

AMERICANS FOR THE ARTS

2003 ANNUAL REPORT



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LARGE PHOTO: BRUCE BRADLEY'S FLINTSTONE HOOFERS PERFORM AT THE ANIMATING DEMOCRACY NATIONAL EXCHANGE ON ART & CIVIC DIALOGUE, PRESENTED BY AMERICANS FOR THE ARTS IN FLINT, MI, OCTOBER 2003. PHOTO BY TONY CALDWELL.

SMALL PHOTO: COMPOSER DONALD SOSIN PERFORMS WITH THE PRESENTATION OF THE SILENT FILM *My Best Girl* DURING THE 16TH ANNUAL NANCY HANKS LECTURE ON ARTS AND PUBLIC POLICY.

For more than 40 years, Americans for the Arts has been the nation's leading organization working to create a climate in which the arts can thrive in every community in our country. In partnership with our members and stakeholders, we have established a track record of success that is based on targeted collaboration and the strategic leveraging of resources. Late in 2002, Americans for the Arts announced that it would be the recipient of an extraordinary gift from pharmaceutical heiress Ruth Lilly. This gift, which will come to us over the next 30 years, has enabled us to change the way we look at the future of the arts in America. And it will allow us to pursue the vision of access to the arts for every American in a way that most of us never imagined.

We spent 2003 considering the unprecedented possibilities. We began a strategic planning process and invited our members and stakeholders to participate. More than 1,000 arts and community leaders responded by survey or phone and in-person interviews. Throughout the year, the board of directors took these findings and outlined the direction for Americans for the Arts to take over the next five years. The highlights of our plan are described on page 13.

At the same time, we sustained our services and our leadership work on behalf of the arts. Among the year's achievements, described in this annual report, are a national focus on emerging arts leaders, which included a preconference during the annual convention in Portland and a delegation of emerging leaders sent to The Association of American Culture's Open Dialogue IX conference. More plans for future work with emerging leaders in government, business, and philanthropy are under way. We also expanded online research resources, developed an even more powerful grassroots advocacy network, presented the culminating gathering of our Animating Democracy initiative, and continued the award-winning national "Art. Ask for More." ad campaign (valued at \$60 million by the end of the year).

Accomplishments like these position Americans for the Arts to move ahead with confidence. We are fortunate to have energetic, engaged volunteer leaders, members, and stakeholders in communities throughout our country—chief among them the professionals guiding our nation's local arts agencies—who contribute real passion to the organization and its vision. With your help, we can become an even stronger united front working to advance the arts and arts education in America.



A stylized, handwritten signature of Steven D. Spiess in black ink on a light background.

STEVEN D. SPIESS

Chair, Board of Directors



A handwritten signature of Robert L. Lynch in black ink on a light background.

ROBERT L. LYNCH

President and CEO



Research sponsored by Americans for the Arts and conducted by Bill Keens of Wolf, Keens & Company confirmed that the economic downturn continues to strain local arts agency budgets. But on a positive note, inventive solutions and strategies are helping these agencies hold their own. Americans for the Arts joined the six regional arts organizations to hold six free audioconferences so that members could hear from Keens about the findings and ask questions.



Survey system streamlined information gathering for annual local arts agency surveys. This process is simpler for the user and allows the analysis and report to be delivered to the field more quickly.



RESEARCH AND INFORMATION

Web-Powered Arts Resources

Developing cultural policy isn't a 9-to-5 job, so Americans for the Arts is making its timely and trusted arts policy information tools available 24 hours a day, 7 days a week. This enhanced online presence includes a fully searchable database, introduced in 2003, which enables users to view more than 100 Americans for the Arts' publications in their entirety and download them at no cost. The David and Lucile Packard Foundation and the National Endowment for the Arts provided support for the development of the online library, available at <http://pubs.artsusa.org>.

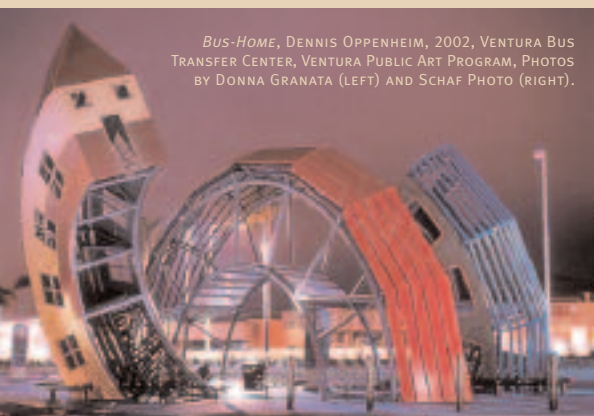
Online resources also augment Americans for the Arts' respected research studies. The Arts & Economic Prosperity Calculator, for example, estimates an organization's economic impact and strengthens the case for support. A PowerPoint presentation and a sample op-ed piece on the economic impact of the arts can both be tailored to local needs. For organizations considering arts programs for at-risk youth, Americans for the Arts' *YouthARTS Toolkit* is now available online.

Public Art Programs Fiscal Year 2001 **reports hard-to-find facts** about the administration of the nation's public art programs. Published in 2003, it represents the results of the first comprehensive nationwide survey of this field, which was conducted by the Americans for the Arts Public Art Network.

A Nationwide Grassroots Network

Across the country, Americans for the Arts is building a highly effective grassroots network dedicated to long-term advocacy yet prepared to act quickly on pressing issues. Experienced advocates from 34 states have signed on to lead lobbying efforts at home and in Washington through Americans for the Arts' new State Arts Advocacy Captains Initiative.

"It has been enlightening to hear perspectives from other state leaders," says Alene V. [redacted], director of the Illinois Arts Alliance and a state captain. She and her colleagues participate in conference calls; mobilize state-level arts advocates; and join forces for Arts Advocacy national conference and grassroots effort organized by Americans for the Arts in [redacted] 67 National CoSponsors. The impact of this new political network was clear on [redacted] in March 2003, when state captains met with 148 Members of Congress, including [redacted] and representatives who have key influence over federal and state arts policy.



BUS-HOME, DENNIS OPPENHEIM, 2002, VENTURA BUS TRANSFER CENTER, VENTURA PUBLIC ART PROGRAM, PHOTOS BY DONNA GRANATA (LEFT) AND SCHAF PHOTO (RIGHT).





REP. LOUISE SLAUGHTER (D-NY), ACTOR FRAN DRESCHER,
REP. STENY HOYER (D-MD), AND REP. DAVE OBEY (D-WI)
AT ARTS ADVOCACY DAY 2003.

Arts advocates

Annual Nancy Hanks
founded by Americans
Foundation and The
e told the audience
survive change, it can
moves governments
, and nurtures

Arts Advocacy Day in March 2003 attracted a record
67 national service organizations as National CoSponsors and more
than 300 arts advocates from 40 states.

**Americans for the Arts led efforts to secure a \$6 million
increase** in the budget of the National Endowment for the Arts and
to help restore \$600 million to the U.S. Department of Transportation
for transportation enhancements that incorporate public art projects.
Tax policy, international cultural exchange, and arts education were also
high on the legislative agenda.

Arts Leaders in the Making

Young professionals are making their mark on the arts—leading local arts agencies, serving on boards, coordinating community outreach efforts, and more. This year, Americans for the Arts reaffirmed its investment in this next generation with a preconference for emerging leaders—the first gathering of its kind. The two-day conference in June attracted 80 participants—both emerging and experienced leaders—to explore issues, share ideas, and talk about future needs and possible programs.

Americans for the Arts is dedicated to identifying, cultivating, and encouraging emerging arts leaders, who have a growing and valued presence in the organization. During the 2003 Annual Convention, several sessions focused on issues important to professionals in the early stages of their careers. They served as panelists and held a joint peer group meeting with executive directors and presidents.

Americans for the Arts expanded the Emerging Leaders section of its website this year to include a resource list, mentoring information, and a letter of support from Board Chair Steven D. Spiess. The Emerging Leader Council, created in 1999, continued to provide advice and guidance.



PORTLAND'S WEATHER MACHINE,
OMEN DESIGN GROUP, INC.



UNITED ARTS FUNDS COUNCIL LEADERS GATHER DURING THE 2003 ANNUAL CONVENTION.



OTHER HIGHLIGHTS

In 2003, the Americans for the Arts Public Art Network published the Call for Artists Resource Guide, a free, downloadable tool on its website. Although geared toward public art professionals, the resource guide can be used by anyone who is organizing a call for artists (exhibition, competition, etc.) and contains information artists need to know when applying to be considered for a project.

The United Arts Funds Council's annual preconference, "The Sea Change in United Arts Fundraising," offered strategies for contending with an uncertain economic climate. A new study by Americans for the Arts in partnership with the Urban Institute shows that UAFs have a positive impact on local cultural industries.

The National Exchange on Art & Civic Dialogue, the culminating gathering of the four-year Animating Democracy initiative, was held in Flint, MI, in October. Participants heard first-hand from artists, cultural and community leaders, scholars, and civic dialogue practitioners about their experiences with strengthening the role of the arts in civic dialogue.

STRATEGIC ALLIANCES AND PARTNERSHIPS

Strength through Partnership

The collective work of arts advocacy depends on strong linkages with organizations and individuals who join Americans for the Arts in pursuing its goals. This year, new alliances strengthened this important network.

Americans for the Arts' new Artists Committee will help heighten the visibility of Americans for the Arts and its mission. Its members are prominent artists from all disciplines, including these artists who have participated in Arts Advocacy Day or The National Arts Awards: Jane Alexander, Martina Arroyo, Alec Baldwin, Chuck Close, Hector Elizondo, Jeff Koons, Arthur Mitchell, Walter Mosley, Cindy Sherman, Wendy Wasserstein, and Peter Yarrow.

MEDIA MOGUL
RUSSELL SIMMONS
SPEAKS AT THE 2003
ANNUAL CONVENTION.

A new partnership between Americans for the Arts and The Film Foundation holds the potential for combining leadership and constituencies to strengthen the cultural infrastructure. The two organizations will focus on common interests: access to the arts for all Americans, the visibility of film as an art form, and the importance of film preservation. Robert Redford's Nancy Hanks Lecture on Arts and Public Policy was the first effort resulting from this new partnership. Martin Scorsese, The Film Foundation's founding chair, is a member of Americans for the Arts' National Leadership Council.

With the reconfiguration of the former National Policy Board into three distinct advisory groups, Americans for the Arts is creating focused alliances to deal with current issues. Leaders of these three groups were announced in 2003. Marian Godfrey, director of civic life initiatives at The Pew Charitable Trusts, chairs the American Arts Policy Roundtable (arts policy); Veronica Hearst chairs the National Leadership Council (individual philanthropy); and Michael H. Jordan, chair and CEO of EDS, chairs the President's Advisory Committee (executive guidance and counsel).

OTHER HIGHLIGHTS

Americans for the Arts staff joined The Association of American Culture at Open Dialogue IX, a three-day conference for arts leaders of color.

ARTrepreneur: The New Arts Leader, the 2003 Annual Convention, was held in Portland, OR. The Regional Arts and Culture Council provided valuable support with organized tours of local cultural sites, special events, volunteer assistance, and participation by local artists. Featured speakers included author Richard Florida, NEA Chair Dana Gioia, and hip-hop mogul Russell Simmons.

Alliances with private-sector leaders included philanthropists Agnes Gund and Eli Broad, who served as co-chairs of the eighth annual National Arts Awards in New York City, chaired by Veronica Hearst.



ARTHUR MITCHELL, ARTISTIC
DIRECTOR OF THE DANCE
THEATRE OF HARLEM



VERONICA HEARST, CHAIR
OF THE NATIONAL ARTS
AWARDS AND THE NATIONAL
LEADERSHIP COUNCIL

ELI BROAD, CO-CHAIR
OF THE NATIONAL
ARTS AWARDS

Champions of the Arts

Leaders honored by Americans for the Arts each year model a deep commitment to making the arts available to everyone. Award recipients in 2003 included champions of arts education, strong believers in the economic impact of the arts, generous supporters, gifted artists, and skilled arts administrators.

Bart Peterson, for example, has made the arts a priority since his inauguration as mayor of Indianapolis in 2000. The City-County Council's support for the arts has more than doubled, and the arts have a visible presence in public spaces—from walking trails to exhibits by local artists in the mayor's offices. A \$10 million cultural development and tourism initiative, funded in partnership with the Lilly Endowment, aims to turn Indianapolis into a cultural destination. Mayor Peterson received the National Award for Local Arts Leadership, presented in cooperation with the United States Conference of Mayors.

Harriet Traurig, director of the San Jose Public Art Program, was a pioneer in the public art movement over her 30-year career until her death in January 2004. Her peers consider her a visionary for her work in communities from Atlanta to St. Louis to San Francisco, where she developed public art programs that help make communities livable places with lively visual identities. She received the inaugural Public Art Network Award in 2003.

Teresa Heinz, chair of the Heinz Endowments and the Heinz Family Philanthropies, received the Frederick R. Weisman Award for Philanthropy in the Arts, one of the National Arts Awards. Under her leadership, the Arts & Culture program of the Heinz Endowments has promoted the vitality of Pittsburgh's cultural life while supporting arts education, promoting excellence in public art and urban design, and infusing the arts throughout the community.

Sofia Coppola, recipient of the Young Artist Award for Artistic Excellence (another National Arts Award), has been called the “most original promising young female filmmaker in America.” Coppola is an outstanding emerging leader in the community of creative artists. Her second film, *Lost in Translation*, opened to critical acclaim in 2003 and earned her an Academy Award for Writing (Original Screenplay).

See page 12 for a complete list of Americans for the Arts award recipients in 2003.

WINDOWS ON PORT TAMPA, BUD LEE, 2002. PHOTO COURTESY OF CITY OF TAMPA, PUBLIC ART PROGRAM, TAMPA, FL.

art. Ask for More.”—Americans for the Arts’ top-ranked national public awareness campaign—received two Gold ATHENAS (award to Honor Excellence in Newspaper Advertising) from the Newspaper Association of America. The awards honored both the four-part print ad series and the individual Martha Graham ad (“There’s not enough art in our schools. No wonder people think Martha Graham is a snack cracker.”). The campaign reached more than 100 million people, and the donated media exceeded \$60 million.

hip-hop television PSAs featuring Chuck D and Caridad La Luz (La Bruja) continued a successful run on Black Entertainment Television, Univision, and Telemundo, increasing awareness of arts education among African American and Latino audiences. Backed by popular demand, these PSAs were released nationally to all local broadcast and cable TV stations.

Americans for the Arts and Liz Lerman, founding artistic director of the Liz Lerman Dance Exchange, were highlighted in an advertising campaign sponsored by Time-Warner publications and CIGNA. It ran in *People*, *Time*, *Sports Illustrated*, and *Fortune* beginning in October in honor of National Arts and Humanities Month. The feature linked Lerman’s community-based work with Americans for the Arts’ goals of community development and dialogue.



AWARDS

THE NATIONAL ARTS AWARDS

Celebrating artistic accomplishment or exemplary leadership in arts education, advocacy, corporate giving, or philanthropy, these awards are presented annually in New York City under the chairmanship of National Leadership Council Chair Veronica Hearst.

2003 Richard Avedon, *Visual Artist*
Christo and Jeanne-Claude, *Visual Artists*
Dr. Vance Coffman, *Chairman and CEO, Lockheed Martin*
Sofia Coppola, *Filmmaker*
Teresa Heinz, *Philanthropist*
Kirk Varnedoe, *Art Historian*

PUBLIC LEADERSHIP IN THE ARTS AWARDS

Presented annually in cooperation with the United States Conference of Mayors, these awards honor elected officials, artists, and arts organizations that have shown outstanding leadership in the advancement of the arts at the federal, state, and local levels.

2003 Sen. Thad Cochran (*R-MS*)
Gov. George Pataki (*R-NY*)
Mayor Bart Peterson (*D-Indianapolis*)
Greater Columbus Arts Council Children of the Future Program
Douglas M. Duncan, *County Executive, D-Montgomery County, MD* (PRESENTED IN COOPERATION WITH THE NATIONAL ASSOCIATION OF COUNTIES)

PUBLIC ART NETWORK AWARD

For innovative and creative contributions and commitment in the field of public art

2003 Harriet Traurig, *Director, San Jose Public Art Program*

SELINA ROBERTS OTTUM AWARD

For outstanding local leadership in the arts by a community arts professional or volunteer

2003 Craig Dreeszen, *Florence, MA*

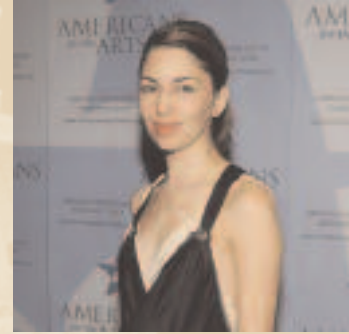
MICHAEL NEWTON AWARD

For innovation in united arts fundraising by a community arts professional, volunteer, or organization

2003 Janet T. Langsam, *Executive Director, Westchester Arts Council*

16TH ANNUAL NANCY HANKS LECTURE ON ARTS AND PUBLIC POLICY

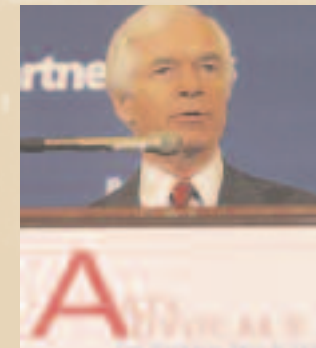
2003 Robert Redford, *Actor, Director, and Activist*



SOFIA COPPOLA



CHRISTO AND JEANNE-CLAUDE



SEN. THAD COCHRAN



CRAIG DREESZEN WITH AMERICANS FOR THE ARTS PRESIDENT AND CEO BOB LYNCH

LOOKING AHEAD

By the close of 2003, Americans for the Arts' board of directors had outlined three goals for 2004–2008:

1. Foster an environment in which the arts can thrive and contribute to the creation of more livable communities.
2. Generate more public- and private-sector resources for the arts and arts education.
3. Build individual appreciation of the value of the arts.

A significant expansion of partners and programs will move the organization toward its goals. Over the next five years, Americans for the Arts will:

- Engage and mobilize artists and leaders from the public sector, private sector, and arts organizations
- Focus on research and information, policy and advocacy, professional development, strategic alliances and partnerships, and visibility and recognition
- Establish a \$50 million endowment to ensure sustainability and advance the mission
- Link the nation's 40,000 nonprofit arts organizations and 4,000 local arts agencies and united arts funds to the common cause of advancing the arts
- Expand the lobbying network
- Build more strategic alliances with elected officials, the entertainment industry, corporate leaders, and national arts service organizations
- Invest in more visibility efforts for the arts
- Create more professional development opportunities for emerging and diverse leaders
- Expand research to help make the case for increased support for the arts and arts education
- Mobilize 100,000 citizen activists on behalf of arts-friendly public policy

With this substantial power base dedicated to advancing the arts, Americans for the Arts and its thousands of partners are poised to elevate the arts agenda to a level never before reached in America.

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Martin Scorsese

Cindy Sherman

Arnold Steinhardt

Meryl Streep

Billy Taylor

Marlo Thomas

Edward Villella

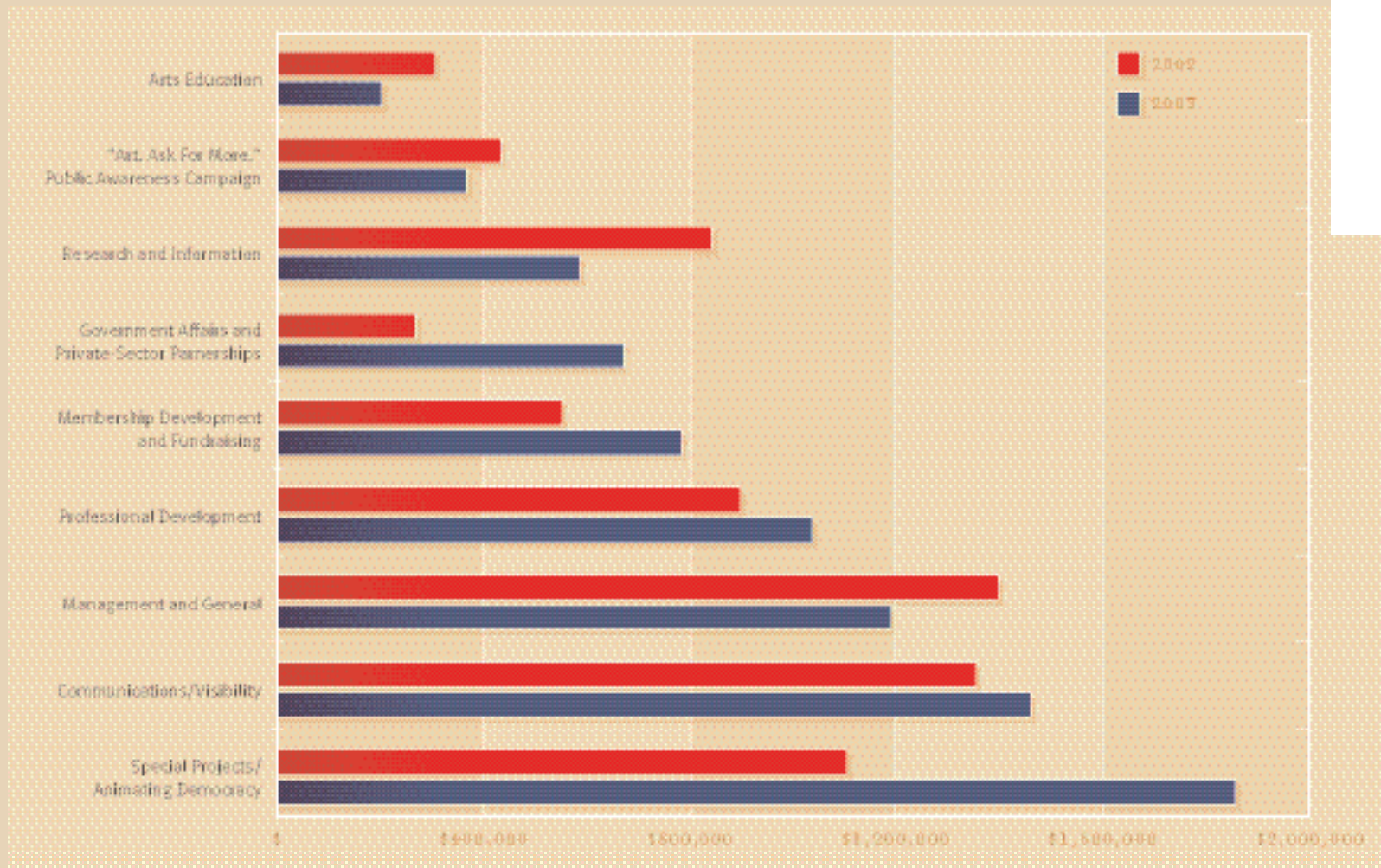
Wendy Wasserstein

Bradley Whitford

Henry Winkler

Peter Yarrow

COMPARATIVE PROGRAM EXPENSES, 2002 AND 2003*



* This document, produced by management for the purposes of this report, is based on the 2003 audited financial statements and accompanying notes prepared by the public accounting firm of Tate & Tryon based in Washington, DC.



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