



MIPAC

What is Maricopa Partnership for Arts and Culture?

- A regional non-profit organization established in 2004 to develop and implement collaborative strategies to advance arts and culture as a critical component of Maricopa County's economic prosperity, distinctiveness and vibrancy.
- Evolved from Maricopa Regional Arts and Culture Task Force

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MPAC is

- Regional in Scope
- Sector Driven
- Collaborative
- Entrepreneurial
- Responsive
- Committed to Excellence

MPAC *acts* as:

Convener, Researcher, Leverager, Catalyst,
Connector, Advocate

MPAC goals are to

- Make the business case for the relevance of arts & culture
- Provide value to relevant stakeholders
- Build alliances across sectors
- Engage highest level of leadership and intellectual capital
- Change perceptions about Greater Phoenix's creative vibrancy
- Move the cultural sector from frill to fundamental

Core Strategies

Maricopa Partnership for Arts and Culture

- **INTEGRATE** arts and culture into economic development, planning and positioning at all levels.
- **ENHANCE** participation in arts and culture activities for all citizens in the region
- **BUILD** regional distinction by promoting signature events, festivals and unique arts and culture experiences.
- **INTEGRATE** arts and culture in the education and lives of young people.

Maricopa Campaign for Arts and Culture

- **IDENTIFY** and secure dedicated funding resources for the region's non-profit arts and culture organizations.

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Economic Development

Objective: *to build the business case for arts & culture*

Creative Connections:

Arts, Ideas, and Economic Progress in Greater Phoenix



Perceptions Matter:

Attracting and Retaining Talented Workers to the Greater Phoenix Region



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Economic Development

Key Findings:

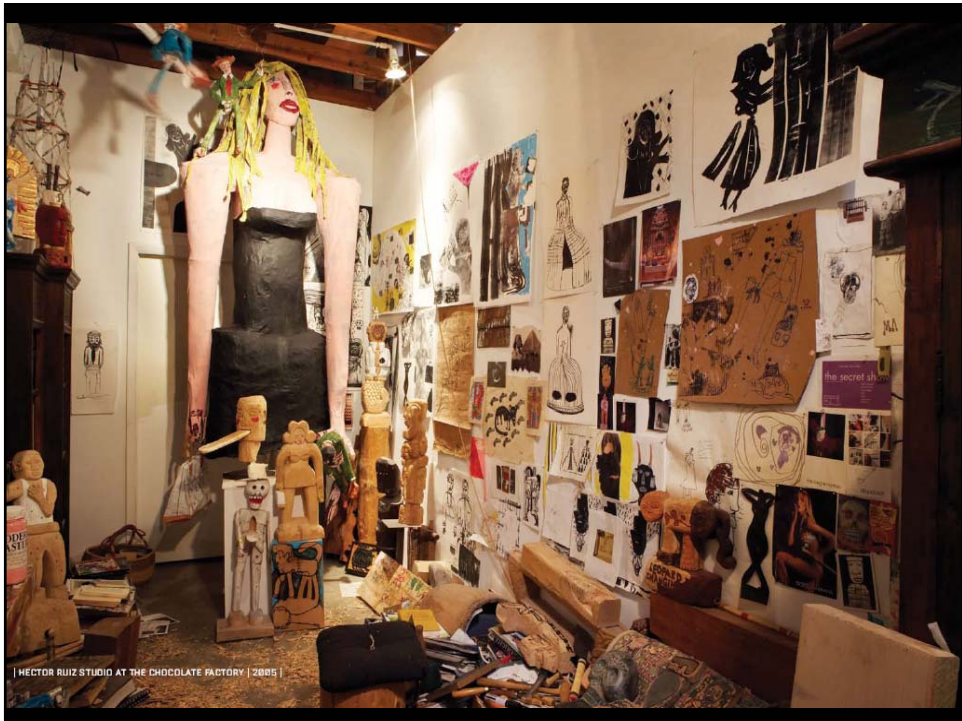
- Region is behind competitors in strength of creative workforce
- Relationship between arts, culture, creativity and the regional economy needs to be better understood and supported
- A broad range of arts & cultural amenities ranked among top 5 determinants of location decisions
- Region needs to address misperceptions about its vibrancy if it is to compete for the best talent and industry

Building Regional Distinction

Objective: to brand the region as vibrant, sophisticated, unique.



Phoenix:
21st Century City





MPAC

Reaching New Audiences

*Objective: to inform the arts and culture
community of issues impacting audience*

Research

- Regional Longitudinal Market Analysis
 - Hispanic Market demographic profile
- MPAC Creative Learning Community on Audience Development
 - Partnership between MPAC and non-profit arts and cultural organizations

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Reaching New Audiences Website

Objective: *to utilize the MPAC website as a center for showcasing regional programs and partnerships*

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Reaching New Audiences Newsletter

Objective: *to celebrate people and institutions impacting the region's cultural "brand"*

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Education for Youth

Objective: *to utilize informal learning networks to promote and instill creative experiences for young people*

- CLIC – Creative Learning and Imagination Community
- GEOPA
- *What'll We Do? Museum or Zoo?*

Maricopa Campaign for Arts and Culture

- **ESTABLISHED** in 2004 to identify and secure dedicated funding for non-profit arts and culture organizations in the range of \$50 million a year.
- **GOAL:** to move the region's non-profit arts and culture sector from last in contributed revenues among nine competitor regions to at least the median

Maricopa Campaign for Arts and Culture

- First-phase research findings: focus groups and a public opinion poll administered to 800 voters in Maricopa County were positive.
 - Positive support across geographic, education, income and other demographics
 - Particularly important when linked to community access and education for youth
- Opportunities, challenges & pending decisions: to determine the scope of a campaign for a potential ballot initiative.

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Lessons Learned

- Providing value to other sectors is critical to building support for the cultural sector.
- Engaging public and private sector leaders in MPAC's work is fundamental to creating buy-in.
- The war for talent is real and those cities/regions that will win are armed with a vibrant and eclectic cultural sector.
- Creating a sense of place involves the cooperation of all economic sectors.

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Lessons Learned

- Emphasis needs to be on broad creative and vibrant cultural environment, not just the non-profit visual and performing arts organizations.
- People will come to a common table if the prize is right.
- MCAC in isolation is unlikely to gather support or funding needed for campaign without value provided by MPAC

