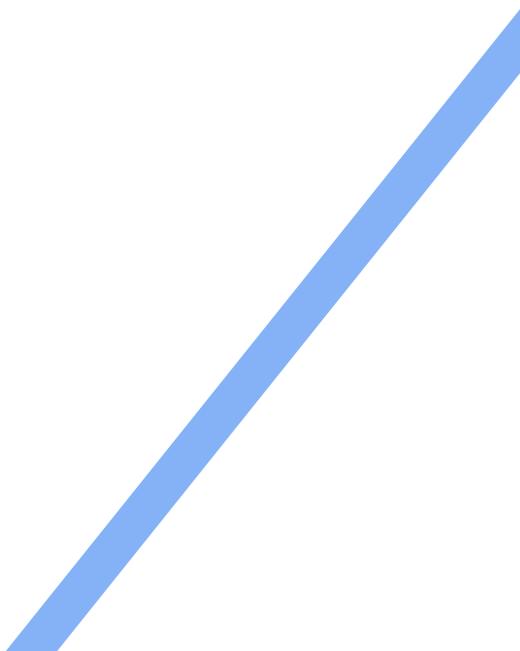


Support
for
Artists
Planning
Team

RECOMMENDED APPROACH TO SUPPORTING ARTISTS IN CUYAHOGA COUNTY

For Submission to the Cuyahoga Arts & Culture Board of Trustees

December 5, 2017



AN INTRODUCTION FROM THE SUPPORT FOR ARTISTS PLANNING TEAM

“We believe the one who has power. He is the one who gets to write the story. So when you study history, you must ask yourself, Whose story am I missing? Whose voice was suppressed so that this voice could come forth? Once you have figured that out, you must find that story too. From there you get a clearer, yet still imperfect, picture.” — Yaa Gyasi, Homegoing

To understand the recommendations listed in this document, we must take a moment to look back to where we have been. From 2009-2016, Cuyahoga Arts & Culture supported 161 artists in our community by investing more than \$4 million in fellowship awards. Though 30% of Cuyahoga County’s population is African American/Black, of those 161 artists, only 16 (9.3%) were identified as African American or Black and received \$305,000 in support. Please see ‘Appendix’ A for additional information.

In June 2017, Cuyahoga Arts & Culture launched the Support for Artists Planning Team to bring Cuyahoga County residents and artists together to move public funding for artists forward in our community. The charge was to develop new approaches by which CAC can provide support to artists in Cuyahoga County.

When we embarked on our journey earlier this year, no one on our team could have anticipated or been prepared for the challenging and transformational experience that was before us. Meeting every other week since June, our team quickly realized the biggest challenges we would face would not be about funding, but about race and perception. By starting our work together with a day-long workshop on racial equity, we worked—and continue to work—to embrace the discomfort that comes from having tough conversations about race when more than one race is in the room.

Together we not only learned what each other needed or hoped to see for support for artists in Cuyahoga County—but we began to understand each other as people first, artists second, and found better words and ways to communicate. To work through misunderstandings. To embrace each other’s ideas and interests. To acknowledge when someone is saying one thing, we’re hearing different things, and when we mean something else...all at the same time. To build respect and trust with each other, despite our differences.

Identifying new approaches to funding artists was what we have called a “disruptive innovation.” The process in itself is a vision for artistic collaboration in our community. It will take collective, meaningful decision-making, like this team, for transformational change to take place in our community. We believe this innovation, which is starting here in Cuyahoga County, can be a national model for changing how people connect and communicate about art and race.

In all, the recommendations that follow not only represent a way forward for Cuyahoga Arts & Culture, but serve as a representation of what can be achieved through an inclusive, resident-led process where power is shared. The approach we recommend has not only been informed by our team, but by hundreds of area artists and residents who see the value of public support for artists in our community.

We invite you to join us as we strive for a unified and equitably supported artist community in Cuyahoga County.

Support for Artists Planning Team – December 2017

SUMMARY OF RECOMMENDED APPROACH FOR FUNDING ARTISTS

The Support for Artists Planning Team (SfAPT) recommends the following new approach to funding artists:

SfAPT recommends that CAC provides support for Cuyahoga County artists, and works to form community partnerships that secure additional funding to support artists through:

- **Equitable funding:** Throughout all support for artists, SfAPT recommends the majority of funding and support for individual artists goes to Cuyahoga County residents who have been historically excluded, namely persons of color (African American, Black, Latino/a, Asian, Arab, Native American). We also recommend the prioritization of those who have been excluded based on gender, geography, age, income, sexual orientation, or education.
- **Accountability:** SfAPT recommends that CAC begin on its new path to equitable funding by issuing a public apology for its' past funding practices for individual artists, acknowledging the difference in perception, challenges in having a public conversation about racial equity, and setting a precedent for holding itself and the region accountable toward racial equity.
- **Meaningful unrestricted monetary support to recognize artists for their work:** SfAPT recommends that CAC provide non-specific/unrestricted monetary support through the awarding of Individual Artist Fellowships, meant to reward artists for their work and their connection to the community. Fellowship artists will have the opportunity to contribute to a cohort model of building unity in the local arts community.
- **Specific project support:** SfAPT recommends that CAC provide monetary support for specific projects or ideas and enable artists to create, connect, and share their work. This support is designed to provide artists the monetary support, tools, training, travel or other resources necessary to bring a project or idea to life in the community.
- **Develop physical spaces that support artists:** CAC should support and offer brick and mortar artists spaces throughout the County, with a focus on historically excluded areas of the City. The need is two-fold: to create new spaces and activate and expand access to existing spaces.
- **Foster institutional connections to local artists:** SfAPT recommends that CAC provides opportunities and resources for artists who receive support so that they can connect to and access CAC supported institutions in ways that complement their existing infrastructure and/or challenge them to develop new practices.
- **Professional development:** SfAPT recommends that CAC provides professional development support for artists to empower them, help them grow, and connect them to other artists, residents, and opportunities in Cuyahoga County.
- **Monitoring implementation:** In addition, SfAPT recommends that CAC retain a diverse team, including members of the planning team, throughout the implementation of these recommendations as a sounding board to consult on how these recommendations get brought to life.

TABLE OF CONTENTS

<u>AN INTRODUCTION FROM THE SUPPORT FOR ARTISTS PLANNING TEAM</u>	<u>2</u>
<u>SUMMARY OF RECOMMENDED APPROACH FOR FUNDING ARTISTS</u>	<u>3</u>
<u>SCOPE AND PURPOSE OF SUPPORT FOR ARTISTS PLANNING TEAM (SFAPT)</u>	<u>5</u>
<u>A VISION FOR SUPPORT TO ARTISTS</u>	<u>5</u>
<u>ENSURING EQUITY IN SUPPORTING ARTISTS</u>	<u>5</u>
SfAPT EQUITY PRIMES	5
<u>A STATEMENT ON COMMUNITY BENEFIT</u>	<u>6</u>
<u>IDENTIFYING THE NEEDS OF ARTISTS</u>	<u>6</u>
<u>RECOMMENDATIONS FROM SUPPORT FOR ARTISTS PLANNING TEAM TO CAC</u>	<u>7</u>
PRIORITIZING EQUITABLE FUNDING	7
MEANINGFUL UNRESTRICTED MONETARY SUPPORT	7
SPECIFIC PROJECT SUPPORT	8
DEVELOP PHYSICAL SPACES THAT SUPPORT ARTISTS	8
FOSTER INSTITUTIONAL CONNECTION TO LOCAL ARTISTS	9
PROFESSIONAL DEVELOPMENT	9
MONITORING IMPLEMENTATION	10
<u>RECOMMENDED FUNDING PRIORITIES</u>	<u>11</u>
<u>LIST OF PLANNING TEAM MEMBERS</u>	<u>11</u>

SCOPE AND PURPOSE OF SUPPORT FOR ARTISTS PLANNING TEAM (SFAPT)

Original scope written by CAC upon development of the planning team

The planning team is a group of Cuyahoga County residents (artists and community leaders) who are volunteering their expertise and time to co-create new approaches to providing support for artists and creative people. When we say “co-create,” we mean that the planning team will be a working collaboration among team members, residents, CAC staff, and CAC board members. This collaboration will bring community voices to the table and will guide discussion, planning, interpretation of information, and ultimately result in recommendations to CAC’s board. The purpose of SfAPT is to recommend new potential approaches to support artists to CAC’s board.

A VISION FOR SUPPORT TO ARTISTS

Artists input was gathered at World Café on Sept. 16

Support and resources, awarded directly to artists for the development of their practice and their participation in propelling forward the cultural & economic health of Cuyahoga County. We envision this new approach as supporting artists in various stages of their careers, including starting artists, emerging artists, established artists, in addition to support for travel to participate in an exchange program or residency.

ENSURING EQUITY IN SUPPORTING ARTISTS

Artists input was gathered at World Café on Sept. 16

SfAPT has prioritized equity in support to artists, and developed the following set of Equity Primes to use to guide decision making with SfAPT about potential approaches to funding individual artists. Equity Primes are questions or other prompts that we put in our paths to reduce the likelihood we will make biased decisions that undermine the advancement of equity.

SFAPT EQUITY PRIMES

1. Will the proposed program(s) help to establish racial, economic, gender, age and geographic equity in support of Cuyahoga County artists?
2. Are the words, phrases, and language we are using to communicate the proposed program(s) clear to different audiences?
3. Does the proposed program(s) represent a benefit to the community? Does this benefit leave any person out?
4. Will the proposed program(s) support and advance racial, economic, gender, age and geographic equity?
5. Will the proposed program(s) support artists of color?
6. Will the proposed program(s) support emerging artists?
7. Does the proposed program(s) include a means to ensure that the program(s), once implemented, is successful in addressing disparities (what resources, what timelines, and what monitoring will help ensure success for achieving racial, economic, cultural, gender, age and geographic equity)?
8. What program modifications are needed to maximize racial, economic, gender and geographic equity outcomes and reduce racial, economic, cultural, gender, age and geographic disparities?

A STATEMENT ON COMMUNITY BENEFIT

All great cultures are measured by their art. *There are inherent cultural and economic benefits when supporting the growth of individual artists and the connection of their art to the community.* CAC should create celebratory forums for supported artists to connect with taxpayers and the public, creating opportunities for interaction between the community and artists.

IDENTIFYING THE NEEDS OF ARTISTS

Artists input was gathered at World Café on Sept. 16

The CAC SfAPT (Cuyahoga Arts & Culture Support for Artists Planning Team) believes the needs of the individual artist can be broken down into five categories: funding, network opportunities, space and time, education, and art market opportunities.

Funding is the most versatile means of support. Cost of living and the expenses of materials, equipment, hired workers, studio space, permits, etc. often prevent creative pursuits and projects from coming to fruition. Whether it is acquiring funds for a specific project or to broadly finance artists in their creative careers and practices, money is always in need.

Network opportunities enable artists to connect with fellow creatives and key players in the arts community and market. Relationships are powerful - they spark dialogue, collaboration, and inspiration. Community is built on relationships. "No person is an island."

Space and time are essential to an artist's practice, yet both are difficult to come by. It is challenging to find a (studio) space that is not only affordable, but also suited for the artist's needs - a dance studio is very different from a pottery studio. In regards to the issue of time, many artists are unable spend the hours of the day on their creative work and instead must work a separate job to financially support themselves. While having a studio/workspace helps in designating time for creative projects, it still quite the task to fully delve into one's passion after working eight or more hours in the proverbial "office."

Education is key in helping an artist grow in their concepts, craft, and business practices. This may include workshops, lectures, internships, externships, apprenticeships, etc. Education support will not only result in artists creating work of high caliber, but also further them towards financially sustaining their creative careers.

Art market opportunities focus on presenting creative works to the public, building a culture of arts appreciation, and strengthening the art market. Exhibition, performance, publishing and showcasing opportunities, artist representation, and art collecting consultation are but few examples of how to connect artists with audiences and build a greater number of arts patrons and collectors.

RECOMMENDATIONS FROM SUPPORT FOR ARTISTS PLANNING TEAM TO CAC

SfAPT recommends that CAC shift its approach to funding artists from the previous model rooted in individualized competition, to an approach rooted in equitable funding that promotes the collective advancement of artists in Cuyahoga County that includes a combination of support through unrestricted funding as well as project-based awards, professional development, strengthening the relationship between institutions and artists, and development of physical space.

PRIORITIZING EQUITABLE FUNDING

What is the recommendation?

SfAPT recommends the majority of funding and support for individual artists goes to Cuyahoga County residents who have been historically excluded, namely persons of color (African American, Black, Latino/a, Asian, Arab, Native American). We also recommend the prioritization of those who have been excluded based on gender, geography, age, income, sexual orientation, or education.

MEANINGFUL UNRESTRICTED MONETARY SUPPORT

What is the recommendation?

SfAPT recommends that CAC provide non-specific/unrestricted monetary support through the awarding of Individual Artist Fellowships, meant to reward artists for their work and their connection to the community.

- Fellowship artists will have the opportunity to contribute to a cohort model of building unity in the local arts community.
- An Advisory Council chooses fellowship recipients. The Advisory Council, a volunteer group of leaders in the Cuyahoga County cultural community, is made up of local artists, previous fellowship recipients and arts professionals residing in the County. Advisory Council members are experienced and well-respected for their knowledge of and involvement in the local cultural community, and represent the diversity of artistic disciplines, as well as diversity of age, ethnicity, gender and professional background.
- CAC should continuously engage the sounding board team in determining the amounts and numbers of awardees, criteria for selection, and whether the awards are different or the same amounts.

Why is the planning team making the recommendation?

- Because public funding for the arts should recognize artists for the work they have done and the impact they have made on the community
- The change to the selection process is to be more inclusive
- To support the first recommendation, a majority of these funds would go to residents who have been historically excluded.

How does this meet the needs of artists?

- This would provide a significant unrestricted monetary award to artists.

SPECIFIC PROJECT SUPPORT

What is the recommendation?

SfAPT recommends that CAC provide monetary support for specific projects or ideas and enable artists to create, connect, and share their work. This support is designed to provide artists the monetary support, tools, training, travel or other resources necessary to bring a project or idea to life in the community.

- A project or idea is a specific, connected set of activities, with a beginning and an end, explicit goals/objectives and a predetermined cost. Projects may be one-time events, such as a festival or exhibit; or a defined series of events, such as a roster of classes or a series of productions. Projects and ideas with multiple components should have a cohesive theme that ties it together.
- Request amount is based on the project / idea on a rolling basis with a simple budget for the application.
- CAC should continuously engage the sounding board team in determining the amounts and numbers of awardees, criteria for selection, and whether the awards are different or the same amounts.

Why is the planning team making the recommendation?

- This support empowers artists who do not have a nonprofit, but who are working to benefit the community.
- Artists at all levels have access to meaningful support.

How does this meet the needs of artists?

- Monetary support is available for specific projects or purposes necessary to realize a project or idea that benefits both the artist and the community. If the monetary support is used for tools, travel or training, the artist must explain how that support will in turn benefit the public.
- Opportunity to access funds at a time the artist needs it.
- This specifically supports artists at all stages of their career.

DEVELOP PHYSICAL SPACES THAT SUPPORT ARTISTS

What is the recommendation?

CAC should support and offer brick and mortar artists spaces throughout the County, with a focus on historically excluded areas of the City. The need is two-fold: to create new spaces and the activation and expanding access to existing spaces.

- Beginning in the first year, CAC should convene local organizations and determine what national funding can support the development of these spaces.
- CAC should build a plan to scale this up to meet the needs of artists broadly, starting with activating non-existing spaces and creating smaller exhibition, performance, production, sales, and residency spaces, and increasing to larger spaces that support multi-disciplinary collaboration, exhibition, and performance.
- CAC supported artists would work with this model in a cohort.

Why is the planning team making the recommendation?

- To support the development of community building among artists.
- Ensuring that historically excluded artists outlined in Recommendation A have a physical space that supports their development and contribution to local arts.

How does this meet the needs of artists?

- It provides space and a sanctuary for artists and creates opportunity to support the local arts economy.

FOSTER INSTITUTIONAL CONNECTION TO LOCAL ARTISTS

What is the recommendation?

SfAPT recommends that CAC provides opportunities and resources for artists who receive support so that they can connect and access CAC supported institutions in ways that complement their existing infrastructure and/or challenge them to develop new practices.

- This may take the form of free access to tools, equipment, and staff access and expertise; display and residency opportunities; educational opportunities; and/or marketing support.
- This connection between Individual Artist support recipients and GOS recipients will be supported through special funding to the participating organizations from CAC, in addition to GOS support.
- This should connect to the mentorship and professional development for artists.

Why is the planning team making the recommendation?

- Organizations and institutions must value the contributions of local artists who have been historically excluded outlined in Recommendation A, by reflecting the true diversity of the arts and culture field. These institutions and their support provides significant efforts to strengthen access and awareness that directly affect the context in which artists' work.
- CAC enables collaboration and connection to change the culture between Cuyahoga County artists and arts institutions to one in which organizations are held accountable for providing quality contributions to the elevation of local artists.
- Creating a healthier relationship between the local artists and institutions, and ensuring access and accountability to one another.

How does this meet the needs of artists?

- CAC Individual Artist support recipients will create a plan with identified institutions regarding program/project/presentation that meets the needs of artists.

PROFESSIONAL DEVELOPMENT

What is the recommendation?

SfAPT recommends that CAC provides professional development support for artists to empower them, help them grow, and connect them to other artists, residents, and opportunities in Cuyahoga County.

- For SFAPT, professional development includes support that provides career, community, mentorship, and confidence building tools to help all artists become successful artists. This includes education, networking, artist-to-artist learning, and other non-monetary support systems that address needs of artists in Cuyahoga County.

Why is the planning team making the recommendation?

- Artists at all levels have access to meaningful support.
- This allows a greater number of artists to access support.

How does this meet the needs of artists?

- Support includes both subsidizing costs for trainings / workshops / opportunities / development opportunities identified by artists, and CAC-led or developed programs.
- Professional development opportunities are primarily led by Cuyahoga County artists (including artists who receive CAC support), and maintain SfAPT's commitment to equity.

MONITORING IMPLEMENTATION

What is the recommendation?

SfAPT recommends that CAC keep the planning team together throughout the implementation of these recommendations as a sounding board to consult on how these recommendations get brought to life.

- CAC should engage the planning team in the design of the sounding board and find a way to monetarily support this, recommended outside of the individual artist budget.

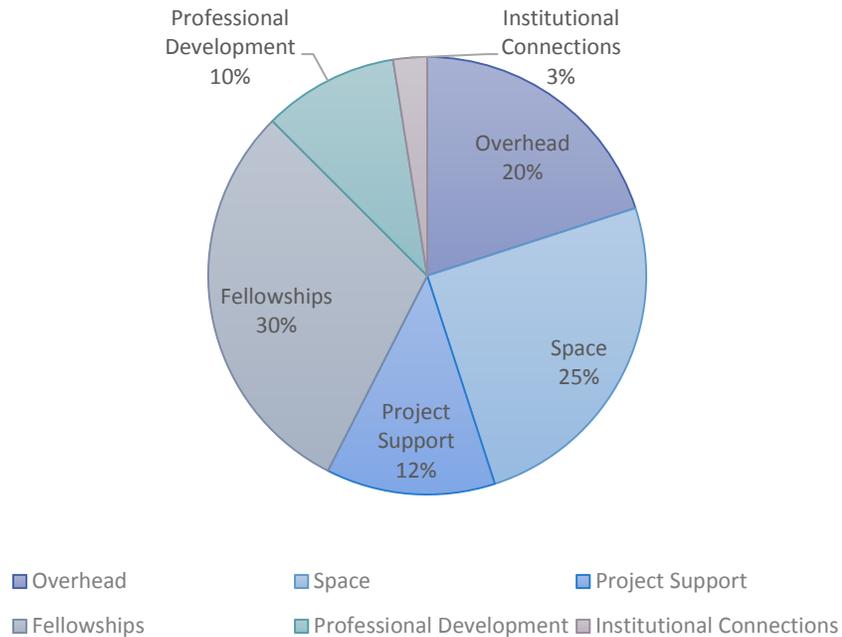
Why is the planning team making the recommendation?

- To provide support to CAC throughout the implementation of these recommendations and to ensure the integrity to the implementation of these recommendations.
- Provide a model for equitable funding for other institutions, CAC programs and supports for the arts.

How does this meet the needs of artists?

To ensure that local artists have stake and share power in the funding of arts in their community.

RECOMMENDED FUNDING PRIORITIES



LIST OF PLANNING TEAM MEMBERS

1. **Donald Black Jr.**, Artist, Educator, Consultant, Acerbic
2. **Bryan Bowser**, Program Director & Assistant Professor, Baldwin Wallace University Arts Management & Entrepreneurship
3. **Gwen Garth**, CAC Board Member, Founder & CEO, Kings & Queens of Art
4. **Letitia Lopez**, Executive Director, Julia De Burgos Cultural Arts Center
5. **Liz Maugans**, Co-Founder, Executive Director, Zygote Press
6. **Vince Robinson**, Co-Owner, Musician, Larchmere Arts
7. **Jake Sinatra**, Manager - Special Projects & Communications, Cuyahoga Arts & Culture, Musician
8. **Mr. Soul**, Artist, Illustrator, Mr. Soul 216
9. **Marc White**, Regenerative Specialist, Fashion Designer, & Purveyor of Lifestyle, Rid-All Green Partnership
10. **Jordan Wong**, Graphic Designer, Illustrator, & Artist, Wongface

APPENDIX A: DEMOGRAPHIC INFORMATION

SUPPORT FOR ARTISTS 2009-2016 (CREATIVE WORKFORCE FELLOWSHIP PROGRAM)

	Fellows and Prizes	% Fellows and Prizes	% of County Population
Race / Ethnicity*			
African American / African Origin	16	9.3%	29.7%
Asian American / Asian Origin	8	4.7%	2.6%
Caucasian	122	70.9%	63.6%
Hispanic American / Latino / Latina / Latin Origin	5	2.9%	4.8%
Middle Eastern American / Middle Eastern Origin	5	2.9%	NA
Native American or Alaska Native	1	0.6%	0.2%
Native Hawaiian or another Pacific Islander	0	0.0%	0%
Other	2	1.2%	1.8%
Did Not identify	14	8.1%	NA

**year 2009 by observation only*

	Fellows and Prizes	% Fellows and Prizes	% of County Population
Age (years 2011-2016 Only)			
Under 20	0	0.0%	25.3%
18 - 30	17	13.3%	12.5%
31 - 40	39	30.5%	11.8%
41 - 50	29	22.7%	13.9%
51 - 60	20	15.6%	15.0%
61 - 70	12	9.4%	9.9%
71 and Older	1	0.8%	11.4%
Did Not Identify	10	7.8%	NA

	Fellows and Prizes	% Fellows and Prizes	% of County Population
Geography			
Cleveland	66	38.4%	31.0%
Eastern Suburbs	76	44.2%	21.2%
Southern Suburbs	7	4.1%	34.5%
Western Suburbs	23	13.4%	13.3%