

ANNUAL REPORT

Year ending June 30, 2009

While it has been a challenging year, we have accomplished much. In the face of the economic crisis, which resulted in reduced funding, we responded with thoughtful planning and careful stewardship, trimming our budget while maintaining a clear focus on programs in four important areas: audience development, arts advocacy, professional development for artists and arts organizations, and community access to the arts.

Promotion of the Arts: Last spring, we completed a new strategic marketing plan in an effort to strengthen our promotion of cultural offerings in the Greater New Haven area. Our award-winning monthly publication, *The Arts Paper*, is now distributed to more than 200 locations in 15 towns. Our redesigned, weekly arts e-newsletter has more than 1,200 subscribers and is being used by 65 organizations to promote their events. We launched an online events calendar, searchable by date range or discipline, and further enhanced our website to provide arts information in a more dynamic way. And, we are utilizing social networking tools such as Facebook and Twitter to communicate with various constituencies, especially younger audiences.



Programs and Community Engagement: The Arts Council curated 17 exhibitions (in four galleries) that received local and national press attention. *The New York Times* published a story about *Status Update* at Haskins Laboratory, a show that explored how artists are using social media tools as subjects of and vehicles for their work. Through our ongoing collaboration with the Yale Center for Recovery and Community Health at the Parachute Factory, the Arts Council organized a two-part exhibition called *Work/Place*, which continues to examine the environments on which our survival depends. The first part of this timely, two-part exhibition, *White Collar. Blue Collar. Pink Slip*, explored the uncertainties, anxieties, and rewards of the workplaces that shape our identities. For Valentine's Day, we teamed up with some of New Haven's most talented and creative artists, who delivered personal, live performances (music, dance, drama, poetry and rap) to significant others in workplaces around downtown New Haven. In June, in partnership with our neighboring arts institutions, we organized the 14th consecutive Audubon Arts on the Edge, a daylong celebration of the Audubon Arts District that offers the public a wealth of free, family oriented performances, programs, and hands-on activities. The Arts Council also initiated *Made Space*, a series of site-specific art installations in empty storefronts in downtown New Haven.



Advocacy: Communicating how absolutely vital state funding is to arts organizations continues to be a priority for us. This year, we worked with colleagues statewide to create a broad-based alliance to advocate for arts support. As concerns over the economy grew, we pointed to the critical role the arts play in creating vibrant communities, attracting visitors, and contributing to a healthy workforce. Along with our colleagues in the tourism industry, we drafted an arts/tourism statement for the Regional Legislative Agenda, convened arts and tourism groups for a strategy session, and hosted an annual Legislative Luncheon at the Pilot Pen Tennis tournament. During this difficult budget session, we testified on behalf of arts organizations and institutions at committee hearings, met with legislators, and alerted constituents with calls for action. In representing the state in the Americans for the Arts' National Arts Advocacy Network, the Arts Council stays abreast of pertinent federal legislation and arts-related issues. We joined colleagues across the country in advocating for federal legislation and celebrated when Congress allocated economic stimulus funding for the National Endowment for the Arts.

Technical Assistance: As our members faced economic challenges, we sought to be responsive to their concerns and helpful as they made important and difficult decisions. We convened organizations large and small to discuss the challenges we face today and tomorrow, as well as opportunities for collaboration. And we presented a workshop in which an accountant assisted arts organizations in analyzing their budgets to help them make smart decisions in the face of budget reductions. Our staff members meet regularly with individual artists and representatives from arts and community organizations to provide assistance, offering advice, and connect them to valuable resources. Collectively, we log thousands of hours providing information, technical assistance, and support.

Like many nonprofits, we faced considerable economic challenges this year. And while we trimmed our budget and reduced staffing during the summer months, we have maintained our core programs and remain committed to supporting artists and arts organizations and connecting people in our community to meaningful arts experiences.

The arts, perhaps more than ever, are important to our lives and the community in which we live. We are grateful to the many individuals, foundations, and businesses that support and invest in our work.

ARTS COUNCIL OF GREATER NEW HAVEN, INC.
STATEMENT OF FINANCIAL POSITION
JUNE 30, 2009

Assets

Cash and cash equivalents	\$ 352,637
Short-term investment	117,225
Accounts receivable and other assets	34,576
Property and equipment, net	231,259
Beneficial interest in assets held by others	<u>13,222</u>
	<u>\$ 748,919</u>

Liabilities

Accounts payable and accrued expenses	\$ 87,096
Refundable advances and deferred revenue	<u>99,727</u>
Total liabilities	186,823

Net Assets

Unrestricted:	
Operating	261,559
Board designated net assets:	
C. Newton Schenck III Memorial Fund	4,645
Sumner Crosby Jr. Fund	30,000
Net investment in property and equipment	231,259
Beneficial interest in assets held by others	<u>13,222</u>
	540,685
Temporarily restricted	<u>21,411</u>
Total net assets	562,096
	<u>\$ 748,919</u>

ARTS COUNCIL OF GREATER NEW HAVEN, INC.
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2009

<u>Unrestricted net assets support and other revenue</u>	<u>Unrestricted</u>	<u>Temporarily Retricted</u>	<u>Total</u>
Memberships	\$ 94,779	-	\$ 94,779
Governmental assistance	175,045	-	175,045
Contributions and grants	211,867	20,000	231,867
Donated services	47,650	-	47,650
Rental income	146,180	-	146,180
Program fees and special events	25,918	-	25,918
Publications	67,140	-	67,140
Service fees	29,602	-	29,602
Investment income	7,777	-	7,777
Other	1,661	-	1,661
Net assets released from restrictions	<u>14,055</u>	<u>(14,055)</u>	<u>-</u>
Total	<u>821,674</u>	<u>5,945</u>	<u>827,619</u>
<u>Functional expenses - Schedules:</u>			
Program services	562,688	-	562,688
Management and general	114,953	-	114,953
Fundraising	<u>89,386</u>	<u>-</u>	<u>89,386</u>
Total expenses	<u>767,027</u>	<u>-</u>	<u>767,027</u>
Change in net assets	54,647	5,945	60,592
Net assets, beginning	<u>486,038</u>	<u>15,466</u>	<u>501,504</u>
Net assets, ending	<u>\$ 540,685</u>	<u>\$ 21,411</u>	<u>\$ 562,096</u>