



# 2019 ANNUAL REPORT

A Year of Accomplishments.



**saaca**  
art inspires. culture unites.

[www.saaca.org](http://www.saaca.org)

A nonprofit dedicated to the creation, preservation and advancement of the arts

# 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.*



# A CATALYST FOR CHANGE

## CATALYST COLLABORATIVE ARTS & MAKER SPACE OPENS IN 2019

In 2019, SAACA opened a permanent hub for arts and culture in Southern Arizona at the center of the community in Tucson Mall. Combining over 14,000 square feet of flexible learning, performance, gathering and maker spaces which highlight over 30 disciplines, CATALYST was designed to let all forms of creativity flourish.

**CATALYST has dedicated spaces for robotics and engineering programming, a teaching kitchen, performance facilities, digital arts and music production, arts and crafts studio and flexible community gathering spaces.**

Our goal was to establish an innovative and inspiring place where people from all walks of life could connect through the shared experience of arts and culture.

This vision was fully realized when CATALYST opened its doors to the public in December of 2019. There is a sense of wonder present in anyone that attends one of our classes, First Fridays, Artisan Markets, or performances. Within one month of opening the space had hosted STEM workshops, puppet shows, nutrition classes, TEDx auditions, and symphony rehearsals.

**CATALYST serves as an active partner in the educational, economic and cultural life in Southern Arizona; inviting discovery, creativity, entrepreneurship and learning through collaboration.** The space will also provide new opportunities for SAACA to collaborate on workforce development programs with our education partners, as well as establish innovative learning initiatives and opportunities for students of all ages.

The space is also home to weekly professional development and showcase opportunities for artists in all disciplines and will continue to take measurable steps in building infrastructure for future arts and cultural expansion throughout the State of Arizona.





**SAACA, and its physical building CATALYST, have both expanded arts awareness. We can showcase creativity, provide education, build connections, and simply excite the minds of young and old. Raising funds to support numerous artists and their numerous art forms provide the communities that are served increased revitalization. The many strengths of SAACA are the passionate staff, an energetic Board, hundreds of volunteers and the limitless capacity for growth. The combination of hard work, fantastic culinary events, various teaching classes and fun are all a part of SAACA.**

*- Amanda Place, SAACA Member, Donor & Board of Director*





# A LEADER IN ARTS & CULTURE

## 2019 BRINGS RECORD ARTS & CULTURAL ENGAGEMENT FOR SAACA

With funds generated through community support from individual donors, special event revenues, grants, and collaborative business partnerships, SAACA provides diverse arts engagement opportunities for artists, organizations, businesses, and individuals in the community to intersect.

### **Art Festivals & Community Celebrations**

SAACA's annual festivals connect communities together with vibrant celebrations that highlight the people, place and creativity of Arizona. SAACA is proud to present a diverse calendar of festivals, uplifting thousands of artists through the experience of gathering together to celebrate the arts, music, community, and food.

### **Culinary Arts Celebrations**

Few artistic practices shape our lives like the culinary arts. SAACA presents impactful, culinary focused programs in partnership with chefs, resorts, wineries and many non-profit organizations to highlight our living culture, social practices, heritage and artistic expression through the shared experience of food.

### **Live Music & Performances**

SAACA partners with local businesses and civic organizations to provide hundreds of new performance opportunities each year for musicians and artists. From free concert series in thriving business centers to unique performing arts presentations in unexpected places, we are proud to increase access to live music and art while supporting individual artists and businesses.

**150+**

**CULTURALLY DIVERSE  
PROGRAMS & EVENTS  
PRODUCED EACH YEAR**

**100,000**

**ANNUAL ATTENDANCE AT  
SAACA PROGRAMS,  
FESTIVALS AND CONCERTS**

# ARTS & CULTURAL ENGAGEMENT CONTINUED

## **Creative Placemaking & Public Art Installations**

SAACA's Creative Placemaking programs leverage the power of arts, culture and community to drive a broader agenda for change and transformation in our public and business spaces, embracing growth, quality of place and character building.

## **Community Art Galleries**

SAACA partners with local community organizations and businesses to transform local spaces into works of art, showcasing original art from hundreds of emerging and established artists each year.



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In a world where it is increasingly hard to get funding and exposure for local talent, SAACA stands out in the Southern Arizona community. Not only do they provide the necessary vehicle for artists to be exposed, but they back that up with support that makes it very easy for venues to work with them. At Westward Look Resort and Spa, we have partnered with SAACA for our Thursday Jazz nights as well as our Wednesday night Singer/Songwriter Series. The SAACA crew makes it seamless, from pre-planning, to execution, which makes it all incredibly easy to partner with them. It is indeed an exciting time for SAACA as they embark upon their next chapter with the opening of their new home at CATALYST, which really is a testament to their success and growth over the last few decades”

- Andrew Stegen, General Manager at Wyndham Worldwide, Westward Look Resort Tucson, AZ & SAACA Board of Director

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**Over my seven years at Roche, I have had the pleasure of working with the Southern Arizona Arts & Cultural Alliance to bring our colleagues quarterly art exhibitions that help fuel their creativity. Recently, our quarterly offerings have evolved to include shows and CATALYST educational programs that are tied directly to our company mission to "improve the lives of all patients affiliated with cancer." The results have been powerful, connecting us to the important schools, nonprofits and patients that we serve.**

*- Darlene Buhrow, Philanthropy & Community Relations Leader, Roche Molecular Solutions*





# ARTIST SERVICES

## MOMENTUM FOR CHANGE

In 2019, SAACA made significant strides in supporting the local infrastructure and opportunities for development among artists, creatives and makers here in Southern Arizona.

**Our programs, festivals and events provided over \$43,141 in direct Artist Commissions and over \$78,953 to support local musicians to perform and present their work in the community. Individual artists participating in SAACA's annual festivals and events reported over \$570,000 in sales and revenue from artwork sold.**

Through the launch of our inaugural **MOMENTUM Creative City Summit**, we brought together nearly 350 local artists and organizations in over 11 disciplines to invest in a day-long professional development and leadership summit in partnership with the JW Marriott Starr Pass Tucson Resort. The event covered distinct development and learning focus areas including sessions in Creative Placemaking, Program Collaboration, Arts & Innovation, Education and Professional Development, covering key areas of building and sustaining a strong creative business.

The program was considered an overwhelming success, making a deep impact in our creative communities, and helping prioritize SAACA's main goals to provide more investment in future development needs for artists and creatives.

The MOMENTUM Creative Cities Summit brought together artists and arts leaders in a way that is sure to benefit the entire arts ecosystem of the greater Tucson community. Topics ranged from the micro, such as building your brand as a solo artist, to macro, focusing on large projects and visions like the CATALYST Arts & Maker space. And, most importantly, it gave attendees the chance to connect and build meaningful relationships, all at a price point that made the summit accessible for all." - *Momentum Attendee*

OVER  
**\$43K**  
IN DIRECT ARTIST  
COMMISSIONS

NEARLY  
**\$79K**  
IN DIRECT SUPPORT TO  
LOCAL MUSICIANS & BANDS

OVER  
**\$570K**  
IN REPORTED REVENUE  
FROM ARTISTS  
PARTICIPATING IN SAACA  
EVENTS





# UNDERSTANDING CREATIVE NEED

## SAACA CONDUCTS LARGEST EVER CREATIVE SECTOR SURVEY IN SOUTHERN ARIZONA

The cultural and economic contributions of artists, creatives and makers to their wider communities are well-known to those who actively participate and engage in arts advocacy. Less understood were the dynamic needs of artists in key quality of life areas such as income, places of work, health insurance coverage, ongoing professional development needs, and what helps artists grow their network and thrive professionally.

To better understand these needs and how to serve them, SAACA launched an annual regional survey of the Southern Arizona Creative Sector of all disciplines to assess these measures and benchmark the needs of those who give so much back to our region.

The 2019 findings revealed some of the major areas of support needed as prioritized by artists and creative businesses. Below is a summary of those findings and priorities as listed by survey participants.

**NETWORKING & MARKETING**

**FUNDING**

**PROFESSIONAL DEVELOPMENT**

**EXHIBIT SPACE**

# IMPACT NUMBERS



1,766



TOTAL PERFORMERS ONSTAGE

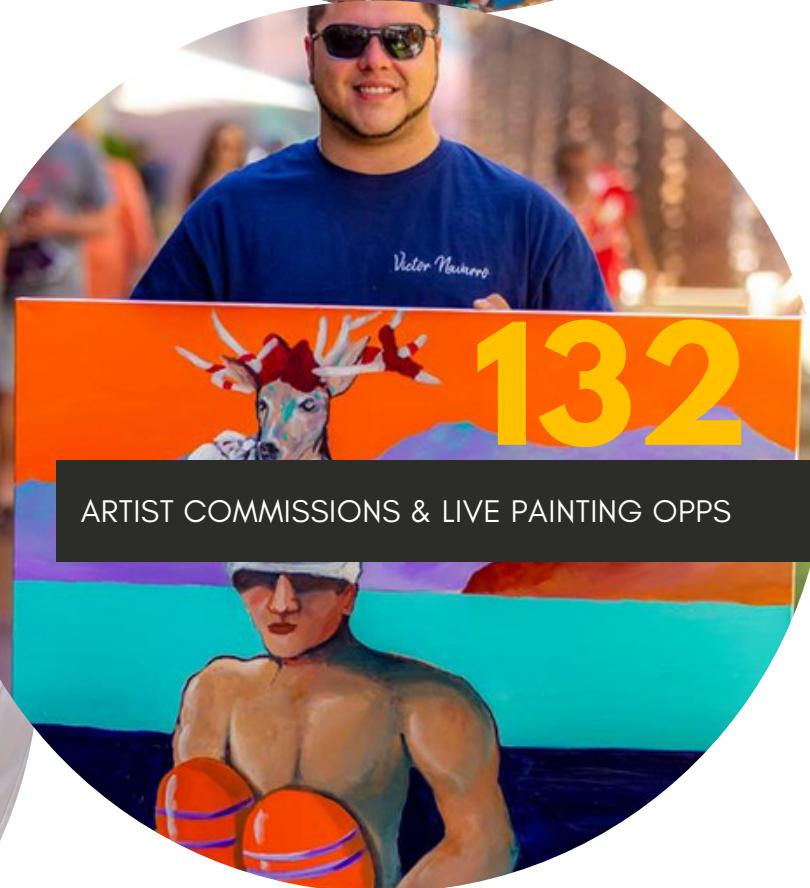
VISUAL ARTISTS PARTICIPATING IN FESTIVALS, PROGRAMS & EVENTS

863



ARTIST COMMISSIONS & LIVE PAINTING OPPS

132



PARTICIPATING RESTAURANTS, WINERIES, LIBATIONS & CULINARY ARTISANS

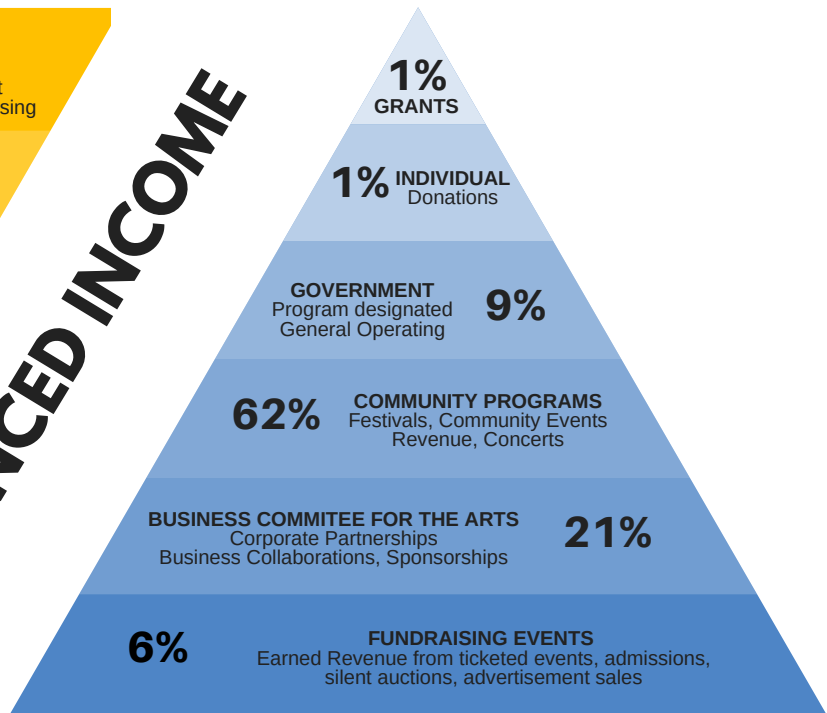
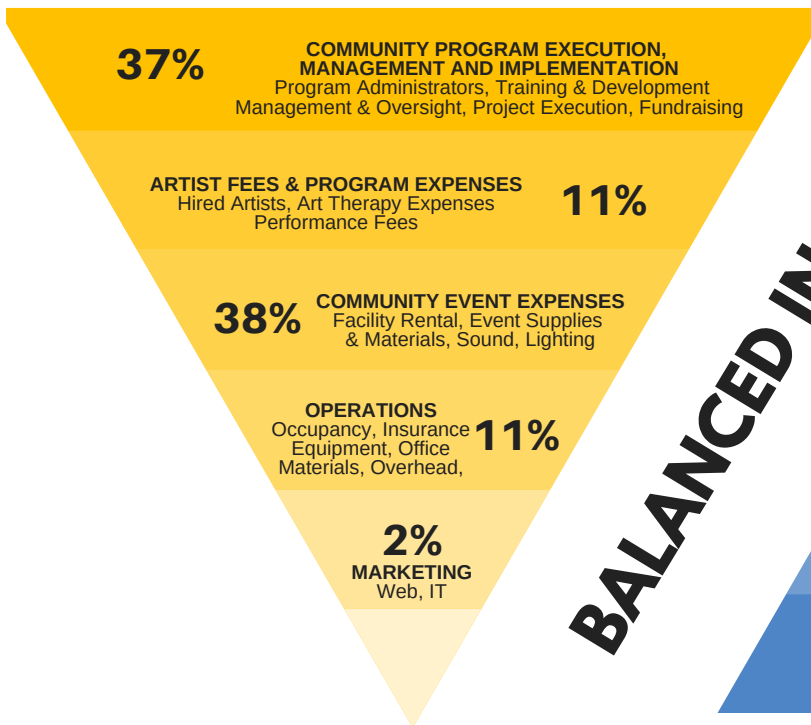
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# ANNUAL BUDGET

## FY 18/19 STEWARDSHIP OF PUBLIC FUNDS



**BALANCED INCOME**

**TOTAL EXPENSES**  
**\$1,097,495**

**TOTAL REVENUE**  
**\$1,136,011**

SAACA has achieved all goals of our 2015-2020 Strategic Plan and reached our annual operating budget goals for the 2018/2019 Fiscal Year.

**SAACA continues to strive for revenue diversity as most of our budget is raised locally from a balanced breakdown of business partnerships, earned revenue, grants and individual donations.**

**Revenue is invested directly back into our local community,** in the form of new programming, expanded arts experiences, and piloted arts programs.

The growth in our annual budget is an important testament to the faith in our work, provided by those who support us and invested in underwriting support for SAACA programs, as well as infrastructure building for the new CATALYST Arts & Maker Space



# DIVERSITY OF SERVICE & IMPACT

## 15+ DIVERSE COMMUNITIES SERVED

With over 75 annual events and programs in over 15 communities, our reach and impact broaden each year. SAACA currently produces and evaluates programming which takes place in the following diverse Arizona communities:

Oro Valley	East Tucson	North Scottsdale
Marana	South Tucson	Glendale
City of Tucson	Patagonia	Central Phoenix
Pima County	Sahuarita	Downtown Phoenix
Downtown	Tempe	Peoria
Central	Scottsdale	West Valley

## ACCESSIBILITY & ACCESS

By design, SAACA programming is balanced to provide access for all economic backgrounds. Approximately 60% of programs and events continue to have free admission, while 40% are ticketed with a ticket price ranging from a \$5-to-\$125.

SAACA supports free arts programming for over 2,500 youth, through our interactive community festivals and education partner programs.

## OVER 4,300 VETERANS & SENIORS SERVED

Arts & Healthcare programs have provided direct service to over 1,300 residents and patients in 7 Senior Living Residential, Memory Care and Assisted Living Communities, as well as over 3,000 Veterans receiving treatment and services at the Southern Arizona Veterans Administration Polytrauma, General and Critical Care units. Each of these programs directly impact diverse communities, from an array of socioeconomic backgrounds.

## BUSINESS & ARTS PARTNERSHIPS

Our Business and Arts partnership programs engage over 1,000 employees with business partners, through the development of our business galleries, employee arts-based team building programs, and integrated arts experiences.

## RURAL COMMUNITY DEVELOPMENT

Approximately 30% of our annual programming takes place in rural communities, designed to provide experiences in the arts in communities which do not have an existing arts and cultural center or organizations which can provide services in cultural programming.



# LEADERSHIP

## STAFF LEADERSHIP

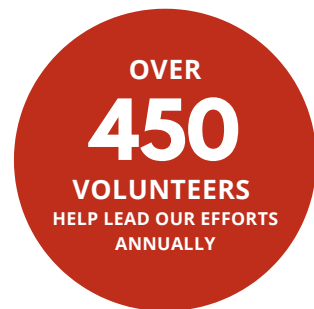
Meet the passionate, dedicated group of arts professionals who work tirelessly to make the arts come alive in our community. Our staff is responsible for managing SAACA and our business partnership programs, day-to-day operations, and implementing Board policy. The SAACA Staff also manages the day to day operations and programming development of the new CATALYST Arts & Maker Space.

**Together, we bring over 30 years of convening, facilitating, and programming the arts; strong fiscal and administrative oversight; an exemplary record of working with arts groups on creative events, program development and implementation; and the respect of arts and community leaders alike.**

- **Kate Marquez**, Executive Director
- **Shelby Scheer**, Director of Operations
- **Cait Huble**  
Director of Programs & Community Outreach (Phoenix)
- **Matt Rolland**  
Director of Programs & Community Outreach (Tucson)
- **Kaitlyn Arnold**, Office Manager
- **Renée Petrillo**, Programs Manager (Culinary)
- **Amanda Staples**  
Programs Manager (Visual Arts & Galleries)
- **Kevin Larkin**, CATALYST Arts & Maker Space Manager
- **Katie Popiel**, Volunteer & Programs Coordinator
- **Lindsay Furrier**, Marketing & Design Manager
- **Eric Richardson**, Facilities Coordinator

## VOLUNTEER LEADERSHIP

Each year, more than 450 people contribute to the cultural vibrancy of this great region by donating their time to the Southern Arizona Arts & Cultural Alliance. Men and women of different backgrounds, from high school students to retirees, help our organization meet its goal of bringing art into the lives of people throughout Southern Arizona communities. **The work we create in this community would never be possible without the generous support our volunteers.**



## BOARD OF DIRECTORS

- **PRESIDENT: J. Tom Binder**, Presidio Wealth Management
- **Vanessa Bechtol**, Visit Tucson
- **Dan Carraher**, JW Marriott Tucson Starr Pass
- **Jo Ann Carolla**, Allen Polt Fine Art
- **Sarah Eschenbrenner**, Anchor Financial Solutions Group
- **Ignacio Garcia**, Local Artist
- **Chuck Kill**, Retired Business Owner
- **Marvin L Kirchler**, HEM and HER
- **Roberto Leyva**, Wells Fargo
- **VICE PRESIDENT: Jennifer McMahan**, Strategus
- **Amanda McCoy Place**, Right Place Consulting
- **Fran McNeely**, Artist
- **SECRETARY: Tom Moulton**, Southern AZ Attractions Alliance
- **Kristy Nash**, Quality Restoration
- **Suzi Nomiya**, Tucson Lifestyle Magazine
- **Steven Pope**, Retired Publisher
- **Bill Zachau**, Watermark Communities
- **Theresa Morrison**, Culinary, Agricultural
- **Andrew Stegen**, Wyndham Hotel Group
- **Mitch Turbenson**, Ballard Spahr LLP
- **Jeff Sales**, Southern Arizona Technology Council