

## Metro Phoenix Partnership for Arts and Culture

Profile of Metro Phoenix Partnership for Arts and Cu, a Nonprofit Organization i

By [Judy Hedding](#), About.com Guide

Metro Phoenix Partnership for Arts and Culture is a nonprofit organization doing business in the Greater Phoenix area. I posed ten questions to a representative of MPAC in an effort to familiarize Phoenix area residents with the organization. Here are the responses I received.

### **What is the name of the organization?**

Metro Phoenix Partnership for Arts and Culture

### **How long has the organization been operating in the Phoenix area?**

Since 2004.

### **Does the organization serve a particular geographic area?**

Metro Phoenix area/Maricopa County

### **Who is most likely to benefit from services provided by the organization?**

MPAC's vision is for the Metro Phoenix region to be seen by the world as an international center for innovation and creativity, renowned for its thriving economy, talent base, and unique and diverse creative assets. To this end, MPAC partners with the arts and culture, economic development and business entities to understand where the local economy is now and where it could be. It does this through research that informs, illustrates and illuminates obstacles and opportunities for Metro Phoenix to develop a vibrant and diverse economy in the 21st Century global community. From this starting point, MPAC and its partners develop programs, products and initiatives to position the Metro Phoenix creative workforce as fundamental to the economic progress of the region.

MPAC is also addressing the critical need for support of Arizona's nonprofit arts and culture community through the Arizona Needs Arts & Culture informational campaign.

### **Are there requirements or prerequisites for people to access your services?**

MPAC staff and board members are available to speak on the importance of a vibrant creative community in supporting a thriving economy. Also, MPAC reports are available at [www.mpacarts.org](http://www.mpacarts.org). MPAC does not provide individual grants to organizations.

### **Three things about Maricopa Partnership for Arts and Culture that people might not know.**

1. MPAC promotes a vibrant creative community as a critical partner in the economic growth of Metro Phoenix. To this end, MPAC undertakes research to better understand our region's perception both locally and internationally as well as local audience trends and behaviors.
2. MPAC works with the business community to create resources for attracting and retaining top talent to the region.
3. MPAC works to reach Arizonans with the message that our nonprofit arts and culture organizations are vital to our communities' quality of life.

### **What is the local address?**

2390 E. Camelback Road, #204, Phoenix, AZ 85016

### **What is the local phone number?**

602-224-8400

### **What is the URL of the local web site?**

[www.mpacarts.org](http://www.mpacarts.org)<sup>1</sup>

### **Any other comments?**

MPAC was founded in 2004 at the recommendation of the Maricopa Regional Arts and Culture Task Force. Studies revealed that the Greater Phoenix region was lagging far behind competitor cities and areas in support for the arts. Other research shows that having a strong arts and culture environment is important in attracting and retaining top talent for many industries. Latest figures show that contributed revenue for non-profit arts and culture as a whole for Greater Phoenix is far below cities like San Diego, Austin, Denver and Seattle.

One persistent misperception is that the arts are currently funded through tax dollars. This is not currently the case. There is also a public opinion that the quality of the arts here is subpar to that of other regions. MPAC, through its work, hopes to assist in driving up attendance numbers to local arts and culture experiences as well as create a dedicated funding source to continue growing and sustaining our region's creative community.

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1. <http://www.mpacarts.org>