

[2012 Quarterly Report]

Cultural Resources Council of Syracuse and Onondaga County, Inc.
Stephen Butler, Executive Director

Overview

- The role of the Cultural Resources Council (CRC)
- First quarter report
- Next steps

The Role of the CRC

- CRC Overview
- Agency Funding Process
- Agency Tiers

Cultural Resources Council

- Mission: to promote, support and celebrate arts and culture in Central New York
- Regional granting authority for NY State Council on the Arts/ NY Foundation for the Arts
 - Counties include: **Onondaga, Cortland, Oswego, Madison, Herkimer, Oneida, Cayuga, Chenango, Delaware, and Otsego**
- Provide technical assistance and granting workshops to local art and culture agencies; education, outreach and research
- Produce art-education and community events for the Greater Central New York community

Agency Funding Process

Tier 1 and 2 Agencies submit proposals to CRC for funding



Mays and Means committee appropriates annual allocations



CRC administers the contracts and payments between authorized agencies, CRC and the County



CRC collects data from agencies and submits quarterly reports to the Onondaga County Legislature

Agency Tiers

Tier designations are based on the organizations' annual budget, revenue, attendance, and organizational structure.

Three Tiers of Agencies:

- Tier 1: Relatively large operating budget with year-round operations
- Tier 2: Agencies with mid-sized operating budget
- Tier 3: Agencies with relatively small budgets (these agencies are not county funded at this time)

Examples:

- Everson Museum
- The MOST
- Jazz Fest
- Red House
- YMCA
- Cultural Resources Council
- Friends of Chamber Music
- NYS Blues Festival
- CNY Community Choir

[First Quarter Report]

- First quarter payments
- Agency reports

First Quarter Payments

Agency	2012 Contracted Amount	1st Quarter Payment
TIER 1		
Syracuse Opera Company**	\$68,034	\$68,034
Syracuse Stage	\$31,975	\$7,994
Everson Museum of Art	\$107,270	\$26,818
Museum of Science & Technology**	\$138,312	\$138,312
Syracuse Jazzfest**	\$63,832	\$63,832
TIER 2		
CNY Jazz Arts Foundation	\$8,000	\$2,000
RedHouse	\$15,000	\$3,750
Salt City Center	\$11,246	\$2,812
Skaneateles Festival	\$5,640	\$1,410
Syracuse International Film & Video Festival	\$25,300	\$6,325
Syracuse City Ballet	\$10,000	\$2,500
YMCA of Greater Syracuse	\$20,304	\$5,076
Landmark Theatre	\$23,017	\$5,755
Cultural Resources Council	\$60,090	\$15,023
TOTAL		\$349,641

** Indicates agencies receiving funds in one-full payment; paid \$50 administrative fee for full funds in advance

Syracuse Opera Company

Received \$68,034 (full payment)

- **Performances:** 3
- **Patrons Served:** 4,005
- **Attendance:** 3,254 (2,768 paid, 486 free)
 - 2,417 (74%) were Onondaga County
 - 619 (19%) were outside Onondaga
 - 579 – Albany, Broome, Cayuga, Chautauqua, Chemung, Chenango, Cortland, Erie, Greene, Herkimer, Jefferson, Madison, Monroe, Nassau, New York, Niagara, Oneida, Orange, Oswego, Saratoga, Seneca, St. Lawrence, Tioga, Tompkins, Warren, Yates
 - 40 – Illinois, Indiana, Massachusetts, Maryland, Michigan, Minnesota, New Jersey, Oklahoma, Pennsylvania, Virginia, DC, Ontario (Canada)
- **Artists engaged:** 127
- **Others engaged:** 32
 - Artists/tech from out of town: 8
 - Average stay 15 days (120 room nights) – paid by Syracuse Opera (tax-exempt)

Syracuse Stage

Received \$7,994

■ **Attendance: *Caroline, or Change* – 9,592 paid and 2,003 comps**

- Heaviest from University area, Baldwinsville, Cicero
- Outside of Onondaga County: Cazenovia, New Hartford, and Oswego

■ **Educational Programs/Youth Served:**

- Over 20,000 students throughout Central New York, with 15 matinee performances for the 2011/2012 season
- Children's Tour – 22 difference schools (14 of Syracuse City School District), over 10,000 students (projected)
- Youth Playwrights Festival – 14th anniversary; local high school students participate

■ **Community Engagement/Outreach:**

- Audio performances with live narrator for blind/visually impaired, open captioned performances, signed interpreted performance series for deaf/hearing impaired
- Prologue – 20-25 minute pre-show conversation with cast member, lecture series targeted at senior community (Wednesdays at 1), Sunday evening actor talkback, free post-performance discussion, "Pay what you can series" – accessible theater

Everson Museum of Art

Received \$26,818

- **Attendance: 18,426**
 - *New York to Corrymore: Robert Henri and Ireland* Exhibition (February 10 – May 13, as of 4/1/12)
 - **Total Visitors:** 6,396 (2,132 from outside of Onondaga County)
 - *From Here to There: Alec Soth's America* Exhibition (October 1 – January 12)
 - **Total Visitors:** 9,385 (3,128 from outside of Onondaga County)
- Presented 30 programs additional for 1,906 participants
 - Including concerts, lectures and classes
- **Arts Education**
 - Art classes for children and teens attracted 123 participants
 - Tours were presented to K-12 students, 616 attendees
- **Accessibility**
 - General admission (not including ticketed exhibitions) is free

Museum of Science & Technology (MOST)

Received \$138,312 (full payment)

- Attendance: 40,100
 - Syracuse and Onondaga County: 24,060
 - Neighboring Counties: 6,416
 - Greater than 50 miles away: 9,624
 - Youth (under 12 years old): 17,965
 - Adults: 22,135
- Held 1st VEX Robotics Competition locally, 29 student teams competed
- “Mazes, Illusions, and Mind Games” exhibit for Winter School Break, attendance for this break period was at an all-time high
- Hosted the 125 East Syracuse Minoa junior high teachers and additional presenters from SUNY College of Environmental Science and Forestry for an all day series of hands-on workshops
- Partnering with Nanoscale Informal Science Education Network to host Nano Days, a national weeklong festival with efforts to increase awareness and appreciation of nanoscience, technology, and engineering.

Syracuse Jazzfest

Received \$63,832 (full payment)

- Annually draws an estimated 60,000 festival attendees, visitors and residents
 - **Attendance:** Central New York and Upstate New York regions, and visitors from the greater Northeastern section of the United States and neighboring Canada (based on 2011)
 - **Accessibility:** Free admission

CNY Jazz Central

Received \$2,000

- **Attendance: 4,702**
 - Out-of-county attendance 400+ (based on 20% average visitor lodging rate at Sheraton Syracuse University, host venue of JAZZ@SITRUS and Cabaret Series)
 - Scholastic attendance: 387
- **Events: 29 and 3 youth orchestra rehearsals**
- **Annual Impact Summary**
 - \$3.2 million in economic impact, 150 scholastic and public events, 70,000 audience members, 400 students trained and performed to in scholastic programs and performances, 200 average events in Jazz Central Theatre

Redhouse Arts Center

Received \$3,750

- Funds have been used for operations and production costs of *The Perfect Ganesh*
 - Tickets were \$25 for non-members and \$15 for Redhouse members
 - Show ran for 7 performances: drew over 400 people from Onondaga and surrounding counties
 - New York State: Brooklyn, Glens Falls, Long Lake, Ithaca
 - Out of state: Media, PA and Toms River, NJ

Salt City Center

Received: \$2,812

- **Accessibility:** SRO Program (Seniors Reaching Out) – acting company of members aged 50 and up

Skaneateles Festival

Received \$1,410

- Funds have been used towards marketing efforts for new audience members outside Onondaga County
 - **Attendance:** 41% OF NYS ticket buyers were from outside Onondaga County: 2011 ticket buyers are from 15 states and Canada: AZ, CT, FL, IA, IN, MA, MD, NC, NJ, OH, PA, TX, VA, VT
 - **Free/Youth:** *FamilyFest* concerts and music workshops each summer; free concert tickets to all children 12 and under (2011: 400 youth served)
 - **Accessibility:** Concerts can be heard on American Public Media's *Performance Today* program (10 performances were broadcast in 2010), the Festival received exposure in *The New York Times* and *The New Yorker* magazine

Syracuse International Film and Video Festival

To be received: \$6,325

- Due to change of staffing, they did not receive their 1st payment in the first quarter
- It will be added to their second quarter payment/report

Syracuse City Ballet

Received \$2,500

- Funds have been used for operational support and programming
 - Visual Art fundraiser: “The Ballerina Project” at the Tech Garden
 - Partnerships with the MOST and Corning Museum of Glass for 2013 “Cinderella”

Arts Branch of the YMCA of Greater Syracuse

Received \$5,076

- **Youth Served:** 850 Syracuse City School District elementary school students are served each day (from Elmwood, Roberts, Salem Hyde and Van Duyn)
- **Attendance:** 2,000 individuals
- **Paid Program Participants:** 1,400
 - 95%/5% Onondaga County/out-of-town (Rochester, Utica, Ithaca and Fulton)
 - 60% within the city of Syracuse, and remaining from the rest of Onondaga
 - Say Yes program serves exclusively Syracuse city families, especially the underserved low-income families
- **Arts Education:** 400 students participated in arts education activities such as music lessons, visual arts courses, and creative writing workshops (300/400 were youth)
- **Underserved Population:** Particularly in the inner city, currently 30 low-income students are receiving free arts education through the new Y-Arts Scholars program

Syracuse Area Landmark

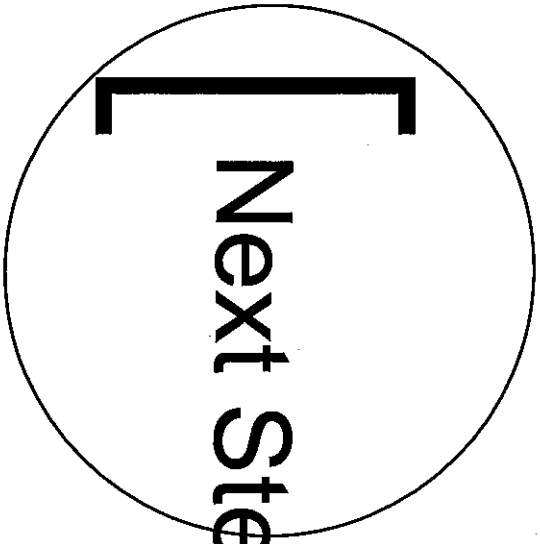
Received \$5,755

- **Attendance:** 11 concerts with attendance of 24,200 (2,200 average per show) 50% of attendees are from Onondaga County
- **Arts Education:** Lectures reach 1,000 students annually, performances reach 12,500 annually
 - Summer Camp- anticipates 60 attendees in July focusing on arts, theatre, music, history and architecture
 - Youth at risk – 600 free tickets to showing of Willy Wonka

Cultural Resources Council

Received \$15,023

- Administered grants on the County and State level (distributed \$500,000 into the region) including
 - Onondaga County funds, NYS Decentralization, Individual Artist, Arts Education (Artstart), and NY Strategic Opportunity Stipends (SOS)
 - Provided technical assistance and grant workshops for local arts organizations and artists
- Presented Michael Harms Theater Festival
 - Involving 200 students and 50 adults from five schools and three community theater groups for 20 workshops, 8 high school shows, awards competition and scholarship entry
- Kicked off On My Own Time Arts Program
 - Involving 18 local businesses and organizations such as the County of Onondaga, Syracuse University, Lockheed Martin, and the City of Syracuse; each will
- Education and Outreach
 - Monthly newsletter, website and face book pages with news, opportunities for jobs and arts competitions
 - Technical assistance workshops and individual meetings
 - Speaking engagements, articles and information to the media



Next Steps



Future reporting

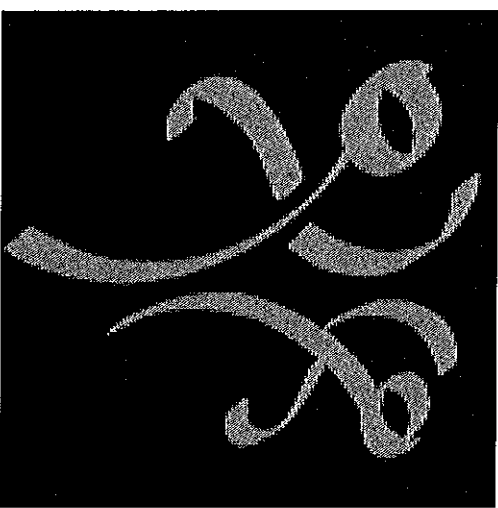
Contact us

Future Reporting

- Moving forward, the CRC will:
 - Refine the application process
 - Standardize the way agencies collect and report data
 - Collaborate with the Syracuse Convention and Visitors Bureau (CVB) to develop a mechanism for how dollars are spent in the county/region

Contact Us

Please contact CRC for additional quarterly reports or information



Stephen Butler
Executive Director

Cultural Resources Council
John H. Mulroy Civic Center
411 Montgomery Street
Syracuse, NY 13202

Telephone: 315.435.2155
Fax: 315.435.2160