



★ AMERICANS FOR THE ARTS ★  
**2010 ANNUAL REPORT**





AMERICANS FOR THE ARTS 2010 ANNUAL REPORT

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# Letter from the President

In 2010, the United States faced the long-term effects of the Great Recession against the backdrop of profound political shifts.

The arts experienced a similarly tumultuous year as significant budget cuts—combined with declines in support from private donors—pushed many organizations to make dramatic changes in programs and personnel, even as technology continued to fundamentally reshape audiences' expectations about and appetite for cultural experiences. **Against this backdrop, Americans for the Arts celebrated its 50th anniversary.**

Much has changed since our founding in 1960. In the beginning, Americans for the Arts called upon a community of hundreds, but in 2010 thousands of people participated in our professional development conferences, workshops, and online learning opportunities alone. Advocates sent more than 50,000 messages to elected officials about the importance of the arts and arts education through our [E-Advocacy Center](#), and more than 125,000 people shared their

ideas via our [ARTSblog](#). It's clear that we have come a long way since Ralph Burgard, Phil Hanes, Nancy Hanks, George Irwin, and other visionaries drew up plans in the late 1950s for the organization that would ultimately become Americans for the Arts.

We ask the same questions our founders asked 50 years ago: What will it take to ensure a healthy and vital future for the arts and arts education? Who are the leaders that will step forward to build upon our foundations? How will the ways that we do our work need to change?

These are just some of the questions that we sought to address during the course of the year. Our [Green Paper series](#), a collection of discipline-specific vision statements authored by national partners from across the United States as part of the [Half-Century Summit: 2010 Annual Convention](#), generated some thought-provoking answers. Our goal in all of this work was to enable, educate, and inspire the kind

of innovative thinking we know to be necessary if the arts are not only to survive but to thrive in the years to come.

Americans for the Arts remains committed to taking this thinking and using it to lead the field forward. Having marked an important milestone in our 50th anniversary, we are energized to embark on the next chapter. Poignantly, we start this era without one of our champions.

Phil Hanes, a dynamic arts leader for more than half a century and one of our organization's founders, passed away on January 16, 2011. As a young businessman in Winston-Salem, NC, Phil played a key part in the establishment of that city's local arts council, one of the first in the nation. He went on to help spearhead the development of countless organizations and to become a leading voice for the arts on the national stage.

In a 2008 interview with *Inc.* magazine Phil said, "We're in an age of design and creativity and the arts are the purest source of creativity. If you want to engage the power structure of the world, go into the arts."

I could not agree more. I know Phil took pride in what Americans for the Arts accomplished in 50 years and I know that his would have been among the strongest voices urging us to move forward boldly to advance the arts and in doing so to advance our country, one community at a time. I feel privileged to be taking those steps and thank you again for being part of our work. ■

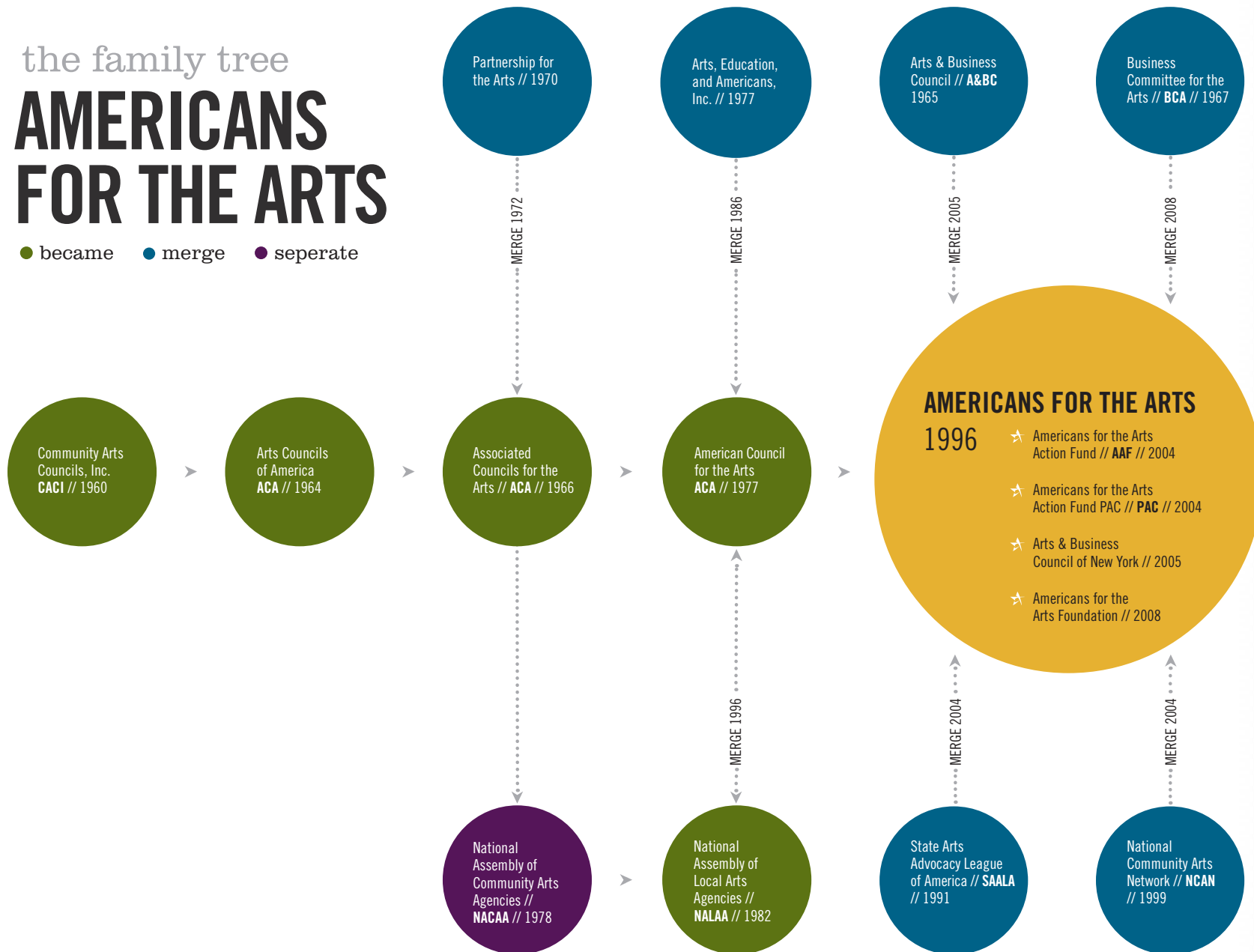


Robert L. Lynch  
President and CEO



the family tree  
**AMERICANS FOR THE ARTS**

● became ● merge ● separate





MAKING OUR CASE

# Arts Advocacy

THEN

“In New York in 1961, the Metropolitan Opera was threatened with a musicians’ strike. The Met had a recording contract with RCA which was suddenly cancelled, and the musicians were going to lose a sizeable part of their income. They said, ‘We can’t live on that income,’ and yet they comprised one of the finest orchestras in the world. President Kennedy asked his new Secretary of Labor Arthur Goldberg to go to New York and settle this thing. In effect, Goldberg said: Professional musicians can’t live at this income level. The Met has no money. What’s missing from the bargaining table is the government, and they’re going to

have to support this institution. And then he went on to point out the economic contributions that the Met made to New York City, its hotels, its restaurants. The labor committees in Congress mandated an investigation into the economics of the performing arts. The people who testified were from the Motion Picture Association, recording companies, Broadway. They were talking about economics. This was no longer a vague, elitist thing. There was a major change in the conversation. These groups began lobbying, and legislation to create a national advisory council on the arts was enacted in 1964.”

*Jack Golodner, Half-Century Summit, June 2010*

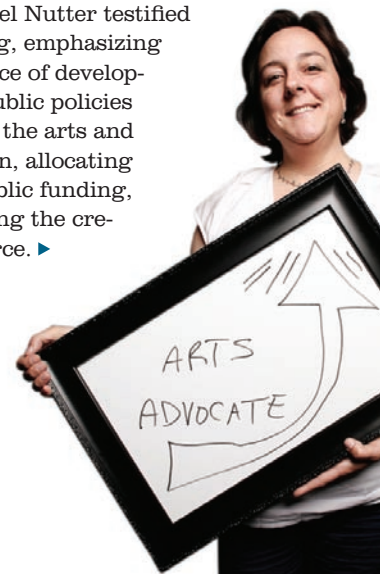
NOW

## Growing Closer than Ever to the White House & Congress

More than 500 attendees and more than 80 CoSponsors participated in [Arts Advocacy Day](#), April 12–13, 2010. After a day of advocacy training capped off by the [Nancy Hanks Lecture](#) presented by Charleston, SC Mayor Joseph P. Riley, Jr., advocates from across the nation traveled to Capitol Hill to make their case to their representatives and senators.

As advocates made their case throughout the Capitol, Rep. Jim Moran convened members of the Appropriations Subcommittee on the Interior, Environment

& Related Agencies for a special hearing on the arts entitled “Arts Build Communities.” Actors Kyle MacLachlan and Jeff Daniels; Executive Director of Minot (ND) Council on the Arts Terri Aldrich; Ovation TV CEO Charles Segars; U.S. Army Brigadier General Nolen Bivens (ret.); and Philadelphia Mayor Michael Nutter testified at the hearing, emphasizing the importance of developing strong public policies in support of the arts and arts education, allocating increased public funding, and supporting the creative workforce. ▶



Thanks to followers and supporters, including Artists Committee members John Legend and Yoko Ono, #arts became one of the top 10 Twitter trends for the day on April 13.

# Arts Advocacy

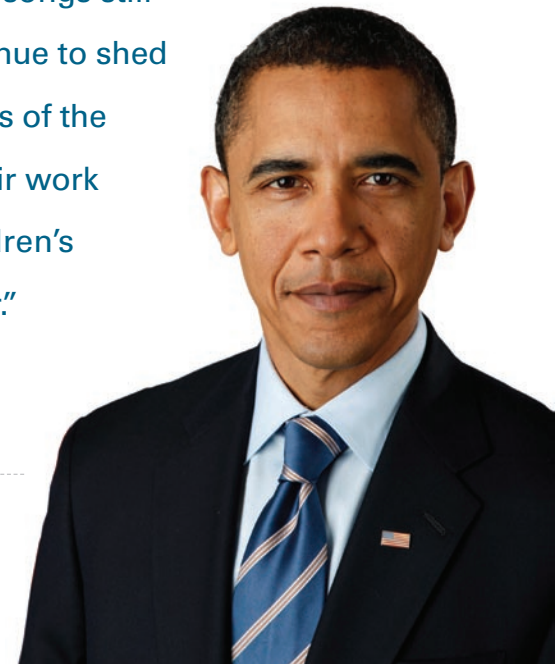


Arts Advocacy Day didn't just happen on Capitol Hill. In partnership with the Minneapolis College of Arts and Design, Tweet the Arts Day afforded individuals from across the country the opportunity to participate in a simple way: by using the hashtag #arts in a tweet. Thanks to followers and supporters, including Artists Committee members John Legend and Yoko Ono, #arts became one of the top 10 Twitter trends for the day on April 13.

Before the November elections, membership in the Congressional Arts Caucus was at one of its highest levels ever—233 members—and the Senate Cultural Caucus boasted 28 members. With this congressional support, the House of Representatives ultimately passed two resolutions in 2010 honoring not only the arts, but Americans for the Arts specifically. In July, Reps. Louise Slaughter (D-NY) and Todd Platts (R-PA) won passage for a [resolution honoring our 50th anniversary](#). In August, the House passed a resolution designating the second week of September as [Arts in Education Week](#). Authored and introduced by Rep. Jackie Speier (D-CA), this resolution represents the first congressional expression of support celebrating all the disciplines comprising arts education. ■

“By supporting the fields that feed our imagination, strengthen our children’s education, and contribute to our economy, our country will remain a center of creativity and innovation, and our society will stand as one where dreams can be realized. As we reflect on the contributions of America’s artists, we look forward to hearing their tales still untold, their perspectives still unexplored, and their songs still unwritten. May they continue to shed light on trials and triumphs of the human spirit and may their work help ensure that our children’s horizons are ever brighter.”

*President Barack Obama, presidential proclamation recognizing National Arts and Humanities Month, October 2010*





EXPLORING OUR FIELD

# Research

THEN

The Rockefeller Brothers funded a groundbreaking research report, *The Performing Arts: Problems and Prospects*, in 1965. Nancy Hanks, who would go on to be president of the National Endowment for the Arts, first learns of Community Arts Councils, Inc.—the original organization of Americans for the Arts—while coordinating the production of this report.



NOW

## Providing Groundbreaking Research Documenting the Impact of the Arts

To kick of the celebration of our 50th anniversary year, Americans for the Arts unveiled the new [National Arts Index](#) in January 2010. The first study of its kind, the Index measures the health and vitality of arts industries in the United States. Like The Conference Board's consumer confidence index, the National Arts Index is designed to provide reliable longitudinal information. The Index includes 76 key indicators that when taken together provide a panoramic snapshot of the state of the arts in America. With more

than 10 years of data included in the initial release, the Index stands out as a powerful tool for capturing key trends and isolating common strengths and weaknesses.

Some of what the Index reveals comes as no surprise—we already knew, for example, that demand for the arts lags capacity and that the subsidy model is struggling. But the Index gives us a much needed, evidence-based common language with which to engage in honest ▶



*The Triennial Survey of Business Support for the Arts*, conducted by our Business Committee for the Arts program, found a 14 percent decrease in business giving to the arts between 2006 and 2009.

# EXPLORING OUR FIELD Research



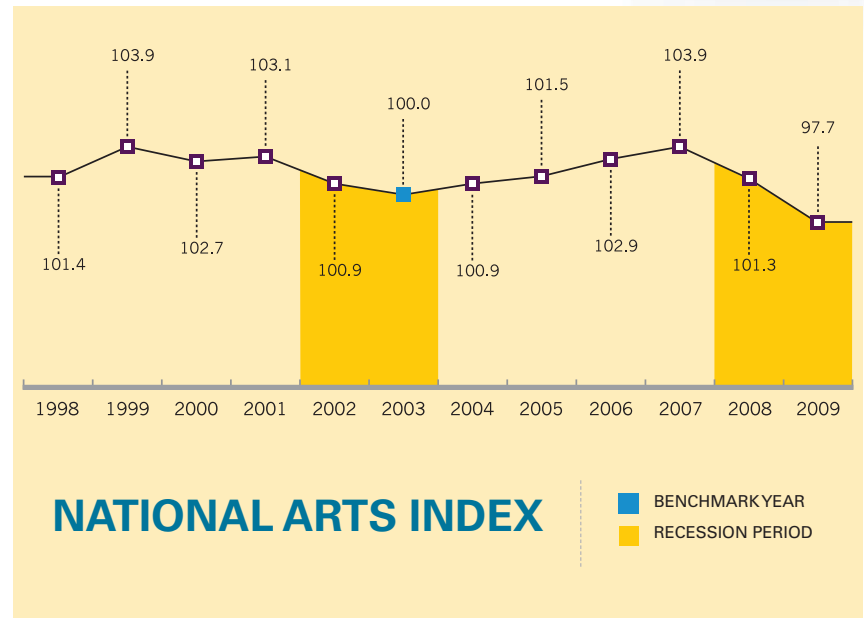
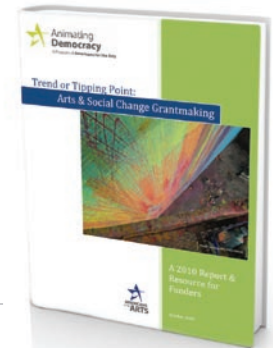
conversations about the state of the arts. With the Index, we can measure and compare data annually over time and see if the work we are doing is making a difference.

Through our [Animating Democracy](#) program we released another first-of-its-kind report in 2010, *Trend or Tipping Point: Arts & Social Change Grantmaking*. Documenting the emerging field of grantmaking for social change, the report explores how funders are supporting arts and culture as a strategy to achieve a wide array of community, social, and civic participation building goals. The

companion online directory for this report includes detailed profiles of more than 150 grantmakers.

The Local Arts Agency (LAA) Census released in December yielded important information about the state of the field. During the past 50 years, the number of LAAs has skyrocketed from 400 to 5,000, and they're as diverse as the communities they serve. We surveyed 1,000 LAAs nationwide to determine what the LAA of the 21st century looks like. We learned that there are four key traits that these organizations still hold in common. They produce cultural programming, provide grants in their communities, deliver services to artists and arts organizations, and manage one or more cultural facility. ■

State or local arts agencies comprised 33 percent of respondents to *Animating Democracy's Trend or Tipping Point* survey of funders planning to support arts for change work.



According to the National Arts Index, in 2009 there were 109,00 registered nonprofit arts organizations and 2.2 million artists in the U.S. workforce, 1.5 percent of the total civilian workforce.





EXPANDING OUR REACH

# Strategic Partnerships

THEN

“Improving the condition of the performing and visual arts in this country calls for, in my judgment, a massive cooperative effort in which business corporations must assume a much larger role than they have in the past. The corporate community as a whole has a long way to go in accepting the arts as an appropriate area for the exercise of its social responsibility.”

*David Rockefeller, founding address for Business Committee for the Arts, given at the 50th anniversary conference of the National Industrial Conference Board, September 20, 1966*

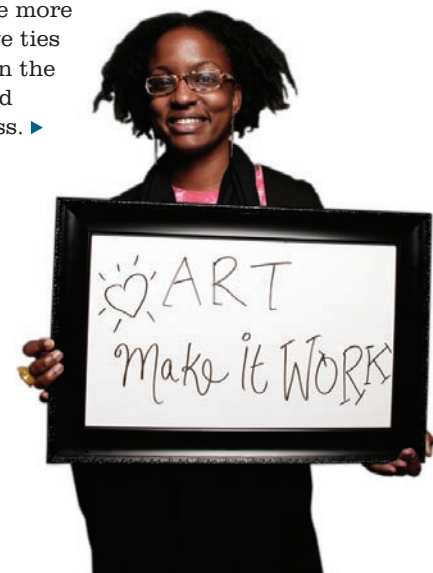


NOW

## Expanding Our Array of Partners in the Private and Public Sectors

By pursuing a strategy based on forging strategic alliances, Americans for the Arts has pioneered a place for the arts in many sectors. Our partnership with business dates back to the founding of the Business Committee for the Arts program in 1966. Today our effort to engage corporate leaders includes work with The Conference Board, the Committee to Encourage

Corporate Philanthropy, and the Business Civic Leadership Center of the U.S. Chamber of Commerce. Through joint webinars, policy forums, and a shared research agenda focused on the creative workforce, Americans for the Arts collaborates with corporate leaders to explore how to forge more effective ties between the arts and business. ▶



Today our effort to engage corporate leaders includes work with The Conference Board, the Committee to Encourage Corporate Philanthropy, the Business Civic Leadership Center of the U.S. Chamber of Commerce, and others.

# Strategic Partnerships

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Reaching out to private and family foundations, Americans for the Arts concentrates on expanding key relationships with Grantmakers in the Arts and Independent Sector. In 2010, we served as [Independent Sector's primary arts partner for its annual conference](#), infusing arts throughout a convening that attracted 900 leaders in private philanthropy from across the country. This partnership enabled us to showcase the arts as one part of the solution to the core issues of our times—economic revitalization, education reform, resources and outlets for at-risk youth, and much more.

State and local officials can be among the strongest advocates for the arts—they know what it means to build a city, to reinvent communities, and to promote a sense of place. That's why Americans for the Arts has long pursued partnerships with the public as well as the private sector. In the public sector, our partnership with the United States Conference of Mayors has been a linchpin to our work with local communities for more than 20 years. Building on that foundation, we have expanded the circle to include the National Conference of State Legislators, the National Association of Counties, and the National Lieutenant Governors Association. Each year we present a series of [Public Leadership in the Arts awards](#) to these groups' members, putting the arts on the groups' agenda literally for public sector leaders nationwide. ■

State and local officials can be among the strongest advocates for the arts—they know what it means to build a city, to reinvent communities, and to promote a sense of place.

“The American arts community is a national asset and treasure, with tremendous potential to contribute to the United States government's ability to deal with the national security challenges it faces. Support for the arts through the National Endowment for the Arts will help to strengthen our cultural assets in the pursuit of greater cultural understanding worldwide.”

*Americans for the Arts Board Member and U.S. Army Brigadier General Nolen Bivens's (ret.) testimony before of the House Appropriations Subcommittee on Interior, Environment & Related Agencies on April 13, 2010, as part of National Arts Advocacy Day on Capitol Hill*





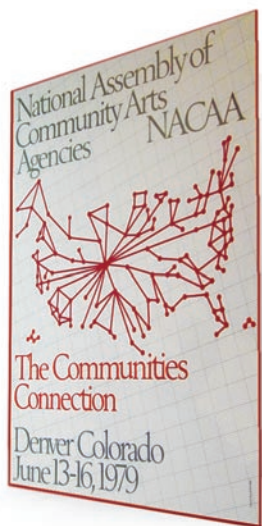
EDUCATING OUR STAKEHOLDERS

# Professional Development

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“Let’s not be the dance band on the Titanic... playing away so everyone can enjoy themselves while the ship is sinking. If we separate the arts from the cosmic questions of things like energy, world hunger, and the ERA, we are denying ourselves our own importance. Let’s upgrade the concept of what a community arts agency means and integrate it into the larger issues that do matter to congress and the corporate world... Let’s be greedy enough and ambitious enough to say that this is going to make an impact on the world.”

*Harry Chapin, musician and activist, at the first NACAA Conference in Denver in 1979*



NOW

**Reaching More Arts Leaders & Building the Next Generation. Using New Technologies to Deliver Fundamental Basics**

At our **Half-Century Summit: 2010 Annual Convention** in Baltimore, more than 1,100 attendees participated in two pre-conferences and more than 50 educational opportunities. We offered deeper conversations to plot the course for the future of the arts and arts education in America. More than 100 top-level thinkers and leaders, including artist and activist Robert Redford; Co-Founder and Editor-in-Chief of Huffington Post

Arianna Huffington; Chairman of the National Endowment for the Arts Rocco Landesman; and Executive Director of the Sundance Institute Keri Putnam, presented innovative ideas, facilitated discussions, and led professional development sessions.

The **National Arts Marketing Project (NAMP)** workshops, conference, and website brought much-needed tools and insights on audience development and marketing to our stakeholders. Nearly 600 attendees came ▶



**25%** increase in traffic to ArtsMarketing.org, the official website of National Arts Marketing Project, since 2009.

# Professional Development

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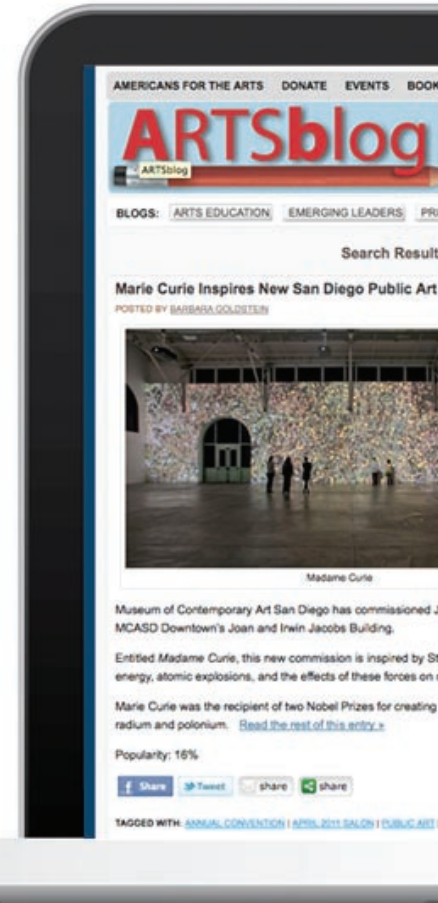
together for the *New Tech. New Tools. New Times.* conference in San Jose in November 2010. Through 21st-century innovation, we were also able to offer live streaming of our keynote addresses, enabling an additional 170 individuals to participate in an interactive online dialogue, increasing the scope of the conference by nearly 30 percent. More than 200 individuals participated in four [NAMP workshops](#)—in Minneapolis/St. Paul, Charlotte, Delaware, and Columbus. Traffic to [ArtsMarketing.org](#), the official website of NAMP, also increased by 25 percent since 2009.

Twenty-two mid-career professionals participated in ABC/NY's 2010 Arts Leadership Institute, funded by American Express. This diverse cohort from arts organizations and nonprofits big and small across New York City received six full days of classroom instruction over two months, with sessions on personal leadership, human capital, strategy and positioning, organizational assessment, financial management, fundraising, and governance and boards. The alumni have an active "Class of 2010" network, and several will be involved as mentors for the 2011 Arts Leadership Institute participants. ■

You helped us serve thousands of people in 2010 through online programs like the:

**9 Blog Salons**, where field leaders and experts host facilitated online conversations about specific topics relevant to the field. Arts Education Blog Salons attracted 60 posts and almost 9,000 unique views while advancing a national dialogue about what it takes to keep the arts in our schools.

**20 webinars**, hosted by innovative leaders, reached more than 1,000 participants. Three Public Art Academy webinars helped 741 people learn how to apply for, manage, and create public art projects.





SHINING OUR LIGHT

# Visibility

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Actor Charlton Heston, a longtime advocate of arts-business partnerships, lends his voice to the Business Committee for the Arts (BCA) for radio ads that are part of its 1984 national PSA campaign.



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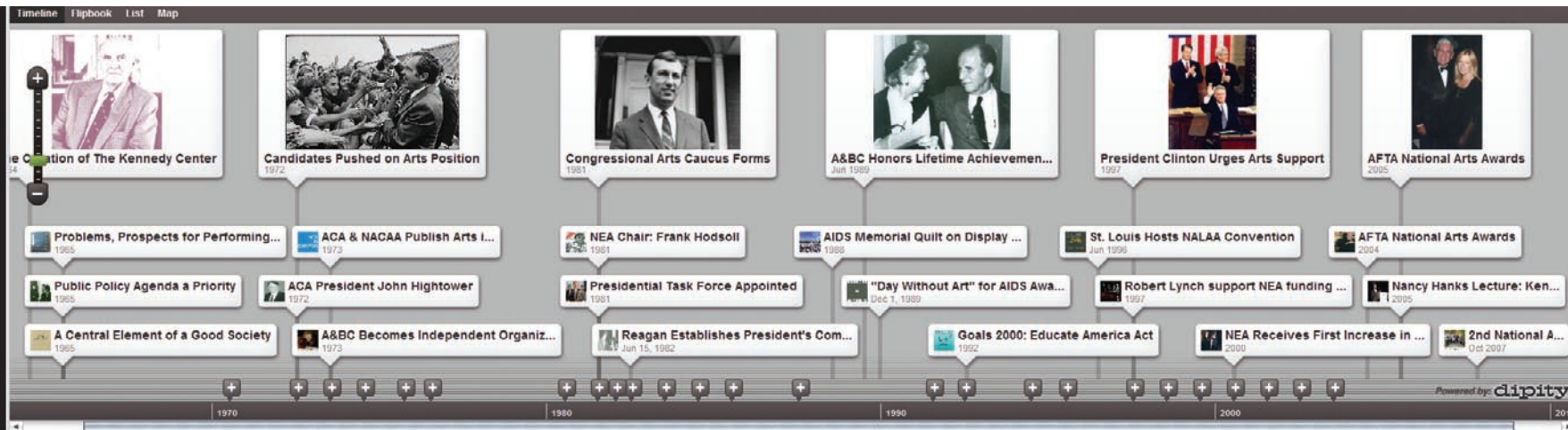
## Strengthening the Public Profile of the Arts & Creating New Online Communities

In the spring of 2010, we launched the “Why the Arts Matter” video contest. Created to commemorate our 50th anniversary, the contest offered all Americans the chance to share their inspirations and favorite art forms, while making a statement about why the arts matter to them. The winning video, created by young adults from a youth arts organization called Starting Artists, was displayed four times every hour on MTV’s 44.5-foot video screen in New York City’s Times Square during the week of October 25 in honor and celebration of National Arts and Humanities Month.

Our first appearance in Times Square was in January 2010, with our *The Arts. Ask for More.* PSA campaign. Launched by Americans for the Arts, in collaboration with the Ad Council and the NAMM Foundation, this campaign involves a series of television ads encouraging parents to “feed their kids the arts” as part of a healthy diet. During the week of January 11, our popular “Raisin Brahams” ad ran each hour on MTV’s Times Square screen, receiving an estimated 1.5 million impressions per day.

The interactive online timeline created for our 50th anniversary (see [dipity.com/AmericansForTheArts](http://dipity.com/AmericansForTheArts)) attracted 1,800 visitors who helped us to chronicle the history of Americans for the Arts and the larger nonprofit arts field. Personal narratives added to ►

# SHINING OUR LIGHT Visibility



NOW

the timeline by members and stakeholders offer a comprehensive look at how much we've accomplished together during the past 50 years.

In addition to new tools like the "Why the Arts Matter" video contest and the timeline, we concentrated significant energy in 2010 on increasing social media presence and building online community. We launched an entirely new Members-Only section on our website, [AmericansForTheArts.org](http://AmericansForTheArts.org), and debuted a complete redesign of the Arts Action Fund website, [ArtsActionFund.org](http://ArtsActionFund.org). The Members-Only section offers easy one-stop shopping for stakeholders who want to access research, publications,

and other important tools. The new Arts Action Fund website better harnesses the power of Web 2.0, allowing users to easily contact their senators and representatives in Washington, while also connecting to each other so that they can share stories and inspire action.

Our first on-air advertising campaign with NPR put audio messages about Americans for the Arts before an audience of approximately 27 million listeners. Four NPR ads coinciding with major events ran in 2010 and in the end, Americans for the Arts charted a 20 percent increase in overall media coverage with 1,944 media placements throughout the year. ■

The interactive online timeline created for our 50th anniversary (see [dipity.com/AmericansForTheArts](http://dipity.com/AmericansForTheArts)) attracted nearly 2,000 visitors who helped us to chronicle the history of Americans for the Arts and the larger nonprofit arts field.

By the end of 2010, Americans for the Arts had

**1 Million+** Friends and supporters on Facebook

**6,000+** Twitter users follow @Americans4arts

## The 23rd Annual Nancy Hanks Lecture on Arts and Public Policy

APRIL 12, 2010 AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS, WASHINGTON, DC

Honoring the 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 on the importance of the arts and culture to our nation's well-being.

- › Lecture by the Honorable Joseph P. Riley, Jr., Mayor, Charleston, SC and founder of the Mayors' Institute on City Design
- › Introduction by Sen. Mark Begich (D-AK)



## Arts Advocacy Day

APRIL 13, 2010 ON CAPITOL HILL

Organized by Americans for the Arts, Arts advocacy Day is the largest event of its kind. More than 500 participants received advocacy training and then made their case for further support for arts and arts education to their members of Congress. More than 80 organizations also served as Arts Advocacy Day CoSponsors.

### Rallying advocates during the Congressional Arts Kick-Off were:

- › Rep. Louise Slaughter (D-NY)
- › Rep. Jim Moran (D-VA)
- › Rep. John Lewis (D-GA)
- › Rep. John Yarmuth (D-KY)
- › Rep. Betsy McCollum (D-MN)
- › Speaker of the House Nancy Pelosi (D-CA)
- › Sen. Tom Udall (D-NM)

### Testifying before the House Appropriations Subcommittee on the Interior, Environment & Related Agencies in support of strong public policies and funding for the arts and arts education were:

- › Kyle McLachlan, actor
- › Jeff Daniels, actor
- › Michael Nutter, Mayor of Philadelphia
- › Terri Aldrich, Executive Director of Minot Area Council of the Arts
- › Nolen Bivens, U.S. Army Brigadier General (ret.)
- › Charles Segars, CEO of Ovation TV
- › Robert L. Lynch, President and CEO of Americans for the Arts

## Half-Century Summit: 2010 Annual Convention

JUNE 25–27, 2010 AT THE BALTIMORE MARRIOTT WATERFRONT IN BALTIMORE, MD

The Half-Century Summit: 2010 Annual Convention was the commemorative 50th anniversary annual meeting of our stakeholders and members. Offering professional development alongside visionary panels of cross-discipline leaders, more than 1,100 participants converged in Baltimore for an unforgettable learning experience. The Summit also included two special preconferences, one for arts education professionals and another for public artists and public art administrators.

### Key Summit speakers included:

- › Robert Redford, artist and activist
- › Arianna Huffington, Co-Founder and Editor-in-Chief, Huffington Post
- › Rocco Landesman, Chairman of the National Endowment for the Arts
- › Bill Ivey, former National Endowment for the Arts Chairman
- › Keri Putnam, Executive Director of the Sundance Institute
- › Liz Lerman, Founding Artistic Director of Liz Lerman Dance Exchange
- › Peter Sellars, stage, film, and festival director
- › Vijay Iyer, composer and jazz pianist

Americans for the Arts annually hosts two meetings of top-level leaders from across disciplines—the Seminar for Leadership in the Arts at the Aspen Institute in Colorado and the National Arts Policy Roundtable at Sundance Preserve in Utah.



## Seminar for Leadership in the Arts

**AUGUST 8-10, 2010 AT THE ASPEN INSTITUTE, ASPEN, CO**

*The Artful Entrepreneur: Exploring Philanthropic Innovations for Arts and Culture in the 21st Century*, the third annual Seminar for Leadership in the Arts presented by Americans for the Arts in collaboration with the Harman-Eisner Program in the Arts, attracted 28 distinguished philanthropists, artists, business, and cultural leaders for a lively discussion on how the environment of philanthropy is changing—and what these changes mean for the future of the arts in America.

### Participants included:

- › Marty Albertson, CEO, Guitar Center
- › Joan Harris, President, Irving Harris Foundation
- › Tom James, Chairman, Raymond James Financial
- › Tim McClimon, President, American Express Foundation
- › John Pappajohn, CEO, Equity Dynamics
- › Dennis Scholl, Vice President for Arts Programs, John S. and James L. Knight Foundation

## The National Arts Policy Roundtable

**SEPTEMBER 23-25, 2010 AT SUNDANCE PRESERVE, UTAH**

Co-convened by Americans for the Arts and Sundance Preserve, the National Arts Policy Roundtable is the annual convening of leaders in government, business, and philanthropy alongside scholars and artists. Each year, the Roundtable tackles a different policy issue with the goal of surfacing recommendations for innovative future action. The 2010 Roundtable's 25 participants focused on the theme, *The Role of the Arts in Educating America for Great Leadership and Economic Strength*.

### Participants included:

- › Ian Brennan, Co-Creator and Writer, *Glee*
- › Rachel Goslins, Executive Director of the President's Committee on the Arts and Humanities
- › Frank Hodsoll, former National Endowment for the Arts Chairman
- › Mary Luehrsen, President, NAMM Foundation
- › Kerry Washington, actress and member, Americans for the Arts Artist Committee
- › Harvey White, Chairman of (SHW)2 Enterprises and co-founder Qualcomm



## 15th Annual National Arts Awards

OCTOBER 18, 2010 AT CIPRIANI 42<sup>ND</sup> STREET IN NEW YORK CITY

The National Arts Awards honors distinguished cultural, corporate, and artistic leaders for their contributions to the arts in America.

**The slate of awardees included:**

- › Lifetime Achievement Award  
**Angela Lansbury**
- › Eli and Edythe Broad Award for Philanthropy in the Arts  
**Martha Rivers Ingram**
- › Outstanding Contributions to the Arts Award  
**Herb Alpert**
- › The Bell Family Foundation Young Artist Award  
**Kate and Laura Mulleavy, Rodarte**
- › Featured Artist  
**Todd Eberle**

## The BCA 10

NOVEMBER 4, 2010 AT THE BOATHOUSE IN CENTRAL PARK 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 2010 honorees were:**

- › BlueCross BlueShield of South Carolina, Columbia, SC
- › Capital Bank, Raleigh, NC
- › Con Edison, New York, NY
- › ConocoPhillips, Houston, TX
- › Devon Energy Corporation, Oklahoma City, OK
- › Halifax EMC, Enfield, NC
- › M.C. Ginsberg Jewelers and Objects of Art, Iowa City, IA
- › Northeast Utilities, Hartford, CT
- › Portland General Electric, Portland, OR
- › Strata-G Communications, Cincinnati, OH

**Leadership Award**

- › Clarence Otis, Jr., Chairman and CEO of Darden Restaurants, Inc.

**Hall of Fame**

- › United Technologies Corporation, Hartford, CT

## National Arts Marketing Project Conference

NOVEMBER 12–15, 2010 AT THE FAIRMONT SAN JOSE IN SAN JOSE, CA

The 2010 NAMP Conference, *New Tech. New Tools. New Times.*, focused on how arts professionals can best use the new marketing landscape and the tools within it to leverage larger and more diverse audiences. The conference also hosted two new preconferences, Increasing Demand for the Arts: Think Tank with Marketing Masters and Welcome to the Party: New-to-the-Field Clinic.

**Key speakers included:**

- › Chip Heath, best-selling author
- › Susan Medak, Managing Director of Berkeley Repertory Theatre
- › Chip Conley, author and hotelier



## Annual Awards & Public Leadership in the Arts Awards

Each year, during the Annual Convention, Americans for the Arts presents 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  
*Anne Katz, Executive Director of Arts Wisconsin*
- › **Arts Education Award**  
For excellence in arts education program design and execution, as well as leadership  
*Kid SmART, New Orleans*
- › **Emerging Leader Award**  
For demonstrating exemplary leadership in the arts administration field by a new and/or young leader  
*Marc Vogl, Program Officer for the William and Flora Hewlett Foundation*
- › **Michael Newton Award**  
For innovation in united arts fundraising by a community arts professional, volunteer, or organization  
*Joanne Riley, President of Cultural Alliance of York County, PA*

- › **Public Art Network Award**  
For innovative and creative contributions and commitment in the field of public art  
*Judith Baca, Founder and Artistic Director SPARC: Social & Public Art Resource Center*
- › **Selina Roberts Ottum Award**  
For outstanding local leadership in the arts by a community arts professional or volunteer  
*Lee Howard, former President of the National Assembly of Community Arts Agencies*

Presented at a variety of venues through the year, **Public Leadership in the Arts Awards** recognize elected officials who play a pivotal role 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 cooperation with the United States Conference of Mayors

- › **Congressional Arts Leadership Award**  
*Speaker of the House Nancy Pelosi (D-CA)*
- › **National Award for Local Arts Leadership**  
*Mufi Hanneman, Mayor of Honolulu*

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- › **Lieutenant Governor Arts Leadership Award**  
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Program Area	2003	2004	2005	2006	2007	2008	2009	2010
PR & Strategic Alliances	\$59,336	\$130,673	\$114,032	\$70,490	\$173,594	\$313,864	\$200,593	\$157,937
Government Affairs and Public Sector Partnerships	\$725,715	\$1,205,071	\$885,809	\$880,280	\$886,808	\$1,284,313	\$721,969	\$878,545
Arts In Education	\$511,905	\$507,432	\$258,351	\$314,681	\$352,444	\$908,981	\$617,438	\$595,887
Local Arts Advancement (Fmr R&I/Field Services)	\$1,609,072	\$1,976,737	\$2,351,083	\$2,163,340	\$3,362,090	\$2,722,787	\$2,529,784	\$2,634,051
Leadership Alliances					\$1,035,525	\$1,106,749	\$922,532	\$1,000,288
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
Private Sector			\$1,595,298	\$1,540,417	\$1,556,639	\$1,417,777	\$1,193,886	\$1,189,853
Special Projects	\$1,836,397	\$548,146	\$1,312,586	\$1,438,179	\$591,510	\$464,359	\$419,030	\$327,372
Arts & Business Council of New York			\$703,795	\$767,808	\$749,857	\$694,273	\$475,926	\$471,599
Arts Action Fund			\$1,601,173	\$1,701,513	\$1,823,855	\$1,606,153	\$680,539	\$583,518
Americans for the Arts Foundation					\$4,109	\$3,750	\$6,250	\$5,000
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
Membership Development and Fundraising	\$815,585	\$1,031,960	\$1,213,827	\$757,201	\$762,003	\$701,300	\$590,975	\$656,168
<b>Total Expenses</b>	<b>\$8,259,631</b>	<b>\$9,350,712</b>	<b>\$14,696,119</b>	<b>\$14,835,268</b>	<b>\$15,267,383</b>	<b>\$15,107,611</b>	<b>\$12,221,660</b>	<b>\$11,779,788</b>

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.

## Photo Captions

All photos from Arts Advocacy Day and Nancy Hanks Lecture by Andrew Snow; all portraits of Half-Century Summit: 2010 Annual Convention attendees are courtesy of Baltimore Office of Promotion and the Arts; all photos from the National Arts Marketing Project Conference are by Daniel Garcia.

### Author

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Sagetopia

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Half-Century Summit and National Arts Marketing Project Conference participants; “Raisin Brahms,” part of our Arts. Ask for More. PSA campaign, airing in Times Square in New York City

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(L-R) Actor Kyle MacLachlan, Rep. Louise Slaughter (D-NY), and actor Jeff Daniels at the Congressional Arts Kick-Off during Arts Advocacy Day; Mayor of Charleston, SC Joseph P. Riley, Jr. with Americans for the Arts President and CEO Robert L. Lynch before the 23rd Annual Nancy Hanks Lecture on Arts and Public Policy; Philadelphia Mayor Michael Nutter with actor Kyle MacLachlan before presenting their congressional testimony; Chairman of the House Appropriations Subcommittee on the Interior, Environment & Related Agencies Jim Moran (D-VA); Washington Performing Arts Society’s Men and Women of the Gospel Choir performing at the 23rd Annual Nancy Hanks Lecture on Arts and Public Policy; Half-Century Summit participant

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(L-R) Americans for the Arts Board Chair Steve Spiess with Americans for the Arts Board Member and U.S. Army Brig. Gen. Nolen Bivens (ret.); Actor Jeff Daniels testifying before the House Appropriations Subcommittee on the Interior, Environment, & Related Agencies; Official portrait of President-elect Barack Obama on Jan. 13, 2009, photo by Pete Souza

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Half-Century Summit and National Arts Marketing Project Conference participants  
The Rockefeller brothers, from left to right, David, Nelson, Winthrop, Laurence, and John D. III in 1967. Photo courtesy of the Duke University Archives.

Nancy Hanks was president of CACI from 1968–1969, when she was appointed chair of the National Endowment for the Arts, a position she held for eight years. Until her death in 1983, she worked tirelessly to bring the arts to prominent national consciousness. During her tenure at the National Endowment for the Arts, the agency’s budget grew 1,400 percent.

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Half-Century Summit and National Arts Marketing Project Conference participants

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Half-Century Summit and National Arts Marketing Project Conference participants  
The Business Committee for the Arts holds its first annual meeting at the Metropolitan Museum of Art on January 22, 1968.

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Half-Century Summit and National Arts Marketing Project Conference participants

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Half-Century Summit and National Arts Marketing Project Conference participants

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Mayor of Charleston, SC Joseph P. Riley, Jr. delivering the 23rd Annual Nancy Hanks Lecture on Arts and Public Policy; Half-Century Summit and National Arts Marketing Project Conference participants

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“Why the Arts Matter” video contest in New York City’s Times Square; Americans for the Arts summer 2010 interns; At a 50 States 50 Days event, members of the Broward County Cultural Division in Florida thank Rep. Debbie Wasserman Shultz (D-FL) for her work in securing federal stimulus funds which saved 47 local arts jobs. Photo by Jose Luis Amador; Half-Century Summit participant; “Why the Arts Matter” video contest winners, Starting Artists; Half-Century Summit participant

Charleston Heston photo by Charles Gilbert.

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Half-Century Summit participant

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Half-Century Summit participant

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Half-Century Summit participant