




arts
scottsdale

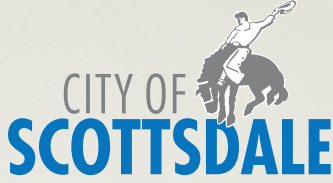
2019–20
Annual Report

**TOGETHER
WE ARE
SCOTTSDALE
ARTS**



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A huge thank you to our government partner.

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Carter Unger





FROM THE CEO



What a year it has been—from awards and successes to crisis management.

The 2019–20 season has been a tale of two years with very different experiences. It will certainly be a year we will all remember for some time to come.

2019–20 started out to be an extraordinary success for all of Scottsdale Arts. It was a season of renewed excitement, world-class performances, record attendance, greater diversity, and more equitable access to arts experiences at Scottsdale Center for the Performing Arts. It was a year in which we celebrated Scottsdale Museum of Contemporary Art's (SMoCA) 20th anniversary with exciting exhibitions and a city proclamation. Scottsdale Arts Learning & Innovation was approved for a clinical trial with Banner Health, in addition to working with more than 30,000 students in our public schools. Scottsdale Public Art moved along some ambitious projects and produced Canal Convergence, which drew nearly 300,000 visitors and garnered a Grand Gold Pinnacle Award Pinnacle Award, one of the most prestigious international events awards. In fact, our entire organization was recognized as a as a Sterling Award finalist by the Scottsdale Area Chamber of Commerce.

2019 culminated in a successful city bond campaign, giving us the resources for a significant future campus facelift. And we produced a reenergized Scottsdale Arts Gala, more glamorous than ever, showcasing the entire spectrum of

our organization and honoring seven extraordinary individuals, whose vision and perseverance created SMoCA 20 years ago.

The entire staff of Scottsdale Arts worked together to manage a remarkable financial turnaround: after many years of missed budgets and deficits, we implemented clean-sheet practices, right-sized our operations, significantly lowered our administrative overhead, worked toward a surplus, and built up much-needed cash reserves.

This long overdue fiscal turnaround proved to be critical in 2020. On March 12, COVID became a pandemic, and we were forced to shut down what was to be the 50th anniversary of our Scottsdale Arts Festival. It was gut-wrenching to face 175 artists from across the United States and beyond who had to pack in their wares. We immediately committed to reimbursing them, as independent creatives proved to be some of the most vulnerable in these trying times. Little did we know that we would remain shut down for many months to come.

2020 became a year of unprecedented challenges. And it became a year that proved the extraordinary resilience of our staff! Within days, we successfully pivoted to working remotely, set in motion digital programming through blogs and livestreams, and started working toward a possible 2020–21 season. Over the following months, we updated and improved our facilities,

stockpiled PPE gear, and readied our venues for a safe reopening. We evaluated ways to protect cash flow and secure future funding. Our cash reserves combined with the Paycheck Protection Program (PPP) through Small Business Administration Program funding allowed us to keep our entire staff employed throughout this crisis (unique among arts nonprofits) and still retain restart capital. We kept our investments in a downed market and have seen a remarkable rebound since. As a result, we are exiting this pandemic in the strongest cash position in over 20 years, poised to tackle a challenging 2020–21 season.

We are getting back to presenting great arts experiences and serving this wonderful and resilient community. After rebooking more than 150 events, we are excited about all the safeguards we implemented, allowing us to become one of the very few arts organizations ready to present a 2020–21 season this fall. Our key perspective is to put safety first and remain both responsible and responsive.

We hope to see you back on our campus soon, or at one of the many virtual events we will continue to provide to our community. Thank you for your patronage and support—we could not be here without you!

Sincerely,



Dr. Gerd Wuestemann,
President & CEO, Scottsdale Arts



SCOTTSDALE ARTS

BY THE NUMBERS:

\$26,084

rental fees waived for **8** community nonprofits.

519

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

\$327,840

sales (net) in **2** retail spaces and provided retail space for **200** local, national, and international artists.



38,176

Facebook followers and

13.6 MILLION impressions across **5** pages



13,704

Instagram followers across 4 accounts



9,564

Twitter followers across 3 accounts



1,560,645

Total page views and **520,204** new users



17,877

Total *Connections* blog readers



COMMUNITY ARTS GRANT

19

TOTAL NUMBER OF
GRANTS SUBMITTED

14

TOTAL NUMBER OF
GRANTS AWARDED

\$100,000

TOTAL FINANCIAL
IMPACT OF GRANTS

The Community Arts Grant Program provides funding to local arts and cultural organizations to foster community engagement, professionalism, and long-term growth in Scottsdale. Scottsdale Arts presents art as an integral part of the Scottsdale experience, by offering opportunities for residents and visitors to experience the highest-quality performing and visual arts the world has to offer, and by identifying emerging artistic talent and providing a place for its expression. The Community Arts Grant Program allows Scottsdale Arts to support fellow arts and cultural organizations in fulfilling their mission by granting them the funds to expand their programs, projects, and opportunities for the local community. With the support of the city of Scottsdale and our many members, donors, and sponsors, Scottsdale Arts can extend our mission far beyond the walls of any single building or specific event through the Community Arts Grant Program.

GRANT PROPOSAL HIGHLIGHTS

Scottsdale Training and Rehabilitation Services (STARS) used the funds to continue its contract with Scottsdale Artists' School to conduct weekly classes at its two campuses for the local community. Working with the school enabled STARS to provide participants with high-quality instruction and a wide variety of arts activities.

Phoenix Conservatory of Music continued its partnership with Scottsdale Civic Center Library for the program Moving Together with Music. This program provided much-needed out-of-school-time engagement that explored music and literacy connections in early childhood, youth ages 5–13, and families.

Kids in Focus created the Scottsdale Photography Exhibition Series, featuring the powerful photographs taken by at-risk children in our community who participate in Kids in Focus programs. The Exhibition Series was held at five Scottsdale venues for periods of one to three months.

Musical Instrument Museum utilized the grant to support field trip admission for 500 Scottsdale students/youth and 100 teachers/chaperones, its artist residency or drumming workshop for 200 students/youth, and field trip administration costs.

Childsplay partnered with Scottsdale Unified School district for its In-School Performance Program. This program brought live theatre and classroom experiences to more than 2,000 students in Scottsdale. Funding was used for direct production and artist expenses associated with programming.

Community Arts Grants Awarded:

Scottsdale Training and Rehabilitation Services

- STARS Creative Arts Program \$10,000

Scottsdale Artists' School

- General Operating Support \$9,750

Detour Company Theatre

- General Operating Support \$9,650

Frank Lloyd Wright Foundation

- Free Discovery Day at Taliesin West \$8,000

Greasepaint Youtheatre

- General Operating Support \$7,900

Scottsdale International Film Festival

- General Operating Support \$7,900

Scottsdale Philharmonic

- General Operating Support \$7,900

Free Arts for Abused Children

- Storybook Ballet
- Sleeping Beauty \$7,000

Phoenix Conservatory of Music

- Moving Together with Music \$6,900

Arizona Musicfest

- 2019–20 Festival Season \$5,000

Childsplay

- In-School Performances and Classroom Experience \$5,000

Kids in Focus

- Kids in Focus Scottsdale Exhibition Series \$5,000

Musical Instrument Museum

- A World of Musical Journeys \$5,000

The Phoenix Symphony

- Classroom Concerts Series \$5,000

STARRY NIGHT I AN ARTRAGEOUS GALA

SATURDAY
DEC. 7
2019

425

TOTAL GUESTS

\$382,813.41

TOTAL FUNDS RAISED

HERBERGER AWARD FOR
THE ARTS RECIPIENT:

Dr. Robert Knight

STARRY NIGHT
HONOREES:

Will Bruder
Carolyn Robbins
Sam Campana
Randy Schilling
Kathy Hotchner
Valerie Vadala-Homer
Frank Jacobson
Ellie Ziegler

STARRY NIGHT
GALA CHAIRMAN:

Oscar De la salas

On December 7, 2019, a constellation of Scottsdale's rising stars converged for a one-of-a-kind fundraising celebration, Starry Night I An ARTrageous Gala.

This distinctly glamorous evening celebrated the many wonderful programs at Scottsdale Arts and the people who make art an essential part of our everyday lives. In addition to showcasing artistic offerings from all four operating branches, the event paid special tribute to the 20th anniversary of Scottsdale Museum of Contemporary Art (SMoCA) and the significant contributions of the many individuals whose vision and leadership made opening the Museum possible. This special honor included Dr. Robert Knight, SMoCA's first director, who was presented with the inaugural Herberger Award for the Arts for his tireless dedication to fostering artistic innovation in our creative community.

The Herberger Award for the Arts is named after beloved Scottsdale residents and philanthropists, Billie Jo and Judd Herberger. As true champions of the arts, the Herbergers have supported many programs at Scottsdale Arts over the years. We are honored to name this inaugural award in recognition of their incredible legacy and commitment to the arts throughout Arizona. We thank Dr. Knight and all SMoCA's founders for their work to develop SMoCA, a thought laboratory that helps inspire understanding, challenge perceptions, and provide platforms for unique perspectives.

Guests of Starry Night were treated to an evening of dynamic arts experiences and Hollywood glamour. Guests entered the Museum through a secret passage to James Turrell's *Knight Rise*, one of the Museum's very first installations and a tribute to Dr. Robert Knight, emerging onto an ever-expansive red carpet under the luminescent wonder of Squidsoup's *Murmuration*, a site-specific artwork that created a dynamic audiovisual experience.

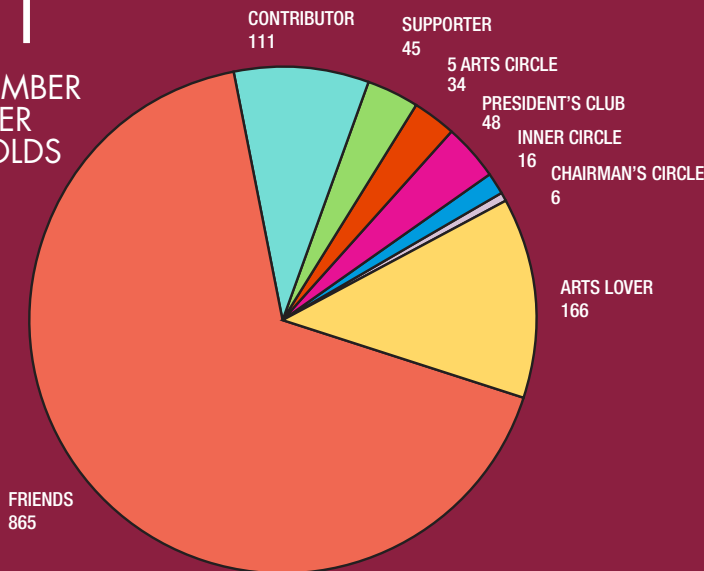
The evening also featured bespoke creative pairings, featuring prominent local artists and students participating in Scottsdale Arts Learning & Innovation programs. It began with jazz by the Desert Mountain High School Ensemble with international recording artists and two-time ariZoni Theatre Award winners, the Geibral Elisha Movement, followed by a special performance by pop, jazz, and folk singer/songwriter AJ Odneal, accompanied by the Ingleside Middle School Choir. The performances culminated with a graceful performance by Arcadia High School dancers who participate in Cultural Connections Through the Arts, a program that connects local dance students with professional touring dance companies. After dinner, inspirations continued under the stars with dancing to the multicultural fusion of electronic and live music with Rico DeLargo. The arts shined bright at Starry Night.

Thank You!



ONE MEMBERSHIP

1291
TOTAL NUMBER
OF MEMBER
HOUSEHOLDS



\$246,879
TOTAL FINANCIAL IMPACT
OF MEMBERSHIP

3,403
NUMBER OF TICKETS
PURCHASED BY MEMBERS
AT SCOTTSDALE CENTER
FOR THE
PERFORMING ARTS

12*
NUMBER OF PLANNED
MEMBERS EXPERIENCES

*Two member events canceled due to the COVID-19 pandemic.

\$171,696.20
TOTAL REVENUE IMPACT
FROM MEMBER TICKET
PURCHASES AT
SCOTTSDALE CENTER
FOR THE
PERFORMING ARTS

732
TOTAL YEARLY
ATTENDANCE OF
MEMBERS-ONLY EVENTS

403
TOTAL MEMBER
ADMISSIONS AT SMoCA

ONE Members are the heart of our thriving creative community and stand together, united by their love of the arts. By becoming a b individuals are committing to champion the mission of Scottsdale Arts by embracing the innovation and excellence in the arts we strive to provide our local community. ONE Members allow Scottsdale Arts to celebrate those who champion the arts everyday—they are the heroes who care deeply for the visual arts, performing arts, and arts education that shape our community. From cutting-edge contemporary art to awe-inspiring live performances, being a member of Scottsdale Arts makes the arts possible.

Through their membership dues, ONE Members touch hundreds of lives within the local community by supporting the performing" experiences Scottsdale Arts has to offer, from the dynamic and culturally diverse season of performing presented by Scottsdale Center for the Performing Arts to a devotion to the art, architecture, and design of today by showcasing artists from around the world at Scottsdale Museum of Contemporary Art (SMoCA). Through this support, Scottsdale Arts is positioned to further support Scottsdale Arts Learning & Innovation by partnering for student matinee performances and museum programs for our local schools. ONE Members' support helps to ensure Scottsdale Arts can bring this caliber of art to our local community.



Scottsdale Arts thanks our ONE Members by offering them a series of benefits for their ONE Membership, which includes, but is not limited to, early ticket buying, unlimited access to SMOCA, access to Member-Only hours and events, admission to the Scottsdale Arts Festival, and a customized Arts Access Pass. Scottsdale Arts is proud to serve this loyal group of arts advocates, who stand united in celebration of creative discovery with these additional benefits.

ONE Members' passion for world-class artistry and advocacy for contemporary creativity is a lifeline for the arts in these hard times, strengthening the bonds of our community and ensuring that the arts remain an integral part of Arizona culture for generations to come. ONE Members help Scottsdale Arts bring the life-changing magic of art to Scottsdale.

MEMBER EVENT SPOTLIGHT

SMoCA IN THE STUDIO FEATURING SUSAN BEINER

On Saturday, September 14, 2020, a group of 46 Scottsdale Arts ONE Members gathered for an exclusive behind-the-scenes experience at the Arcadia home and ceramics studio of Susan Beiner, mixed media artist and Lincoln Endowed Professor at Arizona State University. Members enjoyed an intimate guided tour of the artist's recent artworks, including a collection of intricate ceramic vessels and wall hangings inspired by nature. The SMOCA in the Studio event series provides ONE Members an insider look at the inner workings of local artists and the spaces in which they create.

Q&A FEATURING ANNE-SOPHIE MUTTER AND LAMBERT ORKIS

On Tuesday, January 28, 2020 four-time Grammy Award®-winning violinist and musical phenomenon Anne-Sophie Mutter and pianist Lambert Orkis took to the Virginia G. Piper Theater stage for a stunning one-night-only engagement in celebration of Beethoven's 250-year anniversary. Following the sold-out performance, ONE Members received an exclusive invitation to attend an intimate question-and-answer session with the artists, moderated by Dr. Gerd Wuestemann, president and CEO of Scottsdale Arts. Guests were encouraged to ask questions and were treated to many incredible stories from the artists' travels and noteworthy performances around the globe.

“The arts and culture of our community are so deeply embedded into who and what our community is all about. Without the arts, we have no soul—just shells walking around without substance. Art fills that shell again and again, always in different, nourishing ways—inspiring us to breath freer and easier.” — Diana Smith

SCOTTSDALE CENTER FOR THE PERFORMING ARTS

66,677

PATRONS ATTENDED

137

PRESENTED EVENTS

\$26,084

RENTAL FEES WAIVED FOR
TOTAL OF 8 NONPROFITS

63

RENTAL EVENTS
PERFORMING ARTS

51,112

RENTAL ATTENDEES

13

INTERNATIONAL
COMPANIES PRESENTED

973

TICKETS (VALUED AT
\$28,896) WERE DONATED
TO VETERANS, STUDENTS,
AND TEACHERS

19

COMMUNITY PARTNERS

615

VOLUNTEERS

579

HOURS OF
VOLUNTEER SERVICE.
(SAVING \$72,369)

Scottsdale Center for the Performing Arts is committed to creating opportunities for audiences to engage and interact with artists and speakers, events of interest to world-wide audiences, and experiences that showcase diversity in thought while fostering awareness of cultural heritage. Our 2019–20 season was a great celebration of that mission. We presented world-renowned performers like Anne-Sophie Mutter and Rufus Wainwright to innovative emerging artists like Kat Edmonson and The Verona Quartet with Daniel Hsu. We deepened engagements between audience members and artists through a successful dance residency, post-performance artist engagements, masterclasses, and unique cultural events like a traditional Posada with Arizona folklorico dancers, who opened the annual Merry-Achi Christmas performance.

In addition to presenting artists from 13 different countries in 137 performances, hosting 63 rental events, and offering two new subscription packages featuring contemporary dance and Broadway stars, the Center made a major shift in response to the COVID-19 pandemic and emerging social unrest. We approached our unique obstacles as opportunities, embraced new virtual technology, repositioned ourselves more broadly for the future, and remained unwavering in our commitment to help move our community forward. As part of Scottsdale Arts *Connections*, the



Center introduced *Amplify*, a central hub for our patrons and artists to stay connected and inspired. We pivoted to presenting virtual content via a mini-concert series, featuring local artists, called Summer Streams. And The Store @ the Center proudly opened a new online store and provided personalized, physically distant shopping experiences.

Scottsdale Arts Festival would have celebrated its 50th anniversary in 2020, marking a significant milestone for the event and Scottsdale Arts. Due to COVID-19 circumstances, the Festival was canceled the day before opening. To support the 175 juried artists, the Festival moved entirely online, and a virtual Festival was presented in lieu of the on-site event. It was promoted on social media and in various media ads, sending art buyers directly to the artists' websites.

Virtual tickets and specialty memberships with commemorative Festival collateral were sold as a fundraising aspect for those patrons still interested in supporting the organization.

HIGHLIGHT EVENT:

JACOB JONAS RESIDENCY SEPTEMBER 2019/JANUARY 2020

Since the 1990s, Scottsdale Center for the Performing Arts has been recognized as an exemplary presenter of contemporary dance in the region. Ongoing work to deepen our engagement with dance artists continues to be vital to our mission as we strive to become the premier dance presenter of the Southwest. This work goes far beyond the presenting of performances in our theater four or five times a season. It embraces the development of educational opportunities to inspire our thriving Arizona dance community, delivers low-risk options for professional artists to self-produce their work, and provides social space for the community to connect around dance.

The Jacob Jonas Residency offered intimate contact with an exciting up-and-coming Los Angeles dance company and presented fresh perspectives through public talks, workshops, community meetings, and private masterclasses. The goals of the residency's outreach were to create a more accessible environment around the company's work, expose audiences across the Valley to the power of dance, and foster a long-lasting relationship with the choreographer.

This residency included multiple visits by members of the company, several weeks apart, where the artists initially made personal connections with staff and project participants, explored locations for site-specific engagement work, and introduced the company's vision and history through a public lecture and film. During their second visit, selected local photographers and influencers in Scottsdale worked together with the company to capture the movement and the beauty of dance in the unique Arizona landscape for the #CamerasAndDancers project. Additionally, two closed educational engagements with musician and composer Okaidja Afroso were offered to Memory Lounge, a Scottsdale Arts Learning & Innovation program for people living with mild to moderate stages of dementia-related illness and their care partners. The residency culminated with a sold-out performance on January 31, 2020, featuring *Crash*, with an original score and live music by Afroso.

SCOTTSDALE MUSEUM OF CONTEMPORARY ART

31,473

PATRONS (IN PERSON)

120,696

PATRONS (ONLINE)

8

ORIGINAL EXHIBITIONS

1

TRAVELING EXHIBITION

130

ARTISTS (REPRESENTING
42 COUNTRIES)

403

TOTAL MEMBER
ADMISSIONS

30,000

MINUTES OF
VIEWED CONTENT.
BLOG (15 ARTISTS)
RETAIL STORE (20 ARTISTS),
VIRTUAL STUDIO
(15 ARTISTS)

17

NEW ARTWORKS

15

WORKS FOR THE
PERMANENT COLLECTION

34

PUBLIC PROGRAMS WITH
2,736 IN ATTENDANCE

Scottsdale Museum of Contemporary Art (SMoCA) is an artist and audience-centered institution that brings communities together under the shared philosophy that art has the power to engage our imaginations, challenge our perceptions, and inspire change. Opened in 1999, SMoCA has established itself as a leader in presenting innovative exhibitions and educational programs.

SMoCA engages with emerging and established artists from around the world, and from our own community, to support new commissions and encourage dialogue about the art of our time. The result is a lively community space that is a laboratory for creative thinking and new ideas. By embracing diversity, equity, accessibility, and inclusion as organizational values, SMoCA, together with creative individuals across platforms, promotes cross-cultural dialogue and fosters mutual understanding and respect.

2020 was the year we learned to shift our focus from physical attendance to virtual engagement. While we were on track to surpass the previous year's attendance, we had to close our doors in March and quickly change gears. Though *Inspire*, part of Scottsdale Arts *Connections*, we invited 15 artists to contribute through writing, videos, and workshops, creating a platform that inspires dialogue about contemporary art. We expanded the number of artists we work with in our retail space, which moved online. And several programs moved to a digital platform, resulting in over 30,000 minutes of viewed content.

EXHIBITIONS

southwestNET: Shizu Saldamando
(original, with publication)

Divergent Materiality: Contemporary Glass Art (original, with publication)

Mutual Reality: Art on the Edge of Technology (original)

Back Round by Aakash Nihalani (original)

Counter-Landscapes: Performative Actions from the 1970s – Today (original, with publication)

Squidsoup: Murmuration (original)

Design Transfigured/Waste Reimagined (traveling)

Unapologetic: All Women, All Year (original)

HIGHLIGHT EVENT: MURMURATION

From October 2019 – May 2020, SMOCA—in conjunction with Canal Convergence—hosted an outdoor artwork by the artist collective Squidsoup. *Murmuration* was a site-specific artwork that used digital processes, light, and sound to create a dynamic audiovisual experience suspended around the exterior of building. More than 700 orbs, containing light and audio sources, created a responsive data swarm that swirled around the building like a vortex of live data. Throughout every 24-hour loop, *Murmuration* cycled through three phases, from bird sounds to light displays, and ended the day with a calming collection of sounds and colors.

Not only was the work a new commission to help commemorate SMOCA's 20th anniversary, but it also marked the first site-specific work to use light and sound on the *outside* of the building. Viewable 24 hours a day, seven days a week, the work delighted and engaged countless audiences. During SMOCA's months-long temporary closure, the work remained as the only accessible artwork for visitors to enjoy. In addition, with a livestream camera installed, *Murmuration* was viewable online and clocked over 10,000 minutes viewed.

“Using the word ‘unapologetic’ to me comes from a place of strength; we aren’t looking to be combative, but we also aren’t asking for permission.”

— Claudia Bernardi, a participating Argentinian artist in *Unapologetic: All Women, All Year*.

SCOTTSDALE PUBLIC ART

14

ACTIVE PUBLIC
ART PROJECTS

9

EXHIBITIONS

53,210

TOTAL ESTIMATED
VISITORS

1,177

OBJECTS IN THE
MUNICIPAL COLLECTION

30

PUBLIC ART PROJECTS
RECEIVED CONSERVATION

11

IN FLUX ARTWORKS
6 PARTNERING CITIES
5 EXHIBITED IN
SCOTTSDALE

Last year was a busy year for Scottsdale Public Art, with temporary art, permanent installations, exhibitions at two libraries, the 10-day Canal Convergence experience, and special programming, such as IN FLUX. Completed public art installations included the installation of *Traceries*, the new colorful recycle/waste bins by artist Mary Bates Neubauer at the Scottsdale Waterfront. The public art project was a collaboration with Scottsdale Solid Waste Services to upcycle metal from retired waste containers into new colorful receptacles featuring a recycling message.

Scottsdale Public Art remains active with existing and new public art commissions in Old Town and north Scottsdale, both as a part of its Art in Public Places and with the Art in Private Development program. A new project is underway with Tucson artist Barbara Grygutis to create a lighted installation for the Drinkwater Boulevard underpass to serve as a gateway to the Civic Center arts campus.

Thirty works in the city's collection received conservation or maintenance treatment this year, including repainting and resurfacing of *Hidden Histories*, 2006, by Elizabeth Connor, in Old Town; repainting and restoration of *Earth Wall, Living Wall*, 1999, by Joan Baron on Thompson Peak Parkway; and repainting and restoration of *Tonalea Landmarks*, 2003, by Carolyn Law in south Scottsdale.

programming with IN FLUX and exhibitions continues to provide inspiration for artists, and patrons enjoy how public art can be for everyone. IN FLUX Cycle 9 included 11 artworks in six cities across the Valley, including five pieces here in Scottsdale. *Messages in Ink* was our inaugural exhibition in the newly renovated Civic Center Public Gallery at the Civic Center Library with 19 artists, 45 works of art, and more than 22,000 estimated visitors.

Scottsdale Public Art experienced some impact due to the COVID-19 pandemic, including the cancellation of the popular annual public art bike tour Cycle the Arts in April. Additionally, the AIPP public art project Scottsdale's Gateway Marker design competition was canceled because it was not considered a priority in the midst of the pandemic. The Civic Center Public Gallery summer exhibition with Fausto Fernandez and Bill Dambrova, *Journeys of Mutation*, was transitioned into Scottsdale Public Art's first digital exhibition when the library closed due to safety considerations. On a positive note, Scottsdale Public Art embraced converting in-person programming into digital experiences. Our new *Immerse* blog, part of Scottsdale Arts *Connections*, featured interactive ways to engage with the public art collection and captivating behind-the-scenes content that provided rare access to artists and Scottsdale Public Art staff members.

Scottsdale Public Art's community

CANAL CONVERGENCE

294,815

ATTENDANCE

18

ART INSTALLATIONS

133

PROGRAMMING
OPPORTUNITIES

77

PRESS COVERAGE/
ARTICLES

31

EVENT PARTNERS

509

STUDENTS PARTICIPATING

9

SCHOOLS PARTICIPATING

In November 2019, Canal Convergence continued to exceed expectations with nearly 300,000 in attendance. Thematically titled *The Story of Water*, the event focused on providing arts experiences that reflected Arizona's connection to water as a sustainable source. New at Canal Convergence was the introduction of an exclusive VIP lounge used to entertain our major sponsors and premier members. It was also the site for the event's first fundraising bash, held in honor of major sponsors Billie Jo and Judd Herberger. Scottsdale Water debuted its One Water Brewing Showcase at Canal Convergence, where competing breweries used the state's first recycled potable water for creating their beers as a fun and educational way to celebrate how we can use alternative methods for sustaining ourselves in this desert state.

“For Canal Convergence to win the highest award given by the IFEA—the Gold Grand Pinnacle Award—is extraordinary, knowing the high caliber of competition internationally.”

— Karen Churchard, director of Tourism & Events for the city of Scottsdale

SCOTTSDALE ARTS LEARNING & INNOVATION

94,126

HOURS OF
ARTS INSTRUCTION

30,618

PARTICIPANTS IN
PROGRAMS

73

SCHOOLS REACHED
(73% OF THESE SCHOOLS
WERE TITLE I.)

98%

PROGRAMS AT A FREE
OR DISCOUNTED RATE

33

COMMUNITY PARTNERS

53

TEACHING ARTISTS
EMPLOYED

92%

PARTICIPANTS WHO
SEE AN INCREASE IN
CONFIDENCE AND IM-
PROVED MENTAL HEALTH
AFTER PARTICIPATING IN
ARTS-BASED PROGRAM

90%


TEACHERS WHO SEE AN
INCREASE IN STUDENT
ENGAGEMENT
AFTER PARTICIPATING IN
CULTURAL CONNECTIONS
THROUGH THE ARTS
RESIDENCIES

The arts are essential. More than just creative expression, the arts develop crucial skills, including problem solving, teamwork, and creativity. They play an essential role in early childhood brain development; improve student engagement, retention, and success in school; and promote mental, physical, and social well-being for all ages.

The mission of Scottsdale Arts Learning & Innovation is to provide transformative and intentional arts experiences that unlock potential, ignite creativity, and foster empathy. This is accomplished through a broad scope of programming, including masterclasses at Scottsdale Center for the Performing Arts, programs at Scottsdale Museum of Contemporary Art (SMoCA), artist residencies in local schools, and professional learning workshops.

“ Making art is no longer just making every detail perfect to make it seem presentable; it is a journey of struggles and learning, using emotions to help shape you art, instead of letting emotions, such as frustration, build up when you make an error.”

— Brooks,
Visions Participant



HONORING LOCAL STORIES THROUGH HOPE CHEST

Holocaust survivor Oskar Knoblauch was just 7 years old, living in Leipzig, Germany, when Hitler and the Nazi Party came into power. Three years later, he and his family fled to Kraków, Poland, in an attempt to escape Nazi anti-Semitic persecution. On the morning of September 1, 1939, 13-year-old Oskar heard the sounds of German bombers flying low over the rooftops, releasing destruction on Kraków's railway station and buildings throughout the city. This was the beginning of the "war whose effects would be felt throughout the world for many decades to come."

For more than 12 years, Oskar has been delivering his messages of hope to students across Arizona. In his book *A Boy's Story, A Man's Memory: Remembering the Holocaust 1933–1945*, Oskar recalls his struggle to survive by working together with his family and guided by lessons of respect, hope, and giving 110%. He also attributes his survival to the help of upstanders—individuals who acted upon what was right and helped when possible, even if it meant putting their own lives at risk.

To share Oskar's inspiring messages with students everywhere, Learning & Innovation worked with Oskar and veteran teachers to create *Hope Chest*, an immersive teaching resource based on Oskar's book. Lessons use arts activities and dialogue to foster a classroom community that is supportive

and empathetic. Through activities, students recognize their ability to overcome difficult situations. Lessons meet English language arts and social studies standards but also increase student social emotional learning.

RESPONDING TO COVID-19

The recent health crisis forced Learning & Innovation to think differently. Field trips stopped, exhibitions were closed, and performances were canceled. Using organizational strengths of creativity, ingenuity, and expertise, the team responded rapidly by designing digital experiences that met the needs of our community.

An early impact was the *Sister Cities* exhibition. Typically featured in the ArtReach Space in March, the closure forced partners to think differently, which resulted in the first exclusively online exhibition for Scottsdale Arts. Opportunistically connecting to the theme "One World: Out of Many, We Are One," students' artwork and narrative were displayed through a layered digital approach. The online platform allowed for a more expansive reach, furthering the mission of the Scottsdale Sister Cities Association (SSCA) to serve as citizen ambassadors and create networks and partnerships with eight sister cities around the world.

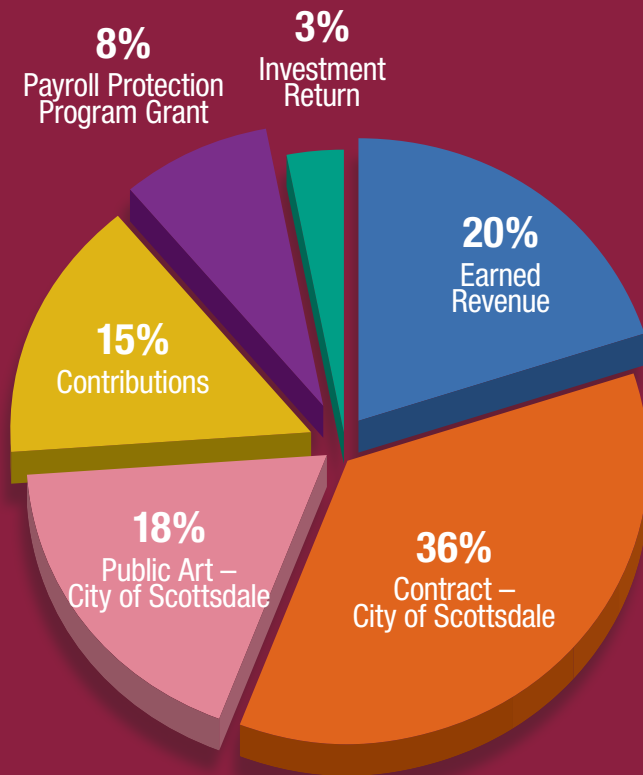
In May, Learning & Innovation staff and

local artists collaborated with Scottsdale Unified School District in the first virtual professional development conference. Seven sessions were provided to more than 100 fine arts and arts-loving teachers with the intent to inspire the incorporation of the arts into both online and in-person classrooms. All sessions were delivered via Zoom, and each day presented new opportunities to target audiences.

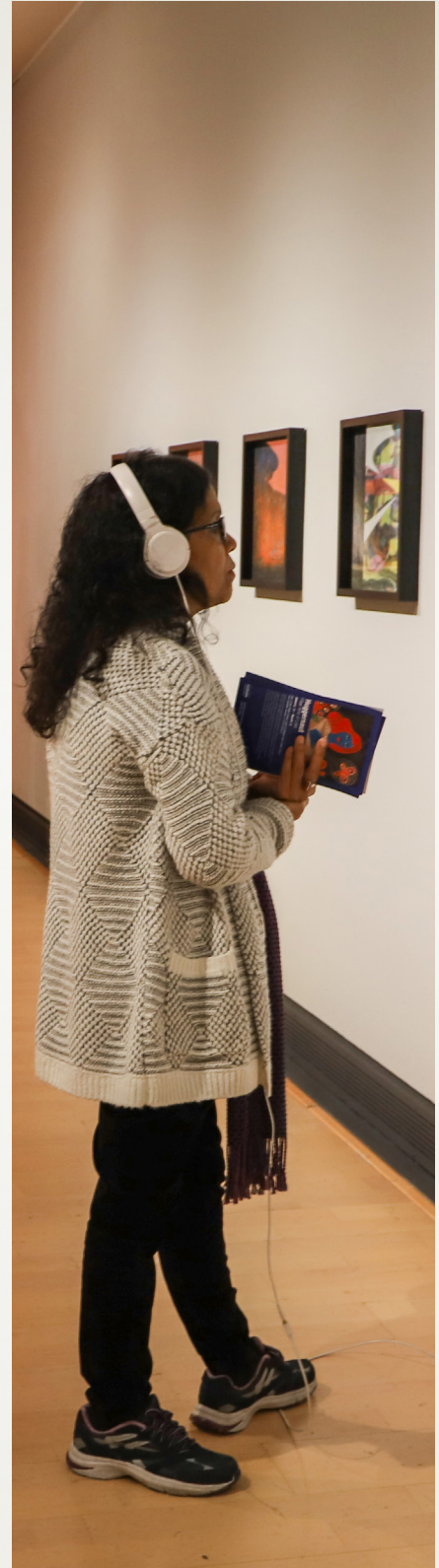
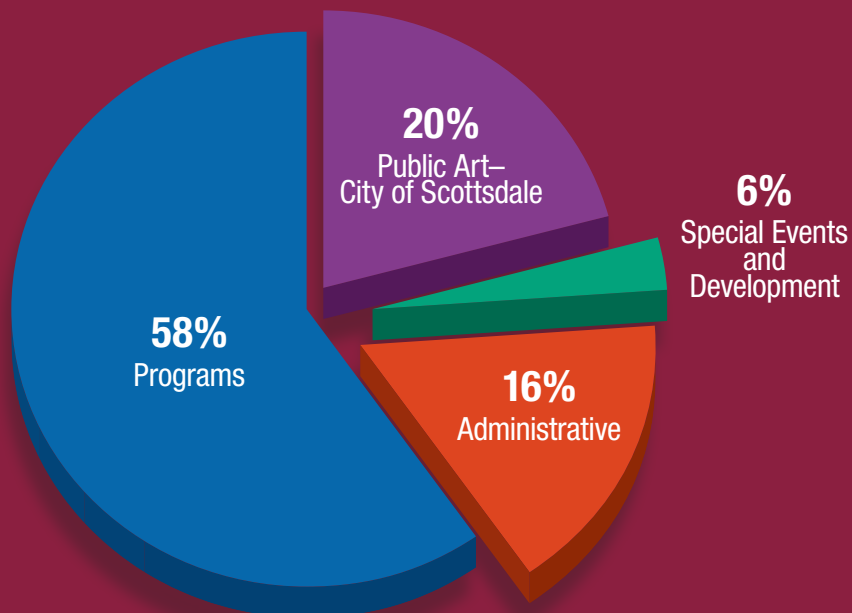
Visions, Memory Lounge, and the SMOCA docent program also continued to provide needed training, education, and engagement, but by the end of June, it was understood that the impacts of the COVID-19 pandemic were far from over. The learnings provided through the experiences will continue to shape initiatives well into the next fiscal year so that Learning & Innovation may meet its mission, which is needed now more than ever.

FINANCIAL DATA

HOW WE EARNED IT



HOW WE SPENT IT



REVENUES, SUPPORT & OTHER INCOME	Unrestricted	Restricted	2020	2019
Earned Revenues	2,282,083		2,282,083	3,062,296
Contract – City of Scottsdale	4,058,356		4,058,356	3,987,712
Public Art – City of Scottsdale	2,051,829		2,051,829	1,989,022
Contributions	1,514,225	223,765	1,737,990	1,778,110
Payroll Protection Program Grant	899,200		899,200	
Investment Return	34,329	265,361	299,690	359,720
Other Income	5,466		5,466	58,325
Net Assets Released from Restrictions	578,174	(578,174)	–	
TOTAL REVENUES, SUPPORT & OTHER INCOME	11,423,662	(89,048)	11,334,614	11,235,185
EXPENSES	Unrestricted	Unrestricted	2020	2019
Programs	6,018,285		6,018,285	7,380,700
Support services			-	
Administrative	1,663,742		1,663,742	2,130,902
Special Events and Development	637,141		637,141	694,569
Public Art – City of Scottsdale	2,051,829		2,051,829	1,989,022
TOTAL EXPENSES	10,370,997	-	10,370,997	12,195,193
Change in Net Assets	1,052,665	(89,048)	963,617	(960,008)
Net Assets, Beginning Of Year	(578,025)	6,164,210	5,586,185	6,546,193
NET ASSETS, END OF YEAR	474,640	6,075,162	6,549,802	5,586,185

As of June 30

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When you invest in the arts, you strengthen the creative economy, create educational opportunities, and make our organization a thriving force to impact the arts. Thanks to the commitment from the following individuals, Scottsdale Arts has been able to develop, advance, and deliver high-quality arts, cultural experiences, and opportunities within Scottsdale to residents, cultural institutions, artists, and visitors from around the world. Scottsdale Arts is grateful for the many charitable gifts received throughout the year.

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