

The background of the entire page is decorated with a grid of colored circles. The circles are arranged in a 5x5 grid, with some circles missing or faded, creating a pattern. The colors of the circles include orange, red, purple, grey, yellow, green, blue, brown, and pink.

cultural**liance**

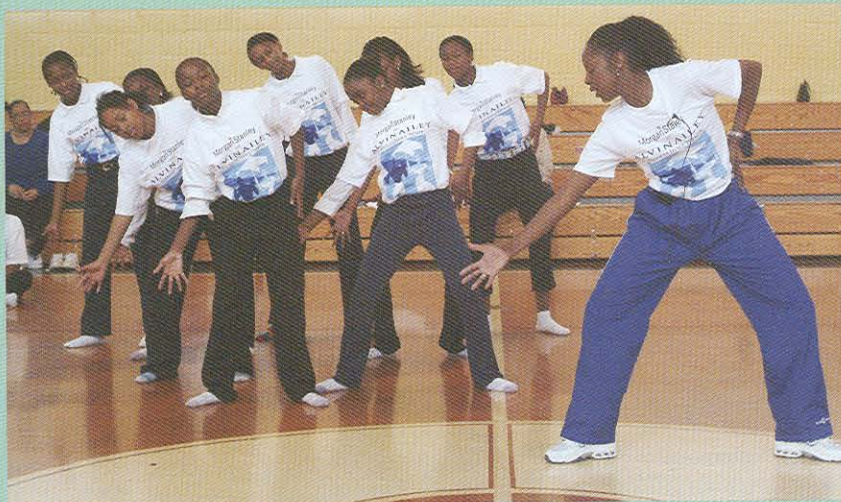
2005 Report to the Community

The Cultural Master Plan, a comprehensive document developed through a grassroots effort with input from more than 1,100 citizens, funded by the Jefferson County Commission, the City of Birmingham, arts patrons and leading corporations, recommended the establishment of the Cultural Alliance.

*To view the Cultural Master Plan, visit us at **www.cultural-alliance.com**.*

The Cultural Alliance plays many roles.

- 
- A ballerina in a red and white costume is captured in a dynamic leap against a dark background. She is wearing a white long-sleeved top with a red collar and a large, multi-layered red skirt with gold trim. Her arms are raised, and she holds a small red and orange object in her right hand. Her legs are spread wide in a V-shape, and she is wearing white ballet slippers.
- We advocate for the cultural sector.
 - We raise funds to support high quality arts and cultural programs.
 - We involve citizens in the re-granting of public funds to the arts.
 - We oversee the implementation of the Cultural Master Plan of Greater Birmingham.
 - We are a clearinghouse for arts education programming in the region.
 - We are a spokesperson for the cultural sector.
 - We conduct research on the sector to help inform public policy on the arts.
 - We are a convener and facilitator bringing diverse voices throughout the sector together to address opportunities, problems and issues.



About Us

In 2002, Region 2020 and The Community Foundation of Greater Birmingham commissioned Wolf, Keens & Company, a leading arts consultant, to develop an arts and cultural master plan. The Cultural Master Plan was officially released in March 2003 and outlined specific priorities, goals, and strategies for enhancement of the area's cultural life. The plan listed the formation of an umbrella organization as a key strategy in providing consistent coordination and leadership for the arts and cultural sector—thus the Cultural Alliance of Greater Birmingham (CAGB) was born.

The Board of Directors of the Cultural Alliance was organized in summer 2003 and its first task was to hire an Executive Director. Following a national search, Kathy Yarbrough began work on March 1, 2004 as the CAGB's first Executive Director.

Although in its infancy, the Cultural Alliance already has a notable list of accomplishments:

- Advocating for and receiving an increase of more than \$3.5 million in funding from Jefferson County for its constituents bringing the total to \$5 million for distribution;
- Implementing a granting process based on national best practices for granting public funds;
- Developing an interactive web-based events calendar to promote its constituents and to serve as a resource for the public;
- Funding a program to implement arts programs for the first time in summer camps for children;

- Increasing awareness of the Cultural Master Plan and raising funds for its implementation as well as inspiring its constituents and others to implement parts of the plan; and,
- Providing much-needed technical assistance to its constituents including free workshops, seminars and one-on-one consultations.

Learn more about our mission and services by visiting our web site at www.cultural-alliance.com.

The Region We Serve

The Cultural Alliance of Greater Birmingham serves arts and cultural organizations and working artists in a twelve-county region. Our service area includes Bibb, Blount, Calhoun, Chilton, Cullman, Etowah, Jefferson, Shelby, St. Clair, Talladega, Tuscaloosa, and Walker Counties. From the acoustically fine Frank Moody Music Building in Tuscaloosa to the internationally acclaimed Etowah Youth Orchestras, this region is rich with artistic and cultural offerings. Local citizens and visitors can experience offerings as diverse as the American Village in Montevallo to the Barber Motorcycle Museum in Leeds to the McWane Center and Sloss Furnaces in Birmingham—all within a 40-minute drive.

If you are musically inclined, you can attend the Knox Concert Series in Anniston, Opera Birmingham, the Alabama Symphony Orchestra, the Tuscaloosa Symphony Orchestra, the Alys Stephens Center, the Birmingham Broadway Series and many more throughout the region. Are the visual arts your passion? This region bursts with museums, galleries, art shows and festivals. Birmingham boasts the Southeast's largest museum—the magnificent Birmingham Museum of Art, and you do not want to miss the Warner Collection in Tuscaloosa where works by America's greatest artists are showcased.

The region also pulsates with festivals—Cullman's Oktoberfest, the Birmingham International Festival, Riverfest in Gadsden, City Stages and the Sidewalk Moving Picture Festival in Birmingham and many, many others.

These are but a few of the many artistic and cultural activities and events being presented in our region throughout the year. For a complete listing, please refer to our calendar at www.cultural-alliance.com. You will certainly find something to suit your tastes. Enjoy! Remember, the arts inspire our lives, expand our horizons and promote appreciation of diversity.



Through the Jefferson County Community Arts Fund, the Cultural Alliance ensures that public funds are distributed in an equitable, transparent and responsible process emphasizing accountability, access to programs and quality of artistic product.

www.cultural-alliance.com

Granting

The Cultural Alliance of Greater Birmingham's granting programs support, nurture and expand arts and culture in the central Alabama region by providing funding to qualified non-profit organizations.

Currently, the CAGB administers the Jefferson County Community Arts Fund which grants to qualified 501(c)(3) organizations headquartered in Jefferson County.

The CAGB looks forward to announcing other granting programs on our web site, through the media, and in correspondence with our

constituents. Applicants, if qualified, may apply for grants in multiple granting programs.

Citizen Review Panels

Several CAGB grant programs including the Jefferson County Community Arts Fund utilize Citizen Review Panels to evaluate grant applications. Individuals who serve on panels contribute expertise and perspective to the evaluation process and make funding recommendations that affect the future of arts and culture in our community.

The CAGB seeks panelists with outstanding knowledge of and professional qualifications in the arts, culture, non-profit management, public/private partnerships, and/or the greater Birmingham community. To help reflect the diversity of our community, the CAGB considers gender, geographic representation, and cultural background when appointing panelists. In addition, we seek a balance among practitioners, administrators, educators, and consumers. The CAGB takes significant measures to avoid conflicts of interests at all levels of the review process. Among other efforts, no representatives of potential grantees will serve on a Citizen Review Panel reviewing their own application.

The CAGB actively solicits and accepts nominations for panelists on a year-round basis. A Nomination Form provides information that will be used to evaluate the qualifications of potential panelists. Being nominated does not guarantee an appointment to a panel. Self-nominations are welcomed.

The CAGB board and staff gratefully acknowledges the hard work and thoughtful deliberation of citizens serving on review panels this year.

Technical Assistance for Applicants

During its first granting year, the Cultural Alliance conducted more than 100 technical assistance workshops and individual consultations and provided professional development scholarships to 32 constituents.

Contact the Staff

All applicants should call the Grants Manager before submitting a funding request. This should be done early in your planning so that we can help you make your application as competitive as possible. For more information, call 205.458.1394 or e-mail us at grants@cultural-alliance.com.





The Cultural Alliance provides technical assistance to organizations and artists and works with educators to increase access to arts education for area students.

www.cultural-alliance.com

Jefferson County Community Arts Fund

In December 2004, the Jefferson County Commission took the bold and visionary step to establish the Jefferson County Community Arts Fund (JCCAF) with an annual allocation of \$5 million. JCCAF develops and sustains excellence in arts and culture by awarding funds to advance the artistic, administrative, and organizational capacity of small, mid-size and large arts/cultural organizations. JCCAF has two funding initiatives: Major Institution and Project Support.

Major Institutions

Major Institutions appropriations provide operating support to mature arts or cultural organizations that, over time, have produced consistently high quality programs and services, have strong management, and demonstrate excellent financial accountability. Qualifying organizations may be awarded up to 10% of their operating budget based on most recent audited annual statements not to exceed \$750,000.

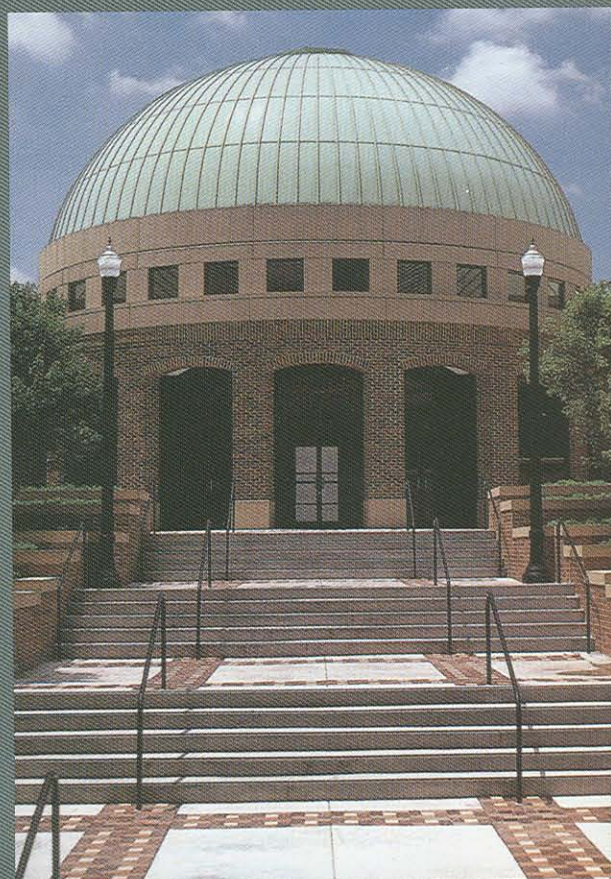
CAGB and JCCAF Funding Priorities

- Requests that support the development, sustainability, and growth of Jefferson County arts and cultural organizations
- Projects that do not duplicate existing services
- Projects that involve collaboration and cooperation with other organizations or agencies
- Projects that build and sustain connections among people of different racial, ethnic, age, or income groups
- Projects that include an effective mechanism for measuring outcomes
- Projects that emphasize audience building
- Projects that address the Cultural Master Plan. The Cultural Master Plan can be found on our web site www.cultural-alliance.com
- Requests that demonstrate managerial and fiscal competence

Funding Restrictions

JCCAF grants cannot be applied to the following expenses:

- Activities outside Jefferson County including all travel
- Activities that are not advertised and open to the general public
- Accumulated deficits
- Capital campaigns
- Cash reserves, trusts, scholarship funds, contingency funds or endowment funds
- Investments of any kind
- Depreciation
- Sectarian or religious activities
- Lobbying or political advocacy
- Refreshments or meals
- Awards, trophies, scholarships or cash prizes
- Activities for which academic credit is given



FY05 Major Institutions

Alabama Ballet	120,000
Alabama Symphony Orchestra	510,000
Birmingham Botanical Gardens	140,000
Birmingham Children's Theater	130,000
Birmingham Civil Rights Institute	260,000
Birmingham Museum of Art	720,000
Birmingham Zoo	560,000
McWane Center	540,000
Sloss Furnaces	120,000
Vulcan Park	140,000
TOTAL:	\$ 3,240,000

FY05 Special Initiatives

Birmingham Civil Rights Institute	140,000
Metropolitan Arts Center	200,000
TOTAL:	\$ 340,000

*The Cultural Alliance exists to fund,
nurture, support and promote arts
and cultural organizations and
working artists in our community.*

www.cultural-alliance.com



Jefferson County Community Arts Fund FY05 Project Support

The Project Support funding initiative develops and supports a strong local cultural community that celebrates and reflects the rich heritage and diversity of Jefferson County citizens. This funding assists non-profit organizations to produce and present arts and cultural programs or projects. Project Support funds may be awarded up to 50% of the project expenses not to exceed \$100,000.

FEBRUARY 2005

Total: \$499,320

Academy of Fine Arts \$5,000
Supporting "Southern Roots", an annual juried visual arts exhibition at the Birmingham Civil Rights Institute showcasing both adult and student artists.

Alabama Humanities Foundation \$50,000
Supporting the multimedia entries specifically related to Jefferson County in the Encyclopedia of Alabama, a free comprehensive online reference work.

Alabama School of Fine Arts Foundation \$15,590
Supporting "Art, Ask for More", an arts enrichment program at eleven elementary and middle schools in Jefferson County.

Birmingham Art Association \$3,000
Supporting eight weeks of art education and instruction at summer youth camps at Avondale Park and Memorial Park.

Birmingham Art Music Alliance \$4,700
Supporting new music by Alabama composers presented in 10 concerts in schools and small communities across Jefferson County.

Birmingham Cultural and Heritage Foundation \$100,000
Supporting the showcasing of local arts and culture at 2005 City Stages music festival.

Birmingham International Festival \$50,000
Supporting the 2005 Salute to Mexico Educational Program targeting 20,000 Jefferson County students and educators.

Birmingham Music Club \$17,350
Supporting a concert by Andre Watts at the Alys Stephens Center.

Central Alabama Women's Business Center \$2,500
Supporting "The Business of Art", a workshop helping artists and craftspeople transform their art into a profitable business.

Children's Dance Foundation \$38,000
Supporting the Community Partnership Program that provides weekly dance education to at-risk and special needs children at 36 sites in Jefferson County.

Friends of the Railroad District \$25,000
Supporting the development of a Master Plan for the Railroad Reservation Park.

Hoover Library Theater \$5,945
Supporting the presentation of Tom Chapin Family and Friends.

McCoy Center for Community Service \$2,500
Supporting an organizational plan for the proposed Alabama Gospel Music Cultural Arts Center.

Miles College \$8,000
Supporting the Miles-Fairfield Summer Music Intensive to 50 west Jefferson County high school students.

Nonprofit Resource Center of Alabama \$9,000
Supporting the launch of the "Building Cultural Capacity Project", a nine-month professional development and strategic training program for arts and cultural leaders in Jefferson County.

NorthStar Youth Ministries \$4,000
Supporting a summer Fine Arts Camp targeting youth in the College Hills and Smithfield neighborhoods.

Operation New Birmingham \$20,000
Supporting the 2005 Magic City Art Connection.

Opera Birmingham \$30,000
Supporting the production of Aida, the highlight of Opera Birmingham's 50th season.

Seasoned Performers \$15,000
Supporting the development a new play featuring the personal stories of senior adults and its touring to 50 retirement communities, senior centers, churches, schools, libraries and community centers.

Southern Danceworks \$15,000
Supporting "Dances for a Summer's Eve" at the Alys Stephens Center.

Space One Eleven \$15,000
Supporting "Camp Terra Chroma", a free eight week art camp targeting low income youth living in the City Center.

Summerfest \$30,000
Supporting the Musical Theatre Youth Program.

Terrific New Theatre \$8,735
Supporting the world premiere of Sand Mountain Saturday Night written by local playwright, Norton Dill.

University of Alabama at Birmingham \$25,000
Supporting WBHM's Tapestry, a weekly radio program showcasing local arts and culture.

MAY 2005

Total: \$593,771

Alabama Dance Council \$15,000
Supporting the 2006 Alabama Dance Summit featuring professional development, arts education, auditions, and public performances.

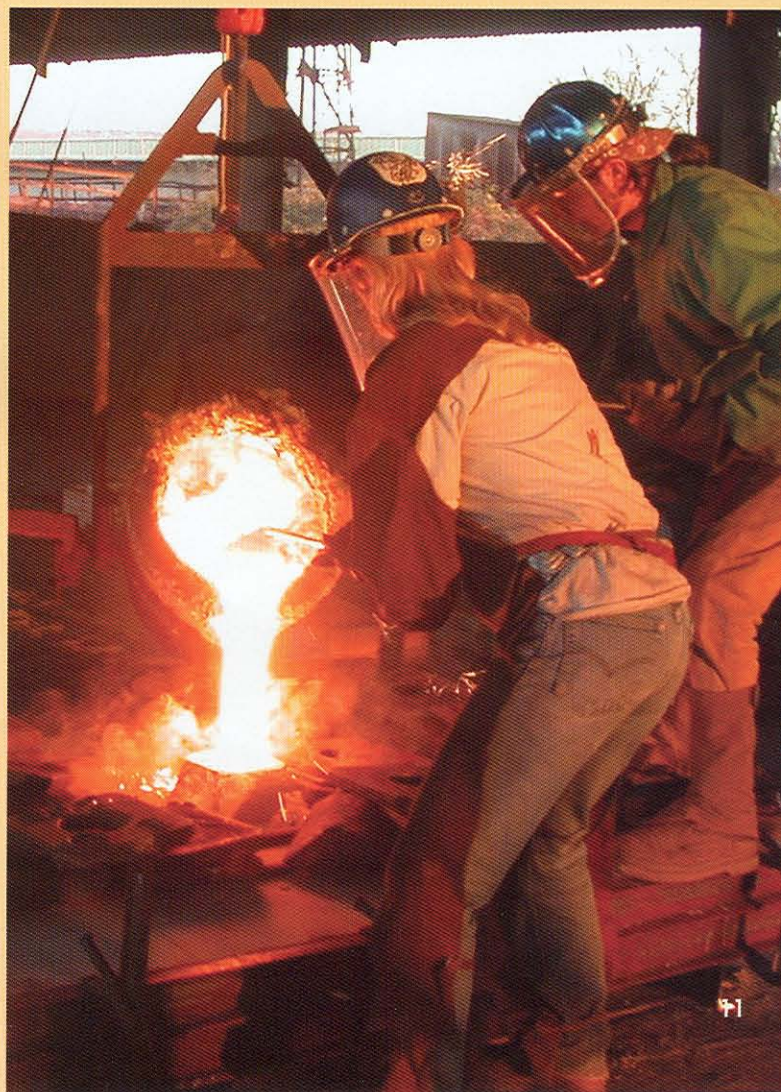
Alabama Humanities Foundation \$28,000
Supporting "The Will to Teach: Shakespeare in Context Then and Now", two one-week institutes for secondary Jefferson County school teachers.

Alabama Jazz Hall of Fame \$33,600
Supporting free jazz instruction each Saturday for area youth and 30 free student concerts at the Carver Theater and throughout Jefferson County.

Alabama Moving Image Association \$34,000
Supporting filmmaker networking activities at the 2005 Sidewalk Moving Picture Festival.

Alabama Operaworks \$25,000
Supporting the 2006 Spring Opera Festival featuring the Gilbert & Sullivan operetta "Trial By Jury".

Alabama Theatre	\$30,000	Southern Danceworks	\$20,000
Supporting the 2005 Summer Classic Film Series.		Supporting the creation of a new work by local choreographer Teri Weksler and musician Charles Mason.	
Aldridge Gardens	\$7,500	Space One Eleven	\$12,161
Supporting the publication of a reference and pictorial book featuring Eddie Aldridge, the snowflake hydrangea and Aldridge Gardens.		Supporting Phase II of a marketing and communications plan.	
Arts Council of the Trussville Area	\$2,900	Studio By The Tracks	\$15,000
Supporting the production of "Alice in Wonderland".		Supporting an arts education program for approximately 3,000 developmentally disabled youth and adults.	
Better Basics	\$3,000	Summerfest Musical Theatre	\$35,000
Supporting the introduction of opera into the arts enrichment programs provided to 22 Birmingham City and Jefferson County schools.		Supporting the Summerfest Cabaret Series.	
Birmingham Aids Outreach	\$5,000	Terrific New Theatre	\$20,000
Supporting "Birmingham ART Outreach", free visual art instruction for individuals and families living with, or affected by, HIV/AIDS.		Supporting two productions, "Shel's Shorts" and "Jacques Brel is Alive and Well and Living in Paris".	
Birmingham Art Association	\$35,000	University of Alabama at Birmingham	\$25,000
Supporting "Random Acts of Art" in celebration of National Arts and Humanities Month.		Supporting the Alys Stephens Center's Art in Action education and outreach program.	
Birmingham Music Club	\$18,000	Urban Impact	\$10,000
Supporting a presentation of NPR's "From the Top" featuring young Alabama musicians, and a performance by African-American soprano Angela Brown who was educated in Alabama.		Supporting the 2005 Taste of 4th Avenue Jazz Festival.	
Birmingham-Southern College	\$32,750	VSA arts Alabama	\$30,000
Supporting several community-focused arts and cultural activities as part of BSC's sesquicentennial celebration.		Supporting the Arts in Healthcare Initiative.	
Children's Dance Foundation	\$16,600	Walls Dance Studio	\$19,760
Supporting the Liz Lerman Dance Exchange including public performances, a master class, a public lecture, and professional development workshops.		Supporting the production of "Swan Lake on Bourbon Street" at the Carver Theatre.	
Fiesta	\$30,000		
Supporting Fiesta! 2005, a one day Hispanic cultural festival in Linn Park in October.			
Hoover Library Theater	\$4,000		
Supporting the presentation of Los Lobos.			
Jefferson County Library Cooperative	\$25,000		
Supporting "Storytelling Abounds", including a Storytelling seminar, Storytelling Festival, and community storytelling programs in all 25 public libraries across Jefferson County.			
Junior League of Birmingham	\$10,000		
Supporting "Start with Art" providing, in collaboration with the Birmingham Museum of Art, visual art instruction to 3,600 Birmingham City and Jefferson County school children.			
Magic City Blues Society	\$6,500		
Supporting the 2005 Magic City Blues Fest at Linn Park in September.			
Opera Birmingham	\$15,000		
Supporting a touring production of "Hansel & Gretel" to 30 area schools, and "Falstaff" a production at the Alabama Theatre.			
Operation New Birmingham	\$30,000		
Supporting the production and distribution of a Cultural Heritage Trail Map highlighting cultural and historic attractions primarily in the City Center.			





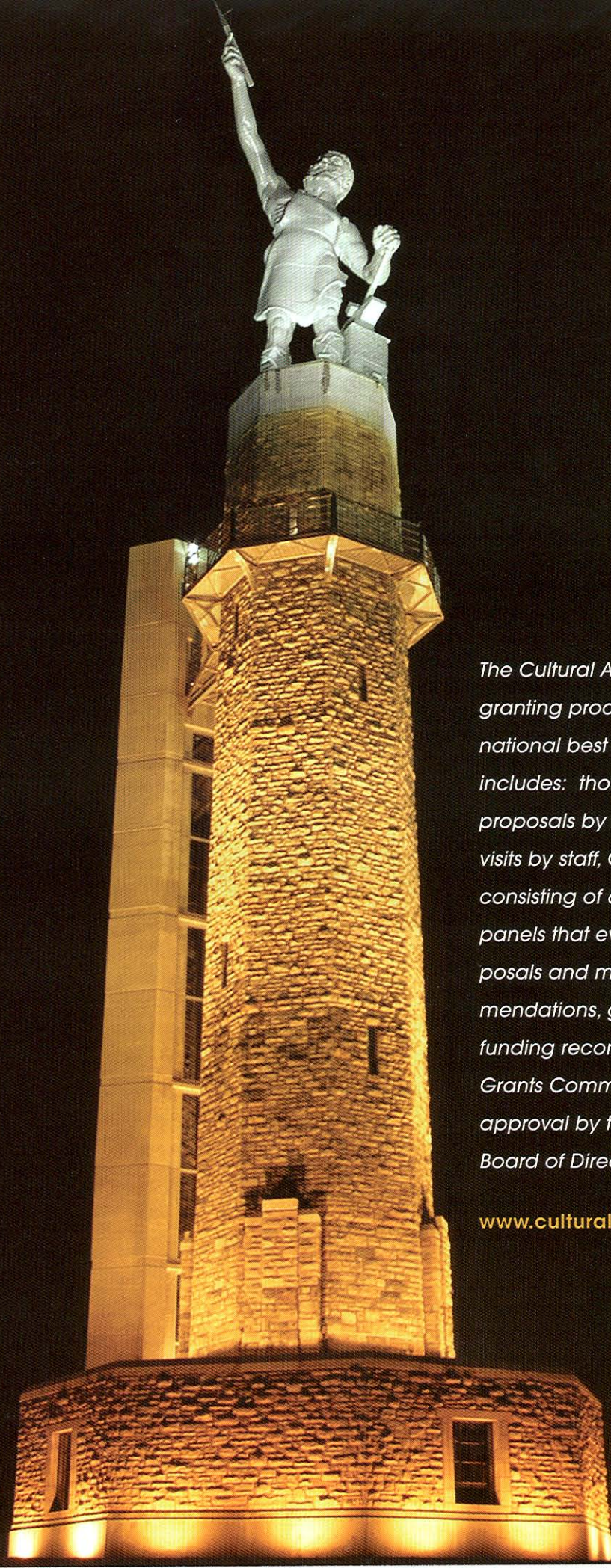
Unrestricted Grants Total: \$16,500

Birmingham Art Association	\$3,000
Supporting the Martin Luther King Jr. Unity Breakfast Juried Art Competition for high school students.	
Gadsden Cultural Arts Foundation	\$2,500
Supporting the development of a Cultural Master Plan for Etowah County.	
Leeds Arts Council	\$5,000
Supporting capital repairs to the Leeds Community Arts Center.	
Miles-Fairfield Community Arts	\$6,000
Supporting two free performances of "Sky Sash, So Blue" for public school students.	

Summer Residency Grants Total: \$44,188

With support from the CAGB and McWane, Inc. approximately 720 youth ages 5-13 participated in the 2005 Birmingham Park and Recreation Department Summer Day Camp. Grants were awarded to:

Umdabu Dance Company	\$14,908
Supporting weekly classes in South African history and Zulu language, dance, music and culture.	
Sidewalk Moving Picture Festival	\$14,280
Supporting weekly film appreciation and production program that introduces campers to cinema genre, basic film criticism, and basic filmmaking.	
Violin Instructors of Birmingham	\$15,000
Supporting weekly instruction in which campers learn to read and write rhythms and tones, learn to identify the parts of the violin and bow as well as the basics of how to play the violin.	



The Cultural Alliance uses a granting process based on national best practices that includes: thorough review of grant proposals by professional staff, site visits by staff, Citizens Review Panels consisting of 6-10 area citizens on panels that evaluate grant proposals and make funding recommendations, grant review and funding recommendation by a Grants Committee with final approval by the Cultural Alliance's Board of Directors.

www.cultural-alliance.com

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The Cultural Alliance leverages funds from all 12 counties in its service area, as well as from corporations, individuals, and national and local foundations.

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Fueling Inspiration Throughout the Region

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