



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, May 1, 2023 @ 6:00 PM
Community Room

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Staff Reports
- E. 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 3, 2023 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Consideration and action pertaining to the Arts & Culture Grant funding recommendations. | Arts, Culture & Library Department |

REGULAR AGENDA ITEM - PUBLIC HEARING:

- F. Other Business and Future Agenda Items
- G. Current Events and Reports
- 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: Tuesday, April 25, 2023 @ 11:15 AM

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

Council Meeting Date: May 1, 2023

Contact Person:

Submitting Department: Arts, Culture & Library
Department

District: Citywide

Staff Recommendations:

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to the April 3, 2023 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the minutes of the April 3, 2023 Arts & Cultural Advisory Commission meeting.

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 3, 2023 Meeting Minutes DRAFT
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CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY COMMISSION

Meeting Minutes – Draft

April 3, 2023 / 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, Jo Grant and Jay Lickus.

Absent: Commissioner Christopher Whitwell

Staff: Danielle Osborne - HSCV Administrator, Heather Donaldson – Arts, Culture & Library Management Analyst, Sr., Julie Akerly – Arts & Culture Manager, Kelsey Lamphier – Arts, Culture & Library Director and Seth Dyson – Human Service & Community Vitality Director.

B. Pledge of Allegiance

C. Current Events Reports

Commissioner Miett moved this section to the end of the agenda for efficiency.

D. Staff Reports

Ms. Osborne reported on the following items:

- Thank you to those of you who attended the State of the City event. We had to make a last-minute adjustment and shift the event to indoors only due to weather conditions, but attendance was still good.
- We held a pre-application meeting for the grant program on March 29th. We had two organizations represented who have some new ideas, and it seems as though they will be submitting applications. The applications are due April 21st at 5:00 p.m.
- Attendance numbers in February:
 - 3/1 AZ Speaks – postponed due to weather conditions for the speaker
 - 3/9 City Hall Tour – 5
 - 3/16 Lunchtime Theater at Arts HQ – 73
 - 3/25 Tour of Joe Tyler's Home & Studio – 20
- Ms. Lamphier introduced the new Arts & Culture Manager Julie Akerly

CALL TO THE PUBLIC:

None.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – Consideration and action pertaining to the minutes of the March 6, 2023 Arts & Cultural Advisory Commission meeting.

Commissioner Grant moved to approve the March 6, 2023 Arts & Cultural Advisory Commission meeting minutes with amendments. Commissioner Lieu 2nd. 6 Yes votes (1 Absent). Motion carried.

Item 2 – Presentation and discussion pertaining to WHAM Poets' participation in the Statewide Poetry Slam Contest.

WHAM Executive Director Connie Whitlock introduced the Literary Arts Manager, Johnathan Rios, who advised the Commission that WHAM had its poetry state qualifier, The WHAM Slam, in December, and the top five finishers went on to place in the top 10 in Arizona. A third of the winners of the All-Arizona Slam are part of the WHAM organization. Three of the winning poets, B-Jam, Ashanti Files and Seth Walker were in attendance and shared their poetry with the Commission. Mr. Rios advised the Commission that the next Poetry Slam will be taking place at WHAM on April 21, 2023 from 6-8pm. He also advised of Write Club which is a writing competition containing 3 rounds, 6 writers and 2 opposing topics. The next Write Club Competition will be taking place at WHAM on April 15, 2023.

Item 3 – Presentation and discussion pertaining to an art installation at the new Multigenerational Community Resource Center.

HSCV Director, Seth Dyson, introduced the project managers Matt Greer and Susan Billings of Elevated Design Studio. Ms. Greer made a presentation regarding the Surprise Multi Generational Community Recreation Center Project to the Commission. She advised that they are currently in the program phase, and they would like to receive input from the Commission regarding an art component.

Commissioner Lieu asked if there will be any designated meeting areas, green spaces and rest areas. Ms. Billings explained that there will be a lounge area within the library and nodes of other gathering areas as well as an outdoor dining area, staff area and other outdoor gathering spaces.

Commissioner deJong stated that the Surprise Original Town Site is the area with most history in the city and as such the art contained with this project should incorporate the history and be very colorful. She suggested submitting a Call for Artists and advised of a working group within this commission assigned for this project.

Commissioner Lickus asked what will be located in the area south of the parking lot and how it could be used. Ms. Billings advised that the area I question is retention and could be made up of grass or decomposed granite.

Commissioner Morgan mentioned that the City has artistic wall forms that can be used within this project which are also used elsewhere in the City. This would be recognizable as a unique art component as well as provide continuity throughout Surprise.

CALL TO THE PUBLIC:

Maggie Gautier, Surprise resident, suggested that the artwork at the new community resource center should be done by local artists and that it should have spaces that can be used by artists for cultural activities/poetry readings.

Andy Cepon, Surprise resident, said the artwork done at the new community resource center must be done by a local artist or art group from Surprise, and it should pay homage to all the heritage that encompasses the square mile.

Item 4 – Discussion pertaining to security at the Top Knot sculpture.

Ms. Osborne provided some background about the topic.

Commissioner deJong stated that she wants to relook at protecting the Top Knot sculpture and she requested updated costs to be provided.

Commissioner Lieu mentioned that the ring of gravel and cement surrounding the Bloom Where You're Planted public art piece could also be implemented around Top Knot to detract skateboarders.

Ms. Osborne advised that the sidewalk adjacent to the Top Knot sculpture may not lend enough space to be ADA compliant for this approach, however we can explore this option and bring it to a future meeting.

Commissioner Lickus inquired if astroturf could be installed around Top Knot to deter the skateboarders.

Ms. Osborne said that she would re-engage the appropriate staff and bring information back to the commission.

Item 5 – Discussion and action pertaining to the “Poetry Slam at WHAM” event.

Ms. Osborne stated that the Poetry Slam at WHAM event is already programmed into the FY24 budget.

Commissioner Lieu mentioned that the poetry slam has been proven in Surprise and not many venues in the valley host poetry, Surprise is revolutionary.

Commissioner deJong mentioned that it was during the Poetry Slam last August at the West Valley Arts Council when Connie Whitlock met Jonathan Rios.

Commissioner Morgan mentioned there was no reason not to continue the program.

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

Other Business and Future Agenda Items:

FY2024 Art Grant Application Reviews (May)
Top Knot/protection options (June)
Budget (June)
Art Month

Current Events and Reports

Commissioner Lickus attended the Dysart Festival of the Arts, State of the City, and two West Valley Chorale concerts. He also advised that the bookmark announcement will be taking place at the City Council meeting tomorrow.

Commissioner deJong attended Lunchtime Theater, IMPRINT Festival, State of the City, Dysart Festival of the Arts and the tour of artist Joe Tyler's Home & Studio.

Vice-Chair Morgan attended the State of the City. She advised that the AZ Speaks speaker previously scheduled for March 1, 2023 has been rescheduled to September 11, 2023 as well as the next AZ Speaks "Growing in the Desert: The History & Culture of the Tohono O'odham" by Jacelle Ramon-Sauberan will take place on April 11, 2023.

Chair Mielt thanked City staff for their assistance with the Dysart Festival of Arts and State of the City commission booths.

Commissioner Lieu attended the State of the City and commented on how pleased she was to see how the Arts and Library were front and center on the video. She informed the Commission that the next General Plan Advisory Group meeting is taking place on April 11, 2023 where there will be a focus on how art is planned out for the next 10 years.

ADJOURNMENT – Motion to adjourn 6:48 p.m. – Commissioner Lieu. Commissioner Lickus 2nd. 6 Yes votes (1 Absent). Motion carried.

	Rhiannon Mielt, Chair
ATTEST:	
	Heather Donaldson, Management Analyst – Sr.

CERTIFICATION:

I, Julie Akerly, Arts & Culture Manager for the City of Surprise Arts, Culture & Library 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 3, 2023.

	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: May 1, 2023
Submitting Department: Arts, Culture & Library
Department
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

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

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 \$30,000.00 of their FY2024 budget for the award of grants to non-profit organizations hosting arts & cultural events or programs for the city.

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

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 compliant.

Financial Impact:

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

Budget Impact:

The budget impact for this item will not exceed \$30,000.00.

FTE Impact:

There is no FTE impact for this item.

ATTACHMENTS:

1. HeARTsy_Application
 2. WVAC_Application
 3. WHAM_Application
 4. Honor Dance_Application
 5. OSBI Art Grant Application 2023-24
 6. Stage Left_Application - Subsidy
 7. Stage Left_Application - Youth
 8. Vista_Application - Promo Tickets
 9. Vista_Application - MLK Day
 10. Ground Floor Artists_Application
-

Surprise Art & Culture Grant Program FY 2023-2024

About Heartsy:

Heartsy was founded by Tina Ferguson, Executive Director of Artsy Smartsy (her 14 year old FOR PROFIT arts education company) to bring FREE arts programming to those living in low income, underserved communities who were most in need of the social and medical benefits that the arts provides. Our History: This is a typical video showing the high quality of HeARTSY's programming. (It was created for ArtsySmartsy) <https://youtu.be/-TejrTo5pn4>

This rapidly growing non-profit has a diverse 5 member board of directors. Heartsy currently serves low income, racially diverse senior citizens as well as youth/adults with developmental disabilities (DD) such as Autism and Downs Syndrome.

HeARTsy breaks the low quality art education standards of the past (traditionally art programs using cheap dollar store stickers and foam) by bringing monthly FINE art classes such as silk painting, watercolors, mosaics, clay and jewelry. Heartsy was awarded the 2019 Phoenix Mayor's Art Award and the 2018 Mesa Social Impact Award for its innovative and high quality art programs with these special populations.

HeARTsy Mission Statement:

HeARTsy is dedicated to bringing culturally diverse, age and ability appropriate bi-lingual fine art programming to underserved low income populations who would typically lack the funding, transportation and ability. Through our arts program with art kits, students benefit from the many health benefits of FINE arts programming, become empowered, engaged and enlightened on multiple mediums of art while also building long term, meaningful friendships!

HeARTsy Goals:

Our goals and objectives for all of our programs include providing bi-lingual classes which meet the following needs.

1. The need for art for recreation; Many local community centers and senior centers do not have an art recreation class with a qualified teacher.
2. Art for creative growth; HeARTsy will educate the students on creative thinking, problem solving and learning how to think with a creative eye.
3. Art for therapy- It has been shown that the participation of art can reduce stress, depression, need for medication while also contributing to one's feeling of self-worth and accomplishment.
4. Art for education is teaching these students how to paint with acrylic, manipulate polymer clay with special tools, create jewelry and learn to weave. Each student will find the art medium that calls to them.
5. Art for employment (both supported employment and self-employment); Once students learn the medium that they really love often they want to keep doing it. With adequate support of family and friends, this often contributes to a student becoming an entrepreneur and selling their art. Art sales are so easy now with facebook, Etsy, and can be done at the privacy of our students homes. We need to redefine the cultural norms of artists in this accessibility culture community and show the world that anyone can be a successful artist!

Grant Request:

We are applying for a grant to cover fine art classes for the Surprise senior citizens so we can have (2) classes of 15 students. We believe this will help foster peer friendships and deeper social connections. This fine art program will bring the Surprise seniors together for a fun morning or afternoon of advanced art and creative fun! These seniors will be in assisted living or memory care communities and they often suffer from dementia, Alzheimer's and Parkinson's disease and many other physical disabilities. HeARTsy will bring monthly art classes in different mediums such as silk painting, watercolors, mosaics, jewelry, clay, holiday lessons and more to the group above where it is needed the most!

Our class costs include: high quality individual art kits, artist time for the many hours of lesson planning, testing and design, sample and flier making, step by step direction creating, all digital equipment, individual packaging, travel time and class-time.

Surprise Art & Culture Grant Program FY 2023-2024

Classes will be held at a chosen Surprise Senior Living Community starting in September 2023 and go thru February 2024 where we will do a final art show/Soirée after where students will share their portfolio of art before or after lunch or dinner at the dining hall in their residence. This final event will raise their self esteem and give them an opportunity to feel like they are a real artist and part of the arts community. We will go live on social media to share these pieces of art with the world! Here we will also do final evaluations as well.



HeARTsy

Final Art Show flier and Evaluation Results

- Surprise Adaptive Arts program statistics :
- **1375 Touched!!! Including:**
- 84 Family members, staff and assistants
- 96 Registered Students. Age range 11-58
- 1195 Reached just on HeARTsy Facebook, also more on Tina's Personal and Instagram
- 87.5% Say they became more confident artists after this Program
- 36.4% Say they made new friends(many were already friends)
- 65% Say they are glad we had zoom classes with a virtual teacher now during COVID
- 100% Look forward to future classes or kits
- Our students would like to see these mediums in the future: Clay, Photography, drawing, ceramics, pastels and more painting
- We are so thankful to the Surprise Art & Culture Grant which allowed the first regular arts program to be possible with this group!!

HeARTsy history in Surprise:

Heartsy successfully worked with a group of Surprise adaptive youth and adults with the grant they recieved in FY 2021/22. The above image is our flier for the final arts soiree and some of the final statistics from our evaluations. We have talked with Jenni Corkin, the adaptive director, regarding the need for regular unique arts programs and she is currently using a local arts teacher so we will change up our student makeup and focus on seniors this go around. We are finding that senior communities, after COVID, no longer have budgets for fine arts programming and are lacking in activities where outside vendors come in. This is our focus in 2023 as the need is much greater for these groups now than pre-COVID.

Studies show that watching TV for 3.5 hours + per day contributes to cognitive decline; it is probable that over the last few years this group spent the majority of their time doing just that. WE WANT TO CHANGE THIS! Heartsy art classes give these recently isolated, at risk, populations a healthy and social alternative. Our innovative art education techniques will allow the seniors (as well as families and volunteers) to transcend the idea of standard art class of simple stickers, crayons, foam & paper plates and replace it with high quality, unique, age and ability appropriate art what can be framed, sold or given as a gift! We believe, quality materials are key to pride in an art student.

Surprise Art & Culture Grant Program FY 2023-2024

Identify the need for the proposed project/program.

Senior communities very often do not have a regular scheduled fine arts program such as this grant is proposing. They are heavy into bingo, trivia, music and exercise and buildings are always excited to start up an affordable grant funded arts program as a creative option for their members especially now after COVID! Many seniors have only participated in a few art classes where students occasionally will get together to do a childlike craft taught by a member of the building staff, which is not the type of art we specialize in, so our program with new unique fine art techniques each month will be a welcome class for all their creative members who do not have a regular fine art outlet!

Our stimulating art classes are environments without pressure, threat, or competitiveness where students learn a different art mediums each session so they can eventually find the type of art that not only is inspiring to their soul but also is possible with their special ABILITIES. Not every student can paint or draw, but maybe they can manipulate clay! HeARTsy classes are part of a journey for our students to find who they are and what they can be and do.

We have students, who after learning a creative technique that they love, create artwork and post it for sale on their facebook sites, beginning an avenue to entrepreneurship! Seeing this is the biggest joy as a teacher. We have continued our original mission to not just teach a craft, but to give these students opportunities to thrive financially and feel pride and self accomplishment.

HeARTsy art classes are fun, challenging, but so easy to participate in, and most importantly they help our adaptive populations connect to each other again. Your support in these efforts to help us enhance their health and quality of life, at a time when it is needed most, is greatly appreciated!

We have worked with Theresa Davis of Maravilla Scottsdale Senior community for many years now , who will be starting a new activity director position at a Surprise senior community this summer! She would like to continue monthly classes in this new community but has not chose. which one yet. We will advertise classes in our senior network on social media and they will also hand out fliers for class to any potential residents that tour the facility!

Specify the total number of persons expected to be served by this project during the funded year and the number of Surprise residents who will be served.

-200 individual students served @ (12) Monthly classes (2/month) with 15 students served for each class plus (20) at the final art show. ***We have no idea how many will be repeat students.

We are applying for this grant to fund two senior groups with back to back classes. (Our instructor lives an hour away so two classes/day are mandatory). This will also help to foster friendships and peer interactions. Classes can be either at the same building or at two senior buildings which are close to each other.

-Estimate of additional 53 persons involved in assisting our senior group for this program:

*There will be 2 building staff at each class learning new creative arts techniques and methods= $(12)2=24$

*There very often is 1-2 volunteers per class= $(12)2=24$

*There will be 4-5 behind the scene HeARTsy board members or volunteers helping to pack, prep kits, create samples and test possible arts lessons. =5

253 Total estimated individuals involved

This does not count the thousands who will watch our live social media posts, comment and view our students work on social media over this 6 month period. We have almost 10,000 followers on social media and we have reached over 4K views in the past from a class post! In 2021 we reached 1375 including Surprise related class interactions only on our social media! Peorias' last 6 months of classes had over 2,500 views and comments for that program alone!

Surprise Art & Culture Grant Program FY 2023-2024

Project Objectives with Quantitative Results:

Objective 1:

This is a new live program so we want to first regularly fill the classrooms with (15) students of all race, abilities and gender. We will keep a spreadsheet of attendees and hope for a variety of all of the above. Our senior classes in Peoria fill within minutes of announcing a new class, we want those results here too!

Be aide this will be a new and high quality adults art class with residents who live right there in the building, we should easily be able to fill classes each month! . We can also cater to ability level to allow more challenging classes for more able members.

Objective 2:

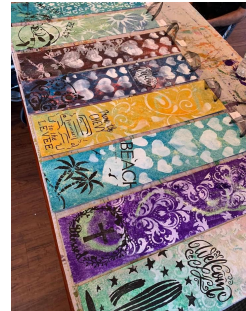
We want to raise the confidence level of our students in relation to arts education. Most senior communities currently have removed arts classes from their events calendar and have replaced it with childlike inexpensive crafts so training these groups over 6 months with 6 new arts techniques will lift their confidence and also allow them to find their favorite art medium of choice. I usually find that students will latch on to their favorite techniques and will then start doing art between classes. There is nothing more fulfilling than a facebook message, email or text from one of my students with a smiling face holding a fun new art piece that they want to show off that they have been workin on at home.

We will measure students confidence, awareness, skills, and level of happiness throughout the process by evaluating students before and after each class to see raised confidence in the arts. Evaluations will be done at all classes by staff and students, see more on evaluations below.

Objective 3:

New friendships are important. We will try to foster friendships with topics in class that will help students find similarities in others! Where did you grow up? What is your favorite pet? These conversations will be had during art classes to help foster new friendships while also creating art! Sometimes it's healthy to find our similarities in senior groups who now are aging and feel unincluded.

Friendships happen naturally so we will closely watch and document over the year if any new close relationships have been made! It always happens in art class and it is so beautiful to watch!



History of ability to leverage resources.

We currently have \$17,028 in funds in our HeARTSY checking account, and materials in our inventory to upfront costs for this grant until reimbursed.

New HeARTsy arts grants are always being written for new programs such as our current programs in the Humanities, such as the Arizona 5 C's Program, the Abandoned AZ Program, or the Tempe Wavemaker business development and art Program. This spring Tina has also written grants for a new Arizona Community Foundation Route 66 Program, and Arizona State Parks Awareness Program where students learn about different areas of Arizona and create art related to those topics. These are in addition to our regular high quality arts programs being held at the local surrounding community centers (Peoria, Mesa, Phoenix, Tempe) as well as special grants being written for the South Mountain Community and Senior center in her neighborhood which would benefit from a community garden, a mural, and other art in and around the center facilities created by the adult day program and the senior center together.

Surprise Art & Culture Grant Program FY 2023-2024

HeARTsy teaches groups of adaptive students which our ED Tina has worked with in the past from the cities of Peoria, Mesa, Phoenix and Tempe or seniors which she had worked with pre-covid in one of the 28 buildings across the state. Classes are always full because the groups are already established and attending the day programs and senior centers daily programs and all of these locations do not have anything even similar on their calendars in either art, humanities or history for these underserved populations. Classes in art are expensive and there are financial barriers, accessibility barriers and barriers to appropriate teaching methods for these groups that HeARTsy solves with its local programming. Staff at each building help promote classes through their usual marketing methods.

Classes at the Peoria Senior Center and Adult Day program fill almost instantly when advertised. Staff says HeARTsy classes are the most popular program on their calendar and classes can have a waiting list of up to ten people for each class. A December evaluation of students showed a 100% support for more classes, an increase in happiness and reduced stress, enhanced art knowledge and skill and many showing they had met new friends and learned skills which they had not had prior to classes.



HeARTsy Programming History 2018-2023

Program Types	# Programs	Students taught each Fiscal Year					Funding	Photos
		2019	2020	2021	2022	2023		
Adaptive Arts Programs	(2021) 12 classes (2022) 77 classes (2023) 53 classes*			134	740	573*	87% Grants, 5% Private, 3% earned income, 5% EIDL loan	
HeARTsy teaches art courses to low-income, high functioning youth/young adults with developmental disabilities such as Down Syndrome, Autism and Aspergers Disease who learn and live differently. The sometimes do not like loud rooms, large groups, big public classes or events. They like the comfort of close family and friends, small intimate gatherings where they feel included, loved, and "normal" and we are great at providing this atmosphere!							City of Peoria Arts & Culture, Peoria Diamond Club, City of Surprise Arts & Culture, Tempe Vibrant City Arts, AZ Humanities, OneAZ Community Impact Grant, Arizona Federal Credit Union, National Endowment for Humanities	
Senior Citizen Artsy Ageing Programs	(2021) 5 classes (2022) 16 classes (2023) 17 classes*			60	275	250*	87% Grants, 5% Private, 3% earned income, 5% EIDL loan	
HeARTsy teaches bi-lingual art courses with art history components, to low-income, underserved seniors, most with cognitive decline, dementia, Alzheimer's and Parkinson's Disease and some with developmental disabilities at multiple locations both live and via ZOOM. Staff and caregivers will also learn new forms of high quality arts mediums to teach seniors between our classes and into the future.							City of Peoria Arts & Culture, City of Phoenix Arts & Culture, AZ Humanities Mini Grant, Sun Lakes Community Foundation	
Art Kits	1641 total kits		103	1526			75% Private Funding, 25% Artsy Smartysy Donated Materials	
Individual art kits delivered monthly to seniors at low income senior communities across Phoenix metro area during the COVID 19 Pandemic.							Amazon Smile, Fry's Community Support, Paypal donations, Network for good donations,	
HeARTsy Angels Program	2 classes		38				70% Sponsorship funding, 20% Private funding, 10% our ED donation	
Monthly HeARTsy Arts classes in a variety of art mediums- 2 months of live classes held at one Mesa and one Scottsdale Senior community. ***10 Months of classes cancelled due to Covid								
Donated HeARTsy Art Programs	2 classes	47					100% Funds raised at kick off fundraiser	
HeARTsy taught at the Mexico Orphanage "Esperanza Para Los Ninos" and Mesa's "New Leaf" Family Program for free as a donation to their cause.								

***This is based on programs on our calendar as of March 22, 2023, anticipating the Peoria non-profit Grant and not including other applied for grants.

The attached HeARTsy Programming document shows a graph of our past 4.5 years of programming and how it has changed from a small amount of in-person classes, to art kits over covid, expanding into virtual programs with arts kits, live and virtual over 2022 and now in 2023 is 100% live. Our 2022/2023 numbers are actually much lower than anticipated due to Tina getting COVID in March 2022 and missing about \$17,000 in regular grant funding (including last year's Surprise Arts grant) due to missing grant deadlines. This attributed to very low programming numbers in Summer and Fall of 2022. Now in 2023, our numbers are back up and we have already been awarded almost \$55,000 (and are waiting to hear about \$60,000) in grants in our 2022/2023 FY..

Surprise Art & Culture Grant Program FY 2023-2024



Full amount requested: (\$9,600)

Our long term goal is to contribute to the health of this Surprise seniors by providing regular arts programming monthly for this population. Art classes are a healthy modality for this population and a way to facilitate communication and build friendships with a group that sometimes struggles socially. This is just the beginning!

(If lesser amounts are awarded we will divide it up to as many classes as possible for based on the costs in our budget proposal estimate.)

Art Supplies @ \$25/student @ students (12 classes x 15 students/class) =180 students=\$4500

Artist lesson design, purchasing, prep, packing, travel, live classroom time @ \$50/hr x 7 hrs/class =\$350/class x 12= \$4,200

Art Soirée extras: Beverages, Food, Display materials, Awards =\$250

Prep, flier creation, coordination, presentation time Art Soire-\$250

Evaluation creation, edits, monthly analysis, final report- 8 Hours-\$400

Total Expenses =\$9,600 (If a soirée is not allowed the budget is \$9,100)

Total cost for 12 classes, 2 hour classes(2/month) including all materials for up to 15 students, artist planning, purchasing, prep, travel and class time.

Evaluation Process:

We use Google Forms with our current programs for our online evaluation process and it is working well for the staff, members and families of these populations. We also use a simplified paper evaluation form with a smiley face scale for our senior students. This scale is based off of the Wong Baker Faces pain rating scale and is a simple VISUAL form of evaluation. A smiley face scale shows images of 5 faces ranging from happy to sad. These visual evaluations also have an image of a thumbs up or a thumbs down for a yes/good answer or a no/bad answer. The students rate how they feel before and after our classes.

We will evaluate our major objectives such as 1. Members state of mind, increased happiness scale, and reduction in pain scale 2. Increased Creativity/art confidence and 3. Increased Social Connectivity. We ultimately want to see participation at the senior art classes grow and see it's residents leaving their rooms to become more social.

We are currently receiving the most amazing evaluations from our HeARTsy programs with our current programs. In questionnaires to students, 100 % of our arts class participants requested more arts programming and the majority are showing increased knowledge in areas of art, improvement in self esteem, and increased number of friendships.

Thank you for your consideration!
Tina Marie Ferguson, Executive Director
HeARTsy

TINA FERGUSON

He"ART"sy Executive Director Artist and Architect

Tina is the founder, owner and head teacher of the award-winning senior art education company, Artsy Smartsy, the largest for-profit senior art provider in both Arizona and Minnesota, bringing monthly art classes in ALL art mediums to seniors of all ages and abilities, half of whom suffer from Parkinson's / Dementia?

She is also the Executive Director and founder of He"ART"sy, a non-profit 501.c3 which brings FREE art classes to underserved populations.

Tina received the 2019 Phoenix Mayor's art award for her creative work. One of Tina's Montessori based, dementia focused, lesson plans was also awarded an honorable mention from the "International Council of Certified Dementia Practitioners and Center for Applied Research in Dementia" (from where she is also certified) and she also won the 2018 Mesa Maker fest "Social Impact Award".

Tina has volunteered with MNCANN (ArtSAGE), Edina Professionals serving seniors (EPSS), Minnesota Art Healthcare Network (MAIHN), Justa center, East Valley Committee on Aging, Phoenix Center for Arts, Art Link Phoenix, Arc of Tempe, Bridge for Community Service & her church Without Walls.

She is the only Arizona visual artist who has been trained at the NYC National Center for Creative Ageing Center, the AZ Create Change AZ Conference in 2017. She spoke at the 2018 NYC National Conference and was on a panel educating others on best practices in the arts & ageing industry.

Tina often speaks on the benefits of arts and ageing. She spoke at the 20th annual Arizona's Assisted Living Federation of America (ALFA) conference, the Arizona Senior Center Association Conference in Prescott, West Valley Coalition on Ageing (WVCOA), North Valley Coalition on Ageing (NVCOA) and the Annual Minnesota Struthers's Park Nicolette Parkinson's Center conference and before COVID in 2020 was scheduled to speak at the Minnesota Activity directors conference for a second time.



PO Box #90471
Phoenix, AZ 85066



(651) 334-3997



tina@beheartsy.com



www.beheartsy.com



KATY MCEVOY

He"ART"sy Treasurer

Katy has over 15 years' experience working with our wonderful senior population.

She spent three years as the Office Manager of Health at Home in Plymouth, MN, and in 2020 transferred to AZ to join the team in Tempe. Katy is thrilled that she traded in the cold and snowy winters for beautiful Arizona!

Katy's experience in homecare has allowed her to work with a variety of communities, including children and young adults receiving full time nursing, seniors on hospice in their final stage of life, and adults on Medical Assistance who need the guidance of mental health professionals. She has spent over 10+ years working with seniors on Medicare Home Care helping seniors find the best options for intermittent skilled care. She has done everything from being the first point of contact when the referral source calls, scheduling the caregivers, to completing payroll and billing for several hundred employees and clients.

Katy is known for treating each client as an individual and is a strong advocate for being honest, providing open communication and doing the right thing.



1028 W Hess Ave.
Coolidge, AZ 85128



651-783-2022



katymcevoy@yahoo.com



www.beheartsy.com

MARIA PIJEM

He"ART"sy Secretary

Maria joined the Board of Directors for He"ART"sy, bringing with her many years of experience as an architect, artist, and a project manager.

Maria currently works in The University of Texas at Austin as a Project Manager in the Campus Construction group. As a Project Manager her position allows her to manage projects ranging in type, size, scope, complexity, and differing budgets. She coordinates project teams composed of internal clients and Design Professionals to determine functional and spatial requirements for the different types of projects. She also supports the clients with funding proposal requests, secures project funding, and manages the project budget.

Maria has a bachelor's degree in environmental design from the University of Puerto Rico; where she was born and raised. She attended Arizona State University where she graduated with a master's degree in Architecture. She is also a Certified Project Management Professional. A few years back, after having to overcome personal hardship, Maria decided to go back to Arizona State University to pursue a degree in Non-Profit Organization Leadership and Management, hoping to use her education and experience to help individuals and underserved communities.

Maria was blessed with growing up in an extraordinarily strong, tight, and loving family. Her biggest gift in life is having a twin sister with downs syndrome whom she admires greatly. Her twin has taught her about hard work, love, and kindness and to see the world from a different perspective.

Beyond her experience in design, project management, and collaborative approach to work, Maria brings to He"ART"sy the first-hand knowledge of the struggles people with disabilities and their families face every day.



1304 Summit St. Unit 109
Austin, TX 78741



602-770-1668



mcpijem@gmail.com



www.beheartsy.com



NIKI RATHBUN

He"ART"sy Board Member

Niki joined the Board of Directors for He"ART"sy bringing with her diverse experience as a nurse, researcher, teacher and a mom.

Most of her background is in the medical field, however she did take a 6-year hiatus in teaching first and second grades. It was during this time she served on the school board both as a parent and later as a teacher liaison officer. Although her training/education is in nursing, she started in the research arena very early on. First, focusing on Multiple Sclerosis and later diving into Dementia/Alzheimer's Disease.

Her 15 plus years of working in neurology has fueled her passion for the treatment and cures of such debilitating diseases such as Alzheimer's Disease. She has worked directly with patients receiving experimental treatments, but in addition, her current role as an Independent Clinical Research Associate, has provided her with the experience of monitoring site performance ensuring sponsor and investigator obligations are being met and compliant with applicable local regulatory requirements and ICH guidelines.

Niki brings to He"ART"sy abundant energy, creativity, dedication, experience, and passion about helping and advocating for those who do not have the independence to do so.



3494 E Hampton Lane
Gilbert, AZ 85295



(405) 742-0784



Niki.rathbun@gmail.com



www.beheartsy.com



ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION

Section 1

Date: ___ April 13, 2023 _____

Organization Name: ___ West Valley Arts Council _____

Address: ___ 16126 N Civic Center Plaza, Surprise, AZ 85374 _____

Phone: ___ 623-935-6384 _____

Fax: _____

Email: ___ development@westvalleyarts.org ___

Organization website: <https://westvalleyarts.org/>

Contact Person/Title: ___ Jacquelyn Ahrenberg, Development Staff _____

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

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

___ IMPRINT: Diversity in the Arts Festival _____

Please indicate the amount of funding you are requesting: \$ _5,000 _____

Did you receive City grant funding last year? ___ Yes (Community Outreach) _____

Have you applied for other grant funding such as Community Outreach Program
funding from the city?: Yes, \$5,000 from Community Outreach Program

Michael Denson
Authorized Agency Representative

Executive Director
Title

April 20, 2023
Date

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024

Request \$ 5,000

Start Date 12/01/2022

Other Funds \$ 73,500

End Date 12/31/2023

APPLICANT INFORMATION:

Name: West Valley Arts Council

Address: 16126 N CIVIC CENTER PLAZA SUITE 1 SURPRISE, AZ 85374-7496

Email: development@westvalleyarts.org

Total Cost \$ 78,500

Program Manager Michael Denson, michael@westvalleyarts.org

Phone Number 623-584-2626

	Description	Cost	ACGP Request	Other Funds	Total
	Personnel	19,000		19,000	\$19,000 -
2	Commission Projects	5,000		5,000	\$5,000 -
3	Marketing	7,000		7,000	\$7,000 -
4	Artist Costs	32,000	2,500	29,500	\$32,000 -
5	Equipment/Supplies	12,000	2,500	9,500	\$12,000 -
6	Documentation/Permits/Insurance	3,500		3,500	\$3,500 -
7					-
8					-
9					-
10					-
	TOTAL:	78,500	5,000	73,500	\$78,500 -

CEO Signature:
(Or authorized
representative)



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

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

West Valley Arts Council (WVAC), a 501(c)(3) tax exempt organization since 1989, aligns with the Arts & Cultural Advisory Commission's mission to advocate for the arts with the goal of improving the quality of life for residents and bring art tourism to the city of Surprise, making it a true art destination. We are submitting a request for \$5,000 that will support our IMPRINT: Elevating Cultural Diversity in the Arts program, which includes ongoing exhibitions and annual festival.

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

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: Elevating Cultural Diversity in the Arts in 2020. This program is specifically designed to recognize and promote artists of color, 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 as funding allows.

Currently, our IMPRINT program focuses on the art and creative contributions of three main culture groups; African American, American Indian, and Latino/Chicano culture. Artists and the communities they represent have already offered a wealth of creativity, insight, education, and representation to WVAC activities and West Valley audiences since the implementation of the IMPRINT program in 2020. Our exhibitions, workshops, and annual festival have successfully facilitated cross-cultural communication, education, and engagement, promoting understanding and appreciation by a myriad of audience members. Our vision is to continue facilitating these experiences while expanding into other underrepresented cultures and people groups.

WVAC's IMPRINT Festival is a key highlight of the program. The one day event is a comprehensive multicultural celebration providing a unique opportunity to be immersed in the richness and beauty of the diverse cultures existing in and around the West Valley. The one-day event features performances, music, live demonstrations, storytelling, visual arts, outdoor market, food trucks AND raffle prizes! The community is invited to engage and experience culturally rooted activities while learning historical context and significance. The event is specifically designed to engage a broad audience, encourage conversation, and build an appreciation for the diversity within Surprise and beyond.

3. The proposed project addresses, at a minimum, one of the following five areas of focus identified in the Surprise Public Art Master Plan: Partnerships, Events & Activities, Outreach & Advocacy, Public Art, and Leverage Funding Mechanisms.

There are benefits to increasing programming in the West Valley that specifically highlights People of Color (POC) in lectures, workshops, exhibits, and performances outside of specified months (current programming includes February Black history, September Mexican History, etc.). IMPRINT is designed to approach program activities from multiple authentic perspectives in order to highlight stories that promote values, identity, histories that show how differences are strengths that make our communities stronger and our similarities are the foundation for unity.

A critical component to our program is our festival and exhibitions. These are free and open to the public, providing accessibility and opportunity for ALL community members to engage and be immersed in culturally specific activity. Innately, they walk away with exposure, perspective, education and thus lowered bias and prejudice. Without this resource we believe that communities cannot be fully unified, connected, and healthy.

The IMPRINT Festival, slated for spring of 2024, 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 Mariachi, Ballet Folklorico, Jazz & Rhythm and Blues, 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
- Storytelling with educators about the impact of art and creativity on culture.

IMPRINT has already brought a much-needed cultural engagement to the West Valley. IMPRINT creates 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.

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

Funding will be allocated to IMPRINT specific exhibitions and festival execution which include items such as, program coordination, equipment, exhibit installation, live performances, demonstrations, lectures, workshops, and artist/performer fees. Funds will also be used for education and research-based marketing and advertising. Through IMPRINT, WVAC can reach new audiences through targeted marketing, events and programs. It also allows us to provide resources to BIPOC artists and art organizations in order for them to also continue the work of equitability and representation in the art community. Additionally, we collect quantitative attendance, survey, and qualitative Q&A data throughout the program activities.

5. The proposed project's budget is sound and reasonable. (refer to budget document)

IMPRINT has a project budget of \$56,100 and our current year organizational budget

is \$462,268.

Fully funded, we are able to expand our IMPRINT programming as the funding allows and create new partnerships. Through IMPRINT, WVAC can reach new audiences through targeted marketing, events and programs. It also allows us to provide resources to BIPOC artists and art organizations in order for them to also continue the work of equitability and representation in the art community.

Having diversity and inclusion will improve the balance of opinions, views in any setting. A well-balanced world will accept different opinions and reduce fears towards differences. A well-balanced world can also improve the average cultural competency in the society. (Diversity for Social Impact Apr 8, 2021)

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

Funding will have far reaching impact with lasting benefits, specifically the implementation, growth, expansion, and sustainability of IMPRINT and provide community outreach and promote public health through our festival activities. Prior, current and pending funders include the National Endowment for the Arts \$40,000, Arizona Public Service \$9,000, Salt River Project \$10,000, City of Surprise \$5,000, Looking Out Foundation \$5,000, Harris Foundation \$6,000, and Olive Tree Foundation \$5,000.

An investment from the Surprise Arts and Culture Commission will significantly support WVAC's efforts to create a shared cultural experience within Surprise and help our community become more inclusive, engaged, and connected. We appreciate your consideration and hope you find our work appropriate for funding.

Regards,



Michael Denson, Executive Director
michael@westvalleyarts.org

Budget Justification

Personnel – Dedicated staff time to coordinate event

Commission Project – On-site art creation

Marketing – Paid advertising

Artist Costs – Paying artists to present on stage and conduct workshops

Equipment/Supplies – Rental costs for stage and seating

Documentation/Permits/Insurance – Required items to run special event



Board of Directors

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Estrella Mountain Community College

Sandi Staehle, Vice Chair

Retired Lawer and CFO

Amanda Sanchez , Secretary

USAA Federal Savings Bank

Ramona Arias, Treasurer

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Jimmy Davis

City of Tolleson Council Member

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Susan DeJong

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Carmen Valiquette

Charles Schwab

Andrew Simek

Ottawa University Student



ARTS & CULTURE GRANT PROGRAM

GUIDELINES AND APPLICATION

FY 2023-2024



Surprise Arts & Culture Grant Program FY 2023-2024

The City of Surprise is pleased to announce the Arts & Culture Grant Program. The Surprise Arts & Cultural Advisory Commission is proud to offer \$30,000 in available funding in the form of grants to community-based organizations serving Surprise residents, that are pursuing arts and cultural events or activities that further the Commission's mission to spur cultural growth in Surprise.

To be considered for the program, applicants must meet eligibility requirements and submit a completed application.

Applications for FY 2023-2024 will be accepted until Friday, April 21, 2023 at 5:00 p.m.

Applications must be post-marked to:

**Human Service & Community Vitality
Attention: Danielle Osborne
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374**

Applications must be typed, concise, and filled out completely. Applicants who receive an award during one fiscal year must re-apply for consideration for any subsequent rounds of funding.

A non-mandatory virtual pre-application meeting will be available to all applicants. This meeting will include information about the Arts & Culture Grant Program and application process. To participate, please send an e-mail to Danielle Osborne with your RSVP to the meeting. You will then receive an invitation with Webex information. This meeting will be held on:

**Wednesday, March 29, 2023
2:00pm
Webex Meeting**

Recommendations made by the Surprise Arts & Cultural Advisory Commission will be presented to the Surprise City Council for final approval. Official notification will be sent to all applicants following official action by the Surprise City Council. Successful applicants must sign and return the acceptance form before funds are awarded. **All funding decisions made by the City Council are final.**

Thank you for your interest. For questions about the application or the program, please contact Danielle Osborne at (623) 222-1034 or Danielle.Osborne@surpriseaz.gov.



Guidelines

1. All Arts & Culture Grant Program funding decisions made by the Surprise City Council are final.
2. The Arts & Cultural Advisory Commission reviews applications prior to the grant meeting, and may modify their scores based on applicants' presentations. Upon evaluation, the highest score does not necessarily reflect the final ranking. Final allocations of funding are at the discretion of the commission.
3. Approved funds shall be used for the event, program, or activity as proposed by the respective applicant and may not be used or otherwise repurposed for any other event, program, or activity. Further, the approved funds shall be spent within one (1) year of the date of award. Any funds not spent will be forfeited.
4. Awarded applicants must seek reimbursement for spent, approved funds between July 1, 2023 and June 15, 2024.
5. Receipt of an award does not guarantee continued support in subsequent years.
6. Applicants must have enrichment of community arts & culture as their primary mission.
7. Applicants must provide an event, program, or activity that makes Surprise better.
8. The proposed event or organization must take place or be based in the City of Surprise and be open to the public.
9. New applications are required for every round of funding.
10. Applications must include any pertinent financial data, including a proposed budget.
11. Applications must be typed, with an original signature and include supporting materials.
12. Late or incomplete applications will not be accepted.
13. Final reports are due within thirty days of the completion of the program/event/activity. Late or incomplete final reports may hinder an applicant's future funding eligibility.
14. Quarterly updates and a final presentation to the Commission may be required.
15. Award recipients will acknowledge the award in all programs, press releases, and other publicity with the following credit line: "_____ is supported by an award from the City of Surprise Arts & Cultural Advisory Commission." Additionally, event or activity details such as date, time, and location must be submitted to Danielle Osborne. An event flyer or invitation is acceptable.
 - a. Award recipients must comply with the latest city and/or state regulations for public gatherings. This includes, but is not limited to a [Temporary Use Permit \(TUP\)](#) for special events.



16. All applicants agree by accepting the award that all activities surrounding the function will be open to all members of the public and no person shall be denied access to, or participation in, the events on the basis of race, color, national origin, sex, religion, or disability.
17. Funds are provided on a reimbursement basis; no upfront monies will be distributed.
18. Applicants must provide 501(c)(3) verification by providing a list of the organization's board of directors, a copy of the non-profit federal tax status 501(c)(3), a copy of the 501(c)(3) Arizona Corporation Commission annual report, ACC Letter of Good Standing and W9 Form. Or the applicant must partner with a 501(c)(3) organization Applicants utilizing third-party venue space must submit a Conditional Letter of Approval from the venue host affirming that arrangements have been made and agreed to by both parties in the event that the program/event/activity is funded.
19. Awarded applicants do not have authority or privileges associated with City sponsorship, donations and/or in-kind not identified within the grant award letter (example: Channel 11, Progress Magazine, rental equipment, etc.).

Applicants must present their proposal to the Arts & Cultural Advisory Commission during the **May 1, 2023** meeting. The meeting is currently scheduled for **6:00PM** at Surprise City Hall, Community Room, 16000 N. Civic Center Plaza. Additional meeting information will be sent upon receipt of application.



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: April 19, 2023_____

Organization Name: WHAM Art Association_____

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

Phone: 623-640-5229 623-584-8311____ Fax: _____

Email: connie.whitlock@wham-art.org_____

Organization website: <http://www.wham-art.org>

Contact Person/Title: Connie Whitlock, Executive Director_____

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: **Celebrating Poetry In Today's World and Learning Art Techniques of the Masters**_____

Please indicate the amount of funding you are requesting: \$ 8 , 0 0 0 _____

Did you receive City grant funding last year? Yes for Community Outreach but not for an Arts Grant_____

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

Executive Director

4/19/2023

Authorized Agency Representative

Title

Date



Section 2

Eligibility Criteria

1. Grant-funded activities must occur between July 1, 2023 and June 15, 2024.
2. Applicants must provide direct services which enhance the community for Surprise residents through arts and cultural events or activities. The Arts & Cultural Advisory Commission is interested in seeing proposals focused on the following areas in Surprise:
 - a. Community building events
 - b. Programs, activities or services which provide public benefit
 - i. Projects that support art programs, events and services that include Surprise's diverse culture and values
3. Applicants that received previous city grant funding, regardless of the funding source, must be current in their reporting and have submitted timely and accurate reports.
4. Applicants must demonstrate the ability to leverage funding from other sources.

What We Fund

Organizations may apply for event-based funds, including directly related administrative costs. Some examples that will be considered:

- Funding artistic staff (salaries, wages, fees)
- Supporting a public presentation, production, exhibit, outdoor community celebration, arts fair or festival which takes place within Surprise city limits
- Arts-related supplies/materials
- Venue space
- Marketing, promotion, and publicity expenses

What We Don't Fund

- Activities occurring outside of Surprise city limits
- Bad debt – Deficit and debt reduction (e.g. loan fees, finance charges, etc.)
- Funding general operations/administrative staff (salaries, wages, fees)
- Most general operating costs
- Closed subscription series
- Projects already funded wholly by other sources
- Projects which are part of a post-secondary academic degree program



- Fellowships
- Awards
- Social functions, parties, receptions, or similar “invitation-only” events
- Fundraising events
- Tuition assistance
- Schools (public or private) or other arts-in-education projects
- Out-of-state travel
- Food and beverages
- Capital construction
- Activities with a political or religious purpose

***As a note,** faith-based organizations are eligible to apply for an Arts & Culture Grant to support the non-religious cultural and arts programming that they provide and proposals should outline the care taken to separate, in time or location, their inherently religious activities from any arts or cultural programming funded through a Surprise Arts & Culture Grant.

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 Danielle.Osborne@surpriseaz.gov.** If it is not possible to the application, please call Danielle Osborne at (623) 222-1034.
- b. Completed application will be ranked on a point system of up to **50 points** based on the evaluation factors listed below [each factor is ranked on a scale of zero (0) to five (5)]:

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 activities which provide public benefit, art programs which leverage funding from other sources, events and services that include Surprise's diverse culture and values.

The project meets the guidelines to enhance the community for Surprise residents through arts and cultural activities, community building events, activities or services which provide public benefit. The proposed project and organization take place/is based in the City of Surprise and is open to the public.

The applicant organization pursues arts and cultural activities that further the Commission's mission to spur cultural growth in Surprise, and has enrichment of community arts & culture as the primary mission.

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

The project is the result of expressed need by Ottawa University leadership. The existing student body is the client population, complemented by Surprise and West Valley residents who wish to learn the subjects offered.

3. The proposed project addresses, at a minimum, one of the following five areas of focus identified in the Surprise Public Art Master Plan: Partnerships, Events & Activities, Outreach & Advocacy, Public Art, and Leverage Funding Mechanisms.

The project aligns with the Surprise Master Plan which prioritizes Partnerships and Activities, and Leveraged Funding Mechanisms. The project is intended to “makes Surprise

better.”

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

In conjunction with Ottawa University's Dean of Student Affairs, Sarah Eberle, and Carrie Philippon, Assistant Dean for Academic Operations, WHAM Art Association will initiate an art education project with two prongs. These strategies complement the educational offerings through the University by introducing a literary arts and visual arts mini course open to the public. Surprise Arts & Culture Funds will be utilized for supplies, instruction, curriculum development, publicity and coordination.

The programs that WHAM will teach and facilitate are **Celebrating Poetry In Today's World** and **Learning Art Techniques of the Masters** visual art classes.

Celebrating Poetry In Today's World gives college students lessons in open mic contests and instruction on how to construct a poem. Students will learn to read poetry aloud with articulation and confidence, as an art activity and as an essential career-advancement tool. The class will be held in the evenings at the CAFE 60 room connected to Surprise City Hall. The city of Surprise is partnering with WHAM and Ottawa to open the CAFE 60 as a meeting room that can hold at least 70 to 80 participants. The instruction on writing poems is by Jonathon Rios and Maggie Gautier, both professional writers, and poets.

Jonathan Rios, noted Los Angeles poet, hosts Write Club at WHAM.

https://www.youtube.com/watch?v=CZ9h6_MghWY

Gautier is Writer, producer, director, associate producer, and lyricist in youth and musical theatre, one-woman shows, and the filmmaking industry.

Learning Art Techniques of the Masters works with Ottawa to offer fine art in a class series. WHAM professional member artists will teach. Two artists have Masters in Art Degrees. The third has retired from teaching art in a school system and currently runs WHAM's Teen Art Club and teaches art to the teen at two of Peoria's Libraries. This program will fit in the Ottawa PGD (Personal Growth Days), open every Wednesday from 12 pm to 1:30 and run for a 4-week block. The student earns 2 hrs of credits for attending PGD programs. The PGD classes will be taught in the Eichner Hall Room inside the campus building. The intention is to bring art instruction to the college student in a meaningful and practicum way by teaching traditional techniques.

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

Required Budget Justification:

Strategy One, poetry - the funding will be \$4000 for the project.

The Instructor and Facilitators \$200 per session times 12 - \$2400

Advertising and social media, printing - \$600

Curriculum development, admin support, insurance, collaboration with Ottawa professors, - \$1,000

Strategy Two, visual art – the funding will be \$4000 for the project.

Instructor's hourly for 4 hrs (prep time and clean up) at \$50.00 per hour - \$200 x 4 weeks - \$800 for each block. 800 x 3 - \$2400

WHAM will offer at least 3 blocks or 12 weeks of Art Classes.

Art supplies - \$1,200

Advertising and Printing - \$400

In-kind contribution in the form of gathering space from Ottawa University and the City of

Surprise, as well as some WHAM administrative costs.

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

WHAM has an enviable operating budget ratio of earned to contributed, and a demonstrated record of attracting grants and sponsorships to underwrite programs which cannot pay for themselves. Should the full request not be granted, WHAM will leverage funds that will be awarded after July 1 2023 by the state arts commission, and will continue to seek grants that fund arts and education projects.

7. The proposed project timeline is reasonable.

The consistency of Celebrating Poetry in Today's World will be twice a month, with an hour-and-a-half session for a year, starting in August.

The art techniques classes begin in August and run through December every Wednesday from 12 pm to 1:30 and run for a 4-week block for three block sessions.

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

The project is open for registration to the Surprise community as a way of community building, art appreciation, and skills building. Although the instruction will be rigorous, there is no previous writing or art experience necessary to participate. The evaluation will be quantitative and qualitative. Records will be kept of how many people registered, how many people were retained, how they heard about it, and where they come from. The University will work with WHAM to develop informal rubrics to measure how much the participants knew about the subject pre-class, and how much information they gained post-class. Surveys will also track increased self confidence in public speaking, for poetry participants.

For many of the participants, they will participate as they do not have art as an option in their curriculum. The informal and amateur arts are key to a well-rounded community. The National Endowment for the Arts Survey of Public Participation in the Arts calls them unincorporated arts. The report's official definition is that the informal arts are "creative activities that fall outside traditional non-profit and commercial arts experiences."

Spoken-word poetry, being not just recitation or memorization, affords youth the opportunity express their own personal cultural experiences and values. The project seeks to reintegrate poetry into everyday life by reflecting the life experiences of the poets. This makes it a robust vehicle for teaching young people to appreciate poetry and enhance their relationship to language.

Not only has learning how to paint been proven to improve brain health, emotional intelligence and emotional growth, the course offered will actually focus on techniques as guidelines to producing art.

9. The overall proposal is compelling.

Surprise is a city well known for its art and its commitment to the arts and education in general. The project will be overseen by Connie Whitlock, WHAM's Executive Director, Connie Whitlock, is a clay and mural artist with two decades experience in creating art, teaching art and promoting art. She founded WHAM in 2006. WHAM supports, advances, and promotes artistic awareness, participation, and expression in all areas of Visual Arts through innovative, multidisciplinary, inclusive programming, exhibits, and projects to the diverse West Valley communities. An 8,500 square-foot community art center in Surprise offers 18 artists' studios, three classrooms, a professional gallery, a sculpture garden, a newly renovated clay facility, and a traveling art-studio. WHAM hosts a regular Poetry Slam

supported by the City of Surprise. WHAM offers classes for adults and children, and has installed major Public Art pieces in six West Valley cities. Today, WHAM has 255 artist members. Ottawa University, 15950 N Civic Center Plaza, Surprise, prepares professional and liberal arts graduates for lifetimes of personal significance, vocational fulfillment, and service to God and humanity. The project fits the OUAZ Strategic Plan 2022-27 by advancing the Academic Mission and Elevating the Student Experience and Outcomes.

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

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

The City of Surprise reserves the right to reject any and all applications and to waive any requirements in an application when it deems it necessary and in the best interest of the City.



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 5:00pm Friday, April 21, 2023.
Late or incomplete applications will not be accepted.***

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024

Request \$8000

Start Date 07/01/2023

Other Funds

End Date 06/15/2024

APPLICANT INFORMATION:

Name: WHAM Art Association

Total Cost \$8000

Program Manager

Connie Whitlock

Phone

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

623-584-8311

Email: connie.whitlock@wham-art.org

	Description	Cost	ACGP Request	Other Funds	Total
1	Instructors/Facilitators	4800	4800		4800-
2	Publicity	1000	1000		1000-
3	Administration	1000	1000		1000-
4	Art Supplies	1200	1200		1200-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:		8000	8000		8000-



CEO Signature: _____

(Or authorized
representative)

Provide a brief justification of all line items on a separate sheet. See question five in the narrative section.

SURPRISE ARTS AND CULTURAL COMMISSION GRANT 23 -24 SUPPORTING MATERIAL

Poetry at WHAM (On WHAM-Art.org Website)

The poetry slam event is sponsored by The City of Surprise Arts and Cultural Advisory Council and held by the WHAM Art Center. This popular event occurs every other month on the 3rd Friday.

NEXT SLAM IS APRIL 21st, 2023

Read More

How does WHAM support poetry

The Written and Spoken word is absolutely beautiful art! So, join us every other month on the 3rd Friday from 6pm to 8pm at WHAM Art Center!

What is a Poetry Slam for the community? You are welcome to come and read any poem or introduce your own Poetry to the group. Great evening out and the arts are celebrated! WHAM has been doing Poetry Slams for 6 years now, and we thoroughly enjoy promoting the Literary Arts. In addition, a red box receptacle is outside WHAM's facility for those who love poetry to Take a Book and Leave a Book for your Poetry Friends. Awesome, right??

** NEXT SLAM IS APRIL 21st, 2023 **

CONTACT US

GET INVOLVED TODAY

ACTIVE CLASSES

DONATE PAGE

Phone: (623) 584-8311

Address: 16560 N Dysart Rd, Surprise, AZ 85378

Hours: 10am - 4pm Tues, Wed, Thrs, Fri, Sat (closed holidays)





WRITE CLUB

What is WRITE CLUB?

Write Club is a show that is produced by Jonathon Rios and has found a home at the **WHAM** Arts complex! Jonathan Rios comes to us from the LA Write Club to develop a Phoenix version.

Write Club is:

3 rounds | 6 Writers | 2 Opposing

[art.com/write-club](#)



NEXT: APRIL 15TH

WRITE CLUB - Literary Blood Sport!

6 Writers | 3 rounds | 2 opposing topics

Literary Arts are Alive and Well at

WHAM, with our expansion of our

Literary Arts Program

[Read More](#)



MAIN GALLERY

Here at our **WHAM** Gallery location, we have a new exhibit each month where we host amazing artist with beautifully curated art for all to enjoy. As always, the gallery is free and



MASTERS ART CLASSES



Where you can find great art classes that meet the Common Core Standards, that include I can statements, and Learning Objectives?

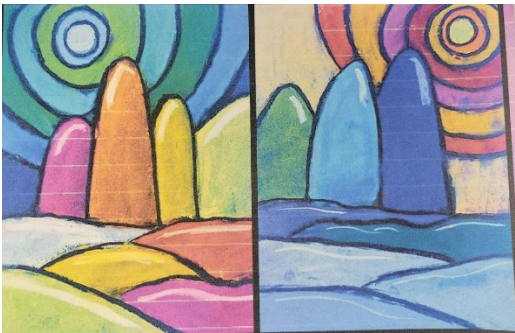
At WHAM, our Art lessons have you covered!

Taught by experienced, Arizona State certified teachers who focus on the Elements of Art and the Principles of Design as well as having fun, encouraging self-expression and creativity.



Lessons will emphasize on the Elements of:

- | | |
|-------|---------|
| Line | Value |
| Shape | Color |
| Space | Texture |



Lessons will emphasize the Principles of Design with focus on Master artist such as:

- | | |
|-----------|---------|
| Van Gogh | O'Keefe |
| Kandinsky | Matisse |
| Escher | Monet |
| Klimt | Miro |





**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: 04/19/2023

Organization Name: Honor Dance

Address: 14211 West Windrose Drive
Surprise, AZ 85379

Phone: (602) 703-6111

Fax: _____

Email: rachel@honordance.org

Organization website: www.honordance.org

Contact Person/Title: Rachel Eastburn, President

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: 2023-2024
Honor Dance After School Program

Please indicate the amount of funding you are requesting: \$ \$ 8,640.00

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

R Eastburn
Authorized Agency Representative

President
Title

04/19/2023
Date

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024

Request \$ 8,640.00

Start Date 07/01/2023
End Date 06/15/2024

APPLICANT INFORMATION:

Name: Honor Dance

Total Cost
Program Manager

Rachel Eastburn

Address: 14211 W. Windrose Drive, Surprise AZ 85379

Phone Number

(602) 703-6111

Email: rachel@honordance.org

	Description	Cost	ACGP Request	Other Funds	Total
1	Dance Teachers	\$ 8,640.00	\$ 8,640.00		\$ 8,640.00 -
2	Facility Expenses/Insurance	\$ 1,729.00		\$ 1,729.00	\$ 1,729.00 -
3	Honor Dance Participant Shirts	\$ 4,680.00		\$ 4,680.00	\$ 4,680.00 -
4	Honor Dance Staff & Volunteer Shirts	\$ 280.00		\$ 280.00	\$ 280.00 -
5	Class & Student Supplies	\$ 1,148.00		\$ 1,148.00	\$ 1,148.00 -
6					\$ 0.00 -
7					\$ 0.00 -
8					\$ 0.00 -
9					\$ 0.00 -
10					\$ 0.00 -
TOTAL:		\$ 16,477.00	\$ 8,640.00	\$ 7,837.00	\$ 16,477.00 -

CEO Signature:
(Or authorized representative)



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

Honor Dance Arts & Culture Grant Application

Introduction:

Honor Dance is a non-profit organization that is committed to enriching the community through arts and culture by making dance more accessible to youth. We provide free community-based dance classes to students who have limited access to after school activities. Our mission is to create a fun and positive environment where students can learn various dance styles while building self-confidence and self-esteem. We believe that every child deserves the opportunity to explore their creativity and express themselves through dance, regardless of their financial situation.

Program Details:

Honor Dance aims to promote health and wellness, while building self-confidence and self-assurance in our students. Our eight-week sessions are designed to explore movement and music in a safe and fun environment. Each dance teacher is passionate about teaching dance and inspiring students to reach their full potential. We are committed to creating a safe and supportive environment where students can learn and grow. Our dance classes are designed to be inclusive and teachers are able to modify instruction to make classes accessible to students of all skill levels.

Honor Dance is dedicated to serving underprivileged students in our community who have limited or no access to extracurricular activities due to financial constraints. By offering tuition-free dance classes, we remove financial barriers and provide an opportunity for all students to participate. We eliminate additional obstacles to participation by holding classes locally at community-based sites and ensuring that students do not need specific dance clothing or shoes.

Our proposed project for the 2023-2024 school year will provide 18 eight-week sessions of dance classes at multiple community-based sites throughout the Surprise area. These sites include 14 Dysart District schools and two Dysart Community Center locations. In total, these sessions will provide over 100 hours of tuition-free dance classes and impact approximately 400 students in kindergarten through 8th grade.

Program Objectives:

- ❖ Provide access to quality dance education to underprivileged youth
- ❖ Increase participation in the arts within the Surprise community

- ❖ Foster a love of dance and promote physical activity among children
- ❖ Build self-esteem and confidence in students through the practice of dance

We strongly believe that our program will have a significant impact on the lives of the students who participate, and the community as a whole. By providing accessible tuition-free dance classes, we can help level the playing field and give these students the chance to experience the joy of dance and the numerous benefits it provides.

Community Partnership:

Our partnership with the Dysart Den Club and the Dysart Community Center allows us to fill a need and provide an opportunity to students who would otherwise not have access to arts programs. Our program aligns with the Surprise Public Art Master Plan by promoting arts within the city, encouraging arts in the community, and engaging the community as a partner in the arts. We have received letters of support from Christie Martinez, Childcare Program Manager for Community Ed, and Annie Ansell, Executive Director of the Dysart Community Center, highlighting the need for our program in the community.

Proposed Community-Based Sites:

- ❖ Asante Preparatory Academy
- ❖ Canyon Ridge School
- ❖ Western Peaks Elementary School
- ❖ Sunset Hills Elementary School
- ❖ West Point Elementary School
- ❖ Freedom Traditional Academy
- ❖ Kingswood Elementary School
- ❖ Countryside Elementary School
- ❖ Marley Park Elementary School
- ❖ Rancho Gabriela Elementary School
- ❖ Dysart Middle School
- ❖ El Mirage Elementary School
- ❖ Mountain View School
- ❖ Surprise Elementary School
- ❖ Thompson Ranch Elementary School
- ❖ Dysart Community Center
 - Please note that while some of the locations on our list may not be physically located in the City of Surprise, they serve students from Surprise who would be impacted by our program.

Budget:

The total budget for this project is \$16,477. This includes the cost of hiring qualified instructors, purchasing class supplies, providing every participant with an Honor Dance shirt, and covering facility and insurance expenses.

All Arts & Culture Grant funds awarded to Honor Dance will go towards paying our dance teachers who are dedicated to delivering quality instruction and making an impact on every student they work with.

Brief description of each budget line item:

1. Dance Teachers - caring and qualified instructors to teach the dance classes
2. Facility Expenses/Insurance - costs associated with operating in facilities
3. Honor Dance Participant Shirts - each student receives an Honor Dance t-shirt
4. Honor Dance Staff & Volunteer Shirts - shirts for instructors and volunteers
5. Class & Student Supplies - small portable speakers, floor dots, cones, dance scarves, stickers, hair ties, nametags

Other funding sources:

- ❖ Grants and donations
- ❖ T-Shirt sponsorships
- ❖ Program income

Conclusion:

At Honor Dance, we believe that all students should have access to quality dance education. We believe that dance is more than just a physical activity. It is a powerful tool for building self-confidence, promoting teamwork and collaboration, and fostering creativity and self-expression. By having students participate in these tuition-free dance classes, we hope to inspire a love of dance and a lifelong appreciation for the arts. With the support of this grant, we can expand our program and provide more opportunities for youth in the Surprise area.



1/12/2023:

Letter of Support for Honor Dance

Honor Dance has recently started providing dance classes to students enrolled in our after school childcare program. The program has been a huge success! We have received great feedback from both parents and students. Honor Dance has given students the opportunity to participate in a program that builds self confidence and supports social and emotional development.

Without Honor Dance a majority of our students would not have the ability to participate in a program such as this. Our childcare program is designed to assist working parents. Partnering with Honor Dance has been a great asset to our program! The instructors have been amazing and the kids look forward to seeing them every week.

We are thankful for the partnership and hope to continue this great partnership for many years to come.

Sincerely,

Christie Martinez

Childcare Program Manager

Dysart Unified School District

p: 523-876-7373 **m:** 480-490-3820

a: 15802 N Parkview Place, Surprise, AZ 85374

w: www.dysart.org **e:** christie.martinez@dysart.org

s: Visit us on Social Media @DysartUSD

Power in the Preparation...Excellence in the Journey...Success for a Lifetime...

Governing Board: Chrystal Chaffin, Dawn Densmore, Jennifer Drake, Jo Grant, Christine A.K. Pritchard



April 18, 2023

To whom it may concern:

This is a letter of reference for Ms. Rachel Eastburn of Honor Dance. On behalf of the Dysart Community Center, I am overjoyed to partner with her for dance classes for our underserved and under-privileged children ages 5 to 13. Ms. Eastburn, along with her instructors bring such a refreshing and professional approach to dance. Dysart Community Center has been active in the West Valley for over sixty years and really benefits from it's relationships to other partners in the community.,

We are delighted with our partnership with Honor Dance and their gift of time for our children. Our work would be impossible without partners like Honor Dance. Many of our children cannot afford dance programs and come from generational poverty, making it almost impossible for them to enjoy the arts. Honor Dance makes such a difference to the children and youths in need in our community.

Ms. Eastburn makes every effort to find ways to reach all the children in our program, ensuring that there are no barriers to learning and enjoying movement, her concept of providing such excellent programs is really life changing for our youths.

We are very grateful for Honor Dance's support and would be delighted to answer any questions about their programs and the difference it makes to our center, helping our families change the cycle of poverty and improve their educational outcomes.

Dance and movement add so much to the self-confidence of our youths and ensure a level playing field for our children when they hope to join in with other more fortunate children at school. This positive, much needed service is such a special partnership for us.

Annie Ansell, Executive Director

execdir@dysartcommunitycenter.org

623-249-3812



ARTS & CULTURE GRANT PROGRAM

GUIDELINES AND APPLICATION

FY 2023-2024



Surprise Arts & Culture Grant Program FY 2023-2024

The City of Surprise is pleased to announce the Arts & Culture Grant Program. The Surprise Arts & Cultural Advisory Commission is proud to offer \$30,000 in available funding in the form of grants to community-based organizations serving Surprise residents, that are pursuing arts and cultural events or activities that further the Commission's mission to spur cultural growth in Surprise.

To be considered for the program, applicants must meet eligibility requirements and submit a completed application.

Applications for FY 2023-2024 will be accepted until Friday, April 21, 2023 at 5:00 p.m.

Applications must be post-marked to:

**Human Service & Community Vitality
Attention: Danielle Osborne
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374**

Applications must be typed, concise, and filled out completely. Applicants who receive an award during one fiscal year must re-apply for consideration for any subsequent rounds of funding.

A non-mandatory virtual pre-application meeting will be available to all applicants. This meeting will include information about the Arts & Culture Grant Program and application process. To participate, please send an e-mail to Danielle Osborne with your RSVP to the meeting. You will then receive an invitation with Webex information. This meeting will be held on:

**Wednesday, March 29, 2023
2:00pm
Webex Meeting**

Recommendations made by the Surprise Arts & Cultural Advisory Commission will be presented to the Surprise City Council for final approval. Official notification will be sent to all applicants following official action by the Surprise City Council. Successful applicants must sign and return the acceptance form before funds are awarded. **All funding decisions made by the City Council are final.**

Thank you for your interest. For questions about the application or the program, please contact Danielle Osborne at (623) 222-1034 or Danielle.Osborne@surpriseaz.gov.



Guidelines

1. All Arts & Culture Grant Program funding decisions made by the Surprise City Council are final.
2. The Arts & Cultural Advisory Commission reviews applications prior to the grant meeting, and may modify their scores based on applicants' presentations. Upon evaluation, the highest score does not necessarily reflect the final ranking. Final allocations of funding are at the discretion of the commission.
3. Approved funds shall be used for the event, program, or activity as proposed by the respective applicant and may not be used or otherwise repurposed for any other event, program, or activity. Further, the approved funds shall be spent within one (1) year of the date of award. Any funds not spent will be forfeited.
4. Awarded applicants must seek reimbursement for spent, approved funds between July 1, 2023 and June 15, 2024.
5. Receipt of an award does not guarantee continued support in subsequent years.
6. Applicants must have enrichment of community arts & culture as their primary mission.
7. Applicants must provide an event, program, or activity that makes Surprise better.
8. The proposed event or organization must take place or be based in the City of Surprise and be open to the public.
9. New applications are required for every round of funding.
10. Applications must include any pertinent financial data, including a proposed budget.
11. Applications must be typed, with an original signature and include supporting materials.
12. Late or incomplete applications will not be accepted.
13. Final reports are due within thirty days of the completion of the program/event/activity. Late or incomplete final reports may hinder an applicant's future funding eligibility.
14. Quarterly updates and a final presentation to the Commission may be required.
15. Award recipients will acknowledge the award in all programs, press releases, and other publicity with the following credit line: "_____ is supported by an award from the City of Surprise Arts & Cultural Advisory Commission." Additionally, event or activity details such as date, time, and location must be submitted to Danielle Osborne. An event flyer or invitation is acceptable.
 - a. Award recipients must comply with the latest city and/or state regulations for public gatherings. This includes, but is not limited to a [Temporary Use Permit \(TUP\)](#) for special events.



16. All applicants agree by accepting the award that all activities surrounding the function will be open to all members of the public and no person shall be denied access to, or participation in, the events on the basis of race, color, national origin, sex, religion, or disability.
17. Funds are provided on a reimbursement basis; no upfront monies will be distributed.
18. Applicants must provide 501(c)(3) verification by providing a list of the organization's board of directors, a copy of the non-profit federal tax status 501(c)(3), a copy of the 501(c)(3) Arizona Corporation Commission annual report, ACC Letter of Good Standing and W9 Form. Or the applicant must partner with a 501(c)(3) organization Applicants utilizing third-party venue space must submit a Conditional Letter of Approval from the venue host affirming that arrangements have been made and agreed to by both parties in the event that the program/event/activity is funded.
19. Awarded applicants do not have authority or privileges associated with City sponsorship, donations and/or in-kind not identified within the grant award letter (example: Channel 11, Progress Magazine, rental equipment, etc.).

Applicants must present their proposal to the Arts & Cultural Advisory Commission during the **May 1, 2023** meeting. The meeting is currently scheduled for **6:00PM** at Surprise City Hall, Community Room, 16000 N. Civic Center Plaza. Additional meeting information will be sent upon receipt of application.



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: 4/21/23_____

Organization Name: One Step Beyond Inc _____

Address: 9299 W Olive Ave Suite 311, Peoria, AZ 85345 (Mailing) 15527 N. Reems Rd
Buildings B, C, F, G Surprise AZ 85374 (physical)_____

Phone: 623-215-2449__ Fax: 623-561-6615 _____

Email: grantwriter@osbi.org _____

Organization website: www.osbi.org

Contact Person/Title: Bri Van Dyke, Sr. Director of Life Skills and Recreation Programs

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

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

Please indicate the amount of funding you are requesting: \$ 5,000

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?: XYes No But not for Glass Fusing



Authorized Agency Representative

ED of Aministration

Title

4/21/23

Date

Section 2

Eligibility Criteria

1. Grant-funded activities must occur between July 1, 2023 and June 15, 2024.
2. Applicants must provide direct services which enhance the community for Surprise residents through arts and cultural events or activities. The Arts & Cultural Advisory Commission is interested in seeing proposals focused on the following areas in Surprise:
 - a. Community building events
 - b. Programs, activities or services which provide public benefit
 - i. Projects that support art programs, events and services that include Surprise's diverse culture and values
3. Applicants that received previous city grant funding, regardless of the funding source, must be current in their reporting and have submitted timely and accurate reports.
4. Applicants must demonstrate the ability to leverage funding from other sources.

What We Fund

Organizations may apply for event-based funds, including directly related administrative costs. Some examples that will be considered:

- Funding artistic staff (salaries, wages, fees)
- Supporting a public presentation, production, exhibit, outdoor community celebration, arts fair or festival which takes place within Surprise city limits
- Arts-related supplies/materials
- Venue space
- Marketing, promotion, and publicity expenses

What We Don't Fund

- Activities occurring outside of Surprise city limits
- Bad debt – Deficit and debt reduction (e.g. loan fees, finance charges, etc.)
- Funding general operations/administrative staff (salaries, wages, fees)
- Most general operating costs
- Closed subscription series
- Projects already funded wholly by other sources
- Projects which are part of a post-secondary academic degree program



- Fellowships
- Awards
- Social functions, parties, receptions, or similar “invitation-only” events
- Fundraising events
- Tuition assistance
- Schools (public or private) or other arts-in-education projects
- Out-of-state travel
- Food and beverages
- Capital construction
- Activities with a political or religious purpose

***As a note**, faith-based organizations are eligible to apply for an Arts & Culture Grant to support the non-religious cultural and arts programming that they provide and proposals should outline the care taken to separate, in time or location, their inherently religious activities from any arts or cultural programming funded through a Surprise Arts & Culture Grant.



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 Danielle.Osborne@surpriseaz.gov. If it is not possible to the application, please call Danielle Osborne at (623) 222-1034.
- b. Completed application will be ranked on a point system of up to **50 points** based on the evaluation factors listed below [each factor is ranked on a scale of zero (0) to five (5)]:
 1. The proposed project aligns with the Arts & Cultural Advisory Commission’s mission.
 2. There is an identifiable need and client population for the proposed project.
 3. The proposed project addresses, at a minimum, one of the following five areas of focus identified in the Surprise Public Art Master Plan: Partnerships, Events & Activities, Outreach & Advocacy, Public Art, and Leverage Funding Mechanisms.
 4. The proposed use of grant funds is clearly articulated and makes sense.
 5. The proposed project's budget is sound and reasonable.
 6. The applicant is able to demonstrate their ability to leverage other funding.
 7. The proposed project timeline is reasonable.
 8. The proposed project offers measurable quantitative results that will benefit the Surprise community.
 9. The overall proposal is compelling.
 10. Prior funding was effectively utilized (if applicable).

The City of Surprise reserves the right to reject any and all applications and to waive any requirements in an application when it deems it necessary and in the best interest of the City.



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 5:00pm Friday, April 21, 2023.
Late or incomplete applications will not be accepted.***

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024

Request \$5,000

Start Date 07/01/2023

Other Funds \$2,500

End Date 06/15/2024

APPLICANT INFORMATION:

Name: One Step Beyond Inc

Total Cost \$7,500

Program Manager Bri Van Dyke

Address: 9299 W Olive Ave Suite 311 Peoria AZ 85345

Phone Number 623-215-2449

Email: grantwriter@osbi.org

	Description	Cost	ACGP Request	Other Funds	Total
1	Glass Fusing Equipment	\$2,500		\$2,500	\$2,500 -
2	Glass Blowing Materials	\$5,000	\$5,000		\$5,000 -
3					-
4					-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:		\$2,500	\$5,000	\$2,500	\$7,500 -

CEO Signature:
(Or authorized
representative)



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

Narrative

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

One Step Beyond Inc (OSBI) works with a large group of individuals who have a diverse range of disabilities and would love the opportunity to add glass fusing and slumping as a new medium of study for our enrolled artists. Many member artists have participated with OSBI for years, and only a few mediums can stunt creativity. OSBI's goal is to keep our artists engaged and inspired, and adding glass fusing and slumping will give our artists a myriad of new projects and opportunities.

Glass fusing will also be highly beneficial for our artists with visual impairments. It is a very tactile medium that will allow them to experience new textures along with new techniques and give them the freedom to translate their emotions and unique artistic perspectives more easily.

Once OSBI has the proper equipment and supplies to start this new art adventure, there are limitless possibilities of what can be created from fusing and slumping glass. Our artists would be able to make everything from elegant dinnerware to vases, picture frames, mobiles, nightlights, jewelry, and much more. For our artists that have picked art as their chosen vocation, creating fused and slumped glass pieces will allow them to sell pieces at a higher price point and open up more prestigious showcase opportunities. Elevating their craft grants them further independence and takes them to new heights in their artistic pathway.

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

Glass fusing/slumping responds to artists with exceptional needs through its tactile process. Our artists respond positively to art mediums that require a highly hands-on approach. One of the glass fusing techniques proposed uses is a "tack" fuse allowing the glass to retain a raised texture. This especially responds not just to our artists who have visual impairments but to the visually impaired community at large. We are often taught that art is to be seen and not touched,

yet how does that encourage people with visual impairments to experience art in a meaningful way? We will challenge this traditional/exclusive approach by fostering and creating artistic experiences that are fully inclusive, engaging, and interactive to the artists and our audience. Art is for everyone!

Our community of artists are unfortunately extremely underrepresented in the art world. Representation is of the highest importance and a key focus in the projects we take on. Glass fusing/slumping will create more inclusivity as it is a medium where even more of our artists can be engaged in a more meaningful way. Any of our artists can easily create a gallery-worthy fine arts piece that is textured and therefore engaging to a wider audience. Our artists need to be seen, and their perspectives heard, how else can we evoke change and create a world in which they are fully immersed, valued, and included. We often look towards art to gain an understanding of our history; knowing this, it is up to us to put this community of exceptional artists at the forefront of the art community to encourage and inspire future generations of artists in our community. To show them that, yes, there is space for you to follow your own unique path as an artist and that it is both respected and holds value.

Our core values reflect a world where artists with exceptional needs are fully immersed and included in ALL areas of the art community and are recognized for their potential, talents, and contribution to society. Our artists' work captures the essence of who they are and what they hope to communicate to the world; we support and encourage this wholeheartedly. We lead by example in creating inclusion and fairness in the curriculum and ethical compensation for the art pieces they create that go out into the community via our online shop, showcases, and gallery opportunities. We see inclusion as not just a movement; it is our most accurate pathway forward as we work to create and carve out space for these exceptional artists within the art community.

3. The proposed project addresses, at a minimum, one of the following five areas of focus identified in the Surprise Public Art Master Plan: Partnerships, Events& Activities, Outreach & Advocacy, Public Art, and Leverage funding mechanisms.

OSBI showcases the work of OSBI artists at the annual Showcase Festival each spring. This 2023 event will take place in Glendale on May 7th but the location for Spring 2024 is to be determined. The event allows all arts programs at the three Arizona campuses to outreach and shares with the general public the art (visual and performing).

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

Major Objectives:

- 1- Improved engagement with visually impaired artists through it being a more tactile and texturally stimulating medium. Allowing them a heightened level of independence which will result in increased confidence/self-esteem.

Strengthening their level of independence when creating art pieces will grant them the ability to express their thoughts, emotions, and perspective in a deeper and more meaningful way.

- 2- Representation and Inclusion initiative. Create meaningful artworks that are meant to be experienced through touch to further promote inclusivity and representation for our community of artists with exceptional needs. We would like to work with galleries to create art showcases that are purposefully textured and meant to be touched, allowing our visually impaired artists and audience to experience art in a way that is more emotionally engaging and meaningful to them.

- 3- Further Financial Independence. Being that glass fusing is a medium that all our artists can independently engage in, it means that any artist attending our program will have the opportunity to sell their work if they would like to do so. This gives the option for any artist in attendance to actively pursue a vocation in the arts if that is their intent to do so.

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

The Arts Department identified all the equipment and materials needed to begin the new programming. OSBI will invest in the project as well with individual donations.

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

Over 85% of OSBI funding is covered with Arizona Division of Developmental Disabilities. But to create new, innovative programs and projects, OSBI relies on outside individuals, corporations and foundations. OSBI raises over \$2M each year from these sources.

Budget Justification

Glass Fusing and Slumping tools and materials are the primary expenses for the grant. OSBI staff time to instruct the arts is in-kind.



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: 20 April 2023

Organization Name: Stage Left Productions

Address: 11340 W Bell Rd Suite #105, Surprise, AZ 85378

Phone: (623) 285-6321 Fax: _____

Email: admin@stageleftaz.com

Organization website: https://www.stageleftaz.com

Contact Person/Title: Cody Dull, Artistic Director

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

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

Subsidizing tickets to prevent price increases

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

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 ☒

Sara Castillo
Authorized Agency Representative

Community Outreach Volunteer
Title

20 April 2023
Date

Stage Left Productions 2023 Budget	AS OF 3/31/23				
Payroll Budget			Proposed Budget	Actual Budget	% Spent
	Base Salary	Plus Employer Taxes (0.08%)	Total		
Artistic Director	\$51,000.00	\$4,080.00	\$55,080.00	\$8,513.38	15.5%
Payroll Fees			\$1,000.00	\$312.89	31.3%
TOTAL PAYROLL BUDGET			\$56,080.00	\$8,826.27	15.7%
General Expenses Budget					
TOTAL GENERAL EXPENSES BUDGET			\$42,520.00	\$27,172.60	63.9%
Occupancy Budget					
Electric			\$7,729.00	\$899.00	11.6%
Pest Control			\$650.00	\$150.00	23.1%
Rent & Lease			\$72,621.00	\$18,094.41	24.9%
Security-ADT			\$800.00	\$162.00	20.3%
Telephone & Internet			\$4,000.00	\$969.44	24.2%
Repairs & Maintenance			\$5,000.00	\$1,547.90	30.96%
TOTAL OCCUPANCY BUDGET			\$90,800.00	\$21,822.75	24.0%
Show Expenses					
Actor Stipends			\$600.00	\$0.00	0.0%
Advertising & Marketing			\$19,500.00	\$9,103.00	46.7%
Cast Party/Gifts			\$2,100.00	\$0.00	0.0%
Costumes			\$9,000.00	\$1,302.01	14.5%
Directors/Designers			\$19,000.00	\$3,000.00	15.8%
Hair/Make-Up Supplies			\$1,500.00	\$19.99	1.3%
Production Scripts			\$3,000.00	\$995.72	33.2%
Props			\$7,500.00	\$1,655.79	22.1%
Royalties			\$11,250.00	\$1,500.00	13.3%
Set Supplies			\$11,250.00	\$179.85	1.6%
Sound Materials/Supplies			\$900.00	\$574.70	63.9%
TOTAL SHOW EXPENSES			\$85,600.00	\$18,331.06	21.4%
GRAND TOTAL			\$275,000.00	\$76,152.68	27.7%
Proposed Income 2021	Proposed Income	Actual Income	% of goal	\$ Needed to goal	
Contributions (41% of Income)	\$112,750.00	\$24,500.00	22%	\$88,250.00	
Sponsorships/Grants (10% of Income)	\$27,500.00	\$3,400.00	12%	\$24,100.00	
Tickets Sales (39% of Income)	\$107,250.00	\$21,237.00	20%	\$86,013.00	
Youth Fees & Camps (10% of Income)	\$27,500.00	\$12,042.00	44%	\$15,458.00	
	\$275,000.00	\$61,179.00	22%	\$213,821.00	

20 April 2023

To Whom it May Concern,

Stage Left Productions has been a fixture of the Surprise community for the last few years. Although we are a young theatre, we have made a name for ourselves in the larger community theatre scene. We have won several awards from the AriZoni's, which is an award for outstanding community theatre that is judged from across the entire Phoenix Valley. We are extremely proud to be able to represent the City of Surprise for this valley wide competition and awards.

Today we are asking for grant funding from the City of Surprise in the amount of \$10,000. This money would go directly into our budget to help with supplementing our ticket sales. As you may be well aware, theaters operate on a very tight budget. Our ticket sales are a large portion of our income, but it does not cover all the costs associated with a theatre. This grant money will help us keep cost of tickets low so that community members may have a better opportunity to attend. The grant money will help subsidize royalty fees, actor stipends, props or costume costs, and script purchases.

Many industries have been negatively effected by the recent inflation and the effects of the global pandemic. It can be argued that none have been as negatively impacted as the performing arts. After having to stop all productions out of concern for the world wide pandemic, then slowly rebuilding an audience when people were still concerned about their health risks, and now a unprecedented amount of inflation, many theaters have been forced to close their doors. We feel we are a valuable part of the Surprise community, as we are truly a community theatre. We have adults and children that perform here that are citizens of the city of Surprise, as well as audience members. Even more than that, we bring people from across the valley to perform and attend shows. It is because of our Artistic Director Cody Dull's reputation and talent that people come from as far as Gilbert to work with him. This modest theatre in Surprise, Arizona is becoming known as a destination for amazing art attracting audiences from across the Phoenix valley. We are excited for the opportunity for funding from the City of Surprise to continue to make amazing art and to help spread the word about the opportunities that are available in our beautiful city of Surprise. Thank you for you consideration.

Sincerely,

On Behalf of the Board of Directors of Stage Left Production,

Sara Castillo
Community Outreach Volunteer

Stage Left Production Board Members

Stage Left Productions

Rodney Rickard.....President and Operations Manager

Cody Dull..... Managing Artistic Director

Amber Ryan.....Youth/Education Director



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: 20 April 2023

Organization Name: Stage Left Productions

Address: 11340 W Bell Rd Suite #105, Surprise, AZ 85378

Phone: (623) 285-6321 Fax: _____

Email: admin@stageleftaz.com

Organization website: https://www.stageleftaz.com

Contact Person/Title: Cody Dull, Artistic Director

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

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

Subsidizing Theatre Youth Program

Please indicate the amount of funding you are requesting: \$ 5,000

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 ☒

Sara Castillo
Authorized Agency Representative

Community Outreach Volunteer
Title

20 April 2023
Date

Stage Left Productions 2023 Budget	AS OF 3/31/23				
Payroll Budget			Proposed Budget	Actual Budget	% Spent
	Base Salary	Plus Employer Taxes (0.08%)	Total		
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	\$275,000.00	\$61,179.00	22%	\$213,821.00	

20 April 2023

To whom it may concern,

Stage Left Productions in Surprise, Arizona has a large and thriving youth theatrical program. We have been able to create Stage Left Jr., which is an after school program for youth ages 8 – 20, as well as a home-school theatre program that is held during the day for children ranging from ages 4 – 18. These two programs have seen increases each year since they were first introduced. Not only has the demand for our theatre youth experiences increased, but our program has been recognized by the AriZoni Awards several times. The AriZoni Awards highlight outstanding theatrical contributions across the entire Phoenix Valley, and Stage Left Jr. won last year for Best Overall Youth Production, as well as Best Youth Director.

It is the industry standard that youth theatre programs are funded by students paying for the classes and productions they participate in the theatre. It is the hope of Stage Left Production to keep the cost from each student as low as possible. Our Youth Program cost is minimal when compared to other valley theatre programs. It is our mission to make the arts as accessible to as many people as possible. We are asking for \$5,000 to help to keep our costs for our youth members low and keep it accessible for Surprise families. Many families have multiple children that participate in our theatre programs and a price increase would make it difficult for families to stay in the program. This grant money would go directly to subsidize royalty costs, script purchases, costumes or props, set building, and safety. It is our hope, as we continue to increase the breadth and scope of our programs, that we will have the funds needed to meet this growing demand.

It is the belief of our organization that the arts not only help us in developing skills for life, but also help us develop empathy and a beautiful heart. We see no higher calling than to help the youth of Surprise and surrounding cities to become adults that value art and community. We are excited about the possibility of partnering with the City of Surprise in this mission. Thank you for your consideration.

Sincerely,

On Behalf of the Board of Stage Left Productions,

Sara Castillo

Community Outreach Volunteer

Stage Left Production Board Members

Stage Left Productions

Rodney Rickard.....President and Operations Manager

Cody Dull..... Managing Artistic Director

Amber Ryan.....Youth/Education Director



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: April 21, 2023

Organization Name: The Vista Center for the Arts - Nonprofit

Address: 15660 N. Parkview Place
Surprise, AZ 85374

Phone: 623-826-2074 Fax: N/A

Email: director@thevistaaz.com

Organization website: www.thevistaaz.com

Contact Person/Title: Kathy Knecht, Board Secretary

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____
Reimbursement for Complimentary Promotional Tickets

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

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 x No

<u>Kathy Knecht</u>	<u>Board Secretary</u>	<u>April 21, 2023</u>
Authorized Agency Representative	Title	Date

Kathy Knecht

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024 Vista Promotional Tickets

Request \$ 10,000

Start Date 07/01/2023

Other Funds \$ 22,100

End Date 06/15/2024

APPLICANT INFORMATION:

Name: The Vista Center for the Arts

Total Cost \$ 32,100

Program Manager Jon Cavaletto

Address: 15660 N. Parkview Place, Surprise 85374

Phone Number 623-251-0140

Email:

	Description	Cost	ACGP Request	Other Funds	Total
1	Vista Outreach and Promotion				-
2	Up to 500 promotional giveaway tickets 259	\$10,000	10,000		10,000 -
3	Print, social and other advertising	18,000		18,000	18,000 -
4	Memberships and registration fees	2000		2000	2000 -
5	Tabling supplies	600		600	600 -
6	VIP hospitality	1500		1500	1500 -
7					-
8					-
9					-
10					-
TOTAL:		32100	10000	22100	32,100 -

CEO Signature:
(Or authorized
representative)

Kathy Knecht
Vista Nonprofit Board Secretary

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



City of Surprise Arts & Culture Grant Application
Reimbursement for Complimentary Promotional
Tickets
April 21, 2023

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 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 third 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 2023/2024 lineup will feature more new and distinctive performances and showcase Black, Native American, family-friendly, and comedy acts; along with symphonic and international concerts; educational lectures; and a circus that celebrates accessibility and inclusivity.

2. The Need

The primary need of The Vista remains the same. We want more residents and visitors to be aware of the venue and the outstanding performances and exhibitions that occur there. Despite measurable growth last season, too often when out in the community, we still encounter the phrase, "I never even knew you were there."

Members of our nonprofit board, in partnership with the Community Education Department of Dysart Schools, hosted three VIP events and attended 23 community-based events throughout the region in order to promote The Vista in Surprise and highlight its programs. Our goal is to identify potential patrons and entice them to attend a show. 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:

Grow audiences → Invest in bigger names → grow audiences again → become more attractive to sponsors → improve visibility → increase revenues, and so on. This will allow The Vista to continue to provide extraordinary entertainment and cultural experiences, while keeping ticket sales affordable and the arts more accessible.

3. The Surprise Arts Master Plan

This project directly addresses

- Partnerships
- Events and activities
- Outreach and advocacy
- Public Art (up to 10 free exhibits in The Vista lobby next season)
- Leverage funding mechanisms

4. How will the funds be used?

We have found that, by far, one of the most effective ways to introduce those who have not yet attended a show at The Vista Center for the Arts is to provide them free access to a performance. Few attributes are as alluring as “free!”

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, more popular performances.

Therefore, we propose that the City of Surprise reimburse The Vista for *up to* \$10,000 in complimentary tickets to be provided to potential new patrons over the course of the 2023/2024 season. This would become part of our overall outreach and promotional budget.

With an estimated average ticket price of \$38.56 (slightly up from the previous season), \$10,000 would cover 259 tickets. Over the course of a 25-show season, we could give roughly 10 tickets per show, allowing us to target individuals with varying tastes in shows. To ensure that we can track the effectiveness of the effort and the return on investment to the City, all gifted tickets will be documented: Where they were given, to whom, and for what performance they are to be redeemed.

5. The annual promotion and outreach budget (excluding ticket giveaways) for The Vista Nonprofit is \$22,100, which pays for advertising, memberships to networking groups, supplies and fees for tabling events across the West Valley,

and catering and materials at VIP promotional events. \$10,000 would increase that budget to \$32,100, allow greater visibility and fund our most effective promotional tool.

6. In our efforts to keep ticket prices affordable to all of Surprise and the surrounding communities, we exercise several concurrent funding mechanisms including sponsors, members/donors, grants and other means such as endowments and planned giving.

Despite these mechanisms, in order to keep growing audiences and contract with the caliber of artists that our community expects and deserves, we need continued support from the City.

This data from the current season is indicative of our funding mechanisms.

- 22/23 Season Effective 7/1/2022 - 7/30/23
 - 22/23 Business Sponsorships:
 - 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
 - Non CoS grants
 - Major League Baseball \$5000
 - Black Philanthropy Initiative \$5000
 - AZ Commission for the Arts \$7500
 - Last season Patron Memberships \$13,275
 - Business and individual contributions \$ 7200

7. Timeline

This project will begin in July 2023, highlighting the launching of the 2023/2024 season and culminate at the end of the season in June of 2024, with final reporting in June of 2024 or when the grant funds are expended, whichever comes first.

8. Measurable Results

We know the promotional ticket strategy works. Last season, we utilized funding from the City of Surprise's Arts and Culture Grant to provide complimentary tickets to new, potential patrons in a variety of ways:

- Tabling at public, community events
- Donating to other local nonprofits
- Tickets to veterans
- 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

Those efforts produced impressive results: With 14 shows *fewer* than the previous season, the 2022/2023 season had an

- 11% increase in ticket sales, a
- 22% increase in attendance,
- 2,414 new patrons purchased tickets, and
- 3 sold out shows

In addition, The Vista continually tracks metrics including

- Tickets sold
- Average price
- Seats filled
- Attendee community of residence
- Profit/Loss by show
- Demographics

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

9. Everything about The Vista and our business model of support from the nonprofit 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 have been the 2022 recipient of the City of Surprise Tourism grant which was 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.

We were also the recipient of two Arts and Culture Grants last year. The first was to support our promotional tickets program and the other allowed us to bring more prominent (expensive) acts, which we believe is building the reputation of The Vista and the City of Surprise as a prestigious arts and cultural destination.

Finally, last year, The Vista was granted funds for targeted outreach to seniors and veterans through a SCOP grant.

We believe that all this generous support from the City of Surprise is fundamental to our growth and success. We are grateful and proud of our rewarding partnership.

Submitted by Kathy Knecht
Board Secretary
The Vista Center for the Arts
April 21, 2023



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 5:00pm Friday, April 21, 2023.

Late or incomplete applications will not be accepted.



City of Surprise Arts & Culture Grant Application
#2 Presenting Sponsor - MLK Day show
April 21, 2023

1. 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 in Surprise Arizona is an extraordinary community place. Participating in arts and cultural activities creates rewarding experiences within community places. We want to partner with the City of Surprise to actively develop ongoing place-based arts and cultural strategies. According to the *WE-Making Conceptual Framework -How arts and culture unite people to work toward community well being* report, published by Americans for the Arts (2021): "Place-based cultural strategies can help develop or deepen people's place attachment." Place attachment drives social cohesion consisting of relationships, a sense of belonging, willingness to participate, and orientation toward the common good.

We see The Vista's role as a vital community place where arts and culture drives social cohesion. We strive to have diverse programming and to be an inclusive and welcoming community asset for everyone. The 2023/2024 lineup will feature more new and distinctive performances and showcase Black, Native American, family-friendly, and comedy acts; along with symphonic and international concerts; educational lectures; and a circus that celebrates accessibility and inclusivity.

2. The Need

Last year, we were honored and thrilled to offer a prestigious Black artists' performance by The Drifters at the conclusion of the City's MLK Day of Celebration and Service in January of 2023. We wish to replicate that highly successful model, by inviting another impressive Black performance, The Commodores, to the Vista to culminate that day. The show will be part of our diverse season lineup that promises to 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.

To be worthy of being the culmination of an incredible community event, this performance must be of the highest caliber while still keeping ticket prices reasonable and the show accessible to members of the community.

3. The Surprise Arts Master Plan

This project directly addresses

- Partnerships
- Events and activities
- Outreach and advocacy
- Leverage funding mechanisms

4. How will the funds be used?

To ensure that we will be able to cover the cost of this high quality, highly-attractive, high cost act that will enhance and extend the impact of the MLK Day of Celebration and Service, we request \$10,000 to assist with the performance contract for \$50,000. In a true partnership with the City, we will credit the City for its financial support and cross promote the Day of Service.

5. Sound and Reasonable Budget

With fixed overhead and administration expenses per performance, the \$50,000 artists' contract is just one expense in a show that will cost more than \$90,000. The Vista's average attendance last season was 70% of capacity (910 seats). At a ticket price of \$75, selling 70% of the seats would net \$68,250. This puts significant pressure on The Vista and the nonprofit to make up the difference by increasing attendance and community support through sponsorships and donations. We are up to the task, but a grant award would relieve much of the pressure. We believe raising prices is not in the best interest of the community at large.

6. In our efforts to keep ticket prices affordable to all of Surprise and the surrounding communities, we exercise several concurrent funding mechanisms. We enjoy broad support and continue to expand our efforts to raise sustainable funding through sponsors, members/donors, grants and other means such as endowments and planned giving.

In order to keep ticket pricing accessible, and contract with the caliber of artists that our community expects and deserves, we need continued support from the City. The data below demonstrates our funding mechanisms for the current season.

22/23 Season Effective 7/1/2022 - 7/30/23

- Ticket sales
- 22/23 Business Sponsorships:
 - Chef Peter's Bistro
 - West Valley Symphony \$10,000
 - Crescent Crown Distributing \$10,000
 - Chasse Building Team \$5,000
 - Ottawa University \$5,000
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 - Orcutt Winslow \$1,500
 - Sun Canyon Bank \$1,000
- Non CoS grants
 - Major League Baseball \$5000
 - Black Philanthropy Initiative \$5000
 - AZ Commission for the Arts \$7500
- Patron Memberships \$13,275
- Business and individual contributions \$ 7200

7. The concert will take place on the evening of January 13, 2024 as the culmination of the City's Martin Luther King Celebration and Day of Service

8. Measurable Results

The Vista continually tracks metrics through patron surveys and attendance metrics. We analyze

- Tickets sold
- Seats filled
- Attendee community of residence
- Profit/Loss by show
- Patron demographics

9. The impact of arts and culture on community development cannot be overstated. Cementing The Vista as a *the place* where social cohesion is developed, the local economy is stimulated, and a great time can be had by all is a worthy goal. We Believe that The Vista is becoming *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 have been the 2022 recipient of the City of Surprise Tourism grant which was 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.

We were also the recipient of two Arts and Culture Grants last year. The first was to support our promotional tickets program and the other allowed us to bring more prominent (expensive) acts, which we believe is building the reputation of The Vista and the City of Surprise as a prestigious arts and cultural destination.

Finally, last year, The Vista was granted funds for targeted outreach to seniors and veterans through a SCOP grant.

We believe that all this generous support from the City of Surprise is fundamental to our growth and success. We are grateful and proud of our rewarding partnership.

Submitted by Kathy Knecht
Board Secretary
The Vista Center for the Arts - Nonprofit
April 21, 2023



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: April 21, 2023

Organization Name: The Vista Center for the Arts - Nonprofit

Address: 15660 N. Parkview Place
Surprise, AZ 85374

Phone: 623-826-2074 Fax: N/A

Email: director@thevistaaz.com

Organization website: www.thevistaaz.com

Contact Person/Title: Kathy Knecht, Board Secretary

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: _____
Presenting Sponsor MLK Day Performance

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

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 x No

Kathy Knecht
Authorized Agency Representative

Board Secretary
Title

April 21, 2023
Date

Kathy Knecht

The Vista Total Show Expense Budget - Commodores, January 2023		
Artist Expenses:		
Contract		\$50,000
Backline buyout		5000
travel and lodging		5000
Venue Expenses:		
Administration/Tech/Staff		6,031
Marketing/Advertising		2400
Security/Maintenance		2300
Production support (additional power supply, lighting, labor, etc.)		20,000
		\$90,731

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024 Commodores - MLK Day show **Request** \$ 10,000 **Start Date** 07/01/2023 **End Date** 06/15/2024

APPLICANT INFORMATION:

Name: The Vista Center for the Arts

Address: 15660 N. Parkview Place, Surprise 85374

Email:

Other Funds \$ 40,000 **Total Cost** \$ 50,000 **Program Manager** Jon Cavaletto **Phone Number** 623-251-0140

	Description	Cost	ACGP Request	Other Funds	Total
1	Commodores artists' contract	\$50,000	\$10,000	\$40,000	\$50,000
2		\$10,000			-
3					-
4					-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:		\$50,000	\$10000	\$40,000	\$50,000

CEO Signature:

(Or authorized representative)

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

Kathy Knecht
The Vista non-profit Board Secretary

The artist's contract fee for The Commodores is \$50,000, with \$40,731 in additional show-related expenses.

We're asking for \$10,000 toward that contract. The additional costs will be covered by revenue generated by The Vista through ticket sales and by The Vista nonprofit through sponsorships.

We wish this event to be a true partnership between The Vista and the City of Surprise. We would be happy to credit the City with financial support for the show and cross promote the MLK Day of Celebration and Service.



ARTS & CULTURE GRANT PROGRAM

GUIDELINES AND APPLICATION

FY 2023-2024



Surprise Arts & Culture Grant Program FY 2023-2024

The City of Surprise is pleased to announce the Arts & Culture Grant Program. The Surprise Arts & Cultural Advisory Commission is proud to offer \$30,000 in available funding in the form of grants to community-based organizations serving Surprise residents, that are pursuing arts and cultural events or activities that further the Commission's mission to spur cultural growth in Surprise.

To be considered for the program, applicants must meet eligibility requirements and submit a completed application.

Applications for FY 2023-2024 will be accepted until Friday, April 21, 2023 at 5:00 p.m.

Applications must be post-marked to:

**Human Service & Community Vitality
Attention: Danielle Osborne
City of Surprise
16000 N. Civic Center Plaza
Surprise, AZ 85374**

Applications must be typed, concise, and filled out completely. Applicants who receive an award during one fiscal year must re-apply for consideration for any subsequent rounds of funding.

A non-mandatory virtual pre-application meeting will be available to all applicants. This meeting will include information about the Arts & Culture Grant Program and application process. To participate, please send an e-mail to Danielle Osborne with your RSVP to the meeting. You will then receive an invitation with Webex information. This meeting will be held on:

**Wednesday, March 29, 2023
2:00pm
Webex Meeting**

Recommendations made by the Surprise Arts & Cultural Advisory Commission will be presented to the Surprise City Council for final approval. Official notification will be sent to all applicants following official action by the Surprise City Council. Successful applicants must sign and return the acceptance form before funds are awarded. **All funding decisions made by the City Council are final.**

Thank you for your interest. For questions about the application or the program, please contact Danielle Osborne at (623) 222-1034 or Danielle.Osborne@surpriseaz.gov.



Guidelines

1. All Arts & Culture Grant Program funding decisions made by the Surprise City Council are final.
2. The Arts & Cultural Advisory Commission reviews applications prior to the grant meeting, and may modify their scores based on applicants' presentations. Upon evaluation, the highest score does not necessarily reflect the final ranking. Final allocations of funding are at the discretion of the commission.
3. Approved funds shall be used for the event, program, or activity as proposed by the respective applicant and may not be used or otherwise repurposed for any other event, program, or activity. Further, the approved funds shall be spent within one (1) year of the date of award. Any funds not spent will be forfeited.
4. Awarded applicants must seek reimbursement for spent, approved funds between July 1, 2023 and June 15, 2024.
5. Receipt of an award does not guarantee continued support in subsequent years.
6. Applicants must have enrichment of community arts & culture as their primary mission.
7. Applicants must provide an event, program, or activity that makes Surprise better.
8. The proposed event or organization must take place or be based in the City of Surprise and be open to the public.
9. New applications are required for every round of funding.
10. Applications must include any pertinent financial data, including a proposed budget.
11. Applications must be typed, with an original signature and include supporting materials.
12. Late or incomplete applications will not be accepted.
13. Final reports are due within thirty days of the completion of the program/event/activity. Late or incomplete final reports may hinder an applicant's future funding eligibility.
14. Quarterly updates and a final presentation to the Commission may be required.
15. Award recipients will acknowledge the award in all programs, press releases, and other publicity with the following credit line: "_____ is supported by an award from the City of Surprise Arts & Cultural Advisory Commission." Additionally, event or activity details such as date, time, and location must be submitted to Danielle Osborne. An event flyer or invitation is acceptable.
 - a. Award recipients must comply with the latest city and/or state regulations for public gatherings. This includes, but is not limited to a [Temporary Use Permit \(TUP\)](#) for special events.



16. All applicants agree by accepting the award that all activities surrounding the function will be open to all members of the public and no person shall be denied access to, or participation in, the events on the basis of race, color, national origin, sex, religion, or disability.
17. Funds are provided on a reimbursement basis; no upfront monies will be distributed.
18. Applicants must provide 501(c)(3) verification by providing a list of the organization's board of directors, a copy of the non-profit federal tax status 501(c)(3), a copy of the 501(c)(3) Arizona Corporation Commission annual report, ACC Letter of Good Standing and W9 Form. Or the applicant must partner with a 501(c)(3) organization Applicants utilizing third-party venue space must submit a Conditional Letter of Approval from the venue host affirming that arrangements have been made and agreed to by both parties in the event that the program/event/activity is funded.
19. Awarded applicants do not have authority or privileges associated with City sponsorship, donations and/or in-kind not identified within the grant award letter (example: Channel 11, Progress Magazine, rental equipment, etc.).

Applicants must present their proposal to the Arts & Cultural Advisory Commission during the **May 1, 2023** meeting. The meeting is currently scheduled for **6:00PM** at Surprise City Hall, Community Room, 16000 N. Civic Center Plaza. Additional meeting information will be sent upon receipt of application.



**ARTS & CULTURE GRANT PROGRAM
FY 2023-2024 FUNDING APPLICATION**

Section 1

Date: 4/21/23

Organization Name: Ground Floor Artists

Address: 13343 W. Foxfire Dr. Suite 3 Surprise, AZ 85378

Phone: 623-440-7083 Fax: _____

Email: Groundfloorartists@gmail.com

Organization website: www.groundfloorartists.com

Contact Person/Title: Jessica Pierce: Executive Director

Proposal Due Date: Friday, April 21, 2023 by 5:00 p.m.

Name of the project/activity for which you are requesting funding: Ground Floor Artists -

Next Generation Teen Art Program

Please indicate the amount of funding you are requesting: \$ \$30,000

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 ☒

Jessica Pierce
Authorized Agency Representative

Executive Director
Title

4/21/23
Date

Section 2

Eligibility Criteria

1. Grant-funded activities must occur between July 1, 2023 and June 15, 2024.
2. Applicants must provide direct services which enhance the community for Surprise residents through arts and cultural events or activities. The Arts & Cultural Advisory Commission is interested in seeing proposals focused on the following areas in Surprise:
 - a. Community building events
 - b. Programs, activities or services which provide public benefit
 - i. Projects that support art programs, events and services that include Surprise's diverse culture and values
3. Applicants that received previous city grant funding, regardless of the funding source, must be current in their reporting and have submitted timely and accurate reports.
4. Applicants must demonstrate the ability to leverage funding from other sources.

What We Fund

Organizations may apply for event-based funds, including directly related administrative costs. Some examples that will be considered:

- Funding artistic staff (salaries, wages, fees)
- Supporting a public presentation, production, exhibit, outdoor community celebration, arts fair or festival which takes place within Surprise city limits
- Arts-related supplies/materials
- Venue space
- Marketing, promotion, and publicity expenses

What We Don't Fund

- Activities occurring outside of Surprise city limits
- Bad debt – Deficit and debt reduction (e.g. loan fees, finance charges, etc.)
- Funding general operations/administrative staff (salaries, wages, fees)
- Most general operating costs
- Closed subscription series
- Projects already funded wholly by other sources
- Projects which are part of a post-secondary academic degree program



- Fellowships
- Awards
- Social functions, parties, receptions, or similar “invitation-only” events
- Fundraising events
- Tuition assistance
- Schools (public or private) or other arts-in-education projects
- Out-of-state travel
- Food and beverages
- Capital construction
- Activities with a political or religious purpose

***As a note**, faith-based organizations are eligible to apply for an Arts & Culture Grant to support the non-religious cultural and arts programming that they provide and proposals should outline the care taken to separate, in time or location, their inherently religious activities from any arts or cultural programming funded through a Surprise Arts & Culture Grant.



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 Danielle.Osborne@surpriseaz.gov. If it is not possible to the application, please call Danielle Osborne at (623) 222-1034.
- b. Completed application will be ranked on a point system of up to **50 points** based on the evaluation factors listed below [each factor is ranked on a scale of zero (0) to five (5)]:
 1. The proposed project aligns with the Arts & Cultural Advisory Commission’s mission.
 2. There is an identifiable need and client population for the proposed project.
 3. The proposed project addresses, at a minimum, one of the following five areas of focus identified in the Surprise Public Art Master Plan: Partnerships, Events & Activities, Outreach & Advocacy, Public Art, and Leverage Funding Mechanisms.
 4. The proposed use of grant funds is clearly articulated and makes sense.
 5. The proposed project's budget is sound and reasonable.
 6. The applicant is able to demonstrate their ability to leverage other funding.
 7. The proposed project timeline is reasonable.
 8. The proposed project offers measurable quantitative results that will benefit the Surprise community.
 9. The overall proposal is compelling.
 10. Prior funding was effectively utilized (if applicable).

The City of Surprise reserves the right to reject any and all applications and to waive any requirements in an application when it deems it necessary and in the best interest of the City.



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 **We attached our 990 (we do not have a W9)
- ☒ 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 5:00pm Friday, April 21, 2023.
Late or incomplete applications will not be accepted.***

Section 3

Budget

Arts & Culture Grant Expense Report 2023-2024

PROGRAM: Arts & Culture Grant Program 2023-2024

Request \$30,000

Start Date 07/01/2023

Other Funds \$0

End Date 06/15/2024

APPLICANT INFORMATION:

Name: Ground Floor Artists

Total Cost \$ 30,000

Program Manager Jessica Pierce: ED

Address: 13343 W. Foxfire Dr. Suite 3, Surprise AZ 85378

Phone Number 623-4407083

Email:

	Description	Cost	ACGP Request	Other Funds	Total
1	Budget attached. This template				-
2	would NOT fit all budget items.				-
3					-
4					-
5					-
6					-
7					-
8					-
9					-
10					-
TOTAL:					-

CEO Signature: _____
(Or authorized representative)

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

Budget Item	Budget Amount	Description	Addendum Attached/Description Con't
Instructor Stipend	\$5,300	\$100 per instructor per class/53 classes	
Art Supplies & Materials	\$5,300	\$100 in supplies per class/53 classes	
Venue/Room Rental	\$3,180	\$60 for large classroom/53 classes	Lease attached/Classroom information attached
Graduation/Certificate of Completion	\$500	20 teen students x \$25 per student	
Program/Adobe/Canva/Photoshop	\$2,800	20 teen students = \$140 per teen student	
Exhibition/Venue Rental	\$400	GFA charges \$400 for Gallery Rental per month	
Art Equipment/Rental	\$149	kiln, projector, printing	
Advertising/Marketing	\$2,500	Facebook ads, Google ads,	\$625 will be allotted for quarterly use. We will market the Next Generation Exhibit along with advertising (used in our teachings as well) for the teen students work that is being created.
Exhibit Entry Stipend	1,000	20 teen students x 2 exhibit entries x \$25 = \$50 per teen student	
Teen Artist Membership	\$800	GFA charges \$40 for a Student Membership	addendum attached with the membership perks
Instructor AZ Fingerprint Clearance Card	\$871	13 instructors x \$67 AZ State fingerprint clearance card application. Addendum attached application/information	
Art Equipment/Art Tablets	\$1,200	\$300 x 4 - We will need tablets for the teen students to create their portfolios on along with work on their content and branding. We plan to have 4 groups of 5 teen students sharing tablets per class.	
Next Generation Artists Supply Box & Stipend	\$6,000	The TOP 3 teen students will receive a professional supplies & art box for their continued practice	Top 3 teen students portfolio's and branding will be judged and chosen by three third party judges a
	\$30,000		

Grant Proposal: Ground Floor Artists - Next Generation Teen Art Program

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Introduction:

The Dysart School District is a diverse and vibrant community with a student population of over 25,000 students. The arts and culture sector is a trillion dollar industry overall and a billion dollar industry for Arizona with an alarming and increasing % of disappearing arts and culture access for our youth. Ground Floor Artists is passionate and intentionally striving to focus on art education for our youth, Arizona's future.

The U.S. Bureau of Economic Analysis reported in 2021 that the arts and culture sector was a \$1.016 trillion industry. Arizona was 2.3 billion of that industry. Of that 2.3 billion, 23,117 jobs were in arts and culture with a total compensation of \$1.3 billion being paid out.

(Source: [WHY THE ARTS MATTER Factsheets AK-IA \(artsactionfund.org\)](https://www.artsactionfund.org/factsheets/why-the-arts-matter))

Arizona roughly has 2,229 schools with approximately 1.13 million students (K-12). Out of that, a whopping 12.2% of students did not have access to any art instruction in their school. This was an increase from the previous year at 10.7%.

(Source: [AZArtsEd_One-pager_2022.pdf](#))

In the Dysart School District alone there are 7 title 1 schools with 1 being a High School and the rest being Elementary Schools. Unfortunately, due to budget constraints, many of the schools in the district have had to reduce or eliminate their art programs, depriving students of the opportunity to develop important creative skills and express themselves through art. This lack of access to art education disproportionately affects students from low-income families. To address this issue, Ground Floor Artists proposes the "Ground Floor Artists - Next Generation" teen art program, a 12-month creative initiative that will provide weekly art classes to teen students with an overall goal for those teen students to pursue a professional artists degree after High School graduation.

Objectives:

The Ground Floor Artists - Next Generation program aims to provide their students with the opportunity to:

1. Develop their creativity and artistic skill set through weekly art classes.
2. Improve their self-expression and self-esteem through exploration of artistic expression.
3. Learn about different art forms and put them into real world practice.
4. Develop their personal artistic brand and professional portfolio.

Goals:

By the end of our Ground Floor Artists - Next Generation program each student teen will:

1. Have created a well-crafted professional artists portfolio.

2. Received college application materials and college application assistance with an emphasis on art programs and degrees.
3. Have a clear understanding of their personal brand and artistic goals, setting them up for success in a competitive artistic environment.

Program Description:

Our Ground Floor Artists - Next Generation program will provide weekly art classes to teen students over a period of 12 months. Each class will be two hours long and will be taught by experienced, working and professional artists. The program will be offered to students in grades 7-12 or age ranges 12-18 and will be held at Ground Floor Artists. Teen students will need to apply for the Ground Floor Artists - Next Generation Program through our application process. Ground Floor Artists would like no less than half of the accepted teen students to be from title 1 schools and from the Dysart School District.

The program curriculum will be designed to introduce teen students to a variety of art forms and techniques, including painting, drawing, sculpture, printmaking, and mixed media, just to name a few. Art exploration will take place for all classes in the first six months of the program. In the second half of the program, our teen students will then learn about building their personal brand and the benefit of building their creative brand early on. Establishing a personal brand will help our teen students stand out from their peers and increase their visibility in the college application process and in the art world. It involves developing a consistent and recognizable style, creating a cohesive body of work, and sharing their art through various channels, such as social media, exhibitions, and collaborations. Building a brand also requires artists to understand their target audience, identify their unique selling point, and communicate their values and message effectively. By doing so, they can establish themselves as reputable and professional artists, increase their opportunities for exposure and recognition, and ultimately, achieve their career goals.

In addition to developing their artistic skills, our teen students will also learn important life skills such as problem-solving, critical thinking, and teamwork through collaborating on art projects with their peers. The program will culminate in a month-long art exhibit where students will showcase their artwork to the community with an opening reception.

Program Lead Contacts:

Jessica Pierce: Executive Director will be the lead for the Ground Floor Artists - Next Generation program. This includes class instructor scheduling, classroom scheduling, instructor recruitment/interviewing/hiring and ensuring that instructors are trained and fingerprint cleared.

Cynthia Selph-Dunn: Treasurer will be the lead on financial spending, tracking and reporting/submitting for reimbursement for the program.

As a team lead for both Jessica and Cynthia, we have a Studio artist, Carree Tolle who will be trained and involved heavily in this program. She will be our back up and assist with the classes, instructors and classroom scheduling throughout the program along with teaching.

Both Jessica and Cynthia can be reached at Ground Floor Artist and our contact information below.

Ground Floor Artists

13343 W. Foxfire Dr.

Suite 3

Surprise, AZ 85378

623- 440 7083

groundfloorartists@gmail.com

High Level Overview of Curriculum:

Media Exploration

- Month 1: July (4 weeks)
 - o Week 1: Colored Pencils
 - o Week 2: Clay
 - o Week 3: Papers
 - o Week 4: Acrylic
- Month 2: August (5 weeks)
 - o Week 1: Oil
 - o Week 2: Watercolor
 - o Week 3: Photography (cell phone/apps)
 - o Week 4: Alcohol Ink
 - o Week 5: Primers/Sealers
- Month 3: September (4 weeks)
 - o Week 1: Resin
 - o Week 2: Encaustics

- o Week 3: Markers (all kinds?)
 - o Week 4: Hard Pastels
- Month 4: October (4 weeks)
 - o Week 1: Charcoal
 - o Week 2: Tempera
 - o Week 3: Printmaking
 - o Week 4: Collage
- Month 5: November (5 weeks)
 - o Week 1: Chalks
 - o Week 2: Drawing
 - o Week 3: Soft Pastels
 - o Week 4: Gouache
 - o Week 5: Cold Wax
- Month 6: December (4 weeks)
 - o Week 1: Ink Pen
 - o Week 2: Pan Pastels
 - o Week 3: Fresco Painting
 - o Week 4: Mixed Media
- EXTRAS
 - o Book Binding
 - o Fiber/Sewing
 - o Digital Art
 - o Fluid Paint Pouring

Brand Building/Professional Skillset

- Month 7: January (5 weeks) Portfolio & Tools
 - o Week 1: Introduction to all/Sign into tools/ PARENT DAY
 - o Week 2: Build out the layout of your personal Portfolio
 - o Week 3: Photograph all artwork created in months 1-6
 - o Week 4: Naming and storytelling of each piece of artwork
 - o Week 5: Present 5 minute Portfolio/Elevator Pitch
- Month 8: February (4 weeks) Exhibit Entries & Gallery
 - o Week 1: Learn the hanging types/pro's/con's/ how to's for all visual art
 - o Week 2: Curating an Exhibit and best practices
 - o Week 3: review Exhibit entry forms/Calls to Artists
 - o Week 4: Enter into 2 Exhibits of your choice
- Month 9: March (4 weeks) Building your Brand
 - o Week 1: Writing your personal biography.
 - o Week 2: Create your Logo/Business Card
 - o Week 3: Write your Mission & Vision Statement
 - o Week 4: Write Resume
- Month 10: April (4 weeks) Socials/Website/Marketing/Networking
 - o Week 1: Review Branded Art Socials and discuss/take note of your personal likes & takeaways
 - o Week 2: Who is your Ideal Customer
 - o Week 3: Networking (invited guests in the art sector/Arts & Culture Commission)
 - o Week 4: Review Art Websites and discuss/take note of your personal likes& takeaways
- Month 11: May (5 weeks) Content Creation/Canva
 - o Week 1: Rules of content: Information, Interesting, Relevant

- o Week 2: Types of Content (Email List/Social Media Content/Website/Blog/Vlog)
- o Week 3: Setting goals/strategy
- o Week 4: Interview/Mock Interview/Panel Interview practice/prep
- Month 12: June (4 weeks) Put it all together/Teen Exhibit
 - o Week 1: Best practices and strategy around pricing your artwork
 - o Week 2: Organize Portfolio & Business Materials (content/marketing)
 - o Week 3: Present 5 minute Portfolio/Elevator Pitch
 - o Week 4: Graduation & Teen Art Exhibit

Ground Floor Artists - Next Generation Timeline:

- June 2023 – June 2024

Budget:

The total budget request for the Ground Floor Artists - Next Generation program is \$30,000. The breakdown of expenses are attached.

Evaluation:

The first level of evaluation for the Ground Floor Artists - Next Generation program will be disbursed through electronic surveys and feedback from instructors, teen students and parents/guardians will be collected. The surveys will be conducted at the beginning and end of the program to measure changes in teen students' artistic skill set, self-expression, self-esteem and personal artistic brand. Additional feedback from all will be collected quarterly throughout the program to monitor the program's effectiveness and identify areas for immediate improvement. The second level of evaluation and more quantifiable, is the college application assistance for Ground Floor Artists - Next Generation teen students and their acceptance rates into art programs/colleges after they graduate from our program. Ground Floor Artists will also follow up with all teen students who have started college upon the end of their first semester with one additional survey. This survey will be centered around the impact that the Ground Floor Artists - Next Generation program has had on the teen students' transition into college and their skill set with their new art classes.

The goal of the latter evaluation deliverable is to provide comprehensive college application assistance for graduating members of our Ground Floor Artists - Next Generation teen students who are interested in pursuing a college education in an art-related field. The program will provide teen students with the resources and support they need to successfully navigate the college application process and increase their chances of being accepted into a top art program. Additionally, students will receive guidance on selecting the best college and programs for their interests and career goals in an effort to ensure they stay focused and engaged in their studies.

Ground Floor Artists History and Background:

Our Mission: To be a collaborative hub that encourages creative development by making available studios, instructional spaces, and exhibition opportunities, while increasing community awareness and providing support for the Arts in the West Valley.

Our Vision: To be a space for all artists and makers to succeed in their craft while fostering community involvement by providing an environment that encourages collaboration, learning and reinforcing artistic development.

Ground Floor Artists is run 100% by volunteers and the unpaid Board of Directors. The dedication and passion of our team is massive and cannot be captured in words; however, you can see the love and devotion to the Arts and Culture sector in our facility and our artists' work. We have been open to the public as a non-profit 501c3 Gallery and shared Artisan Space since 2019 and have 28 Studio Artists with studio space in the warehouse along with over 200 members who show and sell their artwork with Ground Floor Artists. We host no less than 10 Exhibits a year with open hours to the public where they can come in and tour our facility, meet the artists while taking in the visual arts. We are also a space for activities and have two classrooms for instructors, and the community to rent. Our large classroom accommodates up to 25 students/guests and our smaller classroom accommodates up to 10 students/guests. In 2022, we hosted over 250 classes in our facility and more than 98% of those classes were open for the general public/our community to sign up for. We make sure that all our classes and events are within compliance and that we are accommodating all our guests as needed. Ground Floor Artist warehouse is a total of 6,969 square feet and holds an astounding amount of professional fine art. Our location is off the beaten path a bit by design. Based on the space that we wanted to create for our community and the artists that work and have studio space, we strategically wanted to have a warehouse environment. Open, spacious and inclusive. Ground floor Artists is an advocate for our community participating in the arts and for artists sharing their skillset and we achieve this daily within the walls of our amazing facility.

Board of Directors History and Background:

- **Kelley Smith: Founder:** Kelley Smith is a third generation Arizona native. After raising five very creative daughters, Kelley attended Scottsdale Community College where she

received numerous scholarships, including the Helen Bychinsky Artist of Promise award. Her essay on art education won a partially funded trip to Italy and Greece. The college then sponsored her first one-woman show. Kelley proceeded to attend Arizona State University to continue her art training. Kelley was a founder of the Arizona Art Alliance and was instrumental in the formation of the art classes taught to incarcerated youth at the Southwest Juvenile Correctional Complex. For this service, she was awarded as a nominee for Arts in Education for the 25th annual Arizona Governor's Art Awards. In 2018, Kelley co-founded Ground Floor Artists. Kelley continues to paint for commission from her studio at home and studio at Ground Floor Artists Gallery and teaches private and group classes on drawing, painting with oils and pastels and jewelry making

- **Jessica Pierce: Executive Director:** Jessica has been a creative her entire life. Starting at a young age she was DIYing and crafting while being inspired by her colorful family. Jessica has worked in corporate America for the majority of her life and has multiple certificates in business and finance. In 2018, Jessica decided to take the leap of becoming an entrepreneur and self-proclaimed Artistic Motivator. She opened her Paint & Sip Studio, ART with me Az located in Surprise, Arizona and has been holding classes for the community since. Jessica's main goal is to encourage the community while getting them involved in creativity. She worked very hard to host as many classes as possible, partner with as many local artists as possible and motivate as many people as possible in becoming 'Creatively Confident,' a term she has worked to embed into the hearts of her customers and students class over class.

Jessica has been featured on the news, in magazines/Blogs/Vlogs, has partnered with a ton of local businesses and studied (and continues to study) under many renowned artists. She is currently pursuing graphic design in an effort to grow her skillset. She is passionate about motivating others and is a Creativity Coach offering creative sessions as well.

Jessica primarily works with acrylics on canvas (painting & pouring), alcohol inks, watercolors, resins and mica powders.

She joined GFA in early 2022 and is now proudly serving as the Executive Director on their board of directors.

- **Wayne Frodl: Vice President:** Wayne was born in Connecticut in 1951. Long gray winters, black and white television and a promised move to Florida defined his childhood. These experiences influence the vivid colors that are present in his art today. Conventional rules of art are delightfully bent as his works take on his impressionistic view of the world. When Wayne begins a painting, he finds his best work comes with no preconceived notion of what he is going to paint; each painting is a surprise. He enjoys the process of putting paint to canvas watching color and texture reveal the story the

painting becomes. His goal is for his work to express the whimsy he sees in everyday life. Wayne can be found most days in his studio at Ground Floor Artists in Surprise, Arizona.

- Julie Freehling: Secretary: Julie describes herself as a driven and detail-oriented person who always knew she wanted to work in the legal field. After completing her bachelor's degree in liberal arts, majoring in theater, Julie began exploring different career paths within the legal industry. Her father was a lawyer and thought it had proven to be a great career path. She decided to pursue a career as a paralegal. She enrolled in a paralegal certificate program and completed the necessary coursework.

Upon graduation, Julie secured a job at a prestigious law firm. Her keen eye for detail and exceptional organizational skills made her a top performer, and she was soon entrusted with important tasks such as conducting legal research, drafting legal documents, and managing case files.

Julie has worked as a legal secretary for the past 15 years and is now happily retired and an art enthusiast and collector. She has a deep appreciation for creativity, a love for aesthetics, and a willingness to invest time and resources in acquiring and displaying art. She feels as an art enthusiast, that you have the opportunity to explore different art styles, mediums, and periods, and to develop your own personal taste and style. Her motto is whether you collect art for personal pleasure or for investment purposes, being an art enthusiast and collector can be a fulfilling and enriching lifelong pursuit.

- Cynthia Selph-Dunn: Treasurer: Before retiring in 2012 Cynthia was a full charge bookkeeper for 15 years with a small business tax accountant in Peoria, AZ handling up to 16 companies and also had certification from the H&R Tax Company for tax preparation. Prior to that she held other positions in credit financing and bookkeeping. She has been on the board as the Treasurer for the Oakland Studio Arts Association, Oakland, CA, and The Amador County Artists Association, Jackson, CA.

Conclusion:

The Ground Floor Artists - Next Generation program will provide teen students with the opportunity to develop their artistic skills, express themselves creatively, and learn about different cultures and art forms. By fostering creativity and inclusivity, the program will contribute to the overall well-being and success of the students and their families in the West Valley while growing, educating and supporting the next generation of professional and working artists.