

AMERICANS FOR THE ARTS | 2011 ANNUAL REPORT



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# LETTER FROM THE PRESIDENT & CEO

Throughout 2011, Americans for the Arts continued to use its strength as a national convener, a key resource for arts leaders, and a partner for organizations across all sectors to reinforce the message that the arts are an essential tool for building stronger communities and strengthening our country.

We reinforced these strengths against the backdrop of some very harsh fiscal realities. As the economy continued reeling, 2011 was a year that threatened state budgets. Kansas Gov. Sam Brownback made history and completely defunded the arts commission in Kansas—making it the only state without a state arts agency (only to be reinstated a year later due to enormous advocacy efforts). South Carolina's arts commission faced a line-item veto from its governor, but advocates rallied and the state legislature overrode the veto. It is in cases like this from all across the country in which Americans for the Arts provided key support.

Through our research, we illustrate how investment in the arts is a fiscally responsible one with a tremendous ROI. Through our webinars, we provide training and professional development to those who were fighting back to save funding. Through our Creative Conversations program, we inspire communities to come together and learn from each other. Through our professional development, we strengthen the individuals who make our field one of the most vibrant and dynamic industries in America.

We continue to bring critical decisionmakers in all aspects of community development together to educate them about the importance of the arts and the possible impact that they can have on all communities. By starting conversations and partnerships, we are ensuring our place at the table and thereby infusing the arts into more and more aspects of community development, advocacy, and social change.

This growth is exactly what our field founders had in mind, and it is the mission I have the honor of continuing. In February 2011, we lost field founder Phil Hanes. He embodied the tenacity and spirit of the arts, and none of us would be where we are today without his tireless work. I am reminded of an Irish saying: You've got to do your own growing, no matter how tall your grandfather was. I am inspired year after year, both in looking back at what we've accomplished in just 12 months, but also in seeing what we can do in another 12, another 24, another generation.

I am so proud of the work Americans for the Arts has done in collaboration with our members and partners and look forward to what we can continue to accomplish together—united, stronger, and if we're lucky, a little bit taller than our grandfathers.

Robert L. Lynch President & CEO



### 2011 SNAPSHOT

Americans for the Arts is the leading nonprofit organization for advancing the arts in America. With offices in Washington, DC and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

### Serving Communities. Enriching Lives. Here's how we do it:

3,028

Organizational and Individual Members accessed member benefits like publications and direct staff assistance

28

public and private leaders were recognized for their support of the arts through our annual award programs

2,000+
members accessed our 28
field-focused webinars

1,586

practitioners from 45 states received training at our two 2011 national conferences

\$146.255

million was secured for the 2012 National Endowment for the Arts budget, \$11 million more than proposed by the House of Representatives

572

people attended our 2011 Arts
Advocacy Day training to learn how
to make the best case for the arts to
decision-makers

1,726
individuals from 24 states
participated in 49 Creative
Conversations, local arts-centric
gatherings held across the country
during National Arts & Humanities
Month, celebrated every October

179,542

messages were sent through our free <u>Capwiz</u> system by citizens to local, state, and federal leaders to advocate for healthier arts and arts education policies

275,000

people connected to our advocacy work through Capwiz legislative action alerts; 3,000 Facebook users became fans; 15,000 Twitter users followed us; and ARTSblog garnered 200,000 blog views

140,000+
subscribers received the most

subscribers received the most up-to-date information in the field through our print and e-publications



Americans for the Arts celebrated its 50th anniversary in 2010. Hear about our journey.

3. EVENTS & SPEAKERS



# STRENGTHENING AN INFORMED LEADERSHIP

To advance communities, we start conversations with leaders across sectors that lead to action, and we continue professional development of our constituents so that they are informed and powerful change agents.

Through these objectives, we ensure the arts are critical to communities and individuals across the nation.

# Arts Education & White House Champions of Change

The White House honored a group of arts education leaders from across the country as part of its Champions of Change initiative, highlighting how all Americans can make impacts in their communities. Americans for the Arts assisted the White House in nominating some of the Champions that were selected. This group of arts education leaders, along with President and CEO Robert L. Lynch, attended a roundtable discussion with members of the White House Office of Public Engagement, the President's Committee on the Arts and the Humanities, and the U.S. Department of Education to discuss ways to strengthen arts education.

Another victory occurred on April 15, thanks to the efforts of advocates across the country. Congress and the president approved the FY 2011 appropriations bill which included a \$25 million restoration of the federal Arts in Education program in the U.S. Department of Education budget, specifically to support arts integration programs across the country.





### Annual Convention, Year-Round Learning

A total of 960 delegates from across the country joined us in San Diego, June 16-18, 2011 for our Annual Convention. Participants included cultural and civic leaders, educators, business representatives, funders, and artists, and represented a broad range of ethnic backgrounds and widespread localities, from large urban centers to rural communities.

For the first time, attendees and nonattendees alike could access the online learning portal, <u>Convention On-Demand</u>. This tool lets users revisit sessions, listen to content they missed on site, and share with staff and board. Americans for the Arts aired featured sessions online, in real time, at <u>livestream.com</u>, including Bobby Shriver's opening keynote and the closing keynote by Ben Cameron. At its peak, Americans for the Arts boasted 234 viewers. For a convention of 960 attendees, increasing "attendance" by nearly a quarter is strong evidence of the convention's reputation for meaningful content and engaging speakers.

# Coming Home with the Help of the Arts

Americans for the Arts was honored with a very special request from Admiral Matthew L. Nathan. The U.S. Military invited Americans for the Arts to join the planning group for the National Summit for Arts and Wounded Warriors, October 14-15, 2011 in Bethesda, MD. President and CEO Robert L. Lynch led a plenary discussion for an audience of 200 military leaders, civilian political leaders, national arts in healthcare industry representatives, and administrators in military and veterans' hospitals on the history of the arts within the military and the potential for the future. With record numbers of soldiers returning home—many with wounds that run far deeper than the physical—the arts play a pivotal role in helping our servicemen and women access and express their experience in ways that lead to more sustainable healing.



Learn more about the President's Committee for the Arts and the Humanities

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# INCREASING RESOURCES FOR THE ARTS

To ensure the resources for change, we inform critical decision-makers about the positive returns that investment in the arts can bring.

From enriching community life to impacting students with arts education, we have the research and the evidence that the arts mean business.





From Table to Schoolyard: The Collaboration of the National Arts Policy Roundtable

The 2011 National Arts Policy
Roundtable gathered artists,
philanthropists, business
executives, and arts leaders
at the Sundance Institute.
Participants discussed
collaborative action and
innovative solutions to
address economic opportunity,

at-risk youth, and the impact of the current recession on daily lives. The Roundtable is directly responsible for major impacts in Cincinnati. The Roundtable sparked a connection between attendees—Bully filmmaker Lee Hirsh and World Pac Paper CEO Edgar Smith and his wife Toni. Because of their connection, approximately 10,000 youth in the Cincinnati Public Schools were the first and largest school district in the nation to take part in *The Bully* Project: 1 Million Kids Program using art to inspire action. Through this partnership, foundations, businesses, and government entities were able to develop a locally based solution to one of our nation's most pressing problems and create positive social change.

# Arts in the Board Room and across the Globe

Many businesses are working to reach global marketplaces and keep up with the changing business landscape. We worked with The Conference Board to present a webinar on how the arts can help businesses expand their markets by investing in community-based and

culturally specific arts organizations. We presented a panel as part of its Corporate Community Involvement Conference, where representatives from Adobe and Applied Materials discussed why they value partnering with the arts. We also collaborated with Independent Sector to bring artists-in-residence, Sojourn Theatre, to interact with its conference attendees and shape understanding of the diverse and rich make-up of our communities.

### Arts & Community Engagement

Our Animating
Democracy program
produced the first-ofits-kind report, <u>Trend</u>
or <u>Tipping Point</u>:
Arts & Social Change



Grantmaking, this year. It catalogues all social change grantmakers in the nation as well as brings together stories of impact, influence, and inspiration. Findings based on 228 grantmaker survey responses and 32 interviews suggest that arts and social change philanthropy is an emerging field and therefore still very much evolving.





# INCREASING RESOURCES FOR THE ARTS

(continued)





# Affecting the Federal Funding Landscape

Prior to Arts Advocacy Day in April, the House of Representatives had passed legislation that would have reduced National Endowment for the Arts (NEA) funding by \$43 million (or 26 percent) in 2011.

On Arts Advocacy Day, advocates from across the country sent more than 13,500 e-mail messages through Americans for the Arts' E-Advocacy

Center and met with representatives on Capitol Hill, urging members of Congress to increase NEA funding.

The final FY 2011 budget included \$155 million for the NEA, and while this constituted a \$12.5 million cut from FY 2010, it represented a victory over the House's original proposal. The combined impact of advocates online and in attendance delivered a strong message to congressional leadership about the value of the arts and arts education.





### **Enriched Partnerships**

Kerry Washington. Alec Baldwin. Josh Groban. All these celebrities helped Americans for the Arts through cause marketing—growing our audience and getting the word out about the impact of the arts.

For example, Josh Groban's Find Your Light Foundation, launched during his 2011 tour, connected local arts education organizations with the recognition they deserve and benefited our arts education efforts at the same time through his text-to-give campaign.

As spokesman for Capital One, Alec Baldwin spearheaded an arts giving campaign. KRIS Wine also reached out to Americans for the Arts to help implement its Art of Education grant program, which awarded 16 schools a total of \$25,000.

It is through these partnerships that we find success in not only raising the visibility for the arts nationwide, but also ensuring our organizational sustainability by reaching new audiences.





# ADVANCING THE VALUE PROPOSITION

By increasing an understanding of the role the arts play, we can increase knowledge and support. The arts reach all of our lives.

### **Casting the Net**

Americans for the Arts strategically partners with more than 20 different organizations, from the National Lieutenant Governors Association to the Art Dealers of America. Through these partnerships, we deliver the important message to the broadest group of stakeholders that the arts can be integrated into every sector in America—and can improve lives, communities, jobs, companies, and more. We honor elected officials for their dedication to the arts at the United States Conference of Mayors Arts Luncheon every year. We connect to key media partners like Forbes, Inc. This year in recognition of his true leadership, we also honored Christopher "Kip" Forbes, vice chairman of Forbes, Inc., with our BCA 10 Leadership Award for his extraordinary vision, leadership, and commitment to supporting the arts and for encouraging other businesses to follow his lead.

### **Local Research, National Story**

Two important initiatives educate not only our organizational scope, but will also inform the entire nation about the impact of the arts.

### LOCAL ARTS AGENCY LISTENING POST

We reached out to our core local arts agency constituents to determine what the top issues were on their radars. More than 500 local arts agencies responded to the survey. Startling highlights include:

- 51 percent said that in the previous
   12 months, local government arts
   funding decreased, while 43 percent
   said it stayed the same.
- 59 percent said that over the next
  12 months, paid attendance will
  stay the same.

This important research yielded a webinar and blog salon, in which local arts agencies could learn more about their field and the issues their peers are facing, and also determine how to best use this data to influence *their* work on the local level.

### • NATIONAL ARTS INDEX

Across the United States, there are more than 113,000 organizations dedicated to many aspects of cultural life. Consumers spend nearly \$150 billion annually on entertainment and the arts. We launched the National

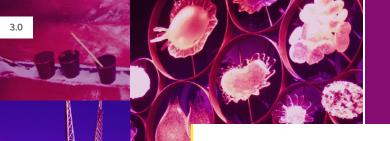
Arts Index to help understand the true impact of these numbers. From 2007–2009, the number of nonprofit arts institutions grew by 3,000. As a result, the arts sector is now composed of 109,000 nonprofit arts organizations and 550,000 for-profit arts businesses, and 2.2 million artists in the U.S. workforce. The National Arts Index garnered 102 media placements, including top-tier coverage from the Los Angeles Times, The New York Times, the Philadelphia Inquirer, the Wall Street Journal, and the Washington Post.

### **Advocacy All-Stars**

This Arts Advocacy Day, artists and advocates made waves. Our Twitter Team of 20 volunteers activated hundreds of Twitter followers to speak up for the arts. More than 500 attendees had meetings with their members of Congress. Kevin Spacey appeared on CNN and Hardball with Chris Matthews to discuss the importance of government funding for the NEA. Alec Baldwin addressed the same issue on The Joy Behar Show. Baldwin also discussed how he is leveraging his Capital One commercial spots to give money to the arts including Americans for the Arts—in the Wall Street Journal, People Magazine, and on David Letterman and Regis and Kelly. This whirlwind of activity yielded 760 media placements, including a syndicated Associated Press article.



Watch the Congressional
Arts Kick Off, featuring
legislators championing
the arts and arts
education!



## 2011 NOTABLE EVENTS, SPEAKERS, & AWARDEES



# 24th Annual Hanks Lecture on Arts & Public Policy

April 4, 2011 at The John F. Kennedy Center for Performing Arts, Washington, DC

Honoring the legacy of former President of Americans for the Arts (1968-1969) and Chair of the National Endowment for the Arts Nancy Hanks, this annual lecture series provides an opportunity for public discourse at the highest levels on the importance of the arts and culture to our nation's well-being.

- Lecture by Kevin Spacey, actor and Artistic Director of the Old Vic Theatre
- Introduction by Charles Segars, CEO of Ovation and Co-Chair of Arts Advocacy Day



# ARTS ADVOCACY DAY April 5, 2011 on Capitol Hill

Organized by Americans for the Arts, Arts Advocacy Day is the largest event of its kind. More than 80 organizations, representing thousands of arts, culture, business, civic, and education organizations nationwide, served as Arts Advocacy Day CoSponsors.

Several celebrities and members of Congress offered remarks during the course of the Congressional Arts Kick Off. The roster included:

- National Endowment for the Arts Chairman Rocco Landesman
- Actor Kevin Spacey
- Congressional Arts Caucus Co-Chair Louise Slaughter (D-NY)
- Chairman of the Interior Appropriations Subcommittee Rep. Mike Simpson (R-ID)
- Rep. Jim Moran (D-VA)
- Rep. John Lewis (D-GA)
- Rep. Steve Cohen (D-TN)
- Rep. Aaron Schock (R-IL)
- Rep. David Cicillini (D-RI)
- Rep. Denny Rehberg (R-MT)
- Actor Hill Harper
- Americans for the Arts Artists
   Committee Member Alec Baldwin



## AMERICANS FOR THE ARTS 2011 ANNUAL CONVENTION

June 16-18, 2011 at the Hilton San Diego Bayfront in San Diego, CA

The 2011 Annual Convention focused on field-wide professional development. We helped attendees learn how they can harness the power of a creative economy and how their organizations can make the arts more vital in their communities. Attendees enjoyed more than 30 educational sessions and a Public Art Preconference featuring the Public Art Network Year in Review.

Convention keynote speakers included:

- Bobby Shriver, Founder of (RED) and Co-Founder of ONE.org
- Ben Cameron, Program Director for the Arts, Doris Duke Foundation
- Alicia Anstead as Facilitator for the Forum: Our Voices, Our Future



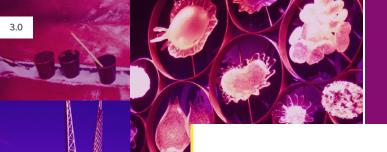
Watch 2011
Annual Convention
highlight videos.

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### 2011 NOTABLE EVENTS, SPEAKERS, & AWARDEES

(continued)



# THE BCA 10 AWARDS October 5, 2011 at The Central Park Boathouse in New York City

The BCA 10 Awards recognize businesses of all sizes for their support of and investment in the arts in their communities. The 2011 honorees were:

- 3M St. Paul, MN
- · Aetna Hartford, CT
- Baker Botts L.L.P. Houston, TX
- · Booz Allen Hamilton McLean, VA
- Corporate Office Properties Trust -Columbia, MD
- · Macy's Cincinnati, OH and New York City
- · Printing Partners Indianapolis, IN
- Publicity Works Bowmansville, PA
- · Walt Disney World Resort Orlando, FL
- · Wilde Lexus of Sarasota Sarasota, FL
- Kohler Co. Kohler, WI The BCA Hall of Fame
- Christopher "Kip" Forbes, Vice Chairman, Forbes Inc. BCA Leadership Award



# 16<sup>th</sup> ANNUAL NATIONAL ARTS AWARDS

October 17, 2011 at Cipriani 42nd Steet in New York City

The National Arts Awards honors distinguished cultural, corporate, and artistic leaders for their contributions to the arts in America. The 2011 slate of awardees included:

- Frank Stella, Isabella and Theodor Dalenson Lifetime Achievement Award
- Jenny Holzer, Outstanding Contributions to the Arts Award
- Beverley Taylor Sorenson, Eli and Edythe Broad Award for Philanthropy in the Arts
- Wells Fargo & Company, Corporate Citizenship in the Arts Award
- President's Committee on the Arts and the Humanities, Arts Education Award
- Gabourey Sidibe, Bell Family Foundation Young Artist Award



## NATIONAL ARTS MARKETING PROJECT CONFERENCE

November 12-15, 2011 at the Marriot Louisville Downtown in Louisville, KY

The 2011 National Arts Marketing Project Conference, *Winning Audiences*, focused on equipping arts marketers with the tools and knowledge to adapt and leverage the changing landscape and shifts in demographics.

Keynote speakers included:

- Scott Stratten, author of UnMarketing: Stop Marketing. Start Engaging.
- Oliver Uberti, Design Editor at National Geographic Magazine
- Sam Horn, author of POP! Create the Perfect Pitch, Title and Tagline for Anything



You can still watch the NAMP Conference keynote addresses via www.livestream.com/ nampconference2011



### 2011 NOTABLE EVENTS, SPEAKERS, & AWARDEES

(continued)

## ANNUAL AWARDS & PUBLIC LEADERSHIP IN THE ARTS AWARDS

Americans for the Arts presented the following Annual Awards in recognition of outstanding achievements in the field:

### ALENE VALKANAS STATE ARTS ADVOCACY AWARD

For dramatically affecting the political landscape through arts advocacy efforts at the state level Bill Blair, Co-Founder, Ohio Citizens for the Arts, Columbus, OH

### ARTS EDUCATION AWARD

For excellence in arts education program design and execution, as well as leadership

Arts for All, Los Angeles, CA

### AMERICAN EXPRESS EMERGING LEADERS AWARD

For demonstrating exemplary leadership in the arts administration field by a new and/or young leader Angela Harris, Executive Director, Dance Canvas, Atlanta, GA

#### MICHAEL NEWTON AWARD

For innovation in united arts fundraising by a community arts professional, volunteer, or organization Susan Schadt, President and CEO, Art Memphis, Memphis, TN

### PUBLIC ART NETWORK AWARD

For innovative and creative contributions and commitment in the field of public art

Mary L. Beebe, Director,

Stuart Collection, San Diego, CA

### • SELINA ROBERTS OTTUM AWARD

For outstanding local leadership in the arts by a community arts professional or volunteer

Libby Maynard, co-founder and executive director, The Ink People Center for the Arts, Eureka, CA

### **Public Leadership in the Arts Awards**

recognize elected officials or artists who play a pivotal part in advancing the arts and arts education within their communities and whose vision and leadership provide heightened visibility to the value of the arts.

Presented in partnership with the United States Conference of Mayors

### LOCAL ARTS LEADERSHIP AWARD

Mayor Michael Nutter, Philadelphia, PA

Mayor James Brainard, Carmel. IN

### GOVERNORS ARTS LEADERSHIP AWARD

Gov. Bill Richardson (D-NM)

### NATIONAL ARTIST ADVOCACY AWARD

Anna Deavere Smith

### LEGENDARY ARTIST AWARD

Herbie Hancock

Presented in partnership with the National Lieutenant Governors Association

### LIEUTENANT GOVERNOR ARTS LEADERSHIP AWARD

Lt. Gov. Mead Treadwell (R-AK)

Presented in partnership with the National Conference of State Legislatures

### • STATE LEGISLATOR ARTS LEADERSHIP AWARD

Sen. Roger Reitz (R-KS)

Presented in partnership with the National Association of Counties

### COUNTY ARTS LEADERSHIP AWARD

Joe Giles, County Councilman, Erie County, PA



### 2011 BOARD OF DIRECTORS

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C. Kendric Fergeson

Chairman, NBC Oklahoma *Altus, OK* 

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Executive Director, Cravath, Swaine & Moore, LLP New York, NY

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### Margie Johnson Reese

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Arts Consultant, Ramona Baker Consulting Director, Master of Arts in Arts Administration Program, Goucher College Indianapolis, IN

### Nolen V. Bivens

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#### Theodor Dalenson

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Hospitality LLC
Vice Chairman, Monumental
Sports & Entertainment
President and Managing
Partner, Washington
Mystics
Middleburg, VA

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### Fred Lazarus, IV

President, The Maryland Institute, College of Art Baltimore, MD

### Liz Lerman

Choreographer Baltimore, MD

### **Timothy McClimon**

President, American Express Foundation Vice President, Corporate Social Responsibility, American Express New York, NY

### Mary McCullough-Hudson

President and CEO, ArtsWave Cincinnati. OH

### Kathleen Pavlick

Arts Consultant Bronx, NY

#### Barbara S. Robinson

Chairman Emeritus, Ohio Arts Council Chair, Arts Midwest Cleveland, OH

### Ann E. Sheffer

Arts Patron
The Betty R. and Ralph
Sheffer Foundation
Westport, CT

### **Nancy Stephens**

Actor and Activist Los Angeles, CA

### Ty Stiklorius

Partner, The Artists Organization Santa Monica, CA

#### Charmaine Warmenhoven

Arts Patron

Monte Sereno, CA

### **Ex-officio**

Robert L. Lynch

### President and CEO

In Memoriam
Peggy Amsterdam
Peter Donnelly

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### 2011 BCA EXECUTIVE BOARD

### Founder

David Rockefeller

### Chairman

Joseph C. Dilg Managing Partner, Vinson & Elkins LLP

### Members

### John F. Barrett

Chairman, President and CEO, Western & Southern Financial Group

### **Albert Chao**

President, CEO and Director, Westlake Chemical Corporation

### Lynn Laverty Elsenhans

Chairman, CEO and President, Sunoco, Inc.

### Martha R. Ingram

Chairman Emerita, Ingram Industries Inc.

### Parker S. Kennedy

Executive Chairman, The First American Corporation

### William T. Kerr

President & CEO, Arbitron, Inc.

### Craig A. Moon

Former President and Publisher, USA TODAY

### John Pappajohn

Chairman, Equity Dynamics Inc.

Owner, Pappajohn Capital Resources

### Kathryn A. Paul

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### Henry T. Segerstrom

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### Mark A. Shugoll

Chief Executive Officer, Shugoll Research

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Ken Solomon Chairman, Ovation TV Chairman and CEO, The Tennis Channel

### Jonathan Spector

President & CEO, The Conference Board

### Steven Spiess

Chairman Emeritus, Board of Directors, American for the Arts

Executive Director, Cravath, Swaine & Moore LLP

### Barry S. Sternlicht

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CEO, Tudor, Pickering, Holt & Co.



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# 2011 AMERICANS FOR THE ARTS STAFF

### **Executive Office**

Robert L. Lynch
President and CEO

Mara Walker Chief Operating Officer

Molly Coyle
Executive Assistant to the
President and CEO

### **Development**

Vice President of Development

Shawn Farrell
Director of Corporate and
Foundation Relations

Adriane Fink
Corporate and Foundation
Relations Coordinator

Allison Gilden
Development Associate

**Elizabeth Ward**Development Associate

### **Finance**

R. Brent Stanley
Vice President of Finance

**Troy Alexander**Senior Director of Finance

Antoinette Smith Accounting Coordinator

**Angel Baker** Accounting Associate

Kathy Gibbs Accounting Associate

# Government and Public Affairs

Nina Ozlu Tunceli Chief Counsel of Government and Public Affairs

Jay Dick
Director of State and Local
Government Affairs

Narric Rome Senior Director of Federal Affairs and Arts Education

**Gladstone Payton** Associate Director of Federal Affairs Natalie Shoop

Coordinator

Government Affairs and Grassroots Manager

**Laura Andersen** Arts Action Fund Data

Kristen Engebretsen

Arts Education Program Coordinator

Justin Knabb
State and Local Government
Affairs Coordinator

Victoria Murray Baatin Arts Action Fund Program Coordinator

### **Leadership Alliances**

Nora Halpern

Vice President of Leadership Alliances

Leadership Alliance Coordinator

Christine Meehan Leadership Alliances Coordinator Zoe Bibb

Leadership Alliances Associate

Jonathan Lewis Leadership Alliances Associate

### Local Arts Advancement

Mitch Menchaca
Director of Local Arts
Advancement Services

Theresa Cameron
Director of Local Arts
Agency Relations

Stephanie Evans Hanson Local Arts Agency Services Coordinator

**Liesel Fenner** Public Art Program Manager

### ANIMATING DEMOCRACY

Pam Korza Co-Director, Animating Democracy

Barbara Schaffer Bacon Co-Director, Animating Democracy Joanna Chin

Program Coordinator, Animating Democracy

#### **MEMBERSHIP**

Kate Cushman Membership Manager

Roger Vacovsky Membership Manager

Nora MacDonald Membership Coordinator

Jessica Strieter Elting
Arts Action Fund Coordinator

Anette Shirinian Membership Associate

### NATIONAL CONFERENCES

Alison French
Director of National
Conferences

Laura Kakolewski Conference Program Coordinator

### 2011 AMERICANS FOR THE ARTS STAFF

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### Marketing, Communications and Technology

### Kimberly Hedges

Vice President of Marketing, Communications and Technology

### Jason Edgmon

Director of Information Technology

### Ryan Atkins

Website and New Media Manager

### **Doug Skinner**

Website and New Media Manager

### Te Erickson

Database Administration Manager

### Jessica Hang Web Developer

Annie Burkhart

### Website Coordinator

Samantha Sealock
Customer Care and Data
Entry Coordinator

### Tracy Brown

Information Technology Associate

### **Caroline Johnson**

Database Associate

### Jennifer Kuan

Database Systems Associate

### Frank Trofa

Website Associate

### MARKETING AND COMMUNICATIONS

#### **Graham Dunstan**

Director of Marketing and Communications

### **Catherine Brandt**

Press and Media Relations Manager

### Tim Mikulski

Communications and Content Manager

#### Ben Burdick

Sales and Marketing Coordinator

### Elizabeth Van Fleet

Publications and Editorial Coordinator

### **Operations**

### Marc Ian Tobias

Vice President of Operations

### **Chelsy Briggs**

Human Resources Coordinator

### John Cloys

Operations Associate

#### Mathew Leonard

Operations Associate

### Mahogany Payne

Human Resources Associate

#### **MEETINGS AND EVENTS**

### Cary Robertson

Director of Meetings and Events

### Arielle Goldscheid

Meetings and Events Coordinator

#### Kate Lockard

Meetings and Events Coordinator

### **OFFICE SERVICES**

### Chauntel Leonard Office Manager

Nancy Lindsey

### Receptionist

Private Sector

### Initiatives

### **Emily Peck**

Director of Private Sector Initiatives

### Valerie Beaman

Private Sector Initiatives Coordinator

### Timarie Harrigan

Business Committee for the Arts Coordinator

### **Research and Policy**

### Randy Cohen

Vice President of Research and Policy

### Ben Davidson

Senior Director of Research Services

#### Marete Wester

Director of Arts Policy

### Jaclyn Wood

Arts Policy Coordinator

#### Amanda Alef

Research Associate

### Samuel Myett

Research Associate and Data Entry Specialist

### Arts & Business Council Of New York

### Will Maitland Weiss

Executive Director

### Karen Zornow Leiding

Deputy Director

### Fran Smyth

Manager of Arts & Business Services

### Stephanie Dockery

Program Coordinator

### Vianey Pelaez-Quiñones

Program Coordinator

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### 2011 HONOR ROLL OF DONORS

# Corporate, Foundation, & Government Contributors

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Springside School

The Arts Council of Winston-Salem and Forsyth County

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### 2011 HONOR ROLL OF DONORS

(continued)

### **Individual & Family Foundation Contributors**

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### GIFTS OF \$50,000-\$499,999

Bell Family Foundation

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Isabella and Theodor Dalenson

Charmaine and Dan Warmenhoven

### GIFTS OF \$25,000-\$49,999

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Mandell L. and Madeleine H. Berman Foundations

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### 2011 TOP-LEVEL MEMBERS

### Elite

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Atlanta, GA

Miami-Dade County Department of Cultural Affairs Miami, FL

### **Supreme**

Arts & Science Council of Charlotte/Mecklenburg, Inc. Charlotte, NC

### **Preferred Plus**

Actors' Equity Association New York, NY

**ArtsWave** *Cincinnati, OH* 

Broward County Cultural Affairs Division Fort Lauderdale, FL

City of Albuquerque Cultural Services Department Albuquerque, NM

City of Atlanta Office of Cultural Affairs Los Angeles, CA City of Seattle, Office of Arts & Cultural Affairs Seattle, WA

Greater Columbus Arts Council, Columbus, OH

Jacobs Center for Neighborhood Innovation San Diego, CA

Los Angeles County Arts Commission Los Angeles, CA

New Jersey State Council on the Arts Trenton, NJ

Paul G. Allen Family Foundation Seattle, WA

Regional Arts and Culture Council Portland, OR

Tarrant County
College District
Fort Worth. TX

United Arts of Central Florida Maitland, FL

### **Preferred**

Alabama State Council on the Arts & Humanities Montgomery, AL

Alaska State Council on the Arts Anchorage, AK

Arlington County Cultural Affairs Division Arlington, VA

Art-In-Architecture Program at the U.S. General Services Administration Washington, DC

Arts & Ventures Denver Denver, CO

Arts Council of Indianapolis Indianapolis, IN

Arts Council of New Orleans
New Orleans. LA

Arts in Stark Canton. OH

Arts Fund Seattle, WA ArtsWestchester White Plains, NY

Association of Writers & Writing Programs
Fairfax. VA

Baltimore Office of Promotion and the Arts Baltimore. MD

Beet Street Fort Collins, CO

California Arts Council Sacramento, CA

City of Austin Cultural Arts Division Austin. TX

City of Dallas Office of Cultural Affairs Dallas, TX

City of El Paso Museums and Cultural Affairs Department El Paso, TX

City of Oakland, Cultural Arts & Marketing Department Oakland, CA City of San Antonio, Office of Cultural Affairs San Antonio, TX

City of San Jose, Office of Cultural Affairs San Jose. CA

City of Savannah Cultural Affairs Savannah, GA

City of Wichita Division of Arts and Cultural Services Wichita. KS

**Colorado State Thespians** *Denver. CO* 

Community Partnership for Arts and Culture Cleveland, OH

Connecticut Commission on Culture and Tourism Hartford, CT

Creative Alliance Milwaukee Milwaukee. WI

Cultural Council of Greater Jacksonville Jacksonville, FL

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### 2011 TOP-LEVEL MEMBERS

(continued)

DC Commission on the Arts and Humanities

Washington, DC

**Entertainment Career** Connection

Los Angeles, CA

Georgia Council for the Arts Atlanta, GA

Greater Hartford Arts Council Hartford, CT

Greater Philadelphia **Cultural Alliance** Philadelphia, PA

**Greater Pittsburgh Arts** Council Pittsburgh, PA

Hawaii State Foundation on Culture and the Arts Honolulu, HI

**Houston Arts Alliance** Houston, TX

Idaho Commission on the Arts Boise. ID

Illinois Arts Council Chicago, IL

Indiana Arts Commission Indianapolis, IN

**Irving Arts Center** Irving, TX

Kansas Arts Commission Topeka, KS

Kentucky Arts Council Frankfort, KY

LexArts Lexington, KY

**Linde Family Foundation** Boston, MA

Los Angeles County Metropolitan Transportation Authority Los Angeles, CA

Louisiana Division

of the Arts Baton Rouge, LA

Louisville Fund for the Arts

Louisville, KY

Maryland State Arts Council Baltimore, MD

Metropolitan Arts **Partnership** Sacramento, CA

Metropolitan Nashville Arts Commission Nashville, TN

Mississippi Arts Commission Jackson, MS

Missouri Arts Council Saint Louis, MO

MTA Arts for Transit New York, NY

Music Center-Performing Arts Center of Los Angeles County

Los Angeles, CA

National Guild for Community Arts Education New York City

Nevada Arts Council Carson City, NV

New Mexico Arts Santa Fe. NM

Ohio Arts Council Columbus, OH

Oklahoma Arts Council Oklahoma City, OK

**Oregon Arts Commission** Salem, OR

Palm Beach County **Cultural Council** West Palm Beach, FL

Pennsylvania Council on the Arts Harrisburg, PA

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The Arts Council of Metropolitan Kansas City Kansas City, MO

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United Arts Council of **Greater Greensboro** Greensboro, NC

United Arts Council of Raleigh and Wake County Raleigh, NC

University of the Arts **Continuing Studies** Philadelphia, PA

Vermont Arts Council Montpelier, VT

West Virginia Commission on the Arts/West Virginia **Division of Culture & History** Charleston, WV

Wisconsin Arts Board Madison, WI



## 2011 FINANCIALS

5. EXPENDITURES

### Comparative Operational Expenditures

Program Area	2003	2004	2005	2006	2007	2008	2009	2010	2011
PR & Strategic Alliances	\$ 59,336	\$ 130,673	\$ 114,032	\$ 70,490	\$ 156,001	\$ 313,864	\$ 200,593	\$ 157,937	\$ 205,335
Government Affairs and Public Sector Partnerships	725,715	1,205,071	885,809	880,280	886,808	1,284,313	721,969	878,545	810,266
Arts In Education	511,905	507,432	258,351	314,681	352,444	908,981	617,438	595,887	425,046
Local Arts Advancement (Frmr R&I/Field Serv)	1,609,072	1,976,737	1,567,438	1,134,320	2,131,579	1,629,259	1,639,813	1,444,616	1,549,698
Research & Information			783,645	1,029,020	1,248,105	1,093,528	889,971	1,189,435	1,290,734
Leadership Alliances					1,035,525	1,106,749	922,532	1,000,288	916,714
Communications/ Visibility/Marketing	1,487,449	2,194,574	2,505,888	2,541,767	1,379,341	1,148,258	938,646	803,550	767,436
Private Sector			1,595,298	1,540,417	1,556,639	1,417,777	1,193,886	1,189,853	1,009,693
Special Projects	1,836,397	548,146	1,312,586	1,438,179	591,510	464,359	419,030	327,372	358,857
Arts & Business Council of New York			703,795	767,808	749,857	694,273	475,926	471,599	465,311
Arts Action Fund			1,601,173	1,701,513	1,823,855	1,606,153	680,539	583,518	375,086
Americans for the Arts Foundation					4,109	3,750	6,250	5,000	4,998
Management & General	1,214,172	1,756,119	2,154,277	2,659,591	2,589,607	2,735,047	2,924,092	2,476,020	2,471,487
Membership Development and Fundraising	815,585	1,031,960	1,213,827	757,201	762,003	701,300	590,975	656,168	868,071
Total Expenses	\$ 8,259,631	\$ 9,350,712	\$ 14,696,119	\$ 14,835,268	\$ 15,267,383	\$ 15,107,611	\$ 12,221,660	\$ 11,779,788	\$ 11,518,732

This document, produced by management for the purposes of this report, is based on the audited consolidated financial statements and accompanying notes prepared by the public accounting firm of Tate & Tryon based in Washington, DC for the respective years listed. Please also note that due to shifts in department and programmatic composition over a number of years, the totals listed here for past years may differ slightly from previous annual reports.

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### AMERICANS FOR THE ARTS 2011 ANNUAL REPORT

# photo captions

A selection of some of the nation's best public art created in 2011 is featured throughout this Annual Report. These projects were selected for the 2012 Public Art Network Year in Review.

Circulator by Jim Blashfield in Woodinville, WA. (Pages 4 & 8)

Collection & Transformation by Ellen Sollod in Woodinville, WA. (Pages 1, 5, & 8–11)

Curbside Haiku by John Morse in New York City. Photo by John Morse. (Page 1)

Eleven Paintings for the East New Orleans Regional Library by Jeff Whipple in New Orleans, LA. Photo by Jeff Whipple (Page 5)

From Here to There: High Trestle Trail Bridge by David Dahlquist in Madrid, IA. Photo by Kun Zhang. (Pages 1 & 5–7)

Harmonic Convergence by Christopher Janney in Miami, FL. Photo by Robin Hill Photography. (Pages 1 & 20)

Heart and Mind by Ralph Helmick in Klamath Falls, OR. Photo by Will Howcroft. (Pages 1, 3, & 20)

How Philly Moves by Jacques-Jean "JJ" Tiziou and Jonathan Laidacker in Philadelphia, PA. Photo by Steve Weinik; Joel Avery, CREATIVENESS; Kevin Slattery, City of Philadelphia Mural Arts Program. (Pages 1–2, 9–11, 20)

Land and Time by Susan Narduli in Salt Lake City, UT. Photo by Susan Narduli. (Page 8) Out the Window by Freewaves in Los Angeles County, CA. Photo by Anne Bray. (Page 4)

The Peanut Farmer by Charles Johnston in Colquitt, GA. Photo by Charles Johnston. (Pages 1–3)

Reflect by Ivan Toth Depeña in Miami, FL. Photo by Ivan Toth Depeña. (Pages 1, 6–7, & 12–19)

SkyDance Bridge by Stan Carroll (lead artist) in Oklahoma City, OK. Photo by Graham Carroll. (Pages 1 & 9-11)

Terpsichore for Kansas City by Mags Harries and Lajos Héder in Kansas City, MO. Photo by Harries/Héder Collaborative. (Pages 1–2 & 6–7)

Water Will Be Here by Eric Corriel in Atlanta, GA. Photo by Eric Corriel. (Pages 1 & 3)

The West Hollywood Library Murals by Shepard Fairey, Kenny Scharf, and RETNA (Marquis Lewis) in West Hollywood, CA. Photo by Josh Barash. (Pages 1 & 12–19)

Wheels on the Bus in 7 Cymatic Sonatas by Jimmy O'Neal in Charlotte, NC. Photo by JoAnn Sieburg-Baker. (Page 4)

Wrigley Village Utility Box Murals by loana Urma in Long Beach, CA. Photo by loana Urma. (Pages 1–2 & 12–20)

Your Essential Magnificence by James Edward Talbot in Austin, TX. Photo by Phillip Rogers. (Pages 1 & 12–19)

#### PAGE 1

Mayor of Burnsville, MN and former President of the United States Conference of Mayors Elizabeth Kautz at the Congressional Arts Kick Off for Arts Advocacy Day on Capitol Hill.. Photo by David Hathcox.

Presenter Aaron Trent at the 2011 National Arts Marketing Project Conference in Louisville, KY. Photo by Frankie Steele.

Gabourey Sidibe receiving the Bell Family Foundation Young Artist Award at the 2011 National Arts Awards in New York City. Photo by Sylvain Gaboury.

President and CEO Robert L. Lynch at the National Arts Awards in New York City. Photo by Sylvain Gaboury.

#### PAGE 5

Steve Baker Jazz Duet performing at the 2011 Annual Convention in San Diego, CA.

2011 Annual Convention attendees. Photos by Sylvain Gaboury.

#### PAGE 6

Participants in the National Arts Policy Roundtable held in Sundance, UT.

YoungArts participants with actor Stanley Tucci and musician Vijay Gupta at the National Arts Policy Roundtable. Photos by Fred Hayes.

2011 Annual Convention attendee. Photo by Liz Webster.

#### PAGE 7

Singer/songwriter Josh Groban with young artists from Free Arts Minnesota in Minneapolis, MN. Photo by Americans for the Arts.

Flash mob during the Congressional Arts Kick Off for Arts Advocacy Day on Capitol Hill.

Touch of Class show choir from Chantilly, VA performs on stage during the 25th Annual Nancy Hanks Lecture on Arts and Public Policy.

Actor Alec Baldwin addressing the crowd gathered for the Congressional Arts Kick Off during Arts Advocacy Day on Capitol Hill.

Actress Kerry Washington with Actor and Creative Director of the Crown Vic Kevin Spacey during Arts Advocacy Day. Photos by David Hathcox.

#### PAGE 9

2011 Annual Convention attendees. Photo by Sylvain Gaboury.

Actor and Creative Director of the Crown Vic in London Kevin Spacey delivered the 25th Annual Nancy Hanks Lecture on Arts and Public Policy at the John F. Kennedy Center for the Performing Arts. Mayor of Burnsville, MN and former President of the United States Conference of Mayors Elizabeth Kautz at the Congressional Arts Kick Off for Arts Advocacy Day on Capitol Hill. Photos by David Hathcox.

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(L-R) Joseph C. Dilg, Partner, Vinson & Elkins LLP; Herbert V. Kohler, Jr., Chairman and CEO, Kohler Co.; and Robert L. Lynch, President and CEO, Americans for the Arts inducting Kohler Co into the BCA Hall of Fame at The BCA 10 Awards in New York City, Photo by Glen Davis.

Co-Chairs of the National Arts Awards Bill and Maria Bell and Isabella and Ted Dalenson. Photo by Sylvain Gaboury.

Panelists at the 2011 National Arts Marketing Project Conference in Louisville, KY. Photo by Frankie Steele.

#### PAGE 13

2011 American Express Emerging Leaders Awardee Angela Harris, Executive Director of Dance Canvas in Atlanta, GA. Photo by Sylvain Gaboury.

#### PAGE 15

2011 Annual Convention attendees. Photo by Liz Webster.