



# PROJECT ARTS & CULTURE

## Goals for Supporting and Promoting the Arizona Arts Community

### Goal 1: Foster Greater Community Engagement with Local Arts Organizations

- **Objective:** Increase public awareness and participation in Arizona's diverse arts scene by encouraging community involvement and appreciation for local artists and cultural organizations.
- **Action:** Launch a campaign highlighting local art events, exhibitions, and performances. Encourage residents to attend events, participate in local art festivals, and explore the rich variety of arts programs available in the city.
- **Target Audience:** Arizona residents, art lovers, tourists, local schools, and community organizations.

### Goal 2: Promote Philanthropic Support for Local Arts

- **Objective:** Encourage businesses, individuals, and institutions in Arizona to contribute financially and through volunteerism to support the city's arts community.
- **Action:** Create partnerships between local businesses, philanthropic organizations, and arts institutions to increase funding and in-kind donations for local arts initiatives. Promote tax incentives and other benefits for supporting arts organizations.
- **Target Audience:** Arizona-based businesses, philanthropists, community leaders, and foundations.

### Goal 3: Enhance Visibility and Recognition of Local Artists

- **Objective:** Elevate the visibility and recognition of Arizona-based artists and their work to a broader audience, both locally and nationally.
- **Action:** Create platforms for local artists to showcase their work, such as public art installations, gallery exhibits, or digital showcases. Organize "meet the artist" events to connect artists with the community, and create online features or social media campaigns celebrating local talent.
- **Target Audience:** Local artists, art patrons, community members, and art critics.

## **Goal 4: Strengthen Collaborations Between Artists and Local Institutions**

- **Objective:** Build stronger partnerships between artists and local institutions, including schools, museums, galleries, and cultural organizations, to foster a collaborative arts ecosystem.
- **Action:** Facilitate artist-in-residence programs, collaborative art projects, and workshops where artists can engage with students, educators, and other community members. Support joint ventures between art institutions and local artists to create immersive art experiences.
- **Target Audience:** Local artists, educators, students, and art institutions.

## **Goal 5: Expand Access to Arts Education and Opportunities**

- **Objective:** Ensure that arts education is accessible to all Arizona residents, especially underserved communities and youth, to cultivate the next generation of artists and art supporters.
- **Action:** Work with local schools, community centers, and arts organizations to provide scholarships, after-school programs, and free arts workshops. Promote outreach efforts to make art more accessible for individuals who may face economic or social barriers.
- **Target Audience:** Students, underrepresented communities, schools, and youth organizations.

## **Goal 6: Advocate for Public Art and Creative Placemaking**

- **Objective:** Support and advocate for public art initiatives that enhance the urban landscape, contribute to community pride, and foster a vibrant cultural identity for Arizona.
- **Action:** Develop city-wide campaigns and initiatives to increase the number of public art installations and creative placemaking projects, working with local government, businesses, and residents to support these initiatives. Encourage local artists to participate in urban beautification efforts through murals, sculptures, and interactive art.
- **Target Audience:** Local government, city planners, businesses, and residents of Arizona.

## **Goal 7: Create a Sustainable Arts Ecosystem Through Long-Term Support**

- **Objective:** Build a sustainable, thriving arts ecosystem in Arizona that ensures continued growth, development, and support for artists and arts organizations.
- **Action:** Advocate for long-term public funding for the arts and explore innovative funding models, such as membership programs, crowdfunding, and partnerships with the private sector. Work with local governments to secure grants and funding opportunities for artists and arts organizations.
- **Target Audience:** Local government, arts organizations, private investors, and community foundations.

## **Goal 8: Promote Greater Arizona as a Cultural Destination**

- **Objective:** Position the Greater Arizona area as a prominent cultural and artistic destination for tourists, artists, and art enthusiasts from around the world.

- **Action:** Collaborate with tourism organizations to promote the city's vibrant arts scene, including cultural events, art festivals, museum exhibits, and live performances. Create marketing materials that highlight Arizona as a hub for creative talent and artistic innovation.
- **Target Audience:** Tourists, art enthusiasts, travel bloggers, and media outlets.

## **Goal 9: Support Arts-Related Employment and Career Development**

- **Objective:** Promote career pathways and job opportunities for individuals seeking a profession in the arts, whether as artists, curators, educators, or arts administrators.
- **Action:** Partner with local arts organizations and educational institutions to offer career fairs, mentorship programs, and job placement services for individuals pursuing careers in the arts. Create networking opportunities to connect arts professionals with potential employers.
- **Target Audience:** Aspiring artists, arts professionals, arts students, and employers in the arts sector.

## **Goal 10: Create a Collaborative Arts Calendar and Resource Hub**

- **Objective:** Provide a centralized resource for information on upcoming arts events, exhibitions, performances, and opportunities across Arizona.
- **Action:** Develop an online arts calendar and resource hub that includes event listings, artist directories, funding opportunities, and educational resources. Ensure that this platform is regularly updated and accessible to artists, art lovers, and community members.
- **Target Audience:** Local artists, art organizations, the public, and tourists.

## **Conclusion**

Supporting and enhancing the arts community in Arizona is crucial for fostering a thriving, vibrant city that values creativity and cultural expression. By focusing on community engagement, philanthropic support, education, career development, and public art initiatives, these goals will ensure that the local arts community continues to grow and contribute to the city's economic, cultural, and social well-being.

Through a collective effort of artists, businesses, educational institutions, and residents, we can make Arizona a beacon of artistic achievement and a proud home to creative talent.