

WESTAF



2022 ANNUAL REPORT

Dear Friends

In 2024, the Western States Arts Federation will celebrate 50 years of life. WESTAF grew out of the arts and humanities committee of the Federation of Rocky Mountain States, an organization founded in the 1960s to give a collective, unified voice on the national stage to issues of regional concern for the interior west.

At the very beginning, the committee focused on issues that would remain at the forefront of its work in the decades to follow:

Supporting newly-formed state arts agencies

Touring ambitious arts programs across vast distances

Serving as a connector between local, often rural communities, state governments, and federal agencies like the National Endowment for the Arts

In 1974, the Western States Arts Foundation (WSAF), a regional alliance devoted to “extending and strengthening the arts in the West” was incorporated and in 1987 the “Federation” moniker was substituted to lift up its purpose as “an organization of the region.”

We continue to grow and evolve in critical ways, particularly in understanding and acknowledging that WESTAF has contributed to the systemic, inequitable power structures that simply have not justly supported people of color in our sector.

For the past 20 years, equity, accessibility, social justice and other restorative approaches to our work have become an increasing focal point for WESTAF, as they will continue to be.

The programs, services and activities in this **2022 Annual Report** reflect a progressive, contemporary organization responding to a western arts, culture and creative landscape that is more complex, more challenging and more promising than ever before.

**Cover: Dancer,
Ursula Perry,
at Repertory
Dance Theatre,
Salt Lake City, UT.
Photo courtesy of
Stephanie Perkins.**

And, as a glimpse of our still-unfolding story will tell you, it is in our organizational DNA to adapt and respond to the people, places and projects that make the western region of 13 states — and more recently the Pacific jurisdictions of Guam, American Samoa and the Commonwealth of the Northern Mariana Islands — so unique and distinctive.

Fortunately, we are buoyed by the skills and talents of many:

New leaders on the Board of Trustees and on the Staff bring fresh ideas, strong oversight and galvanizing inspiration.

New partners and funders have brought to bear resources and possibilities that we could have only dreamed of just a few years ago.

A diverse network of passionate artists, administrators, advocates and activists help to guide and shape our dynamic portfolios of programming, public policy, research, convening, technology and grantmaking.

We are indebted to these doers and dreamers, for they are essential to WESTAF's mission.



Teniqua Broughton
Chair, Board of Trustees



Christian Gaines
Executive Director

We are deeply grateful to all those who make up a community looking ahead with wonder and possibility to the next 50 years of arts, culture and the creative economy in our western region.

**Thank you for your tireless optimism and unbridled creativity.
You are why we're here.**



Grants

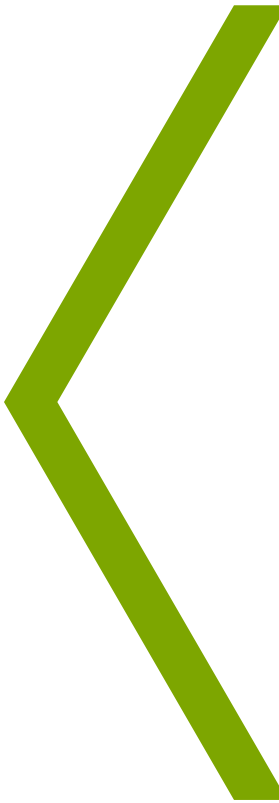
WESTAF approaches grant making through an equity lens, focusing on underrepresented and rural communities and striving to connect and inspire artists, leaders, and communities and build a more inclusive arts and culture sector.



Hser Ner Moo youth mural 2021 by Clever Octopus
Promise Park, South Salt Lake, UT

TourWest allocates approximately \$500,000 per year in grants.

In the 1980s, cultural leaders in the Western states banded together to make tours affordable for their communities and attractive to artists who could book a succession of performance dates in a block; WESTAF became a mechanism through which this could be possible. Touring was the spark that ignited the Western States Arts Federation. In FY22, TourWest allocated \$385,334 to 160 organizations in the West promoting a variety of regional touring events.



“We love being able to enhance our roster of local artists with national ones. It is a highlight for our organization and the community.”

– 2022 TOURWEST GRANTEE



We would like to thank the National Endowment for the Arts for supporting the TourWest program since its inception in 1994.



Performers in traditional Mexican dress dance at the Dia de los Muertos event at Four Rivers Cultural Center, Ontario, OR.



American Rescue Plan Fund for Organizations revitalized community arts and culture following the COVID-19 pandemic.

As one of the nation's six regional arts organizations, the Western States Arts Federation was among the organizations that received American Rescue Plan (ARP) funds and distributed relief and recovery to underserved communities through arts and culture organizations in the West.

WESTAF American Rescue Plan Statistics

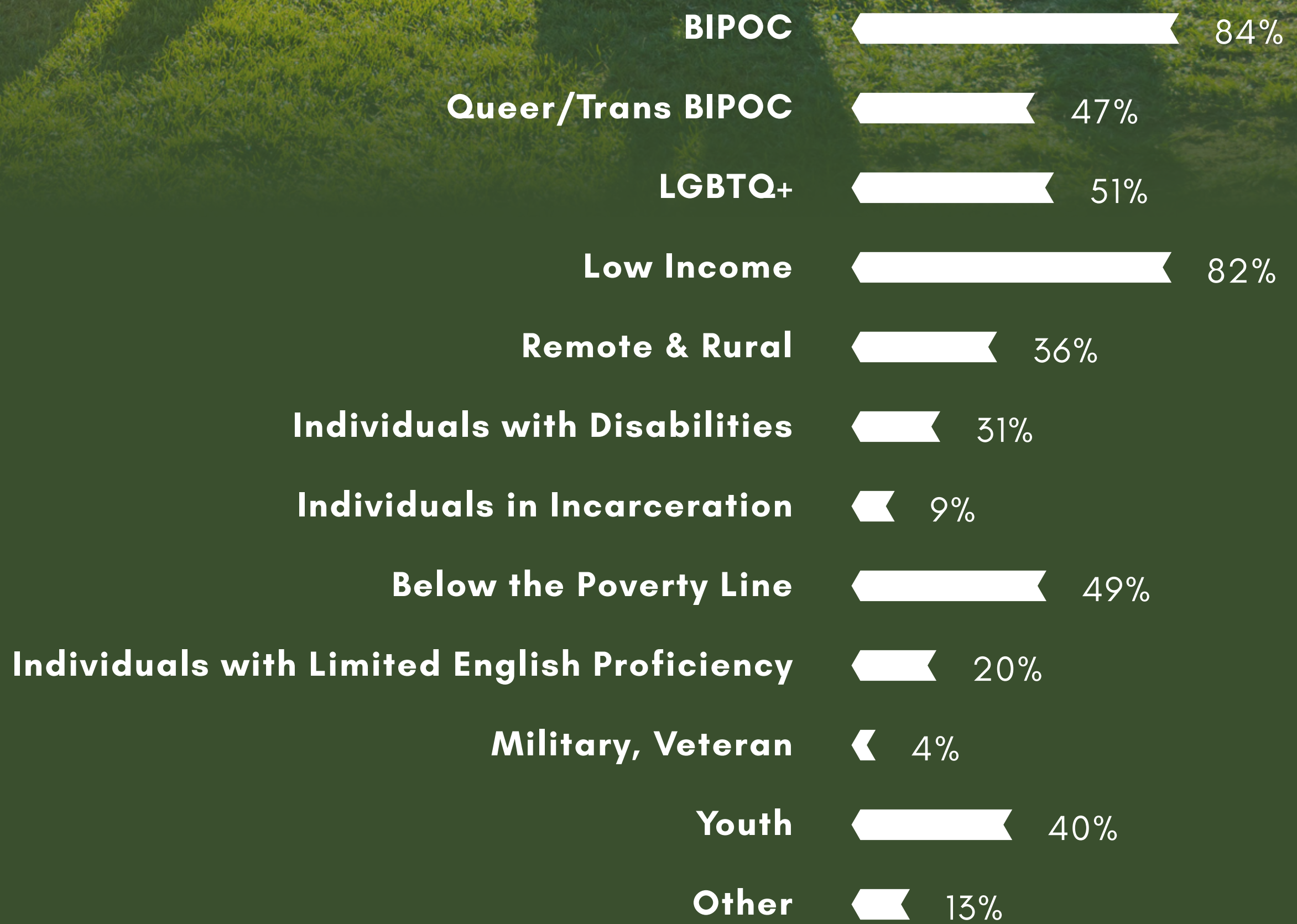
44	\$171,900	\$1,592,100
Organizations Funded	Funded to Commonwealth of the Northern Mariana Islands (CNMI)	Total Funding

“WESTAF’s knowledge about the arts and culture landscape in the West makes it an ideal steward of federal dollars. [We] are grateful for the continued leadership of WESTAF as the arts sector rebuilds.”

– ANN EILERS, PAST ACTING CHAIR, NATIONAL ENDOWMENT FOR THE ARTS



Constituents Served by WESTAF Funded Organizations





Violinists for the Chamber Orchestra Ogden, Ogden, UT, performed numbers such as "A Little Night Music" by Mozart. Photo credit: Nikki Dorber / The Signpost



Convenings

WESTAF brings together experts and leaders from a variety of fields to address critical issues affecting arts and culture.

Inaugural **National Leaders of Color Fellowship** drew 52 BIPOC arts and culture leaders from across the country.

In 2022, the six United States Regional Arts Organizations collaborated on an expansion of WESTAF's **Emerging Leaders of Color** (ELC) program. This leadership program is focused on developing Black, Indigenous, and people of color (BIPOC) committed to the advancement of cultural equity in the arts. The eight-month fellowship program uses a cohort structure and emphasizes experiential learning, community building, and service to the field.

This national cohort will continue to build on the success of ELC, which has partnered and supported more than 100 BIPOC arts and culture leaders since 2010.

Meet the 2022/23 Cohorts:

Arts Midwest

Mid-America Arts Alliance

Mid-Atlantic Arts

New England Foundation for the Arts

South Arts

Western States Arts Federation

leaders of color / network






WESTAF advocates for cultural equity, focusing heavily on leadership development. **Learn more about our Social Responsibility & Inclusion work.**



Thank you to our co-designers



Western Arts Alliance annual booking and touring conference,
Corporate CloseUps. Photo by Brian McCarthy.



The Creative Vitality Summit convened November 30–December 2, 2022, and brought together speakers from various backgrounds to discuss intersections between the creative economy and technological and social change.

A highlight of the Summit was a series of discussions from today's creative economy experts, arts and culture leaders, and equity champions, including 21 speakers across five virtual panels discussing the following topics:

- Digital Transformation
- Decolonizing Methodologies
- Civic Imagination
- Liberatory Investment Models
- Technologies of Friendship and Belonging

2022's panelists were 67% BIPOC and 24% gender non-conforming. The majority of the panelists were creative entrepreneurs who have founded a range of for-profit creative businesses and collectives.

400 participants registered for
2022's **Creative Vitality™ Summit.**

The Summit also included in-person activities for assembled panelists and guests. The conference experience benefited from the active engagement of co-designers, panelists, facilitators, speakers, and an active virtual audience.

CREATIVE VITALITY™
SUMMIT

Leaders gathered at the **Civic Imagination Convening** in Denver, June 8-10, 2022.

Cultural policy professionals, local arts agency leaders and state, regional, and national arts service organizations convened to think, dream, and strategize around the concept of **Civic Imagination**.

Civic Imagination is the intersection of **Civic Body**, policy, governance and the public realm, and **Creative Practice**, how we imagine our lives together through stories, sound, images, and design.

Attendees included representatives from public, private, philanthropic, and nonprofit sectors, as well as members of WESTAF's **Leaders of Color** network.

Thank you to our supporters



First Friday with the Hawai'i State
Foundation on Culture and the Arts.

PHOTO BY BRANDYN LIU





Thank you to our partners:





Larissa Fasthorse speaking at the Western Arts Alliance's 2019 conference.

SUBMITTED BY: LUCY TAYLOR
PHOTO CREDIT: CORPORATE CLOSE UPS

Arts Leadership and Advocacy Seminar expanded its format and continued to grow focus in 2022.

278 participants attended WESTAF's Arts Leadership and Advocacy Seminar, which featured a series of interactive discussions, speakers and field experts.

Topics included:

Views on current federal arts advocacy and cultural policy landscape.

Western regional policy trends, effective messaging for arts and culture across the political spectrum.

Successful approaches of other sectors in advocacy and lobbying.



**ARTS LEADERSHIP
AND ADVOCACY
SEMINAR**

WESTAF commissioned to lead the **Washington Creative Economy Strategic Plan Project.**

WESTAF with the Cultural Planning Group and Randy Engstrom of Third Way Creative have submitted four deliverables to The State of Washington Department of Commerce:

A statewide Work Group plan

State of Washington Working Creative Economy Definition Report

State of Washington Economic Analysis and Ecosystem Model Report

Initial Stakeholder Findings and Policy Research Report

To date, the team has organized and engaged a 35-person work group and consulted with over 180 individuals (independent of the work group) through interviews and focus groups. The plan is set to be delivered by the close of 2023.

Thank you to our partners



2020 Poetry Out Loud
Champion, Jordan Mattox.

– WASHINGTON STATE ARTS COMMISSION





Tamara Alvarado, WESTAF immediate past chair, speaks at the Bay Area Arts Policy Leadership Seminar.

Thank you to our partners and seminar hosts



“Collaborating with other Bay Area leaders and learning how they think about similar challenges that we have in our region is very interesting to me – to see many different ways to solve challenges, different points of view, and how important it is to be open to new ideas and ways of doing.”
—Seminar Participant.

In April 2022, Californians for the Arts and WESTAF launched the **Bay Area Arts Policy and Leadership Seminar**.

The Seminar’s cohort of 30 individuals from various organizations across the Bay Area formed a coalition around three policy issues: affordable creative space and housing, more equitable funding of BIPOC artists and small organizations, and community cultural resilience.

Since April 2022, the group has:

- Articulated and identified major issue areas for the creative sector and the wider Bay Area

- Identified policy interventions related to the issue areas they surfaced and articulated larger aspirations for change

- Refined and expanded on these issue sets, policy interventions, and visions for change to generate a basic policy framework

- Committed to forming a coalition

- Engaged in meaningful dialogue with local arts agency leaders and philanthropic partners around their key issue areas and policy framework and the supportive strategies being pursued by these stakeholders

- Identified the need for and generated a values framework to orient the future work of the coalition

- Self-selected into policy work groups based on the three areas of the policy framework.



State Engagement

WESTAF partners with state arts agencies to strengthen policy infrastructure and increase advocacy for the arts through public support.



**San Jose Taiko, San Jose, CA
Wisa Uemura, Executive Director.
Photo by Mark Shigenaga.**

First In-Person **Western Arts Advocacy Network** Meeting.

After nearly three years of organizing, the Western Arts Advocacy Network (WAAN), a group of 15 arts advocacy organizations and arts agencies across the West and Pacific, gathered for its first in-person meeting at the UCROSS Foundation and Artist Residency located just outside of Sheridan, Wyoming. Arts advocates from 10 out of 13 WESTAF states and 1 out of 3 Pacific jurisdictions were represented.

WAAN and WESTAF's executive committee came together to discuss a federal arts advocacy strategy for the West, with meetings focused on:

- The accomplishments of the group over the last three years
- How to advocate for arts and culture in rural and remote places
- Visions for the future of the group

The group was joined virtually by Richard Saxton of M12 Studio and Matthew Fluharty from Art of the Rural. Ellen O'Neill graphically recorded the meeting.

Thank you to our partners



Hawai'i Arts Alliance



Western Arts Advocacy Network meet in-person at UCROSS Foundation in Wyoming.

PHOTO COURTESY OF WESTAF.



WESTAF state engagement increased across all states and continues to rise.

WESTAF assists state arts agencies and arts organizations in their quest to serve diverse audiences, enrich the lives of local communities, and provide access to the arts and arts education for all.

WESTAF provides resources to help state arts agencies succeed.

While we recognize organizations share broad goals — such as aiding the development of a strong creative economy, supporting rural communities, fostering inclusion and equity — our resources are designed to respond to the needs of each state's unique cultural ecosystem.

WESTAF fosters a sense of community throughout the West, and a strong support system is critical for any healthy community to thrive.

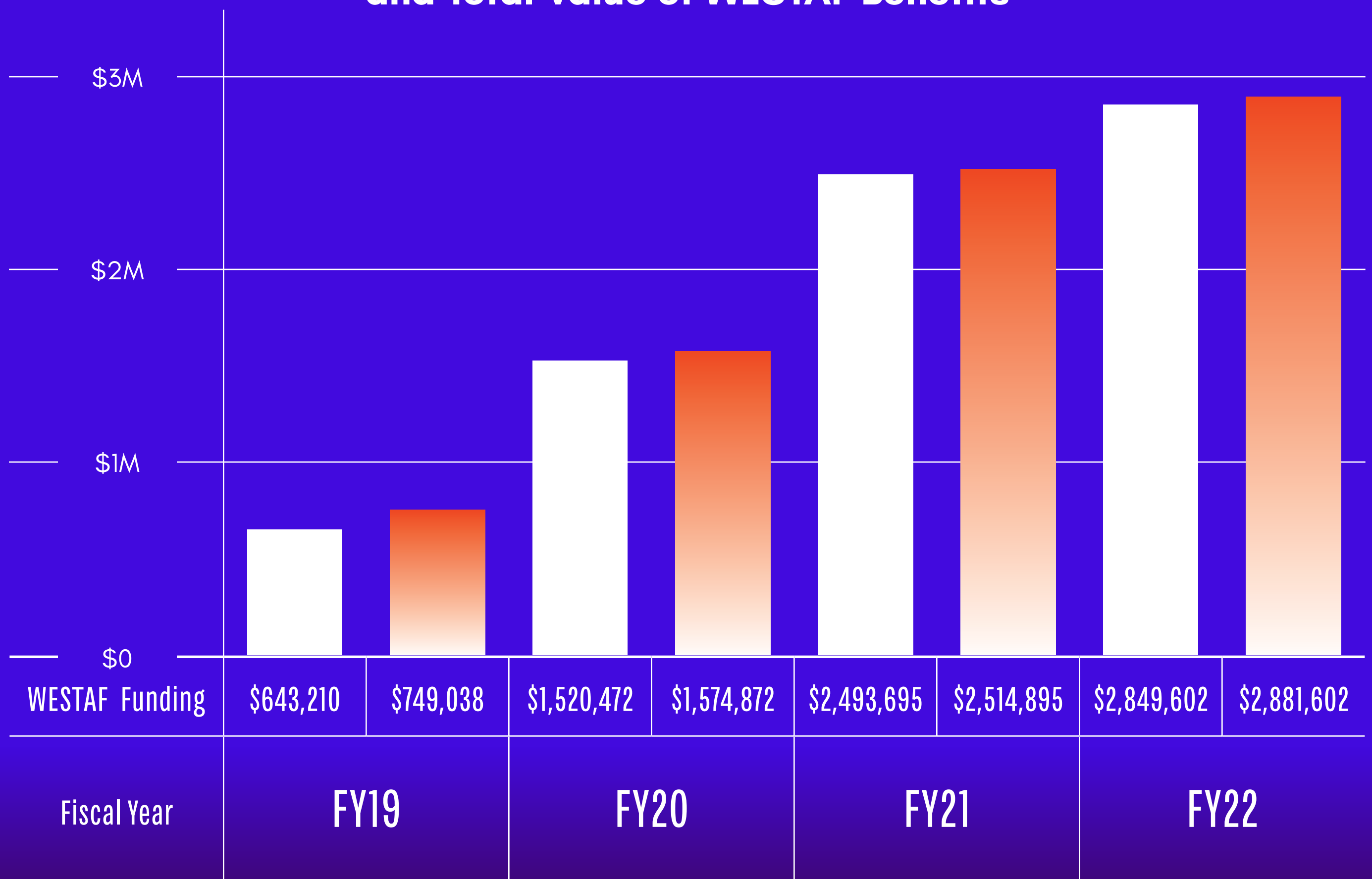
Each year, WESTAF tracks the value of our engagement with the states in the West and provides metrics to illustrate this value with our participating state arts agencies in our region.

WESTAF's direct funding through grantmaking within the 13 states increased by 333% since 2019.

These results were made possible through increased investment from the National Endowment for the Arts and private foundations.

WESTAF also increased engagement with our partner state arts agencies. Last year, we conducted 33 individual meetings with SAAs. This year, meetings with SAAs alone increased to 58; when including meetings with the Pacific jurisdictional arts agencies that became partners of WESTAF earlier this year, 74 total meetings were held.

Monetary Increase in WESTAF Funding and Total Value of WESTAF Benefits



■ Total WESTAF Funding

■ Total Value of WESTAF Benefits

In addition, we conducted 52 meetings with citizen advocacy groups and lobbyists in our region. Prior to the end of our fiscal year, we will have conducted over 125 meetings with state partners (SAAs, advocacy groups, and lobbyists).

We also conducted 18 technical assistance and consulting engagements of various types with state and jurisdictional arts agencies and other state government partners, which include undertaking

the **Washington Creative Economy Strategic Plan** project for the Washington Department of Commerce; **Cultural Industry Visioning Facilitation** for the Utah Division of Arts and Museums, Utah Department of Cultural and Community Engagement, and Utah Cultural Alliance; and the **Bay Area Arts Policy and Leadership Seminar** in partnership with the Hewlett Foundation and Kenneth Rainin Foundation.



Alaska

Arizona

California

312% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Direct action in support of proposed Alaska Cultural Trust

CVSuite Creative Economy Customized Impact Report and Briefing

Total Grant Dollars Awarded \$141,350, FY22

Photo caption: Wild Shore New Music, adventurous new chamber music in south-central Alaska, at Bunnell Street Arts Center, Homer, AK. Photo provided by Asia Freeman, 2021.

254% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Arizona Commission on the Arts agency reauthorization planning

Total Grant Dollars Awarded \$179,300, FY22

Photo caption: Black Theatre Troupe's production of *Sistas the Musical*. Phoenix, AZ. Photo courtesy of Laura Schairer.

632% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Bay Area Arts Policy and Leadership Seminar

Total Grant Dollars Awarded \$561,200, FY22

Photo caption: San Jose Taiko perform at San Jose Buddhist Temple Betsuin Obon Festival, San Jose, CA. Photo credit Mark Shigenaga.

The Mexican Cultural Center, with the Colorado Symphony Orchestra, presented the sixth annual Latin Beats: Sonidos de las Américas 2022, Denver, CO.

PHOTO BY AMANDA TIPTON PHOTOGRAPHY



Colorado

371% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Management of public affairs firm

Direct action in support of Community Revitalization Grant Program increase

Colorado Creative Districts Review Committee

Total Grant Dollars Awarded \$301,701, FY22

Photo caption: Artist Jason Bradham putting the finishing touches to his mural "Love" in Grand Junction, CO. Photo provided by Devon Balet.



Hawai'i

542% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Hawai'i State Foundation on Culture and the Arts

Hawai'i Arts Alliance leadership transition support

Total Grant Dollars Awarded \$156,090, FY22

Photo caption: Kahana Ho Lelea'e *kahalepuna*, Wong Anette Arinix, Hawaii. Photo provided by Donna Blanchard.



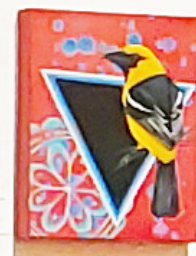
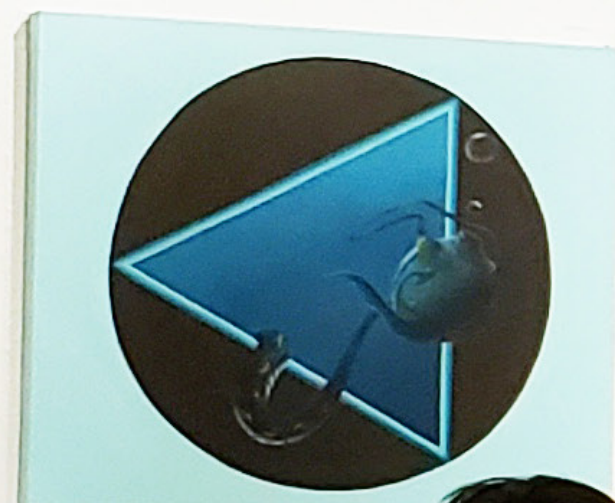
Idaho

202% Increase

in WESTAF Funding, FY19-22

Total Grant Dollars Awarded \$114,588, FY22

Photo caption: Global Lounge World Village Festival, Boise, ID. Photo Credit Jodane Christofferson.



Montana

Nevada

New Mexico

Oregon

140% Increase
in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Fiscal sponsorship of arts advocacy funding

Total Grant Dollars Awarded \$134,523, FY22

Photo caption: THE REVOLUTIONISTS by Lauren Gunderson, Bozeman, MT. Photo by Hilary Parker.

195% Increase
in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Management of public affairs firm

Total Grant Dollars Awarded \$73,200, FY22

Arts For All Nevada, Creativity Camp, March 2021, Reno, NV.

256% Increase
in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

New Mexico arts advocacy stakeholder facilitation

Total Grant Dollars Awarded \$187,250, FY22

Photo caption: Theater Grottesco, 2019, Santa Fe, NM. Photo by John Flax.

866% Increase
in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Oregon arts advocacy stakeholder facilitation and policy review

Oregon Creative Districts Steering Committee

Total Grant Dollars Awarded \$360,010, FY22

Photo caption: Betty LaDuke Artist Talk, Grants Pass Museum of Art, Grants Pass, OR. Photo by Hyla Lipson.



ART123 Gallery, Gallup, NM.

PHOTO COURTESY OF GALLUPARTS



Utah

125% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Utah Cultural Industry Visioning facilitation

National Conference of State Legislatures creative districts tour for Utah legislators

Total Grant Dollars Awarded \$142,540, FY22

Photo caption: Festival of the Americas, Center for the Arts at Kayenta. Photo by Alan Holben.



Washington

329% Increase

in WESTAF Funding, FY19-22

Technical Assistance and Consulting Engagements, FY22

Washington Creative Economy Strategic Plan

Arts for All Coalition planning facilitation

Total Grant Dollars Awarded \$329,200, FY22

Photo caption: Maestro Salvador Brotons and the Vancouver Symphony Orchestra, Vancouver, WA. Photo Credit Paul Quackenbush.



Wyoming

146% Increase

in WESTAF Funding, FY19-22

Total Grant Dollars Awarded \$93,650, FY22

Photo caption: Roosevelt Arch, Yellowstone National Park, WY, 2022. Photo Credit Ben Lloyd.

To advance equitable grantmaking and diverse arts ecosystems, WESTAF has partnered with the **Pacific jurisdictional arts agencies.**

Guam Council on Arts and the Humanities Agency (Guam CAHA)

Commonwealth Council for the Arts & Culture (CNMI Arts Council)

American Samoa Council on Arts, Culture, and Humanities

Historically, American Samoa, Commonwealth of Northern Mariana Islands (CNMI), and Guam have been underrepresented as a region within the U.S. arts sector and in arts advocacy. With this new partnership, WESTAF seeks to service this vast and previously underrepresented region.

Pacific partners have joined WESTAF's annual Executive Director Forum, Executive Director Teleconferences with state and jurisdictional arts agencies, the Western Arts Advocacy Network, and now benefit from the full suite of WESTAF's programs, services, and networks, including:

A \$25,000/year investment over 3 years to each arts agency.

Access to WESTAF's professional development, regional touring programs, arts advocacy and public policy activities.

Technical assistance services, including as an advisor, between the National Endowment for the Arts and the Pacific arts agencies.

Access to granting and sub-granting programs for artists and organizations supported by public or private philanthropic partners.

As part of this initiative, WESTAF has also entered into a partnership with the National Pacific American Leadership Institute (NAPALI).

State Services Sub Awards

\$25,000

American Samoa
Council on the Arts,
Culture & Humanities

\$25,000

Guam Council on
the Arts & Humanities
Agency

\$25,000

Guam Humanities
Council



Drummer at the Festival of Pacific Arts,
Guam 2016.

PHOTO CREDIT RICK CRUZ



Web Services for the Arts

WESTAF is an experienced technology developer, offering platforms and tools that transform the way artists and organizations approach their work.



The PKG Dance Project
Peter G. Kalivas, Artistic / Executive Director
San Diego, CA

CaFÉ reached formidable milestones.



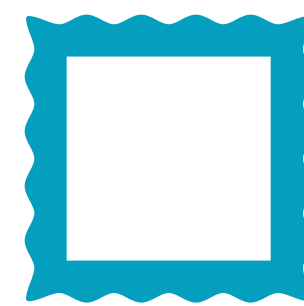
Over 10,000

Calls Administered



1.1 Million

Submissions Entered



3.8 Million

Images Collected

CaFÉ strives to make art opportunities available to all and is the top choice for arts organizations nationwide that want a seamless call-for-artists experience.

With nearly two decades hosting art-based calls for entry, CaFÉ supports the visual arts sector by facilitating an end-to-end application process for exhibitions, art competitions, public art programs, artist residencies and more.

Striving to make art opportunities available to all, and with a community of more than 145,000 visual artists whose livelihoods depend on its service, CaFÉ is the top choice for a seamless call-for-artists experience.



Built for Better Calls for Entry



Sherell Chillik



Tony Dagradi

Thank you to the “Recharge the Arts” Artists for sharing their stories.

“Recharge the Arts” showcased the endurance, resilience and hope of the CaFÉ artist community.

The call for entry received over 1,700 artwork submissions from more than 400 artists across the United States.

Five artists whose work has been inspired by recent trials from the pandemic to ongoing racial injustice, climate change and more were interviewed to share their stories.

“Meet Five Artists who are Recharging the Arts”

“Recharge the Arts” Artists



Morgan Johnson



Arthur Kobin



Daniel Merkwitz-Bustos

Creative Vitality Suite's data supports powerful storytelling.

CVSuite provides centralized access to cleaned and vetted, for-profit and nonprofit labor market data to help arts advocates, economic developers and revitalizers analyze and demonstrate the impact of the creative economy in their area and across the United States.

In 2022, CVSuite data powered projects and research illuminating the ways creative economy statistics can impact change.

CVSuite data was featured in:

State of Washington Creative Economy Strategic Plan

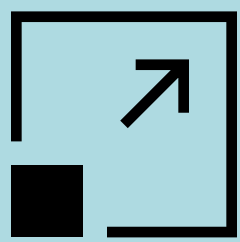
Colorado Film Study sponsored by
Denver Arts & Venues

US Art Market and Design Report by
Western Colorado University



Harness the power of data.

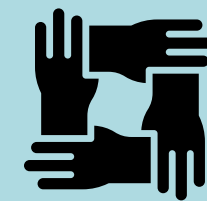
“DataEd” Video Series Areas of Focus



Expansion



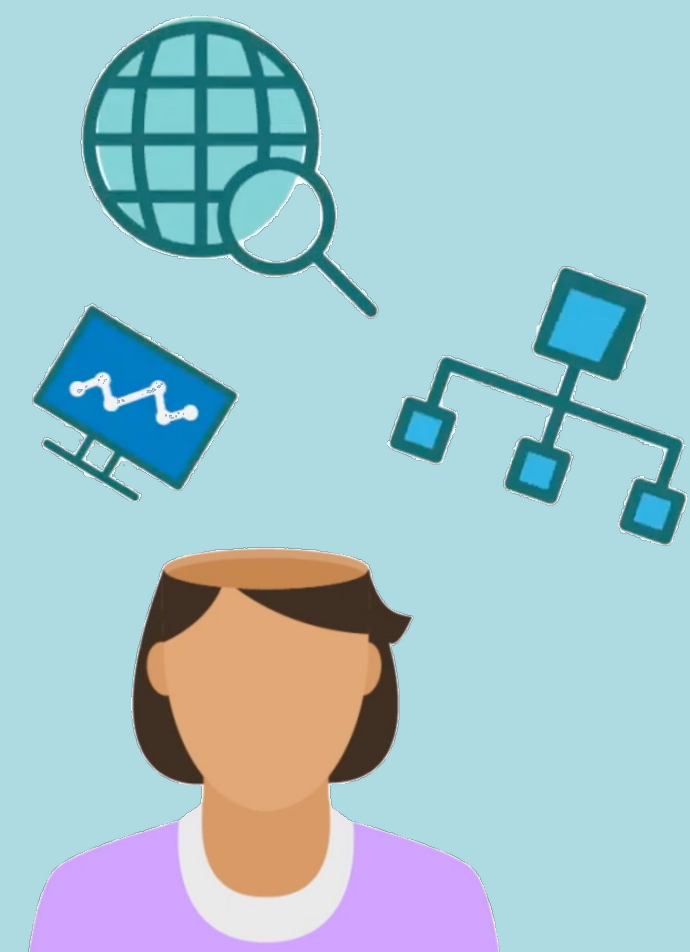
Empowerment



Engagement

CVSuite’s **DataEd** video series delves into questions, methodologies, and best practices for understanding and analyzing creative economy data.

The power of arts, culture, and the creative sector is undeniable, and that data has powerful storytelling capabilities. Partnering with the School of Design Strategies at Parsons School of Design, CVSuite explored how its data could be used. During a three-week initiative, students presented three key areas on the importance of data manipulation — expansion, empowerment, and engagement.



GO Smart, makes strides toward becoming the most inclusive, accessible, and equitable grants solution for the arts.

GO Smart™ is an easy to use, time-saving, and affordable online grants management system, designed for arts administrators by arts administrators.

Our tailored, cloud-based platform streamlines grant application collection and data management for all users:

- Small and mid-sized government arts funders
- Private sector arts funders
- State, regional, and municipal arts organizations
- Small or local artist foundations

In 2022, the GO Smart team launched an ambitious development overhaul to comply with Web Content Accessibility Guidelines (WCAG) Level AA standards. New features and updated workflows will enhance the experience of all GO Smart users everywhere.





Teenagers at a Youth Workshop.

PHOTO COURTESY OF MUSEO DE LAS AMÉRICAS

GO Smart's deep commitment to – and extensive knowledge of arts grants industry practices and lived equitable practices served throughout the year:

2021 South Arts' **Emerging Leaders of Color**

2022-23 **National Leaders of Color Fellowship** professional development and networking opportunities for arts and cultural workers of color

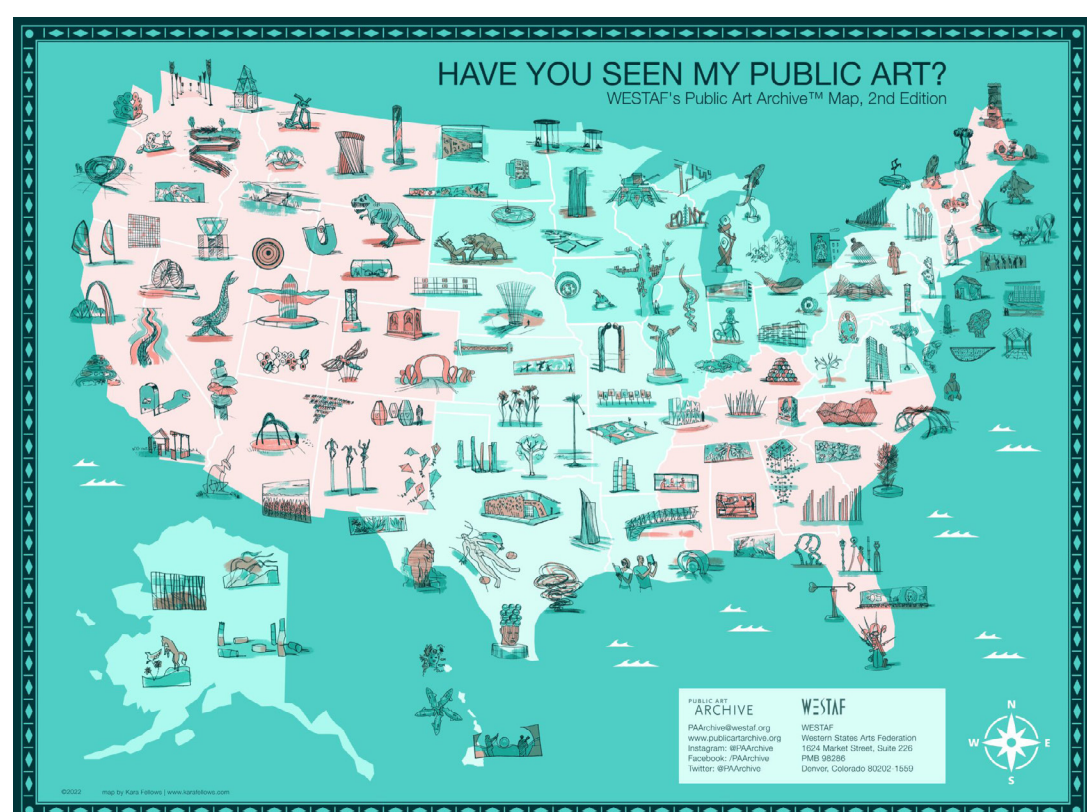
South Arts' **In These Mountains** granted \$10,000 for projects that promote sharing, teaching, learning, preserving, and documentation of folk arts and traditional Central Appalachian culture

Public Art Archive offers resources and tools built for public art collections management.

Unlike any other public art resource, the Public Art Archive (PAA) is home to 50,000 images and nearly 20,000 artworks across the U.S.

In 2022, Public Art Archive embarked on a major technical development project to modernize its public portal with a more user-friendly engagement application that helps users explore and discover public art everywhere.

To commemorate the 10th anniversary of **“Have You Seen My Public Art?”**, PAA launched a call for entries to develop a second edition map, which includes 144 artworks by more than 176 artists. Colorado-based artist, Kara Fellows, designed with hand-drawn illustrations representing a diverse range of artworks varying in type, location, media, theme and budget.



PUBLIC ART
ARCHIVE[™]
publicartarchive.org

Public Art Archive focused on transformative storytelling with special projects

Belmar History + Art is a public art and civic commemoration project that illuminates histories of the African American residents and business owners of the historic Belmar neighborhoods.

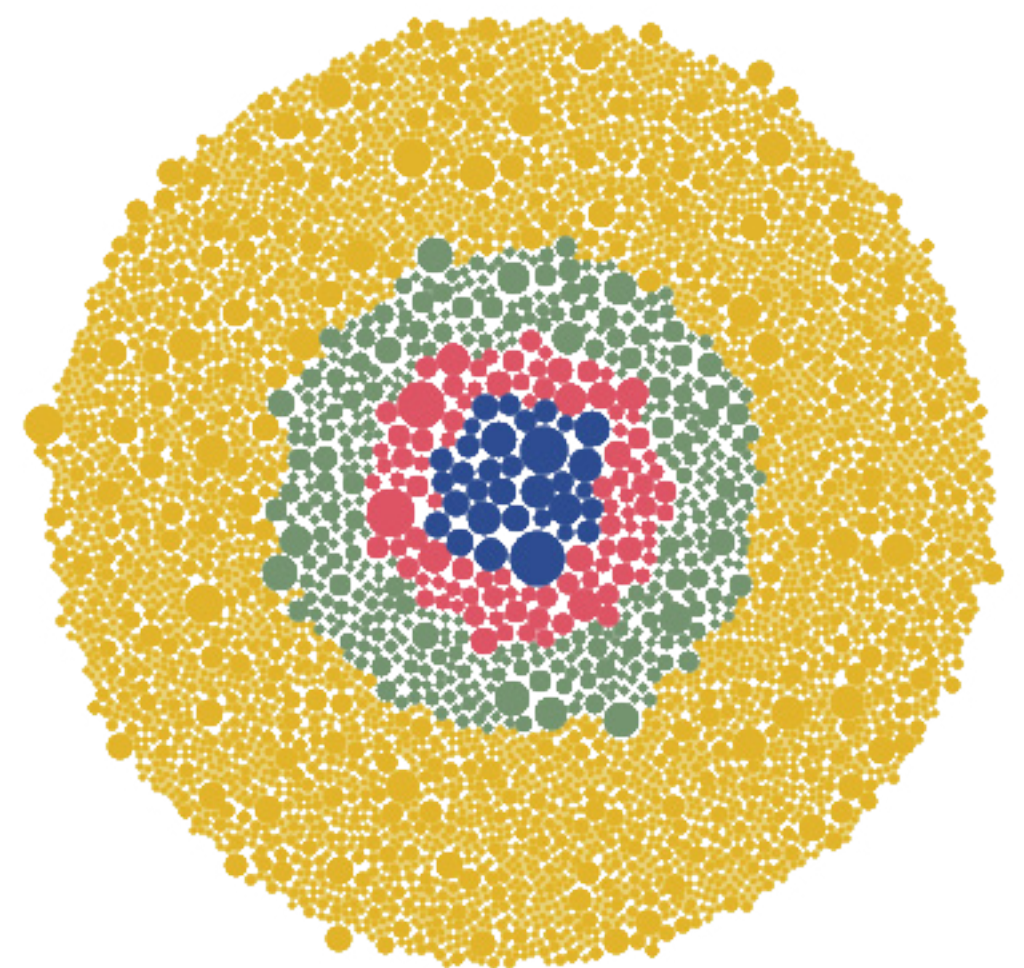
ALISON ROSE JEFFERSON, MHC, PHD PROJECT HISTORIAN & APRIL BANKS, PROJECT ARTIST

IN PARTNERSHIP WITH THE CITY OF SANTA MONICA



Public Art Archive also supplied data for **“Visualizing the Arts.”** Data analysts, Ryan Soares and Shehar Dewan, used PAA data subsets to analyze art in public spaces. Their work was submitted to Tableau’s IronViz, the world’s largest data visualization competition, and the team won a top 10 award for their work.

[View “Visualizing the Arts”](#)

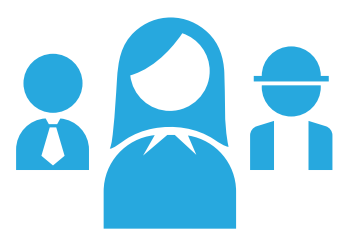


ZAPP is the industry standard for art fair and festival applications.

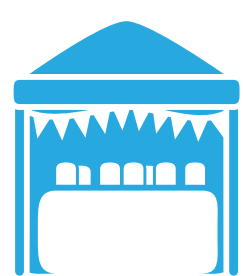
ZAPP is the premiere online application and adjudication management system used by nearly 900 art fairs and festivals and over 65,000 artists nationwide.

Our software provides event staff with a convenient and easy-to-manage platform for collecting, reviewing, and jurying applications. Artists can easily apply to multiple art shows using high-quality digital images of their artwork stored in an online profile.

Following mass cancellations of in-person events during the COVID-19 pandemic, ZAPP played a pivotal role helping art fairs and festivals recover and return to their communities. The return of these community-based events was especially impactful as many events serve as fundraisers, support arts education initiatives, and cultivate a new generation of art enthusiasts and buyers.



Over 65,000
artists use ZAPP



Nearly 900
events trust ZAPP



20 of Sunshine's "200 Best"
art fairs/festivals use ZAPP

zapp[®]


ZAPP partners with organizations to engage and support artists

The first of many planned efforts to support and connect with visual artists across the country, ZAPP partnered with the National Association of Independent Artists (NAIA) to sponsor the emerging **Independent Artist Podcast**.



As part of WESTAF's value to uplift and support artists, ZAPP sponsors the **Saint Louis Art Fair mock jury** for artists. Artists submit their work for live juror feedback and recommendations to help improve their display and increase their chances of being invited to highly-competitive juried art events. ZAPP supports this important professional development opportunity by providing the application and jury equipment at no cost.





**Celebrating the
Western imagination
through the Arts**



Macario
Teatro Visión, San José, CA, October 2019.
Scenic design by Leigh Henderson.

Thank You Supporters, Partners and Donors.

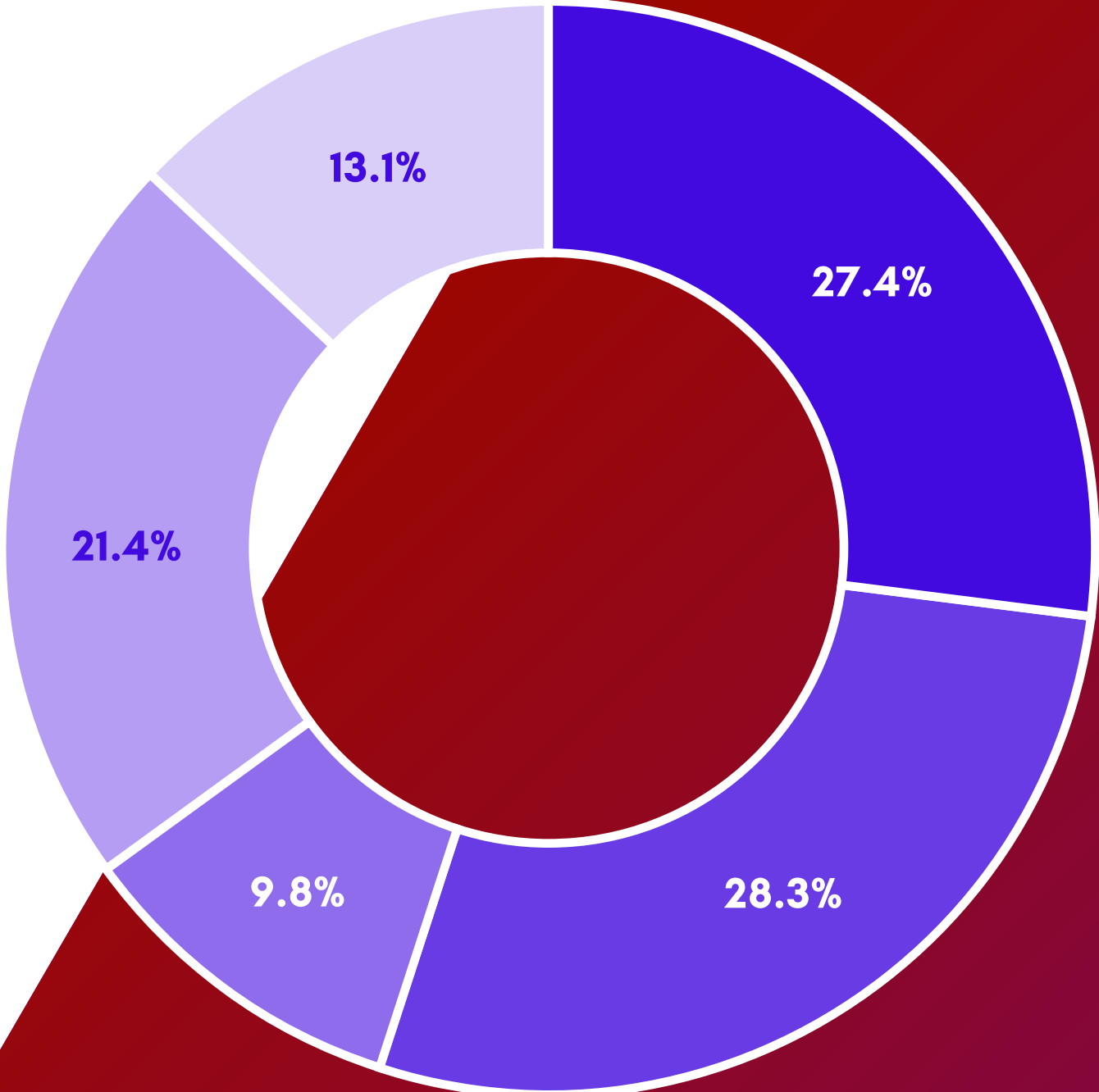
WESTAF gratefully acknowledges and deeply thanks our supporters, partners and individual donors for their financial contributions, vision, guidance and – most of all – believing in our mission to serve diverse audiences and enrich the lives of local communities, providing access to the arts for all.



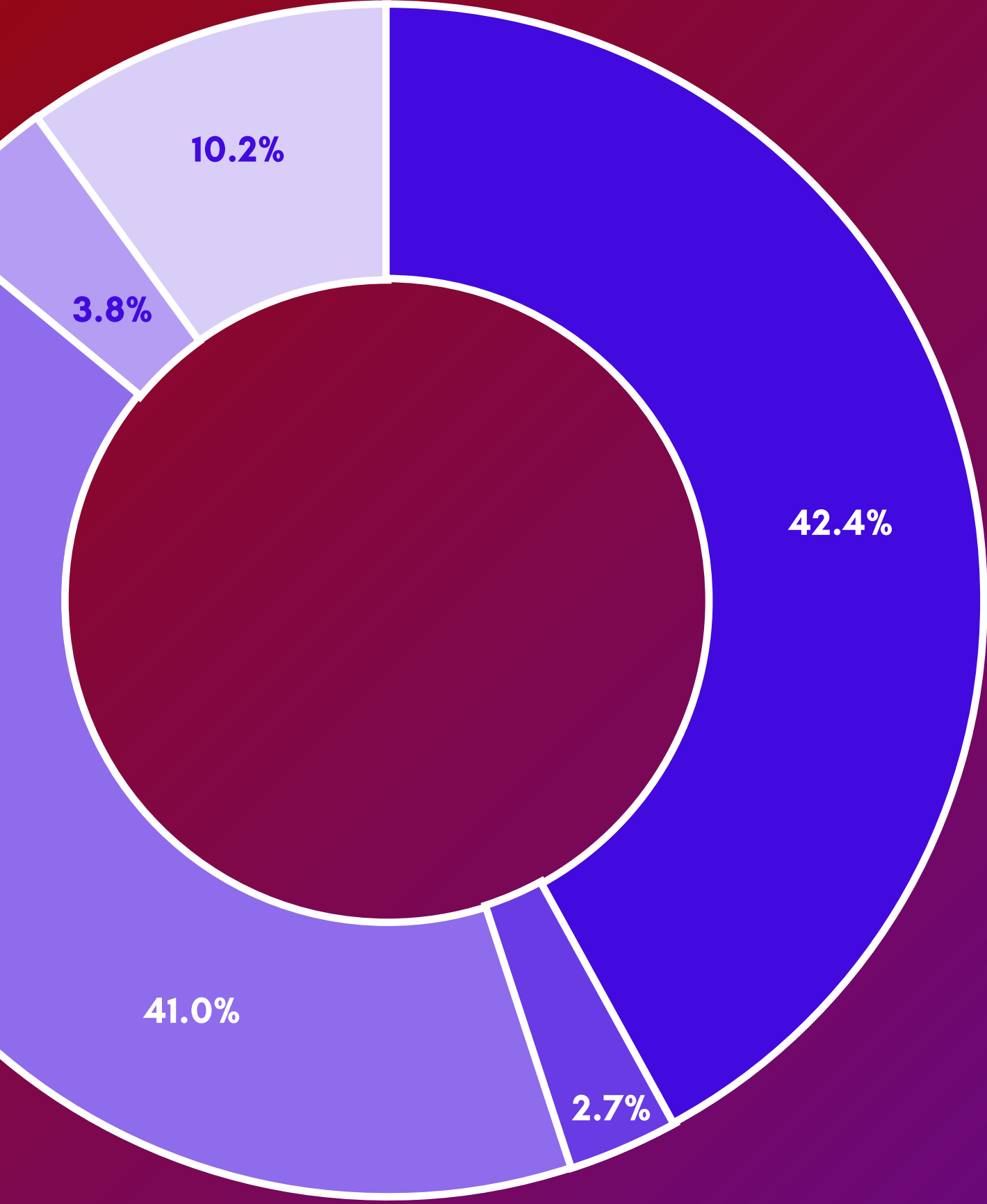
MACKENZIE SCOTT AND DAN JEWETT



FY22 Financial Summary



WESTAF FY22 Expense	%	Dollar Value
Web Services for the Arts	27.4%	\$ 2,448,850
Grants	28.3%	\$ 2,530,725
Advocacy, Policy Programs and Services	9.8%	\$ 880,077
Management & General	21.4%	\$ 1,910,602
Administration & Communication	13.1%	\$ 1,171,041
Total	100%	\$ 8,941,295



WESTAF FY22 Revenue	%	Dollar Value
Web Services for the Arts	42.4%	\$ 3,547,377
Foundation Contributions	2.7%	\$ 222,782
Federal Government Grants	41.0%	\$ 3,423,772
State Arts Agency Dues	3.8%	\$ 317,392
Investments & Other Revenue	10.2%	\$ 849,013
Total	100%	\$ 8,360,335

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WESTAF Trustees, Staff and ELC alum convene in Honolulu, HI. Photo Credit Lila Lee.

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