

# **Synergy Art Series**

**AAD 612-Cultural Administration**

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**Group Assignment #1**

**Mission:**

*Synergy Art Series embraces the arts as a catalyst for conversation and exploration of relevant topics in our contemporary society. SAS achieves this goal by facilitating partnerships to create collaborative programming around a changing subject and stimulates audience crossover among art organizations and art mediums.*

**Values:**

Empowerment – The power of art to create change, build community and encourage individual exploration and innovation

Equity – Vital in all aspects of partnership and programming; inclusion, accountability, integrity and diversity

Collaboration – Cultivation of cooperative partnerships to achieve a common goal

Awareness and Education – Integral to the mission of SAS and to encourage adaptation and growth while overcoming challenges. It is important to cultivate lifelong learning.

Commitment to the Arts – SAS values the wealth of artists, organizations and audiences that come together to strengthen and support the arts in Eugene

**Vision:**

- Develop a vibrant and collaborative arts community that works together for arts advocacy and dynamic programming
- Encourage exploration of challenging and informative topics that motivate participants to respond to content in creative ways; grow awareness of issues in contemporary society
- Cultivate art value and relevancy for those who may not have a vested arts interest
- Organize expressive, high quality events, exhibitions and performances
- Secure sustainable, diverse and increased funding sources from the public and private sectors as well as from creative fundraising and revenue-generating activities
- Maintain a stable annual budget from consistent donors; pursue additional sponsors and fundraising for specific events that may demand greater funds
- Hire skilled and resourceful staff that are cross-trained, positive and highly motivated

**Goals:**

- Increase audience crossover between different art organizations and art mediums, creating entry points for both individuals who are new to the arts, and those who may already be attending art events. Increase art relevancy to those that may not already have an invested interest in the arts.
- Create collaborations between art organizations and artists through marketing and programming.
- Increase accessibility to the arts, specifically within a post-graduate, professional audience that is well-educated and interested in contributing to the social and cultural development of the Eugene/Springfield area.
- Come up with rich and robust themes to explore through diverse art programming.
- Develop membership program to provide sustainable funding for operation, marketing, and programming costs.
- Serve as a community hub for the arts, promoting artists, art organizations and art events throughout Eugene and Springfield.
- Identify and cultivate new donors and sponsors.
- Secure sustainable, diverse and increased funding sources from the public and private sectors as well as from creative fundraising and revenue-generating activities.

**Objectives**

- Coordinate a Synergy Art Walk for each series during which participants would visit each participating partner to experience art events and exhibitions.
- Create and market a series schedule of events with collaborating partners organizations. Schedule programming for accessibility and feasibility, making it easier for audiences to attend several events. Events should be planned at different times and at venues where audiences may be able to attend more than one.
- Deliver a monthly newsletter with SAS programming and collaborations as well as other community art events.
- Publish a weekly "SAS recommends" list of the most relevant art events that happen in the Eugene/Springfield area, which would be published online and in the newsletter.

- Host quarterly meetings with all possible art and culture organization partners who may have an interest in SAS or who may be interested in participating in series programming. Determine marketing and programming contacts within each organization that will be involved with SAS.
- Work with the Eugene Arts & Business Alliance to host mixers for arts and culture organizations within Eugene and Springfield.
- Host annual public meetings with community members to discuss possible themes, and to evaluate SAS programming and outreach.
- Coordinate member-only receptions for each series
- Facilitate membership programs with partnered organizations, e.g. "flex pass" to the Symphony, Opera, Oregon Contemporary Theatre, and JSMA. This public membership program will help generate funding for each series, but also create incentives for audiences to take in a wide range of art events.
- Maximize available online social networking sites and applications for smartphones to continue ongoing engagement with the community
- Research artists and art organizations of different mediums and encourage their involvement in Synergy Art Series in order to enhance the diversity of programming.
- Develop a data collection plan through surveys, interviews and questionnaires to evaluate audience crossover after five years of operation.
- Establish a sustainable gallery space to enhance the programming and dialogue with the community.
- Host specific events for possible sponsors and donors

As a new 501(c)3 nonprofit organization in Eugene, Oregon, Synergy Art Series was designed to collaborate with local artists, art organizations and the Eugene community to present rotating topics through varying art mediums. Topics rotate every 3 to 4 months and cover a wide range of social, economic, and cultural issues. To accomplish this, SAS integrates visual, digital, and performing artists to focus on the appointed social, economic, or cultural topic, allowing a wide range of expression and exploration by both the artist and the audience. In this manner,

SAS bridges the gaps between arts forms while presenting topics that may probably be ignored or go unnoticed by the vast majority of Eugene.

Possible topics may include: conservation and sustainability; social and peer pressures; addiction; power of women; minorities; leadership; contemporary education and the public school; mental illness or mental health; homelessness; body-image; diversity; community infrastructure; NSA and privacy issues, and many others which can be presented by the community for exploration.

These topics serve as a vehicle for dialogue and exposure between an artist and an audience. The artists' work might be a dance performance for the opening of a gallery exhibition with a film played to follow up a week or month later. SAS will not limit itself to the use of static galleries; pop-ups or public spaces, such as the graffiti garden off of Shelton-McMurphy Road. SAS will also provide a platform for other artists and art organizations to promote their events, which may not be part of SAS's appointed topic, by keeping a community calendar or event board at their office.

The organization's office should function as both administrative and artistic, as SAS will curate and manage exhibitions related to each elected topic and also offer a meeting space, resource room, and a versatile public gallery. This will allow for ongoing collaborations between the staff and public as they generate new methods of public participation and response to the exhibitions. Local, outside, and emerging artists will be featured within the gallery, in participation with the theme, to provide exposure for their skills, opinions, and unique artistic vision. The gallery will be managed with the assistance of volunteers who will curate and assist in areas of programming and events, community outreach, development, and distribution of public relations and marketing materials.

The mission and values of SAS are grounded in collaboration, integrity, creativity, innovation, and respect of each other, the artists, art organizations, and the community.

Synergy Art Series was founded to foster a collaborative arts community and to explore ways in which integrative art mediums can convey important content to larger audiences in an engaging way. SAS is motivated to address the community in three ways: 1) by increasing art

value and accessibility through challenging and relevant content, 2) increasing visibility through collaborative arts programming, and 3) by cultivating diversity in Eugene.

The arts and culture sector constantly struggles with ensuring its relevancy and value in society. SAS emphasizes that art is an effective method of investigating important contemporary social and cultural issues, and hopes to activate passive audiences through participation. Audiences often feel overwhelmed by the multitude of arts events and venues offered within a community. A single organization may not have the same influence achieved by a collective. SAS will help to create an arts community in which the separate parts work together to generate value for the arts and the conveyed content. The resulting discourse may even encourage cultural or policy changes in Eugene and outlying areas.

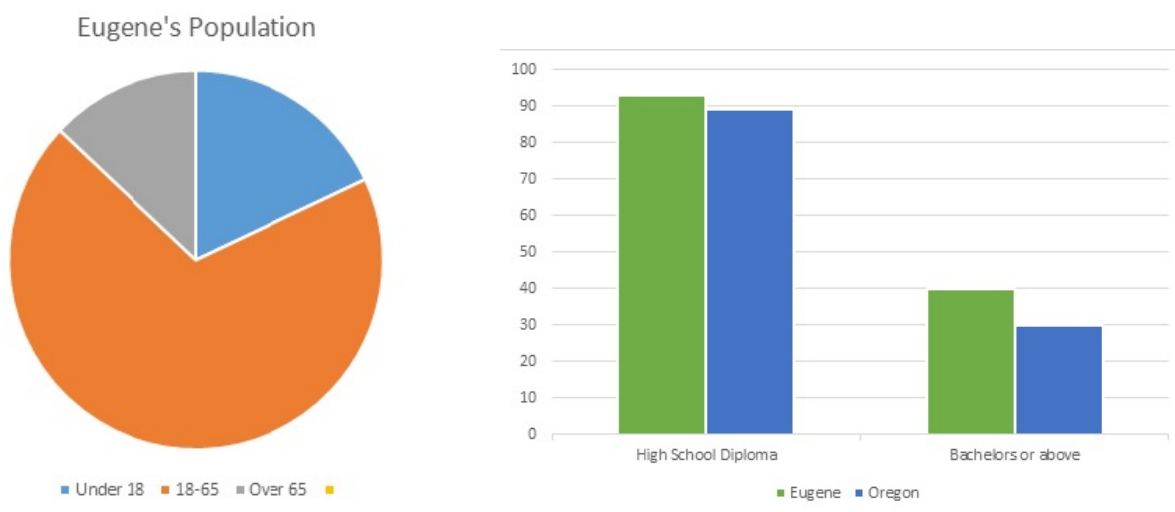
SAS also addresses issues of influence and visibility of art organizations in the community. Art influence in Eugene can be extended through effective partnerships that reach broader audiences. By facilitating a community-wide venue for exploration of specific topics, SAS increases accessibility to art and art organizations and stimulates deeper community discussion. SAS uses this momentum to introduce new audiences to venues and organizations, artists and art mediums. Changing topics, partners, venues and events for each series will bring in new participants while also maintaining existing audiences.

SAS recognizes the need to promote diversity within the Eugene population, which is almost 86% white, and almost 82% white alone (not Hispanic or Latino), according to the national census (U.S. Census Bureau, 2014). Eugene is a receptive community to this sort of dynamic arts collaboration as it is a vibrant place with a wide spectrum of personalities, opinions and culture and home to a highly educated population. The presence of a research institution attracts diversity, and some newcomers make permanent homes in the city. Many different lifestyles and experiences have become incorporated into the fabric of Eugene culture. SAS is committed to preserving the variety that already exists within Eugene while also promoting increased diversity and cultural equity.

By facilitating this concentrated focus of collaboration and community discussion and participation, SAS can help develop a more influential network of arts organizations working together to improve art value, visibility and diversity in Eugene and the surrounding area.

Synergy Art Series collaborates and interacts with many different people and organizations within Eugene, including community members, artists, donors, and arts organizations. SAS utilizes the Eugene community as a stage to confront topics important to the community through arts programming.

Art organizations and artists, especially young artists in the Eugene and Lane County areas, are the main target for extensive collaborative arts programming. By utilizing artists of all backgrounds, as well as the organizations that they are a part of, SAS hopes to encourage a diverse range of audience members to come together, in support of its programs and mission. SAS will make use of the ample presence of young students in the area due to the existence of multiple higher education institutions. Therefore, the target audience consists mainly of students, young professionals, educators and active community members. According to national census data, only about 18% of the Eugene population is under age 18 and only about 13% is over age 65, leaving a large middle group of workers, students and professionals. Many of those individuals are highly educated. Approximately 40% of the Eugene population has a bachelors degree or higher, which is about 30% above the state average (U.S. Census Bureau, 2014).



Donors such as individuals, companies or organizations who invest in the programs will also form part of its constituencies, since they are an integral element to the program's existence and sustainability.

Possible partner organizations may include: MECCA, Jordan Schnitzer Museum of Art, UO School of Music and Dance, Cinema Pacific, Cascadia Concert Opera, among other Eugene arts and culture organizations.

Currently, SAS's major need in personnel is that of development and entrepreneurship. Therefore, while recruiting board members SAS will strive to overcome this weakness by seeking candidates with extensive financial knowledge as well as start-up experience. The board of directors will be formed of three to five members. They will be active participants of the community that understand and advocate for the organization's mission. SAS Board members will be committing to:

- Monthly two to three hour meetings
- Annual Budget approval
- Participating in committees that focus on specific actions in the organization
- Encouraging volunteer participation throughout the community
- Representing the interests of SAS's partnerships and stakeholders
- Advising SAS on major financial and programming decisions
- An annual donation to SAS according to the availability of each member
- A two-year board membership term, with the possibility to renew for another term

The primordial method of recruiting will be by approaching current key members of organizations, both of their boards and daily operations staff. These entities will be such as the Jordan Schnitzer Museum of Art, Oregon Bach Festival, or Eugene Ballet. The board might be small at its inception and increase in size as the organization expands.

Besides the previously stated needs of the board, preference will be given to those who have various cross-trained experience as well as connections and broad knowledge of other art organizations in the area. We desire our board to represent the large spectrum of the population of Eugene, thus we will not discriminate their age, gender, ethnicity or social status.



## **Resources**

Byrnes, W. J. (2015). *Management and the arts* (pp. 254-259). New York and London: Focal Press, Taylor & Francis Group.

U.S. Census Bureau (2014, October 20). State and County Quickfacts [Eugene, Oregon census data]. Retrieved from <http://quickfacts.census.gov/qfd/states/41/4123850.html>