State of the Art
JAMES F. TUNE
PRESIDENT AND CEO

Just how important are the arts to us when times are as tough as they were in 2009?

There are a number of ways to respond to this question. One level is simply normative—that the arts sustain our spirits and touch us in ways that make them crucial in difficult times. We believe this, but there are more empirical ways to answer the question. During 2009 (in July and December), ArtsFund collected data regarding participation in the arts and financial issues from a very large number of cultural organizations in King and Pierce Counties. The data driven answer is that attendance at arts organizations has not just remained stable but has actually been increasing during the last twelve months. That’s the good news; the bad news is that revenues are down even while attendance is up.

Why is this so?

New Chairman of the National Endowment for the Arts, Rocco Landesman, takes a direct approach to indicating why arts are important. His guiding principle is summed up in two words: “Art works.” As explained on the NEA web site, Chairman Landesman argues that “Art works” has three important meanings.

First, as a noun, “Art works” are the work products of artists: books, crafts, dances, designs, drawings, films, installations, music, musicals, paintings, plays, performances, poetry, textiles and sculptures. In good times or bad, creative people find themselves compelled to produce works that give them meaning.

Second, as a verb, and this is why arts are especially important in down times, “Art works” on and within people to change and inspire them; it addresses the need people have to create, to imagine, to aspire to something more.

Third, as a declaratory sentence, arts jobs are real jobs that are part of the real economy. Art workers pay taxes, and art contributes to economic growth, neighborhood revitalization and the livability of American towns and cities. The contribution of the arts to overall economic activity remains hugely important all of the time. This has been repeatedly confirmed by the periodic economic impact studies done by ArtsFund (a major new regional study will come out at the end of this year thanks to primary underwriting by the Paul G. Allen Family Foundation) and by Americans for the Arts in Washington, DC.
CAMPAIGN 2010

ARTSFUND VOLUNTEERS VITAL TO CAMPAIGN

Board members Steve Reynolds and Rick Wirthlin lead ArtsFund’s Campaign due to key beliefs:

► Vital, diverse and interesting arts are an essential part of why the best and brightest – upon whom all of our businesses depend – choose to live and work in the Puget Sound region.

► Nonprofit arts organizations that provide high quality programming and arts education for our children typically secure only half the funds needed to run their organizations from ticket sales. The remainder traditionally has always come from community members who appreciate their many contributions to our quality of life.

► ArtsFund was created over 40 years ago by business leaders who knew the arts to be an essential component of the urban environment they knew would grow here. By combining their arts contributions, these visionary leaders believed they could have a greater impact on arts groups, helping them balance their artistic ambitions with their fiscal realities. ArtsFund’s

DONORS OF EVERY SIZE FIND ARTSFUND VALUABLE WAY TO SUPPORT ARTS

As of this writing, in ArtsFund’s 2010 campaign All City Fence has the distinction of the highest percentage increase of 50 percent over 2009. Rick Koch, owner, claims that neither he nor his employees are particularly “artsy,” so his choice to support ArtsFund springs from his interest in giving back to the community within which his firm works. “It’s important to us to show we are active in giving and ArtsFund’s approach makes sense.”

In terms of dollar increases, ArtsFund is particularly grateful to Microsoft for contributing $335,000 this year, a $15,000 increase from their 2009 gift and the largest dollar increase so far this year. “We value and respect ArtsFund’s allocations process”, says Microsoft Community Affairs Manager Jane Broom. “ArtsFund’s summer and fall 2009 research that showed more people attending but using lower priced special offer tickets caught our attention. Clearly, people are turning to the arts for all the things we know they deliver: respite, enlightenment, education and convening opportunities with friends and family. Our support helps provide the discounted tickets people need right now and we are pleased to be in a position to direct additional funds to the arts through ArtsFund this year.”

collaborative funding model has worked so well, the Puget Sound region now ranks as one of the top 5 arts regions in the United States.

ArtsFund’s Campaign 2010 ends June 30th so now is the time to join us and our companies in supporting the region’s arts with one efficient gift to ArtsFund.

WHAT’S HAPPENING?
Find out at TakePartInArt.org!

With just a few clicks, you can tap the schedules of more than 150 nonprofit arts groups serving King and Pierce Counties. Check out opera, theater, dance and everything in-between at www.takepartinart.org.
**ASSOCIATE EVENTS**

**Artsfund Volunteers Attend Exciting Art Events**

*One of the best reasons to be an ArtsFund Associate is the opportunity to attend great arts events. Associates have a pre-show reception, a talk by the director and then see a performance. It’s a great way for Associates to bring new people to arts experiences and to have fun.*

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**Bellevue Arts Museum: www.bellevuearts.org**

BAM’s galleries currently feature three compelling new exhibits: a retrospective of the work of a top designer of shoes, *Beth Levine: First Lady of Shoes* (BAM is the only American venue for this exhibit); a striking exhibition of art and craft by American and Native American artists, *Eye for Glass: The Price Collection* and an exploration of the relationship between gold’s history and its role as a commodity in today’s world, *Lisa Gralnick: Gold Standard*. Still on tap is the final two months of ceramic figurative sculptures, *Judy Hill: The Self Transparent.*

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**ArtsWest www.artswest.org**

*In the heart of West Seattle, ArtsWest offers a rare production of Andrew Lloyd Webber’s *Tell Me on a Sunday* through May 23. Danielle Barnum stars in this one-woman tour-de-force. As they continue their mission of “productions that are so fiercely compelling that they require conversation,” this is the story of a young woman bouncing from coast to coast, from man to man, and resiliently learning that her happiness is best defined by her own measure.*

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For donors and corporations, ArtsFund is the prism through which the arts are regarded. And it is no coincidence that as ArtsWest grows in its very specific mission and execution, ArtsFund has been there for us: praising our singular nature, providing some financial assistance, and inviting the external community to be a part of the brand of art we produce. — Alan Harrison, Executive Director, ArtsWest

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**Seattle Shakespeare Company**

**www.seattleshakespeare.org**

*“Seattle Shakes,” as they are fondly called, presents a cold-war satire production of *Henry V* closing May 9. The company has just added to its already-robust education work a program for home-schooled students that gathers them at the theater for introductions to Shakespeare stagecraft. In July the company offers its free Wooden O outdoor summer shows, *Much Ado About Nothing* and *Othello*, where families can take a picnic.*

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*Henry V follows the epic tale of Prince Hal started in *Henry IV*, Seattle Shakespeare Company, Fall 2008, Tim Gouran as Prince Hall and Ben Gonio as Hotspur. Photo by John Ulman*
PARTING WORDS FROM SENIOR DEVELOPMENT OFFICER, ROXANNE SHEPHERD

After eleven years, I am leaving ArtsFund to begin a new chapter in my career as the Executive Director of the Bellevue Schools Foundation. My love affair with ArtsFund began in 1999. I leave this month with the ArtsFund logo tattooed on my heart.

I am blessed that Peter Donnelly hired rejects (as he took great delight in describing me, after finding me among the non-hired finalists for a local campaign). I did not know I would be working with such wonderful volunteers and colleagues, nor how splendid my last four years would be working with Jim Tune – the quintessential Southern Gentleman, and one of the best bosses I’ve ever had.

“Why the Arts”? and “Why ArtsFund”? ArtsFund’s founders were spot on to recognize that we needed high quality and diverse arts to attract businesses, families, and visitors to our region. They knew that by pooling their resources they could have a synergistic effect in fostering the arts.

This is not my final act with ArtsFund. Jim tells me I WILL be back as a Campaign 2011 Associate. My husband Jerry and I will continue to be Arts Benefactor Circle-level annual donors, and my brother-in-law Thom will continue on the ArtsFund Board. You see, ArtsFund really is a family affair. As a family we believe strongly in the arts and we will continue to support the arts through the single best vehicle in the Puget Sound area – ArtsFund.

2010 ALLOCATIONS ARE UNDER WAY!

At the same time some 200 volunteers are raising money for ArtsFund, another 30 are working diligently to ensure that money is well invested in the region’s arts groups. Committees in King and Pierce Counties are now holding one-on-one sessions with the people responsible for the music, dance, theater and visual arts at some 70 arts groups to determine ArtsFund grants.

They base their grant recommendations on such things as how well arts groups handle finances, board governance and their strategic direction.

They score the groups using a custom-made module of Dwaffler®, a computer software prioritization and ranking system. The committees submit their recommendations for approval by the ArtsFund Board of Trustees in June.
REMEMBERING DR. ELLSWORTH C."BUSTER" ALVORD
(1923-2010)

ArtsFund joins our community in celebrating the life and mourning the loss of scientist and philanthropist Buster Alvord, who died January 19. ArtsFund honored Buster and his wife Nancy with its Lifetime Dedication to the Arts award at the 1999 A Celebration of the Arts luncheon. At the celebration of Buster’s life in early March at Meany Hall, Susan Trapnell, who served ACT Theatre as managing director for much of Buster’s 38 years as a member of ACT’s board, offered the following words:

**Over 25 years, I learned that the scientist in him always believed a problem could be solved if you understood it correctly. He looked for causes, not for blame. He never pointed a finger except to show a better way forward.**

He was scientist by profession and artist by association. The artist and scientist share certain traits: discipline, curiosity, imagination, courage, resilience, tenacity and the drive to leave the world a better place.

What made Buster so unique, I think, is that his leadership was without vanity; his intelligence without arrogance; his curiosity was without preconception and his humor without malice; his generosity was without strings; his whimsy without peer; and his good will without end.

As artist and scientist, as friend, philanthropist and family patriarch, he improved whatever world in which he was engaged. How fortunate we all were to have known him. And to have discovered the joy of fleece, white sox, wild ties and one yellow, enamel Scottie dog tie clasp.

The Alvord family named ArtsFund among charities for remembrances.

**Planned Giving**

**EDWARD & VICKI RAUSCHER CREATE CHARITABLE TRUST**

ArtsFund Founder Helps Ensure Its Future

Edward A. Rauscher’s signature as one of 21 original “subscribers” in 1969 helped create this organization. Today, his signature and that of his wife, Vicki, will help ensure ArtsFund is able to continue fulfilling its mission in perpetuity through their creation of a planned gift. Ed can rightly be thought of as the “founding father” in that he served as the first President of what was then called the United Arts Council for Puget Sound and he hosted the fledgling organization in his law office. The charitable trust that will eventually be created to benefit ArtsFund will not be Ed’s first gift of real estate to the organization. In January of 1971, Ed contributed part of a parcel of land in the industrial park across from the Boeing Space Center, agreeing to pay “all assessments and other costs on land until such time as it sold.”

**2009 ARTSFUND BENEFICIARY GRANT BREAKDOWN**

**DANCE** = $236,554
- Pacific Northwest Ballet
- Spectrum Dance Theater
- Velocity Dance Center

**FILM & MEDIA ARTS** = $24,142
- Grand Cinema
- Northwest Film Forum
- Three Dollar Bill Cinema
- SIFF

**LITERARY ARTS** = $21,567
- Richard Hugo House
- Seattle Arts & Lectures

**MULTIDISCIPLINARY** = $196,483
- Artist Trust
- ArtsWest Playhouse & Gallery
- Broadway Center for the Performing Arts
- Central District Forum for Arts & Ideas
- Experience Music Project | Science Fiction Museum and Hall of Fame
- Jack Straw Productions
- Langston Hughes Performing Arts Center
- On the Boards
- Nordic Heritage Museum
- Giant Magnit (formerly Seattle International Children’s Festival)
- Seattle Theatre Group
- Town Hall Association
- UW World Series at Meany Hall
- Vashon Allied Arts

**MUSIC** = $605,625
- Auburn Symphony Orchestra
- Early Music Guild
- Earshot Jazz Society of Seattle
- Northwest Sinfonietta
- Seattle Baroque Orchestra
- Seattle Chamber Music Society
- Seattle Choral Company
- Seattle Men’s Chorus/Seattle Women’s Chorus
- Seattle Opera
- Seattle Pro Musica
- Seattle Repertory Jazz Orchestra
- Seattle Symphony
- Seattle Youth Symphony Orchestras
- Tacoma Opera
- Tacoma Philharmonic
- Tacoma Symphony
- Tacoma Youth Symphony

**THEATER** = $708,166
- 5th Avenue Theatre
- ACT Theatre
- Book-It Repertory Theatre
- Intiman Theatre
- Lakewood Playhouse
- Northwest Puppet Center
- Seattle Children’s Theatre
- Seattle Public Theater
- Seattle Repertory Theatre
- Seattle Shakespeare Company
- Tacoma Musical Playhouse
- Taproot Theatre Company
- Village Theatre

**VISUAL ART** = $431,043
- Bellevue Arts Museum
- Henry Art Gallery
- Kirkland Arts Center
- Museum of Glass
- Pratt Fine Arts Center
- Seattle Art Museum
- Tacoma Art Museum
- Wing Luke Asian Museum

**DESIGNATED WORKPLACE GIFTS (NON-BENEFICIARIES)** = $3,447

**TOTAL 2009 ARTSFUND GRANTS** = $2,227,027
MAKE YOUR RESERVATION NOW

A Celebration of the Arts Luncheon
May 12, 2010 • Westin Seattle Hotel
Sponsored by The Boeing Company

Kennedy Center President Michael M. Kaiser keynotes ArtsFund’s 22nd annual A Celebration of the Arts luncheon, discussing his views on the current state of health of arts organizations across the country and what strategies will help them thrive in difficult economic times.

ArtsFund will also present its Outstanding Achievement in the Arts award to Seattle Symphony Music Director Gerard Schwarz and its Outstanding Corporate Support of the Arts award to Microsoft Corporation.

Make your reservation now at www.artsfund.org, call (206) 281-9050 or email karens@artsfund.org

Mr. Kaiser previously served as the Executive Director of the Royal Opera House, American Ballet Theatre and Alvin Ailey Dance Theater Foundation. He also served as General Manager of the Kansas City Ballet. Before entering the arts management field, Mr. Kaiser was a management consultant in the corporate sector.

“ArtsFund has been a great ally for Seattle Shakespeare Company. Not every city has an organization that champions the value of art for a community. For Seattle Shakespeare Company, ArtsFund has been not only a vital financial resource, but also a trusted advisor and friend as we’ve navigated our merger and growth over the past few years.” — John Bradshaw, Managing Director, Seattle Shakespeare Company

ArtsFund thanks United Reprographics for providing printing and production support of this newsletter.