

January 7, 2013

Mr. Randy Burns, Management Analyst
City Council Office
1000 Lindsey Street
Chattanooga, TN 37402

Re: FY 2013-2014 Request

Dear Randy:

ArtsBuild is respectfully requesting support of \$305,000 (\$255,000 annual support plus \$50,000 for *Pops on the River*, Chattanooga's official Independence Day Celebration) from the City of Chattanooga for FY 2013-2014.

ArtsBuild (formerly Allied Arts of Greater Chattanooga) will provide the City of Chattanooga with copies of the annual audit for each year that it spends funds appropriated by the City of Chattanooga.

ArtsBuild's mission is to galvanize broad participation in and widespread support for the arts.

I am knowledgeable about our request for funding from the City of Chattanooga and will be the contact person. I can be reached at (423) 756-2787 ext. 14.

Thank you for your consideration of our request.

Sincerely,


Dan Bowers
President, ArtsBuild



Executive Summary – FY 2013

In 1969 a group of community leaders realized the importance of long-term, strategic growth for the arts in Chattanooga. For more than 40 years ArtsBuild, previously known as Allied Arts of Greater Chattanooga, has served as the catalyst and singular voice for the arts in our community. The demographics, needs, and audience of the arts have evolved immensely over the past 43 years, and the impact of ArtsBuild on the growth of the arts in Chattanooga has remained consistent and strong. ArtsBuild's mission is *to galvanize broad participation in and widespread support of the arts*. As a result of the comprehensive community-wide cultural planning process, *Imagine Chattanooga 20/20*, ArtsBuild developed several primary focuses that are serving as the basis for our short and long-term goals:

1. ArtsBuild will raise awareness of the value of the arts through community-wide efforts.

On December 3, 2012 Allied Arts rebranded itself as ArtsBuild. Traditionally, Allied Arts' primary focus has been assuring financial viability for a finite number of important arts organizations in Chattanooga. While we are still committed to our "Cultural Partners," we are also investing in initiatives and activities that make the arts available and visible to even more people, particularly underserved populations.

As ArtsBuild we will continue our long-standing tradition of serving as the primary, unified voice of the arts in Chattanooga through strategic advocacy with elected officials at the local, state, and national levels. The current ArtsBuild Advocacy Committee is comprised of seven community leaders and three staff members that meet regularly. In November 2012 the committee met with Hamilton County Department of Education Superintendent Rick Smith to advocate for a consistent, comprehensive visual arts education program in every HCDE elementary school. Currently, only 27% of all HCDE elementary school students receive visual arts instruction.

The Holmberg Arts Leadership Institute, now in its eighth year, continues to provide a wide range of community members the tools necessary to become active, knowledgeable arts advocates. The Institute offers behind-the-scenes visits to cultural and educational institutions, panel discussions with community leaders, case studies of arts agencies and a unique forum for pursuing shared goals among arts leaders, educators, business people and foundations. To date, 225 participants have graduated from the program.

ArtsBuild will continue to provide leadership in community arts initiatives by providing representation for programs such as the annual Spark Festival (previously the HATCH Festival), Park(ing) Day, HubFest, the Chattanooga Music Council, and the STEM Council. In 2012, ArtsBuild President Dan Bowers was chosen as one of 28 representatives to serve on our 40-year, three-state, 16 county region-wide planning effort, *Thrive 2055*. ArtsBuild also serves as the designated agency responsible for implementing the *Imagine Chattanooga 20/20* cultural plan.

2. Increase resources invested in the arts in the greater Chattanooga area.

ArtsBuild will continue to provide up to 15% of annual operating support to its 14 Cultural Partners including the Chattanooga Symphony & Opera, The Hunter Museum of American Art, the Creative Discovery Museum, and the Chattanooga Theatre Centre. In 2012, ArtsBuild allocated a total of \$970,000 to its Cultural Partners. We recognize these organizations as the cornerstones of the arts in Chattanooga. As the city's premier arts organizations, we will also assist them in developing and assessing programs that support our efforts to reach underserved populations.

To help ensure the long-term viability of our Cultural Partners, ArtsBuild will continue to provide technical assistance to these organizations through fundraising seminars, board development, grant writing assistance, and collaborative marketing opportunities. In 2012-2013, ArtsBuild is hosting a series of seven fundraising classes taught by nationally-recognized Association of Fundraising Professionals certified teachers. An executive or development professional from each of our cultural partners is required to attend the class series.

3. Serve as the leader to assure successful implementation of Imagine Chattanooga 20/20.

Imagine Chattanooga 20/20 is our community's long-range cultural plan. It was created by the community, for the community. From the plan's inception to its current implementation, ArtsBuild has served as its official coordinator and facilitator. The plan encompasses four primary strategies:

Diversity:

Chattanooga's population has diversified and evolved. ArtsBuild recognizes the need to provide greater opportunities for these unique cultures that make Chattanooga a special place to live. In fall 2012 ArtsBuild launched *Community Cultural Connections* (CCC), a new grants initiative that awarded \$60,000 in small grants to 23 organizations to fund arts experiences in social service agencies, neighborhoods, and municipalities throughout our community. ArtsBuild's goal is to increase funding available for the CCC grants in 2013 in order to support an even larger number of cultural programs.

Vibrant Downtown:

Civic pride in a vibrant downtown Chattanooga will be enhanced by: 1) A cultural hub, in development by ArtsBuild, that provides a consolidated presence of arts organization, artists, galleries, and space for arts education programming; 2) Greater availability of appropriate and well-maintained facilities for performances; and 3) A strengthened public art program.

Economic Development:

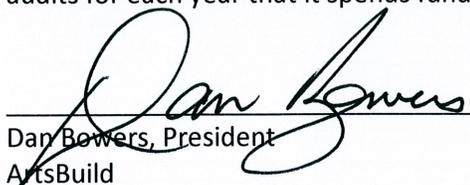
The Arts & Economic Prosperity IV report, created by Americans for the Arts, reported that total expenditures from arts and culture organizations and their audiences in the greater Chattanooga area exceeded \$106 million dollars in 2010. Event-related spending by Arts & Culture audiences in 2010 totaled \$65.6 million. The reality of the significant impact the arts has in the Chattanooga economy is more than evident. In order to provide residents and visitors easy access to arts and culture events ArtsBuild, with the Chattanooga Times Free Press, served as the primary catalyst for the recently launched *ChattanoogaNow* online events calendar. This website provides a centralized, community-wide site that promotes and markets arts and culture events and attractions.

Arts Education:

All children and families in our community should have access to high quality in-school and community-based arts and cultural education. Teachers should also have the opportunity to learn how to successfully integrate the arts into their classrooms. To that end, ArtsBuild continues the *Imagine!* Initiative that provides tickets, transportation, and integrated curriculum to all second through fourth grade students in Hamilton County to attend a professional arts event each year. Currently, all second graders attend a performance of *The Nutcracker*; all third graders attend a Chattanooga Symphony & Opera concert, and all fourth graders attend a professional theatre performance. ArtsBuild will continue to serve as the primary provider of significant professional development to HCDE teachers through the John F. Kennedy Center for the Performing Arts' Partners in Education program. Workshops are offered in partnership with HCDE and assist teachers with developing their students' 21st century workplace skills through arts integration instruction strategies.

Assurances:

ArtsBuild will provide the City a detailed accounting of how and for what purpose municipal funds were spent, prior to the close of the City of Chattanooga's fiscal budget year and at the close of each succeeding fiscal budget year until all municipal funds have been spent. ArtsBuild will also provide the City of Chattanooga with copies of current annual audits for each year that it spends funds appropriated to it by the City of Chattanooga.



Dan Bowers, President
ArtsBuild