



CULTURAL COALITION

2021 ANNUAL REPORT



CULTURAL COALITION, INC. IS DEDICATED TO SUPPORTING AND CELEBRATING LATINX AND INDIGENOUS ART AND ARTISTS IN ARIZONA BY PROVIDING OPPORTUNITIES FOR BIPOC ARTISTS TO ENGAGE WITH UNDERSERVED COMMUNITIES THROUGH FREE ARTS AND CULTURE INITIATIVES THAT INCLUDE FESTIVALS, EDUCATIONAL OUTREACH, AFTER SCHOOL YOUTH PROGRAMS, AND CULTURAL PRESERVATION.

ABOUT CULTURAL COALITION, INC.



2021 El Puente Festival Artists & Staff at Tempe Center for the Arts

Since 1996, Cultural Coalition, Inc. a non-profit arts organization has been dedicated to its mission is to provide community engagement through unique cultural programs dedicated to the education, promotion and development of Indigenous artists in Arizona.

Our Vision is to celebrate diverse cultures, serve families, provide cultural education and create new traditions.

Our programmatic activities aim to educate, promote and develop cultural arts programs and engage artists in the Phoenix area while preserving, producing, and presenting socially significant community traditions.

Through art events and multidisciplinary performances, we tell our collective universal stories, and our traditional icons are kept alive and relevant to our contemporary culture.

Supporting our local Native and Latino Artists is an imperative goal. Artists are the visionaries and communicators of contemporary issues; it is vital to continue utilizing the arts as a way to reach new audiences while preventing commercial exploitation and cultural appropriations.

We are honored to be celebrating our 25th Anniversary in 2021!

CULTURAL COALITION TURNS 25



The idea of Cultural Coalition began in 1996, with Zarco Guerrero and Carmen de Novais Guerrero sponsoring the Los Angeles production of *The Last Angry Brown Hat* to come to the Phoenix Orpheum Theater. The groundbreaking play explored the story of four middle-aged Chicanos who reminisce on their involvement in the Brown Berets and the Chicano Movement of the 1960's.

Carmen and Zarco continued sharing the stories and culture of the American Southwest and Mexico with an emphasis on bringing back the lost connection of these cultures to their indigenous ancestral practices.

In 1997, Cultural Coalition produced its first festival in Phoenix, *El Dia de la Raza*, a collaboration with José Cortez, and Chicanos Por La Causa.

"Our first festival celebration as Cultural CoAZ. was an affirmation of our desire to serve our community with free access to culture and art. Music, dance, storytelling and theater together with delicious foods and drinks are the very medicine we need to heal and nurture a healthy people. It is also a way to bring in the next generation into cultural knowledge." - Carmen Guerrero, Cultural Coalition Executive Director

Cultural Coalition's received its 501(c)3 non-profit status in 2000, and continued its tradition of storytelling with theater performances, multiple cultural festivals, hands-on arts community outreach opportunities, and a free after school art program for youth at a low-income housing complex in Mesa.

For 25 years, Cultural Coalition has maintained their connection to the theater community. The Coalition has connected artists with organizations and festivals throughout the Valley and Zarco has made hundreds of masks for theater, music, and dance companies all over Arizona.

"After 25 years, the Cultural Coalition continues to reach out to individual artists and local arts organizations in order to assist in our common goal to bring people from all walks of life together to celebrate the rich cultural diversity of our community, Since the first Dia De Los Muertos Festival in 1975, the Mask artform has become recognized as an iconic symbol for artistic expression in Arizona. The Mask is the very tool that makes us unique, it's both ancient and modern. Now is the time to begin the planning of a Mask Museum and Cultural Center to keep our legacy alive for generations to come." - Zarco Guerrero, Cultural Coalition Artistic Director

2021 ORGANIZATIONAL HIGHLIGHTS

Our events and programs provide dance, music, theater, and storytelling as well as hands-on visual arts workshops for our Arizona communities, especially serving the youth and low-income families.

Through our Coalition of artists and organizations, we produce and curate arts and culture festivals featuring traditional and modern performances of dance, music, storytelling, and the visual arts. We also provide hands on visual and performing arts opportunities for youth and our great community with our after school arts program and educational outreaches. Our newest initiative, the Mask Alive Museum Legacy Project, focuses on the preservation of the objects and materials associated with the history of these culturally diverse performing arts in Arizona.

5,000

People at El Punte Fest

CONTRIBUTED REVENUE INCREASED

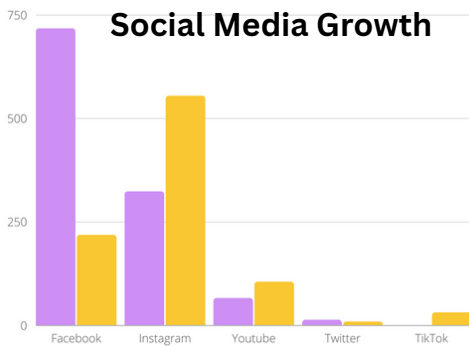
We implemented a new donor program in 2021 which allowed us to more than DOUBLE our income from gifts. We increased our individual donors, support from new foundations, and increased funding from both state and city governments.

CAPACITY BUILDING

We invested in a donor CRM and have made improvements to our donor recognition and communication. Over a third of our expenses were paid to local artists, we hired a grants writer and an accountant and also increased wages for our administrative team and teaching artists. We also saw an increase in our online and social media presence in 2021.

COMMUNITY OUTREACH

We expanded our programs and educational activities to other local communities such as Scottsdale, Tempe, Mesa, Salt River Reservation, Casa Grande, Apache Junction and Flagstaff, while keeping the majority of our programs and services in the City of Phoenix and serving the residents of Maricopa county, in addition to still providing virtual content.



8,000

People at Mikiztli Festival

NEW THIS YEAR

The Cultural Coalition Board and its founders are dedicated to creating a brick and mortar space that would care for and display the arts and cultural objects used in its festivals and produced by its artists. A museum and cultural center that act as an arts education and arts experience space - Mask Alive Museum & Cultural Center. Cultural Coalition staff has already begun an object inventory project and invested in an archive platform. The initiative is part of the Guerrero Family Legacy Project which includes cataloguing the objects, creating a space for everyone to enjoy the art, and training the next generation of artists on how to create, repair, and care for these materials.

FESTIVALS

El Zócalo Festival

The first El Zócalo Festival at the Herberger Theater was a celebration of all arts, with a special recognition on those rooted in Latin American and Native cultures.

A partnership between Cultural Coalition and Childsplay, funded by the Doris Duke Foundation. From April 10 to July 31, 2021, families and lovers of the arts enjoyed virtual recorded performances of dance, music, storytelling from some of the Valley's most beloved entertainers. The inaugural event included:

- A commissioned mural by local artist Edgar Fernandez.
- Arts activities with Zarco and Carmen Guerrero
- Dance performances by Quetzalli Ballet Folklórico, Indigenous Enterprise, and Coatlicue Aztec Dancers.
- Music performances by Mariachi Rubor and Gustavo Angeles
- Teatro Bravo performed their one act 'Dreamers'
- A parade of giant puppets, drummers, and masked characters provided the finale!

El Puente Festival

The 9th Annual El Puente Festival, took place on Sunday, May 23, 2021 at 2 p.m. as a live stream event. Performances, included dance troupes and music ensembles from local Valley schools.

A unique festival dedicated to making connections, El Puente, the Spanish word for bridge, brings people together by sharing diverse art and cultural traditions.

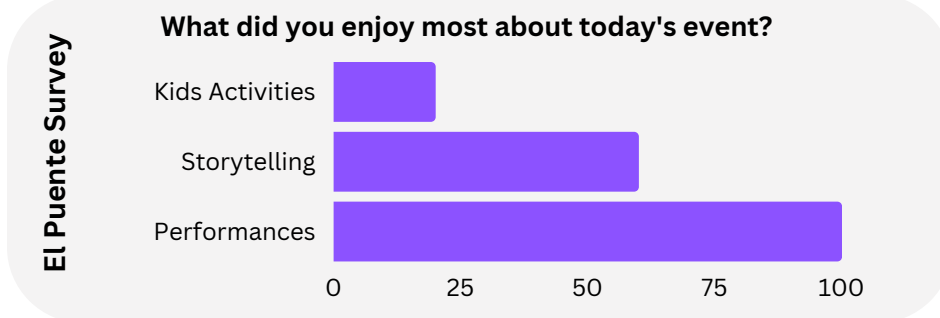
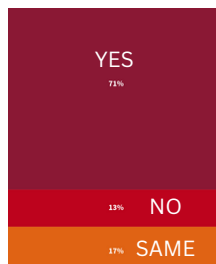
Funded by the City of Tempe, the festival included:

- Children's art and game activities.
- Dances by Quetzalli Ballet Folklórico, Ollin Yoliztli Dance Academy, and Primavera Dance Company.
- Music by Kyrene Middle School Mariachi, Corona del Sol Steel Drum Band, Desert Sounds Mariachi, Harmony Project Youth Group, and Mariachi Rubor.
- Storytelling with author Violet Duncan.
- The Fabulous Fridas, puppets, dancers, & drummers were all part of the finale parade across the Tempe Town Lake Bridge!



El Zocalo Survey Results

Will you attend more events that celebrate Latinx culture because of this event?





Mask Alive Festival

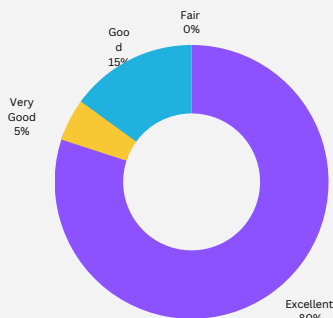
The 4th Annual Mask Alive Festival on Sunday, September 19, 2021 at Pioneer Park in Mesa with an estimated 3,800 people in attendance. A free family friendly event, it featured arts activities, food trucks, artist vendors, and a raffle to win a mask by artist Zarco Guerrero. Mesa Vice Mayor Jennifer Duff, a supporter of the event, announced the mask raffle winner.

City of Mesa Mayor John Giles welcomed the audience. Entertainment included Desert Sounds Music, Sankofa African Drums, Ballet Folklorico Quetzalli, Ken Koshio & Taiko Drumming, a Mask & Puppet Parade, and more!

Funding for this event was provided by the City of Mesa and Raza Development Fund.

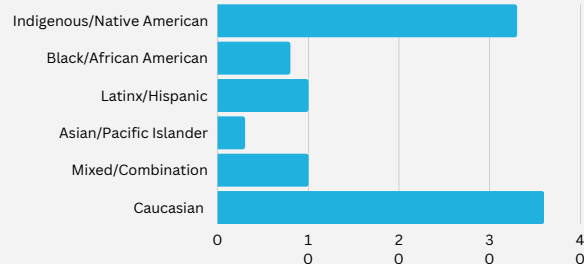
Mask Alive Survey

How would you rate your overall experience?



Portal Fest Survey

How do you identify culturally?



Portal to the Past Festival

The 3rd Annual Portal to the Past Festival was a free event at Pueblo Grande Museum in Phoenix on Sunday, October 3 from 2 to 4 p.m. with an estimated 750 people in attendance.

Families enjoyed cultural performances by the Cruz Waila Band, Cibecue Creek Apache Spirit Dancers, children's crafts, tours, and demonstrations by indigenous artisans - all in celebration of the intricate canal systems of the Ancestral Sonoran Desert People (known as the Hohokam), still used today.

Funded by the Arizona Humanities Council, Friends of the Pueblo Grande Museum and Raza Development Fund. Free supporting programs also included:

October 20: The Gila and The Salt - Our River Stories.

A masked storytelling performance by Zarco Guerrero.

November 3: Water is Life! A community conversation and panel discussion about the use of water Arizona.

MIKIZTLI: Día de los Muertos Phx Festival

Celebrating its 10 year anniversary, Cultural Coalition's signature event, MIKIZTLI: Día de los Muertos Phoenix Fest was held at Steele Indian School Park on Sunday, October 24, 2021 from 1 to 6 p.m.

The 2021 MIKIZTLI [mee-kish-tee] was bigger than ever, with more musical performances, colorful masked characters, art vendors, food trucks, the event's largest ofrenda or community altar to date, and an estimated 8,000+ attendees!

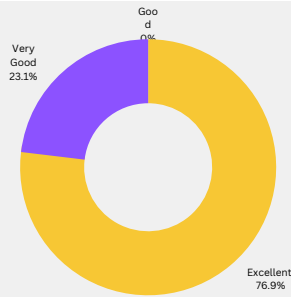
Expanding on the connection between indigenous cultures throughout the Americas, MIKIZTLI featured a land acknowledgement, performances by Yollo Incuauhtli Danza Mexica, Indigenous Enterprise, local native artists, giant puppets, Quetzalli Ballet Folkórico, Mariachi Rubor, and more!

A survey on the authenticity and uniqueness of Día de los Muertos events conducted by an ASU doctoral candidate found that MIKIZTLI is considered the most popular and diverse of all the other Arizona DDLM celebrations. An article published by Dr. Mathew Sandoval, considered an authority on the subject, said our MIKIZTLI is one of the most authentic interpretations in the USA.

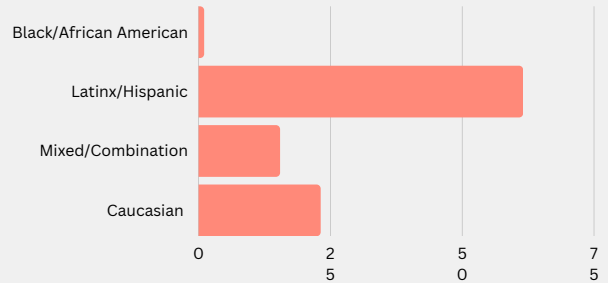


Mikiztli Survey

How would you rate your overall experience?
76% excellent!



How do you identify culturally?
65% LatinX



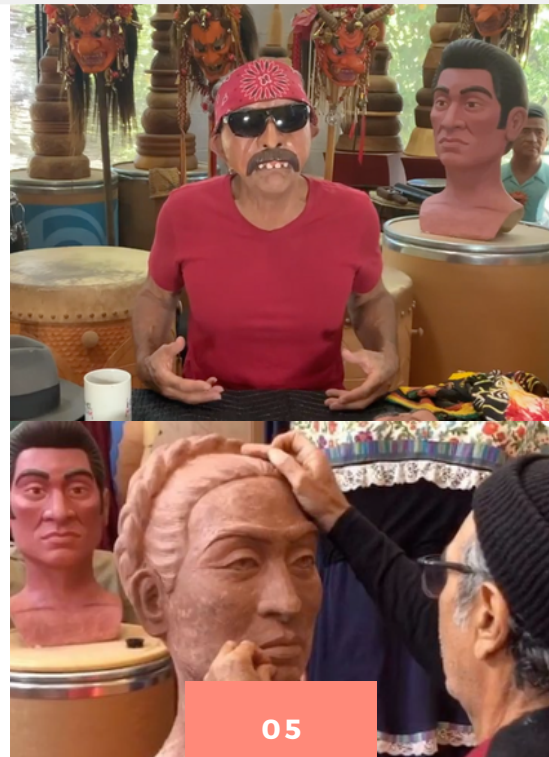
Artists Chats

Cultural Coalition continued its virtual Artist Chats Series of short videos, which began in 2020 as a way to keep our community connected and supporting local artists and offered a behind the scenes look into their lives and creative processes.

Cultural Coalition felt these chats were important to provide additional exposure for local artists as we came out of the pandemic, increasing awareness, and encouraging continued support of the arts and artists in our community.

Artists of the 2021 series included:

- Daniel Gálvez, Muralist - <https://youtu.be/bSNp5AJ4e00>
- Zarco Guerrero, Sculptor - https://youtu.be/_DPKYj4rr-0
- QVLN & Andre de Santanna, Musicians - <https://youtu.be/l4PURF5q5iw>
- Mark Guerrero, Musician - <https://youtu.be/cIYsRSTILY4>



After School Art Program @ El Rancho del Arte Apartments

Cultural Coalition's free After School Arts Program at El Rancho del Arte serves over 90 local children, from ages 5 to 12. We are open Mondays through Fridays from 3 to 5:30 p.m. offering a safe place for students to come for a free meal provided by St. Mary's Food Bank, homework help, art activities, and field trips.

Open 240 days during the school year, 2021 was our 6th year serving this beautiful low income community in downtown Mesa. We employ 5 different art teachers who take turns distributing food, helping with homework and offering art experiences., three of them are residents of the complex.

Besides art experiences, we also partner with Local First Arizona to offer bi-weekly cooking classes. Our partner Project Roots offers monthly gardening classes for students and parents in order to better utilize the garden boxes in the complex.

Our Artist in Education monthly series monthly brings in community artists to offer classes and performances as well. This year we had Drumming & African Instrument Building by Mr. Keith Johnson, Folklorico Dance Classes by Ms. Kaira Beltran, Sugar Skulls Decorating with Ms. Michele Delgado.

In 2022, we are looking forward to working together with the new partner service organization on site Youth Rising, to offer activities age appropriate for the teens at the property. Funding for this program is provided by our standing service contract with Community Development Partners, the owners of the complex.



The children are loving learning traditional Folklorico dancing from Ms. Kyara. They performed beautifully at the Halloween party!

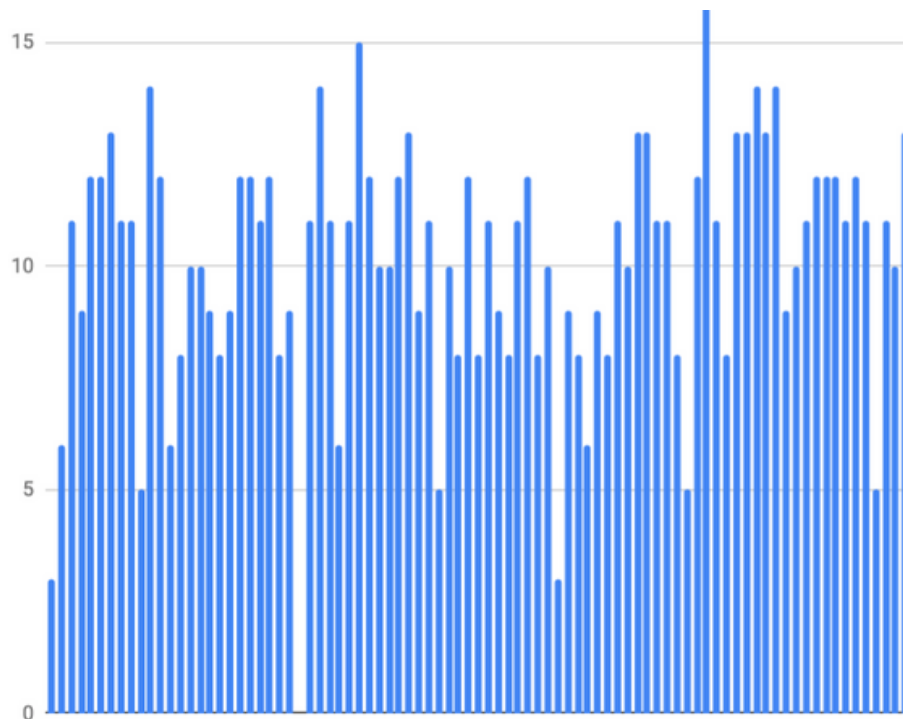
OVER **80**
CHILDREN SERVED
AGES 5-13

1540
MEALS GIVEN

140+
NEW ART PROJECTS



2021 Daily Attendance



LOOKING TO THE FUTURE

Mask Alive Museum & Cultural Center



In 2021, Cultural Coalition was the recipient of a \$3000 grant from the Gente Chicana/SOYmos Chicanos Fund at the Greater Milwaukee Foundation, with a portion of the award dedicated to the purchase of a database management system to inventory and catalog artwork for the Museum to present a complete archive of artwork from Zarco Guerrero and other Cultural Coalition artists. With over 1,000 pieces connected to cultural festivals and theatrical performances throughout the Valley,

this museum will tell the history of Arizona performance arts and the traditional practice of art as storytelling around the globe. Since May of 2021, staff have set up the Artwork Archive CMS platform, photographed and catalogued 88 masks, and outlined a mission, vision, and value statements for the project.

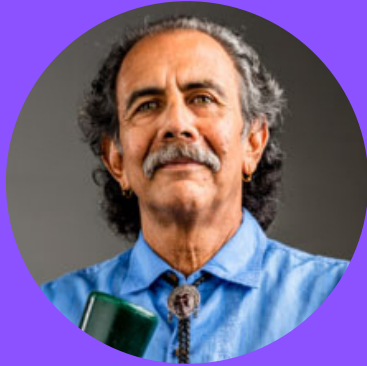
OUR OBJECTIVES, STRATEGIES, AND GOALS

- Be recognized as providing the highest quality arts programming in our community
- Increase audiences by 50% in 2022
- Double engagement activities by 2023
- Strengthen programs and events, i.e. surveys, new activities, quality support systems, and outcomes documentation
- Develop new partnerships with local schools and arts organizations
- Pursue additional strategic alliances
- Continue virtual content in order to serve a larger section of our community
- Identify new grants for federal, regional, and foundational funding to continue supporting our artistic efforts



MEET THE STAFF

THE AWESOME PEOPLE BEHIND OUR ORGANIZATION



ZARCO GUERRERO
ARTISTIC DIRECTOR
ZARKMASK.COM



CARMEN GUERRERO
EXECUTIVE DIRECTOR
CARMENCREATIONS.COM



ASHLEY CULBERTSON
OFFICE MANAGER
AMERICORPS STUDENT



STIRLING ANDERSON
TEACHING ARTIST
SOCIAL MEDIA MANAGER



AMI ROGERS
PRODUCER
EVENTS MANAGER



RENEE AGUILAR
MUSEUM COLLECTIONS MANAGER
MARKETING SPECIALIST

OUR AMAZING BOARD:




President - Zarco Guerrero, Artist/Storyteller
Vice President/Treasurer - Tom Pynn, Pynn & Associates
Fundraising Chair - Patricia Federico, Mi Tierra Healing Arts

Board Member - Richard Castillo, Musician/Attorney at Law
Board Member - Raymond McGrew, Community Member
Board Member - Dr. Mark Sorenson, Star School Superintendent
Board Member - Caroline McGroder, Human Rights Lawyer

CONTACT US FOR MORE INFORMATION!

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