

Summer Newsletter 2014

Delaware Arts Alliance

Volume III, Issue II



LETTER FROM DAA'S BOARD PRESIDENT

By Carrie W. Gray

Photo by Alessandra Nicole

This summer has been filled with advocacy rich activities and great organizational accomplishments. I am pleased to announce that in just six months DAA reached and surpassed our goal of having 500 DAA Free Individual Members by December 2014!

Our Free Membership Campaign has been incredibly successful as well as inspiring. Shortly after we launched our campaign in January at Woodburn, the Governor's Residence in Dover, DAA had 126 individual members. We now count 530 new members throughout the state of Delaware who have taken the DAA Acts of Advocacy Pledge. We are so delighted to have an expanded and united voice for arts advocacy!

The DAA Free Individual Membership Campaign spread quickly statewide—and continues to grow. The amazing support and inventiveness of DAA's Membership Committee and Board at building our member base has been wonderful to witness. On social media, links to membership on DAA's website were shared. E-mails were sent to friends and colleagues with the Acts of Advocacy Pledge. Membership Committee and Board members personally handed applications to their friends, boards, and colleagues. At our Arts Rendezvous programs in Sussex and New Castle Counties, I met many artists, arts professionals, civic leaders, art patrons and educators who enthusiastically signed up on the spot to be a DAA member. This "grassroots" personal approach reminds me of the founding of DAA, where concerned arts and civic leaders joined together to have one voice for the arts in the creation of DAA.

We enthusiastically welcome all of our new members (many of whom are reading the DAA Newsletter for the first time) and are delighted to have your partnership in arts advocacy! This astounding initial success of our Free Individual Membership Campaign shows that DAA membership is indeed a movement advocating for the arts in Delaware. I am proud to count myself as a DAA member and I hope you will join in our recruitment efforts and encourage your friends, family and colleagues to join DAA today!



REFLECTIONS FROM DAA'S EXECUTIVE DIRECTOR

By Guillermina Gonzalez

DEArtsBrand

While DAA continues increasing its membership base on both the individual and Institutional Supporter side, establishing a valuable brand that people recognize becomes pivotal. Recognized brands are those capable of communicating their value to their base, funders, and the public at large and sustain that recognition over time. A clear positioning is needed for any organization's self-sustainable long term efforts. Research on the value of nonprofit organizations demonstrates that people relate to organizations they identify with.

DAA aspires to become DEArtsbrand, a brand offering arts advocacy activities and programs relevant to its current and potential members in Delaware. We just coordinated two very successful programs, Arts Rendezvous, in Sussex on June 9th and New Castle County on June 23rd. The solid attendance at both events speaks to its relevance thought for each County. The Kent County program will take place on Monday, September 22nd with details to come. To that extent, the first ever DEArtsLab, a day-long conference coordinated by DAA, in partnership with University of Delaware, Delaware State University and the Delaware Art Education Association (DAEA), will take place on Friday, October 3rd, at DSU's Education & Humanities Building in Dover. This year's event has been entitled "Standing Room Only: Face to Face with the Digital Divide". The program, which is sponsored by the Delaware Division of the Arts and the Delaware Community Foundation, addresses the need to expand audiences across disciplines touching on catering to young and diverse audiences. The decline in arts attendance affects all disciplines and we thought it important to have discussions related to finding solutions. We expect the conference to be content-solid, thought-provoking, and fulfilling in many ways. The program marks the beginning of a unique and deeper collaboration between DAA, both universities, and DAEA. We will continue exploring pertinent collaborations and partnerships that will expand a solid arts advocacy agenda. This is a day you do not want to miss! For details on our Keynote Speaker Lorene Cary, our Intergenerational Panel Moderator Nancy Karibjanian, program details, and to register please visit DAA's website. Your ideas and suggestions continue to be welcome. I am an e-mail or phone call away ggonzalez@DelawareArtsAlliance.org or (302) 425-5500 Ext. 107. Looking forward to seeing you all at DEArtsLab or when visiting each county on Wednesdays!



DAA ARTS RENDEZVOUS IN SUSSEX AND NEW CASTLE COUNTIES

Arts Advocacy in Action

On June 9, DAA members and friends gathered at Possum Point Players in Georgetown to learn about arts advocacy efforts from Ann Marie Miller, Executive Director of ArtPride NJ, at DAA's inaugural Arts Rendezvous in Sussex County event. DAA Member Liane Hansen, former Senior Host of NPR's Weekend Edition Sunday, hosted the event.



DAA Member Michelle Kramer-Fitzgerald and DAA Board Member George Meldrum at Arts Rendezvous NCC.



DAA Members Brendan Cooke, director OperaDelaware, and Micheline Boudreau, president of Delaware First Media, at Arts Rendezvous NCC.

Wilmington Renaissance Corporation hosted Arts Rendezvous in New Castle County at OperaDelaware on June 23, which focused on creative districts. John Schratwieser, Executive Director of Maryland Citizens for the Arts, spoke about the successes of creative districts in Maryland.



DAA Members Susan Detwiler, Iris McKenney, and Joanne Ward at Arts Rendezvous NCC.

Both events brought a total of 100 members and friends together to share ideas, network, and support DAA. We hope to see you at Arts Rendezvous in Kent County on September 22!

Maryland Citizens for the Arts Executive Director John Schratwieser with DAA friend Matt Urban of Mobius (center) and DAA Executive Director Guillermina Gonzalez at Arts Rendezvous NCC.



From Left to Right: DAA Board members at Arts Rendezvous Sussex County Carrie W. Gray, Sue Early, and Sheila Bravo. | DAA Members Mary Pauer, Barbara Shamp, and DDOA Director Paul Weagraff at Arts Rendezvous Sussex County. | DAA Administrative Assistant Nivea Mercado, DAA Executive Director Guillermina Gonzalez, and DAA Board Member Mark Fields at Arts Rendezvous Sussex County. | DAA Members and Sussex County artists JuneRose Futcher and Mark S. Reeve. | WRC colleagues Laura Semmelroth, Jessica Horney, and Alfred Lance at Arts Rendezvous NCC.

DAA NEWS

Save the Date! Arts Rendezvous in Kent County

Kent County Members and Friends! Mark your calendars to attend Arts Rendezvous in Kent County on Monday, September 22 at The Old Statehouse on the Green, in Dover. Program details to follow!

DAA Executive Director Guillermina Gonzalez Receives Alumni Achievement Award from the University of Delaware

On May 20th, DAA Executive Director Guillermina Gonzalez was honored as a distinguished alumna at the 2014 University of Delaware College of Arts & Sciences Alumni and Faculty Awards. Guillermina, who received an MA in Liberal Studies in 2009, noted her UD class "Art in the Twentieth Century" class and her final paper, "Mexican Muralism; A Mexican Artistic Expression in the Twentieth Century," ignited her interest in artistic-socio-political dialogues, which has influenced her life and work.

Partners in Arts Advocacy: DAA Institutional Supporters

DAA is fortunate to count the following arts, civic, and cultural institutions as Institutional Supporters in 2014. If your organization is interested in joining DAA as an Institutional Supporter, please contact Guillermina Gonzalez at ggonzalez@delawareartsalliance.org. Join us in advocating for the arts in Delaware!

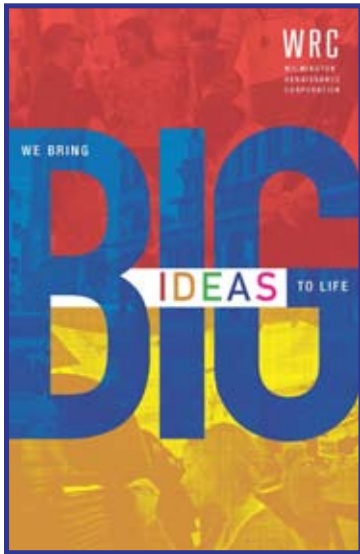
Biggs Museum of American Art, Camp Rehoboth, Cathedral Choir School of DE, Chapel Street Players, Christina Cultural Arts Center, City Theater, Coastal Concerts, DE Alliance for Nonprofit Advancement, DE Center for the Contemporary Arts, DE Art Museum, DE Shakespeare Festival, DE Theatre Company, DE State Chamber of Commerce, DE Symphony Orchestra, El Centro Cultural, El Tiempo Hispano, First State Ballet Theatre, Greater Wilmington Convention and Visitors Bureau, Lewes Public Library, Melomanie, Market Street Music, Newark Arts Alliance, OperaDelaware, Rainbow Chorale of DE, Rehoboth Art League, Rehoboth Beach Film Society, Southern DE Choral Society, University of DE Art Department, University of DE Music Department, University of DE University Museums, University of DE Theatre Department, The Grand, WDDE, Wilmington Renaissance Corporation

DAA INSTITUTIONAL SUPPORTER SPOTLIGHT:

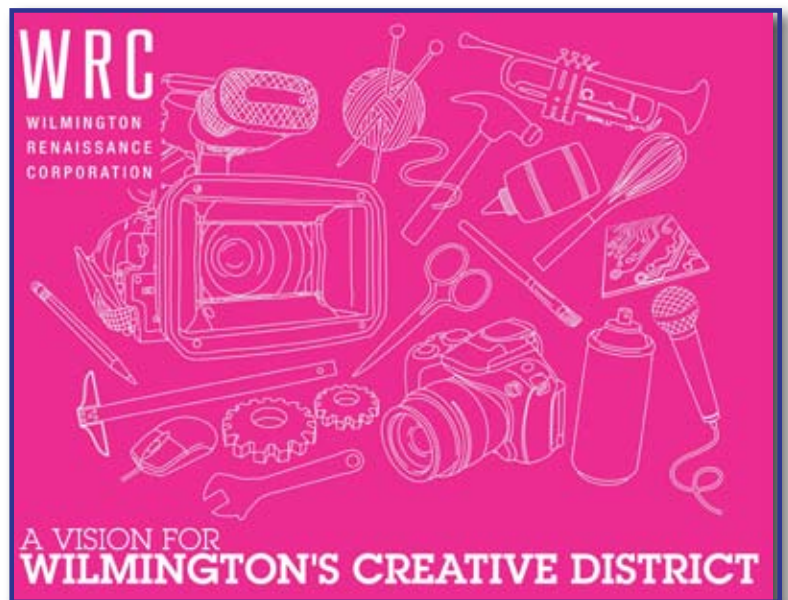
Wilmington Renaissance Corporation



Wilmington Renaissance Corporation (WRC) was founded in 1993 as Wilmington 2000, a public-private partnership between The Office of the Mayor and the corporate community. They are a privately funded, nonprofit and nonpartisan organization that breathes life into downtown Wilmington and directs their energies toward stimulating the city's economy, attracting new residents and fostering ideas that enrich our culture. WRC enthusiastically supports the city's diverse attractions and history, as well as its entertainment, lifestyle and development offerings.



WRC Managing Director Carrie Gray explains, "WRC launched a strategy and re-branding process to reinforce our identity and mission. Our tagline, Bringing Big Ideas to Life, succinctly defines who we are and what we do." The Big Ideas strategy, is the birth of exciting new projects for WRC, their partners and the City of Wilmington. As they continue to work diligently on revitalization projects, the city continues to see growth and progress with new businesses, new energy and increased sense of collaboration. "All of our efforts are devoted to finding, developing and implementing the kind of broad-ranging and groundbreaking ideas that will restore relevance and vitality to Wilmington."



Through the effectiveness of its partnerships and strategic planning, WRC has facilitated integral improvements in Downtown Wilmington. WRC's many successes have only been possible through strong partnerships and collaborations with public and private entities, community and business organizations and other nonprofits. Its work, Gray points out, is made possible by corporate support, with 95% private funding.

WRC's latest project, Wilmington's Creative District, is a creative placemaking strategy for neighborhood revitalization. The vision for the district is to have artist live/work spaces, a fabrication lab, kitchen incubator, performance and rehearsal spaces and programmatic elements that will bring creativity to the streets. WRC has formed a Creative District Steering Committee made up of artists, makers, non-profit organizations, businesses, community members and key partners (Christina Cultural Arts Center, Interfaith Community Housing of Delaware, and the Quaker Hill Neighborhood Association) to work on the implementation of the Vision Plan. "We value our partner organizations and supportive funders, and the important relationships we have with Wilmington's city administration, department leaders and city council. Together, we'll continue to bring big ideas to life and help ensure a bright future for our city, full of energy, enthusiasm and vitality."

Being part of DAA is important to WRC. Gray, who is currently the President of the DAA Board of Directors, explains, "We recognized from the beginning that a collaborative voice was needed in Delaware—and the business community should be in the mix." She continues, "WRC values the importance of the arts to Wilmington and across the state. Arts education is incredibly important in developing a well-rounded future employment base for the state." DAA is fortunate to count WRC as a partner in arts advocacy.



DEArts Lab: Standing Room Only: Face to Face with the Digital Divide

Are you passionate about the arts? Whether you're a student, artist, arts organization employee or volunteer, or simply love supporting the arts, you won't want to miss this engaging discussion!

This Delaware Arts Alliance event, hosted in collaboration with Delaware State University, the University of Delaware, and the Delaware Art Education Association, will feature powerful presentations and intergenerational panel discussions answering the question: how do arts organizations address the need to expand and diversify their audiences? Learn more about the Arts Lab speakers and presentations at delawareartsalliance.org/events.

When: Friday, October 3, 9:30 a.m. – 3:00 p.m.

Where: EH Theater, Delaware State University, Dover, Delaware

Price: \$20 per person, FREE for students with valid ID

Purchase tickets at delawareartsalliance.org.

Questions? Contact Guillermina Gonzalez, Executive Director of the Delaware Arts Alliance, at ggonzalez@delawareartsalliance.org

DEArts Lab is sponsored by the Delaware Division of the Arts and the Delaware Community Foundation.



DAA INDIVIDUAL MEMBER PROFILE

Iris McKenney

DAA Member Iris McKenney not only has a love of the arts but also for nonprofit organizations and volunteering. "I am a nonprofit person," she explains. "It is good to work for a place that helps people. Volunteering not only leads to opportunities but it feels great to be involved."

Hailing from Connecticut, Iris spent years residing all over the map as a stay-at-home mother. Her family first lived in Philadelphia and Cherry Hill, NJ and then moved to Toronto. Upon returning to the U.S., they lived in Kennett Square, PA where Iris' daughter was born. Then they were off to Japan. She grows excited talking about her time there. "I connected with other mothers and my son, who was in second grade, would hop on the metro to summer school in Tokyo. It was an incredible experience."

After a brief return to Pennsylvania, she moved to Oklahoma. Iris decided to return to school herself and study Public Relations at Oklahoma City University. Juggling family and studies, she and her children would sit and do homework together many evenings.

In 2007, Iris arrived in Wilmington, where she has stayed. With her love of nonprofit work and volunteering, Iris became active in the Brandywine Chapter of the Association of Fundraising Professionals and chaired Philanthropy Day twice. Iris has worked for The Music School of Delaware, Winterthur Museum & Country Estate, and Delaware First Media's 91.1 FM WDDE. This summer she joined the Delaware Association for the Education of Young Children (DAEYC) as Project-Conference Coordinator.

Although Iris is not a practicing artist, she is quick to note, "I birthed an artist." Her daughter, who will be a senior at Cab Calloway School of the Arts, specializes in visual arts. Seeing the impact of arts education, she is impassioned about the inclusion of art in curriculums stating, "Art supplements academics. Children are better students with art."

Iris is an active member of DAA's Membership Committee and has helped organize and assist with the Free Individual Membership launch and Arts Rendezvous events. "The more I do for DAA, the more passion I have for it." She continues, "I am so glad to be involved in DAA's early stage and to see where it will go."



Iris McKenney

JOIN DAA TODAY AS A FREE INDIVIDUAL MEMBER!

Take the DAA Act of Advocacy Pledge and join us in advocating for the role of the arts in Delaware's economy and education. You can sign-up on our website at: delawareartsalliance.org. Spread the word to your friends and colleagues!

Connect with DAA!

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Delaware Arts Alliance Mission

The Delaware Arts Alliance 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.

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