



Delaware Arts Alliance

Summer 2013 Newsletter

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Letter from DAA's Board President

By Maxine Gaiber/DAA Board President



A recent article in the nationally distributed State Arts Action Network *The SAANBox* newsletter on August 12th, 2013 says it all:

The Delaware Division of the Arts announces the awarding of \$2.9 million in grants for fiscal year 2014 to support 109 arts initiatives throughout the state. Twenty-three communities will receive grants to support arts programming and services, arts education, and related arts marketing and promotion. The creation of a new Delaware Arts Trust Fund this year recognizes the importance of the arts as an economic driver. The Department of State, Governor's Office and Joint Finance Committee have all acknowledged that the investment in the economy results in significant returns in revenue. "We understand that investment in the cultural life of our communities strengthens our economy, attracts and retains businesses, and provides a valuable resource to our students," said Gov. Jack Markell. "A vibrant cultural community supports an enhanced quality of life for all of us, as well as a thriving tourism industry for our visitors."

Advocacy truly makes a difference! Our voices are being heard and our state is being recognized for its role in recognizing the importance of the arts.

Reflections from DAA's Executive Director

By Guillermina Gonzalez/DAA Executive Director



Delaware is an amazing place to be! I am continuously surprised by the plethora of artistic expression the state offers and the enthusiasm of arts advocates wherever we go. As DAA visits each county in the state, it engages artists, supporters, organizations, elected officials, business people, and all kinds of individuals who understand the importance of the arts.

This does not mean that we will ever fully accomplish what we were created to do. As you know, advocacy is a never ending and sometimes intangible effort that requires supporters from all walks of life. We have to make the arts real in Delaware! Recently, DAA Board of Directors approved the strategic plan that will guide the efforts of the organization in the next three years. DAA, as you know, is the unifying voice for the arts and arts education throughout the state, advocating for the central role of the arts in advancing dynamic communities and a creative citizenry. Details of our strategic plan can be found on our website www.DelawareArtsAlliance.org.

Now, we need YOU to make arts advocacy a common place in each county! Efforts like the DAA Kent County committee in Dover and GETArts in Georgetown justify my driving time around the state. I would love to hear from you to continue expanding the network of arts advocates in the state. I would be happy to present the Arts & Economic Prosperity Report to your group so we can talk afterwards about how the arts are more than a weekend pastime. I am available at ggonzalez@DelawareArtsAlliance.org or (302) 425-5500 Ext. 107.

Additional funding for the arts

By Paul Weagraff/Director, Delaware Division of the Arts

In July, the Delaware Division of the Arts announced the establishment of the Delaware Arts Trust Fund, providing a major increase for granting to arts organizations in Delaware. Citing *Arts & Economic Prosperity IV*, Secretary of State Bullock, the Joint Finance Committee, and members of the General Assembly affirmed the value of investing in the arts as an economic driver in communities throughout the state.

This increased funding will be invested in arts organizations throughout the state to support their operations, promote better business practices through professional development, and enhance their fiscal accountability through expanded reporting. The goal is to bolster the arts infrastructure of the state while building organizational capacity and sustainability.

The Delaware Arts Alliance frequently uses *Arts & Economic Prosperity IV*—a study released by Americans for the Arts in 2012—in its advocacy efforts with elected officials, the business community, and the general public. Recently, Secretary Jeffrey Bullock acknowledged the important work of the Alliance in advocating for the arts at the grassroots level, and encouraged arts organizations to support the Alliance's ongoing advocacy work.

The full study and the summary can be found at: <http://www.delawareartsalliance.org/links>

Guillermina Gonzalez appointed to the SAAN

By Jay Dick/ Senior Director of State and Local Government Affairs/ Americans for the Arts

Editor's note: SAAN stands for State Arts Action Network, which "serves as the meeting place for statewide multidiscipline arts service or advocacy organizations to gather to discuss common issues." (source: www.artsusa.org). SAAN falls under the umbrella of Americans for the Arts (AFTA).



At the June State Arts Action Network (SAAN) meeting, Guillermina Gonzalez was unanimously elected to serve as the SAAN Council Vice Chair for FY 2013/2014. The SAAN Governance Committee, which nominates and vets candidates, felt her business background and experience in creating a statewide arts organization would enable her to effectively lead and assist other members as they try and grow their own organizations. Traditionally, the Vice Chair is elected Chair upon the completion of the one year term.

"I am so proud to have Guillermina as the SAAN Vice Chair," stated Jay Dick, Americans for the Arts' Senior Director of Government Affairs. "I have watched her take an idea for state advocacy in Delaware and turn it into the Delaware State Arts Alliance, a strong and effective organization. She brings a tremendous skill set to the SAAN Council and I look forward to continuing to work with her to advance the arts in America."

Sussex County GETArts...

By Guillermina Gonzalez/DAA Executive Director

It all began on April 3rd, 2013 after an Arts & Economic Prosperity Report presentation to the Georgetown Chamber of Commerce. Since then, a task force connecting the arts and economic development has been created and begun working toward defining ways to make the arts a local economic driving engine. It was during the last meeting on July 19th, 2013 that DAA Board President Maxine Gaiber named them GETArts (**G**eorgetown **E**conomic **T**askforce for the **A**rts).

The group agreed on a common mission of "advocating for the central role of the Arts in the economic development of Georgetown." This enthusiastic group has expressed interest in having monthly meetings to continue the dialogue. If you are interested in participating, please call Karen Duffield at her Chamber of Commerce office (302) 856-1544. DAA is simply proud of such an inspiring business group and hopes that we all GETArts!

National Arts Advocacy Day 2013

By Guillermina Gonzalez/DAA Executive Director

The 26th annual Arts Advocacy Day took place on April 8 – 9th, 2013 in Washington, DC. DAA members presented a solid case for the arts in Delaware while supporting the AFTA advocacy agenda. DAA served as the State Arts Captain for Delaware.

On April 9th, DAA had productive conversations with legislators' aides from the offices of Senators Tom Carper and Chris Coons and Representative John Carney. Delegation members presented the case for legislators' support on the issues below.



Carrie Gray and George Meldrum with Delaware Senator Chris Coons at Arts Advocacy Day 2013

Maxine Gaiber (Delaware Center for the Contemporary Arts / DAA Board President) Maxine asked for **support funding of \$155 million for the National Endowment for the Arts (NEA).**

Carrie Gray (Wilmington Renaissance Corporation / DAA LEAD Committee Chair) Carrie asked for **commitment to preserving the current tax deduction structure for charitable giving.**

Joanne Lombardi (Delaware Theatre Company) Joanne asked for the **dedication of \$30 million to arts education funding at the U.S. Department of Education and for increased equitable access to arts education through the Elementary and Secondary Education Act (ESEA).**

George Meldrum (Nemours Foundation / DAA Nomination Committee Chair) George presented the case for museums and **asked for full funding of \$38.6 million for the Office of Museums Services within the Institute of Museum and Library Services (IMLS).**

Julie Van Blarcom / (formerly of the Delaware Children's Museum) Julie presented the most recent numbers from AFTA's "Arts & Economic Prosperity Report" for Delaware, making evident the significant positive impact of the arts industry on the state's economy.

A summary of the Legislative Requests can be downloaded accessing DAA's website at www.DelawareArtsAlliance.org (Under 'Links', see *SUMMARY of Congressional Arts Handbook for Arts Advocacy Day 2013*)

Many thanks to our delegation who did a fine job on behalf of arts in Delaware!



Delaware Senator Tom Carper with the entire Delaware delegation for Arts Advocacy Day 2013

Americans for the Arts Annual Convention 2013

In June 2013, DAA Executive Director Guillermina Gonzalez attended the Americans for the Arts Annual Convention, held this year in Pittsburgh. "The 2013 Annual Convention brought together nearly 1,000 arts and community leaders to Pittsburgh to strategize how we can better communicate the essential impact the arts make in our communities." (Source: <http://convention.artsusa.org/>) The convention included seminars that focused on different challenges and approaches to strengthening the arts in our communities. See below for descriptions of some of the seminars attended by Ms. Gonzalez.

Cultural Ecosystems: addressed the importance of mapping the cultural infrastructure in our community to pinpoint support mechanisms, draw attention to gaps and to help build a better case for the arts.

Foundation giving to the arts: about discovering the giving strategies of foundations. Important to find the intersection between community needs and business interests.

Partnering with businesses: emphasized the need of having creative conversations between the arts and business sectors to partner on common issues.

Rapid Research Roundup: Eight presenters offered an assortment of critical arts research and ways to apply them to engage stakeholders and to better communicate the value and impact of the arts.

Cultural Planning on Community Revitalization: Panelists made evident how cultural planning can leverage public engagement.

Get Involved!

Earlier this year, the Delaware Arts Alliance approved a new three-year strategic plan that lays out an ambitious course of advocacy and awareness-building for the next few years (you can review the plan summary at <http://www.delawareartsalliance.org/about>). To fulfill the promise of this plan, we have restructured the standing committees and work groups of our organization, and we're now looking for volunteers to help accomplish our goals. If you have talents and/or interests in any of the following areas and might like to serve on a committee or work group, please indicate below:

Legislative Affairs	Education	Advocacy	Economic Development	
Marketing	Membership	Fundraising	Social Media	Finance

Please send an email, indicating your areas of interest to Nivea Mercado at nmercado@delawareartsalliance.org.

DAA membership breakdown

By type

- Individual 75%
- Organizations 25%

By county

- Sussex County 16%
- Kent County 13%
- New Castle County 68%
- Out of State 3%

Connect with DAA!

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Delaware Arts Alliance Mission

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