



NATIONAL PERFORMING ARTS CONVENTION

TAKING ACTION TOGETHER DENVER 2008

In-depth Sessions (3 hours)

1. *Beyond Audience Development: Innovative Strategies for Performing Arts Sustainability*

Speakers: Heather Peeler and Diana Peacock, senior consultants, Community Wealth Ventures

Earned income is a standard fixture in the performing arts financial structure. Beyond audience development and subscription management, however, very few performing arts organizations are discussing or employing other earned income strategies to sustain their organizations. Many rely primarily on philanthropy to sustain their organizations.

This interactive session will provide participants with an overview of successful earned income innovations and present a methodology for identifying opportunities that you can apply to your own organization. You'll explore ideas and opportunities that go beyond traditional forms of earned income, establishing new lines of business that can yield both mission and financial results. You will also engage in honest discussion about the opportunities and barriers to innovative earned income streams. Participants will be encouraged to share their ideas and experience in an effort to explore the impact of these strategies on their organizations.

2. *The Not-So Distant Horizon: The Near Future and the Performing Arts*

Speakers TBA

How many times a day do you wish for a crystal ball to see if the risks you're taking today will pay off tomorrow? Who can tell what trends will shape our lives in the years and decades to come? This session *is* your crystal ball—a futurist will share insights into current trends and what that means for the coming years. Participants will work together to articulate ways of addressing possible problems and taking advantage of opportunities coming down the road – before they happen.

3. *Taking Art off the Shelf: What Do Today's Audiences Really Want?*

Moderated by Lynne Conner, author of "In and Out of the Dark: A Theory About Audience Behavior From Sophocles to Spoken Word"

Participants: Jamie Merwin, founding artistic director, olive Dance Theatre; Michael Rohd, artistic director, Sojourn Theatre; Elizabeth Streb, choreographer and artistic director, STREB. Others TBA

The performing arts are quickly losing ground in today's fast-paced, high tech, do-it-yourself world. Caught up in other ways to spend their leisure time, many people are foregoing traditional arts events in favor of entertainment forms that are either inherently participatory or that encourage participation before or after

the event. Given these changing cultural expectations, how do we invite our audiences to participate in meaningful arts experiences with us? Four artists from different disciplines and locations share their innovative approaches to the dilemma and invite you to participate in a lively, problem-solving discussion.

4. *The Value of a Seat*

Speakers TBA

Free is the new black!

Cheap is the new black!

Full price tickets are the new black!

In the world of reduced prices, ticket giveaway offers and season subscription deals, how is a company to know what works best? One side says that free ticket programs introduce new audiences to an art form they wouldn't otherwise experience. Another side says that free ticket programs devalue the art and create an expectation of more free performances in the future. Yet another group votes for reducing the price of tickets as the solution to the barriers of audience attendance. Others counter that price is not the only barrier. Critics of discounts declare that full price tickets create demand and excitement around a performance. Their opponents say that ticket prices are too high to fill a house. And so it goes....Who's right? Who's wrong? And who's left with Standing Room Only?

5. *Our Political Power: National, State and Local Advocacy Strategies*

Speakers: Jonathan Katz, executive director, National Assembly of State Arts Agencies. Others TBA

A moderated panel of elected officials and cultural leaders discuss how the performing arts community—as a unified constituency—can leverage the collective clout of the performing arts sector through strategic partnerships and targeted action. The panelists will put forward what the non-profit performing arts constituency would have to do to (a) elevate the performing arts in political circles and communities (b) achieve its public policy agenda to keep performing arts a vital and vibrant sector of society and (c) empower its public agencies to support the arts to the fullest extent. Join the debate when the panel is followed by an audience participation exercise and Q & A.

6. *Indispensable: What Does it Mean to be Civically Engaged?*

Speakers TBA

What are the characteristics of an organization that is considered truly vital to its community? Learn how to identify the relationships, resources and skills needed to effectively convey the civic value of the performing arts at this highly interactive session. And explore how changing demographics and new forms of community and civic partnerships impact your ability to bring the performing arts front and center in civic priorities.

7. *Higher Education and the Real World of Practice: Creating a New Alignment*

Moderator: Jane Polin, consultant and philanthropic advisor

Speakers: James Undercofler, president and CEO, The Philadelphia Orchestra; Andrew Taylor, director, Bolz Center for Arts Administration, University of Wisconsin-Madison School of Business. Others TBA

A professional life in the performing arts now has multiple requirements: artists excel based on a combination of talent, temperament and training, but they are also expected to fulfill duties that extend beyond their traditional roles as performers. While their professional training may have prepared them for their roles as artists, performing artists may have little or no readiness to deal with education and community, administrative, committee, or governance work—all roles in the larger community they may be expected to play.

At the same time, those receiving advanced training in arts administration may have a strong understanding of systems, but a too-limited understanding of the performing arts themselves, the nature of the performing arts careers or the skills necessary for success “behind the scenes” in our performing arts institutions.

This forum will explore the challenges of better aligning the preparation of those who enter the performing arts professions, on and off stage, with the real world. Informed by the latest foundation research, we will also engage in action planning that can help guide our organizations, and help guide the professional institutions that develop and nurture current and future colleagues.

8. *Nurturing Teaching Artists*

Moderated by Eric Booth

Speakers: David O’Fallon, president, MacPhail Center for Music; Daniel Renner, director of education, Denver Theater Center; Barbara Shepherd, director of national partnerships, Kennedy Center for the Performing Arts. Others TBA

Teaching artists are primary service providers at arts organizations; with the educational programming they deliver they are also delivering a message about the institution itself, directly to students, clients and the families of those we serve. Given the evolving challenges in arts education provision—assessment, partnership, differentiated instruction, teaching creativity, arts integration—our expectations of teaching artists are increasing. The success of our programs depends upon their capacities and commitment, which are in turn dependent upon the training and support they receive. In this session, we will discuss nurturing teaching artists from the philosophical and strategic perspectives, addressing:

- The teaching artist’s evolving roles as artist, teacher, mentor, evaluator, assessor, facilitator and professional developer.
- New frontiers for teaching artists working in corporations, social service agencies, senior centers, parks, prisons, etc.
- Pre-service preparation of teaching artists: Are they getting what they need in school?
- Supporting working teaching artists: How do we help them grow and sustain themselves?
- Professional development and collaborating with partner professionals
- Artistic development and connecting education and artistic practices
- Compensation and healthcare

Session leaders will share their perspectives and recent research on each topic; sharing their vision for the field and its impact in 2028. Participants will divide into teams to explore each issue area in-depth, with each team reporting back to the group as a whole. You will leave with practicable ideas and plans for the ongoing development and advancement of teaching artists locally and the field as a whole.

9. *Assessment and Evaluation in Arts Education*

Speakers: Lynn Waldorf, principal evaluator, McREL; Robert A. Southworth, founder and director, The SchoolWorks Lab, Inc. Others TBA

Explore strategies for student assessment and program evaluation in diverse arts education programs. You will hear about the constructive purposes of assessment and evaluation; explore the costs, advantages and disadvantages of various approaches; and will take away practical strategies and tools with you. Each participant will develop an approach that will showcase his/her program's effect on students and identify opportunities for program improvement and learn how to respond effectively to funders' need for information about the impact of your work.

Breakout Sessions (1hr and 15min)

12. *The Art of Living or Living for Art: A Survival Guide for Artists*

Speakers: Jim Brown, The Actors Fund; Jordan Hirsch, Sweet Home New Orleans; Adam J. Natale, director of member services, Fractured Atlas; Wendy Oxenhorn, Jazz Foundation of America

An artist's life can be complicated. Coping with one's personal life is hard enough, but add to it the need to find solutions about healthcare and insurance, space, funding and growth opportunities and it can be daunting. This panel explores some of the resources and strategies that are available to individual artists and how they can be accessed.

13. *New Frills or Deep Change? Innovation and the Performing Arts Organization*

Moderated by: Richard Evans, emcArts
Speakers TBA

Innovation is the buzz word of the moment, but it's a buzz full of questions..... Everybody wants innovation, but what does it really mean? Can we learn to be innovative, or are organizations born with it? What institutional muscles should we flex? Can performing arts organizations sustain their core business while also developing innovative new strategies? Is it true that only small organizations are nimble enough to be innovative? Can a larger organization create a culture of innovation?

Investigate these questions and more in this interactive workshop. We will introduce a challenging framework for thinking about innovation, and then explore its practical implications through real projects and programs at your organization. You will hear from innovative leaders in the arts, and there will be plenty of chance for discussion with your colleagues. You will learn about how your board, staff and artists can develop the capacity to adapt with real purpose—rather than just picking up the latest novelty.

Suitable for artistic, board, executive and departmental leaders.

14. *Negotiating Between Innovation and Sustainability*

Speaker: Ann Daly, PhD, consultant, Ann Daly Consulting

This interactive session will address the organizational tensions between the drive toward innovation and the desire for sustainability. How can we negotiate a balance between sustainable and innovative practices? In this session you will learn a strategic matrix, based on real-life case studies, for assessing your organization's need, risk and projected outcomes. This workshop will also suggest effective techniques for rethinking innovation and sustainability as a partner in the organizational system, rather than as a competing interest.

15. Critical Issues for the Non-profit Sector

Moderator and presenter: Adrian Ellis, founder, AEA Consulting; executive director, Jazz@Lincoln Center. Others TBA

Is the world turning its back on you? Come find out how your organization can remain relevant and your mission vital in a rapidly changing world, in which demographic shifts, technological developments, patterns of public and private funding, all appear to be creating challenges for our 501(c)(3) performing arts organizations?

16. *New Models for Incubation and Fiscal Sponsorship*

Speakers: Arwen Lowbridge, managing director, Fractured Atlas; Laura Zabel, executive director, Springboard for the Arts; Yesenia Sanchez, program director, Intersection for the Arts. Others TBA

Many performing artists and collectives are working with the notion that to get their work seen, they need to self-produce. To fund the work, they believe they need to start their own 501(c)(3) non-profit organization. The process of obtaining that status is time-consuming, complicated and frustrating.

There *is* a way artists and emerging small organizations can use the current model to their advantage – through the fundraising tool known as fiscal sponsorship. What is fiscal sponsorship? What is the process like? What arts organizations serve as fiscal sponsors? How can this help me as an artist? All of these questions will be addressed in this informative panel. Discussion will also touch upon artists who have created their own model as well as larger institutions that have created unique and exciting incubation spaces to foster new work.

17. *Fun with Critics*

Speakers:

Marc Shulgold, music and dance critic for *Rocky Mountain News*

John Rockwell, former music and dance critic for *The New York Times* and founder of the Lincoln Center Festival

Others TBA

This event is intended to be a productive, constructive face-off between art makers and those who can make or break their careers. Our panelists will address questions like “Is it the critic’s job to support the art form? Is a critic an advocate for the art or for the audience? What is relevant in a review -- behind the scenes information or reactions from the audience?”

18. *New Technologies/New Opportunities*

Moderator: Alex Shapiro (composer)

Speakers: Joe Kluger, Hollis Headrick

Others TBA

How do performing arts organizations stay abreast of the rapid changes and remain relevant to the next generation of artists and audiences? New delivery systems (from iPod/cellphone downloads to HD transmissions and beyond) are transforming the way artists interact with the world. This charged session looks at our changing technological universe and its potential for the arts sector. An panel of experts will speak about the implications of new technology for the performing arts in areas ranging from marketing to education. Learn how delivery systems change our role in the ecosystem; explore some new technological opportunities for 21st century artists and discover the ways in which children and

youth are now accessing the arts, creating and performing in ways unimaginable just a few years ago.

19. Evaluation, Beyond Box Office Success

Speakers TBA

For funders and non-profits, the demand for accountability is greater than ever—and it's here to stay. This session will explore evaluation through this lens and present techniques from experts in the field.

20. Bringing Younger Audiences to the Table: Recipes for Success

Speakers TBA

Responding to the increased focus on audience development today, artists and organizations are creating new strategies for infusing their audiences with patrons from younger generations—and found new life and new challenges in the process. The goal of this session is to move beyond conceptual conversations; to find potential scalable solutions that you can carry back to your organization and implement. Come hear success stories from companies who are attracting younger arts audiences. Then collaborate with colleagues from different disciplines and regions to concoct and adapt your own potential models for luring and integrating Generation X and Y.

21. Best Practices in Developing a Diverse and Committed Audience

Moderated by Donna Walker-Kuhne

Speakers TBA

The diverse audience is an elusive one for many arts organizations. How do you know that you're going about it the right way? To what extent should your hopes for a diverse audience dictate your programming? Learn how to make certain that you are talking *to* the right people, *through* the right people and *about* the right programming. Donna Walker-Kuhne, author of *Invitation to the Party* and an audience development consultant, moderates a session with arts organizations with proven audience development strategies.

22. A Wake-Up Call

Speakers: Deborah Cullinan, executive director, Intersection for the Arts; Naomi Iizuka, playwright; Jon Moscone, artistic director, California Shakespeare Theater

Today's performing arts audience is mostly white, mostly older and mostly upper-to middle-class. Demographics are telling us that today's society and tomorrow's potential audience are heading the other way—non-white, young and polarized at the extreme ends of wealth and poverty. To flourish, the performing arts need to resonate with today's society. And tomorrow's. What can you do to make a wider representation of our communities welcome? Come hear how the California Shakespeare Theatre partnered with Intersection for the Arts and playwright Naomi Iizuka to create a new adaptation of Shakespeare's *Hamlet*, called *Hamlet: Blood in the Brain*. They created community dialogues, interviews and writing workshops in several communities as part of the plan—and sold out an 8-week run. Along the way they uncovered a new audience for theatre, hungry for more interaction with an art form that touched their lives.

23. *How Greed and Neglect Have Destroyed Our Cultural Rights*

Speaker: Bill Ivey, former chair, National Endowment for the Arts and director, Curb Center for Art, Enterprise and Public Policy at Vanderbilt University

Arts, Inc. is the first comprehensive look at the health of America's cultural system at the turn of the 21st century. This important work, written by Bill Ivey, the former chair of the National Endowment for the Arts, assesses the current state of the arts in America and finds some cause for alarm. Even as he celebrates our ever-emerging culture and the way it enriches our lives here at home, while spreading the dream of democracy around the world, he points to a looming crisis. The expanding footprint of the copyright, an unconstrained arts industry marketplace and a government unwilling to engage culture as a serious arena for public policy, have come together to undermine art, artistry and cultural heritage—the expressive life of America.

24. *New Frontiers in Arts Marketing*

Moderator: TBA

Speaker: Alan Brown, principal, WolfBrown

As many arts groups struggle to maintain attendance levels, the need for new and better approaches to marketing becomes more urgent. Alan Brown will lead a discussion about the future of arts marketing, offering insights from new research on audiences, identifying key challenges to be surmounted and setting an agenda for innovation and new practices. Come prepared to contribute your own ideas and set the agenda for the next 10 years.

25. *Artists from Abroad: Everything You Need to Know about Visa and Tax Issues*

Speakers: Jonathan Ginsburg, immigration attorney, Fettmann, Tolchin & Majors PC; Heather Noonan, vice president for advocacy, League of American Orchestras. Others TBA

Learn from the experts how to overcome the challenges of the visa and tax process for foreign guest artists. This session will answer all your questions about the visa petition process and tax withholding requirements.

26. *Treasure Hunting: Finding Non-Traditional Sources of Government Support*

Speakers TBA

There are hidden funding sources to be mined at all levels of government. Are you tapping into transportation, housing, education and other funding pools available to support your ongoing programs? Discover ways to make the most out of local and state tax advantages and to mine seemingly unconventional sources of governmental support for the arts.

27. *International Cultural Diplomacy: Engaging Communities Abroad*

Speakers: Carolinda Dickey, Performing Arts Strategies; Pennie Ojeda, director, International Activities, National Endowment for the Arts. Others TBA

US performing arts organizations of all disciplines and sizes are active on the international stage and are increasingly adding community-based engagements

to their touring engagements while abroad. How is this work being embraced internationally, how is it effectively carried out, how might we collectively measure the impact of this international work and how can we re-build the federal commitment to support international cultural diplomacy?

28. *Engaging Art: Research, Practice and Innovation*

Moderator: Elizabeth Lingo, Researcher, Curb Center for Art, Enterprise and Public Policy, Vanderbilt University

Speakers: Barry Schwartz, author, "The Paradox of Choice: Why More is Less"; professor, Swarthmore College. Others TBA

Engaging Art: The Next Great Transformation of America's Cultural Life, co-edited by Bill Ivey and Steven Tepper and released in November of 2007, gathers and evaluates current research in arts participation. It forges a new framework for understanding the momentous changes in America's cultural life; challenging old ways of thinking, raising probing questions; and uncovering deep and important currents on how Americans engage with arts and culture.

This session will provide an overview of the critical findings contained in *Engaging Art*, provoking those to think afresh about our understanding of our current and future audiences and emerging patterns of arts consumption.

29. *Developing a Research Agenda for the Sector*

Moderator: Elizabeth Lingo, Researcher, Curb Center for Art, Enterprise and Public Policy, Vanderbilt University

Speakers: Bill Ivey, former chair, National Endowment for the Arts and director, Curb Center for Art, Enterprise and Public Policy at Vanderbilt University; Barry Schwartz, author, "The Paradox of Choice: Why More is Less"; professor, Swarthmore College.

What critical information and knowledge do you need to know? What are the new frontiers of research about art and culture? How can you understand the role the arts play in American society in the 21st century? Join the brainstorming, led by national researchers, around some key areas of knowledge critical to our future. Discover ways to craft more effective programs and messages that will keep your institution relevant and thriving in our diverse and complex culture.

30. *The Online Salon Movement*

Speakers: Drew McManus and Monica Reinagel. Others TBA

The "blogosphere" continues to transform the way arts organizations interact with the media and the public at large. At a time when more traditional media outlets continue to shrink arts coverage, a wide variety of passionate bloggers writing about all of the performing arts have developed an audience of millions of readers and have challenged the critical paradigm by building a new dialogue about the arts. A panel of bloggers will offer a wide ranging commentary on the arts ecosystem and the continuing evolution of the technosphere.

31. *The Future of Private Giving to the Arts*

Speakers TBA

Twenty-nine leaders from the public and private sectors convened at Sundance Preserve for the Americans for the Arts National Arts Policy Roundtable in October 2006. They addressed the serious decline of market share in philanthropy in the arts and *The Future of Private Sector Giving to the Arts in America*. The meeting was the culmination of a year-long investigation of this topic, involving commissioned research, 40 professional forums and the participation of 100 philanthropy, research and arts groups and more than 3,500 individuals across the country.

Participants from that roundtable will come together in Denver, a year and a half later, to discuss their thoughts then and now on the future of private giving. You'll hear what they think has changed since their last conversation—and you'll find out what you, and the other participants in our session, can bring to bear on the next chapter of this important funding conversation.

32. *Perspectives on Leadership Training*

Moderator: John McCann, director, Institute for Cultural Policy and Practice

Speakers: Polly Kahn, vice president for Learning and Leadership Development, League of American Orchestras. Others TBA

Research for the non-profit sector overall confirms that there is a high turnover in leadership roles. This is compounded by an insufficient pool of qualified candidates to fill needed positions who have the enhanced portfolio of skills necessary to maximize effectiveness in our complex environments. Performing arts administrators are keenly aware of the need to identify and grow the next generation of staff, board and executive leadership.

The League of American Orchestras, National Arts Strategies and the Getty Foundation are three organizations that have devoted major resources to building the enhanced skills of leaders for the cultural sector. This session will focus on lessons learned and key areas of challenge going forward.

33. *The Changing Volunteer Environment*

Speaker: Vicki Clark, consultant and trainer, Building the Capacity of Organizations; senior governance consultant, BoardSource

Patterns of volunteerism are changing dramatically; boomers are leaving the work force and Gen X, Gen Y and Millennials define volunteerism in very different ways than in the past. This presents a whole new set of challenges and opportunities for cultural non-profits. Institutional leaders and volunteers must learn to think differently in response to these changing trends. Come hear what the volunteer force may look like moving forward, and gain some insights into what can be done *now* to help grow a future volunteer force.

34. *Governance for the Arts Sector*

Speakers: Mary Ann de Barbieri, principal, de Barbieri and Associates
Jaan Whitehead, theatre trustee and co-editor, *The Art of Governance*

Boards will play a central role in the ability of arts organizations to meet the challenges of a rapidly changing world. What are the key issues facing performing arts boards as they look ahead? What kinds of information will they

need? What new tools and support systems? What new kinds of leadership? Are there lessons we can share across disciplines? Join governance leaders Jaan Whitehead (co-editor of *The Art of Governance: Boards in the Performing Arts*) and Mary Ann deBarbieri (distinguished consultant to the arts) as they lead a lively session on these questions, utilizing a rich "brain trust" of key board leaders and session participants.

35. *Art and Activism: Making Art, Making a Difference*

Speakers TBA

What is the social responsibility of the artist? Is art for art's sake enough, or should art save lives? Join session leaders from across the arts spectrum for a look at the palette of experiences that embrace the art of social change, including a discussion of creative work being done in this arena and its effectiveness. You'll see live and video presentations excerpted from art focused on changing communities and lives; you'll hear terrific ideas, and may want to contribute your own thoughts, when you join the conversation between session leaders and participants.

36. *It Ain't Easy Bein' Green!*

Speakers TBA

In order to produce our art we freely consume what nature freely offers. Every action we take to prolong our artistic and cultural influence impacts the planet's ecosystems. Are we taking more than we have to? This session will explore what performing arts organizations can do to reduce our environmental footprint now. You'll also look at creative strategies for achieving sustainability over the next 20 years. By 2028, can the performing arts sector become a model of environmental responsibility, working collectively to support a world where humanity lives within the means of one planet?

37. *From Big Picture to Back Yard: Improving Support for Arts Education*

Speakers: Richard Deasy, director, Arts Education Partnership; Sandra Ruppert, senior associate for research & policy, Arts Education Partnership; Sarah Cunningham, director, arts education, National Endowment for the Arts

How can the performing arts sector act collectively to improve the presence of arts education in the schools? National collaboration is essential, but the real key is local action. Some states are doing robust work to advance arts education, while support in other states is being squeezed by the demands of NCLB. Meanwhile, local school districts are challenged to make room for the arts among the myriad school-day requirements. Find out the real status of arts education in your state and community, understand how the public thinks about the arts and tap into the changing shape of public education. You'll also learn how performing arts organizations can advance the status of the arts in the schools by becoming well-informed and well-connected participants in local conversations about the quality of public education.

38. *Parents as Learners, Advocates and Audience Members*

Speakers: Richard Kessler, executive director, The Center for Arts Education; Gigi Antoni, executive director, Big Thought

Involving parents is a key to strengthening arts education for children and growing future audiences. Inviting parents to participate alongside their children can improve the learning experience and lead to an appreciation of what the performing arts have to offer young and old(er) alike. Engaging parents as advocates for arts education can lead to a sea-change in community support for arts learning. Find out how local communities are effectively engaging parents as advocates for community- and school-based arts education and inviting parents to be active learners.

39. *Effective Partnership and Collaboration within Arts Education Ecosystems*

Speakers: Gigi Antoni, Executive Director, Big Thought. Others TBA

In a healthy community, children and youth encounter arts education both in and out of school. In a perhaps-as-of-yet-unrealized *ideal* community, the in-school and out-of-school arts education systems are coordinated and collaborative. Community-based arts organizations provide quality arts education experiences that support what children learn during the school day and carry them deeper into artistic experiences than is possible during school hours. And the two systems work together to enrich and diversify in-school and out-of-school arts instruction so that all students experience diverse forms of artistic and cultural expression. Discover effective partnership practices that yield positive results for schools, arts organizations and, most importantly, the students they serve, moving us ever closer to our ideals.

40. *Creative Aging/Life-Long Learning in the Arts*

Speakers: Susan Perlstein, director of training, National Center for Creative Aging; Kenneth T. Cole, associate director, National Guild of Community Schools of the Arts

As life expectancy increases and the baby boomers inch toward retirement, Americans increasingly expect to live active lives well into their golden years. New research indicates that sustained participation in professionally-led, *participatory* music and arts programs promotes health and prevents disease in older adults—and that each of us can continue to learn throughout our lives. Performing arts organizations have a role to play in serving older adults across the well-to-frail continuum. To be successful, however, we must understand the unique needs of the older learner. This session covers the growth of participatory arts education programs for older adults, providing information and guidance on:

- The benefits of arts education programs for older adults
- Research findings related to these benefits
- The elder services infrastructure as it relates to the intersection between arts & aging
- Best practices in designing, implementing, evaluating and sustaining arts education programs for older adults alone or in partnership with other organizations; and
- Information and support resources, including the newly-released *Creativity Matters: The Arts and Aging Toolkit*

41. *The Denver Model: Building Local Support for the Arts*

Speakers: Stephen Seifert, executive director, Newman Center for the Performing Arts. Others TBA

Will there be any public support for the arts in the future? How can public funding for the arts be increased despite growing national and state budget crunches? As federal and state government budgets are increasingly allocated to areas such as program shortfalls, interest on the national debt, and so on, all “discretionary” spending, the arts included, may be squeezed and run the risk of being eliminated.

The best and most stable source of funding for the arts just may be local government funding. Denver’s Scientific and Cultural Facilities District (SCFD) is one possible role model for local arts funding. The SCFD distributes about \$40 million each year to over 300 artistic, cultural and scientific non-profits in the Denver Metro Region. (That’s over one-quarter of the NEA’s annual budget for the entire country.) The program is funded by a small percent of the local sales tax and Denver’s citizen’s have reauthorized that tax *twice* over 15 years.

Learn from Denver arts leaders how the Denver arts community built overwhelming support for the district; what the experience has taught them about special tax districts; and how collaboration within the arts community and with the business community has enhanced Denver as a whole.

42. *Building Arts Participation in Rural America*

Speakers: Jim Copenhaver, senior partner, JC Enterprises; Arlynn Fishbaugh, executive director, Montana Arts Council; Cinda Holt, Building Arts Participation program director, Montana Arts Council; Patrick Overton, director, Front Porch Institute

Rural arts organizations and rural communities face unique challenges and opportunities garnering arts participation. This session reports on the design, implementation and outcomes of the Montana Arts Council’s arts participation-building strategies, as part of an initiative funded by the Wallace Foundation. You’ll also hear results from two bodies of research, The RAND publication, *A New Framework for Building Participation in the Arts* and the Montana Arts’ Council’s, *The Montana Study*. Together these reports led to the development of the Montana Arts Council’s multi-year grant program and leadership institute.

43. *Adventurous Programming: Making New Music the Main Course*

Speakers TBA

This session highlights a variety of ensembles and institutions which have truly made a commitment to new music as a staple of their repertoire. You’ll hear about some of the best innovative programming and commissioning models, which have succeeded in building audience investment, excitement and enthusiasm for new music in the choral, operatic and orchestral fields.

Opera companies with a passion for championing new work will be celebrated alongside choral and orchestral winners of ASCAP’s prestigious “Awards for Adventurous Programming,” honored for their commitment to programming contemporary works written within the last 25 years.

Art-Making Sessions (3 hours)

50. *Opera from Soap to Nuts*

Artists: Roger Ames, composer and arts educator; Ann Baltz, founder and artistic director, OperaWorks; John Duykers, internationally acclaimed tenor

In this intense three-hour workshop, participants will experience the process of creating an opera: building collaborative trust, expanding out-of-the-box thinking, finding a focus, exploring characters, creating libretto, composing, designing, revising and refining, and finally sharing the outcome, (yes – performing). You will write songs, learn approaches that help develop lyrical structure, dramatic arc and character depth. Based on some elements of the Music!Words!Opera! Program of OPERA America, this workshop will be a hands-on, no-holds-barred barrel of fun and learning for all people who love operas and musicals and always wondered how anyone could be crazy enough to make one. Since opera is such a shared art form, all (administrators and artists of every kind) are invited to attend.

51. *HIP HOP: The Basics*

Artist: Will Power, playwright, spoken word artist

During this introductory workshop led by award-winning theatre artist Will Power, you will be encouraged to get in touch with the rhythms of your body while you explore the dramatic portrayal of various characters. You'll learn to identify characters' body rhythms, voices and spirits and how to bring these personas to the stage. Participants will also become attuned to sounds and learn how to use these as the basis for developing a character. The basics of theatre and storytelling techniques will be explored, including using rhyme as the basis for dramatic scene and incorporating body poppin' and other forms of movement into the physicality of a character.

*This Session will also repeat on Friday June 13 from 3:15-6pm

52. *Playwriting (Mini) Boot Camp*

Artist: Paula Vogel, playwright

Pulitzer Prize-winning playwright Paula Vogel knows you have an idea for a play, lurking somewhere in the back of your mind. What's more, she knows how to help you get that play on paper. This workshop is a golden opportunity to start getting that idea out of your mind, whether you consider yourself an artist, an administrator, a board member, or an arts enthusiast – in any discipline. Bring your ideas and your open mind – you'll be amazed at what you leave with!

*This Session will also repeat on Friday June 13 from 3:15-6pm

53. *A Pilobolus Field Guide: The Natural History of Collaborative Dance-making*

Artist: Adam Battelstein – choreographer, Pilobolus
Other choreographer TBA

The Pilobolus Institute, the educational arm of Pilobolus, offers this choreographic workshop based on Pilobolus' unique collaborative method. The Pilobolus Method is, more than anything else, an approach to creative thinking. By shearing away preconceptions of what a dance should be and by eliciting from others through movement those things that are unique to them, the Pilobolus Method awakens our sense of what is beautiful and possible. The workshop is designed for non-dancers of all ages as well as serious dance students and professionals. Limited to 60 participants, first-come, first served.

54. *We Are All Composers*

Artist: Jon Deak

An art-making session which introduces the process of creativity, open to anyone with curiosity and imagination. Composer and New York Philharmonic double-bassist Jon Deak will guide participants through the initial steps of creating their own music.

55. *African Rhythms and Rituals with Baba Chuck Davis*

Artist: Dr. Charles "Chuck" Davis, founder and artistic director of the African American Dance Ensemble and DanceAfrica

You've been mesmerized by it before, now come try it for yourself! Bring a twin-sized, flat sheet to join him in making your own traditional wrappa and masour (headpiece). Feel the rhythm and pulse of live drummers with djembes and congas and try some traditional African dancing. This workshop is excellent for people of all ages and genders.

56. *Conducting Workshop*

Artists TBA

Conducting a choir, an opera, or a musical theatre performance is an art—whether you are a conductor by training, by trade, or sometimes by default, there's a wonderful opportunity to shape the music. Join this art-making session and experience the art and joy of conducting—whether it's your first time conducting or just the first time today, you'll be inspired and energized by this exploration of gesture, technique, sound, creativity and passion that are part of successfully leading people on a musical journey.

57. *Re-Imagining Creativity and Collaboration*

Artists: Rinde Eckert and Paul Dresner

Explore how interacting with a collaborator across artistic disciplines inspires exciting new work.

*****INFORMATION CURRENT AS OF 1/22/07. SUBJECT TO CHANGE.**