



ARTSGEORGIA  
STATE OF THE ARTS™

# STATE OF THE ARTS

5th Anniversary Special Edition

Volume 4 Edition 1 Winter 2016

## GEORGIANS FOR THE ARTS STRONGER TOGETHER



**A**

### ADVOCACY

A summary of the ArtsGeorgia public awareness and arts advocacy campaigns, highlighting Georgians for the Arts Month in October and Georgians for the Arts Day on January 26, 2016.

**B**

### BUSINESS

A catalog of the resources for artists and arts administrators on the ArtsGeorgia website, plus an inventory of our publications, highlighting the launch of SpaceFinder Georgia.

**C**

### COMMUNICATION

ArtsGeorgia supports communication with our print newsletter, statewide listserves and social media options, highlighting our new eNewsletter. Like ArtsGeorgia on Facebook. Follow ArtsGeorgia on Twitter. Subscribe to our newsletters at [www.artsgeorgia.net](http://www.artsgeorgia.net)



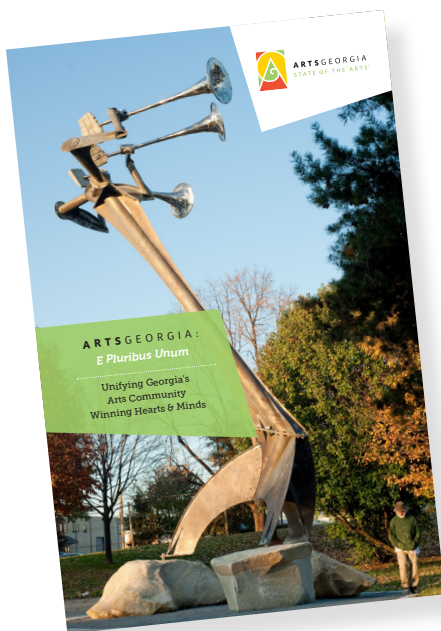
# PUBLIC AWARENESS OF THE ARTS



ArtsGeorgia manufactured the "ArtWorks" license plate and distributed over 1000 of Georgia's only car tags to support awareness of the arts.



ArtsGeorgia distributed the "Enjoy/Support the Arts" bumper strips.



ArtsGeorgia members receive our brochure plus a bumper strip and stickers.



ArtsGeorgia created the "I love the Arts" series of stickers.

## Building ArtsGeorgia's Membership



Photo: Kristine Lohr Witherspoon

### WE ARE STRONGER TOGETHER.

As an ArtsGeorgia member, you join other artists, administrators, patrons, educators and advocates and gain access to our valuable resources, initiatives, services and alerts. When Georgia's arts community speaks with one voice on the importance of increased arts funding, especially for our children, everyone wins.

We also offer memberships for arts organizations, giving extra benefits to your Board Chair and Executive Director, or another staff member you choose. Additional resources and opportunities to communicate with your peers are among the benefits. We welcome all arts groups including local arts councils, government arts programs, colleges and universities and all of Georgia's diverse nonprofits.

State arts funding was at its highest when Georgia Citizens for the Arts had its most members! Join ArtsGeorgia so we can work together to once again achieve greater support across our state for artists and arts education. Visit [artsgeorgia.net/home/membership/](http://artsgeorgia.net/home/membership/)

# ADVOCACY

## Georgians for the Arts Day

**T**his year ArtsGeorgia has declared January 26 as Georgians for the Arts Day to coincide with the annual state sponsored Tourism, Hospitality and Arts Day at the Capitol. It will take more than a handful of arts advocates at the Capitol to make a difference, so this year ArtsGeorgia encourages all Georgians for the Arts across the state to wear their buttons, display their stickers and post their photos and selfies on their Facebook pages and on the ArtsGeorgia Facebook page.

SAVE  
THE DATE  
1.26.16

*We are all Georgians for the Arts, something we share in common as the citizens of a culturally rich state. We believe the 90% cuts to the state arts budget over the last five years can be reversed with your support to increase state funding for the arts and arts education.*



**Visit [ArtsGeorgia.net](http://ArtsGeorgia.net) to download a Petition;**

Mail to: ArtsGeorgia  
P. O. Box 220, Lithia Springs Ga 30122  
or email to [artsga@artsgeorgia.net](mailto:artsga@artsgeorgia.net)  
for presentation to the Governor  
and key legislators



[artsga@artsgeorgia.net](mailto:artsga@artsgeorgia.net)



**Other ways you can support the Georgians for the Arts campaign:**

Tell friends about Georgians for the Arts Day, and share your buttons and stickers



**Like ArtsGeorgia on Facebook**

For updates and Calls to Action



**ArtsGeorgia is fighting for the arts and arts education to achieve these primary goals:**

Unite support for the arts & arts education in a campaign appealing to all



Restore annual state arts funding to \$5.2 million dollars in FY2017



Increase annual state arts funding to \$1.00 per capita by FY2020



Invest state funding in arts education for every child from K-12

**Will you help us accomplish these goals? You can support the campaign by joining ArtsGeorgia as a member or you can make a tax-deductible donation via PayPal at [artsgeorgia.net](http://artsgeorgia.net). Your donations are dedicated to the campaign to increase state funding for the arts and arts education.**



# ADVOCACY

*Building Community*



ArtsGeorgia developed the concept of the Georgia Arts Congress to convene the state arts community annually to address important issues like funding, policy and advocacy.

[gaartscongress.org](http://gaartscongress.org)



**GEORGIA ALLIANCE  
for ARTS EDUCATION™**

In 2014, ArtsGeorgia partnered with the Georgia Alliance for Arts Education (GAAE) as our new affiliate for arts education. GAAE works to strengthen statewide advocacy for arts education. ArtsGeorgia and GAAE have free resources on their websites for arts educators, teaching artists and classroom art teachers including publications, policy materials and links to websites and social media related to arts education.

[artsedga.org](http://artsedga.org)

# NATIONAL ARTS ADVOCACY DAY



ArtsGeorgia has been a National Co-Sponsor since 2013 and in 2016 ArtsGeorgia is a National Partner for the Americans for the Arts National Arts Advocacy Day. National Partners are cultural, civic and educational organizations with nationwide and regional interests. National Partners help shape the legislative platforms and messages for Arts Advocacy Day. National Partners receive national recognition of their organization on print and online Arts Advocacy Day materials as well as the opportunity to participate in special policy conference call briefings during the year.

*Top right: Arts Advocacy Day meeting with U.S. Representative John Lewis*

*Lower right: SCAD Student Art Managers Rebecca Nuffer and Alexandra Chamberlin on Arts Advocacy Day*

*Lower left: AFTA President Robert Lynch with ArtsGeorgia President Bill Gignilliat*



# BUSINESS

## Spacefinder Expands from Atlanta to Serve All of Georgia

**LISA NIEDERMEYER**  
Program Director of SpaceFinder

**F**inding artistic event spaces to rent just got a lot easier.

SpaceFinder, the free online database of rental spaces for creative activity, recently expanded reach from Atlanta venues only to spaces around the state. Cultural hubs in Athens, Savannah, Columbus, Macon, Augusta and other cities will now benefit from a well-established platform to discover and promote spaces for rent. In these times of severe cuts to state arts funding, Georgia will have an increased visibility of its cultural resources across the state. SpaceFinder Georgia is a leap in the right direction.

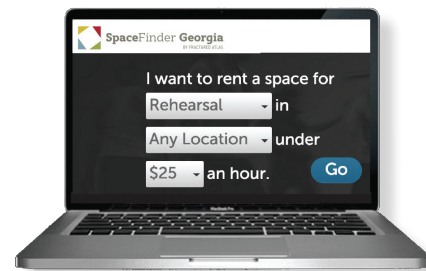
This fall when SpaceFinder Atlanta reached a critical tipping point of more than 200 venue listings, 75 were already outside of Atlanta. The national non-profit Fractured Atlas responded to the interest and recommendations of local arts leadership to rebrand and expand their innovative program as SpaceFinder Georgia.

C4 Atlanta and ArtsGeorgia helped Fractured Atlas set the strategy for the state-wide expansion, and invited new community partners to participate including the Georgia Association of Museums & Galleries whose membership will benefit from this revenue generator. Renters can easily search for artistic spaces based on practical needs like location, rates, size and dates of availability.

SpaceFinder Georgia is unique because it takes the “pain points” of finding an available space and turns them into marketing opportunities for entrepreneurs with attractive spaces to rent. For example, a person looking for event space can spend

hours calling and emailing just to find out a space isn’t available or affordable. On SpaceFinder Georgia, venues upload their digital calendar to promote open time slots instantly. Up-to-date online availability saves valuable time, promotes smarter marketing of venues, and offers a competitive advantage in the crowded market of special event rentals.

Online templates developed by Fractured Atlas are built with a deep understanding of the unique situations for renting from arts groups. For example, some spaces within a facility are primarily special events spaces for parties, while others can be rented for community rehearsals or classes — two very different uses. SpaceFinder highlights each unique space within a venue. That’s one way it stands apart from other venue directories.



And, the customer service for both space managers and renters is provided by the Fractured Atlas’ tech-savvy staff who all have backgrounds in the arts.

In addition to Georgia, SpaceFinder serves 12 other regions across North America and plans to double that number in the next two years. Demand to find interesting rental space will only grow. By expanding across the state, Georgia is positioned well to use 21st century tools to work smarter.

Explore the new database for yourself by visiting [SpaceFinderGeorgia.org](http://SpaceFinderGeorgia.org). It’s absolutely free to promote your space; all types of spaces are encouraged to participate. It’s also free to search for and book space. To add your arts venue to our rapidly growing directory, please contact [Georgia@SpaceFinder.org](mailto:Georgia@SpaceFinder.org)

*Fractured Atlas, C4 Atlanta, GAMG and ArtsGeorgia planning meeting. Left to right: Jessyca Holland, Chelsea Stevenson, Stan Woodard, Lisa Niedermeyer, Michele Rodgers, and ArtsGeorgia President, Bill Gignilliat*





# BUSINESS

## Resources

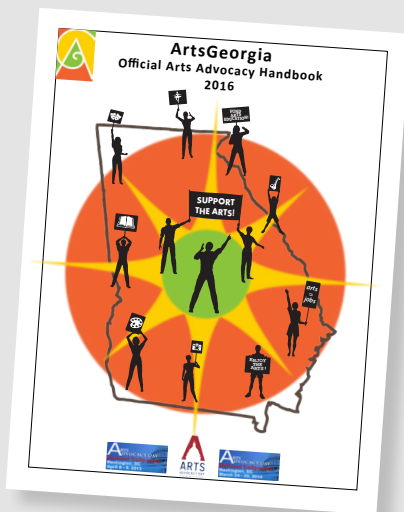
ArtsGeorgia provides resources for artists, arts administrators and arts advocates on our website at [artsgeorgia.net](http://artsgeorgia.net). Visit our site to find arts advocacy support materials, archived copies of our print newsletter, directories of arts organizations, lists of funders, and resources related to arts education.

# artsgeorgia.net

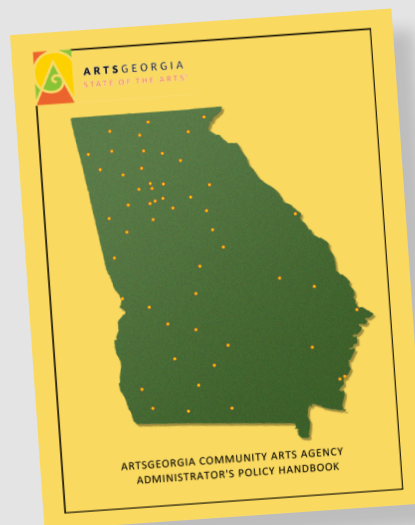
## Directory of the Arts in Georgia



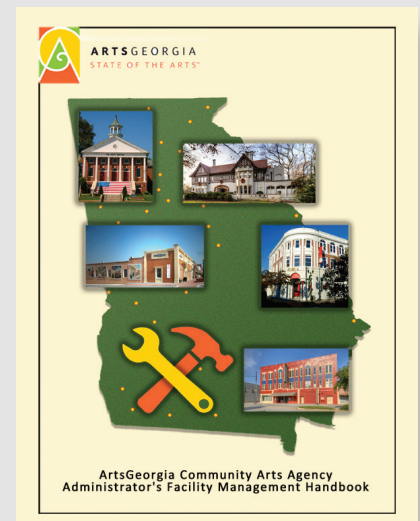
## Publications



ArtsGeorgia published the first ever Arts Advocacy Handbook in 2013 with subsequent annual updates.



ArtsGeorgia published a facility management handbook for local arts agencies



ArtsGeorgia published a comprehensive policy handbook for arts administrators to supplement the materials on our website.

# COMMUNICATION

## Statewide Print Newsletter

Now in its fourth year of publication, our print newsletter continues to tell the stories of the arts around the state with a focus on what's new and where we find success. So far, we've featured the arts in Blue Ridge, Rabun Gap, Sautee Nachoochee, Gainesville, Athens, Atlanta, Stone Mountain, Douglasville, Carrollton, Columbus, Buena Vista, Macon, Statesboro, Savannah & Brunswick.



**SUBSCRIBE NOW!**  
To receive your free copy of the quarterly print newsletter, *State of the Arts*, email us today at: [artga@artsgeorgia.net](mailto:artga@artsgeorgia.net)





## ArtsGeorgia e-Newsletter



ArtsGeorgia's new eNewsletter launched on the first day of spring 2015 as an addition to the array of communication options we provide. *State of the Arts Special Edition* expands our editorial direction to cover breaking news, arts education, arts advocacy alerts, articles of special interest and more controversial matters not covered by or appropriate for the *State of the Arts* print edition.

You're invited to subscribe on the ArtsGeorgia website or facebook page.

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 [twitter.com/artsgeorgia](https://twitter.com/artsgeorgia)





**ARTS GEORGIA**  
STATE OF THE ARTS™

ArtsGeorgia, Inc.  
P O Box 220  
Lithia Springs, GA 30122

**BOARD OF DIRECTORS**

Jim Demmers  
John Eaton  
Bill Gignilliat  
Laura Lieberman  
Chea Prince



**CONTACT INFORMATION**

ArtsGeorgia, Inc.  
P.O. Box 220  
Lithia Springs, Georgia 30122

**e.** [artsga@artsgeorgia.net](mailto:artsga@artsgeorgia.net)

**p.** 404.310.8727  
[artsgeorgia.net](http://artsgeorgia.net)



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Spring  
2016!

**DIRECTORY**  
*of the ARTS*  
**IN GEORGIA**

