



## Seeking Community Partners: Arizona Cities, Towns, and Neighborhoods

The Arizona Commission on the Arts and Arizona State University's Herberger Institute for Design and the Arts (ASU HIDA), with guidance from Southwest Folklife Alliance, are seeking applications from teams representing Arizona cities/towns and neighborhoods to participate in the inaugural *AZ Creative Communities Institute*.

The *AZ Creative Communities Institute (AZ CCI)* offers small teams, made up of diverse members of your community, a unique opportunity to explore the many ways creativity can be put to work for positive community impact.

### Premise

We believe Arizona cities/towns and neighborhoods can be dynamic sources and drivers of innovative ideas, enhanced community connectedness, and amplified opportunity.

And we know that Arizona communities face complex challenges, and that resources are often under pressure. Yet it is also true that every community in the 48th State has unique creative assets – some recognized, some still undiscovered.

So we wonder: by collaborating with you and Arizona artists, can we better identify those creative assets, address challenges, and discover new opportunities in support of your community's goals?

### Program Components

*AZ CCI* teams will become members of an active learning network, with opportunities to learn from and with local and national experts, as well as peers from other Arizona cities/towns and neighborhoods.

The *AZ CCI* will take place over 12 months, and will include:

1. *AZ CCI Learning Sessions*: Four 2-day *AZ CCI* gatherings in the Phoenix area. Learning sessions are designed to provide each team with knowledge, skills, and tools to select and collaborate with an artist and implement creative community listening and engagement strategies.
2. *Embedded Artist Residency*: A 5-month residency to take place in your community. The focus and format of each artist residency will be collaboratively-designed once selected artists join each team.
3. *Targeted Trainings*: Up to 2 half-day site visits in *AZ CCI* team communities, as well as interactive web-based training or mentorship calls. Teams will have the opportunity to identify areas for customized training and learning to aid in goal implementation.

For a more detailed time-based outline, see page 4.

### Deadline

**11:59pm, Wednesday, May 24, 2017**

### Contact

Brad DeBiase  
Operations & Special Initiatives Coordinator  
Arizona Commission on the Arts  
(602) 771-6501  
[bdebiase@azarts.gov](mailto:bdebiase@azarts.gov)

## Financial Support and Community Benefits

Each AZ CCI team will receive \$2,500 to \$5,000 in financial support to participate in the AZ CCI learning sessions (depending on number of team members and distance traveled) and up to \$7,500 to support the coordination, promotion, and overall implementation of program components.

Overall, selected teams will see between \$15,000-\$20,000 invested in their communities over 12 months (in cash grants, artist services, and direct support).

Embedded artists will receive separate financial support to participate in the AZ CCI and an honorarium to support the artist residency.

In addition, cities/towns and neighborhoods selected to participate will experience and receive the following benefits:

- Artist-facilitated conversations, professional development, and activities to help community members articulate community challenges and related creative experiments/solutions.
- Localized asset and relationship discovery.
- Public events co-sponsored by the Arts Commission.
- Statewide promotion of the city/town or neighborhood as part of the initiative.
- Video and photographic documentation.
- Evaluation resources and support, plus community-specific impact data developed as part of the overall program evaluation.

## AZ CCI Collaborators and Guides

We want to learn from and with you. Representatives of the Arizona Commission on the Arts, ASU HIDA, and Southwest Folklife Alliance will function as key collaborators, alongside those featured here. Other local and national collaborators and guides will be added in response to AZ CCI needs.



**Liz Lerman**  
Institute Professor, Herberger Institute for Design and the Arts at Arizona State University; Founder, Dance Exchange; MacArthur “Genius” Grant Recipient



**Michael Rohd**  
Institute Professor, Herberger Institute for Design and the Arts at Arizona State University; Founding Artistic Director, Sojourn Theatre; Executive Director, Center for Performance in Civic Practice



**Maribel Alvarez**  
Associate Research Professor, School of Anthropology, and Associate Research Social Scientist at the Southwest Center, University of Arizona; Executive Director, Southwest Folklife Alliance; ASU Cultural Policy Fellow; Community Arts Expert



**Maria Rosario Jackson**  
Institute Professor, Herberger Institute for Design and the Arts at Arizona State University; Senior Advisor, Arts and Culture Program at the Kresge Foundation; Expert in Urban Planning and Community Revitalization

## AZ CCI Collaborators and Guides (cont.)



**David Martinez III**  
Advocacy & Outreach  
Specialist, St. Mary's  
Food Bank Alliance;  
Vice-Chair, Alliance of  
Arizona Nonprofits  
Policy Council



**Sarah Sullivan**  
Co-Founder/Artistic  
Director,  
Rising Youth Theatre



**Ashley Hare**  
Managing Director,  
Rising Youth Theatre



**Xanthia Walker**  
Co-Founder/Artistic  
Director,  
Rising Youth Theatre



**Michael Soto**  
Community Organizer  
and Policy Advisor on  
Equity and Community  
Justice

## Team Composition and Eligibility

Diverse teams representing Arizona cities/towns or neighborhoods, including those within Arizona's tribal nations.

Teams must be made up 3-4 committed individuals who love their communities, are interested in learning, and can dedicate themselves to the duration of the AZ CCI.

Teams are expected to coordinate, facilitate, and promote the artist residency, site visits in the community, and other related public events. For this reason, it is critical that at least some team members possess the capacity to "authorize" such activities and can devote focused attention to the team's work over the 12-month engagement.

A. **For Arizona Cities/Towns with populations under 125,000**, the team must include at least 1 of the following:

1. An elected or appointed official representing the city/town or tribal nation, such as a mayor, city or town councilperson, or tribal council member.
2. An employee of the city/town or tribal nation with established authority to represent her/his locality, such as a city or town manager, an agency/department/program lead, an official representative of a board or commission, or a deputy or advisor to an elected official, city/town manager, or tribal official.

**For Arizona Cities/Towns with populations over 125,000**, the team may represent a neighborhood or subunit of the city/town.

These teams may include officials and representatives as outlined above, and/or may choose to be represented by at least 1 of the following:

1. A paid staff member or formally authorized representative from an established community development corporation, neighborhood association or commission, economic development association, chamber of commerce, or similar entity, provided that entity explicitly operates in or serves the named neighborhood or subunit of the city/town.

B. The team may also include any of the following, provided they live in, work in, or serve the designated locality:

1. A community leader, paid staff member, or engaged volunteer providing service in nonprofit, social service, or faith-based arenas.
2. A public or civil servant working in areas beyond those listed in (A), including health services, public safety, military, etc.
3. A business owner or leader whose enterprise operates within the locality.
4. A teacher or other education professional.
5. A student over the age of 15.
6. A passionate and engaged community member.
7. An arts professional, if a community has an established local arts agency or public arts department or program.
8. An arts leader, board member, or engaged volunteer providing service in the nonprofit arts arena.
9. An owner or representative of a creative business, such as a gallery, studio, arts facility, et cetera.

Embedded artists will be selected via a separate call. Teams will be engaged in the selection process.

## Team Characteristics

Each team will be as unique as the communities they represent. Having said that, four attributes are considered essential to AZ CCI success:

1. *Local Affiliation:* We recognize that not everyone lives in the city/town or neighborhood they work in or serve, but team members need to make a strong case for their close connection to the designated community.
2. *Creativity/Diversity:* The AZ CCI partners are looking to engage teams that have been “creatively cast.” Teams should reflect the communities they represent, and thus prospective teams should consider diversity in all its forms, with diversity of age, culture, and expertise of particular importance. Related to diversity of expertise, teams should not be cast with only arts-affiliated individuals or individuals who work in the same organization or department.
3. *Enthusiasm:* We are looking for people who are passionate about discovering their community’s creative potential and putting that creativity to work in service to their city/town or neighborhood. Model teams will include individuals who are open to learning, who play well with others, who are interested in examining their community’s challenges, and are optimistic about the future.
4. *Authority/Capacity:* Teams should strongly consider including members who have some authority over and experience with city/town or neighborhood processes and systems, such that once the team establishes goals and strategies, it can move forward without extraordinary impediments.

## Tentative Timeline and Commitment

The general schedule for *the AZ CCI* is as follows:

- April 2017: Call published
- April-May 12, 2017: Program partners available for mentorship calls or meetings with potential applicants
- May 24, 2017: Deadline to apply
- May 2017: Application review and potential applicant interviews

- June 2017: Applicant notification of acceptance
- August 2017 (2 days, precise dates TBA): AZ CCI Learning Session I
- September–October 2017: AZ CCI targeted training + release of call for embedded artists and associated selection process
- November 2017 (2 days, precise dates TBA): AZ CCI Learning Session II, selected artists to join each community team
- January–May 2018: Artist residencies in communities
- February–April 2018: AZ CCI targeted training
- March 2018 (2 days, precise dates TBA): AZ CCI Learning Session III
- June 2018 (2 days, precise dates TBA): AZ CCI Learning Session IV, conclusion

Lessons on evaluation and documentation of learning and activities will take place throughout the AZ CCI.

## How to Apply

Submit applications via email to [info@azarts.gov](mailto:info@azarts.gov) by **11:59pm, Wednesday, May 24, 2017**.

Written sections of the application should contain a document header with the name of the city/town or neighborhood, be labeled with bolded section headers, typed in at least 11-point font, and numbered sequentially.

Applicants are welcome to include imagery or graphics provided they are large and clear enough to be easily decipherable.

Written sections should be saved as one PDF document if possible, using the following naming format: [CommunityName]\_AZCCI, example: "Happyville\_AZCCI"

Any video responses should be uploaded to an accessible public website or video-sharing site like YouTube or Vimeo. While we are not expecting professionally-shot video content, please bear in mind that we need to be able to clearly see, hear, and understand your responses. Provide the link(s) to any video responses in the body of your application documents in the appropriate sections/locations.

Applications must include:

### A. Team Responses.

Applicants should respond to items in this section in writing, *as a team*. Section A written responses should not exceed 3 pages.

1. Describe major developments or conditions – e.g., economic, cultural, demographic, educational, geographic, civic, governmental – that have an impact on your city/town or neighborhood. Feel free to include and cite relevant data from credible sources, such as the United States Census Bureau, Bureau of Labor Statistics, or similar.
2. To describe your team composition, visit <http://azarts.gov/nextaz/az-creative-communities>, complete the "AZ Creative Communities Team Information Form," and list the confirmation code in the body of your document.

Via the form, you will be asked to list the following for each member: name, lives in (city) and # of years, works in (city) and # of years, job title and employer (up to 2, and including self-employed or retired), up to 5 areas of expertise, and a bio not to exceed 125 words. You will also be asked the following demographic questions for the team in aggregate: # of team members in age groups (15-29, 30-39, 40-49, 50-59, 60-69, 70+), # of team members who identify as a person with a disability, # of team members who identify as (American Indian or Alaska Native,

Arab or Middle Eastern, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Pacific Islander, White or Caucasian, Two or more groups).

This form will not contain any private or personal information and will only be shared with those reviewing applications. This form must be completed in one session, so teams are advised to gather all required information before starting the form.

3. Describe your thinking or the process you undertook in putting together your team. Did an individual take the lead? What roles do you expect to play?
4. How would you define the role of the arts in your community?
5. What are 3 of your community's most significant challenges?
6. What are 3 of your community's most significant recent accomplishments?
7. Please describe a recent situation where individuals or groups within your community worked across sectors or forged useful partnerships to address a community challenge.
8. As a team, how do you hope your community will benefit from the AZ CCI process?

#### B. Individual Responses.

Applicants should respond to items in this section in writing *or* via video, *as individuals*. Section B written responses should not exceed 2 pages *collectively*. Section B video responses should not exceed 4 minutes in run time.

1. Pretend you've been selected to compete in an awesome televised gameshow and as the host is introducing you, she speaks your community's name aloud and says, "I've never been to your community. Tell us about it." If you had 60 seconds or less, how would you describe your city/town or neighborhood to the television-viewing audience?
2. As an individual, what do you feel you bring to your team, and what do you hope to learn or accomplish as an AZ CCI participant?

#### C. Affirmation of Support.

If an elected or appointed official representing the city/town (such as a mayor or city or town councilperson) is not part of your team, please provide a brief, official affirmation of support from such an individual.

Section C affirmations of support may be provided via written response *or* via video. Section C video responses should not exceed 2 minutes in run time.

## Selection

Applications will be reviewed by representatives of the Arizona Commission on the Arts, ASU HIDA, Southwest Folklife Alliance, alongside other key collaborators and guides, who will seek a geographic balance of teams representing rural, urban, and suburban Arizona communities.

In the review process, team composition and application responses will be evaluated through the lens of local affiliation, creativity/diversity, enthusiasm, and authority/capacity. Successful applicants will demonstrate a desire to learn, willingness to explore new ideas, and potential for authentic community engagement. Applicant interviews may be scheduled as part of the application review.

The Arizona Commission on the Arts intends to fund 4-5 teams representing areas beyond the boundaries of Maricopa County. ASU's Herberger Institute for Design and the Arts intends to fund 3-4 teams within the boundaries of Maricopa County. Teams will be convened together, as a cohort.

## For Help and Mentorship

We look forward to supporting you in your efforts to assemble a dynamic AZ CCI team and application.

Please contact Brad DeBiase at the Arizona Commission on the Arts with questions about the initiative or application process, and he will route your inquiry appropriately.

Brad DeBiase  
Operations & Special Initiatives Coordinator  
(602) 771-6501  
[bdebiase@azarts.gov](mailto:bdebiase@azarts.gov)

To schedule a mentorship conference call, or an in-person or virtual mentorship meeting, please contact Brad prior to Friday, May 12, 2017.

Prospective teams or team members will be scheduled to chat with representatives from the Arizona Commission on the Arts and ASU HIDA as schedules permit. Prospective teams and team members are strongly encouraged to take robust advantage of these mentorship opportunities by being ready to discuss specific questions or challenges regarding their efforts to assemble a team or application.

## Program Partners



The Arizona Commission on the Arts' *NextAZ* is a three-year planning initiative designed to empower communities to activate creative assets and co-create ideas to fuel Arizona's next 50 years.

For more information about the Arts Commission's *NextAZ*, visit [www.azarts.gov/NextAZ](http://www.azarts.gov/NextAZ).

Arizona State University's Herberger Institute for Design and the Arts (ASU HIDA) is actively exploring initiatives that prototype strategies to cultivate, facilitate, measure, and visualize new intersections between the arts, the university, cities, and the larger community.

For more information about ASU HIDA's current initiatives, visit <https://herbergerinstitute.asu.edu/research-and-initiatives>. The Herberger Institute's participation in *AZ Creative Communities* is made possible by a grant from the Surdna Foundation's Thriving Cultures program.

Toward the achievement of their shared goals, the Arizona Commission on the Arts and ASU HIDA are collaborating on the initial phase of *AZ Creative Communities*.

The Arizona Commission on the Arts and ASU HIDA are honored to have Southwest Folklife Alliance as a chief collaborator, given the organization's distinguished history of supporting the role of the folk and traditional arts in the artistic life of all Arizonans, as well as the organization's model efforts to support cultural equity and civic engagement across sectors.

For more information about Southwest Folklife Alliance, visit <https://www.southwestfolklife.org/>.