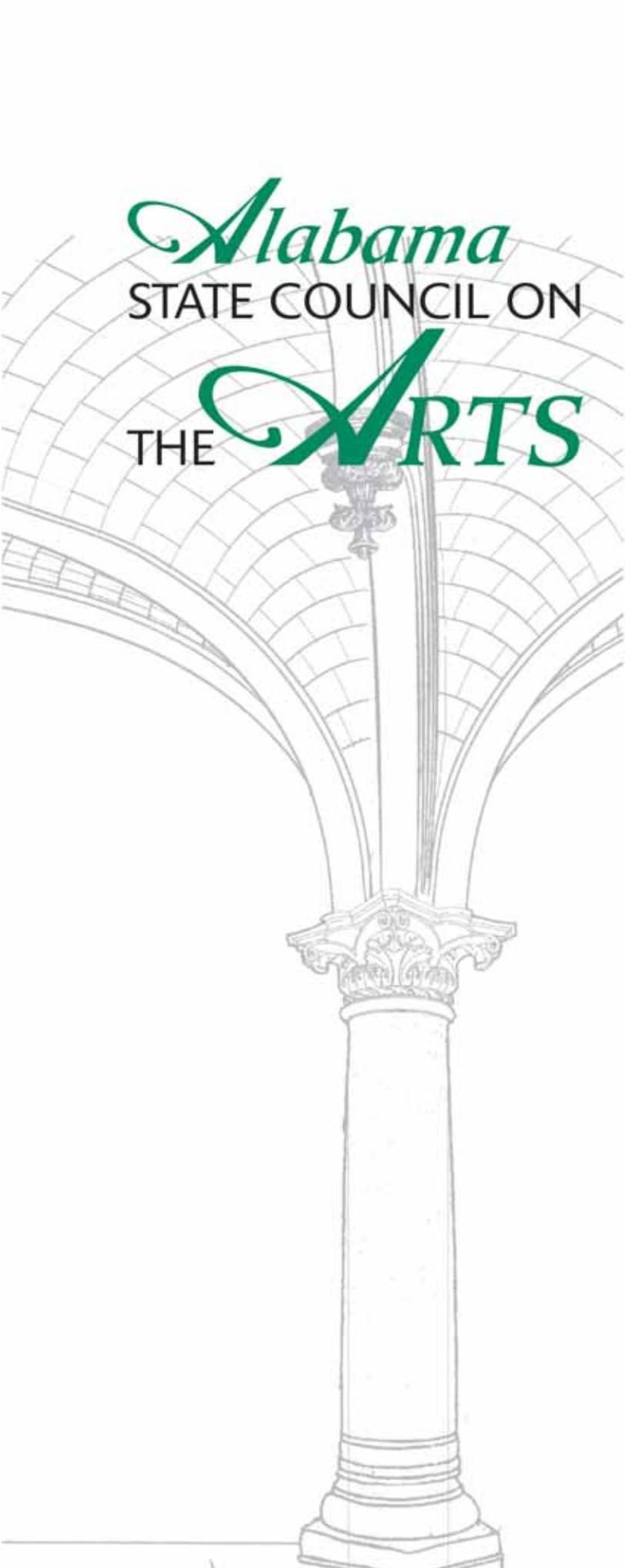


THE
ARTS IN
Alabama:

Moving Towards New Frontiers

*A State Blueprint
for Supporting
the Arts*





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THE *ARTS*

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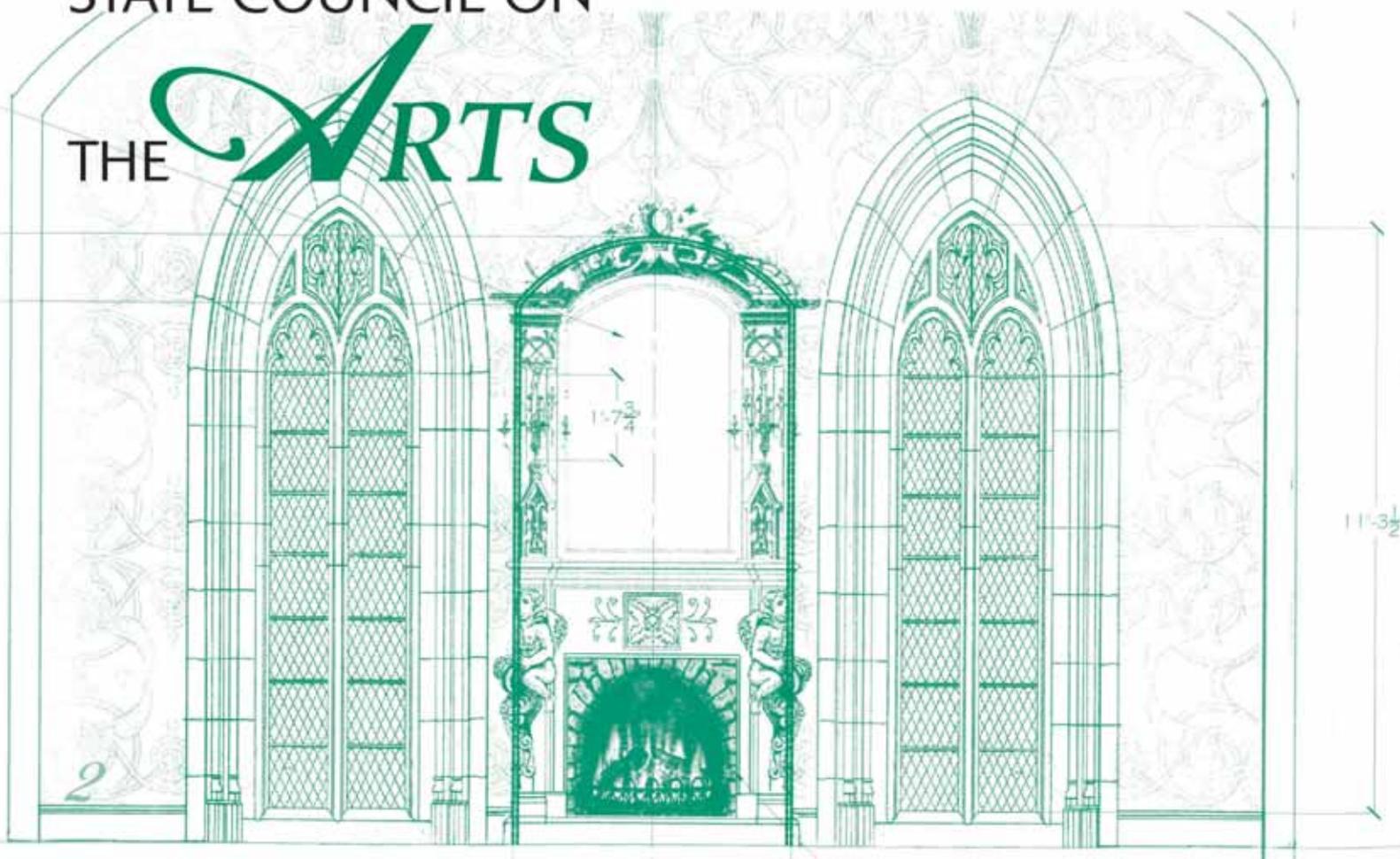
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Alabama

STATE COUNCIL ON

THE ARTS



Enhancing the quality of life for all of the population is a fundamental role of government. Quality of life is inseparable from conditions related to the economy, education, healthcare, the environment, human rights and freedom of expression. Economic growth is a top priority in Alabama and has historically been associated with industries connected to natural resources and cheap labor. In contrast, Alabama's human resources and related industries have not been fully appreciated or supported. Quality of life issues have haunted Alabama's past. National research and models addressing progressive public policy would suggest the time has come for elected officials and business leaders to more aggressively address creative capital and cultural resources. The arts and the "creative class" are central to strategic planning and establishing environments for economic development.



To enhance the quality of life for all Alabamians by providing access to and support for the state's diverse and rich artistic resources.

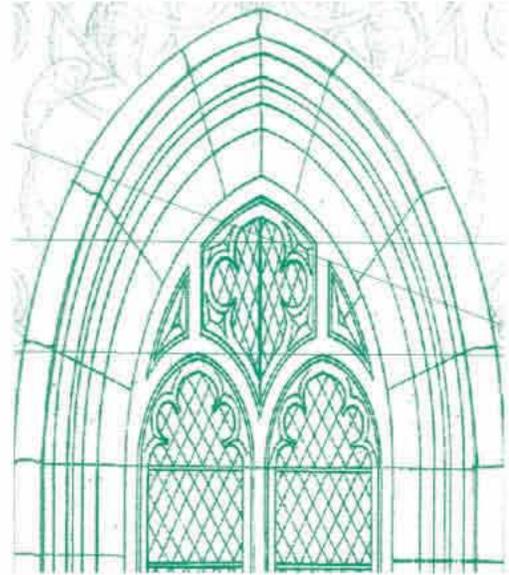




A government and business environment more deliberately emphasizing cultural and creative resources would significantly enhance the human condition in Alabama. To this end, artistic exposure and involvement has proven to stimulate brighter minds, offer different methods of solving problems, preserve valued traditions and create new technology for progress in the future. The arts are beneficial both in terms of process and product and artists are one of Alabama's most important human resources. Alabama is in the heart of a region long recognized for its traditions and rich culture. From writers who reflect a vivid "sense of place" in literature, to "visionary" artists who are internationally recognized for their unique images, to musicians who echo the spirituality of a diverse population, Alabama is blessed with an abundance of indigenous artistic expression. The excellence of the arts in Alabama can make a powerful statement about the past and a positive difference in the state's future.



This document, **A STATE BLUEPRINT FOR SUPPORTING THE ARTS**, is the result of twenty-four months of evaluation, needs assessment, data collection, and visioning for the future. The summarized format presented here is intended to focus attention and understanding on priorities that are both realistic and far reaching. With this in mind, the following mission statement and goals have been established by the Council as a direction for the State to follow in enhancing the quality of life through the arts for every segment of the population.



MISSION STATEMENT: To enhance the quality of life for all Alabamians by providing access to and support for the state's diverse and rich artistic resources.

GOAL ONE – Commit greater financial resources to support excellence and professionalism in all art forms so that quality is the hallmark of artistic activity in Alabama.

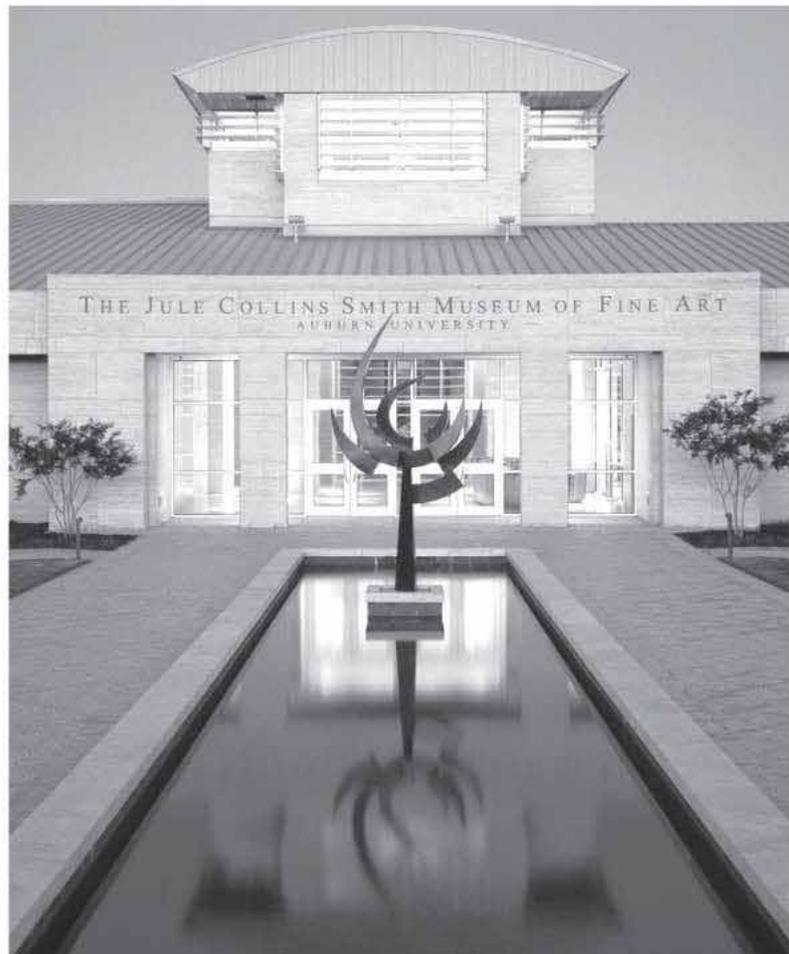
GOAL TWO – Incorporate the arts as an essential element in the educational experience of all Alabamians.

GOAL THREE – Provide an opportunity for all Alabamians to participate in and appreciate the arts.

GOAL FOUR – Forge new public and private partnerships that broaden support for the arts which impact the quality of life in areas such as education, recreation, cultural tourism and more livable cities.

GOAL FIVE – Identify, preserve and present folk traditions through direct support and model programs.

GOAL SIX – Establish multi-faceted support and marketing opportunities for individual artists both in the state and beyond.





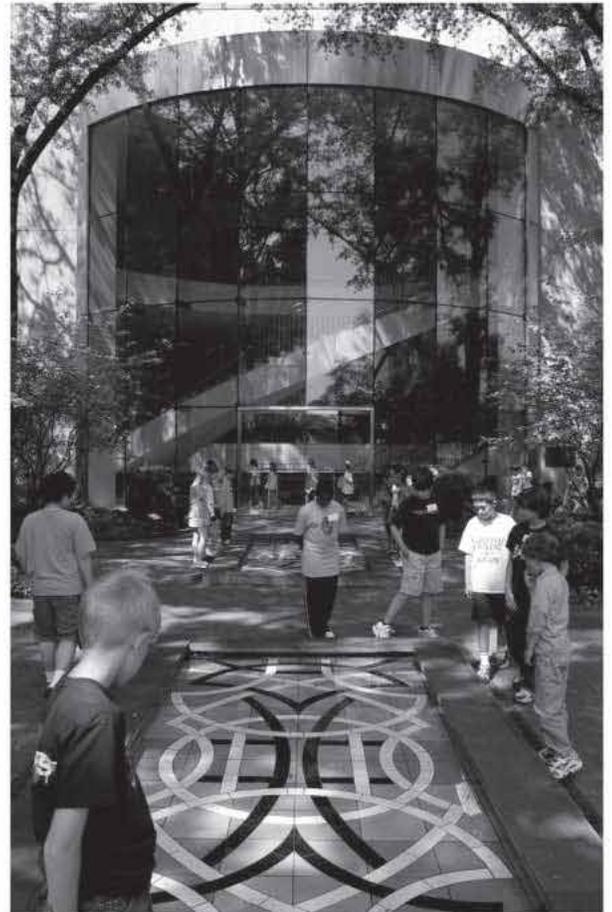
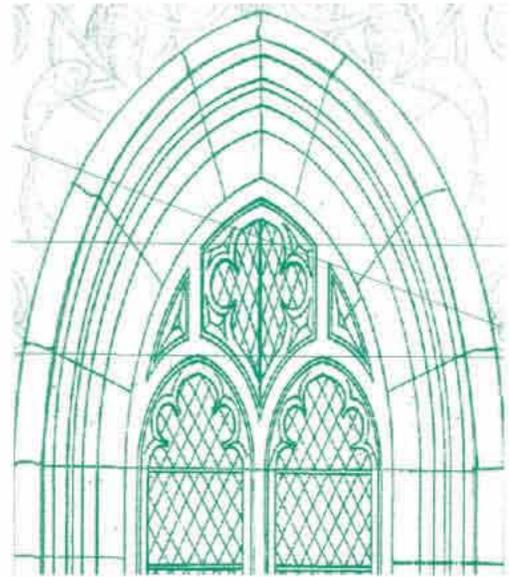
GOAL SEVEN – Expand support, understanding and program venues for multicultural artistic expression.

GOAL EIGHT – Enhance the quality of life and economic vitality in communities by making the arts central to planning, design and development.

GOAL NINE – Support the expansion and improvement of cultural facilities involving new and old spaces.

GOAL TEN – Increase public recognition of and appreciation for the arts.

The multi-year plan adopted by the State Council on the Arts addresses a wide range of issues and needs. The plan reaffirms that the Council's primary function is tied inseparably to grant-making. In that regard, considerable attention has been paid to maintaining guidelines and funding programs that are equitable, responsive to needs and, at times, proactive in achieving results not otherwise being addressed. It is through grants, partnerships and the setting of priorities for support that the council can affect growth and positive change in specific areas of need. One of the guiding principles of the grants program is to help talented people and organizations do what it is they do best. Another principle is to look at what is needed for the "water to rise for everyone" and nurture that which will enhance the cultural environment for the entire population. In some cases, the Council has initiated and designed specific programs to address particular needs or opportunities for growth.



The goals of this plan clearly reflect focus on all of the arts, but also encompass some new and/or expanded areas of specific interest. These include the Black Belt region of the state, populations with disabilities, international exchange, multi-state and regional collaboration, capacity-building of smaller arts organizations, rural arts development, supporting model schools for the arts, advocating the “creative class” philosophy for economic development and the national showcasing of Alabama folklife. These priorities, combined with traditional areas of emphasis, position the council and state for important growth. The state blueprint for supporting the arts can and should be a component of a comprehensive plan for the entire state. One of the prevailing themes of the plan is partnership. Partnerships among arts organizations are certainly featured, but the concept encompasses the broadest spectrum of individuals, agencies, municipalities, schools/universities, and civic groups that work in one way or another to improve the quality of life in Alabama.

GOAL

One

Commit Greater Financial Resources to Support Excellence and Professionalism in All Art Forms so that Quality is the Hallmark of Artistic Activity in Alabama

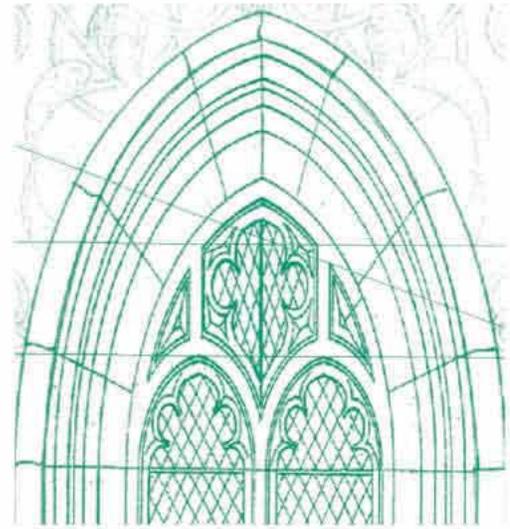
Excellence must be the prerequisite of state support of the arts. All endeavors that are granted public funding should be models of quality and high artistic achievement. State support must serve as an indicator that organizations or individuals receiving this form of public endorsement have met high standards of evaluation and exemplify the best of Alabama's artistic expressions.

Implicit in the state's support philosophy is that professional background, experience, and methods of work are the foundations of excellence, both in individual and in collaborative efforts. With this understanding, professionalism will be recognized, enhanced, and supported at the developmental stages of medium and small organizations, as well as at the most advanced organizational levels.

An analysis of the state's artistic programming, the administration of arts organizations, and the amount of new artistic work being created reveals that Alabama needs to stimulate and nurture professionalism at every level. The need for an expanded professional approach to programming and supporting artists suggests that targeted funding from the Council could have an important impact on overall excellence in the performing, visual and literary arts. Being proactive will involve forging new partnerships, expanding grant programs, establishing performance indicators, providing multi-faceted support for artists, and initiating programs aimed at organizational growth in the coming years. With this goal in mind, strategies for the state include the following:

- Continue to provide a solid operating base through grant support for Alabama's advanced professional institutions.
- Provide additional support options to advanced professional institutions that are performing exemplary work in arts education, audience development, multicultural programming, creation and presentation of new work, and initiatives designed to upgrade infrastructure and overall organizational sophistication.
- Support training efforts focused on arts organization personnel and aspiring artists.

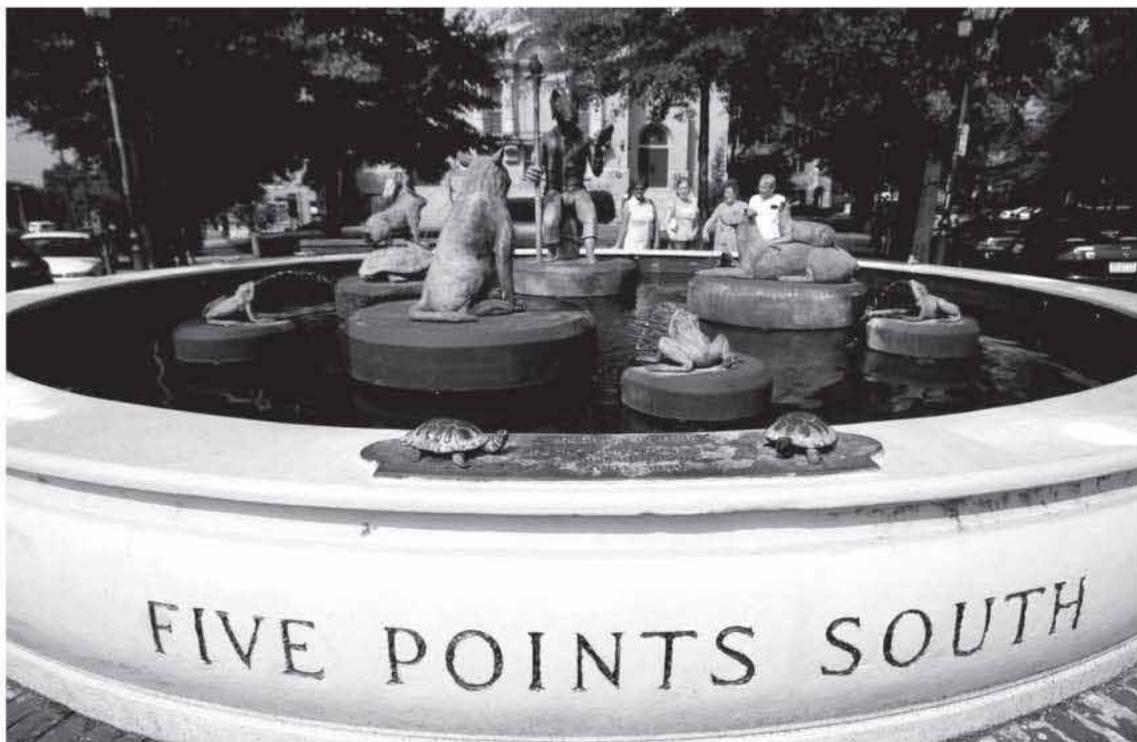




-  Provide greater support to smaller and medium sized groups displaying an ongoing commitment to quality and achieving higher degrees of professionalism both artistically and administratively.
-  Promote nationally and internationally the work of Alabama arts organizations and artists in order to broaden recognition, touring opportunities, personnel development, audience expansion, and fund-raising potential.
-  Serve as a resource for management methods, tools, and innovations that will aid organizations in becoming more efficient, effective, and visionary in programming.
-  Encourage and support more collaborative efforts within the arts community where professional

resources can be shared, strengthened, and presented with greater impact to participating organizations and audiences.

-  Establish a consensus of public and private sector leadership on the importance of Alabama being a place of artistic excellence, opportunity, and growth.
-  Identify, develop, and advocate new revenue sources, both public and private, that would be designated for cultural development in Alabama:
 - 1.** Support innovative tax measures.
 - 2.** Broaden and enhance legislative appropriation philosophy.
 - 3.** Adopt long-term support commitments/targets.
 - 4.** Establish a state cultural policy and comprehensive plan.



GOAL

Two

Incorporate the Arts as an Essential Element in the Educational Experience of All Alabamians

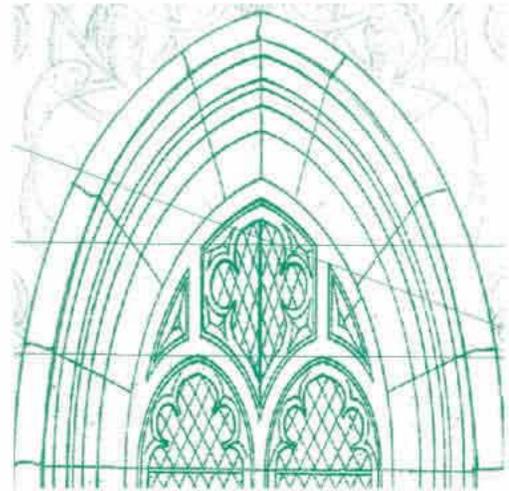
The improvement of every aspect of education is a top priority in Alabama. Virtually everyone shares the common goal of improved learning and higher academic performance by all students. An enhanced educational system will result in citizens who possess a wider range of skills and are productive in multi-faceted components of life. The arts stimulate creative problem solving, motivate students to adopt alternative models of learning in other subjects, provide constructive outlets for communication, and generally help produce individuals who are more knowledgeable, talented and better prepared for all phases of life. During the design and implementation of educational reform, the state must recognize the arts as basic in learning skills and incorporate the arts as a vital part of expanding knowledge at every grade and age level.



A more creative approach to education is essential in cultivating artists, audiences, patrons, community leaders and public policymakers who will determine the role the arts play in society for future generations. The ability to make discriminating decisions regarding quality-of-life choices becomes limited without a base of knowledge, appreciation, or familiarity with various forms of artistic expression. The statement, "people know what they like and like what they know," emphasizes the importance of a population educated in the arts. Exposure to creative expression of the highest levels must take place during the education process to avoid alienation to the arts by the general population. As a means of

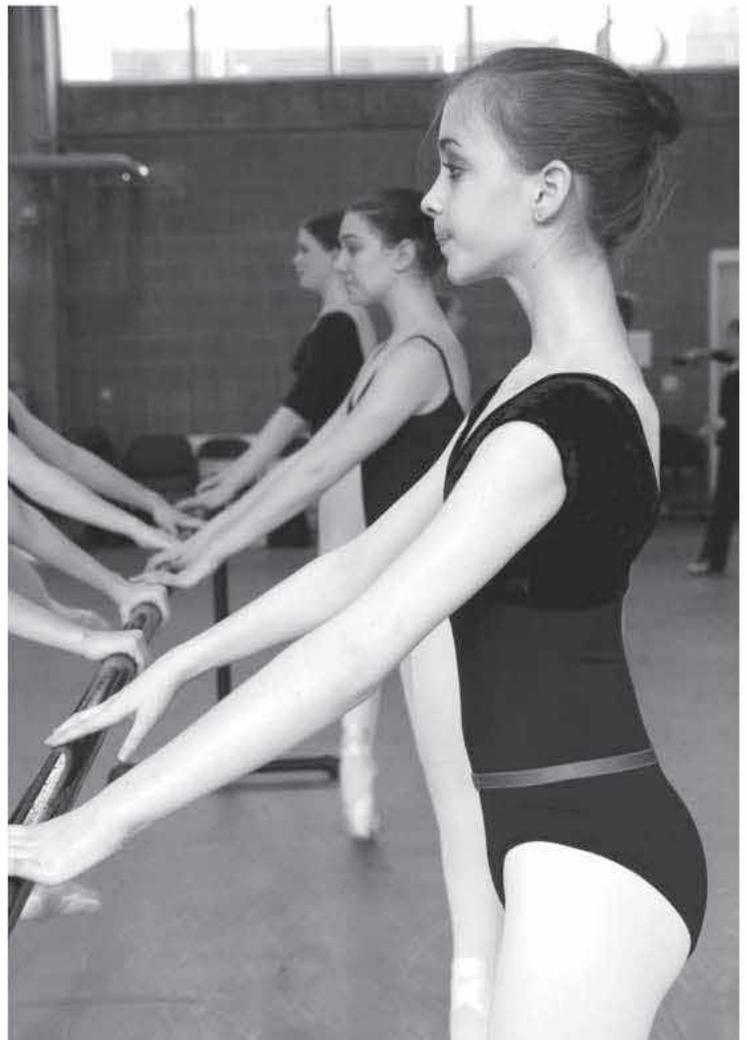
communication, the arts educate at all age levels and in all segments of the population. The arts are an important part of the lifelong learning experience.

Any objective analysis of arts education in Alabama would reveal substantial needs. While model projects and exemplary programs in arts education do exist, conditions generally paint a picture that is cause for concern. An assessment of current arts offerings to students through traditional school venues reflects the significant role being played by local arts organizations and volunteers to fill



voids. With ongoing and complementary instruction within the schools, these otherwise positive experiences are isolated and disconnected from day-to-day learning. To address the need for improved and increased arts learning, the following are priorities for the future:

-  Implement a statewide comprehensive plan for arts education in concert with the state board and local boards of education, as well as with community arts organizations.
-  Provide expanded support and hands-on technical assistance to model projects that stimulate the inclusion of arts in all phases of education.
-  Support new and existing programs that are designed to address continuing training in the arts for educators.
-  Identify and channel assistance to programs that extend arts education beyond traditional settings and beyond the K-12 experience.
-  Create greater opportunities and incentives for professional artists to enhance classroom experiences and increase student exposure to the creative process in all subjects.
-  Facilitate a network of internships and/or apprenticeships that provide on-the-job training and practical insight for students pursuing careers in the arts.
-  Identify opportunities to pool resources and forge partnerships for the advancement of the arts in education by working in cooperation with various state associations, alliances, and federations.
-  Advocate to and work in concert with the legislature to make greater financial commitments to arts education through the State Department of Education and the Alabama State Council on the Arts, as well as other appropriate entities devoted to arts education.
-  Develop a wide range of opportunities to showcase the artistic talent of students in Alabama schools.
-  Design and expand scholarship opportunities for students pursuing college degrees and/or advanced training in the various professional fields of the arts.



GOAL

Three

Provide Opportunities for Alabamians to Participate in and Appreciate the Arts

The arts can bring people together, facilitate communication and understanding, and motivate people to positive investments of time, money and energy. The joy and enlightenment derived from the arts, whether as a part of an audience or as an active participant, should be a right, not a luxury, of every Alabamian.

State government, in accepting its responsibility to act in the public's interest, should design public arts programs that address a broad range of needs. Greater appreciation for cultural resources and a more proactive approach to creating opportunities are essential if the state is to have an impact on making the arts more accessible to more people.

Statistics profiling the population of Alabama show that there is a large gap between the advantaged and disadvantaged. Perpetuation of this reality, whether in economic issues or cultural issues, can only contribute to conditions for decline. A primary function of government is to enhance the quality of life for all segments of the population: young and old, rich and poor, urban and rural, black and white, those who are naturally gifted and those who must overcome special challenges. For the Council to make the arts more accessible to all Alabamians, the following strategies are put forward:

- Take a leadership role in ensuring the accessibility for all people to all cultural facilities and other facilities where public arts programs take place.
- Modify and update grant guidelines to provide more flexibility and greater support opportunities for smaller organizations, rural communities and special constituencies.
- Work in partnership with arts organizations and various public agencies to reach at-risk children and institutionalized populations with initiatives that demonstrate how the arts can redirect energies and positively impact lives.





 Grant greater financial assistance to arts programs that include all segments of the population.

 Provide financial incentives to programs designed to broaden audience outreach and impact an optimum number of people.

 Design and implement programs focused on involving traditionally underserved populations that are limited from normal access by geography, ethnic and language barriers, economic conditions, physical impairments, or age.

 Adopt new review procedures for awarding financial assistance that take into account the needs of special constituencies.

 Facilitate cooperation regarding artistic programming between a broad range of state and local agencies that were established to assist special constituencies.

 Initiate and support expanding representation from various population groups with the State Council on the Arts and arts organizations statewide regarding board members, staff, and others involved with policy, planning, grant making, and the use of human resources.

 Engage in special initiatives to reach new and isolated community groups with a particular emphasis on the emerging Latino population.



Forge New and Expanded Public and Private Partnerships that will Broaden Involvement in and Support for the Arts



The concept of partnerships is central to state support for the arts. If multiple goals and diverse needs are to be successfully addressed, the Council must broaden cooperation with federal, state and community agencies, as well as with businesses and private foundations. Public and private sector partners need to combine resources and clarify roles if an enhanced cultural environment in Alabama is to be realized in the future. It must be the state's position to share responsibility for promoting the arts in Alabama and to provide incentives that will stimulate programs generating broad support.

The arts happen where benefits and involvement are direct, which is always at the community level. The Council should strive to offer expanded technical and financial assistance to encourage community initiative and to support local programming. State government can facilitate a public assessment and a planning process that opens the door for greater private support and corporate leadership for increased artistic activity. Leadership from state officials can help set the tone for much-needed progress in improving the cultural environment in Alabama.

In virtually all needs-assessment activities involving arts organizations, the issues of cooperation, communication, and sharing responsibility surface as top priorities. Cooperation, however, has not been fully exercised in the development of the arts in Alabama. Examples of successful networking are becoming more prevalent, but remain far too isolated. While notable progress at the state and local level has occurred in recent years, neither government, nor the private sector, has adequately stepped forward in a leadership role to support artistic growth and existing cultural resources. Historically, when one sector exerts leadership, the other will follow. Where business and government reach consensus about greater support for the arts on a specific project, such as a new museum or concert hall, significant achievements have occurred. Developing more and better partnerships among groups concerned with cultural resources should be characterized by the following:

-  Expand the working relationship between the Alabama State Council on the Arts, Alabama Department of Archives and History, Alabama Historical Commission, Alabama Public Television, Alabama Humanities Foundation,



Department of Tourism and Travel, Office of Indian Affairs, Alabama Film Commission, Alabama Public Library Service, Alabama Development Office, the State Department of Education and the broad range of colleges/universities.

- 🌿 Maintain planning practices where state policies evolve from broad-based input that reflects cooperation with appropriate partners.
- 🌿 Advocate the importance of the arts to public leaders and the people of Alabama through publications, the media, and various public presentations.
- 🌿 Generate more recognition and support for the arts and artists in Alabama from regional, national, and international arts markets.
- 🌿 Sponsor a series of forums among the state legislature, governor's office, city councils, mayors, county commissions, and other public officials to

consider problems and opportunities relative to Alabama's cultural resources.

- 🌿 Maximize matching-funds strategies to generate new dollars for the arts and broaden local government ownership in public programming.
- 🌿 Develop a program of international cultural exchange where Alabama's rich cultural resources can receive wider visibility and the state's audiences and artists can experience diverse world cultures.
- 🌿 Expand support to statewide arts service organizations that encourage partnership building in support of artists and arts programs.
- 🌿 Work in collaboration with the National Assembly of State Arts Agencies to enhance arts advocacy efforts and utilize national data that helps make the case and reinforce the positive impact of both public and private support for the arts.



Identify, Preserve, and Present Folk Traditions through Direct Support and Model Programs

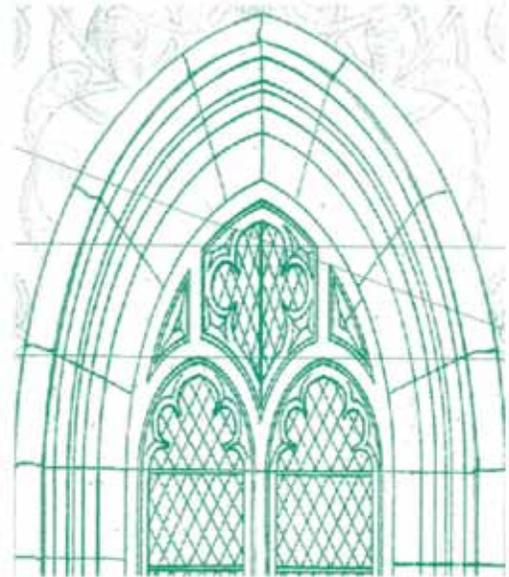
Alabama is a state recognized internationally for its important folk culture. This culture encompasses traditional expressions that have grown through time among the communities that settled this state. The primary population groups of European, African, and Native-American ancestry share a history, heritage, language, economy, and geography, which while not the same, at least intermingled for hundreds of years. The unique folk expressions of Alabama, a product both of isolation and a mixture of influences, reflect the state's diverse population and symbolize its rich culture. Tradition-based songs, stories, dances, and crafts truly represent the art "of" the people.

Alabama folk artists receive acclaim through festivals in our nation's capital, and on tours around the world, but more recognition is warranted in their home state and hometowns. Folklorists, cultural anthropologists, ethnomusicologists, and other scholars continue to research and document Alabama's folklife, but they have only scratched the surface of what needs to be done. The state's environment has nurtured and inspired a broad range of folk artists whose work uniquely reflects the human spirit.

The state has a growing challenge in a technology-driven culture to expand efforts to better identify, preserve, and present the folk art and artists of Alabama for present, as well as future, generations. Greater education, awareness, and appreciation of the state's folk culture are necessities. As Alabama strives for progress and modernization, many in its society forget and leave behind their cultural traditions. Often taken for granted, certain folk expressions virtually disappear before the tragic loss is realized. In other instances, more contemporary folk culture is sometimes ignored. A challenge for fieldwork also exists in the folk communities of new immigrants where Hispanic and Asian populations are rapidly growing. The state must take a leadership role in reinforcing all of Alabama's folk culture. To meet this growing challenge, the following strategies are recommended:

- Expand financial support in the form of grants for projects undertaken by communities focused on presenting and documenting folk culture.





-  Help perpetuate the state's rich cultural traditions through apprenticeship activities and educational projects.
-  Strengthen resources of the Alabama Center for Traditional Culture to enhance research, documentation efforts, and the presentation and promotion of the state's folk culture.
-  Develop local and regional partnerships between the Alabama Center for Traditional Culture and appropriate groups to more fully document and celebrate the folk culture of particular geographic areas.
-  Provide high-level state recognition to folk artists whose lifetime work has kept traditions alive and been a credit to their communities and the state.
-  Offer expanded assistance to folk artists to teach their skills and promote their artistry through increased access to technology and marketing resources.
-  Encourage programming strategies, including statewide touring, which showcase the work of folk artists to audiences from all parts of Alabama.
-  Develop multi-state partnerships to facilitate programming and support related to cultural regions that go beyond arbitrary state boundaries.
-  Create and develop appropriate venues for presentation of Alabama's diverse folk artists as well as folk traditions from other states and countries as part of an overall cultural exchange program.
-  Encourage and support cultural research and surveys of the creative expressions of new immigrant folk communities in Alabama.
-  Provide statewide leadership in planning the presentation of Alabama as the featured state at the 2010 Smithsonian Folklife Festival.
-  Ensure preservation of and access to research materials on Alabama folklife through partnerships with the Alabama Folklife Association and the Archive of Alabama Folk Culture at the Alabama Department of Archives and History.



Establish Multi-Faceted Support and Marketing Opportunities for Individual Artists Both In-State and Beyond

The core of Alabama's artistic strength and vitality lies in the quality of the individual artists living and working in the state. The artist's ability to inspire and communicate to the public is the common denominator of public arts programming and arts education. The success of artistic endeavor lives, or dies, with the individual artists.

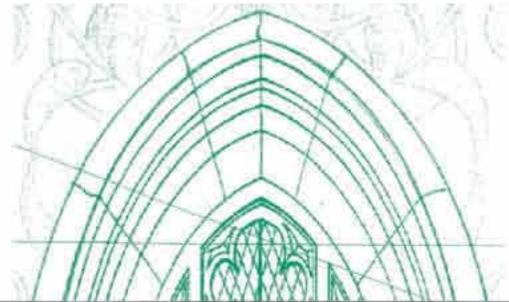


Several conditions lead to artists flourishing and being able to make a living in particular areas. One condition has to do with a location's ability to inspire, but more practically, artists must reside in places where they can financially survive. There are instances where significant artists have emerged from unlikely environments, but a more common reality suggests that artists thrive where creativity is nurtured.

A creative environment exists and progress takes place where there are creative people. There are no communities or states that are growing, prospering, and contributing to a better quality of life that do not have a vibrant cultural life and working artists.

Individual artists are a valuable human resource, and the state of Alabama must nurture this resource, as it does others. In order to help build and maintain an environment where artists and creative people want to come and are able to stay, the council will endeavor to:

-  Use the media, electronic and written, to promote individual artists and their work.
-  Evaluate and improve the ASCA Fellowship Program so that more support is provided to artists for their career development and the creative growth of their work.
-  Pass legislation at the state level that provides for a percentage of all public facility construction monies to be earmarked for the purchase of art for that facility.
-  Provide financial support to organizations that are willing and able to commission new artistic work.



 Hire and otherwise secure the services of professional Alabama artists for projects requiring creative expertise and artistic talent.

 Establish a technical assistance network for individual artists that offer services ranging from marketing and job referral to legal, tax, and accounting assistance.

 Explore changes to grant guidelines that will provide broader options for individuals to apply for and receive grant support from the Council.

 Provide apprenticeship opportunities for master artists to teach and developing artists to learn.

 Forge partnerships and avenues of support that bridge the not-for-profit and commercial art worlds in order to maximize artistic exposure, appreciation, and growth.

 Work with public officials and community leaders to develop affordable living and studio spaces in downtown districts for artists.

 In partnership with cities and the private sector, assist with planning and design projects that will create inner-city venues for arts activity, creation of art and placement of public art.

 Collaborate with and through the Southern Arts Federation to maximize opportunities for Alabama artists to tour and receive exposure on a regional and national level.



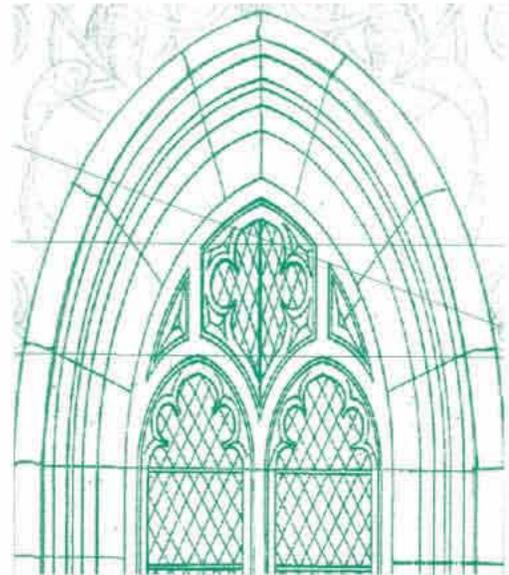
Expand Support, Understanding, and Venues for Multi-Cultural Expression

Alabama has a large multicultural population which provides unique opportunities for rich artistic experiences. Although the most prevalent cultural influence in the state is European, Alabama is also significantly identified by African-American artistic expression. It should be noted that Native-American influences have existed in Alabama from the earliest period, and now Hispanic and Asian populations are making important marks on the cultural landscape. These multicultural expressions encompass the performing, visual, and literary arts. While a considerable portion of the arts done by ethnic artists and groups have traditional roots, new work reflecting innovation and contemporary themes is prevalent.

A characteristic of many ethnic communities in Alabama is a scarcity of nonprofit institutions devoted strictly to arts programming. Arts programming in the nonprofit sector in the form of local arts councils, dance companies, museums, orchestras, or theatre groups, is not generally prevalent in ethnic communities. The relative scarcity of minority arts organizations is not as much a statement regarding activity levels as it is a sign of the arts being more integrated as part of everyday life through institutions such as churches, social clubs and recreational centers in the community.

Due in part to the small number of multicultural arts-producing or presenting organizations in Alabama, the Council is challenged to developed different vehicles to nurture these art forms and artists. Alabama has an abundance of talent evolving from multi-ethnic communities, but this talent often leaves the state to find performance, exhibition, or publishing opportunities. To rectify this problem, and to create greater opportunities for Alabamians to experience the diverse work of many ethnic groups, the Council proposes to:

-  Provide greater support aimed at organizational development for arts groups of ethnic minorities.
-  Offer financial incentives to community arts-presenting organizations that broaden the scope of programming to include ethnically diverse work.



- ❧ Assume leadership in increasing ethnic representation on boards and staffs of arts organizations.
- ❧ Re-evaluate grant guidelines including evaluation criteria, eligibility requirements, and allocation priorities to take into consideration alternative support systems as well as different aesthetic values.
- ❧ Conduct and support a series of technical assistance workshops aimed at ethnic communities that will focus on organizational, programming, and resource development.
- ❧ Identify and support model projects and organizations that have achieved success in multicultural programming.
- ❧ Develop support components that will stimulate broad cultural exchange.
- ❧ Build bridges of communication with non-arts organizations, foundations and agencies that represent and serve ethnic communities.
- ❧ Initiate partnerships to explore issues, problems, and resources, indigenous to the Black Belt region of the state, and expand support to address needs and opportunities.
- ❧ Develop and support additional performance, exhibition, publishing, and training opportunities for artists from ethnic communities.
- ❧ Maximize opportunities for international cultural exchange where diversity can be experienced at its most authentic form.
- ❧ Work with the Southern Arts Federation to maximize programs and services involving a wide range of ethnic communities in both the traditional and contemporary arts genres.



GOAL

Eight

Enhance the Quality of Life and Economic Vitality in Communities by Making the Arts Central to Planning, Design and Development

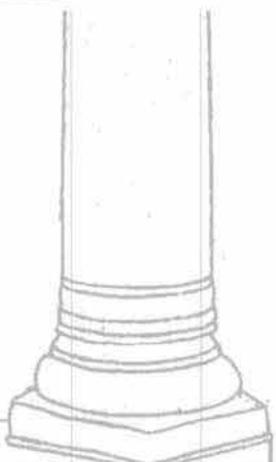
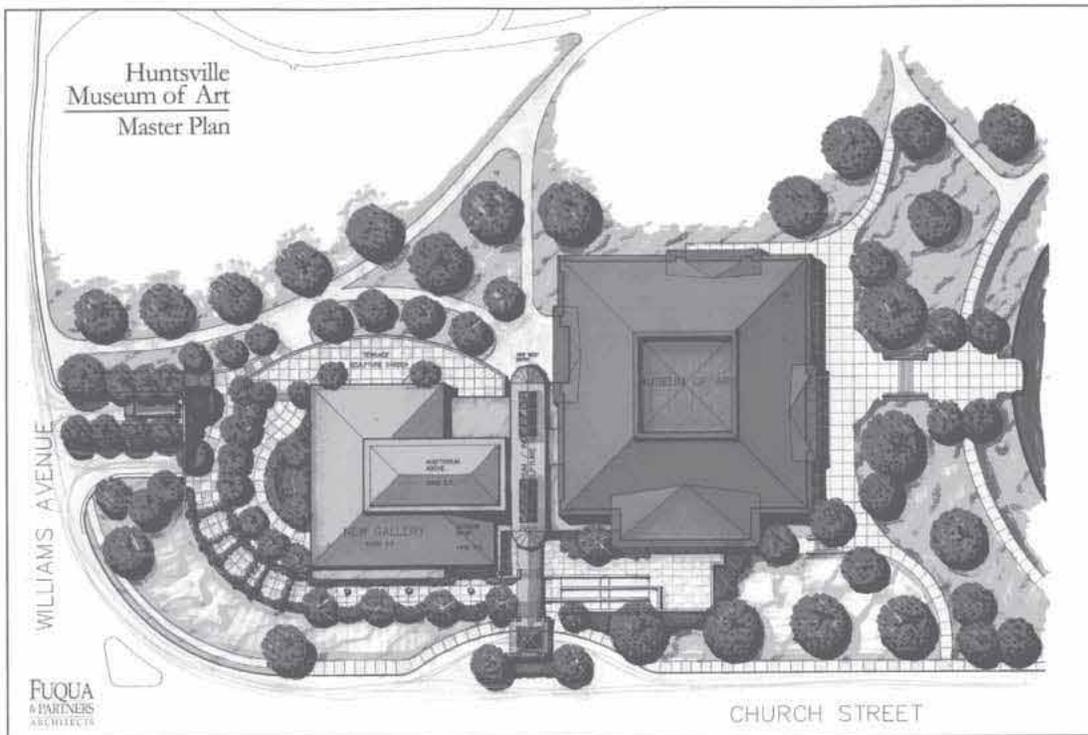
The contributions of the design arts to Alabama's cultural and economic environment should not be underestimated. The quality of life in Alabama is directly affected by the aesthetic and functional elements of design. The built environment enhances or hinders the state's ability to attract and maintain corporate investment. Those communities that are developing economically and culturally

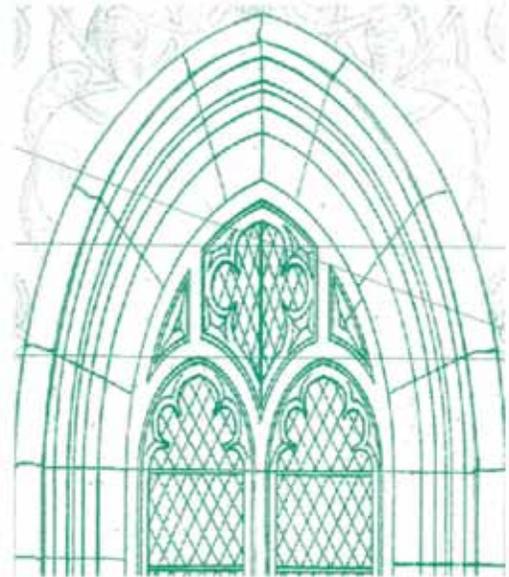
are, more often than not, the result of smart design, not accidents of good intentions. Communities can be designed to attract, accommodate, and facilitate growth that is aimed at enhancing the quality of life for the entire population.

It must become a priority to promote quality standards in all design disciplines ranging from architecture to industrial design. Emphasis on design embraces both creative potential and good business. Partnership between the design community, government, and the business sector is not only desirable but essential, if Alabama is to grow in positive directions.

While an increasing number of success stories can be presented, the inclusion of design professionals at the corporate, community, and institutional levels

is still the exception and not the rule. Much of the development in Alabama has been unplanned, unfocused, and ad hoc. This lack of emphasis on design results in abandoned downtowns, by-passed communities, urban blight, and the premature deterioration of the built environment. If Alabama is to be competitive with other states in the south in the twenty-first century, more attention





to a well-designed environment must become a shared goal. Preserving the best of the old, as well as tangible encouragement of positive new development, must begin now. To move forward in the design arts, Alabama will have to work to accomplish the following:

-  Expand financial assistance to communities in the form of matching grants for design projects.
-  Develop educational tools and promotional materials focused on improving awareness of and appreciation for quality design.
-  Expand the Mayor's Design Summit, a program that exposes the state's mayors and local leaders to resources in the design field that can help address existing problems/challenges and avoid mistakes in the future.
-  Develop a data bank of design resources and an inventory of good design models in Alabama that can provide examples and inspiration for community leaders.
-  Extend working partnerships with design professionals to offer communities technical assistance with specific planning where design expertise is needed.
-  Forge working partnerships and a design network involving federal, state, and local government agencies concerned with cultural resources, economic development, and education.
-  Explore legislation that provides incentives to corporations, developers, and municipal governments to use qualified design professionals on both public and private projects.



GOAL

Nine

Support the Expansion of Cultural Facilities Involving New and Old Spaces

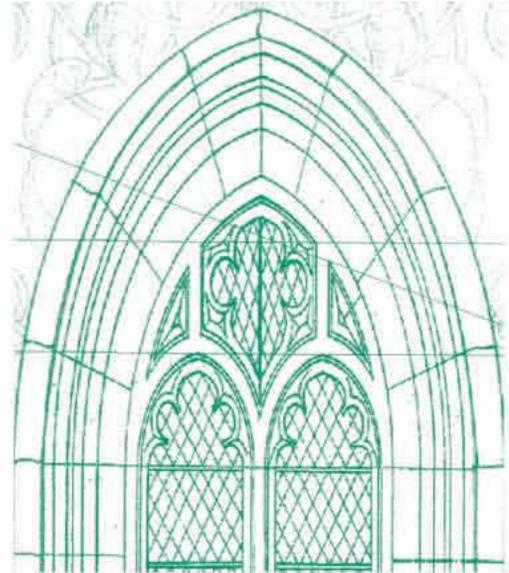
Suitable cultural facilities must exist to present the arts at a high-quality level to broad audiences. Without adequate facilities designed to meet the specialized needs of both the art form and audiences, programming in the visual, performing, and literary arts is limited and compromised.

The presence or absence of cultural facilities has a direct effect on both short and long-range program planning. The unique nature of the arts suggests that space will dictate not only what can be attempted, but also how the arts will be presented. The type of arts facility available to a community can perpetuate problems or contribute greatly to successes in the arts. Audiences are attracted by exciting spaces in which to experience the arts and discouraged by uncomfortable and undesirable spaces.

While significant new spaces have been built in the past ten years, Alabama is still lacking in cultural facilities in both rural and urban areas. In many rural communities, no spaces at all exist for the arts. In those areas where modest facilities exist, venues often require drastic adaptations for the presentation of the arts. Even in Alabama's urban centers, cultural facilities are limited and often inadequate to meet the demands of expanding arts programming. Cultural facility needs include museums, art centers, and a wide range of performing arts halls. To address these issues, Alabama must work to accomplish the following:

-  Expand the matching grants program to provide state support to aid community efforts to construct, renovate, or adapt buildings for cultural purposes.
-  Make state expertise and technical assistance available to communities planning cultural facilities and downtown cultural districts.





-  Pass legislation to provide tax incentives and tax-generating flexibility to communities engaged in cultural facility development.
-  Take an inventory of existing cultural facilities and conduct an economic impact study of the significance of the facilities to their respective communities.
-  Assist communities with the assessment of existing arts organizations' needs relative to programming facilities.
-  Offer appropriate state facilities as alternative spaces for presentation of the arts including state parks, historic houses/sites, auditoriums, recreational areas, and colleges/universities.
-  Provide recognition to individuals who have exhibited leadership in facility design and construction resulting in significant improvement to community resources for presenting the arts.



GOAL

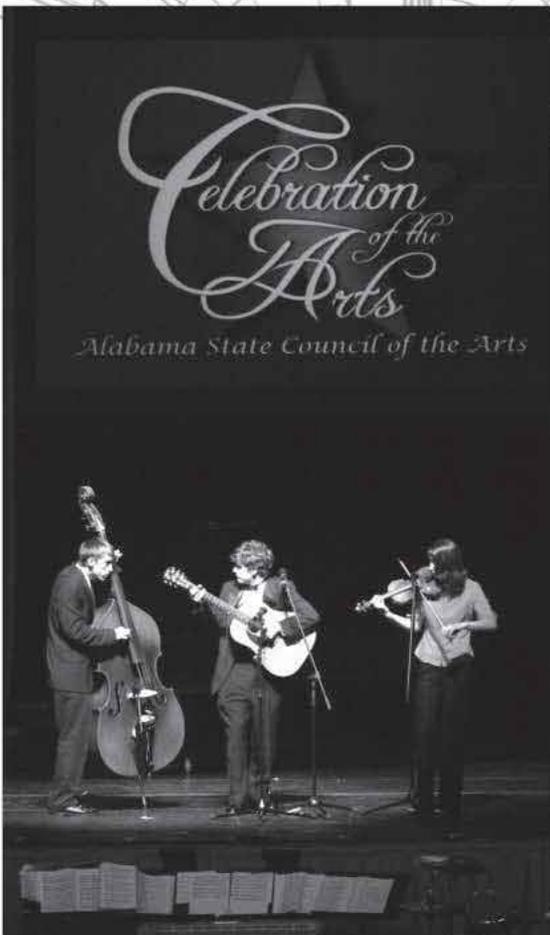
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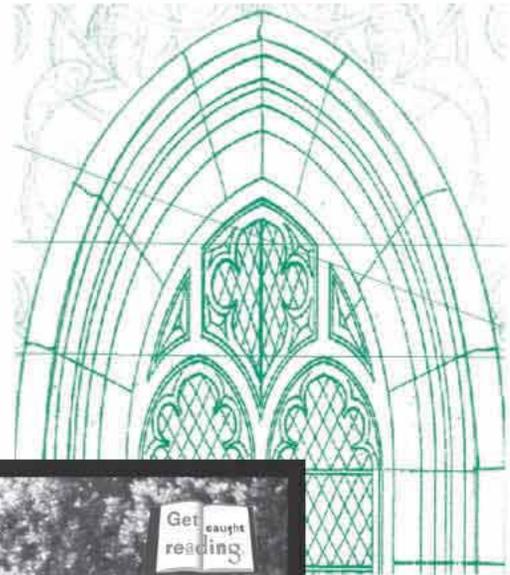
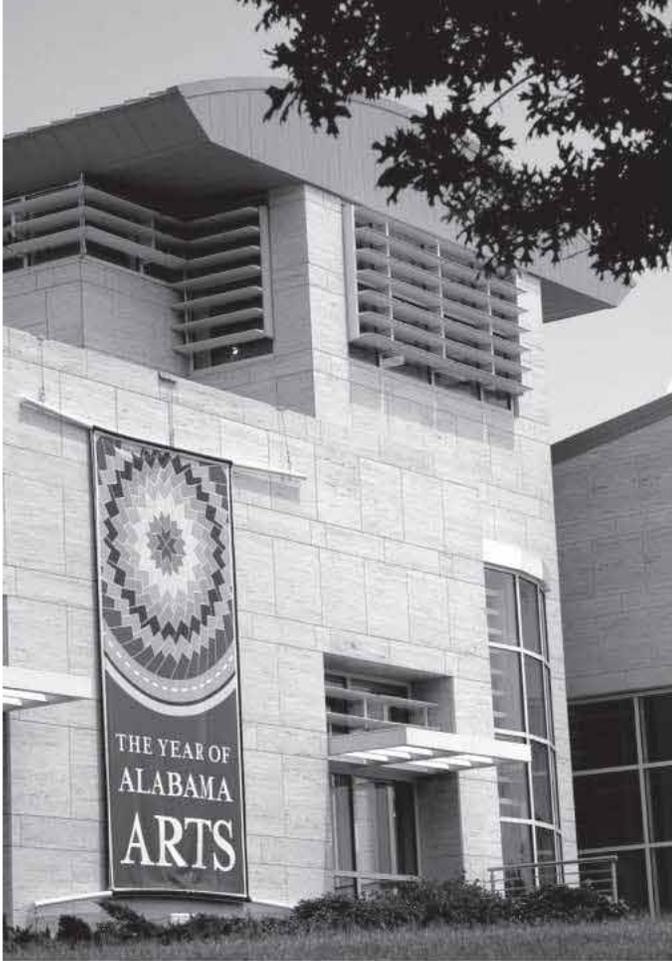
Increase Public Recognition of and Appreciation for the Arts

The arts constitute one of the most important human resources and assets in Alabama. The creative by-products of the arts reflect the state's personality and character better than any other feature that shapes impressions or opinions. Although Alabama's image is more associated with agriculture, poverty, rural life styles or politics of a past era, we, in fact, have a rich cultural landscape that presents another reality. World-class theatre, musicians, writers, and folk artists are part of communities, large and small throughout the state. Unfortunately, the arts in Alabama are too often a best-kept secret.

It becomes increasingly important to better promote the arts and artists in the state and beyond. An effective promotion of the arts will have far-reaching benefits concerning education, audience development, corporate and government support, tourism, acquiring and commissioning new artistic work and community revitalization. With issues facing the arts such as technology-based leisure activities, graying of audiences, dominance of popular culture, and negative social stereotypes about avant-gard artistic expression, the spreading of positive publicity, and accurate information and the sharing of the magic of the arts are critical needs. In order to address these needs the following is proposed:

- Launch a public relations campaign promoting the arts and artists of Alabama statewide, nationally, and in targeted international sites where cultural exchange efforts are evolving.
- Expand the Council's website and a computer network among artists, arts organizations, and appropriate partners interested in arts activity and cultural resources.
- In cooperation with the State Bureau of Tourism and Travel, develop media awareness and interest by maximizing participation in and support of the "Year of Alabama Arts."
- Support and initiate studies and surveys that assemble data and public opinion which will provide tangible information and perspective about the arts in Alabama.





- Build stronger arts advocacy partnerships in the state and cultivate shared strategies that are focused on generating more support for the arts.
- Support a variety of activities that will showcase the work of performing, visual, and literary artists.
- Utilize current and additional agency publications to draw more attention to artists, arts organizations, outstanding model projects, and issues impacting the arts.
- Form working relationships with the commercial film, music, printing, and advertising industries in order to achieve more exposure and support for the arts in Alabama.
- Facilitate cultural tourism through partnerships, heightened exposure, and the packaging of Alabama's cultural resources in a way that is oriented to a traveling public.
- Work in collaboration with the Southern Arts Federation to expand exposure of Alabama artists, arts spaces/places and arts programs.



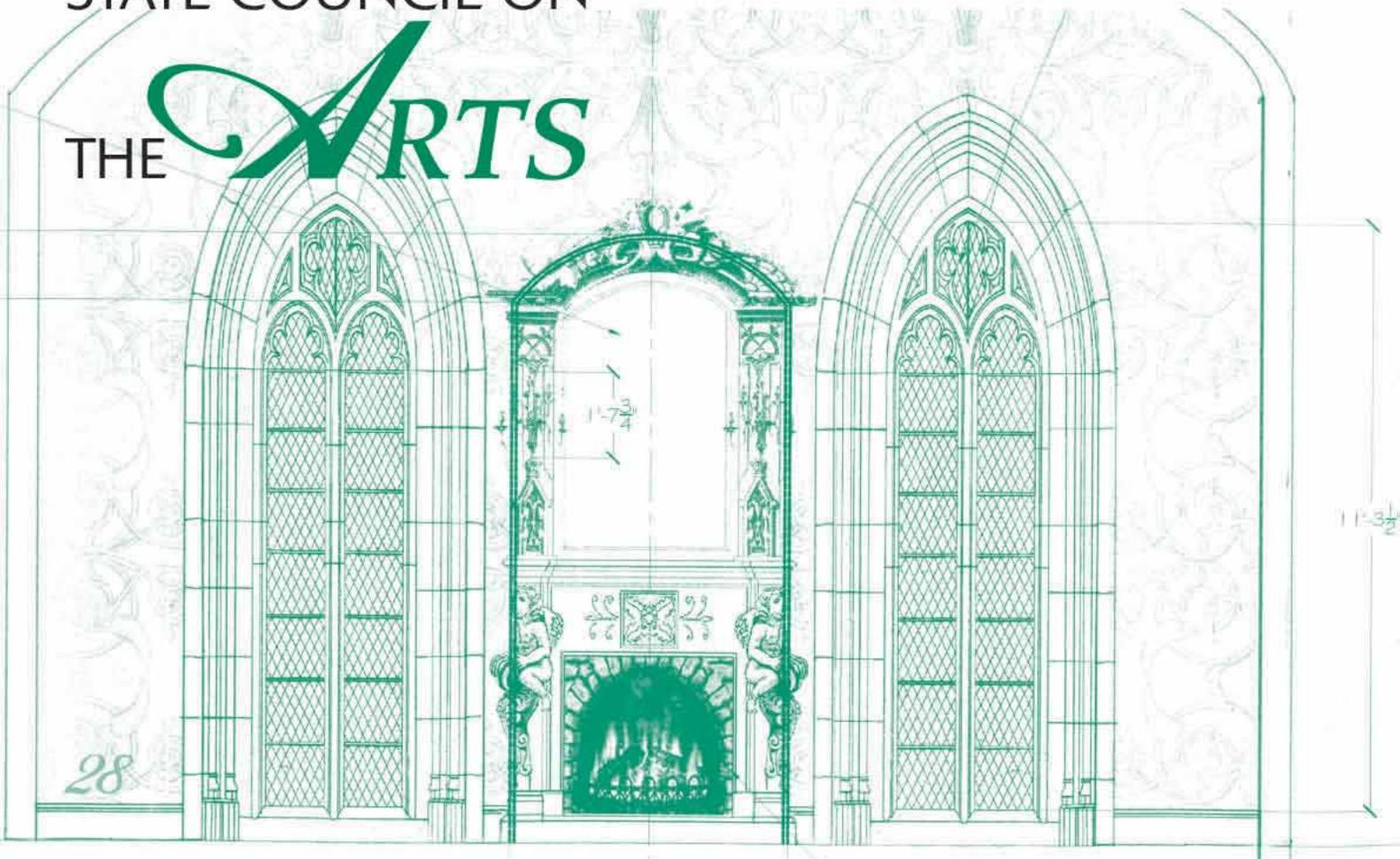
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Alabama STATE COUNCIL ON THE ARTS



Cover

Blueprint renderings in the production of Disney's *Beauty and the Beast* at the Alabama Shakespeare Festival. Set Designer, Paul Wonek. *Twelfth Night* renderings from the Alabama Shakespeare Festival. Set designer Bob Cothran.

Page 3

(Left to right) Barbara Broughton, Laura Shoop, Billy Sharpe and Rodney Clark in the 2006 production of Disney's *Beauty and the Beast* at the Alabama Shakespeare Festival.

Page 4

Children's stage, Imagination Festival, Magic City Art Connection, Birmingham. Photo courtesy of the ONB Magic City Festival.

Alabama Arts by Nall, a mixed media piece from the collection of the Alabama State Council on the Arts.

Page 5

The entrance to the Jule Collins Smith Museum of Fine Art, with *Spinoff*, a sculpture by Jean Woodham, Auburn.

Page 6

From livery stable to Art Deco showplace, the Princess Theatre, Decatur.

Page 7

Devyani Dance Company, a belly-dancing group in Birmingham. Photo by Deloye Burrell.

Students examine the *Blue Pools Courtyard* by Valerie Jaudon in the Red Mountain Garden, Birmingham Museum of Art. Photo courtesy of the Birmingham Museum of Art.

Page 8

Artist Casey Downing, Jr. polishing his sculpture, *Circular 42*, as it was being installed in Montgomery. Photo by Barbara Reed.

Page 9

Swan Lake, Alabama Ballet, Birmingham.

Frank Fleming's, *The Storyteller*, a water fountain sculpture, located at Five Points, Birmingham. Photo by Jeff Greenberg.

Page 10

Students at J. E. Hobbs Elementary are captivated by Deborah Adero Ferguson, the Dancing Story Lady. The performance was sponsored by the Rural School Touring Program of the Alabama State Council on the Arts.

Page 11

High School students working with artist Charlie Lucas on a mural project.

Dance students attending classes during the Alabama Dance Council's annual Dance Festival in Birmingham. Photo by Rose Eichenbaum.

Page 12

The Alabama Symphony Orchestra in concert.

Page 13

Tuscaloosa's BAMA Theatre hosts a variety of programs.

Patrons enjoying the various artists' booths during the Imagination Festival, Magic City Art Connection, Birmingham. Photo courtesy of the ONB Magic City Festival.

Page 14

Gardner Reed as Lady Anne in Alabama Shakespeare Festival's production of *Richard III*.

Page 15

ArtWorks Gallery at the Montgomery Museum of Fine Arts. Photo courtesy of the Alabama Bureau of Tourism and Travel.

Rebecca T. B. Quinn, Board Chair 2006-2007, addressing Council members at a meeting in Fairhope.



Page 16

Thanksgiving Pow Wow, Atmore. Photo by Steve Grauberger.

Page 17

Participants get ready to compete in a fiddling contest at Landmarks Park, Dothan.

Lucy Mingo (right) and her apprentice Polly Raymond quilting in Gee's Bend. Photo by Anne Kimzey.

Page 18

(Left to right) Steve Grauberger and Joey Brackner interview artist William Christenberry at his studio in Washington, D. C., for the Council's weekly radio series, *Alabama Arts*. Photo by Betty Ann Lloyd.

Page 19

Cal Breed handcrafting one of his signature glass bowls at his studio, Orbix Glass, Fort Payne. He has received recognition from the Council in the form of an Individual Artist Fellowship in Craft. Photo by Thomas Petillo.

Page 20

Amita Bhakta demonstrates the Indian art of *Rangoli* at the Helen Keller Festival in Tusculumbia. Photo by Betty Ann Lloyd.

Page 21

Two members from the Mariachi Garibaldi band pose after completing a performance at the Capitol, Montgomery. Photo by Steve Grauberger.

Page 22

A master plan drawing submitted for future expansion of the Huntsville Museum of Art.

Page 23

Alabama Mayors' Design Summit. Photo courtesy of Design Alabama

Page 24

Troy's new cultural arts center. Courtesy of the Troy Arts Council.

Page 25

Space 301, Mobile. Former production space of the Mobile Press Register. Courtesy of Space 301.

Page 26

Dillon Hodges (center) with his group performing at the Celebration of the Arts Awards, Montgomery. Brad Leiter on Bass, Amy Leiter on Violin. Photo by Andy Meadows.

Page 27

Major Arts Institutions helped promote "Year of Alabama Arts," a statewide event.

Kathryn Tucker Windham promotes reading. Courtesy of the Alabama Center for the Book.

Kate Robertson and Chris Fellows, a guest artist, performs Alabama Dance Theatre's *Stars on the Riverfront*. Photo by David Robertson, Jr.



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