

Scottsdale Arts

Prepared for City of Scottsdale
April 16, 2024

Scottsdale Citizens Engagement Platform

A plan and purpose for the future!

PLEASE NOTE

Please Note: The findings from the report on Scottsdale Arts are the ideas, opinions, and suggestions gathered from the members of the Speak up Scottsdale community and are not necessarily a reflection of all citizens of Scottsdale. This report may refer to Speak Up Scottsdale community members as respondents, community members, participants, and/or SUS members.

Scottsdale Arts Reports



OVERVIEW

On March 20, 2024, three activities were launched to the SUS community regarding Arts and Culture in Scottsdale.

- 2 polls
 - 68 participated in the Art Types poll
 - 69 participated in the Art and Culture attendance poll
- 1 discussion
 - 57 individuals had 62 conversations

This report provides a summary of the discussion themes and analysis of the polls.



SCOTTSDALES ARTS AND CULTURE DISCUSSION

Speak Up Scottsdale members were asked to discuss Scottsdale arts and culture. They were invited to share their thoughts by considering these questions:

- Does the City provide enough opportunities for you?
- What do you appreciate most about what the City provides?
- What would you like to see changed or provided in addition to what is already out there?
- What keeps you from attending more arts and culture events?



SCOTTSDALES ARTS AND CULTURE DISCUSSION

SUS members celebrate Scottsdale's cultural efforts but suggest enhancements in event distribution, communication, and affordability could amplify its cultural reputation and participation.

SUS member appreciates Scottsdale's arts and culture scene, but sees room for improvement:

- **Parking:** Solutions needed for Old Town congestion. Decentralizing events could ease this and spread culture city-wide.
- **Communication:** Better promotion and a unified event calendar are desired for greater community engagement.
- **Accessibility:** Calls for more free or affordable events, especially in North Scottsdale, to make arts accessible to all.



SCOTTSDALES ARTS AND CULTURE DISCUSSION

SUS members suggest:

Diversity of events emphasize the desire for not only more events north of highway 101 but also a broader diversity in the types of cultural activities offered, catering to varied interests and ages across the community.

Technological integration suggest the use of technology to improve event promotion and accessibility.

Collaboration with local artists and organizations highlight the importance of involving local artists and cultural organizations in the planning and execution of events to ensure the programming remains vibrant, diverse, and reflective of Scottsdale's community.

Sustainability practices address environmental concerns by advocating for sustainable practices in the organization of cultural events, such as reducing waste, encouraging public transportation, and using eco-friendly materials.

Feedback mechanisms the introduction of regular feedback mechanisms, such as surveys or community forums, could help continuously align the city's cultural offerings with resident expectations and needs.

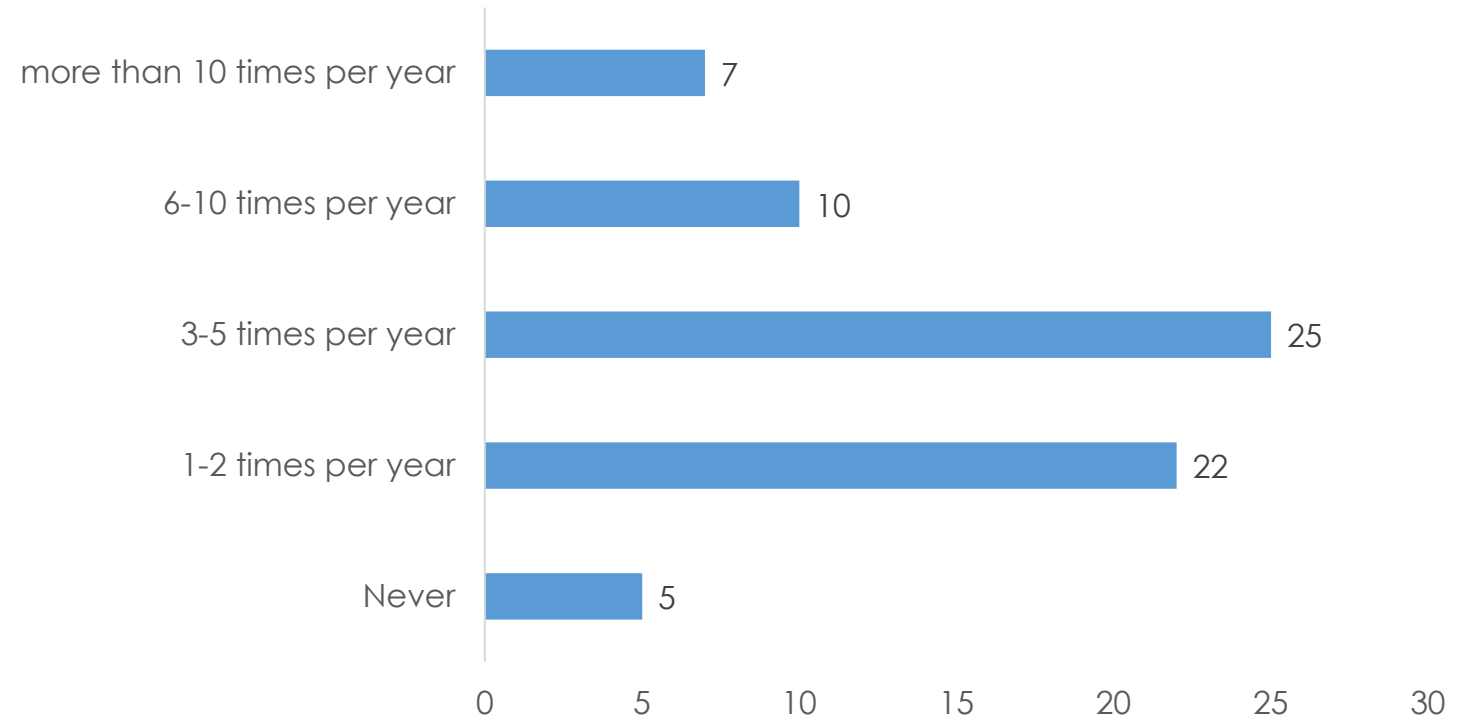


FREQUENCY OF PARTICIPATION OR ATTENDANCE OF SCOTTSDALE ARTS AND CULTURE EVENTS

SUS members were polled about their frequency in participating in or attending activities pertaining to arts and culture within Scottsdale.

Of the 69 members who answered 25 participate or attend 3-5 arts and culture events per year.

Participation or Attendance of Scottsdale Arts & Culture Events



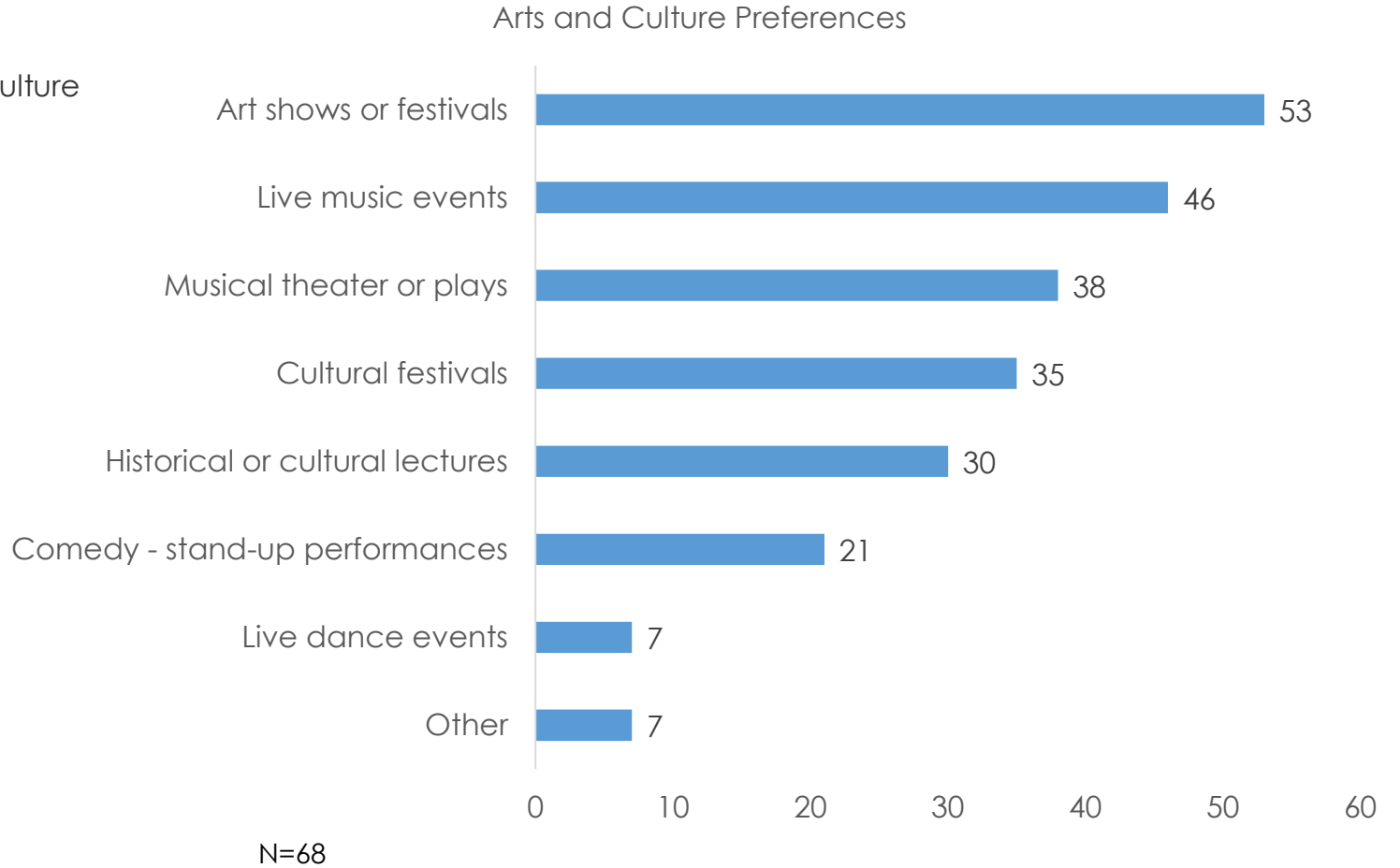
N=69

ARTS AND CULTURE ACTIVITIES PREFERENCE

SUS members were polled about the types of arts and culture activities they prefer.

Top three activities:

- Art shows and festivals 53
- Live music events 46
- Musical theater or plays 38





SUMMARY

Scottsdale's vibrant arts and culture scene is highly valued, yet SUS members seek improvements in parking, diversity, and event communication. Adopting solutions like decentralizing events, enhancing digital outreach, and promoting financial accessibility will better serve and expand community engagement, strengthening Scottsdale's cultural stature.

Thank you!

Let's us know if you have any questions!

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