

ArtsinStark.com

Kids. Jobs. Communities.

1/15/10

Frequently Asked Questions

1) What does ArtsinStark do? ArtsinStark is the County Arts Council. We are a non profit organization that awards grants, manages the Cultural Center, and runs the Annual Arts Campaign.

2) Why do you do it? We care about kids, jobs, and communities. And we are committed to using the arts to create smarter kids, new jobs, and healthier communities.

3) What area do you serve? We are the County Arts Council for Stark County, Ohio.

4) Who can get a grant? Non-profits of all kinds, and individual artists.

5) Where do you get your money? 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 each spring.

6) How long have you been here? The organization called ArtsinStark today was formed in 1968 to build the Cultural Center for the Arts. That's 41 years ago.

7) What properties does ArtsinStark own? We own the 330,000 square foot Cultural Center, and the parking deck which connects it to the Civic Center. The City of Canton owns the Civic Center. ArtsinStark also owns four smaller buildings around the Cultural Center. Our administrative office (with the colorful stripes) sits on the corner of 9th and Cleveland NW.

8) How can I get involved? You can attend an event, become a member, subscribe to "Eblasts," sign up to volunteer, apply for a grant. It all starts at ArtsinStark.com

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The ArtsinStark Story

ArtsinStark began 41 years ago in 1968, with the dream of building a Cultural Center for the Arts along side the Canton Civic Center. In 1972, 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 care about kids, jobs, and communities, and 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. That adds up to \$1.1 million in Operating, Special Project, and Community Arts grants to more than 100 entities every year. A total of \$960,000 in Operating Grants goes 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 total over \$ 5 million. Their programs, alone, reach more than 125,000 people. Here are their current budgets and Operating Grant amounts:

Operating Grantee	2010 Grant	2010 Budget	#of Yrs
Canton Ballet	\$ 124,000	\$ 700,000	30
Canton Museum	\$ 243,000	\$1,200,000	37
Mass Museum	\$ 29,000	\$ 650,000	2
Palace Theatre	\$ 19,000	\$ 500,000	2
Players Guild	\$ 176,000	\$ 600,000	37
Canton Symphony	\$ 309,000	\$1,300,000	37
Voices of Canton	\$ 57,000	\$ 200,000	37
	\$ 957,000	\$5,150,000	

The differences in the dollar grant amount an Operating Grantee gets relates to 1) the scores they receive from the grants panel, 2) the size of their operating budget, 3) the percentage of budget they earn and raise, and 4) the number of years they've been receiving an Operating Grant. Each year a panel of community representatives reads the applications of the seven Operating Grantees and holds an interview with each. Every three years the board of ArtsinStark decides if it will invite new arts organizations to apply to become Operating Grantees.

Special Project Grants: Annually, we award \$150,000 to county non profits and artists. Over the last four years, we have given out over \$850,000 in new Special Project Grants to more than 200 Stark County non-profits that had never been funded before. Special

Project Grants are awarded to non profit organizations and individual artists for innovative ideas. They are awarded to schools for SmArts projects where it can be demonstrated that the arts are being used to supercharge learning. All Special Project Grants are awarded in the fall of each year.

Community Arts Grants: We also award \$40,000 to organizations and artists for services related to a specific performance, a public art project, or activity in the community.

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 own four smaller buildings around the Cultural Center. Our administrative office (with the colorful stripes) 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 of them have their offices there, and some host events and teach classes there as well. 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.

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. We are one of 80 communities in America that raise money for the arts like the United Way raises money for social services in 1,500 places. This means that for 11 weeks every March, April and May, we run the Annual Arts Campaign. We have a volunteer chair and at least 100 volunteer workers. The chairs for the Annual Arts Campaign for the next three years are Linda DeHoff in 2010, Karen Belden in 2011, and Joy Timken in 2012. The next Annual Arts Campaign runs from March 5 to May 26, 2010.

In the last four years (2005 to 2009) we've increased giving to the Annual Arts Campaign by 50%. We've gone from raising \$970,000 in 2005 to raising \$1,450,000 in 2009. That \$1,450,000 was raised in the middle of a recession and represents our highest amount in 37 years. One of the reasons people invest in us is because 91 cents out of every single dollar we raise goes right back into the community to support programs to "create smarter kids, new jobs, and healthier communities." This means that ArtsinStark's overhead is as low as any non-profit in the America.

EDUCATION PROGRAM

ArtsinStark makes grants to improve learning or, as we say, to create “smarter” kids. In 2006, ArtsinStark began the new SmArts Program to help schools use the arts to supercharge learning. To date, ArtsinStark’s has put SmArts programs into **55** Stark County schools to supercharge learning for over **10,000 kids**. Most **SmArts** grants are given out for short projects of one or two months in duration.

Here is a list of a few of the short term SmArts grants we’ve given to schools:

1. Canton City (Crenshaw Middle): To improve reading, this middle school mounted 10-wk reading and music program for 5 & 6th graders where each session incorporated both a reading activity and an instrumental music lesson.
2. Jackson - (Sauder Elementary): To improve writing skills, two local visual artists came to the school to help students create their very own books.
3. Massillon - (Massillon Middle): To teach world history, Holocaust survivor, artist and author Dr. Nelly Toll spent a day with 300 7th graders. Before she arrived, students read her book, completed research papers on the Holocaust, and assumed a Jewish identity.
4. North Canton - (Hoover High): To teach American History, professional swing dancers-in-residence led all 10th grade U.S. History and English classes in a unique learning experiment on Swing Era history.
5. Canton - St. Peter School: To teach science, third and fourth graders used arts recycling and a mural project to learn about the environment.

But in order to be able to collect the data necessary to see if the results we are getting are statistically significant, in short, can we prove the arts are actually supercharging learning. To do this, ArtsinStark has awarded special 36-month grants to three Stark County School systems: 1) Canton Local Schools, 2) Jackson Local School District, and 3) Massillon City Schools.

1. Jackson: This 3-year 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 two)
2. Canton Local: This 3-year 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 two)
3. Massillon: This 3-year 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 two)

In addition, every year we host ArtSplash, a family festival that shows parents how to use the same activities we take into schools, in their own homes. This year's ArtSplash will be held at the Cultural Center on Saturday, January 23, 2010.

JOBS AND ECONOMIC 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. It has an economic impact of \$18 million. The \$1.1 million dollars a year in grants that ArtsinStark awards to "put the arts back in our downtowns, our schools, and our neighborhoods," supports existing jobs and helps create new ones.

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 helping create the Canton Arts District. In 2005, we began with these three strategies for revitalizing downtown: 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: 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 Galley of Photography (520 Cleveland Ave NW). When we started we had no art studios. Today there are 22 art studios in the Canton Arts District. All these new small businesses are located in spaces that were formerly empty or vacant. These developments have resulted in the creation of 10 new full-and-part-time jobs. We are now working with the Canton Special Improvement District on a \$700,000 project called "Jobs, Faces and Spaces," which will renovate four more spaces and create another 15 to 20 jobs. We started out with five pieces of public art. Today there are more than 35 works (see full story below). As the Canton Arts District began to take shape we needed a way to let people know what was happening. So we decided to start hosting a party every month called "First Friday." Centered around Court Avenue, this celebration of street performers, gallery openings, public art unveilings, childrens' parades, and immediately became a community favorite. In warm weather months like July we have upwards of 3,000 people come to party, but even in cold weather months like February, there are still 1,000 people there and every restaurant in the Canton Arts District is full.

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 has 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. All this is part of Canton/Stark County re-positioning itself as an innovative place that is poised for a great future.

COMMUNITY DEVELOPMENT

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. And the results to date are inspiring. Empty buildings are being transformed into productive businesses. Public art is creating a new sense of pride in our neighborhoods. Schools are using the arts to super charge learning. The programs we support are reaching 200,000 people a year --- and changing lives.

This is a team effort. The County Arts Council is part of a team that is using the arts for economic and community development. Included on our team is a great board of directors, energized staff, and the 3,000 donors who support the Annual Arts Campaign. The chambers of commerce, school systems, and hundreds of volunteers are part of the team. And the stars of our team, without which nothing would be happening, 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 keeps everything going.

A SHORT HISTORY OF PUBLIC ART IN THE CANTON ARTS DISTRICT

In 2005, artists had already started coming back to downtown Canton. They wanted to build an arts community. These artists were talented and deserved support. We began small, transforming old cement garbage containers into works of art. The project was called “Garbage to Glory.” Today there are 24 painted and sculpted garbage cans that represent the work of 20 different Stark County artists. “Garbage to Glory” was our first announcement to the world that something very creative was happening in downtown Canton.

Next, the Canton Regional Chamber of Commerce and private sponsors commissioned a 10-foot-tall, 50-foot-long mural made out of six 800-pound steel panels called “Gaia’s Hope.” Local artist Joseph Close designed it, and the mural told the history of the world. When it was installed on the wall of the parking deck on Court Avenue between Second and Third Streets NW, it announced a new era for public art in downtown Canton.

Canton City Council President Allen Schulman got us our next public art piece. It was “Adroit Juggler” by Columbus artist Max Worthington. Max’s father had sculpted the first busts of enshrines at the Pro Football Hall of Fame, and Max graciously donated

an abstract aluminum sculpture of a one armed juggler. This sculpture was installed in the middle of Market Avenue on the corner of Tuscarawas.

After that, local artist Patrick Buckohr began "Critters," a series of eight 12-foot-tall animals made out of recycled truck wheels donated by Slesnick Structural Steel. We didn't have enough money to keep all eight "Critters" downtown, but thanks to some generous donors, today "Yellow Duckie," "Giraffe," "Fish," and "Gorilla" sit on various street corners where kids love to climb them.

After that, another local artist Tommy Morgan went out on his own and got the funding to paint two murals. Both are on Court Avenue between Third and Fourth Streets NW. The first is "Mother of Invention" and is on the side of Primo's restaurant. The second is "Homage sans DaVinci" and is on the back of the Kolp Real Estate building.

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. Water conservation is a serious issue, and the message of the "Waterless Aquarium" was to please "Don't teach your trash to swim." The 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 --- big ones created by professional artists, and small ones fabricated by kids, were set up on the Kresge greenspace. Professional artists Patrick Buckohr ("Whale"), Joseph Close ("Lobster"), and Paul Werner ("School of Fish") made their sculptures out of recycled materials donated by AEP (American Electric Power), which ranged from old street light covers to copper tubing. AEP has also been a big supporter of the SmArts program in the schools. These three permanent sculptures from the "Waterless Aquarium" have been become part of an ever-growing public art collection in the Canton Arts District.

In December 2009 we installed "Shattered Expressions." This 10' by 40' three-dimensional piece of public art is by local artist Tommy Morgan. Tommy Morgan says "Shattered Expressions" is about capturing the essential human expressions of joy, rage, and sorrow." This public art piece was funded by four cash investors and two in-kind. Dollars came from Tim Belden, Bob Timken, the Canton Development Partnership, and ArtsinStark. In-kind labor, materials, and installation were provided by Coon Caulking & Restoration, and by Roricks, Inc. The total budget was about \$35,000.

Today the public art collection in the Canton Arts District totals nearly 40 works --- with three more planned for the next nine months: "Downtown Cats" by Vicki Boatright, "Shutterbug" by PR Miller, and "The Sky is the Limit" by Joseph Close. Some of these public art pieces are temporary installations; some are permanent. All are meant to send out the message that the arts are transforming downtown and breathing new life into everything they touch.

In the summer of 2009, ArtsinStark unveiled the idea for "The Amazing Football Collection." Imagine coming out of a building in downtown Canton and seeing a pair of gigantic hands explode out of the sidewalk in front of you, and try to catch a pass. Think

of turning the corner and peering up at a 25-foot-tall running back racing towards the end zone. Consider your surprise when you look out a restaurant window and come face to face with a life-size football player — frozen in time — being tackled and grabbing for air as he starts going down. These are working concepts meant to capture the spirit of “The Amazing Football Collection.” We envision more than a dozen provocative sculptures that would both stop traffic in downtown Canton, and remind everyone that professional football in America, that is so very huge, began right here. It is totally appropriate for Canton to have a public art project that celebrates the Hall of Fame City’s heritage. It can also celebrate the rebirth of downtown through the arts. Most important of all, because we are proposing this idea during a recession, “The Amazing Football Collection” is meant to attract thousands of visitors and tourists. This means more dollars and more jobs for Stark County.

Our hope is some day to have a Public Arts Ordinance supported by the City of Canton and Stark County, and many other local municipalities. This would mean that there would be an actual annual budget for public art. Until then, we continue operating on a case-by-case basis, with modest resources coming mostly from a variety of private sources. All designs for public art projects must be submitted for approval to the Architectural Review Board at the Canton Regional Chamber of Commerce. The Review Board sometimes asks outside arts professionals to provide additional feedback to these applications. In the future, once a formal public arts ordinance is in place, we will have both a full time public arts administrator on staff, and an even more formal public art process. For now, we will continue with our goal of making Stark County the leading county in America for public art made out of recycled materials.

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