

2019 YEAR IN REVIEW



HOSTING THE NATIONAL ENDOWMENT FOR THE ARTS

For only the second time in almost 30 years, the presidential appointees of the National Council on the Arts met outside of Washington DC and CultureSource was proud and honored to host that convening in June 2019, joined by the Michigan Council for Arts and Cultural Affairs, with additional support from the Kresge Foundation. It was an inspiring three-day tour of creative people, spaces, and ideas in Southeast Michigan.



CULTURESOURCE

THE ARTS & CULTURAL ALLIANCE



Omari Rush,
Executive Director

“CultureSource’s role as a resource to the Southeast Michigan cultural sector strengthened in 2019 as we focused on re-establishing our connectivity and centrality in the region’s ecosystem of creative activity. The positioning gained by our better footing attracted new members and partners and allowed us to feel anchored in boldly exploring new ideas and paradigms for impact. Notably, the legacy of investments made since our founding in 2007 enabled this year’s success, and we are grateful to all of our supporters for making future progress toward our vision possible.”

CultureSource is Southeast Michigan’s coalition of arts and culture organizations.

We grow the capacity of our members to serve their communities, offer access to resources and information, and network creative people and organizations for collective impacts.



Creators of Culture Celebration



Biannual member meeting at Michigan Opera Theater



2019 MEANT NEW CONNECTIONS / NEW IDEAS

Our programs leveraged national relationships to help regional arts organizations thrive and flourish.

ART IN PUBLIC

A highlight of our partnership with **Mural Arts Philadelphia** was an April symposium we designed featuring 1) a public dialogue about art in urban landscapes with city of Detroit officials and University of Michigan faculty, 2) a roundtable with real estate developers, and 3) a “fan luncheon” for long-time admirers of Jane Golden, Mural Arts founder.

DIGITAL TECH AND THE ARTS

The **National Endowment for the Arts**, in collaboration with the **Ford and Knight foundations**, is conducting a national scan of creative activity that uses digital and electronic technology—and CultureSource has joined this initiative, having a seat on the study’s technical working group, helping host Detroit-based activities, and using the focus to spark local cross-sector collaborations.

SUCCESSION PLANNING

Boston-based **Koya Leadership Partners**, one of the nation’s leading executive search firms, collaborated with CultureSource on keeping our cultural sector resilient by offering three days of skill-building workshops in November about succession planning and talent development.

CREATIVE ECONOMIES

Through our biannual member meetings, we explored ways artistic enterprises can be successful: **Laura Callanan of Upstart Co-Lab** shared strategies for impact investing through a creativity lens, and **Laura Zabel of Springboard for the Arts** shared key considerations in helping independent artists thrive financially and engage our member nonprofits.

PLUS “MEAT & POTATOES”

Addressing the core needs of our members to raise money and attract audiences framed the development of our new monthly workshop series, which all included lunch: “Sustainable Fundraising” with **Aly Sterling Philanthropy** (February - June), and “Digital Marketing Strategies” with **Justin Dunn of Increase Branding & Design** (August - November).

Omari interviews author
adrienne maree brown



Ken Fischer at the Koya succession
planning workshop

CulturePop, sponsored by
Quicken Loans Community Fund

2019 MEANT EXPANDING SERVICES TO EXPAND ACCESS

In the last two years, we've been growing our ability to expand access to capital for creative enterprises, leading to three new services.

RE-GRANTING: CREATORS OF CULTURE

With support from area foundations, we launched Creators of Culture, an annual fund to boost the capacity of small, new, or informal creative activities to have positive impacts.

FISCAL SPONSORSHIPS: CONCERT OF COLORS

Aligned with our guiding principles, we proudly became the home of Concert of Colors, a long-standing festival highlighting the diversity of cultural expression in the Detroit metro.

PHILANTHROPIC ADVISORY SERVICES: ANN ARBOR AREA COMMUNITY FOUNDATION

We grew our nascent partnership with Ann Arbor's community foundation, being an ally in designing and executing a new arts grant program.

2019 MEANT LEADERS RISING, MEETING THE FUTURE

We made new investments in the development of leaders to secure a future of creativity and innovation for Southeast Michigan.

ARTS LEADERS AS CULTURAL INNOVATORS

Strengthening the adaptive capacities of first-time executive directors in our cultural sector. Led by EmcArts. Sponsored by the **Community Foundation for Southeast Michigan**, with support from the **Knight Foundation**

CULTUREMAKERS

Young leaders, predominantly of color, exploring contemporary practices in the arts and shifting dominant narratives about culture in Washtenaw County. Sponsored by the **Ann Arbor Area Community Foundation**



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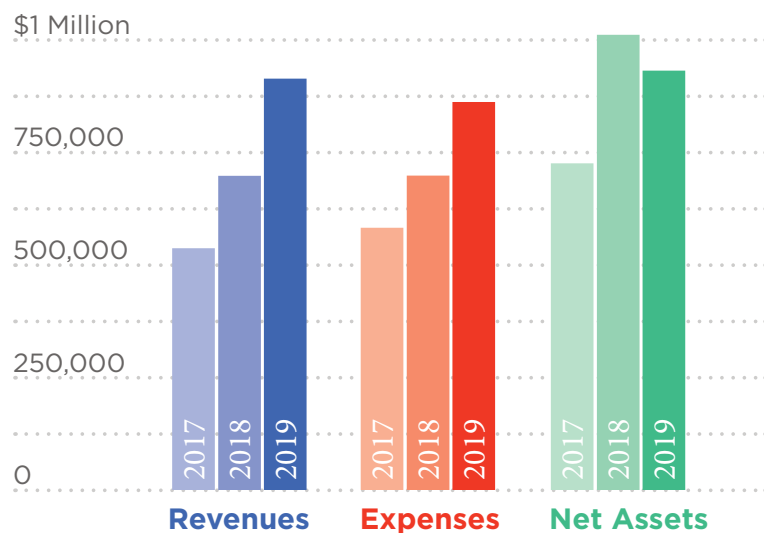
CultureSource

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Tonya M. Matthews, PhD, *Chairman*
Omari Rush, *Executive Director*

FINANCIAL OVERVIEW

Operating financials, not inclusive of restricted revenue or sponsored projects' funds



2017	2018	2019 (unaudited)
Revenue: \$530,584	Revenue: \$710,657	Revenue: \$913,581
Expense: \$584,291	Expenses: \$680,751	Expenses: \$861,185
Net Assets: \$723,568	Net Assets: \$1,033,536	Net Assets: \$921,979

We appreciate Apparatus Solutions, CoStaff Services, npServ, and UHY LLP for the ongoing support they offer our HR and financial operations.

PARTNERS

Donors of \$5,000 or more to CultureSource programs and services in 2019

Ann Arbor Area Community Foundation
Community Foundation for Southeast Michigan
DeRoy Testamentary Foundation
DTE Energy Foundation
Downtown Detroit Partnership
Erb Family Foundation
Max M. & Marjorie S. Fisher Foundation
Hudson-Webber Foundation
Kaufman Memorial Trust
John S. & James L. Knight Foundation
Kresge Foundation
Masco Corporation Foundation
Michigan Council for Arts and Cultural Affairs
Michigan Film and Digital Media Office
Mural Arts Philadelphia
National Endowment for the Arts
Peck Foundation
Quicken Loans Community Fund

NEW BOARD MEMBERS

We elected six new board members in 2019:

Elliott Broom, Detroit Institute of Arts
Tiffany Ford, University of Michigan Credit Union
Peter Katz, Expel
Tom Lewand, Community Leader
Kylee Mitchell, The Ballmer Group
Peter Robinson, Community Leader

And we thanked **Mel Drumm** and **Salvador Salort-Pons** as they concluded their board service.

MEMBER ORGANIZATIONS

159 Members

Is your favorite arts and culture nonprofit a member?
(The answer is probably Yes.)

Visit [CultureSource.org/Member-Directory](https://www.culturesource.org/Member-Directory) to learn more.



IN 2019 WE LEARNED

CultureSource staff learned the lessons below from our peers, partners, programs, and experiences in 2019.

ABOUT OUR **SECTOR**

- Artists and arts organizations' hunt for permanent space (at the right price, in the right location, with the right amount of autonomy) is constant and often demoralizing—and if acquired, can lead to abnormal amounts of scarcity, volatility, and crisis in their practice. *(from a financial analysis of Detroit Arts Support applicants and insights from the local and national field)*
- The high frequency with which people collaborate in our Southeast Michigan cultural sector makes us unique, vibrant, and resilient within the national landscape. *(from the chairman of the National Endowment for the Arts at the National Council on the Arts meeting in Detroit, June 2019)*
- Youth in our region have a remarkable interest in creative sector careers, and if nurtured early by employers willing to hire and train them, their interest can power long-lasting sustainability of our field. *(from the Heritage Works youth workforce development survey)*

ABOUT **CONNECTING** WITH AUDIENCES AND PATRONS

- Our arts and culture colleagues are still trying to use traditional platforms and strategies for marketing. These professionals need new models, resources, and coaching to manage this complex dimension of their work. *(from the many requests we get to post/share people's work)*
- Presenting work in public spaces that people already traverse as pedestrians is an ideal way to expand your audience. *(from the success of re-locating CulturePop activities in 2019)*
- Talking about the greying of audiences is disrespectful—people of any hair color in your audience should be valued as humans interested in creativity and celebrated for investing in being present with you in your space. *(from our interactions with the Teresa Bonner, executive director of Aroha Philanthropies)*

ABOUT **FUNDRAISING** IN THE ARTS

- Of \$428 billion in total charitable giving in 2018, the arts received only \$20 billion. And while charitable giving continues to increase year-to-year, the dollar amount going to the arts has not. [Yes, be disturbed by this news.] *(from the Arts Funders Forum during 2019 Miami Art Week)*
- Fundraising success isn't dependent on being a professional grant writer or having one on staff; it's about being a compelling storyteller—and we've seen some of the region's smallest and scrappiest organizations hit homeruns in making their case for support. *(from Detroit Arts Support focus groups and Creators of Culture grant review panels)*

Continued



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Continued from opposite side

- If a funding opportunity info session is offered—GO! Successful funding applicants are often the ones who attend. *(from our administration of local funding programs and dialogues with grantmakers nationwide)*
- In fundraising, there aren't as many tricks as people think. Focusing on fundamentals gets you far: avoid a transactional style, say thank you, and be clear about your needs and realistic impact(s). *(from our Sustainable Fundraising workshop series with Aly Sterling Philanthropy)*
- People are increasingly willing to donate to projects that have clear, positive community impacts, even if not incorporated as a 501c3 nonprofit; this comfort can be buoyed by intermediary organizations that help facilitate financial transactions of or act as allies to those informal or unincorporated activities. *(from our experience attending the National Network of Fiscal Sponsors conference and as a fiscal sponsor)*

ABOUT **MANAGING AND DEVELOPING AN ORGANIZATION**

- To grow and develop CultureSource, we must do the following, among other things:
 1. Embrace big and new strategic directions; though, hold them lightly and be open to influence;
 2. Encourage productive tension between ideas to generate multiple new pathways forward.*(from our participation in the EmcArts adaptive leadership program)*
- Impact investing offers exciting opportunities to connect creative economy projects by social entrepreneurs with trillions of dollars in assets being managed in the US. Not enough of our arts and culture colleagues know about this. *(from Laura Callanan of Upstart Co-Labs)*
- Related to succession planning, individual and institutional philanthropists should consider specifically investing in interim leaders to help organizations reduce vulnerabilities during executive staff transitions. *(from the Koya Leadership Partners succession planning residency)*
- As rapidly as digital technologies are developed or decommissioned, artists are integrating them into their practices. It is essential for cultural institutions to understand and engage these patterns, as well as make big, scary investments themselves in new tech that advances their mission. *(from dialogues with the National Endowment for the Arts media arts director, Jax Deluca)*

So What?

In 2020 and 2021, CultureSource programs and services will interrogate and respond to these insights. Our team looks forward to dialogues with people who share or disagree with them, or who want to collaboratively address them.



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