

Executive Director Report \ AUGUST 2018

The past couple have months have had multiple foci. The search for a new Executive Director and the transition thereafter is a priority, both in preparation and in day to day decisions. I feel it is important to think about the next leader when making any call or action that will affect him or her. I am excited for new leadership as I feel there are many positives for conditions on the ground. I would also like to announce that I've been elected to the Executive Committee of the [United States Urban Arts Federation](#). The Federation has helped me immensely as colleagues with experiences with issues we face as an arts council are few and far between. Another great thing about the Federation is that when our job is posted, I'll be able to share it with the Local Arts Agency Leaders from the United States largest 60 cities. There are very few Local Arts Agency directors who serve as large of a population as the Cultural Council serves.

I'll jump right in with some bullets on the past couple of months and the road ahead.

Advocacy

- Our coordinated plan with CSG organizations this year has ramped up and caught on. Here is why:
- We held a series of strategy sessions before the budget season with all CSGs invited and most attended.
- We polled CSGs on crucial things like amount requested, what would the orgs spend the increased funding on, how would we deliver advocacy messages to the Mayor's Office and City Council? A plan was put in place and we are continuing to execute.
- We hand delivered hundreds of personal stories to City Council Members from constituents in their district. Same for the Mayor. The stories were qualifiable proof that the quality of life of the people of Duval County is directly tied to their access to arts and culture. *Have you submitted an anecdote? Have you written to City Council? It is NOT TOO LATE:* www.culturalcouncil.org/advocacy
- We met with the Mayor's Budget Review Committee (first time in at least a decade) to make our case, to answer questions, and to provide rationale. I plead to be able to do this, this year and I pray that the administration considers this annual part of the process.
- The Mayor's proposed budget did not accommodate our ask for an increase. Funding was held flat at \$2,846,580
- This is a disappointment but not the end of the road. Our compelling advocacy to City Council email (penned by Patrick - great job there) was widely distributed especially by our CSG organizations. This has increased attention to the flat and declining investment from our city.
- We have reason to believe that the Finance Committee will look into filling the gap between flat funding and our ask.
- That gap (\$1,099,860), represents 0.08% of the budget.
- The \$3,946,440 we applied for is less than the city's all time high in arts funding which was \$4,026,010 in 2002. CSG has declined or held steady since then.

- We'll know more on 8/16. The City Council Finance Committee first meeting is on the same day as our board meeting. The FC kicks off at 9am and we'll be very near the beginning. It is not yet known whether we'll have a chance to present or answer questions. We were not able to do either last year, but we'll be prepared either way.
- Board Members are encouraged to attend the FC meeting on 8/16. More on that in upcoming communications.

Fundraising/Development

- We've had some limited success selling SOTA sponsorships. Gains include drastically reduced price for lunch from Blacksheep and session sponsorship from Brunet Garcia. Please help us by suggesting these sponsorships to your friends and colleagues. You have an email in your inbox from me that has everything you need.
- I've met with Kemal who is heading up the Development Committee and is looking for other board members to join him and Diana. Below are some of the initiatives we discussed.
- Chuck Loring is coming. Half of the day is governance and half is development. If many if not all board members could attend I think it would be an inspiring refresher, with some action items and help with the infrastructure of the Development Committee. It always sells out. They have \$60 each tix if we buy more than 3. the Duval date is 9/25. Even if a board member isn't on the Development Committee this workshop is excellent for all board members as all board members should be developing.
- Arts Awards - We have some locations availability determined but haven't made any other actions towards the event as a staff. One note here: Some potential sponsors that we are reaching to have mentioned that they can't support SOTA but are focusing their giving on Arts Awards with us, which is a good "no".
- I noted that DVI (whose awards portion of their party was a noisy disaster) has gone to an awards breakfast and a all fun gala. Perhaps two events is smart? I also brought up that without a Dev Committee or a Dev staffer last year it really landed on Chelsey and I and staff to sell it and run it. Before the Ryan era the Arts Awards was a board driven event with staff assistance. I think that is best practice and I think our board could do a great job and would like being engaged from the beginning. Some decisions do need to be made in this regard. I think at the very least, for budgeting purposes we need to come up with a net amount raised, fairly soon.
- Jackie and the Endowed position- Jackie is a fundraising machine and that is her main role at her foundation. So it is difficult for her to get too deep in our development. That said, she had what I think is a very good idea to start an endowment with the Community Foundation for a position at the Cultural Council. I think the position should be the ED as it is the one position that won't ever change but it could be any number of different roles. And of course the timing is right as we're starting fresh in that position soon. My suggestion is that the Development Committee get with Jackie sooner than later and discuss how this works logistically.

- Grand 100 - Kemal reminded me of a great fundraiser the Womens Business Center at the Chamber had a few years ago. The Grand 100 raised 1,000 each from the community to support the center and very rapidly surpassed the goal. Perhaps we do something similar. This is the 45th anniversary of the org, maybe a 45k raise? 45th is the Sapphire Anniversary. How do we relate the raise to our work and/or recognize the gifts. Why would someone be compelled to give \$1000? I think this is a good conversation to have for the Development Committee.
- Bon Voyage party. In the spirit of in lieu of flowers type thing (I'm not planning on dying). I was thinking we could have a party to celebrate my departure with suggested donations going to the CCGJ. I think there is a universe of people who would give at something like that. I'm happy to DJ and waive my fee. :)

Commitment to Cultural Equity

- I have pride in many of the things we have accomplished while at the helm. In my opinion the most important work we've prioritized is our Commitment to Cultural Equity.
- We all know the importance, fairness, and value of having multi-dimensional leadership, influence, and background. We also know that **all** of Duval County pays taxes which generate the dollars we distribute. It is an absolute responsibility that the programs and the stakeholders are as diverse as the community. It is in the code.
- The cornerstone of these efforts are scheduled focused interviews with CSG directors and their board chair (or member if chair is unavailable). I'll be leaving a history of these meetings and a road map of how they have worked for our new Executive Director.
- Please check out the infographic below to see a snapshot of the progress
- There are programs that directly relate to the commitment where I am the main or only staff person at the Cultural Council working on the program. I'll discuss these at the board meeting but I'd like to be able to give some direction to partners in these programs if the board doesn't see them as part of the new direction for the transition.
- [LaVilla Jazz & Heritage Festival](#) - Please check out the photographic recap of the event here.

COMMITMENT TO CULTURAL EQUITY

CULTURAL EQUITY STATEMENT:

The Cultural Council of Greater Jacksonville commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable city.

MULTI-PRONG TACTICS INCLUDE:

Diversity of
Board
Required for
Grant
Eligibility

Diverse
Workforce
Development

Inclusive &
Diverse
Programs

EARLY SUCCESSES INCLUDE:

- African American board participation on Cultural Service Grant Organizations has increased from 4% to 8% to 15% in past three years*
- 65% of these organizations increased African American board participation for 2017/18*
- 92 students of color have completed paid internships at cultural organizations
- 150 8th grade students of color completed curriculum focused on careers in arts/culture
- Increased funding for public art and activating community projects in neighborhoods where access to art is lacking
- Six figure, multi-year investment in private, programmatic grants with a focus on diversity and inclusion via PNC Arts Alive
- Lens on diversity with all speakers and events



CULTURALCOUNCIL.ORG/EQUITY

CONTACT: TONY@CULTURALCOUNCIL.ORG

*ANNUAL CSG DEMOGRAPHIC SURVEY