

APPENDIX A

OVERVIEW OF THE REGIONAL FORUMS

Between June and October 1996, the National Endowment for the Arts convened a nationwide initiative of regional and community forums called American Canvas. These forums brought together local and national leaders and representatives from the arts, education, business, government, consumer organizations, civic groups, religious organizations and foundations to determine the value of the arts in communities and how to identify ways to build a solid infrastructure for the arts in America's communities.

Each of the six privately-funded forums explored a different aspect of the successful integration of the arts into communities. The hosting communities were chosen for their leadership in the development of innovative strategies for supporting the arts.

As a result of the dialogue that took place at the various sites, the American Canvas Steering Committee (see Appendix B) formulated ten Calls to Action, (see "The Challenge to Act" Chapter), one relating to each of the six forum topics and four which emerged as general concerns in all six forums. These actions were reviewed and endorsed by the full American Canvas committee (Appendix B), which met in Washington on 30 January 1997 to begin the search for specific ways that their organizations and sectors can work together nationwide to assist communities in ensuring an arts legacy for future generations. Actions taken by these organizations and others are being tracked on the arts endowment's Web site (arts.endow.gov).

Columbus, OHIO

JUNE 10, 1996

HOW CAN THE ARTS PROMOTE CIVIC RESPONSIBILITY AND GOOD CITIZENSHIP?

FOCUS: What Role Do the Arts Play in Community Understanding and Civic Participation?

FOCUS: What Role Do the Arts Play in Cultural Heritage and Citizen Pride?

PANELISTS:

Phyllis Brzozowska <i>Executive Director</i> City Folk/Dayton National Folk Festival	Peggy Zone Fisher <i>President</i> Zone Travel	Barbara Nicholson <i>Executive Director</i> Martin Luther King Jr. Performing and Cultural Arts Complex
Ben Cameron <i>Senior Program Officer</i> Dayton Hudson Foundation	Sherri Geldin <i>Executive Director</i> Wexner Center for the Arts	Roxanne Qualls <i>Mayor of Cincinnati, Ohio</i>
Richard Celeste <i>Former Governor of Ohio; Partner</i> Celeste and Sabety	Robert Glidden <i>President</i> Ohio University	Rosa Stolz <i>Executive Vice President</i> Columbus Association for the Performing Arts
Lakin Ray Cook <i>Executive Director</i> West Virginia Commission on the Arts	Rafala Green <i>Artist</i>	E.J. Thomas <i>Representative</i> Ohio House of Representatives, House District 27
Vesta Daniel <i>Professor of Art Education</i> The Ohio State University	Michael Hightower <i>President-elect</i> National Association of Counties	Anna White <i>Executive Director</i> Young Audiences of Indiana
Adora Dupree <i>Storyteller</i>	Wayne Lawson <i>Executive Director</i> Ohio Arts Council	Michael J. Wilson <i>Chair-elect</i> International Association of Convention & Visitors Bureaus
Deena Epstein <i>Program Officer</i> The George Gund Foundation	Greg Lashutka <i>Mayor of Columbus, Ohio</i>	Roger Mayer <i>President and Chief Operating Officer</i> Turner Entertainment Company
		Jonathan York <i>President</i> Columbus Chamber of Comm.

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Columbus was the first community to host an American Canvas forum and, as such, was an effective backdrop for the topic that explored issues of civic responsibility, community pride and understanding, and cultural heritage. All of these themes were mutually supportive, as one panelist, Anna White, executive director of Young Audiences of Indiana, expressed:

“If a community has a strong sense of the cultural heritage and has a shared sense of citizen pride, civic responsibility and good citizenship will follow.”

Findings from the regional meeting in Columbus included that the arts:

- Provide a link to one’s heritage
- Are a means to understand one’s community and citizens
- Give a community a sense of identity and distinctiveness
- Promote community pride and unity
- Inspire community revitalization (e.g., downtown reclamation, restoration, etc.)
- Bring communities of people together (e.g., festivals, performances, community spaces)
- Stimulate communities’ economies (e.g., tourism, corporate relocation, etc.)

Los Angeles, CALIFORNIA

JUNE 19-20, 1996

HOW CAN THE ARTS BUILD AND MAINTAIN THE VIABILITY OF A
COMMUNITY'S SOCIAL INFRASTRUCTURE?

FOCUS: How Do the Arts Build a Positive Legacy for Children?

FOCUS: What Role Do the Arts Play in Linking Communities and Building a
Solid Social Framework

FOCUS: How Do the Arts Help to Ensure Livable Communities for Tomorrow?

PANELISTS:

<i>Inner-City Arts (June 19)</i>	Kendis Marcotte <i>Executive Director</i> Virginia Avenue Project	Los Angeles Central Library <i>(June 20)</i>
Jerome Academia <i>Executive Committee Chair</i> The Festival of Philippine Arts & Culture	Tony Plana <i>Executive Director</i> East Los Angeles Classic Theatre	Judy Baca <i>Artistic Director</i> Social and Public Art Resource Center
Joan Boyett <i>Vice President for Education</i> The Music Center of Los Angeles	Tom Stang <i>Teacher</i> The Phoenix Academy	David Brown <i>President</i> Art Center College of Design
Mary Emmons <i>Executive Director</i> Children's Institute International	Lula Washington <i>Artistic Director & Founder</i> Lula Washington Dance Theatre	Sam Kathryn Campana <i>Mayor of Scottsdale, Arizona</i>
Jorge Jackson <i>Vice President of Public Affairs</i> GTE California	Ed Waterstreet <i>Artistic Director</i> Deaf West Theatre Company	Armando Duron <i>Attorney</i> Law Offices of Armando Duron
Frank Kwan <i>Director of Communications</i> Los Angeles County School District	Gerald Yoshitomi <i>Executive Director</i> Japanese American Cultural and Community Center	Michael Greene <i>President & CEO</i> National Academy of Recording Arts & Sciences

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Victoria Hamilton <i>Executive Director</i> San Diego Commission for Arts and Culture	Steven Lavine <i>President</i> California Institute for the Arts Sally Ann Law <i>Associate Behavioral Scientist</i> RAND	Brad Radnitz <i>President</i> Writers Guild of America West
Peter Hero <i>Executive Director</i> Community Foundation of Santa Clara County	Gerald Margolis <i>Director</i> The Museum of Tolerance	Bill Rauch <i>Artistic Director</i> Cornerstone Theater Company
David Jensen <i>Senior Program Associate</i> Getty Art History Information Program	Alan Nakagawa <i>Public Arts Officer</i> Metropolitan Transportation Authority	Sandra Reuben <i>County Librarian</i> County of Los Angeles Public Library
Al Jerome <i>President and CEO</i> KCET, Community Television of Southern California	Adolfo V. Nodal <i>General Manager</i> Department of Cultural Affairs, City of Los Angeles	Mike Roos <i>President & CEO</i> LEARN
Joe Lambert <i>Co-Director</i> San Francisco Digital Media Center	Aaron Paley <i>President</i> Community Arts Resources	Joel Wachs <i>Council Member</i> City of Los Angeles, 2nd District

Los Angeles was the setting for a dynamic discussion about the role of the arts in a community's social infrastructure. Forums were held at Inner-City Arts, a center whose programs use art to build bridges between cultural, socio-economic and language differences, and the Los Angeles Central Library. Set in a county that contains 88 different cities, this forum yielded an array of perspectives that touched many of the social and urban issues facing this community.

Findings from the regional meetings in Los Angeles included that the arts have a role in:

- Linking communities and bringing people together
- Celebrating diversity
- Community rebuilding, reclamation and enhancement
- Understanding one's community and residents
- Bringing families together
- Crime reduction and at-risk youth support services

Salt Lake City, U T A H

J U L Y 1 2 , 1 9 9 6

HOW CAN THE ARTS SUPPORT EDUCATION, CHILDREN, FAMILIES
AND COMMUNITIES?

F O C U S : How Do the Arts Ensure Student Success and Good Schools?

F O C U S : in Which Ways Do the Arts Strengthen Family?

P A N E L I S T S :

	Derek Gordon <i>Associate Managing Director for Education</i> John F. Kennedy Center for the Performing Arts	Chieko Okazaki <i>Frst Counselor</i> Relief Society, Church of Jesus Christ of Latter-Day Saints
Diann J. Berry <i>Director of Art Education</i> Binney & Smith Inc.		Linda Peterson <i>Field Director</i> Utah Education Association
Phillip K. Bimstein <i>Mayor, City of Springdale, Utah</i>	Dennis Horn <i>Executive Director</i> Kentucky Arts Council	John Schaefer <i>Director and Founder</i> Children's Photographic Workshop
Kassie Davis <i>Director of Public Affairs & Communications</i> Marshall Field's	Colleen Jennings-Roggensack <i>Executive Director of Public Events</i> Arizona State University	Olene Walker <i>Lieutenant Governor</i> State of Utah
Michael Day <i>Incoming President</i> National Art Education Association	Nanci Klein, Ph.D. <i>Director of Professional Affairs</i> American Psychological Association	Larry Williams <i>Chair of the Executive Board</i> Western States Arts Federation
Richard Deasy <i>Director</i> Goals 2000 Arts Education Partnership	Mary Ann Lee <i>Artistic Director</i> Children's Dance Theatre	Barbara Willie <i>President-Elect</i> Utah PTA
Jerry Gardner <i>Artist and Teacher</i> Utah Arts Council	Grant Midgley <i>Member</i> National Legislative Council, American Association of Retired Persons	William Wilson <i>Director</i> Charles Redd Center for Western Studies, Brigham Young University

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Salt Lake City hosted a forum that explored the ways that the arts strengthen families and education. This forum revealed how the arts are beneficial in both childhood and familial development. This forum also addressed the challenges of making the arts part of education and family.

Findings from the regional meeting in Salt Lake City included the impact of the arts on:

- Student achievement
- Education reform and professional development
- Work force readiness
- Parent-teacher-student relationships
- Family and community unity and growth
- Generational relationships
- Technology
- Children at risk

Rock Hill, S . C . & Charlotte, N . C .

JULY 17 - 18 , 1996

WHAT IS THE ROLE OF THE ARTS IN COMMUNITY ECONOMIC
DEVELOPMENT AND GROWTH?

ROCK HILL, SC

FOCUS: How Do the Arts Build Communities?

CHARLOTTE, NC

FOCUS: What Is the Bottom Line? The Arts as a Community Economic Resource

FOCUS: How Can Responsibility Be Taken for America's Arts Legacy?

PANELISTS:

Rock Hill (July 17)

Nathaniel A. Barber
Regional Director
Small Business Development
Center, Winthrop University

Syd Blackmarr
Director, Arts Experiment
Station; *President, Georgia*
Assembly of Community Arts
Agencies

Ben C. Boozer
Executive Director
South Carolina Downtown
Development Association

Larry L. "Butch" Brown
Mayor, City of Natchez,
Mississippi

Kathie deNobriga
Alternate
ROOTS (Regional Organiza-
tion of Theatres South)

Audrey Flack
Painter, Sculptor and Instructor
National Academy of Design,
New York

Wenonah Haire, D.M.D.
Executive Director
Catawba Cultural Preservation
Project

Ray Huff
Architect and Director
Clemson School of Architecture
Center at the College of
Charleston

Ellen Kochansky
Textile Artist; Board Member
American Crafts Council

Betty Jo Rhea
Mayor, City of Rock Hill,
South Carolina

Deborah Smith
Executive Director
Newberry Opera House
Foundation

Leo F. Twiggs
Visual Artist, Professor of Art
and Executive Director
I.P. Stanback Museum and
Planetarium, South Carolina
State College

Charlotte (July 18)

James Borders
Executive Director
Louisiana Division of the Arts

Larry L. "Butch" Brown
Mayor, City of Natchez,
Mississippi

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Paul Essex, Jr. <i>Executive Director</i> Southern Growth Policies Board, North Carolina	Mary Ann Mears <i>Sculptor; Member, Maryland</i> State Arts Council	Joseph P. Riley, Jr. <i>Mayor, City of Charleston,</i> <i>South Carolina</i>
Audrey Flack <i>Painter, Sculptor and Instructor</i> National Academy of Design, New York	Nancy Meier <i>Executive Director</i> Arts and Business Council, Inc.	Randy Ross <i>Steering Committee Member</i> ArtsWire
John A. Horhn <i>Senator, Mississippi;</i> <i>Chairman, Senate Committee</i> on Economic Development, Tourism and Parks	Wanda Montgomery <i>Executive Director</i> Afro-American Cultural Center	Rosemary Scanlon <i>Dputy State Comptroller</i> City of New York
William Ivey <i>Director</i> Country Music Foundation	Samuel Neill <i>Board Member</i> HandMade in America	William E. Simms <i>President, Transamerica</i> Reinsurance; <i>Immediate Past</i> <i>Chair, Charlotte/Mecklenburg</i> Arts & Science Council
Patrick McCrory <i>Mayor, City of Charlotte,</i> <i>North Carolina</i>	Kathleen Pavlick <i>Vice President</i> arts and major institutions, Chase Manhattan Bank	Kate Vogel <i>Glass Artist</i> North Carolina
Ellen McCulloch-Lovell <i>Executive Director</i> President's Committee on the Arts and Humanities	Patrick Phillips <i>President, financial products,</i> NationsBank Corporation; <i>Board Member, Charlotte</i> Symphony	Joe Wilson <i>Executive Director</i> National Council for the Traditional Arts
	Donna Porterfield <i>Managing Director</i> Roadside Theater, APPALSHOP	

Rock Hill, South Carolina, was once a rural working community dependent on the textile industry and the railroad tracks running through the center of town to bring in people and business. Like many small towns, its growth and vitality slowly subsided as more competitive urban areas emerged. Now, through the arts, it has transformed itself into one of the state's most livable communities.

Just across the state line is Charlotte, a city that has emerged as a financial center that includes the corporate headquarters of NationsBank and First Union National Bank. It is also one of the most well supported and enriched communities in regard to the arts, as William Simms, president of Transamerica Reinsurance and past chair of the Charlotte/Mecklenburg Arts & Science Council, observed:

“I’m convinced that the arts are a part of that definition of what makes a city become a rising city.... It’s that feel-good element that makes people want to be there, makes businesses want to relocate there, encourages businesses to grow. And I’m convinced that it’s the absolutely essential part of a city’s economic strength and economic vitality.”

Findings from the regional meetings in Rock Hill and Charlotte included the impact of the arts on communities, both urban and rural, in terms of the ways the arts:

- Aid in community reclamation and reinvigoration
- Attract businesses to communities
- Bring revenues to the community (festivals, cultural offerings, etc.)
- Enhance quality of life
- Promote corporate and public support
- Inspire citizen responsibility for ensuring an arts legacy for our communities
- Bring artists to the table with civic and business leaders to solve community problems of all kinds

Appendix A

San Antonio, TEXAS

OCTOBER 2, 1996

HOW CAN THE ARTS IMPROVE THE QUALITY OF LIFE IN
AMERICA'S COMMUNITIES?

FOCUS: Why Do the Arts Enrich Community Life?

FOCUS: What Advantages Do the Arts Bring to Community Planning, Design
and Development?

PANELISTS:

Robert Bergman
Director
Cleveland Museum of Art

Sally Buchanan
President
San Antonio Conservation
Society

Sally Cain
*Secretary's Regional
Representative*
U.S. Department of Education

Tony Campbell
Minister
St. James Episcopal Church,
Houston, Texas

Mary Jessie Garza
Lead Artist
Project Bridge, San Antonio
Housing Authority

Jay Gates
Director
Dallas Museum of Art

Ricardo Hernandez
Chair
Association of American
Cultures

Sterling Houston
*Associate Director and Writer-
in-Residence*
Jump-Start Performance
Company

Ron Jensen
Former Public Works Director
Phoenix Public Art Program

Ilene Kamsler
Executive Vice President
Colorado Hotel & Lodging
Association

John Kelly
District Engineer
Texas Department of
Transportation

Gary McCaleb
Mayor, City of Abilene, Texas

Harriet Miller
*Mayor, City of Santa Barbara,
California*

Henry Moran
Executive Director
Mid-America Arts Alliance

Raymond Post
President
American Institute of Architects

George Rivera
Director
Poeh Cultural Center and
Museum

Pedro Rodriguez
Board Member
National Association of Latino
Arts and Culture

Felipe Santander
Director
Instituto Cultural Mexicano

Rod Siler
*Regional Vice President and
General manager*
Camberley Gunter Hotel

Debbie Torch
Musician and Member
AFL-CIO

Jeff Wentworth
Senator
State of Texas, District 25

Garner Stoll
Planning Director
Oklahoma City Planning Dept.

Rebecca Waldman
Member
International City/County
Management Association

San Antonio's Majestic Theater was the location for the fifth regional forum. It is a newly restored venue that embodied many of the themes of the day's discussions. Topics included why the arts are an important part of community life and how community planning and design are improved when the arts play a significant role.

Findings from the regional meeting in San Antonio included the role of the arts in:

- Community revitalization and growth
- Urban planning and design
- Enriching community life and citizen interactions
- Enhancing the environment of a community
- Promoting cultural tourism
- Making links between a community's past and present
- Forming cultural connections between populations

Appendix A

Miami, FLORIDA

OCTOBER 8, 1996

HOW CAN THE ARTS ENSURE EQUITY AND ACCESS TO AMERICA'S
CULTURE AND HERITAGE?

FOCUS: Equity—How Do the Arts Provide Opportunities for all Citizens and
Bridge Populations?

FOCUS: Access—In Which Ways Are the Arts Available to All Citizens and How
Do the Arts Serve the Needs of Various Constituencies?

FOCUS: Forms of Expression—How Do the Arts Allow open and Responsible
Exchange of Ideas?

PANELISTS:

Jan Mapou <i>Director</i>	William Strickland <i>Director</i>
Robyn Brooks <i>Founder and Director</i> S. Florida Theatre of the Deaf	Sosyete Koukouy Gene Dinizulu Tinnie <i>Director</i> African American Caribbean CulturalArts Center
Penny McPhee <i>Vice President and Chief Program Officer</i> Knight Foundation	Lisa Versaci <i>Project Coordinator</i> People for the American Way
Patrick Moore <i>Executive Director</i> Estate Project for Artists with AIDS	Edward Villella <i>Founding Artistic Director</i> Miami City Ballet
Dorothy Jenkins Fields <i>Founder</i> The Black Archives	Pauline Winick <i>Executive Vice President of Business Operations</i> Miami Heat Basketball Team
Margot Knight <i>Executive Director</i> Idaho Commission on the Arts	Juanita Moore <i>Executive Director</i> National Civil Rights Museum
Robert Lynch <i>President</i> Americans for the Arts	Jerrold Nadler <i>Representative</i> State of New York, District 8
Fran Mainella <i>President</i> National Recreation and Parks Association	Mario Ernesto Sanchez <i>Founder and Producing Artistic Director</i> Teatro Avante

Miami served as the setting for the last of the six regional forums, where the discussion explored the many ways that the arts promote equity and access for Americans of all backgrounds. The region's diverse geography and cultural resources informed the day's discussion.

Findings from the regional meeting in Miami included how the arts:

Bridge populations

Offer a link between cultures and ideas

Serve as a vehicle of expression

Provide a universal form of communication

Connect various sectors and constituencies

Touch communities both rural and urban