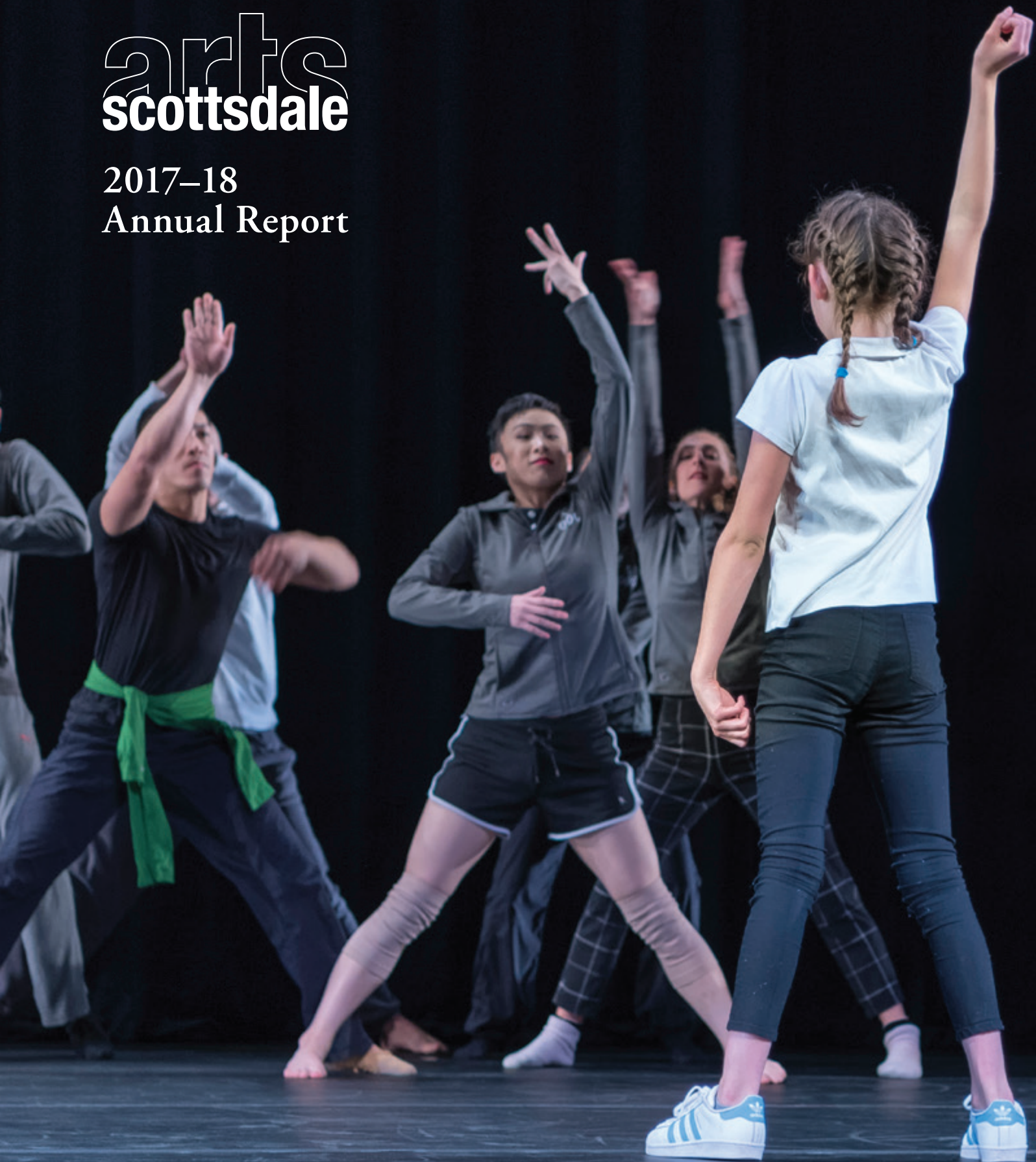


arts scottsdale

2017–18
Annual Report





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From the CEO and President



Scottsdale Arts is Scottsdale's cultural hub, a complex organization serving most of the arts and culture needs of our community, and at present one of the largest arts organizations in Arizona. With four major branches (Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, Scottsdale Public Art, and Scottsdale Arts Education & Outreach) and such iconic events as the 48-year old Scottsdale Arts Festival and Canal Convergence, we are connected to most aspects of civic life.

Every year we impact the lives of most of our community members, often without them realizing that their kids were involved through the work we do in our schools or that veterans' families had access to arts events because of the outreach we provide. From bringing world-class performers to Scottsdale, to managing a public art program *The New York Times* highlighted as exemplary (and which brightens all our days as we drive by beautiful installations), Scottsdale Arts and the work we do has, over the past four decades become part of the fabric of this community.

Our work is also a significant driver of economic development and tourism. Our annual return to Scottsdale's tax base far outweighs the City's initial investment. Our close working relationship with Experience Scottsdale means that visitors know they are entertained long after the sun goes down and the golf courses have closed. As a cultural hub, Scottsdale Arts supports and collaborates with the many other fine arts organizations in our community, helping to create a wonderful cultural infrastructure for all to enjoy.

Scottsdale Arts' future looks more promising than ever, thanks to the support of our audiences, members, volunteers, and community partners. We are grateful for the hard work of our Board of Trustees and advisory committees and for the support of Mayor Jim Lane and the Scottsdale City Council. With their ongoing support, Scottsdale Arts will continue to create meaningful arts experiences in Scottsdale and across the Valley. Our sights are set toward future growth so that Scottsdale remains an arts leader in the Southwest.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Wuestemann'. The signature is fluid and stylized, with a long horizontal line extending from the end.

Dr. Gerd Wuestemann
President and CEO, Scottsdale Arts

BY THE NUMBERS:

\$32,697

rental fees waived for **14** community nonprofits.

310,935

total attendance across Scottsdale Arts for an industry impact of **\$20,178,417**.

367

times Scottsdale Arts and its branches were mentioned in the media.

14,201

sales transactions in **2** retail spaces and provided retail space for **100** local, national, and international artists.





1,982,097

Total Pageviews and **492,080**
new website visitors



31,272

Facebook
followers
across
5 accounts

6,700,000
impressions

16,887
engagement



7,904

Twitter
followers
across
3 accounts

1,745,000
impressions

2,558
engagement



9,171

Instagram
followers
across
4 accounts

1,763,000
impressions

16,887
engagement

Refik Anadol, *Infinity Room*, 2015. Immersive environment,
approximately 12 x 12 x 12 feet. Photo courtesy of the artist.



SCOTTSDALE CENTER FOR THE PERFORMING ARTS



BY THE NUMBERS:



85,362

PATRONS ATTENDED



158

PERFORMANCES



1,114

ARTISTS

from 12 different countries



2,668

FREE TICKETS

given to veterans,
students, and teachers



17

COMMUNITY
PARTNERS

Scottsdale Center for the Performing Arts is dedicated to bringing people together. From Sunday A'fair, the free-concerts-in-the-park series featuring local bands, to mainstage performances including jazz, classical music, contemporary dance, Broadway, film, comedy, and family programs, our community has a wide variety of artistic entertainment to choose from.

HIGHLIGHT EVENT:

Discovery Series: Japan



2,394 PATRONS ATTENDED



8 EVENTS

Discovery Series: Japan offered a unique look at Japanese culture through an array of artistic and historical perspectives. With the support and creativity of 13 community partners and a local advisory committee the series aimed to inform broad audiences and engage the Japanese community in the Valley. The yearlong series opened with the exclusive screening of the Kabuki play *Kyokanoko Musume Ninin Dojoji*, premiered work from internationally collaborating artists from Arizona and Japan with support from the Japan Foundation, and culminated with *Yo! Matsuri* (Night Festival).

Revered in the community and featured on the Center's mainstage as part of the Discovery Series was the cross-cultural production *Enmei (Long Life)*, which went to Chicago to be featured in the Bridge Dance Festival.

An expanded offering of educational events—most free of charge—were also presented as part of the Discovery Series in collaboration with Scottsdale Civic Center Library, Japanese Friendship Garden, and Japan Foundation.

BY THE NUMBERS:



88,045

PATRONS ATTENDED



66

VOLUNTEERS



8,208

HOURS OF SERVICE

through docent and
volunteer programs



147

ARTISTS

representing
13 countries



8

EXHIBITIONS



39

EVENTS





"Museums bring communities together under the shared philosophy that art has the power to engage our imaginations, challenge our perceptions, and inspire change."

– Jennifer McCabe, Director and Chief Curator

The Scottsdale Museum of Contemporary Art (SMoCA) champions creativity, innovation, and the vitality of the visual arts. We seek to build and to educate audiences for contemporary art, as well as to provide opportunities for the artistic community—locally, nationally, and internationally. SMoCA provides a memorable experience of art, architecture, and design by exploring new curatorial approaches and by highlighting cultural context. In 2017/18 we organized five original exhibitions and three traveling exhibitions that presented 147 artists from over 13 countries. Twelve new artworks were premiered and 10 were acquired into the permanent collection. SMoCA published one major catalog and two exhibition brochures.

HIGHLIGHT EVENT:

As part of an ongoing series of immersive large-scale exhibitions, SMoCA presented Refik Anadol's *Infinity Room*. Using light, Anadol produces kinetic digital visualizations that promote a sense of infinite space. While experiencing the work, consciousness shifts from an awareness of the physical self to a perception of presence in a virtual world, momentarily transporting the viewer. The exhibition was popular with local audiences and featured many times on television. SMoCA hosted the artist for a talk, and he was featured in *The New York Times* for a concurrent project he produced in Los Angeles.



BY THE NUMBERS:



125,626

PATRONS SERVED



8

EXHIBITIONS

at two
City libraries



1,087

OBJECTS

in its collection



31

EVENTS

during
2 residencies



9

EMERGING ARTISTS

created temporary
artworks in Scottsdale
and 3 other Valley cities

New public art projects completed with percent for art funds from the City's capital projects as well as that provided by way of developers include SOHO Scottsdale's luxury condominiums in North Scottsdale, which includes three public art projects by artists Lauren Lee, Leticia Huerta, and Christopher Weed.

Scottsdale Public Art continues to maintain the City's portable works as well as its public art collection. Key renovation projects included maintaining the artistic integrity of Carolyn Braaksma's Pima Freeway artwork, *The Path Most Travelled*, in the face of long-overdue work needed to upgrade freeway infrastructure.

HIGHLIGHT EVENT:

Canal Convergence, a collaboration between the City of Scottsdale, Scottsdale Public Art, and Salt River Project, held its last four-day event in February. Visitors enjoyed experiencing myriad art opportunities along the Scottsdale Waterfront. Plans were underway to transition the event to November for 10 consecutive days of art, education, and experiences that would pave the way for developing Canal Convergence as a premier destination event.



BY THE NUMBERS:



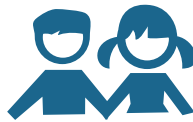
47,080

PATRONS PARTICIPATED



72

SCHOOLS



31,069

TITLE I STUDENTS

in Scottsdale
and Paradise Valley
unified school districts



133%

increase in Cultural
Connections Through
the Arts attendance



41

COMMUNITY
PARTNERS



10,800

HOURS OF
INSTRUCTION

through artist
residency programs



75%

increase in
student matinees



58

LOCAL
AND
NATIONAL
ARTISTS

Cultural Connections Through the Arts

Education through the arts is essential. It develops crucial skills, including problem solving, empathy, and creativity and promotes mental, physical, and social well-being. It plays a critical role in early childhood brain development, and arts-integrated classrooms improve student engagement, retention, and success in school. Arts-enriched programs are also proven to decrease stress and increase mental well-being in people living with chronic diseases, including Alzheimer's. Scottsdale Arts Education & Outreach designs experiences that increase the vitality of our community by offering programming ranging from student matinee performances and guided museum tours to hands-on workshops, artist residencies, and creative aging programs.

HIGHLIGHT EVENT:

Memory Lounge

In October 2017, Scottsdale Arts Education & Outreach launched a new program series for people living with early to moderate stages of dementia-related illness and their care partners: Memory Lounge. The goal of Memory Lounge was to be an enjoyable, social outing that helps couples live in the moment as they engage in the arts. Memory Lounge featured artist-led workshops and museum tours with light appetizers and soft drinks. Each workshop focused on a specific arts discipline, including visual arts, music, dance, poetry, drama, and more.





SCOTTSDALE ARTS FESTIVAL





19,072 PATRONS



173

ARTISTS

from across
the United States



123

PIECES OF ART

donated for the auction



2,400

HOURS

of service



111

**LOCAL
MUSICIANS**



\$67,145

IN REVENUE

generated over 3 days



5

**LOCAL
COMMUNITY
GROUPS**



301

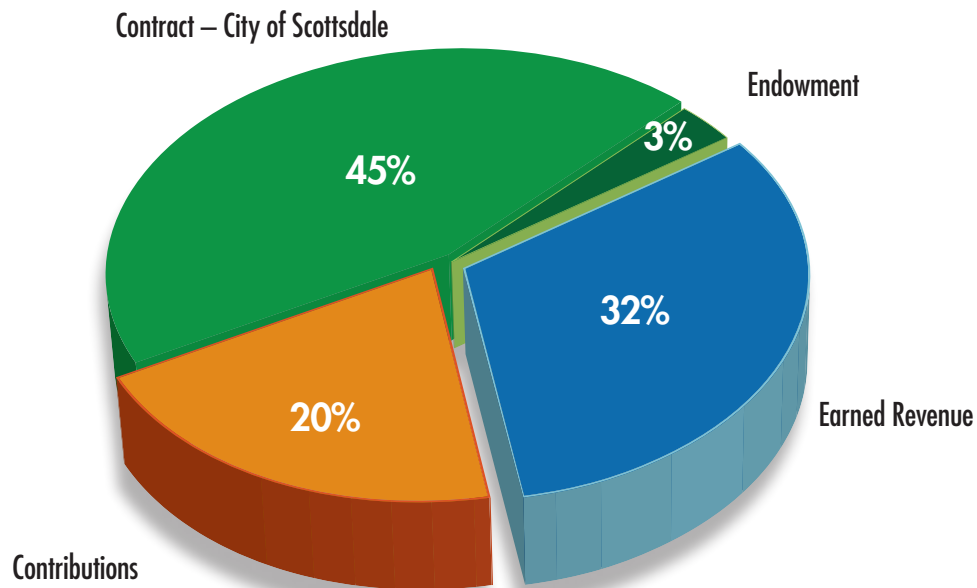
VOLUNTEERS

AWARDS

5 awards at the 2018
International Festivals
and Events Association

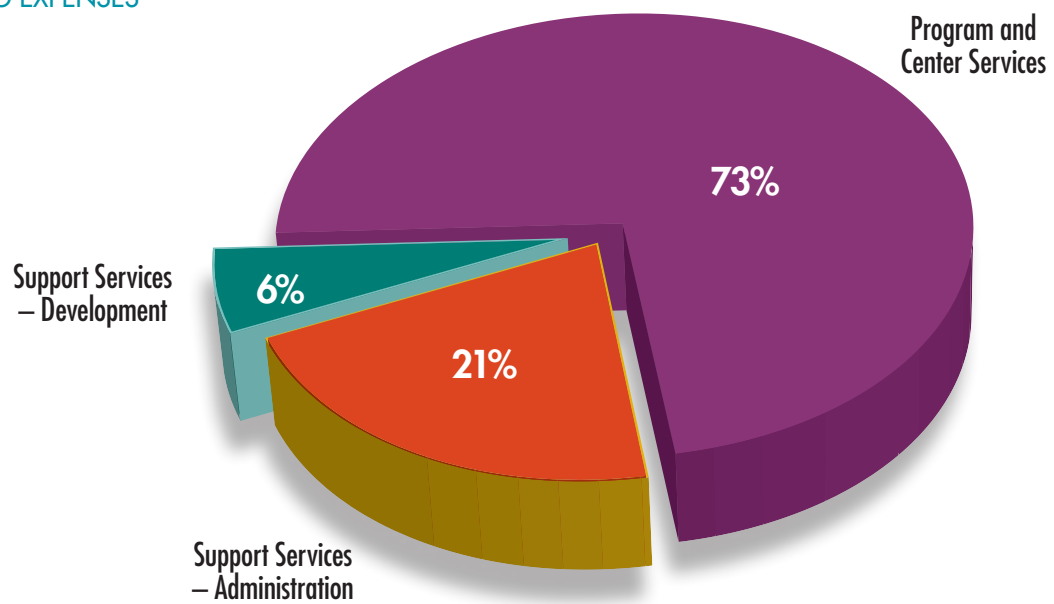


OPERATING REVENUE



TOTAL OPERATING REVENUE: \$11,817,677

OPERATING EXPENSES



TOTAL OPERATING EXPENSES: \$12,206,044



Foundation and Government



Corporate Partners

PLATINUM



GOLD



SILVER



SUPPORTING PARTNERS

