



Delaware Arts Alliance

2012 Annual Review

Volume II, Issue I

March 2013

Growing Pains—A letter from Maxine Gaiber, DAA Board President

Did you know that nonprofits have life cycles like any other “living organism”? According to Susan Kenny Stevens in her book *Nonprofit Lifecycles: Stage-Based Wisdom for Nonprofit Capacity*, they certainly do! Following her definitions, in 2012 the Delaware Arts Alliance moved from its start-up phase, characterized by “unbridled mission, energy, and passion” to its growth stage in which “mission and programs have taken hold in the marketplace, but where service demand exceeds current structural and resource capabilities.” That’s certainly where we were in early 2012 as Guillermina scurried from meeting to meeting representing YOUR interests in support of the arts in every part of our fair state.

A generous challenge grant from the Longwood Foundation successfully matched by an outpouring of support from individuals and organizations has assured that the DAA will move into maturity, the next phase, characterized by an organization that is “well-established, operating smoothly, and has a community reputation for providing consistently relevant and high quality services.”

With a strong financial underpinning in place for the next two years, we have been able to hire a much-needed part-time administrative assistant, are revisiting our business systems and communications plans, and are developing a detailed strategic plan moving forward.

As we grow and mature, we are determined to serve you as the unifying voice of the arts throughout the state and to strive toward excellence in all aspects of our operations.

Join DAA today so that we may count you as one of our state’s active advocates for the arts!



DAA Board President
Maxine Gaiber

Arts Advocacy in Action—Reflections from DAA Executive Director Guillermina Gonzalez

DAA is expanding its presence in the state very rapidly. 2012 was the “let me talk to you where you are” year. Even before the launch of the Americans for the Arts’ “Arts & Economic Prosperity Report” at the Schwartz Center for the Arts in Dover on Oct. 2, 2012, the organization embarked on organizing county meetings to begin crafting arts advocacy agendas at a county level. The rewarding task has encountered challenges on occasion but overall DAA has been perceived as the catalytic force of positive arts-economic development discussions and the organization provoking constructive dialogue. We will solidify that positioning this year.

I am continuously asked about concrete examples of arts advocacy. While activities like securing funding for the arts by providing testimony at the Joint Finance Committee and helping the Delaware Division of the Arts is important, arts advocacy frequently takes other forms, as well. Arts advocacy is also making the case for the arts in business, local government, education, economic development, and various community forums. Advocacy is about educating people and influencing public perception to affect resource allocation within political, economic, and social systems and institutions. Those changes take time and continuous commitment. It requires patience and the capacity of seeing the big picture, not succumbing to the immediate “what’s in it for me” approach.

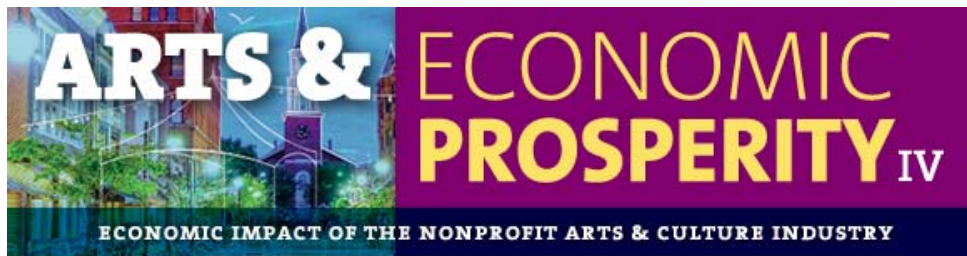


DAA Executive
Director Guillermina
Gonzalez

I would love to hear your ideas about how to make tangible the intangible aspects of arts advocacy. I am available at ggonzalez@DelawareArtsAlliance.org

In This Issue:

- *Arts & Prosperity in Delaware*
- *Arts Education Survey Summary*
- *2012 National Arts Advocacy Day Recap*
- *Survey of 2012 Delaware Political Candidates*
- *Updates on Funding for the Arts in Delaware*
- *DAA Updates for 2012*



All photos on this page are courtesy of Delaware Division of the Arts



Liane Hansen, Rhonda Graham and Nina Ozlu Tunceli



Delaware Governor Jack Markell

The Arts Mean Business in Delaware!

The launch of Americans for the Arts' "Arts & Economic Prosperity Report" on October 2nd was extremely successful, but even more so was the realization that the arts DO mean business in Delaware! The success was the result of another close collaboration between the Alliance and our partner the Delaware Division of the Arts. Nina Ozlu Tunceli (Chief Counsel of Government and Public Affairs for Americans for the Arts), Rhonda Graham, Liane Hansen and of course the community support also made quite an impact that day! The main points remember from the report are that the arts:

- Represent a \$142.3 million industry
- Support 3,868 jobs (among top 10 DE employers)
 - Generate \$9.9 million in local/state revenue
- Result in expenditures of \$29.80 per person (beyond admission price)
 - Are resilient in tough economic times, and that
 - If arts aren't available here, economic impact won't be either

The complete report and summary is only a click away, under 'Links' at

www.DelawareArtsAlliance.org



Delaware First Lady Carla Markell



Chief Counsel of Government and Public Affairs for Americans for the Arts, Nina Ozlu Tunceli



Local arts philanthropist Tatiana Copeland



Performance by faculty of Music School of Delaware

and the arts-economic development dialogue continues throughout the state

The conversation about the arts and their impact on Delaware's economic development began on May 11th, with the first public meeting at Wesley College in Dover. People definitely took notice, as demonstrated by the four newspaper articles the event received! That was followed by the launch of the "Arts & Economic Prosperity Report" in October. Monthly meetings have ensued in Kent and Sussex counties, and New Castle County held its first meeting on March 11th at Wilmington's World Café Live at The Queen. If you're interested in attending an upcoming meeting, please check out our website frequently. We are keeping it updated so you always know what DAA is doing. The arts advocacy dialogue is also prominent on [Twitter](#) and [Facebook](#), so feel free to follow us or retweet our postings to expand the circle of art supporters.



Education—A Pillar for DAA

The best decisions are driven by data, and decisions in arts education are no exception. For the past year, members of the DAA education committee have been working to plan and implement several arts education surveys. The first survey completed was to instructional leaders in Delaware's private, parochial and public schools. The marginal return on this survey was data in itself – indicating to the committee that school leaders are time-challenged and that responses were most often a result of contact from a DAA education committee member and/or follow-up from the arts educators in the building. The

second survey was disseminated to cultural and community arts education organizations, and will be completed by the end of March.

The final survey, directed to families, will be completed and disseminated before the end of the 2012-2013 school year. This data will be compiled and reported on as part of the arts education presentation at the Delaware Division of the Arts Summit in October.

Jane Chesson, Pam Manocchio and Deb Hansen will be representing DAA during the Kennedy Center Alliance for Arts Education Network Symposium in Washington, D.C. on April 6th. Jane and Pam will attend as participants and Deb will be presenting Delaware Department of Education's model of Evaluating Teacher Effectiveness.



Photo courtesy of the Grand Opera House

National Arts Advocacy Day 2012

DAA coordinated a successful National Arts Advocacy Day representation on April 16-17, 2012. The Delaware delegation visiting Washington, DC to address Sens. Coons and Carper and Rep. Carney was comprised of 11 members: Andrew John Mitchell, Chapel Street Players; Carol Rothschild, Delaware State Arts Council; Carrie Gray, DAA Board Member, Wilmington Renaissance Corp.; Diana Coulton Beebe, Rehoboth Art League; Jessica Hughes, University of Maryland student and Delaware resident; Maxine Gaiber, Delaware Arts Alliance Board President, and Director of the Delaware Center for the Contemporary Arts; Jane Ches-

Contemporary Arts; Julie dren's Museum; Sherry py Assoc.; Sheila Bravo, Art League; Guillermina Gonzalez, Delaware

port the National Endowment for the Arts development.



son, Delaware Center for the Van Blarcom, Delaware Chil-Goodill, American Dance Thera-DAA Board Member, Rehoboth Arts Alliance. Themes covered were the need to sup-

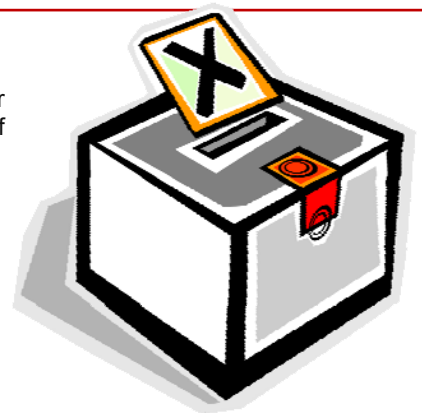
(NEA), arts-education, charitable giving, and economic

This year's National Arts Advocacy Day will be April 8-9, 2013. If you are interested in joining the Delaware delegation in Washington DC, email Nivea Mercado at NMercado@DelawareArtsAlliance.org by Friday, March 22nd.

The Arts and the 2012 Elections

With a supportive Governor, First lady, and Secretary of State, we might think that all candidates for office and elected officials are equally supportive to the arts in Delaware. The reality is that not all of them are. DAA conducted a statewide survey among those running for office to understand their position related to the arts. The survey was opened to everyone willing to answer the following four questions:

- What role do you believe government should play in supporting the arts to enhance economic development, including the revitalization of low-income neighborhoods? If you have a specific example, please provide it.
- What role do you believe government should play in supporting the arts to provide a comprehensive education for all Delaware students? If you have a specific example, please provide it.
- What role do you believe government should play in supporting the arts to enhance quality of life? If you have a specific example, please provide it.
- What specific ideas do you have for creating new revenue streams to fund arts and culture? If you have a specific example, please provide it.



Results were distributed to all our members and posted on our website before the elections to inform our constituencies about their stances.

DAA does not support, endorse, or work in favor of any candidate running for office, but merely provides information to help voters in the decision-making process. The organization will continue doing so.



Great News on the Development Front for DAA!

Less than three years after our founding, the Alliance has achieved a significant organizational milestone by meeting a \$75,000 challenge from the Longwood Foundation. The completion of this challenge in a restrictive funding environment is a clear testament of the need for arts advocacy in the state. The milestone gives our advocacy efforts a solid financial foundation to sustain operations for several years.

DAA also received support from the Welfare Foundation, the Delaware Division of the Arts, the Anthony and Catherine Fusco Foundation, the Delaware Department of Education, Charitable Women, and numerous individual donors, including a substantial gift from Gerret Copeland. DAA board members, comprised mostly

of artists and arts professionals, personally contributed nearly \$4,000 toward the match.

Noteworthy is the fact that DAA secured funding from both the Department of Education and the Division of the Arts, making a unique case in the nation. We cannot thank enough all those who contributed. Your money is well invested! You are helping making the case for the arts in Delaware!

Joint Finance Committee and Funding for the Arts in Delaware

DAA coordinated a statewide representation of the arts to secure funding for the sector on February 9th, 2012. The local legislature provides an average of 70% of the money that the Division of the Arts distributes in the state; the contribution in FY2012 was \$1.68 million. The additional 30% comes from the NEA. It was essentially a level funding from FY11. Presenters included:

- Jennifer Boland, arts-educator from Dover, presented the arts-education case
- Lucretia Young, AARP State Director, presented the arts-quality of life connection
- Henry Cox, real estate developer from Lewes, presented arts-businesses-economic development
- Lori Crawford, State Arts Council, who wrapped up around the case for the arts in the state.



With the NEA under continued attack, DAA efforts will concentrate on increasing local funding for the arts, to supplement what is likely to be reduced at a federal level. Please stay tuned on this front.



DAA Board of Directors - Changing to reflect the community we serve

In 2012 the following members were elected:

- Arden M. Bardol, artist from Dover
- Henry Cox, real estate developer from Lewes, and now Treasurer for DAA
- Beth Howlett, arts educator from Sussex
- George Meldrum, Senior Advisor of Community & Government Affairs for the Nemours Foundation
- Jeanne D. Nutter, Ph.D., AARP State President

DAA thanks those Board members who rotated off but continue supporting the arts in countless ways; Tina Betz, Mary Ann Ehlschlager, Galen Keene, Lee Kimball, Don Parks, Lucinda Williams. The organization remains committed to reflect the community we serve the state of Delaware.

DAA 2012 membership breakdown

By type

- Individual 76%
- Organizations 24%

By county

- New Castle County 69%
- Kent County 15%
- Sussex County 16%

Connect with Delaware Arts Alliance!

Delaware Arts Alliance
 100 West 10th Street
 Suite 206
 Wilmington, DE 19801
 P (302) 425-5500 ext. 107
 F (302) 425-2485
www.DelawareArtsAlliance.org

Email:

Executive Director
 Guillermina Gonzalez
GGonzalez@DelawareArtsAlliance.org
Administrative Assistant
 Nivea Mercado
NMercado@DelawareArtsAlliance.org
Social Media
[facebook.com/DelawareArtsAlliance](https://www.facebook.com/DelawareArtsAlliance)
twitter.com/DEArtsAlliance

Delaware Arts Alliance Mission

The Delaware Arts Alliance is the unifying voice of the arts throughout the state, advocating for the central role of the arts and arts education in advancing dynamic communities and a creative citizenry.