



## Delaware Arts Alliance 2014 Annual Report

The Delaware Arts Alliance (DAA) is very grateful for the support that continues to allow us to advocate for the arts throughout the state of Delaware. We have experienced growth in both our internal organizational goals and our statewide and regional outreach.

The report below details 2014 activities and accomplishments.

### **1) Continued Strong Arts Advocacy**

#### **DEArtsLab Advocacy Conference**

On October 3, 2014, the Delaware Arts Alliance, in partnership with the University of Delaware, Delaware State University, and Delaware Art Education Association hosted its first advocacy conference at the EH Theatre at DSU in Dover. DAA is planning that this event—which was jointly sponsored by the Delaware Division of the Arts and the Delaware Community Foundation—will be held every other October to provide a statewide arts gathering in the off years between the DDOA’s Arts Summit. The next *DEArts Lab* will take place in October 2016.

The 2014 *DEArts Lab* brought together 200 students, arts educators, art patrons, artists, and arts administrators from Kent, New Castle, and Sussex Counties. *DEArts Lab* Keynote Speaker Lorene Cary, celebrated author and writer, spoke to the importance of the arts to community and self. *DEArts Lab* panelists and moderators produced a powerful dialogue on issues facing the arts today, such as attracting new audiences; intergenerational challenges facing arts organizations; and arts education.

The successes and outcomes of DAA’s first state-wide conference were:

- Established strong collaboration among DAA, University of Delaware, and Delaware State University for *DEArts Lab* 2014, and going forward to *DEArtsLab* 2016;
- Created programming that helps to solidify the *DEArts* brand;
- Fostered a dialogue between students and arts professionals;
- Attracted the support of Delaware Secretary of State Jeff Bullock;
- Created a dialogue about expanding and reaching younger as well as diverse audiences;
- Introduced the importance of arts advocacy for the millennial generation.

#### **Arts Rendezvous Advocacy Gatherings**

To share advocacy tools statewide, DAA staff and the Membership Committee (an inter-generational mix of civic and arts administrators, educators, and artists) conceived the *Arts Rendezvous* program. These “Meet and Greet” gatherings in all three counties provide content-rich programs in arts advocacy and the opportunity for arts peers to socialize and network.

- Our first 2014 *Arts Rendezvous* program took place in Sussex County in June at Possum Point Players, hosted by DAA Member and former Senior Host of NPR's *Weekend Edition Sunday* Liane Hansen. Keynote Speaker Ann Marie Miller, Executive Director of ArtPride NJ, shared her organization's advocacy successes.
- *Arts Rendezvous New Castle County*, hosted by Wilmington Renaissance Corporation, took place at OperaDelaware in June. John Schratwieser, Executive Director, Maryland Citizens for the Arts, discussed Creative Districts and their success in Maryland.
- *Arts Rendezvous Kent County* took place in September at The Old Statehouse on the Green in Dover. Featured speaker was Jay Dick, Americans for the Arts (Washington DC).

DAA will continue the three-county *Arts Rendezvous* program in 2015. Our first event was held in Dover in February at the Dover Century Club and featured Former Representative Darryl M. Scott, who shared advocacy tips in his discussion "Legislation 101." The Dover Downtown Development District plan was discussed with Ann Marie Townshend, City of Dover Director of Planning & Community Development.

### **Participation in National Arts Advocacy Day, Washington DC**

Organized by Americans for the Arts, National Arts Advocacy Day brings together cultural and civic leaders, grassroots advocates and arts educators to support the arts and promote increased public funding for the arts on Capitol Hill. DAA annually leads a delegation to this event in Washington, DC. DAA board members, staff, Individual Members, and friends lobby Delaware's elected representatives on the importance of the arts. Following the DAA's 2014 visit, Senator Chris Coons signed Senator Tom Udall's letter to the Appropriations Committee expressing support for robust funding for the NEA and NEH for Fiscal Year 2015.

## **2) Increased Individual and Institutional Support**

### **DAA Individual Membership**

In 2014, DAA significantly increased our Individual Membership, Institutional Support and programming. In January 2014 we held a "Free Membership" launch event at Woodburn, the Governor's Residence, with a goal of acquiring a total of 500 Individual Members by December 2014. DAA is pleased to announce that we exceeded this goal through targeted e-mail and social media campaigns. DAA's Board enthusiastically supported the initiative by distributing our "Acts of Advocacy" pledge form to their own board members, professional networks, and friends. In January 2014, DAA had 126 individual members. DAA began 2015 with 553 members statewide who have taken the DAA "Acts of Advocacy" Pledge—an increase of 439%.

### **Statewide Funding Increase**

DAA's continuing advocacy efforts have helped to secure additional funds for the Delaware Division of the Arts, allowing them to double funding awarded to statewide arts organizations. DAA expects that this higher level of arts funding will be sustained in 2015 and beyond.

### **Fall Individual Membership Appeal**

In fall 2014, DAA sent out its first appeal to individual members and raised \$1,050.

### **Board Fundraising Appeal**

We also out a special appeal to DAA's Board Members. The successful appeal raised over \$4,000, surpassing its target by 400%, and 100% of the Board supported the campaign.

**Institutional Supporters**

DAA's Institutional Supporters grew from 29 organizations (December 2013) to 41 in December 2014—an increase of 41%. Institutional Supporters encompass arts, civic, and cultural organizations statewide, which contribute .001% of their organizational or arts programming budget to DAA. Alliance Board Members have successfully solicited peers at arts institutions that were awarded 2013-14 funding by Delaware Division of the Arts. The Board will continue encouraging arts and cultural institutions to join DAA's roster of Institutional Supporters.

**3) Expanded Communications and Outreach through Advances in Technology and Infrastructure****Social Media**

In 2014, DAA has expanded its social media reach exponentially. In January, we had 548 Facebook likes and in December, we ended with 930 likes. Twitter had 1,321 followers in January and ended 2014 with 1,765 in December 2014. We created an Instagram page in June and finished the year with 32 followers.

**Website**

DAA launched a new website in March 2014, which has been receiving approximately 1,000 unique visits each month. Content was expanded to provide our constituents and the community with advocacy tools and updates, including the DAA Delaware Arts Voter Guide for the fall 2014 elections.

**VoterVoice Advocacy Software**

In December 2014, DAA received a scholarship from Americans for the Arts to help acquire VoterVoice, advocacy software specifically targeted to organizations. With our ongoing advocacy outreach, increased programming, and expanded membership base, VoterVoice will allow DAA to expand and manage our increasing membership base as we continue acquiring new individual members and Institutional Supporters. It will also increase the efficiency of office and communications operations by centralizing our data, eliminating our dependence on three separate software systems (MailChimp, SurveyMonkey, and DonorPerfect). We can send out e-blasts and alerts easily and in an engaging format and quickly share calls to action with our members, which will be a very important tool with the upcoming 2016 elections.

**Printed Materials**

In 2014, DAA also streamlined our logo and updated our printed brochure, both of which had not been revised since our founding in 2009.

**National and Regional Activity**

DAA continues to be closely affiliated with American for the Arts (AFTA), the arts advocacy service organization that leads national campaigns from its Washington DC headquarters. The Alliance is a member of AFTA's State Arts Action Network (SAAN), the peer gathering of national arts advocacy agencies. In 2015, Dr. Guillermina Gonzalez, DAA's Executive Director, will serve as the chair of SAAN, and she will bring its annual convention to Wilmington, sharing peer advocacy best practices with our local and regional community.