

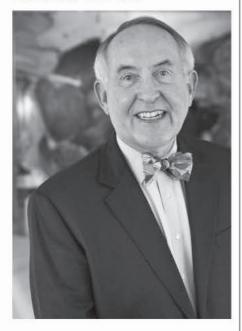
ARTSFUND

WWW.ARTSFUND.ORG EMAIL: INFO@ARTSFUND.ORG

VOLUME XVII, NO. 2, SPRING 2011

State of the Art

JAMES F. TUNE PRESIDENT AND CEO



In the Winter 2011 newsletter, I pointed out that the quality of programming by our many arts organizations has remained spectacularly good in the face of wrenching economic circumstances in 2009 and 2010. The astounding performance of our arts organizations reflects a tremendous commitment to excellence and a growing eagerness to work together, to collaborate and to make use of common resources.

A few examples prove the point. Some 25 cultural organizations have come together to create a cultural database of patrons that includes more than 1.5 million households. Each organization contributed funds and data to make the database a

Some 25 cultural organizations have come together to create a cultural database of patrons that includes more than 1.5 million households.

reality, and generous support has been provided by The Boeing Company. ArtsFund acts as administrator and coordinator of the database. The principle benefit of this program is that cultural organizations now have a much more sophisticated way to understand who is attending their performances or exhibits and can use their very limited marketing dollars to reach people most likely to find specific events of interest. The database also allows cultural organizations to understand things like cross-over patterns among audiences of different groups. [See "Arts groups work together for Valuable Research", p. 3].

Arts organizations are increasingly working together directly to bring exciting programming to the community. In the holiday season this year, Seattle Theatre Group joined Intiman Theatre in producing the highly acclaimed Black Nativity at the Moore Theatre, thus expanding

the opportunity for a larger number of people to attend in a somewhat shorter period of time. Seattle Children's Theatre permitted Book-It Repertory Theatre to produce its holiday show, Red Ranger Came Calling, in SCT's facilities. A new partnership between the 5th Avenue Theatre and ACT Theatre facilitated the production of the boutique musical Vanities in ACT's Kreielsheimer Place, with the season ticket holders of both theatres having an opportunity to see the production in an appropriately intimate setting. Intiman Theatre has collaborated with Seattle Shakespeare Company in its production of The Threepenny Opera in the Intiman Playhouse.

So, it appears in our community that where there's a will, there's a way to keep the arts thriving.

"Without a sense of caring, there can be no sense of community." Anthony J. D'Angelo

CAMPAIGN 2011

CAMPAIGN 2011 CHAIRS

ArtsFund's 2011 campaign is underway. In an effort to better take advantage of ArtsFund's strongest asset, our people, a Development Committee was formed to guide all aspects of the campaign with particular attention paid to greater engagement of the ArtsFund Board. Leading this charge are Development Committee Co-Chairs Sandy McDade, Senior Vice President & General Counsel at Weyerhaeuser and Stellman Keehnel, Partner at DLA Piper. Our thanks to Sandy and Stellman for taking on this important role.



Stellman Keehnel, Partner, DLA Piper, 2011 Campaign Co-Chair.



Sandy McDade, Senior Vice President & General Counsel, Weyerhaeuser Company, 2011 Campaign Co-Chair.

Associates Program: Getting Connected to the Arts in New Ways

The ArtsFund Associates Program both raises funds for the arts and connects people to memorable arts experiences. On Thursday, March 3rd at On the Boards, ArtsFund and its Associates brought together 150 individuals and businesses to meet the creative minds behind OntheBoards.tv, an innovative project at the forefront of engaging and expanding audiences through digital technologies. Starting in 2010, On the Boards, a leading center for the creation and presentation of contemporary dance, theater and music, began filming performances which could later be downloaded online. The cutting edge project also immortalizes On the Boards

performances. The Associates and their guests were able to enjoy the last work by the late Australian choreographer Tanja Liedtke on video.

Right: Associate Neama Dadkhahnikoo and his wife Samira Riahi were among the attendees at the recent "behind the scenes" event for ArtsFund Associates and supporters. Bottom: ArtsFund Associates and their guests enjoyed delicious food provided by Herban Feast and experienced the new Onthe Boards. tv.



Associates Spotlight



Maia Harris

Maia Harris spends her days working in local government, and her free time is largely spent soaking up Seattle's thriving performing and

cultural arts scene. As a Board member of The Crew, a subscriber group for young professionals at the Seattle Repertory Theatre, she sees a plethora of shows at her favorite venue with a crew of friends. In 2008, she started an arts blog on www.seattlepi.com called *All the World's a Stage*. Her initial goal was to get her peers loving the arts as much as she did. Since then she has reviewed many productions around town, from Seattle Opera to ArtsWest. ArtsFund is honored to count Maia as one of the 155 inspiring arts enthusiasts who devote their time to volunteering for ArtsFund as Associates and supporting the arts here in Seattle.

ARTS SPOTLIGHT: GIANT MAGNET

GIANT MAGNET

Few arts experiences are quite as delightful as being in an audience with children and seeing how the performance thoroughly captures their imagination. Giant Magnet, presenter of the Seattle International Children's Festival, has a long history of presenting shows that enthrall both children and adults.

In 2011 Giant Magnet celebrates twenty-five years of introducing young audiences to the world – its people, customs and cultures – through the performing arts. Giant Magnet explores the globe to bring an all-star line-up of performers for its annual festival, to be presented at Seattle Center May 10-14 and the Broadway Center for the Performing Arts in Tacoma on May 16. The festival features professional artists in over sixty performances of traditional and contemporary multidisciplinary arts. Outside the festival, Giant Magnet presents other events that relate to youth, international arts awareness and education. From dance to puppetry to theater and music, Giant Magnet is a true smorgasbord of fun.

This year, Giant Magnet has announced a historic partnership with China's Ministry of Culture in celebration of children and the importance of cultural exchange between our two nations. Three exceptional companies will perform: the Guangdong Province Puppet Art Theater; Shaanxi Folk Art Theater, featuring traditional Chinese drumming and dancing; and Sichuan Opera Company, who not only sing but also do acrobatics and elaborate stunts.

The festival will also feature authentic world music from Ecuador and India, theater from Scotland, storytelling from Tasmania and other surprises.

For more info please visit www.giantmagnet.org.



The Sichuan Opera Company from China will perform Monkey King in Flaming Mountain at Giant Magnet's 25th Anniversary International Children's Festival.



Barry Ackerley Photo Courtesy of Ginger and Barry Ackerley Foundation

BARRY ACKERLEY REMEMBERED

ArtsFund joins the community in mourning the loss of Barry Ackerley. Barry and his family have been strong supporters of the arts through ArtsFund and through many organizations directly. We will miss his vitality, leadership and commitment to this community enormously.

ARTS GROUPS WORK TOGETHER FOR VALUABLE RESEARCH

Residents of sixty percent of all Seattle households are represented in the databases of just two dozen cultural organizations. These same databases hold an astonishing 1.5 million unique household addresses. Those are just two of the remarkable findings of the Cultural Database, an initiative established by a number of cultural groups who turned to ArtsFund to manage the project and serve as fiscal sponsor. The effort is funded by modest membership fees from member organizations and by a generous grant from The Boeing Company. ArtsFund is seeking further contributions to support the project.

WELCOME TO OUR NEW TRUSTEES!

New Trustees, ArtsFund Board



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Judith Bitterli Chief Marketing Officer RealNetworks, Inc.

ARTS NEWS

ENDOWMENT GIFTS TO THE ARTSFUND FOUNDATION ARE GOOD INVESTMENTS IN THE ARTS

From 1975 until late 2000, the Kreielsheimer Foundation ("KF") distributed more than \$100,000,000 to benefit arts in this region and, in so doing, played a significant role in creating an arts community that has achieved national and even international stature.

Part of KF's gifting program included establishing permanent endowment funds to support arts institutions. For arts organizations too small to create and manage foundations, KF formed a separate foundation to hold "earmarked" endowments. The beneficiaries of earmarked endowments received distributions so long as they were qualified nonprofit corporations and remained in business. They could not, however, have access to the earmarked funds to reduce the principal, obtain loans or make pledges as collateral for debt. The reason was that KF wanted its long-term endowment funds to be beyond the reach of management or creditors of the beneficiary organizations so that, if any of them failed, the endowment funds would not be lost.

The arrangement worked just as intended. Among the beneficiary organizations were the Empty Space Theatre and the Northwest Chamber Orchestra. For a variety of reasons, both organizations failed, but the earmarked endowment funds

remain to benefit similar organizations as part of The ArtsFund Foundation. The funds are now called the Kreielsheimer Theatre Fund and the Kreielsheimer Music Fund.

KF achieved its goal of permanent endowment funds benefiting the arts in the region by assuring that the funds are not subject to depletion because a particular arts organization fails. From my perspective, this makes endowment gifts to The ArtsFund Foundation a good investment in the future of the arts in our region.

Donald L. Johnson, Retired Trustee
The Kreielsheimer Foundation



Arlene Wright, Dottie and Don Johnson.

ARTS BENEFACTOR CIRCLE REPORT

On Thursday, February 17th, ArtsFund's Encore Level Donors gathered at the Chihuly Boathouse for a truly special evening. The event was part of ArtsFund's new Arts Benefactor Circle Donor Benefits, and recognized individual donors who give an annual gift of \$2,500 or more. Thank you to Chihuly Studios for providing the unique venue and glass-blowing demonstration, and to the Space Needle for providing fantastic food. As ArtsFund's *Celebration of the Arts* luncheon approaches, we look forward to more opportunities to recognize our Arts Benefactor Circle Donors including the Spotlight Event (for individual donors of \$1,000 and above) on the evening of May 18th, and a new event for First Chair donors (\$5,000 and above) the morning of May 19th. For more information about the Arts



ArtsFund donors enjoying a glass-blowing demonstration at the Chihuly Boathouse for ArtsFund's first Encore Donor Event.

Benefactor Circle please contact Director of Individual and Planned Giving Annemarie Scalzo (annemaries@artsfund.org).

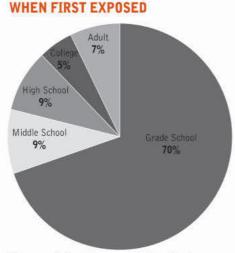
Cultural Institutions Impact our Lives and Economy

Recession or not, cultural activity has a significant impact on the economy of the Central Puget Sound region according to a new study by ArtsFund. Collectively, in 2009, some 360 cultural groups, ranging from arts to zoos, and their patrons generated \$2 billion in business activity (i.e. business sales), supported 33,920 jobs and \$937 million in labor income. This activity resulted in \$87 million in state and local taxes. Approximately one-quarter of these impacts is in the form of "new

money" coming from outside the region.

The study, almost a year in the making, was made possible by a major grant from The Paul G. Allen Family Foundation. It was prepared by Professor William B. Beyers of the University of Washington with GMA Research Corporation of Bellevue. The Boeing Company provided additional funding in support of this study.

Data for the study came from 357 nonprofit arts, heritage, and scientific organizations in King, Pierce, Snohomish and Kitsap counties with budgets of \$30,000 or more and from a statistically valid survey of almost 3,000 cultural patrons. Patron data were collected through surveys at



Measures of when patrons were first introduced to cultural organizations are consistent among all disciplines surveyed.

cultural events during spring and summer of 2010. Data from cultural organizations were from the organizations' most recently completed fiscal year.

A significant portion of economic impacts comes from patrons from outside the Central Puget Sound region. In addition, cultural organizations receive a portion of their income from sources outside of the area. This all represents "new money" that would not be spent in the region without these cultural activities. New money accounts for 17 percent of the revenues of cultural groups and about 44 percent of patron spending. New money impacts in 2009 created 8,273 jobs, \$573 million in business activity, \$247 million in labor income and \$43 million in tax revenues.

Among the base of comparable organizations, attendance has declined slightly (two percent) since 2003. More notably, reflecting the challenges of current economic times, those attending are paying less. Patrons attending on season tickets or memberships dropped by more than 15 percent. Those attending on single tickets or admissions declined more than five percent. Both discounted student tickets and free admissions, on the other hand, climbed by about 22 percent each from their 2003 levels.

STATE-WIDE IMPACTS



Business activity (sales)	2.0 B
Jobs3	3,920
Labor income	37 M
State & local taxes\$	87 M

Total annual visits 13.2 M 3.6 times population of 4 counties

2010 ARTSFUND BENEFICIARY GRANT BREAKDOWN

DANCE = \$222,385

Pacific Northwest Ballet Spectrum Dance Theater Velocity Dance Center

FILM & MEDIA ARTS = \$19,178

Northwest Film Forum Three Dollar Bill Cinema SIFF

LITERARY ARTS = \$20,485

Richard Hugo House Seattle Arts & Lectures

MULTIDISCIPLINARY = \$203,445

Artist Trust
ArtsWest Playhouse & Gallery
Broadway Center for the Performing Arts
Central District Forum for Arts & Ideas
Experience Music Project/Science Fiction Museum
Jack Straw Productions
On the Boards
Nordic Heritage Museum
Giant Magnet
Seattle Theatre Group
Town Hall Association
UW World Series at Meany Hall
Vashon Allied Arts
The Vera Project

MUSIC = \$539,742

Auburn Symphony Orchestra Early Music Guild Earshot Jazz Society of Seattle The Esoterics Federal Way Symphony 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 Orchestra Tacoma Youth Symphony Association

THEATER = \$715,740

5th Avenue Theatre
ACT Theatre
Book-It Repertory Theatre
Intiman Theatre
Kirkland Performing Arts Center
Northwest Puppet Center
Seattle Children's Theatre
Seattle Repertory Theatre
Seattle Repertory Theatre
Seattle Shakespeare Company
Tacoma Musical Playhouse
Taproot Theatre Company
Village Theatre
Wing-It Productions

VISUAL ART = \$377,561

Bellevue Arts Museum
Frye Art Museum
Henry Art Gallery
Kirkland Arts Center
Pratt Fine Arts Center
Seattle Art Museum
Tacoma Art Museum
Wing Luke Museum of the Asian Pacific American
Experience

DESIGNATED WORKPLACE GIFTS
(NON-BENEFICIARIES) = \$1,690
TOTAL 2010 ARTSFUND GRANTS = \$2,100,226

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Thank you to the following businesses and organizations for their support of ArtsFund's 2011 Campaign and Programs.

\$300,000 AND UP

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\$100,000 - \$299,999

The Boeing Company JPMorgan Chase Foundation Safeco Insurance Foundation

\$50,000 - \$99,999

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By hosting employee campaigns and/or matching employee gifts, the following companies provide ArtsFund with the most workplace affiliated donations. Thank you to these companies and their employees for their commitment to the arts.

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YES! I/We want to support our community's most important and exciting arts groups with just one gift of:

\$2,500

□ \$500 □ OTHER \$ □ \$1,000

Name(s)

Please print your name as it should be listed.

Check here if you wish to remain

Address

City/State/Zip

Email Phone

[] Check enclosed [] Please charge my credit card: CUT ON DOTTED LINE

□ VISA

☐ MasterCard ☐ American Express

☐ Discover

Expiration Date

Cardholder's Signature

[] Please bill me: quarterly semiannually

other

my gift.

more:

[] My company will match

Company: For individual donors of \$5,000 or

☐ I/We accept the offer of free tickets to arts events. ☐ I/We waive the offer of free tickets to arts events. Our gift is completely tax-deductible as a

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Please mail your contribution to: ARTSFUND P.O. Box 19780 Seattle, WA 98109-6780

You may also donate on-line at

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A Celebration of the Arts Luncheon

Thursday, May 19, 2011 · Westin Seattle Hotel

Accomplished author, poet and screenwriter Sherman Alexie will be the keynote speaker at ArtsFund's 23rd Annual *Celebration of the Arts* luncheon.

ArtsFund will present its Lifetime Dedication to the Arts award to Ann P. Wyckoff and its Outstanding Achievement in the Arts award to Clarence Acox, Co-Artistic Director, Seattle Repertory Jazz Orchestra; Director of Jazz Bands, Garfield High School; Co-Artistic Director, Seattle JazzEd.

The luncheon will feature a performance by members of the Garfield Jazz Ensemble.

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

Author, poet and screenwriter Sherman Alexie was named one of *The New Yorker's* 20 top writers for the 21st century. *The New York Times Book*

Review described him as "one of the major lyric voices of our time." Men's Journal called him "the world's first fast-talking and wisecracking mediagenic American-Indian superstar."

His first novel, Reservation Blues, won Booklist's Editors Choice Award for Fiction. Indian Killer was a New York Times Notable Book. The Toughest Indian in the World won the 2001 PEN/Malamud Award, honoring excellence in the art of storytelling. Ten Little Indians was a 2003 national bestseller and Publishers Weekly Book of the Year.

His latest books include Flight, The Absolutely True Diary of a Part-Time Indian, a 2007 National Book Award winner in Young People's Literature, and Face, his first full collection of poems in nine years. His collection of short stories, War Dances, won the 2010 PEN/Faulkner Award for fiction.



Sherman Alexie will be ArtsFund's 2011 luncheon keynote speaker. Photo by Rob Casey.



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