



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, December 4, 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 November 6, 2023 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Presentation and discussion regarding updates to the FY25 Arts and Culture Grant Guidelines. | Arts, Culture & Library Department |
| 3. | Citywide | Review and Discussion of the Arts and Culture Division Strategic Plan Draft. | Arts, Culture & Library Department |
| 4. | Citywide | Presentation and discussion pertaining to updates of Arts and Culture programming. | 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: Thursday, November 30, 2023 @ 1:30 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: December 4, 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 November 6, 2023 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the November 6, 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. 110623 SACAC Meeting Minutes DRAFT2
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374
Monday, November 6, 2023 @ 6:00 PM
Community Room
Meeting Minutes – Draft

A. Call to Order

B. Roll Call

Chair Kathie Morgan, Vice-Chair Taylor Ingro, Commission members, Crystal Kupper, Rhiannon Miett, Susan deJong, Dr. Charlotte Pullins and Margaret Lieu.

Absent: None

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

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

- Bounce and Swing Updates
 - Budget amendment approved by Council for additional design/landscaping elements.
 - Artist has submitted initial review documents to prepare for building permit submission.
 - Timeline is expected by end of fiscal year and depends on how long the building permit review takes, once approved there will be 16 weeks for fabrication + 2 weeks for installation and we will need to work with the fabricator and stadium schedules to determine installation dates.
 - Will be printing coming soon signage to be at the stadium during Spring Training, these will be designed once the building permit review is completed.
- Website updates
 - The website has been updated! Much easier navigation to information and events, and hopefully a useful resource we can send people to now for more information about events, signing up for the newsletter, grants, public art map, and artist calls.
- Community Events
 - Arts & Culture had tables at Fiesta Grande and GAIN Night, both were great opportunities to connect with community members and we were able to build a lot of excitement and education around Bounce & Swing at GAIN Night.
 - Future events with A+C presence will be MLK Day of Service and Dysart Festival of the Arts.

- City Council Meetings
 - After September 5 council meeting for an FY24 Municipal Arts Fund budget amendment was withdrawn, we have been meeting with council members to provide background and education and answer questions.
 - Road show for bounce and swing additional design elements & answer questions about Percent for Art Ordinance
 - Work Session to provide background and overview of public art at-large
 - Upcoming:
 - Roadshow to discuss community survey, strategic plan, percent for art plan, and FY24 budget amendment
 - FY24 Municipal Arts Fund Budget Amendment at Regular Council Meeting on November 21
 - Advocacy and support of SACAC and community in attendance at meetings would be beneficial, please let me know if you are planning to attend the November 21 meeting.

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

Ms. Aly Cline, Friends of the Library President, presented the annual bookmark competition and following points to the Commission:

- Friends of Library supports literacy through art
- Bookmark competition is open to 6-8th grade students
- Entry form explanation
- Awards are given for several categories and grade levels
- In the past, there has been a bookmark art show on display at the Library
- Winning bookmarks will be printed and distributed at the Friends of the Library store
- Bookmark entries must be submitted by January 31, 2024
- There will be a judging event in February to include but not limited to the Surprise Arts & Cultural Advisory Commission
- There will be a ceremony at a City Council meeting in the Spring

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

Commissioner deJong moved to approve the September 11, 2023 Arts & Cultural Advisory Commission meeting minutes. Vice-Chair Ingro 2nd. 6 Yes votes – 1 Abstain (Commissioner Lieu). Motion carried.

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

Ms. Akerly presented the following points regarding the 1 1/3 Percent for the Art Ordinance to the Commission:

- Purpose
- Ordinance Timeline
- Funding comes from CIP Appropriations
 - CIP Project Plans must have a budget that exceeds \$500,000
- No Nexus Requirement
- Funds can be used for allowable expenditures made up of acquisition, maintenance and administration
- Project savings remain in the Municipal Arts Fund
- Municipal Art Fund Budget Process
 - Allocation to Municipal Arts Fund
 - Council Budget Approval
 - Budget Moved to Municipal Arts Fund
 - Project Savings return to Municipal Arts Fund

Chair Morgan suggested that if the Commission ever feels it would be helpful to review this presentation at any time again in the future it can be added to the agenda.

4. Discussion of Arts and Culture Division programs and goals.

Ms. Akerly gave a quick presentation to the Commission regarding existing programs and goals focusing on the following items:

- Values
 - Creativity
 - Curiosity
 - Inclusion
 - Connection
- Goals
 - Solidify our unique cultural identity
 - Increase access to programs and resources
 - Elevate the arts and culture sector in Surprise
 - Build internal capacity
- Current Programs
 - Cultural Education Programs
 - Art Tours
 - Performance Programs
 - Works of Art Collection
 - Community Gallery
 - Arts and Culture Grants

The Commission discussed what goals are being fulfilled with current programs and how they can fulfill additional goals.

F. Other Business and Future Agenda Items:

- American for the Arts Economic Prosperity Overview
- Strategic Plan
- Grants updates

G. Current Events and Reports

- Commissioner Lieu advised the Commission that a more arts-forward General Plan was approved by the Planning & Zoning Commission last week.

ADJOURNMENT:

Motion to adjourn at 7:57 p.m. – Commissioner Lieu. Commissioner deJong 2nd. 7 Yes votes. 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 November 6, 2023.

	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: December 4, 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 updates to the FY25 Arts and Culture Grant Guidelines.

Motion:

None

Background:

The City of Surprise has had an Arts and Culture grant program since FY22. Several updates have been made to the grant guidelines for FY25 based on input from past panelists, past applicants, and best practices by funders of arts and culture.

Objective Analysis:

Staff will provide background and overview of updates for the FY25 Grant Guidelines including updates on access and equity, narrative, clarity and transparency, criteria, budgets, and payments. Commission members will have an opportunity to ask questions and provide input.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None

Budget Impact:

This item does not have a direct budget impact, however the annual budget appropriations have an impact on the arts and culture grant program's available funds for each fiscal year.

FTE Impact:

None

ATTACHMENTS:

1. FY25 Grant Updates



FY25 ARTS AND CULTURE GRANT UPDATES

ARTS AND CULTURE DIVISION

ACCESS & EQUITY

CHALLENGE	UPDATE
Few culturally-specific organizations have applied	Transparent information about fiscal sponsorship, remove food restriction, update language to include culture
Mentorship needed for organizations	Staff available to meet and discuss programs, eligibility, and application
Cultural groups in schools were ineligible	Update to allow non-credit school programs
Duplicate work presenting and writing narrative	Remove in-person presentation, invite to present to SACAC following final report
Competition instead of comradery	Updated narrative and scoring system to compare each application to itself

NARRATIVE

CHALLENGE	UPDATE
Not applying for other grants	Align narrative and scoring process with AZ Commission on the Arts Grant
Full impact of organization on Surprise not reflected in narrative	Narrative and budget includes all A+C programs and services in Surprise
Proposals varied in format, length, and layout	Utilize Submittable to standardize applications
Align narrative to evaluation criteria, and goals of grant program	Updated criteria to intentionality, community, impact, resourcefulness
Competition instead of comradery	Updated narrative and scoring system to compare each application to itself

CLARITY & TRANSPARENCY

CHALLENGE	UPDATE
Applications were incomplete	Staff will review for eligibility and contact organizations to submit missing items
Unclear criteria and scoring structure	Updated, shared upfront with applicants, and on-board panelists
Time for review	Panelists will have an on-boarding session and 2 weeks to review applications

CRITERIA

- Intentionality
- Community
- Impact
- Resourcefulness

	Underdeveloped	Needs Some Development	Acceptable	Well Developed	Exceeds
Score	1	2	3	4	5

BUDGETS & PAYMENTS

CHALLENGE	UPDATE
Not all organizations have cash reserves	Distribute full grant amount once annual budget is approved and contracts have been signed
Inconsistent funding	Create high, medium, low, award system
Duplicative budget approval process	Budget approved during annual budget process
Did not show full costs of operations	Budget form includes staff salaries, space rental, equipment rental, operating costs
Requested funds outweighed available funds	Levels created to better align with available funding for requests



CITY OF SURPRISE
ARTS & CULTURE

Surprise Arts & Culture Grant Guidelines FY 2025

Description

Surprise Arts & Culture Grants support programs that inspire creativity and curiosity through arts and culture experiences. The aim of this grant is to support and expand cultural offerings for the Surprise community and to uplift and support the organizations, artists, and cultural groups that provide arts and culture services in Surprise. This grant funds programs that use creativity to bring people together, encourage curiosity and inquiry, cultivate and preserve culture and heritage, and/or provide welcoming and inclusive access to arts and culture services and resources.

Award Amount: \$1,000-\$7,000

Deadline: Monday, March 18 at 11:59 p.m.

Application: <https://cityofsurprise-arts.submittable.com/submit>

Grant Applicant Workshops & Mentorship

City staff will provide two workshops for grant applicants, providing an overview of the grant application process, and answer questions potential applicants may have on the grant application or process. These will be virtual training sessions held on Microsoft Teams. Applicants are highly encouraged to attend a workshop and/or schedule a meeting with the Julie Akerly, Surprise Arts and Culture Manager, prior to applying. To schedule a meeting contact: Julie.Akerly@surpriseaz.gov | 623-222-2920

Virtual Workshop Dates & Times

Thursday, February 15, 2024, 6pm

Monday, February 19, 2024, 11am

[Click here to join the meeting](#)

Expectations & Eligibility

- Programs and services must be related to arts and culture
- Programming must take place in Surprise between July 1, 2024 – June 15, 2025
- Applicants are only eligible to receive one Surprise Arts & Culture Grant per year
- Grant funding may be used for the following eligible expenses:
 - **Salaries and Personnel Expenses** – Creative workers, production staff, educators, curators, program administrators, contractors, consultants
 - **Artistic/Production Expenses** – Supplies, materials, equipment, venue rentals, royalties, licensing
 - **Administrative Expenses** – Marketing and promotion, training, utilities, office supplies
- Only non-profit organizations are eligible to apply
 *Unincorporated organizations, community groups, and small for-profit organizations (annual budgets under \$50,000) may apply through fiscal sponsorship of a non-profit organization

Restrictions

this grant does not fund:

- Activities that occur outside of the City of Surprise;
- Closed subscription or membership programming;
- For profit organizations with annual budgets over \$50,000, unless they are working in partnership with a non-profit applicant;
- Projects which are part of a post-secondary degree program where academic credits are earned for participation or completion of program: academic clubs that are not part of required studies and credits are eligible to apply for non-academic arts and culture programming;
- Activities with a political or religious purpose; 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;
- Construction or renovation of facilities or reduction of debt (loan fees, finance charges, etc.);
- Fundraising, re-granting, scholarship programs, fellowships, or awards;
- Overhead or processing fees taken by an umbrella/parent organization as a percentage of the total award;
- Out of state travel;
- An applicant who failed to submit a Final Report, complete a program, or return unused funds from a previously funded grant, regardless of the funding source or department.

Grant Levels & Award Amounts

Organizations apply in one of 3 grant levels. The grant level is determined by the total budget costs of the arts and culture programs and services that the organization provides in the City of Surprise. Grant funding amounts are dependent on annual City Council budget approvals. Applicants will receive a grant award amount dependent on scoring by the panel, their program(s) budget, and available funding. Award amounts are subject to change based on the City's annual budget approvals.

	Programming Budget	Award Projections (Based on Panel Review Ranking)		
		Low	Medium	High
Level 1	\$2000-\$14,999	\$1000	\$1500	\$2000
Level 2	\$15,000-\$49,999	\$2000	\$3000	\$4000
Level 3	\$50,000+	\$4000	\$5500	\$7000

Review Process & Timeline

Applications will be reviewed by an independent community review panel comprised of Surprise residents, artists, cultural leaders and organizers, arts educators, and representatives from the Surprise Arts & Cultural Advisory Commission. Grants are reviewed and scored with a high, medium, and low ranking that will determine the grant award amount based on available funding. The review process is competitive; therefore, some applications may not receive funding. The panel will recommend awards to the Arts, Culture, and Library Director for final approval.

January 15 – Applications Open
February 15 – Grant Applicant Workshop, 6pm
February 19 – Grant Applicant Workshop, 11am
March 18 – Grant Application Deadline
April 15 (week of) – Panel
May 6 – Grants Update to Surprise Arts & Cultural Advisory Commission
July 1 – Grant Award Notification

Criteria

Applications are scored and reviewed based on the following criteria (full rubric below):

- **Intentionality** of organization purpose and program design
- **Community** consideration and participation
- **Impact** on the Surprise community and program participants
- **Resourcefulness** of the organization and program leaders

Final Report

A final report must be submitted by June 15, 2025 to be eligible for future grant funding from the City of Surprise. The report will include a summary of the project, attendance and demographic data of participants, a final budget report, and professional quality photos of the program. The grant recipient agrees to give the City of Surprise the rights to use any materials submitted in the Final Report for data collection and promotional purposes.

How To Apply & Application Checklist

Compile all materials on the checklist and complete the online application at the link below. If you need accommodations or additional support to complete your application please contact us at least 2 weeks prior to the application deadline.

<https://cityofsurprise-arts.submittable.com/submit>

- ☐ Narrative Questions (see detailed narrative guidelines section below)
- ☐ Budget (see detailed budget guidelines section below)
- ☐ 2-4 images of past programming
- ☐ 1 video link (optional)
- ☐ Partnership and Venue agreement forms or letters (see detailed guidelines and template below)
- ☐ IRS 501(c)3 Letter of Determination
- ☐ Fiscal sponsorship agreement if applicable (see template below)

Narrative Questions

1. **Brief Summary (75 words)**

This description will be used in marketing materials, and presentations to City Council and the Surprise Arts and Cultural Advisory Commission. Some questions to answer in your summary include:

- What is your purpose, mission, and/or primary goals
- What are the activities/where and when will they take place
- Who is involved/how many people will participate

2. **Intentionality**

- Share your organizations mission, vision, goals, and/or core purpose (150 words)
- Provide an overview of the arts and culture programs and services your organization provides in Surprise & their relationship to your organization's purpose (300 words)
Share who, what, when, and where. Consider your organization's unique vision, purpose, and goals and connect those to the description of your programs and services
- Describe how you develop and select your programming and services (150 words)
How does your organization approach decision-making, determine program goals, and engage with creative workers, community members, and administrators in the planning process? How do you prioritize programs and services?

3. **Community**

Choose the statement that best describes your programs, and answer the affiliated questions

a) **Broad Approach:** serving a general, non-specific population

- How does your organization ensure an accessible and inclusive environment for participants of varying ages, cultural backgrounds, abilities, etc.? (300 words)
Consider how your organization creates a welcoming space, specific initiatives you have to increase access, and programs offered for specific community groups
- How does your organization use public input and feedback from the communities it serves? (150 words)

b) **Specific Community:** centers a specific or intersection of cultural communities

- Define the specific communities your organization serves (75 words)
- In what ways do your organization's operations, programs, and/or services reflect or respond to the specific communities you engage? (300 words)
- How does your organization engage the indicated community in the development, implementation, and evaluation of your programs and services? (150 words)

4. **Impact**

- What impact do your programs and services have on the Surprise community? (150 words)
- What are some of the expected benefits for those who participate in your organization's programming? How do you gauge your success in delivering these benefits? (300 words)

5. **Resourcefulness**

- Who is involved in delivering your programs and services and what background, knowledge, or expertise do they have to provide impactful services in Surprise? (300 words)
Consider your staff, teachers, project and program partners, and their experience that supports and uplifts your programs
- Describe the various resources your organization relies on to do its work and how they are allocated for maximum impact in service of your community (150 words)
Consider resources broadly! This could include funding, in-kind or volunteer contributions, partnerships, organizational structures, etc.

Budget Worksheet

The budget information will be entered directly into a table in the online application form. Below is a template of the forms to help applicants prepare for the budget section of the application.

1. Budget Form Work Template

Include entire costs and revenues of arts and culture programs in Surprise including artist fees, contracted services, staff salaries, space and facility rentals, equipment rentals, and marketing. Do not include activities that occur outside of Surprise in your budget.

COSTS		REVENUE	
Staff Salaries		Ticket Sales	
Artist Fees		Registration Fees	
Contracted Services		Donations	
Travel		Other Grants	
Supplies		*Surprise Grant	
Marketing		Applicant Cash	
Space Rental		Other	
Equipment Rental			
Other			
Total Costs		Total Revenue	

*For the "Surprise Grant" line item, enter the following based on the total costs in your budget:

Level	Costs	Grant Amount
Level 1	\$2000-\$14,999	\$2000
Level 2	\$15,000-\$49,999	\$4000
Level 3	\$50,000+	\$7000

2. Staff Salaries Work Template (if applicable)

If staff salaries are included in your budget, this form will ask for a breakdown of their annual salary and percentage of workload towards arts and culture in Surprise. This form will calculate an amount of their salary that can be included in the overall budget form.

Title/Type of Personnel	Qty	Annual Salary	% of Time	Amount
			Total Salary	

3. Budget Explanation (400 words max)

Use this space to break down and explain complex budget items like artist fees, space rental, etc. Describe the value and importance of certain budget items to your program(s) and services. If your organization does programming outside of Surprise, make sure to describe how multi-city programs are determined to be Surprise-specific in your budget.

Partnership & Venue Agreement Template

Surprise Arts & Culture Grant applicants who discuss a partnership or venue in their grant application must include a partnership or venue agreement with their grant application. Organizations may create their own contracts or letters of agreement with their partners to submit with their grant application, or they may use this template.

Applicant Organization Name: _____

Partner Organization or Venue Name: _____

Location(s): _____

Date(s): _____

Roles and Responsibilities of Grant Applicant:

Roles and Responsibilities of Partner Organization or Venue:

Grant Applicant:

Signature: _____

Name (printed): _____

Title: _____

Email: _____

Phone: _____

Partner or Venue:

Signature: _____

Name (printed): _____

Title: _____

Email: _____

Phone: _____

Fiscal Sponsorship Agreement Template

This document will serve as a Memorandum of Understanding between Organization X and Organization Y. Organization X will serve as the fiscal Agent to Organization Y.

The role of a Fiscal Agent for small, emerging organizations is an important capacity building opportunity for both organizations. The Surprise Arts and Culture Division hopes that these partnerships will help to build relationships, grow cultural services available to Surprise residents, and provide important development opportunities to staff, artists, and boards of both organizations.

I. Terms of Partnerships

In support of the Organization Y,

Organization X agrees to:

- a) Serve as the fiscal Agent for Organization Y for the project proposed to and funded by the Surprise Arts and Culture Division.
- b) Submit in timely fashion the Request for Payment form for the funded project
- c) Release the grant funds to Organization Y in timely fashion so as not to impact payments related to the project. Release the total grant award in a single payment.
- d) Ensure that a project Final Report is submitted to the City of Surprise according to grant guideline requirements (60 days after completion of the project). An outstanding Final Report will impact both Organization X and Y's future eligibility for grant support.
- e) Organization X agrees to serve as Fiscal Agent without charge or fee for service.

Organization Y agrees to:

- a) Request the funds from Organization X, allowing reasonable time for administration of payment well before incurring project costs.
- b) Complete the project as originally proposed to Surprise Arts and Culture and in accordance with Surprise Arts and Culture Grant Contract Requirements. (Any exceptions/modifications must be approved by City of Surprise staff in advance of the project).
- c) Complete and submit (jointly with Organization X) the Final Report form, including Narrative and Final Budget in accordance with grant requirements (60 days after completion of the project). An outstanding Final Report will impact both Organization Y and X's eligibility for future grant support.
- d) Maintain ongoing and timely communication with Organization X's point of contact for the partnership.

II. Term and Termination of Agreement

This agreement shall commence _____ (date) and terminates on _____ (date), or at submittal of the project Final Report form. Upon written notification the terms of this agreement can be terminated, at which point grant funds must be returned to the City of Surprise Arts and Culture Division.

Organization X Name, Fiscal Agent

Organization Y Name, Grant Applicant

Authorizing Officials Name & Title

Authorizing Officials Name and Title

Signature

Signature

Date

Date

Contact: Julie Akerly, Arts and Culture Manager
Julie.Akerly@surpriseaz.gov | 623-222-2920
www.surpriseaz.gov/arts

ARTS & CULTURE GRANTS RUBRIC

Panelists will score each grant application based on each criteria for a maximum of 20 points per applicant. There are four criteria that can each receive up to 5 points. Panelist's scores will be averaged to determine each applicants score. Based on scores, available funding, and programming budgets, applicants will receive a high, medium, or low score.

	Underdeveloped	Needs Some Development	Acceptable	Well Developed	Exceeds
Score	1	2	3	4	5

Intentionality

The organization is purposeful and intentional in their program design and selection. They are able to clearly identify their core purpose, and shows their programs and services align with their mission, goals, and/or purpose.

Community

The organization can clearly identify the community they serve, and ensures access, inclusion, participation, and consideration for their intended community. They have clear methods for gathering and utilizing input from the communities they serve.

Impact

The organization's programs and services have a valuable impact on the Surprise community. They are able to clearly identify the benefits of participants in their programs and have clear methods to gauge their success and benefits.

Resourcefulness

The organization has members of their team with applicable background, knowledge and/or expertise in the programs and services they provide. They are able to allocate and utilize various resources to achieve their mission.



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: December 4, 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:

Review and Discussion of the Arts and Culture Division Strategic Plan Draft.

Motion:

None

Background:

With community input, the Surprise Arts and Culture Division has developed a strategic plan to guide the direction and priorities of the new Division.

Objective Analysis:

Commission members will review the Strategic Plan Draft and provide any final recommendations for updates on text, content, and design before the draft moves to the final design and adoption phase.

Policy Compliant:

Aligns with City policy.

Financial Impact:

None

Budget Impact:

None

FTE Impact:

None

ATTACHMENTS:

1. 2024 Strategic Plan_Draft 16
-



ARTS & CULTURE DIVISION

STRATEGIC PLAN

2024

Prepared by City of Surprise
Arts & Culture Division

Letter from the Director

Welcome friends,

The City of Surprise Arts & Culture Division Strategic Plan establishes a blueprint of our top priorities and builds a strong foundation for where we plan to go. This document represents contributions and dedication from the Arts & Culture Advisory Commission, Surprise City staff and most importantly, our residents and local community stakeholders. By aligning our efforts, we can create an enduring legacy that celebrates arts and culture and envision a vibrant future for Surprise.

This strategic plan clearly outlines our mission, vision, values and our strategies to achieve them. You will notice an intentional focus and commitment to the creation of a diverse, inclusive and vibrant community that offers exceptional quality of life for all residents.

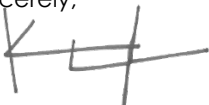
Arts and culture in our community serve as a catalyst for social and economic growth, fostering an environment where creativity and innovation thrive. By integrating arts and culture into the fabric of Surprise, we aim to achieve the following strategic objectives:

1. Solidify Our Unique Cultural Identity: The arts have a unique ability to reflect the stories, values and aspirations of a community. By promoting local artists, supporting cultural institutions and showcasing art throughout our city, we will solidify Surprise's unique cultural identity. We will celebrate our heritage while embracing new artistic expressions, establishing Surprise as a destination known for its vibrant arts and culture scene.
2. Increase Access to Programs and Resources: We are committed to ensuring that arts and culture are accessible to all residents of Surprise. We will work to eliminate barriers and provide equal opportunities for participation and engagement. By expanding outreach efforts, diversifying programming and leveraging partnerships, we will increase access to arts and culture programs and resources for residents of all ages, backgrounds and abilities.
3. Elevate the Arts and Culture Sector in Surprise: To foster a thriving creative economy, we must provide support and resources to artists, performers and cultural organizations. We will actively seek opportunities for grant funding, sponsorships and partnerships to enhance the sustainability and growth of the arts and culture sector in Surprise. By elevating the visibility and impact of our local artists and cultural institutions, we will contribute to the city's economic vitality and reputation as a cultural hub.
4. Build Internal Capacity: The success of the Arts & Culture Division relies on building internal capacity and expertise within our organization. We will invest in staff training and development, ensuring that our employees have the knowledge and skills necessary to effectively support and promote arts and culture initiatives. By fostering a culture of creativity, collaboration and innovation within our organization, we will create an environment that nurtures and sustains the arts and culture sector.

The achievement of these strategic objectives requires collaboration and partnerships with local artists, cultural organizations, educational institutions and community stakeholders. By working together, we can harness the power of the arts to enrich our city, inspire creativity and foster a strong sense of community.

Together, let us embrace the transformative power of arts and culture to grow a city that thrives on creativity, diversity and inclusivity.

Sincerely,



Kelsey Lamphier
Arts, Culture & Library Director



Background and History



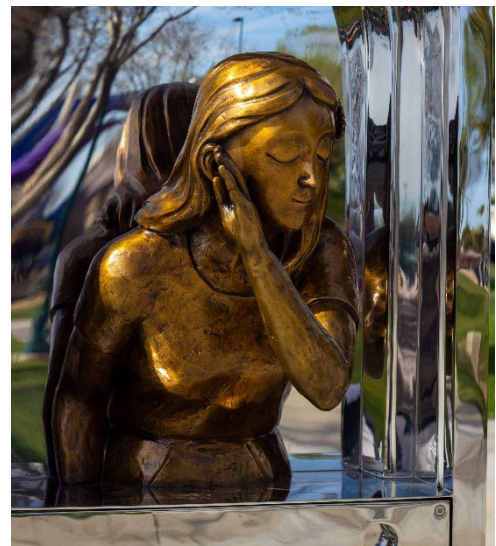
The Surprise Arts & Cultural Advisory Commission (SACAC) was established in 2002 to act as an advisory board to City Council matters pertaining to art for potential use at City buildings, parks, facilities and open spaces. Since then, the SACAC has served an important role in advocating for art and culture in Surprise and has expanded its role to advise on arts programming and developing partnerships with local art organizations and advocating for the arts with the goal of improving the quality of life for residents and bringing art tourism to the city. The SACAC spearheaded the Percent for Art Ordinance and the 2018 Arts & Culture Master Plan. The SACAC's diligent service and advocacy has led to the creation and acquisition of over 27 works of art, an arts and culture grant program and many arts and culture programs and events in Surprise over the past 20 years. In August 2022, the City of Surprise added the new Arts, Culture & Library Department. This new department includes the Arts & Culture Division; which will continue to build upon the work of the SACAC.

Relationship to Other Plans and Studies

The Arts & Culture Division Strategic Plan has been created as a guide for the new Arts & Culture Division. It builds from and expands several other City plans including the City Council Strategic Plan, General Plan and Arts & Culture Master Plan. This Strategic Plan adds an emphasis to already existing plans with further considerations for culture, accessibility and capacity.

Arts & Culture Master Plan (2017)

The Arts & Culture Master Plan served as a starting point for the Arts & Culture Division's Strategic Plan. Developed in partnership with the SACAC, it laid the groundwork for the creation of an Arts & Culture Division and the development of processes for inter-departmental collaboration. Some of the key components that are carried through from the Master Plan to this Strategic Plan include funding opportunities, process and policy considerations and increasing support for artists.





City Council Strategic Plan (2023)

Community Livability and Life-Long Learning

Provide a high quality residential and business-built environment; revitalize at-risk communities and assist vulnerable populations; collaborate with K-8 schools, skill centers and higher educational institutions to support innovative services/programs and learning opportunities for all ages.

Studies have shown the impact of lifelong arts learning on communities from slowing the progression of Parkinson's Disease through dance to higher testing scores in math and science for students who study music. **Goal 2** of this Strategic Plan is to **Increase access programs and resources**. The plan includes deepening partnerships with Surprise schools, and developing new programs for specific community groups that would benefit from the arts for improved health, well-being and social connection, such as veterans and seniors.

Economic and Cultural Vitality

Promote a healthy economy through strategies that add employment, attract new businesses and capital investment; support opportunities for veterans and people of all abilities and income levels to thrive; provide tourism and cultural opportunities.

This plan's **Goal 3: Amplify the arts and culture sector in Surprise** supports this strategic priority by growing and sustaining the creative economy through artist opportunities, partnerships with

cultural organizations and grants. Long-term investments in arts and culture lead to positive impacts on the local economy and the socio-cultural well-being of a community. A 2023 study from Americans for the Arts found that the West Valley non-profit arts and culture industry had a significant economic impact with:

- \$31,216,098 in expenditures
- 553 full-time equivalent jobs
- \$30.21 spent per person per event
- \$7,072,346 in tax revenue

Safe and Environmentally Healthy Community

Maintain a safe and healthy community amid historical growth.

Research shows that providing cultural resources and building strong community connections through arts and culture impact health and safety. Art and culture can also beautify and enhance pride in a community, deterring crime and vandalism. A study from the University of Pennsylvania found that neighborhoods with cultural resources had a:

- 14% decrease in cases of child abuse and neglect
- 5% decrease in obesity
- 18% increase in kids scoring in the top stratum on English and math exams
- 18% decrease in serious crime rate

General Plan 2040 (to be ratified by voters Aug. 2024)**A Welcoming Place**

Surprise values a strong inclusive culture and commitment to action through embracing continued public engagement and collaboration among residents, government entities, institutions and the business community.

The Arts & Culture Division core value of **Inclusion** and **Connection** support the creation of a welcoming place co-created with community members and partners, involving community members on grant and works of art selection panels, improving communications for transparency and accessibility, and expanding programs and resources to be more welcoming and diverse.

**A Livable Community**

Surprise values responsible growth that promotes vibrant neighborhoods with distinct identities, offering a wide variety of attractive housing options for a diverse population.

Arts and culture programs and services have many social, economic and educational impacts that in turn create a more livable city. The Arts & Culture Division will be working on aspects of creating a Livable Community through **Goal 1: Solidify Our Unique Cultural Identity** and **Goal 2: Increase Access to Programs and Resources**. An updated Percent for Art Plan will geographically diversify locations of artworks throughout the city that reflects Surprise communities and also invest in signature artworks in new City Center developments to build a central core that is active and vibrant with arts and culture. In addition, arts and culture experiences will be more accessible and available to the public, beautifying our physical and cultural landscape and creating more accessible programs.

A Healthy Lifestyle

Surprise values a safe community with modern amenities, including a wide range of outstanding parks and recreational facilities, access to public and health services and well-supported arts and cultural events and venues.

An intentional focus of the Arts & Culture Division is to cultivate and preserve our cultural heritage and increase access to arts and culture events. Through our core value of **Connection** and **Goal 1: Solidify our unique cultural identity**, we will create programming that celebrates, acknowledges and uplifts the diverse cultures and identities within our community by working with cultural partners to create events and programs, and focusing on programs that preserve and highlight the diverse and multifaceted history of Surprise.

A Competing Economy

Surprise values reliable employment supported by small to large businesses spanning multiple sectors; education and vocational training that is responsive to economic fluctuations and market shifts; and enticing destinations attracting visitors, new employers and innovative workforce talent.

Goal 3 of this Strategic Plan is to **amplify the arts and culture sector in Surprise**. The plan outlines strategies to provide professional development and business training for the arts and culture sector, create more opportunities for creative businesses, explore equitable payment practices and to build supportive partnerships and relationships among arts and culture organizations in Surprise.



Public Engagement

In the development of the Arts & Culture Division's Strategic Plan, public engagement played a crucial role in ensuring the inclusivity, diversity and relevance. By actively involving the community, we fostered community ownership, built trust and relationships and ensured the relevance and alignment with community interests and needs, leading to a more comprehensive and impactful strategy. [Survey summary in appendix]

Methods of Engagement

To achieve meaningful public engagement, we employed a combination of the following methods:

Surveys (530 responses):

Distributed surveys, both online and offline, to collect feedback from a wide range of community members. The survey was designed to capture opinions, preferences and suggestions regarding arts and culture initiatives, priorities and goals for the new Arts & Culture Division.

Individual Meetings (123):

Conducted over 100 individual meetings with key stakeholders, including artists, cultural organizations, community leaders and City staff. These meetings provided an opportunity for in-depth discussions, addressing specific concerns and seeking input on the strategic plan.

Focus Groups (6):

Organized four focus groups comprised of 47 diverse community members, such as

artists, members of arts and culture organizations and the public at large. These groups engaged in facilitated, interactive discussions around topics specific to each group such as sustaining and promoting artists and cultural organizations, how to make Surprise a more creative and engaging city, where people would like to see more art, and how to identify and promote the culture identities of Surprise.

Survey Outreach (5):

Promoted the community survey on five occasions for a total of 40 hours at libraries, gallery openings and story time events. This served as an informal platform to engaging with the public, disseminating information about the strategic plan, gathering feedback and providing paper surveys for public to complete on-site.

Definitions of Terms

For the purposes of this document, Art in Public Places and Culture are defined separately as programs to delineate the priorities and resource needs in a new department. However, we recognize that culture and art are connected and intertwined, and art and creativity are often, but not always, the manifestation that expresses culture. Both culture and art can have the ability to create a sense of place and belonging and create opportunities to connect with or learn about a specific community.

Art in Public Places Programming

Art in Public Places is any creative experience that is accessible to the public and created for the purpose of building a sense of place, bringing the community together and/or to reflect upon the identity of a community. Art in Public Places must be created with community input and can take the shape of a sculpture, monument, mural, performance, festival, class or workshop, or other creative-based mediums of expression in public spaces.

Cultural Programming

Cultural programming brings communities together by remembering, learning about, preserving and celebrating shared experiences, traditions, struggles and aspirations. Cultural programming can facilitate cross-cultural understanding and strengthen ties among residents through public programs where cultural heritage is shared such as festivals, events, gatherings, storytelling, cooking classes, historical archiving and cultural arts and crafts.

Partnerships

Partnerships are programs and relationships with other communities, individuals or organizations that are collaborative and have shared power, resources, goals and values.

City Arts & Culture Programs

City-managed programs are led by City staff with input from the community and fulfill current needs and priorities of the Arts & Culture Division. Artists and organizations may be commissioned and contracted to create or present art or provide a service that fulfills the goals of the program.

Arts & Culture Grants

Grants are provided to organizations with programs that align with the goals and values of the Arts & Culture Division. Funding is determined through a public process. Being funded by a grant does not make an organization and program part of a City partnership or City Arts & Culture program.



What We Do | Our Programs

Current Arts & Culture Division Programs

The Arts & Culture Division currently manages several programs through the Arts & 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 & 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 & Culture Grants provide funding assistance to community-based organizations pursuing arts and cultural events or activities in Surprise.

Other City Department Programs and Services

The City of Surprise already offers many arts and culture programs for residents across multiple departments. The Arts & Culture Division will consider ways to support other City departments with their programs that include arts and culture.

Human Service & Community Vitality hosts several programs and events that include arts and culture, such as the MLK Day of Service, SciTech Festival, Interfaith & Golden Rule Community Celebration, the Block Party Trailer and Senior Services.

Parks & Recreation provides arts and culture programs and classes for the community for all age groups and abilities and incorporates art and culture into our Signature Community Events: Eggstravaganza, July 4, Fiesta Grande, Veterans Day, Surprise Party and Sundays in the Park.

Sports & Tourism manages the Explore Surprise website that features arts and culture programs and events citywide and works with external partners to attract visitors to Surprise through arts and culture including via The Vista Center for the Arts, Artisan Treasures Holiday Market, a signature music event, Lantern Festival and Thunderbird Artists Fine Art & Wine Festival.





Mission, Vision, Core Values of Arts & 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 activities.

We utilize creativity to build community and find a sense of unity through exploration, surprise and joy.

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 encourage curiosity and inquiry through arts and culture to spark conversations that build relationships, understanding and new experiences amongst community members.

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 arts and culture are for everyone, should be inclusive and aim to connect residents across geographies, identities and communities.

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 arts and culture bring 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 site-specific and community-led programs
- Support citywide 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

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

- Partner with culture bearers and cultural organizations to 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 Town Site 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 & 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 opportunities for artists and organizations to receive support from the City are easily accessible, inclusive and equitable
- Ensure diverse voices and perspectives are invited, welcomed and included in planning and funding decisions
- Actively seek input from stakeholders impacted by programs and create 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 and 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 for City-related projects and programming.
- 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 incentivize 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 arts and cultural businesses and organizations in the city to represent more cultures, types of art and organizational capacities

Goal 4: Build Internal Capacity

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 five years to evaluate achievement of goals and gather community input on the development of future programs and plans
- Update the Arts & Culture Masterplan by 2030 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 five-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 & Culture Division

- Work with Human Resources 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 the 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

Strategic Implementation Priorities & Timeline

Goal	Strategic Implementation	Short 1-2 years	Medium 3-4 years	Long 5+ years
Solidify Our Unique Cultural Identity	Work with arts and culture organizations to create an annual event that amplifies arts and culture in Surprise	o		
	Pilot free, casual, outdoor, arts and culture programs for all ages	o		
	Work with other City departments to support arts and culture aspects of citywide events and celebrations	o		
	Build relationships with cultural organizations and leaders	o		
	Create a historical acknowledgement of Surprise to share at events	o		
	Work with Economic Development and Community Development to create an Art in Private Development incentive program	o		
	Develop free and recurring art programs, including art walks and an outdoor performance series		o	
	Create historical tours, podcasts and programs to preserve and share Surprise's history		o	
	Create incentives in neighborhoods and HOAs to increase arts and culture access and services in parks and neighborhoods		o	
	Create multiple culturally specific programs, initiatives and small festivals through community partnerships			o
	Plan for signature artworks throughout the city, including identifiers at cultural hubs and entrances to neighborhoods			o
	Identify opportunities and partnerships to enhance the City's historic preservation program			o
Increase Access to Programs and Resources	Prioritize artwork and programs in parks and areas of the city that do not currently have works of art	o		
	Create affordable art program for local artists on roadways and in community facilities such as libraries and community centers	o		
	Update and simplify grants and artist calls to be more inclusive, transparent and accessible	o		
	Update websites, newsletters, social media and printed materials for increased accessibility, information and transparency	o		
	Invite more community members to participate in decision-making on panels and in the creation of new programs and partnerships	o		
	Develop new arts and culture programs that serve new audiences with a focus on multigenerational and culturally specific programming		o	
	Undergo an accessibility assessment for all current public programs, and implement adaptive programs, policies and modifications		o	

	Create a communications plan and evaluate the best tools for communicating and sharing information with public		o	
	Explore interdepartmental partnerships and cross-sector initiatives to serve specific needs (ie. seniors, veterans, youth, adaptive)			o
	Expand community gallery program to other City buildings, libraries, and community centers			o
Elevate the Arts and Culture Sector in Surprise	Create programs and artist calls specifically for local artists	o		
	Organize and facilitate quarterly meetings with Surprise arts and culture organizations	o		
	Actively promote grant, partnership and artist opportunities and provide mentorship and support to new organizations and artists	o		
	Develop a pre-qualified artist list for developers, individuals, businesses, neighborhoods and other City departments	o		
	Create and advocate for a standardized system for determining artist fees and contracted services across all City departments		o	
	Provide professional development workshops and trainings for artists and arts and culture organizations		o	
	Create opportunities for artist residencies, mentorship and public art apprenticeships		o	
	Develop small project grants for community groups, small businesses, neighborhoods, individual artists and creative and cultural collectives		o	
	Deepen and expand partnerships with local schools to ensure public art and educational opportunities for students and artists		o	
	Transition grants to a multi-year operating support grant for Surprise-based organizations after completing development program			o
	Create new programming for artists, cultural groups and organizations to propose programming in City facilities			o
	Work with Economic Development and education partners to promote pathways to creative careers			o
Build Internal Capacity	Create and update standard operating procedures in response to new department, strategic plan and division values and goals	o		
	Compile data to apply for grant funding, and create methods of data collection for events, programs and initiatives	o		
	Create five-year budget plan based on community need and public input for programs and services	o		
	Work with Human Resources to develop an accessible, inclusive and transparent hiring process for new staff members	o		
	Clarify and update City codes to reflect development of a new department, inclusion of culture and updated definitions of public art	o		
	Create a detailed public art maintenance plan with vendor lists, budgets and timelines	o		
	Apply for additional funding and grants to support programs, pilots and growth		o	
	Advocate for arts and culture by building relationships with stakeholders, local legislatures and community leaders		o	

	Create volunteer and internship programs to engage non-artists and assist with events, community outreach and art installations		o	
	Review arts and culture-related City programs for possible management by the Arts & Culture Division			o
	Internally study proposed cultural facilities and determine which, if any, are appropriate for additional in-depth exploration			o
	Update the Arts & Culture Masterplan			o

DRAFT

Appendix

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 & 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.

Community Input Summary

Community input was an integral guide in creating the Arts & Culture Division Strategic Plan which included focus groups, meetings with stakeholders, and a survey that received 530 responses. The survey responses were reviewed with considerations for specific demographics including all respondents whose demographics identified as over the age of 55 and white, individuals under 55 years of age, parents, and BIPOC (Black, Indigenous, and Persons of Color), to identify the unique interests and priorities of multiple demographics.

Arts & Culture Division Goals

Survey respondents were asked to select whether they Strongly Disagree, Disagree, Agree or Strongly Agree to each of the statements below. The statements align with the goals of the Arts & Culture Division, and responses serve as a baseline of current goal achievements. These statements should be evaluated on individual event surveys and annual surveys to assess the new Division's progress towards these goals. While no area scored incredibly high in agreement, the areas that need the most focus for improvement include:

- Celebrate, amplify and support cultural traditions, identities and aspirations
- Supporting artists and cultural organizations to sustain and grow in Surprise
- Making Surprise a place where artists and creatives want to live, and arts and culture organizations want to invest their resources
- Making information about Surprise Arts & Culture programs, events and resources easy to find and navigate

The survey did not show any goal with a large response in Strongly Disagree or Strongly Agree, the chart below is created with a sum of Strongly Disagree and Disagree, and Strongly Agree and Agree, to determine if respondents Disagreed or Agreed overall with each statement.

Goal	All	Under 55	BIPOC	Parents
The City of Surprise is accessible, welcoming and responsive to artists, cultural organizations and community members	72% agree	60% agree	72% agree	67% agree
Arts and culture are valued in Surprise for their impact on the economy, education, community health and quality of life	63% agree	52% agree	57% agree	53% agree
Surprise is a dynamic, connected and creative city	61% agree	51% disagree	57% agree	55% agree
Arts and culture are available and easily accessible to all residents in Surprise	59% agree	52% disagree	51% agree	51% disagree
Cultural traditions, identities and aspirations are celebrated, amplified and supported in Surprise	53% agree	56% disagree	52% disagree	52% disagree
Arts and culture organizations and artists are able to sustain and grow in Surprise	53% agree	60% disagree	52% agree	57% disagree
The multifaceted history of Surprise is well researched, shared and preserved	52% agree	52% disagree	57% disagree	54% disagree
Surprise is a place where artists and creatives want to live, and arts and culture organizations want to invest their resources	56% disagree	73% disagree	56% disagree	70% disagree
Information about Surprise Arts & Culture programs, events and resources are easy to find and navigate	51% disagree	57% disagree	57% disagree	56% disagree

Priorities for the Arts & Culture Division

Survey respondents were asked to select what the priorities should be for the Arts & Culture Division. These responses should be considered when prioritizing new programs and services provided by the Arts & Culture Division. The top four priorities were:

- Establish an annual event celebrating arts and culture in Surprise
- Expand live event offerings of music, dance, theater and poetry
- Support arts and culture organizations to grow and thrive in Surprise
- Create more opportunities for local artists in Surprise

Priorities	All	Under 55	BIPOC	Parents
Expand live events of music, dance, theater and poetry	63%	64%	70%	66%
Establish an annual event celebrating arts and culture	65%	56%	70%	54%
Supporting arts and culture organizations to grow and thrive	56%	56%	64%	50%
Creating more opportunities for local artists in Surprise	55%	58%	61%	54%
Incentivizing developers and businesses to incorporate art	48%	51%	60%	47%
Expanding arts education opportunities for all ages	47%	58%	58%	60%
Building arts healing programs for veterans and seniors	45%	38%	44%	39%
Making art more geographically accessible to all residents	45%	44%	44%	38%
Creating new programs to learn about and celebrate cultures	39%	42%	44%	47%
Ensuring programs are accessible and adaptable for all abilities	39%	36%	36%	39%
Building artistic welcome monuments at city entrances	38%	38%	44%	34%
Expanding tours to learn about art, culture and history	33%	24%	32%	24%

Locations

Survey respondents were asked to select where they would like to see more art in Surprise. These responses should be considered in locations for programs and works of art. The top four locations were:

- Community Parks
- Libraries and Community Centers
- Indoor Performing Arts Centers
- Outdoor Performing Arts Venues

Locations	All	Under 55	BIPOC	Parents
Community parks	65%	72%	83%	74%
Libraries and community centers	64%	66%	61%	66%
Indoor performing arts centers	57%	49%	60%	46%
Outdoor performing arts venues	57%	49%	58%	46%
Art galleries and studios	51%	46%	42%	46%
Welcome monuments at city entrances	45%	48%	51%	41%
Pop-ups in unexpected places	44%	51%	41%	42%
A designated art corridor	40%	36%	41%	38%
Roadways, medians and intersections	34%	44%	41%	45%
Government buildings	33%	33%	34%	32%
Schools	33%	46%	50%	49%
Local businesses	31%	43%	41%	36%
In my neighborhood	27%	40%	39%	41%
Washes, trails and greenways	26%	32%	25%	34%
Entrances to neighborhoods	24%	29%	24%	26%

Programs

Survey respondents were asked to select which programs they would like to see more of in Surprise. These responses should be considered in types of new programs to prioritize for the Arts & Culture Division. The top four programs were:

- An annual arts event celebrating arts and culture in Surprise
- Events and small festivals celebrating culture, heritage and history
- Outdoor music, dance, theater and poetry performances
- Murals and art installations in neighborhood parks

Programs	All	Under 55	BIPOC	Parents
An annual arts event celebrating arts and culture in Surprise	75%	67%	78%	64%
Events and small festivals celebrating culture, heritage and history	70%	67%	78%	66%
Outdoor music, dance, theater and poetry performances	63%	69%	75%	70%
Murals and art installations in neighborhood parks	63%	66%	71%	63%
Functional art integrated into sidewalks, streets, benches, shade structures	61%	70%	61%	68%
Community art galleries showcasing local artists	63%	59%	66%	53%
Arts and culture classes and workshops for all ages	56%	61%	66%	62%
Programs created specifically for families and youth	34%	50%	51%	61%
Art on utility boxes at street corners by local artists	46%	53%	47%	50%
Tours about art, history and culture in Surprise	40%	30%	36%	24%
Workshops and discussions about culture, heritage and history	33%	34%	41%	34%

Classes

Survey respondents were asked which classes they would be interested in taking if they were offered. The Arts & Culture Division should consider desired classes when developing programs, working with community partners and providing funding support to programs and organizations. The top four arts and culture classes were:

- Cooking/Cuisine
- Visual Arts
- Cultural Traditions and Crafts
- Music

Classes	All	Under 55	BIPOC	Parents
Cooking/Cuisine	62%	72%	71%	73%
Visual Arts	63%	67%	66%	68%
Cultural Traditions and Crafts	56%	57%	72%	60%
Music	52%	59%	66%	60%
Theater	45%	48%	43%	50%
Dance	35%	46%	38%	47%
Comedy	30%	41%	38%	42%
Creative Writing/Poetry	26%	34%	34%	32%
Storytelling	23%	32%	30%	30%
Graphic Design	25%	29%	28%	24%

Survey Comments

Solidify our unique cultural identity

"Land acknowledgements and recognition of Indigenous tribes here"

"I would love to learn storytelling, as a way to pass on our history to the younger generation. This is so prominent in the Native American culture, and I would love to learn how to do this too...I would love to learn ways to incorporate culture into our family traditions. I have recently looked up our ancestry and have started cooking out of these cookbooks. That's about it! I would love to do more!"

"I don't know where or how to find evidence of Surprise's history being researched, shared, or preserved. I have only heard of one event in the past year celebrating cultural traditions and identities in Surprise."

"Host cultural events like Taste of Surprise and bringing back Arts is Alive in Surprise"

"If the city wants to be known for art and culture, you have to feel it you have to see it it's not just one place it's all around you."

"I would like to see more cultural events like Juneteenth celebrations, and programs in local parks that are casual"

"I'd love to see more of the diversity and inclusivity of our community represented in our arts and culture, whether through programs or festivals!"

"Surprise has a large number of seniors who are searching for ways to meet new friends and learn new crafting skills. they especially like to make items to "give back" to charities"

"As a mid-age resident of Surprise for 13 years, I feel forgotten by many programs and events that seem to cater to youth and Seniors. I'd also love to see more programs at the Vista Arts Center (we really enjoyed Lee Rocker). What if we had storytelling events like "The Moth" radio hour or something like Ted Talks? Cooking classes or foodie events featuring all the food that is grown right here in Surprise! (Same idea for floral/flowers i.e. Roses, cacti, cotton, palms"

"We need to break the mold and start investing in Public Art that can be interactive and playful. The type of art that kids can play around and be



excited about it. Our entrance monument signs need to be a true statement that Surprise cares about art & culture. We need to bring more variety and make it easy to spot around the city. Not only in the same areas."

"I'd easily click ALL of the boxes, because each idea is terrific. Anything that makes art and art-related opportunities easily accessible and visible to the general public is much needed. Youth need to see art as a natural extension of every day life. It brings expression, relief from stress, and beauty to all parts of our lives. We need art. Making our public spaces colorful, beautiful and expressive artistically will improve the community, help us communicate and know one another, and add interest to our days."

"I'd like an outdoor arts festival: music, dance, craft booths. A program that takes you to places in different neighborhoods that you wouldn't usually go to."

"We need to hold these Arts & Culture events more frequent rather than yearly so if people miss out they can plan for the following week or month and not have to wait for annual events. If planned well with enough promotion, these events would do well, inside a performing arts center or suitable establishment in the midst of summer."

Increase access to programs and resources

"More free events and ones that are geared toward disabled. I noticed not enough seating and shaded spaces. Also, since it is so hot here and we need to hydrate, you need to either put in vending machines, or a manned hydration station at events"

"finding ways for elderly/mobility restricted to be engaged"

"I have lived in surprise for nearly 20 years and as an artist, have only used my talent in this city less than 5 times. Unfortunately, Surprise seems to be disconnected from the awareness of non-Eurocentric cultures and ideas which causes our city to be stagnant. This trend has occurred far too long and so often young professionals experience the urge to leave this city because it lacks creative and innovative events. Surprise has potential but I believe more effort should be made in making this city more appealing to different demographics."

"I would like to see art and culture around Surprise that is easily accessible during normal day to day. Seeing art on my drive to work as opposed to having to drive out of the way to find it. An overall beautification of the city will have more of a broad impact than just installing one cultural/core center."

"As much as I love art galleries myself, they are not fun for younger kids. I feel art should be accessible for everyone, therefore a good balance between different forms of art would be beneficial."

"It seems all of the art and cultural activities in the city are geared toward small children or senior citizens (most I've seen are during the day when adults are working.) It'd be nice to have some adult programs/classes in the evenings or on weekends. I also think the city does a poor job of advertising art and cultural activities in the city."

"Often times programs are focused on children and families, and I would like to see these programs and events apply to all ages, including singles, friends and co-workers to enjoy together."

"I love taking my kids to cultural and music festivals. I have always wanted to give them guitar, and other music, lessons, however, it's just too expensive. I would love to see guitar classes, and other music classes, available for a reasonable cost, in the Surprise recreation classes."

"We need way more opportunities for arts classes for children and adults like Mesa Arts Center or Phoenix Center for the Arts. Classes at reasonable cost."

Elevate the arts and culture sector in Surprise

"Many of these initiatives are already incorporated in the current art organizations, but they could use more funding."

"Art organizations could be better supported from a marketing and partnership perspective with the City of Surprise. This includes signage, cross event marketing/promotion and even things like partnered events."

"Art organizations could be better supported from a marketing and partnership perspective with the City of Surprise. This includes signage, cross event marketing/promotion and even things like partnered events."

"It would be nice to have an arts/crafts fair where local artists can sell their work or to have more 'call for artists' so that local artists who are less popular can find and submit their work to galleries and shows."

"There should be a greater variety of art displayed and more opportunities for local and amateur artists."





Focus Group Summary

4 Focus Groups | 38 participants

Where people would like to see art:

- Places where people are already at and can be seen without having to go out of your way, like neighborhood entrances and roadways
- An activated art corridor or center with regularly scheduled artwalks and events, and culturally driven businesses
- Outdoor arts venues that are casual, shaded, grassy and showcase diverse arts and culture programming for all ages

How to build and identify culture:

- Celebrate the diversity of cultures in Surprise with cultural holidays or an international cultural festival to bring people together
- MOVE BEYOND THE MUSEUM – make spaces active with food, galleries, bed and breakfasts instead of static displays
- Preserve historically significant places in Surprise through historical preservation, history walks with sculptures or markings and interactive maps and brochures

How to uplift the creative economy in Surprise:

- Create more opportunities for local artists at all stages and scales through grant opportunities for artists focused on community arts services and artwork displayed in City facilities and at art walks
- Develop more equitable funding by updating grant programs to operational support instead of project grant, establishing a baseline of pay for arts services including travel, supplies and prep time, and create a base pay for student performances to include teacher pay, transportation and club costs

- Better connect Surprise arts and culture organizations through partnerships, sharing resources, programs and marketing
- Build a reputation as a city of arts and culture. Creatives would like to feel like they are in a city where they belong and people get them. More public art and programs will help to create belonging and opportunities for creatives and cultural organizations
- Difficult to make enough money as an artist in Surprise
- Local artists need more opportunities to support their careers in Surprise through opportunities to participate in the City's public art program, display and sell art of all scales, perform and teach

Priorities for the Arts & Culture Division:

- Start with pilots and community partnerships to get buy-in before going big and making large financial investments
- Programs need to be multigenerational, casual and consistent such as an artwalk and outdoor performance series
- Involve neighborhoods by creating incentives for communities and HOAs to include art; including the neighborhoods in planning and design of artwork; adding art to neighborhood events and block parties; and adding art to neighborhood entrances.
- Better promotion and marketing with schools, advertising large festivals to Metro-Phoenix audiences, tap into HOA networks, create a social media presence, create distinguished signage for arts and culture facilities and promote a centralized information hub through the Sports & Tourism page



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: December 4, 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 pertaining to updates of Arts and Culture programming.

Motion:

None

Background:

The Arts and Culture Division manages several programs and grants and participates in several partnerships with organizations and groups.

Objective Analysis:

Staff will share upcoming events and review definitions of partnerships, City programs, and grants and answer questions from the commission relating to current programs and their relationships with these three categories.

Policy Compliant:

Aligns with City policy.

Financial Impact:

None

Budget Impact:

None

FTE Impact:

None

ATTACHMENTS:

1. A+C Programs Updates
-



ARTS AND CULTURE PROGRAMMING UPDATES

ARTS AND CULTURE DIVISION

DEFINITION OF TERMS

Partnerships

Programs and relationships with other communities, individuals or organizations that are collaborative and have shared power, resources, goals, values, priorities, time, and workload.

DEFINITION OF TERMS

City Arts & Culture Programs

City-managed programs are led by City staff with input from the community and fulfill current needs and priorities of the Arts & Culture Division. Artists and organizations may be commissioned and contracted to create or present art, or provide a service that fulfills the goals of the program.

DEFINITION OF TERMS

Arts & Culture Grants

Grants are provided to organizations to support their programs that align with the goals and values of the Arts & Culture Division. Being funded by a grant does not make an organization and program part of a City partnership or City Arts & Culture Program.

CURRENT PROGRAMS

Partnerships

Surprise Gallery Tours

Lunchtime Theater

Dysart Student Tour

City Hall Gallery

City Programs

Public Art Collection

AZ Speaks

Joe Tyler Tour

Public Art Tours

Grants

WHAM Poetry Night

WHAM Mic Drip

Vista Ticket Subsidies

Honor Dance After School Program

Stage Left Ticket Subsidies

Stage Left Youth Programs

Ground Floor Next Gen Program

A+C WINTER EVENTS

More Winter & Spring events are listed on the website

Lunchtime Theater | West Vally Chorale Holiday Favorites

December 14 @ 12pm – Arts HQ

MLK Day of Celebration & Service

January 13, 8am-12pm (program at 11am) – Vista Performing Arts Center

Joe Tyler Home Studio Tour

January 20 @ 10am – Joe Tyler's Studio

AZ Speaks – Archaeology's deep Time Perspective on Environment & Sustainability

January 24 @ 11am – City Hall Council Chambers

Lunchtime Theater | Phoenix Opera: My Favorite Things

January 25 @ 12pm – Arts HQ