Today’s seminar will begin shortly

Please complete your phone connection now:

1. Dial the toll free number 1 866 275 3495.

2. Enter the meeting number *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.

3. Identify yourself. Using your phone keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.
Artists and The Recession

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
Your Hosts

Kelly Barsdate
Chief Program and Planning Officer

Eric Giles
Learning Services Manager

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
Tech Tips

- **View all participants** in the roster to the right
- **Use the “Chat to:” box at any time** to submit a question or get technical help
- **During Q&A breaks** presenters will answer chat questions

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Agenda

**Artists and the Recession**
Judilee Reed, Leveraging Investments in Creativity (LINC)

**State Arts Agency Grants and Services**
Angela Han, NASAA  
Jesse Rye, NASAA

**Resources and Wrap-Up**
Kelly Barsdate, NASAA

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Artists and the Economic Recession

Judilee Reed
Executive Director
Leveraging Investments in Creativity
Mission

Leveraging Investments in Creativity (LINC) is a 10-year initiative to improve artists’ ability to make work, build social capital, and contribute to democratic values.
Program areas

Creative Communities
Space for Change: Building Community through
Innovative Art Spaces
National Artists Health Insurance/Health Care Initiative
Artography
The Artists and the Economic Recession Survey

LINC conducted national survey of artists:

→ to gather information on impacts of recession
→ to learn about artists’ adaptive strategies
→ to identify primary needs and concerns

Helicon Collaborative and Princeton Survey Research Associates International assisted development of survey and analysis of results
Methodology

LINC partnered with 35 arts service organizations to distribute electronic survey

Distributed survey to over 75,000 artists

5,300 completed surveys

Results weighted to reflect national population of artists (based on U.S. Census data)

Snowball survey open until mid-November, to capture information from artists not associated with service organizations
Artists’ conditions

Two-thirds hold at least one job in addition to art-making

Two-thirds made less than $40,000 in 2008

Artists who spend almost all of their time on their artwork have the highest income levels

Those who rely on a mix of income sources earn the least

50% report decrease in art-related income in past year
Artists’ conditions (continued)

40% do not have adequate health care

High frequency Internet users are different from other artists in significant ways:

→ younger (less than 44 years of age)
→ more involved in community activities offline
→ more optimistic about the future
Opportunities

40% report spending more time on their artwork during the recession

One third of artists are able to experiment more

One third of artists are experiencing more openness to collaboration

89% think artists have special role in helping communities during these times

75% think this is an inspiring time to be an artist
<table>
<thead>
<tr>
<th>Primary Concerns</th>
<th>Helpful Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss of income (77%)</td>
<td>Grants and fellowships (85%)</td>
</tr>
<tr>
<td>Rising debt (61%)</td>
<td>Showcases (84%)</td>
</tr>
<tr>
<td>Low morale (59%)</td>
<td>Networking opportunities (84%)</td>
</tr>
<tr>
<td>Loss of health care (50%)</td>
<td>Supplies and equipment (76%)</td>
</tr>
<tr>
<td></td>
<td>Marketing assistance (76%)</td>
</tr>
<tr>
<td></td>
<td>Business counseling (65%)</td>
</tr>
</tbody>
</table>
Use the “Chat to:” box to ask a question.
Additional information and resources

www.LINCnet.net

www.ArtsinaChangingAmerica.net
State Arts Agency Grants to Artists
FY 2008

• 2,767 grants (12% of all grants)
• $8.3 million (3% of grant dollars)
• $1,500 median grant
• $5,000 median fellowship
# SAA Grants

## State Arts Agency Grants to Artists

### FY 2008

<table>
<thead>
<tr>
<th>Grant Activity</th>
<th># of Awards to Artists</th>
<th>% of Awards to Artists</th>
<th>Dollars Awarded to Artists</th>
<th>% of Dollars to Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellowships</td>
<td>759</td>
<td>27%</td>
<td>$3,060,064</td>
<td>37%</td>
</tr>
<tr>
<td>Artwork Creation</td>
<td>298</td>
<td>11%</td>
<td>$2,132,311</td>
<td>25%</td>
</tr>
<tr>
<td>Performances/Readings/Exhibitions</td>
<td>390</td>
<td>14%</td>
<td>$597,043</td>
<td>7%</td>
</tr>
<tr>
<td>Professional Development</td>
<td>284</td>
<td>10%</td>
<td>$237,618</td>
<td>3%</td>
</tr>
<tr>
<td>Arts Instruction</td>
<td>145</td>
<td>5%</td>
<td>$419,318</td>
<td>5%</td>
</tr>
<tr>
<td>Residencies</td>
<td>118</td>
<td>4%</td>
<td>$511,845</td>
<td>6%</td>
</tr>
</tbody>
</table>
SAA Grants

State Arts Agency Grants to Artists
FY 2008

Grant Dollars

Visual Arts 50%
Performing Arts 18%
Folklife/Traditional 8%
Multidisc. 3%
Literature 14%
Other 8%

Number of Grants

Performing Arts 22%
Visual Arts 38%
Folklife/Traditional 12%
Multidisc. 4%
Literature 14%
Other 10%
SAA Grants

Grants to Individual Artists Over Time

Percent of All SAA Grants Awarded

Percent of All SAA Grant Dollars

SAA Grants

Grants to Individual Artists Over Time

Percent of All SAA Grants Awarded

Percent of All SAA Grant Dollars

Recession (2002-2004)
SAA Grants

Fiscal Year 2010 Appropriations

• Loss of $32.8 million 2009-10
• 37 states reported decreases
• 19% median decrease
• For more information: Legislative Appropriations Annual Survey report
Fiscal Year 2010 Grants

• Grant reductions
• Program suspensions
• Reduced number of awards
• Program revisions
• Effects on artist awards
Resources Artists Would Find Most Helpful

- Grants/ fellowships/ scholarships: 71% (Very helpful), 14% (Somewhat helpful), 85% total
- Opportunities to showcase work: 62% (Very helpful), 22% (Somewhat helpful), 84% total
- Networking opportunities: 52% (Very helpful), 32% (Somewhat helpful), 84% total
- Supplies/equipment: 51% (Very helpful), 25% (Somewhat helpful), 76% total
- Public relations and marketing assistance: 49% (Very helpful), 27% (Somewhat helpful), 76% total
- Health services: 48% (Very helpful), 17% (Somewhat helpful), 65% total
- Business counseling: 35% (Very helpful), 30% (Somewhat helpful), 65% total
- Artistic training: 34% (Very helpful), 31% (Somewhat helpful), 65% total
- Legal assistance: 33% (Very helpful), 29% (Somewhat helpful), 62% total
- Technology training: 31% (Very helpful), 29% (Somewhat helpful), 60% total
- Workspace assistance: 31% (Very helpful), 23% (Somewhat helpful), 54% total
- Opportunities to barter: 30% (Very helpful), 32% (Somewhat helpful), 62% total
- Admin assistance: 29% (Very helpful), 29% (Somewhat helpful), 58% total

Source: Leveraging Investments in Creativity
SAA Services

Opportunities to Showcase Work

- Registries, Rosters and Directories
- Exhibitions
- Statewide Art Collections
- Public Art Programs
- Awards and Designations
SAA Services

Creating Networking Opportunities

• Peer to Peer
• Artist to Expert
• Artist to Marketplace
SAA Services

Information Resources

- Online Resource Centers
- Newsletters
- Blogs
Food for Thought

- Renewed Focus on OPM
- Importance of “Buy Local” movement
- Advocacy
Use the “Chat to:” box to ask a question.
More Resources

www.lincnet.net

Report of survey findings. Additional information on LINC resources and initiatives.

www.nasaa-arts.org


State to State

Monthly NOTES column featuring creative SAA programs, including many for artists.

Post-seminar e-mail

Additional links, contact information and state arts agency examples.
Save the Date!
Creative Leadership
February 24, 3:00-4:30 p.m. EST
Thanks for participating!

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA’s member states and today’s guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.