



## Immediate Release

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### Arts Campaign at 17%. Ten Weeks to Go.

At the end of week two of its 12-week race to raise \$1,450,000 by May 26, ArtsinStark has raised \$245,000 or 17% of the goal. "A strong beginning," says Linda DeHoff, President of DeHoff Realtors and Chair of the 2010 Annual Arts Campaign, "but this is like the first quarter of a football game --- so what matters is how we finish." DeHoff is leading 100 "SuperWorkers" in a tradition that's nearly 40 years old here. Roughly 80 American communities raise arts dollars the same way the United Way raises monies for social services, and Stark County is one. "It's great that we've made goal every year for the last four years," says ArtsinStark CEO Robb Hankins, "but this economy is putting us to the test and we'll be working right to the end." For more information on the Annual Arts Campaign, people can go to [www.ArtsinStark.com](http://www.ArtsinStark.com) or call 330-453-1075.

"The arts are critical to creating a brighter future for Stark County," says ArtsinStark board chair Bob Timken, "because smarter kids, new jobs, and healthier communities is our focus." In the last four years, ArtsinStark has hosted SmArts programs to supercharge learning in 38 schools for 10,000 kids, and in one of those schools 4<sup>th</sup> grade writing scores have skyrocketed up 23%! The County Arts Council has also helped transform 100,000 square feet of empty downtown buildings into new businesses --- galleries, studios, apartments, and stores. Finally, more than 200,000 people a year are touched by the hundreds of activities that are supported by the \$1.1 million in Operating, Special Project, and Community Arts grants ArtsinStark awards to 100 Stark County non-profits and artists.

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 is over \$ 5 million, and 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.

<b>Operating Grantee</b>	<b>2010 Grant</b>	<b>2010 Budget</b>	<b>#of Yrs</b>
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
	<b>\$ 957,000</b>	<b>\$5,150,000</b>	

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 they receive from the grants panel, 2) the size of their operating budget, 3) the percentage of their own budget that they earn and raise, and 4) the number of years they've been applying. Every three years the board of ArtsinStark decides if it will invite new arts organizations to apply to become Operating Grantees.

The next largest grant category is \$150,000 that goes out in Special Project Grants. This was a new grants category created four years ago. Since then, ArtsinStark has awarded over \$850,000 in grants to more than 200 Stark County non-profits --- the majority of which had never received funding in the past. (A complete list is available at [www.ArtsinStark.com](http://www.ArtsinStark.com) by clicking on "Grants.") Special Project Grants support innovative projects by non profit organizations and individual artists, and SmArts programs to supercharge learning by schools. The most recent round of these grants include \$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.

Finally, about \$40,000 is awarded each year in Community Arts Grants to organizations and artists to present performances, do public art projects, or offer activities related to downtown revitalization efforts like "First Friday."

"It's important that people know that 99% of our budget comes from the private sector and that 91 cents of every single dollar we raise goes directly into programs," says ArtsinStark Vice Chair Susan Steiner. "We think everyone can see the incredible change that's taken place in our communities and in our schools because of the arts, and that's why we're confident we can beat the odds and make goal again this year."