

Goal 2: Support

Goal 2. Support -- SUPPORT THE EXCELLENCE, INNOVATION, AND TRADITIONS OF OUR STATE'S ARTISTS AND ARTS ORGANIZATIONS.

Strategies

Review grant funding / Simplify grant procedures and review GOS and Project Grant criteria and budget allocations so RISCA can be both flexible and strategic in its response to changing economic conditions.

Provide assistance / Connect constituents to information, training, and assistance to extend the impact of grant funding.

Convene constituents / Use RISCA's influence to connect constituents and allies to share adaptive strategies, facilitate collaboration, and help match needs and resources.

Market the arts / Work with state and municipal agencies to promote the arts for cultural tourists and residents.

Assist artists / Provide leadership and assistance in addressing those life issues that discourage or prevent artists from living and working productively in our state.

Develop film and TV sector / Recruit film and television producers to Rhode Island. Build the local industry through partnerships with K-12 and higher education, film festivals, and support organizations. Document the film and television industry's economic impact.

Objectives and Key Tasks

01A - Grant Funding*

[COMBINING THE FOLLOWING PREVIOUS OBJECTIVES]

01 – General Operating Support : Help sustain nonprofit cultural organizations with General Operating Support (GOS) grants.

02 – Simplification: Simplify grant procedures to reduce administrative burdens on constituents and staff.

09 - Sustain Fellowships: Continue artist fellowships and provide value-added opportunities for our state's finest artists.

Accomplished over past two years

- We made a first pass at simplifying our grant procedures in the transition to CGO. Did not suspend requirement for cash match.
- Have simplified applications by moving both Folk Arts applications to the same due date
- PAD application is a simple application for first time applicants

Proposed for FY2012

- Will dedicate a staff meeting to amending/simplifying RISCA application guidelines in the transition to Foundant for Cycle 1 2013 grant. Assess how CDP can replace specific portions of the application.
- RISCA has put most grant applications online and will put all grant applications online – including Folk Arts– by August 12, 2011. Teaching Roster application should follow.
- Applications and other forms of support should be easier to find and clearer on updated website
- We will re-assess and redesign RISCA's final report form in tandem with reevaluation of the application. The final

Objectives and Key Tasks

report should be easier to find and clearer on updated website

- Will encourage artists and organizations to upload images and video online so links can easily be used as support materials. Will place list of resources for documentation of artwork and performance and place it prominently on the website (will have to make decision about how to vet the people/orgs on that list). Future goal to coordinate a documentation day in partnership with the RI Film Collaborative, Channel 36, etc.
- Will establish a committee to review GOS funding by December 2011. This committee will:
- Include Elena in order to keep the focus on increasing support to diverse organizations and constituents.
- Address the issue of whether to develop a system of accountability for GOS recipients relating to hiring diverse staff and reaching out to diverse audiences in accordance with their own strategic plans.
- Discuss ways in which the Cultural Data Project may help with reporting and assessment on these and other measures.
- Discuss ways in which larger grants to larger organizations VS smaller grants to

Objectives and Key Tasks

more small organizations are more or less effective in advancing RISCA's mission and vision.

- Create a panel orientation document and video that streamlines each staff person's approach to panel orientation and addresses issues such as equitable distribution of RISCA funds across the state geographically and demographically. (The statistics pamphlet Randy will create under the marketing section will be used in this meeting)
- Have assessed the need for and given additional funds to community festivals as opposed to amending guidelines to focus grants on community impact – instead we have wrapped this into the panel orientation section above.

02A - Provide other forms of assistance*
[COMBINING THE FOLLOWING PREVIOUS OBJECTIVES]
03 - Respond to current crisis: Temporarily use project grants and other programs and services to position the arts sector to respond to community needs and to assist the state in recovering from the economic recession.
05 - Promote opportunities: Develop tools and systems that assist artists and arts organizations identify new opportunities and income sources.
10 - Support Traditional arts: Identify and support folk and traditional artists and art forms in ways that

- RISCA allocated Federal Stimulus Funds and brokered a match from the RI Foundation (also under "Increase Funding" section)
- RISCA encouraged partnerships to extend the impact of funding including work with the RI Foundation on Expansion Arts and the CDP (and RICH); the Arts Learning Network has partnered with OLIS, VSA and other organizations to apply for grants and share work.
- Held meetings for GOS and theater communities on funding and tax issues

- Opportunities for Artists and organizations are featured on the Weblog and are reaching more people through the link to RISCA's Facebook page. This resource will be revised in partnership with the Providence Dept of Arts Culture and Tourism through the Statewide Arts Calendar
- Will help to build the Artists Directory in partnership with Providence Dept of ACT through the Statewide Arts Calendar
- Ongoing conversations with NEFA about

Objectives and Key Tasks

preserve and connect this important work with the broader community.

- Ongoing grants workshops throughout the state – now run by individual staff members in order to increase reach across the state
- Have convened artists through the Connecting Creative Communities program and Diversity Exhibits
- Supported VMA and Heritage Festivals, Latino community celebration
- Staff continue to meet with constituents one on one to offer guidance and additional resources
- Opportunities for Artists and organizations are featured on the Weblog and are reaching more people through the link to RISCA’s Facebook page.

MatchBook and CultureCount being expanded to serve artists better

03A – Promote the arts as a tool for economic development*

- The public art program continues to provide sophistication and visibility to the state to support business and tourism
- RISCA has BECOME a resource for Professional Development for the creative sector through professional and business training, funded and coordinated through the PAD Program
- Have created an online resource list for additional professional and business training. Should be updated and more visible through website update.
- Arts Talk has provided teacher trainings through NECAP

04A – Market the arts - promote visibility*
[COMBINING THE FOLLOWING PREVIOUS OBJECTIVES]

- Fellowship Exhibitions, Creating Communities and Diversity Exhibits and new public art installations have contributed to increased

- Create a printed map or brochure of public art in RI.
- Website update: clear links to the Arts

Objectives and Key Tasks

06 - Document RISCA reach: Document geographic distribution to ensure state funding and assistance.

- visibility for the arts and RISCA
- Have created online directory and map of Public Art.

- Calendar, weblog, RISCA programs, etc
- Need more printed pieces – rack cards, postcards, simple brochure
- Randy will create a print piece on demographic and geographic distribution of RISCA grants over the past ___ years. Have organized some of this info for RI Citizens for the Arts for hearings
- FY2012-13 is RISCA’s 45th Anniversary book
- Radio Spots promoting RISCA and local arts events
- Support local and national models designed to improve arts marketing visibility and messaging

[No longer pursuing RI Movie Tours, proposed in previous plan]

07 - Increase funding: Ensure, through advocacy and marketing, access to adequate resources to support RISCA funding and grants budget.

- Have worked with RI Citizens for the Arts to advocate for increased appropriations from the RI General Assembly – during hard economic times this has translated to saving rather than increasing RISCA’s budget
- NEA Funding – Senator Reed has helped to position RI to have a stronger voice in federal funding issues for the arts.
- Private Sector Funding – Arts Learning Network has secured Dana Foundation Funds, Champlain funds for the Mobile Media Lab and plans future applicatoin to MacArthur

- RISCA will clarify its policies and procedures for seeking outside funding. With a totally new council, RISCA will explore how we should fund our programs in new or traditional ways
- Have a discussion with the Council about how to handle the loss of federal funds in the near future.
- RISCA will include in the Council orientation specific training on how to talk about the arts to the private sector.
- Randy will met with 3 top private sector

Objectives and Key Tasks

Foundation – all through partnerships. Kennedy Center has been an education program funder, Film and TV office had the Dr Mazze study funded by private sources through partnership with RI Film Collaborative. Randy secured bank funding for the Big Yellow School Bus Program.

companies to talk about the arts. Randy will meet with Merrill Sherman, Dan Bowdoin, etc. to strategize these discussions.

- Randy will research and ask Council members about whether to become a member of the Grant Makers Council of RI

11 - Reach underserved artists: Identify and more effectively support artists and art forms that are poorly represented historically by RISCA because of racial, ethnic, geographic, language, physical or mental barriers, or by the nature of their arts discipline.

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12 - Develop Film and TV sector: Help identify and encourage the expansion of a Rhode Island film and television economic sector.

- RI has a new sound stage in Warwick. Saved soundproofing, lighting grid and doors, ABC invested several hundreds of thousands of \$ into this resource –
- The Motion Picture Production Incentive has been saved.
- Film and TV office has supported local Film Festivals and Steve will receive the RIFF George M Cohan Award in 2011
- Lou revamped the website and the office published and distributed the RI Film and TV Production guide
- Give me 5 listed as a “Best of” in RI Monthly
- RIC and URI are on the media education team and participated as panels for Give Me 5, Higher Ed film programs were promoted at Give me 5,
- Promote film related tourism: Film and TV

- Need to ensure the future of the sound stage through upkeep and additional improvements.
- Improvements need to be made to the policy. Steve will make trips to LA to attract more productions now that the Credit is secure as an incentive.
- Plans to involved higher ed students in Gimme 5 mobile Media Lab
- Film Office should develop a bigger presence at the airport.

Accomplished over past two years

Proposed for FY2012

Objectives and Key Tasks

office created promotional video,

*New objective, developed by combining objectives in the previous plan

For further discussion:

