

2020 SOUTHERN ARIZONA CREATIVE SECTOR REPORT

COVID-19 REBOUND, RECOVERY & REBUILD



PREPARED BY

SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE

2020 CREATIVE SECTOR REPORT

COVID-19 REBOUND, RECOVERY AND REBUILD

As we enter into unprecedented times for the Creative Sector, the Southern Arizona Arts & Cultural Alliance is doing everything in our power to rethink, remodel and reshape our programming and timely services to support the creative sector and arts community.

In order to do that effectively, we asked our community to participate in an urgent survey designed for the musicians, painters, photographers, chefs, and other creatives and makers defining and shaping Southern Arizona culture. The feedback provided in the following report addresses SAACA's response for today, informs tomorrow, and builds momentum for the future of rebuilding Southern Arizona as a vibrant creative arts region.

The survey focuses on how COVID-19 has affected the individuals and small businesses that make up the Creative Sector, explores new solutions for rebounding stronger together, and highlights creative ideas for long-term collaboration.

We believe that rebounding from the COVID-19 pandemic will require significant creative strategy, community collaboration, and new ways of thinking; we firmly believe that artists are the creative force that can lead this recovery.

We know the pandemic has posed significant disruptions to artist and creatives' well-being through loss of festivals, vending and performance opportunities, as well as longer term challenges posed by social distancing, closure of venues, new cultural norms, and an economic downturn.

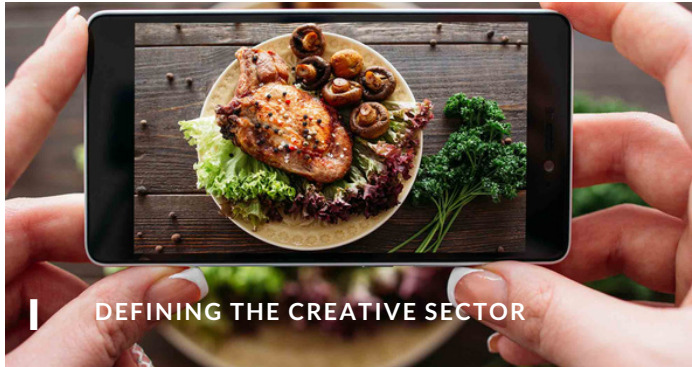
With that in mind, SAACA will actively provide meaningful online resources and year-round programming for our community's recovery shaped directly by the survey results. We hope the information is also useful to other community leaders serving the Southern Arizona creative sector, helping to build responsive programming and new opportunities to support, connect and advocate for artists throughout the region.

SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE

The Southern Arizona Arts & Cultural Alliance strengthens the bonds between people, place and purpose, through collaborative, arts-driven experiences.

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DEFINING THE CREATIVE SECTOR



With arts and culture planning in a community, it is important to understand that the creative sector includes many different types of related activities. SAACA not only supports a diverse and changing ecosystem of arts and culture in Southern Arizona, but defines those terms broadly and collaboratively.

The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. **Arts businesses and the creative people they employ stimulate innovation, strengthen competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.** In a global economy, the creative industries are durable and enduring local employers.



Arts and culture in a community are comprised of the musicians, chefs, filmmakers, artisans, makers and creative people who call that place home. In this sense, a community's "arts identity" should be considered multi-faceted and approached in a diverse and community-driven way. Creating this type of arts identity requires a thoughtful and coordinated process.

2,600+

CREATIVE SECTOR
BUSINESSES IN
SOUTHERN ARIZONA

10,000+

INDIVIDUALS
EMPLOYED IN THE
SECTOR

\$87.7

MILLION IN ANNUAL
REVENUE BY NON-
PROFIT ARTS

ARTS & CULTURE ARE COMPRISED OF A DIVERSE SET OF CREATIVE, NONPROFIT AND PRIVATE SECTOR BUSINESSES

- **Visual Arts:** The visual arts are composed of a range of craft and fine arts, including painting, sculpture, photography, quilting, recycled materials art, jewelry and printmaking. These can range from studio-based activities, such as painters, to industrial artisan trades like that of metalworking, landscape design, furniture making, and woodworking.
- **Theater Arts:** A variety of stage performances make up the theater arts, including local playwrights, dance troupes, comedians, spoken word artists, poets, and performance artists.
- **Music Arts:** Southern Arizona has a robust local music scene ranging from volunteer to professional orchestras, classical ensembles, local bands to nationally touring acts, amateur to retired performers, recording and teaching spaces, and musicians in a wide variety of genres.
- **Small Business Cultivation through Creative Industries Work:** Many marketing and business-serving companies are part of the creative sector: Web & Graphic Designers, Media Production, Developers.
- **Culinary Arts:** While a vibrant restaurant and bar scene contributes to thriving commercial areas, there are also a range of small-scale operations that provide a chance for chefs to practice their craft, including specialty food production, catering, mobile food trucks, food stands, distilleries and microbreweries.
- **Design and Applied Arts:** A number of the arts are more production-oriented, such as industrial design, sewing, crafting, and makers.
- **Fashion Design:** The design of clothing and accessories includes both larger-scale operation as well as small business and home-based retail use.
- **Media Arts:** Film and animation, artistic and commercial photography, video game design, computer robotics and 3D printing.
- **Practical Arts:** This includes artists and certified professionals serving a medical and design role that often require licenses and certifications: creative therapies and therapeutic interventions, architectural design.



SUMMARY OF RESPONSES

A GLIMPSE OF THE BUSINESSES AND ARTISTS FEATURED IN THE SURVEY

A total of 765 responses were collected through four digital surveys distributed through email, community outreach, and direct communication from March 2020 - May 2020. Survey participants were asked to reflect on how COVID-19 has impacted their well-being and rate their level of need for and interest in professional development topics and collective action goals.

The four surveys include:

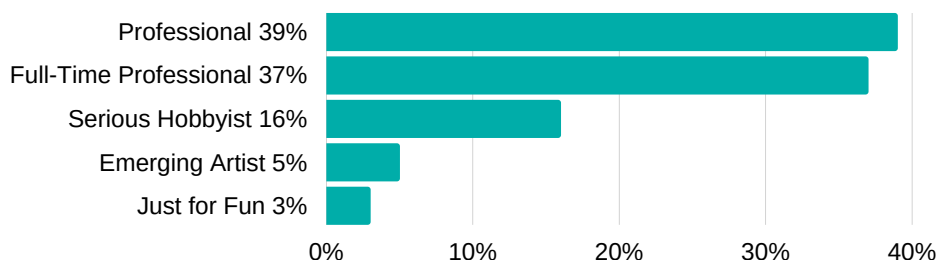
- Visual Artists and Artisans
- Musicians
- Culinary Arts
- Creative Industries (Design, Video, Film, Advertising, Architecture, Production, Fashion)

The vast majority of respondents came from our visual arts and artisan survey (49%) followed by musicians (38%). Overall, the participants in the surveys are active, working artists that rely on their creative pursuits for a majority of their income.

RESPONDENTS BY SURVEY TYPE TOTAL

- Visual Artists & Artisans - 374
- Musicians - 293
- Creative Industries - 57
- Culinary Arts - 41

RESPONDENTS BY OCCUPATION TYPE



765

RESPONSES TO
THE SURVEY

76%

OF RESPONDENTS
SELF-IDENTIFY AS A FULL
TIME PROFESSIONAL ARTIST
OR BUSINESS OWNER

THE IMPACT OF COVID-19

ECONOMIC IMPACT & EMOTIONAL EFFECTS

We asked artists to document how COVID-19 has impacted their sales, performance and revenue generating opportunities to date. Without a doubt, COVID-19 has had a devastating impact on creative sector businesses' income levels and ability to operate and produce new work. This has of course had an impact on the wellness of artists; about half of all respondents said feelings of isolation have been a stress point and about 1 in 4 respondents said their mental health has been negatively impacted. An August 2020 study by the Metropolitan Policy Program at Brookings is forecasting a 35% reduction in creative sector employment in Tucson.



MUSICIANS

CANCELED SHOWS / GIGS.....	95%
INCOME LOSS.....	78%
ISOLATION.....	51%
DECREASED TEACHING OPPORTUNITIES.....	25%
MENTAL HEALTH.....	24%
LOSS OF STUDIO ACCESS / RESOURCES.....	21%
OTHER (PLEASE SPECIFY).....	14%
PHYSICAL HEALTH.....	10%

CULINARY ARTS

CANCELED FESTIVALS / EVENTS / VENDING OPPORTUNITIES.....	85%
INCOME LOSS.....	71%
BUSINESS / RESTAURANT CLOSURE.....	51%
LOSS OF CATERING.....	51%
SHRINKING OF STAFF.....	46%
STRESS OVER FINANCIAL AID (PPP, UNEMPLOYMENT, ETC.).....	41%
SUPPLIES ACCESS / RESOURCES.....	34%
MENTAL HEALTH OR ISOLATION.....	20%
PERSONAL PHYSICAL HEALTH.....	12%
OTHER (PLEASE SPECIFY).....	5%

CREATIVE INDUSTRIES

INCOME LOSS.....	72%
CANCELED JOBS / GIGS.....	60%
STRESS OVER FINANCIAL AID (PPP, GRANTS, UNEMPLOYMENT, ETC.).....	46%
MENTAL HEALTH OR ISOLATION.....	37%
TEMPORARY CLOSURE OF MY BUSINESS.....	33%
LIMITED ACCESS TO RESOURCES OR SUPPLIES.....	28%
SHRINKING OF STAFF.....	18%
PERSONAL PHYSICAL HEALTH.....	9%

VISUAL ARTS

INCOME LOSS.....	79%
CANCELED FESTIVALS / VENDING OPPORTUNITIES.....	67%
CANCELED EXHIBITS.....	52%
ISOLATION.....	44%
MENTAL HEALTH.....	25%
REDUCED TEACHING OPPORTUNITIES.....	20%
LOSS OF STUDIO ACCESS / RESOURCES.....	13%
OTHER (PLEASE SPECIFY).....	13%
PHYSICAL HEALTH.....	7%

THE IMPACT OF COVID-19

INITIAL INDIVIDUAL LOSSES DUE TO THE PANDEMIC FROM MARCH 15 - APRIL 30, 2020

Drops in artistic income were significant and across the board, in every creative discipline. The financial impact hit our restaurants the hardest with estimated lost income of \$37,800 per restaurant for the two months leading up to the survey (March – April). Individual musicians estimated losses of \$2,400, Visual Artists averaged \$4,150, and Creative Industries averaged \$7,000.

Based on the latest business census of the Creative Sector, this represents total losses for Pima County of \$3.37 million for individual visual artists, musicians, and performing artists. Forecasts for the coming 12 months in the Creative Sector, indicate deeper sustained losses towards \$7.96 million.

OVER
\$3.37
MILLION
IN TOTAL INITIAL
ECONOMIC LOSSES FOR
THE CREATIVE SECTOR

HOW ARTISTS ARE ADAPTING THEIR CREATIVE PURSUITS DURING THE PANDEMIC

While artists have lost income and opportunities, they are not letting the time go to waste. Here is how artists are pivoting, adapting, and creating during a time of social distancing and quarantine.



- 62%** Improving and practicing my craft
- 47%** Preparing for what comes next for my work
- 38%** Continuing my business in a modified capacity
- 34%** Sharing more work on social media
- 31%** Exploring new business models
- 30%** Looking for inspiration
- 28%** Creating digital works and content online
- 26%** Teaching myself new digital opportunities
- 18%** Creating new COVID-19 inspired work
- 14%** Community building
- 13%** I'm not working on my creative pursuits right now

HOW COVID-19 IS AFFECTING INTEREST IN PARTICIPATING IN PUBLIC CULTURAL EVENTS

Artists and creatives are eager to get back to work, but see the need to prioritize community health and their own well-being. We see this as a major reason artists will need sustained support following COVID-19, as cultural event participation will temporarily shrink, and some artists will have to shift to other means of supporting themselves.

- OPTION #1** I will only participate in events that clearly follow social distancing and CDC guidelines.
 - Creative Industries (60%) • Musicians (53%) • Culinary Arts (40%) • Visual Artists (35%)
- OPTION #2** As soon opportunities open up, I will resume participating in all opportunities that are available.
 - Creative Industries (54%) • Culinary Arts (41%) • Musicians (40%) • Visual Artists (31%)
- OPTION #3** I will not be participating at public festivals or large shows as a paid participant, and participated last year; performing public festivals or concerts for a while.
 - Culinary Arts (37%) • Creative Industries (35%) • Musicians (24%) • Visual Artists (24%)

NEW SOLUTIONS TODAY

RESOURCE & PROFESSIONAL DEVELOPMENT NEEDS WITHIN THE SECTOR

Beyond the loss of revenue posed by the cancellation of events, festivals, and concert series, we are facing a true paradigm shift for the next year for arts and culture, defined by an economic recession, new social distancing norms, and potential across-the-board losses of gathering spaces like music venues, theaters, and locally-owned restaurants. This poses a fundamental threat to not just artists' well-being, but our community cohesiveness. The creative sector must lead the charge in rebounding by embracing new technologies, diversifying revenue streams, and fostering new collaboration and ways of connecting. We should strive to rebuild long-term social capital with community strength and creativity.

SAACA focused on four main areas of resource and professional development needs including prioritization in the areas of Technology and New Approaches; Community Development and Collaboration; Advocacy; and Audience and Career Development.

We found the greatest need for new tools and resources supporting creatives in pivoting their business online, expanding reach through online marketing training, and support for learning new technology and approaches for creating digital content. This includes strong enthusiasm for new business and civic collaborations to support community-wide marketing efforts and advocacy for sustainable funding for the creative sector.

TECHNOLOGY & NEW APPROACHES

COMMUNITY DEVELOPMENT

ADVOCACY

AUDIENCE DEVELOPMENT

NEW SOLUTIONS TODAY

TECHNOLOGY & NEW APPROACHES

We believe that nothing can replace the powerful and poignant impact of experiencing music, art, and cultural events in person. However, artists are facing the challenging reality that for at least the next several months, they must find new ways to connect with their audiences to share and fund their work. We asked creatives how they are prioritizing their needs in the areas of technology, new approaches, and embracing digital platforms. Below are the top highlighted responses that were consistent across all disciplines.

#1 Social Media Training & Development

#2 Innovative ways to connect people to my artistic process/services online

#3 Building my website or updating my website

#4 Monetization strategies by selling/promotion my work online

#5 Improving my online capacity through professional development, training and use of new technologies

Additional highlighted and noteworthy priorities for technology and new approaches

- Improving video and photography in a DIY approach, learning basic editing skills and production.
- Opening up local licensing, sync opportunities, and publishing for music and art
- Building an at home studio or learning how to record myself
- Improving artistic excellence of production online
- Providing online instruction through tutorials and online classrooms about my art/business
- Exploring new ways to connect people to my artistic process online, like Patreon.



COMMUNITY DEVELOPMENT

The Creative Sector is filled with thousands of artists and small businesses that often collaborate on work and community projects through festivals, non-profits, venues, theaters, and other key cultural intersections. How can collaborative work, community engagement and development continue during a rebound and recovery phase of the COVID-19 pandemic? Below are the top highlighted responses that were consistent across all sectors.

#1 Collaborating with local businesses in new ways: bundled partnerships, in restaurant experiences, art or music in their place of work, engagement activities for employees.

#2 Virtual networking opportunities with other like-minded artists to discuss rebound strategies and art

#3 Connecting with healthcare partners on new creative experiences for senior and hospital residents.

#4 Connecting with the local education system to bring my artistic process to youth

Many respondents also highlighted the need for more collaborative space to support a stronger network of Creative Sector leadership:

- **Musicians** - Empowering and strengthening our local music venues.
- **Creative Industries** - Finding adequate and creative shared production spaces
- **Culinary Arts** - Finding adequate and creative shared kitchen space



NEW SOLUTIONS TODAY

ADVOCACY

Creative economy work centers the creatives, artists and entrepreneurs, and with their inclusion addresses broad community issues with innovative solutions. By bringing people together, building relationships across sectors, building trust, getting creative sector leaders to be a voice for the arts community, and through advocacy and connecting businesses to support the arts, the work drives economic returns and enlivens communities. SAACA believes a rebound and recovery effort of the Creative Sector will need stronger advocacy and collaboration to emerge stronger than before.

SAACA asked participating surveyors how likely they were to participate in organized programming which would specifically address the below areas? Below are the top highlights from the feedback received. It should be noted that the below answers emerged in the top three answers received across all sectors.

- #1** Advocacy to local elected officials about the importance of supporting arts and culture for sustained support
- #2** Advocacy that supports public funding at the local level for arts and culture through tax, tourism or impact fees
- #3** Low cost access to specialized tools, supplies, equipment, and/or facilities that are essential to developing new work

AUDIENCE & CAREER DEVELOPMENT

COVID-19 has pushed our arts and cultural organizations, businesses and individual artists to the edge. Some have shut down for the short term in hope of securing the future while some have quickly pivoted to online content. Most all Creative Sector businesses are struggling with what it means to serve their missions, community and audiences during a pandemic while remaining afloat. SAACA asked participants to rate their individual priorities and needs while they navigate these challenging times. Below are the main prioritized items that all sectors agreed upon as a priority development area for themselves or their business.

- #1** Building and expanding an audience online
- #2** Creation of effective digital marketing materials (videos, pamphlets, photos, etc.)
- #3** Building a social media strategy plan and resources for management
- #4** Support in building a long-term financial plan and a renewed and relevant business development plan





THE FUTURE OF THE CREATIVE SECTOR

CHARTING A PLAN FOR THE FUTURE


We asked our community to think BIG and LONG TERM about how Tucson and Southern Arizona can be a stronger hub of innovation, arts, and culture.

Survey participants highlighted where they saw the valuable areas for more conversation. While this doesn't create a roadmap for community investment, it suggests important areas for collaboration. Respondents identified a desire for better collaboration between the major local institutions and employers and individual, local artists. Additionally, opportunities for incorporating city level advocates for the arts, focused tourism and branding campaigns, and regional marketing initiatives all stand out as areas for greater community leadership. Across the disciplines, here are the ideas that resonated most with the creative sector:

- #1** Grow and support existing festivals, events and campaigns that highlight local arts talent.
- #2** Create better local marketing opportunities for arts and creative sector experiences.
- #3** Establish "Advocate" positions in city governments to help lead an arts strategy and development of new strategies.
- #4** More involvement by the major venues and institutions with the local artist community.



VISUAL ARTISTS

- 
- 1** Create better local marketing opportunities for exhibits and live art experiences (centralized calendars, editorial coverage, radio, etc).
 - 2** Grow and support existing festivals that highlight local arts talent.
 - 3** Develop and promote Tucson as a Visual Arts city 'brand' in partnership with tourism experts and local arts community.
 - 4** Coordinate regional marketing of exhibits and festivals by associations, cities or tourism agencies.
 - 5** Foster more involvement by the major Tucson art venues with local artists and arts community.

THE FUTURE OF THE CREATIVE SECTOR

MUSIC & MUSICIANS

Grow and support existing festivals that highlight local music talent.

1

Create better local marketing opportunities for live music (centralized calendars, editorial coverage, radio, etc).

2

Advocate to and guide local music venues and restaurants on fair pay and musician-related treatment.

3

Develop and promote Tucson as a music city 'brand' in partnership with tourism experts and local music community.

4

Foster more involvement by the major Tucson music venues with local musicians and music community.

5



CREATIVE SECTOR

1

Create an "Arts Advocate" leadership position to help lead the city's arts strategy and development of new strategies.

2

Create better local marketing opportunities for the creative sector (centralized calendars, editorial coverage, radio, etc).

3

Foster stronger citywide collaboration on Creative Sector and Industry Related topics.

4

Establish an arts advisory board representing a cross-section of the community and key agency decision makers to help organize city-wide guidance and policies.

5

Build more connections between the University of Arizona and Pima Community College arts and STEM departments and surrounding arts community.



CULINARY ARTS

Strengthen or refine Tucson's brand as a Creative City of Gastronomy in partnership with tourism experts and local arts community.

1

Coordinate regional marketing of restaurants and food festivals by associations, cities or tourism agencies.

2

Create a "Culinary Arts Advocate" in the city government to help lead the city's culinary arts strategy and development of new strategies.

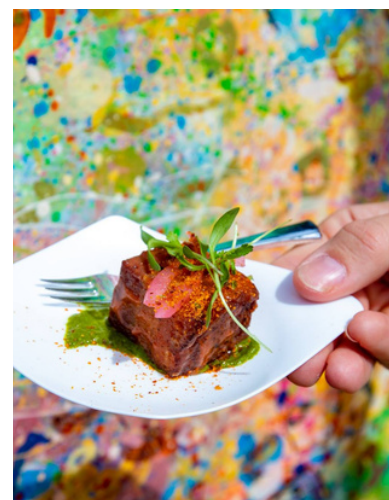
3

Create better local marketing opportunities for restaurant and culinary art experiences (centralized calendars, editorial coverage, radio, etc.).

4

Conduct a needs assessment of local chefs, restaurant industry workers, artists, teachers, and restaurant owners to identify policies that can promote success and identify key challenges.

5





CONCLUSION & FORWARD ACTION

The 2020 COVID-19 Creative Sector Rebound, Recovery and Rebuild Survey provides urgent insights for the programming and creative sector support services of the Southern Arizona Arts and Cultural Alliance.

We share this survey report to spark a broader community conversation on the importance of the creative sector in efforts to rebuild, recover and rebound from COVID-19 in our local economy and culture. We hope these results inform community leaders, artists and arts advocates in policy, action and funding, during and after the pandemic

BETTER SUPPORT OF OUR CREATIVE SECTOR

Artists, creatives, makers and the non-profits and venues that support them are a key piece of Southern Arizona culture and economy. With many artists relying on self-employment, it is critical for the creative sector's rebound to receive dedicated support, relief funding, and integration into wider regional recovery efforts. We believe this sector can be strengthened by integrating creative sector, arts and culture leaders into discussions of transportation, healthcare, public safety, and economic development.

A broader definition and official recognition in policy is needed to help redefine, unite and find common goals that innately exist among for-profit and non-profit creative sector businesses, individuals and organizations. This effort to define and recognize should embrace a community engagement approach to celebrate the vibrant, widespread character of the Southern Arizona arts and culture community.

CREATE MOMENTUM

Many arts institutions and businesses are understandably focused on survival, with eyes towards 2021 and 2022. Moving beyond the immediate crisis, we believe community collaboration is key to building momentum for rebound and recovery.

This collaboration effort should include building new bridges between the arts and private sector businesses, the healthcare community, and education, as well as focusing on addressing goals of diversity, equity, inclusion, and access.

SPARK PROFESSIONAL DEVELOPMENT

This survey illuminates a strong need for professional development opportunities both during and after this time of extended isolation.

The participants in this survey were, by-and-large, full-time, working artists and creatives. They have expressed that they are eager to 'get back to work' and are using this time to explore new techniques and hone their craft. The creative sector can be strengthened by professional development investment in marketing resources, diversifying revenue streams, exploring and monetizing new digital platforms, and developing new virtual networks to facilitate knowledge sharing and collaboration.

External thought leaders and professional development facilitators can play an invaluable role in helping leadership and the wider workforce embrace new ways of working to adapt and respond to the challenges facing the arts, creative and cultural sector.

BUILD A COMMUNITY COVID-19 ACTION PLAN

Our survey estimates initial revenue losses for the Creative Sector due to COVID-19 at \$3.37 million and sustained losses upwards of \$8 million over the next year. The sector was deeply affected as creative sector revenue often relies on gatherings, events, and in-person experiences. Our survey suggests that rebound efforts should focus on addressing professional development needs; digital platform pivots; temporary relief funding to bridge the gap to resumption of in-person opportunities; new cross-sector collaborations and business partnerships; and long-term investment to create more sustainable funding mechanisms.



CONCLUSION & FORWARD ACTION

DIVERSITY, ACCESS & INCLUSION

COVID-19 has revealed acute financial and social vulnerabilities in the creative sector. Many working artists will need to temporarily pause their creative pursuits and resort to more service-oriented occupations, if they are able, to get through. Rebuilding the creative sector should keep equity and diversity front of mind in the recovery effort.

When it comes to the world of invested creative sector work, inequality of access and opportunities must also be addressed. Our research and outreach must be strengthened, broadened and funded sufficiently. To effectively address diversity in the creative sector, we will need to tackle barriers to career development, outreach and engagement. It will require collaboration between the sector and government, and collaborative leadership to help facilitate that change.

COLLABORATE WITH COMMUNITY LEADERSHIP

This survey strives to highlight valuable areas for more conversation and community leadership. Respondents identified a desire for better collaboration between the major local institutions and employers and individual, local artists. Additionally, opportunities for incorporating city level advocates for the arts, focused tourism and branding campaigns, and regional marketing initiatives all stand out as areas for greater community collaboration.

Adaptability is an essential skill and our creative sectors needs to be able to respond to new challenges facing our communities both during and after the pandemic. The sector and leadership should strive to maintain and grow a breadth of perspective to be most effective in forming and maintaining collaborative relationships.

FOSTER ECONOMIC DEVELOPMENT & TOURISM

A focus on strengthening our local cultural and creative sector will in turn strengthen the resources that make for a robust tourism sector COVID-19 recovery. Tourists and locals today are seeking deeply authentic and curated experiences when choosing where and how to travel. Tourism must emphasize cultural experiences to respond to this increased desire to discover and explore through historical and cultural resources and arts-based interpretation.

To immerse a visitor in an authentic experience rooted in a new destination, there is no more powerful attraction than the arts. History, sensory experiences, and engaging activities that leave a lasting memory are paramount. The arts create opportunity in nearly all facets of community redevelopment, engagement, placemaking and connection.

The arts sector can create and sustain livable jobs for workers of diverse backgrounds to pursue creative careers and ones that are mobile. In turn, the culture industry is a magnet for creative clusters, tourism, and providing synergies that can spill over into a much broader range of economic endeavors.

QUESTIONS

For additional information, questions about this report, or for access to the raw data from the survey, please contact the Southern Arizona Arts and Cultural Alliance. To Learn more about SAACA, participate in programming, or become a member or partner at our website: <https://www.saaca.org/>.

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RESOURCES

SUGGESTED FOLLOW-UP RESOURCES FOR ARTISTS



Submit your digital content to SAACA's free online listing:

<https://www.saaca.org/classes-workshops-performances>

Free Streaming education resources:

<https://www.saaca.org/streaming>



Startup Tucson is a community-oriented nonprofit, committed to supporting the dreamers, builders, and makers that fuel the future of our vibrant city. Think big. Take risks. Build smart.

Startup Tucson serves entrepreneurs at many stages of growth and from many diverse industries with high-quality, affordable, and inclusive programming. Startup Tucson offers education, mentoring, and networking specifically tailored for small business and creatives. Explore their website for upcoming programs and ways to get involved.

<https://www.startuptucson.com/>



Our mission is to build recognition and support for the extraordinary and dynamic value of the arts and to lead, serve, and advance the diverse networks of organizations and individuals who cultivate the arts in America.

Connecting your best ideas and leaders from the arts, communities, and business, together we can work to ensure that every American has access to the transformative power of the arts.

Americans for the Arts is offering COVID-related on-demand learning, as well as many free professional development webinars for artists. Many opportunities are cost-effective or offered free of charge.

<https://artsu.americansforthearts.org/COVID-19>

A VISION FOR ARTS & CULTURE IN SOUTHERN ARIZONA

The Southern Arizona Arts & Cultural Alliance (SAACA) is a nonprofit organization dedicated to the creation, preservation and advancement of the Arts. SAACA strengthens the bonds between people, place and purpose through collaborative, arts-driven experiences.

Southern Arizona has long served as a hub for arts and culture. Despite the deep profusion of talent, our creative community has found difficulties in making a living from their work as well as sharing it with the community.

We created SAACA (formerly the Greater Oro Valley Arts Council) to address these needs by cultivating programming that puts a spotlight on our local creatives and celebrates our unique culture, while providing direct opportunities for artists to make and sell their work.

To date, SAACA has created over 200,000 arts-driven experiences, from innovative community festivals and cultural celebrations to creative sector development, and accessible arts enrichment programs. We continue to grow both our footprint and our impact as we pursue our mission of strengthening the bonds between people, place and purpose.



PEOPLE

Connection. Community. Empathy.

Our programming and work fills the need for human interaction in an isolated world.



PLACE

Diversity. Culture. Tradition.

We build on the present while preserving the past and instilling pride in our community.



PURPOSE

Problem Solving. New Ideas. Curiosity.

We inspire creative solutions to promote a more resilient, empathetic and vibrant community.