




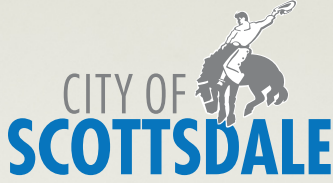
arts
scottsdale

2020–21
Annual Report



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A huge thank you to our government partner.

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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:

\$7,293

rental fees waived for **2** community nonprofits.

317

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

\$107,630

Sales in **2** retail spaces, including **\$5,174** in sales from new online store, combining to provide retail space for **200** local, national, and international artists.



39,384

Facebook followers across **5** pages



16,209

Instagram followers across 4 channels



9,587

Twitter followers across 3 accounts



1,030,657

Total page views and **369,656** new users



30,780

Connections blog readers



COMMUNITY ARTS GRANT

22

TOTAL NUMBER OF
GRANTS SUBMITTED

17

TOTAL NUMBER OF
GRANTS AWARDED

\$82,730

TOTAL FINANCIAL
IMPACT OF GRANTS


Scottsdale Arts administers the Community Arts Grant Program, which provides funding to Scottsdale-based arts and cultural organizations as well as to Valley arts organizations to foster community engagement, professionalism, and long-term growth in Scottsdale's arts community. The grants are funded by the city of Scottsdale through Scottsdale Arts' management services agreement.

Of the 22 applications received during the 2020–21 fiscal year, 13 were project requests and 9 were general operating support requests, with a total of \$171,800 in grant funds requested. Of those 22 applications, 17 were recommended for funding with a total award amount of \$82,730.

GRANT PROPOSAL HIGHLIGHTS

Childsplay Theatre Co. received funding for the support for its Imagine Online Program, developed for schools and families as a result of COVID-19. The funding provided 15,000 students, teachers, and families access to quality arts education programming during school closures, quarantines, and stay-at-home mandates. Childsplay has worked with Scottsdale schools for more than a decade, but during the pandemic, the company was challenged to find new and flexible ways to continue serving its audience.

Free Arts for Abused Children of Arizona directed its grant funds toward quarantine-friendly programs for children living in facilities for abused and homeless children (49 agencies at 112 unique sites, serving 2,800 children with 8,100 individual projects). The programs included To-Go Projects (art supplies and project instructions), mailed Hope Packages, and a series of online videos featuring professional visual and performing artists. These projects improved the children's sense of well-being and gave them an outlet for self-expression. Additionally, staff at these facilities joined the weekly Caregiver Calls, featuring local trauma-informed care experts, question-and-answer periods, and access to resources.



Kids in Focus used its grant funds for the Scottsdale Exhibition Series, which raised public awareness about how the art of photography can help troubled children reframe the way they see their world and build self-confidence, trust, and hope. The exhibitions offered viewers a glimpse into the lives of culturally diverse youth by providing individual biographies of the kids behind each photo. Kids in Focus gained numerous new volunteers, photographers, and financial supporters from among those who experienced the Scottsdale exhibitions.

The Musical Instrument Museum received funding to support student access to virtual field trip programming during the 2020–21 school year. The \$7,000 grant from Scottsdale Arts enabled 14 schools in Scottsdale, representing nearly 6,500 students, to receive free access to MIM's video collections.

COMMUNITY ARTS GRANTS AWARDED:

Childsplay Theatre Co.

- Imagine Online Program \$8,500

Kids in Focus

- Scottsdale Exhibition Series \$8,000

Musical Instrument Museum

- A World of Musical Journeys \$7,000

Free Arts for Abused Children of Arizona

- Quarantine-friendly programs \$5,730

Phoenix Conservatory of Music

- Music Matters at
Scottsdale Library \$5,000

The Nash

- Intro to Jazz \$5,000

MusicaNova

- MusicaNova Scottsdale Concerts and
Education \$2,500

The Phoenix Symphony Project

- Classroom Concert Series \$2,500

Rising Youth Theatre

- Theatre for Healthy Emotional
Development \$2,500

Phoenix Girls Chorus

- Scottsdale Community Service
Chorus Project \$1,000

Scottsdale Artists' School

- General Operating Support \$8,900

Detour Company Theatre

- General Operating Support \$7,900

Arizona Musicfest

- General Operating Support \$7,000

Greasepaint Youth Theater

- General Operating Support \$6,000

Scottsdale Philharmonic

- General Operating Support \$5,000

Desert Stages Theatre

- General Operating Support \$100

Don Bluth Front Row Theatre

- General Operating Support \$100

A LOVE STORY | AN ARTRAGEOUS GALA

**SATURDAY,
APRIL 10, 2021**

TOTAL GUESTS

\$158,316

TOTAL FUNDS RAISED

**ARTRAGEOUS
GALA CO-CHAIRS:**

Anita Lang
Oscar de las Salas

On Saturday, April 10, 2021, the Scottsdale Arts community converged for the organization's first virtual fundraiser, The ARTrageous Gala | A Love Story. By pivoting to a virtual format, the event was able to broaden its audience and welcome special guests from across the country while supporting the arts in Scottsdale.

Artfully delivering the essence of the annual black-tie soiree to hundreds of living rooms across the Southwest, this special streaming program celebrated the unique love we share for the visual and performing arts. A love letter to Scottsdale, the program highlighted captivating love stories for the arts as told by our most passionate patrons, students, artists, educators, and community leaders.

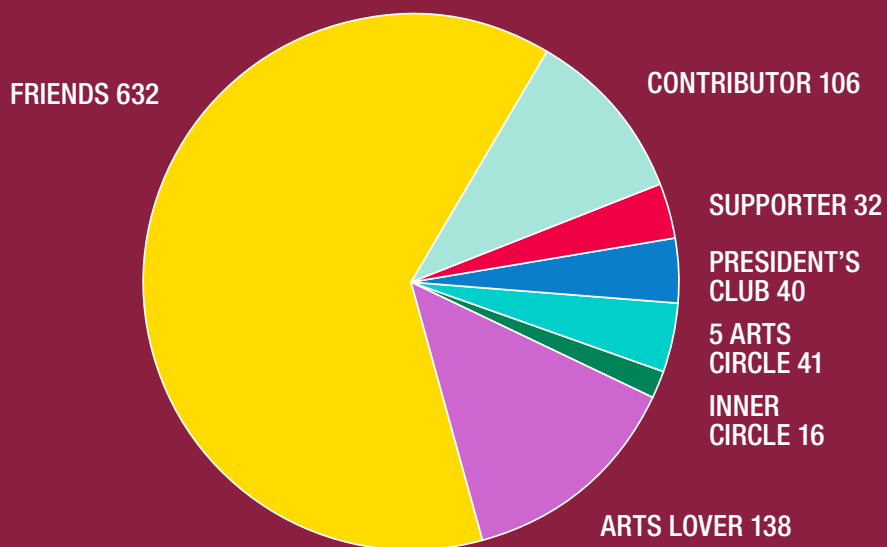
Gala guests enjoyed an exclusive preview of exciting campus expansion plans, a poetry reading by Arizona Poet Laureate Alberto Rios, and a dazzling array of guest appearances from artists visiting Scottsdale Center for the Performing Arts during the 2021–22 season, including Jake Shimabukuro, Seth Rudetsky, Eva Noblezada, and Brooklyn Rider.

Guests were also encouraged to elevate their streaming experience with The ARTrageous Gala in a Box, featuring chef-prepared party boxes that included decadent sips and sumptuous bites provided by Atlasta, plus exclusive treats from Scottsdale Arts. Through Scottsdale Arts Learning & Innovation, guests received a handmade creativity kit from artist Kyllan Maney, and they viewed a cutting-edge augmented reality experience of John Randall Nelson's One-Eye Jack from the Scottsdale Public Art Permanent Collection. Inspired by a mission-focused program, virtual attendees raised funds through an online auction that showcased works by local artists, decadent staycations, and creative experience packages.

"Why do we all share this love story with art?" asked Gala Co-Chair Anita Lang. "Perhaps it's for all different reasons. For me, I can identify as an artist that loses myself in the passionate energy of creation and also as the observer who experiences a meaningful resonance with a soulful interpretation of art. Combining my appreciation for art and also for the wonderful community of Scottsdale Arts, I am especially honored to chair this year's gala."



ONE MEMBERSHIP



1,005

TOTAL NUMBER
OF MEMBER
HOUSEHOLDS

62

MEMBERS ATTENDED
SMoCA FALL OPENING

\$217,325

TOTAL FINANCIAL IMPACT
OF MEMBERSHIP

48

MEMBERS ATTENDED
SMoCA SPRING OPENING

ONE Members are the heart of our thriving creative community and stand together united by their love of the arts. By becoming a ONE Member of Scottsdale Arts, 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, performance 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 array of diverse arts experiences Scottsdale Arts has to offer—from the dynamic and culturally diverse season of music, theatre, comedy, and dance performances presented by Scottsdale Center for the Performing Arts to a devotion to the art, architecture, and design of today that showcases artists from around the world at Scottsdale Museum of Contemporary Art (SMoCA). Through this support, Scottsdale Arts is positioned to further support learning and innovation by partnering with local schools for student matinee performances and museum programs. 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 membership, which includes, but is not limited to, early ticket buying, unlimited access to SMOCA, access to members-only hours and events, 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 all in Scottsdale.

MEMBER EVENT SPOTLIGHT

Throughout the year, ONE Members were invited to exclusive previews and tours of new exhibitions before they opened to the public. Members enjoyed a guided tour of the new exhibitions from the artists and curators of the exhibitions. The ONE Member Preview Days provided ONE Members an insider's look at the exhibitions and a view into the minds of the artists. On October 2, 2020, we previewed BEYOND: Works by Barbara Stauffacher Solomon and Nellie King Solomon with artist Nellie King Solomon and Urban Mapping: Public Space Through the Lens of Contemporary Iranian Artists. ONE Members received exclusive curator-led tours from Lauren R O'Connell, featuring artist Diedrick Brackens and his exhibition Diedrick Brackens: ark of bulrushes on February 19, 2021. On May 8, 2021, Jennifer McCabe, SMOCA director and chief curator, and Dr. Natasha Boas, independent curator, toured Voice-Over: Zineb Sedira, and artist Jacob Meders and Julie Ganas, curator of engagement and digital initiatives, discussed And It's Built on the Sacred.

SCOTTSDALE CENTER FOR THE PERFORMING ARTS

ATTENDANCE

2,797	VIRGINIA G. PIPER THEATER
0	STAGE 2
991	STREAMING
1,451	SUNDAY A'FAIR
976	OTHER
483	CO-PRO

6,698	TOTAL
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EVENTS

37	VIRGINIA G. PIPER THEATER
0	STAGE 2
29	STREAMING
4	SUNDAY A'FAIR
25	OTHER
2	CO-PRO
96	CANCELED EVENTS DUE TO COVID-19

97	TOTAL
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RENTALS

3,838	ATTENDANCE
20	TOTAL EVENTS
0	RENTAL FEES WAIVED
53	CANCELED EVENTS DUE TO COVID-19

REPRESENTATION

6	COUNTRIES REPRESENTED
10	COMMUNITY PARTNERS

DONATION

78	FREE TICKETS DISTRIBUTED TO STUDENTS AND VOLUNTEERS
\$2,730	VALUE OF FREE TICKETS DISTRIBUTED

CANCELED EVENT TICKET DONATIONS

\$ 703	DONATED BACK TO SCOTTSDALE ARTS
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Scottsdale Center for the Performing Arts' mission is to provide the highest quality performing arts experiences to our community in order to inspire new ideas, create pathways for shared understanding, and highlight new approaches to subjects and ideas. We do this through a broad scope of programming that encompasses a wide array of media, genres, and touchpoints. We champion diversity, inclusion, and accessibility for the health and well-being of our community.

The 2020–21 season was a continued test of the organization's fortitude because of the ongoing pandemic. A tremendous amount of work went into research, planning, adapting to relentless change, and honing skills of resiliency. Over the year, we prioritized safety and developed confidence with patrons as we slowly eased back into live performances for limited fall 2020 and spring 2021 periods. A detailed COVID-19 safety protocol was developed for hosting indoor events during a pandemic. It was successfully approved by the city of Scottsdale, which allowed for events above the state-mandated limit of 50 participants. In alignment with this new protocol, a reduced-capacity seating chart was applied to our main stage, taking an 853-seat theater down to 222, and our smaller Stage 2 venue was closed.



When national and international travel was unsafe or preventative for non-Arizona artists, creative cross-departmental efforts allowed us to continue elevating the work of local musicians through our Summer Streams series, MusicaNova Classical Lounge series, unique parking lot performances, and reduced-capacity outdoor events. Despite ongoing challenges, including having to cancel or postpone 96 events, we presented world-renowned performers—from pianist Gil Shaham and Alonzo King Lines Ballet to audience favorites like Julia Chacón Flamenco Theatre and Big Bad Voodoo Daddy. We hosted a world premiere of a new multimedia dance work by BridgmanPacker Dance called Ghost Factory, were awarded a National Endowment for the Arts (NEA) grant supporting the creation of new work by longtime partner and Indigenous artist Derrick Suwaima Davis, introduced a new Broadway Perspectives series, and provided livestream options to 30% of presented events.

HIGHLIGHT EVENT

SPRING OUTDOOR ACTIVATION – MARCH 2021

The park area at Scottsdale Civic Center has long been an idyllic destination for festivals, cultural events, weddings, and concerts and a point of pride for the city with its lush landscaping, beautiful fountains, and proximity to shops and restaurants. The value of utilizing outdoor spaces heightened during the pandemic because people could more safely commune and enjoy company outside the confines of one's familial pod.

In response to this, Scottsdale Center for the Performing Arts staff developed an Outdoor Activation Plan to bring patrons back to campus after the second campus closure (Dec. 18, 2020 – Feb. 23, 2021). The goals of this activation plan were to create momentum for continued engagement over the spring, to employ local musicians and merchants who suffered lost work during closures, and to hone an outdoor model that would inform future use of the park after Civic Center renovations.

Because the safety of all participants was a key factor in the viability of hosting events, this plan required development and implementation of a new outdoor COVID-19 protocols. The installation of a perimeter to control capacity was a must and a major change

from the free-flowing Sunday A'fair-style events that allowed thousands of people to gather pre-pandemic. Increased staffing and security were necessary for management of crowds and ensuring distancing between groups. Operations crew had intensive work to paint the grass weekly with 6-foot-spaced "pod markings" that indicated where people would sit during events.

Over the course of four weeks, the Center proudly presented 12 events, including four free daytime Sunday A'fair concerts, three ticketed evening film screenings, one ticketed daytime world music concert, and a new Live & Local on the Lawn series of four evening concerts featuring top Arizona musicians in an intimate setting with full production values. Most events were sold out with a waiting list, and patrons were delighted with the opportunity to gather, see films, and experience live music once again.

SCOTTSDALE MUSEUM OF CONTEMPORARY ART

ATTENDANCE

11,204 IN PERSON

OPEN 105 DAYS (33.5% OF
NORMAL YEAR, CLOSED 208 DAYS)

EXHIBITIONS

9 ORIGINAL
EXHIBITIONS

102 NUMBER OF
ARTISTS

237 NUMBER OF
ARTWORKS
EXHIBITED

27 COUNTRIES
REPRESENTED

50 ARTWORK COM-
MISSIONS

1 OUTGOING
TRAVELING
EXHIBITIONS

2 INCOMING
TRAVELING
EXHIBITIONS

COLLECTION

1,906 ARTWORKS IN COL-
LECTION

1,395 ARTISTS

27 NEW
ACQUISITIONS

1 LOANS TO OTHER
MUSEUMS

LOUNGE PROGRAMMING

33 PUBLIC PROGRAMS
WITH 1,641 IN
ATTENDANCE

OTHER

1 PUBLICATION

2 COMMISSIONED
SHORT FILMS

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.

EXHIBITIONS

Design Transfigured/Waste Reimagined (traveling)

Unapologetic: All Women, All Year (original)

Kristin Bauer: Untitled Gestures #4 and #5 (original)

Roadside Attraction: Now it's Political with ArtFarm PHX and Practical Art (original)

Nina Katchadourian Monument to the Unelected (original)

BEYOND: Works by Nellie King Solomon and Barbara Stauffacher Solomon (original)

Urban Mapping: Public Space Through the Lens of Contemporary Iranian Artists (traveling)

Gohar Dashti: Land/s (original)

Division of Labor: Women Shifting a Transnational Gaze (original)

Diedrick Brackens: ark of bulrushes (original)

Jacob Meders: And It's Built on the Sacred (original)

Voice-Over: Zineb Sedira (original)

HIGHLIGHTS EVENTS

In 2020–21, SMOCA continued to focus on virtual engagement as we navigated the lasting impacts of the COVID-19 pandemic. With our doors opened (October) and then closed again late 2020 (December), we have now remained open since February 2021 with numerous safety protocols in place, a timed-entry system, and limited capacity. While closed to the public, we commissioned the making of two short films on artists Nellie King Solomon and Diedrick Brackens to accompany these original exhibitions—the first film commission in our history and one that has resulted in more than 7,500 views online.

As a lead up to the national presidential election in November, SMOCA partnered with local art entities ArtFarm PHX and Practical Art to host an outdoor exhibition, *Roadside Attraction: Now it's Political*, that took place across the Valley and around the Museum, featuring more than 50 artists. One highlight was the outdoor display of Nina Katchadourian's installation *Monument to the Unelected*, which takes the form of 58 political signs displaying the names of candidates who have lost an American presidential election. The artwork from SMOCA's collection was on view for more than one month in the yard of a local home, and following the election, we co-hosted (with the artist, PACE Gallery, Catharine Clark Gallery, MOCA Cleveland, and the Transformer Station via Zoom) the placement of the newest sign by first-time voters across the country, from New York City to Cleveland, San Francisco, and Phoenix.

Another first was a remote livestream event titled *#SaveAsylum: a multidisciplinary poem* that took place in Agua Prieta, Sonora, Mexico, through community-organized performances and artworks that brought voice to the many asylum seekers that wait at the United States/Mexico border. While SMOCA kept a close connection to the local and regional arts community over the year, we also attracted a high level of visibility with international artist Zineb Sedira's original exhibition. The exhibition was supported by The Andy Warhol Foundation for the Visual Arts and attracted new support from Institut Français as well as support from longtime sponsor the Walter and Karla Goldschmidt Foundation.

SCOTTSDALE PUBLIC ART

17

ACTIVE PUBLIC
ART PROJECTS

4

EXHIBITIONS

31,590

TOTAL
ESTIMATED VISITORS

1,148

OBJECTS IN THE
MUNICIPAL COLLECTION

20

PUBLIC ART PROJECTS
RECEIVED CONSERVATION

5

TEMPORARY IN FLUX
ARTWORKS EXHIBITED
IN SCOTTSDALE

Scottsdale Public Art remained busy despite COVID-19's continued presence. Only one Art in Public Places project was put on hold due to the pandemic. Canal Convergence was modified to reflect a passive, viewer-safe experience focused on artworks spread out beyond Scottsdale Waterfront, with virtual programming instead of in-person performances, artist talks, and workshops. Scottsdale Public Art also introduced augmented reality experiences for its public art collection, began an informative blog, and curated driving tours of Scottsdale's public art.

Active public art projects continued, including the installation of Mary Neubauer's *Traceries* recycling bins at the Scottsdale Waterfront and the completion of *Sunburst* by RE:site at SkySong, The ASU Scottsdale Innovation Center. Scottsdale Public Art also observed an increase in new Art in Private Development projects.

Scottsdale Public Art continued to maintain the Scottsdale Public Art Permanent Collection, with regular work scheduled quarterly for 18 public artworks. In addition, there were two new and one replacement Craig Smith historic baseball photos installed at Scottsdale Stadium as a part of phase one renovations at the site. Scottsdale Public Art conducted a site visit and assessment with James Carpenter Studios in anticipation of major restoration of *Glass Scrim Wall*, located at Scottsdale Museum of Contemporary Art (SMoCA)

The previous year's IN FLUX artworks were carried over due to the pandemic, with the program's Cycle 9 extending loans with three artworks by John David Yanke and one by the artist team of Cherie-Buck Hutchinson and Curtis Hutchinson.

Three of the four exhibitions at the Civic Center Public Gallery were virtual exhibitions due to the pandemic. One exhibition in particular, *WEST: Arizona Artists of Color*, featured emerging and established artists and their experiences living in the west as people of color.

Additionally, Scottsdale Public Art, Scottsdale Center for the Performing Arts, and Scottsdale Arts Learning & Innovation staff worked with the city of Scottsdale to produce a virtual and in-person regional Unity Art Walk, which celebrated diversity and the achievement of Dr. Martin Luther King, Jr. during January 2021. Scottsdale Public Art also worked with the city of Scottsdale to provide talks as a part of programming at *Soleri Bridge and Plaza* for the winter and summer solstice.

CANAL CONVERGENCE

102,800

ATTENDANCE

27

EVENT PARTNERS

19

ART INSTALLATIONS

35

STUDENTS PARTICIPATING

2

AUGMENTED REALITY
ARTWORKS

1

SCHOOLS PARTICIPATING

43

PROGRAMMING
OPPORTUNITIES

44

PRESS COVERAGE/
ARTICLES

Canal Convergence | Water + Art + Light 2020 was significantly impacted by the COVID-19 pandemic. Given the uncertainty of how to best approach what is typically a highly attended interactive and programmatic art event, the decision was made to reduce Canal Convergence in scale, focus strictly on artworks spread through downtown instead of condensed at the waterfront, and provide virtual programming instead of in-person tours, music, workshops, and artist talks.

Thematically titled “Reconnect,” Canal Convergence was an opportunity for attendees to safely come back together, given how many people were affected by the pandemic, the 2020 presidential elections, and the nationwide social upheaval around the Black Lives Matter movement.

A dynamic new element of Canal Convergence was the introduction of augmented reality experiences, which allowed viewers to enjoy artworks and educational programming in safe, virtually interactive ways.

SCOTTSDALE ARTS LEARNING & INNOVATION

27,098

HOURS OF ARTS
INSTRUCTION WERE
PROVIDED TO **15,282**
STUDENTS, TEACHERS,
TEENS, AND ADULTS.

24

COLLABORATED WITH 24
COMMUNITY
PARTNERS AND EMPLOYED
74 TEACHING ARTISTS.

462

EVENTS WERE
DELIVERED VIRTUALLY

\$28,956

VIRTUAL EMPTY BOWLS
REACHED NEARLY 1,800
INDIVIDUALS AND RAISED
\$28,956 (A 300% IN-
CREASE OVER 2019)

695

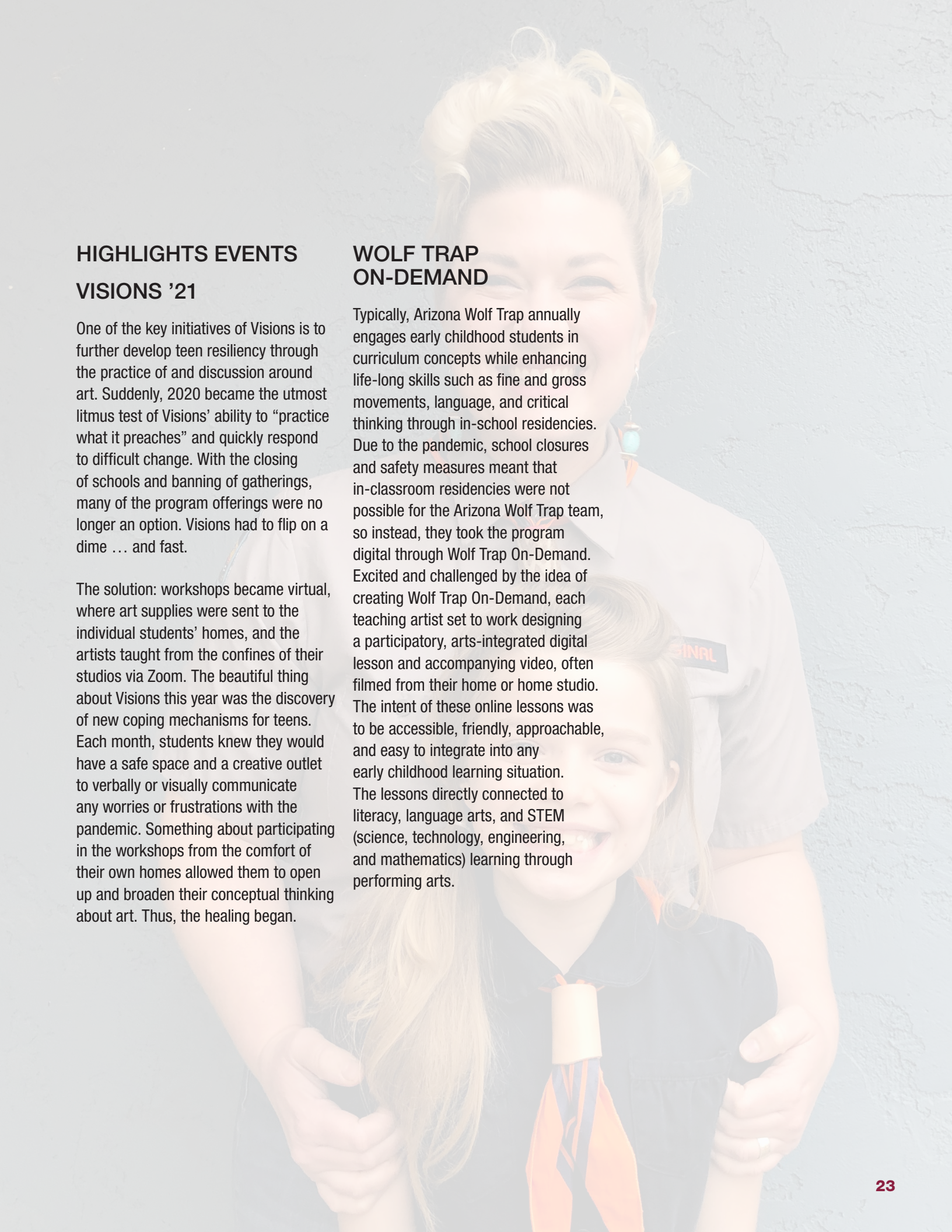
ART KITS WERE
PACKAGED, MAILED,
AND DELIVERED

27

PROGRAMS ENGAGED
27 SCHOOLS ACROSS
8 SCHOOL DISTRICTS AND
PRIVATE OR
CHARTER SCHOOLS.

This year, more than any year before, showed us the power of the arts in building healthy communities by giving us a platform to process and express emotions and connecting us across distances. The Scottsdale Arts Learning & Innovation team worked tirelessly to provide arts-integrated virtual residencies to pre-K through high school classrooms, deliver synchronous and asynchronous teacher workshops, connect teens to artists from around the world in virtual workshops, launch several virtual workshop series for adults, and engage youth across the country through a virtual spring break arts camp.

Despite the changes and challenges, Learning & Innovation's programs still achieved highly impactful results, proving the arts help us through difficult times. Moving engagement to digital platforms such as Zoom, Teams, and Google Classroom was no easy feat, but as a result, we engaged more than 15,000 people in more than 27,000 hours of arts instruction to meet our mission to provide transformative and intentional arts experiences that unlock potential, ignite creativity, and foster empathy. Here are just a few favorite highlights that demonstrated how the arts impacted our community.

A woman with blonde hair tied up, wearing a light-colored short-sleeved shirt, is smiling and holding the hands of a young girl with long blonde hair. The girl is wearing a dark blue polo shirt with a red and blue striped tie. They are both smiling at the camera. The background is a textured, light-colored wall.

HIGHLIGHTS EVENTS

VISIONS '21

One of the key initiatives of Visions is to further develop teen resiliency through the practice of and discussion around art. Suddenly, 2020 became the utmost litmus test of Visions' ability to "practice what it preaches" and quickly respond to difficult change. With the closing of schools and banning of gatherings, many of the program offerings were no longer an option. Visions had to flip on a dime ... and fast.

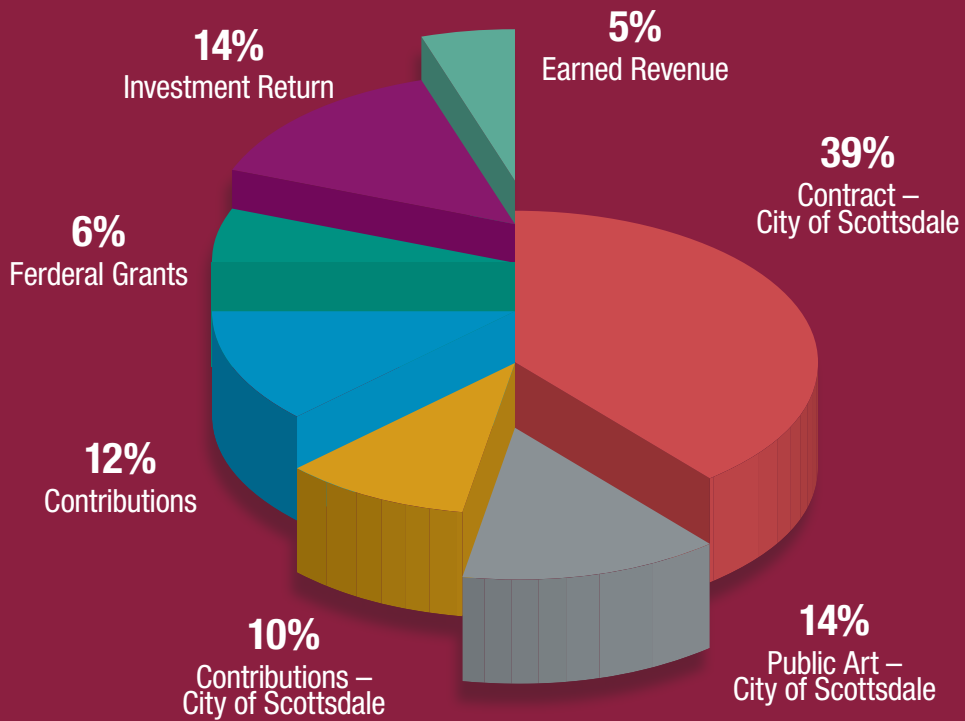
The solution: workshops became virtual, where art supplies were sent to the individual students' homes, and the artists taught from the confines of their studios via Zoom. The beautiful thing about Visions this year was the discovery of new coping mechanisms for teens. Each month, students knew they would have a safe space and a creative outlet to verbally or visually communicate any worries or frustrations with the pandemic. Something about participating in the workshops from the comfort of their own homes allowed them to open up and broaden their conceptual thinking about art. Thus, the healing began.

WOLF TRAP ON-DEMAND

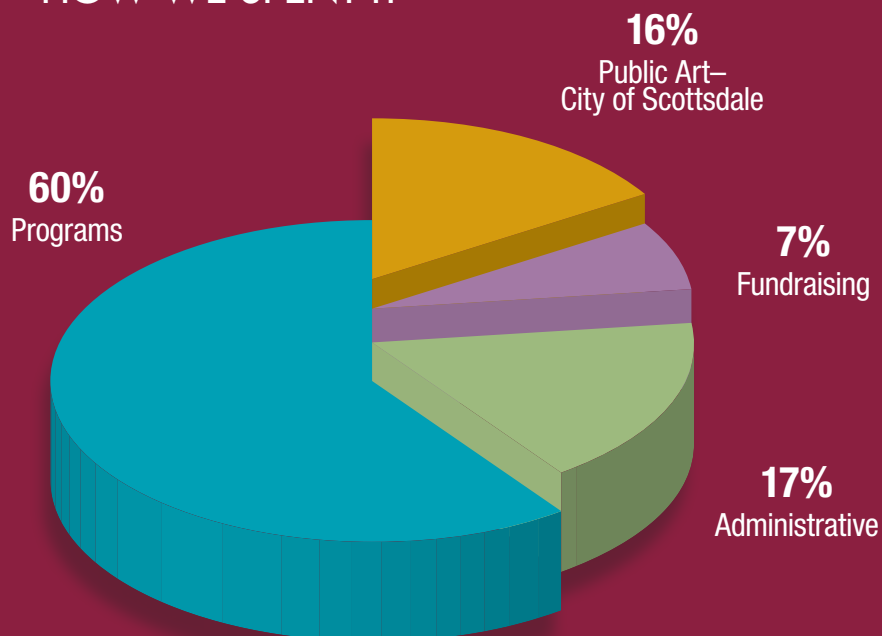
Typically, Arizona Wolf Trap annually engages early childhood students in curriculum concepts while enhancing life-long skills such as fine and gross movements, language, and critical thinking through in-school residencies. Due to the pandemic, school closures and safety measures meant that in-classroom residencies were not possible for the Arizona Wolf Trap team, so instead, they took the program digital through Wolf Trap On-Demand. Excited and challenged by the idea of creating Wolf Trap On-Demand, each teaching artist set to work designing a participatory, arts-integrated digital lesson and accompanying video, often filmed from their home or home studio. The intent of these online lessons was to be accessible, friendly, approachable, and easy to integrate into any early childhood learning situation. The lessons directly connected to literacy, language arts, and STEM (science, technology, engineering, and mathematics) learning through performing arts.

FINANCIAL DATA

HOW WE EARNED IT



HOW WE SPENT IT



REVENUES, SUPPORT & OTHER INCOME

	Unrestricted	Restricted	2021	2020
Earned Revenues	491,428		491,428	2,282,083
Contract – City of Scottsdale	4,193,324		4,193,324	4,058,356
Public Art – City of Scottsdale	1,534,324		1,534,324	2,051,829
Contributions – City of Scottsdale	1,054,633		1,054,633	
Contributions	1,156,712	150,125	1,306,837	1,737,990
Federal Grants	642,482		642,482	899,200
Investment Return	154,326	1,353,381	1,507,707	299,690
Other Income	23,699		23,699	5,466
Net Assets Released from Restrictions	283,704	(283,704)	—	—
TOTAL REVENUES, SUPPORT & OTHER INCOME	9,534,632	1,219,802	10,754,434	11,334,614

EXPENSES

	Unrestricted	Unrestricted	2021	2020
Programs	5,721,364		5,721,364	6,018,285
Administrative	1,560,260		1,560,260	1,663,742
Fundraising	644,682		644,682	637,141
Public Art – City of Scottsdale	1,534,324		1,534,324	2,051,829
TOTAL EXPENSES	9,460,630	—	9,460,630	10,370,997

Change in Net Assets	74,002	1,219,802	1,293,804	963,617
Net Assets, Beginning Of Year	474,640	6,075,162	6,549,802	5,586,185
NET ASSETS, END OF YEAR	548,642	7,294,964	7,843,606	6,549,802

As of June 30

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Scottsdale Arts is pleased to recognize the following corporations, foundations, government agencies, and in-kind donors for their support of the arts in our community. For more information on participating as a sponsor, please contact Denise Wisdom, corporate and foundation relations manager, at 480-874-4669 or DeniseW@ScottsdaleArts.org.

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Arizona Republic's Season for Sharing	Harvard Investments, Inc.		U.S. Bank
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	Jewish Foundation	Scottsdale Fashion Square	

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UP TO \$2,500

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Act One	Marjon Ceramics	W Scottsdale	Kelly's at Southbridge
Blick Art Supplies	Mavrix/Octane Raceway	Partner Perks Program Partner	La Señora at Saguaro
Experience Scottsdale	Medieval Times Dinner & Tournament	EcoTours AZ	Mavrix/Octane Raceway
Farm and Craft	Rainbow Ryders	Grimaldi's Pizzeria	Nori Sushi & Asian Dining
Frank Lloyd Wright Foundation/ Talesin West	Salvatore Vineyards Passion Cellars	Jewel of the Crown	Oh My Dog! Boutique Hotel and Spa
Havaianas	Scottsdale Unified School District	JOJO Coffeehouse	Sizzle Korean BBQ
Joyrides AZ		Juice Core Organic	Super Chunk Sweets & Treats
LDV Winery		Jules & JC	

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Havaianas	Scottsdale Waterfront Residences	

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Scottsdale Arts is sincerely grateful for donors, members, and partners who celebrate and support art in our community at every level. By investing in the arts, you strengthen the creative economy, create educational opportunities, and make our organization a thriving force to impact the arts. We gratefully acknowledge the following individual supporters above \$500 who made contributions throughout the year.

Though limited program space prohibits us from listing all supporters, please know how much we rely on and appreciate every contribution.

For more information on ONE Membership, Legacy Society planned giving, and other ways to support the art you love in Scottsdale, please contact Erin Krivanek, director of development, at 480-874-4620 or ErinK@ScottsdaleArts.org.

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