

**PDI 2019**  
**Missoula, Montana**

**Wednesday, October 2, 2019**  
**Asset Based Approaches to Grant Making Breakout Workshops**  
**Presenter Notes**

***Chuck Winkler, Program Administrator, Texas Commission on the Arts***

- This breakout session featured Texas Commission on the Arts' rural initiatives as a starting point for conversation.
- 8 tours made of 4 in the spring and 4 in the summer, each tour including 6 contiguous rural counties.
- Each artist must complete 6 performances, free to the public at least 2 different counties in the group. They can choose which counties they visit, but we do ask that they try to reach them all.
- This program is a way to reach rural counties and to get libraries, schools, and other non-profit organizations and venues to open TCA accounts. Once they have accounts, they can apply for our Arts Respond Performance Support grant program. <https://www2.arts.state.tx.us/tcagrants/TXArtsPlan/CC6.htm>
- Session attendees then asked questions and gave suggestions.
- My biggest take-away was the idea that we could better foster relationships and make more impact in these counties if we went back to the same counties year after year for a while. I like this idea, and I am trying to get it accepted here at the agency.

***Elisa Radcliffe, Arts Learning Manager and Anastasia Freyermuth, Arts Learning and Evaluation Coordinator, Arizona Commission on the Arts***

- Below are links to the presentation materials we used in our breakout session.
  - [Asset-Based Grantmaking Prezi](#)
  - [Panel Orientation Prezi](#)
  - Liz Lerman's [Critical Response Process](#)
  - **Guidelines:**
    - [Arts Learning Collaboration Grant](#)
    - [Lifelong Arts Engagement Grant](#)

***Ashley Brown, Deputy Director, South Carolina Arts Commission***

- Does the program embrace the foundation of asset-based approach or is the main goal to get money in an area, fill a need, deficit, etc.?
- Asset based grant making:
  - Focus on community assets and strengths rather than problems and needs
  - Identifies and mobilizes individual and community assets, skills, and passions
  - Community driven – building communities from the inside out
  - Relationship driven

- Art of Community: Rural SC
  - Started as a pilot in 6 contiguous counties (federally designated Promise Zone) in 2016
  - Focus on the intersection of arts and culture with education, health, and economic development
  - Sits within the Community Arts department, though is a cross-agency effort (especially Arts Education and Folk and Traditional Arts)
  - Implements a Maven structure – one maven for each county puts together a team (cross generational, transracial, multi-priority)
  - Intentionally NOT through local arts agencies
  - Build relationships within communities that are often isolated
  - Didn't lead with the money OR the arts
  - Mavens and teams identified an area of focus and then we shifted to where the arts and culture show up (assets)
  - Shift mindset from scarcity to assets
  
- Example
  - Denmark SC – Yvette McDaniel, Maven
  - Identified a street corner with an abandoned dilapidated building to turn into an art park
  - Started with a \$1,000 grant – used it to clear the land
  - Town Council found out and worked with the power company to run power to the lot
  - Trash hauler came and removed all trash for free
  - First event: Winter Wonderland (Yvette's story about sleeping in her car)
  - Word got out and by spring, the black and white churches both had representatives on the maven's committee
  - Spring jubilee: food, art, performances, town officials came, intergenerational and transracial
  - Now they have a \$10,000 grant to take the next step – will level property, have public art, landscaping, performance space
  
- How this shows up in grantmaking
  - Dealing with infrastructure in rural communities
  - Barriers in our own processes and requirements; institutional myths
  
- Big takeaways
  - Broaden our own view of what is "art" AND stop seeing ourselves as the people who get to define that.
  - Changed our agency mindset from "we have what you need" to "how do we support what you have?"
  - Connected us in pockets of the state that we have "offered" or "tried" for years to connect. This was the first year in our agencies history that we had a grant in every single county in the state.

***Josy Miller, Arts Education Program Specialist, California Arts Council***

(NB: Updates to follow)