



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, February 5, 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 January 8, 2024 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Presentation and discussion regarding the Arts and Culture Goals included in the 2040 General Plan Draft. | Arts, Culture & Library Department |
| 3. | Citywide | Presentation and discussion on the economic and social impact of arts, culture, and creative placemaking. | 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: Monday, January 22, 2024 @ 10:30 AM

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



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: February 5, 2024
Submitting Department: Arts, Culture & Library
Department
Staff Recommendations:

Contact Person:
District: Citywide

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

Consideration and action pertaining to the January 8, 2024 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the January 8, 2024 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. 010824 SACAC Meeting Minutes DRAFT
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374
Monday, January 8, 2024 @ 6:00 PM
Community Room
DRAFT - Meeting Minutes

A. Call to Order

B. Roll Call

Chair Kathie Morgan, Commission members, Crystal Kupper, Susan deJong and Margaret Lieu

Absent: Vice-Chair Taylor Ingro, Commission members, Rhiannon Miett and Dr. Charlotte Pullins

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

C. Pledge of Allegiance

D. Staff Reports

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

- Panel interest forms have been received. Commissioners will be contacted as panel opportunities arise over the next year.
- Boards and Commissions Dinner – March 25 @ 5:30pm
- Bounce & Swing updates – completing potholing to check for utilities as final step before submitting building permit application. The project will be promoted during Spring Training with banners at the base entrances and hands-on arts activity tables during some Spring Training games.

CALL TO THE PUBLIC:

None

REGULAR AGENDA ITEMS – NON PUBLIC HEARING:

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

Commissioner Kupper moved to approve the December 4, 2023 Arts & Cultural Advisory Commission meeting minutes. Commissioner deJong 2nd. 4 Yes votes (3 absent). Motion carried.

2. Consideration and action pertaining to the 2024 Arts and Culture Division Strategic Plan.

Commissioner Lieu moved to recommend the adoption of the 2024 Arts and Culture Division Strategic Plan to the City's Arts and Culture Division. Commissioner deJong 2nd. 4 Yes votes (3 absent). Motion carried.

3. Presentation and discussion regarding FY25 Percent for Art Projects.

Ms. Akerly discussed the following items:

- In-Progress Projects
 - Bounce and Swing
 - Traffic Cabinet Artwork
 - MCRC Fence Art
 - MCRC Exterior
 - Community Pool Mural
 - MCRC Interior
- FY 2024-2028 Percent for Art Plan
 - Parks
 - Community Centers
 - Local Artists
 - Easily Accessible
 - City Center / Art Corridor Placemaking
 - Neighborhoods
- FY25 Plan Projects
 - Dick McComb Park
 - Commissioners recommended an RFQ process for artist selection to better engage and connect with community in the design of artwork.
 - Commissioners recommended a \$300,000 budget for this project.
 - Asante Library
 - Countryside Recreation Center
 - Commissioners recommended a \$200,000 budget for this project.
 - Traffic Cabinets on Cactus Road
- FY29 (Future) Projects
 - Commissioners recognized that they need to be focused on the planning process for the City Center area.

E. Other Business and Future Agenda Items:

- General Plan Presentation
- AZ Economic Impact Study
- FY25 Budget Package
- FY Meeting Calendar Approval
- Traffic Cabinet Update
- SACAC Mission & Responsibilities
- MCRC Update
- Grants Update
- Stage Left Productions Presentation
- Retreat and Summer Break Discussion
- Connection or partnership with homeschool co-ops.

F. Current Events and Reports

- Commissioner deJong attended Lunchtime Theater which was sold out.
- Commissioner Lieu commented that the Swimming with the Porpoise mural was on display during the Sparkling Surprise event, and she sent photos to the artist who was very pleased.
- Commissioner Kupper attended several Stage Left Theater shows which were fantastic and of terrific quality.

ADJOURNMENT:

Motion to adjourn at 7:01 p.m. – Commissioner Lieu. Commissioner deJong 2nd. 4 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 January 8, 2024.	
	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: February 5, 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 the Arts and Culture Goals included in the 2040 General Plan Draft.

Motion:

None.

Background:

The General Plan is the long-range planning document that outlines the next 10-20 years of future growth and development for the City. The General Plan is bounded by a community vision and various goals, policies, and maps to support the plan's ultimate implementation. In application, the General Plan acts as a guide for future social, economic, and development decisions. The draft has been adopted by City Council and will be on voter ballots in 2024.

Objective Analysis:

Commissioner Margaret Lieu served as the Vice President of the General Plan Advisory Group. During this meeting she will provide background on the process of creating the 2040 General Plan, and highlight key components of the plan as they relate to Arts and Culture.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. General Plan Presentation SACAC
-



SURPRISE2040

General Plan

Arts and Cultural Advisory Commission Overview



February 5,
2024

General Plan Advisory Group

- **19 Volunteers**
 - Residents
 - Business Owners
 - Commission Members
 - City Council Recommendations
- **Chair and Vice-Chair**
 - Chair - Steve Doolittle
 - Vice-Chair - Margaret Lieu
- **July 2022 – September 2023**
 - 14 Months
 - Nine meetings
 - Approximately 600 hours dedicated - Collectively

General Plan Public Engagement

**Community Workshop**

**SURPRISE2040**
General Plan

Tuesday, August 30, 2022 6:00-8:00 PM
Ottawa University- Surprise
14360 W Tierra Buena Lane, Surprise, AZ 85374

We want to hear from you!
Join us on the 2nd floor in the Multi-Purpose room for the official kickoff of the Surprise General Plan Update.



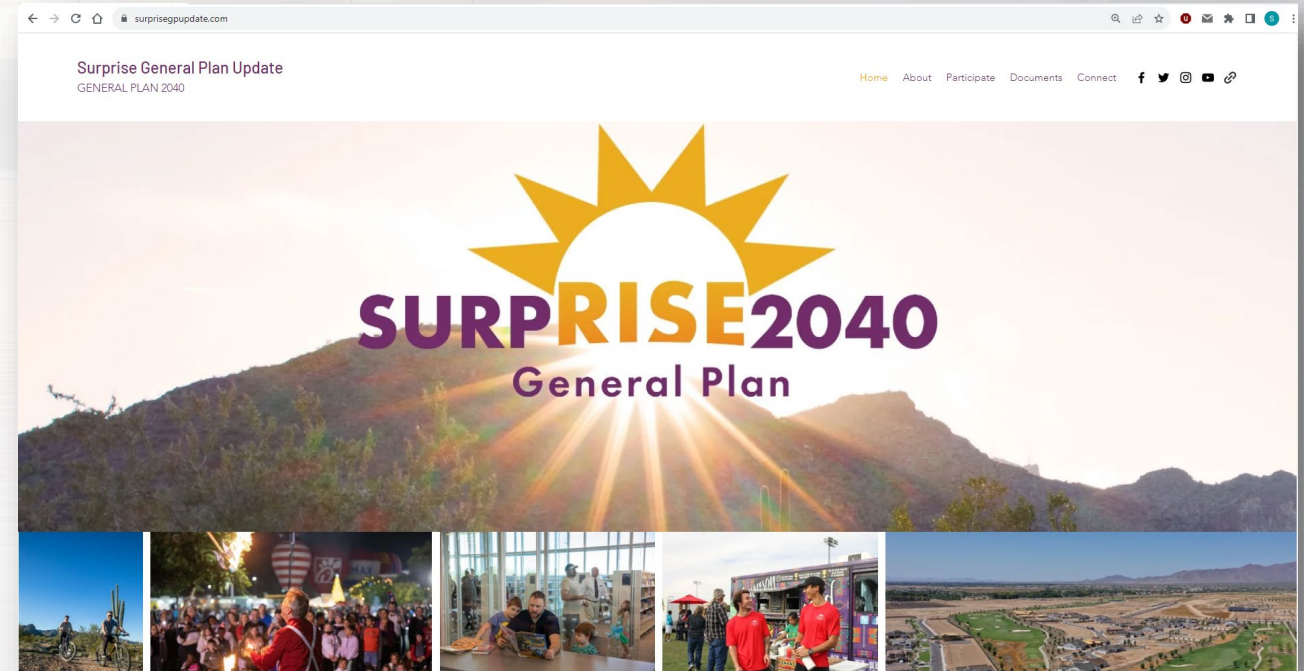
**SCAN ME**

Scan the QR Code or visit [Surprisegpupdate.com](https://surprisegpupdate.com) to find out more about the project and subscribe for updates today!



• Summary

- Project Website
- 5 In-Person Community Workshops
- 4 Pop-Up Booths at Local Events
- 3 Virtual Community Workshops
- 2 Joint Council Council-Planning & Zoning Commission Work Sessions
- News Articles/Press Releases
- Social Media Posts
- 60-Day Public Agency Review



www.surprisegpupdate.com

Prominent Community Feedback

Input from a wide variety of community members and stakeholders was essential to crafting a plan that accurately reflected residents' concerns and hopes for Surprise's future. Some of the prominent community aspirations highlighted below were shared through community conversations.

Balancing Development

Surprise is a community of distinct neighborhoods that looks to balance future development by providing a city that includes a variety of housing options for all who choose to live in Surprise while also respecting the neighboring rural communities.

Transportation Network

The transportation system in Surprise needs to support the residents and businesses of the community through ensuring developing areas are connected to the established areas of the city, reducing traffic congestion, and allowing for the use of alternative transportation modes.

Water Resources

Living in the arid climate of the Sonoran Desert, protection of available water resources is paramount. The City of Surprise actively maintains its Designation of Assured Water Supply and is committed to overall community water conservation.

Open Space

Preserving open space areas in and around Surprise is an area of community consensus. Many Surprise residents value the city's close access to nature and recreation as well as maintaining proper habitat protection for the native plants and animals.

Arts, Culture, and Heritage

Access to art and cultural events has become a widely recognized boost in the quality of life in Surprise. Local art gives shape to the community identity and strengthens the local culture and heritage. Supporting the arts has proven to give rise to innovative economic opportunities.

Community Safety

Access to local safety and emergency services is a leading indicator of a community's quality of life. Ensuring these services keep pace with the rate of growth is a prime aim for Surprise to continue its high caliber safety services for both its current and future community members.

Public Hearing Draft – Structure

Community Feedback



Public Hearing Draft – Inter-Relationships

			REQUIRED ELEMENTS													ELECTIVE ELEMENTS			
			Land Use & Growth Areas	Circulation & Bicycling	Recreation & Open Space	Revitalization & Redevelopment	Housing & Neighborhood Preservation	Environmental Planning & Conservation	Water Resources	Energy	Public Services & Facilities	Public Buildings	Safety	Cost of Development	Economic Development	Arts & Culture	Education	Health	
A WELCOMING PLACE	Goal 3.1	Build strong neighborhoods and local connections	●		●	●	●				●	●			●	●		●	
	Goal 3.2	Promote public engagement and participation				●				●				●		●	●		
	Goal 3.3	Foster effective communication				●							●	●	●	●	●	●	
	Goal 3.4	Provide good governance through service excellence								●	●	●	●	●			●	●	
A LIVABLE COMMUNITY	Goal 4.1	Maintain a well-managed community form	●			●	●							●	●	●			
	Goal 4.2	Be a home for everyone	●	●	●	●	●	●	●	●		●	●	●	●	●			
	Goal 4.3	Foster a sense of place through maintenance, reuse, or redevelopment of maturing areas	●		●	●	●	●			●	●	●	●				●	
	Goal 4.4	Protect Luke Air Force Base	●	●	●		●	●	●		●	●	●	●	●			●	
A CONNECTED CITY	Goal 5.1	Develop a complete transportation network to support desirable patterns of development	●	●		●	●	●					●	●	●			●	
	Goal 5.2	Promote safe movement of people, goods, and vehicles across all modes of travel		●	●		●					●		●				●	
	Goal 5.3	Relieve vehicular congestion	●	●		●	●	●		●			●	●	●			●	
	Goal 5.4	Plan for emerging transportation technologies		●		●	●	●		●	●	●		●	●				
	Goal 6.1	Protect the health of our diverse environment	●		●			●										●	

			REQUIRED ELEMENTS													ELECTIVE ELEMENTS			
			Land Use & Growth Areas	Circulation & Bicycling	Recreation & Open Space	Revitalization & Redevelopment	Housing & Neighborhood Preservation	Environmental Planning & Conservation	Water Resources	Energy	Public Services & Facilities	Public Buildings	Safety	Cost of Development	Economic Development	Arts & Culture	Education	Health	
A SUSTAINING ENVIRONMENT	Goal 6.2	Utilize a systems approach to sustainability	●		●		●	●	●					●	●				
	Goal 6.3	Reduce risk and thrive under change		●	●			●				●	●				●		
	Goal 6.4	Provide exceptional core utilities					●	●	●	●			●	●					
	Goal 6.5	Continuously and responsibly manage our water resources	●		●	●		●	●					●				●	
	Goal 6.6	Bolster water conservation	●			●		●	●									●	
	Goal 6.7	Ensure for safe and reliable water delivery				●		●	●				●	●				●	
	A HEALTHY LIFESTYLE	Goal 7.1	Offer superior recreational amenities and activities	●	●	●			●	●		●			●	●			●
Goal 7.2		Foster a system of natural opens spaces	●	●	●	●		●	●			●						●	
Goal 7.3		Increase access to wellness opportunities		●	●	●		●	●		●	●		●	●	●	●	●	
Goal 7.4		Ensure for quality community services	●	●			●				●		●						
Goal 7.5		Cultivate and preserve our culture and heritage			●	●	●				●	●			●	●		●	
A COMPETING ECONOMY	Goal 8.1	Support economic competitiveness	●	●		●			●	●	●				●		●		
	Goal 8.2	Be a regional economic partner						●	●	●	●				●				
	Goal 8.3	Elevate tourism through attractions	●			●							●		●	●			
	Goal 8.4	Offer life-long learning and skill-building			●		●				●	●			●	●	●		

Public Hearing Draft – Progress Metrics

Metric	Interest Topic	Goal(s) Measured
Total population	Housing, Economic Development	4.2, 8.1, 8.2, 8.3
Tax revenues	Economic Development	8.1, 8.2, 8.3
New residential CofO (single-family & multi-family)	Housing	4.1, 4.2
New residential development (proximity to commercial and employment centers)	Neighborhoods	4.1, 4.2
New non-residential development (SF)	Economic Development	4.1, 8.3
Vacancy rate for commercial space	Economic Development	4.3, 8.1, 8.2, 8.3
New development/investment by growth area (by project and \$)	Housing, Economic Development	4.1, 4.2, 8.1, 8.2, 8.3
Housing type distribution	Housing	4.1, 4.2
Housing occupancy distribution (Ownership vs Rental)	Housing	4.1, 4.2
Median home price	Housing	4.1, 4.2, 4.3
Percent of population that is housing-cost burdened (housing >=30% of income)	Housing	4.1, 4.2
Number of public art projects	Neighborhoods	3.1, 4.1, 4.3
Miles of sidewalks	Recreation, Transportation	5.1, 5.2, 5.3, 7.3
Miles of bike lanes	Recreation, Transportation	5.1, 5.2, 5.3, 7.3
Miles of trails	Recreation, Transportation	5.1, 7.2, 7.3
Number and type of City events	Recreation	3.1, 7.1, 7.5
Total acres of preserved public park and open space	Open Space	4.1, 7.2, 7.3
Annual water demand (calendar year)	Water	6.1, 6.2, 6.4, 6.5, 6.6, 6.7, 7.2, 8.2
Gallons of water per capita per day (GPCD) (calendar year)	Water	6.1, 6.2, 6.4, 6.5, 6.6, 6.7, 7.2, 8.2
Current designation of assured water supply volume	Water	6.1, 6.2, 6.4, 6.5, 6.6, 6.7, 7.2, 8.2
Crime rates	Public Safety	4.1, 4.3, 7.4
Total jobs	Economic Development	8.1, 8.2,
Total jobs by industry	Economic Development	8.1, 8.2
Median Household Income	Economic Development	8.1, 8.2
Percentage of population with a high-school degree	Education	8.1, 8.2, 8.4
Percentage population with some post-secondary education or a post-secondary degree	Education	8.1, 8.2, 8.4
Spring training attendance	Economic Development	7.1, 8.3

The Surprise 2040 General Plan will be executed through applying policies and implementing actions. The Community Development Department will demonstrate success of the 2040 General Plan through annual reporting by tracking the implementation of the plan based on key indicators identified in the Progress Metrics Matrix (left) from Chapter 9 of the General Plan. These metrics serve to evaluate projects and efforts in the City in line with the goals, policies, and actions put forth in the Surprise 2040 General Plan.

Arts & Culture in General Plan

- **A Welcoming Place**
 - 3.1 Build strong neighborhoods and local connections
 - 3.2 Promote public engagement and participation
 - 3.3 Foster effective communication
- **A Livable Community**
 - 4.1 Maintain a well managed community form
 - 4.2 Be a home for everyone

Arts & Culture in General Plan

- **A Healthy Lifestyle**
 - 7.1 Offer superior recreational amenities and activities
 - 7.3 Increase access to wellness opportunities
 - 7.5 Cultivate and preserve our cultural heritage
- **A Competing Economy**
 - 8.3 Elevate tourism through attractions
 - 8.4 Offer life-long learning and skill building

Next Steps

- **General Plan Ratification**
 - Tuesday, August 6, 2024 (Primary Election)



**Thank You
Questions?**



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: February 5, 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 on the economic and social impact of arts, culture, and creative placemaking.

Motion:

None.

Background:

Americans for the Arts recently released a study of the economic and social impact of Nonprofit Arts and Culture Organizations and their audiences. This is a national study that also has segmented data reports for Arizona and the West Valley. Other organizations have also conducted studies that showcase the economic impact of arts and culture including the Arts and Cultural Production Satellite Account from the Bureau of Economic Analysis and the National Endowment for the Arts that analyzes employment and GDP across for profit and nonprofit arts and culture industries, as well as a study from the University of Toronto and other Industry Leaders on the impact of creative placemaking on communities and economies, with a focus on public art's role in placemaking.

Objective Analysis:

Staff will provide an overview of three studies relating to the economic and social value and impact of arts and culture.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Economic Impact in the Arts Presentation
 2. AZ_WestValleyRegion_AEP6_OnePageSummaryOfFindings (1)
-



SURPRISE
ARIZONA

ECONOMIC IMPACT OF ARTS & CULTURE

ARTS AND CULTURE DIVISION



SURPRISE
ARIZONA

NATIONAL ARTS AND CULTURAL PRODUCTION SATELLITE ACCOUNT

U.S. DEPARTMENT OF COMMERCE
NATIONAL ENDOWMENT FOR THE ARTS

4.4%
OF
USA
GDP

Value added to U.S. GDP by selected sectors: 2021
(in billions)



Source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis and National Endowment for the Arts



\$11.6B

Value added to state's economy
by the arts

2.8%

Arts' value-added as a share of
state's economy



\$6.4B

Arts worker compensation



84,701

Arts employment



SURPRISE
ARIZONA

THE VALUE AND IMPACT OF CREATIVE PLACEMAKING

TORONTO METROPOLITAN UNIVERSITY
THE DANIELS CORPORATION
LEMAY
ENTRO
MASSIVART



Creative Placemaking an integrative approach to urban planning and **community building** that **stimulates local economies** and leads to increased innovation, cultural diversity, and civic engagement.

VALUE OF PLACEMAKING



Study from Toronto Metropolitan University

DATA OVERVIEW

- 50% increase in time spent at a location
- 53% increase in positive perception of the environment
- 77% increase in sharing information about the location
- 63% increase in positive feelings about the environment
- 53% increase in self-congruity (forming a sense of connection between the individual and the location)



SURPRISE
ARIZONA

ARTS AND ECONOMIC PROSPERITY REPORT

AMERICANS FOR THE ARTS
ARIZONA WEST VALLEY REGION

THE ARTS MEAN BUSINESS!

Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business has a positive economic impact and improves community well-being.

An infographic with a dark blue background featuring a person in a blue shirt and jeans. Two orange circles at the top contain the values \$15.6 MIL and \$15.7 MIL. Below them are the labels 'NONPROFIT ARTS & CULTURE ORGANIZATION SPENDING' and 'EVENT RELATED SPENDING BY AUDIENCES'. At the bottom is a large white number '\$31,500,00' and a teal label 'TOTAL IN ECONOMIC ACTIVITY FY 2022/23'.

**\$15.6
MIL**

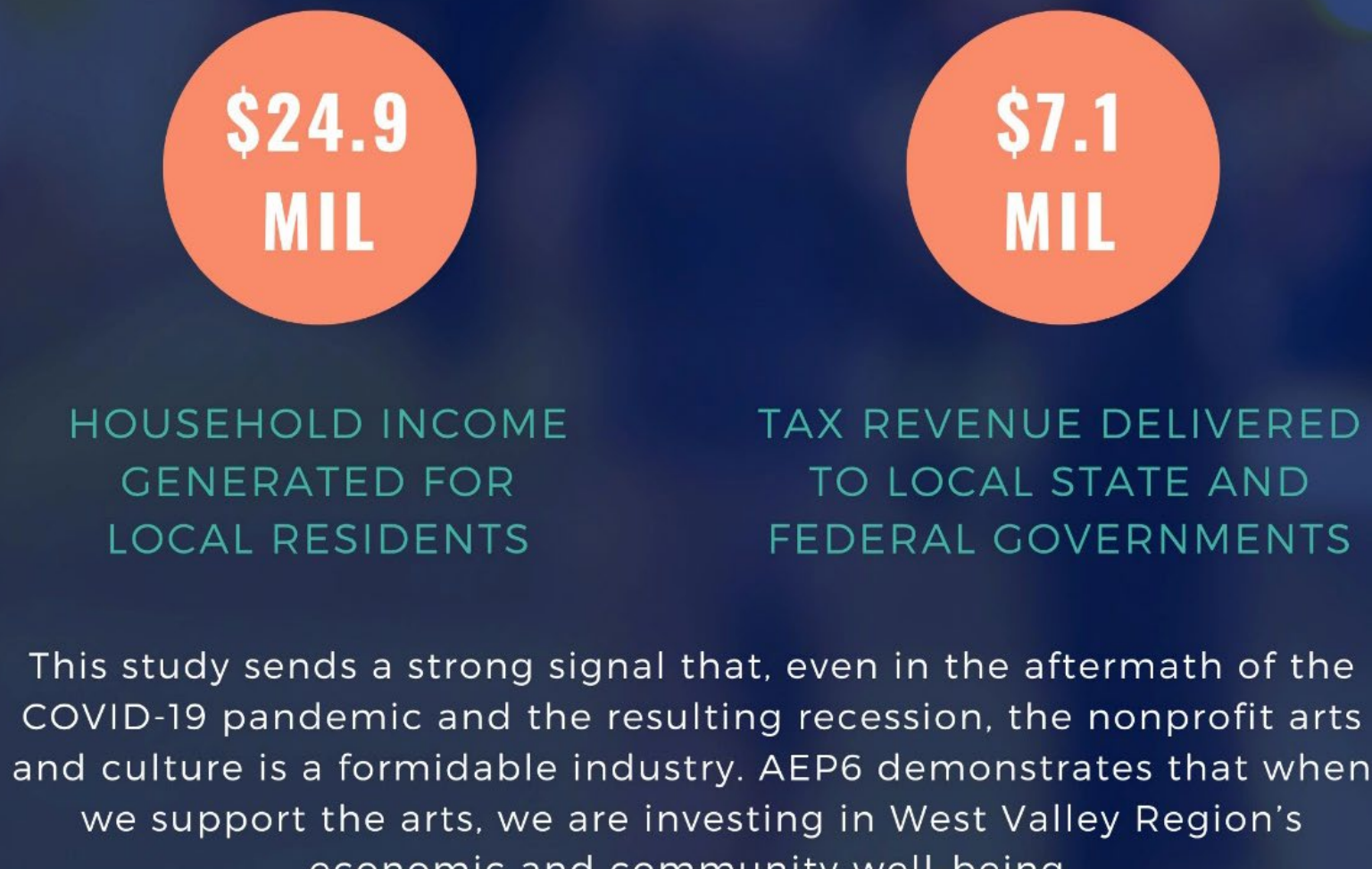
NONPROFIT ARTS &
CULTURE ORGANIZATION
SPENDING

**\$15.7
MIL**

EVENT RELATED
SPENDING BY
AUDIENCES

\$31,500,00

TOTAL IN ECONOMIC ACTIVITY FY 2022/23



**\$24.9
MIL**

HOUSEHOLD INCOME
GENERATED FOR
LOCAL RESIDENTS

**\$7.1
MIL**

TAX REVENUE DELIVERED
TO LOCAL STATE AND
FEDERAL GOVERNMENTS

This study sends a strong signal that, even in the aftermath of the COVID-19 pandemic and the resulting recession, the nonprofit arts and culture is a formidable industry. AEP6 demonstrates that when we support the arts, we are investing in West Valley Region's economic and community well-being.

**“ARTS & ECONOMIC PROSPERITY 6
BRINGS A WELCOME MESSAGE: WHEN
YOU INVEST IN THE ARTS AND
CULTURE, YOU ARE INVESTING IN AN
INDUSTRY THAT STRENGTHENS YOUR
ECONOMY AND BUILDS MORE
LIVABLE COMMUNITIES.”**

RANDY COHEN | VICE PRESIDENT OF RESEARCH, AFTA

553 JOBS SUPPORTED

A person is shown in silhouette, working on a machine. The entire image is overlaid with a teal gradient. The person is leaning over a machine, possibly a lathe or a similar industrial tool, and appears to be focused on their work. The background is a solid teal color, and the overall tone is professional and industrial.

Arts and culture organizations provide rewarding employment for more than just arts administrators, artists, and curators. They also employ box office staff, ushers, tour guides, custodians, graphic designers, accountants, printers, maintenance staff, builders, plumbers, and an array of occupations spanning many industries.



DRIVING TOURISM

**ARTS TRAVELERS ARE IDEAL
TOURISTS, STAYING LONGER AND
SPENDING MORE TO SEEK OUT
AUTHENTIC CULTURAL EXPERIENCES.**



76.1%

of nonlocal attendees reported that the primary purpose of their visit to West Valley Region was “specifically to attend the performance, event, exhibit, venue, or facility.”



76.1%

of the nonlocal attendees in the West Valley Region indicated that it was the first time they had ever attended the specific activity or visited the specific venue where they were surveyed.

A close-up photograph of a woman with short, curly white hair. She is holding a large bouquet of white, star-shaped flowers (likely baby's breath) near her face, with her eyes closed and a peaceful expression, as if smelling them. The image is overlaid with a semi-transparent dark blue filter. The text 'WEST VALLEY RESIDENTS VALUE THE ARTS' is written in a bold, orange, sans-serif font on the left side of the image.

WEST VALLEY RESIDENTS VALUE THE ARTS



82.7%

of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”



Support the Arts & Culture in Our Community



#AEP6



77.0%

agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in West Valley Region (AZ)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$15,550,963	\$15,665,135	\$31,216,098

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	339	214	553
Personal Income Paid to Residents	\$15,921,189	\$9,001,184	\$24,922,373
Local Tax Revenue (city and county)	\$372,254	\$409,902	\$782,156
State Tax Revenue	\$578,332	\$606,341	\$1,184,673
Federal Tax Revenue	\$3,396,559	\$1,708,958	\$5,105,517

Event-Related Spending by Arts and Culture Audiences Totaled \$15.7 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	441,029	77,219	518,248
Percentage of Total Attendance	85.1%	14.9%	100.0%
Average Per Person, Per Event Expenditure	\$29.05	\$36.95	\$30.21
Total Event-Related Expenditures	\$12,811,892	\$2,853,243	\$15,665,135

Nonprofit Arts and Culture Audiences Spend an Average of \$30.21 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$12.84	\$14.31	\$13.06
Retail Shopping	\$6.20	\$5.87	\$6.15
Overnight Lodging (one night only)	\$1.83	\$7.94	\$2.74
Local Transportation	\$2.50	\$3.21	\$2.60
Clothing and Accessories	\$2.20	\$1.10	\$2.03
Groceries and Supplies	\$2.25	\$0.93	\$2.05
Childcare	\$0.15	\$0.18	\$0.15
Other/Miscellaneous	\$1.08	\$3.41	\$1.43
Overall Average Per Person, Per Event	\$29.05	\$36.95	\$30.21

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the West Valley Region*. For more information about this study or about other cultural initiatives in the West Valley Region, contact the West Valley Arts Council.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the West Valley Region demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
"This venue or facility is an important pillar for me within my community."	77.0%
"I would feel a great sense of loss if this activity or venue were no longer available."	81.9%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	82.7%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations"	82.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation's nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The West Valley Arts Council joined the study on behalf of the West Valley Region.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the West Valley Region, 22 of the 145 total eligible nonprofit arts and culture organizations identified by the West Valley Arts Council provided the financial and attendance information required for the study analysis—an overall participation rate of 15.2%.** It is important to note that each study region's results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the West Valley Region, a total of 476 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the West Valley Region, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Maricopa County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Maricopa County; nonlocals live elsewhere.