

Inside this Issue

A Word from Mitch.....2
The value of working together

Our Current Members.....2
The full list of artists, arts organizations & supporters

Membership Keeps Pace with Evolving Needs.....3

Programs for a Pause.....3
Changes in our offerings

Arts Council Annual Report..6
Looking back at 2008-09

Support the Arts Council.....9
Become an Arts Ally today

Grant Spotlight.....10
The impact of Alcoa Funding



Mark Freeman on the Arts Council Blog!

If you've attended an arts event, chances are you've seen Mark Freeman, the engineer come avid arts patron...and now blogger! Whether it's poetry, music, dance or theater, Mark is there celebrating Pittsburgh's arts scene. Neither suburbs, traffic, weather nor bridges deter him from his passionate support for the arts! With a philosophy of "live in your city like a tourist," Mark's blog entries will inspire you to enjoy the ride along with him.

www.pittsburghartscouncil.blogspot.com

CHANGE and Response

Over the past year, Pittsburgh has experienced momentous change. As the economic crisis began to make a local impact, we saw some creative collaborations between Pittsburgh's can-do arts groups, yet thirty percent of them had to reduce their workforce. The state budget also shifted, and we all fought to remind our legislators that arts and culture is an indispensable part of our economy and identity. Pittsburgh even hosted a global summit, allowing the world to peek into our cultural venues, our convention center and even our pancake houses. This issue of *Update* is dedicated to change and response. In the face of these opportunities and challenges, how is your Arts Council responding? Read on to find out!

Stemming the Tide of State Budget Cuts to the Arts

by Ryan Freytag

The 2010 Pennsylvania state budget crisis significantly expanded the Arts Council's capacity to advocate for the cultural community. While advocacy has always been part of our mission, we had not yet been tested to the extent that we were when state funds for programs that support arts and culture were threatened with elimination. The challenge was to lead the best possible effort with the limited time, resources and connections available. Led by the Arts Council, the cultural community rose to the occasion to "learn by doing." Through collaboration at both the local and state level, we presented a unified front that strengthened our ability to deliver an effective message.

(cont. page 5)



Above: Artist Bob Johnson at the March 2009 Economic Forum; Photo: Renee Rosensteel

Pittsburgh's Changing View

by Maggie Johnson

For many leaders in the arts community, The Pittsburgh Summit (G-20) was an unparalleled opportunity to promote our amazing arts and culture community while all the world looked on. To this end, the arts community instigated *Pittsburgh is Art*, a highly collaborative initiative that brought together artists and arts organizations in a unique, productive way.



Like other misunderstood sectors of the local economy (i.e. technology and environmental initiatives), arts and culture often suffers simply from being overlooked. President Obama claimed to choose Pittsburgh as his G-20 host city because of its innovative transformation "from an aging industrial town into a tech-heavy, eco-friendly metropolis" (*Time Magazine*, 09/23/09). Arts and culture are part of that story. Given a short timeline, the challenge for *Pittsburgh is Art* was to mobilize and coordinate the interests of many independent groups quickly and proactively.

(cont. page 2)

Arts Council 2008-09 Annual Report

by Tiffany Wilhelm

Looking back on 2008-09, it's almost shocking to see results that show our slow and steady growth since 2005. For many months now, we have been shifting to the "new normal" mindset: a sustain and improve strategy that will be evident in our 2009-10 Annual Report. Like all of you, we are working on running our programs smarter and better, but not necessarily bigger. **Read our 2008-09 Annual Report on pages 6 and 7 to find out more about our successes over the past year.** Please feel free to send us your comments or questions at any time to info@pittsburghartscouncil.org.

Current Members

Arts Businesses

Artigianali Co.
Autumn House Press
Artist & Craftsman Supply
Gallerie Chiz
Institute of International Art & Languages
Japan-America Society of Pennsylvania
Kelly Custom Furniture & Cabinetry
ModernFormations Gallery &
Performance Space
Morgan Contemporary Glass Gallery
Pittsburgh Technology Council
SLB Radio Productions, Inc.
The Clay Place

Cultural Organizations

AFTRA Pittsburgh
Arts Education Collaborative
AIGA Pittsburgh
ArtUp (Artists Upstairs)
American Jewish Museum
Associated Artists of Pittsburgh
Attack Theatre
August Wilson Center for African
American Culture
Artists Image Resource
Bach Choir Pittsburgh
Bricolage
Balmoral School of Piping
Bulgarian Macedonian National
Education & Cultural Center
Baldwin-Whitehall Friends of the
Theater Arts
Boyd Community Center
Calliope: The Pittsburgh Folk Music
Society
Chatham Baroque
Carnegie Library of Pittsburgh -
Foundation Center
Chhandayan, Inc.
Carnegie Mellon University - College of
Fine Arts
Children's Festival Chorus
Carnegie Museum of Art
Children's Museum of Pittsburgh
Carnegie Museum of Natural History
City Theatre Company
Dance Alloy Theater
Dress for Success Pittsburgh
Dreams of Hope
Enjoy Bellevue
Father Ryan Arts Center of Focus on
Renewal
Freeport Theatre Festival
Fiberarts Guild of Pittsburgh, Inc.
Frick Art & Historical Center
Gateway to the Arts
Guiding Star Productions
Harmony Singers of Pittsburgh
Hillman Center for Performing Arts -
Shady Side Academy
Hill Dance Academy Theatre (HDAT)
IATSE, Local 3
I Made It! Market
Ixtlan Artists Group, Inc.
Indiana Arts Council
Jazz Workshop Incorporated
Kente Arts Alliance
Kelly-Strayhorn Theater
LABCO (Laboratory Dance Company)
Luke & Eloy Gallery
Lawrenceville Historical Society

(cont. next page)

A Word from Mitch

When Pittsburgh's arts and culture community works together, we are an indomitable force. Our joint efforts better position the entire sector in a way that no one member could achieve alone. As we create an environment of galvanized support for the arts, it becomes the job of each artist and organization to make best use of the new opportunities within that environment. Ultimately, this spirit of "collaborative competition" will make us more effective as a sector and as individual entities. We've seen prime examples of this principle lately in the success of our collective efforts with the state's budget impasse, and in the *Pittsburgh is Art* campaign. As a result, we've improved our standing with elected officials in the city, county and state government, as well as the business community. We're continually thinking about how we can help to lead and support these sorts of collaborations.



This issue of *Update* reflects how we've responded to obstacles: by viewing them as opportunities. In the coming months you'll see more evidence of this, in our marketing and advocacy efforts, in a surprise new space that will make gatherings more convenient and available to members (details soon!), and with more programs focused on dealing with a troubled economy. We are better able to be responsive and proactive because of your growing participation in and support of our work. All of us at the Arts Council greatly appreciate the honor and opportunity to expand the reach, influence and effectiveness of the region's diverse cultural community.

A handwritten signature in black ink that reads "Mitch Swain". The signature is written in a cursive, flowing style.

Mitch Swain, CEO

Pittsburgh's Changing View (cont. from page 1)

The Arts Council's first proactive response was to employ the use of its comprehensive regional events listing. With easy access by email and the internet, *Arts Pittsburgh Events* could serve as a prime resource for media reps, G-20 delegates and local citizens interested in events happening before, during and after the Summit. However, the format was in need of an upgrade and the Summit presented the perfect impetus for the change. Through hours of hard work and ingenuity, *Arts Pittsburgh Events* was moved to the Helios Calendar open source platform, which provided several enhancements including more interesting user-generated content, greatly enhanced search and email subscription capabilities for users and the potential for mobile applications.

Then in mid-July, board member Hilary Robinson, Dean of Carnegie Mellon's College of Fine Arts, convened a meeting of arts leaders who were interested in promoting the arts sector during G-20. From that gathering, the *Pittsburgh is Art* campaign ultimately emerged. By September, clear messaging had been crafted to tell the story of the how "Art transforms Pittsburgh." The message spread in numerous ways, from a jointly composed editorial signed by over 30 local organizations, to groovy t-shirts emblazoned with a new logo created by Landesburg Design.

By the time the actual Summit swept over our fair city, the results of this collaboration proved fruitful. The arts enjoyed significant media attention, from articles in *Forbes Magazine* and *The Washington Post* to surprise visits at cultural venues from international media. Pleased by its collaborative nature, several funders also committed funding to the project. Relationships with potential partners, such as VisitPittsburgh and the Mayor's Office were strengthened on behalf of the entire arts community, and a successful guerilla marketing campaign was established that continues now.

Not to be taken for granted is also the "esprit de corps" that was formed among all involved—and we're not done yet! In the August 24 issue of the *Pittsburgh Tribune-Review*, Hilary Robinson said, "I very much hope—and the people involved hope—that the momentum we've got going here will continue long after the G-20, and that the wider Pittsburgh community know about the opportunities and benefits that the arts in this town give to them." To move the campaign forward will require even more participation from Arts Council members and partners. We hope you'll get involved!

To learn more about this initiative, please visit www.PittsburghIsArt.org or email Maggie at mjohnson@pittsburghartscouncil.org.

Membership Keeps Pace with Evolving Needs

by Dek Ingraham

Whether anticipating change or responding to it, the Membership Department of the Arts Council evolves to support its members. The past year has proven to be a great challenge to individual artists and arts organizations. Though arts groups are used to a certain amount of fluidity, the recession has brought fast changes that have challenged even the most adept. The Arts Council has restructured its membership accordingly, and has helped many of its members navigate this shifting landscape to accomplish their mission, despite some difficult situations.

When the economic crisis began to unfold, the Arts Council reviewed and revised its membership dues schedule to smooth out the “jumps” in price from one level to the next. This resulted in savings for many of our member organizations, allowing some to continue membership when it otherwise would not have been affordable. Our flexible payment options and “open door” communication policy are designed to help our members continue to receive the benefits of membership when they need it most.

The Arts Council has helped many of its members navigate this shifting landscape to accomplish their mission, despite some difficult situations.

When the Brew House Association was told by the city that it had to vacate its Southside facility, the Arts Council stepped in to help the artists who were left without living and work space to find alternate spaces across the city. Similarly, the small, independent theatre company, The Rage of the Stage Players, lost their performance venue at the Brew House the week that they were scheduled to open *Dorothy in Oz*. Though they located a new space on their own, they needed liability insurance right away. The Arts Council was able to help them get low-cost insurance within forty-eight hours through its partnership with Fractured Atlas.

(cont. page 8)

Programs that Encourage a Thoughtful Pause

by David Seals

I'm standing at the whiteboard, marker in hand. It's filled with text to the edges. Colors. Arrows. Boxes. It is an *a-ha!* moment. It is the moment of freedom where nothing is sacred except mission—where the methods are merely expendable means to an end. “What is the best method,” I ask myself, “to cultivate an effective arts community?”

Programs that Cultivate Innovation

Perhaps the most sobering anecdote to cross my desk recently was the discovery that, in the time since we distributed last year's PA Partners funding, three of our forty-six grantee organizations have ceased operations—each for its own complex reasons. Clearly, one of the greatest needs in the current climate is funding, and we will continue to pursue current and new ways to re-grant funds directly to artists and arts organizations. Having said that, I wonder if our grant funding would return a much greater mission ROI if coupled with a powerful counterpart: the *a-ha!* moment.

It's hard to pause. There's a tendency to work harder with fewer staff to accomplish the same mission in the same way.

Nearly all of the Arts Council's programs are designed for this moment. Our audience development grants ask you to step back and imagine what new people might fall in love with your theatre or museum. Our artist grants ask you to imagine what's next in your career as a working artist. Our leadership grants ask you to find a context in which you can explore a new perspective on your administrative work. Our business volunteers are available to help you think bigger about where you are going—whether it's the way you talk to your audiences or the goals for your organization.

Our Changes in the Current Year

Like many of you, Arts Council leadership has had to make some difficult choices about where to focus staff time and resources. For the year to come, our professional development initiatives will favor more need-specific consulting through Business Volunteers for the Arts (BVA) and Volunteer Lawyers for the Arts (VLA). For example, in-depth arts marketing guidance can be found by applying for a BVA consultant to review your current marketing efforts, help with audience research, etc. For intellectual property law issues, we encourage you to apply for a VLA attorney to advise you on legal

(cont. next page)

Current Members

Cultural Organizations (cont.)

Manchester Craftsmen's Guild (MCG Arts)
Mendelssohn Choir of Pittsburgh
Mary Miller Dance Company
Michael Berger Gallery
Mattress Factory
McKeesport Symphony Orchestra
Nandanik Dance Troupe
Nego Gato, Inc.
Nathanael Greene Historical Foundation
New Hazlett Theater
Oakland Girls Choir
Open Thread
Off the Wall Productions
Opera Theater of Pittsburgh
Open Stage Theatre
Phase 3 Productions
Passports: The Art Diversity Project
Pittsburgh Jewish-Israeli Film Festival
Phipps Conservatory
Pittsburgh Music Academy
PITT ARTS
Pittsburgh Musical Theater
Pittsburgh Arts & Lectures
Pittsburgh New Music Ensemble
Pittsburgh Ballet Theatre
Pittsburgh Opera
Pittsburgh Banjo Club
Pittsburgh Parks Conservancy
Pittsburgh Camerata
Pittsburgh Philharmonic
Pittsburgh Ceili Club
Pittsburgh Playwrights Theatre Company
Pittsburgh Center for the Arts
Pittsburgh Public Theater Corporation
Pittsburgh Chamber Music Society
Pittsburgh Society of Artists
Pittsburgh CLO
Pittsburgh Symphony Orchestra
Pittsburgh Concert Chorale
Pittsburgh Victorian Gibson Girls
Pittsburgh Concert Society
Pittsburgh Cultural Trust
Pittsburgh Youth Ballet Company
Pittsburgh Filmmakers
Pittsburgh Youth Pops Orchestra
Pittsburgh Folk Festival, Incorporated
Pittsburgh Youth Symphony Orchestra
Pittsburgh Glass Center
Polish Cultural Council
Pittsburgh Irish & Classical Theatre
Prime Stage Theatre
Quantum Theatre
Renaissance & Baroque Society
River City Brass Band
Renaissance City Wind Music Society
Royal Tribe Music
River City Artists Management
Sembène - The Film and Arts Festival
South Park Theatre
Senator John Heinz History Center
Squonk Opera
Shakespeare in the Parks
Stage 62
Silk Screen - Asian American Cultural Organization
Stage Right!
Silver Eye Center for Photography
Steel Valley Arts Council
Steeltown Entertainment Project
Society for Contemporary Craft
StorySwap

(cont. next page)

Current Members

Cultural Organizations (cont.)

Sounds of Pittsburgh Chorus
STUDIO for Creative Inquiry
South Hills Chorale
Sweetwater Center for the Arts
The Arts for the Cure
Three Rivers Young Peoples Orchestras
Tickets For Kids Charities
The Legacy Arts Project
Toonseum
The Pillow Project
Tuesday Musical Club
The Pittsburgh Music Hall of Fame
The Heritage Players,
Bethel Park Community Theatre
The Rage of the Stage Players
University of Pittsburgh
Department of Music
USA Dance, Pittsburgh Chapter
UMOJA African Arts Ensemble
Unseam'd Shakespeare Co.
University of Pittsburgh Theatre Arts
Department
Viaduct
Westmoreland Arts and Heritage Festival
Westmoreland Museum of American Art
Women of Visions, Inc.
Women in Film and Media
YMWAHA: Young Men & Women's
African Heritage Association

Individual Artists

Barb Connor Antel
Lisa Augustyniac
Jack Bailey Toby
Sam Boese
Joy Borelli-Edwards
Kyle Bostian
Sally Bozzuto
Gratia Brown
Norman Brown
Carissa Burnham
Rick Byerly
Michael Caldwell
Connie Cantor
Byron Caplan
Brian T. Carney
Elizabeth Castonguay
Marcia Clark
Paola Corso
Ceci Grasso Dadisman
Cornelia Davis, Ph.D.
Luise Davis
Jesse Derflinger
Meg Dooley
Myra D. Falisz
Donna J. Fisher
Sherrie Flick
Geraldine Florida-Kaclik
Sandra Gould-Ford
Barbara Grossman
Atticus Fraley
Ryan Freytag
Paula Garrick Klein
Marjorie C. Greenberger
Rachel Hallas
Laurel Herman
Olivia Hibell
Judy Hopson
Larry Rippel
Karen Howell
Susan Jasko
Lisa Margot Johnson

(cont. next page)

Construction as Canvas Transforms Arena's Fence with Public Art



Building a Greener Hill by Ashley Hodder
Photo credit: Renee Piechocki

The Office of Public Art announces the completion of *Construction as Canvas* – three public artworks on the construction fence surrounding the Consol Energy Center. The project brought together community organizations, artists, and young people to create artwork that elevates the construction fence from a functional object to a platform for community expression.

Pittsburgh artists Leslie Ansley, Gregory Anderson and Ashley Hodder worked with three community organizations and young people in the Hill District and Uptown neighborhoods to create the artworks. Leslie worked with young people ages 10-18 in a summer program hosted by Bedford Hill

Apartments to create *Remembering Our Future* along Centre Avenue. Gregory Anderson work with children ages 6-8 with a program at the Centre Avenue YMCA developing their project *Changing Shape* along Washington Avenue. Ashley Hodder worked with young people ages 11-15 in a program at Schenley Heights Community Development Program to create *Building a Greener Hill* along Fifth Avenue. These three projects were commissioned by the Sports and Exhibition Authority, Urban Redevelopment Authority, and the Pittsburgh Penguins.

Programs that Encourage a Thoughtful Pause (cont. from page 3)

issues in your work. Our workshops and events will be fewer, but also more collaborative, making the most of community partners such as the Bayer Center for Nonprofit Management and the Emerging Leaders Network. The idea here is to give you direct exposure to best practices in arts management while utilizing our vast network of expert, arts-passionate professionals.

Also this year, you will see a streamlined schedule of grant deadlines that will allow our staff to give you the focused help you need to write applications that have a better chance of doing well before each grant panel. To that end, the Artist Opportunity Grants and the Alcoa Foundation Leadership Grants for Arts Managers will be accepted twice per year, instead of quarterly. (The complete list of 2010 deadlines is listed below.) Finally, beginning in the spring of 2010, you will see us begin to develop a stronger partnership with the Bayer Center for Nonprofit Management, whose nonprofit management workshops will begin to include some arts components. Also this spring, we'll be unveiling a new education program designed to help arts organizations collaborate and share resources. Stay tuned for details!

Use the Arts Council to Rejuvenate and Rethink This Year

It's hard to pause. There's a tendency to turn-to, working harder with fewer staff to accomplish the same mission in the same way. This year, the Arts Council invites you not to lose the forest for the trees. Take time to step up to the white board and rethink things. Open yourself up and imagine how you might accomplish your mission in new ways, and take advantage of our programs to make that happen. In the end, your thoughtful participation in the Arts Council's programs will grow your effectiveness—which is, after all, the reason we exist.

2010 Grant Deadlines (Subject to Change)

- | | |
|--|-------------------------------|
| • BNY Mellon Audience Development Fund | Friday, January 15, 2010* |
| • PA Partners Program Stream (invitation only) | Friday, February 12, 2010 |
| • Artist Opportunity Grants | Monday, March 1, 2010 |
| • Alcoa Foundation Leadership Grants for Arts Managers | Saturday, May 1, 2010* |
| • PA Partners in the Arts Project Stream | Friday, June 18, 2010 |
| • Artist Opportunity Grants | Wednesday, September 1, 2010* |
| • BNY Mellon Audience Development Fund | TBD, November 2010* |
| • Alcoa Foundation Leadership Grants for Arts Managers | Wednesday, December 1, 2010 |

*availability of regrants subject to approval by program funder

Stemming the Tide of State Budget Cuts to the Arts *(cont. from page 1)*

Help on the Home Front

Our local efforts were bolstered significantly by a number of individuals, especially Marilyn Coleman (Colman Consulting) and John Federico (City Theatre). With Marilyn's help, we were able to acquire a Pittsburgh City Council Proclamation in support of state funding for the PA Council on the Arts (PCA) that was sent to both the Governor and every member of the legislature. Soon after, John helped us broaden the picture of state arts funding to include the Educational Improvement Tax Credit (EITC) program, on which a number of local organizations depend as a significant source of revenue. Expanding our advocacy agenda to include funding for the PCA, EITC and the Pennsylvania Historical and Museum Commission (PHMC), we were able to convince Mayor Ravenstahl to write a letter to the Governor calling for state support for all three of those programs.

Taking the Message to Harrisburg

The Arts Council and a number of arts and cultural organizations across Pennsylvania participated in statewide advocacy phone calls led by Citizens for the Arts. In addition to keeping us informed about the advocacy work being done across the state, these weekly teleconferences were the planning ground for larger efforts such as the July 14 *Save the Arts in PA* rally in Harrisburg. The 400-person rally was a huge success, with more than fifty participating individuals from the Pittsburgh region including artists, educators, arts managers and the heads of local cultural organizations who met with their legislators to discuss the issues at hand. This marked the first of several visits to Harrisburg by members of the Arts Council staff during the budget process.



Arts and culture supporters from our region joined members of the Arts Council's staff for the Save the Arts in PA rally in Harrisburg.

An Unpleasant Surprise

In a further test of our mettle, statewide arts advocates were blindsided by a last minute proposal to lift the sales tax exemption on admissions to arts and cultural events. This unexpected addition led to our second and third visits to Harrisburg, where we were joined by our counterparts from the Greater Philadelphia Cultural Alliance for more than twenty meetings with elected officials and staffers, including Governor Rendell, Senator Pileggi, Representative Eachus and others. The combined efforts of the Arts Council and the Cultural Alliance enabled us to access to the offices of legislators outside of the districts in our respective regions, expanding the reach and power of our message. These meetings helped convince legislators that the tax was bad public policy and would not raise the funds that they had projected. In the end, the tax exemption was preserved, and although they were funded at lower levels, the PCA, PHMC and EITC programs remained in the budget—a significant victory for the cultural sector as a whole. By speaking in a unified voice, we were heard above the other interests competing for state funding.

Looking Ahead

This year the budget challenges will be even greater, but the Arts Council will be better prepared for the fight. Building on what we learned during the last six months, we have already begun to meet with legislators and plan our efforts with partners across the state. We have shown what we can accomplish when we work together, and it is important that we maintain this level of interest and participation in the community moving forward.

Current Members

Individual Artists *(cont.)*

Andrea Jones
Robert Anthony Jones
Amy G. Kerlin
Randy Kovitz
Christiane D. Leach
Carla Leininger
Marie Leone
Chaz Letzkus
Laura Lutton
Heather Mallak
Timothy Meehan
David Montano
Jeffrey Morris
David Motak
Ronald Nigro
Susan O'Neill
Richard Parsakian
Richard L. Parsons
John Peña
Josienne N. Piller
Brenna Quinn
Gail Ransom
Gabrielle "Gab Cody" Reznik
The One & Only Rev. Daisher Rocket
Camille Villalpando Rolla
Jeremy L. Rolla
Renee Rosensteel
Tammy Ryan
Brian Sesack
Guangyuan Shan
James Simon
John Stallings
Norine Thompson
Lauren Toohey
John Valentine
R. Weis
Joe Wos
Yanlai Wu
Cleo Zell

ARTS Ambassadors

Neil Barclay
Meyer & Merle Berger Family Foundation
Bill Bodine
John C. Camillus
Victor D. Dozzi
James L. Fawcett Jr.
Lilah Hilliard Fisher Foundation
Jane Harrison, J.L. Harrison & Associates
Elsie H. Hillman Foundation
Margaret Hynes
J. Kevin & Kristen McMahon
Kate E. H. Prescott, Prescott & Associates
The Donald & Sylvia Robinson Family Foundation
Pittsburgh Banjo Club
Mitch & Tracey Swain
Thorp Reed & Armstrong
Tom Von Lehman & Maggie Good
Jane Werner
James Wilkinson

ARTS Champions

Victor Dozzi
Jennifer Gula, in memory of Jason Gula
Lisa Hoitsma
Perot Systems Plano, in memory of Jason Gula
Andrew E. Masich

(cont. next page)

Current Members

ARTS Champions (cont.)

Sam Newbury & Jan Myers Newbury
 Mark R. Power
 Sara Radelet
 Janet Sarbaugh & Bill McAllister
 Ken Spencer, ChFC Ameriprise Financial
 Jamee & Tom Todd

ARTS Goers

1 Anonymous
 Kilpatrick Stockton LLP in the name of
 Lucas Paglia
 Brooke Annibale & Family, in memory of
 Jason Gula
 Suzy & Jim Broadhurst
 David & Susan Brownlee
 Geri Chichilla
 Linda & Reynolds Clark
 Margaret S. Cyert
 Michele de la Reza
 Dr. & Mrs. Robert Fidoten
 Mark Freeman
 Irving & Aaron deRoy Gruber
 Charitable Foundation
 Michael Gula, in memory of Jason Gula
 Herman Hittner
 Constance F. Horton, MSW
 Tammy Jozwiakowski, in memory of
 Jason Gula
 Elizabeth Krisher
 William & Nancy Lanham, in memory of
 Jason Gula
 Larry P. Leahy, D.M.D.
 Sally Minard & Walter Limbach
 Pittsburgh Concert Society
 Brett Mercuri, in memory of Jason Gula
 Perot Systems Global Sales Team, in
 memory of Jason Gula
 Robert Neu
 David & Nan Newell
 Mr. & Mrs. Patrick O'Donnell
 Dee Jay Oshry & Bart Rack
 Sandy and Gene O'Sullivan
 OurStage, in memory of Jason Gula
 Robert & Annmarie Penvose, in memory
 of Jason Gula
 David L. Pollack, Esq.
 Jim & Beverly Pugh
 Mr. & Mrs. C.J. Queenan, Jr.
 Robert & Sharon Sciabassi
 Scott McFarlane & the Dell Account
 Team, in memory of Jason Gula
 David Simon, Vice President AJM
 Mortgage, Inc.
 John Sotirakis
 Terry & Amanda Ukrainetz, in memory of
 Jason Gula
 The Weiner Family Foundation
 Nancy Werner
 Michael A. Wessell

ARTS Buffs

2 Anonymous
 Madalon Amenta
 Jane C. Arkus
 Howard J. Wein & Susan Bails
 Donald & Shirley Bates, in memory of
 Jason Gula
 Christopher Beck
 Carol R. Brown
 Michael Caldwell
 Anthony Catania
 Matthew Cottle

(cont. next page)

Arts Council 2008-09 Annual Report

Your Arts Council By the Numbers

Grants

Through its four grant programs, the Arts Council distributed a total of \$379,248 to 144 grantee organizations and artists in 2008-09. This includes a new grant, the BNY Mellon Audience Development grant program, which spurred arts organizations to create innovative audience development projects within their own organization's marketing plans.

Consulting

VLA coordinated eighty-two cases in 2008-09, and attorneys donated 691.75 hours valued at \$170,109 to the arts community (up from fifty-three cases, 424.4 hours at \$90,049 the previous year.) BVA's active volunteer list grew to 62 business professionals (up from 25.) Thirty BVA cases were matched, generating 234 hours valued at \$19,390.

Cultural Policy and Research

Work in the past year focused on timely issues including support for arts organizations challenged by the economic downturn and advocacy to counter the threat of eliminated state arts and culture funding. In partnership with peers around the state, advocacy efforts stopped a proposed sales tax on arts tickets.

ProArtsTickets

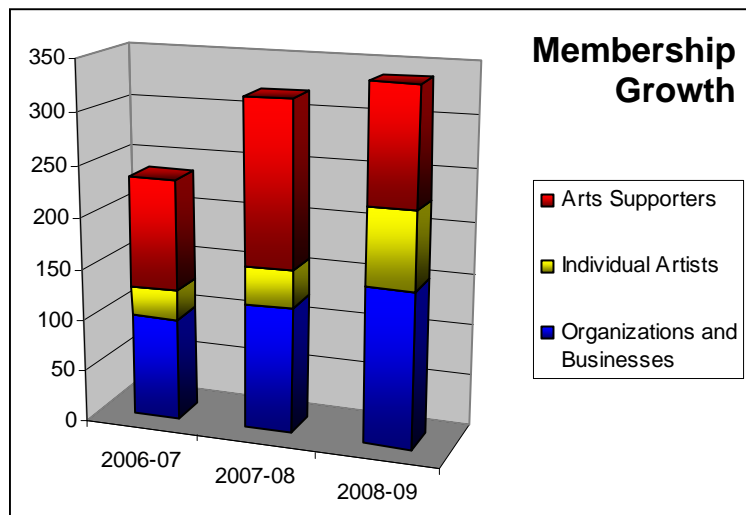
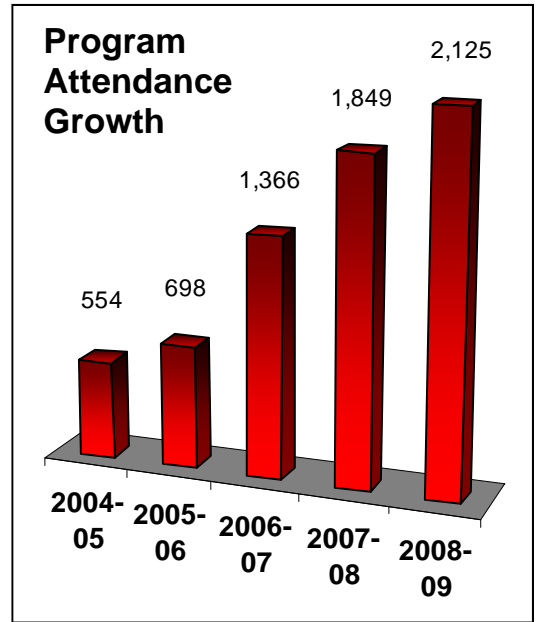
In 2008-09, more than 59,000 tickets were sold for 138 events serving 46 clients who earned \$1,293,412 (the highest total client revenue in ProArtsTickets history). Since its inception in 1998, ProArtsTickets has generated more than \$8.4 million in revenue for area arts organizations by selling over 450,000 tickets.

Professional Development & Networking

2,125 individuals attended 41 workshops, events or programs. 90% of participants rated the "Value of the Content" of programs they attended as "Excellent" or "Good."

Membership

The Arts Council's membership continued to grow in 2008-09. Our membership consisted of 131 Cultural Organizations, 21 Arts Businesses, 74 Individual Artists and 113 Arts Ally supporters.



Office of Public Art

In 2008-09, OPA worked on five major projects including design development for the Ann Katharine Seamans Memorial Garden in Mellon Park, a Public Art Plan for Point State Park, a Public Art Strategy as part of the Borough of Wilkesburg's overall Comprehensive Plan, artist selection for the Zone 3 Police Station project, and *Construction as Canvas*, a temporary construction fence project at the new Pittsburgh

Annual Report (cont. from page 6)

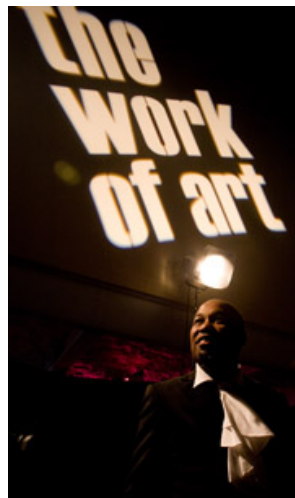
Penguins Arena. OPA also continued to coordinate the Pittsburgh Artist Registry, that now includes nearly 800 southwestern Pennsylvania visual, literary, and performing artists, and the Artist Opportunities Listserv reaching over 2,500 subscribers each month.

Information Resources

The Arts Council website had over 145,000 pageviews by more than 29,000 unique visitors in 2008-09. Over 6,400 people receive valuable information by email through the Arts Council's lists.

The Work of Art Awards

The second Work of Art Awards was hosted on June 1, 2009 and drew nearly 400 attendees. A guest from the business community had this to say, "The event enabled us to see that everyone can play a role in supporting the arts, no matter how big or small. We could see just how much is truly going on in this amazing city of Pittsburgh, and just how many different groups of people of all ages and backgrounds are working hard through different mediums to keep arts alive."



Rev. Deryck Tines at the 2009 Work of Art Awards

Management & Governance

In February 2009, GPAC conducted a unique organizational review process. Leaders from peer arts councils and commissions in Seattle, St. Louis, Kansas City and Philadelphia visited Pittsburgh for two days of interviews, fact-finding and discussion with members, staff, board and funders. The process encouraged the Arts Council staff and board to streamline and focus our strategic plan into four key goal areas:

- Goal 1. Increase visibility and support of the arts
- Goal 2. Enhance the capacity, efficiency and effectiveness of the arts and culture community
- Goal 3. Create an environment and opportunities that are supportive of individual artists
- Goal 4. Serve as a model organization that strives to incorporate best practices, increase internal efficiency, and ensure organizational sustainability

2008-09 Financial Statement Fiscal Year Ending June 30, 2009

Income

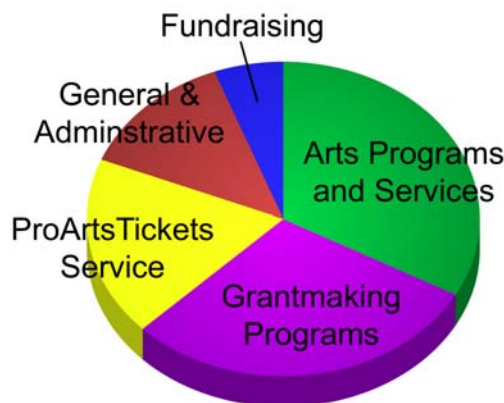
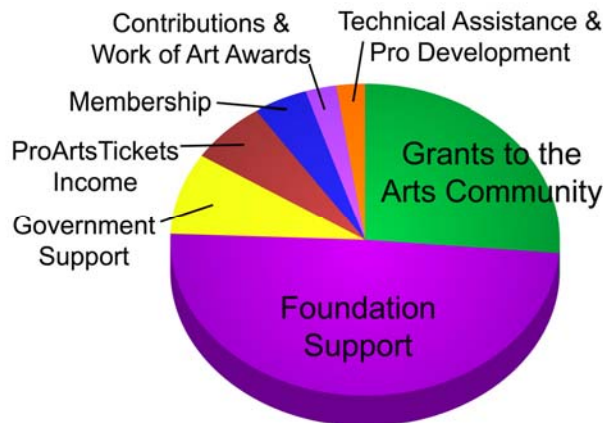
Funds for Grants to the Arts Community	382,237	26%
Foundation Support	713,500	49%
Government Support	123,551	9%
Ticket Service Income	93,214	6%
Membership Dues	64,927	4%
Contributions & Work of Art Awards	37,209	3%
Technical Assistance & Professional Development	34,520	2%
Total Income	\$ 1,449,158	

Expense

Arts Services and Programs	470,281	33%
Grantmaking Programs	423,460	30%
ProArtsTickets Service	263,070	18%
General & Administrative	187,592	13%
Fundraising	81,299	6%
Total Expense	\$ 1,198,633	

Cash Reserve

Net Income \$ 23,456



Current Members

ARTS Buffs (cont.)

Ms. Eliese S. Cutler
 Luise K. Davis
 Jonathon Decker
 Libby Elbaum
 Cynthia Ference-Kelly
 Sherri Flick, Gist Street Reading Series
 Heidi Freytag
 Joan Gaul
 E. Jeanne Gleason
 Charles Gray
 Marjorie C. Greenberger in honor of Mrs. Ruth Westerwau
 Donna M. Gula, in memory of Jason Gula
 Becky Hartgraves, in memory of Jason Gula
 Ms. Jane Haskell
 Alan Helgerman
 David & Mary Hunter, Hunter Associates
 Donna Isaac
 R. Craig and Mary M. Kirsch
 Anne-Marie Lubenau
 Allen Majeski
 Mr. Robert C. McCartney
 Gale McGloin
 Katie Mihaly
 Franklin Molin
 Sam & Anita Napoli
 Linda Plowman
 Jeffrey Lawrence Pollock, Esq.
 Deborah & Martin Powell
 Kelly & Tom Price
 Gelman & Reisman
 Stephen G. Robinson
 Carissa Stajrajh
 Shirley & Sidney Stark
 Barbara M. Steinberg
 June F. Swanson
 Jacqueline Walker
 Marvin & Dot Wedeen
 Lynne Williams

This list includes Arts Ally members since July 1, 2008. Every effort has been made to ensure the accuracy of this list. Please contact us regarding any changes to your recognition and thank you for your support!

For information about how you can become an Arts Ally, please see page 9 or contact Tiffany Wilhelm, Director of Membership & Development, at twilhelm@pittsburghartscouncil.org or 412.391.2060 x222.

Events to Your Inbox

Want to know more about the latest theatre, dance, exhibitions, films, gallery openings, and projects being produced by Greater Pittsburgh Arts Council Members? Subscribe to the weekly **Arts Pittsburgh Events Listing**, and receive the news directly to your inbox! You can choose from this and several other listservs by choosing "E-Updates" at www.pittsburghartscouncil.org.

Board of Directors

Bill Bodine, Chair

Frick Art and Historical Center

John Camillus, Executive Vice Chair at-large, Joseph M. Katz Graduate School of Business, University of Pittsburgh

Peggy Hynes, Vice Chair at-large
Streamline Communications

Lisa Hoitsma, Vice Chair
Gateway to the Arts

James Fawcett, Secretary
Highmark Blue Cross Blue Shield

Victor Dozzi, CPA, Treasurer
CrawfordEllenbogen LLC

Jane Werner, Immediate Past Chair
Children's Museum of Pittsburgh

Mitch Swain, CEO
Greater Pittsburgh Arts Council

Michele de la Reza
Attack Theatre

Constance F. Horton, MSW
Fund for the Advancement of
Minorities Through Education

Charlie Humphrey
Pittsburgh Filmmakers/Pittsburgh
Center for the Arts

Andrew Masich
Senator John Heinz History Center

J. Kevin McMahon
Pittsburgh Cultural Trust

Bill Peduto
Pittsburgh City Council

David L. Pollack, Esq.
Strassburger, McKenna Gutnick &
Gefsky

Kate E. H. Prescott
Prescott & Associates

Dr. Hilary Robinson
College of Fine Arts at Carnegie Mellon
University

John Sotirakis
ThoughtForm, Inc.

Michael A. Wessell, Esq.,
Community Leader

Jim Wilkinson
Community Leader

Membership Supports through Changes Large & Small *(cont. from page 3)*

Not only does the Arts Council respond to the changing economic climate, we also respond directly to the administrative needs and concerns of our membership. Our members told us that they didn't want to fill out complete renewal forms, so we created a new system to save them time and increase the accuracy of our information. We were told that our old events listing was too cluttered and too difficult to navigate, so we introduced the new *Arts Pittsburgh Events Listing* powered by the Helios Calendar system. When our members told us that they wanted additional health coverage options, the Arts Council partnered with Fractured Atlas to provide access to a menu of traditional insurance options through their Open Arts Network.

The Membership Department has a variety of quality of life changes in store for our members as we make our move to a new data management system. We'll have more details about these soon! We are also interested in what our members think about what we do and how we do it. Watch your inbox for a comprehensive membership survey to help us become even more responsive to your needs. Change can sometimes be a scary thing, but with your Arts Council to support you, change can become opportunity.

Arts Council Staff

Mitch Swain, CEO, x225
mswain@pittsburghartscouncil.org

Christiane Leach, Executive Assistant, x228
cleach@pittsburghartscouncil.org

David Seals, Arts Programs Manager, x227
dseals@pittsburghartscouncil.org

**Tiffany Wilhelm, Director of Development
& Membership, x222**
twilhelm@pittsburghartscouncil.org

**Dek Ingraham, Membership Services
Coordinator, x234**
ringraham@pittsburghartscouncil.org

**Ryan Freytag, Manager of Cultural Policy
& Research, x232**
rfreytag@pittsburghartscouncil.org

**Sue Mencher, Internal Systems
Administrator, x221**
smencher@pittsburghartscouncil.org

**Maggie Johnson, Director of Marketing
& Audience Development, x229**
mjohanson@pittsburghartscouncil.org

**Tanaz Balaporia, Box Office
Manager for ProArtsTickets, x223**
tbalaporia@pittsburghartscouncil.org

Find the Artist You're Looking For!

Looking for Artists? The Pittsburgh Artist Registry is a resource for promoting visual, literary, performing and multi-disciplinary artists living in southwestern Pennsylvania.

The registry is the only free on-line artist database in the region. It provides a platform on which artists can expand their audience and publicize their work. It connects artists to opportunities by presenting their work in a searchable form for organizations, curators, architects and others looking for local artists from around the region. For more info contact Lea Donatelli or visit the Pittsburgh Artist Registry online at www.pittsburghartistregistry.org.

This registry is a project of The Office of Public Art. The Office of Public Art is a partnership between the Greater Pittsburgh Arts Council and the City of Pittsburgh Department of City Planning with funding provided by The Heinz Endowments.

Lauren Robison, Ticketing Associate, x230
info@proartstickets.org

Sean Collier, Chuck Buchanan, x 235
ProArtsTickets Representatives

**Renee Piechocki, Director, Office of
Public Art**
publicart@pittsburghartscouncil.org

**Lea Donatelli, Program Manager,
Office of Public Art, x233**
opa@pittsburghartscouncil.org

Online Resources:

www.ArtsWorks.org

Job, Internship & Volunteer listings

www.pittsburghartistregistry.org

A database of regional artists

www.publicartpittsburgh.org

The Office of Public Art (OPA)

pittsburghartscouncil.blogspot.com

Thoughts on the industry by our
staff, board and guest bloggers

www.groups.google.com/group/pghleaders

Local Emerging Arts Leaders Network

www.proartstickets.org

Lively, innovative, creative arts performances

Support Your Arts Council



**BE A PART OF IT
JOIN NOW!**

There is no doubt that times are tough for everyone. We know that you are likely feeling pressure to manage your finances carefully, both personally and professionally. The situation is the same for the arts and culture community. The Arts Council's focus, now and always, is on how we can ensure the health and stability of arts and culture in the Pittsburgh region.

We know that you receive many requests for donations and memberships and this year you will be considering your priorities more carefully than ever. Please continue to support both your favorite arts groups and your Arts Council through active

participation and giving. Join the Greater Pittsburgh Arts Council today! Visit us online and choose the membership category that is right for you!

pittsburghartscouncil.org/membership_home.htm

Don't forget! You can actually SAVE with Your Arts Council Membership!

ARTS Buff \$1-49

- The Arts Council *Update* newsletter
- Member discounts on all Arts Council workshops, programs and services
- Weekly arts events listings by email

ARTS Goer \$50-249

All of the benefits above, plus:

- **Weekly emails about ticket and admission discounts!**

ARTS Champion \$250-499

All of the benefits above, plus:

- 2 tickets to the Arts Council's Annual Meeting or Work of Art Awards event

ARTS Ambassador \$500+

All of the benefits above, plus:

- A guided public art walking tour by the Office of Public Art for you and up to 6 guests

Thank You

We extend our thanks to each of the following major supporters:

Alcoa Foundation
Allegheny Regional Asset District
BNY Mellon
Claude Worthington Benedum Foundation
Dominion Foundation
Elliott Marketing Group
The Fine Foundation
First Commonwealth Bank
Flyspace
The Grable Foundation
Giant Eagle
The Heinz Endowments
Highmark Blue Cross Blue Shield
Pennsylvania Council on the Arts
Prescott & Associates
Richard King Mellon Foundation
ThoughtForm, Inc.

To discuss ways **your company or organization can support** the work of the Greater Pittsburgh Arts Council through sponsorships or partnerships, please contact Tiffany Wilhelm, Director of Development and Membership, at 412.391.2060 or twilhelm@pittsburghartscouncil.org.

Yes! I want to join the Arts Council as an ARTS ALLY with a gift in the amount of: _____

ARTS Ambassador \$500+ ARTS Champion \$250+ ARTS Goer \$50+ ARTS Buff \$1+

Name(s) _____ (as you wish to be recognized) Anonymous

Company/Organization _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

I / We prefer to receive the Arts Council's **Update** newsletter by mail email

I / We are also interested in emails about Arts Events (Weekly) Artist Opportunities
 Arts Council Events Public Art in Pittsburgh

Check Enclosed (payable to Greater Pittsburgh Arts Council) Please invoice me

Please charge my: Visa MasterCard American Express Discover

Account Number _____ Exp. Date _____ CID Number* _____

Name (as it appears on card) _____

Signature _____

*For Visa, MC and Dis : the 3-digit number in the Signature box on the rear; for AMEX: the 4-digit number above account number on the front

Contributions to the Greater Pittsburgh Arts Council are tax-deductible to the fullest extent of the law. A copy of the official registration and financial information for the Greater Pittsburgh Arts Council may be obtained from the PA Department of State by calling toll-free within Pennsylvania

Greater Pittsburgh Arts Council

Contact Us:

707 Penn Avenue, 2nd Floor
Pittsburgh, PA 15222-3401
www.pittsburghartscouncil.org

Administrative Office:

9 am-5 pm, M-F
412.391.2060
info@pittsburghartscouncil.org

ProArtsTickets: A Program of the Greater Pittsburgh Arts Council

10 am-5:30 pm, M-F
12-5:30 pm, Sat.
412.394.3353
www.ProArtsTickets.org

Sell Your Event through ProArtsTickets!

We're pleased to offer your organization an easy to use, easy to administer ticketing solution. Find out how ProArtsTickets can work for you: contact Tanaz Balaporia at 412.391.2060 x223 or visit www.ProArtsTickets.org.

✂ Please clip and mail or fax your completed form to:
Greater Pittsburgh Arts Council, 707 Penn Avenue, 2nd Floor, Pittsburgh, PA 15222-3401 or (fax) 412.394.4280

GREATER PITTSBURGH Arts COUNCIL

Empowering the people who give us art.

707 Penn Avenue, 2nd Floor, Pittsburgh, PA 15222-3401



alphagraphics®

DESIGN ■ COPY ■ PRINT ► COMMUNICATE

IN THE CULTURAL DISTRICT

Four Years Later, Alcoa Foundation Leadership Grants Show Big Impact

by David Seals and Tiffany Wilhelm



Four years after the Alcoa Foundation launched a pilot re-granting program through the Greater Pittsburgh Arts Council, we're asking grantees to reevaluate the professional growth experiences made possible by this funding stream—and the initial results indicate strong impact.

Of those surveyed, one hundred percent agreed or strongly agreed that the experience gave them valuable connections with peers that they have utilized or will utilize in the future. All respondents also agreed or strongly agreed that they were able to step outside of the day-to-day and consider some big issues/challenges in their work. When asked if they would have been able to participate in this opportunity if it weren't for the Alcoa funds, eighty-three percent indicated no.

Some grantees in their own words:

"I raise my entire budget, including my salary, from grants. I definitely did not have a professional development budget.... The Alcoa Grant meant a great deal to me. It's almost a

year later and I have been able to establish a network of colleagues from all over the U.S."

"By broadening organizational capacity...and increasing the professional skills of the administrators...the Alcoa Grant is strengthening the cultural landscape of the region in a very real way."

"It was invaluable being able to connect with others in my field and keep that communication going; knowing what is going on in other theaters around the country helps us to keep production costs down and give/receive help from other organizations. It would have been difficult/not possible for me to attend the conference without the generous funds received from the Alcoa Grant—thank you."

"Professional development opportunities allow staff to gain perspective and inspiration.... The Alcoa grants remove one of the barriers for participation in these valuable programs."

"What a wonderful opportunity! I was able to attend an international conference to learn

from others and benchmark our own success! A great way to gain perspective on the impact of our programs and operations while discovering some new idea, technology and colleagues! This would NEVER have been possible without the grant. We couldn't have even thought about being able to attend without your valuable financial support and I thank you so much! It means quite a lot to our small -but growing- organization!"

"The Alcoa Leadership grant provided assistance at a time of great economic turmoil. It is extremely important to continue this funding as the leadership and staffs of arts organizations struggle to sustain themselves over the next several years."

"This was an excellent first opportunity for me to interact with colleagues on a national scale. Thank you so much!"

We extend a special thanks to the Alcoa Foundation for making these grants possible.