

CultureSource

Recharged and Renewed

A year into our new executive director's tenure—and after a few years of organizational transition—we want you to see our new direction, our new programs, and our new members.



From **OMARI RUSH**

CultureSource Executive Director

"My first 12 months as CultureSource's executive director have been wonderful. I inherited talented staff teammates and 15 new board member coaches—including new board chair Dr. Tonya Matthews—who I immediately began working with to manifest CultureSource 2.0. Thus far, our work has been characterized by steady progress and perpetual optimism, and moving forward we will continue nurturing creativity and community connection throughout Southeast Michigan."

What is CultureSource? *(In short, Southeast Michigan's cultural alliance)* In 1996, fourteen major cultural institutions in Southeast Michigan established the Cultural Coalition. Their informal collaborations, with research from the Lila Wallace-Reader's Digest Fund, highlighted the need for a formal network to nurture the entire arts and culture ecosystem. Funding to incorporate that network came from the Community Foundation for Southeast Michigan and from the 30 organizations of the expanded network.* And with additional major support from the McGregor Fund, Hudson-Webber Foundation, and Kresge Foundation, CultureSource launched in 2007. Since then, our membership has grown to 151 organizations and our geographic scope is the seven counties of Southeast Michigan. *The network's executive committee included the CEOs of ACCESS, Cranbrook Educational Community, Detroit Public Television, Detroit Symphony Orchestra, The Henry Ford, Plowshares Theatre, Sphinx, and the University Musical Society.



CultureSource2.0

Renewed Direction, Renewed Purpose

Our 12 month priority was solidifying foundational beliefs to guide service and strategy. With support from 8 Bridges Workshop and the Hudson-Webber Foundation, we developed the following:

Remarkable Progress! *September 2017–September 2018*

Our fall was intentionally quiet as we assessed sector needs, developed strategies for regaining community confidence, and created a decision-making framework. Since then, we've been constantly active.

INCREASED VISIBILITY

Stakeholders encouraged CultureSource to be “at the right tables,” which we interpret to mean being recognized and active in contexts broader than Southeast Michigan and broader than the arts and culture sector. These activities reflect 12 months of vigorous efforts by executive director Omari Rush to be an ambassador of and connection to our region.

Statewide

- Appointed by the Governor as chairman of the State of Michigan Council for Arts and Cultural Affairs
- Gave public testimony on arts and culture to Michigan House and Senate committees, and guest spoke alongside legislators on the capitol steps for Michigan Arts Advocacy Day



November 2018

National

- Selected as a group leader of the national Leadership Fellows Program of the Association of Performing Arts Professionals
- Served as a grant review panelist for the National Endowment for the Arts

Regional

- Selected as a *Crain's Detroit* 2018 “40 Under 40”
- Re-engaged CultureSource as a US Urban Arts Federation member that hosted its fall 2018 “Rust Belt” consortium
- Presented at the Detroit Regional Chamber’s Detroit Policy Conference

GUEST RESIDENCIES

We hosted individuals from outside of our region for multi-day residencies to maximize their impacts inside our region.

Maggie Hartnick and Diane Jean-Mary,
CultureTrack (New York)
Sam Rauch, Public Art Fund (New York)
Tom Simplot, National Endowment for the Arts
(Washington, DC)



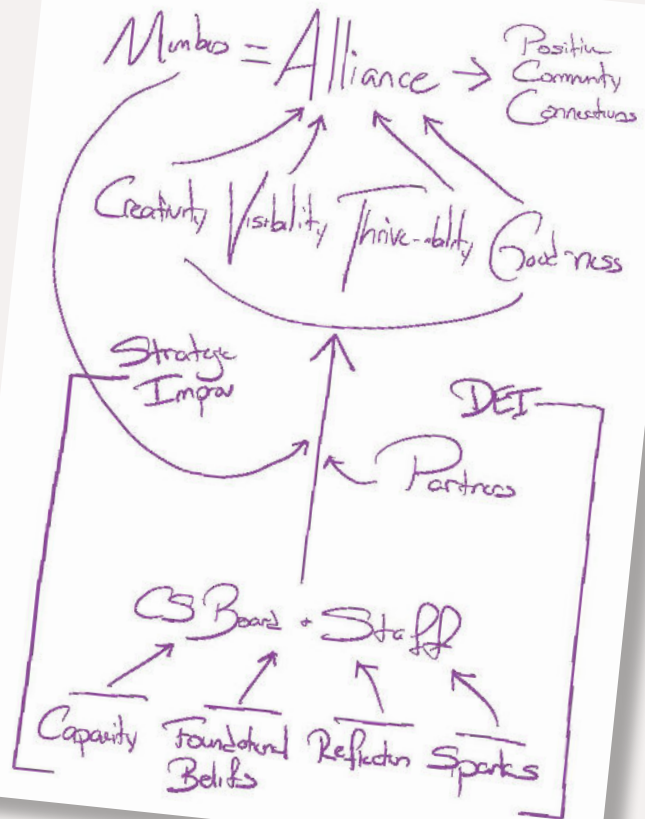
Our **MISSION** is to advance the work of organizations that cultivate creative and cultural expression in Southeast Michigan.

Our **VISION** is of flourishing Southeast Michigan communities that visibly benefit from a diverse and thriving arts and culture sector, which itself receives indispensable support from CultureSource.

Our **GUIDING PRINCIPLES**:

- ▶ We are at our best when we work with partners and as connectors and instigators.
- ▶ A solid financial core is essential to our capacity to serve.
- ▶ We must embrace contemporary culture at its core and edges.
- ▶ Cultural organizations of all sizes can be valued as community anchors.
- ▶ We speak clearly, respectfully, and inclusively.
- ▶ We have a responsibility to elevate voices historically oppressed by privilege.
- ▶ We believe creativity is fundamental.

Our **STRATEGIC BLUEPRINT** ➔
An investment in thoughtful planning.



DIVERSE VOICES

Fantastic speakers infused our alliance with ideas on creativity, innovation, and engagement with support from the Masco Corporation Foundation:

Peter Bhatia, *Detroit Free Press*
Katena Cain, NonProfit Network
Roula David, 1xRUN and Murals in the Market
Matt Dibble, Final5
Colleen Dilenschneider, IMPACTS Research and Development
John Erb, Erb Family Foundation
Meredith Freeman, Max M. and Marjorie S. Fisher Foundation
Rhonda Greene, Heritage Works
Joanie Hales, ZingTrain, Zingerman's
Helen Davis Johnson, Quicken Loans Community Fund
Dr. Tonya Matthews, Michigan Science Center
Srimoyee Mitra, Stamps Gallery, University of Michigan
Mary Roeder, University Musical Society, University of Michigan
John G. Rogers, Morgan Stanley
Jillian Rosen, Ann Arbor Area Community Foundation
Alycia Socia, Kresge Foundation
Gary Spondike, Pitch Black Media
Cindy Willcock, Ferndale DDA

FOCUSED INITIATIVES

▶ **Organizational Assessment**

8 Bridges Workshop helped CultureSource identify service gaps and possible futures. As the assessment ended, 8 Bridges founder Sarah Lutman concluded, "CultureSource is primed to move forward on re-establishing itself as a vital and respected cornerstone of the arts and culture sector in Southeast Michigan."

▶ **Philanthropic Advisory Services**

On behalf of the Michigan Council for Arts and Cultural Affairs, we facilitated disbursement of \$45,000 to Wayne County arts projects, often characterized as small-scale or culturally specific.

▶ **Art in Public**

With our Live6 Alliance collaborator, we were selected for Philadelphia's Mural Arts Institute, which provided us with \$100,000 to build capacity in arts organizations and artists to advance community-driven public art. Quicken Loans Community Fund partnered with us to develop CulturePop, artistic activations of public space in downtown Detroit.

▶ **Leadership Roundtables**

We relaunched convenings of our members' executive leaders, focusing on topics such as the state of our sector and impact investing.

▶ **Digital Evolutions**

After seven years of development and iteration, CultureSource ceased our sector promotion initiative, "IXITI." Since its inception, IXITI aspired to increase cultural participation, but was challenged by the recession, the rise of free social media tools, and the dissolution of traditional media outlets. We have also begun updating internal information systems to reflect modern digital media cultures.

▶ **Fiscal Sponsorship**

We offering a temporary home to short-term or start-up projects, which included a documentary by History Making Productions and a digital resource by the Michigan Alliance for Cultural Accessibility.

In the next 12 months we'll do **even more!**



Launching adaptive leadership **training programs**

Sponsored by the Community Foundation for Southeast Michigan

Crafting **new frameworks** for defining culture

Sponsored by the Ann Arbor Area Community Foundation

Expanding **racial equity** in the regional arts and culture sector

In partnership with Race Forward

Customizing **learning experiences** for arts and culture workers

Sponsored by the Masco Corporation Foundation

Innovating new platforms for **arts journalism**

In partnership with local and national media organizations

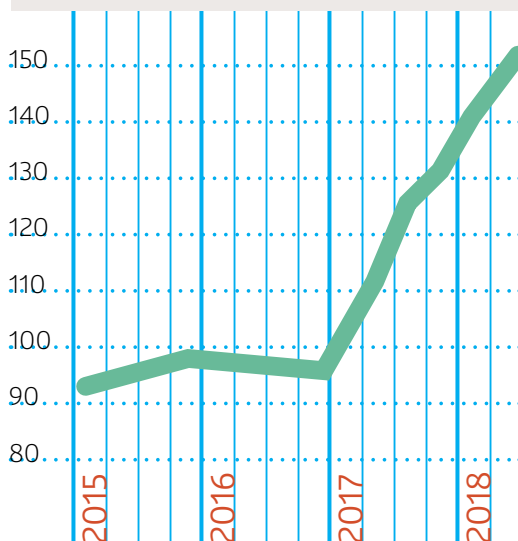
Providing philanthropic and arts **advisory services**

In partnership with regional foundations and municipalities

THE TEAM POWERING OUR PROGRESS

CultureSource's **membership** of 111 organizations in September 2017, has grown to 151 as of October 2018. In the absence of a member acquisition strategy, new members are joining based on general growing awareness of our alliance's value and impacts.

MEMBERSHIP GROWTH



Partners

(committed funding of \$5,000 or more; September 2017 to August 2018)

Ann Arbor Area Community Foundation
Community Foundation for Southeast Michigan
CultureSource's Board of Directors
DTE Energy Foundation
Erb Family Foundation
Max M. and Marjorie S. Fisher Foundation
Hudson-Webber Foundation
Kaufman Charitable Trust
John S. and James L. Knight Foundation
Kresge Foundation
Masco Corporation Foundation
Michigan Council for Arts and Cultural Affairs
Mural Arts Philadelphia
National Endowment for the Arts
Quicken Loans Community Fund

Staff

Hillary Brody Anchill, Brand & Community Strategist
Michelle de la Fuente, Operations Manager
Wendy Ernzen, Development & Grants Manager
Kim Howard, Membership & Events Manager
Jane Linn, Business & Fiscal Programs Administrator
Omari Rush, Executive Director

Board

Chair: Dr. Tonya Matthews, Immediate Past CEO, Michigan Science Center
Secretary: Michael Morin, President, The Yaffe Group
Treasurer: Brent Ott, Vice President of Business Services & Chief Financial Officer, The Henry Ford
Devon Akmon, Senior Consultant, DeVos Institute of Arts Management
Robert Bury, Interim President & CEO, The Historic Ford Estates
Dominic DiMarco, President & CEO, Cranbrook Educational Community

Kerry Doman, President & CEO, After 5 Detroit

Mel J. Drumm, President & Executive Director, Ann Arbor Hands-On Museum

Afa Dworkin, President & Artistic Director, Sphinx Organization

Annamarie Erickson, Executive Vice President, VanDyke Horn

Frank Jonna, President & CEO, Jonna Companies

Maury Okun, Executive Director, Detroit Chamber Winds & Strings

Salvador Salort-Pons, Director, President & CEO, Detroit Institute of Arts

Olga Stella, Executive Director, Design Core Detroit

During this 12-month period, Christian Øverland and Rich Homberg transitioned off of the board of directors and Kathryn Dimond transitioned off of the staff. All of their service contributed to the success CultureSource ultimately experienced during this time.