

The ArtsinStark Story

11/15/10

ArtsinStark began over 40 years ago in 1968, with the dream of building a Cultural Center for the Arts along side the Canton Civic Center. In 1970, that dream came true. Today ArtsinStark is the County Arts Council. We are a non profit organization that gives out grants, manages the Cultural Center, and runs the Annual Arts Campaign. We are committed to using the arts to create smarter kids, new jobs, and healthier communities.

GRANTS PROGRAM

Nearly 80% of all dollars we raise go out to Stark County arts organizations, artists, schools and non-profits in the form of grants. Annually, that adds up to \$1.2 million in Operating, Special Project, and Community Arts grants to more than 100 entities.

Operating Grants: The biggest grant category is the \$960,000 in Operating Grants that go to the seven largest arts organizations in Stark County: the Canton Ballet, Canton Museum of Art, Canton Palace Theatre, Canton Symphony Orchestra, Massillon Museum, Players Guild Theater and Voices of Canton (VOCI). The combined budgets of these seven arts organizations are over \$5 million. Their programs alone reach more than 125,000 people. Here are the grant amounts, current budgets, and number of years each of those organizations have been supported by ArtsinStark.

Operating Grantee	2010 Grant	2010 Budget	#of Yrs
Canton Ballet	\$ 124,000	\$ 700,000	38
Canton Museum	\$ 243,000	\$1,200,000	38
Mass Museum	\$ 29,000	\$ 650,000	3
Palace Theatre	\$ 19,000	\$ 500,000	3
Players Guild	\$ 176,000	\$ 600,000	38
Canton Symphony	\$ 309,000	\$1,300,000	38
Voices of Canton	\$ 57,000	\$ 200,000	37
	\$ 957,000	\$5,150,000	

Each year a panel of community representatives reads the applications of the seven Operating Grantees and holds an interview with each. The differences in the dollar amount an Operating Grantee receives relates to 1) the scores it receives from the grants panel, 2) the size of its operating budget, 3) the percentage of its own budget earned and raised, and 4) the number of years it has been applying. Every three years the board of ArtsinStark decides if it will invite any new arts organizations to apply as Operating Grantees.

Special Project Grants:

The next largest grant category is \$150,000 that goes out in Special Project Grants. This is a new grants category created in 2005. Since then, ArtsinStark has awarded over

\$850,000 in grants to more than 200 Stark County non-profits and artists --- the majority of which had never received funding from us in the past. (A complete list of all grants is available at ArtsinStark.com by clicking on "Grants.") Special Project Grants are awarded either to support **innovative** projects hosted by non profit organizations and individual artists, or to **supercharge learning** through SmArts programs in the schools. The most recent round of grants included \$3,600 for music classes for disadvantaged kids in Alliance, \$2,300 for the Ohio Youth Ballet in Canal Fulton to present a dance weekend, \$5,600 for the Stark County Library to host 33 art classes for 800 people, \$6,800 for the Massillon Museum to mount a new touring exhibit, and \$2,000 for the North Canton YMCA to present a drama and art camp.

Community Arts Grants: Each year between \$40,000 - \$60,000 is awarded in Community Arts Grant contracts. Those contracts go to organizations and artists to present performances, undertake public art projects, or host activities related to downtown revitalization.

FACILITIES PROGRAM

We own the 330,000 square foot Cultural Center, and the Parking Deck that connects it to the Civic Center. (The City of Canton owns the Civic Center.) ArtsinStark also owns four smaller buildings around the Cultural Center, including our administrative office with the colorful stripes that sits on the corner of 9th and Cleveland NW.

ArtsinStark manages all the parking for both the Cultural Center and the Civic Center. Five Resident Companies call the Cultural Center home: the Canton Ballet, Canton Museum of Art, Canton Symphony Orchestra, Players Guild Theater, and Voices of Canton (VOCI). All have their offices there; some host events and teach classes there as well. All five Resident Companies receive Operating Grants from ArtsinStark but operate as totally independent non-profit organizations with their own board of directors. Many of the spaces at the Cultural Center like the Great Court and Cable Recital Hall are available for rent for meetings, weddings, and special events. More information at ArtsinStark.com.

FUNDRAISING

Nearly 99% of our \$2.6 million annual budget comes from the private sector. What we don't earn, we raise from individuals, companies, and foundations through the Annual Arts Campaign. There are 1,500 communities in America where the United Way raised dollars for social services. Stark County is one of 80 communities that raise money for the arts through the Annual Arts Campaign. Every spring for 11 weeks (March, April and May) we run the Annual Arts Campaign. There is a volunteer chair and 100 community workers. The chair for the Annual Arts Campaign in 2010 was Linda DeHoff. In 2011, Karen Belden will chair, and in 2012: Joy Timken.

In the last four years (2005 to 2010) we've increased giving to the Annual Arts Campaign by 50%. We've gone from raising \$970,000 in 2005 to raising \$1,455,000 in 2010 --- the highest amount in our history. One of the reasons people invest is because

91 cents out of every single dollar raised goes right back into programs to “create smarter kids, new jobs, and healthier communities.” As a non-profit, ArtsinStark’s overhead is among the lowest in the America.

SmArts EDUCATION PROGRAM

ArtsinStark makes grants to improve learning or, as we say, to create “smarter” kids. In 2006, ArtsinStark began the SmArts Program to help schools use the arts to supercharge learning. To date, we’ve invested \$170,000 in 55 SmArts projects in 38 Stark County schools to supercharge learning for 10,000 kids. In 2009, 4th grade writing scores in Massillon City schools increased on average by 2%; for SmArts students they skyrocketed up 23%! Most SmArts grants are given out for short projects of one or two months in duration. Here are some samples:

1. Canton City (Crenshaw Middle): To improve reading through a ten-week music program for 5 & 6th graders.
2. Jackson - (Sauder Elementary): To bring in two local artists to improve writing by having students create their own books.
3. Massillon - (Massillon Middle): To host a visit by Holocaust survivor Dr. Nelly Toll to teach world history to 300 7th graders.
4. North Canton - (Hoover High): To use professional swing dancers-in-residence to teach American History to 10th graders.
5. Canton - St. Peter School: to use arts recycling coupled with a mural project to teach science to third and fourth graders.
6. Alliance - (Alliance Middle): to use KIMONO exhibit to teach world history.
7. Osnaburg Local (East Canton High): To set up new arts program to specifically improve reading.
8. Minerva Local Schools (East Rochester): To organize a textile project to teach creative writing.
9. Louisville (Middle School): To use Dr. Seuss books to teach math and physics.
10. Lake Local Schools (Lake Elementary in Uniontown): To use art exhibit to improve science and language arts.

In order to collect the data necessary to see if the results we are collecting are statistically significant and prove that the arts are actually supercharging learning, ArtsinStark has awarded a number of long-term grants. Canton Local Schools, Jackson Local School District, and Massillon City Schools have gotten 36-month grants to improve reading, and Canton City Schools a 12-month grant to improve mathematics.

1. Jackson: This 36-month project called “The Fabric of Our Culture” is using arts to increase the reading comprehension scores of selected students in test and control groups. (Status: beginning year three)

2. Canton Local: This 36-month project called “Dream Reading and Writing” is using arts to improve reading performance of a group of 6th grade students at Faircrest Memorial Middle School by 15%. The project involves visiting artists, artists-in-residence, project-based learning and action research. (Status: beginning year three)
3. Massillon: This 36-month project is using the arts to improve student performance in 4th grade reading at Gorrell Elementary. Year one is “Live Happily Ever After with a Good Book.” Year two is “Going Green at Gorrell”, and year three is “Bam Slam Poetry Jam.” (Status: beginning year three)
4. Canton City: This 12 month project is using “Teaching Artists” to improve elementary and middle school scores in mathematics.

In January each year ArtsinStark hosts ArtSplash, a family art festival to show parents how to use SmArts activities in their own homes to improve learning for their children. This year’s ArtSplash will be held at the Cultural Center on _____.

JOBS: ECONOMIC AND COMMUNITY DEVELOPMENT

There is an industry in Stark County. It’s called the cultural industry. It’s made up of the 100 arts, history, and cultural organizations --- and the 500 artists and craftsmen that call Stark County home. Annually, the cultural industry in Stark County supports over 500 jobs and has an economic impact of \$18 million. The \$1.2 million dollars a year in grants that ArtsinStark awards to “put the arts back in our downtowns, our schools, and our neighborhoods,” supports not only existing jobs, but helps create new ones.

Downtown Revitalization

Examples: In downtown Massillon, we funded a year of monthly art openings in storefronts to demonstrate new uses for vacant buildings. In downtown Alliance, we helped with the start up of the new Jupiter Studios in a vacant building.

In downtown Canton, through an ongoing partnership with the Canton Regional Chamber of Commerce (and its Special Improvement District), we’ve spent the last four years creating the Canton Arts District. In 2005, we began with three strategies for revitalization: 1) live music, 2) art galleries and studios, and 3) public art.

When we started we had only one art gallery. Today in the Canton Arts District, there are four art galleries: 1) 2nd April Galerie (324 Cleveland NW), 2) ACME Artists (332 4th Street NW), 3) Anderson Creative (331 Cleveland Ave. NW), and 4) the Joseph Saxton Gallery of Photography (520 Cleveland Ave NW). We began with no art studios. Today there are 22 art studios. The first art studios opened on 4th Street NW when Mike King bought an old building and converted it into Studio 5 – with 5 artist studios and 4 artist apartments. (One of those studios became our second art gallery: Acme

Artists.) Over 100,000 square feet of vacant space has or is being transformed to new uses.

These developments have resulted in the creation of 50 new full-and-part-time jobs. We are now working with the Canton Special Improvement District who is renovating more spaces including a new glass blowing studio and a music club.

We started out with five pieces of public art. Today there are more than 40 works (full history below). All public art projects are developed on a case-by-case basis. Virtually all the dollars come from private sources and are generated one public art project at a time. In Canton, designs must be approved by the Architectural Review Board at the Special Improvement District (housed at the Canton Regional Chamber of Commerce). The Review Board sometimes asks outside arts professionals to provide additional feedback on these applications. Our goal is to some day have a Public Arts Ordinance supported by the City of Canton and Stark County, and other local municipalities that provides an annual budget. Typically, public art ordinances mandate that certain types of public and private construction projects have to put aside a percentage of their budgets to support the creation of public art. For now, we will continue moving forward on our goal of making Stark County a leading county in America for public art with a specific focus of art made out of recycled materials.

First Friday in Canton Arts District

As the Canton Arts District began to take shape we needed to let people know what was happening. We decided to start hosting a monthly party called *First Friday*. We centered it on Court Avenue and made it a celebration of street performers, gallery openings, public art unveilings, and childrens' parades. It immediately became a hit. In warm weather months 4,000 people show up for *First Friday*; even in cold weather months 1,000 people come out to party. We've hosted 39 monthly celebrations over the first three-plus years and more than 70,000 people have attended.

History of Public Art in Canton Arts District

In 2005, artists had started coming back to downtown Canton. They wanted to help build an arts community there. ArtsinStark began working with them on small projects. The first was transforming old cement garbage containers into art.

GARBAGE TO GLORY was so successful that today there are 24 painted and sculpted garbage containers by 20 different Stark County artists. "Garbage to Glory" became our first announcement that something new was happening in downtown Canton. This was a partnership with the City of Canton and the Canton Development Partnership (Canton Chamber of Commerce).

GAIA'S HOPE: The Canton Development Partnership (Canton Chamber of Commerce) brought together private sponsors to commission a 10-foot-tall, 50-foot-long mural composed of six 800-pound steel panels. Local artist Joseph Close designed "Gaia's Hope" which was the history of the world through his eyes. The first panel starts with

musicians playing at the beginning of the world. "Gaia's Hope" was a true piece of contemporary art, and when it was installed on the wall of the parking deck on Court Avenue (between Second and Third Streets NW) it ushered in a new era for public art in downtown Canton.

ADROIT JUGGLER: Canton City Council President Allen Schulman got us our next public art piece: "Adroit Juggler" by Columbus artist Max Worthington. Max's father had sculpted the first busts of enshrinees for the Pro Football Hall of Fame. He graciously agreed to donate an abstract aluminum sculpture of an abstract one-armed juggler. This sculpture sits in the middle of Market Avenue on the corner of Tuscarawas.

CRITTERS: ArtsinStark and the Canton Development Partnership (Canton Chamber of Commerce) asked local artist Patrick Buckohr to do a series of eight 12-foot-tall animals made out of recycled truck wheels (donated by Slesnick Structural Steel). The series was called "Critters". We didn't have enough money to keep all eight "Critters", but thanks to some very generous donors, four remain in the Canton Arts District: "Yellow Duckie," "Giraffe," "Fish," and "Gorilla". Kids love to climb them.

MOTHER OF INVENTION and HOMAGE SANS DAVINCI: Another local artist Tommy Morgan went out and got the funding to paint two murals on the back of buildings on Court Avenue between Third and Fourth Streets NW. The first was "Mother of Invention" on the side of Primo's restaurant. The second was "Homage sans DaVinci" on the back of the Kolp Real Estate building.

WATERLESS AQUARIUM: During the summer of 2009, hundreds of kids across Stark County participated in water conservation workshops hosted by ArtsinStark and sponsored by the Herbert W. Hoover Foundation. The message of the "Waterless Aquarium" was to please "Don't teach your trash to swim." Summer workshops with kids culminated in the unveiling of the "Waterless Aquarium" at the monthly *First Friday* celebration on September 4, 2009. More than 100 fish made out of recycled materials --- most made by kids --- were set up on the Kresge greenspace. Then professional artists made three permanent pieces for the Canton Arts District. Patrick Buckohr created "Whale", Joseph Close fabricated "Lobster", and Paul Werner produced "School of Fish". All three pieces were made out of recycled materials donated by AEP (American Electric Power).

SHATTERED EXPRESSIONS: In December 2009 "Shattered Expressions" --- a 10' by 40' three-dimensional piece by local artist Tommy Morgan. These three giant faces capture the human emotions of joy, rage, and sorrow. It was funded by four cash investors: Tim Belden and Kay Belden, Bob Timken, the Canton Development Partnership (Canton Chamber of Commerce), and ArtsinStark; and two in-kind: Coon Caulking & Restoration, and Roricks, Inc.

Over the past five years the public art collection in downtown Canton has grown from 5 to nearly 40 works --- with more coming all the time. Here are some that are about to arrive:

RHINO: Local artist Patrick Buckohr created this 1,000 pound full-size rhinoceros. It is made out of recycled tires and was sponsored ArtsinStark, Canton Downtown Special Improvement District, Terry's Tire Town, and Z-Tech.

DOWNTOWN CATS: Each of these four 4' by 8' panels are painted with a skyscape of downtown Canton, and a large cartoon cat is affixed. It was funded by Tim and Kay Belden and created by local artist Vicki Boatright.

STREET STROLLING: This is a 4' by 32' mural coordinated by local artist Michelle Waalkes. It was created and painted by Sharon Dulabaum, Rayvin Lindsay, and students from the Arts Academy at Summit. It is on the wall of the offices of BuzzBin Magazine on the corner of 4th and Cleveland NW. ArtsinStark and the Canton Development Partnership (Canton Chamber of Commerce) were the sponsors. Mike King owns the property and provided in-kind support.

SHUTTERBUG: Tim and Kay Belden underwrote this 15 foot tall winged insect that sits across from the Joseph Saxton Gallery of Photography at 5th and Cleveland NW. The artist PR Miller gathered up all kinds of recycled materials in order to create the work. It is the 45th piece of new public art that has been installed in the Canton Arts District over the last four years.

THE SKY IS THE LIMIT: Local artist Joseph Close created this mural to go on the Timken Campus skywalk on the corner of McKinley and Tusk NW. It celebrates the educational experiences that students receive attending the Timken Campus. The mural was sponsored by 1) Aultman Health Foundation, 2) Coon Restoration and Sealants, and Hilscher-Clarke --- and coordinated by ArtsinStark.

"The Ten"

In the summer of 2009, ArtsinStark unveiled the idea for a project originally called The Amazing Football Collection, and now simply called "The Ten" --- a public art collection of the ten greatest moments in NFL history. As part of establishing the downtown Canton Arts District, over the past four years ArtsinStark has partnered with the Chamber to create four new art galleries, 22 new artist studios, and 40 new pieces of public art. As the excitement increases we have been challenged to use public art to celebrate Canton's unique history as the birthplace of professional football. So last year ArtsinStark announced plans for a public art project called the "The Ten." This would be a multi-year project to commission ten pieces of public art that embody the ten greatest moments in NFL history.

Imagine coming out of a building in downtown Canton and seeing a pair of giant hands explode out of the sidewalk to catch a football. Think of staring up at a 25-foot player racing towards the end zone; or peering out the window of a restaurant window at a quarterback who is being tackled, is gasping for air, and starts to fall. These are the

working concepts behind "The Ten" --- a national competition to invite professional artists to submit ideas based on the following criteria:

- 1) art that captures one of the ten greatest NFL moments.
- 2) art of the highest quality.
- 3) Art, so amazing, that fans and non-fans alike come to see it.

When we succeed, "The Ten" will attract thousands of visitors to Stark County ...and it will become the perfect blend of arts, sports and tourism.

Tentative Calendar for "Selection Process" Only

Fall 2010

- Meet with Hall of Fame to establish process for determining ten greatest moments in NFL history.
- Organize recruitment process for seven Selection Committee members: one Chair, two arts representatives, two sports, and two marketing representatives.

Spring 2011

- Send out invitations nationwide for artists to apply

Late Summer 2011

- Selection Committee meets (two hours).

Fall 2011:

- Host public event to announce the ten winners -- of "The Ten"

CULTURAL TOURISM

From February through April 2009, the Canton Museum of Art and ArtsinStark co-hosted the Japanese blockbuster show KIMONO. More than 56,000 people came to see the exhibit. Another 46,000 came to participate in one of 80 KIMONO related-events. That 100,000-plus people delivered a total economic impact in ticket sales, hotel accommodations, meals at restaurants, shopping, etc. of \$6 million. KIMONO forever changed the way Stark County thinks about itself. We always knew we were a manufacturing, education, medical, and sports center. Now cultural tourism has become part of our new reality, and part of Stark County re-positioning itself as a new kind of tourist destination.

Summary

What is happening in Stark County has been called an "arts explosion." We are putting the arts, which means innovation, back into our downtowns, back into our schools, and back into our communities. The results are inspiring. Empty buildings transformed

into new businesses. Public art creating a new sense of pride in neighborhoods. Schools using the arts to super charge learning. And 200,000 people every year enjoying the programs we support.

This is a team effort to use the arts for economic and community development. Included on our team is a great board of directors, a talented staff, and the 3,000 donors supporting the Annual Arts Campaign. There are also the chambers of commerce, school systems, and volunteers. And the stars of our team are the 100 arts, history, and cultural organizations --- and 500 artists and craftsman --- who call Stark County home. It is their hard work and total commitment that is making this all happen.

PLANNING: 20/20 VISION

In the last five years, enormous progress has been made in the arts across Stark County. Some examples: 1) Our "Cultural Industry" of 100 cultural organizations and 500 artists with its annual impact of \$18 million is now seen as an economic development tool. 2) The 2009 blockbuster show KIMONO with its audience of 100,000 people, and \$6 million more in economic impact, showed the untapped potential of Cultural Tourism. 3) The success of the Canton Arts District and "First Friday" has pointed the way for using arts and entertainment for downtown revitalization. 4) SmArts programs in 38 schools have demonstrated how we can "supercharge" learning through the arts. 5) The Annual Arts Campaign making goal every year --- and raising its highest amount ever in 2010 (\$1,455,000) --- has shown that people are ready to invest in the arts.

We believe the stage has been set for the growth of creative industries here on a scale never before imagined. Now what is needed is a 10-year plan for using arts, entertainment, history, and culture as economic revitalization tools for every part of Stark County. That plan is called **20/20 Vision** and ArtsinStark, the County Arts Council, will coordinate it with the following structure and timetable:

Summer 2010: Set up **20/20 Vision** Steering Committee of county leaders chaired by Bob Timken, and an Advisory Group of strategic thinkers.

Fall of 2010: Organize Task Forces:

- Arts & Education: create strategy for supercharging learning in all our schools by integrating the arts into classroom.
- Individual Artists: develop plan for supporting our 500 artists and craftsmen and unleash their creativity to revitalize our neighborhoods.
- Public Art: come up with blueprint for making Stark County the number one place in America for public art made out of recycled materials.
- Community Innovation: put together model for using arts as tool for ongoing corporate and community innovation.
- Cultural Tourism: establish vision for expanding tourism through arts and history initiatives.
- Cultural Center taskforce: outline a process for the revitalization of the Center and the Parking Deck --- and the entire neighborhood around it.

- City/Town Master Plan Task Forces (Alliance, Canton, Jackson, Louisville, Massillon, and Minerva): for communities who want major participation.
- Municipal Mini-plan Task Forces: for communities who want to explore possibilities.

January of 2011: Host the **20/20 Vision** Kickoff.

February to November 2011: Task Forces meet and we run community surveys.

January 2012: Announce results at the **20/20 Vision** Unveiling

Our Working Philosophy: 1) We believe that planning needs to be both ambitious and practical. 2) We believe that we can plan and start implementing simultaneously. 3) We believe that plans that are unveiled need to be achieved. 4) We believe that Stark County has always been a place of bold ideas and magnificent innovation, and that **20/20 Vision** is a return to that greatness.

ArtsinStark.com

"Kids. Jobs. Communities."

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