



CITY OF SURPRISE
Arts & Cultural Advisory Commission
16089 N Bullard Ave,
Surprise, AZ 85374
Monday, January 6, 2025 @ 6:00 PM
Surprise Regional Library

- 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 9, 2024 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Presentation and update from Theatre DNA on Vista Center for the Arts Study. | Arts, Culture & Library Department |
| 3. | Citywide | Report and discussion of HOLA West Valley panel review. | Arts, Culture & Library Department |
| 4. | Citywide | Presentation and discussion regarding an annual arts and culture festival. | Arts, Culture & Library Department |
| 5. | Citywide | Discussion pertaining to the Commission cultural support calendar. | Arts, Culture & Library Department |

REGULAR AGENDA ITEM - PUBLIC HEARING:

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

KRISTI PASSARELLI, CITY CLERK

POSTED: December, 31st 2024 @ 10:00 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 & Cultural Advisory Commission

Council Meeting Date: January 6, 2025 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 December 9, 2024 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the December 9, 2024 Arts & Cultural Advisory Commission meeting minutes.

Background:

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. 120924 SACAC Meeting Minutes DRAFT
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16089 N. Bullard Avenue
Surprise, Arizona 85374
Monday, December 9, 2024 @ 6:00 PM
Surprise Regional Library Conference Room
Meeting Minutes

A. Call to Order

B. Roll Call

Chair Pullins, Vice-Chair Kupper, Commission members Katherine Dunphy, Margaret Lieu, Steve Wallgren and Susan deJong.

Absent: Commissioner Hassan Rasul

Staff: Julie Akerly – Arts & Culture Manager, Alexandra Giambalvo – Arts & Culture Assistant

C. Pledge of Allegiance

D. Staff Reports

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

- Traffic cabinet artwork has been installed on Bell Road, call open for next round
- Thank commissioners for participation at City events including Fiesta Grande, LIVE at Asante, SciTech Fest, HeART of Surprise Award
- Commission guided through a holiday art-making activity

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 4, 2024 Arts & Cultural Advisory Commission meeting minutes.

Commissioner Lieu moved to approve the November 4, 2024 Arts & Cultural Advisory Commission meeting minutes. Commissioner deJong 2nd. 6 Yes votes. Motion carried.

2. Presentation pertaining to the Actors PLAYground.

Amber Ryan from Actors PLAYground presented information about their organization. The following topics were addressed:

- Benefits and results from the 2024 theatre season
- Formed December 2023, in the last year they've accomplished: 10 programs, 177 students, 895 audience members, and 8 shows, classes, and camps
- Thanked committee for the grant they received as well as for the connections to local art non-profits (WHAM, GroundFloor)
- Provided examples of feedback from kids and parents
- Found a permanent location: 11340 W Bell Rd #105

3. Presentation and discussion pertaining to the Commission's cultural support calendar.

Ms. Akerly led a discussion with the Commission to discuss the upcoming arts and culture events in Surprise and how the Commission plans to support at least one event per month. The following topics were addressed:

- Determine commission cultural support
- Each commissioner was assigned a month to choose a community event to support in Surprise
- January's choice by Chair Pullins: MLK Day of Service

4. Consideration and action pertaining to the restoration, maintenance, and deaccession of City art pieces.

Ms. Akerly led a discussion with the Commission and provided an overview of artworks in need of restoration in the City's collection that were previously discussed by the Commission.

- Ms. Akerly presented an overview of the artworks to be discussed and voted on for next steps (restoration, maintenance only, replacement, or deaccession)
- The Commission members filled out a Voting Sheet and verbalized their final decisions.
 - *The Learning Tree* – Restore
 - *Brian's Story* – Maintain
 - *Swimming with Porpoises & Splash* – Maintain
 - *Be Yourself, Find Your Crowd* – Replace
 - *We Are the Past, Present and Future of Surprise* – Replace
 - *Life in Arizona* – Deaccess
 - *Regina Well Memorial Bench* – Maintain
 - *Leaf Benches* – Maintain
 - *The 5 C's of Arizona* - Maintain
 - *Totem* - Maintain

Commissioner deJong moved to approve the commission's recommendations for next steps of the discussed artworks. Commissioner Wallgren 2nd. 6 Yes votes. Motion carried.

F. Other Business and Future Agenda Items Steps

- Next meeting will take place on January 6, 2025.
- Updates on the Vista Study
- Updates on *Bloom Where You're Planted* lights

Update on *Bounce and Swing* installation timeline

G. Current Events and Reports

- Commissioner Kupper: Invited the commission to her music festival on Friday the 13th
- Commissioner deJong participated in the following community events: Lunchtime theatre, council meeting to present Mayor Skip with HeART Award, WHAM photo show, West Valley symphony
- Commissioner Lieu participated in “Bowls of Hope”; many bowls are still available for purchase. They also went to the City Council meeting to present Mayor Skip with HeART Award

ADJOURNMENT:

Motion to adjourn at 7:10 p.m. – Co-chair Kupper. Commissioner deJong 2nd. 6 Yes votes. Motion Carried.

	Dr. Charlotte Pullins, Chair
ATTEST:	Alexandra Giambalvo, Arts & Culture Assistant
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 9, 2024.	
	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts & Cultural Advisory Commission

Council Meeting Date: January 6, 2025 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 update from Theatre DNA on Vista Center for the Arts Study.

Motion:

None.

Background:

The City of Surprise, in collaboration with Dysart Unified School District and The Vista Foundation, has engaged TheatreDNA and Assembly Arts to conduct a facility assessment and strategic business operations review of The Vista Center for the Arts.

Objective Analysis:

A representative from Theatre DNA will present to the Commission their market analysis review, community survey results, stakeholder interviews, community engagement, facility inspections, future stakeholder roles, and next steps.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Vista Presentation
-



VISTA CENTER FOR THE ARTS BUSINESS PLANNING

PROJECT UPDATE – JANUARY 6, 2025

THEATRE DNA

TABLE OF CONTENTS

- ✓ **MARKET ANALYSIS REVIEW**
- ✓ **COMMUNITY SURVEY RESULTS**
- ✓ **STAKEHOLDER INTERVIEWS**
- ✓ **COMMUNITY ENGAGEMENT**
- ✓ **FACILITY INSPECTIONS**
- ✓ **FUTURE STAKEHOLDER ROLES**
- ✓ **NEXT STEPS**

An aerial photograph of a large park area. In the center is a large, irregularly shaped pond. Surrounding the pond are several baseball fields, some with visible bases and pitcher's mounds. There are also some smaller structures and trees scattered throughout the park. In the background, a range of mountains is visible under a cloudy sky. The overall scene is captured in a grayscale or sepia tone, giving it a historical or archival feel.

MARKET ANALYSIS REVIEW

MARKET ANALYSIS REVIEW

CATCHMENT AREAS

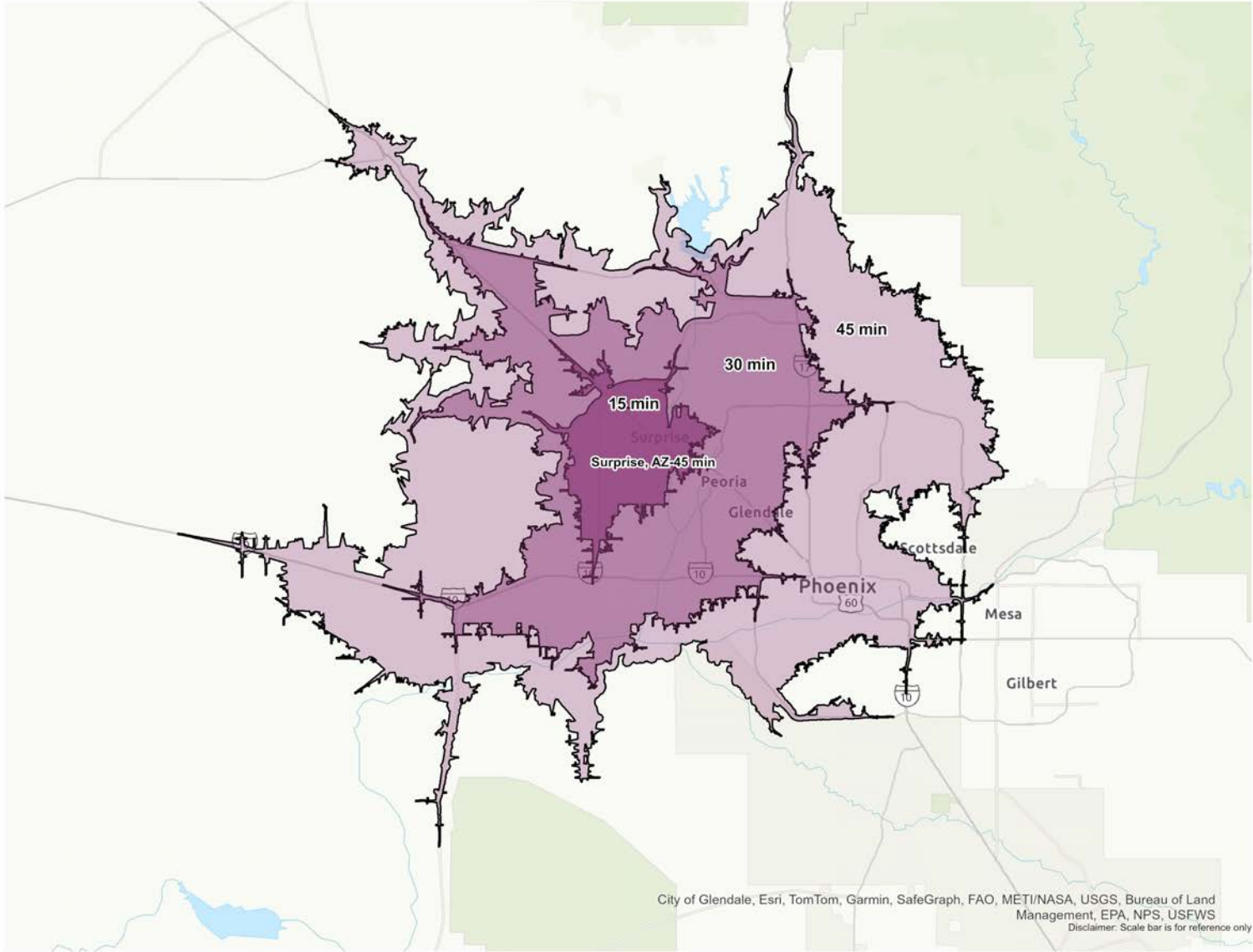
Primary, Secondary, and Tertiary

We define catchment areas using a variety of metrics such as drivetimes or radius miles. After receiving local consumer behavior feedback from the Core Group, we determined that the most authentic catchment areas for Surprise would be in drive times.

Included is an analysis of data from the market demographic segmentation company, Claritas, for the Primary, Secondary, and Tertiary markets. The Primary market (15 min.) is the core audience that will support the facility most often and have the largest impact on business operations. The Secondary market (30 min.) will occasionally support the facility and will likely plan farther in advance of attending events. The Tertiary market (45 min.) will have a minimal impact on attendance.

 KEY INSIGHTS

- ✓ The two main catchment areas span from Glendale to Morristown (east to west) and the North Gateway to Buckeye (north to south)



MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Population

These charts outline population growth and rate of change within the three catchment areas for Surprise.

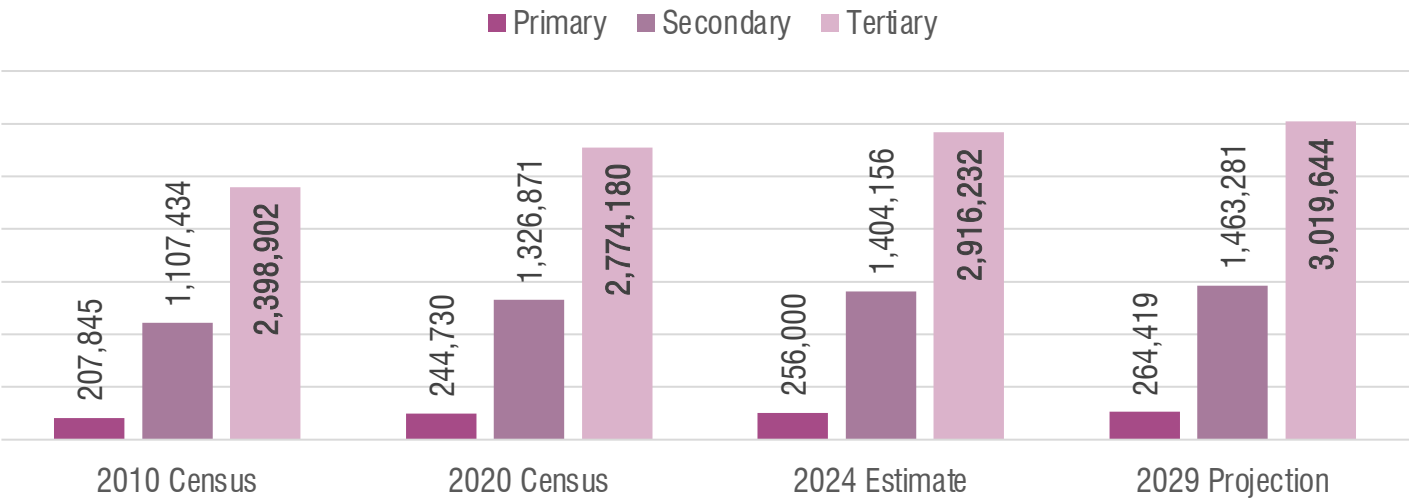
The Phoenix-Mesa-Glendale metropolitan area has been seen tremendous growth since 2010, with the largest influx of residents occurring between 2010-2020. The rate of growth since 2020 has tapered down but is incrementally increasing at a steady pace. This past year, the Phoenix Metro area ranked 4th in the country for nominal growth and 14th in YoY percentage growth.



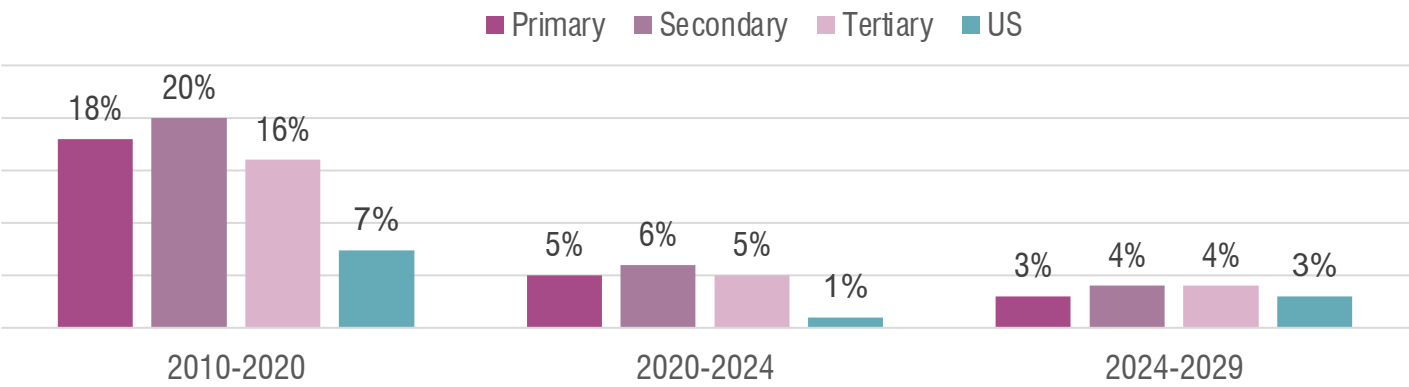
KEY INSIGHTS

- ✓ The 2029 population projections for the primary and secondary catchment areas are 1,463,281. This is a healthy density to support entertainment.
- ✓ The tertiary's 3MM populace can be strategically leveraged in a limited capacity for productions with premium artist who can draw larger crowds.
- ✓ The region is projected to outpace US growth rate.

POPULATION GROWTH CHART



POPULATION GROWTH PERCENT CHANGE



MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Age & Families

The age of an audience significantly influences the type of arts and entertainment programming offered. Older audiences may gravitate towards classical art forms, speaker events, and/or legacy pop acts for live music. And the user experience for older audiences may be focused more on the content and quality of the presentation, which requires comfortable seating with good sightlines and premium acoustics. Younger audiences prefer a more immersive experience that includes the content on the stage as well as other touchpoints through food and beverage, social media sharing, and premium upgrades.

Surprise's primary catchment area has a high percentage of retiree residents, with the other age brackets represented below the national benchmark.

 KEY INSIGHTS

- ✓ The median age in the primary catchment is 49
- ✓ Identifying programming content that suits this age bracket will be key to capturing this audience
- ✓ Matinee and midweek performances should be explored

Primary Catchment (15 min. / Population 256,000)

	Male			Female		
	Count	%	Index	Count	%	Index
0 - 4	6,069	2.37	85	5,849	2.29	86
5 - 9	6,596	2.58	90	6,217	2.43	88
10 - 14	7,636	2.98	95	7,278	2.84	95
15 - 17	4,569	1.78	90	4,446	1.74	92
18 - 19	3,067	1.20	80	2,989	1.17	79
20	1,305	0.51	70	1,212	0.47	67
21	1,291	0.50	71	1,201	0.47	69
22 - 24	3,876	1.51	74	3,614	1.41	73
25 - 29	5,409	2.11	65	5,365	2.10	67
30 - 34	5,742	2.24	67	6,116	2.39	73
35 - 39	6,154	2.40	73	6,504	2.54	77
40 - 44	6,362	2.48	79	6,982	2.73	85
45 - 49	6,322	2.47	84	6,732	2.63	86
50 - 54	5,905	2.31	79	6,281	2.45	80
55 - 59	5,560	2.17	72	5,974	2.33	73
60 - 61	2,434	0.95	75	3,101	1.21	89
62 - 64	3,438	1.34	74	4,492	1.75	89
65 - 66	3,320	1.30	108	4,525	1.77	134
67 - 69	4,441	1.74	108	6,223	2.43	135
70 - 74	9,953	3.89	170	13,149	5.14	194
75 - 79	9,391	3.67	225	11,932	4.66	233
80 - 84	6,637	2.59	282	7,793	3.04	246
85+	5,217	2.04	282	7,331	2.86	224

Benchmark: USA

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(<https://claritas.easpotlight.com/Spotlight/About/3/2024>)

Index Colors:	<80	80 - 110	110+
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MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Age & Families

In the secondary catchment area, the age segmentation is more normalized in comparison to the U.S. benchmark. There are still elderly age brackets between 75-85+ that are above the U.S. benchmark, but they are not as drastic as in the primary catchment.

There's also a presence of more young families in the secondary catchment as can be seen in the above index scoring for children ages 10-17.

 KEY INSIGHTS

- ✓ A more level age distribution across the secondary catchment allows for a more diverse range of programming opportunities
- ✓ It could be beneficial to prioritize media buys for these general audience shows within the zip codes of the secondary catchment
- ✓ Family programming and school shows could be a strategic play in this area

Secondary Catchment (30 min. / Population 1,404,156)

	Male			Female		
	Count	%	Index	Count	%	Index
0 - 4	41,978	2.99	108	40,325	2.87	108
5 - 9	43,469	3.10	108	41,706	2.97	108
10 - 14	49,294	3.51	112	47,461	3.38	112
15 - 17	30,639	2.18	110	29,491	2.10	111
18 - 19	21,068	1.50	100	20,289	1.45	98
20	9,392	0.67	91	8,998	0.64	91
21	9,269	0.66	93	8,895	0.63	93
22 - 24	27,599	1.97	96	26,591	1.89	98
25 - 29	43,305	3.08	96	43,304	3.08	99
30 - 34	44,602	3.18	96	46,787	3.33	101
35 - 39	43,892	3.13	95	45,947	3.27	99
40 - 44	42,270	3.01	96	44,971	3.20	99
45 - 49	40,096	2.86	97	43,034	3.06	100
50 - 54	39,472	2.81	96	42,215	3.01	99
55 - 59	37,647	2.68	89	40,548	2.89	91
60 - 61	15,181	1.08	85	17,073	1.22	89
62 - 64	21,527	1.53	85	24,690	1.76	89
65 - 66	14,942	1.06	89	17,802	1.27	96
67 - 69	20,003	1.43	89	24,375	1.74	96
70 - 74	31,792	2.26	99	39,460	2.81	106
75 - 79	25,862	1.84	113	32,287	2.30	115
80 - 84	15,462	1.10	120	19,726	1.41	114
85+	11,554	0.82	114	17,866	1.27	100

Benchmark: USA

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(<https://claritas.easpotlight.com/Spotlight/About/3/2024>)

Index Colors:	<80	80 - 110	110+
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MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Age & Families

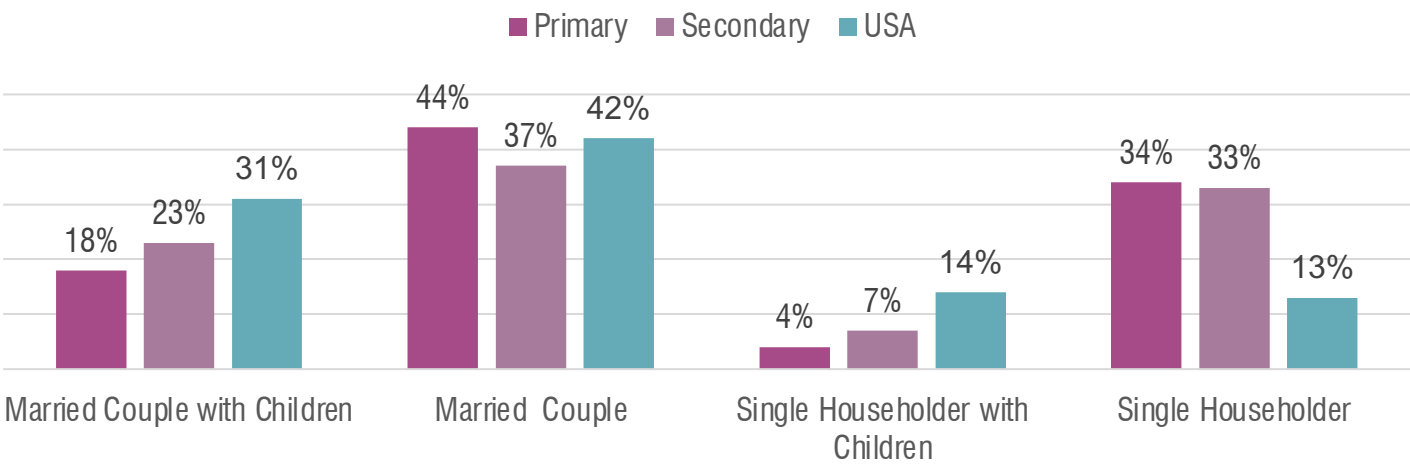
In the household data analysis, we can see the affects of the age distribution across the catchment areas. In a community with a higher percentage of retirees and elderly citizens, there will be less households with children and more single households. As is reflected in the age population analysis earlier, we can see how married couples with children increases as we move out to the secondary catchment. This area recorded a higher index of younger families.



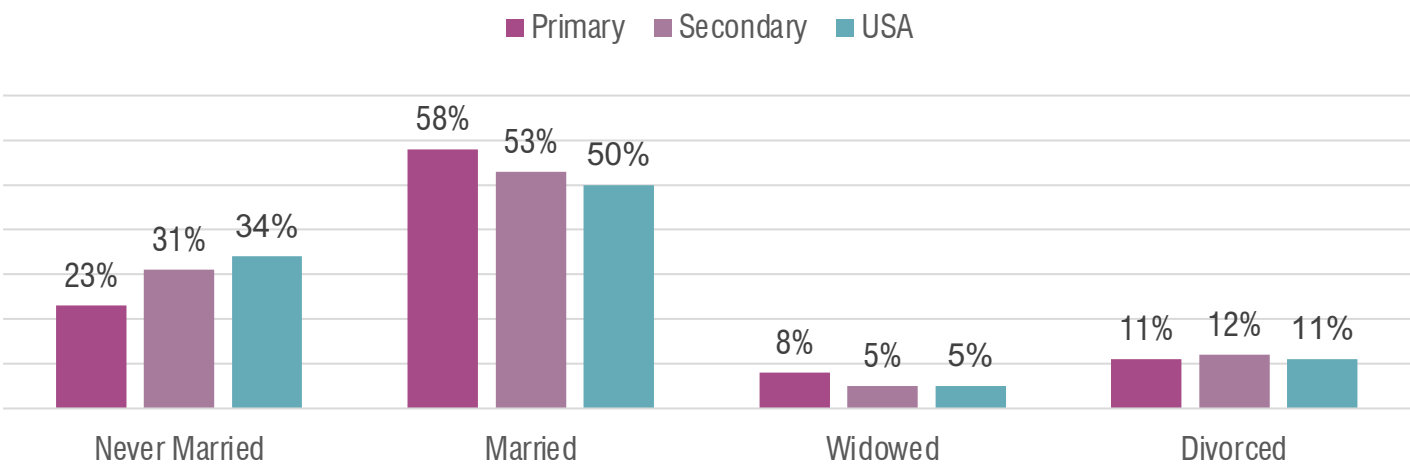
KEY INSIGHTS

- ✓ Both catchment areas record below national averages for households with children
- ✓ Both catchment areas record high above national averages for single households
- ✓ In the primary catchment, the number of widowed residents is 48% above the national benchmark

HOUSEHOLD BY PRESENCE OF CHILDREN



HOUSEHOLD BY MARITAL STATUS



MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Race & Ethnicity

Race and ethnicity data in consumer demographic research help businesses understand the cultural backgrounds and preferences of different market segments, allowing them to tailor products, services, and marketing strategies accordingly. This data provides insights into purchasing behavior, brand loyalty, and consumption patterns, which can vary significantly across different racial and ethnic groups.

 KEY INSIGHTS

- ✓ The predominant grouping in the primary catchment is White at 71% with Hispanic accounting for 22%.
- ✓ 85% of residents speak only English at home, which is key to note for programming and marketing translation purposes.
- ✓ German, English, Polish, and Norwegian ancestries have significant representation in the primary catchment. This could be considered for future programming content.

Primary Catchment (15 min. / Population 256,000)

Index Colors:	<80	80 - 110	110+
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	Base Count	%	Base Count	Base %	% Pen	Index
2024 Population by Single Race						
White	182,114	71.14	202,096,449	60.12	0.09	118
African American	13,019	5.09	42,110,660	12.53	0.03	41
American Indian	2,666	1.04	3,843,169	1.14	0.07	91
Asian	5,753	2.25	20,779,560	6.18	0.03	36
Pacific Islander	550	0.21	713,923	0.21	0.08	101
Some Other Race Alone	20,077	7.84	29,830,615	8.87	0.07	88
Two or More Races	31,821	12.43	36,782,743	10.94	0.09	114
Population by Ancestry*						
Other Ancestry	62,346	24.35	111,264,272	33.10	0.06	74
Ancestry Unclassified	48,320	18.88	62,580,923	18.62	0.08	101
German	35,265	13.78	34,682,552	10.32	0.10	134
English	26,314	10.28	24,424,466	7.27	0.11	141
Irish	22,233	8.69	26,057,536	7.75	0.09	112
Italian	11,028	4.31	13,332,530	3.97	0.08	109
United States or American	8,480	3.31	15,520,008	4.62	0.05	72
Polish	6,835	2.67	6,918,386	2.06	0.10	130
French (Excluding Basque)	4,900	1.91	5,620,621	1.67	0.09	114
Norwegian	4,521	1.77	3,252,425	0.97	0.14	183
Language Spoken at Home						
Arabic	468	0.19	1,366,514	0.43	0.03	45
Speak Only English at Home	208,766	85.53	250,138,272	78.70	0.08	109
Spanish	26,267	10.76	42,188,055	13.27	0.06	81
French, Haitian, Cajun	678	0.28	2,122,162	0.67	0.03	42
West Germanic Language	983	0.40	1,447,786	0.46	0.07	88
Slavic Language	1,370	0.56	2,194,985	0.69	0.06	81
Other Indo-European Language	1,490	0.61	6,068,291	1.91	0.02	32
Korean	84	0.03	910,610	0.29	0.01	12
Chinese	255	0.10	3,027,208	0.95	0.01	11
Vietnamese	170	0.07	1,264,573	0.40	0.01	17
Tagalog	1,536	0.63	1,483,012	0.47	0.10	135
Other Asian-Pacific Language	722	0.30	3,252,315	1.02	0.02	29
Other Language	1,293	0.53	2,392,032	0.75	0.05	70

MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Race & Ethnicity

Within the secondary catchment area of Surprise, the race and ethnicity segmentations change moderately. The percentage of White residents drops to 57% while Hispanic residents increase to 35%. There is also a noticeable figure in Native American representation, scoring 43% above the national benchmark.

 KEY INSIGHTS

- ✓ Spanish speaking holds increase to 21% in the secondary catchment. This will be important when programming and marketing to these zip codes.
- ✓ Given the high presentation of Hispanic/Latin audiences in the secondary catchment, it would be beneficial to have representatives of this segment on any programming advisory boards or commissions.

Secondary Catchment (30 min. / Population 1,404,156)

Index Colors: <8080 - 110110+						
	Count	%	Base Count	Base %	% Pen	Index
2024 Population by Single Race						
White	805,404	57.36	202,096,449	60.12	0.40	95
African American	90,426	6.44	42,110,660	12.53	0.21	51
American Indian	22,990	1.64	3,843,169	1.14	0.60	143
Asian	54,932	3.91	20,779,560	6.18	0.26	63
Pacific Islander	3,395	0.24	713,923	0.21	0.48	114
Some Other Race Alone	211,280	15.05	29,830,615	8.87	0.71	170
Two or More Races	215,730	15.36	36,782,743	10.94	0.59	140
Population by Ancestry*						
Other Ancestry	493,576	35.15	111,264,272	33.10	0.44	106
Ancestry Unclassified	283,189	20.17	62,580,923	18.62	0.45	108
German	147,997	10.54	34,682,552	10.32	0.43	102
English	105,686	7.53	24,424,466	7.27	0.43	104
Irish	102,792	7.32	26,057,536	7.75	0.39	94
Italian	50,150	3.57	13,332,530	3.97	0.38	90
United States or American	41,038	2.92	15,520,008	4.62	0.26	63
Polish	25,337	1.80	6,918,386	2.06	0.37	88
French (Excluding Basque)	20,680	1.47	5,620,621	1.67	0.37	88
Norwegian	18,928	1.35	3,252,425	0.97	0.58	139
Language Spoken at Home						
Arabic	6,715	0.51	1,366,514	0.43	0.49	118
Speak Only English at Home	971,581	73.50	250,138,272	78.70	0.39	93
Spanish	276,571	20.92	42,188,055	13.27	0.66	158
French, Haitian, Cajun	2,936	0.22	2,122,162	0.67	0.14	33
West Germanic Language	3,499	0.27	1,447,786	0.46	0.24	58
Slavic Language	6,946	0.53	2,194,985	0.69	0.32	76
Other Indo-European Language	17,272	1.31	6,068,291	1.91	0.28	68
Korean	1,040	0.08	910,610	0.29	0.11	27
Chinese	3,954	0.30	3,027,208	0.95	0.13	31
Vietnamese	5,644	0.43	1,264,573	0.40	0.45	107
Tagalog	6,150	0.47	1,483,012	0.47	0.41	100
Other Asian-Pacific Language	8,602	0.65	3,252,315	1.02	0.26	64
Other Language	10,943	0.83	2,392,032	0.75	0.46	110

MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Income & Households

The income and household data for the catchment areas are collected and analyzed to understand the purchasing power and spending behavior of different market segments. This information can help you identify target audiences, develop ticket price scales, and offer entertainment options to match the needs and preferences of households with varying income levels and sizes. The primary catchment data reflects an older community with high homeownership, low rentership, and moderate-income household income levels.

 KEY INSIGHTS

- ✓ The median household income is at the national average of \$76,717—meaning that residents will be ticket price sensitive
- ✓ Nursing homes make up 56% of the Group Quarters facility types lived in by residents
- ✓ Offsite arts and health programming in retirement communities and nursing homes could be an outreach strategy deployed in the primary catchment

Primary Catchment (15 min. / Population 256,000)

Index Colors: <80 80 - 110 110+

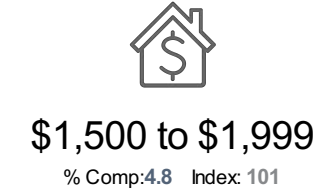
HOUSING OWNERS



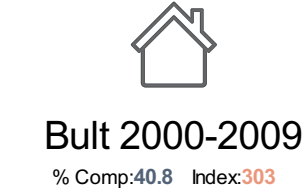
HOUSING RENTERS



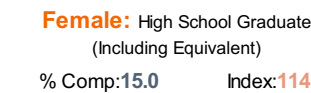
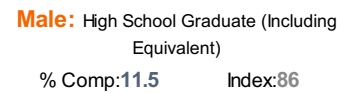
COST OF RENT*



AGE OF HOUSING*



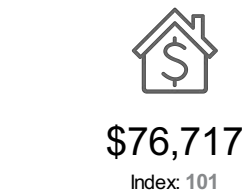
EDUCATIONAL ATTAINMENT*



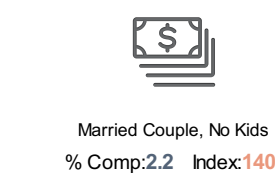
HIGH SCHOOL ENROLLED*



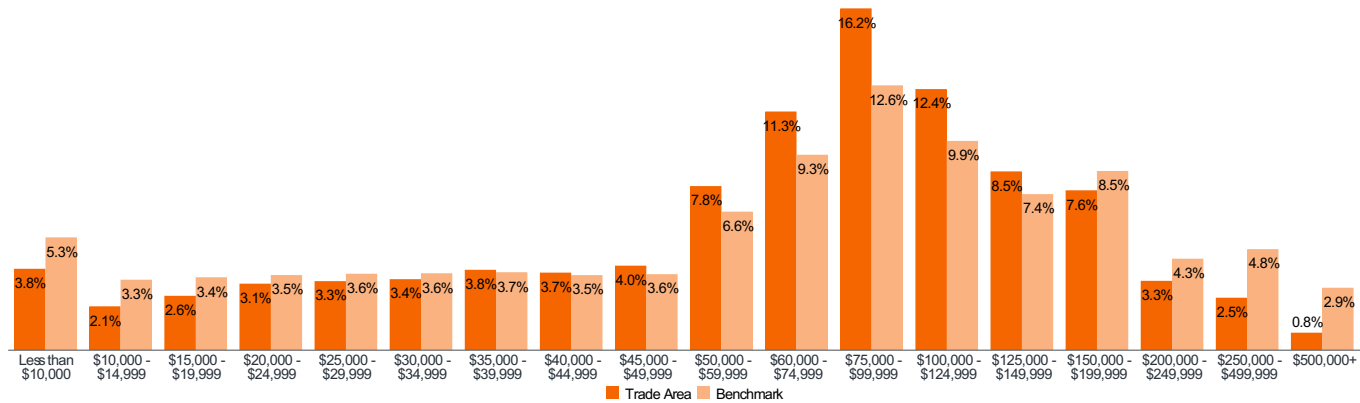
MEDIAN HOUSEHOLD INCOME



FAMILY BELOW POVERTY LINE**



HOUSEHOLD INCOME DISTRIBUTION



MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Income & Households

Within the secondary catchment, housing figures vary slightly from the primary area in terms of homeownership to renter ratios and the cost to rent. The ratio of homeowners to renters is more normalized to the national benchmark but the cost to rent has a significant increase over the primary catchment, scoring 31% above the national benchmark. This is important to note when the median household income is still at the national average of \$80,383.



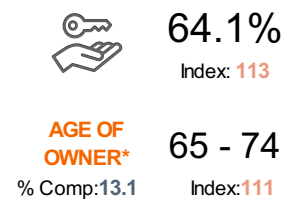
KEY INSIGHTS

- ✓ The renter audience segment may be even more ticket price sensitive than primary catchment audiences due to rental cost to household income ratios
- ✓ The average age for the renter segment skews younger than the primary catchment, ranging from 25-34 in comparison to 35-44

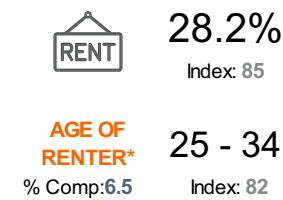
Secondary Catchment (30 min. / Population 1,404,156)

Index Colors:	<80	80 - 110	110+
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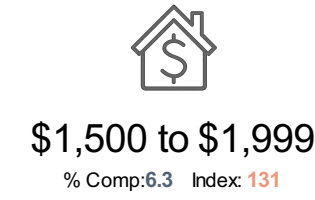
HOUSING OWNERS



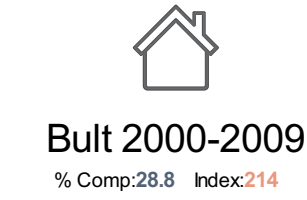
HOUSING RENTERS



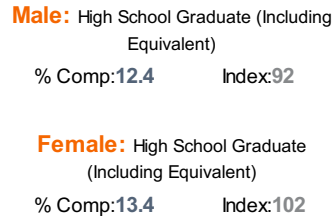
COST OF RENT*



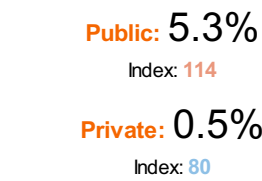
AGE OF HOUSING*



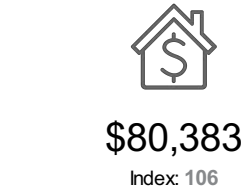
EDUCATIONAL ATTAINMENT*



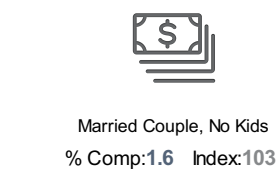
HIGH SCHOOL ENROLLED*



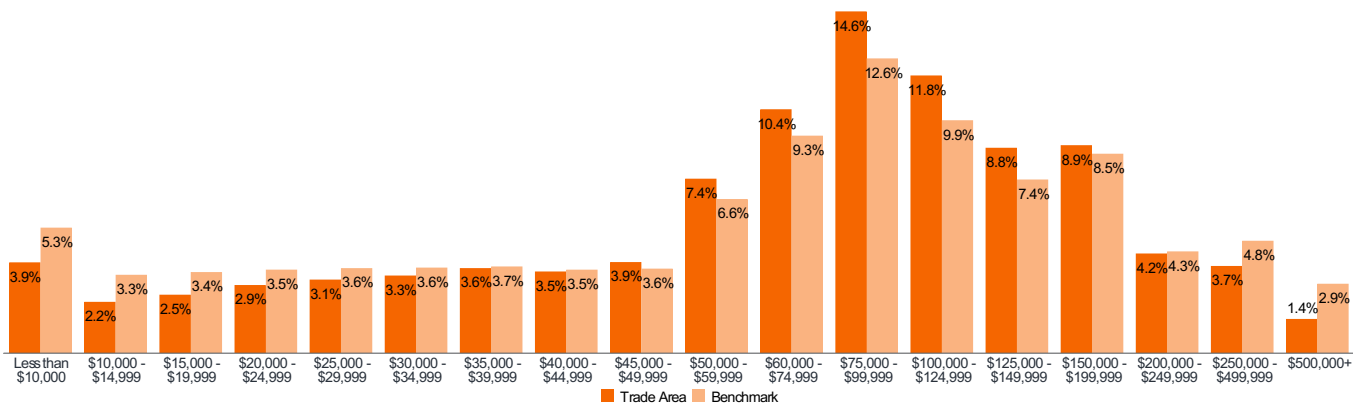
MEDIAN HOUSEHOLD INCOME



FAMILY BELOW POVERTY LINE**



HOUSEHOLD INCOME DISTRIBUTION



MARKET ANALYSIS REVIEW

CONSUMER DEMOGRAPHICS

Education & Employment

Higher levels of educational attainment are often correlated with greater arts patronage, as individuals with more education tend to have a higher appreciation for cultural activities and the arts. This correlation is reflected in increased attendance at museums, theaters, and other cultural events, as well as greater support for arts funding and arts-related charitable contributions.

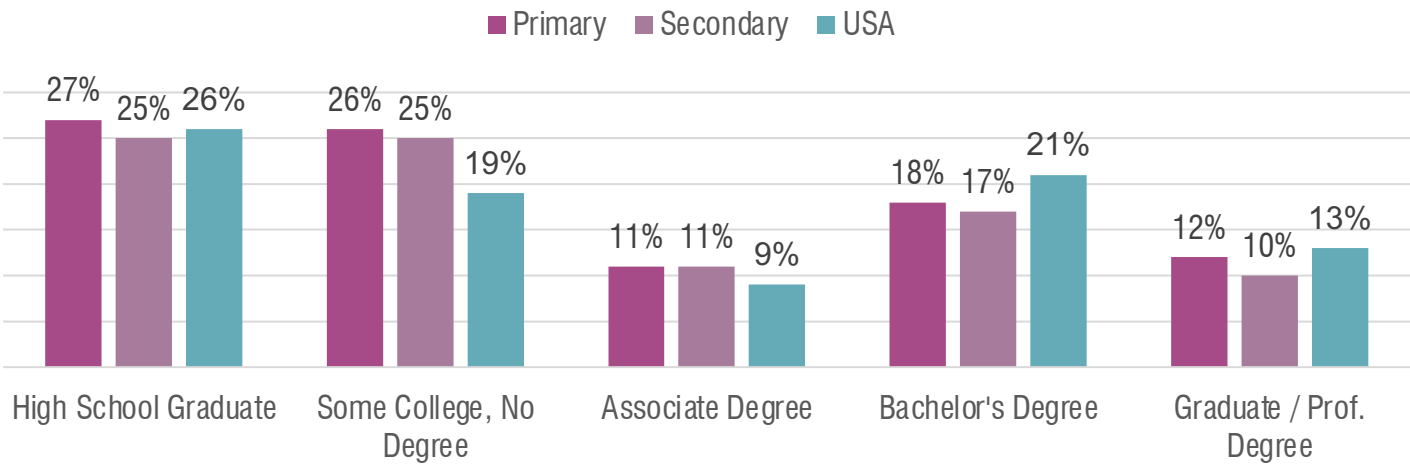
The catchment areas around Surprise show an educated populace that are inline with national averages, except for the category “Some College, No Degree”. Here, the region scores above the U.S. benchmark.



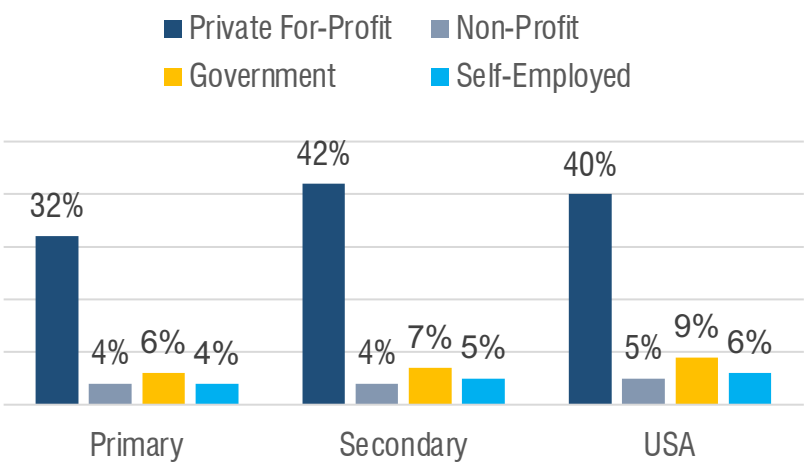
KEY INSIGHTS

- ✓ The level of educational attainment for this region is a good indicator for arts and cultural patronage
- ✓ The number of residents employed by the Armed Forces was 68% above the U.S. benchmark due to the proximity of Luke Air Force Base. This should be considered in future programming opportunities.

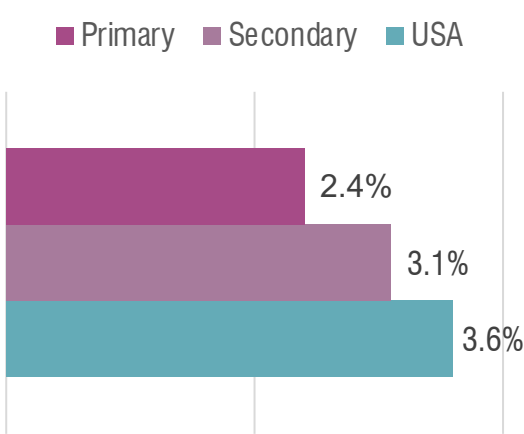
EDUCATIONAL ATTAINMENT (AGE 25+)



WORKING CLASS SEGMENTATION



UNEMPLOYMENT RATE



CREATIVE ECONOMY

ARTS & CULTURE PRODUCTION SATELLITE

Arizona State

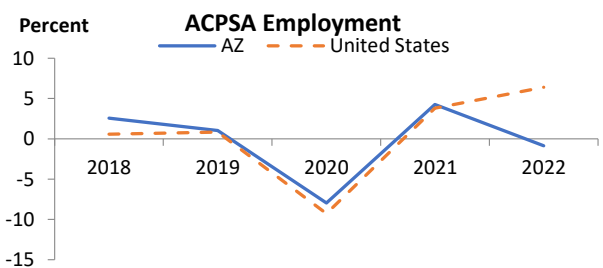
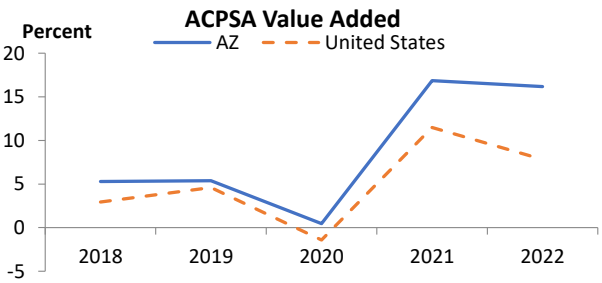
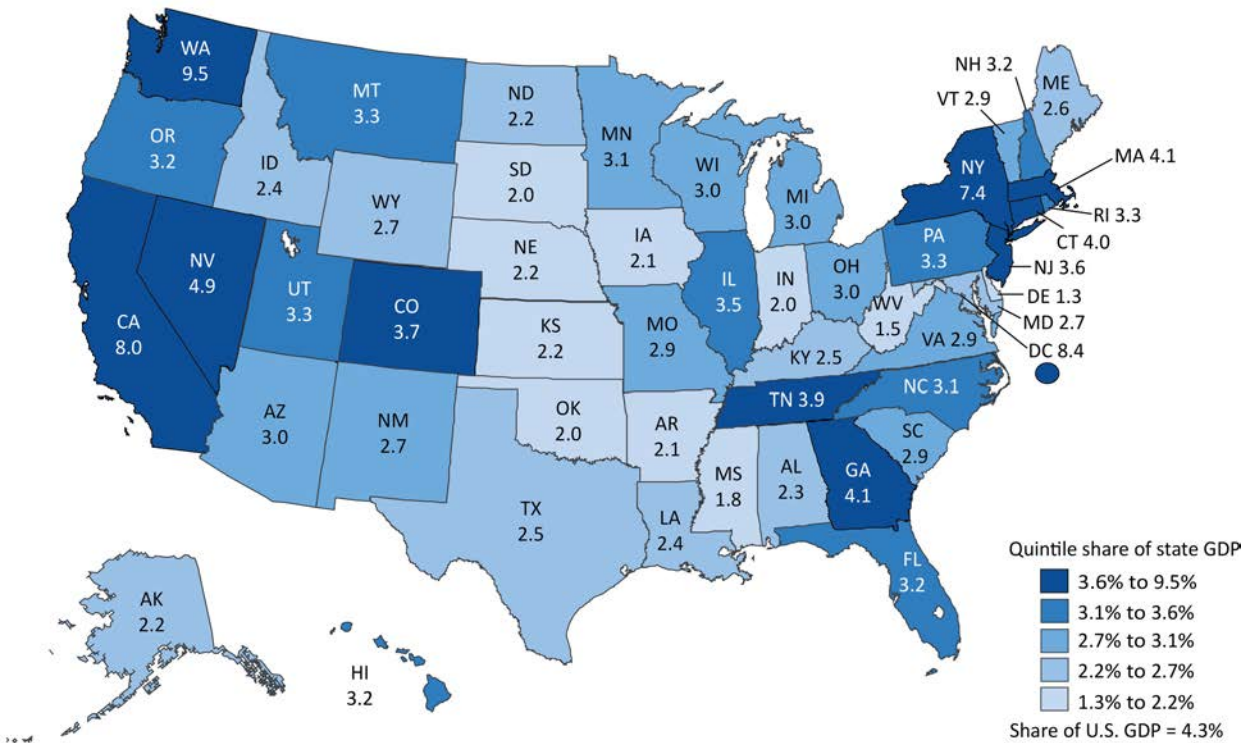
In 2022, Arizona ranked 17th among all states in ACPSA value added and 6th among all states in ACPSA value added growth. Since 2021, ACPSA value added has grown 16.2 percent in Arizona, compared with an increase of 7.8 percent for the United States.

In 2022, Arizona ranked 20th among all states in ACPSA employment and 47th among all states in ACPSA employment growth. Since 2021, ACPSA employment has decreased 0.9 percent in Arizona, compared with an increase of 6.4 percent for the United States.

 KEY INSIGHTS

- ✓ Quintile share of state GDP made up of the Creative Economy for Arizona was 3% in 2022, a .09% decrease from the year prior.

Arts and Cultural Value Added: Share of State GDP, 2022



Source: Bureau of Economic Analysis, 2022

CREATIVE ECONOMY

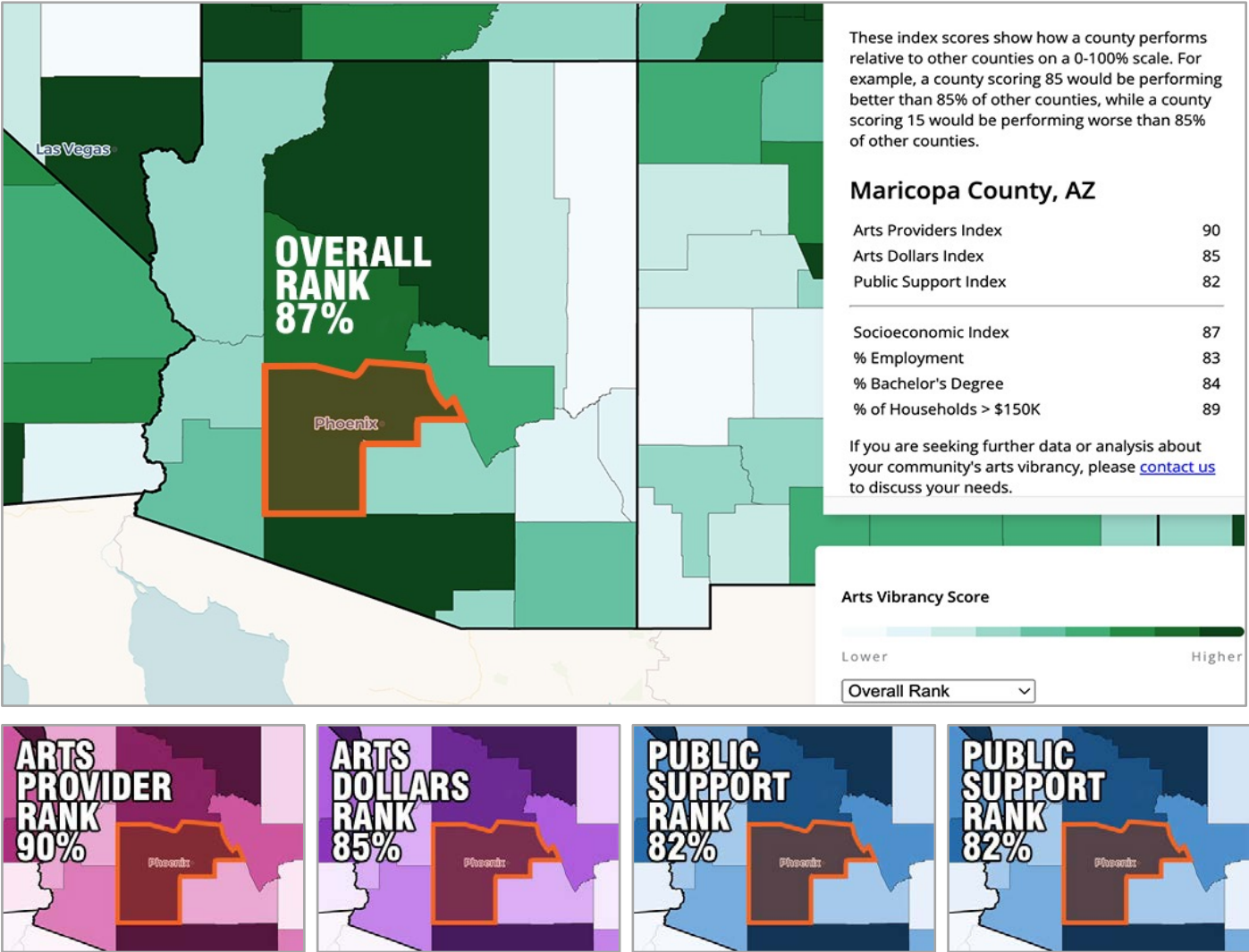
ARTS VIBRANCY INDEX

Maricopa County

Maricopa County's vibrancy index according to SMU DataArts is in the 87th percentile, meaning that it is a viable area in the county to support arts and culture. Although the Phoenix Metro region isn't one of top ranked arts and culture hubs in the nation, it is still in the top quarter percentile for its high concentration of artists, entertainment firms, and social economic conditions. This is a proven market that responds well to arts and culture entertainment.

 KEY INSIGHTS

- ✓ Households with over \$150K in income are in the 89th percentile.
- ✓ Leisure and entertainment spending is in the 85th percentile for the nation.
- ✓ Encouraging to see Public Support scoring in the 24th percentile, high marks alongside all the other metrics



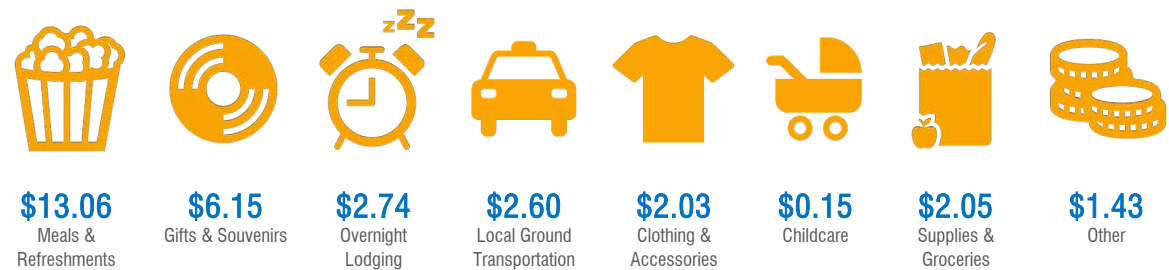
Source: SMU DataArts, Arts Vibrancy Index, 2023

CREATIVE ECONOMY

CONSUMER ENTERTAINMENT SPENDING

Surprise, AZ

West Valley Average Per Person Per Event Audience Expenditures: **\$30.21**



The average audience expenditures **does not** include cost of admission.
National average **is \$38.46** per person per event.

Source: Americans for the Arts, Economic Prosperity 6 Report - 2023

In **Surprise's Primary market**, the annual average spend per consumer in the on **plays, theatre, operas, or concerts** in 2023 was **\$142.20**, 43% above the US benchmark.

Secondary Market is **\$113.39** and USA is **\$91.30**.

Cost of admission only.

Source: Claritas SPOTLIGHT by Environics Analytics, 2023



FACILITY INVENTORY

PHOENIX METRO MARKET Entertainment & Cultural Facilities

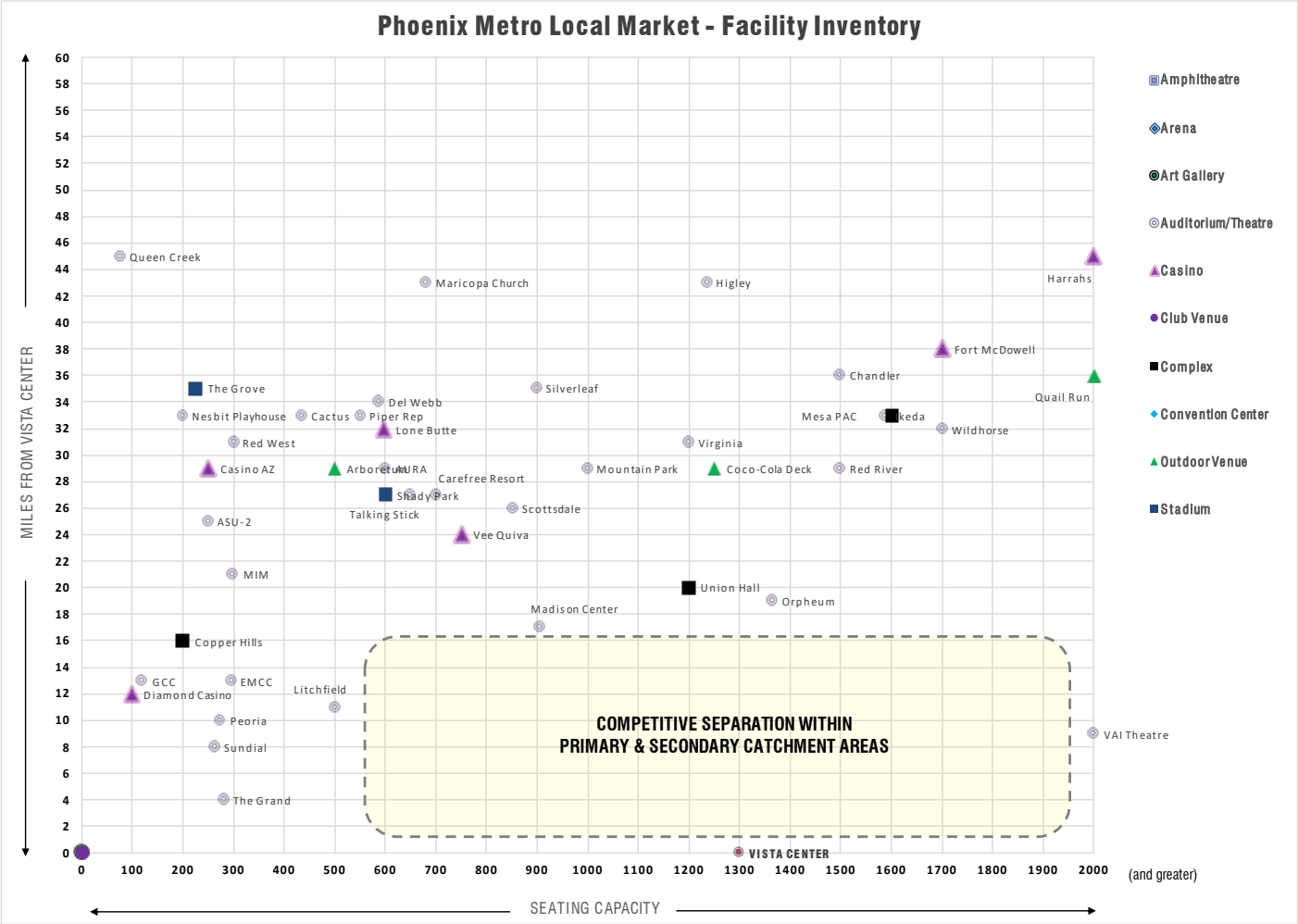
We captured 79 facilities, campuses, complexes, and outdoor spaces within the Phoenix market inventory. Focus was placed on venues within the primary and secondary catchments along with select popular venues in the tertiary catchment. This graph plots out the number of venues by facility type, the distance from The Vista in terms of miles, and by seat count to show where there may be a gap in inventory in the primary market.

The Phoenix market is known as one of the most competitive in the nation for cultural arts and entertainment venues, and this graph reinforces that claim. Despite the facility saturation, there remains growth opportunities for venues and entertainment in the West Valley.

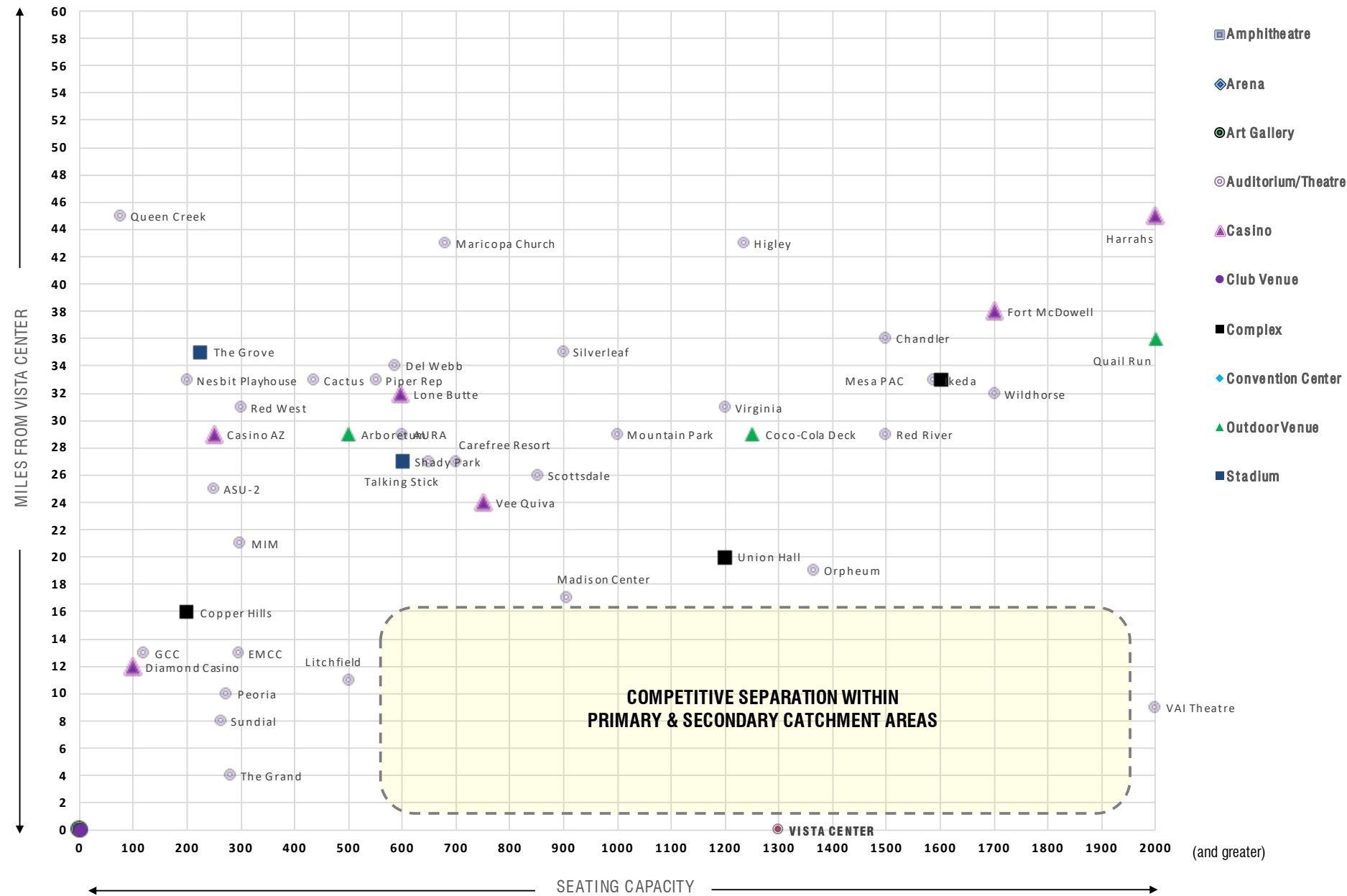


KEY INSIGHTS

- ✓ There is a venue deficit in the West Valley for facilities with more than 500 seats, creating a competitive separation for The Vista
- ✓ The West Valley is experiencing transformational growth, which will bring additional venues in the future, like the VAI complex that is under construction. But The Vista’s 1,300 seat count will sustain its competitive advantage, for now.



Phoenix Metro Local Market - Facility Inventory



A grayscale photograph of three people at what appears to be a community event. On the left, a man in a light-colored t-shirt is looking towards the center. In the middle, a woman with short blonde hair and glasses is looking down at a smartphone she is holding. On the right, a man wearing a cap and a high-visibility vest is looking towards the center. The background is slightly blurred, showing some foliage and a sign with a large letter 'W'.

COMMUNITY SURVEY RESULTS

SURVEY DESIGN

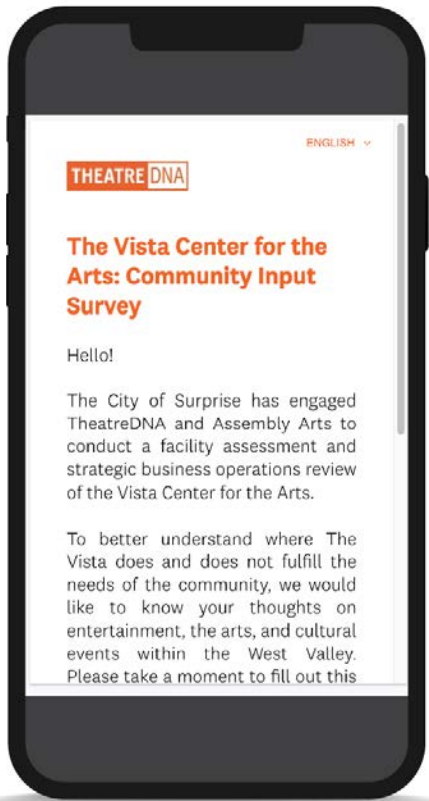
Method & Process

To learn more about the community’s experience with attending events at The Vista Center for the Arts and their overall consumer preferences towards live entertainment, a digital survey was designed and circulated. Because of the high percentage of Spanish speaking residents in the primary and secondary catchment markets, the survey had translation options for English and Spanish.

Distribution methods for the survey were joint efforts by the City of Surprise, Dysart USD, and The Vista Foundation. Distribution channels included a press release issued by the City of Surprise, a dedicated project information page hosted on the City’s website, social media posts, dedicated eblasts, articles in community publications, in-person events, and solicitation of past patrons of events at The Vista.

 KEY INSIGHTS

- ✓ The survey was completed by 1,143 respondents
- ✓ Respondents were mostly from the West Valley, with some originating from northern Phoenix



The City of Surprise has hired TheatreDNA and Assembly Arts to conduct a facility assessment and business planning review of The Vista Center for the Arts.

The goals of the study are to identify the next evolution of the PAC’s mission and purpose and to determine the capital improvements required to fulfill them.

For our research, we would like to know the community’s thoughts on entertainment, the arts, and cultural events. To give your input on this study, please scan the code and fill out the questionnaire.

La Ciudad de Surprise ha contratado a TheatreDNA y Assembly Arts para realizar una evaluación de las instalaciones y una revisión de la planificación comercial del Vista Center for the Arts.

Los objetivos del estudio son identificar la próxima evolución de la misión y el propósito del PAC y determinar las mejoras de capital necesarias para cumplirlas.

Para nuestra investigación, nos gustaría conocer la opinión de la comunidad sobre el entretenimiento, las artes y los eventos culturales. Para dar su opinión sobre este estudio, escanee el código y complete el cuestionario.

AUDIENCE SURVEY
ENCUESTA DE AUDIENCIA



SCAN/ESCANEAR

What live entertainment events and cultural activities do you like to attend in the West Valley?
(1,143 respondents)

- None of the above

■ School-sponsored events

■ Live music concerts
- Literary arts events

■ Community events

■ Seminars / speaker events
- Performing arts events

■ Film screenings / cinema

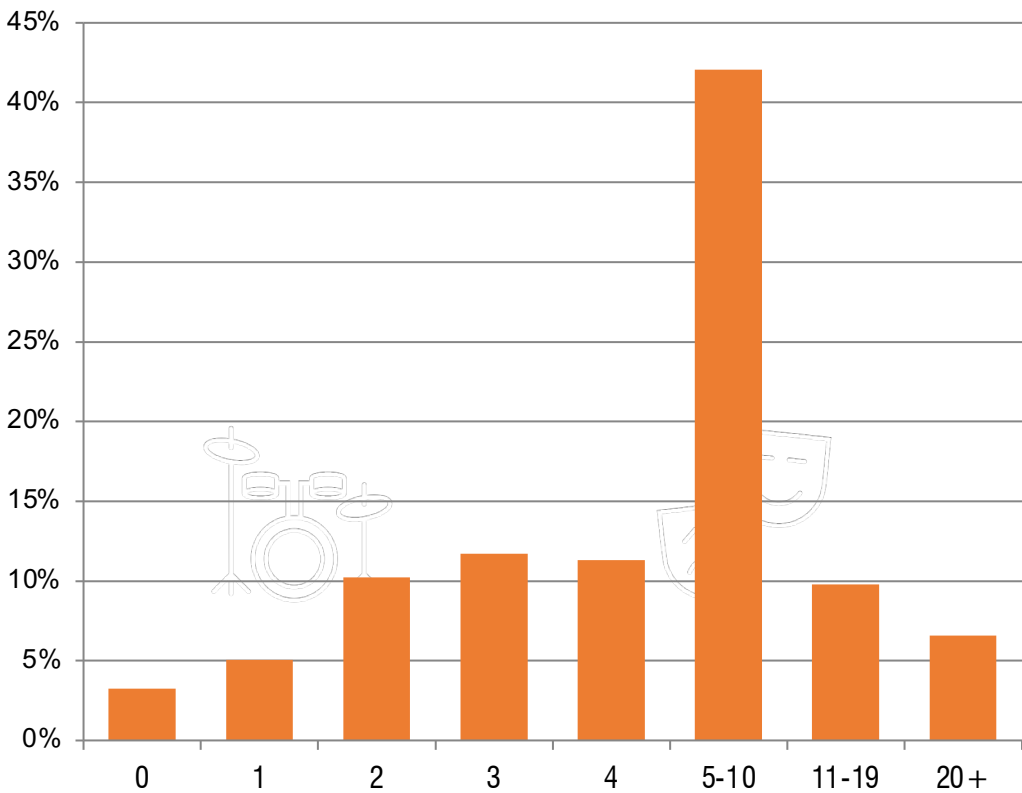
■ Other
- Visual art exhibitions

■ Outdoor festivals
- Sporting events

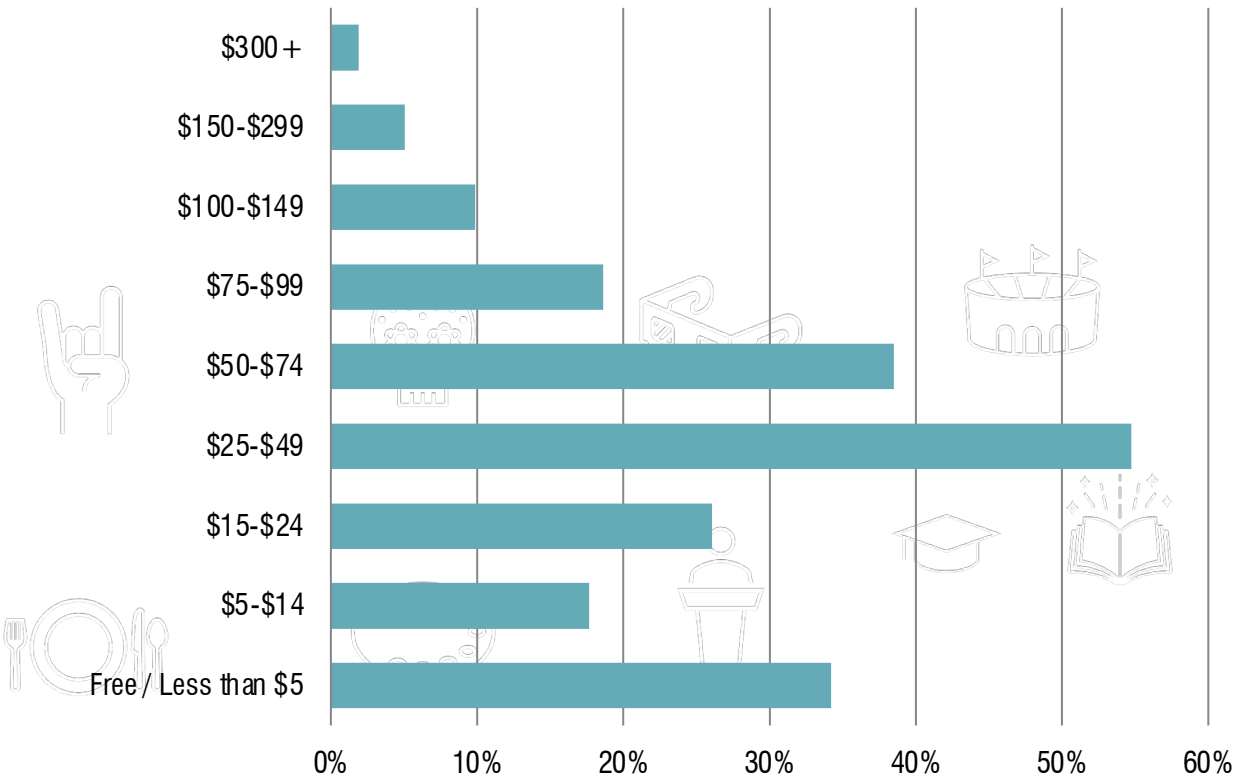
■ Food and beverage events



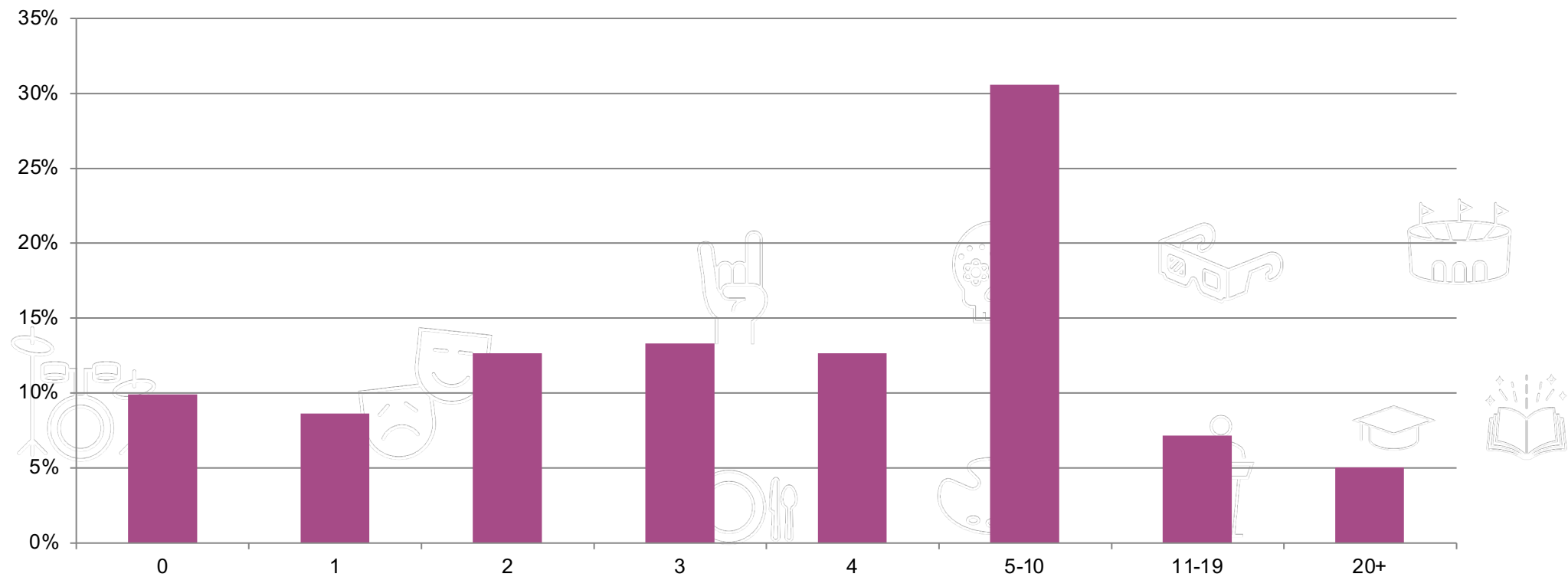
How many have you attended in the past 12 months? Include in-town and out-of-town events.



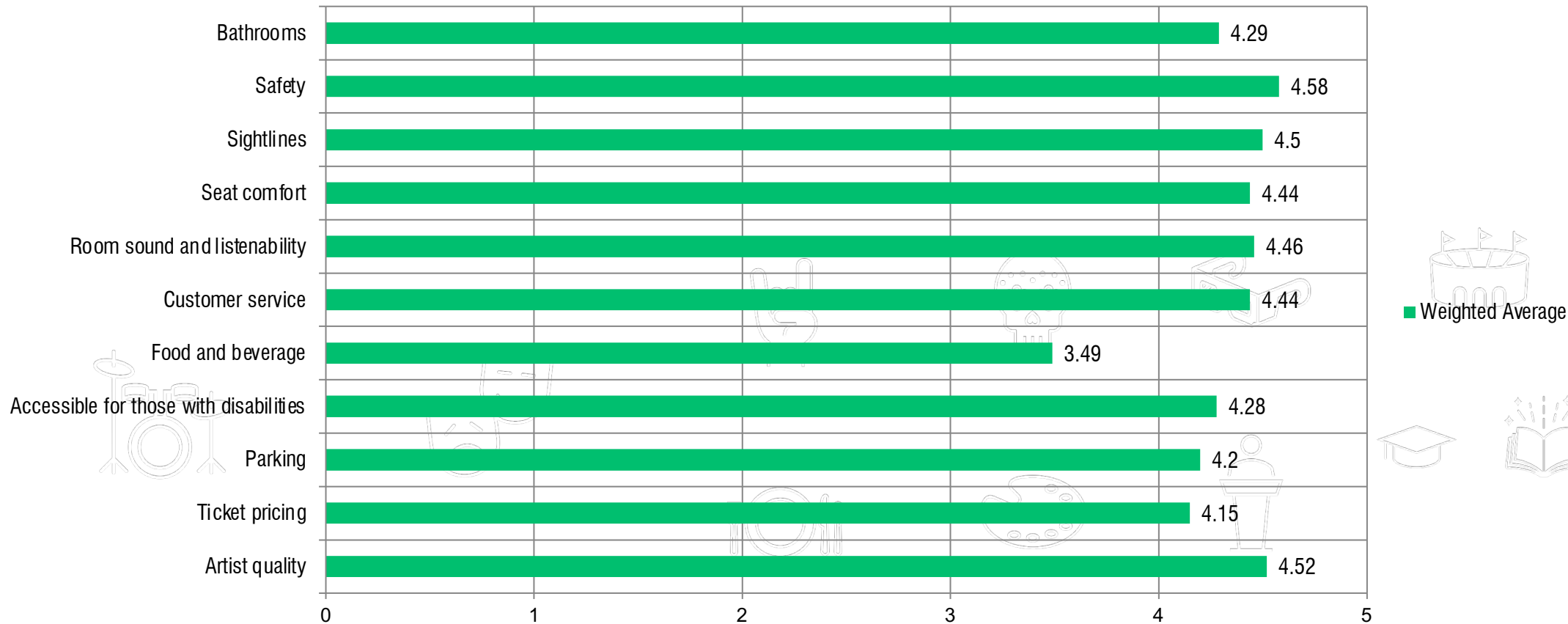
Out of the events that you attended that were ticketed, what were their ticket prices?



How many events did you attend at The Vista Center in any given year between 2020-23?



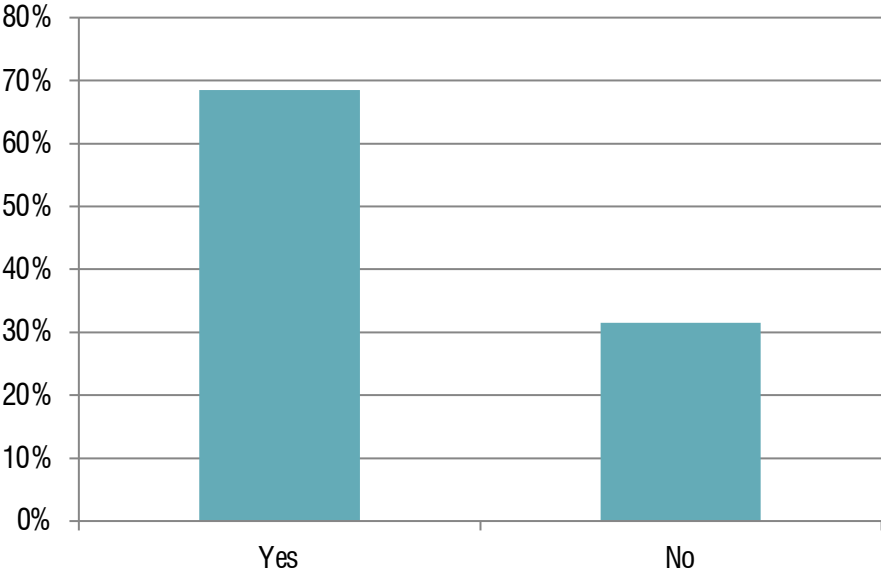
Please rate the satisfaction level with your past experience at The Vista in the following areas:



What live performances and cultural experiences would like The Vista to offer in the future?
(707 respondents)



If there were changes to the building, amenities offered, and/or events provided, would you attend The Vista more?



N= 1,089 respondents



N=560 respondents

Critiques & Negative Feedback

As a genXer and Surprise resident of 16 years, I'd like more events that appeal to our diverse community, beyond classical music and acts that appeal to just the older demographic.

I feel like in my view, the Vista has always been seen as a school auditorium and not a city amenity as it has recently been rebranded.

Who ever designed the women's bathroom capacity should be banished! Need to at least double women's restroom capacity.

I was not even aware that this center was in Surprise. You really need to advertise more!!!

More reasonably priced events. It is also like financially cutting out the middle income and senior populations. Almost elitist.

The whole ticket sale/pick-up was so amateurish that I stopped attending. If the Vista wants to be a professional theater, then get professional management and operations staff!

For accessible parking, I have to arrive about one hour before the start of the event because the handicapped spots fill up fast.

Affirmations & Positive Community Feedback

I would like to see it well maintained first for VVHS and then for the events that have been there in the past.

Personally, I don't see the need for drastic changes, I have been satisfied every time I have been there.

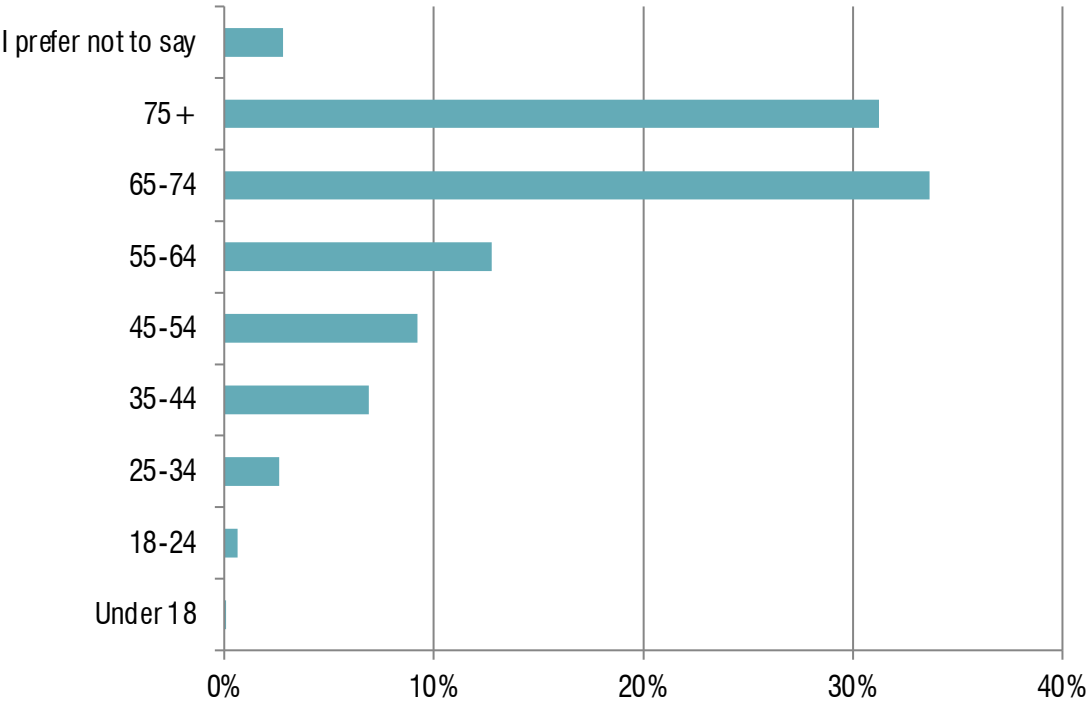
I love the Vista and am disappointed that there isn't a 2025 schedule. We need this type of cultural venue in the West Valley. I felt that everything was going along just fine, lots of great variety, fair prices, easy access. No changes necessary. Don't mess it up!

I think the Vista Center is a jewel for the community. I live in Surprise and it's nice to have something here that offers quality entertainment.

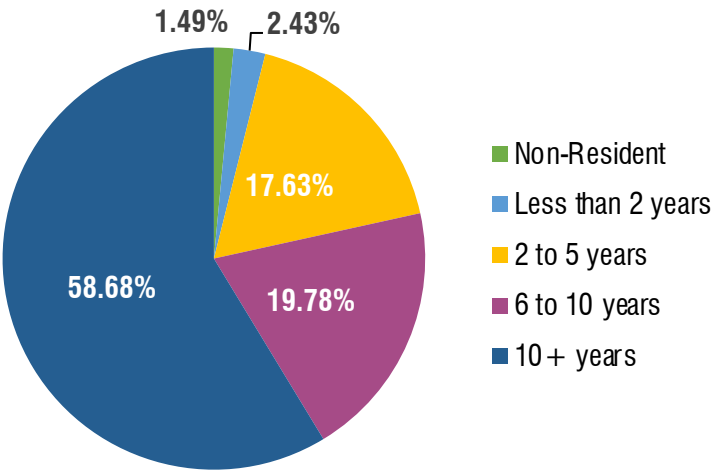
I know that the events I have attended with my parents in their 80's have been amazing! I send them to at least twice a year and they attend on their own as well. We LOVED attending there. PLEASE come back!!

I would like to see it open again and have the same quality of events it has always had. This is a great cultural addition to our community.

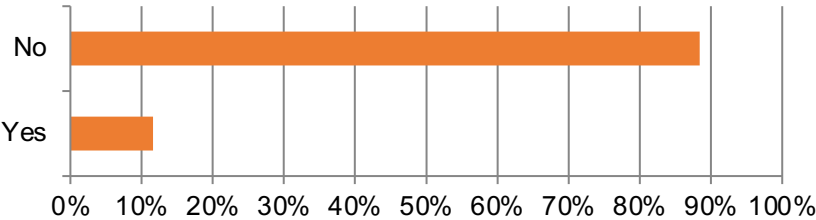
Age of Survey Respondents

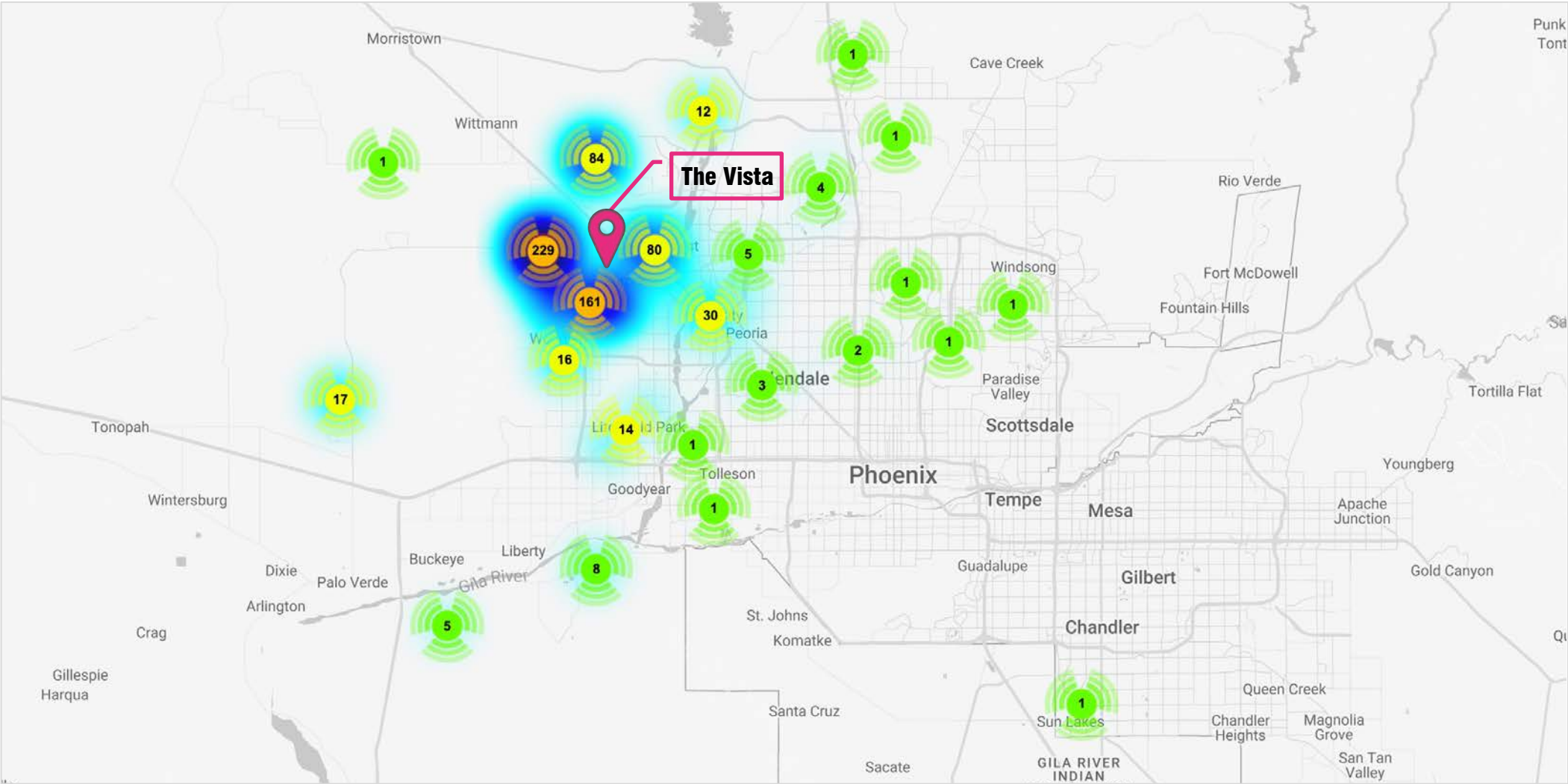


Length of Residency in the West Valley



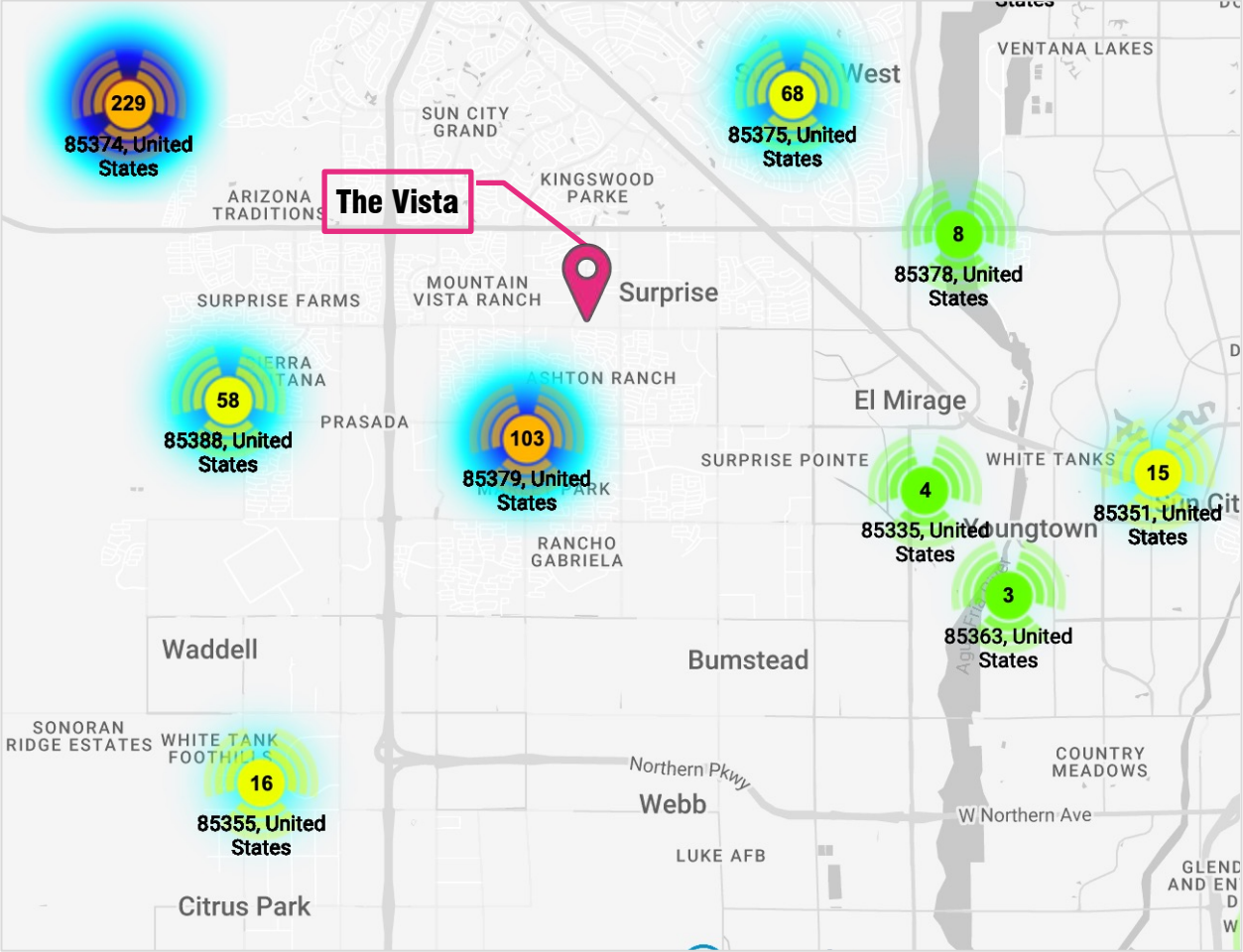
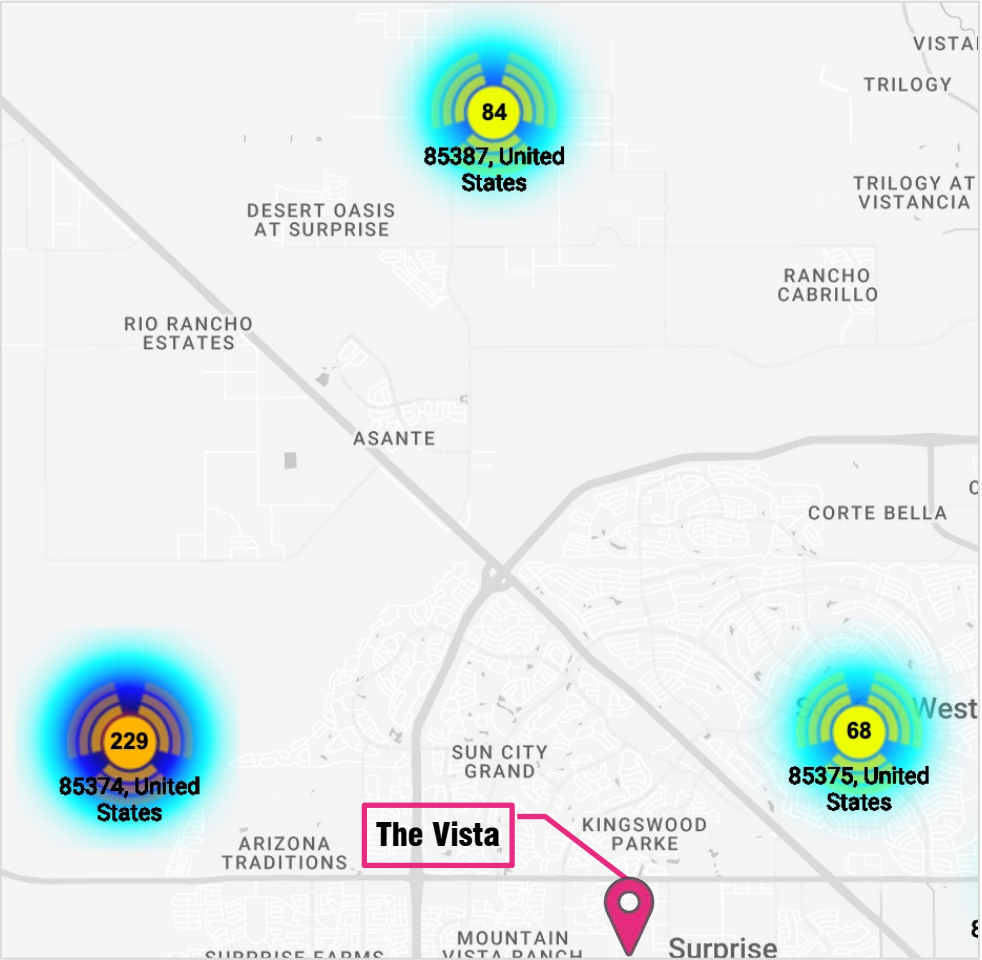
Part-time Visitor Status of Respondents





COMMUNITY SURVEY

RESPONDENT ZIP CODE HEAT MAP – LOCAL MARKET





STAKEHOLDER INTERVIEWS

STAKEHOLDER INTERVIEWS

LIST OF STAKEHOLDERS INTERVIEWED

Amber Ryan, Director of Actors Playground
Charlotte Pullins, Arts & Culture Advisory Commission Chair
Connie Whitlock, WHAM Founder & President
Councilman Patrick Duffy, City of Surprise
Councilman Earle Greenberg, City of Surprise
Craig Mussi, Asst. Superintendent with DUSD
Crystal Kupper, Arts & Culture Commissioner
Danae Marinelli, Dysart USD Director of Arts
Dennis Tyner, Ottawa University President
Diane Rice, Burgundy Brigade Volunteer
Dr. John Croteau, Superintendent with DUSD
Holly Osborn, Director of Parks & Recreation
Jan Sittleburg, Burgundy Brigade Volunteer
Jeanine Jerkovic, Director of Economic Development
Jon Cavaletto, The Vista Foundation President
Julie Akerly, City of Surprise Arts & Culture Manager

Kara Poling, Former Staffer at The Vista Center for the Arts
Kathie Morgan, The Vista Foundation Board Member
Kathy Knecht, West Valley Arts Council Executive Director
Kelsey Lamphier, City of Surprise Director of Libraries / Arts & Culture
Kendra Pettis, City of Surprise Director of Sports & Tourism
Lauren Frazier, Ottawa University Theatre Director
Linda Austin, Retired Citizen in the City of Surprise
Mona Myhre, President of West Valley Symphony
Rico West, Principal at Carefree Partners Investments
Seth Dyson, Dir. Community Services & Human Vitality
Sherry Aguilar, Old Townsite Committee Member
Sunrise Pops Band
Tyson Lund, Dysart USD Theatre Manager
Valerie Jackson, The Vista Foundation Board Member
Victoria Reinhard, Former Director of Ghostlight Theater
Virginia Mungovan, City of Surprise Marketing & Communications Director

STAKEHOLDER INTERVIEWS

THEMES DISCOVERED FROM INTERVIEWS

- There's a willingness to find a solution from all parties
- Any solution will require additional resources in staff, budget allocation, and/or capital improvements
- The Vista's dual use as an educational facility and a professional entertainment venue creates brand confusion as well as customer confusion
- Residents want a quality entertainment option that is close to home. The Vista is a jewel to the community.
- There is a precedent for the City investing in cost-recovery models for programs that increase quality of life for citizens or bring tourism to the Surprise.
- There are two methodologies being vocalized. One is to provide the high-level solution and let stakeholders work out the details. The second is to figure out those details now or the future model won't work.
- The stakeholder most equipped to successfully reboot the Presenting series is the City of Surprise.
- The Foundation, for now, can only play a supporting role due to lack of volunteerism and resources.
- Despite loyal and vocal supporters of the Presenting series, many citizens are still unclear of The Vista's brand change, existence, or how it's used.
- The Presenting series may have one last reboot left before consumers become too fatigued by the start and stops.
- Despite common belief, there is a significant segment of young families in Surprise and is continuing to grow.
- The West Valley, Surprise and Peoria in particular, are about to go through their next growth boom.
- A successful reboot requires long-term commitment from the City and DUSD to give the program time to develop.

COMMUNITY ENGAGEMENT

The *Vista*
Center for the Arts

SURPRISE
ARIZONA

What live entertainment events and cultural activities do you like to attend in the West Valley?

Music Playoffs Country	The Vistas Sunday in the Park Santitas Armadillo	Art events what's available Bats Horse Show Theatre
Break Breaks what the Sun plays	Arts Fest Art Fest Arts	Arts Fest Arts Arts

What live performances and cultural experiences would like The Vista to offer in the future?

Subsequent Shows
Singing
Arts
Arts

Wonders
Your Favorites

THE VISTA / AssemblyArts

FESTIVAL OF CHOIRS / G.A.I.N. NIGHT

October 26, 2024

Community engagement sessions were held at two separate events to collect quantitative and qualitative data from residents regarding their experience with The Vista Center for the Arts and general entertainment consumer preferences.

One activation was an information table and interactive children’s station at the annual Festival of Choirs event held at The Vista. This is a day-long event that showcases many of the Dysart choir programs. The second activation was an information tent at an annual community Fall festival called G.A.I.N. Night. This popular event celebrates the relationship between the community and its first responders and is attended by thousands of residents.

 KEY INSIGHTS

-  The community’s knowledge of or participation with events at The Vista were either as enthusiastic past patrons or completely unaware of the venue or its presenting season
-  The highest ranked entertainment content that residents desired to see were touring theatricals, live music, and comedy

Oh, we LOVE The Vista
Where's The Vista?
They need to keep doing shows
There's not a lot of entertainment options here
We don't know when anything is happening.
We have to drive to Phoenix or the East Valley for anything
It's a blessing to have The Vista right down the street
Anything around here would be great
The Vista is just for school events
I don't know what The Vista is
Promotion is key.

Feedback themes heard from community interactions

COMMUNITY ENGAGEMENT

FESTIVAL OF CHOIRS / G.A.I.N. NIGHT





FACILITY INSPECTIONS

FACILITY INSPECTIONS

PERFORMANCE HALLS & SUPPORT SPACES

Assessment Overview

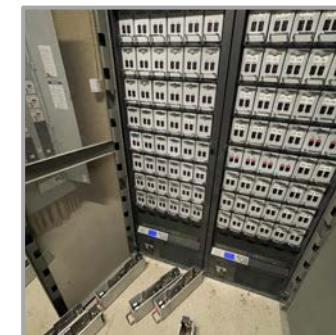
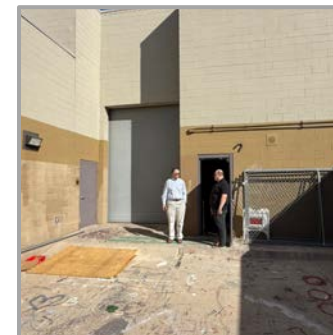
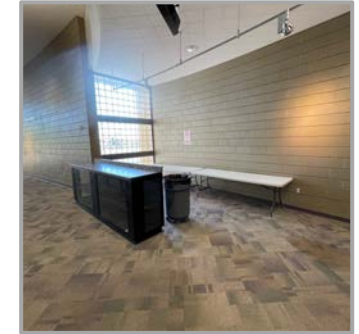
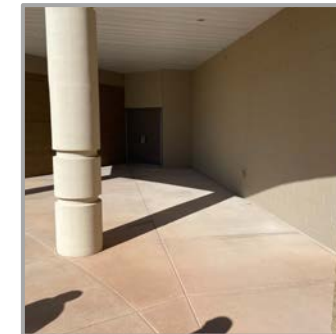
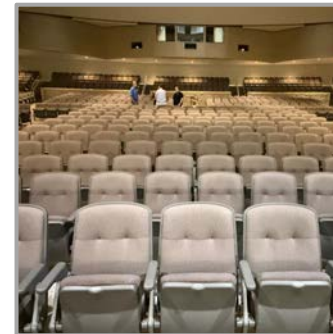
Our facility assessment for a theatre involves evaluating the condition and functionality of its physical structure, systems, and equipment to ensure safety, efficiency, and performance readiness. This process includes inspecting HVAC, electrical, and plumbing systems, as well as assessing production equipment, seating, and accessibility features. The assessment identifies maintenance needs, potential upgrades, and compliance with regulations, providing a roadmap for improvements and long-term sustainability.

The Vista Center, overall, is in great shape for its age and for the volume of events and student foot traffic that it receives. It is clear that the facility has been well taken care of. Some of the theatrical performance equipment, like the incandescent performance lighting system, are reaching the end of their lifespan and need to be replaced. There are other production elements and support spaces such as the audio/video system and dressing rooms that need to be upgraded to support touring-level content that require more professional-grade equipment and back-of-house accommodations.

The front-of-house patron experience also needs to be elevated slightly to meet ticket buyers' expectations for when they come to The Vista for an evening of quality entertainment. These components include the parking experience, concessions, ticketing, and overall ambience.

Our assessment findings are organized by the following categories and will be detailed in a future report: facilities and physical plan, production systems, performer experience, patron experience, and branding and visibility.

THE VISTA CENTER FOR THE ARTS



IMPROVEMENT CATEGORIES

Facilities & Physical Plant

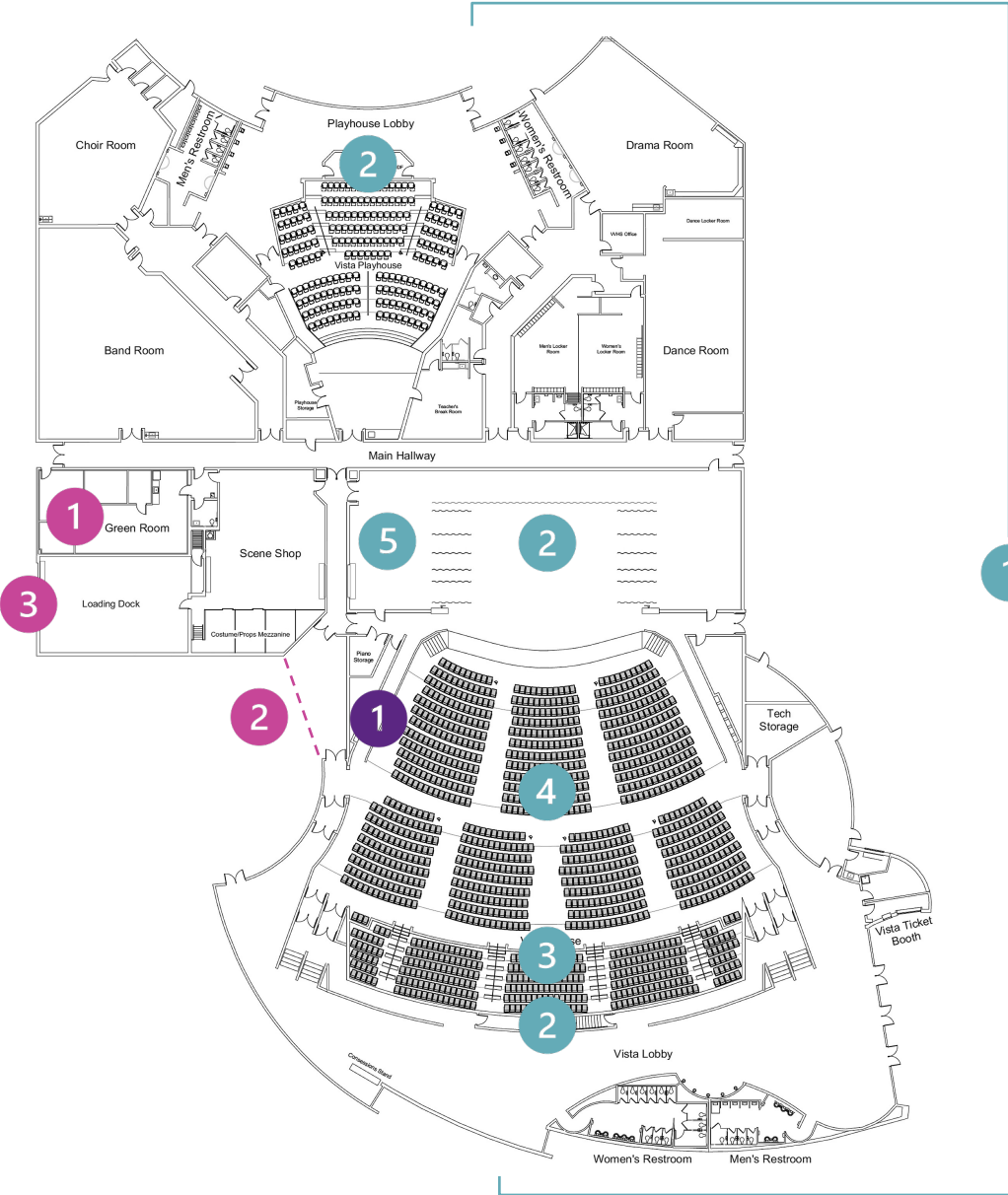
Common physical plant equipment includes HVAC systems for heating, ventilation, and air conditioning to maintain climate control and air quality. Electrical systems, including transformers, panels, and backup generators, provide reliable power distribution and emergency support. Plumbing systems, such as water heaters, pumps, and drainage systems, ensure proper water supply, waste management, and fire suppression capabilities.

Production Systems

Common production equipment found in a theatre includes lighting systems, such as spotlights, LED fixtures, and dimmer controls, to create dynamic visual effects and set the mood. Sound equipment, including microphones, mixers, amplifiers, and speakers, ensures clear audio projection and special effects. Rigging systems, such as fly systems, pulleys, and counterweights, are used to move scenery, curtains, and props efficiently during performances.

Performer Experience

Back-of-house support spaces in theatres include dressing rooms equipped with mirrors, lighting, and costume storage to accommodate performers as they prepare for shows. Scene shops and prop storage areas provide space for constructing, maintaining, and storing sets and props. Additional spaces, such as green rooms and rehearsal studios, offer performers areas to relax, warm up, and practice before performances.



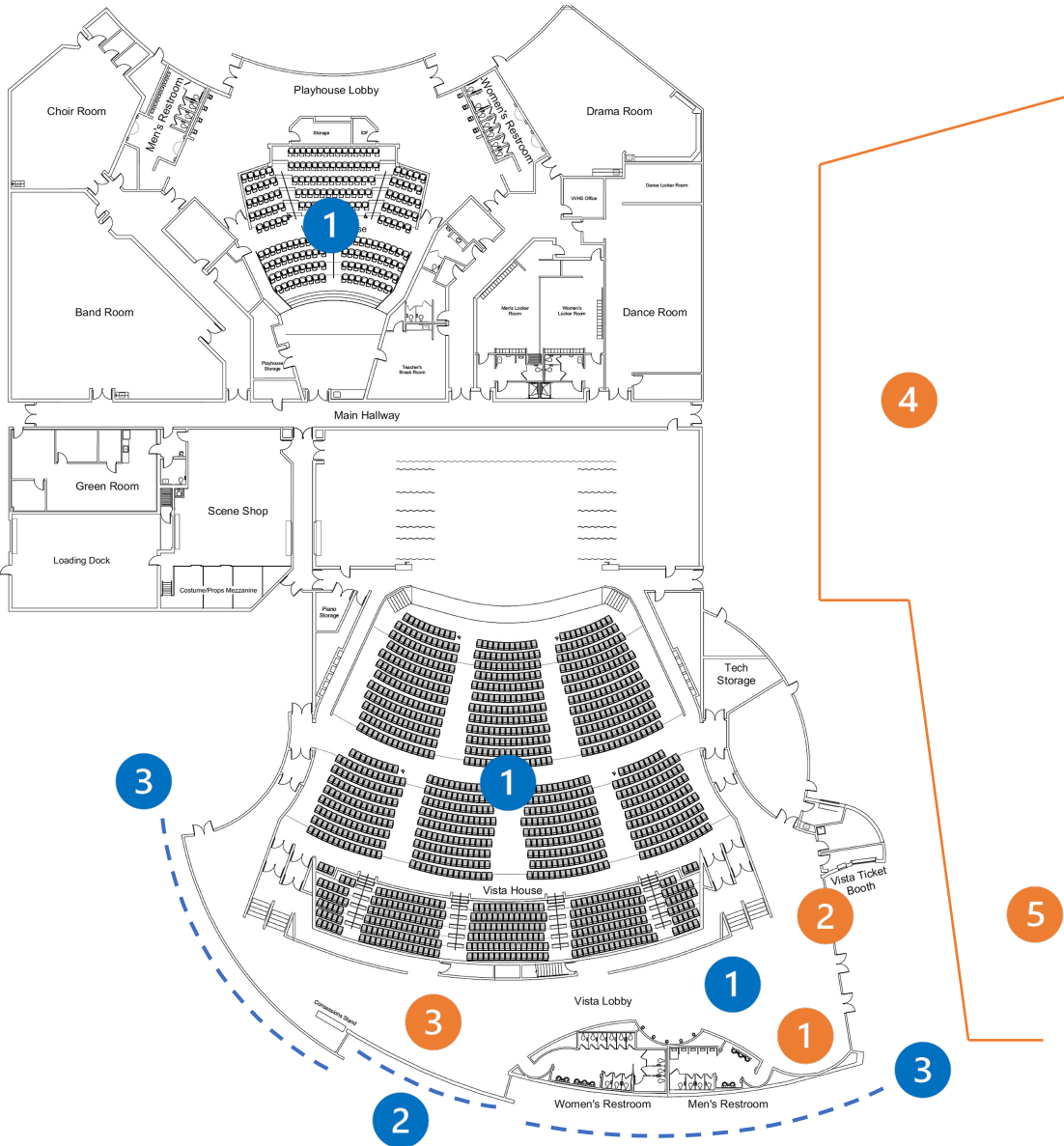
IMPROVEMENT CATEGORIES

Patron Experience

Front-of-house support spaces we’re concerned with include lobbies and foyers designed to welcome guests, box offices for ticket sales and information services, concession areas and bars provide refreshments, and public restrooms. Other elements can include parking, ingress pathways, coat check rooms, merchandise stands, and designated photo-op stations to promote social media sharing. Other of these components play a part in ensuring guest convenience and a memorable experience for events.

Branding & Visibility

Branding and visibility are crucial for an entertainment venue as they help establish a recognizable identity that attracts audiences and builds loyalty. Strong branding differentiates the venue from competitors, conveying its unique offerings and atmosphere to potential patrons. Enhanced visibility through marketing, signage, and online presence increases awareness, drives ticket sales, and fosters community engagement. Elements that we’re exploring include signage, elevated visual presentations in the lobby and the auditorium, and establish a distinction between academic and entertainment identities for different types of events.





FUTURE STAKEHOLDER ROLES & RESPONSIBILITIES

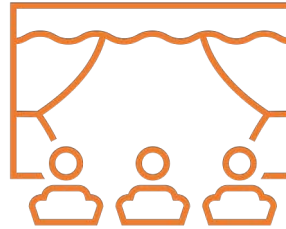
FUTURE STAKEHOLDER ROLES

DUSD / COS / FOUNDATION



DYSART USD

- Four-wall rental venue
- Venue manager



CITY OF SURPRISE

- Presenting organization



VISTA FOUNDATION

- Fundraising arm
- Advocacy / promotion



PROJECT NEXT STEPS

- ✓ **FACILITY IMPROVEMENT COSTING AND PHASING PLAN**
- ✓ **COMPETITOR ANALYSIS**
- ✓ **OPERATIONAL ANALYSIS**
- ✓ **BENCHMARKING**
- ✓ **STAFFING PLAN & ARTISTIC SEASON PLANNING**
- ✓ **5-YEAR OPERATING PRO FORMA**



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CITY OF SURPRISE
Arts & Cultural Advisory Commission

Council Meeting Date: January 6, 2025 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Report and discussion of HOLA West Valley panel review.

Motion:

None.

Background:

Six West-Valley cities are participating in a new multi-city temporary art program. Twenty-two (22) Arizona artists submitted applications create a unique temporary art installation in Surprise. A representative of the SACAC served on a panel of three (3) community members to select and rank four (4) finalists through a competitive review and criteria-based scoring process. This West Valley initiative is referred to as "*iHOLA! West Valley*." This opportunity is being processed by Municipal Public Art programs in the West Valley and WESTMARC via Requests for Qualifications.

Objective Analysis:

Commission panel representative and staff will report back to the commission on the review process and final artist selection.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. HOLA Panel Update
-

iHOLA! West Valley

— Panel Update —

About the Program

- New Multi-City initiative
- Small-scale, temporary art program
- Streamlined applications process for artists
- Mentorship for artists
- Support for cities with new art programs
- Share resources across cities
- Shared marketing and promotion



Process

- **Round 1: Qualifications**
 - Reviewed by community panel from each City
 - Panel pre-scored individually
 - Panel met to discuss top scores and select top 3 and alternate
- **Round 2: Artist Selection**
 - Cities meet to select a finalist and alternate
 - Ensure as many artists as possible have opportunities
- **Proposal**
 - Artist works with community and stakeholders to create custom design



Surprise Location: Asante Library

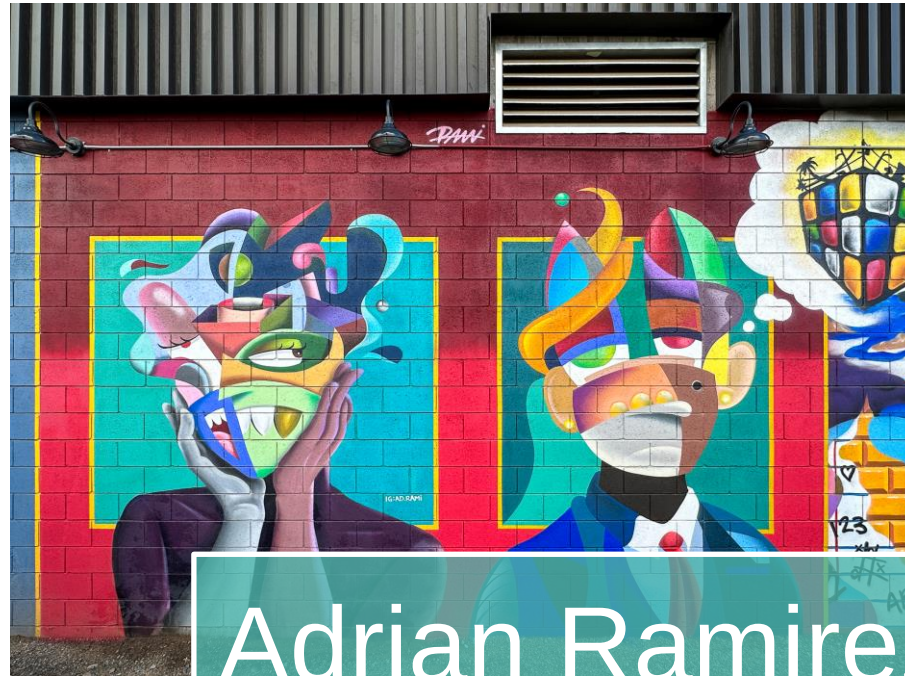


Criteria

- **Quality, creativity, and strength of work samples**
 - Use of color, craftsmanship, professionalism, creativity
- **Ability to align with project goals**
 - Increase access to unique and excellent art and/or provide opportunities for local and emerging artists
- **Demonstrated experience, interest and qualifications**
 - Interest or connection to project, potential to do a project of this scale
- **Ability to engage community in design phase**
 - Experience or willingness to collaborate and receive community input during process



Top 3 and Alternate



Adrian Ramirez



Tiesha Harrison



Shirley Wagner



Abel Aguilar

Selected Artist: Tiesha Harrison





CITY OF SURPRISE
Arts & Cultural Advisory Commission

Council Meeting Date: January 6, 2025 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 an annual arts and culture festival.

Motion:

None.

Background:

In a 2023 arts and culture community survey, the community expressed a top priority for an annual celebration of arts and culture in Surprise. Staff have been working with Surprise arts and culture organizations on the ideation of a festival that would be multigenerational, interactive, unique, appropriate for the Surprise community, and able to support multiple organizations and artforms.

Objective Analysis:

Staff will present initial ideas for an annual art and nature festival in Surprise, and gather feedback and input from the Commission to support the next phases of planning.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

N/A

ATTACHMENTS:

1. Surprise Arts Festival
-

Surprise Arts Festival 2026

Let's find a unique way to celebrate the arts, nature,
and culture of Surprise, Arizona!

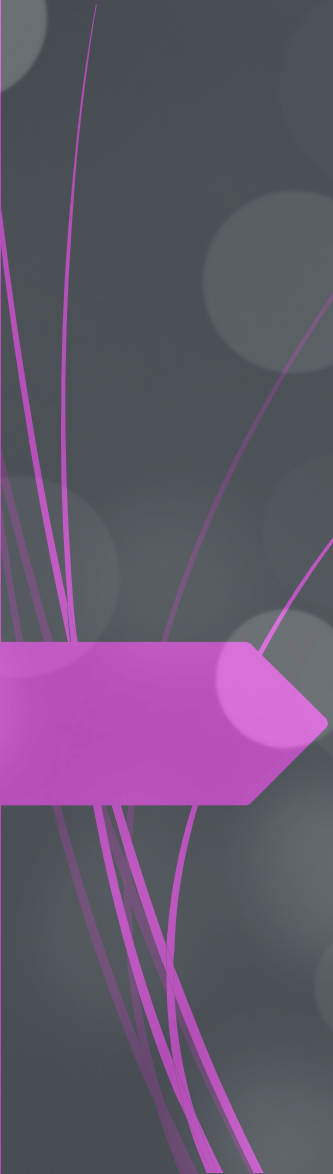
Community Feedback (2024)

- ▶ “Outdoor arts festival: culture, music, and dance”
- ▶ “Host cultural events like Taste of Surprise and bring back Arts is Alive in Surprise”
- ▶ “Diversity and inclusivity of our community represented by arts and culture through programs and festivals”
- ▶ “Food events featuring food grown right here in Surprise, including native plants”
- ▶ “Easily accessible art events for all ages”



Annual Arts Festival Goals:

- Unique and appropriate for Surprise
- Interactive and engaging
- Share connections and resources
- Showcase breadth of arts in the West Valley
- Strengthen community and culture
- For artists AND art enthusiasts
- Arts advocacy
- Build personal relationships



Inspiration

Canal Convergence: Scottsdale, AZ



Installations accessible day and night



"Re-cyclone" installation by Martin Taylor

Art + Nature Festival: Laguna Beach



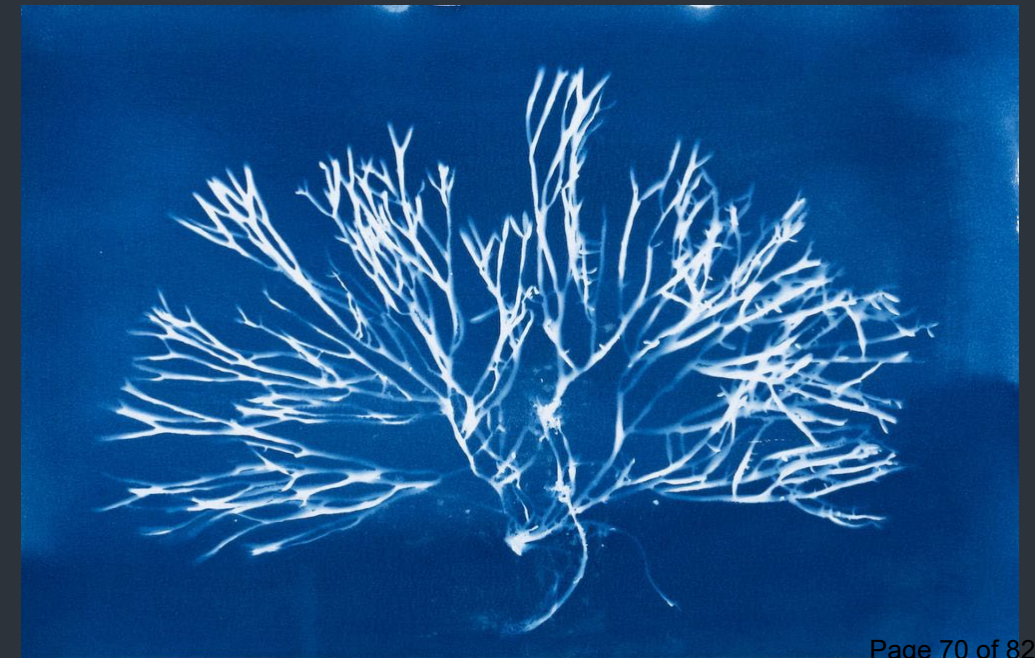
Interactive Dances with 3D Upcycled Artworks;
Educational booths; Upcycled Fashion Show



Art + Nature Festival: Laguna Beach, CA

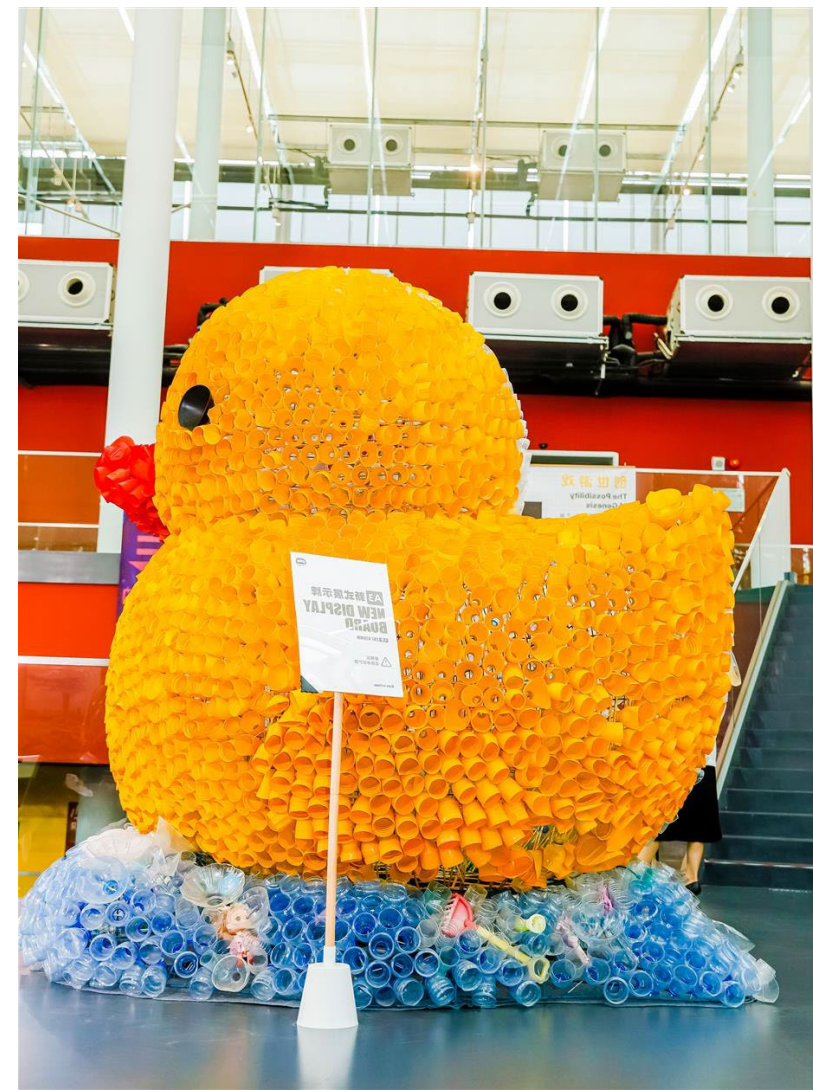


Community Art Activity; Individual Art Activities.
(Cyanotypes of seaweed)





BLINK Art and Light Festival, Cincinnati, OH
Accessible; photogenic / photo opportunity



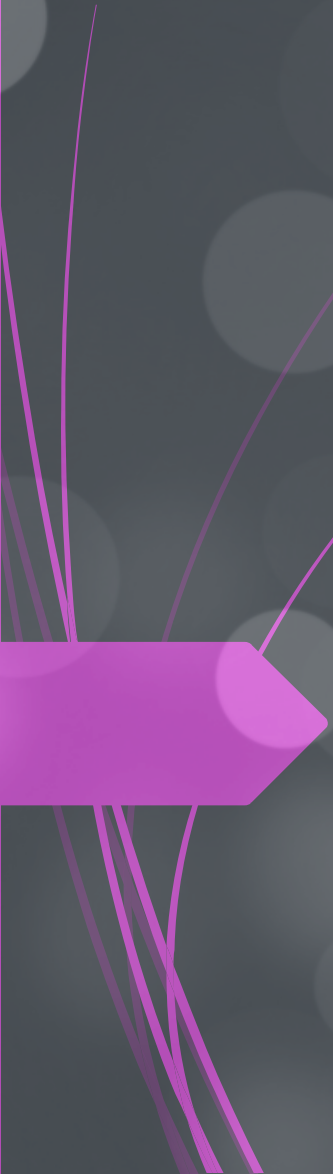
Eco-friendly Art Festival, Shanghai, China
Upcycled materials; iconic



Eco-friendly Art Festival, Shanghai, China
Textile; interactive and engaging seating



Eco-friendly Art Festival, Shanghai, China
Window display; educational



Activities

Art Activation Spaces:



Paint a mini pot



Community and artist chalk murals with a nature-focused theme

Art Activation Spaces continued:



Commission a West Valley artist to create an upcycled installation for the festival



Students in Surprise can create their own upcycled artwork and display it at the festival

Nature Activation Spaces:



Phoenix Herpetological Sanctuary:
Live herpetology (reptiles and
amphibians)



Liberty Wildlife: Live raptors and birds

Nature Activation Spaces continued:

- ▶ Utilize/Highlight the Xeriscape Garden for:
- ▶ Native plant and pollinator education
- ▶ Master Gardener workshop
- ▶ Hydrology and water resources
- ▶ Installation of select artworks



Nature Activation Spaces continued:

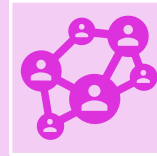
- ▶ Ethnobotany: What desert plants can we forage and how can we utilize them?
- ▶ Indigenous cuisinology: Native people's cuisine.



Food for Thought



What are some other creative and engaging nature or art-based activation spaces?



Can you think of any other organizations or initiatives for us to reach out to?



Where do you see this festival growing?



Do you have any other suggestions for big picture plans for this festival?

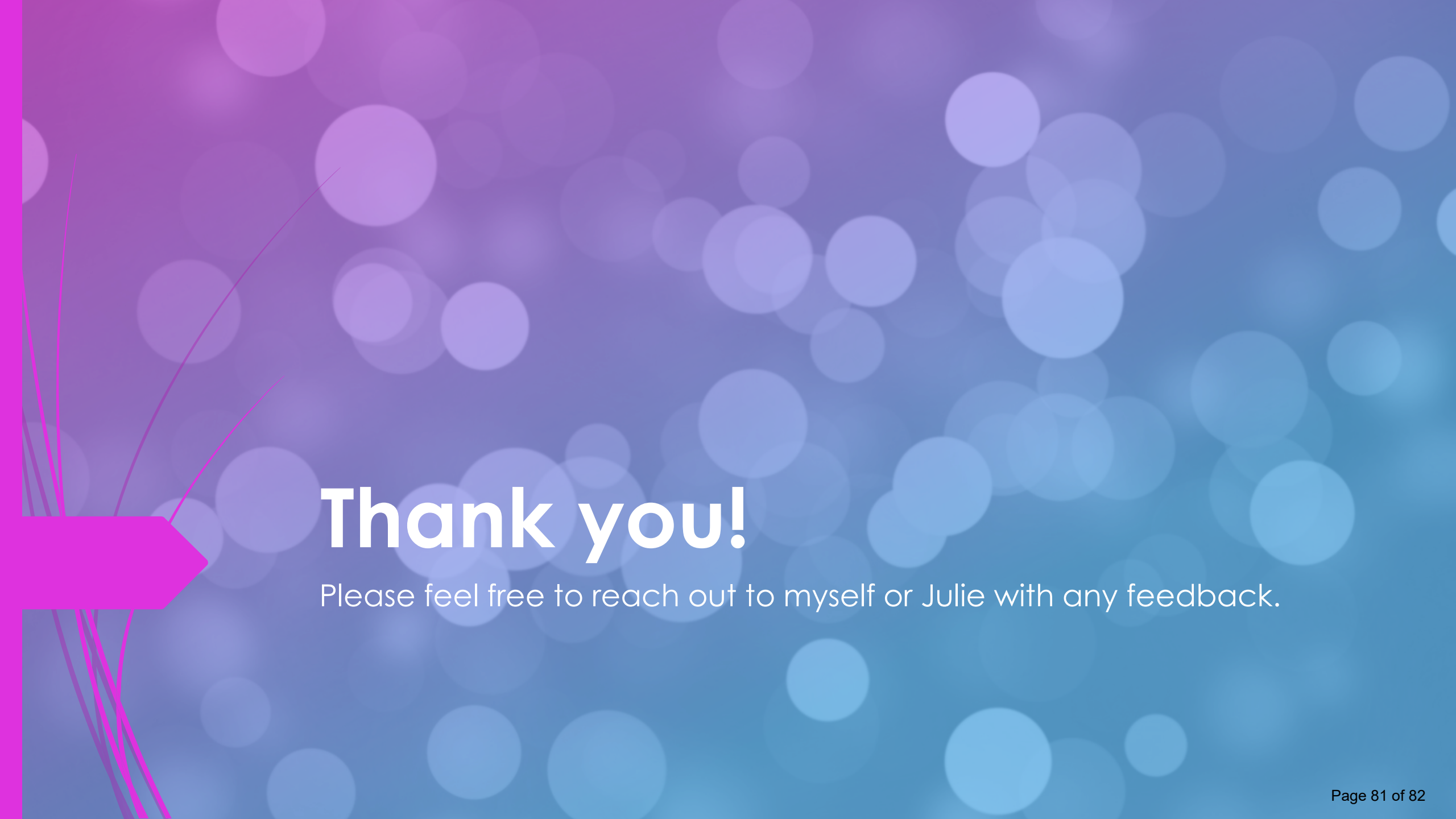
“What’s In A Name?”

– William Shakespeare

Festival Name Examples:

1. **Woven Earth:** Arts and Nature Festival
2. **Art of the Wild:** A Celebration of Arts and Ecology
3. **Roots of Creation:** Arts and Nature Festival

Do you have any other name suggestions?



Thank you!

Please feel free to reach out to myself or Julie with any feedback.



CITY OF SURPRISE
Arts & Cultural Advisory Commission

Council Meeting Date: January 6, 2025 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

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

Agenda Wording:

Discussion pertaining to the Commission cultural support calendar.

Motion:

None.

Background:

The commission previously discussed ways they could fulfill their mission of advocacy and education for arts and culture in Surprise. The commission agreed to select one arts and culture event to attend each month to support and learn about organizations and programs in Surprise.

Objective Analysis:

The SACAC will share upcoming arts and culture events in Surprise and discuss at least one event each month to attend as a commission.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:
