

40th

A R T S A W A R D S 1 2 . 2 . 2 0 2 0



Photos by Daniel Eugene Photography

40th ANNUAL ARTS AWARDS
RESILIENCY
COMMUNITY GALA

Omni New Haven Hotel
December 2, 2020

The mission of the Arts Council is to advance Greater New Haven by providing leadership and support to our diverse arts community. We envision a thriving arts community at the heart of Greater New Haven and believe that art, culture, and creativity are fundamental human rights.

Today and for the near future, responding to and healing from the Coronavirus (COVID-19) pandemic is our top priority. Therefore, this Arts Council has been actively implementing vital initiatives designed to help support our individual artists, arts organizations, and creative businesses during this critical time.

One of our first major initiatives was to partner with the City of New Haven's Department of Cultural Affairs to launch the [New Haven Creative Sector Relief Fund](#), providing immediate financial assistance to low-income individual creatives and small arts organizations who were hit the hardest during the initial outbreak. The Arts Council seeks to sustain, grow, and evolve the New Haven Creative Sector Relief Fund to repair our creative ecosystem during this critical time and for future emergency situations as they arise.

With this in mind, the Arts Council is shifting the focus of our upcoming Arts Awards to become a benefit for the relief effort around the theme **Resiliency**. With the help of our generous sponsors, all of the ticket revenue will benefit our relief fund. Even though the event is in December, ticket sales will open in June to provide immediate support to those who need it. Ticket buyers will also receive access to the professional livestream video, welcoming a global audience and accommodating those with enduring public health accessibility concerns to experience the resiliency of CT's Creative Capital, too.

This year is also a significant year for the Arts Awards - it's our 40th anniversary! To celebrate, we are commissioning several collaborative projects from [past Arts Awards recipients](#) to premiere during this special event. For the first time in recent history, the ceremony will take place on a weeknight evening with tickets starting at just \$25, which will allow 300+ guests of all ages and backgrounds to celebrate together.



GALA SPONSOR TITLES

\$3,000 COLLABORATOR

4 reserved seats at awards event

Verbal Acknowledgement at awards event

Full-page AD in our special 40th Arts Awards Program Booklet

Acknowledgment on all marketing material associated with event including press releases, website, invitation, and event signage

\$5,000 VISIONARY

5 reserved seats at awards event

All the benefits of Collaborator PLUS

Premiere placement of full-page AD in our special 40th Arts Awards Program Booklet

Special placement of logo on all marketing material associated with event including press releases, website, invitation, and event signage

\$10,000 COMMISSION

10 reserved seats at awards event

All the benefits of Visionary PLUS

Underwriting 1 Commissioned Project

Introduce Commissioned Projects at awards event

Part of commission selection process



ABOUT THE ARTS AWARDS

The Arts Awards is our signature event that not only benefits the Arts Council but also celebrates the vital contributions and enduring dedication of exceptional individuals and organizations in our creative sector. Recipients are selected based on nominations from the general public, and narrowed down to five awardees by an external jury. In addition, the Arts Council awards the *C. Newton Schenck III Award for Lifetime Achievement in and Contribution to the Arts* to an individual who has spent their career embracing and endorsing the arts.

But it's much more than a day! Here's a taste of how the process works. The sooner you join as a sponsor, the more visibility you will receive:

- April-May: Rebranding
Develop new Arts Awards brand identify with artist Daniel Pizarro
- June 3: Arts Council's Annual Meeting 100+ Guests
Announce theme, Lifetime Achievement Award winner, rebranding, + key sponsors
- June - August: Public Nominations + Ticket Sales
*2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Promote opportunity to submit nominations + purchase tickets to benefit fund*
- July: Announce Arts Awards Commissions
*2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Announce commissioned projects from past Arts Awards recipients*
- September: Announce Recipients
*2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Announce 5 recipients for the theme Resiliency with photography by Lotta Studios*
- October: Private Lunch with past Lifetime Achievement Recipient
*30 Guests
Gather recent recipients to meet and celebrate the legacy of Newt Schenck*
- October-November: Event Marketing
*2k+ members | 6k Facebook | 3k+ Instagram | 5k+ Weekly Website Views
Promote the recipients, commissioned projects, and event itself via social media, paid advertising, + VIP mailed invitations*
- December 2: 40th Annual Arts Awards
*300+ guests
The main event!*



ARTS COUNCIL HISTORY

Founded in 1964, the Arts Council of Greater New Haven has provided steadfast leadership and advocacy for artists, arts organizations and audiences in the Greater New Haven region including the towns of Milford, Orange, Woodbridge, Branford, Bethany, East Haven, Guilford, Hamden, Madison, Meriden, New Haven, North Haven, North Branford, Wallingford, and West Haven. The Arts Council is a regional non-profit membership organization dedicated to enhancing, developing and promoting opportunities for artists, arts organizations and audiences throughout the area. The Council strives to build a vibrant artistic and cultural community that is representative of all arts disciplines, fiscally strong, supportive of individual artists and organizations, rich in ethnic and socioeconomic diversity, and accessible to all audiences.

Working in partnership with the City of New Haven, the Arts Council took the lead in the development of the Audubon Street Arts Center, a mixed-use district of arts organizations, arts schools, performance and exhibition spaces where people live, work and shop. In 1986 the Council purchased several parcels of land on the street which it leased to a developer who built the housing, retail, office building and parking garage that make up the street's commercial development. This 99-year land lease generates a steady annual income. During the late 1980's, the Arts Council built a 28,000 square foot building on the remaining parcel of land Audubon Street, which it sold as condominiums to the Community Foundation and Artspace (eventually purchased from Artspace by ACES/ECA), retaining 5,000 square feet for its own offices.

In 1996, the Council commissioned Wolf and Associates to conduct a cultural pre-planning process in preparation for the creation of a New Haven Regional Cultural Plan, a collaborative effort to create a sustainable cultural community. While the Regional Cultural Plan was underway, the Arts Council provided administrative support to the organization. This effort mobilized the corporate, civic, educational and philanthropic communities to address issues such as the growth and development of arts, assurance of full participation, advancement of arts education, economic stabilization of arts organizations and carrying out comprehensive marketing and facilities plans. In 2002, the Arts Council adopted the goals of the plan to position New Haven as the creative center of Connecticut. The Greater New Haven Stabilization Project was launched as an outcome of the plan. This important program led major arts and cultural organizations through a rigorous process to learn new management and fiscal skills, helping them increase working capital and invest in infrastructure.

Today, keeping in alignment with our mission while also continuing our leadership developing the Audubon Arts District, the Arts Council will open a new creative Incubation Space at our office on 70 Audubon Street that will be an open venue, completely free for our community to use. Additionally, in honor of Frances "Bitsie" Clark, who was the Arts Council's longest serving Executive Director, we will name our new renovated lobby *Bitsie's Living Room* helping to serve the original intent of the Arts Council headquarters to be a place where artists and community members can come together to learn, connect, and create.



ABOUT ARTS COUNCIL'S COVID-19 RESPONSE

The Arts Council has been quickly responding to the Coronavirus 2019 (COVID-19) pandemic and actively helping to support our individual artists, arts organizations, and creative businesses during this critical time. Our first steps have been to implement the following initiatives:

[Survey the Impact](#) - Launched to capture a broad spectrum of data and stories helping us to understand the effect this crisis is having on our creative ecosystem. Here are some of the results so far:

- \$2,000,000 in losses; this will rapidly grow each week
- 250,000 people unable to access arts programming
- Individual creatives and arts workers losing gigs and employment

Organize Key Resources - Created a centralized list of [Funding Resources](#) on our website and shared a [broad list of resources](#) for event planning, mental health concerns, and more in our weekly newsletter, in addition to regular social media updates.

[Document Creative Resiliency](#) - The *Arts Paper* has been busier than ever sharing the adaptive strategies, resourcefulness, and joy of our creative ecosystem.

Connect Arts Organizations Together - A recurring weekly video meeting with our Sustaining Member organizations to keep mutually informed and exchange ideas.

[Launch a Relief Fund](#) - This fund is actively distributing financial assistance to help low-income individual artists and cultural institutions with small budgets survive through + adapt to this crisis.

Since launch on March 26, the response has been overwhelming. In just 48 hours we had over 300 applications submitted. It is clear that many in our creative ecosystem have critical needs right now.

- This fund has distributed \$132,225 To 326 folks with urgent needs
- Receiving about 50 new applications each week
- Assembled a [summary of the data + stories](#) for the last few weeks

The Arts Council itself has led by example not only cancelling all our in-person events but making the important decision to compensate all event collaborators including artists, performers, and venues. We have also encouraged all of our artists and Sustaining Member organizations to do the same and cancel, postpone, or reimagine their meetings and public events, while maintaining financial commitments to their artists, venues, and partners.

