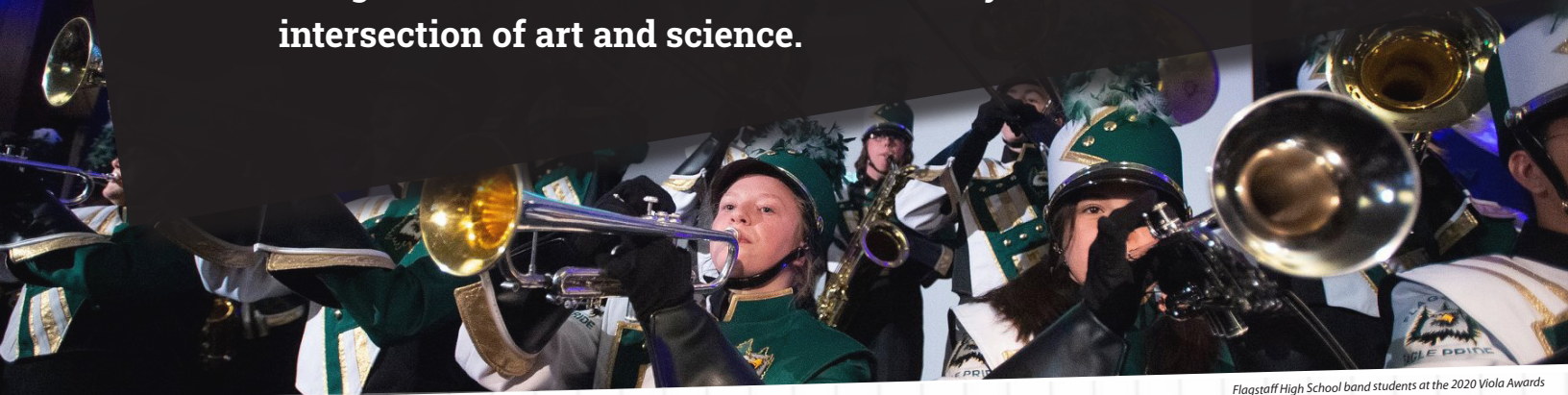


OUR NEW MISSION IS TO
foster creative opportunity.



OUR NEW VISION IS THAT

Flagstaff is a vibrant creative community at the
intersection of art and science.



Flagstaff High School band students at the 2020 Viola Awards

ABOUT OUR NEW MISSION & VISION

Breaking down barriers between art, science, and culture.

Each of us is inspired by our place. In Flagstaff, that not only manifests itself in the arts but also in the sciences. Reframing our mission and vision from art to creativity allows us to be more inclusive. A Flagstaff that promotes creativity as a way of life, values and invests in the arts, has an engaged citizenry, and a culture that respects and learns from each other.

The celebration of art and science together strengthens Flagstaff's identity as a forward-thinking vibrant community.

Our new mission continues our past mission to promote, strengthen and advocate for the arts in our community but it focuses it on how we want to achieve each of those things, through opportunity.

FAC Executive Director, Jonathan Stone at the 2020 Viola Awards

Since its founding, Flagstaff Arts Council has worked on behalf of the people, organizations, ideas, skills, and creative spirit that make Flagstaff a special and vibrant community. We've done that primarily through grantmaking and operation of the Coconino Center for the Arts, Viola Awards, First Friday ArtWalk, Art Box, and other programs were introduced or expanded in the past ten years.

We arrived at our new mission and vision after asking ourselves and the community challenging questions. Like, what does it mean to value the arts? Why does Flagstaff pride itself on science and discovery? What does science have to do with art? How does creativity build community? And, how are we responding to the needs of all citizens?



Thank YOU for being
a part of Flagstaff's creative future!

Twenty Years in the Making...

Flagstaff Arts Council was founded in 1999 as Flagstaff's art, science, and culture agency. In 2019, our 20th year, we launched a year-long process to learn more about community needs and untapped opportunity. Our process included:

- 2 community meetings.
- 3 board retreats.
- Establishment of a board strategic planning committee.
- Individual outreach of board members and staff to elected officials, state leadership, peer organizations, artists, citizens, and more.
- 200 surveys from local stakeholders and 600 single question responses from citizens throughout Arizona.
- Outreach to nonprofit, marketing, and branding experts.

NEW PRIORITIES FOR A CREATIVE COMMUNITY

Resiliency

A resilient creative sector supports a resilient community. This priority is even more important with the ongoing coronavirus pandemic. We plan to expand investment in programs that build the collective capacity of nonprofits, businesses, and practitioners. We are stronger together.

Current examples of our expanded focus on resiliency include weekly calls with art, science, and culture leaders and the establishment of a COVID-19 Relief Fund for nonprofits.

Outreach

We seek to strengthen leadership, introduce challenging yet thought-provoking ideas, listen to those that we do not regularly engage, and build awareness of the entire creative sector, especially the arts. In short, focused effort on sector-wide marketing and community outreach.

Examples of our expanded focus on outreach include initial planning for a potential art week in 2022 and investments in digital media.

Placemaking

As we work towards building a strong sector and community, we hope to work together to enhance cultural identity and invest in places that foster creative experiences and economy. Where in our community can we envision hotbeds of creativity?

Examples of our expanded focus on placemaking include active participation in the downtown master planning process and a planned refresh of First Friday Art Walk.

Learn more at creativeflagstaff.org

