

Arts & Culture Organizational Development (ACOD) Program Use of 2017 Professional Development Funds 6.21.17, John Spence, Community Arts Partnership

Recommendation: Appropriate \$2,000 from the approved 2017 ACOD Budget's Professional Development line

Purpose: Support part of the cost of offering a full-day conference, "Marketing the Arts"

Overview: In 2016 the Community Arts Partnership (CAP) convened a gathering of all organizations receiving ACOD funding to discuss topics of mutual interest. Assistance in marketing their programs thereby building their audiences was the definitive answer.

Also in 2016 CAP joined Americans for the Arts (AFTA), a national nonprofit with the mission of supporting arts organizations through professional development, data research, and programmatic best practices. One popular offering is their Regional Workshops covering public art, leadership development, organizational capacity, and their most popular topic, marketing the arts.

The Tompkins County Convention and Visitors Bureau is currently in the process of developing a marketing effort titled "Ithaca is Arts" with the goal of branding the county as a cultural destination.

The regional workshops are customized and the faculty presenters are selected to meet the specific requirements of our community. An initial conversation with AFTA identified the following goals for the conference:

- Brand Tompkins County as a vibrant arts and cultural destination
- Provide attendees with an opportunity to collectively build good cultural tourism strategy that will ultimately distinguish Ithaca/Tompkins County as a lively and cultural destination, set apart from its competitors.
- Strengthen and advance the marketing, audience engagement, and branding skills of those working in Tompkins County arts and culture organizations to promote cultural tourism.
- Showcase how artists, arts and culture organizations, and creative economy business owners can fuel the local tourism industry.
- Provide tips and tricks on how to generate buzz for arts, culture, and creative events.
- Create lasting impact, after the workshop concludes, by creating energy and momentum around a shared vision for the region's cultural tourism initiatives, using skill building exercises, case studies, and interactive problem-solving sessions.

Budget: Americans for the Arts will charge \$4,000 which will cover the faculty/facilitator, his or her travel expenses, lodging, meals, workshop materials, registration assistance including a pre and post conference surveys measuring knowledge and satisfaction of the material presented.

The Convention and Visitor's Bureau has offered \$2,000 toward the costs associated with hiring AFTA. They have indicated willingness to cover additional costs that have yet to be determined, space rental and food. The cost to the attendees is still being discussed.

ARTS AND CULTURE ORGANIZATIONAL DEVELOPMENT GRANTS

a part of the Tompkins County Tourism Program, with support from the Community Arts Partnership

ANNUAL GRANT DISTRIBUTION

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018 option with OTR
Cayuga Chamber Orchestra	\$20,000	\$25,000	\$20,000	\$22,000	\$23,275	\$18,700	\$21,373	\$21,800	\$22,236	\$27,000	\$27,000	\$27,000	\$20,000	\$20,000	2015 levels in aggregate
Cayuga Nature Center	\$0	\$0	\$0	\$0	\$0	\$28,000	\$25,000	\$25,000	\$25,000	<i>merged w/PRI</i>					
Hangar Theatre	\$30,000	\$30,000	\$30,000	\$32,500	\$37,500	\$24,000	\$22,600	\$23,052	\$23,513	\$27,000	\$27,000	\$27,000	\$24,500	\$24,500	
History Center	\$20,000	\$30,000	\$23,000	\$30,000	\$30,000	\$23,200	\$21,458	\$21,887	\$22,325	\$27,000	\$27,000	\$27,000	\$22,000	\$22,000	
Kitchen Theatre	\$25,000	\$25,000	\$35,000	\$39,680	\$34,000	\$22,400	\$21,264	\$21,689	\$22,123	\$22,000	\$23,000	\$27,000	\$30,000	\$30,000	
PRI/MOTE	\$0	\$0	\$20,000	\$25,000	\$30,000	\$18,000	\$15,000	\$15,300	\$15,606	\$40,000	\$40,000	\$40,000	\$30,000	\$30,000	
Sciencenter	\$0	\$0	\$0	\$0	\$0	\$10,000	\$16,000	\$16,320	\$16,646	\$17,000	\$17,000	\$17,000	\$20,000	\$20,000	
State Theatre	\$30,000	\$30,000	\$30,000	\$30,000	\$37,000	\$16,000	\$17,000	\$22,850	\$23,307	\$11,887	\$27,000	\$27,000	\$25,000	\$25,000	
Light in Winter					\$22,000										
CSMA													\$7,000	\$7,000	
Shakespeare													\$5,000	\$5,000	
Cinemapolis													\$13,500	\$13,500	
TOTAL GRANTS						\$159,695	\$167,898	\$170,756	\$171,887	\$188,000	\$192,000	\$197,000	\$197,000	\$197,000	\$217,500
Prof Development								\$3,500				\$0	\$2,000	\$0	\$0
Accounting Consultant							\$3,360	\$2,910	\$4,000	\$2,000	\$3,000	\$2,700	\$0	\$2,000	\$2,000
Admin (CAP)							\$17,100	\$20,077	\$20,077	\$8,100	\$10,000	\$10,000	\$10,000	\$10,200	\$10,000
Total Used						\$180,155	\$190,885	\$198,333	\$206,311	\$201,000	\$204,700	\$207,000	\$211,200	\$229,500	
PROGRAM Budget (Room Tax Allocation)						\$177,773	\$200,773	\$200,773	\$200,773	\$206,755	\$199,519	\$210,000	\$213,150	\$216,347	
Previous years budgeted/unspent (Re-allocate via budget adjustment)									\$7,437	\$1,899	\$7,654	\$2,173	\$5,173	\$7,123	
MODIFIED PROGRAM Budget									\$208,210	\$208,654	\$207,173	\$212,173	\$218,323	\$223,470	
End of year budgeted/unspent (Balance)									\$7,437	\$1,899	\$7,654	\$2,473	\$5,173	\$7,123	OTR -\$6,030