“The arts are a vehicle that brings the viewer and the creator to the different disciplines of the world: science, philosophy, theology, mathematics. This is the unique power of the arts.”

_Jeff Koons_
One community at a time: That’s how Americans for the Arts is building a healthy, vibrant climate for the arts throughout the nation. Commitment to the arts emerges in as many ways as there are towns and cities. There is no formula—just a continuing process of envisioning what’s possible. No matter where arts leaders live and what experience they bring to the task, they all need basic tools to guide them: training and inspiration, research-based information that helps them make their case, visibility for their cause, and partners and friends in other parts of their communities and across the country. That’s where Americans for the Arts comes in.

In 2004 we are proud to have once again made community connections in all 50 states and the District of Columbia. Emerging arts leaders in 38 states organized lively Creative Conversations to brainstorm possibilities for action in their communities. One conversation led to another in San Diego, CA; Clearwater, FL; Pawley’s Island, SC; and other places where gatherings and listservs now link young and emerging arts professionals. In North Dakota, the arts are now included in the state’s economic development strategies thanks in part to a convincing presentation by Randy Cohen, our vice president of research and information, at the Prairie Economic Development Summit in Minot. Our second survey of 26 local arts agencies in 22 states provided insights into how the arts are faring in challenging economic times. In Lexington, KY, for example, the arts community is building new relationships with the horse breeding industry to engage and expand its local giving base.

Most of the other accomplishments described in this annual report stretched across the country. We launched our citizen membership initiative, Americans for the Arts Action Fund, so that the public can join us in making the arts a familiar part of life in families, schools, and communities. A groundbreaking study, Creative Industries, introduced a research-based tool that helps local arts advocates make the case for more resources and arts-friendly policies. In partnership with the National School Boards Association, we created an online resource center that gives local school board members comprehensive information about arts education. We created a dynamic new state presence—the State Arts Action Network—when the State Arts Advocacy League of America and the National Community Arts Network were integrated into Americans for the Arts. And a great deal of planning work in 2004 resulted in the merger of Arts & Business Council Inc. into Americans for the Arts, which we announced early in 2005.

From a national perspective, Americans for the Arts has lofty goals and a challenging agenda. We are grateful for the involvement of thousands of dedicated, enthusiastic volunteer leaders, members, and stakeholders who make a profound contribution to our organization. We also value our growing network of partner organizations that share our vision of more resources for the arts and arts education and greater appreciation for their value. Together, one community at a time, we are shaping the future of the arts in America.
A new annual study by Americans for the Arts introduced a research-based approach to quantifying the scope and importance of the arts in the nation’s economy. *Creative Industries: Business Employment in the Arts*, issued in June 2004, maps the broad reach of the arts and provides a powerful tool to increase arts funding and develop arts-friendly public policies. The first arts study based on Dun & Bradstreet data, it is reaching elected officials, business leaders, arts funders and policymakers, and the media.

**More than 2,500 hospitals use arts programming** to create healing environments, support patient mental and emotional recovery, communicate health information, and foster positive working conditions, according to a survey conducted in collaboration with the Society for the Arts in Healthcare, with the Joint Commission on Accreditation of Healthcare Organizations. *Cultures of Care: A Study of Arts Programs in U.S. Hospitals* was published in the Americans for the Arts *Monograph* series.

**Customized, affordable arts research products and services** put sophisticated tools and expertise in the hands of member organizations. Dozens of cities and states have used *Creative Industries* reports, introduced this year, to analyze the impact of arts-related businesses. Economic impact studies and full-service Web-based surveys complete the menu of research tools.
Creative Industries reveals that 11 of the country’s 20 largest standard metropolitan statistical areas have more than 10,000 arts-related businesses, institutions, and organizations (both for-profit and nonprofit), ranging from museums, symphonies, and theaters to film, architecture, and advertising companies. Nationally, businesses involved in the production and delivery of the creative industries number more than 548,000, employ 2.99 million people (4.3 percent of all U.S. businesses), and are an important driver of the information economy. Using the Creative Industries methodology, researchers can analyze data about arts-related businesses and provide mapping for any geographic or political area.

The study was quoted prominently during floor debate in the U.S. House of Representatives that culminated in appropriations increases for the National Endowment for the Arts and the National Endowment for the Humanities.

Research initiatives to strengthen the local arts agency network included the second year of research and analysis on local arts funding trends by Bill Keens of Wolf, Keens, and Company; the annual statistical report on the nation’s united arts funds; and Monographs on the fast-growing field of public art, the efforts of local communities to develop funding for the arts through designated taxes, and the role of local arts agencies in arts education.
An ambitious national arts agenda depends on collective action backed by a solid infrastructure. The State Arts Action Network (SAAN), formed in 2004, consolidates and strengthens state-level involvement in our efforts to advance the arts. The dynamic new network was created when two former organizations—the State Arts Advocacy League of America and the National Community Arts Network—folded into Americans for the Arts.

**Policy and Advocacy**

**Building State-Level Strength**

On **Arts Advocacy Day** in March 2004, 65 national organizations joined Americans for the Arts and the Congressional Arts Caucus to cosponsor this annual event, which was supported in part by the Robert Sterling Clark Foundation. More than 300 entertainment, arts, education, and policy leaders from 45 states took their message to Capitol Hill.
Americans for the Arts’ strategic plan identified the need to have strong arts advocacy and service organizations in every state. The State Arts Action Network will help showcase best practices, initiate effective advocacy campaigns, propose research agendas, provide professional development, and offer peer-to-peer networking opportunities to emerging arts organizations.

A 20-member State Arts Action Council, co-chaired by Alene Valkanas, executive director of the Illinois Arts Alliance, and Betty Plumb, executive director of the South Carolina Arts Alliance, guides the network’s activities. SAAN members are state arts advocacy organizations and statewide arts service organizations.

As a prelude to Election 2004, Americans for the Arts cosponsored two dialogues hosted by the Creative Coalition and the Music-For-All Foundation at the Democratic and Republican National Conventions. Panelists at the forums on “Arts, Education, and the 21st-Century Economy” included elected officials, arts experts, and film and television artists.

At the 17th annual Nancy Hanks Lecture on Arts and Public Policy, historian and author Doris Kearns Goodwin offered a glimpse of the role of the arts in the lives and presidencies of Lyndon B. Johnson, John F. Kennedy, Franklin D. Roosevelt, and Abraham Lincoln. The lecture was sponsored by the Robert Sterling Clark Foundation, the Betty R. Sheffer Foundation, Lockheed Martin, and US Airways.
State and local elections produced clear and impressive gains for the arts, according to Americans for the Arts Action Fund's analysis, 2004 Election Impact on the Arts. The report looks at the current makeup of Congress and state legislatures as well as the outcome of 34 state and local arts-related ballot initiatives.

The online E-Advocacy Center gives citizen members quick online tools that make their voices heard on Capitol Hill and in state capitals. Members can communicate with Congress, read member bios and arts voting records, track legislation, receive regular E-Advocacy Alerts, and even register to vote. The center is supported in part by the Altria Group.

The Arts Action Fund’s first Congressional Arts Report Card graded Members of Congress on their arts and arts education voting records. Thirty-three of 435 members of the House of Representatives received an A+. Vermont, Connecticut, Delaware, and Hawaii had the highest-scoring state delegations.

Other highlights below: Also featured in the 2004 Year in Review was Roof Like a Liquid Flung Over the Plaza by Vito Acconci, Peter Dorsey, Stephen Rice, Dario Nunes, Gia Wolff, and Laura Charlton, which graced the plaza at the Cannon Center for the Performing Arts in Memphis, Commissioned by Urban Arts Commission on behalf of Memphis Arts Council. Photographs by Vito Acconci.
Americans for the Arts added a new dimension to arts advocacy in the United States with the creation of Americans for the Arts Action Fund, a major new initiative to make citizens’ voices heard on arts and arts education issues. Our goal is to enlist and mobilize 100,000 activists nationwide who will help make certain that arts-friendly public policies are adopted at every level of government—federal, state, and local—and in the private sector. Pulitzer Prize-winning playwright Wendy Wasserstein joined Arts Action Fund chair Ann Sheffer in New York City in November to launch the first national citizen membership campaign to promote the arts.

“I feel it is the implicit objective of every artist to reach as many young minds as possible. They are not only the next generation of audience members or artists, but the next generation of citizens.”

Wendy Wasserstein

The Arts Action Fund focuses on four areas: educating decision-makers and the media about the arts and arts education; using an extensive arts network to educate and train state and local arts advocates; evaluating Members of Congress on voting records of arts support; and providing a voice for the public to advance federal, state, and local arts and arts education policies.
Young professionals bring energy and enthusiasm to the arts, and they are eager to build experience and relationships so that they can make a difference. Nearly 800 emerging arts leaders found common ground in Creative Conversations held throughout the country during National Arts and Humanities Month in October 2004. Thirty-eight communities, from Los Angeles to Tennessee to Maine, volunteered to host these local gatherings, which were initiated by the Emerging Leader Council of Americans for the Arts.

The lively discussions focused on professional concerns and local issues. Young professionals want to find mentors, network with peers, and have opportunities for professional development and dialogue. And like their seasoned colleagues, they’re concerned about broader problems, such as restoring arts education to the schools, empowering local arts organizations, and building an economic case for the arts. Most groups used Creative Conversations as the starting point for regular gatherings, listservs and blogs, and regional alliances with other emerging leader groups.

The Emerging Leader Program is dedicated to building the leadership capacity of promising, committed young professionals by giving them a varied menu of opportunities for training, networking, and mentoring. In Creative Conversations and in sessions at pARTicipate2004, the program focused on listening to needs and inviting ideas about how to engage and serve emerging leaders.
Animating Democracy shared its innovative arts-based civic engagement techniques in five sessions at pARTicipate2004 and at six other national gatherings. During the year, Animating Democracy completed extensive documentation and reporting for the first phase of the initiative, supported by the Ford Foundation, and continued its capacity-building programs and services for arts and cultural organizations.

Nearly 300 participants explored public art as a civic catalyst—for expressing identity, stimulating dialogue, and shaping civic space—at the Public Art Network’s annual conference in Washington, DC, in July.

Six graduate students joined Americans for the Arts for the 10-week Summer Scholars Program. Scholars honed their research and writing abilities while they explored issues in the field; learned from leaders; and completed projects with a tangible link among cultural theory, practice, and policy.

Community-building strategies using the arts emerged from pARTicipate2004, the second joint convention held with the National Assembly of State Arts Agencies. The July gathering in Washington, DC, attracted more than 1,200 participants.
A developing partnership with The Film Foundation will create a major endowment to support both organizations’ missions. The American Arts and Film Initiative will underwrite national programs for cultural development, arts education, and film preservation.

In 2004, Americans for the Arts and Arts & Business Council Inc. began plans to merge the two organizations. The merger was completed and formally announced in early 2005.

“It’s vitally important that all Americans have access to a common language in art and music; it helps mend the broken social contract and brings us together in appreciation of the best that human beings can do.”

*Meryl Streep*
A new, multiyear partnership with the National School Boards Association links Americans for the Arts to community leaders who influence the presence and quality of arts education in public schools. An online resource center, *Arts Education in Public Schools*, is the first in a series of joint initiatives that will engage arts and school board leaders in sharing information and strategies.

School board members can explore the center’s resources to become stronger supporters for arts education in their schools and communities. They can review current research on the arts and academic achievement, find out about arts education policy in their states, or use tools and exercises for assessing their school district’s arts education needs. *Arts Education in Public Schools* is available at http://ww3.AmericansForTheArts.org/services/arts_education/resource_center.

Cultivating the relationship between the *arts and banking industries*, Americans for the Arts organized the opening plenary session and panel discussions at the annual American Bankers Association conference on building better communities through the arts, developing a public art program, and encouraging creativity in organizational culture.

Twenty-four high school students created original poster artwork that expressed the slogan “Life Is Better with Art in It” for the 2004 *Poster Design Scholarship Competition*, sponsored by The Art Institutes and Americans for the Arts. Austin O’Brion of Wisconsin Rapids, WI, won first place.
Visibility

In more than 150 million households, American families think twice about arts education, thanks to the challenging and entertaining promotional ads produced by Americans for the Arts in partnership with the Ad Council. Since 2002, the “Art. Ask for More.” campaign has been ranked consistently among the top 10 Ad Council campaigns in several categories. More than 350 partners in all 50 states helped Americans for the Arts reach more than $109 million in donated media by the end of 2004.

Thanks to the information-packed print ads with a humorous touch, children don’t need a reminder that Louis Armstrong wasn’t the first man to walk on the moon. And adults take a closer look at their local school curriculums because the television ads send a clear message that a lack of arts education stifles children’s creativity and enthusiasm for learning.

“Art. Ask for More,” launched in January 2002 with a $1 million grant from the Doris Duke Charitable Foundation, now features television, radio, online, billboard, and print advertising in English and Spanish.

A bilingual public service advertising campaign targeted four cities with arts-related ballot initiatives in 2004. Print, radio, and television ads in English and Spanish ran in Miami, Denver, and Phoenix, with additional English-language ads in Kansas City. Bond initiatives were successful in Miami and Denver. While Phoenix did not have a ballot initiative, the goal of the ad campaign there was to increase arts awareness and participation in the Hispanic community.
Americans for the Arts’ inviting new website has something for everyone—arts professionals, arts supporters, and people in the communities we serve. A streamlined look and enhanced navigation guide users to news, resources, tools, and information about events and programs.

Avid public interest in arts research was clear when the Creative Industries study was released in June 2004, prompting extensive nationwide media coverage.

Recognition and Awards

The National Arts Awards

Celebrating artistic accomplishment or exemplary leadership in arts education, advocacy, corporate giving, or philanthropy, these awards are presented annually in New York City. Veronica Hearst chaired the 2004 awards gala, which surpassed its fundraising goal; Caroline Kennedy was honorary chair. Guests lingered after the October 8 program to watch the third presidential debate on large-screen monitors brought in for the occasion.

Raymond D. Nasher, Collector, Frederick D. Weisman Award for Philanthropy in the Arts
Chuck Close, Visual Artist, Artistic Leadership and Arts Advocacy
Paul Taylor, Choreographer, Lifetime Achievement
Mena Suvari, Actor, Young Artist Award for Artistic Excellence
A.G. Lafley, Chairman of the Board, President, and Chief Executive, Procter & Gamble, Corporate Citizenship in the Arts
William Bassell, Principal, Long Island City High School, Special Arts Education Recognition Award

Public Leadership in the Arts Awards

Presented annually in cooperation with the United States Conference of Mayors, these awards honor elected officials and artists who have shown outstanding leadership in the advancement of the arts at the federal, state, and local levels.

Rep. David Obey (D-WI), Congressional Arts Leadership
Gov. Edward G. Rendell (R-PA), State Arts Leadership
Mayor Martin O’Malley (D-Baltimore), Local Arts Leadership
Henry Winkler, Actor, Legendary Artist
Tony Bennett, Singer, Legacy Award
Broward County, Florida, Board of County Commissioners (Presented in cooperation with the National Association of Counties), County Arts Leadership

Public Art Network Award

For innovative and creative contributions and commitment in the field of public art

Jenny Holzer, Artist

Selina Roberts Ottum Award

For outstanding local leadership in the arts by a community arts professional or volunteer

Lynn Barnett, Executive Director, Abilene (Texas) Cultural Affairs Council

Michael Newton Award

For innovation in united arts fundraising by a community arts professional, volunteer, or organization

Beauchamp Carr, Executive Vice President, Robert W. Woodruff Arts Center, Atlanta

17th Annual Nancy Hanks Lecture on Arts and Public Policy

Doris Kearns Goodwin, Historian and Journalist
Contributors

2004 CORPORATE AND FOUNDATION SUPPORT

$1,000,000 AND ABOVE
The Ford Foundation

$100,000–$999,999
MetLife Foundation

$50,000–$99,999
Altria Group, Inc.
Mandell L. & Madeleine H. Berman Foundation
National Endowment for the Arts
David and Lucile Packard Foundation
Rockefeller Foundation

$25,000–$49,999
American Express Foundation
Bravoc
Fannie Mae Foundation
Government of the District of Columbia
Grey Global Group
The John F. Kennedy Center for the Performing Arts
Lockheed Martin
Pfizer, Inc.
Procter & Gamble Company
Richard & Hinda Rosenthal Foundation
Univision Communications Inc.
US Airways

$10,000–$24,999
Bell Family Foundation
Broad Art Foundation
Morris and Gwendolyn Caifritz Foundation
Chevy Chase Bank FSB

The Coca-Cola Foundation
Cravath, Swaine & Moore LLP
eBay Inc.
George Gund Foundation
Heinz Endowments
Henry R. Kravis Foundation, Inc.
Hewlett-Packard Company
Home Depot, Inc.
Integrated Finance Limited
JP Morgan Chase & Co.
JP Morgan Private Bank
Lehman Brothers
Merrill Lynch & Co., Inc.
Norfolk Southern Foundation
Tishman Speyer Properties Foundation, Inc.
Verizon Communications

$5,000–$9,999
3M Corporation
The Annenberg Foundation
Binney & Smith, Inc.
Caterpillar Inc.
City Museum of Washington, DC
Robert Sterling Clark Foundation, Inc.
Convergys Corporation
Delta Air Lines
Max and Victoria Dreyfus Foundation, Inc.
ExxonMobile Corporation
FedEx Corporation
Invemed Associates LLC
Johnson & Johnson
The Leonard & Evelyn Lauder Foundation
Lightyear Capital
The Liman Foundation
Los Angeles County MTA
Metro Art Department
Maryland State Arts Council

Eugene & Agnes E. Meyer Foundation
Midwest Express Airlines
Norfolk Southern Foundation
The Omni Shoreham Hotel
The Betty R. Shaffer Foundation
Skadden, Arps, Slate, Meagher & Flom LLP
Texas Instruments Incorporated
Union Pacific Corporation
Virginia Commission for the Arts

$1,000–$4,999
Art Dealers Association of America
AT&T Wireless
Robert & Renee Belfer Family Foundation
Benenson Capital Partners
Best Buy Inc.
The Diller-Von Furstenburg Family Foundation
Engelberg Foundation
Franz Mayer of Munich, Inc.
Irving Harris Foundation
LaBranch & Co.
Lucent Technologies Metropolitan Government of Nashville and Davidson County
The Morse Family Foundation, Inc.

$250–$999
Victoria R. Brown
Charles C. Brown
Davina Brown
Mary Brown

2004 INDIVIDUAL SUPPORTERS

$1,000,000 AND ABOVE
Ruth Lilly

$10,000–$24,000
Maria and Bill Bell
Madeleine and Mandell Berman
Agnes Gund and Daniel Shapiro
Robert Hannft
Raymond Nasher
Barbara S. and Larry J.B. Robinson
Barbara and LeRoy Rubin
Alejandro Sano Domingo
Emily Malino Scheuer
Bess Stephens
Anne and John W. Straus
Michael Vernuto

$5,000–$9,999
Edgar Bronfman
Emilia and J. Pepe Fanjul
William Lehr, Jr.
Donald Marron
Stewart A. Resnick

Whitehead Foundation
Woodruff Arts Center

$500–$999
City of San Diego Commission for Arts and Culture
Dasein Foundation
Four Seasons Hotels and Resorts
Goucher College
Harrison T. LeFrak Charitable Foundation, Inc.
Torpedo Factory Art Center

$1,000–$4,999
Celite Ames
Bradbury Anderson
Giselle Antoni
Angelo Arena
T.C. Benson
Patti Cadby-Birch
John Brademas
Charlotte Brawer
Carol R. Brown
Helen Brown
Melva Bucksbaum
Raymond Learys
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Peter Donnelly
Morton Eydenberg
Harry Fath
C. Kendric Fergeson
Suzy Finesilver
Susan Goode
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Betty Jo Hays
Austin Hearst
Ann Herzog

$500–$999
Helen Brown
Carol R. Brown
Charlotte Brawer
John Brademas

2004 ANNUAL REPORT | 15 | AMERICANS FOR THE ARTS
Steven D. Spiess, Chair
Cravath, Swaine & Moore LLP

Jerry Allen*
City of San Jose Office of Cultural Affairs

Ramona Baker
Arts Council of Indianapolis

Buzz Bartlett*
Council for Basic Education

Madeleine Berman
Franklin, MI

John Brademas*
New York University

Carol R. Brown
Pittsburgh Cultural Trust

Peter Donnelly
ArtsFund

C. Kendric Fergeson
NBaWC

Susan S. Goode
Norfolk, VA

John Haworth
National Museum of the American Indian

Betty Jo Hays*
Southwest Arkansas Arts Council

Eleanor Holtzman*
New York, NY

Leslie A. Ito
Visual Communications

Kenneth R. Kahn*
Greater Hartford Arts Council

Adrian King*
Kinston, NC

Fred Lazarus IV
The Maryland Institute, College of Art

William Lehr, Jr.
Hershey, PA

Abel Lopez
GALA Hispanic Theatre

Nancy Matheny
Eaton, PA

Veronica Njoku
Fulton County Arts Council

Margie Johnson Reese
City of Los Angeles Cultural Affairs Department

Barbara S. Robinson
Cleveland, OH

James M. Rosser*
California State University, Los Angeles

Barbara Rubin
Stamford, CT

Janet Sarbaugh*
The Heinz Endowments

Emily Malino Scheuer
Washington, DC

Ann E. Sheffer
Betsy R. Sheffer Foundation

Joan F. Small
Chicago Department of Cultural Affairs

Michael Spring
Miami-Dade County Department of Cultural Affairs

Patricia Hollihan Steinhardt*
Henley-on-Thames, Oxon, England

John W. Straus*
New York, NY

Michael Verruto
HPI Capital LLC

Shirley P. Wilhite
Shreveport, LA

Robert Lynch
Americans for the Arts, Washington, DC

L E A D E R S H I P

Veronica Hearst
Chair, National Leadership Council

Marian Godfrey
Chair, American Arts Policy Roundtable

ARTISTS COMMITTEE

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Martina Arroyo
John Baldessari
Alex Baldwin
Theodore Bikel
Lewis Black
Lauren Bon
Amy Brenneman
Connie Britton
Blair Brown
Kate Burton
Chuck Close
Stephen Collins
Chuck D
Jacques d’Amboise
Fran Drescher
Patty Duke
Pierre Dutille
Hector Elizondo
Giancarlo Esposito
Suzanne Farrell
Laurence Fishburne
Hsin-Ming Fung
Marcus Giamatti
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Lorin Hollander
David Henry Hwang
Jane Kaczmarek
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Jeff Koons
Swoosie Kurtz

Liz Lerman
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Marlee Matlin
Kathy Mattea
Richard Meier
Arthur Mitchell
Brian Stokes Mitchell
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Robert Redford
Lloyd Richards
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Victoria Rowell
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Arnold Steinhardt
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Billy Taylor
Julie Taymor
Marlo Thomas
Edward Villella
Wendy Wasserstein
William Wegman
Bradley Whitford
Henry Winkler
Joanne Woodward
Peter Yarrow
Michael York

* Board members indicated with an asterisk completed their terms of service to Americans for the Arts, and we thank them for their valuable contributions. In January 2005, we welcomed 12 new board members: Alejandro J. Aguirre, Maria Bell, Susan Coliton, Giancarlo Esposito, Nancy Glaze, Glen Howard, Liz Lerman, Mary McCullough-Hudson, Jodi Marans, Elena Bokhua Myles, Kathleen Paivick, and Victoria Rowell.
Comparative Operational Expenditures*  
FISCAL YEARS 2003 & 2004

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*This document, produced by management for the purposes of this report, is based on the 2004 audited financial statements and accompanying notes prepared by the public accounting firm of Tate & Tryon based in Washington, DC.

**Animating Democracy, an Americans for the Arts program funded by the Ford Foundation, completed its initial cycle of grantmaking to arts-based civic dialogue projects in 2003.

***While arts education is incorporated throughout Americans for the Arts’ programs and services, the bulk of the expenditures fall under professional development and field services.
To learn more about Americans for the Arts and the programs and services described in this report, visit www.AmericansForTheArts.org.