibition.

WHAM's Director, Connie Whitlock, will lead the design and creation of a tile mural with adults and children. The process of the project as it unfolds will be captured in a short documentary video to be publicly screened at the unveiling of the mosaic mural.

The tile project will introduce an art medium - working with clay - that may be new to those participating. Working with clay introduces tactile materials, requires sustained effort over many weeks, and takes focus and concentration. Mosaic art involves stages and processes

that require fine motor, cognitive, and visual processing skills, as well as the use of imagination and creativity. Both adults and children can benefit from working on specific and repeated tasks. The participants will work in a collaborative context towards a collaborative outcome. Finally, they'll have a sense of achievement. Their piece will become a legacy in the community. Participating in public art is a way of saying "We are here. I am here." Public art is durable, and illustrates a sense of place. Whitlock is the veteran of many a community-based mural projects in public places and schools throughout the west valley.

3. The proposed project addresses, at a minimum, one of the five areas of focus identified in the Surprise Public Art Master Plan.

The project addresses the areas of focus identified in the Surprise Public Art Master Plan. Page 79 - ensure that art, culture and entertainment are central elements of the quality of life for Surprise residents. E. KEY AREAS Partnerships, Activities, Outreach, Public Art. Develop long term relationships in support of a strong arts and cultural presence in the city. Network with art organizations. Encourage arts and cultural growth in the community. OBJECTIVES: 3.1 Enhance public awareness of arts and culture in Surprise. 3.3 Promote Surprise as an attractive place for artists to work, display art. Page 80 - 4. PUBLIC ART GOAL: Use public spaces to show that arts and culture are central To Surprise's vibrancy and visitability. OBJECTIVES: 4.1 ...assess all public spaces in Surprise for their potential to display art.

The Surprise Arts & Culture Master Plan mentions WHAM several times, and WHAM-generated public art pieces are pictured in the plan. One of the published KEY THEMES "Art is not exclusive, art is for everyone" is the founding principal for WHAM Art Association

4. The proposed use of grant funds is clearly articulated and makes sense.

The motivation for the project is a Surprise-supported previous community art project. Created and completed in 2012, a 36 ft by 7ft clay tile mural titled "Give Your Community a Hand" was a collaboration of several WHAM Artists and many Surprise residents, as well as Mayor, councilmembers, and businesses. The mural was installed across the street from the Surprise Baseball Stadium on a public works wall. (See attached picture). Over several years of the sprinkler system constantly beating on the mural, the tiles started falling off and glazes cracked. After much discussion between Surprise Arts Commission and Ms. Whitlock (the designer and lead artist), it was determined that the mural needed to come down as it would cost too much to repair, and the site was no longer suitable for another mural with current water exposure. The Surprise Arts and Culture Commission was hoping that the mural could be saved or repaired since it represents a strong commitment to our community. After scoping out other sites, a wall will be identified as a great place to put the new mural. The proposed site will be selected along with the City Parks and Rec Department, with whom a possible relocation was raised two years ago. The wall will have the required stability for the weight of the mural. The design will be similar to the original. The new mural will be 20 ft x 6ft with a 2 ft by 10 ft tile banner with the wording "Give Your Community A Hand," as well as a border that surrounds the entire mural.

People will come to WHAM Art Center on Dysart Road to be instructed how to make a 10" x 10 " tile with an image of their hand and their name on it, and then return to glaze the tile they made. There will need to be 144 individual community tiles. The banner with the wording "Give your Community a Hand" will be made by Connie who has 21 years' experience with clay art and has created 13 public art tile murals throughout the west valley.

Connie will also create the Surprise Logo which will be another 24 clay tiles to be placed in the middle of the individual hand tiles. Several WHAM Artists will assist in making the 284 border tiles. Each tile is handled twice in the making then glazing and firing of each. After all tiles are made then two WHAM artists will layout the tiles and cement them to a backerboard at WHAM. Each section of this mural will be installed with screws to the wall then grouted in place. Installation of the panels will be sought out since the artists aren't able to handle the heavy panels with tiles adhered to them.

Connie Whitlock, WHAM's founder, finds the greatest satisfaction in helping people in mural creation. The artists who will work with the project are all professional artists with studios at WHAM.

5. The proposed project's budget is sound and reasonable.

Material costs:

Clay and Glazes = \$800

Miscellaneous Tools, buckets, plastic, trowels, grouting tools etc. = \$280

Grout and Mortar = \$360

Professional Artists Labor, creating and glazing tiles with individuals at WHAM, estimate 30 sessions (twice handling each tile) at 2 hrs each session fee at \$45 an hour = \$2700

Labor to create banner tiles as well as Surprise Logo Tiles = 32 hrs at \$45 = \$1440

Labor for WHAM artists to make border tiles 24 hrs. at \$30 per hour (WHAM Members) = \$720

Professional artist labor for Tile layout and adherence to backer boards \$45 hr x 34hrs = \$1530

Professional installer to put panels and border around mural = \$2,000

Total cost of mural production = \$9830

Publications to call residents to participate and announcing the public unveiling = \$1000 (newspaper, flyers, FB)

Videography documenting the process for WHAM's use and for future use = \$1000.

Usage of WHAM building during project In-Kind \$3,000

The applicant is able to demonstrate their ability to leverage other funding.

Usage of WHAM building during the project is In-Kind \$3,000. The project will utilize, if the full grant is not awarded, a part of the general operating grant from the state of Arizona.

6. The proposed project timeline is reasonable.

Time Line -

Public announcements - October 1st week

Schedule sessions for public at WHAM to make a tiles October through end of December

Layout tiles and fix to panels January 2023

Estimated installation February 2023

Public celebration

7. The proposed project offers measurable results that will benefit the Surprise community.

In addition to helping to fulfill the City of Surprise Arts and Culture goals, and in addition to the above-mentioned skill-building for Surprisers of all ages, Community Benefits will be demonstrated in the following ways –

- The project will be completed on time and on budget
- Citizens of Surprise are the recipients of a piece of permanent public art
- A beloved mural will be given new life in an updated creation
- A new piece will find a home where people to gather
- A currently blank wall will be turned into a creative space

- Hundreds of residents of the West Valley will see their community enlivened where the art has been installed
- The project provides important avenues for Public Engagement
- The project is well-received so that communities will want more similar projects
- Everybody can participate in the project no matter whether they have had art experience or not, no matter their income level and no matter their ability
- Participants will experience the successful completion of a significant project
- Everybody who has created a “hand” can proudly show it to friends, taking “ownership” of the project
- The project provides gainful activity for youth
- The project provides employment of professional artists
- People will understand more about the place the arts have in their lives and in civic spaces
- Community stakeholders, City leaders, sponsors, all have their expectations, goals and standards met
- Many more people will participate at the public unveiling, and the documentary will be shared broadly
- The artwork stands the test of time.

8. The overall proposal is compelling.

Surprise is a city well known for its public art and its commitment to the arts in general. The physical environment can be enhanced and expressed through arts and culture. The civic infrastructure of Surprise physically represents the community’s wish for opportunities for creativity by all. WHAM has been proud to be a part of the mosaic of what makes Surprise great since 2006. As the only community art center in Surprise, and, indeed, the West Valley, WHAM makes its home in the original Town site, yet can be seen throughout Surprise and neighboring towns, taking its WHAM On WHEELS to events, and producing events where everyone gets to be artist for a day.

“Murals have the opportunity to tell the community’s story, create a unique experience, engage citizens, increase foot traffic and tourism, increase appreciation for the arts and artists, and increase overall attractiveness of the space.” (University of Central Arkansas)

“The benefits to a community to make a mural are many. They get a chance to express their identity; who they are, where they came from, and what’s important to them.” (Richard Harrison, professional muralist.)

“The effort of creating art for public space is not solitary: the public art process asks the artist to share his/her creative point of view”. (Americans for the Arts, Washington DC.)

9. Prior funding was effectively utilized (if applicable).

WHAM has submitted final reports and expense reports for all Surprise funded projects.

Section 3**Budget****Arts & Culture Grant Expense Report 2022-2023**

PROGRAM: Arts & Culture Grant Program 2022-2023 **Request** \$11830 **Start Date** 07/01/2022

Other Funds \$3000 **En Date** 06/15/2023

APPLICANT INFORMATION:

Name: WHAM Art Association **Total Cost Program Manager** Connie Whitlock

Address: 16560 N Dysart Road, Surprise, AZ 85378 **Phone Number** 623-584-8311

Email: connie.whitlock@wham-art.org

	Description	Cost	ACGP Request	Other Funds	Total
1	Clay & Glazes	800	800		800
2	Tools	280	280		280
3	Grout	360	360		360
4	Labour	8390	8390		8390
5	Marketing	1000	1000		1000
6	Video	1000	1000		1000
7	Facilities			3000	3000
8					-
9					-
10					-
TOTAL:		11830	11830	3000	14830-



CEO Signature:
(Or authorized
representative)

Provide a brief justification of all line items on a separate sheet. (See item 6 in above narrative)

4/19/2022

City of Surprise Arts Advisory Commission

Per our discussion with WHAM Executive Director Connie Whitlock regarding the replacement of the “Give Your Community a Hand” mural, please consider this letter as formal approval, should you decide to proceed with this project. Once your decision to move forward has been made, we will make a final determination for its location in Surprise Community Park.

Sincerely,

Holly Osborn
Director
City of Surprise Parks and Recreation





Application Checklist

- ✓ Completion of Application -- sections b 1 through 9
- ✓ Application typed and signed
- ✓ Proposed budget
- ✓ 501(c)(3) verification includes all items listed below or the applicant must partner with a 501(c)(3) organization:
 - ✓ List of Board of Directors✓
 - ✓ Copy of the non-profit federal tax status 501(c)(3)✓
 - ✓ Copy of the 501(c)(3) Arizona Corporate Commission annual report✓
 - ✓ Completed W9 Form✓
- ✓ Conditional Letter of Approval from any third-party venue space agreeing to host applicant's program/event/activity (if applicable)
- ✓ Any additional documentation supporting your proposed project

***Turn in this checklist, the application, and all corresponding items no later than
5pm Friday, April 22, 2022.***

Late or incomplete applications will not be accepted.



**ARTS & CULTURE GRANT PROGRAM
FY 2022-2023 FUNDING APPLICATION**

Section 1

Date: 4.21.2022

Organization Name: West Valley Arts Council

Address: 16126 N Civic Center Plaza, Ste 102, Surprise, AZ 85374

Phone: 623.584.2626 Fax: _____

Email: info@westvalleyarts.org

Contact Person/Title: Michael Denson, Interim Executive Director

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____
IMPRINT Festival (Celebrating Cultural Diversity in the Arts)

Please indicate the amount of funding you are requesting: \$ \$25,000

Did you receive City grant funding last year? No

Have you applied for other grant funding such as Community Outreach Program funding from the city?: Yes No

Michael Denson Interim Executive Director 4.21.2022
Authorized Agency Representative Title Date

IMPRINT Festival

1. The proposed project aligns with the Arts & Cultural Advisory Commission's mission.

Like the Arts & Cultural Advisory Commission's mission, the goal of WVAC's IMPRINT Festival is to highlight underrepresented communities and spur cultural growth in Surprise, where inclusivity is promoted, experienced, and valued.

In recognition of the contributions diverse people groups and artists of color have made to communities and the greater culture of the West Valley, WVAC launched *IMPRINT: Celebrating Cultural Diversity in the Arts* in 2020. This program is specifically designed to recognize and promote artists of color in and around the valley, especially in communities where representation is lacking. We believe artists of color have made significant and positive contributions to our community through the arts. West Valley Arts Council seeks to highlight those "impressions" through ongoing exhibitions, workshops, lectures, and festival celebrations.

Currently, our IMPRINT program focuses on the art and creative contributions of three main culture groups; African American, American Indian, and Latino. These communities have offered a wealth of creativity, insight, education, and representation of their culture to WVAC and Surprise audiences. Our exhibitions, workshops, and lectures have successfully facilitated cross-cultural communication in these areas; our vision is to continue expanding into other underrepresented cultures and people groups.

The IMPRINT Festival, slated for spring of 2023, will be a signature Surprise event in which patrons will enjoy:

- Engagement with a myriad of cultures and ethnicities at a level that is fun, inspiring, and educational
- Live music, dance, and performance, including African Djembe Drum Circle, Ballet Folklorico, American Indian Flute Music, and more
- Quality art exhibits with featured artist discussions
- Live painting demonstrations
- Kids corner including face painting, art projects, storytime, and more
- Culturally specific food and craft vendors

- Workshops to create cultural items like jewelry, dolls, printmaking, instruments, and more, discussing the history, cultural significance, and traditions of many cultures
- Lectures with educators about the impact of these crafts on culture.

The Surprise Arts & Culture Commission's investment will significantly support WVAC's efforts to create a shared cultural experience within Surprise and help our community become more inclusive, engaged, and connected.

2. There is an identifiable need and client population for the proposed project.

One of the primary goals of the IMPRINT program is to create space and opportunity to facilitate community conversations about art, culture(s), privilege and bias, cultural appropriation, Indigenous mascots, racial and gender politics, and various other essential topics. All are the groundwork to promote and advance diversity, equity, and justice, and build stronger, unified communities.

There has been little programming in Surprise that has specifically highlighted People of Color (POC) in lectures, workshops, exhibits, and performances outside of specified months (i.e., February Black history, September Mexican History, etc.). WVAC seeks to bring ongoing recognition to underrepresented people groups through our Diversity, Equity, and Inclusion (DEI) initiative and actively recruit and implement programming for and by POC year-round. We seek to be the art organization in the West Valley that creates a platform for artists of color to engage diverse audiences and promote conversation and understanding of diverse cultures and cultural movements through experience. IMPRINT has already brought a much-needed cultural engagement to the City of Surprise. It can set the city on the map as THE destination for cultural exposure, education, and experience.

3. The proposed project addresses, at a minimum, one of the five areas of focus identified in the Surprise Public Art Master Plan.

Partnerships - WVAC will work with various artists, performers, educators, community leaders, and local organizations to highlight the work in the arts and culture sector and how that work impacts our community. In past IMPRINT events, in addition to working with over 40 artists of color, WVAC has also partnered with Xico Inc, The Sagrado, Ottawa University, City of Surprise, City of Goodyear, City of Peoria, Shining Light Foundation, Ballet Folklorico, The Nash, and the City of Phoenix.

Events – In 2021, WVAC hosted a small festival to highlight Latino arts and culture, several workshops focused on traditional African American and Latino culture craftwork, and several musical events providing insight, education, and first-hand experience with Afro-centric themes. With only \$20,000 from the National Endowment of the Art and in-kind support, in 2021, WVAC engaged approximately 2500 people with in-person activities and 5000+ virtually.

Outreach – The Festival itself enhances the public awareness of the arts and culture in Surprise by exposing the community to the myriad of cultures in and around Arizona, the US, and perhaps the world. Additionally, by its very nature, our IMPRINT initiative invites ALL people to the community of Surprise by showing them that no matter their culture, ethnicity, or history, they can find representation here.

Leverage Funding Mechanisms – In February of 2022, Arizona Public Service committed \$9,000 to IMPRINT programming and festival. In 2020-2021, WVAC secured funding from AZ Humanities Council, AZ Coyotes, and AZ Commission on the Arts and will solicit them again and seek 2023 IMPRINT-specific funding.

4. The proposed use of grant funds is clearly articulated and makes sense.

The requested \$25,000 from the Surprise Arts & Culture Commission will be used as such:

- Musicians, dancers, and performers (\$6000)
- Lecturers and workshops presented either during the festival or in the weeks that follow (\$2000)
- Event activities and special projects (i.e., kids corner, live murals, etc.) (\$2500)
- Equipment rentals for the festival (\$5,500)
- Coinciding exhibitions at the Arts HQ Gallery and Surprise City Hall Gallery (\$4500)
- Marketing (\$1500)
- Part of the program staff salary to coordinate the event (\$3000)

5. The proposed project's budget is sound and reasonable.

The total budget encompasses all areas of costs to create a successful event based on experience and research of similar events in and around the West Valley.

6. The applicant is able to demonstrate their ability to leverage other funding.

In February of 2022, Arizona Public Service committed \$9,000 to IMPRINT programming and festival. In 2020-2021, WVAC secured funding from AZ Humanities Council, AZ Coyotes, and AZ Commission on the Arts and will solicit them again and seek 2023 IMPRINT-specific funding.

7. The proposed project timeline is reasonable.

In July of this year, WVAC will begin planning for the IMPRINT Festival, which is proposed to take place spring of 2023. We predict it will take 1/4th of a staff member's time to coordinate all aspects of the event, including securing artists, presenters, lecturers, and performers; finalizing the layout and securing equipment rentals; creation and implementation of marketing campaigns; community and partner outreach; and ongoing evaluation.

8. The proposed project offers measurable results that will benefit the Surprise community.

IMPRINT Goal

WVAC's IMPRINT Festival highlights underrepresented communities and spurs cultural growth in Surprise, where inclusivity is promoted, experienced, and valued. Presenting cultural art and heritage that engages a broad audience encourages conversation and builds an appreciation for the richness of diverse cultures in existing Surprise.

Objective 1

Engage and promote 20 - 30 notable artists and organizations representing a wide gamut of cultures and ethnicities (i.e., African American, American Indian, Latino, Asian American, Middle Eastern, etc.).

Objective 2

Host at least 4-6 educational community conversations or workshops specifically creating dialogue around diversity, history, culture, and topics that promote equity, unity, and understanding.

Objective 3

Welcome 7,500 community members to Surprise city square to enjoy the IMPRINT Festival and, in turn, bring additional recognition and activation to the area.

9. The overall proposal is compelling.

The IMPRINT Festival gives ALL Surprise and West Valley residents the unique opportunity to engage with our community's vibrant culture. We believe that diversity in talent, ideas, history, and experience brings about innovation and grows the economy. When art and culture are interwoven in the fabric of a community, it helps cities attract tourists, residents, businesses, and talent. And we have seen how interactions and social bonds made through art can help increase the community's shared values and work together to achieve a common purpose. Our IMPRINT program is the foundation for the City of Surprise and WVAC to work together to engage our community members, build social capital, and create a more robust and healthier community.

10. Prior funding was effectively utilized (if applicable).

Not Applicable

Section 3

Budget

Arts & Culture Grant Expense Report 2022-2023

PROGRAM: Arts & Culture Grant Program 2022-2023

Request \$ 25,000.00

Start Date 07/01/2022

Other Funds \$ 16,000.00

End Date 06/15/2023

APPLICANT INFORMATION:

Name: West Valley Arts Council

Total Cost \$ 41,000.00

Program Manager Michael Denson, Interim ED

Address: 16126 N Civic Center Plz, Ste 102, Surprise, AZ 85374

Phone Number 623.584.2626

Email: mdenson@westvalleyarts.org

	Description	Cost	ACGP Request	Other Funds	Total
1	Salaries and Wages (PT Program Director)	\$7000	\$3000		\$7000 -
2	Artists and Performers	\$11000	\$6000		\$11000 -
3	Equipment (Festival Rentals)	\$10000	\$5500		\$10000 -
4	Gallery Exhibitions	\$4500	\$4500		\$4500 -
5	Marketing	\$2500	\$1500		\$1500 -
6	Supplies and Materials	\$3500	\$2500		\$3500 -
7	Lectures/Workshops	\$2500	\$2000		\$2500 -
8					-
9					-
10					-
TOTAL:		\$41000	\$25000	\$16,000.00	\$41000 -

CEO Signature: Michael Denson
(Or authorized representative)

Provide a brief justification of all line items on a separate sheet.

IMPRINT Festival	Program Budget	Surprise Arts & Culture Request Amount
Salaries and Wages <i>PT Program Director</i>	\$7,000.00	\$ 3,000.00
Consultants <i>artists and performers</i>	\$11,000.00	\$ 6,000.00
Equipment (Festival rentals)	\$10,000.00	\$ 5,500.00
Gallery Exhibitions	\$ 4,500.00	\$ 4,500.00
Insurance Expense		
Marketing/Advertising	\$2,500.00	\$ 1,500.00
Postage and Delivery		
Printing		
Professional Development		
Rent and Occupancy		
Supplies and Materials	\$3,500.00	\$ 2,500.00
Telephone and Technology		
Travel		
Lecturers/Workshop Presenters	\$2,500.00	\$ 2,000.00
Total Expenses	\$41,000.00	\$ 25,000.00



Application Checklist

- ☒ Completion of Application -- sections b 1 through 6
- ☒ Application typed and signed
- ☒ Proposed budget
- ☒ 501(c)(3) verification includes all items listed below or the applicant must partner with a 501(c)(3) organization:
 - o List of Board of Directors
 - o Copy of the non-profit federal tax status 501(c)(3)
 - o Copy of the 501(c)(3) Arizona Corporate Commission annual report
 - o Completed W9 Form
- ☐ Conditional Letter of Approval from any third-party venue space agreeing to host applicant's program/event/activity (if applicable)
- ☐ Any additional documentation supporting your proposed project

Turn in this checklist, the application, and all corresponding items no later than 5pm Friday, April 22, 2022.

Late or incomplete applications will not be accepted.



**ARTS & CULTURE GRANT PROGRAM
FY 2022-2023 FUNDING APPLICATION**

Section 1

Date: 4-20-22

Organization Name: Drum Arizona, Inc.

Address: 10201 N. 99 AVE - 75C
PEORIA, AZ 85345

Phone: 404-217-2459 Fax: _____

Email: drlydiaa@yahoo.com

Contact Person/Title: DR. LYDIA A. WOODS CEO/PRESIDENT

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____

AFRICAN DJEMBE AND NATIVE AMERICAN STYLE DRUM CIRCLES

Please indicate the amount of funding you are requesting: \$ 4,668

Did you receive City grant funding last year? No

Have you applied for other grant funding such as Community Outreach Program funding from the city?: Yes ☐ No ☒

Lydia A. Woods
Authorized Agency Representative

CEO/PRESIDENT
Title

4-20-22
Date

ARTS & CULTURE GRANT PROGRAM FY 2022-2023 FUNDING APPLICATION

Project Proposal Narrative

Drum Arizona is proposing to facilitate a Native American style drum circle for 50 people at the WHAM Community Art Center 16560 North Dysart Road, Surprise, AZ 85378 on Saturday, November 5, 2022, from 1:00-3:00pm in celebration of Native American Heritage month. Also, in celebration of African American History month we will facilitate an African Djembe drum circle for 50 participants on Saturday, February 4, 2023 from 1:00-3:00pm.

All instruments will be provided. No musical experience necessary. This is an activity for all age groups. Native American style drums in various sizes are provided for participants. During the African Djembe drum circle drums of various sizes are placed in the center of the circle, each participant selects a drum. Chairs will be placed in a large circle.

Both (2) hour programs will give participants the opportunity to play an authentically made Native American style frame drum and the Pow Wow Drum as well as the African Djembe and African Dundun drums.

During the Native American Drum circle participants will learn to play Native American drum-beats in the seven directions, as the narrator describes the direction; above, below, center (heart), North, South, East and West and the Spirit Keeper of each direction. All drummers drum in harmony as the facilitator directs the group with hand signals to go fast or slow, loud or soft etc.

After drumming in the seven-directions participants then selects a percussive instrument distributed by volunteers. Participants alternate playing their instruments while others play the drum until everyone has had the chance to solo on their percussive instruments.

Then participants will be allowed to drum on the Large Pow wow drum (7 drummers at a time) while hand frame drummers accompany the pow wow drummers on their frame drum or percussive instrument. engaging in free-flowing multi-rhythm drumming with beats of their own choosing in harmony with the pow wow drummers. Lastly, a Native American dance with singing will be taught toward the end of the drum circle using hoops as a finish.

During the African Djembe drum circle the welcome song “Funga Alafia” will be taught and sung while participants wave kente cloth to specific hand movements.

Next, we will share the significance and purpose of African American History month and the history of the Djembe and DunDun drums. Participants will learn to play (3) basic strokes on the Djembe and given the opportunity to practice these new strokes as they participate in call-and-response activities with the facilitator. They will also learn basic drum patterns and participate in multi-rhythm drumming in parts.

“Lapas” (*Strips of African Fabric*) will be distributed for each participant to wrap around their hips or hold in their hands to participate in a simple African dance. The history and purpose of the “Lapas” will be explained.

Participants will be allowed to play the African DunDun drums, (3) at a time, while Djembe drummers play multi-rhythms on their drums or percussive instruments. Drummers will also experience playing solos on their percussive instruments. Three-hours total time for set-up and take down.

1. The proposed project aligns with the Arts & Cultural Advisory Commission’s Mission

The mission of the Peoria Arts Commission is to enhance the quality of life in the community by fostering and supporting cultural opportunities for both local artists and the general public.

Dr. Lydia A. Woods is of African-Native American heritage and the Founder & CEO of Drum Arizona Inc., a 501c3 nonprofit organization formed in 2016. She was motivated by her heritage to provide communities with the experience of African Djembe and Native American style drumming. She facilitates drum circles for local communities, homeless communities, in churches, parks, senior living communities, recreation centers, hospitals, libraries, etc. Our mission is to promote physical, mental, emotional, and spiritual healing and wellbeing within members of the community. The drumming experience helps in relieving stress and tension, promotes relaxation, and ensures feelings of well-being after the drumming experience. Community drumming provides participants with an opportunity to feel connected with others and gain a sense of interpersonal support. A drum circle helps you to connect with your own spirit at a deeper level and group drumming can alleviate self-centeredness, isolation and alienation.

Our main mission is to give away drums to children who are homeless, hospitalized or in foster care. As a non-profit organization all funds donated and earned from events are used toward this end. We facilitate an African Djembe and Native American style drum circle for the children and afterward, each child receives their own handmade/ hand painted Native American style 10” frame drum, drum beater and drum bag or African Djembe drum hand-made in Senegal. To date, we have given away over 500+ drums.

2. There is an identifiable need and client population for the proposed project.

On August 3, 1990, President George H. W. Bush declared the month of November as National American Indian Heritage Month, thereafter, commonly referred to as Native American Heritage Month. This commemorative month aims to provide a platform for Native people to share their culture, traditions, music, crafts, dance, and ways and concepts of life.

The first celebration of Black History Month took place at Kent State from January 2 to February 28, 1970. Six years later, President Gerald Ford recognized Black History Month in 1976, during the celebration of the United States Bicentennial. He urged Americans to “seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout American history.

Our project is needed and important because it addresses the goals of these two Nationally established months set aside to honor the cultures of Native Americans and African Americans as mandated by these two Acts. This project helps to culturally educate, thus breaking barriers and connecting us to each other through this musical cultural experience.

Both Drum Circles will be open to all members of the public and any age group may participate. No person shall be denied access to, or participation in, the event on the basis of race, color, national origin, sex, religion, or disability. The participants will physically participate in playing a drum and percussive instrument, dancing and singing.

3. The proposed project addresses, at a minimum, one of the five areas of focus identified in the Surprise Public Art Master Plan

The goal of this project addresses three of the five Surprise Public Art Master Plan goals 1) Promotes arts and cultural events within the city of Surprise and 2) Encourages Art and cultural growth in the community and 3) Develop long term relationships in support of a strong arts and cultural presence in the city of Surprise.

Our project fosters and celebrates multiculturalism and inclusiveness through participating in a Community Drum Circle focused on two cultures. Drumming is an essential way to promote a spirit of community unity and connectedness as you let go of self and listen and contribute to the collective sound of the group. We will pursue these goals by educating participants through a hands-on cultural experience in drumming, singing and dancing. Participants will make-up the music as they go along and create the music out of their own collective spirits. Our goal is to help participant create and participate in an environment of learning and fun.

Our second goal is to expose participants to a possible new outlet for stress relief that is inexpensive and fun. We encourage residents to become involved in a community drum circle for health benefits.

Our third goal is to develop a long term relationship with West Valley Arts Council to promote future cultural experiences for Surprise residents.

4. The proposed use of grant funds is clearly articulated and makes sense.

Drum Arizona Inc incorporated in 2016 as a non-profit organization. Through donations we have added to our inventory and are now able to facilitate African Djembe Drum circles for 50 participants and Native American Style Drum Circles for (50) people with each participant using a percussive instrument, and African Lapa. Our drums are in various sizes from adult sizes to pre-school sizes. We are needing approximately (12) more adult size drums so that we can have at least (50) full size drums, drum bags, and drum stands to accommodate (50) Adults and Teens.

Each Participant uses a Tambourine for the Welcome song and has another type of percussive instrument for individual solos. More percussive instruments are needed.

We would like to have each Drum Circle Videotaped and edited at a cost of \$200 for each Circle. The Video is a visual and permanent record of the success of our project.

Drum Arizona fees are calculated depending on the participant. Our current charge is \$25 per participant. This fee includes: Set-up and take-down time approximately (3) hours; Facilitated instructor time (2) hours; and use of all drums and percussive instruments; plus gasoline expense to and from event.

5. **The proposed project's budget is sound and reasonable**

Budget Expenses

\$893	(12) 10" Djembe Drums and carry bags Drum Arizona has (43) African Djembe drums in various sizes, but we need (12) more adult drums to bring our adult drum total to (50)
\$500	Assorted Percussive Instruments (Tambourines; Wood Blocks; Seed Pod Rattles; Cabasa; Cymbals Tibetan; African Kalimbas)
\$75	Printed handout material
\$300	Djembe Drum Stands
\$400	Videographer (to capture event on film) <i>(\$200 for each Circle)</i>
\$2500	Drum Arizona Fee \$1,250 African Djembe Drum Circle (50) Participants - \$25 per person \$1,250 Native American Style Drum Circle (50) participants - \$25 per person

Total – 4,668 Expenses and Grant request

6. **The applicant is able to demonstrate their ability to leverage other funding.**
"Not Applicable" For this Project

Past Funding Projects

Dr. Lydia A. Woods will be the organizer of this project and will facilitate the Drum Circle from start to finish. She is a retired college professor of African-Native American heritage and the Founder & CEO of Drum Arizona Inc., a 501c3 nonprofit organization formed in 2016, She was motivated by her heritage to provide communities with the experience of African Djembe and Native American style drumming.

Dr. Woods has facilitated over 700 drum circle from 2016 to 2022. Her experience includes facilitating a free Community drum circle weekly at Lakeview United Methodist Church open to the public from 2016 to the Present. Donations are given at each Drum Circle session.

In conjunction with her weekly and monthly circles she also has facilitated many events such as: senior living communities; local libraries; recreation centers; senior centers; craft fairs; schools; churches; art centers; facilities for the homeless; children's

hospitals and private events. These events generate funding for buying drum making materials to give drums to children. Over 500 Drums have been given away to date.

During the 2021-2022, Dr. Woods was awarded two Grants. One from the City of Peoria Arts Grant Program (\$5,000) and one from the City of Glendale “*We Are One Grant*”(\$4,000). All funds are utilized to make and give away drums to Children.

7. The proposed project timeline is reasonable.

The Native American style Drum Circle will take place in the month of November in celebration of Native American heritage month. The African Djembe drum circle will be held in the month of February, celebrating Black History month.

8. The proposed project offers measurable results that will benefit the Surprise community.

Evaluations forms are filled out by all participants after the program. In the past (6) years the results of participants responses have been consistently and overwhelmingly positive!

Please Rate the following characteristics regarding this program:

4=Excellent 1=Poor

Leaders’ Enthusiasm 4 3 2 1

Program Content

Participant Enjoyment

Overall Experience

Questions included on Evaluation Sheets: Respond Yes or No

1. I had Fun.
2. I feel better after playing.
3. I would attend again.
4. I would recommend Drum Circles to others.

We Welcome your comments:

What did you like most about the presentation today?

9. The overall proposal is compelling.

On August 3, 1990, President George H. W. Bush declared the month of November as National American Indian Heritage Month, thereafter, commonly referred to as Native American Heritage Month. This commemorative month aims to provide a platform for Native people to share their culture, traditions, music, crafts, dance, and ways and concepts of life.

The first celebration of Black History Month took place at Kent State from January 2 to February 28, 1970. Six years later, President Gerald Ford recognized Black History Month in 1976, during the celebration of the United States Bicentennial. He urged Americans to “seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout American history.

Our project is important because it addresses the goals of these two Nationally established months set aside to honor the cultures of Native Americans and African Americans as mandated by these two Acts. This project helps to culturally educate, thus breaking barriers and connecting us to each other through this musical cultural experience.

This project is special and unique in that it allows participants to actually participate in playing Native American style drums and African Djembe drums. There are few Native American style drum circles that exclusively focuses on using Native American style frame drums and pow-wow drums. Many People are able to attend pow-wows and see performances by Native American dancers, drummers, and singers, but few are able to actually have access to playing Native frame drums and pow-wow drums or learning a Native American song and dance.

This project is needed because Community drumming is a musical activity that is becoming popular across the country but needs no practice or ability to read music, everyone can drum at any time without experience to relieve stress and tension.

10. Prior funding was effectively utilized (if applicable). “Not Applicable”

Section 3

Budget

Arts & Culture Grant Expense Report 2022-2023

PROGRAM: Arts & Culture Grant Program 2022-2023

Request \$ 4,668

Start Date 07/01/2022

End Date 06/15/2023

APPLICANT INFORMATION:

Name: Drum Arizona, Inc

Address: 10201 N. 99TH AVE - LOT 75C

Email: drlydia@yahoo.com

Other Funds \$ -0-

Total Cost \$ 4,668

Program Manager DL- LYDIA A. WOODS

Phone Number 404-217-2459

	Description	Cost	ACGP Request	Other Funds	Total
1	12-10" AFRICAN DJEMBE DRUMS	\$ 893.00	\$ 893.00		-
2	12- DJEMBE DRUM BAGS	↑ (INCLUDED) ↑			-
3	12- DJEMBE DRUM STANDS	\$ 300.00	\$ 300.00		-
4	ASORTED PERCUSSIVE INSTRUMENTS	\$ 500.00	\$ 500.00		-
5	PRINTED HANDOUT MATERIAL	\$ 75.00	\$ 75.00		-
6	VIDEOGRAPHER	\$ 400.00	\$ 400.00		-
7	DRUM ARIZONA FEE	\$ 2500.00	\$ 2500.00		-
8					-
9					-
10					-
	TOTAL:	\$ 4,668	\$ 4,668		-

CEO Signature:
(Or authorized representative)

Lydia A. Woods

Provide a brief justification of all line items on a separate sheet.



Application Checklist

- ☒ Completion of Application -- sections b 1 through 6
- ☒ Application typed and signed
- ☒ Proposed budget
- ☒ 501(c)(3) verification includes all items listed below or the applicant must partner with a 501(c)(3) organization:
 - List of Board of Directors
 - Copy of the non-profit federal tax status 501(c)(3)
 - Copy of the 501(c)(3) Arizona Corporate Commission annual report
 - Completed W9 Form
- ☒ Conditional Letter of Approval from any third-party venue space agreeing to host applicant's program/event/activity (if applicable)
- ☐ Any additional documentation supporting your proposed project

Turn in this checklist, the application, and all corresponding items no later than 5pm Friday, April 22, 2022.

Late or incomplete applications will not be accepted.



**ARTS & CULTURE GRANT PROGRAM
FY 2022-2023 FUNDING APPLICATION**

Section 1

Date: April 18, 2022

Organization Name: The Vista Center for the Arts

Address: 15660 N. Parkview Place, Surprise, Arizona 85374

Phone: 623-535-8888 Fax: Mobile: 623-826-2074

Email: info@thevistaaz.com

Contact Person/Title: Kathy Knecht, Interim Executive Director

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____

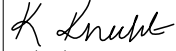
Subsidizing high-cost, high-profile show to ensure low ticket prices for community members.

Please indicate the amount of funding you are requesting: \$ \$10,000

Did you receive City grant funding last year? No

Have you applied for other grant funding such as Community Outreach Program funding from the city?: ☒ Yes ☐ No

Verified by pdfFiller


04/22/2022
Kathy Knecht

Authorized Agency Representative

Interim Executive Director

Title

April 22, 2022

Date



City of Surprise Arts & Culture Grant Application
#1 Reimbursement for Complimentary
Promotional Tickets
April 22, 2022

1. Alignment

The purpose of the Surprise Arts and Cultural Advisory Commission is to encourage cultural growth in the city and to ensure that art, culture, and entertainment are central elements of the quality of life for city residents.

The Vista Center for the Arts is the cornerstone of arts and entertainment in Surprise. The venue is an unmatched asset for the entire West Valley, making Surprise *the* destination for high-quality professional performances and providing exhibit space for local artists and groups in the impressive and expansive lobby. Now entering its second full season of programming, The Vista will attract audiences of all ages to enhance the lives of residents and visitors, boost the local economy, and secure Surprise's reputation as a leading, unique, and prestigious arts and cultural destination in the region. The 2022/2023 lineup features more than 30 performances and showcases Latin, Black, Christian, country, family-friendly, and comedy acts, along with symphonic, international and educational performances, and more.

Some background: The 2021/2022 Season was our first complete season and though the programs were impressive by all accounts, our success, as measured by ticket sales, was hampered by the Covid-19 pandemic and audiences who were reluctant to gather in large groups. In addition, operating a professional performing arts center through the Community Education Department of a public school district has proven complex and cumbersome, limiting our flexibility and ability to seek funding through mechanisms outside of ticket sales. Therefore, a new nonprofit corporation, "The Vista Center for the Arts," was formed in January of 2022.

The nonprofit is in the startup phase undergoing gradual transition of operations from the district's Community Education Department and eventual management of the venue independent of, but in partnership with the district. This symbiotic relationship is the model used in multiple highly successful performing arts centers in the Valley, including Chandler Center for the Arts and the Del Webb Center, among others.

Our dynamic nonprofit board of directors and staff are dedicated to ensuring The Vista meets its fullest potential and, in addition to launching the 2022/2023 season, is initiating new fundraising and sponsorship campaigns to ensure that ticket prices remain affordable and accessible to all audiences who attend The Vista. Our 501c3 status is pending with the IRS and is expected to be granted sometime around June, 2022. In the meantime, we have an agreement with the West Valley Arts Council, a highly-regarded, Surprise-based arts nonprofit, to serve as our fiscal agent.

2. The Need

The primary need of The Vista is for residents and visitors to be aware of the venue and the outstanding performances and exhibitions that occur there. Everyone associated with The Vista believes strongly that once a person sees a show at The Vista, they will return again and again. Growing audiences will initiate a positive cycle: Allowing The Vista to invest in bigger names, growing audiences again, becoming more attractive to sponsors, improving visibility, increasing revenues, and thus allowing the nonprofit to continue to provide extraordinary entertainment and cultural experiences, while keeping ticket sales affordable and the arts more accessible by increasing regional outreach and services to the local community.

3. The Surprise Arts Master Plan

This project directly addresses marketing, promotion and publicity expenses and indirectly addresses funding artistic staff and venue space, as generated revenues impact the financial sustainability and growth potential of The Vista.

4. How will the funds be used?

One of the most effective ways to introduce those who have not yet attended a program at The Vista Center for the Arts is to provide them free access to a performance. Few attributes are as attractive as “free!”

As noted before, we believe that once someone attends a show at The Vista, they will choose to return again and again because of the quality of programming along with the affordability and accessibility provided. Therefore, we frequently provide free tickets to new, potential patrons in a variety of ways

- Tabling at public, community events
- Donating to other local nonprofits
- Tickets to veterans through VetTix
- In cooperation with Arizona Philharmonic and their “Arts 4 All” program for low-income patrons

- Incentives for potential sponsors and donors to experience The Vista and learn why it is such a powerful asset to Surprise and the West Valley and worthy of support

Unfortunately, every ticket that is given away, represents a loss of revenue for The Vista; lessening our ability to keep ticket prices low and/or deliver increasingly higher quality performances.

Therefore, we propose that the City of Surprise reimburse The Vista for *up to* \$10,000 in complimentary tickets provided to potential new patrons over the course of the 2022/2023 season.

With an estimated average ticket price of \$35.00, \$10,000 would cover 285 tickets. Over the course of a 30-show season, we could give roughly 10 tickets per show, allowing us to target individuals with varying tastes in shows.

For simplicity's sake, we would only request reimbursement for those tickets distributed at local or regional community events or donated to other local nonprofits. All gifts would be documented: Where they were given, to whom, and for what performance they were to be redeemed, to ensure that we can track the effectiveness of the effort and the return on investment to the City.

5. Attached to our email, please find the Adjusted Ticket Pricing Budget for the 2022/2023 season. Note that this represents target ticket prices to assure affordability and access to all members of the community, and that hitting those targets will depend on securing sponsorships and grants. Also note that overhead costs are fixed and that profitability is determined by The Vista's ability to fill 60% of seats or more.
6. In our efforts to keep ticket prices affordable to all of Surprise and the surrounding communities, we exercise several concurrent funding mechanisms.

We offer the data below as evidence that we have made concerted efforts to seek broad support, yet the combined contributions from the list provided along with ticket revenues still leave us short. In order to keep ticket pricing accessible, we need continued support from the City as we expand our efforts to raise sustainable funding through sponsors, members/donors, grants and other means such as endowments and planned giving.

- 21/22 Season Effective 7/1/2021 - 4/21/22
 - Business Sponsorships

- Chef Peter's Bistro \$14,000 (+\$7,800 donated to local nonprofits)
 - West Valley Symphony \$10,000
 - Chasse Building Team \$5,000
 - Ottawa University \$2,500
 - Core Construction \$2,500
 - Midstate Energy \$2,500
 - Orcutt Winslow \$1,500
 - Innovative Screen Printing & Design \$1,000 (+in-kind donation estimated \$1,500)
 - Sun Canyon Bank \$500
 - Mikos Insurance \$500
 - LV8 Design Group \$500
 - Carraba's Italian Grill (in-kind estimated value \$13,000)
- Patron Memberships \$13,600
- Individual Donations \$3,525
- 22/23 Season
 - 22/23 Business Sponsorships to date:
 - Chef Peter's Bistro
 - West Valley Symphony \$10,000
 - Crescent Crown Distributing \$10,000
 - Chasse Building Team \$5,000
 - Ottawa University \$5,000
 - Felix Construction \$5,000
 - Midstate Energy \$2,500
 - Core Construction \$2,500
 - Orcutt Winslow \$1,500
 - Sun Canyon Bank \$1,000

7. Timeline

This project will begin in July 2022, highlighting the launching of the 2022/2023 season and culminate at the end of the season in June of 2023, with final reporting in June of 2023 or when the grant funds are expended, whichever comes first.

8. Measurable Results

The Vista continually tracks metrics including

- Tickets sold
- Seats filled

- Attendee community of residence
- Profit/Loss by show

We fully expect the strategic complimentary ticket campaign to boost our attendance and the visibility of The Vista and Surprise, and that the growth will be illustrated by the data collected.

9. Everything about The Vista and its new business model is compelling and inspirational. The mission of the Vista Center for the Arts is to deliver diverse experiences of inspiring performing and visual arts to an intergenerational community, while promoting a legacy of appreciation for the arts in the West Valley. We Believe that The Vista will be THE destination of choice where artists thrive, performances resonate, and people connect in a unifying discovery of a love for the arts.

10. Prior Funding

The Vista is grateful and honored to be the 2022 recipient of the City of Surprise Tourism grant which will be utilized for the purpose of marketing and advertising campaigns designed to attract audiences who will travel to Surprise from out of state and other parts of the region to stay, dine, shop and enjoy quality arts and entertainment.

Submitted by Kathy Knecht
Interim Executive Director
The Vista Center for the Arts
April 22, 2022

Verified by pdfFiller



04/22/2022

Act/Artist	Contact Info - Booking Agency	Performance Date Proposal	Original Artist Ask	Negotiated Contract Fee	Expenses: Backline, Promotion, Hospitality	Staffing Costs	Mean Ticket Pricing	Gross Potential @ 60% house	Show Balance	Gross Potential @ 90% house	Show Balance
<u>The Selena Experience</u>	Indy@fuzion.com Indy Bachu	8/29/22	\$43,500.00	\$10,000.00	\$6,500.00	\$8,100.00	\$35.00	\$27,300.00	\$2,700.00	\$40,950.00	\$16,350.00
<u>2nd Annual Country Music Night</u> Thompson Square & Jerrod Neimann	Art Benson	9/10/22	\$55,000.00	\$50,000.00	\$8,500.00	\$8,100.00	\$35.00	\$42,000.00	-\$24,600.00	\$63,000.00	-\$3,600.00
<u>Amy Grant</u>	Creative Artist Agency rod.essigasst@caa.com	10/15/2022	\$75,000.00	\$65,000.00	\$8,500.00	\$8,100.00	\$75.00	\$58,500.00	-\$23,100.00	\$87,750.00	\$6,150.00
<u>AZ Phil</u>	Henry Flurry	10/16/22	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>Ballet Folklorico De Los Angeles Presents Ofrenda: Day of The</u>	Marian Lebiowitz MLAM	10/29/22	\$35,000.00	\$27,500.00	\$10,000.00	\$8,100.00	\$45.00	\$35,100.00	-\$10,500.00	\$52,650.00	\$7,050.00
<u>BYU Arts - Young Ambassadors</u>	Stacey Christenson	11/5/22 [1]	\$6,000.00	\$12,000.00	\$4,500.00	\$8,100.00	\$35.00	\$54,600.00	\$30,000.00	\$81,900.00	\$57,300.00
<u>Bill Engvall</u>	Art Benson Kinkaid Artists	11/13/22	\$75K-x 1 Show	\$75,000.00	\$2,500.00	\$8,100.00	\$45.00	\$70,200.00	-\$15,400.00	\$105,300.00	\$19,700.00
<u>Croce Plays Croce*</u>	Molly McKenna Myriad Artists	11/19/22	\$26K-Plus-75/25-Split	\$20,000.00	\$8,500.00	\$8,100.00	\$45.00	\$35,100.00	-\$1,500.00	\$52,650.00	\$16,050.00
<u>WVS</u>	Larry Vering	11/20/22	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	12/3/22	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$30,350.00
<u>WVS</u>	Larry Vering	12/18/22	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>Rudolph the Red Nose Reindeer</u>	Jaymi Gilmour Broadway & Beyond Theatricals	12/22/22	\$32,000.00	\$25,000.00	\$8,500.00	\$8,100.00	\$45.00	\$35,100.00	-\$6,500.00	\$52,650.00	\$11,050.00
<u>The Drifters</u>	Jack Forman BiCoastal Productions	1/14/23	\$42,500.00	\$11,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$800.00	\$40,950.00	\$12,850.00
<u>WVS</u>	Larry Vering	1/15/2023	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$45.00	\$35,100.00	\$5,850.00	\$52,650.00	\$11,115.00
<u>Lee Rocker of the Stray Cats</u>	Jack Forman BiCoastal Productions	1/28/2023	\$42,500.00	\$11,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$800.00	\$40,950.00	\$12,850.00
<u>Yachtley Crew</u>	Jim Lenz	2/4/23	\$20,000.00	\$17,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$6,800.00	\$40,950.00	\$6,850.00
<u>WVS</u>	Larry Vering	2/5/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	2/11/23	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>The All Star Broadway Divas: Tony Award winning cast members</u>	Debbie Gravitte	2/18/23	\$20,000.00	\$17,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$6,800.00	\$40,950.00	\$6,850.00
<u>WVS</u>	Larry Vering	2/26/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00

Act/Artist	Contact Info - Booking Agency	Performance Date Proposal	Original Artist Ask	Negotiated Contract Fee	Expenses: Backline, Promotion, Hospitality	Staffing Costs	Mean Ticket Pricing	Gross Potential @ 60% house	Show Balance	Gross Potential @ 90% house	Show Balance
<u>LP and Vinyl "Beatles to Bowie"</u>	Marian Lebowitz	3/3/23	\$7,500.00	\$4,500.00	\$8,500.00	\$8,100.00	\$25.00	\$19,500.00	-\$1,600.00	\$29,250.00	\$8,150.00
<u>Rodney Marsalis Philadephia Big Brass*</u>	Rodney Marsalis	3/4/23	\$27,500.00	\$20,000.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$9,300.00	\$40,950.00	\$4,350.00
<u>The McCartney Years</u>	Jack Forman BiCoastal Productions	3/18/23	\$45,000.00	\$12,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$1,800.00	\$40,950.00	\$11,850.00
<u>WVS</u>	Larry Vering	3/19/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	4/22/23	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>The Doo Wop Project</u>	Jack Forman BiCoastal Productions	4/29/23	\$25,000.00	\$20,000.00	\$6,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$7,300.00	\$40,950.00	\$6,350.00
<u>The Diary of Anne Frank</u>											
TOTAL				\$429,500.00	\$148,500.00	\$210,600.00		\$849,300.00	-\$40,660.00	\$1,273,950.00	\$306,955.00

[1] 2 Shows, 2PM and 7PM

Section 3

Budget

Arts & Culture Grant Expense Report 2022-2023

PROGRAM: Arts & Culture Grant Program 2022-2023

Request \$ up to \$10,000.00

Start Date 07/01/2022

Other Funds \$ \$10,000

End Date 06/15/2023

APPLICANT INFORMATION:

Name: The Vista Center for the Arts

Total Cost \$ \$20,000
Program Manager Jon Cavaletto, Board President

Address: 15660 N. Parkview Place, Surprise AZ 85374

Phone Number 623-251-0141

Email:

	Description	Cost	ACGP Request	Other Funds	Total
1	Up to 571 complimentary promotional tickets to	\$20,000	\$10,000	\$10,000	\$20,000
2	programs at The Vista				-
3					-
4					-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:					-

CEO Signature:
(Or authorized
representative)

Verified by pdfFiller
K. Knuth
04/22/2022

Provide a brief justification of all line items on a separate sheet.

Budget Justification

Vista Center for the Arts

Application #1 : Reimbursement for Complimentary Promotional Tickets

If, over the course of the season, we provide up to 571 complimentary tickets at an average cost of \$35 to potential audience members, with the intent of exposing them to The Vista and encouraging them to return, that presents lost revenue of roughly \$20,000. The non-profit corporation will match the amount contributed by the City of Surprise to cover the lost revenue.



Application Checklist

- ☒ Completion of Application -- sections b 1 through 6
- ☒ Application typed and signed
- ☒ Proposed budget
- ☒ 501(c)(3) verification includes all items listed below or the applicant must partner with a 501(c)(3) organization:
 - List of Board of Directors
 - Copy of the non-profit federal tax status 501(c)(3)
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 - Completed W9 Form
- ☐ Conditional Letter of Approval from any third-party venue space agreeing to host applicant's program/event/activity (if applicable)
- ☒ Any additional documentation supporting your proposed project

Turn in this checklist, the application, and all corresponding items no later than 5pm Friday, April 22, 2022.

Late or incomplete applications will not be accepted.



**ARTS & CULTURE GRANT PROGRAM
FY 2022-2023 FUNDING APPLICATION**

Section 1

Date: April 18, 2022

Organization Name: The Vista Center for the Arts

Address: 15660 N. Parkview Place, Surprise, Arizona 85374

Phone: 623-535-8888 Fax: Mobile: 623-826-2074

Email: info@thevistaaz.com

Contact Person/Title: Kathy Knecht, Interim Executive Director

Proposal Due Date: Friday, April 22, 2022 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____

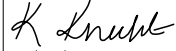
Reimbursement for Promotional Tickets to Increase visibility and audiences at The Vista

Please indicate the amount of funding you are requesting: \$ \$10,000

Did you receive City grant funding last year? No

Have you applied for other grant funding such as Community Outreach Program funding from the city?: ☒ Yes ☐ No

Verified by pdfFiller


04/22/2022
Kathy Knecht

Authorized Agency Representative

Interim Executive Director

Title

April 22, 2022

Date



City of Surprise Arts & Culture Grant Application
#2 Subsidizing High Cost Performances to keep
Ticket Prices Affordable to Patrons
April 22, 2022

1. Alignment

The purpose of the Arts and Cultural Advisory Commission is to encourage cultural growth in the city and to ensure that art, culture, and entertainment are central elements of the quality of life for city residents.

The Vista Center for the Arts is the cornerstone of arts and entertainment in Surprise. The venue is an unmatched asset for the entire West Valley, making Surprise *the* destination for high-quality professional performances and providing exhibit space for local artists and groups in the impressive and expansive lobby. Now entering its second full season of programming, The Vista will attract audiences of all ages to enhance the lives of residents and visitors, boost the local economy, and secure Surprise's reputation as a leading, unique, and prestigious arts and cultural destination in the region. The 2022/2023 lineup features more than 30 performances and showcases Latin, Black, Christian, country, family-friendly, and comedy acts, along with symphonic, international and educational performances, and more.

Some background: The 2021/2022 Season was our first complete season and though the programs were impressive by all accounts, our success, as measured by ticket sales, was hampered by the Covid-19 pandemic and audiences who were reluctant to gather in large groups. In addition, operating a professional performing arts center through the Community Education Department of a public school district has proven complex and cumbersome, limiting our flexibility and ability to seek funding through mechanisms outside of ticket sales. Therefore, a new nonprofit corporation, "The Vista Center for the Arts," was formed in January of 2022.

The nonprofit is in the startup phase with gradual transition of operations from the district's Community Education Department and eventual management of the venue independent of, but in partnership with the district. This symbiotic relationship is the model used in multiple highly successful performing arts

centers in the Valley, including Chandler Center for the Arts and the Del Webb Center, among others.

Our dynamic nonprofit board of directors and staff are dedicated to ensuring The Vista meets its fullest potential and, in addition to launching the 2022/2023 season, is initiating new fundraising and sponsorship campaigns to ensure that ticket prices remain affordable and accessible to all audiences who attend The Vista. Our 501c3 status is pending with the IRS and is expected to be granted sometime around June, 2022. In the meantime, we have an agreement with the West Valley Arts Council, a highly-regarded, Surprise-based arts non-profit, to serve as our fiscal agent. Their documentation, along with ours, is attached.

2. The Need

Last season, primarily due to the Covid-19 pandemic and lack of visibility, the average show filled roughly 60% (780 out of 1300) of the seats resulting in several shows finishing with a financial deficit.

The long-term strategy to support The Vista and sustain its success into the future for the residents of Surprise and the West Valley is dependent on perpetuating a positive cycle of growth that will allow the nonprofit to continue to provide extraordinary entertainment and cultural experiences while keeping ticket sales affordable and increasing regional outreach and services to the local community.

Key to that cycle is early investment in more prominent acts that promise to bring in larger audiences and therefore increase visibility among patrons, increasing attendance, and attracting potential sponsors. Unfortunately, those acts are expensive, and without subsidizing the contract fees with sponsorships or grants, individual ticket prices would necessarily be out of reach for many potential audiences.

3. The Surprise Arts Master Plan

This project directly addresses funding artistic staff, and indirectly addresses marketing, promotion and publicity expenses and venue space, as all revenues generated impact the financial sustainability and growth potential of The Vista.

4. How will the funds be used?

We have contracted with pop and Christian crossover artist, Amy Grant, to perform in October of 2022. As one of the most popular artists ever to perform at

The Vista, she is also one of the most expensive*. We are optimistic about a full house, but concerned about keeping ticket prices reasonable for patrons and covering our costs for the show.

At a ticket price of \$75, selling only 60% of the seats would still result in a \$23,000 loss for The Vista. We believe raising prices is not in the best interest of the community at large.

Therefore, we propose that the City of Surprise subsidize our expenses up to \$10,000 in the event that we are not able to break even without raising ticket prices. The final number will be based on total loss for the show.

* There are other prominent artists in the season lineup for which expenses exceed anticipated revenues. We respectfully suggest that the City could select a show or combination of shows that it would be interested in assisting with the cost of production in order to ensure The Vista's financial stability and affordable ticket prices for community members.

5. Attached to our email, please find the Adjusted Ticket Pricing Budget for the 2022/2023 season. You will see the Amy Grant show along with the other scheduled shows for this season. This projected budget represents our effort to keep target ticket prices affordable and accessible to all members of the community. Hitting those price targets will depend on securing sponsorships and grants. Also note that overhead costs are fixed and that profitability is determined by The Vista's ability to fill 60% of seats or more.
6. In our efforts to keep ticket prices affordable to all of Surprise and the surrounding communities, we exercise several concurrent funding mechanisms. We offer this data as evidence that we have made concerted efforts to seek broad support, yet the combined contributions from the list provided along with ticket revenues still leave us short. In order to keep ticket pricing accessible, we need continued support from the City as we expand our efforts to raise sustainable funding through sponsors, members/donors, grants and other means such as endowments and planned giving.
 - 21/22 Season Effective 7/1/2021 - 4/21/22
 - Business Sponsorships
 - Chef Peter's Bistro \$14,000 (+\$7,800 donated to local nonprofits)
 - West Valley Symphony \$10,000
 - Chasse Building Team \$5,000

- Ottawa University \$2,500
 - Core Construction \$2,500
 - Midstate Energy \$2,500
 - Orcutt Winslow \$1,500
 - Innovative Screen Printing & Design \$1,000 (+in-kind donation estimated \$1,500)
 - Sun Canyon Bank \$500
 - Mikos Insurance \$500
 - LV8 Design Group \$500
 - Carraba's Italian Grill (in-kind estimated value \$13,000)
- Patron Memberships \$13,600
- Individual Donations \$3,525
- 22/23 Season
 - 22/23 Business Sponsorships to date:
 - Chef Peter's Bistro
 - West Valley Symphony \$10,000
 - Crescent Crown Distributing \$10,000
 - Chasse Building Team \$5,000
 - Ottawa University \$5,000
 - Felix Construction \$5,000
 - Midstate Energy \$2,500
 - Core Construction \$2,500
 - Orcutt Winslow \$1,500
 - Sun Canyon Bank \$1,000

7. Timeline

The date for the Amy Grant show is October 15, 2022.

*Other high-cost performances for consideration include Country Music Night with Thomson Square on September 10, 2022, Ballet Folklorico De Los Angeles on October 29, 2022, Comedian Bill Engvall on November 13, 2022, Rodney Marsalis on March 4, 2023, and the McCartney Years on March 18, 2023.

8. Measurable Results

The Vista continually tracks metrics including

- Tickets sold
- Seats filled
- Attendee community of residence

- Profit/Loss by show

We believe that financial support from the City for one or more of these “bigger name” shows will allow us to perpetuate the positive cycle of growth, sponsorship, and visibility for The Vista which is gaining momentum and bringing more attention to the arts and increasingly high quality of life offered in Surprise.

9. Everything about The Vista and its new business model is compelling and inspirational. The mission of the Vista Center for the Arts is to deliver diverse experiences of inspiring performing and visual arts to an intergenerational community, while promoting a legacy of appreciation for the arts in the West Valley. We Believe that The Vista will be THE destination of choice where artists thrive, performances resonate, and people connect in a unifying discovery of a love for the arts.

10. Prior Funding

The Vista is grateful and honored to be the 2022 recipient of the City of Surprise Tourism grant which will be utilized for the purpose of marketing and advertising campaigns designed to attract audiences who will travel to Surprise from out of state and other parts of the region to stay, dine, shop and enjoy quality arts and entertainment.

Submitted by Kathy Knecht
Interim Executive Director
The Vista Center for the Arts
April 22, 2022

Verified by pdfFiller



04/22/2022

Act/Artist	Contact Info - Booking Agency	Performance Date Proposal	Original Artist Ask	Negotiated Contract Fee	Expenses: Backline, Promotion, Hospitality	Staffing Costs	Mean Ticket Pricing	Gross Potential @ 60% house	Show Balance	Gross Potential @ 90% house	Show Balance
<u>The Selena Experience</u>	Indy@fuzion.com Indy Bachu	8/29/22	\$43,500.00	\$10,000.00	\$6,500.00	\$8,100.00	\$35.00	\$27,300.00	\$2,700.00	\$40,950.00	\$16,350.00
<u>2nd Annual Country Music Night</u> Thompson Square & Jerrod Neimann	Art Benson	9/10/22	\$55,000.00	\$50,000.00	\$8,500.00	\$8,100.00	\$35.00	\$42,000.00	-\$24,600.00	\$63,000.00	-\$3,600.00
<u>Amy Grant</u>	Creative Artist Agency rod.essigasst@caa.com	10/15/2022	\$75,000.00	\$65,000.00	\$8,500.00	\$8,100.00	\$75.00	\$58,500.00	-\$23,100.00	\$87,750.00	\$6,150.00
<u>AZ Phil</u>	Henry Flurry	10/16/22	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>Ballet Folklorico De Los Angeles Presents Ofrenda: Day of The</u>	Marian Lebiowitz MLAM	10/29/22	\$35,000.00	\$27,500.00	\$10,000.00	\$8,100.00	\$45.00	\$35,100.00	-\$10,500.00	\$52,650.00	\$7,050.00
<u>BYU Arts - Young Ambassadors</u>	Stacey Christenson	11/5/22 [1]	\$6,000.00	\$12,000.00	\$4,500.00	\$8,100.00	\$35.00	\$54,600.00	\$30,000.00	\$81,900.00	\$57,300.00
<u>Bill Engvall</u>	Art Benson Kinkaid Artists	11/13/22	\$75K-x 1 Show	\$75,000.00	\$2,500.00	\$8,100.00	\$45.00	\$70,200.00	-\$15,400.00	\$105,300.00	\$19,700.00
<u>Croce Plays Croce*</u>	Molly McKenna Myriad Artists	11/19/22	\$26K Plus 75/25 Split	\$20,000.00	\$8,500.00	\$8,100.00	\$45.00	\$35,100.00	-\$1,500.00	\$52,650.00	\$16,050.00
<u>WVS</u>	Larry Vering	11/20/22	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	12/3/22	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$30,350.00
<u>WVS</u>	Larry Vering	12/18/22	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>Rudolph the Red Nose Reindeer</u>	Jaymi Gilmour Broadway & Beyond Theatricals	12/22/22	\$32,000.00	\$25,000.00	\$8,500.00	\$8,100.00	\$45.00	\$35,100.00	-\$6,500.00	\$52,650.00	\$11,050.00
<u>The Drifters</u>	Jack Forman BiCoastal Productions	1/14/23	\$12,500.00	\$11,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$800.00	\$40,950.00	\$12,850.00
<u>WVS</u>	Larry Vering	1/15/2023	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$45.00	\$35,100.00	\$5,850.00	\$52,650.00	\$11,115.00
<u>Lee Rocker of the Stray Cats</u>	Jack Forman BiCoastal Productions	1/28/2023	\$12,500.00	\$11,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$800.00	\$40,950.00	\$12,850.00
<u>Yachtley Crew</u>	Jim Lenz	2/4/23	\$20,000.00	\$17,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$6,800.00	\$40,950.00	\$6,850.00
<u>WVS</u>	Larry Vering	2/5/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	2/11/23	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>The All Star Broadway Divas: Tony Award winning cast members</u>	Debbie Gravitte	2/18/23	\$20,000.00	\$17,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$6,800.00	\$40,950.00	\$6,850.00
<u>WVS</u>	Larry Vering	2/26/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00

Act/Artist	Contact Info - Booking Agency	Performance Date Proposal	Original Artist Ask	Negotiated Contract Fee	Expenses: Backline, Promotion, Hospitality	Staffing Costs	Mean Ticket Pricing	Gross Potential @ 60% house	Show Balance	Gross Potential @ 90% house	Show Balance
<u>LP and Vinyl "Beatles to Bowie"</u>	Marian Lebowitz	3/3/23	\$7,500.00	\$4,500.00	\$8,500.00	\$8,100.00	\$25.00	\$19,500.00	-\$1,600.00	\$29,250.00	\$8,150.00
<u>Rodney Marsalis Philadephia Big Brass*</u>	Rodney Marsalis	3/4/23	\$27,500.00	\$20,000.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$9,300.00	\$40,950.00	\$4,350.00
<u>The McCartney Years</u>	Jack Forman BiCoastal Productions	3/18/23	\$45,000.00	\$12,500.00	\$8,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$1,800.00	\$40,950.00	\$11,850.00
<u>WVS</u>	Larry Vering	3/19/23	N/A	\$5,000.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$3,510.00	\$40,950.00	\$7,605.00
<u>AZ Phil</u>	Henry Flurry	4/22/23	N/A	\$0.00	\$2,500.00	\$8,100.00	\$35.00	\$27,300.00	\$5,010.00	\$40,950.00	\$9,105.00
<u>The Doo Wop Project</u>	Jack Forman BiCoastal Productions	4/29/23	\$25,000.00	\$20,000.00	\$6,500.00	\$8,100.00	\$35.00	\$27,300.00	-\$7,300.00	\$40,950.00	\$6,350.00
<u>The Diary of Anne Frank</u>											
TOTAL				\$429,500.00	\$148,500.00	\$210,600.00		\$849,300.00	-\$40,660.00	\$1,273,950.00	\$306,955.00

[1] 2 Shows, 2PM and 7PM

Section 3

Budget

Arts & Culture Grant Expense Report 2022-2023

PROGRAM: Arts & Culture Grant Program 2022-2023

Request \$ 10,000.00

Start Date 07/01/2022

Other Funds \$ 10,000

End Date 06/15/2023

APPLICANT INFORMATION:

Name: The Vista Center for the Arts

Total Cost \$ 20,000
Program Manager Jon Cavaletto, Board President

Address: 15660 N. Parkview Place, Surprise AZ 85374

Phone Number 623-251-0141

Email:

	Description	Cost	ACGP Request	Other Funds	Total
1	Help cover revenue shortfall of program expense	\$20,000	\$10,000	\$10,000	\$20,000
2	in order to keep ticket prices low for attendees				-
3					-
4					-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:					-

CEO Signature:
(Or authorized
representative)

Verified by pdfFiller
K. Knuth
10/4/22/2022

Provide a brief justification of all line items on a separate sheet.

Budget Justification

Vista Center for the Arts

Application #2: Subsidize shortfall on expensive, "Big name" performance in order to keep ticket prices affordable for attendees.

Part of the growth strategy for The Vista is bringing in "Big Names" to build momentum, increase visibility, grow audiences, attract sponsorships, and encourage memberships. As our nonprofit is new and generating capacity, we want to invest in these more prominent acts but they present a significant potential for loss. If the City of Surprise will help cover \$10,000 of the lost revenue for the Amy Grant show (expected to be roughly \$23,000,) the nonprofit will make up the difference through other fundraising mechanisms.



Application Checklist

- ☒ Completion of Application -- sections b 1 through 6
- ☒ Application typed and signed
- ☒ Proposed budget
- ☒ 501(c)(3) verification includes all items listed below or the applicant must partner with a 501(c)(3) organization:
 - List of Board of Directors
 - Copy of the non-profit federal tax status 501(c)(3)
 - Copy of the 501(c)(3) Arizona Corporate Commission annual report
 - Completed W9 Form
- ☐ Conditional Letter of Approval from any third-party venue space agreeing to host applicant's program/event/activity (if applicable)
- ☒ Any additional documentation supporting your proposed project

Turn in this checklist, the application, and all corresponding items no later than 5pm Friday, April 22, 2022.

Late or incomplete applications will not be accepted.