



## NEWS AND INFORMATION

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### FOR IMMEDIATE RELEASE

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#### **Americans for the Arts to Survey Arts Landscape**

WASHINGTON, D.C. — Americans for the Arts announced today that it is taking on a strategic planning initiative that will have a significant impact on the future of the arts. Over the next few months, Americans for the Arts will conduct a comprehensive scan of the arts environment to help determine a five-year roadmap for advancing the arts in America.

“We realize that over the past few years much has changed in the landscape in which we work,” said Robert L. Lynch, President and CEO of Americans for the Arts. “To ensure we are dedicating our resources correctly in the future, it is time to take another look at our environment and determine the most effective ways to meet the needs of our growing stakeholder base.”

In 2002, Americans for the Arts embarked on a similar field-wide analysis and planning process that identified needs and opportunities for the future. Based on feedback, Americans for the Arts launched an organization-wide five-year strategic plan that:

- expanded already strong existing professional development, research, and advocacy programs and services;
- formed the Arts Action Fund, a 501(c)4 organization that seeks to engage citizens in education and advocacy in support of the arts and arts education; and
- generated more public and private sector resources for the arts by merging operations with Arts & Business Council Inc.

Americans for the Arts is partnering with AMS Planning & Research, an arts management consulting firm based in Fairfield, CT, in this effort. Since its founding in 1988, AMS has gained national recognition for its counsel on a range of important planning projects across the country.

***Americans for the Arts** is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of*

*service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).*

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