

2009 REGIONAL ARTS MEETINGS SUMMARY

SOUTH DAKOTANS FOR THE ARTS / **COMMUNITY ARTS NETWORK** / ALLIANCE FOR ARTS EDUCATION

SOUTH DAKOTA ARTS COUNCIL

SOUTH DAKOTA HUMANITIES COUNCIL

SOUTH DAKOTA STATE HISTORICAL SOCIETY

SOUTH DAKOTA TOURISM

Agenda:	(Same format for each meeting)
10:00 AM	Coffee, Tea and Introductions, South Dakotans for the Arts
10:30	News, Updates and Opportunities: <ul style="list-style-type: none">• South Dakota Arts Council<ul style="list-style-type: none">Update on Tourism Tax & SDAC BudgetGrants, Rosters onlineStatewide Conference Sept. 17-19, 2010• South Dakota Humanities Council<ul style="list-style-type: none">Programs, Grants, SpeakersFestival of Books, Big Read, One Book SD• South Dakota State Historical Society<ul style="list-style-type: none">Pop-Up Kiosk ExhibitsHistorical suitcases• SD Office of Tourism & State Development<ul style="list-style-type: none">Digital Revolution promotionTourism Websites
Noon:	Lunch and Roundtable Discussion
1:00 PM	Arts Talk Around the Region: Speak Up and Reach Out
2:00 PM	Shaping the September 2010 Statewide Arts Conference
3:00 PM	Regional Arts Meeting finished for today, but stay in touch!
**3:15-4:45	SD Humanities Council Grants Workshop

Note: The following reports do not do justice to the quality of these discussions. They do serve to catalogue the topics, issues and concerns of the 100 people who each contributed five important hours to this project and process. Each of those 100 participants represents an organization, a membership, and an audience in South Dakota. We are most grateful for their contributions.

Pat Boyd, Executive Director

South Dakotans for the Arts

Great Lakes Region - September 10, Pierre (18 attending)

Roundtable Discussion:

General appreciation for the information presented by the statewide agencies in the morning --led to discussion of *how to combine arts programs with history, humanities and cultural heritage tourism*. Pierre acknowledged tremendous and under-used resource in the Cultural Heritage Center. Pierre is also site of large-scale celebrations with many related possibilities for deeper programming. High Plains Arts Council was particularly interested in expanding program offerings in this very affordable way, attracting new audiences from their area, not traditionally arts enthusiasts might be very interested in the historical element.

Arts Talk Around the Region

Most attending were from Pierre, although the Great Lakes Region encompasses 17 counties along the Missouri River; two came representing the High Plains Arts Council (Gettysburg and Onida). Consensus was that there is no good day of the week for everyone to travel to a meeting, and this is typical attendance profile for the area. This led to discussion of outreach and networking in the region. CANmail is popular, but frustration around the table that there are so few reports from this region. There are events and arts news happening, but no one is taking the time or initiative to submit notices to CANmail. Perhaps it is not clear to people how to do this, and *SoDA could develop a template for a basic media release on the website or a form to submit*. This might improve local organizations' work with local papers, radio, chambers of commerce as well. *Templates for articles in local papers* would make it easier to find willing local writers on the arts. October is Arts and Humanities month, example.

Local advocacy events focusing on arts and arts education should be encouraged, especially during the legislative session. *Suggestions and tips* for planning advocacy events, maybe a blog or portion of the starts website devoted to this kind of activity, would be helpful.

"There is not enough support for individual artists in the Pierre area, no organization, clearing house, or support system." This statement by a local artist prompted an outpouring of ideas from the group, each offering cooperation and assistance in developing such a support system. Chamber, CVB, Tourism Association all expressed serious interest. *SoDA/CAN follow up and facilitate*.

State Arts Conference

Based on previous discussion of difficulty of time and travel expense, there was a suggestion that *Webinars be developed from the conference* for greater reach of information and ideas for those who do not have access to the conference, or who attend the conference and want to share information back home.

The conference is a great place to make connections; schedule networking and social opportunities as well as structured connecting sessions.

Focus on the importance of the arts in this state; build awareness through this conference and coverage of this conference.

We need a session *on internal marketing, educating your own* (organization) members as marketers and ambassadors. Know and improve the impact of your organization on the community.

Travel scholarships for the conference. (Humanities would assist, DeBoer)

Suggested sessions/tracks: Traditional Arts in a Technical World... Green Arts, exhibit and performance Advocacy: How to talk to legislators...Educating young voters in arts advocacy

Southeast Region – September 14, Sioux Falls (21)

Roundtable Discussion

The recession economy is making it more important to share resources and data for marketing and fundraising. Need for a *national foundations database*. Would organizations agree to a *Big List, sharing and merging patron databases, not for fundraising, but for marketing?* It is critical to *accurately measure and build awareness of the economic impact of the arts*. The case for this in the Southeast region should be strong, *how do we get to the data and statistics?* There are resources and tools available - Americans for the Arts has a calculator for this, but requires best available data or picture will not be accurate, big enough. SD Community Foundation working with Bush Foundation on capacity building for non-profit organizations. *Organizations, artists need and appreciate the support of the South Dakota Arts Council.*

Arts Talk Around the Region

Continued from above... Audience and member support are still good, but plenty of reason for concern in this economy. Sioux Falls estimating a \$5 million budget shortfall, sales are down. Sioux Empire Arts Council, Washington Pavilion, receive funds through SF Parks and Rec, 2nd penny sales tax. Sioux Falls Jazz and Blues Festival was not a great money year. We must work smarter, more efficiently in marketing, *develop keep your money local message for more individual giving, local base, more local corporate partnerships. Build new audiences, starting with education of children to be audience, how to attend and want to attend arts exhibits, performances, participation on various levels. Build awareness of the outreach and educational components of our major institutions; look at the work of the Symphony, SD Art Museum, Washington Pavilion Visual Arts for the region and the state. We need local, regional and state message on the importance of the arts and vital support of the arts, public and private.*

Proposed changes in *SD High School Graduation requirements* have been unveiled, and are worthy of note and concern. We will have to study in detail – it appears that the current full credit in Fine Arts requirement would become an elective, optional. This change involves Health, Physical Education, Foreign Language and Computer/Technical, all would be elective. This will require a *major advocacy* effort and we should be on full alert for developments. Changes will be proposed by the SD Department of Education to the State Board of Education soon. This is contrary to recent statements and initiatives announced by US Secretary of Education Duncan, which will strengthen the arts as fundamental to education.

State Arts Conference

Suggested sessions/tracks:

Economic impact of the arts, also of non-profit arts organizations

Bush Foundation/SDCF Capacity Building for Non Profits

The Business of Art, for organizations and individual artists – possibly Julie Dagleish, Bush Fdn.

Recruit, Train and Retain Young Artists

Springboard for the Arts has a broad menu of arts and artists workshops

Economic Development language course /best practices in local economic development through the arts

Advocacy for arts education

Glacial Lakes & Prairies Region – September 15, Aberdeen (25)

Roundtable Discussion

Discussion developed a profile of this *as a region of abundant arts opportunities and participation* of all ages. Some strong local arts organizations are working in partnership with municipalities and colleges, university – Aberdeen, Sisseton, Wessington Springs as examples represented here. All arts disciplines are accessible through performance, participation and learning. ..Touring arts from inside and outside South Dakota, including Dance on Tour, Arts Midwest Worldfest, and others... Audience and member support remain good. Aberdeen and region use arts climate as economic development and marketing asset. Wide representation of the arts community attended this meeting; often we are too busy to network but it is important to work together and appreciate the opportunity.

Arts Talk Around the Region

Brief reports from all: Springs Council on the Arts/Opera House; Point of View Program; Friends of the Aberdeen/University Symphony; NSU/SDSU Masters Degree in Music Education; Arts and Humanities Immigration theme for 2010; ACT Film Festival; Dacotah Prairie Museum; Gerontology - New Horizons Senior Board, Summer for Seniors at NSU; ARCC Family Make & Take; Aberdeen Area Arts Council, Arts Midwest Worldfest; Sisseton Arts Council Dance on Tour, projects with tribal school; new high school performing arts center; programs at Ft. Sisseton; Absolutely Aberdeen presentation; Dances with Wolves/Kevin Costner project presentation - Northern Route to the Black Hills; Great American Rendezvous.

Wide ranging discussion followed, *making connections and exchanging information. (Literally too numerous to enumerate, Ed.)* Examples: Sisseton needs a dance teacher, also Day County - connections offered through ARCC and Dance Network of SD; Wessington Springs Opera House needs lights and technical assistance – Jim Walker of ACT is ready to go help them. *Attracting young audiences, members and volunteers* is common concern; social networking, young professionals groups and new communications and marketing strategies are of interest. There is a *large potential audience among seniors* in South Dakota, big percentage of population with time and interests.

State Arts Conference Suggested sessions/tracks/showcases:

Connecting K-12 Teachers and University Level Arts Education

Social Networking

Hall of Fame

Film Festival

Performing Arts Showcase

Arts for Profit

Arts and Community Development

Next Generation

Arts Quilt

Featured Major Artist

Murals- Public Art

Writers Twitter

How to use connected resources

Folk Arts

Immigration theme – Hispanic community arts

Arts and Sports

Graffiti and Tattoo

Black Hills Badlands and Lakes Region – September 17, Rapid City (28)

Roundtable Discussion

This discussion reflected *a region of continuous motion, a gathering of independents* around a common calling. Rapid City, Custer, Hill City, Sturgis, Deadwood and Lead, Spearfish, Sturgis, and Pine Ridge were well represented, by local arts councils and regional artists organizations, galleries and art centers, a foundry and an arts magazine, dance and music presenters, a puppeteer and storytellers, community and repertory theaters, symphony, opera and choral groups, civic promoters, media masters, and one retired Executive Director of the South Dakota Arts Council. Visitors are up 15% at Red Cloud. September is a busy time in this region, still full of tourists as schools and fall schedules begin. There is a common shortage of volunteers and some difficulty in marketing arts events when so much is happening in the region. Topics included: the weakened economy of the region and the economic impact of the arts on Black Hills communities; the health and functionality of artists' organizations; the implications of changes in the high school graduation requirement for fine arts; keeping the conversation going; and applying creativity to the business of the arts.

Arts Talk Around the Region

Attendance at the recent Arts Midwest Conference (attended by several present) was steady compared to past years, but *agents were reporting fewer bookings* for touring artists. *Business plans* for the Dahl and Black Hills Playhouse are both complicated and strategic in challenging economic and political times. A sound business plan can do much to strengthen an organization. Marketing dollars are being stretched, more efficient communication that hits its target is essential. *Each community has a different approach to funding the arts; most are connected to city budgets* to some extent.

New strategies and education are needed to *ensure growth of audiences*, member support, and art and ticket sales. *Core arts funding foundations in the region* have seen grant resources diminish in the recession. It is more important to *strengthen partnerships with economic development and tourism through better experiences* for locals, tourists and prospects. *Quality of arts experiences* is improving despite economic woes. *Advocacy continues to be critical for the arts community.*

State Arts Conference Suggested sessions/tracks/showcases:

Business plans for large, medium and small organizations

Economic Impact of the Arts

The Business of the Arts

Audience Survey (USD?)

Presenters showcases, Curated Showcases

Booking Conference

Artists Exhibit

Next Audiences

New Artists

Fund Raising Ideas

Media: artists press packet

Media: presenters' workshop

Media Track: Twitter and social networking