



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, November 6, 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 | Presentation and discussion regarding Friends of the Library Annual Bookmark Competition. | Arts, Culture & Library Department |
| 2. | Citywide | Consideration and action pertaining to the September 11, 2023 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 3. | Citywide | Presentation and overview of the 1 1/3 Percent for Art Ordinance. | Arts, Culture & Library Department |
| 4. | Citywide | Discussion of Arts and Culture Division programs and goals. | 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

KRISTI PASSARELLI, CITY CLERK

POSTED: Monday, October 30, 2023 @ 3:00 PM

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



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: November 6, 2023 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Presentation and discussion regarding Friends of the Library Annual Bookmark Competition.

Motion:

None

Background:

The Friends of the Library holds an annual bookmark design contest.

Objective Analysis:

Friends of the Library will share information about the contest and discuss potential involvement of the Arts and Cultural Advisory Commission in the 2024 contest.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Bookmark Contest Entry Form
-



Friends of the Surprise Libraries Inc.

Bookmark Contest Entry Form

Art entries must be received no later than January 31.

Please Print Clearly.

Artist Name: _____ Grade: _____

School: _____

Parent/Guardian Name: _____

Parent/Guardian Phone/Email: _____

Contest Rules:

- Artwork must be 2.5 inches by 11.0 inches – Out of size will be disqualified.
- Sample size to the right of the application. Artists may use this area for their art.
- Art must be original work. Due to copyright laws, NO previously produced work will be accepted. Example: No Disney, TV or movie or comic book characters.
- Accepted Media: Pencils, colored pencils, pens/markers or computer generated.
- Quotes must be in quotation marks and author's name included.
- Words must be spelled correctly and legible.
- One entry per application.
- Entry must be attached to entry form.
- Students may submit more than one entry.
- Entries may be turned in/mailed to the Friends of the Surprise Libraries.
- Late entries will be disqualified.
- All submitted artwork becomes the property of the Friends of the Surprise Libraries Inc., and will **not** be returned.
- Winners to be announced and notified in March.

MAIL to: Friends of the Surprise Libraries Inc.
16089 N. Bullard Avenue
Surprise, AZ 85374
Attn: Bookmark Contest



Awards:

6th Grade:

1st Place: \$100

Hon. Mention \$25

7th Grade:

1st Place: \$100

Hon. Mention \$25

8th Grade:

1st Place: \$100

Hon. Mention \$25

Mayors' Choice Award \$50



2020 Bookmark Contest Winner

Grade - 7

Mayor's Choice... Karla Ayala

Sponsored by the Friends of the Surprise Libraries
www.friendsofthesurpriselibraries.org



2020 Bookmark Contest Winner

Grade - 6

1st Place... Madison Geouge



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: November 6, 2023 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Consideration and action pertaining to the September 11, 2023 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the September 11, 2023 Arts & Cultural Advisory Commission meeting minutes.

Background:

N/A

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. 091123 SACAC Meeting Minutes - DRAFT
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CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374

Monday, September 11, 2023 @ 6:00 PM
Community Room

DRAFT Meeting Minutes

A. Call to Order

B. Roll Call

Chair Kathie Morgan, Vice-Chair Taylor Ingro, Commission members, Crystal Kupper, Rhiannon Miett and Susan deJong.

Absent: Dr. Charlotte Pullins and Margaret Lieu.

Staff: Julie Akerly – Arts & Culture Manager, Heather Donaldson – Arts, Culture & Library Management Analyst, Sr. and Kelsey Lamphier – Arts, Culture & Library Director.

C. Pledge of Allegiance

D. Staff Reports

Julie Akerly, Arts & Culture Manager, reported on the following items:

1. Lunchtime Theater programming has been finalized for FY24
2. Updates on Percent for Art Budget Amendment
3. Budget Amendment Package item continued by Council

E. Arts and Cultural Advisory Commission Agenda

CALL TO THE PUBLIC:

Chair Morgan reviewed the protocol for the Call to the Public process.

None

REGULAR AGENDA ITEMS – NON PUBLIC HEARING:

1. Consideration and action pertaining to the August 4, 2023 Arts & Cultural Advisory Commission retreat meeting minutes.

Commissioner Miett moved to approve the August 4, 2023 Arts & Cultural Advisory Commission meeting minutes. Commissioner deJong 2nd. 5 Yes votes (2 absent). Motion carried.

2. Consideration and action pertaining to the August 7, 2023 Arts & Cultural Advisory Commission meeting minutes.

Commissioner Kupper moved to approve the August 7, 2023 Arts & Cultural Advisory Commission meeting minutes. Vice-Chair Ingro 2nd. 5 Yes votes (2 absent). Motion carried.

3. Discussion pertaining to the Arts & Cultural Advisory Commission Strategic Plan draft.

Ms. Akerly discussed the strategic implementation of the following goals of the Arts and Culture Division Strategic Plan with the Commission:

1. Solidify our Unique Cultural Identity

The commission gave the following feedback:

- Commission likes strategic plan implementation item 1 from the provided presentation: Work with arts and culture organizations to create an annual event that amplifies arts and culture in Surprise.
- Commission likes strategic plan implementation item 2 from the provided presentation: Pilot free, casual, outdoor, arts and culture programs for all ages.
- The Commission's least favorite strategic implementation plan is to plan for signature artworks in City Center as they feel we should spread signature art throughout the City.

2. Increase Access to Programs and Resources

The commission gave the following feedback:

- Commission likes strategic plan implementation item 1 from the provided presentation: Prioritize art works and programs located in parks and areas of the city that do not currently have works of art.
- Commission would like to add social media to item 4 from the provided presentation: Commission suggested working with programs and services already within the City rather than creating new programs.

3. Elevate the Arts & Culture Sector in Surprise

The commission gave the following feedback:

- Commission likes strategic plan implementation item 2 from the provided presentation: Organize and facilitate quarterly meetings with Surprise arts and culture organizations.
- Commission suggested moving strategic plan implementation item 8 closer to the top of the list and adding language to deepen current partnerships: Expand partnerships with local schools to ensure public art and educational opportunities for students and artists.
- Commission would like to see a goal added to create artist residencies, mentorships, and public art apprenticeships.

4. Build Internal Capacity

The commission gave the following feedback:

- Commission agreed that local legislators should be invited to all arts and culture events.
- Commission likes strategic plan implementation item 6 from the provided presentation: Create a detailed public art maintenance plan with vendor lists, budgets, and timelines.

The Commission agreed that the 4 main goals do align with current needs and interests of residents as well as the capacity of the Arts & Culture Division. They did not believe there is anything missing in any of the strategic implementations presented at this meeting.

F. Other Business and Future Agenda Items:

- Brainstorm sessions regarding current programs and their alignment to our goals
- Brainstorm sessions for new programs in the future
- Strategic Plan final feedback
- Possible grant opportunities

G. Current Events and Reports

- Commissioner deJong attended the September 5, 2023 City Council meeting where items were presented regarding the Percent for the Public Art Program and Municipal Arts Fund. She also visited the City Hall Art Gallery.
- Chair Morgan attended the AZ Speaks “Flying through Arizona: The Story of the First National Women’s Air Race” by Natalie J. Stewart-Smith Speaker Series

ADJOURNMENT:

Motion to adjourn at 7:33pm – Commissioner Miett. Commissioner deJong 2nd. 5 Yes votes (2 absent). Motion Carried.

	Kathie Morgan, 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 September 11, 2023.

	Julie Akerly, Arts & Culture Manager
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CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: November 6, 2023 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Presentation and overview of the 1 1/3 Percent for Art Ordinance.

Motion:

None.

Background:

The Surprise City Council approved and adopted Ordinance #2016-13 on or about August 2, 2016, to establish the One and One-Third *Percent For Public Art Program*, which dedicates 1 and 1/3% of the total costs of applicable City capital projects to fund the acquisition of artworks and administration of the public art program.

Objective Analysis:

Provide an overview and background information regarding the One and One-Third Percent for Art Ordinance.

Policy Compliant:

Aligns with City policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Ordinance #2023-24 Percent for Public Art
2. Percent for Art Ordinance Overview

ARTICLE X. - ONE AND ONE-THIRD PERCENT FOR PUBLIC ART PROGRAM

Sec. 2-363. - Title.

This article shall be known as the "City of Surprise One and One Third Percent for Public Art Program."

Sec. 2-364. - Purpose.

The City of Surprise desires to expand the experience of its citizenry through public art of the highest quality in concept and execution. Public art contributes directly to the quality of life in the City of Surprise because citizens view and interact with it daily in public spaces. Public art instills concern for beauty and good design in the public sector by setting high aesthetic standards. Public art reflects and communicates the history, character and values of the community and thereby creates a sense of place. The city therefore declares its policy to include works of art in capital projects of the city and establishing a mechanism to fund the acquisition and maintenance of public art and administration of a public art program.

Sec. 2-365. - Definitions.

The following definitions shall apply when used within this article:

Capital improvement plan means the city's program for advance planning of capital improvements.

City project means any capital improvement plan project exceeding budget of \$500,000.00 paid for wholly or in part by the city, for new construction of a publicly accessible facility or expansion of an existing publicly accessible facility within the city limits. "City project" does not include emergency work, minor alterations, ordinary repair or maintenance necessary to preserve a facility or infrastructure, software system development, asset replacement, land acquisition, or remedial projects.

Eligible capital project funds means that portion of a participating department's city projects funded with eligible funds.

Eligible funds means funds which are not restricted or precluded by law or contract as a source of funds for acquisition of public art or administration of a public art program as provided for by this article.

Municipal art fund means a city fund or account into which eligible funds allocated pursuant to this article shall be deposited. Funds within the municipal art fund shall be solely utilized for the purposes outlined in this article.

Participating department means the department of the city that is subject to the requirements of this article by its sponsorship of a city project.

Public art means all forms of non-ephemeral original works of art accessible to the public and/or public employees and which may, or may not, be sited in, on, or about any city project.

Public art program means one or more city funded initiatives to promote and achieve the proliferation of public art within the corporate boundaries of the City of Surprise through non-profit entities, public-private partnerships, and local artists via grants, sponsorships, endowments, fund matching, or any other legally available mechanisms.

Sec. 2-366. - Required appropriation.

(a) *Appropriation of one and one-third percent to public art, municipal art fund.* Each fiscal year, based on the most recently adopted capital improvement plan, every participating department shall appropriate, for public art, an amount equal to one and one-third percent of its budgeted eligible capital project funds as determined by the finance department.

(b) *Restricted funds.* If funding for a particular city project is subject to legal or contractual restrictions that preclude public art as an object for expenditure, the portion of the city project that is funded with the restricted funds shall be exempt from the requirements of this chapter.

(c) *Phased projects.* When a city project is constructed in phases, the one and one-third percent appropriation shall be applied to the estimated total cost of each phase of the project at the time that funds for the phase are appropriated and encumbered. However, this subsection does not prevent reservation of all or part of the appropriation of a particular phase if deemed appropriate to avoid a piecemeal approach to implementing an overall public art plan.

Sec. 2-367. - Establishment of municipal art fund.

(a) *Municipal art fund.* There is hereby created a separate city fund or account, called the municipal art fund to which one and one-third percent of eligible capital project funds shall be appropriated. The municipal art fund shall be separate and apart from the arts and culture division's operating budget.

(b) *Fund purpose.* The municipal art fund shall be used for the limited purpose of acquisition, maintenance, and administration of public art or to establish a public art program. Acquisition shall include, but not be limited to, costs associated with the procurement, design and siting of public art. Maintenance shall include, but not be limited to, conservation, preservation, and necessary repairs of all works of art in the City's art collection. Administration shall include, but not be limited to, costs associated with implementing the requirements of this article and relevant community outreach and education.

(c) *Expenditure approval.* Expenditures from the municipal art fund shall require city council approval, and shall be made in accordance with a public art program policy and any rules adopted in accordance therewith.

(d) *Unexpended funds.* Appropriations to the municipal art fund shall be carried over automatically for a period of three years, and upon request of the city manager, an additional two years. Appropriations carried over for three years, or upon city manager request for five years, and still unexpended at the expiration of such period shall be reported to the city council and reallocated per resolution of city council.

Sec. 2-368. - No nexus requirement to city projects.

The participating department shall consider the siting of public art as part of the design and engineering phase of any city project. Nevertheless, nothing in this article shall be deemed to require that expenditure of the appropriated one and one-third percent funds from any particular city project be limited to acquisition or administration of public art for that respective city project. Funds appropriated pursuant to this article may be used for the siting of public art city-wide and expenditure does not require any nexus between the public art and the city project which funded the public art.



PERCENT FOR ART ORDINANCE OVERVIEW

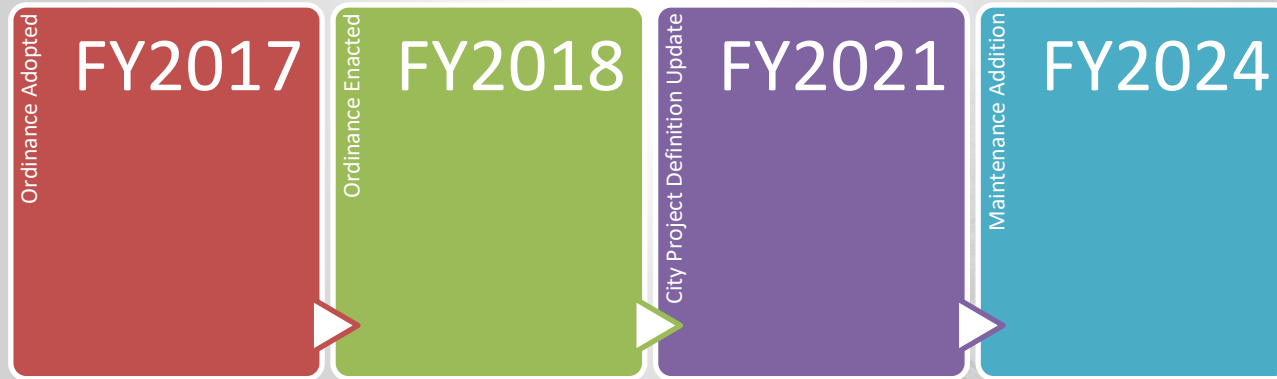
Arts and Culture Division

Article X – One and One-Third Percent for Public Art Program

PURPOSE

Sec. 2-364 – Policy to include works of art in capital projects of the city and establishing a mechanism to fund the acquisition and maintenance of public art and administration of a public art program.

ORDINANCE TIMELINE



Where does the funding come from?

CIP APPROPRIATIONS

Each fiscal year, based on the most recently adopted capital improvement plan, every participating department shall appropriate, for public art, an amount equal to one and one-third percent of its budgeted eligible capital project funds as determined by the finance department

What CIP projects are required to the 1 1/3 Percent for Public Art?

CIP APPROPRIATIONS

- CIP Project Plan with a budget that exceeds \$500,000
- Paid for wholly or in part by the city
- New construction of a publicly accessible facility or expansion of an existing publicly accessible facility within the city limits
- Does not include emergency work, minor alterations, ordinary repair or maintenance necessary to preserve a facility or infrastructure, software system development, asset replacement, land acquisition, or remedial projects

Sec 2-368

NO NEXUS REQUIREMENT

- Funds may be used for the siting of public art city-wide and expenditure does not require any nexus between the public art and the city project which funded the public art
- Siting of public art is considered as part of the design and engineering phase of CIP projects, however, not every CIP project is ideal for artwork
- Considerations of public visibility, impact, project timelines, and community input are factors in siting and budgeting for works of art
- Artwork at CIP projects does not require a 1:1 match of dollar contributions to the Municipal Arts Fund

What can funds be used for?

ALLOWABLE EXPENDITURES

Acquisition shall include, but not be limited to, costs associated with the procurement, design and siting of public art.

Maintenance shall include, but not be limited to, conservation, preservation, and necessary repairs of all works of art in the City's art collection.

Administration shall include, but not be limited to, costs associated with implementing the requirements of this article and relevant community outreach and education.

What happens to unused funds?

UNEXPENDED FUNDS

- Appropriations to the municipal arts fund should be used within three years, and will be carried over automatically for 3 years, or upon city manager request for 5 years
- Unused project funds for acquisition of artworks, and annual budget allocations for maintenance and administration will remain in the municipal arts fund to be allocated to future projects and public art programming

MAF BUDGET PROCESS

Per code - expenditures from the municipal art fund require city council approval

Allocation to Municipal Arts Fund

- Annual CIP projects approved, and 1 1/3 percent is placed in contingency for public art

Council Budget Approval

- Expenditures for Municipal Arts Fund and Public Art projects approved by City Council

Budget Moved to Municipal Arts Fund

- Approved budget expenditures are moved from contingency to the Municipal Arts Fund

Remaining Project Balances

- Budgeted funds that are not used for projects or administration remain in the Municipal Arts Fund



SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: November 6, 2023 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Discussion of Arts and Culture Division programs and goals.

Motion:

None.

Background:

In August 2022, the City of Surprise added the new Arts, Culture & Library Department. The Arts and Culture Division has been coordinating public outreach and input to advise on a Strategic Plan for the division.

Objective Analysis:

Discussion and input on arts and culture division's current programs and relationship to Strategic Plan Goals.

Policy Compliant:

Aligns with City policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Strategic Plan Programs, Values, and Goals
 2. A+C Programs and Goals
-

Mission, Vision, Core Values of Arts and Culture Division

Mission

Inspire creativity and curiosity in Surprise by supporting arts and culture experiences that are created with the community, accessible to the public, and unique to the history, character, and culture of Surprise.

Vision

We envision a city where arts and culture are a core component of our unique identity, where residents feel empowered through creativity, inclusion, and representation, and where artists and organizations can thrive in a healthy, supportive, and vibrant arts and culture ecosystem.

Core Values

Creativity

We believe everybody has creativity, and everyone has the ability to engage in creative activity and be part of arts and culture in Surprise.

We acknowledge that arts and culture are an integral part of our community fabric and through creativity we can find a sense of unity through surprise, joy, and celebration.

We aim to bring creativity into our workspaces, meetings, partnerships and planning throughout the city as a tool to finding creative solutions to complex needs, issues, and desires in our community.

Curiosity

We utilize arts and culture to spark conversations that build relationships amongst community members through a curious lens.

We remain curious and open to new ideas and shared truths and utilize arts and culture to build a sense of humanity, understanding and appreciation of individuals lived experiences and cultures within our community.

Inclusion

We prioritize programming that is welcoming and creates a sense of belonging where all members of our community are included and represented.

We center relationships with residents and partners by co-creating with others, including, and empowering multiple voices and perspectives in decision-making.

We believe that arts and culture is for everyone, should be inclusive, and aim to connect with residents across geographies, identities, and communities.

We celebrate, acknowledge, and uplift the diverse cultures and identities within our community through our relationships and programs.

Connection

We connect community members, artists and cultural organizations to resources that allow greater access to arts and culture opportunities.

We recognize that the arts are a valuable tool that can be used to express culture, create a sense of place and identity, and connect the residents of Surprise through participation in arts and culture experiences.

We acknowledge that arts and culture brings communities together by remembering, learning about, preserving, and celebrating shared experiences, traditions, struggles and aspirations.

Goals

Goal 1: Solidify our Unique Cultural Identity

Strategy 1.1: Make Surprise a more dynamic, connected, and creative city

- Create or support opportunities for community members to gather and celebrate in neighborhoods, parks and community centers with programs that are site-specific and community-led to create surprise, joy, excitement, and connection
- Support city-wide events and celebrations that build community and civic pride, and attract visitors to the city for signature events
- Create a Percent for Art Plan that proactively includes public art in future developments, parks, roadways, city facilities, and other publicly accessible locations throughout the city
- Develop an Art in Private Development program to incentivize and engage developers and businesses in arts and culture
- Explore a monument program that will identify entrances to the city, neighborhoods, and cultural districts

Strategy 1.2: Amplify the history and diverse cultural identities in Surprise

- Partner with culture bearers and cultural organizations and co-create programs and events focused on heritage, history, and culture
- Identify specific cultural groups and communities in Surprise and create resources and opportunities for their perspectives, customs, and identity to be shared
- Increase arts and culture budget and update grants program to include more culturally driven organizations, programs, and initiatives
- Create a historical acknowledgement to share at events that honors the history of Surprise's land and the ancestry of Surprise residents and visitors

Strategy 1.3: Cultivate and preserve our culture and heritage

- Preserve Surprise's heritage and complete multifaceted history by identifying and promoting the preservation of stories, communities, neighborhoods and cultural or architectural attributes
- Prioritize art and culture projects and programs that serve to document, celebrate, preserve, and define communities whose stories may be overlooked or often untold
- Continue to develop interpretive materials and community events to promote the City's arts, heritage and cultural resources for both residents and visitors
- Explore opportunities to partner with Arizona State Historic Preservation Office and similar organizations to enhance the City's historic preservation program
- Explore ways to encourage development and revitalization of key sites of interest in the Original Townsite through arts and promote them for residents and visitors to enjoy

Goal 2: Increase Access to Programs and Resources

Strategy 2.1: Make arts and culture available and accessible to all residents

- Ensure that events, programs, and resources are adaptable, accessible, inclusive, and welcoming to all ages, cultural backgrounds, abilities, languages, and income levels
- Prioritize locations for art and programs based on geographic locations, community input and current access to resources and arts and culture amenities
- Leverage city departments, resources, and facilities to embed arts and culture opportunities in every neighborhood, opening access to creative engagement and arts participation citywide
- Make Surprise a place where arts and culture experiences, education and learning are available citywide through all stages of life
- Diversify the stories, artists, types of artwork, presenters, and audiences of our programs to include and represent all identities and cultures in Surprise
- Promote public engagement and build mutual understanding and trust by co-creating programs and initiatives with community members, partners, and stakeholders

Strategy 2.2: Develop clear, transparent, and accessible communications

- Build communications plan for Arts and Culture that tells the story of the division's values and goals
- Collect documentation, videos, photos, and data to better tell our story and inform community of our programs and impact
- Make updates to public information resources such as website, newsletters, social media and printed materials for increased accessibility, information, and transparency
- Highlight the robust arts and culture services provided by the City of Surprise by holistically connecting arts and culture events and programs through promotion, word of mouth and sharing information across departments and cultural organizations

Strategy 2.3: Make City government more accessible, welcoming, and responsive to artists, organizations, and community members

- Ensure that opportunities for artists and organizations to receive support from the city are easily accessible, inclusive, and equitable
- Ensure that diverse voices and perspectives are invited, welcomed, and included in planning and funding decisions
- Actively seek out input from stakeholders impacted by programs and projects by meeting them where they are at and creating multiple accessible opportunities to provide input or get involved
- Explore ways to include youth in decision-making and create opportunities for youth leadership within arts and culture

Goal 3: Elevate the Arts & Culture Sector in Surprise

Strategy 3.1: Build trust with cultural organizations and artists

- Uplift and support the programs, organizations, and artists that already exist in Surprise with partnerships, shared resources, and opportunities
- Connect arts and culture organizations in Surprise to regularly meet, share resources and create programming that brings attention to arts and culture across the city
- Evaluate current programs and ensure equitable and inclusive processes for organizations to receive city support creating a non-competitive and supportive arts ecosystem
- Develop more clarity around partnerships and clearly define roles, expectations, shared power and shared resources for all partners involved
- Support other city departments in their efforts to incorporate arts and culture programming into initiatives to ensure collaboration, equitable compensation, and clear expectations

Strategy 3.2: Sustain arts and culture organizations, artists, and culture bearers

- Strengthen arts and culture organizations in Surprise with professional development resources, operating support grants, and reciprocal partnerships
- Develop strategic partnerships with arts service organizations, neighboring cities, universities, and Economic Development to implement capacity-building programs for organizations and artists
- Appropriately compensate artists, presenters, organizations and partners for their value, experience, time, and skills and advocate for equitable compensation with other city departments, partners, developers, and organizations
- Promote pathways to creative careers and support for Surprise youth and young adults through strategic partnership, higher education, Economic Development and technical skills and apprenticeship programs

Strategy 3.3: Make Surprise a place that creatives want to live, and cultural organizations want to invest their resources

- Create funding opportunities, resources, and partnerships that incentivizes arts organizations to have their businesses, services, and programs in Surprise
- Prioritize projects that support local artists and organizations that will infuse resources back into the community such as temporary art, small-sized public art, and small project grants
- Expand and diversify the types of arts and culture businesses and organizations in the city to represent more cultures, types of art, and organizational capacities

Goal 4: Build Internal Capacity

As a new Arts, Culture, and Library department, the Arts and Culture Division will need to prioritize the creation and development of a new division in its first years. This will include creating internal and external policies and procedures, developing an internal culture, evaluating efficiencies, and determining the necessary resources, budgets, and staffing to achieve goals and execute programs that fulfill community needs and interests.

Strategy 4.1: Define programs and priorities

- Create participant surveys for all arts and culture programs and events based on the values and goals of this strategic plan
- Distribute a community survey every 5 years to evaluate achievement of goals, and gather community input on the development of future programs and plans
- Update the Arts and Culture Masterplan to incorporate more direction related to cultural programming, arts and culture facility feasibility studies, and organizational resource needs

Strategy 4.2: Evaluate and update internal processes and systems

- Create a standardized and equitable system for determining artist fees and contracted services in arts and culture, and promote fee structure throughout city departments
- Evaluate public art maintenance needs and create a dedicated maintenance budget, 10-year maintenance plan and contractor resource list
- Clarify and update Public Art Policies and Procedures and the Percent for Art Ordinance to reflect development of a new department, inclusion of culture, and to align with current national trends and definitions in arts and culture

Strategy 4.3: Manage funding sources

- Apply for grants to support and expand current programs and to pilot new programs
- Create a 5-year budget plan and advocate for operating budget increases based on community need and public input for arts and culture programs and services
- Annually present Municipal Arts Fund budget package to City Council, ensuring funding is approved before artist calls are publicized, and to account for annual administrative, educational and maintenance uses of the fund

Strategy 4.4: Build a strong and supportive Arts and Culture Division

- Work with HR to create an open, transparent, and inclusive hiring process
- Build a team culture that values creativity, dreaming, collaboration, open and honest communication, patience, and wellness
- Evaluate capacity to ensure resources are effectively balanced with community need
- Clearly communicate mission, vision, values, and goals of City and Division to current and future staff and partners to ensure understanding of access, inclusion, and community-driven objectives
- Attend professional development workshops, trainings, and leadership opportunities to ensure staff are at the forefront of conversations and shifts in the arts and culture field
- Encourage a work culture of open collaboration between team members, municipal departments, and community partners

What we do | Our Programs

Current Arts & Culture Division Programs

The Arts and Culture Division currently manages several programs through the Arts and Culture Division Operating Budget and the Municipal Arts Fund. The Strategic Plan will guide the continuation and expansion of current programs and prioritize new programs to be managed by the Arts and Culture Division.

Cultural Education Programs share history, culture, and identity from a variety of backgrounds and areas of expertise through lectures, workshops, performances, and tours.

Art Tours are educational opportunities for the public to learn more about art in Surprise by touring the city's public art collection and visiting studios and galleries in Surprise.

Performance Programs showcase a variety of live performance styles including music, dance, and theater. They aim to be accessible and in public spaces.

Works of Art Collection can be experienced in publicly accessible outdoor and indoor spaces throughout the city and includes sculptures, murals and functional artworks.

Community Gallery showcases artwork by local artists and community groups in public areas of city buildings.

Arts and Culture Grants provide funding assistance to community-based organizations pursuing arts and cultural events or activities in Surprise.



SURPRISE
ARIZONA

PROGRAMS & GOALS BRAINSTORM

ARTS AND CULTURE DIVISION

Arts & Culture Division Strategic Plan

GOALS

- Solidify Our Unique Cultural Identity
- Increase Access to Programs and Resources
- Elevate the Arts and Culture Sector in Surprise
- Build Internal Capacity

ARTS & CULTURE DIVISION

CURRENT PROGRAMS

- Cultural Education Programs
- Art Tours
- Performance Programs
- Works of Art Collection
- Community Gallery
- Arts and Culture Grants

DISCUSSION QUESTIONS

- What goals are we fulfilling with our current programs?
- Are there any goals a current program has the potential to fulfill? If so, how?

CULTURAL EDUCATION PROGRAMS

Share history, culture, and identity from a variety of background and areas of expertise through lectures, workshops, performances, and tours.

AZ Speaks

- Grant funded by AZ Humanities
- Located at City Hall during weekdays
- 30-60 attendees
- Free



PERFORMANCE PROGRAMS

Showcase a variety of live performance styles including music, dance, and theater. They are to be accessible and in public spaces.

Lunchtime Theater

- Partnership with WVAC
- Located at Arts HQ, weekday afternoons
- 80-100 attendees
- \$15 tickets



COMMUNITY GALLERY

Showcases artwork by local artists and community groups in public areas of city facilities.

City Hall Gallery

- Partnership with WVAC
- Located in City Hall



ARTS AND CULTURE GRANTS

Provide funding assistance to community-based organizations pursuing arts and cultural events or activities in Surprise.

FY24 Grants

- \$30,000 / \$96,240 requested
- 7 grants awarded / 9 received
- 5 organizations awarded / 7 organizations requested

ART TOURS

Educational Opportunities for the public to learn more about art in Surprise by touring the city's public art collection and visiting studios and galleries in Surprise.



City Hall Public Art Tour

- Weekday afternoons
- 10-15 attendees

Gallery Tour

- WHAM, Ground Floor, Arts HQ
- Weekends
- 5-10 attendees

Dysart Student Tour

- Weekday afternoons
- 4 schools / 40 students

Joe Tyler Home Studio Tour

- Weekends
- 20 attendees