



KAYENTA ARTS FOUNDATION

Center for the Arts
at Kayenta in Ivins, Utah

CASE FOR SUPPORT

Our mission is to develop and create an environment that fosters diverse artistic endeavors for educational and enrichment purposes.

OUR STORY: THE INSPIRATION UNFOLDS

Only a sixty-minute drive from Zion National Park and two hours from Las Vegas, is a place called Kayenta Desert Community in Ivins, Utah. Over the centuries, this area inspired many artists by its other-worldly landscapes. Earliest residents of the area created an extraordinary artform with their massive paleo footprints. Rock artists depicted human, animal and alien forms in pictographs and petroglyphs which intrigued and enchanted travelers and artists alike. Indeed, music and art have always thrived around the sacred campfires of those who settled in this bold and powerful environment.

Surrounded by the southern Utah red rock country that inspired these generations past, Ivins is a picture-perfect enclave embraced by protected lands. Within this environment, Kayenta Arts Foundation's (KAF) vision was born. It is as bold as the landscape: a center for the arts with clear sightlines and warm acoustics that provides for wholly intimate theatrical experiences, and offers a backdrop for the visual arts and community events.

THE INITIAL SCRIPT

Emerging out of a need to coordinate numerous events and artistic activities in the Kayenta community, Kayenta Arts Foundation was incorporated and received federal 501(c)(3) status in 2011. From the beginning, the Board of Directors assumed both governance and management responsibilities for this new entity along with assuring KAF was a responsible nonprofit corporation. Board composition included people from Kayenta and the greater St. George area. Since then, the Board has diligently acted to bring diverse artistic endeavors to the community.

Art In Kayenta, a long-standing annual juried arts festival, became a program of KAF, as did the Desert Rose Labyrinth and Sculpture Garden. The annual Kayenta Street Painting Festival (the brainchild of one of KAF's first Directors and local artist, Aimee Bonham) and KAF's assorted concerts, dance, theater, and poetry events have grown into events the community knows and cherishes. These events take place outdoors or in a small multi-purpose room. Even so, with an annual operating budget of \$120,000 cash and in-kind, KAF has become a major contributor to the southern Utah visual and performing arts scene.

KAF is committed to fulfilling its Mission in southern Utah. It is dedicated to involving youth and the community at large in theatrical and visual arts experiences and workshops that challenge, inform, and enrich lives. Importantly, a principal goal of KAF is that these programs and events are accessible to residents, tourists, and families of all economic levels and diverse cultural backgrounds.

PRODUCING THE PLAY: CENTER FOR THE ARTS

It became apparent that, in order to fully meet its Mission, Kayenta Arts Foundation would need performance space for year-round productions as well as the infrastructure to assure its sustainability. A center for the arts was conceived as a means to these ends.

However, no good idea is feasible without the business operation to underpin its success. To this end, KAF's Board of Directors worked with a business consultant to complete a Business Plan for the KAF organization and its planned *Center for the Arts (CFA)*. Importantly, the Business Plan included Washington County regional demographics, market analysis, financial projections, and a competitive analysis, as well as other generalized information regarding the financial future of KAF and the CFA. The Business Plan was complemented by the 2013 Washington County Needs Assessment, which further demonstrated the need for additional performance space.

KAF's 2015 operating budget is \$120,000. Significant charitable donor support has been developed over the past four years, and \$523,000 has been raised in private, charitable funds designated solely for the CFA—an impressive feat for this young organization. Through the generosity of the local community, construction of the CFA is proceeding. A contract and other legal documents have been executed providing for KAF's full ownership of the CFA.

An essential element in operationalizing the Business Plan is theater management expertise. The professional and committed KAF Board of Directors is in the process of engaging a director with creative and management skills to ensure financial and programmatic sustainability, and to continue its success to date.

BUILDING COMMUNITY: CENTER FOR THE ARTS

KAF's Board understands that businesses and philanthropic individuals have enormous power to build community capacity and to support an arts organization in southern Utah that is focused on building a sustainable future. The new *Center for the Arts* is an opportunity for them to help enhance southern Utah's artistic destiny and to work in concert with leaders who envision a well-balanced and thriving arts community.

The Board of KAF sees an immeasurable beauty that influences the joy and pride of people who embrace the places they live. The Board invites the community to help create artistic culture through the shape of public places in which they experience art and theater - from infrastructure to integration into nature.

The Center for the Arts will be the only independent venue of its kind in southern Utah. It will serve primarily as a performing arts venue and visual arts gallery with a multi-functional black box style theater that will accommodate both in-the-round and traditional proscenium-staged production. The maximum occupancy is 451 people; however, the actual black box capacity is dependent upon the event and seating configuration.

Supporting areas in the Center include a 1156 sq. ft. lobby/gallery/concession area, a 1500 sq. ft. workshop, and a 1089 sq. ft. rehearsal space, two designated gender-specific dressing room areas, backstage staging and storage areas, an audio-visual booth, box office, administrative office and men's and ladies' lounges. The overall size of the building will be approximately 10,831 sq. ft.

KAF has completed Phase One of a capital campaign to raise approximately \$2.7 million in charitable gifts to fund construction of the proposed Center and to fund operational items. To date, over \$523,000 has been raised and \$557,000 invested in the project.

Phase Two goal is approximately \$1.5million - \$880,000 in capital funds and \$620,000 in operational and program funds.

BENEFITS TO OUR GREATER COMMUNITY AND THE ARTS

Southwestern Utah’s growing population enriches lives, brings people of diverse backgrounds together, cares deeply for the environment, and ultimately, contributes to the economic success of the region. This expanding populace honors shared values both ancestral and modern-day, economics, and diverse art as it expands. The Center for the Arts will enable KAF to contribute to economic development, tourism, and arts education of the area while celebrating the area’s values, diversity, and interests.

Benefit One: Facility Needs

In 2013, the City of St. George commissioned Webb Management Services to investigate the need for new performing arts facilities in Washington County. This Needs Assessment was warranted based on a growing sense that then-current facilities were insufficient and that growing demand for school and college-based theaters would leave local groups with nowhere to perform. Underlying this demand was anxiety about uncertain future access to Dixie State University facilities. *The results of the Needs Assessment support KAF’s goal to provide a small theater venue for many users.* The Needs Assessment found that organizations such as those listed below expressed a desire for additional small venue space.

- Stage Door Theater
- Southwest Symphony
- High school music, dance and theater for music competitions, multi-school events
- Space Between Theater Company
- St. George Musical Theater
- Dixie College Theater Department rehearsal space
- St. George Opera
- St. George Dance Company
- Color Country Chorus
- St. George Chamber Singers

In addition to the Needs Assessment findings, increasingly there are local and regional calls for larger indoor spaces for meetings, assemblies, and events.

Benefit Two: Economic Development

Successful economic development is a process that fills different needs for different communities at different times. Its success is often case specific, depending on the development goals, implementation, and funding resources available. *Programs to provide infrastructure and services, such as arts and education programs and projects,*

are essential components.

Small business start-up and development, including that of nonprofit organizations like KAF, add to the overall economic mix. KAF's economic development contribution is primarily indirect, but essential as companies consider locating to southwestern Utah and desire robust arts, entertainment, and educational options. The public-nonprofit partnerships that are created as a result of the arts sustain community efforts to improve both the local economy and the quality of life.

Benefit Three: Tourism

Zion National Park and Utah's southwest corner is one of the most sought after vacation and "second home" destinations in the United States. Tourism has a positive impact on many factors, including diversity and economic development. Natural beauty is ranked as the first factor influencing travel decisions; there are other factors determining the attractiveness of a tourism destination including general infrastructure, and, importantly, the interests of the visitors.

KAF contributes to a holistic tourism environment and the desired activities of visitors. High quality performance art in a landscape that honors the southwest culture and history while presenting significant options to tourists is an important piece of the visitor's experience. KAF's mission and vision respect socio-cultural diversity, conserve built and living cultural heritage, and—by the nature of its programming—contribute to cross-cultural understanding and appreciation.

Because of this unique capability, KAF is invaluable for supporting tourism development, especially in partnering to develop southwestern Utah's destinations where tourism is an important economic driver.

Benefit Four: A Destination City

Ivins and Kayenta have supported the concept of a destination city for many years. In partnership with them, KAF presents an important opportunity for complementing other local infrastructure development. Clearly, hospitality, entertainment, recreation, and all the supporting businesses that come with a destination city would be the best fit with the least impact and most benefit to this area. KAF with its contributions to the arts is a natural partner in this vision.

Benefit Five: Partners in Arts and Theater Education

KAF recognizes that for the CFA to succeed, it will require an expanded calendar of events and performances and must continue to attract a sizable audience. To this end,

KAF is building relationships with a variety of organizations. Discussions are ongoing with Dixie State University regarding expanded participation in the annual DOCUTAH International Documentary Film Festival. KAF's Board Chair has had a discussion with the Las Vegas Philharmonic Musical Director to create a subscription chamber music series whereby members of the Philharmonic will provide annual concerts in the CFA. KAF envisions the CFA as a potential (future) home for local theater companies, offering rehearsal and venue space. KAF reaches out to the community with concerts at the nearby Southern Utah Veteran's Home and seminars to local school children on chalk art, which fosters participation by local schools in the Street Painting Festival.

KAF's partnerships extend beyond the presentation of performances and festivals. Two members of KAF's Board of Directors are invited participants on Ivins City's Arts Master Plan Steering Committee. KAF participates in Ivins' Heritage Days celebrations and frequently presents testimony to the City Planning Commission and City Council. In 2013, Ivins' City Council authorized the City to partner with KAF for the purpose of submitting an application for a National Endowment for the Arts Our Town grant. It is from this partnership that the need for an Arts Master Plan was identified; such Plan is now in the final draft stages. It is through these and other efforts that KAF will meet its Mission.

Our Request to You

In its first four years, KAF has established itself as a professional, dedicated, and results-driven nonprofit organization. Its leadership demonstrates integrity and exceptional accountability to funders, volunteers, and the mission it has pledged to support. The Board of Directors is dedicated to this project and proud to offer it to the community.

Now, KAF is poised for its next step. In the entrepreneurial spirit of many of the early pioneers and community leaders today, KAF aims—through the Center for the Arts—to expand its ability to serve its Mission, while contributing to the overall quality of life of the greater southern Utah area.

KAF's leadership is inviting visionary partners to invest in the future of this community. The Board sees a bright future for the Center for the Arts as it plays an important supporting role in tourism, economic development, and education in the area and offers an independent venue for diverse artistic endeavors.