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Dear Flagstaff Business Owner or Manager,

Being a part of the service industry over the last two and a half years has not been easy. Service industry workers in Flagstaff have faced unprecedented challenges as they have continued to keep our community going despite immeasurable sacrifice. At Culture Connection AZ, a local nonprofit located in downtown Flagstaff, we would like to honor these workers with a special art exhibition to take place in May 2022. An opening reception will take place on Monday, May 2, 2022 from 6-9pm. We have chosen to have the reception on a Monday in order to give service workers the greatest chance to attend. Artwork will be displayed and accessible to the public for the entire month of May.

In Service: The Art of Service Industry Workers During the Pandemic

Many service industry workers have used art and creative writing as a way to cope during the pandemic. We would like to showcase these inspiring works and stories by partnering with local businesses to display them at our location in the Historic Ice House, on Riles in downtown Flagstaff. This could include painting, photography, drawing, collage, poetry and more! We are looking to display works that are 11"x14" or smaller and can be hung on a wall. Works must be framed.

Why should businesses participate?

Service industry workers are essential to life in Flagstaff. Throughout the pandemic they have expressed feeling unappreciated, invisible, and even abused by the public. The goal of this exhibition is to humanize these workers by showing them outside of their professional roles, leading to empathy, greater appreciation and respect from consumers. In addition, businesses who support their employees' passions see greater employee satisfaction and less turnover, according to a recent article from the Harvard Business Review.*

How can businesses participate?

There are several ways that local businesses can be a part of this exciting exhibition. First, we are asking that local business owners and managers share this opportunity with their employees. Individual artists may submit up to three separate works, and the fee per submission is \$10. Beyond that, there are three levels in which businesses may participate. Attached to this letter you will find a form you can return to indicate how you'd like to participate. We are asking businesses to return this form **no later than Friday, April 22, 2022** to us at 201 E Birch Ave, #14, Flagstaff, AZ 86001, audra@cultureconnectionaz.org, or contact us to pick it up. Once we have received your response, we will follow up with you on coordinating payment and collection of artwork.

We are so excited for this opportunity to honor our service industry workers, and we hope you are too! Please don't hesitate to reach out to us with any questions.

Sincerely,

A handwritten signature in black ink that reads "Audra Travelbee".

Audra Travelbee
Executive Director
Culture Connection AZ

* To Retain Employees, Support Their Passions Outside Work, by Lauren C. Howe, Jon M. Jachimowicz, and Jochen I. Menges, Harvard Business Review, March 30, 2022