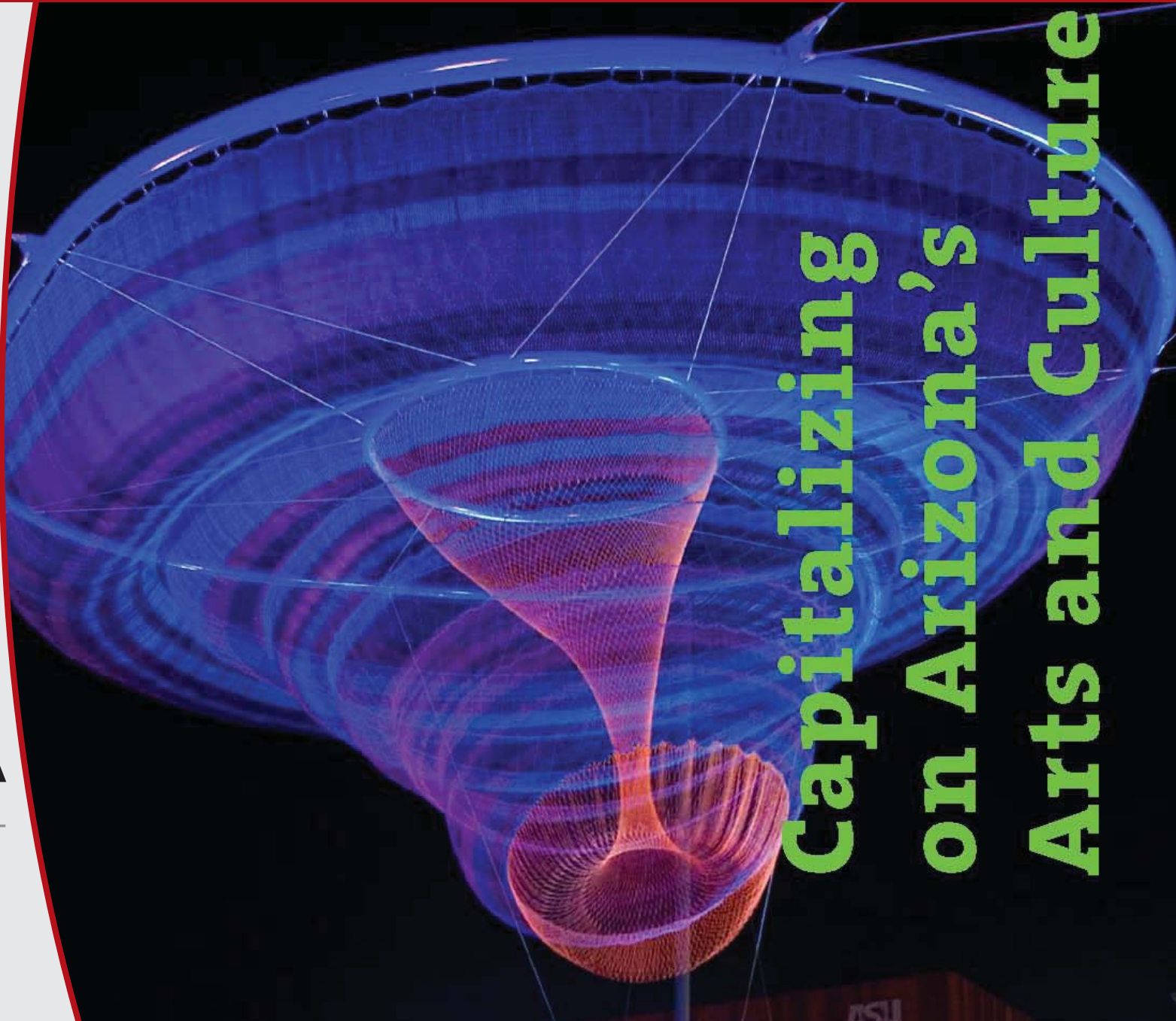


Highlights of the 98th Arizona Town Hall

May 1-4, 2011 Tucson, Arizona



Capitalizing on Arizona's Arts and Culture





Diane Silver and Gail Bradley attend the Sunday evening reception where participants prepare to practice the art of civil discourse with over a hundred other Arizona leaders. During the next three days, participants will develop a consensus report regarding how best to capitalize on Arizona's arts and culture.

*A*rizona's arts and culture are not a luxury -- they are a money-making and job-producing sector of our economy.

Arts and culture are essential to quality of life.

- From the 98th Arizona Town Hall Report of Recommendations

For almost 50 years, Arizona Town Hall has engaged, educated and inspired Arizonans to create solutions to critical policy issues.

Participants in the 98th Arizona Town Hall, held May 1-4, 2011 in Tucson, discussed arts and culture and its impact on education, the economy, and our general quality of life. The result: A consensus of recommended actions to capitalize on Arizona's unique assets and build a brighter future for generations to come.

Prior to the Town Hall session, participants from throughout the state reviewed a comprehensive background report developed by Arizona State University. Meeting in facilitated small groups for two days, the participants addressed a common set of discussion questions. Trained recorders captured points of consensus and the entire group gathered for a plenary session on the third day to adopt a report of findings and recommendations.

Participants had several opportunities to hear from nationally-known speakers during meal functions at the 98th Arizona Town Hall. Rocco Landesman, Chairman of the National Endowment for the Arts addressed Monday's luncheon attendees. Participants also heard from a panel of authors of the 98th Arizona Town Hall Background Report; and Marian Godfrey, Senior Director, Culture Initiatives, Pew Charitable Trusts.

This publication is a summary of the complete report and ASU's background research which are published and made available to Arizona Town Hall members, the Arizona Legislature, other elected officials, public libraries, and the general public. Download or order copies online at www.aztownhall.org, or call 602-252-9600 to request a copy.

Key Points from Background Report prepared by ASU

Arts & Culture's Impact on Arizona's Economy

- The tourism industry uses the arts as a key element in marketing the West.
- Arizona's economy is highly dependent upon tourism for jobs, regional income, and tax revenues.
- Arts and culture industries represent a significant economic engine.
- Arts and culture professionals can play an important role in economic development discussions.
- Education, arts, and culture are factors businesses consider when deciding where to locate.
- Investment in arts and culture creates a better business environment and overall quality of life.

Arts & Education

- Children who receive art instruction as part of their education have greater success in reading, mathematics, critical thinking, social and leadership skills, and are more likely to stay in school.
- 90% of Arizonans believe arts education is either important or very important.
- U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years.
- The lack of alignment with education curriculum and the Arizona Academic Arts Standards creates a gap between arts education policy and practice.

Architecture & Historic Preservation

- Architecture is a barometer of how a community expresses social change and renewal over time.
- The history of Arizona's architecture offers lessons of community and sustainability.
- Frank Lloyd Wright, Paolo Soleri, and a talented generation of mid-century moderns provided the innovative foundation of what is now termed the "Arizona School".
- By the beginning of the 21st century, Arizona had one of the best frameworks for advancement of historic preservation in the nation.

- Studies have demonstrated the economic benefits of preserving historic buildings and areas.

Arts & Culture Facilities

- Arizona's arts and culture facilities provide opportunities for increased visibility and program advancement for arts and cultural organizations. The very existence of these facilities has become a tool for attracting both business and tourism.
- Over the last thirty years Arizona has made a tremendous public and private financial investment in arts and cultural facilities. However, financial support for operations within these buildings has not kept pace.
- Public libraries are among the oldest cultural institutions in the United States. Arizona has 215 public libraries and tribal library buildings, housing nearly nine million books.
- Libraries enhance communities, contribute to quality of life and bolster downtown and suburban cultural and commercial activity by driving foot traffic and enhancing retail and cultural districts.

Parks & Open Spaces

- Natural areas provide relief from urban stress, as well as inspiration for creative expression.
- Desert parks are an integral part of Arizona's unique identity and sense of place.
- Three major threats to the desert parks are decreased funding, encroaching urban development, and open space fragmentation.

Public Art

- Public Art creates a sense of place, strengthens civic identity through memorials and monuments, and contributes to community engagement.
- Public Art projects provide 50 times the economic impact of events in traditional venues.
- Public Art generates jobs and visibility for Arizona workers and firms.

Impact of Technology & Audience Preferences

- Technology has changed our entire society, resulting in a realignment of cultural expression and communication.
- The number of "high culture" arts organizations has been growing while demand for them has not.

- New technologies compete for people's leisure time, while enabling greater access and interactive participation in culture.
- With the Internet, the cultural supermarket has grown increasingly diverse, experimental, and sophisticated.

Arts & Culture Funding

- Governments at all levels invest in their arts industries because the arts offer economic, educational, civic, and cultural benefits to communities.
- Though it was never robust, public funding for the arts in Arizona has been drastically reduced since the beginning of the 2008 recession.
- Arizona ranks 49th in the nation in annual per capita arts support, providing less than 10 cents per capita in support of its arts industry.
- The Arizona ArtShare Endowment Program, developed in 1996 and considered a model public/private partnership, was dismantled as a result of budget-balancing efforts during the 2009-2011 fiscal years.
- Arizona struggles with undercapitalized private funds sources and among arts organizations there is stiff competition for private dollars.
- The recession has eroded state support for historic preservation, put the Arizona State Parks system at risk, and has threatened fragile historic resources.
- The current economic climate has challenged libraries to meet growing community needs with fewer resources, fewer staff, and reduced hours.
- Arizona's fiscal crisis has contributed to a cultural crisis in the state's arts and culture industry.

From the Background Report prepared by the Herberger Institute for Design and the Arts



Report of Recommendations

After reviewing the full background report prepared by Arizona State University, participants in the 98th Arizona Town Hall convened in Tucson from May 1-4, 2011. The result: a consensus of recommended actions to make the most of arts and culture in Arizona.

Town Hall participants concluded that the following actions, listed in no particular order, should be taken immediately or in the very near term.

Arts, Culture and Education

- All schools must adhere to the existing state standards and policies that apply to arts curriculum. The Superintendent of Public Instruction must enforce this provision. To accomplish this goal we must advocate that local school officials place arts specialists in all schools and provide adequate funding to meet the standards.
- Arts and culture organizations should work with education stakeholders to advocate for a statewide mandate for the recurring collection of arts education data from schools, using the model and best practices evident in the 2008/2009 voluntary arts education census.
- Parents must be involved in their children's art education so that they are engaged and invested in that education. Arts and culture organizations should reach out to parents and encourage them to be involved in their children's arts education, taking an active role in assuring the enforcement of state standards and policies being implemented.

- Expand S.T.E.M. to S.T.E.A.M. by adding arts into the core educational curriculum.

Arts, Culture and the Economy

- The Arizona tourism industry and arts and culture organizations should increase their partnerships and collaborations to raise the profile of Arizona's arts and culture sectors when marketing Arizona as a visitor destination.
- Authorize and fund a study defining and measuring the total Arizona arts and culture economy, expanded to include traditional nonprofits, education K-G (Kindergarten through Graduate), and art and design-based business enterprises.
- Dedicate a seat on the Arizona Commerce Authority for arts and culture. Urge statewide advocacy groups to establish a legislative priority to secure this seat by amending the existing statute.
- Arts and culture organizations need to have a seat at the table with local chambers of commerce, business organizations and economic development organizations to build vitality and long-term relationships.



Members of Panel Hedgehog (including Jacky Alling Vice President of Programs at Arizona Community Foundation, and Mike Widener, an attorney from Phoenix) use their artistic talents to demonstrate the recommendation to expand S.T.E.M. to S.T.E.A.M. by adding arts into the core educational curriculum.

Importantly, there is a positive impact of early arts education on later success in science, math, and other disciplines.

- From the 98th Arizona Town Hall Report of Recommendations



Cita Scott, Neal Lester, and other members of Panel Hedgehog participate in panel discussions.

Individuals and arts and culture organizations should immediately implement a variety of grassroots efforts, including networking, enlisting the support of others, contacting public officials, attending Arizona Town Hall outreach sessions and advocating for implementation of this report.

- From the 98th Arizona Town Hall Report of Recommendations

Resources

- Arts organizations should sign up for and participate in the Cultural Data Project and the Arizona Community Database.
- Identify and utilize online interactive resources that would allow the various groups to share valuable information about resources and opportunities for alliances.
- Arts and culture organizations should continue to collaborate and partner among themselves to share resources, such as marketing and audience development efforts.
- Collaborate with education, health and human services, and other groups threatened by cuts to enact true fiscal reform (including closure of tax loopholes) to ensure fair, adequate, and sustainable revenues to support all our state's needs including arts and culture.
- Arts and culture organizations and artists should collaborate and partner with other public groups, such as hospitals, educational institutions, tourism boards, and religious and civic groups in order to expand the resource pie.

Funding

- Restore appropriations and the arts endowment to the Arizona Commission on the Arts and expand the role of the Commission to include cultural organizations with additional appropriations.
- In order to provide more public and private support, grow philanthropy to support Arizona arts and culture.
- Full and part-time residents need to become members of arts and culture organizations and commissions, and actively support them financially, by volunteering their time, and by attending their functions and events.
- Create models to reach young and modest givers who may become long-term sources of sustainable financing for arts and culture.

Promote and Advocate

- Increase statewide campaigns to raise awareness for the value of arts and culture and increased participation. These campaigns should be executed with sufficient resources to maximize their effectiveness and should be led by a marketing alliance of arts and culture groups. As participation precedes support, we must start now.
- Individuals and arts and culture organizations should immediately implement a variety of grassroots efforts, including networking, enlisting the support of others, contacting public officials, attending Arizona Town Hall outreach sessions and advocating for implementation of this report.



Members of the University of Arizona School of Dance perform at Tuesday's lunch program.

Government funding of arts and culture is statistically insignificant as a percentage of the state budget, but it is the first to go when economic times are tough. This is short sighted and overlooks the fact that arts and culture yield real economic and other returns that more than justify the investment.

- From the 98th Arizona Town Hall Report of Recommendations

- Convene a broad-sector coalition to develop a statewide quality of life ballot initiative to provide a dedicated funding source for arts and culture that cannot be diverted or reduced through legislative action.
- Ensure that Arizona's arts and culture are represented in any celebration of the Arizona Centennial.
- Convene a consortium of the arts and culture stakeholder communities to form an overarching collaboration alliance for purposes of statewide data policy, support, development and awareness. The state's primary arts-supporting foundations are a logical choice to facilitate this summit.
- The arts and culture community should utilize their existing statewide arts and culture advocacy groups such as Arizona Citizens in Action for the Arts to organize a political action committee, which will receive contributions and make expenditures for the purpose of influencing elections at all levels and advancing the statewide arts and culture agenda.
- Identify, support and elect political leaders and candidates who will champion the cause of the arts and culture, from the legislature to the city councils to the school boards.
- Arts and culture organizations and their allies should bolster existing lobbying efforts.
- Arts and culture organizations will have a more impactful voice when their value

message is unified and substantiated by reliable research.

Other

- Identify and encourage diversity in arts and culture organizations.
- Identify and engage new and emerging leaders in arts and culture.
- Arts and culture organizations should make it a policy to identify, encourage and publicize emerging individual artists, artist teams and art groups.
- Require public art as an element of government buildings and infrastructure. Local governments should enact land use codes that provide incentives for developments that include public art.
- Arts and culture organizations should work with regional planning organizations and the League of Arizona Cities and Towns to develop model ordinances and policy that support the arts.



Sketch made during the Arts and Culture Town Hall by participant Jeremy Jones.

Individual personal responsibility is critical for the future of arts and culture in Arizona. Whether they act individually, in partnership with others, or through businesses, governments, nonprofits or other organizations, individuals must take responsibility for preserving, improving and growing arts and culture in Arizona.

- From the 98th Arizona Town Hall Report of Recommendations

How You Can Have An Impact

- ▶ Make your views on the importance of Arizona's arts and culture known to the Governor (<http://azgovernor.gov/Contact.asp>).
- ▶ Use resources such as Project Vote Smart (<http://www.vote-smart.org/index.htm>) to find contact information for your elected officials, including U.S. Senators and Representatives, and inform them of your perspective on Arizona's arts and culture industry.
- ▶ Keep up to date on relevant programs in your community and action you can take through the Arizona Town Hall website (<http://www.aztownhall.org>), the Arizona Commission on the Arts website (<http://www.azarts.gov>) or the Arizona Citizens/Action for the Arts website (<http://www.azcitizensforthearts.org>).
- ▶ Take advantage of the Arizona Commission on the Arts' online guide, "Building Public Value for the Arts in Arizona," to learn how to better advocate for arts and culture in your community (http://www.azarts.gov/wp-content/uploads/2009/08/Building_Public_Value_090209.pdf).
- ▶ Get involved in your local arts organizations as a volunteer, patron or audience member and become a member of your statewide arts advocacy group: Arizona Citizens/Action for the Arts (<http://www.azcitizensforthearts.org/>).
- ▶ Arrange a program in your community. Arizona Town Hall can provide resources, speakers, and printed materials. Use social media and personal networks to share information.
- ▶ Be a change agent. Utilize the wealth of knowledge contained in the full report from the 98th Town Hall to develop partnerships and programs that will ensure a healthy environment for Arizona's arts and culture.
- ▶ Share your knowledge and the work of Town Hall participants with family, friends and coworkers.
- ▶ To join existing efforts to pursue recommendations from the 98th Arizona Town Hall, contact the Arizona Town Hall office or visit the Arizona Commission on the Arts website.
- ▶ For more information about the history, challenges and potential of Arizona's arts and culture sector, download the full report from the 98th Arizona Town Hall (<http://www.aztownhall.org/reports/98.asp>).



We welcome your involvement, questions, and perspectives.

One East Camelback Rd. | Suite 530
Phoenix, AZ 85012 | 602-252-9600

www.aztownhall.org



Since 1962, Arizona Town Hall has been engaging and connecting Arizonans. Town Hall recommendations are a valuable resource for policymakers because they do not represent the agenda of a particular group or political perspective. Instead, Arizona Town Hall reports contain the informed consensus of Arizonans from different political parties, professions, and geographic areas of the state. A private, non-profit civic organization, Arizona Town Hall has served as a catalyst for conversations and recommendations that have influenced significant changes in Arizona's public policy over the years. Countless local, state, and national leaders have cited Arizona Town Hall as an important factor in educating people about the multiple facets of complex issues and fostering the development of personal and professional leadership skills.

**Presenting Sponsors of the
May 2011 Arizona Town Hall**



Collaborating Sponsor



SCHALLER ANDERSON
An Aetna Company

Supporting Sponsors



Civic Sponsor

