

Annual Report

2010-2011



ARIZONA
c i t i z e n s
a c t i o n
for the ARTS

Arizona Citizens for the Arts, a 30-year-old non-profit organization, increases discussion and awareness of the importance and impact of the arts in achieving quality of life, educational excellence and economic health for all Arizonans.

Arizona Action for the Arts is a statewide arts advocacy membership organization that works to promote public dialogue, public policy and legislation favorable to the arts in order to ensure state funding for the arts, and to promote other resources to expand public support for the arts.

Special Thank You

Our work would not be possible without the support of arts organizations, community businesses and corporate sponsors. This year's corporate and community business sponsors:



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In addition to corporate and community sponsors, AzCA/AA relies on the support of individual and family donations. For a complete list of our donors please visit www.azcitizensforthearts.org. Thank you to our major individual donors:

Arts Heroes Terry Goddard, Vicky Hunt, Jeff Rich

Arts Champions Allan Affeldt, Jessica Andrews, Brenda Bernardi, Dick Bowers, Dawn Brown, Tom Chapman, Shirley Chann, Mary Dryden, Rusty Foley, Wes Gullett, Joel Hiller, Phillip C. Jones, Cathy Knapp, Steve Martin, Kate Marquez, Rob Nichols, Julie Richard, Cathy Weiss, Nancy Welch

Arts Advocates Lisa Barnes, Robert Breunig, Mark Feldman, Mac & Russ Perlich, Gabrielle Liese

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A Ludwig Dance Theatre
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Arizona Academy for the Performing Arts
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Arizona Jewish Theatre Co
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Sedona Chamber Music Society
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Thank you to the following
outgoing board members:

Dick Bowers
Teniqua Broughton
Joan Howell
Nancy Welch

The past year was filled with challenges and opportunities for Arizona Citizens/Action for the Arts (AzCA/AA). At the Capitol, acute state-revenue shortfalls prompted the elimination of state general fund appropriations for a number of state agencies, including the Arizona Commission on the Arts. However, we worked closely with the Governor and the legislature to insure preservation of the Arts Trust Fund, which receives earmarked monies from the Arizona Corporation Commission that are passed along by the Commission in grants to local arts programs.

At the same time, Arizona Citizens/Action for the Arts found new opportunities to engage new arts advocates through the legislative elections, a reinvigorated Arts Congress and by helping plan and participate in an Arizona Town Hall on arts and culture.

As you will see in this report, Arizona Citizens/Action for the Arts – your advocacy voice for arts and culture in Arizona – worked tirelessly on your behalf to build support for the arts and to help make the industry strong, even in the face of continuing budget cuts and economic stress.

However, we could not and can not do this work alone. Grassroots community advocates and partners and longtime volunteers helped make this work possible.

Now as we begin a new year of advocacy and grassroots organizing, we stand more prepared than ever to fight for the arts and culture industry in our state.



Community Engagement

Governor's Arts Awards, Arizona Town Hall, Memberships

2011 marked the 30th anniversary of our organization and the Governor's Arts Awards. How better to celebrate 30 years of excellence in arts, culture and arts education in Arizona than to recognize all past Governor's Arts Awards winners? Each living honoree was recognized at local receptions and received a specially-caste Governor's Arts Award Medallion, commissioned by Resolution Copper Mining. We welcomed six new honorees at the gala celebration at the Herberger Theater Center attended by more than 500 artists, elected officials and community and business leaders. This premier arts-recognition event was made even more significant by honoring two longtime arts advocates with Shelley Awards: Community activist and attorney Bill Sheppard and former State Sen. Carolyn Allen.



And once again the Governor's Arts Awards was honored by the Arizona Capitol Times, "*Best of the Capitol*" award for best awards event. The Governor's Arts Awards stood out, yet again, as a must attend event for business, community and elected officials.

Our board of directors and staff also worked energetically throughout the year to expand partnerships with community groups, taking a lead role in planning and participating in the Arizona Town Hall, "Capitalizing on Arizona's Arts and Culture," which produced a blueprint for future use in building support for arts and culture all over our state.

Through our participation in the Public Allies program of the ASU Lodestar Center for Philanthropy and Nonprofit Innovation, we completed a two-year effort to expand our network of arts education supporters by conducting advocacy trainings and recruiting teachers and parents.

And, our consistent outreach to community supporters increased our organizational membership across Arizona to more than 80 large and small arts and culture groups from communities throughout Arizona. Financial support from our individual members more than quadrupled – evidence that Arizonans care about promoting the value of arts and culture in our state.

Advocacy

Arts Congress, Legislative Liaisons, Arts Education

Even amid tough budget times and potential opposition to our cause at the Arizona Legislature, through a series of candidate interviews last summer in key districts we identified several new legislators

we expect to support arts and culture as a critical Arizona industry and key contributor to our quality of life and excellence in schools.

Effective advocacy also means reaching out to people, and this year more than 680 citizens participated in our 45 advocacy training sessions. More than 200 attended Arts Congress Day at the Capitol in February and completed more than 80 one-on-one meetings with their elected officials. Nearly 80 agreed to be special legislative liaisons to get to know and work individually with either their local state senator or one of their representatives. And another 40 advocates specifically committed to advocating for arts education in their local communities.



Arizona Action for the Arts also weighed in on the election for State Superintendent of Public Instruction, co-sponsoring a candidate forum with the Arizona Alliance for Arts Education at the Musical Instrument Museum.

At year's end, we were preparing to query all candidates for Phoenix City Council and the Mayor's office about their support for local arts funding and city public art programs.

AzCA/AA is dedicated to promoting the value and importance of arts and culture in every community and at every level of government in our state.

Communications

Website, Action Center and Social Media



More than ever, the activity of Arizona Citizens/Action for the Arts was fueled by increasingly sophisticated electronic communications and social media. With the help of a volunteer, AzCA/AA redeveloped and redesigned our entire website. Now, the website is more user-friendly and rich with advocacy resources, including a fully interactive Advocacy Center that allows you to connect with your elected officials.

AzCA/AA also started using a mass e-mail contact system to complement the CapWiz advocacy alert network sponsored by Americans for the Arts. This easy-to-use contact system for regular newsletters and special messages also activates the action-alert system to prompt advocates to contact their elected officials when critical legislation is pending.

When paired with our Facebook contacts, AzCA/AA can now communicate regularly with more than 9,000 citizens committed to arts and culture in Arizona.

Looking Ahead

The Challenges and Opportunities

AzCA/AA is poised to make the most of the progress we enjoyed in 2011. We are committed to using the findings of the Arizona Town Hall report, "Capitalizing on Arizona's Arts and Culture," to:

- work with our community partners at state foundations, arts organizations and the Arizona Commission on the Arts to advance the more critical recommendations for building better funding streams for the arts,
- expand relationships with the business community,
- promote arts education in our schools, and
- do a much better job communicating the incredible value arts and culture brings to Arizona in jobs, tax revenues, quality of life enhancement and support for economic development.

We expect to build broader networks of advocates in our local communities, and we intend to deepen the relationships we have by providing better tools and messages for our advocates to use in promoting the arts. These goals require broad community partnerships and new collaborations.

Please take a look at the list of our partners in the arts and business communities and among foundations who endorse our mission and support our programs and activities through their financial contributions and active participation. Visit us at www.azcitizensforthearts.org for more information about arts, culture and arts education in Arizona.

Together, we can make a difference.



GAA Medallion



On the occasion of the 30th Anniversary of the Governor's Arts Awards, a handsome commemorative medallion has been struck for presentation to all past living recipients of the Governor's Arts Awards.

Past honorees received their medallions during a series of receptions

leading up to the 30th Anniversary Governor's Arts Awards on Tuesday, April 12, 2011.

Creation and production of the Governor's Arts Award commemorative medallion has been generously underwritten by Resolution Copper Mining.

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