



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, January 8, 2024 @ 6:00 PM
COUNCIL CHAMBERS

- 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 December 4, 2023 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Consideration and action pertaining to the 2024 Arts and Culture Division Strategic Plan. | Arts, Culture & Library Department |
| 3. | Citywide | Presentation and discussion regarding FY25 Percent for Art Projects. | Arts, Culture & Library Department |

REGULAR AGENDA ITEM - PUBLIC HEARING:

- F. Other Business and Future Agenda Items
- G. Current Events and Reports
- H. Executive Session

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

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

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

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

- I. Adjournment

POSTED: Thursday, December 28th, 2023 @ 4:00 PM

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



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: January 8, 2024
Submitting Department: Arts, Culture & Library
Department
Staff Recommendations:

Contact Person:
District: Citywide

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

Agenda Wording:

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

Motion:

I move to approve the December 4, 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. 120423 SACAC Meeting Minutes DRAFT
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374
Monday, December 4, 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:

- FY24 MAF Budget Amendment Approved by City Council on November 21 for \$735,000
- Public Art Project Timelines – Moving forward with calls released on January 15 for Traffic Cabinets, MGCRC Exterior, and exploring Fence Art with AZ Charter Schools. Community Pool Mural call released in in Spring 2024, and MGCRC Interior in Winter 2025
- Panelists recommendations for Grants & Artist Calls, and process for SACAC representatives
- Budget Process Updates & FY25 Expectations (Kelsey Lamphier)

E. Arts and Cultural Advisory Commission Agenda

CALL TO THE PUBLIC:

None

REGULAR AGENDA ITEMS – NON PUBLIC HEARING:

1. Consideration and action pertaining to the November 6, 2023 Arts & Cultural Advisory Commission meeting minutes.

Commissioner Miett moved to approve the November 6, 2023 Arts & Cultural Advisory Commission meeting minutes. Commissioner deJong 2nd. 7 Yes votes. Motion carried.

2. Presentation and discussion regarding updates to the FY25 Arts and Culture Grant Guidelines.

Ms. Akerly presented the following points regarding the FY25 Arts and Culture Grant Guidelines to the Commission:

- Access and Equity challenges and updates
- Narrative challenges and updates
- Clarity and Transparency challenges and updates
- Criteria
 - Intentionality
 - Community
 - Impact
 - Resourcefulness
- Budgets and Payments challenges and updates
- Surprise Arts & Culture Grant Guidelines for FY2025

The Commission commented that the updates are very clear and concise, and they are excited to see the changes. They asked some additional clarifying questions which Ms. Akerly discussed in more detail. The Commission agreed that they do not feel that they need to see the finalized draft again in January 2024.

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

Ms. Akerly reviewed and discussed the Arts & Culture Division Strategic Plan with the Commission and asked for their input before it is implemented in January 2024. She advised that this is the last opportunity for the Commission to offer any input before the strategic plan is adopted. Commissioner Lieu suggested that for this plan to align with the General Plan we may want to place the Strategic Implementation Priorities & Timeline toward the beginning of the document. Ms. Akerly advised that she will work with the Marketing Department on the layout. The Commission would also like to use photos in the document which are clearly Surprise related.

4. Presentation and discussion pertaining to updates of Arts and Culture programming.

Ms. Akerly presented the following points regarding the Arts and Culture programming to the Commission:

- Definition of the following terms
 - Partnerships
 - City Arts & Culture Programs
 - Arts & Culture Grants

Ms. Akerly and the Commission discussed current Arts and Culture Division programs, and their relationship to these definitions, as well as future plans to define roles and deepen partnerships in the future.

F. Other Business and Future Agenda Items:

- Budget review prior to February Council meeting
- Original Townsite Art Fence project

G. Current Events and Reports

- Commissioner Kupper shared the library bookmark contest with several school art teachers, some of whom have made it an official assignment for their class.
- Director Lamphier advised that the Library Card Design Contest has started.
- Commissioner deJong attended the John Fitzsimmons: The Comedy Trickster Lunchtime Theater.

ADJOURNMENT:

Motion to adjourn at 7:33 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 December 4, 2023.

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

Council Meeting Date: January 8, 2024 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 2024 Arts and Culture Division Strategic Plan.

Motion:

I move to recommend the adoption of the 2024 Arts and Culture Division Strategic Plan to the City's Arts and Culture Division.

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 vote on the recommendation to the adopt the Arts and Culture Division Strategic Plan.

Policy Compliant:

Aligns with City policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. 2024 A+C Division Strategic Plan_FINAL
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ARTS & CULTURE DIVISION **STRATEGIC PLAN**



2024

Prepared by City of Surprise
Arts & Culture Division

Table of Contents

Letter from the Director	3
Background and History	4
Relationship to Other Plans and Studies	4
Public Engagement	7
Definitions of Terms	8
What We Do Our Programs	9
Mission, Vision, Core Values of Arts & Culture Division	10
Goals	11
Goal 1: Solidify our Unique Cultural Identity	11
Goal 2: Increase Access to Programs and Resources	12
Goal 3: Elevate the Arts and Culture Sector in Surprise	13
Goal 4: Build Internal Capacity	14
Strategic Implementation Priorities & Timeline	15
Appendix	17
Article X. – One and One-Third Percent for Public Art Program	17
Community Input Summary	19

Acknowledgements

Surprise Arts & Cultural Advisory Commission

Kathie L. Morgan, Chair
 Taylor Ingro, Vice-Chair
 Susan DeJong
 Crystal Kupper
 Margaret Lieu
 Rhiannon Miett
 Dr. Charlotte Pullins

Surprise City Staff

Bob Wingenroth, City Manager
 Tracy Montgomery, Assistant City Manager
 Andrea Davis, Deputy City Manager/Chief Financial Officer
 Kelsey Lamphier, Arts, Culture & Library Director
 Julie Akerly, Arts & Culture Manager

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.

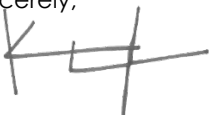
Arts and culture in our community serve as a catalyst for social and economic growth, fostering an environment where creativity and innovation thrive. By integrating arts and culture into the fabric of Surprise, we aim to achieve the following strategic objectives:

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

2002
SACAC
Established
by City
Council

2004
First Cultural
Arts Strategic
Plan
Created

2016
Percent for
Art
Ordinance
Adopted

2018
Arts &
Culture
Masterplan
Approved

2022
Arts, Culture
& Library
Department
Established

2023
Arts &
Culture
Division
Established

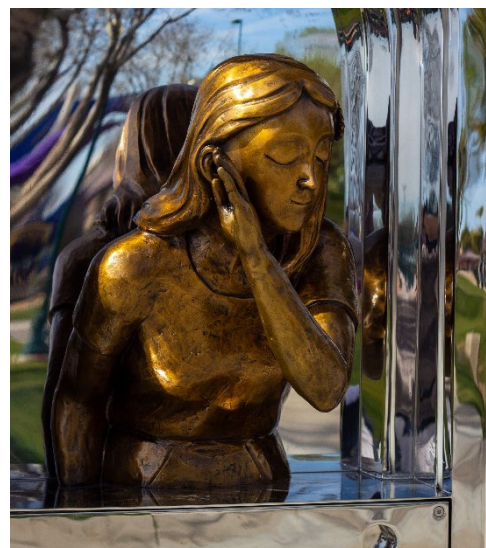
The Surprise Arts & Cultural Advisory Commission (SACAC) was established in 2002 to act as an advisory board to City Council matters pertaining to art for potential use at City buildings, parks, facilities and open spaces. Since then, the SACAC has served an important role in advocating for art and culture 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.

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.

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.

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	○		
	Pilot free, casual, outdoor, arts and culture programs for all ages	○		
	Work with other City departments to support arts and culture aspects of citywide events and celebrations	○		
	Build relationships with cultural organizations and leaders	○		
	Create a historical acknowledgement of Surprise to share at events	○		
	Work with Economic Development and Community Development to create an Art in Private Development incentive program	○		
	Develop free and recurring art programs, including art walks and an outdoor performance series		○	
	Create historical tours, podcasts and programs to preserve and share Surprise's history		○	
	Create incentives in neighborhoods and HOAs to increase arts and culture access and services in parks and neighborhoods		○	
	Create multiple culturally specific programs, initiatives and small festivals through community partnerships			○
	Plan for signature artworks throughout the city, including identifiers at cultural hubs and entrances to neighborhoods			○
	Identify opportunities and partnerships to enhance the City's historic preservation program			○
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	○		
	Create affordable art program for local artists on roadways and in community facilities such as libraries and community centers	○		
	Update and simplify grants and artist calls to be more inclusive, transparent and accessible	○		
	Update websites, newsletters, social media and printed materials for increased accessibility, information and transparency	○		
	Invite more community members to participate in decision-making on panels and in the creation of new programs and partnerships	○		
	Develop new arts and culture programs that serve new audiences with a focus on multigenerational and culturally specific programming		○	
	Undergo an accessibility assessment for all current public programs, and implement adaptive programs, policies and modifications		○	
	Create a communications plan and evaluate the best tools for communicating and sharing information with public		○	
	Explore interdepartmental partnerships and cross-sector initiatives to serve specific needs (ie. seniors, veterans, youth, adaptive)			○
	Expand community gallery program to other City buildings, libraries, and community centers			○

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

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

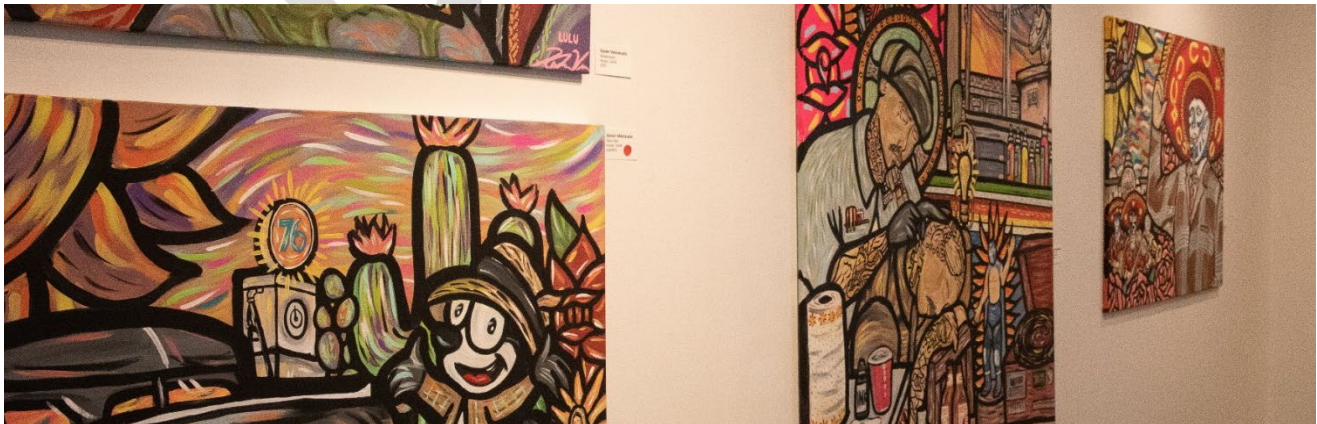
"Many of these initiatives are already incorporated in the current art organizations, but they could use more funding."

"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: January 8, 2024 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 FY25 Percent for Art Projects.

Motion:

None.

Background:

New Percent for Art projects will be included in the FY25 budget package, and will be determined by input from the community, future CIP projects, input from the Arts and Cultural Advisory Commission, and considerations for diversifying locations and increasing access to public art through out the City of Surprise.

Objective Analysis:

Staff will present the 5-Year Percent for Art Plan and review options for FY25 percent for art projects at community centers, parks, libraries, and traffic cabinets. The commission will discuss and consider options for types of calls, eligibility, and locations that will guide staff to build initial project descriptions and presentations for FY25 budget package requests.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None at this time, however future action may lead to financial impact.

Budget Impact:

Discussion of this item will inform the FY25 Percent for Art Budget package. The budget will be derived from the Municipal Arts Fund and will be subject to the policies outlined in Ordinance #2021-05.

FTE Impact:

None.

ATTACHMENTS:

1. FY25 Percent for Art Plan_DRAFT
 2. FY25 Percent for Art
-

Percent for Art

5 Year Plan (FY 2024-2028)

IN-PROGRESS PROJECTS



Bounce and Swing

Location: Surprise Stadium
Artist: RSP Architects

Artists have designed two iconic pieces that will welcome visitors to the Surprise Spring Training Stadium at the first and third base entrances. The concepts celebrate the sport of baseball, while also honoring Surprise's history. This project is currently under Conceptual and Building Permit Review.

Traffic Cabinet Artwork

Type of art: Digital vinyl prints
Eligibility: West Valley
Scale: Small
Selection Process: RFQ
Location: 10 traffic cabinets at Bell Rd. intersections
Budget: \$25,000

Community Center MCRC Construction Fencing

Type of art: Digital vinyl print
Eligibility: Arizona Charter School
Scale: Small
Location: Multigenerational Community Resource Center
Budget: \$10,000

Community Center MCRC Outdoor Gathering Space

Type of art: 3D sculpture
Eligibility: National
Scale: Large
Selection Process: RFQ/RFP
Location: New Multigenerational Community Resource Center
Budget: \$600,000

Park – Community Pool

Type of art: Basketball court mural
Eligibility: Arizona
Scale: Small
Selection Process: RFQ
Location: New Multigenerational Community Resource Center
Budget: \$10,000

Community Center MCRC Interior Gym Walls

Type of art: Digital vinyl print
Eligibility: West Valley
Scale: Small
Selection Process: RFQ
Location: New Multigenerational Community Resource Center
Budget: \$10,000

FY25 PROPOSED PROJECTS

Park – Dick McComb

Type of art: Determined by artist
Eligibility: National
Scale: Large
Selection Process: RFQ
Location: Dick McComb Park
Budget: \$200,000

Traffic Cabinet Artwork

Type of art: Digital vinyl prints
Eligibility: West Valley
Scale: Small
Selection Process: RFQ
Location: 10 traffic cabinets on Cactus Rd.
Budget: \$25,000

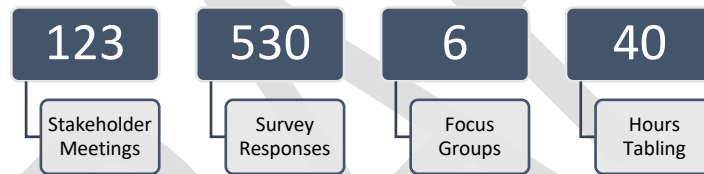
Community Center

Type of art: TBD
Eligibility: National
Scale: Large
Selection Process: TBD
Location: TBD
Budget: \$300,000

Library - Asante

Type of art: Determined by artist
Eligibility: Arizona
Scale: Small
Selection Process: RFQ
Location: Asante Library
Budget: \$15,000

COMMUNITY INPUT

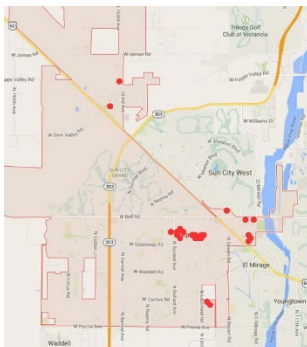


The percent for art plan is based off of input from community members gathered through surveys, stakeholder meetings, focus groups, and discussions with the Surprise Arts and Cultural Advisory Commission. Based on community input, the priorities for the Percent for Art Plan over the next 5 years include:

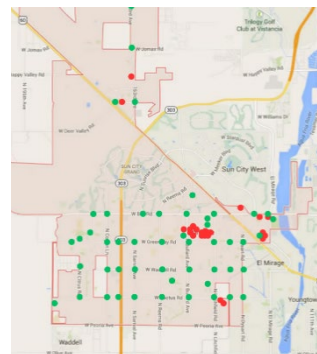
- Parks
- Community centers and libraries
- Projects for local artists
- Easily accessible
- City center/art corridor placemaking
- Neighborhoods

LOCATIONS

Current Works of Art Locations



5-Year Plan Works of Art Locations



5-YEAR PERCENT FOR ART PLAN

Project	Start	End	Scale	Strategic Implementation
City Center Bounce and Swing	FY 2022	FY 2025	Large	Plan for signature artworks throughout the city including identifiers at cultural hubs and entrances to neighborhoods
Parks Community Pool	FY 2024	FY 2025	Small	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Traffic Cabinets Bell Rd	FY 2024	FY 2025	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Community Center MCRC – Exterior	FY 2024	FY 2026	Large	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Community Center MCRC – Fencing	FY 2024	FY 2025	Small	Deepen and expand partnerships with local schools to ensure public art and educational opportunities for students and artists
Community Center MCRC – Interior Wall	FY 2024	FY 2026	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Park Dick McComb	FY 2025	FY 2026	Large	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Library Asante	FY 2025	FY 2025	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Community Center TBD	FY 2025	FY 2027	Large	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Traffic Cabinets Cactus Rd	FY 2025	FY 2025	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Park Veramonte	FY 2026	FY 2027	Large	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Library Regional	FY 2026	FY 2026	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
City Center Parking Garage	FY 2026	FY 2028	Large	Plan for signature artworks throughout the city including identifiers at cultural hubs and entrances to neighborhoods
Traffic Cabinets 163 rd Ave	FY 2026	FY 2026	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Park Asante	FY 2027	FY 2028	Large	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Community Center MCRC - Interior	FY 2027	FY 2028	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Neighborhoods Public Art Grant Pilot	FY 2027	FY 2029	Small	Create incentives in neighborhoods and HOAs to increase arts and culture access and services in parks and neighborhoods
City Center Civic Center Pkwy	FY 2027	FY 2029	Large	Plan for signature artworks throughout the city including identifiers at cultural hubs and entrances to neighborhoods
Traffic Cabinets Greenway Rd	FY 2027	FY 2027	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Park Original Townsite	FY 2028	FY 2029	Large	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Library Asante	FY 2028	FY 2029	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Neighborhoods Public Art Grant	FY 2028	FY 2030	Small	Create incentives in neighborhoods and HOAs to increase arts and culture access and services in parks and neighborhoods
City Center Elm St	FY 2028	FY 2030	Large	Plan for signature artworks throughout the city including identifiers at cultural hubs and entrances to neighborhoods
Traffic Cabinets Waddell Rd	FY 2028	FY 2028	Small	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers



SURPRISE
ARIZONA

FY25 PERCENT FOR ART PROJECTS

ARTS AND CULTURE DIVISION

IN-PROGRESS PROJECTS

Project	Artist Call	Estimated Install
Bounce and Swing	Complete	Summer 2024
Traffic Cabinet Artwork	Spring 2024	Fall 2024
MCRC Fence Art	Spring 2024	Fall 2024
MCRC Exterior	Spring 2024	Winter 2026
Community Pool Mural	Summer 2024	Spring 2025
MCRC Interior	Spring 2025	Winter 2026

FY 2024-2028

PERCENT FOR ART PLAN

- Parks
- Community Centers
- Local Artists
- Easily Accessible
- City Center/Art Corridor Placemaking
- Neighborhoods

FY25 PLAN

Project	Start	End	Scale	Call	Strategic Implementation
Park Dick McComb	FY 2025	FY 2027	Large	National	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Library Asante	FY 2025	FY 2026	Small	Arizona	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers
Community Center TBD	FY 2025	FY 2027	Large	National	Prioritize art works and programs located in parks and areas of the city that do not currently have works of art
Traffic Cabinets Cactus Rd.	FY 2025	FY 2025	Small	West Valley	Create public art opportunities for local artists on roadways and in community facilities such as libraries and community centers

Cactus Rd.

TRAFFIC CABINETS

- Location aligns with CIP roadway improvement plans
- Call will align with Bell Rd. cabinet installation
- **Eligibility:** West Valley artists/groups
- **Budget:** \$25,000 (10 artists)
- **Call type:** RFQ

Asante

LIBRARY

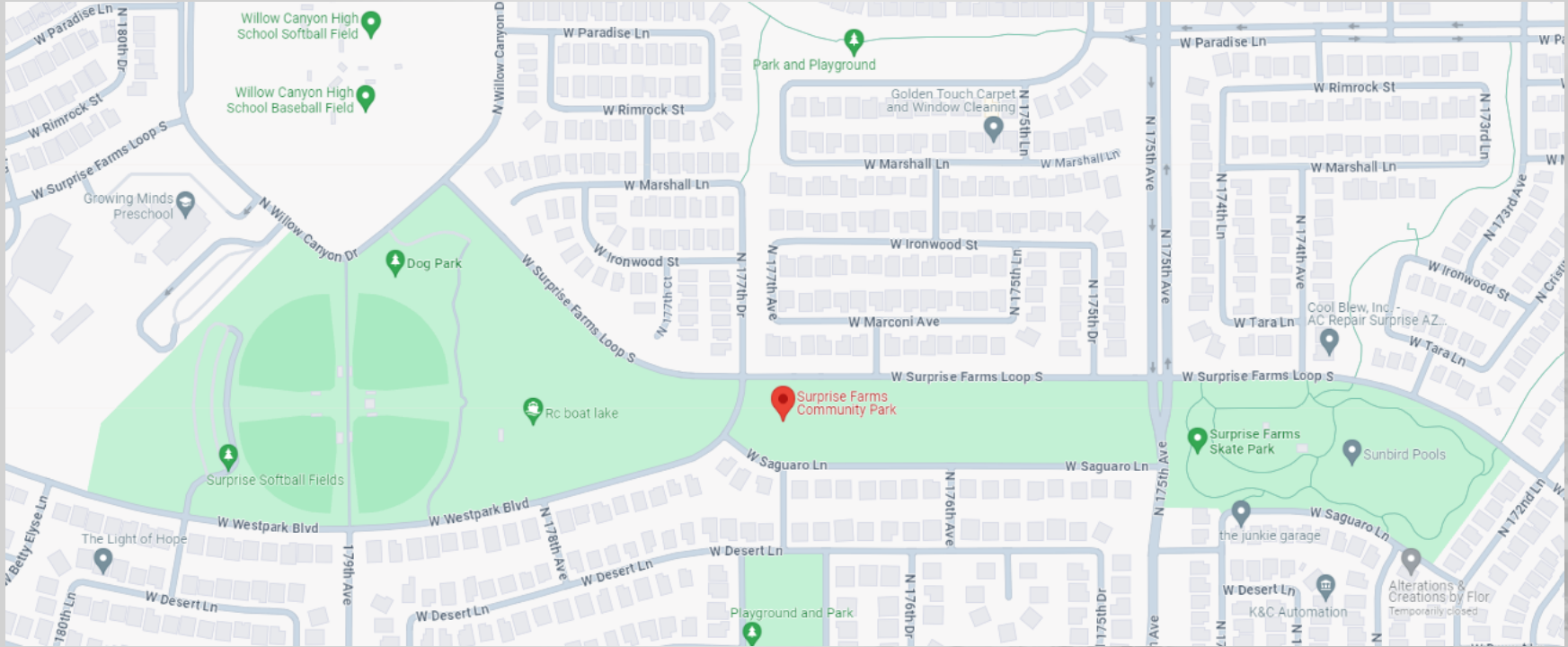
- Temporary art project
- Potential partnership opportunity with West Valley Cities
- Skill building for local artists entering public art
- **Eligibility:** Arizona artists
- **Budget:** \$15,000
- **Call Type:** RFQ – may be determined by partnership



Dick McComb Park

PARK

- Parks were #1 location in community survey
- Plan outlines new park each year
- Many opportunities to integrate art including skatepark, dog park, playground, walking paths, green space
- **Eligibility:** National
- **Budget:** \$200,000



RFQ or RFP

PARK

RFQ	RFP
Artist can work directly with community in creating their design	Community input for locations and content can be gathered by staff
Artwork locations are more likely to touch multiple locations in park	One location will be selected for artwork based on staff-gathered input
Open to more creative and unexpected locations and types of art	More clear guidelines, but designs may not be as site-specific



COMMUNITY CENTER

- Several options were explored
- No strong FY25 CIP projects currently proposed
- **Eligibility:** National
- **Budget:** \$300,000
- **Call Type:** RFP

COUNTRYSIDE REC CENTER





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QUESTIONS OR COMMENTS?

Thank You