



Flagstaff Cultural Partners

Annual Report to Flagstaff City Council

January 2011





FY 2010-11 Art & Science Fund

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Annual Report to Flagstaff City Council  
January 2011



**FLAGSTAFF CULTURAL PARTNERS**  
2010-11 A&S Fund Committee Members

**Committee Chairperson (voting)**

Holly Taylor (FCP Board member)

**Committee Members (voting)**

Melissa Collins-Cripps (FCP Board Member)  
Musician  
State Farm Agent

Steve Dorsett  
Architect

Karl Eberhard  
City of Flagstaff

Richard Fernandez (FCP Board Member)  
Pesto Brothers Piazza

Carleton Sheppard  
Local Artist

Randi Axler  
Peak Education, Inc.

Bob Millis  
Retired Non-Profit Director

Bob Golub  
Retired Non-Profit Director

Kay Doggett  
Retired Grant Writer

**Flagstaff Cultural Partners' Staff  
(non-voting)**

JT Tannous  
Executive Director  
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# Flagstaff Cultural Partners Art & Science Fund 2010-11

## Funding Decisions

To make decisions on the disbursement of Art & Science Fund monies available each year, Flagstaff Cultural Partners conducts a transparent grant cycle and rigorous review process. This process has been developed over the years with input from the City of Flagstaff, Arizona Commission on the Arts, our Board of Directors, several community members, leaders in the art and sciences communities, and best practices in the grant-making community.

The grant cycle review process operates according to the Art & Science Fund Committee Policy (attached). It begins in January with publication and announcement of the Grant Guidelines and Applications (FY 2010-11 versions attached). Applications are due to FCP in late March or early April.

From April through the end of June, the Art & Science Committee carefully reads and reviews all grant applications received. Each member reads all application individually, and through a series of meetings, discusses as a group the validity, viability, quality and public benefit of each proposal. All meetings of the Committee are open to the public and are announced on Flagstaff Cultural Partners' website. Towards the end of this cycle, each member individually ranks each application using the Ranking Form (attached). The criteria by which each application is ranked are as follows:

- Scope of work: artistic, cultural or scientific programs
- Overall scope and quality of program or organization
- Community outreach / public benefits: tangible services and benefits to the community
- Organizational / administrative profile: management and administrative ability to complete the project
- Financial status and fiscal management

The results of the rankings (shown on attached Final Awards page for FY2010-11) are then plugged into a spreadsheet that uses a formula to award funding based on ranking and available funding. The Committee meets to review these amounts and make adjustments where prudent. These funding recommendations then are taken to the full Flagstaff Cultural Partners' Board of Directors in June for final review and approval.

The Committee provides feedback to all applicants so that they may improve their applications from year to year. Applications that were not recommended for funding are also provided feedback so that they may improve their proposals in the future, or save time should their application not fit in with the goals of the Art & Science Fund.

In this current fiscal year (2010-11), thirty-seven applications for funding were received by FCP. Twenty-seven applications were approved and ten applications were declined for funding.

In the fall, the Art & Science Fund Committee reviews and makes improvements to the Grant Guidelines and Applications, and other documents, for preparation for the new grant review cycle beginning in January. Attached are those documents for the cycle that begins this month for the 2011-12 fiscal year.

Flagstaff Cultural Partners - Art & Science Fund Allocations FY2010-11

| <b>APPLICANT</b>                       | <b>Requested<br/>FY 10-11</b> | <b>SCORE<br/>AVERAGE</b> | <b>Final<br/>Award</b> |
|----------------------------------------|-------------------------------|--------------------------|------------------------|
| Flagstaff Festival of Science          | \$10,700                      | <b>32.10</b>             | <b>10,600</b>          |
| Museum of Northern Arizona             | \$30,000                      | <b>31.90</b>             | <b>29,500</b>          |
| Lowell Observatory                     | \$30,000                      | <b>31.22</b>             | <b>28,600</b>          |
| The Arboretum at Flagstaff             | \$30,000                      | <b>31.20</b>             | <b>28,600</b>          |
| Flagstaff Friends of Traditional Music | \$19,999                      | <b>30.80</b>             | <b>18,700</b>          |
| Willow Bend Environmental Ed. Center   | \$17,553                      | <b>30.00</b>             | <b>15,800</b>          |
| Children's Chorale of Flagstaff        | \$10,500                      | <b>29.00</b>             | <b>9,000</b>           |
| Flagstaff Symphony Orchestra           | \$30,000                      | <b>28.80</b>             | <b>25,400</b>          |
| Arizona Natural History / Elden Pueblo | \$6,300                       | <b>28.70</b>             | <b>5,300</b>           |
| Theatrikos                             | \$19,900                      | <b>28.20</b>             | <b>16,300</b>          |
| Ballet Folklorico de Colores           | \$6,957                       | <b>28.10</b>             | <b>5,700</b>           |
| Friends of Camp Colton                 | \$2,791                       | <b>28.10</b>             | <b>2,300</b>           |
| Flagstaff Youth Theater                | \$7,612                       | <b>27.20</b>             | <b>5,900</b>           |
| Northland Family Help / PEACE          | \$4,778                       | <b>27.10</b>             | <b>3,700</b>           |
| Artists Coalition of Flagstaff         | \$4,559                       | <b>27.10</b>             | <b>3,500</b>           |
| NAU Foundation / KNAU                  | \$30,000                      | <b>26.50</b>             | <b>22,400</b>          |
| Master Chorale of Flagstaff            | \$12,600                      | <b>26.40</b>             | <b>9,300</b>           |
| Heritage Square Trust                  | \$8,819                       | <b>25.50</b>             | <b>6,200</b>           |
| N AZ Celtic Heritage Society           | \$10,000                      | <b>25.40</b>             | <b>7,000</b>           |
| Grand Canyon Guitar Society            | \$7,300                       | <b>24.80</b>             | <b>4,900</b>           |
| Hozhoni Foundation                     | \$5,426                       | <b>24.70</b>             | <b>3,600</b>           |
| USA Dance                              | \$2,000                       | <b>24.50</b>             | <b>1,300</b>           |
| Sun Sounds of Arizona                  | \$5,027                       | <b>24.50</b>             | <b>3,300</b>           |
| Flagstaff Community Band               | \$2,600                       | <b>24.40</b>             | <b>1,700</b>           |
| Canyon Movement Company                | \$19,999                      | <b>23.78</b>             | <b>12,500</b>          |
| Human Nature Dance Company             | \$10,460                      | <b>23.60</b>             | <b>6,500</b>           |
| Flagstaff Mtn. Film Festival           | \$3,560                       | <b>23.00</b>             | <b>2,150</b>           |
| Alliance for Audience                  | \$8,170                       | <b>22.00</b>             | <b>0</b>               |
| Weavel Inc / Noise                     | \$17,526                      | <b>21.80</b>             | <b>0</b>               |
| AZ Hist Soc/Pioneer Mus                | \$19,999                      | <b>21.20</b>             | <b>0</b>               |
| Flagstaff Music Festival               | \$4,370                       | <b>21.10</b>             | <b>0</b>               |
| Flagstaff Light Opera                  | \$6,283                       | <b>20.20</b>             | <b>0</b>               |
| N AZ Book Festival                     | \$4,422                       | <b>18.80</b>             | <b>0</b>               |
| Downtown Business Alliance             | \$5,000                       | <b>17.11</b>             | <b>0</b>               |
| Dry Creek Arts Fellowship              | \$15,300                      | <b>15.60</b>             | <b>0</b>               |
| NAU / Public Library                   | \$8,330                       | <b>15.00</b>             | <b>0</b>               |
| Coconino Community College             | \$5,200                       | <b>12.50</b>             | <b>0</b>               |
| <b>TOTALS</b>                          | <b>444,040</b>                |                          | <b>289,750</b>         |

For FY2010-11, at the request of the City of Flagstaff, Flagstaff Cultural Partners distributed an additional \$43,000 in Art & Science Fund grants to agencies specifically identified by the City. This program has been separately reported to City Council on October 12, 2010 (with applicable documentation). However, this fund is included here to show the full range of FCP work on this program during the year.

**Flagstaff Cultural Partners - One-time Special Grants - FY2010-11**

| <b>APPLICANT</b>                        | <b>Requested<br/>FY 10-11</b> | <b>SCORE<br/>AVERAGE</b> | <b>Final<br/>Award</b> |
|-----------------------------------------|-------------------------------|--------------------------|------------------------|
| Greater Flagstaff Forests Partnerships  | \$7,509                       | 25.67                    | 7,509                  |
| Southside Community / Weed & Seed       | \$5,000                       | 23.67                    | 5,000 *                |
| Coconino Coalition for Children & Youth | \$15,000                      | 22.67                    | 15,000                 |
| Victim/Witness Services                 | \$10,491                      | 20.44                    | 10,491 **              |
| FACTS                                   | \$5,000                       | 19.63                    | 5,000                  |
| The Guidance Center / Intake Triage     | \$13,175                      | 13.22                    | 0                      |
|                                         |                               |                          |                        |
| <b>TOTALS</b>                           | <b>56,175</b>                 |                          | <b>43,000</b>          |

\* Restricted Grant: applicant must have the proposed Mural's final design reviewed and approved by the City of Flagstaff Beautification & Public Art Commission (BPAC) before installation of mural.

\*\* Restricted Grant: applicant must offer, for the event described in the proposal, tickets to the public at \$5 or less, and also provide at least 50 tickets at no cost to individuals who cannot afford the ticket price.

Flagstaff Cultural Partners  
Art & Science Fund Committee

Addendum to Awards Breakdown  
*Explanation of Declined Applications*

Grants for FY 2010-11

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**Flagstaff Light Opera Company**

**Strengths:**

Offers a cultural opportunity locally that is not otherwise available.

**Suggestions and/or concerns:**

Financial sustainability is a huge concern – can the organization survive year to year?

There doesn't seem to be a plan to overcome this issue.

Suggest broadening community outreach.

Organization would benefit from networking /partnerships with other agencies (for example, Children's Chorale and/or Theatrikos) to assist with marketing deficiencies.

Suggest bringing additional members onto the Board and into leadership roles.

Concern about payoff on their loan - was not addressed in budget or presentation.

**Flagstaff Music Festival**

**Strengths:**

Free two day festival draws a lot of people.

Appreciate an event that provides opportunities for local musicians.

The passion that goes into event is evident.

**Suggestions and/or concerns:**

The organization needs more diversity in funding sources.

Concern that organization appears to be a one-person operation – would benefit from getting others involved as Board and leadership – is program sustainable as it stands?

What is the long-range strategic plan?

Concern that board is too small and not reflective of community – and two of three members are family-related.

Might benefit from more involvement with local youth and more collaboration with other local organizations.

Not clear about how they select artists. Need more clarity about this and the nature of the presentations offered in the Festival.

**Northern Arizona Book Festival**

**Strengths:**

Adjusting to the economy is good, but maybe shrinking the community benefit also?



**Suggestions and/or concerns:**

Concern that organization did not show up to give presentation – shows no real commitment to the grant process – this also speaks to their organization's capacity to handle a program, grant, and operations.

Suggest answering application questions and following instructions.

Appreciate that this has been a signature literary event in Flagstaff - concern that the shrinking of the program may be too much – and we're losing an opportunity in Flagstaff to bring celebrated authors.

No explanation of how they plan to make up lost revenues.

Sustainability of organization is a concern – what is the long term plan?

**Weavel Inc.****Strengths:**

Encourages all ages to participate – engages youth in news and literature.

Offers a less expensive path of advertising for local non-profits.

Applaud in-depth articles – a value to the community.

**Suggestions and/or concerns:**

Major concern about a Board of paid employees having ultimate oversight of organization – non-profit industry standard is that a paid Director answers to a volunteer Board – here they are one in the same.

What is the Board – is it truly a governing board or advisory?

Narrative could have been more clear – hard to follow.

Concern that Flagstaff area budget is probably not accurate given that part of the publication is supported by and supports communities outside of the Flagstaff area.

Need more clarity about the difference between sponsors and advertisers.

**Arizona Historical Society****Strengths:**

Museum seems to be improving under guidance of Director.

The oral history project is a strong program.

**Suggestions and/or concerns:**

Concern that organization did not show up to give presentation – shows no real commitment to the grant process – this also speaks to their organization's capacity to handle a program, grant, and operations.

Concern that they asked more funding than they were eligible for.

Suggest surveying their visitors and/or guests.

There is no plan to show how they will increase audience size from 12k to 15k. Concern about long-term viability with the scarcity of state funding.

Full application should have been double-sided as required in directions.

Major concern that financial reports were missing, and those provided were unclear and do not reflect the operation of the organization (not signed by two entities).

Revenue stream should be more diverse – could benefit with the addition of fund raising event or corporate support.

## **Dry Creek Arts Fellowship**

### **Strengths:**

The cancer art program is a valuable and powerful program.

### **Suggestions and/or concerns:**

Major concern: the Trappings show, which has always been impressive, is not scheduled in the coming year. What direct public benefit is being provided to the Flagstaff area?

Concern that the Cuba exhibit doesn't reflect their own mission, or the goals of FCP.

The cancer program seems to be the only active program that fits with goals of the FCP fund – could be expanded.

Concern over sustainability of program in terms of leadership - what happens if ED is gone?

Concern that Flagstaff area budget does not seem to reflect their plans to do work outside of Flagstaff.

Did not provide double-sided full application as required.

## **Alliance for Audience**

### **Strengths:**

Professional presentation, passion for their work.

Organization has found the right local representative to lead the effort locally.

Provides that “one place” to go for events.

### **Suggestions and/or concerns:**

Suggest following the questions and instructions in the application – did not address FCP goals in the application narrative.

Concern: how much impact does ShowUp.com really have in Flagstaff?

Ticket operation probably doesn't fit in Flagstaff

Concern: there might be some competition with other non-profits for local dollars.

Concern: no Flagstaff representation on the Board – perhaps a Flagstaff-based Advisory Committee for locally based feedback.

## **Coconino Community College**

### **Strengths:**

Bringing in quality dancers to teach.

Good program for the dancing community.

Performance is free to the public.

### **Suggestions and/or concerns:**

Concern: benefit for CCC students and not for public at large – there is no direct public benefit (a requirement for funding, per Guidelines).

There is not sufficient outreach to the community – suggest considerable community outreach and partnerships.

How does this serve the community at large?

Suggest more concrete strategic planning.

## **Flagstaff Downtown Business Alliance**

### **Strengths:**

- Beneficial program for the Flagstaff community.
- Program is free.
- Applaud reaching a lot of families and providing activity for young people.
- Appreciate providing opportunities for local performers.

### **Suggestions and/or concerns:**

- Narrative did not make it clear how this fits with FCP goals.
- Major concern that proposed surplus implies that FCP funding would be used for other programs – program appears to be a “fund raiser” which is not allowed according to the Guidelines.
- 10% of the grant going to fiscal agent is troubling.

## **NAU / Public Library**

### **Strengths:**

- Program has potential.
- Collaboration element is positive.

### **Suggestions and/or concerns:**

- Narrative does not clearly describe the program and use of funds.
- Most of the books are going to NAU students – a case must be made for direct public benefit, per Guidelines.
- Too much funding to pay for the author to make an appearance – and narrative does not make it clear what the role of the author is.
- Donated books should not be listed in the Project Budget – makes the budget appear misleading.



**Art & Science Fund Ranking Form  
July 1, 2010 – June 30, 2011**

**Organization:** \_\_\_\_\_ **Project or GOS**

**Project Title:** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_ **New or Existing Project:** \_\_\_\_\_  
1= lowest ranking, 7= highest ranking

**1. Artistic, Cultural or Scientific Programs/Scope of Work**

A) Program meets the goals of the FCP Art & Science Fund

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

B) Overall scope and quality of the program

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

**2. Community Outreach/Public benefits – tangible services and benefits to the community**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

**3. Organizational/Administrative Profile – management and administrative ability to complete the project**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

**4. Financial status and fiscal management**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

**Total Ranking** (from above) : \_\_\_\_\_

\_\_\_\_\_  
Committee Member

\_\_\_\_\_  
Committee Member Signature  
Date