



SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE
ANNUAL REPORT



SAACA is committed to the economic and cultural development of Southern Arizona

The Southern Arizona Arts and Cultural Alliance is a community grassroots arts organization dedicated to promoting, creating and advancing the arts in Southern Arizona. With funds generated through community support from individual donors, special event revenues, grants, and collaborative business partnerships, SAACA provides diverse engagement opportunities for artists, organizations, businesses, and individuals in the community.

WE ACCOMPLISH OUR MISSION THROUGH THREE PRIMARY METHODS:

1 Creating and producing diverse arts-based community festivals, programming, and events

2 Establishing collaborative and innovative arts and business partnerships

3 Expanding networked groups of artists and art organizations, and the engagement opportunities provided to them as a result



In 2015, SAACA produced over 150 unique and culturally diverse programs and events while facilitating opportunities for over 200,000 distinctive arts experiences in Southern Arizona.



WITH THE HELP OF THE COMMUNITY SAACA HAS...

All of this is
100%
Funded
by the local
community

- Created opportunities for over **300** local, established, and emerging musicians each year to perform in our community.
- Provided over **500** local artists opportunities to exhibit and sell their artwork.
- Integrated the arts into local business practices through employee assimilation, major arts and cultural events, tourism, and business enhancement as a result of arts and cultural engagement.
- Created diverse programming for individuals ranging from culinary arts, fine arts and crafts to live music, and classic car shows.
- Provided free arts education opportunities for local students.
- Provided therapeutic and healing arts sessions for over **5,000** local veterans and seniors in our community.

SAACA & ARTS DEVELOPMENT

ARTS & CULTURAL PROGRAMMING & EVENTS

To enhance access to the arts and promote cultural awareness, SAACA creates more than 50 annual diverse and multi-disciplinary arts-based events each year.

Arts Festivals

- La Encantada Fine Art Festival
- Oro Valley Spring Festival of the Arts
- Arts in the Plaza Fine Art Festival
- Oro Valley Holiday Festival of the Arts & Tree Lighting Ceremony
- Casa Grande Arts and Crafts Festival

Youth Programming

- Oro Valley Musical Magic for Kids
- Free ticket programs for youth to attend local music and arts events

Music

- MasterWorks Concert Series featuring the Tucson Symphony Orchestra
- Jazz Legends LIVE!
- Community Concert Series at Main Gate Square, Park Place, Oro Valley Community Center, Oro Valley Marketplace, Steam Pump Ranch, and many more.

Community Events

- Cruise, BBQ & Blues Classic Car Show
- Cars Under the Stars Classic Car Show
- Chalk Art Festivals

Culinary

- SAVOR Southern Arizona Food & Wine Festival
- DEVoured Phoenix Culinary Classic
- Southern Arizona Salsa and Tequila Challenge
- Sweet Charity Dessert
- World Margarita Championship
- CRUSH Food, Art & Wine Festival

Fashion

- SPLASH Summer Fashion & Arts



ARTS OPPORTUNITIES

Creating new opportunities for visual artists, musicians and performing artists to exhibit, promote, and expand their crafts in the community. SAACA's collaborative community programs create more than 1,000 opportunities for artists to perform and showcase their work in Southern Arizona each year.

Special opportunities for artists include:

- Oro Valley Concert Series • Park Place Concert Series • Tuba Christmas • Community Galleries • Art Festivals
- Performances at local retirement communities • Music for Veterans at the Southern Arizona Veterans Administration

ARTS & CULTURAL RESOURCE



Providing the community with a comprehensive snapshot of the arts and cultural performers, educators, and artists in Southern Arizona. The Southern Arizona Arts and Cultural Resource Directory helps provide local artists with a much needed opportunity to market and offer their talents to the community.

The resource directory helps connect the community to thousands of artists, and creative resources each year.

4

CREATIVE COLLABORATION

Combining resources with other local nonprofit organizations is not only a win for the community, but also a gain for the collaborative impact we make in the community.



COMMUNITY COLLABORATIONS INCLUDE

- **Salsa & Tequila Challenge** in partnership with the Community Food Bank of Southern Arizona
- **CRUSH Wine, Food & Art Festival** in partnership with the Tucson Museum of Art
- **DEVoured Culinary Classic** in partnership with Local First Arizona and Phoenix Art Museum
- **SAVOR Southern Arizona Food and Wine Festival** in partnership with Local First Arizona and the Tucson Botanical Gardens
- **Town of Oro Valley Community Partnership** which supports over 50 free performances for residents, as well as supporting major community arts festivals, events and arts education opportunities for youth
- **World Margarita Championship** in partnership with the Tucson Originals Restaurants

SAACA & BUSINESS

SAACA works hand-in-hand with over 75 local businesses and corporations to integrate the arts with the core of their business model.

SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS

Establishing creative Arts and Business partnerships in the community by helping build a business through creative arts collaborations, consolidating the Arts into the employee experience, and helping brand a business or space through the arts. Because of our national partnership with Americans for the Arts and National Business Committee for the Arts, SAACA has established the Southern Arizona Business Committee for the Arts in an effort to encourage and create new opportunities for businesses to be significantly impacted through the arts.

CREATIVE ARTS AND BUSINESS INTEGRATION PROGRAMS INCLUDE

- **Ventana Medical Systems Community Gallery**
- **Healthsouth Community Gallery and Live Music Program**
- **Tanque Verde Dental Gallery**
- **Waddell & Reed Community Gallery**
- **Cox Communications Movies in the Park**
- **Park Place Chalk Art Festival**
- **Perfect Pairings with Monark Premium Appliance Co.**
- **The Fountains at La Cholla**

SAACA & CREATIVE ARTS THERAPY



Facilitating the use of groundbreaking Creative Arts Therapies for seniors, Veterans, and individuals with disabilities in our community.

We believe that the arts can have an impact—physically, emotionally, economically, and educationally—on the lives of service members, Veterans, seniors, families, healthcare providers, and the community. Over the past year SAACA has launched an innovative Creative Arts Therapy

partnership program. The project aims to provide healing and quality of life support for trauma and recovery patients, individuals with disabilities, seniors and Military Veterans. The program utilizes a multidisciplinary arts integration method to provide healing through the arts with music, writing, visual arts and community arts integration mechanisms.

The program works directly with patients in care facilities, assisted living residences, rehabilitation facilities as well as Veterans homes and facilities throughout the region.

Participants supported in the program are individuals who are coping with temporary and permanent disabilities related to post-traumatic stress disorder, memory care, depression and anxiety, aging and life transition support, rehabilitation and brain trauma injuries. Additionally, the program works directly with patients who are dealing with physical limitations including blind therapy, surgical and disease recovery, life threatening illnesses, mobility limitations and muscle diseases, as well as general aging limitation.

VETERANS SUPPORT

SAACA impacts over 5,000 Veterans by the arts each year:

- Creative Arts Festival
- Veterans Day Celebration
- Military Week Celebration
- Music and Visual Arts Therapy Programming
- Live Music Performances



CREATIVE AGING

SAACA is providing thousands of opportunities for seniors to experience the healing and quality of life benefits of the arts each day, through our integrated arts therapy programs.

SAACA & ARTS EDUCATION

Advancing Arts Education opportunities by connecting artists to the classroom. This program seeks to generate new opportunities for arts organizations, teachers, and educational programs to keep the arts immersed into the daily life of every student. Through our innovative partnership with Community Share, SAACA is helping every day to connect artists directly to the classroom.

Community Share is a locally-based online network that connects the skills and experiences of passionate community partners – individual professionals, community leaders, organizations and businesses – in the greater Tucson region with the goals and needs of educators in schools and informal learning environments. As a community partner, you might introduce students to your career pathway, bring outside expertise to class projects, share cutting edge technologies, brainstorm curriculum ideas with teachers, mentor students, attend a career day, judge a student competition, or host field trips.

Together we can create “real-world” learning opportunities for youth to discover their own passions and illuminate pathways for transforming their passions into career possibilities.



SIGNIFICANT PROGRAM ACHIEVEMENTS OF 2015



LAUNCHING THE MUSIC & MEMORY PROGRAM IN SOUTHERN ARIZONA

Thanks to generous support from Watermark Retirement Communities in partnership with the Southern Arizona Arts and Cultural Alliance. Patients enduring life-limiting illnesses are finding renewed joy and pleasure in rediscovering meaningful music through Music & Memory—a 501c3 non-profit organization that helps provide patients with individualized iPods loaded with personalized music playlists.

The Fountains at La Cholla is one of the first memory care communities in Southern Arizona to partner with SAACA on this revolutionary treatment program.

This past September, The Fountains at La Cholla launched the program as a year-long Creative Arts Therapy integration program. The program utilizes multi-disciplinary, arts-based programming to address physical, cognitive, and general aging related issues for resident and patients in the Tucson community. It is led by a team of dedicated staff members who converse with patients and/or families to determine which musical artists, songs, and genres will be most meaningful [and enjoyable] for the patient. Once the tailored playlist is created and downloaded onto an iPod, a SAACA staff member delivers the music to the patient and either listens along with him/her, or leaves the iPod for the individual to use independently or with family.

The idea is simple; however, the difference that Music & Memory is making in the quality of life of seriously ill people and their families is nothing short of remarkable. According to research, the therapeutic benefits of music can provide not only comfort and enjoyment, but also reduction of isolation, anxiety and agitation. Music also can help pain medication work more effectively and stimulate movement.

"Our partnership with Southern Arizona Arts and Cultural Alliance, SAACA, has brought us many talented artists in mediums such as art, music and writing. Most recently they have brought a wonderful program to our memory care community, The Gardens, the gift of personalized music. They interviewed the residents and came up with an iPod of music that they can listen to at any time. As soon as we turned on the music, everyone came alive! Some were tapping their feet along, singing, even dancing and some just a simple smile. All of these reactions were amazing to see especially with some of our more closed off residents. It is going to be so exciting to see how this music and the future music put on their iPod will bring new life to each of the residents! Thank you SAACA for bringing the

Music and Memory program here to The Fountains!" -Fountains at La Cholla

"The goal of this Creative Arts Therapy program is to improve quality of life, to provide life-long learning opportunities, and to utilize the arts with a therapeutic and healing impact," explained Kate Marquez, Executive Director of SAACA. Marquez was instrumental in launching a similar program at the Veterans Administration Hospital in Southern Arizona in 2014.

"Often in aging populations, fears of the future go unexpressed, causing stress. Through creative arts therapies, we work to give people an outlet to communicate their feelings while also encouraging them to discover joy in the present," said Marquez.

"As a company, we're committed to creating extraordinary communities where people thrive. We know physical wellness is only one piece of the pie. Emotional wellness is equally important to quality of life and Creative Arts Therapy can be a key contributor," said Richard Howell, Managing Director of Watermark Retirement Communities, operator of The Fountains at La Cholla.

VETERANS WRITING PROGRAM

There are over 157,974 veterans in Southern Arizona and approximately 20% of these Veterans have been diagnosed and are being treated for Post-Traumatic Stress Disorder (PTSD). SAACA supports the emotional health of individuals suffering from PTSD and other traumatic brain injuries by introducing the arts as a positive vehicle for communication. Programs like Art Therapy aid in self-awareness, behavior improvement and addictions, and self-esteem.

Over the past year, SAACA has partnered with the Southern Arizona Veterans Administration on a collaborative arts project, utilizing creative writing and storytelling as the primary program approach, when working in the Polytrauma Veterans unit. Taught by local

artist, and author Laila Halaby, the Creative Writing class administers exercises which employ all of the senses, often telling and writing stories with objects and pictures and working off other students' input and feedback. Each student comes in with a different goal (e.g. improved communication, honed writing skills for school, etc.) and the facilitator's job is to help each of them attain those goals through the various exercises and projects that we do.

This program has deeply impacted the lives of the Veterans participating in the program, and has utilized the creative arts as a profound mechanism for healing, coping and treating the often life changing effects that PTSD diagnosis can have in the lives of the families of Veterans. SAACA aims to expand the reach and depth of this program into new treatment areas and focuses that utilize creative writing and story telling in the treatment of Veterans in all walks of life.

COMMUNITY SHARE CONNECTING ARTISTS TO THE TEACHERS

Community Share is a locally-based, online network that connects the skills and experiences of passionate community partners—individual professionals, community leaders, organizations and businesses—in the greater Tucson region with the goals and needs of educators in schools and informal learning environments. As a community partner, you might introduce students to your career path, bring outside expertise to class projects, share cutting edge technologies, brainstorm curriculum ideas with teachers, mentor students, attend a career day, judge a student competition, or host field trips. Together, we can create "real-world" learning opportunities for youth to discover their own passion and illuminate pathways for transforming their aspirations into career possibilities.

SAACA is proud to partner with Community Share and the groundbreaking technology on which its platform exists—connecting artists directly to teachers looking for their talents in the classroom.

WHY SUPPORT SAACA

When you donate, you support...

For every \$5 you donate, another \$50 is reinvested in programming and events in Southern Arizona

SAACA BUDGET SUMMARY 2014-2015

Brief budget statement about where the money comes from

REVENUE 2014-2015

Fundraising Event Ticket Sales, Earned Revenue from Auctions, Program Advertisements, Registration Fees, Admissions	\$293,203
Corporate Support: Contract Revenue for Programs, Corporate Program Support, Sponsorships	\$187,676
Program Revenue: Ticket Sales & Admissions Food Sales, Booth Fees, Vendor & Artist Booth Fees	\$174,839
Government: City Contracts (Town of Oro Valley Programming Designated)	\$61,930
Individual Support and Donations	\$41,258
Foundation & Corporate Grants, Program Designated	\$11,210
Government: State Funding (Arizona Commission on the Arts - General Operating)	\$9,000
Miscellaneous Income	\$4,894

TOTAL REVENUE \$784,010

EXPENSES 2014-2015

Salaries, Paid Staff, Payroll	\$301,560
Program Expenses: Artist Fees, Production Expenses, Space Rental, Supplies, Materials and Program Marketing	\$217,562
Fundraising Event Expenses: Artist Fees, Production, Space Rental, Advertising, Supplies and Materials	\$118,834
General Operating Expenses: Office Rent, Office Leased Equipment, Telephone, Internet, Equipment, IT, Mileage, Tax, Bank Fees	\$111,688
Marketing, Program and Event Advertising	\$12,803

TOTAL EXPENSES \$762,447

THE FUTURE

The Southern Arizona Arts and Cultural Alliance (SAACA) was created in 2009 to preserve, advance and create new arts and cultural opportunities for engagement in Southern Arizona. The organization grew out of the Greater Oro Valley Arts Council, a community arts organization founded in 1997 to enrich the Oro Valley community through the arts.

Owing to the organization's continued success and financial solvency, the milestone has afforded a new opportunity for an updated Strategic Plan which will focus on the larger and long-term role the organization will play in the Arizona community over the next five years. This renewed focus will be essential in the planning and execution of vital programs offered by the organization, as well as the steps needed to achieve the updated vision for the Arts.

The updated Strategic Plan aims to explore, identify, and determine a clear relevant direction for the organization into 2020.



SAACA & ARTS ADVOCACY

As a local arts organization, SAACA can make a difference in conveying the impact of the arts and arts education in our communities to our elected officials. We have the power to educate them about the importance of the arts and to engage them on major arts issues on Capitol Hill and at the state and local government level.

The Southern Arizona Arts and Cultural Alliance will utilize directives from the Arizona State Arts Advocacy organization, Arizona Citizens Action for the Arts, as well as the national outreach provided by Americans for the Arts, when prioritizing our message and advocacy initiatives.

The organization supports funding and development issues related to Arts Education and Arts Funding as well as the importance of the Arts in the health field and our healthcare systems.

HOW TO GET INVOLVED

DONATE - Give a gift, create change. When you give to SAACA, your donation goes directly to programs that build our community and foster new creative opportunities for the arts to thrive in our community. For every \$5 you donate, another \$50 is reinvested in programming and events in Southern Arizona.

VOLUNTEER - Our work would not be possible without the support of our nearly 250 plus dedicated volunteers. Volunteers have helped out in a great many ways; assisting our staff with in-office support, providing ongoing event support and execution, and advocating for the arts. Because of this invaluable contribution, we eagerly say a big public "Thank you volunteers! We salute you!"

ATTEND AN EVENT - We all can't be on the field, but you can get connected by attending one of our upcoming events, festivals or community based arts projects.

BUSINESSES - Promote your company's commitment to the arts, by joining the Southern Arizona Business Committee for the Arts today at www.saaca.org.

PARTICIPATE - We encourage the artist community, arts organizations and the community to come together and help us maximize our collective voice and power. Join the movement by subscribing to the SAACA email list. Register online at www.saaca.org.



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Bonnie Ranestad
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Heather Ribblett
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Peter Auzt
Kent & Nancy Barnabee
Jill Bechtold
Peggy Bendel
Gal Ben-Jamin
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Paul & Mary Ross
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\$1,000-\$25,000
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Jim Potts
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BUSINESS PARTNERS
Ventana Medical Systems, Inc
Radiology Ltd.
Cox Communications
Tucson Federal Credit Union
Fishkind, Bakewell & Malfzman
Tucson Electric Power Company (TNEP)
Main Gate Square
Bank of America
Merrill Lynch
Tanque Verde Dental
Vestor (Oro Valley Marketplace)
General Growth Property (Tucson Mall & Park Plaza)
Waddell & Reed
The Fountains of La Cholla (A Watermark Community)
HealthSouth
La Encantada
Desert Diamond Casino
RBC Wealth Management
Splendid
JW Marriott Star Pass Resort
Hughes Federal Credit Union
Yellow Cab
Glacier Beverage Company
Cash Sponsors and Contract Partners
Westward Look Resort
The Lodge at Ventana Canyon

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Zocalo
Eddie Baja Arizona
Cumulus
Journal Broadcasting
COMCAST

\$500-\$1,000
iHeart Media
Cox Communications
Arizona Daily Star
Tucson Hagerings
Tucson Topia
Lovin Life After 50
KOIC
Green Living Magazine
Tucson Foodie
Tucson Lifestyle
Fox 11
Oro Valley Voice
Yelp

COLLABORATIVE COMMUNITY PARTNERS
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Local First Arizona
Phoenix Art Museum
Tucson Originals Restaurants
Community Food Bank of Southern Arizona
Tucson Museum of Art
Hispanic Chamber of Commerce
Finley Distributing
Alliance Beverage
Merit Foods
Monark Appliance Co.
Sysco Foods Arizona
Golden Eagle Distributing
Southern Arizona Veterans Administration
Tucson Pima Arts Council
Arizona Commission on the Arts
Americans for the Arts
Candida Community Kitchen
Tucson Botanical Gardens
Compost Cals

A special thanks to the hundreds of artists, musicians and performing arts, culinary and creative partnerships who support the work of SAACA year round.

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Southern Arizona Arts and Cultural Alliance

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