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New Events Listing Is Here!

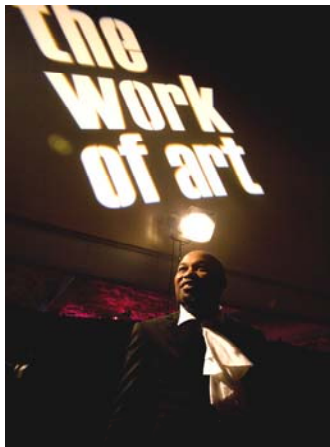
Using a new software platform, the Arts Council has launched a new, feature-rich events calendar called **Arts Pittsburgh Events!** The site comes complete with mobile marketing capabilities, plug-ins to social media like Twitter and Facebook, searchability by event dates or genre, and the ability for organizations to post photos and/or videos with their listings. To check it out click "Events Listings" under Publications Resources at www.pittsburghartscouncil.org!

Visit ArtsWorks.org!

Looking for a **job, internship or volunteer opportunity?** Trying to recruit a high-quality fall intern? Looking for volunteers for your fundraiser or gala? View and post listings at www.ArtsWorks.org!

The 2009 Work of Art Awards Inspires and Connects

by Tiffany Wilhelm



Above: Red Carpet Host Rev. Deryck Tines; Photo Credit: Rene Rosensteel

"There was such great energy in the room." That's a comment we've heard from many attendees of the 2009 Work of Art Awards on June 1 at the Pittsburgh Opera in the Strip District. We felt it too. It was indeed a night to be proud of our arts community.

Reactions to the event from the diverse group of individuals present have been very positive. A guest of an Arts Council board member noted that the event, "...made you feel that you were part of [the Arts Council's] mission and 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." Incoming Arts Council board president, Bill Bodine commented, "I believe [the event] gave credence and substance to an intangible: that the arts are

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Taking Our Seat at the Table

by Ryan Freytag

Ensuring that our region's cultural community is represented with a "seat at the table" in local, state and national initiatives continues to be one of the key cultural policy priorities of the Greater Pittsburgh Arts Council. After two-and-a-half years of watching the organization grow, making a professional shift in my position from Membership to Cultural Policy and Research, and witnessing an economic downturn unrivaled in my lifetime, I am finally beginning to realize just how many "tables" the Arts Council is actually "seated" at and

(cont. page 5)



Above: Arts Council CEO Mitch Swain fires up the crowd during the Save the Arts in PA rally in Harrisburg on July 14th, 2009; Photo Credit: Chad Herzog

Turbo-charged Collaborative Marketing

by Maggie Johnson

*"I know half my advertising is wasted. I just don't know which half."
~John Wanamaker*

This now famous quote from John Wanamaker, considered the father of modern advertising, still echoes the sentiments of many an arts marketer. A former boss once told me the story of a professional marketing director she knew who spent so much time and money designing the company's beautiful ticket stock, he sold very few, if any, of the actual tickets! Part urban legend? Maybe. But her story demonstrates the intimidation factor that can sometimes lead us down ineffective paths. The good news is that in today's world, technology now offers the opportunity to know much more about buyer behavior, and therefore more effective marketing strategies, than ever before. The challenge, particularly for the non-profit arts organization, is acquiring the money, time and expertise needed to maximize these tools.

(cont. page 2)

Current Members

Arts Business Members

Artigianali Co.
Artist & Craftsman Supply
Gallerie Chiz
IATSE
Local 3
Institute of International Art & Languages
Janan-America Society of Pennsylvania
Kelly Custom Furniture & Cabinetry
Luke & Eloy Gallery
ModernFormations Gallery &
Performance Space
Pittsburgh Technology Council
The Clay Place

Cultural Organization Members

AFTRA Pittsburgh
American Jewish Museum
Artists Image Resource
Arts Education Collaborative
ArtUp: Artists Upstairs
Associated Artists of Pittsburgh
Attack Theatre
August Wilson Center for African
American Culture
Autumn House Press
Bach Choir of Pittsburgh
Balmoral School of Piping
Boyd Community Center
Bricolage
Bulgarian Macedonian National
Education and Cultural Center
Calliope
The Pittsburgh Folk Music Society
Carnegie Library of Pittsburgh -
Foundation Center
Carnegie Mellon University -
Foundation Center
Carnegie Museum of Art
Carnegie Museum of Natural History
Chatham Baroque
Children's Festival Chorus
Children's Museum of Pittsburgh
City Theatre Company
Dance Alloy Theater
Dreams of Hope
Dress for Success Pittsburgh
Enjoy Bellevue
Father Ryan Arts
Center of Focus on Renewal
Fiberarts Guild of Pittsburgh, Inc.
Freeport Theatre Festival
Frick Art & Historical Center
Guiding Star Productions
Hill Dance Academy Theatre
Hillman Center for Performing Arts-
Shady Side Academy
Indiana Arts Council
Ixtlan Artists Group
Kente Arts Alliance
LABCO, Laboratory Dance Company
Lawrenceville Historical Society
Manchester Craftsmen's Guild
Mary Miller Dance Company
Mendelssohn Choir of Pittsburgh
Morgan Contemporary Glass
Nandanik Dance Troupe
Nathanael Greene Historical Foundation
Nego Gato, Inc.
New Hazlett Theater
Off the Wall Productions
Open Stage Theatre
Open Thread

(cont. next page)

A Word from Mitch

At our 2008 annual meeting, we debuted a new strategic plan to guide your Arts Council through 2011. A good plan should be responsive to community needs and changes in the economic, social or political climate, and our climate has changed dramatically. In the spring *Update*, I shared how a group of leaders from four other arts councils/commissions around the country helped us take a good look at how we can best serve community needs in this new environment. Their advice confirmed, amplified and challenged what we do and how we do it. Like all of you, we're navigating uncharted waters and making changes, and we've chosen to look at this as an opportunity to lead.



Our marketing efforts are moving beyond just selling tickets. The Arts Council recently launched a new, feature-rich events calendar. In celebration of the upcoming G-20 summit, we will allow all arts groups (even non-members) to post to this new calendar for the month of September. We're also expanding our direct marketing database to help participating organizations find best prospects for arts patrons, helping these companies grow audiences. In August, we will begin to research what can be done to increase individual giving across the sector. There may never be a better time to implement well-conceived solutions to lingering challenges.

The Arts Council has also taken on a larger role in local and statewide advocacy with elected officials. The Pittsburgh arts community has a stronger voice when our actions are organized, strategic and based on facts. When unified, the voice of our membership is in a better position to be *heard* on issues of nonprofit taxes and local and state-wide funding.

We will continue to offer grant opportunities for artists, organizations and arts managers to support artistic growth, strong managerial talent and effective community projects. Our capacity to connect business and legal professionals with artists and organizations who need counsel is constantly growing, and we are building connections with community partners like the Bayer Center for Nonprofit Management, the Foundation Center and others to ensure you get the training you need.

We are thankful for the opportunity to serve one of the nation's leading arts and culture communities. Our ability to grow as a leader is directly attributable to the growth of membership and participation in our organization, and in the past four years, that membership has grown from 75 to 225. Our board, led for the past two years by Jane Werner of the Children's Museum, and now by Bill Bodine of the Frick Art and Historical Center, has asserted its leadership and support for the organization. Your Arts Council is working, and your involvement makes it work. Thank you.

Turbo-charged Collaborative Marketing (cont. from page 1)

That is why the Arts Council has embarked on a project called *Collaborative Strategies to Grow Pittsburgh's Arts & Culture Audiences*. Simply stated, it is a community-wide, shared data collection and analysis research project. The project not only give participating organizations a better understanding of their current patrons and their behavior, but will also access households outside of each organization that are most likely to respond to direct marketing appeals for classes, performances, exhibitions and special events. This is a proven, powerful tool that ordinarily would be beyond the reach of any single one of these organizations. The \$400,000 project is primarily funded by the R.K. Mellon Foundation in this first phase of operation.

The genesis of *Collaborative Strategies* was in mid-2006 with Pittsburgh arts innovator (and recently appointed Arts Council board member) Charlie Humphrey, whose ambition it was to bring together non-profit cultural organizations with common marketing goals and potentially overlapping constituencies. Today, that idea has become reality with the creation of the STAR database (STAR stands for Strategic Targeting for Arts and Culture). Facilitated by database marketing experts Elliott Marketing Group, STAR is an expansion of the shared database used by current ProArtsTickets client organizations (a similar model can be found in Pittsburgh's Cultural District, as

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New Definitions of Success

by Tiffany Wilhelm

For as long as I have been an arts administrator, and particularly a grant writer, I have reported my organization's numbers and metrics. "Our ticket sales grew by ___% last year."

"Memberships have doubled since such and such a year." "We raised \$___ more in individual gifts compared to last year."

Generally, those reports have been all about proudly stating *increases* in each area. Increases equaled *success* in our own eyes, as well as those of many funding organizations and stakeholders.

Now all of that is changing. Last Spring at our forum *Pittsburgh Arts in Tough Economic Times*, David Donahoe from the Allegheny Regional Asset District stated, "For many funding boards...growth has been what they focus on. Growth in terms of attendance, numbers of performances, budgets, contributed income and so on. The current situation is so enormous that funding boards will have to understand that that kind of an evaluation may not be fair, at least for a couple of years."

It is clear that we need new definitions of success. *Keeping the doors open* will certainly be one. *Retaining as many staff members and contracted artists as possible* is another. So is *finding ways to work together to increase efficiencies through shared services*. *Making difficult decisions about programming and/or staffing cuts in order to ensure that an organization survives* is, unfortunately, another sad success in terms of responsible management and stewardship.

Turbo-charged Collaborative Marketing (cont. from page 2)

well as cities around the country, also managed by Elliott Marketing Group). Seven organizations have pooled their patron data and made a commitment of staff time and a participation fee to kick off this initial phase. After an in-depth analysis is completed on STAR this fall, the data should reveal cross-promotional opportunities that will become joint marketing initiatives sponsored by the Arts Council. The results of these joint initiatives will then also be analyzed.

The *Collaborative Strategies* program provides a crucial opportunity for participants to make the most effective use of their marketing budgets and to discover cross-promotional opportunities with collaborative partners. Residual effects include added value to ProArtsTickets client organizations, which will now prospect from a wider patron pool. And it sends a clear message to funders that the arts community is serious about maximizing their dollars through strategic collaboration.

Some have understood this growth-doesn't-(necessarily)-equal-success idea for a long time. As Janet Sarbaugh from The Heinz Endowments stated at our forum, "Even before the economic crisis hit, I think some funders were saying, 'Success might be maintaining and improving the quality of where you are now.'" However, I think many of us within arts organizations still assumed that growth metrics were what our supporters wanted to hear.

Growth = Success?

Going forward, we will still need to report our metrics, but we will learn to look at them in a new way. A decrease in ticket sales of 5% will be a major success if the trends nationally and locally show an average decline of 10%. This makes the survey work that we are doing at the Arts Council even more important. Benchmarking will be one of the primary ways we will be able to judge the performance of our organizations.

Please continue to work with us and the funding community as we all form new definitions of success. Take the second *Snapshot Survey: Taking Your Fiscal Pulse*, review the results, and then contact us. We can help you dig deeper into the data and pull out information about organizations that are directly comparable to yours. Finally, let us know about new ways you are defining your success.



Above: Tiffany Wilhelm and Maggie Johnson at the Work of Art Awards Photo Credit: Rene Rosensteel

Current Members

Opera Theater of Pittsburgh
Oriental Star Dance School
Phase 3 Productions
Phipps Conservatory & Botanical Gardens
PITT ARTS
Pittsburgh Arts & Lectures
Pittsburgh Ballet Theatre
Pittsburgh Banjo Club
Pittsburgh Camerata
Pittsburgh Ceili Club
Pittsburgh Center for the Arts
Pittsburgh Chamber Music Society
Pittsburgh CLO
Pittsburgh Concert Chorale
Pittsburgh Concert Society
Pittsburgh Cultural Trust
Pittsburgh Filmmakers
Pittsburgh Folk Festival, Incorporated;
Pittsburgh Glass Center
Pittsburgh Irish and Classical Theatre
Pittsburgh Music Academy
Pittsburgh Musical Theater
Pittsburgh New Music Ensemble
Pittsburgh Opera
Pittsburgh Parks Conservancy
Pittsburgh Public Theater Corporation
Pittsburgh Society of Artists
Pittsburgh Victorian Gibson Girls
Pittsburgh Youth Ballet Company
Pittsburgh Youth Pops Orchestra
Polish Cultural Council
Quantum Theatre
River City Brass Band
Royal Tribe Music
Sembène - The Film and Arts Festival
Senator John Heinz History Center
Silk Screen Asian American Cultural Organization
Silver Eye Center for Photography
Sounds of Pittsburgh Chorus
South Hills Chorale
South Park Theatre
Squonk Opera
Stage Right!, Inc.
Steel Valley Arts Council
Steeltown Entertainment Project
StorySwap
Sweetwater Center for the Arts
The Heritage Players, Bethel Park Community Theatre
The Mattress Factory
The Pillow Project
The Pittsburgh Music Hall of Fame
Three Rivers Young Peoples Orchestras
Tickets for Kids Charities
Tuesday Musical Club
University of Pittsburgh Dept. of Music
University of Pittsburgh Theatre Arts Dept.
Unseam'd Shakespeare Co.
Women in Film and Media
Women of Visions, Inc.
YMWAA: Young Men & Women's African Heritage Association

Individual Artist Members

Lisa Augustyniac
Jack Bailey
Sam Boese
Joy Borelli-Edwards
Kyle Bostian
Sally Bozzuto
Gratia Brown

(cont. next page)

Current Members

Norman Brown
Carissa Burnham
Rick Byerly
Michael Caldwell
Connie Cantor
Byron Caplan
Brian T. Carney
Marcia Clark
Paola Corso
Cornelia Davis, Ph.D.
Luise Davis
Jesse Derflinger
Megan Dooley
Myra D. Falisz
Sherrie Flick
Geraldine Florida-Kaclik
Sandra Gould Ford
Toby Atticus Fraley
Ryan Freytag
Marjorie Greenberger
Rachel Hallas
Larel Herman
Olivia Hibel
Judy Hopson
Karen Howell
Susan Jasko
Lisa Margot Johnson
Andrea Jones
Robert Anthony Jones
Amy G. Kerlin
Paula Garrick Klein
Randy Kovitz
Christiane D. Leach
Chaz Letzkus
Laura Lutton
Heather Mallak
Timothy Meehan
David Montano
Jeffrey Morris
Ronald Nigro
Susan O'Neill
Richard Parsakian
Richard L. Parsons
John Peña
Josienne N. Piller
Gail Ransom
Gabrielle "Gab Cody" Reznak
Larry Rippel
The One & Only Rev. Daisher Rocket
Camille Villalpando Rolla
Jeremy L. Rolla
Renee Rosensteel
Tammy Ryan
Gretchen J. Schmitt, R.D.
Brian J. Sesack
Guangyuan Shan
James Simon
John Stallings
Norine Thompson
Lauren Toohey
R. Weis
Yanlai Wu
Jennifer Cleo Zell

ARTS Ambassadors

Neil Barclay
Meyer & Merle Berger Family Foundation
Bill Bodine
John C. Camillus
Victor Dozzi
James L. Fawcett Jr.
Lilah Hilliard Fisher Foundation

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Member Benefits Help Ease Economic Pain

by Dek Ingraham

If you are anything like me, the phrase "difficult economic times" elicits an almost Pavlovian reaction: preparing yourself for more bad news. It is tiring to be constantly barraged with the latest numbers and have no power to do anything about them. Every dollar counts in times like these, and the Arts Council is finding ways to help you save.

Over the last few months, we have been highlighting our partnership with Fractured Atlas that gives you access to specialty cost-saving insurance, comprehensive health insurance, microgrants and much more. For example, one of our members saved 60% off of their Directors and Officers insurance policy. We also have several other opportunities for our members to save, including discounts for Dell (7% off of all purchases), PatronMail's e-marketing service (10% discount on annual fees), DoReMe's online donation and registration software (10% off) and PayChex payroll processing (15% discount). You can learn more about these offers and how to take advantage of them by clicking "membership" on our website and selecting your membership category.

In a time of layoffs, salary reductions and uncertain futures, it is important to encourage the hard-working staff that keep your organization running. If you are a member, the Arts Council offers a special service to your staff through our weekly half-price email that contains special deals available only to Arts Council members. Encourage them to take advantage of this affordable way to see the art they love! To receive the weekly half-price email, they should send a request to info@pittsburghartscouncil.org. Additionally, the 7% discount to Dell can also be used by all staff of member organizations.

Membership in the Arts Council is the gateway to taking advantage of all of the programs and services we offer. More than ever before, membership is also vital to our advocacy efforts: we are strongest when we come together united as one arts and culture community. If you or your organization would like to learn more about what the Arts Council can do for you, please visit www.pittsburghartscouncil.org or call 412.391.2060 x234 to learn more. We are working hard to empower you, the people who give us art, when you need us most in these difficult economic times.

2009 Work of Art Awards (cont. from page 1)

important to people and that they hold a truly important place in the hearts and minds of our community. We mouth those words all the time, but it isn't often that you can point to a crowd of people around you and see the proof."

A local artist had this to say, "I'm new to Pittsburgh, and as an artist it is extremely important to get involved in the arts community in any and every way I can. I had the pleasure of meeting so many fine artists, and their guests. It was a privilege to be with so much talent at an extraordinary event!" Winner of the Working Artist Award, David Motak found that, "...the outpouring of support to me from the Polish Cultural Council and the Polish community has been tremendous. Flowers, gifts, cards, well-wishes. It has all been rather overwhelming. They are very proud of me and I, in turn, am very touched."



Above: Ceremony Attendees; **Above Right:** Joe Wos and Rachel Weichbrodt; Photos by Rene Rosensteel



An associate from a sponsoring corporation noted that, "The evening was an eye opening exposure for us to what a rich and diverse art world exists in Pittsburgh. We expect to hear such stories about artists in places like Soho or San Francisco, but not so much right here!" We are so grateful to all our sponsors, donors, and volunteers for the event. Many congratulations to all the nominees and winners. You make us proud of our arts community every day.

Taking Our Seat at the Table *(cont. from page 1)*

the opportunities that such representation presents to our region's creative sector.

Nationally, the Greater Pittsburgh Arts Council represents Pittsburgh through our various connections with **Americans for the Arts** (AFTA). In addition to being members of AFTA, we are partners in both their advocacy and research efforts, annually participating in meetings with legislators at Arts Advocacy Day in Washington D.C. and serving as the local research partner for their 2007 study, *Arts & Economic Prosperity III*. Through the latter, we were able to provide nonprofit arts and cultural organizations in Allegheny County with concrete data related to their economic impact on the region.

The Arts Council also serves as the local affiliate for **AFTA's Business Volunteers for the Arts** (BVA) program. Arts Programs Manager David Seals, who runs the BVA program at the Arts Council, serves on the national steering council for AFTA's Emerging Leaders network and is largely responsible for helping to bring that network to our region.

At the state level, the Arts Council represents the interests of our region's creative sector at a number of "tables." Arts Council CEO Mitch Swain sits on the board of **Citizens for the Arts in Pennsylvania**, a statewide arts advocacy network that enhances the visibility of the arts and local advocacy efforts throughout the Commonwealth. Further assisting our advocacy efforts is our partnership with the **Pennsylvania Council on the Arts** (PCA). As the local re-granting organization for the PCA's "PA Partners in the Arts" program, we are able to distribute funds to support a variety of local arts activities. Additionally, we benefit greatly from their efforts to educate local elected officials about the importance of the arts. The value of our relationships with both of these organizations and the connections they have helped us to establish is particularly evident in their orchestration of statewide efforts surrounding state funding for arts and culture.

In addition to our involvement with Citizens for the Arts and the PCA, the Greater Pittsburgh Arts Council represents the local creative community as a member of the governing group of the **Pennsylvania Cultural Data Project** (PACDP). Developed as a tool to assist nonprofit cultural organizations by streamlining the grant application and reporting process for participating funders, the PACDP has proven to be a valuable tool for arts and culture researchers as well. Viewed as a national model,



Above: PA State Capital; Photo by Tiffany Wilhelm

the CDP has been implemented in seven other states including Massachusetts and California.

Locally, the reach of the Arts Council and its ability to represent the voice of the arts community is expanding into new realms, including the business sector and local government. As a Regional Investor in the Allegheny Conference, the Arts Council ensures that arts-related concerns are discussed alongside the issues affecting local business while enhancing our influence and gaining access to a broader base of local decision-makers.

By partnering with the City of Pittsburgh, we established the Office of Public Art (OPA) in 2005. Through OPA, the Arts Council has been able call attention to the importance of public art. The successes of OPA include the public art walking tour book for Downtown and map for Oakland, a number of conservation efforts and the creation of a Public Art Manager position in the **City of Pittsburgh**, and the implementation of several technical assistance projects.

Of equal importance to our government and business sector relationships is our ability to represent the arts and cultural community in the local nonprofit arena. Through our active involvement with the **Greater Pittsburgh Nonprofit Partnership**, we ensure that the needs of cultural nonprofits are considered in the larger decisions of the sector. Additionally, through our involvement with **Grantmakers of Western PA**, the Arts Council has been able to connect with other small funders in a forum to discuss the particular needs and challenges facing smaller nonprofits in the region.

At these, and other "tables" we have been able to expand the reach and influence of Pittsburgh's creative sector, often taking a leadership position in the process. The key to all of our efforts we realize, continues to be the input and involvement of the cultural community we serve.

Current Members

Jane Harrison, J.L. Harrison & Associates
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Margaret Hynes
J. Kevin & Kristen McMahon
Kate E. H. Prescott
The Donald & Sylvia Robinson Family Foundation
Mitch & Tracey Swain
Tom Von Lehman & Maggie Good
Jane Werner
Thorp Reed & Armstrong
James Wilkinson

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Jennifer Gula, in memory of Jason Gula
Lisa Hoitsma
Perot Systems Plano, in memory of Jason Gula
Andrew E. Masich
Sam Newbury & Jan Myers Newbury
Sara Radelet
Janet Sarbaugh & Bill McAllister
John Sotirakis
Ken Spencer, ChFC Ameriprise Financial

ARTS Goers

OurStage, in memory of Jason Gula
Brooke Annibale & Family, in memory of Jason Gula
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Linda & Reynolds Clark
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Mark Freeman
Irving & Aaronel deRoy Gruber Charitable Foundation
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Herman Hittner
Constance F. Horton, MSW
Tammy Jozwiakowski, in memory of Jason Gula
Elizabeth Krisher
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Larry P. Leahy, D.M.D.
Sally Minard & Walter Limbach
Brett Mercuri, in memory of Jason Gula
Perot Systems Global Sales Team, in memory of Jason Gula
Robert Neu
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Dee Jay Oshry & Bart Rack
Sandy and Gene O'Sullivan
Robert & Annmarie Penvose, in memory of Jason Gula
David L. Pollack, Esq.
Mark R. Power
Jim & Beverly Pugh
Mr. & Mrs. C.J. Queenan, Jr.
Robert & Sharon Sclabassi
Scott McFarlane & the Dell Account Team, in memory of Jason Gula
David Simon, Vice President AJM Mortgage, Inc.
Terry & Amanda Ukrainetz, in memory of Jason Gula
The Weiner Family Foundation
Nancy Werner
Michael A. Wessell

(cont. next page)

Current Members

ARTS Buffs

2 Anonymous
Madalon Amenta
Jane C. Arkus
Howard J. Wein & Susan Bails
Donald & Shirley Bates,
In memory of Jason Gula
Michael Caldwell
Anthony Catania
Matthew Cottle
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
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
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Carissa Stajnrh
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@pittsburgharts council.org or 412.391.2060 x222.

Artist Opportunities

The Artist Opportunities Listserv brings you national calls for public art; national, regional and local calls for exhibitions; and professional development opportunities each month. You can subscribe online at www.pittsburgharts council.org.

2009 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*
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Jane Werner, *Immediate Past Chair*
Children's Museum of Pittsburgh

Mitch Swain, *CEO*
Greater Pittsburgh Arts Council

Michele de la Reza
Attack Theatre

Lisa Hoitsma
Gateway to the Arts

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

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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

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Gefsky and Lehman, P.C.

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

Lauren Robison, Sean Collier

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, Director, Office of

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Lea Donatelli

, Program Manager,

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opa@pittsburgharts council.org

Intern

, x224

intern@pittsburgharts council.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)

pittsburgharts council.blogspot.com

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

groups.google.com/group/pghleaders

Local Emerging Arts Leaders Network

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:

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Greater Pittsburgh Arts Council

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IN THE CULTURAL DISTRICT

Grantee Spotlight: Stage 62

by Jennifer Atwood

Stage 62 is a non-profit theater group that performs at the Andrew Carnegie Free Library and Music Hall in Carnegie. Throughout the past five years the organization's annual children's show had a dwindling audience. However the company was reluctant to abandon it because, as Marketing Director Gina Fleitman of Stage 62 puts it:

"It was important for our mission of providing quality theater to all ages that we keep doing the children's show and bring back the interest it once had. We all remember that first show that hooked us for life, and we wanted to continue to provide that to the community."

Last fall, Stage 62 received a \$5,000 BNY Mellon Audience Development grant facilitated by the Greater Pittsburgh Arts Council for their children's show *Alice in Wonderland*. This grant enabled them to purchase a new on-line ticket reservation system and a database for direct mail, which provided easier ticket purchasing. The success of these efforts can be measured by the large amount of increased attendance. In years past, similar events averaged about 300 attendees while this was attended by 1,297 people total. The result of the increase in audience members also resulted in ticket revenue surpassing budgeted expectations, and the after-show party, which had been considered a financial drain before, became profitable with sold-out attendance.



Above: *Alice in Wonderland* by Stage 62

"The grant gave us a sustainable marketing tool, which we've incorporated into our other shows. We now have a web page for every new production, which we can't imagine having gone so long without," Gina happily reports. The successful event helped to meet the organization's mission to benefit the community and grow audiences by creating an appreciation for art in today's youth.