

Cindy Ornstein
Director
Mesa Department of Arts and Culture





Arts &
Culture
Department

Department Mission:

To strengthen, for all, the creative, social and economic fabric of our community and region through inspiring, relevant, fun and transformational cultural experiences and cross-sector collaborations.

Alignment with Council Strategic Priorities

ARTS AND CULTURE=

INNOVATION: “**deliver innovative services and solutions**”

IN: COMMUNITY SAFETY
TRANSFORMING NEIGHBORHOODS
PLACEMAKING
SKILLED AND TALENTED WORKFORCE
SUSTAINABLE ECONOMY

Arts & Culture Department

COMMUNITY SAFETY “safe, healthy, and welcoming”

Creative Aging & Arts in Mind
Arts in Service
Project Lit
Early Learning Programs



TRANSFORMING NEIGHBORHOODS “vibrant, engaged”

Artspace Mesa Lofts
Albesila
Mesa Grande
Creative Catalysts (mobile creative lab)
Neighborhood Artist Residencies

PLACEMAKING “unique spaces”

Dinosaur Façade
Community Events
Second Prototyping Festival Spring 2020
Water=Life Project (multi-dept. initiative)
CMIO (Pop-up Bach; Bach Pub Crawl)
i.d.e.a. Museum expansion



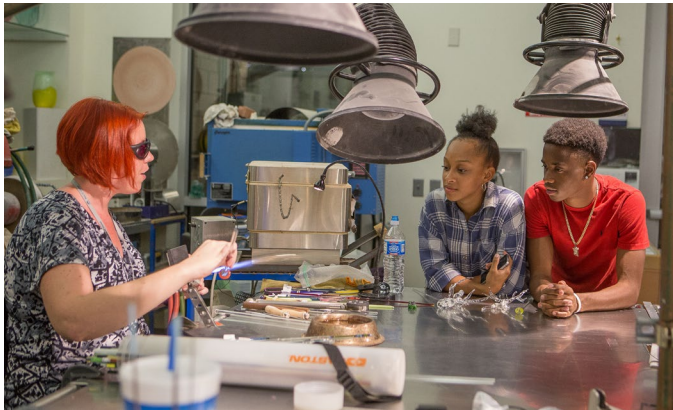
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SKILLED AND TALENTED WORKFORCE “enriching, accessible”

i.d.e.a. & AZMNH Education Programs
Project Lit
The Collective (leadership training)
Art Studio Classes

SUSTAINABLE ECONOMY “prosperity”

Programs drive traffic –680K Participation (est. YE)
Support attraction, retention
Earned Revenues--\$7.3M
Contributed Revenues--\$1M





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Department continues to build Mesa's brand:

From Albesila (9,500 visitors in 9 days of frigid weather) to Mesa Artspace Lofts, Dinosaur Façade and i.d.e.a. Museum brand, **arts and culture help build Mesa's reputation for creativity.**

Key Successes:

- \$126,000 support from Boeing & AZ Dept of Veterans Services doubling Arts in Service studio program for vets/service members
- Successful launch of MAC leadership program *The Collective*.
- Exceeded \$40,000 match for Passey/Nesbitt/Elliott Project Lit challenge grant.
- Popular MCA/Performing Live collaborative on Jazz in the fall.



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- Major new AZMNH exhibit: Native Cultures of Western N. America.
- AZMNH participation up significantly (19% over YTD prior year)
- AZMNH volunteer program professionalized through certification by Service Enterprise Institute (MAC going through program next).
- Increase in i.d.e.a. Museum volunteers due to VIP Imagine Tours and teen volunteer training program.
- Success of i.d.e.a.'s AGILE Program and Museum Rejuvenation project, funded by Piper Trust.
- Strengthening relationships with all three Non-Profit Support Orgs including updating of agreements per NPSO Audit.

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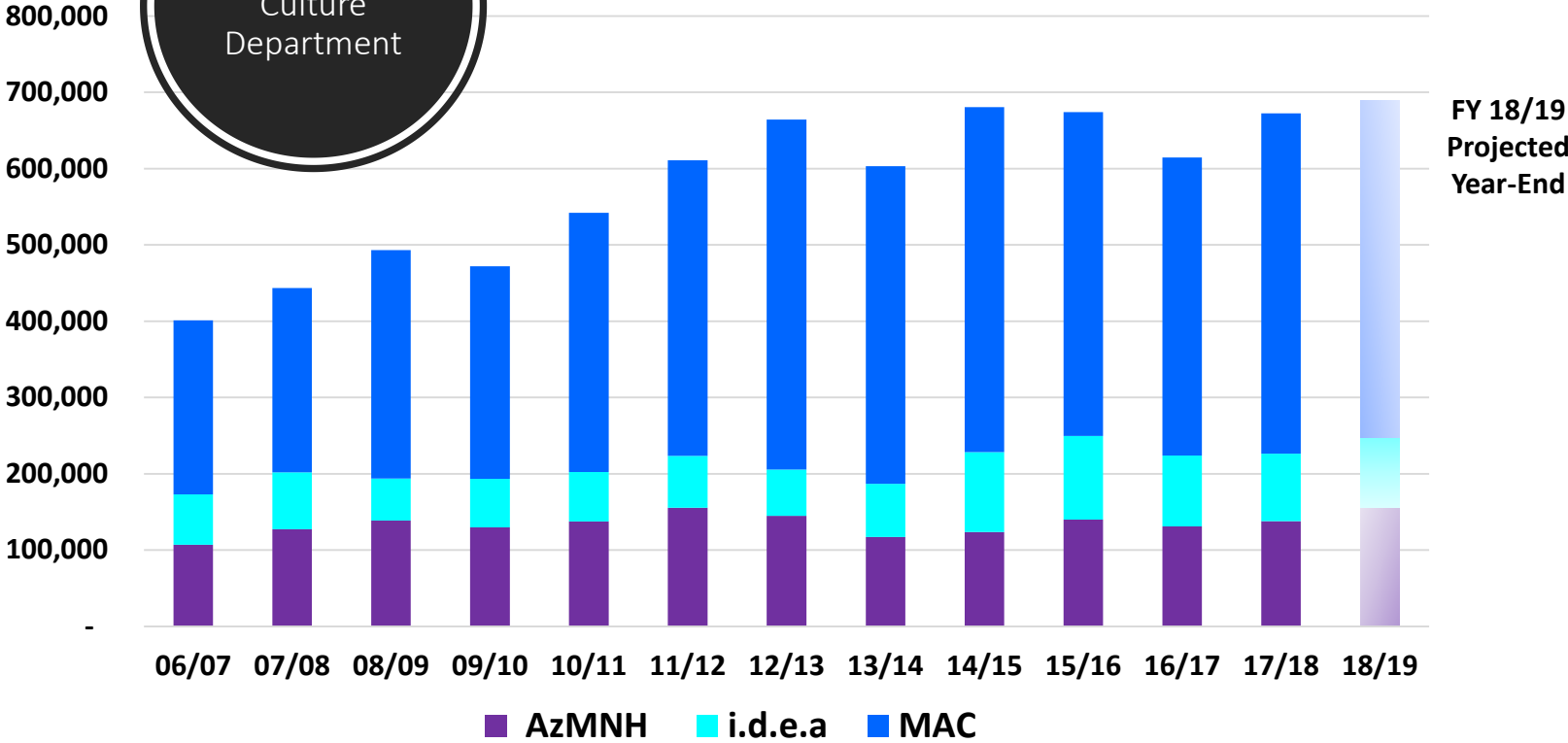
Top Performance Measures:

- Participation (Three Venues & Combined)
- Customer Satisfaction with Quality of Programs
- Customer Satisfaction with Customer Service





Total Participation for Arts & Culture Department



Arts &
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Customer
Satisfaction

Customer Satisfaction YTD FY19 (5,905 respondents):

96.3% of patrons rated Arts & Culture program quality as excellent, very good or good (up 2.3% from prior year)

91.8% rated program quality excellent or very good (up 4.8% from prior year)

95.4% of visitors were extremely satisfied, very satisfied or satisfied with customer service (up 2.4% from prior year)

91.1% were extremely satisfied or very satisfied with customer service (up 4.1% from prior year)



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FY 20
Changes

Significant Changes for FY20 over FY19:

New Data Collection Initiatives

- Market awareness, penetration, perception
 - through Morey Research, all three orgs.
 - broader i.d.e.a. Museum marketing study supported by Piper Trust
- Program impact
 - through WolfBrown Intrinsic Impact survey tools
 - MAC only, supported by Flinn Foundation



Arts &
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FY 20
Changes

Significant Changes:

- Continuous efforts by all to expand contributions.
- MAC boost to Special Events and Volunteer Programs with restructured staffing; new Curator at MCAM
- i.d.e.a. Museum & Foundation preparing for capital campaign
- Increase of \$50K in City support to i.d.e.a. Museum to enable the Foundation to increase investments in programs/capital campaign
- AZMNH planning/working on renovation of permanent galleries

Significant Changes:

Major engagement projects in 2019-20:

Summer/Fall—Water=Life project with multiple departments as partners

Winter—Part II Mesa Prototyping Project with festival in neighborhoods south and southeast of downtown

Spring/Summer—Project in community and at MCA w/Native American artist Cannupa Hanska Luger

Arts &
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– Financial
Summary

Arts & Culture Department Expenses

	FY 17/18 Actuals	FY 18/19 Revised Budget	FY 18/19 Year End Estimate	FY 19/20 Proposed Budget
Arizona Museum of Natural History	\$1.5 M	\$1.7 M	\$1.6 M	\$1.7 M
i.d.e.a. Museum	\$1.4 M	\$1.5 M	\$1.5 M	\$1.6 M
Mesa Arts Center	\$12.1 M	\$13.4 M	\$12.8 M	\$14.4 M
	\$15.0 M	\$16.7 M	\$16.0 M	\$17.7 M

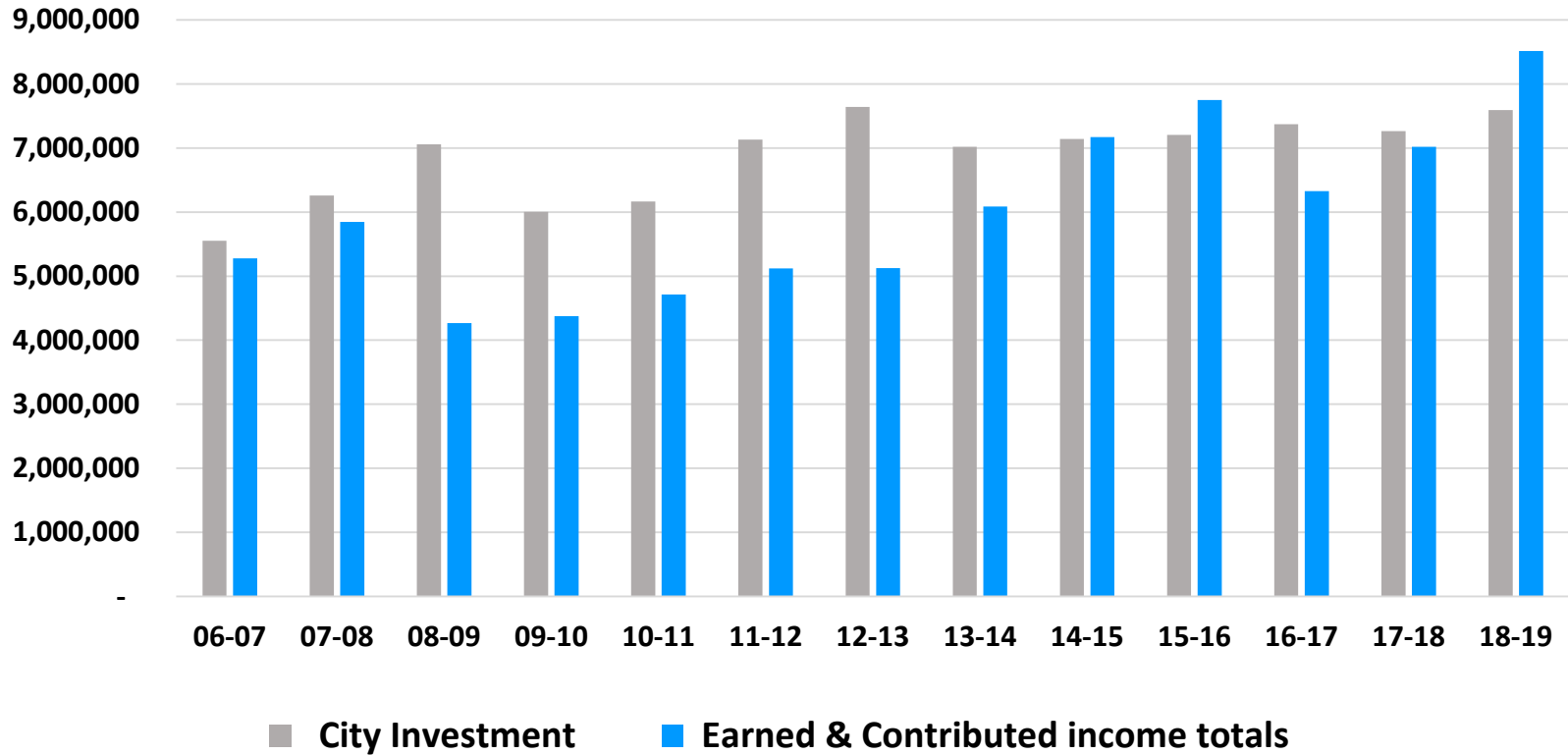
***In Millions and for all
funds**

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Questions?

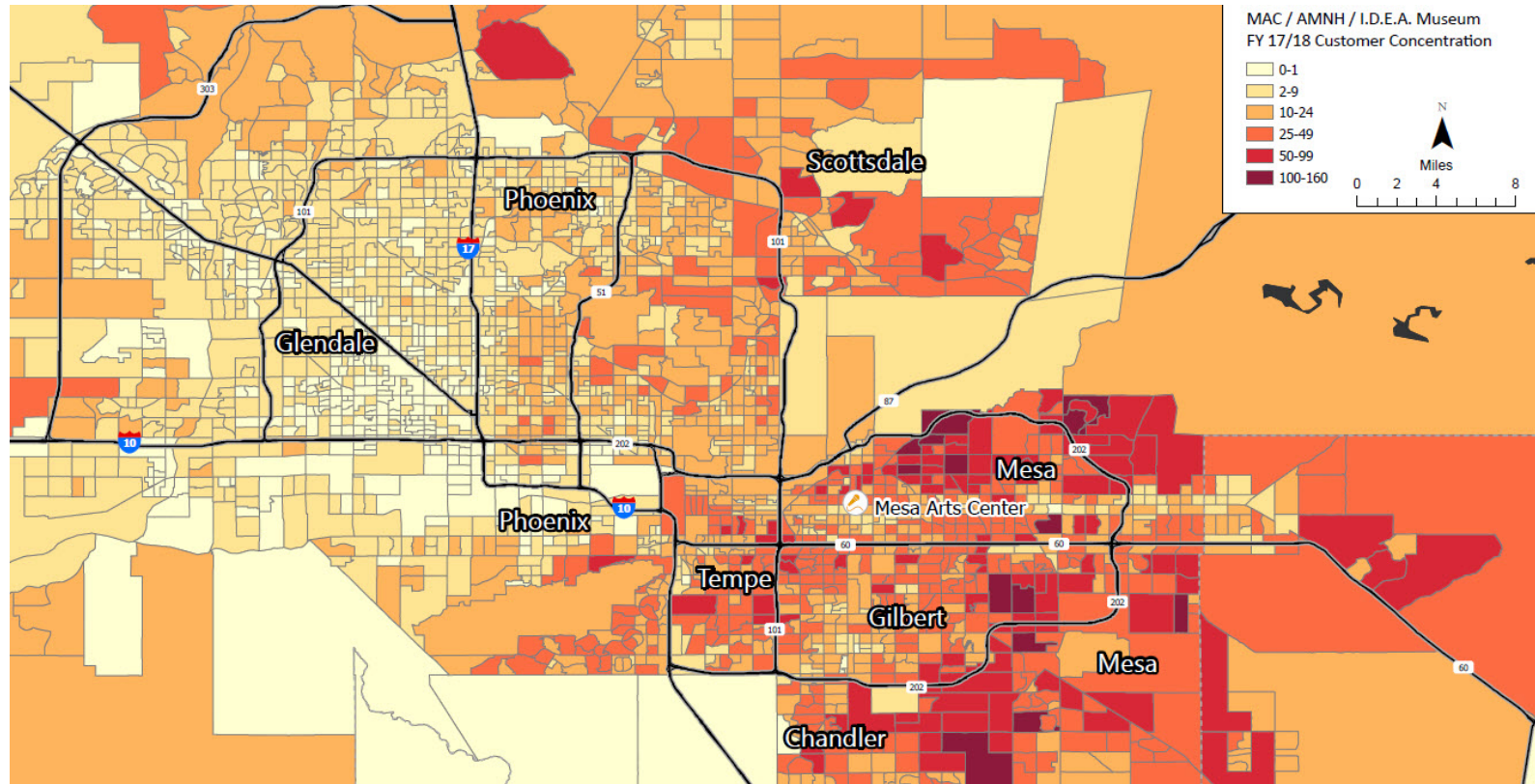


Comparison of Earned & Contributed Income and *City



*Does NOT include approx. \$2.5M in indirect expenses covered by COM on behalf of the dept. (HR, legal, facilities, etc.)

Valley Distribution of Mesa Arts & Culture Venue Audiences (MAC Patrons/Students, AZMNH & i.d.e.a. Museum Members)



East Valley Distribution of Mesa Arts & Culture Venue Audiences (MAC Patrons/Students, AZMNH & i.d.e.a. Museum Members)

