LOOKING BACK
TOP 20 OF 2020
YEAR IN REVIEW
A YEAR OF CHANGE & A NEW DIRECTION

The Southern Arizona Arts and Cultural Alliance was hit hard by the pandemic alongside much of the Creative Sector and individual artists and organizations in Southern Arizona. With the community by our side, we did our very best to turn lemons into lemonade.

We wanted to share with you some of the pieces of work we are celebrating today as we move forward into the unknown.
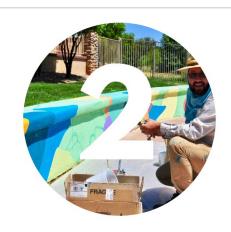
COLLABORATION WAS KEY

Built **new collaborative partnerships** to produce new, original arts and culture experiences by video. These partnerships include: Southern Arizona Symphony Orchestra, Tucson Repertory Orchestra, AARP Arizona, Bookmans Entertainment Exchange, BICAS, Arizona Senior Academy, Slow Food Southern Arizona, Town of Oro Valley, and Paczka Digital.

ACTIVATING COMMUNITIES

Working alongside our government and business partners to transfer allocated funds earmarked for larger festivals, into **new paid artist commissions for concerts, murals, and creative placemaking projects** in rural communities.

RETHINKING THE TRADITIONAL FESTIVAL

Converted the organization's largest Festival of the Arts to an online digital event after cancellation due to COVID, promoting **online sales for 80+ artists**. The week-long celebration engaged student groups, community organizations and local artists to create a new take on the traditional in-person festival format.

MAPPING NEED AND THE FUTURE WITH ONLINE SURVEYS

Southern Arizona Creative Sector Rebound and Recovery Survey – **Launched a digital survey, with over 700 respondents**. The survey was focused on three major goals: (1) Document economic and individual effects of COVID-19 within the sector; (2) Survey necessary steps towards future solutions for rebounding stronger with needs assessment; (3) Inspire collaboration and advocacy-based participation within the sector.

ARTS CARE PACKAGES

SAACA staff and volunteers assembled over **700 Arts Care Packages** for Assisted Living communities, and the Veterans Administration. Donations were cultivated from 50+ local artists who provided supply packages of inspiration for residents and patients in isolation. (Local CD's, coloring and craft kits, jewelry making, poetry and literary arts projects, etc.)

REINVENTING DISTANCE LEARNING FOR THE FUTURE

Began the **reinvention process** of our traditional in-person class delivery methods in Healthcare settings to include paid opportunities for digital streaming content by local arts teachers and makers.

CATALYST CLOSED TEMPORARILY, BUT OUR WORK CONTINUES TO MOVE FORWARD

Provided CATALYST Maker Space at no cost towards the production of nearly **60,000 handmade face masks** created by Tucson's MENDING SOULS sewing project.

TAKING ARTS & CULTURE TO DIGITAL PLATFORMS

SAACA has **partnered with more than 100 local organizations and artists** to provide the most comprehensive **streaming** arts education, workshop, performance and online learning network in Southern Arizona, hosted on the SAACA website. This webpage has received over 5,000 unique visitors.

PLANNING FOR THE FUTURE

Conducted comprehensive feasibility planning for annual events and festivals, implementing new safety protocols, scenario planning and modified layouts and artistic delivery methods, which will be essential in preserving these festivals which support over 400 artists and makers with the opportunity to sell and promote their work.

UTILIZING CATALYST FOR COLLABORATION & CREATION

The CATALYST Arts & Maker Space, closed to the public through 2021, was made available for use by local artists and organizations to sustain streaming classes, workshops and alternative creative uses of the space. **SAACA has begun long-term feasibility planning and exploring new collaborative models of success for the space.**

VIRTUAL GALLERIES AND EXHIBITIONS TO SUPPORT ARTISTS

Transferred **3 local galleries to be featured in an all-digital capacity**, showcasing collections of work from over 20 local artists.

THE HEARTBEAT OF SAACA REMAINS OUR VOLUNTEERS

Volunteers proved essential to SAACA's work when we needed them most. Volunteers, the heartbeat of SAACA's community, pitched in to organize arts care packages, host drive through arts experiences, engage the public during livestream concerts.

$55,000 IN NEW ARTIST COMMISSIONS CREATED DURING THE PANDEMIC

Sustained over **$55,000 in new artist commissions** throughout the duration of the pandemic, including live music, paid mural and artist commissions, digital productions and more.

ADVOCACY FOR THE CREATIVE SECTOR

Worked with local media to produce **signature arts and cultural advocacy video segments.**

A GLOBAL APPROACH TO STAYING CONNECTED WITH THE ARTS

Partnered with Roche Tissue Diagnostics to launch a **global employee creativity and inspiration photography project.**

43 MURAL COMMISSIONS SUPPORTED LOCAL ARTISTS

Recruited new contracts for the creation of inspired **community mural installations**, while also pioneering creative ways for the public to experience the arts at pop-up mural experiences. In 2020, **43 permanent and temporary public murals** were commissioned through SAACA programs.

NEW MEDIA AND TECHNOLOGY HELP GUIDE THE SHIP

Produced over **54 new free-to-the-public video collaborations**, including live concerts, mini-documentaries, arts and crafts workshops, and virtual performances. Cumulatively, the videos have been viewed over 61,000 times on Facebook and Youtube.

PRESERVING MUSIC

Sustained **paid musician performance opportunities for musicians** with the transference of production to online streaming concerts.

SUPPORTING LOCAL ARTISTS

Preserved 3 significant safe, in-person artisan markets, providing over **75 local artisans** an opportunity to showcase and promote their work in the community

COLLABORATION AT CATALYST

CATALYST becomes a collaborative space to discover and create, especially during the pandemic.
In 2020, over 240 artists and creatives held classes, events, meetings, performances and rehearsals in CATALYST, with estimated attendance of well over 5,000 people.