



United Arts Fund Monthly Network Call

June 29, 2021

3:30 – 4:30 p.m.

Call recording available upon request.

UAF/Community Arts Funders Sharing Document:

<https://docs.google.com/document/d/1mXbbNePr4Hk6oqDPj9DS3xf9-FU-sxTllaCDIasba88/edit?usp=sharing>

I. Updates

Broome Co – building was condemned by the county, now looking for new space. Going into new arts district that is being built, called the Deco District, will design space from scratch. Looking for examples of projects about historical rehabilitation.

Lexington – just passed goal, with 2 days left of campaign. What worked? Just didn't let up on the campaign efforts. Workplace giving was down. Head of chamber was chair of the campaign – Maury is on board of Leadership Lexington – brought together group of speakers including Bob Quick for Leadership Lexington day. Dedicated seat on LexArts board for a member of the chamber.

Denver Arts & Venues – Operate as a social enterprise through venues. \$65 million organization to \$0 during COVID – lived off reserve of capital dollars. Are at full capacity of Red Rocks Amphitheater now. Hundreds of thousands of dollars every night coming in. Those dollars pay for staff, maintenance, and grant programs. Now in 2022 budgeting. Distributing CARES and ARP dollars – over \$1.5 million. Cultural Planning process restarted, was unable to do planning process in 2020. Don't want to imagine anymore, ready to act. Commit to values, not have Denver's cultural plan, but will have a cultural commitment: DEI, partnership and collaboration, and thriving communities. From those commitments, the actions will follow, and the commitments will create opportunity for accountability.

Hartford – approved strategic plan – new mission, vision, values. Also kicking off search process for a new CEO. Are hopeful for a new hire in 5-6 months. Major goal of diversifying funding. Workplace giving is a struggle. Looking into potential for Major Gifts program. Reviewing every program, and an advocacy plan. Reevaluating target audience and who they are as an organization. Trying to understand if they will distribute Hartford's ARP fund distribution of about \$3.3 million. What was the appeal to city council? Worked closely with the Mayor's office in Hartford once they knew there was going to be arts funding. Mayor announced commitment to funding for arts and culture. The Mayor's commitment was higher than what they were advocating for. Trying to use the funding for systems change. Hartford arts is receiving about 5% of the ARP funding for the overall city allocation.

Seattle, King Co and the State are all receiving different allocations, and the funding is being routed through different agencies.

Durham, going in for about 2% and is in the process of going through meetings with the city and city council. Looking at what the urban arts councils are asking for across the state. Greensboro is asking for about \$3 million from the city and \$3 million from the county, with a match. Grants for arts organizations, individual artists, looking at DEI training for arts organizations and individuals. Funding pot for large-scale public art and

community projects. Projects that will attract tourism and boost the economy. Cultural Capital fund – not sure if it will be loans or grants to fund arts facilities through the lens of economic development. Econ Development agency is unattached to arts and culture – trying to work with the Cultural Advisory board – representatives from city and county that advises on cultural projects. Managed to get to end of FY at break even with PPP loans, donations, grants etc. Been able to grant over \$700k in relief funding.

St. Louis – allocation of funds in ARP is tied to poverty levels and aging housing stock and other variables. St. Louis is getting \$517 million. City and County governments are separate. Made a case for the arts but there are other pressing needs. Money went to pay rent, internet infrastructure. Making the case for the arts is challenging because there's a property tax that pays for 5 major institutions in a district. Small organizations are struggling, but the big organizations are ok. People want the city to address the immediate needs.

Durham is using the jobs data from AEP, as well as the economic multiplier from the arts. But in St. Louis there weren't a lot of layoffs due to PPP. The community arts incubators are in those under funded neighborhoods. Arts organizations are small businesses so compare them to the small business landscape – it's just the tax and ownership structure.

Unique to St Louis is that they're including the small business data in their allocations. Get the government to accept the nonprofits as small businesses.

St Louis had their gala, netted over \$200k.

II. Americans for the Arts Updates

What kind of questions or research information do you want for your own work and as a cohort?

Municipal partnerships? Questions about what kinds of partnerships?

Relief and recovery dollars

Campaign dollars – where the funds are coming from

Numeric breakdown of what UAFs have received of public funds – municipal, county, state, federal level

Of the total amounts of these recovery funds, what is dedicated to arts and culture – comparative by city – helpfully by city

Love to see maslow's hierarchy of needs and where did the arts slide in?

ArtsFund is doing a COVID impact study

Percentage of gain or loss across campaigns – percentage to goal

Corporate, individual, workplace giving

[Part 1 of "How to Partner with Your Chamber of Commerce" series is now available on ArtsU.](#) This three-part curriculum will guide local arts leaders on how to build strong and lasting partnerships with their local chambers of commerce to achieve shared community and economic development goals. Part one of this series will establish a foundational knowledge of local chambers of commerce, the networks in which they operate and that serve them, how to navigate a traditional business environment, and basic activations a local arts agency can undertake to establish a partnership.

Each of the three modules includes three pre-recorded sessions, a digital toolkit and period live conversations. We encourage participants to review the pre-recorded sessions prior to joining a live conversation and to bring questions or examples of chamber partnerships in their community.

The Annual Convention sessions are still available for view, and you can register online to access them.

Saved Notes from Chat Box:

- From michael : does CO have a building for the arts type program through commerce?
- From Tariana Navas-Nieves (she/her/ella) Denver Arts & Venues : @michael-We have a sales tax district to support arts, cultural and scientific organizations. Is that what you are referring to?
- From michael : @tariana - WA state has a program though commerce that is specifically for arts focused capital projects. I thought something like that might help Nancy
- From Nancy Barno Reynolds : Oh thanks! Just seeing these. We are dependent on Hotel/motel/occupancy tax, which is terrible right now. We've literally only received \$13K
- From Nancy Barno Reynolds : From the County. SO mad. And our performing arts have had no luck yet with SVO
- From Nancy Barno Reynolds : NYSCA (NYState) received \$100million so I'm talking with them to see how their four options (new) for applying might synch with our goals.
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : 3MM out of what size of a citywide package?
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : seattle is receiving about 3MM out of a 113MM plan for city wide ARPA dollars
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : arts and culture also received about 30.2MM out of a 630+MM county wide ARPA plan
- From Nancy Barno Reynolds : Amanda, can you give some examples?
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : and another +10MM from State, but haven't heard if there is more coming from ARPA from state
- From Amanda Roy (Greater Hartford Arts Council) : Hartford is receiving \$116,700,000. The mayor is committing \$5,850,000 to arts and culture so around 5%.
- From Amanda Roy (Greater Hartford Arts Council) : Sorry Nancy, just seeing your question. Were you looking for ARP examples or something else?
- From Nancy Barno Reynolds : Hi Amanda - just use of funds I guess. You mentioned 4 grant programs over 3 years, projects, and structural change. Maybe an example of structural change please?
- From Amanda Roy (Greater Hartford Arts Council) : Cynthia, what we are doing is connecting it to those major needs. Our ARP dollars are primarily going to individual artists, small/mid-size orgs and community orgs in the neighborhoods of Hartford. Some of the programming will address community issues like public safety with the arts, as an example
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : @cynthia - i am from STL so I grew up in all those spaces!
- From Amanda Roy (Greater Hartford Arts Council) : @Nancy, we're doing event grants, we're also doing neighborhood activation grants where neighborhoods create their own arts activation programming (that provides artists a good and sustainable wage), we've also got some public art grants in there as well. We've connected our programming to the Hartford City Plan which has transformational goals for 2035. Our whole ARP proposal addresses those transformational goals. We're also looking at community issues like jobs, public safety, and teen engagement, etc. One of the most major parts of this for us is building it with the community, rather than for the community. We're trying to make some culture shifts too like fair wages for artists and opening up the city to busking (controversial issue in Hartford)
- From Michael Greer (he/him) - ArtsFund - Seattle, WA : @cynthia - we advocate for arts and arts programs as a tool to approach these other bigger issues
- From Jessica Stern : And the longevity of those programs. Denver's has been in place for what 40 years?
- From Nancy Barno Reynolds : Amanda, TY!
- From Jessica Stern : <https://www.americansforthearts.org/by-topic/disaster-preparedness/the-economic-impact-of-coronavirus-on-the-arts-and-culture-sector>