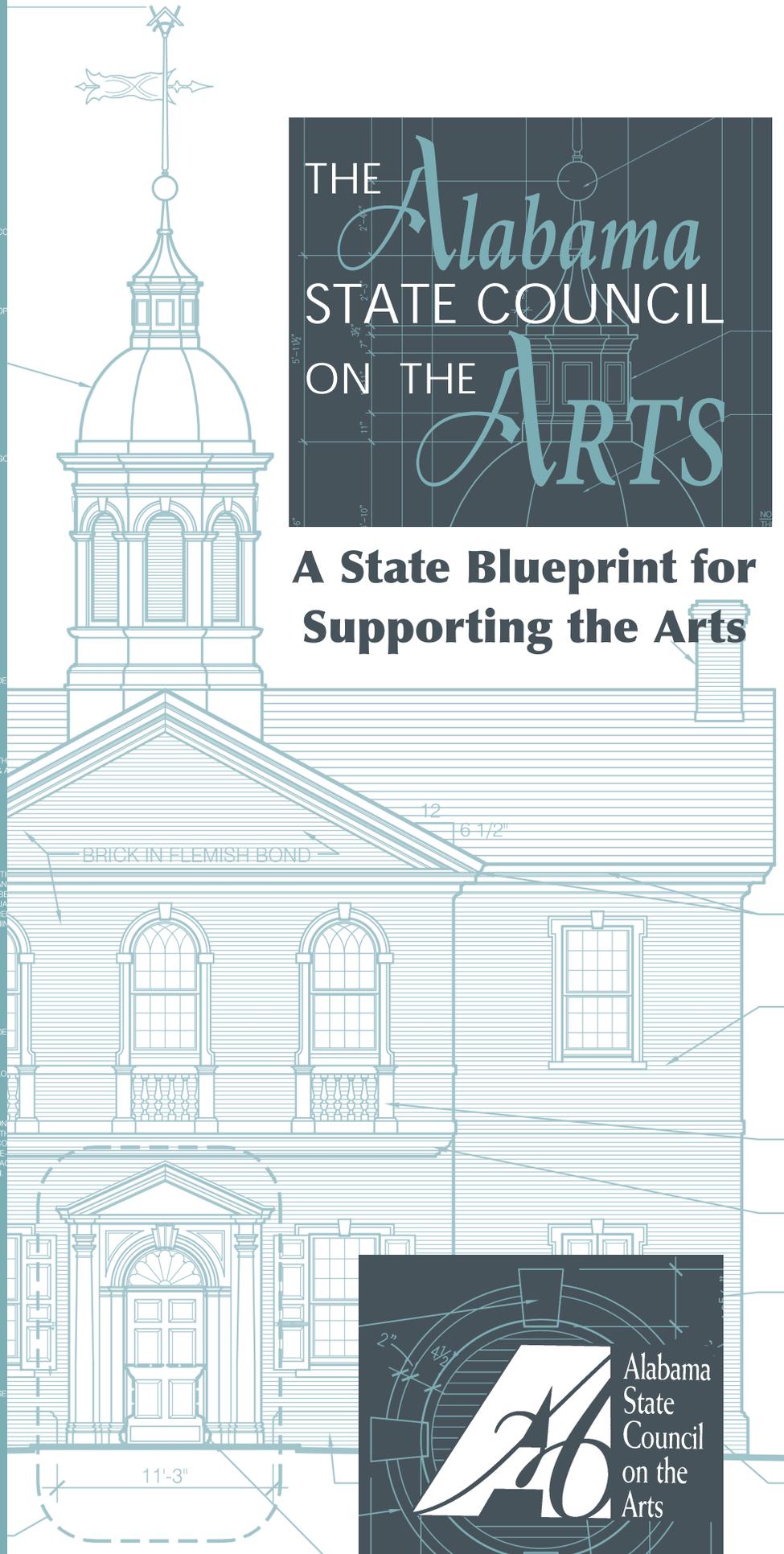
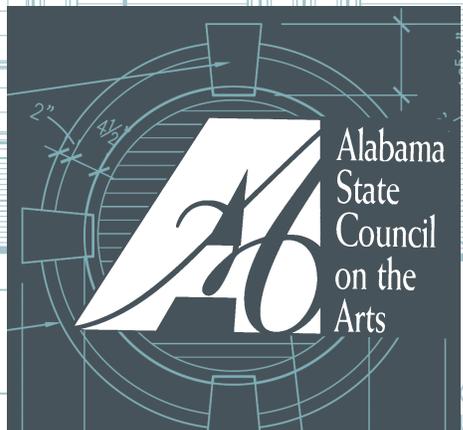


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THE *Alabama* STATE COUNCIL ON THE *ARTS*

**A State Blueprint for Supporting the Arts**



SEE STRUCTURAL & ARCHITECTURAL DETAILS.



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\*Long-range planning committee

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**Grants Review Chair,  
 Opelika**



**ALBERT B. HEAD**  
**Executive Director**

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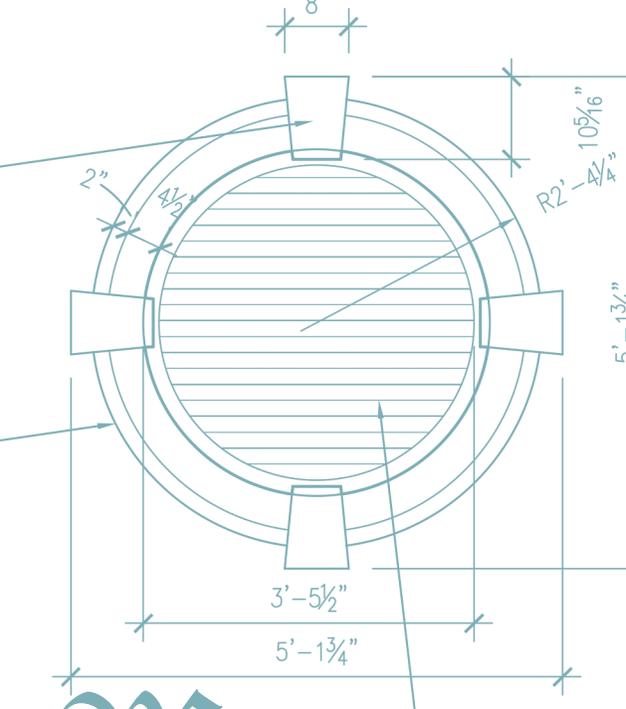
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## MISSION STATEMENT:

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





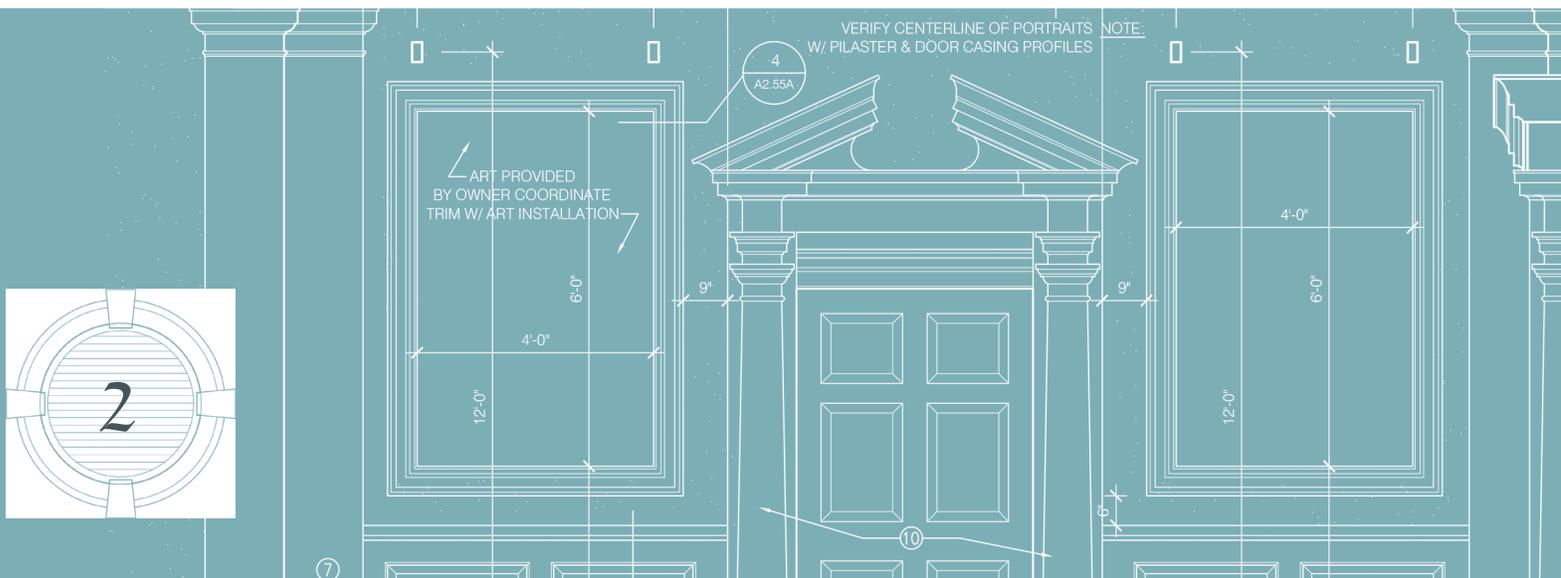
long recognized for its traditions and rich culture. From writers who reflect a vivid “sense of place” in literature, to “visionary” artists who are internationally recognized for their unique images, to musicians who echo the spirituality of a diverse population, Alabama is blessed with an abundance 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.

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.

**E**nhancing 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 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



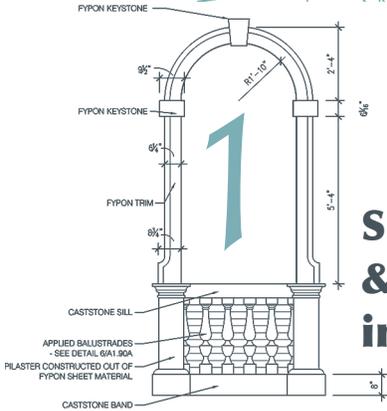


The goals of this plan clearly reflect focus on all of the arts, and all segments of an increasingly diverse population. The action items highlighted in this document position the Council and state for addressing needs and taking advantage of opportunities. The state blueprint for supporting the arts 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.





## Support Excellence & Professionalism in all art forms



Sustain a solid operating base through support for Alabama's professional institutions.



Provide additional support options to 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 and professional development focused on staff, boards and artists.



Provide support to smaller and medium sized groups displaying an ongoing commitment to quality and achieving higher degrees of professionalism both artistically and administratively



Promote the work of Alabama arts organizations and artists nationally and internationally in order to broaden recognition, touring opportunities and fund-raising potential.



Serve as a resource for management tools, good practice models and innovations that will aid organizations in becoming more efficient, effective, and visionary in programming.



Encourage and support collaborative efforts within the arts community where professional resources can be shared, strengthened, and presented with greater impact to participating organizations and audiences.



Encourage public and private sector leadership in supporting Alabama as a place of artistic excellence, opportunity, and growth.



Identify, develop, and advocate new revenue sources, both public and private, that would be designated for growth of the arts.

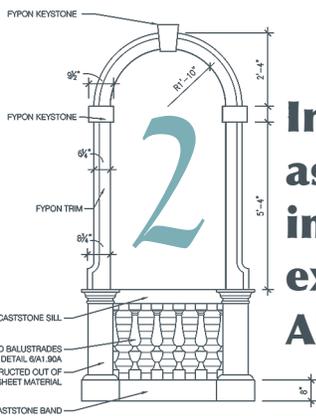


Support the creation of arts spaces and appropriate other venues where excellence in the arts can be enhanced and practiced.



Facilitate and support the use of technology that will strengthen the presentation of the arts.





## Incorporate the arts as an essential element in the educational experience of all Alabamians



Provide leadership in establishing and implementing a statewide comprehensive plan for arts education in concert with the state Department of Education, local boards of education, and community arts organizations.



Provide assistance to model projects that stimulate the inclusion of the arts in all phases of education.



Provide professional development to artists, arts education specialists, classroom teachers and arts organizations in arts curriculum and collaboration opportunities.



Identify and channel assistance to programs that extend arts education beyond traditional education 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.

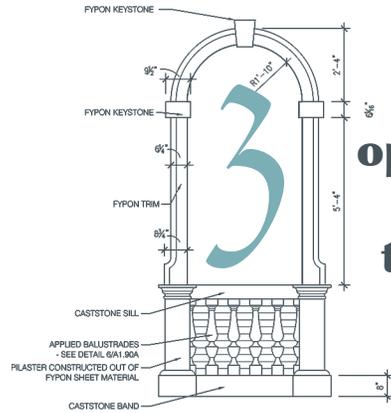


Recognize excellence in arts education by showcasing and awarding innovative programs and artistic achievement.



Support, initiate and disseminate research that tracks the impact of arts education.





## Provide opportunities for all Alabamians to participate in and appreciate the arts



Take a leadership role in ensuring the comprehensive accessibility to all cultural facilities and other facilities where public arts programs take place.



Provide funding options 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 positively impact lives.



Provide financial assistance to arts programs that include and reach 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 who have limited access due to geography, ethnic and language barriers, economic conditions, physical impairments, or age.



Facilitate artistic programming between a broad range of state and local agencies aimed at assisting special constituencies.



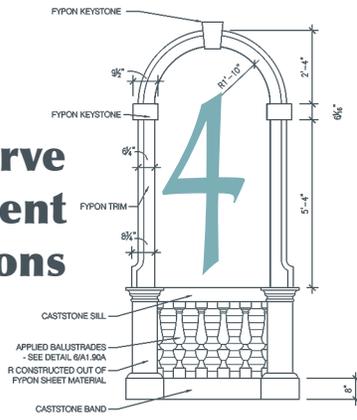
Demonstrate leadership in expanding diverse representation regarding arts organizations statewide relative to board members, staff, and others involved with policy, planning, grant making, and the use of human resources.



Engage in special program initiatives to reach new and isolated community groups with a particular emphasis on new immigrant populations.



# Identify, preserve and present folk traditions



Provide financial support 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 to enhance research, documentation efforts, the presentation and promotion of the state's folk culture.



Develop local, state and regional partnerships between 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 entire state.



Provide expanded options to folk artists to teach their skills and promote their artistry through increased access to technology and marketing resources.



Encourage programming strategies, including state-wide 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.



Identify and assist 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.



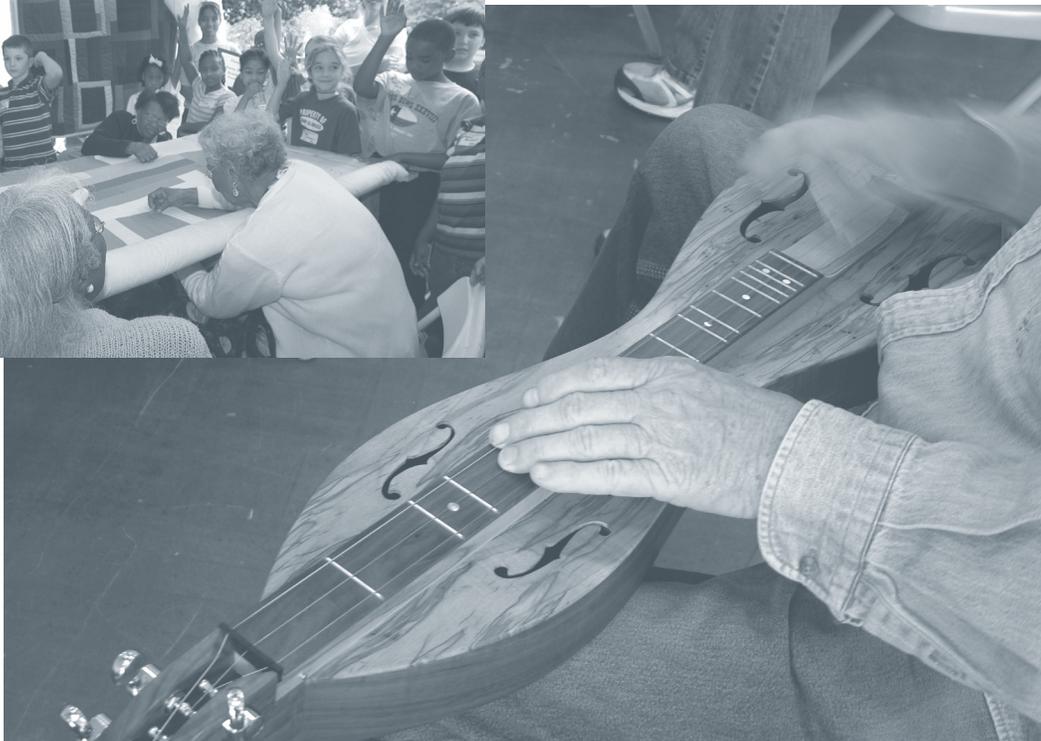
Provide statewide leadership in planning the presentation of Alabama as the featured state at the Smithsonian Folklife Festival.

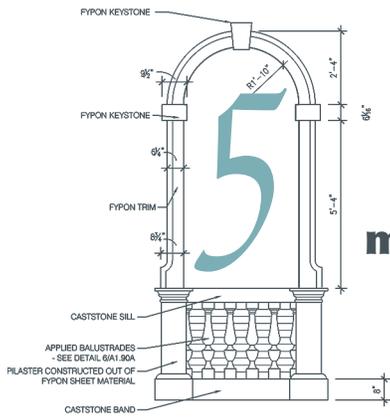


Ensure preservation of, and access to, research materials on Alabama folklife through partnerships with the Alabama Folklife Association and the Archive of Alabama Folk Culture at the Alabama Department of Archives and History.



Maximize the usage of electronic media (film, tv, radio, internet) to showcase and promote folk culture in Alabama





## Support multi-cultural artistic expression



Provide customized technical assistance aimed at organizational development for ethnic minorities engaged in arts programming.



Offer financial incentives to community arts-presenting organizations that broaden the scope of programming to include ethnically diverse work.



Assume leadership in broadening ethnic representation and other forms of participation on boards and staffs of arts organizations.



Re-evaluate funding guidelines relative to policies, procedures and overall language oriented to broaden support for ethnically diverse groups and multi-cultural artistic expression.



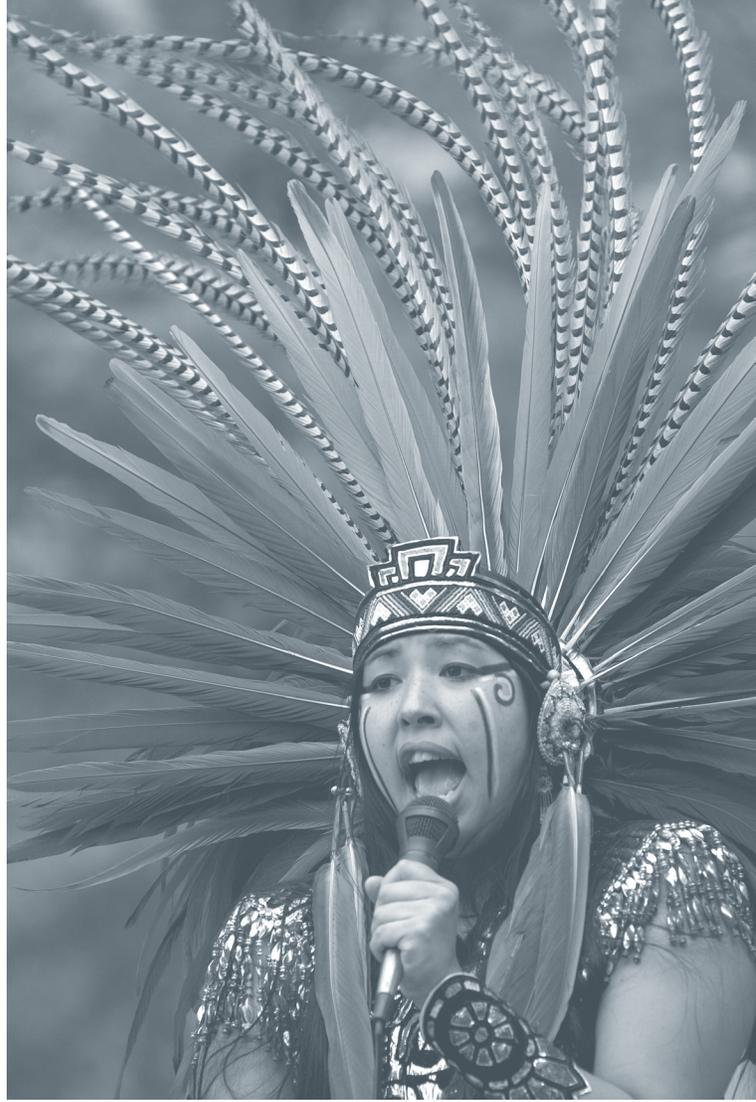
Identify and support model projects and organizations that have achieved success in multicultural programming.



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.



Continue, and in some cases, initiate partnerships to assist the Black Belt and other regions of the state where multi-cultural expression is concentrated.



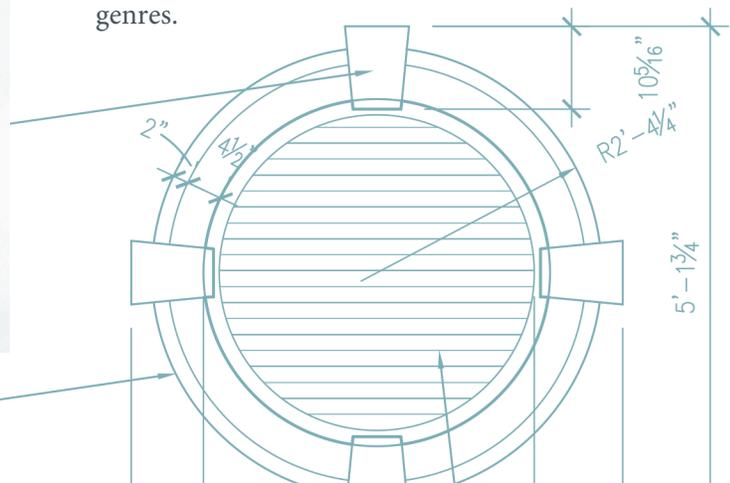
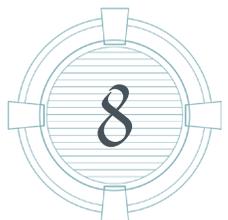
Support additional performance, exhibition, publishing, and training opportunities for artists from ethnic communities and backgrounds.



Maximize opportunities for international cultural exchange where diversity can be experienced at its most authentic form.

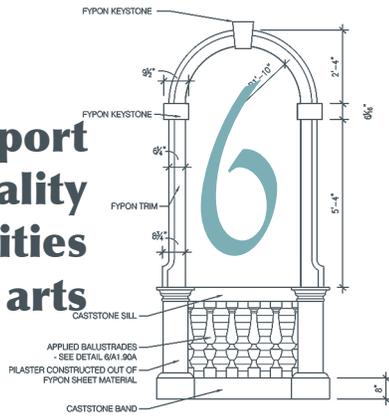


Work with South Arts to maximize programs and services involving a wide range of ethnic communities in both the traditional and contemporary arts genres.



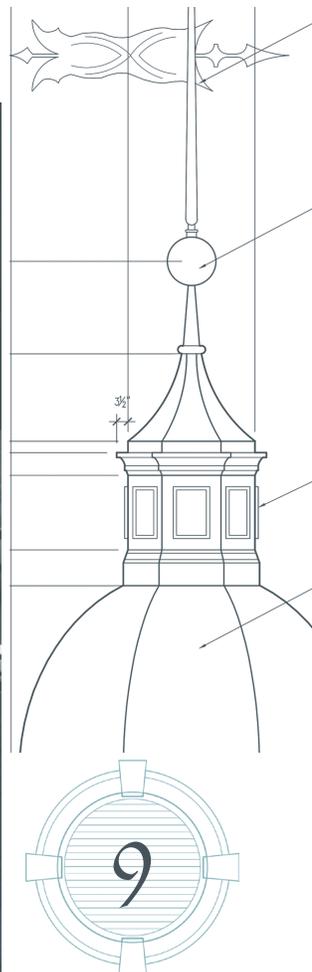
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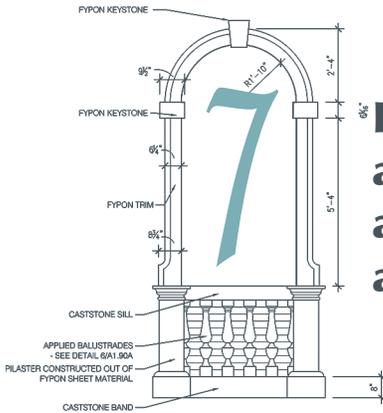
# Support economic vitality in communities through the arts



-  Direct financial assistance to communities for planning and projects oriented to a “creative place-making” strategy.
-  Develop educational tools and promotional materials focused on improving awareness of and appreciation for quality community design that contributes to quality of life and economic developments efforts.
-  Provide support to programs that educate the state’s mayors and other local leaders about good design that can help address existing challenges and opportunities in planning for growth in the future.
-  Develop a data bank of design resources and an inventory of good design models in Alabama and nationally that can provide examples and inspiration for community leaders.

-  Extend working partnerships with design professionals and service organizations 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 utilize qualified design professionals on both public and private projects.
-  Create criteria and support efforts to establish cultural districts statewide.
-  Support and exercise leadership in the creation of public art, arts spaces and events that bring people together to celebrate through the arts.
-  Support and otherwise assist communities in establishing facilities needed to present a wide range of arts programs at a professional level.
-  Collaborate with a variety of state agencies involved with economic development advocating strategies that utilize the arts to highlight the quality of life and cultural amenities of Alabama.



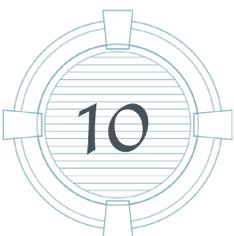


## Increase public recognition and appreciation for the arts, arts organizations and individual artists



-  Launch a public relations campaign promoting the arts and artists of Alabama statewide, nationally, and in targeted international sites where cultural exchange is desirable.
-  Expand the Council's website and computer network among artists, arts organizations, and appropriate partners interested in arts activity and cultural resources.
-  In cooperation with the State Department of Tourism, develop media awareness and interest by maximizing participation in, appreciation of, and overall awareness of the arts in Alabama.
-  Support and initiate studies and surveys including economic impact that assemble data and public opinion to 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 all forms of media and social networking 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 South Arts to expand exposure of Alabama artists, arts spaces/places and arts programs.
-  Expand the working relationship with a wide range of other state agencies, statewide service organizations and colleges and universities in promoting the arts and artists of the state.
-  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.





Facilitate 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.



Facilitate 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.



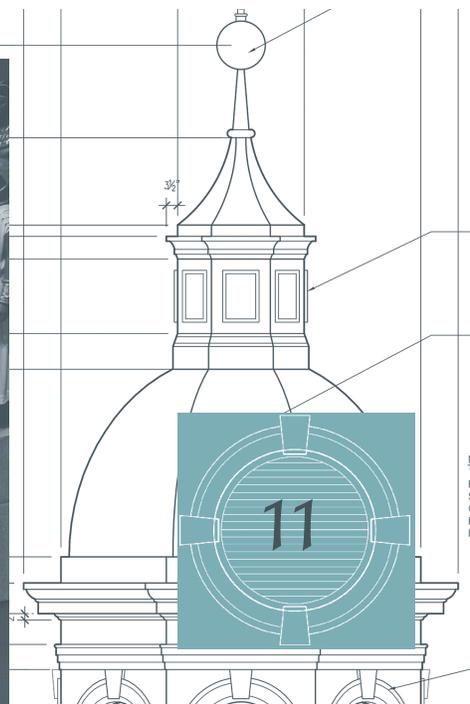
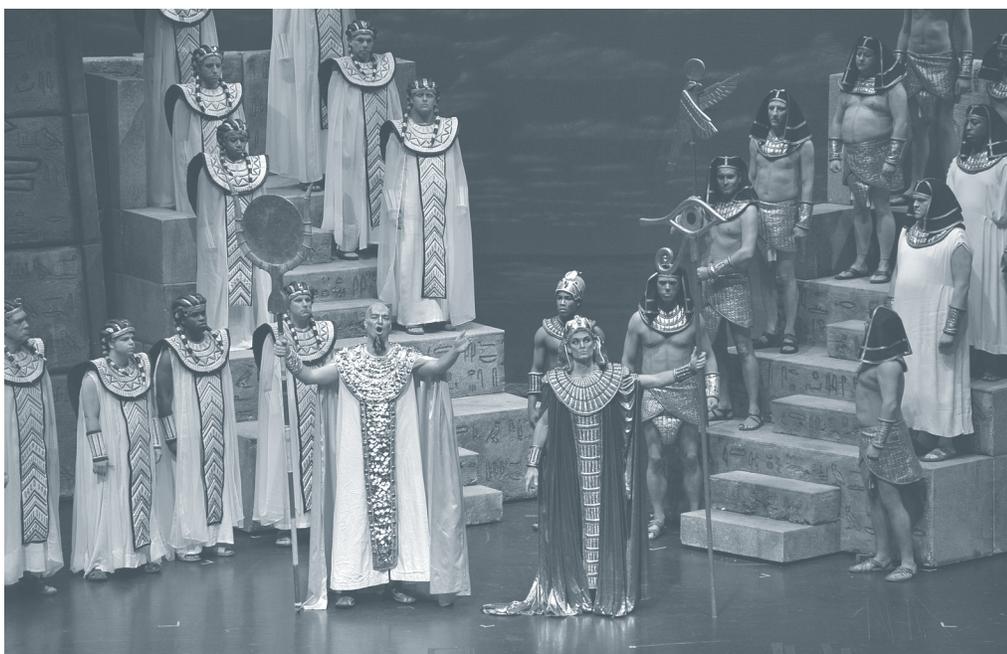
Sustain assistance to statewide arts service organizations that encourage partnership building in the support of artists and arts programs.

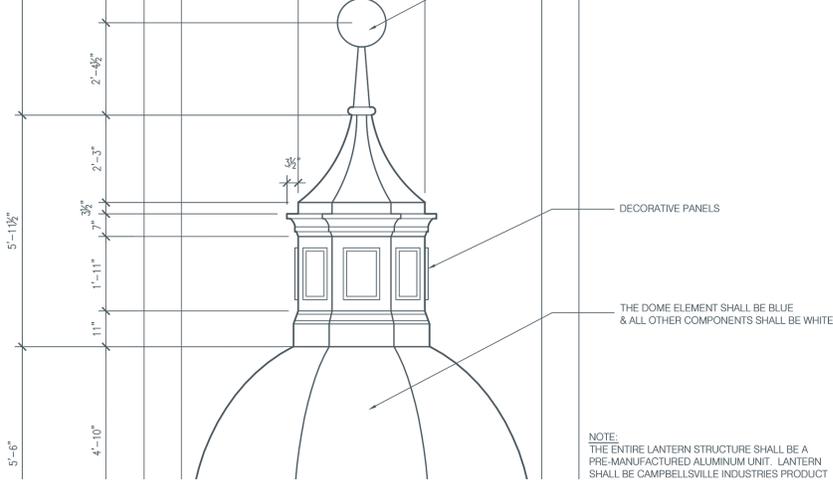


Work in collaboration with the National Assembly of State Arts Agencies to enhance arts advocacy efforts and utilize national data that helps make the case and otherwise reinforces the positive impact of both public and private support for the arts.



Heighten recognition, respect and appreciation for the state's artists through award programs and other showcase opportunities.





## COUNCIL MEMBERS

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*Tuscaloosa*

VAUGHAN I. MORRISSETTE, Council Vice  
Chairman, *Mobile*

LISA BLACH WEIL, Council Secretary,  
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JOEL T. DAVES IV, Long-Range Planning  
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DR. RACHEL BROWN FOWLER, *Columbiana*

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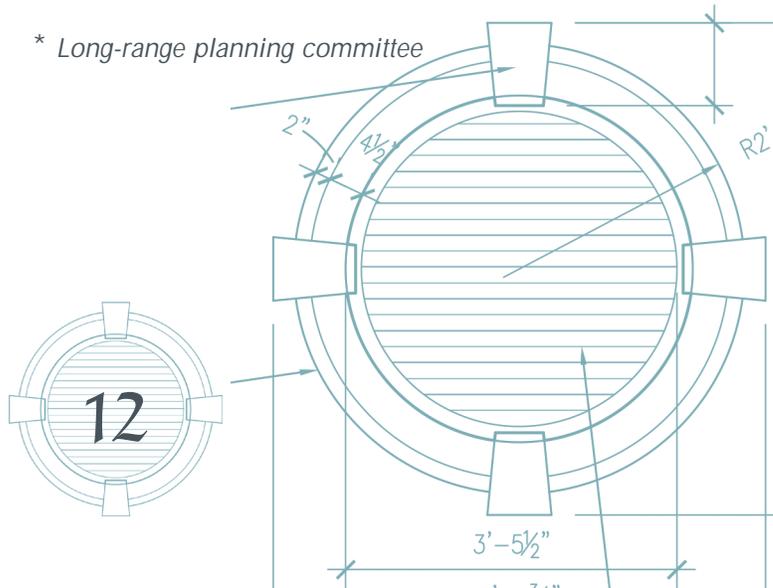
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CEIL JENKINS SNOW, *Birmingham*

SONTONIA T. K. STEPHENS, *Northport*

\* Long-range planning committee



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**Barbara Edwards**, *Deputy Director*

**Rita Gray Allen**, *Grants Assistant*

**Jacqueline Berry**, *Executive Assistant*

**Deb Boykin**, *Community Arts, Arts and Cultural  
Facilities Program Manager*

**Wanda DeJarnette**, *Grants Officer*

**Diana Green**, *Arts in Education Program  
Manager*

**Yvette Jones-Smedley**, *Performing Arts Program  
Manager*

**Anne Kimzey**, *Literary Arts Program Manager*

**Elliot Knight**, *Visual Arts Program Manager*

**John Meyers**, *Gallery Assistant*

**Barbara Reed**, *Public Information Officer*

**Dexter Smith**, *Security*

**Vinnie Watson**, *Programs Assistant*

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**Jackie Ely**, *Administrative Secretary*

**Stephen Grauberger**, *Folklife Specialist*

**Anne Kimzey**, *Folklife Specialist*

# PHOTO & ART CREDITS

## Page 1

Youssef Biaz, 2011 National Poetry Out Loud Champion reciting poetry at the National Competition in Washington, DC; A collection of works from past fellowship recipients. The works are on display in the Georgine Clarke Alabama Artists Gallery in Montgomery. The Alabama State Council on the Arts awards fellowships to individual artists based on merit of work, career achievement, professional development and service to the state. Photo by Barbara Reed.

## Page 3

Alabama Shakespeare Festival's production of *Twelfth Night*. Photo courtesy of the Alabama Shakespeare Festival.

## Page 4

The Alabama Symphony Orchestra's brass section featured during a concert. Photo courtesy of the Alabama Symphony Orchestra; The Alabama Dance Theatre's *Way of Grace*, choreography by Sara Sanford. Photo by David Robertson, Jr.

## Page 5

Young students exploring newly released books at the Alabama Book Festival, Old Alabama Town, Montgomery. Photo by Robin Cooper; An artist demonstrating the technique of watercolor painting at a Tennessee Valley Arts Association event prior to the student tour of the Watercolor Society of Alabama. Photo courtesy of TVAA.

## Page 6

A Panoply activity at the Black Arts Festival. Photo courtesy of The Arts Council, Inc., Huntsville; Published poet and writer, Sonia Sanchez reading *Shake Loose My Skin* for students at George Washington Carver High School in Montgomery. Photo by Robin Cooper.

## Page 7

The Gees Bend Quilters demonstrating their craft at the Magic City Festival in Birmingham; A dulcimer musician.

## Page 8

An Aztec Fire Dancer performing at the Magic City Festival in Birmingham; Sudha Raghuram performing a native Indian dance.

## Page 9

Architectural students participating in the Rural Studio program are dedicated to building homes, community centers and other structures for the residents of poverty-stricken Hale County, Alabama.

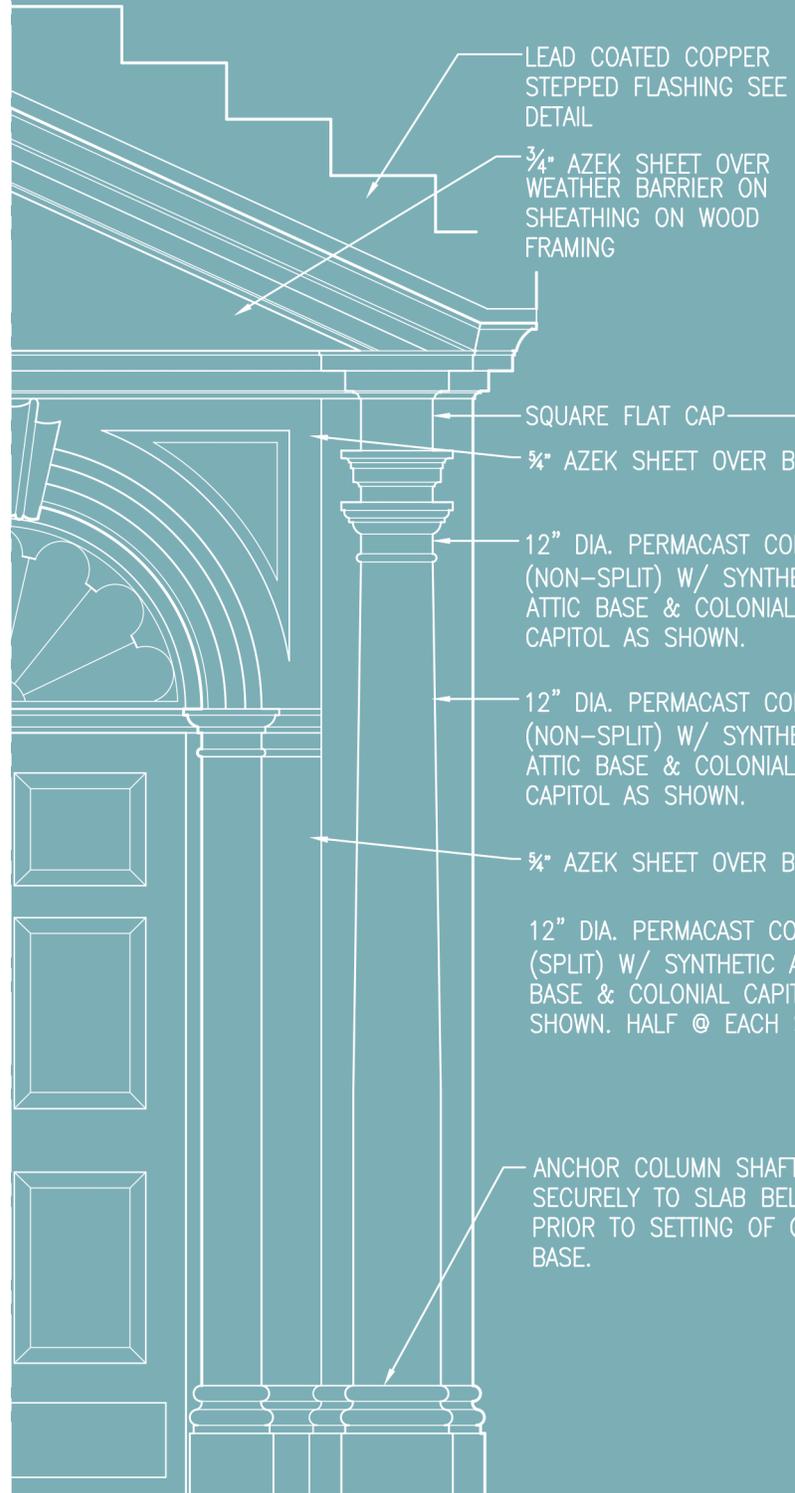
## Page 10

Lee Busby demonstrating sculpture at Kentuck Festival of the Arts in Northport. Photo courtesy of Kentuck Festival of the Arts; An image of the bronze medallion awarded during the Celebration of the Arts Awards, a bi-annual arts awards program hosted by Alabama State Council on the Arts.

## Page 11

Panoply Festival in Huntsville is known regionally for its Art Marketplace where artists display and sell their work.; Opera Birmingham's production of *Aida*. Photo courtesy of Opera Birmingham.

The Architectural Renderings featured throughout the publication were provided by Goodwyn, Mills & Cawood, Inc. Architect Mike Hamrick. Goodwyn, Mills & Cawood (GMC) is an integrated architecture, engineering and environmental firm providing professional services to clients throughout the Southeast with projects spanning across the United States. The firm's headquarters is located in Montgomery, Alabama with offices throughout Alabama, Georgia, South Carolina and Tennessee.



## ENTRY DETAIL

1/2" = 1'-0"



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