



AMERICANS FOR THE ARTS

2018 ANNUAL REPORT





PROGRAMS AND TOOLS

Americans for the Arts introduced many new tools and resources for the nonprofit arts field in 2018:

- **Social Impact Explorer** launched, detailing the enormous role that arts can play in 26 other sectors. It features factoids, core research, example projects and national service organizations.
- **Mapping our Progress toward Cultural Equity** documents Americans for the Arts' diversity, equity, and inclusion efforts since the 2016 adoption of the Statement on Cultural Equity.
- With the creation of the annual **Johnson Fellowship for Artists Transforming Communities**, the first fellowship was awarded to Los Angeles-based artist **Tanya Aguiñiga**.
- ArtsBlog featured 23 blog posts in the **Nonprofit Arts Women Rock blog series** in the fall spotlighting the voices of women in leadership roles at nonprofit organizations.
- Americans for the Arts redesigned and improved online directories including: **Arts Services Directory**, **Public Art Program Directory**, **Public Arts Services Directory**, and **Arts and Military Services Directory**.

RESEARCH

New research in 2018 helps the arts field better understand their challenges and opportunities with funding, demographics, and support of the public and business:

- Conducted by Ipsos Public Affairs, **Americans Speak Out about the Arts** public opinion poll finds that Americans believe more strongly than ever that the arts promote personal well-being, help us understand other cultures, and that government has an important role in funding the arts.
- The new **Annual Profile of Local Arts Agencies** captures LAA budgets, partnership, and programmatic trends. This annual tool was previously known as the LAA Census.
- Conducted in partnership with The Conference Board, the **National Survey of Business Support for the Arts** finds 79% of companies believe the arts improve quality of life; 53% report that arts support contributes to stimulating creative thinking and problem solving; and the arts make up 34% of a company's philanthropic contributions.

ADVOCACY

Local, State, and Federal arts advocacy was critical in 2018, with two large wins on the federal level:

- The Trump Administration budget proposal once again called for the termination of cultural agencies including the National Endowment for the Arts and the National Endowment for the Humanities. Americans for the Arts and advocates across the country fought successfully for the survival of these agencies, and efforts lead instead to **increased federal funding for the arts**.
- Americans for the Arts **secured advertising** in *The Hill*, *Politico*, *Roll Call*, *Chronicle of Philanthropy*, *Nonprofit Times*, and *Nonprofit Quarterly* and National Public Radio detailing **the impact of the arts on communities**.
- **National Arts in Education** week in September shared the impact of the power of the arts in education. More than 7,500 individuals or organizations contributed 15,500+ social media posts.

SELECT EVENTS

More than 10,000 people from across the country gathered in person and contributed online to make the following select events successful.

- **March 12-13**, National Arts Action Summit, Washington, D.C.
- **March 12**, 31st Annual Nancy Hanks Lecture on Arts and Public Policy, Washington, D.C., featuring a Conversation with Lonnie G. Bunch III and Richard D. Parsons moderated by Dr. Carly Hayden
- **June 5**, David Rockefeller Lecture on Arts and Business, New York, NY featuring artist David Koons
- **June 15-17**, Americans for the Arts Annual Convention and Public Art Preconference, Denver, CO featuring Marc Morial
- **October 2**, Business Committee for the Arts BCA 10 Awards, New York, NY
- **October 22**, National Arts Awards, New York, NY
- **October 1-31**, National Arts & Humanities Month, #ShowYourArt2018 Instagram challenge
- **November 9-12**, National Arts Marketing Project Conference, Seattle, WA, featuring Ijeoma Oluo

Cover: These images are details from award-winning 2018 public art projects which can be found in the Public Art Year in Review Database. Go to the Public Art Resource Center for more information on the database and public art: www.AmericansForTheArts.org/parc. (left to right) *The Fluid Animation at Fulton Center*, artwork and photo by Chris Doyle; *Books of a Feather* by Dixie Friend Gay, photo by Hall Puckett; *Love, Community and Forgiveness for Harbor Light* by Erin Sayer and Bianca Jane Pettis, photo by Bianca Jane Pettis; and *Wavelength 1* by Emily White, photo by Tabatha Mudra.

Page 2: (top to bottom) participants at National Arts Action Summit, photo by Jerry Frishman; Yancy Garcia performs at the David Rockefeller Lecture, photo by Rana Faure; participants at National Arts Action Summit, photo by Jerry Frishman; and participants at Annual Convention, photo by Sylvain Gaboury.





AU Collective performs at the National Arts Marketing Project Conference, photo by Robert Wade

Americans for the Arts presents awards each year to honor artists, arts leaders, elected officials, businesses and business leaders, funders, advocates, and community leaders.

2018 Annual Leadership Awards

- Sarah Gonzalez Triplet, *Alene Valkanas State Arts Advocacy Award*
- Paul Sznawajs, *Arts Education Award*
- Quanice G. Floyd, *American Express Emerging Leader Award*
- William P. Marino, *Michael Newton Award*
- Renee Piechocki, *Public Art Network Award*
- Kristina Newman-Scott, *Selina Roberts Ottum Award*
- Community Arts Training (CAT) Institute, *Robert E. Gard Award*

2018 Johnson Fellowship for Artists Transforming Communities

- Artist Tanya Aguiñiga

2018 Public Leadership in the Arts

- Rep. Leonard Lance, (R-NJ), *Congressional Arts Leadership Award*
- Gov. Larry Hogan, (R-MD), *Governors Arts Leadership Award*
- Lt. Gov. Nancy Wyman (D-CT), *Lt. Governors Arts Leadership Award*

- Sen. Ben Allen, (D-CA), *State Legislatures Arts Leadership Award*
- Commissioner Randy Maluchnik, Carver County, MN, *County Arts Leadership Award*
- Mayor Javier Gonzalez, Santa Fe, NM, *Local Arts Leadership Award*
- Mayor Mike Rawlings, Dallas, TX, *Local Arts Leadership Award*
- Artist Michael Cerveris, *Citizen-Artist Award*

2018 National Arts Awards

- Mavis Staples, *Carolyn Clark Powers Lifetime Achievement Award*
- Ai Weiwei, *Marina Kellen French Outstanding Contributions to the Arts Award*
- Justin Peck, *Ted Arison Young Artist Award*
- Ann Ziff, *Philanthropy in the Arts Award*
- The Alliance for Young Artists & Writers, *Arts Education Award*
- John Baldessari, *Featured Artist*

2018 BCA10 Awards

- Churchill Downs, Louisville, KY
- Fifth Third Bank, Cincinnati, OH
- Fosun, New York, NY
- Phillips 66, Houston, TX
- The Standard, Portland, OR
- Tierney, Philadelphia, PA
- UMB Financial Corporation, Kansas City, MO
- VF Corporation, Greensboro, NC
- West Bend Mutual Insurance Company, West Bend, WI
- Zions Bank, Salt Lake City, UT
- BCA Leadership Award, Chandrika Tandon, Chairman, Tandon Capital Associates and Soul Chants Music, New York, NY
- David Rockefeller BCA pARTnership Award, Square and Cheyenne River Youth Project, San Francisco, CA and Eagle Butte, SD

2018 SUMMARY OF financials

Detail from The Fluid Animation at Fulton Center, artwork and photo by Chris Doyle.

COMPARATIVE OPERATIONAL EXPENDITURES

Program Area	2014	2015	2016	2017	2018
PR & Strategic Alliances	\$1,318,522	\$732,064	\$1,547,323	\$2,055,939	\$1,577,638
Government Affairs and Public Sector Partnerships	\$1,281,495	\$1,271,793	\$761,884	\$1,453,329	\$1,924,989
Arts In Education	\$639,147	\$837,945	\$739,402	\$500,401	\$754,749
Local Arts Advance (Frmr R&I/Field Serv)	\$1,446,894	\$2,482,121	\$2,783,976	\$2,935,390	\$2,780,389
Research & Policy	\$985,529	\$1,395,372	\$1,723,114	\$3,247,104	\$3,686,020
Leadership Alliances	\$1,121,859	\$1,470,970	\$1,206,179	\$1,190,875	\$1,171,215
Communications/Visibility/Marketing	\$1,289,017	\$1,591,908	\$1,028,272	\$1,426,162	\$1,330,017
Private Sector	\$962,032	\$1,006,388	\$1,224,324	\$352,068	\$1,026,061
Special Projects	\$1,090,268	\$1,954,466	\$2,228,600	\$372,589	\$411,219
Arts & Business Council of New York	\$156,708	\$221,188	\$222,921	\$217,789	\$206,318
Arts Action Fund	\$434,877	\$484,028	\$589,188	\$457,144	\$517,534
Americans for the Arts Foundation	\$5,376	\$11,457	\$13,383	\$40,717	\$114,298
Management & General	\$1,124,271	\$1,184,921	\$1,373,333	\$1,246,935	\$2,191,312
Membership Development and Fundraising	\$733,377	\$986,121	\$886,934	\$901,653	\$930,675
Total Expenses	\$12,589,372	\$15,630,742	\$16,328,833	\$16,398,095	\$18,622,435



* This document, produced by management for the purposes of this report, is based on the audited consolidated financial statements and accompanying notes prepared by the public accounting firm of Tate & Tryon based in Washington, DC for the respective years listed. Please also note that due to shifts in department and programmatic composition over a number of years, the totals listed here for past years may differ slightly from previous annual reports.



recognition

Cleo Parker Robinson Dance Company performs at Annual Convention, photo by Sylvain Gaboury

2018 HONOR ROLL OF DONORS – Corporate, Foundation, & Government Contributors

GIFTS OF \$500,000+

The Andrew W. Mellon Foundation
Pennsylvania Council on the Arts

GIFTS OF \$100,000 – \$499,999

American Express
Bush Foundation
Yankee and Laurel Johnson Fund
The Joyce Foundation
John S. and James L. Knight Foundation
The Kresge Foundation
Ovation
Emily Hall Tremain Foundation (EHTF)

GIFTS OF \$50,000 – \$99,999

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NAMM Foundation
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The Wallace Foundation

GIFTS OF \$25,000 – \$49,999

AEG Live Rocky Mountains
The Herb Alpert Foundation
Atlantic Salt, Inc.
The California Wellness Foundation

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Deutsche Bank Americas Foundation
Fosun International Shanghai CN (New York
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Martha Rivers Ingram Advised Fund at
The Community Foundation of Middle
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National Endowment for the Arts
Phillips 66

GIFTS OF \$10,000 – \$24,999

Bank of America
The Eli and Edythe Broad Foundation
BVLGARI
Cardinal Health
The Clare Rose Foundation Inc.
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Fifth Third Bank
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The McKnight Foundation
New York City Department of Cultural Affairs
The Standard
Starwood Capital Group
The Han Group
UBS Financial Services
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Quaver Music
West Bend Mutual Insurance Company
Zions Bank

GIFTS OF \$5,000 – \$9,999

Art Dealers Association of America
Aspen Skiing Company
Bohemian Foundation
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Collins Building Services, Inc.
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Cultural Facilities Authority
The Max and Victoria Dreyfus Foundation,
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GIFTS OF \$2,500 – \$4,999

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Moab Music Festival
NEPC, LLC
4 Young Foundation

GIFTS OF \$1,000 – \$2,499

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J. Ben Bourgeois Productions, Inc.
The David Bohnett Foundation
Bridgette Mayer Gallery
The Cultural Planning Group
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ESa
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One anonymous donor

GIFTS OF \$500 – \$999

Epitaph
Praeditis Group LLC
Precision Dialogue
Pri-o-leau Development Group
Unity International Group



recognition

Detail from Books of a Feather by Dixie Friend Gay, photo by Hall Puckett.

2018 HONOR ROLL OF DONORS – Individual Contributors

GIFTS OF \$500,000+

One anonymous donor

GIFTS OF \$100,000 – \$499,999

Anna-Maria and Stephen Kellen Foundation

Monica and Philip Rosenthal Family Foundation

The Bill and Ann Ziff Foundation

GIFTS OF \$50,000 – \$99,999

Kutya Major Foundation

The Rosenthal Family Foundation;
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GIFTS OF \$25,000 – \$49,999

Betsy and Edward Cohen/
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GIFTS OF \$10,000 – \$24,999

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Ken and Mary Ann Fergeson Fund for
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Christine Frerer

Kristi Frank

Debra Garcia y Griego

Alexandra Harper

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