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## Notable Events & Speakers
- The 23rd Annual Nancy Hanks Lecture on Arts and Public Policy
- Arts Advocacy Day
- Half-Century Summit: 2010 Annual Convention
- Seminar for Leadership in the Arts
- The National Arts Policy Roundtable
- National Arts Awards
- The BCA 10
- National Arts Marketing Project Conference
- Annual Awards & Public Leadership in the Arts Awards

## Recognition
- Board of Directors
- BCA Executive Board
- Americans for the Arts Staff
- Contributors
- Top-Level Members
In 2010, the United States faced the long-term effects of the Great Recession against the backdrop of profound political shifts.

The arts experienced a similarly tumultuous year as significant budget cuts—combined with declines in support from private donors—pushed many organizations to make dramatic changes in programs and personnel, even as technology continued to fundamentally reshape audiences’ expectations about and appetite for cultural experiences. Against this backdrop, Americans for the Arts celebrated its 50th anniversary. Much has changed since our founding in 1960. In the beginning, Americans for the Arts called upon a community of hundreds, but in 2010 thousands of people participated in our professional development conferences, workshops, and online learning opportunities alone. Advocates sent more than 50,000 messages to elected officials about the importance of the arts and arts education through our E-Advocacy Center, and more than 125,000 people shared their ideas via our ARTSblog. It’s clear that we have come a long way since Ralph Burgard, Phil Hanes, Nancy Hanks, George Irwin, and other visionaries drew up plans in the late 1950s for the organization that would ultimately become Americans for the Arts.

We ask the same questions our founders asked 50 years ago: What will it take to ensure a healthy and vital future for the arts and arts education? Who are the leaders that will step forward to build upon our foundations? How will the ways that we do our work need to change?

These are just some of the questions that we sought to address during the course of the year. Our Green Paper series, a collection of discipline-specific vision statements authored by national partners from across the United States as part of the Half-Century Summit: 2010 Annual Convention, generated some thought-provoking answers. Our goal in all of this work was to enable, educate, and inspire the kind of innovative thinking we know to be necessary if the arts are not only to survive but to thrive in the years to come.

Americans for the Arts remains committed to taking this thinking and using it to lead the field forward. Having marked an important milestone in our 50th anniversary, we are energized to embark on the next chapter. Poignantly, we start this era without one of our champions.

Phil Hanes, a dynamic arts leader for more than half a century and one of our organization’s founders, passed away on January 16, 2011. As a young businessman in Winston-Salem, NC, Phil played a key part in the establishment of that city’s local arts council, one of the first in the nation. He went on to help spearhead the development of countless organizations and to become a leading voice for the arts on the national stage.

In a 2008 interview with Inc. magazine Phil said, “We’re in an age of design and creativity and the arts are the purest source of creativity. If you want to engage the power structure of the world, go into the arts.”

I could not agree more. I know Phil took pride in what Americans for the Arts accomplished in 50 years and I know that his would have been among the strongest voices urging us to move forward boldly to advance the arts and in doing so to advance our country, one community at a time. I feel privileged to be taking those steps and thank you again for being part of our work.
the family tree

AMERICANS FOR THE ARTS

Community Arts Councils, Inc. CACI // 1960
Arts Councils of America ACA // 1964
Associated Councils for the Arts ACA // 1966
American Council for the Arts ACA // 1977
National Assembly of Community Arts Agencies NACAA // 1978
Arts, Education, and Americans, Inc. A&BC // 1977
Arts & Business Council A&BC // 1965
Business Committee for the Arts BCA // 1967
Partnership for the Arts // 1970
National Community Arts Network NCAN // 1999
State Arts Advocacy League of America SAALA // 1991
National Community Arts Network NCAN // 1999
Americans for the Arts Action Fund AAF // 2004
American Arts Action Fund PAC // 2004
Arts & Business Council of New York // 2005
Americans for the Arts Foundation // 2008

From the President Making Our Case Exploring Our Field Expanding Our Reach Educating Our Stakeholders Shining Our Light Events & Speakers Recognition Expenditures
“In New York in 1961, the Metropolitan Opera was threatened with a musicians’ strike. The Met had a recording contract with RCA which was suddenly cancelled, and the musicians were going to lose a sizeable part of their income. They said, ‘We can’t live on that income,’ and yet they comprised one of the finest orchestras in the world. President Kennedy asked his new Secretary of Labor Arthur Goldberg to go to New York and settle this thing. In effect, Goldberg said: Professional musicians can’t live at this income level. The Met has no money. What’s missing from the bargaining table is the government, and they’re going to have to support this institution. And then he went on to point out the economic contributions that the Met made to New York City, its hotels, its restaurants. The labor committees in Congress mandated an investigation into the economics of the performing arts. The people who testified were from the Motion Picture Association, recording companies, Broadway. They were talking about economics. This was no longer a vague, elitist thing. There was a major change in the conversation. These groups began lobbying, and legislation to create a national advisory council on the arts was enacted in 1964.”

Jack Golodner, Half-Century Summit, June 2010

More than 500 attendees and more than 80 CoSponsors participated in Arts Advocacy Day, April 12–13, 2010. After a day of advocacy training capped off by the Nancy Hanks Lecture presented by Charleston, SC Mayor Joseph P. Riley, Jr., advocates from across the nation traveled to Capitol Hill to make their case to their representatives and senators.

As advocates made their case throughout the Capitol, Rep. Jim Moran convened members of the Appropriations Subcommittee on the Interior, Environment & Related Agencies for a special hearing on the arts entitled “Arts Build Communities.” Actors Kyle MacLachlan and Jeff Daniels; Executive Director of Minot (ND) Council on the Arts Terri Aldrich; Ovation TV CEO Charles Segars; U.S. Army Brigadier General Nolen Bivens (ret.); and Philadelphia Mayor Michael Nutter testified at the hearing, emphasizing the importance of developing strong public policies in support of the arts and arts education, allocating increased public funding, and supporting the creative workforce.

Thanks to followers and supporters, including Artists Committee members John Legend and Yoko Ono, #arts became one of the top 10 Twitter trends for the day on April 13.
Arts Advocacy Day didn’t just happen on Capitol Hill. In partnership with the Minneapolis College of Arts and Design, Tweet the Arts Day afforded individuals from across the country the opportunity to participate in a simple way: by using the hashtag #arts in a tweet. Thanks to followers and supporters, including Artists Committee members John Legend and Yoko Ono, #arts became one of the top 10 Twitter trends for the day on April 13.

Before the November elections, membership in the Congressional Arts Caucus was at one of its highest levels ever—233 members—and the Senate Cultural Caucus boasted 28 members. With this congressional support, the House of Representatives ultimately passed two resolutions in 2010 honoring not only the arts, but Americans for the Arts specifically. In July, Reps. Louise Slaughter (D-NY) and Todd Platts (R-PA) won passage for a resolution honoring our 50th anniversary. In August, the House passed a resolution designating the second week of September as Arts in Education Week. Authored and introduced by Rep. Jackie Speier (D-CA), this resolution represents the first congressional expression of support celebrating all the disciplines comprising arts education.

“By supporting the fields that feed our imagination, strengthen our children’s education, and contribute to our economy, our country will remain a center of creativity and innovation, and our society will stand as one where dreams can be realized. As we reflect on the contributions of America’s artists, we look forward to hearing their tales still untold, their perspectives still unexplored, and their songs still unwritten. May they continue to shed light on trials and triumphs of the human spirit and may their work help ensure that our children’s horizons are ever brighter.”

President Barack Obama, presidential proclamation recognizing National Arts and Humanities Month, October 2010
Providing Groundbreaking Research Documenting the Impact of the Arts

To kick off the celebration of our 50th anniversary year, Americans for the Arts unveiled the new National Arts Index in January 2010. The first study of its kind, the Index measures the health and vitality of arts industries in the United States. Like The Conference Board’s consumer confidence index, the National Arts Index is designed to provide reliable longitudinal information. The Index includes 76 key indicators that when taken together provide a panoramic snapshot of the state of the arts in America. With more than 10 years of data included in the initial release, the Index stands out as a powerful tool for capturing key trends and isolating common strengths and weaknesses.

Some of what the Index reveals comes as no surprise—we already knew, for example, that demand for the arts lags capacity and that the subsidy model is struggling. But the Index gives us a much needed, evidence-based common language with which to engage in honest discussion.

The Triennial Survey of Business Support for the Arts, conducted by our Business Committee for the Arts program, found a 14 percent decrease in business giving to the arts between 2006 and 2009.

The Rockefeller Brothers funded a groundbreaking research report, The Performing Arts: Problems and Prospects, in 1965. Nancy Hanks, who would go on to be president of the National Endowment for the Arts, first learns of Community Arts Councils, Inc.—the original organization of Americans for the Arts—while coordinating the production of this report.

The Triennial Survey of Business Support for the Arts, conducted by our Business Committee for the Arts program, found a 14 percent decrease in business giving to the arts between 2006 and 2009.
conversations about the state of
the arts. With the Index, we can
measure and compare data annually
over time and see if the work we are
doing is making a difference.

Through our Animating
Democracy program we released
another first-of-its-kind report
in 2010, Trend or Tipping Point:
Arts & Social Change Grantmaking.
Documenting the emerging field
of grantmaking for social change,
the report explores how funders
are supporting arts and culture as
a strategy to achieve a wide array
of community, social, and civic
participation building goals. The
companion online directory for this
report includes detailed profiles of
more than 150 grantmakers.

The Local Arts Agency (LAA)
Census released in December
yielded important information
about the state of the field. During
the past 50 years, the number of
LAAs has skyrocketed from 400
to 5,000, and they’re as diverse as
the communities they serve. We
surveyed 1,000 LAAs nationwide
to determine what the LAA of the 21st
century looks like. We learned that
there are four key traits that these
organizations still hold in common.
They produce cultural program-
ing, provide grants in their com-

According to the National Arts Index, in 2009 there were 109,00 registered nonprofit arts organizations
and 2.2 million artists in the U.S. workforce, 1.5 percent of the total civilian workforce.
Improving the condition of the performing and visual arts in this country calls for, in my judgment, a massive cooperative effort in which business corporations must assume a much larger role than they have in the past. The corporate community as a whole has a long way to go in accepting the arts as an appropriate area for the exercise of its social responsibility.

David Rockefeller, founding address for Business Committee for the Arts, given at the 50th anniversary conference of the National Industrial Conference Board, September 20, 1966

Expanding Our Array of Partners in the Private and Public Sectors

By pursuing a strategy based on forging strategic alliances, Americans for the Arts has pioneered a place for the arts in many sectors. Our partnership with business dates back to the founding of the Business Committee for the Arts program in 1966. Today our effort to engage corporate leaders includes work with The Conference Board, the Committee to Encourage Corporate Philanthropy, and the Business Civic Leadership Center of the U.S. Chamber of Commerce. Through joint webinars, policy forums, and a shared research agenda focused on the creative workforce, Americans for the Arts collaborates with corporate leaders to explore how to forge more effective ties between the arts and business.

Today our effort to engage corporate leaders includes work with The Conference Board, the Committee to Encourage Corporate Philanthropy, the Business Civic Leadership Center of the U.S. Chamber of Commerce, and others.
Reaching out to private and family foundations, Americans for the Arts concentrates on expanding key relationships with Grantmakers in the Arts and Independent Sector. In 2010, we served as Independent Sector’s primary arts partner for its annual conference, infusing arts throughout a convening that attracted 900 leaders in private philanthropy from across the country. This partnership enabled us to showcase the arts as one part of the solution to the core issues of our times—economic revitalization, education reform, resources and outlets for at-risk youth, and much more.

State and local officials can be among the strongest advocates for the arts—they know what it means to build a city, to reinvent communities, and to promote a sense of place. That’s why Americans for the Arts has long pursued partnerships with the public as well as the private sector. In the public sector, our partnership with the United States Conference of Mayors has been a linchpin to our work with local communities for more than 20 years. Building on that foundation, we have expanded the circle to include the National Conference of State Legislators, the National Association of Counties, and the National Lieutenant Governors Association. Each year we present a series of Public Leadership in the Arts awards to these groups’ members, putting the arts on the groups’ agenda literally for public sector leaders nationwide.

The American arts community is a national asset and treasure, with tremendous potential to contribute to the United States government’s ability to deal with the national security challenges it faces. Support for the arts through the National Endowment for the Arts will help to strengthen our cultural assets in the pursuit of greater cultural understanding worldwide.

Americans for the Arts Board Member and U.S. Army Brigadier General Nolen Bivens’s (ret.) testimony before the House Appropriations Subcommittee on Interior, Environment & Related Agencies on April 13, 2010, as part of National Arts Advocacy Day on Capitol Hill
Let’s not be the dance band on the Titanic... playing away so everyone can enjoy themselves while the ship is sinking. If we separate the arts from the cosmic questions of things like energy, world hunger, and the ERA, we are denying ourselves our own importance. Let’s upgrade the concept of what a community arts agency means and integrate it into the larger issues that do matter to congress and the corporate world... Let’s be greedy enough and ambitious enough to say that this is going to make an impact on the world.”

Harry Chapin, musician and activist, at the first NACAA Conference in Denver in 1979


At our Half-Century Summit: 2010 Annual Convention in Baltimore, more than 1,100 attendees participated in two preconferences and more than 50 educational opportunities. We offered deeper conversations to plot the course for the future of the arts and arts education in America. More than 100 top-level thinkers and leaders, including artist and activist Robert Redford; Co-Founder and Editor-in-Chief of Huffington Post Arianna Huffington; Chairman of the National Endowment for the Arts Rocco Landesman; and Executive Director of the Sundance Institute Keri Putnam, presented innovative ideas, facilitated discussions, and led professional development sessions.

The National Arts Marketing Project (NAMP) workshops, conference, and website brought much-needed tools and insights on audience development and marketing to our stakeholders.

Nearly 600 attendees came.

25% increase in traffic to ArtsMarketing.org, the official website of National Arts Marketing Project, since 2009.
together for the New Tech. New Tools. New Times, conference in San Jose in November 2010. Through 21st-century innovation, we were also able to offer live streaming of our keynote addresses, enabling an additional 170 individuals to participate in an interactive online dialogue, increasing the scope of the conference by nearly 30 percent. More than 200 individuals participated in four NAMP workshops—in Minneapolis/St. Paul, Charlotte, Delaware, and Columbus. Traffic to ArtsMarketing.org, the official website of NAMP, also increased by 25 percent since 2009.

Twenty-two mid-career professionals participated in ABC/NY’s 2010 Arts Leadership Institute, funded by American Express. This diverse cohort from arts organizations and nonprofits big and small across New York City received six full days of classroom instruction over two months, with sessions on personal leadership, human capital, strategy and positioning, organizational assessment, financial management, fundraising, and governance and boards. The alumni have an active “Class of 2010” network, and several will be involved as mentors for the 2011 Arts Leadership Institute participants.

You helped us serve thousands of people in 2010 through online programs like the:

9 Blog Salons, where field leaders and experts host facilitated online conversations about specific topics relevant to the field. Arts Education Blog Salons attracted 60 posts and almost 9,000 unique views while advancing a national dialogue about what it takes to keep the arts in our schools.

20 webinars, hosted by innovative leaders, reached more than 1,000 participants. Three Public Art Academy webinars helped 741 people learn how to apply for, manage, and create public art projects.
Actor Charlton Heston, a longtime advocate of arts-business partnerships, lends his voice to the Business Committee for the Arts (BCA) for radio ads that are part of its 1984 national PSA campaign.

**Strengthening the Public Profile of the Arts & Creating New Online Communities**

In the spring of 2010, we launched the “Why the Arts Matter” video contest. Created to commemorate our 50th anniversary, the contest offered all Americans the chance to share their inspirations and favorite art forms, while making a statement about why the arts matter to them. The winning video, created by young adults from a youth arts organization called Starting Artists, was displayed four times every hour on MTV’s 44.5-foot video screen in New York City’s Times Square during the week of October 25 in honor and celebration of National Arts and Humanities Month.

Our first appearance in Times Square was in January 2010, with our *The Arts. Ask for More.* PSA campaign. Launched by Americans for the Arts, in collaboration with the Ad Council and the NAMM Foundation, this campaign involves a series of television ads encouraging parents to “feed their kids the arts” as part of a healthy diet. During the week of January 11, our popular “Raisin Braham” ad ran each hour on MTV’s Times Square screen, receiving an estimated 1.5 million impressions per day.

The interactive online timeline created for our 50th anniversary (see [dipity.com/AmericansForTheArts](http://dipity.com/AmericansForTheArts)) attracted 1,800 visitors who helped us to chronicle the history of Americans for the Arts and the larger nonprofit arts field. Personal narratives added to...
The timeline by members and stakeholders offer a comprehensive look at how much we’ve accomplished together during the past 50 years.

In addition to new tools like the “Why the Arts Matter” video contest and the timeline, we concentrated significant energy in 2010 on increasing social media presence and building online community. We launched an entirely new Members-Only section on our website, AmericansForTheArts.org, and debuted a complete redesign of the Arts Action Fund website, ArtsActionFund.org. The Members-Only section offers easy one-stop shopping for stakeholders who want to access research, publications, and other important tools. The new Arts Action Fund website better harnesses the power of Web 2.0, allowing users to easily contact their senators and representatives in Washington, while also connecting to each other so that they can share stories and inspire action.

Our first on-air advertising campaign with NPR put audio messages about Americans for the Arts before an audience of approximately 27 million listeners. Four NPR ads coinciding with major events ran in 2010 and in the end, Americans for the Arts charted a 20 percent increase in overall media coverage with 1,944 media placements throughout the year.

The interactive online timeline created for our 50th anniversary (see dipity.com/AmericansForTheArts) attracted nearly 2,000 visitors who helped us to chronicle the history of Americans for the Arts and the larger nonprofit arts field.

By the end of 2010, Americans for the Arts had

1 Million+ Friends and supporters on Facebook

6,000+ Twitter users follow @Americans4arts
The 23rd Annual Nancy Hanks Lecture on Arts and Public Policy

APRIL 12, 2010 AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS, WASHINGTON, DC

Honoring the former president of Americans for the Arts (1968–1969) and chair of the National Endowment for the Arts, Nancy Hanks, this annual lecture series provides an opportunity for public discourse on the importance of the arts and culture to our nation’s well-being.

› Lecture by the Honorable Joseph P. Riley, Jr., Mayor, Charleston, SC and founder of the Mayors’ Institute on City Design
› Introduction by Sen. Mark Begich (D-AK)

Arts Advocacy Day

APRIL 13, 2010 ON CAPITOL HILL

Organized by Americans for the Arts, Arts advocacy Day is the largest event of its kind. More than 500 participants received advocacy training and then made their case for further support for arts and arts education to their members of Congress. More than 80 organizations also served as Arts Advocacy Day CoSponsors.

Rallying advocates during the Congressional Arts Kick-Off were:
› Rep. Louise Slaughter (D-NY)
› Rep. Jim Moran (D-VA)
› Rep. John Lewis (D-GA)
› Rep. John Yarmuth (D-KY)
› Rep. Betsy McCollum (D-MN)
› Speaker of the House Nancy Pelosi (D-CA)
› Sen. Tom Udall (D-NM)

Testifying before the House Appropriations Subcommittee on the Interior, Environment & Related Agencies in support of strong public policies and funding for the arts and arts education were:
› Kyle McLachlan, actor
› Jeff Daniels, actor
› Michael Nutter, Mayor of Philadelphia
› Terri Aldrich, Executive Director of Minot Area Council of the Arts
› Nolen Bivens, U.S. Army Brigadier General (ret.)
› Charles Segars, CEO of Ovation TV
› Robert L. Lynch, President and CEO of Americans for the Arts

Half-Century Summit: 2010 Annual Convention

JUNE 25–27, 2010 AT THE BALTIMORE MARRIOTT WATERFRONT IN BALTIMORE, MD

The Half-Century Summit: 2010 Annual Convention was the commemorative 50th anniversary annual meeting of our stakeholders and members. Offering professional development alongside visionary panels of cross-discipline leaders, more than 1,100 participants converged in Baltimore for an unforgettable learning experience. The Summit also included two special preconferences, one for arts education professionals and another for public artists and public art administrators.

Key Summit speakers included:
› Robert Redford, artist and activist
› Arianna Huffington, Co-Founder and Editor-in-Chief, Huffington Post
› Rocco Landesman, Chairman of the National Endowment for the Arts
› Bill Ivey, former National Endowment for the Arts Chairman
› Keri Putnam, Executive Director of the Sundance Institute
› Liz Lerman, Founding Artistic Director of Liz Lerman Dance Exchange
› Peter Sellars, stage, film, and festival director
› Vijay Iyer, composer and jazz pianist
Americans for the Arts annually hosts two meetings of top-level leaders from across disciplines—the Seminar for Leadership in the Arts at the Aspen Institute in Colorado and the National Arts Policy Roundtable at Sundance Preserve in Utah.

Seminar for Leadership in the Arts
AUGUST 8-10, 2010 AT THE ASPEN INSTITUTE, ASPEN, CO

The Artful Entrepreneur: Exploring Philanthropic Innovations for Arts and Culture in the 21st Century, the third annual Seminar for Leadership in the Arts presented by Americans for the Arts in collaboration with the Harman-Eisner Program in the Arts, attracted 28 distinguished philanthropists, artists, business, and cultural leaders for a lively discussion on how the environment of philanthropy is changing—and what these changes mean for the future of the arts in America.

Participants included:
› Marty Albertson, CEO, Guitar Center
› Joan Harris, President, Irving Harris Foundation
› Tom James, Chairman, Raymond James Financial
› Tim McClimon, President, American Express Foundation
› John Pappajohn, CEO, Equity Dynamics
› Dennis Scholl, Vice President for Arts Programs, John S. and James L. Knight Foundation

The National Arts Policy Roundtable
SEPTEMBER 23-25, 2010 AT SUNDANCE PRESERVE, UTAH

Co-convened by Americans for the Arts and Sundance Preserve, the National Arts Policy Roundtable is the annual convening of leaders in government, business, and philanthropy alongside scholars and artists. Each year, the Roundtable tackles a different policy issue with the goal of surfacing recommendations for innovative future action. The 2010 Roundtable’s 25 participants focused on the theme, The Role of the Arts in Educating America for Great Leadership and Economic Strength.

Participants included:
› Ian Brennan, Co-Creator and Writer, Glee
› Rachel Goslins, Executive Director of the President’s Committee on the Arts and Humanities
› Frank Hodsoll, former National Endowment for the Arts Chairman
› Mary Luehrsen, President, NAMM Foundation
› Kerry Washington, actress and member, Americans for the Arts Artist Committee
› Harvey White, Chairman of (SHW)2 Enterprises and co-founder Qualcomm
15th Annual National Arts Awards
OCTOBER 18, 2010 AT CIPRIANI 42ND STREET IN NEW YORK CITY

The National Arts Awards honors distinguished cultural, corporate, and artistic leaders for their contributions to the arts in America.

The slate of awardees included:
› Lifetime Achievement Award
   Angela Lansbury
› Eli and Edythe Broad Award for Philanthropy in the Arts
   Martha Rivers Ingram
› Outstanding Contributions to the Arts Award
   Herb Alpert
› The Bell Family Foundation Young Artist Award
   Kate and Laura Mulleavy, Rodarte
› Featured Artist
   Todd Eberle

The BCA 10
NOVEMBER 4, 2010 AT THE BOATHOUSE IN CENTRAL PARK IN NEW YORK CITY

The BCA 10 Awards recognize businesses of all sizes for their support of and investment in the arts in their communities.

The 2010 honorees were:
› BlueCross BlueShield of South Carolina, Columbia, SC
› Capital Bank, Raleigh, NC
› Con Edison, New York, NY
› ConocoPhillips, Houston, TX
› Devon Energy Corporation, Oklahoma City, OK
› Halifax EMC, Enfield, NC
› M.C. Ginsberg Jewelers and Objects of Art, Iowa City, IA
› Northeast Utilities, Hartford, CT
› Portland General Electric, Portland, OR
› Strata-G Communications, Cincinnati, OH

Leadership Award
› Clarence Otis, Jr., Chairman and CEO of Darden Restaurants, Inc.

Hall of Fame
› United Technologies Corporation, Hartford, CT

National Arts Marketing Project Conference
NOVEMBER 12–15, 2010 AT THE FAIRMONT SAN JOSE IN SAN JOSE, CA


Key speakers included:
› Chip Heath, best-selling author
› Susan Medak, Managing Director of Berkeley Repertory Theatre
› Chip Conley, author and hotelier
Annual Awards & Public Leadership in the Arts Awards

Each year, during the Annual Convention, Americans for the Arts presents the following Annual Awards in recognition of outstanding achievements in the field:

› Alene Valkanas State Arts Advocacy Award
  For dramatically affecting the political landscape through arts advocacy efforts at the state level
  Anne Katz, Executive Director of Arts Wisconsin

› Arts Education Award
  For excellence in arts education program design and execution, as well as leadership
  Kid SmART, New Orleans

› Emerging Leader Award
  For demonstrating exemplary leadership in the arts administration field by a new and/or young leader
  Marc Vogl, Program Officer for the William and Flora Hewlett Foundation

› Michael Newton Award
  For innovation in united arts fundraising by a community arts professional, volunteer, or organization
  Joanne Riley, President of Cultural Alliance of York County, PA

› Public Art Network Award
  For innovative and creative contributions and commitment in the field of public art
  Judith Baca, Founder and Artistic Director SPARC: Social & Public Art Resource Center

› Selina Roberts Ottum Award
  For outstanding local leadership in the arts by a community arts professional or volunteer
  Lee Howard, former President of the National Assembly of Community Arts Agencies

Presented at a variety of venues through the year, Public Leadership in the Arts Awards recognize elected officials who play a pivotal role in advancing the arts and arts education within their communities and whose vision and leadership provide heightened visibility to the value of the arts.

Presented in cooperation with the United States Conference of Mayors

› National Award for State Arts Leadership Award
  Gov. Ted Kulongoski (D-OR)

› National Legendary Artist Award
  Michael Feinstein

Presented in cooperation with the National Lieutenant Governors Association

› Lieutenant Governor Arts Leadership Award
  Elizabeth Roberts, Rhode Island Lieutenant Governor

Presented in cooperation with the National Conference of State Legislatures

› State Legislator Arts Leadership Award
  Sen. Stan Rosenberg (D-MA)

Presented in cooperation with the National Association of Counties

› County Arts Leadership Award
  Jim Bradley, Salt Lake County, UT County Councilman

Presented in cooperation with the National Association of Counties
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Denver, CO

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Cultural Affairs
Savannah, GA
Entertainment
Career Connection
Los Angeles, CA

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City of San Antonio,
Office of Cultural Affairs
San Antonio, TX

City of San Jose
Office of Cultural Affairs
San Jose, CA

City of Savannah
Cultural Affairs
Savannah, GA

City of Wichita
Division of Arts
and Cultural Services
Wichita, KS

City of El Paso
Museums and Cultural
Affairs Department
El Paso, TX
City of Oakland,
Cultural Arts & Marketing
Department
Oakland, CA

City of Savannah
Cultural Affairs
Savannah, GA
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<th>State</th>
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<td>Indiana Commission</td>
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<td>Palm Beach County</td>
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<td>Frankfort, KY</td>
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<td>Pinellas County Cultural Affairs Department</td>
<td>Largo, FL</td>
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<td>Linde Family Foundation</td>
<td>Boston, MA</td>
<td>Nebraska Arts Council</td>
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<td>Louisiana Division of the Arts</td>
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<td>The John F. Kennedy Center for the Performing Arts</td>
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<td>United Arts Council of Greater Greensboro</td>
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<td>Continuing Studies</td>
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<td>Division of Culture &amp; History</td>
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<td>Charleston, WV</td>
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<td>Wisconsin Arts Board</td>
<td>Madison, WI</td>
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</tbody>
</table>

From the President Making Our Case Exploring Our Field Expanding Our Reach Educating Our Stakeholders Shining Our Light Events & Speakers Recognition Expenditures
### 2010 Comparative Operational Expenditures

<table>
<thead>
<tr>
<th>Program Area</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>PR &amp; Strategic Alliances</td>
<td>$59,336</td>
<td>$130,673</td>
<td>$114,032</td>
<td>$70,490</td>
<td>$173,594</td>
<td>$313,864</td>
<td>$200,593</td>
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<td>Government Affairs and Public Sector Partnerships</td>
<td>$725,715</td>
<td>$1,205,071</td>
<td>$885,809</td>
<td>$880,280</td>
<td>$886,808</td>
<td>$1,284,313</td>
<td>$721,969</td>
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<td>Arts In Education</td>
<td>$511,905</td>
<td>$507,432</td>
<td>$258,351</td>
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<td>$352,444</td>
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</tr>
<tr>
<td>Local Arts Advancement (Frmr R&amp;I/Field Services)</td>
<td>$1,609,072</td>
<td>$1,976,737</td>
<td>$2,351,083</td>
<td>$2,163,340</td>
<td>$3,362,090</td>
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<tr>
<td>Leadership Alliances</td>
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<td>$1,035,525</td>
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<td>Communications/Visibility/Marketing</td>
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<td>Private Sector</td>
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<td>Special Projects</td>
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<tr>
<td>Arts &amp; Business Council of New York</td>
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<td>Arts Action Fund</td>
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<td>$1,606,153</td>
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<tr>
<td>Americans for the Arts Foundation</td>
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<td>$4,109</td>
<td>$3,750</td>
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<tr>
<td>Management &amp; General</td>
<td>$1,214,172</td>
<td>$1,756,119</td>
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<tr>
<td>Membership Development and Fundraising</td>
<td>$815,585</td>
<td>$1,031,960</td>
<td>$1,213,827</td>
<td>$757,201</td>
<td>$762,003</td>
<td>$701,300</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$8,259,631</strong></td>
<td><strong>$9,350,712</strong></td>
<td><strong>$14,696,119</strong></td>
<td><strong>$14,835,268</strong></td>
<td><strong>$15,267,383</strong></td>
<td><strong>$15,107,611</strong></td>
<td><strong>$12,221,660</strong></td>
<td><strong>$11,779,788</strong></td>
</tr>
</tbody>
</table>
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Author
Elizabeth Van Fleet

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