



arts
scottsdale

scottsdale center for
the performing arts

Collaborative Community Engagement Program

2019-20 Season Application Guidelines



Scottsdale Arts Overview

Scottsdale Arts is integral to the Scottsdale experience. We continually offer the highest quality of performing and visual arts in the heart of Old Town Scottsdale by encouraging emerging and established artistic talent in the region and providing resources for artistic and professional development.

Scottsdale Arts consists of Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Public Art, Scottsdale Arts Education & Outreach, Scottsdale Arts Festival, and Canal Convergence, as well as managing events at Scottsdale Civic Center Mall.

Scottsdale Arts Education & Outreach programs promote tolerance and dialogue, provide thought-provoking insights and interactions, and encourage aesthetic contemplation. Free educational opportunities are embedded in the programming philosophy of Scottsdale Arts, such as guided tours, hands-on activities, lectures, workshops, and classroom-based and community outreach.

Vision — To be a preeminent arts destination and community asset that embraces world-class excellence and innovation in the arts.

Mission — To develop, advance, and deliver high-quality arts, cultural experiences, and opportunities in Scottsdale to residents, cultural institutions, artists, and visitors from around the world.

Integrity — Leadership, service, and responsiveness to the community.

Excellence — High standards in all that we do.

Diversity — Programming, audiences, leadership, and management that respect and reflect all our communities.

Accountability — Reliability and financial sustainability.

Innovation — Open to creative change and continuous improvement.

Inclusiveness — Partnership and collaboration, internally and externally.

Engagement — Education and participation in the arts for all ages.



The Collaborative Community Engagement Program

Scottsdale Arts' Collaborative Community Engagement Program (CCEP) is a new program that enables and encourages local artistic and professional development in Stage 2 of Scottsdale Center for the Performing Arts. Phase one of the program is now open for submissions, and will run through January 30, 2020. The CCEP will be chiefly programmed through a competitive application process open to nonprofit organizations, independent producers, and producing collectives.

Selected applicants will receive the following benefits:

- Access to preferred dates in the smaller theater (Stage 2) of a world-class venue with artist and audience amenities.
- A shared risk and revenue model that doesn't require you to pay a cash deposit or a rental fee.
 - For a full description of the revenue model financial split, please see the Project Budget Workbook in the CCEP Artists' Portal at ScottsdalePerformingArts.org/ccep.
- Skill-building opportunities and practical knowledge required to successfully present in a 137-seat theater.
- Access to experienced staff in production, marketing, public relations, box office, and guest services to provide the following in partnership with the selected organization, individual, or arts collective (see next page for details).

We Provide

You Provide

Venue and Staffing

- **Full box office services**, including pricing and seating consultations, ticketing support (transaction processing, group sales support, will call tickets, etc.), and post-show reporting.
 - **Standard front of house staff** for the performance(s), including ushers, house managers, custodians, and protection services.
- **10–15% of gross ticket** revenues as a licensing fee, based on the day of the week of the performance(s). No deposit is required. Licensing fee is deducted from your ticket revenue after the event.
 - **A Certificate of Insurance**
 - **Adherence to the Center's box office and event management policies and deadlines.** Includes reliable and consistent communication with key stakeholders.

Production

- **Full package of current technical inventory**, including sound and monitor systems, lighting equipment, microphones, and music stands, operated and managed by the Center's production staff.
 - **Consultations** with the Center's production manager to explore ideas and creative solutions for potential technical challenges.
 - **Discounted production crew fees** from the Center's standard rental fee.
- **Dedicated production manager** to coordinate with the Center's production staff and ensure successful planning for day-of-show production needs.
 - **Cost of additional production crew** (above what is outlined in agreement) as needed and to be determined in consultation with the Center's production manager for event and rehearsals.
 - **Attendance** at initial production meeting, in addition to a meeting 30 days before event and a meeting 15 days before event date to finalize production schedule.

Marketing

- **Performance inclusion in the Center's marketing campaign.** May include cross-promotion with additional Scottsdale Arts branches if applicable.
 - **A consultation** with Scottsdale Arts marketing and public relations staff.
 - **Performance event page** on ScottsdalePerformingArts.org and corresponding calendar listing.
 - **Inclusion in Weekly Eblast:** Performance photograph, title, date, and ticketing will be included in the Center's weekly eblast for two weeks leading up to the performance date.
 - **Performance inclusion in the Center's lobby promotional video.** Performance title and date will appear in the lobby promotional video before ticketed events.
 - **Inclusion in OnMedia program inserts.** Performance will be listed with additional CCEP performances on a program insert three times during the Center's season.
- **A marketing plan** specific to your show executed in coordination with the Center and Scottsdale Arts' marketing plans.
 - **High quality photography** promoting your event.
 - **Reliable and consistent communication** with Scottsdale Arts' marketing staff to provide insight into the execution of your marketing plan.
 - **Adherence to all Scottsdale Arts marketing deadlines and brand standards.**
 - **Dedicated personnel** to coordinate the creation of a press release.



Eligibility and Application Guidelines

If you are an Arizona-based independent artist, nonprofit organization, presenter, producer, or producing collective with a history of presenting arts events, you are eligible to apply to the CCEP.

Successful applicants will demonstrate:

- A strong background in producing artistically excellent events.
- The skills and team necessary to bring events to fruition from all producing aspects, including financing, budgeting, marketing, and event planning.
- An existing and supportive core audience.
- The ability and willingness to communicate with the Center's staff, provide and receive constructive feedback, and meet all event production deadlines.

Successful applicants will propose an event:

- With an artistically excellent program featuring high-quality performers.
 - Applicants should be aware that Scottsdale Arts is very interested in family programming.
- That is no more than three hours long, including intermission.
- That is adaptable to the Center's Stage 2 size, technical capabilities, and audience capacity and can be produced May – October.
- That contributes to a culturally and artistically diverse season of events.
- That reflects Scottsdale Arts' mission to bring people together for transformative arts experiences
- That inspires, empowers, and ignites cultural exchange.
- That is unique within the Valley arts community.

Letters of intent and full applications will be evaluated according to the above criteria.

The Collaborative Community Engagement Program may be right for you if you have one or more of the following goals:

- To expand event attendance beyond your established core audience.
- To leverage a high-profile production for additional press, publicity, and visibility for your organization, artists, or art form.
- To present a new art form or artist.
- To activate the space in a creative and innovative way.
- To expand your skills as a producer and apply them to future work.
- To test a new style of performance in the Arizona market.

In addition, applicants are highly encouraged to complete the Project Budget Workbook to assess if CCEP provides the right financial model for your production. The Project Budget Workbook is part of the application and is available at ScottsdalePerformingArts.org/ccep.

Application Process

Interested applicants must submit a Letter of Intent (LOI) to:

Collaborative Community Engagement Program

Scottsdale Center for the Arts

7380 E. Second St.

Scottsdale, AZ 85251

Or email Meribeth Reeves, managing director of Scottsdale Center for the Performing Arts, at MeribethR@scottsdalearts.org

An LOI should include the following:

- A detailed description outlining the theme or content of the planned work
- Number of performing artists for the planned work and a brief overview of previous experience
- Any previous work of the producing entity or previous iterations of the planned work
- Proposed marketing plan
- Any available technical information about the planned work
- Lighting plans
- Video projection needs (if applicable)
- Audio and/or performer amplification needs

An LOI should also answer the following questions:

- How will the proposed work creatively use Stage 2?
- How do you plan to engage the community through the planned work?
- How does the planned work contribute to a culturally and artistically diverse season of events at Scottsdale Center for the Arts?

Timeline

- Letter of intent is submitted no less than six months before your preferred performance date and no more than one year before.
- Applicant receives a response to submitted LOI after no more than three weeks.
- Invitation to apply will be sent upon approval of project.

Learn More

Contact Meribeth Reeves, managing director of Scottsdale Center for the Performing Arts, at meribethr@scottsdalearts.org, or call 480-994-2787 for additional information.

Once accepted into the CCEP, Meribeth Reeves will serve as the point of contact for coordination of all collaboration with Scottsdale Arts staff.