

Scottsdale Cultural Council





Scottsdale Cultural Council

Scottsdale Cultural Council (SCC) is a non-profit 501 (c)3 organization.

SCC is the umbrella organization that includes 3 separate divisions:

- Scottsdale Center for the Performing Arts (SCPA)
- Scottsdale Museum of Contemporary Art (SMoCA)
- Scottsdale Public Art program



The SCC's Sphere of Activity

The SCC is the largest single arts organization in Arizona. Our reach is far broader than all other arts organizations. We are very diversified and reach all types of arts enthusiasts including classical, jazz, ballet, dance, and contemporary art lovers.

- ❖ The SCC presents, produces, manages, facilitates and services 1,800+ events annually
- ❖ More than 300,000 people attend events at SCC annually
- ❖ SCC's staff is comprised of 100+ full and part time employees
- ❖ FY 2013 Budget is \$10 million
- ❖ Membership base is 2,000+ strong
- ❖ We mail out 100,000 season guides each year

Our Mission

To serve Scottsdale residents, visitors, cultural institutions, and artists by creating and advancing high quality arts and cultural experiences and opportunities.



Our Vision

Excellence and innovation in the arts – for everyone





Positive Results, Positive Economic Impact

The Scottsdale Cultural Council provides service and value to Scottsdale citizens.

- ❖ The total economic impact from activity at the Center for the Performing Arts exceeds \$11 million per year.
- ❖ The Center's audiences spent more than \$5.5 million in secondary spending at local businesses.
- ❖ More than 50,000 people attended free or low cost, Center produced events each year.
- ❖ The Center provides diverse entertainment experiences such as Sunday A'Fair, Native Trails, La Gran Fiesta – free-of-charge events.



Highlights in Challenging Times

- ❖ Corporate Partners Program has attracted many new donors increasing visibility of our corporate support. We have grown the program from 26 donors 1 1/2 years ago to 80 current corporate donors.
- ❖ Contributed revenue is the highest in 5 years.
- ❖ SCPA had more sold out shows than in recent history.
- ❖ Gala on December 1, 2012 featuring Bernadette Peters was sold out. This year's Gala on December 7, 2013 stars Natalie Cole.
- ❖ SMOCA Openings are attracting 1000+ people.
- ❖ SMOCA Night Circus in May 2013 welcomed 700 people and far exceeded our fundraising expectations.

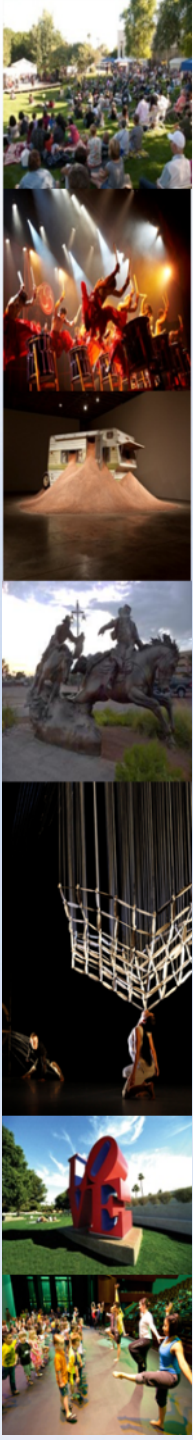
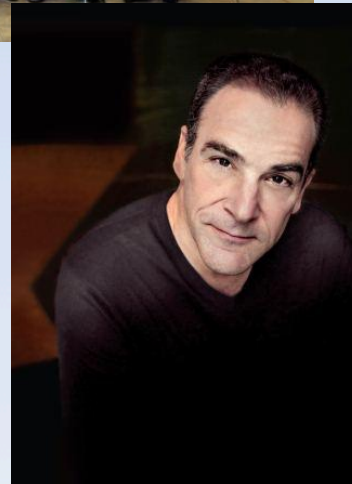
We bring the world to Scottsdale.

"Tiffany & Bosco is pleased to announce that we have established a relationship in support of the Scottsdale Cultural Council. A key part of our firm culture is to build successful, lasting partnerships with the local arts community.



Supporting the arts means supporting the local economy because it helps attract and retain a skilled workforce. Investing in the arts not only improves quality of life, but creates awareness of the all the great cultural events Arizona has to offer."

Mark S. Bosco
Assistant Managing Attorney
Tiffany & Bosco, P.A.





Scottsdale Cultural Council Presents ART

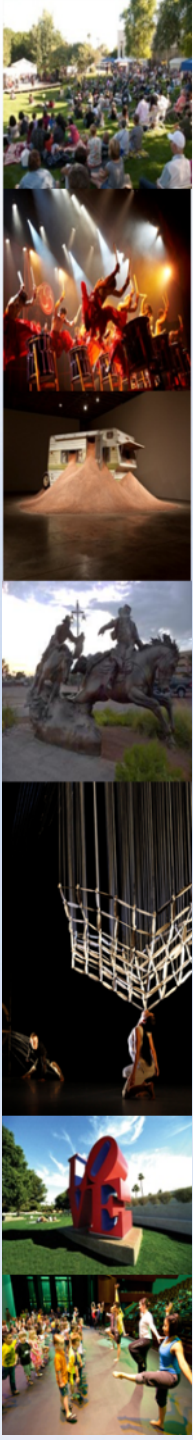
- ❖ We make art an integral part of the Scottsdale experience for residence and visitors alike.
- ❖ We offer the highest quality performances in the beautiful state of the art Virginia G. Piper Theater.
- ❖ While it may be convenient to think of us as just a theater or museum, our mission extends far beyond the walls of any single building or specific event.
- ❖ Our current season is eye-opening, awe inspiring, and includes more than 100 performances in the Virginia G. Piper Theater alone.
- ❖ SMOCA is putting new programs in place and reaching out to new audiences.



The Scottsdale Museum of Contemporary Art Guided Tours

The Museum is a magnet for businesses and individuals
that come to Scottsdale.

A recent SMOCA event opening had over **1,000** patrons attend.
This is open to the public free of charge.



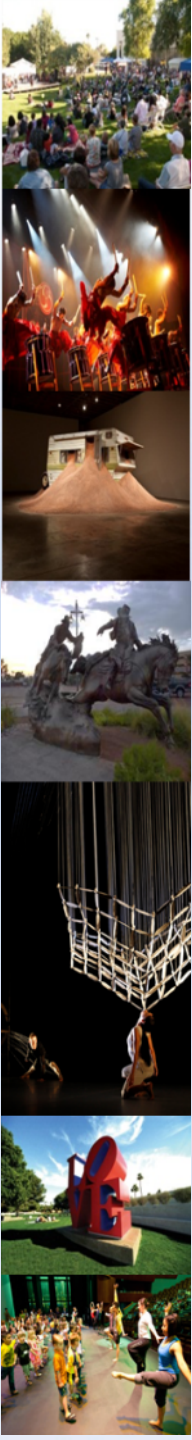
Landmark Year, New Partnerships

- ❖ We have formed new partnerships with other organizations allowing us to do new and exciting things.
- ❖ La Gran Fiesta – Wells Fargo and the City of Scottsdale partnered with us for this 2-day educational and entertainment event focusing on the Latin American culture. Free admission to the over 10,000 guests that attended the afternoon events. Eddie Palmieri was a ticketed event and Tiempo Libre was a free event.
- ❖ Phoenix Symphony Orchestra presents many performances each year in our VGP Theater.
- ❖ ASU concert series includes 12 performances this year.
- ❖ Virginia G. Piper has funded our Discovery Series which features a variety of performances and educational opportunities. This year the focus of the series was on India.



Educational Programs

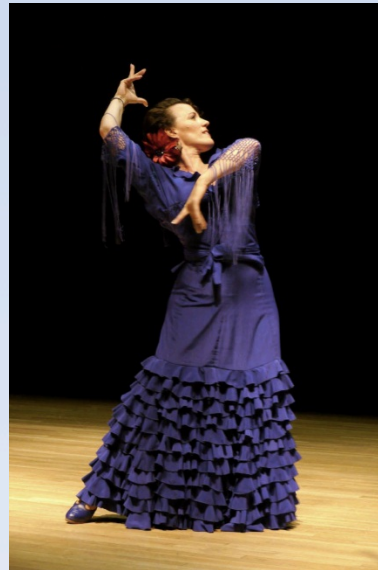
- ❖ Last year we reached over 36,000 students through over 1400 educational events.
- ❖ Celebration for the Arts works with elementary aged children with various classifications of disabilities. We bring them together at no cost in a festive outdoor setting for a variety of arts activities. Over 500 students participate from special education classes across the valley.
- ❖ Arizona Wolf Trap program is an award winning program that works with over 9,600 Head Start preschool students. The program uses music, movement, and creative drama to teach language development, concentration, self discipline, memory and much more.
- ❖ Cultural Connections works with selected high school students throughout the year through an extensive mentoring program.



Our Community's Stage

50,000+ people attend our
free or low cost community
events annually

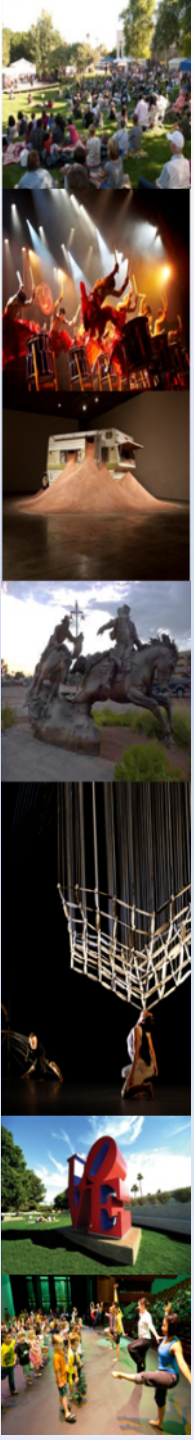
La Gran Fiesta, Sunday A'Fair & Native Trails

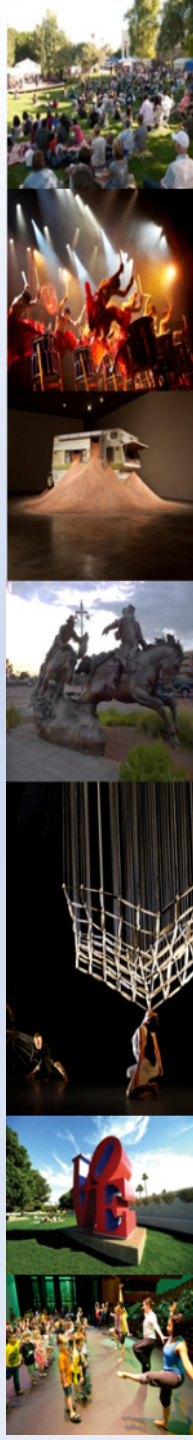


Events



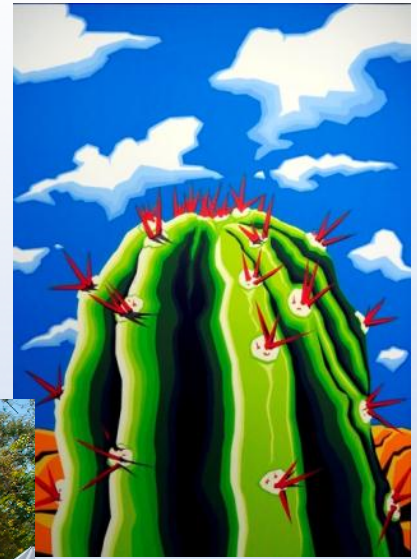
LA
GRAN
FIESTA





SCOTTSDALE ARTS FESTIVAL

29,000+ people over the
3-day event





Scottsdale Arts Festival

- ❖ 29,000 attendees
- ❖ One of the largest events in downtown Scottsdale
- ❖ 200 quality artists selected from over 1,000 applicants.
- ❖ More than \$1,000,000 in art sold during the 3-day event generating sales tax dollars for Scottsdale
- ❖ Artists reported great sales including the gold jewelry artist that sold \$40,000 worth of jewelry during the 3 day event.
- ❖ Over \$100,000 generated for Scottsdale art programs.

Events

Artrageous



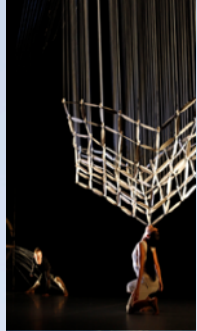
December 7, 2013
Featuring
Natalie Cole



scottsdale
center for the
performing
arts

Leader in the Performing Arts

- Over **100** performances representing every corner of the globe



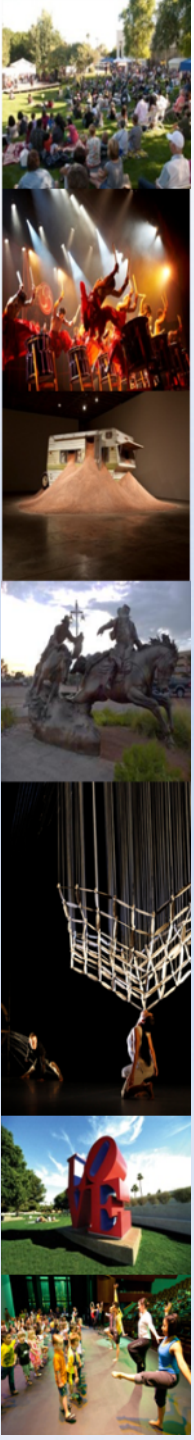
Leader in the Performing Arts

Highest Rated Performing Arts Venue

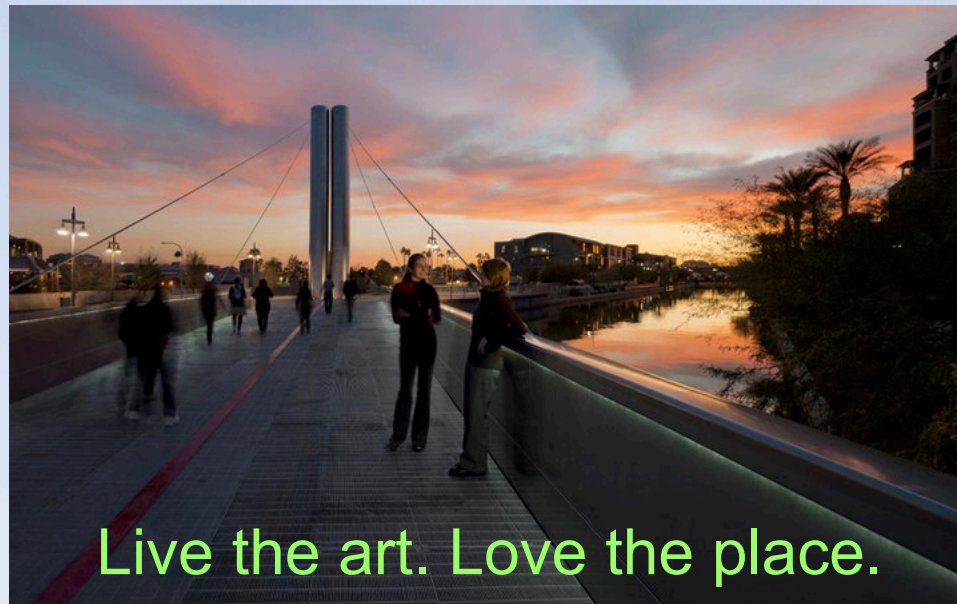


**94% of Valley arts lovers are aware of the
Scottsdale Center for the Performing Arts**

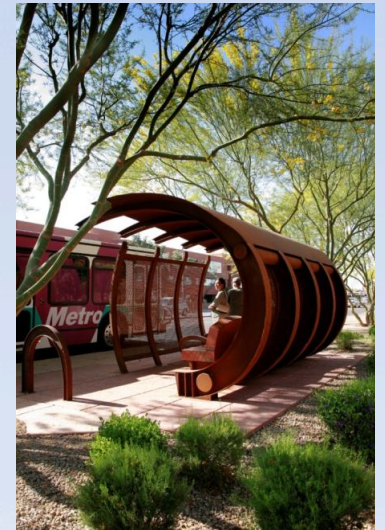
(WestGroup Research Survey, 2012)



Scottsdale Public Art



Live the art. Love the place.



MISSION:

To make Scottsdale one of the most desirable communities in the country in which to live, work, and visit by incorporating art and design projects throughout.

scottsdale
public
art



Water Mark 2010 – Indian Bend Wash features five 14' aluminum equine gargoyle sculptures that spout water during heavy rains.



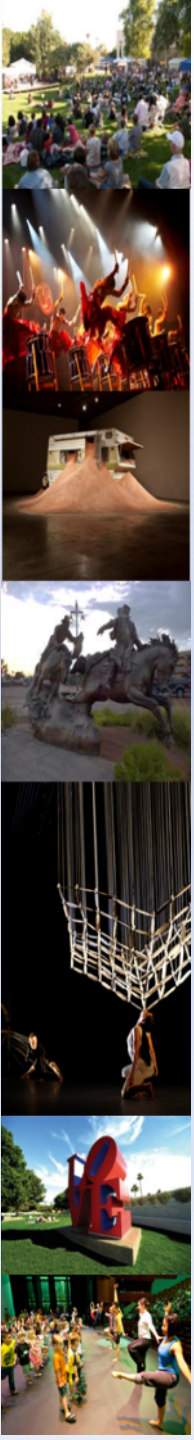
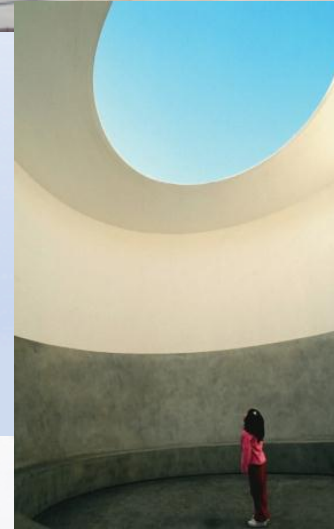
Robert Indiana's LOVE Sculpture 2002 One of the most celebrated works of art in pop culture. Love became the symbol of peace during the Vietnam War.

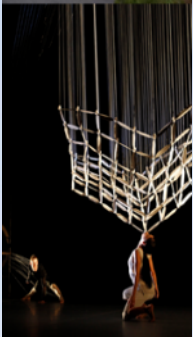


Passing the Legacy 2008, Hashknife Pony Express Ride. Celebrates the legendary pony express tradition established in the 1800's.

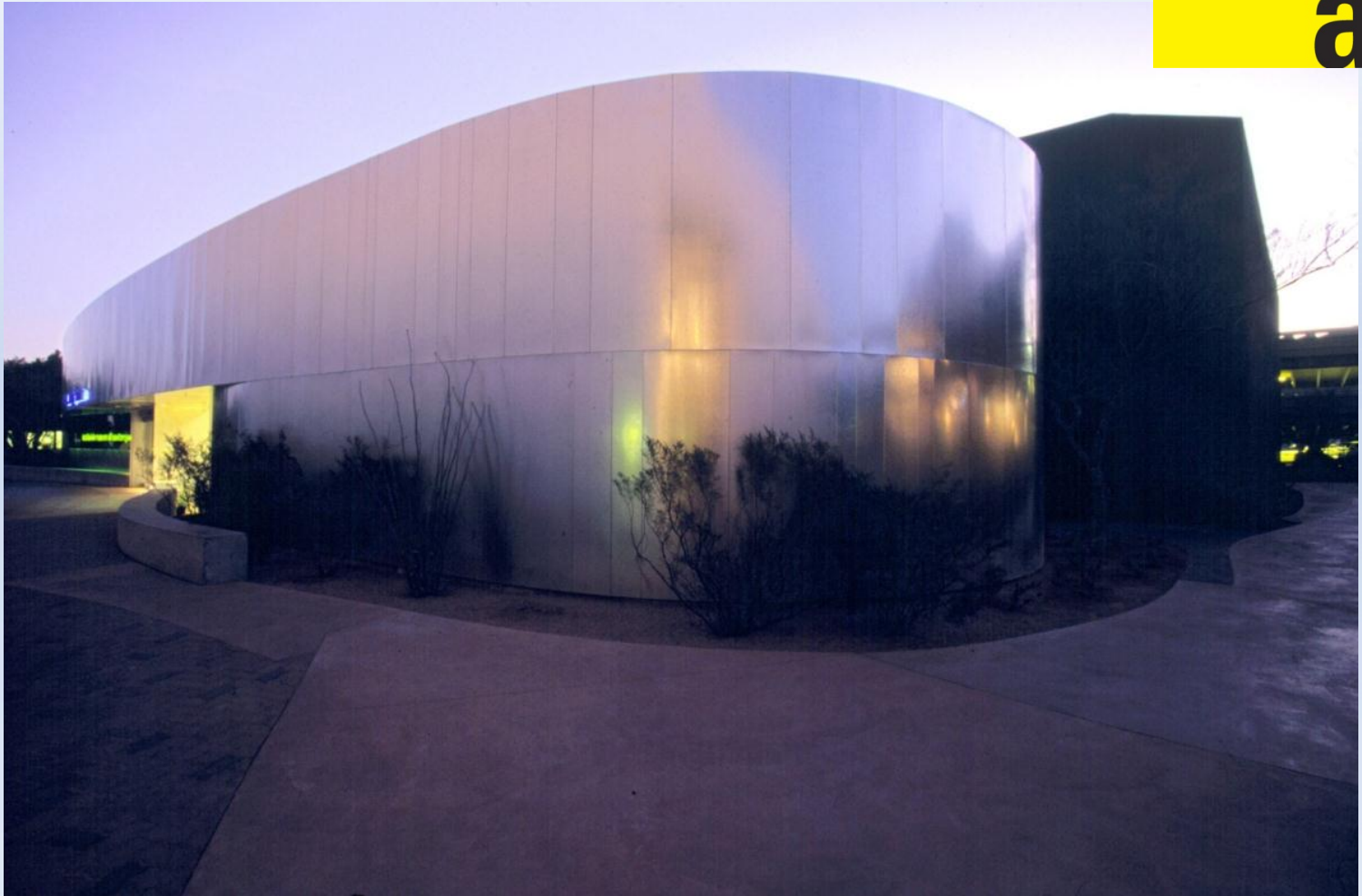
How does public art contribute to the community?

- 153 Permanent Commissions since 1985
 - ❖ place making
 - ❖ signature art
 - ❖ destination attractions
 - ❖ supports tourism & visitors
 - ❖ community engagement
 - ❖ cultural identity
 - ❖ civic pride
- Tastes
- Diverse Collection





scottsdale
museum of
contemporary
art





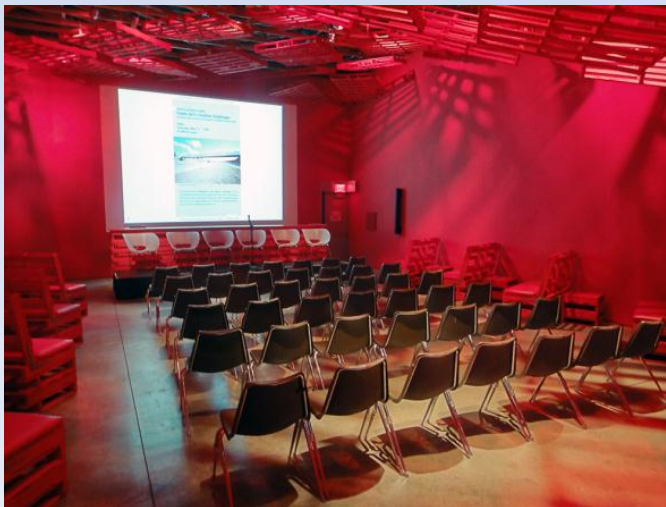
SMoCA Recognition



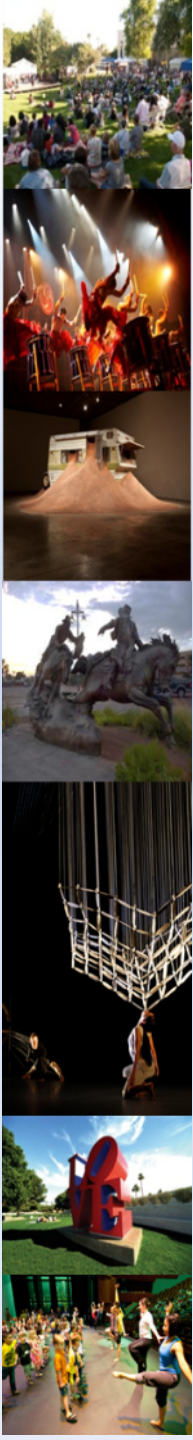
- ❖ 2012 *New Times* "Best of Phoenix"
Best Thinking Outside the (Museum) Box
- ❖ 2011 *AZ Foothills Magazine* "Best of AZ"
Best Valley Museum
- ❖ 2010 *New Times* "Best of Phoenix"
Best Do-Good Art Program, "Arts Engagement"

SMoCA Lounge

Designed by Janis Leonard



- ❖ Community gathering
- ❖ Parties
- ❖ Art and educational lectures
- ❖ FUN
- ❖ Available for rental





Membership Benefits

- Our President's Club and Inner Circle members receive exclusive invitations to post show and private events.
- We offer various membership benefit levels starting at \$50 for a solo membership.
- Our members receive benefits to both our Center and Museum including discounts for tickets and events.
- All memberships come with 2 free tickets to the Arts Festival, a \$14 value and free SMOCA admission annually.
- Members receive access to advanced ticket purchases and member-only events.
- Members also benefit from priority seating for performances and members-only tours.