

WEI V E R I N Y E A R

CULTURESOURCE

THE ARTS & CULTURAL ALLIANCE

Itell a now standard story about Detroit Symphony Orchestra president Anne Parsons igniting CultureSource's robust Covid-19 response through a call with me the day the coronavirus's spread became pandemic.

Anne's belief in the potential of our network to anchor and keep afloat a field in crisis created a new source of energy for our team that we have tapped to serve you. These stores of power have been refilled by ongoing encouragement from founding board chair Steve Hamp and founding president Maud Lyon, leaders who laid the foundation for our association reaching unprecedented levels of output in 2020 toward helping protect the creative and cultural vitality of Southeast Michigan.



Omari Rush,
Executive Director

Our humble ability to have been a go-to resource in the region was an almost mathematical product of sustained investments, plus current talent inputs, times the enduring ingenuity of a metro Detroit area.

We are so proud of what our peers have achieved in the past 12 months, and we send our best wishes for a prosperous future together.



COVID-19: PROMOTING RELIEF, RESILIENCY, INNOVATION

Our dominant focus in 2020 was helping our creative community navigate the complexity of the Covid-19 environment aligned with our three service pillars: convening, funding, and research.

CONVENING

Swapping stories and sharing space (digitally) was a key strategy for promoting resiliency and innovation in our sector. We convened people to commiserate, learn, and be inspired.

Work Samples

- Bi-Monthly roundtables (calls) with sector leaders: CEOs and executive directors, members' senior staff (chief operations, financial, development, and marketing officers), and foundation program staff and program officers
- Drop-in office hours with external and internal subject matter experts
- Webinars on employment law, delivering mission in digital formats, and crisis communications and cashflow management

FUNDING

Our responsive capitalization efforts—in partnership with sector stakeholders—involved managing resource programs benefitting institutions and individuals.

Work Samples

- In partnership with the Community Foundation for Southeast Michigan, we raised and managed a nearly \$1,000,000 fund to support arts organizations.
- We formed a new, ongoing partnership with the Andy Warhol Foundation for the Visual Arts to get \$60,000 in relief funding to artists.
- We joined the Upper Midwest Artist Relief Coalition, led by Springboard for the Arts, and distributed \$40,000 in funding to artists.
- Our staff participated in funding deployment processes of the State of Michigan Council for Arts and Cultural Affairs, National Endowment for the Arts, and the Lewis Prize for Music.

RESEARCH

We commissioned and participated in studies that standardized understanding of crisis impacts and opportunities and allowed professionals to make data-driven planning and programming decisions.

Work Samples

- Commissioned research by our partner, WolfBrown, conveyed insights about the capitalization needs of arts organizations and the attitudes of audiences about cultural participation.
- Our publication of our “What We’re Learning” document and aggregation of news stories on our new website press page provided sector donors and policymakers with guidance on targeting sector support.
- We became the official partner of the Indiana University Arts, Entrepreneurship, and Innovation Lab further facilitating our ability to get action-oriented research findings into the field.

OUR STRUGGLES

To be certain, Covid-19 was challenging for our organization. We experienced difficulty in retaining staff and meeting production deadlines.

CONNECTING PEOPLE, IDEAS, AND FUNDING

We are a perennial resource for the region and in 2020 we continued to use our positioning as a hub of creative insights to offer learning and development opportunities.

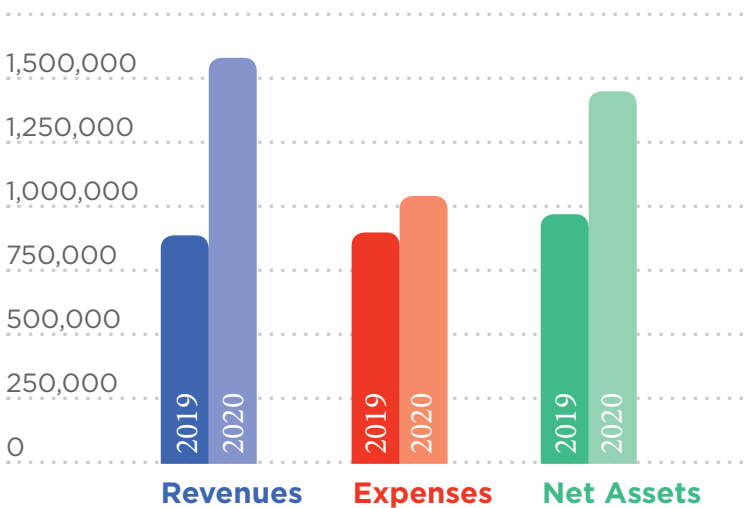
Seminar presenters included **Simone Eccleston**, director of hip-hop culture and contemporary music at the John F. Kennedy Center for the Performing Arts; **Dalouge Smith**, executive director of the Lewis Prize for Music; and **Nina Simon**, now former executive director of OF/BY/FOR ALL.

Idea portfolios came in our **Watch This Space** symposium on art in public spaces and through our series of commissioned essays by sector leadership at National Arts Strategies, faculty at the University of Michigan, and artists and CultureMakers in Metro Detroit.

Capitalization of grassroots arts was through our partnership on **Creators of Culture** with the Erb Family Foundation, Kresge Foundation, Ford Foundation, and Rocket Community Fund, and Wayne County regranting with the Michigan Council for Arts and Cultural Affairs.

FINANCIAL OVERVIEW

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

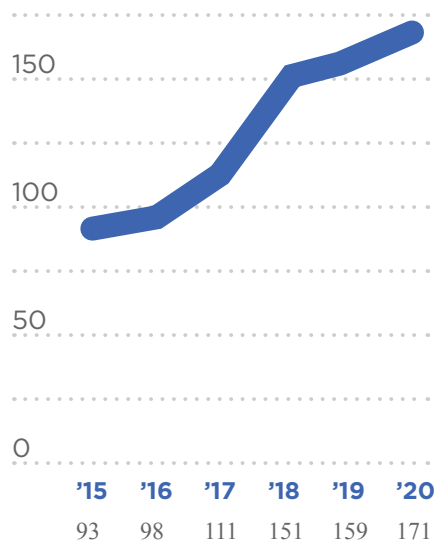


2019
 Revenue - \$809,549
 Expenses - \$881,883
 Net Assets - \$961,202

2020
 Revenue - \$1,544,891
 Expenses - \$1,099,955
 Net Assets - \$1,406,138

MEMBERSHIP

*Our membership actually **increased** in 2020 to 171 organizations incorporated as arts and culture nonprofits*



'15 93 '16 98 '17 111 '18 151 '19 159 '20 171



CULTURE SOURCE

CULTURESOURCE

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LEADERSHIP

CultureSource was governed by a 19-person board of directors and staffed by a 7-person team

Dr. Tonya M. Matthews

Chair

Omari Rush

Executive Director

Board Member Emeritus

Maury Okun

By a unanimous vote of the board of directors, Maury Okun was elected as the inaugural director emeritus, a new classification given to board members whose service to our organization and the broader field has been long-term, expansive, and rich.

PARTNERS

Institutional contributors of \$5,000 or more to CultureSource programs and services in 2020

Andy Warhol Foundation for the Visual Arts
Ann Arbor Area Community Foundation
Ballmer Group
Community Foundation for Southeast Michigan
DeRoy Testamentary Foundation
DTE Energy Foundation
Fred A. and Barbara M. Erb Family Foundation
Max M. & Marjorie S. Fisher Foundation
Ford Foundation
Hudson-Webber Foundation
John S. and James L. Knight Foundation
Kresge Foundation
Masco Corporation
Michigan Council for Arts and Cultural Affairs
Mural Arts Philadelphia
National Endowment for the Arts
Rocket Community Fund
Springboard for the Arts

NETWORKS

We maintain membership affiliations with local and national service organizations

Americans for the Arts
Creative Washtenaw
Detroit Regional Chamber of Commerce
Michigan Nonprofit Association
National Network of Fiscal Sponsors