Grantee Welcome Packet
Fiscal Year 2021
July 1, 2020-June 30, 2021

Introduction
ArtsMemphis is proud to support your organization. You help us achieve our mission to sustain Memphis’ world-renowned cultural vitality and strengthen local communities through the arts. By engaging people throughout Shelby County, you help realize our vision for a Memphis in which every individual feels pride in our city’s authentic cultural assets and experiences the impact of the arts in their lives.

We seek to work with you as partners to ensure that your organization and ours enables our fellow citizens to gain a better understanding of one another, to create a deeper feeling of connection to Memphis among the people who call this place home, and to allow Memphis to grow as a place that attracts and retains talented people and sustainable arts organizations, attracting diverse artists with sustained opportunities to create and perform, ensuring the arts are an integral part of our quality of life.

We seek to continually improve our processes and communications and welcome your feedback at any time to help us understand how we can better support you.

Thank you for all that you do to make Memphis and Shelby County such a rich arts community!

ArtsMemphis History and Information
Since our founding in 1963, our priority has been to provide unrestricted funding for the arts in Shelby County. We are a nonprofit organization, not a foundation, meaning each year we raise funds in order to deliver on our core program, which is grantmaking. Equally important to us is our role as a convener and connector and our work to serve as a meeting point and resource for the entire arts community, and to advocate for support of that community.

We acknowledge that our organization, founded in the era of segregation, has contributed to institutional racism, and we have made many changes to our grantmaking process in recent years to develop a more accessible, inclusive, and equitable process. We are an evolving and learning organization, and we know we still have much work to do. We have a board committee that advises all aspects of our operation to ensure consideration of inclusion, justice, and equity. We invite you to review our Equity, Inclusion and Access Statement.
Today, we support approximately 70 organizations and many individual artists annually by distributing $2.5-$3MM, making us one of the largest arts funds in the U.S. We are part of a network of organizations, nonprofit United Arts Funds and public Local Arts Agencies that galvanize resources in support of artists and arts organizations in communities across the country. In Shelby County, due to the absence of a city or county department of arts and culture, we are the de facto arts agency for our community. Our operating costs are primarily funded through our annual endowment distribution and our board giving to ensure every dollar we raise helps us support local arts groups and artists. Pre-pandemic, our grant-making enabled more than 2.5 million arts experiences throughout our community annually. Our support helps fuel an arts sector that collectively measures as the second largest employer in Shelby County (Americans for the Arts’ AEP5 Study).

Invest in Artists and Organizations

ArtsMemphis’ core functions are to Invest in Artists and Organizations and to Generate Arts Support. We are the only organization in Shelby County dedicated to serving and supporting the nonprofit arts sector. Each year, we award an average $2.5 million through 160 grants through multiple programs to support organizations and individual artists.

Through our work, we expect People in neighborhoods across Shelby County will have broad and consistent access to arts experiences, including communities that have been underserved by ArtsMemphis and the arts sector. Arts experiences will represent and engage the People in our communities, and through these experiences, community members will gain a better understanding of one another.

Grantees are asked to report on how ArtsMemphis grant funds made a difference to your work and to your organization. Reporting requirements vary with each grant program, but typically include a narrative report on accomplishments against stated goals, program details, participant, Board and staff demographics and financial reporting. Information and data obtained through grant applications and reports is utilized in aggregate by ArtsMemphis to identify developments and trends in the local arts sector, to quantify and qualify the impact of the arts in our community, and to leverage resources and support for artists and organizations. This information helps us identify strategies to strengthen the arts community and may be shared in aggregate with our funders and community partners.
While grantmaking is our core program, other programs involve convening and connecting the arts sector and the community. We offer:

- Technical assistance
- Networking opportunities through the ArtsConnection conversation series
- Topical conversations and presentations through the Arts Information Meetings (AIM) and Arts for Racial Equity series
- Resources page on website
- Bi-weekly e-mail newsletters
- Occasional conferences, seminars

Additionally, we serve as an advisor and steward for charitable giving by external partners— including businesses, government agencies, and foundations. And we survey organizations and patrons, to understand challenges and perspectives and the economic impact of the sector to devise solutions to enable greater success among organizations and artists.

In our most recent fiscal year, ArtsMemphis distributed $2.8 million in funds through 285 grants to 137 individuals and 71 organizations.

![Diagram showing $2.8MM Distributed in Fiscal Year 2020](image)

**Generate Arts Support**

We generate funding from individuals, corporations, foundations, and the Tennessee Arts Commission, through a year-round annual campaign and events to cultivate new and grow existing contributors.
Grantee engagement – building awareness and support for the arts sector & ArtsMemphis:

While it is not a requirement for the staff and Boards of our grantees to give a financial contribution, we invite arts organizations and their boards to support the overall arts sector through support of ArtsMemphis. We encourage grantee organizations to share information about ArtsMemphis with your constituents to ensure they know the origin of and process behind our support of your organization and the vibrancy of our arts community. ArtsMemphis staff welcomes the opportunity to engage with your board and invites your leadership to become contributors.

We view you, our grantees, as partners working together to highlight your great work and accomplishments to increase visibility for the arts sector. Through our communications channels we share the rich diversity and vibrancy of local artists and organizations. This illustrates the economic, social, and cultural impact the work of artists and arts organizations have in our community. Our goal is to increase awareness for local artists and arts groups by sharing events, news and opportunities for friends and supporters to engage with the arts, and to make gifts in support of ArtsMemphis which, in turn, benefit our grantees.

Communications:

Our messaging includes promoting arts events and stories from our grantees that illustrate the impact of arts experiences on the People and Places that call our community home. Our promotional channels include email, social media, print, outdoor and direct mail.

ArtsMemphis will:

- Promote your organization as an ArtsMemphis grantee.
- Share your events on the artsmemphis.org events calendar (which we also use as our own calendar for social and sharing with media).
- Provide you with opportunities and information through our bi-weekly emails.
What ArtsMemphis asks of Grantees:

- Stay up to date on ArtsMemphis. Your staff (and Board members as appropriate) should subscribe to regular e-mails for organizations, artists, and friends of ArtsMemphis. [Click here to sign up.]

- Recognize ArtsMemphis support by including our [logo] on your organization’s website, in printed materials, and/or in donor listings and other opportunities as appropriate. Logos are available for download from [https://www.artsmemphis.org/brand](https://www.artsmemphis.org/brand)

- Provide high-resolution images (1MB or larger) for use on ArtsMemphis collateral and electronic communications - send to Josie Ballin ([jballin@artsmemphis.org](mailto:jballin@artsmemphis.org)).

- Tag ArtsMemphis [@artsmemphis] in social media posts as appropriate, and in at least one post by December 31, 2020.
  - Utilize #ExperienceArtsMemphis and #ArtsMemphis to enhance our goal to aggregate our grantees content, provide a foundation for crowdsourced content, and increase post traffic and follower count.

**ArtsWeek—December 7-12, 2020**

ArtsWeek is a designated time to share information about the global impact of the arts on our community and how an investment in the arts today will have a powerful impact on the future. We are asking all of our grantees to help with this initiative using their various channels and we welcome any ideas to increase awareness for our arts sector, especially during this week.

Assets and messaging will be provided by ArtsMemphis. Timeline and details to follow, outreach may include some of the following:

- Content for email to Board members & constituents
- Facebook cover image
- Language for website
- Social media language and images
- Language for marquee (if available/applicable)
- Ad – print or electronic
- Sign/billboard access
- Opportunity for us to talk/present during staff or Board meeting or virtual event
Meet the Staff of ArtsMemphis:

Josie Ballin  
Director of Marketing and Donor Engagement  
jballin@artsmemphis.org

How long with ArtsMemphis? 2 years  
How long in Memphis? I’ve lived in Memphis since 1974 – I may or may not have been born before that year.  
Favorite Food: Anything with cheese  
When not at work, I can be found: Listening to any type of live music wherever it can be found!  
Artist or Arts Supporter? Definitely the latter, with dreams of the former, but no propensity whatsoever!  
Come to me with questions about: Anything related to communications, social media, emails, ArtsWeek, special events. Bring me your fundraising ideas!

Tracy Lauritzen Wright  
Chief Operating Officer  
tlauritzenwright@artsmemphis.org

How long with ArtsMemphis? 4 years at ArtsMemphis  
How long in Memphis? 20 years in Memphis  
Favorite Food: Anything my husband, the chef of the house, makes!  
When not at work I can be found: At the soccer field for my daughter’s games or practice or hanging out around Overton Park and the Evergreen neighborhood.  
Artist or Arts Supporter? Supporter, but my husband is a visual artist with a home studio so we have loads of art in our home!  
Come to me with questions about: Grant applications, reporting, technical assistance, brainstorming, community partnerships, our strategic plan, how to serve you better.

Ellen Lester  
Chief Financial Officer  
ellester@artsmemphis.org

How long at ArtsMemphis? 3 years  
How long in Memphis? 17 years  
Favorite Food: Dairy free ice cream sandwiches  
When not at work I can be found: In the car driving my kiddos to and from activities  
Artist or Arts Supporter? Definitely not at artist. The idea that ArtsMemphis provides access to the arts for so many, and that the arts have such a major impact on our local economy drove me to become a supporter, even before I became an employee!  
Come to me with questions about: Money, financial systems, human resources.
Kelsea Lewis  
Development and Operations Coordinator  
klewis@artsmemphis.org  

- How long at ArtsMemphis? Almost 3 years  
- How long in Memphis? 25 years  
- Favorite Food: Seafood  
- When not at work I can be found: Usually at the movie theater, but unfortunately not during the pandemic  
- Artist or Arts Supporter? Arts Supporter  
- Come to me with questions about: Raiser’s Edge NXT, donations, office management, accounts payable.

Colleen McCartney  
Grants & Initiatives Manager  
cmccartney@artsmemphis.org  

- How long at ArtsMemphis? 4 years  
- How long in Memphis? 6.5 years  
- Favorite Food? Any kind of pasta!  
- When not at work I can be found: If I'm not out enjoying an art event you can find me at home with my (soon to be) husband and dog, Mr. Binx, enjoying a good book.  
- Artist or Arts Supporter? Arts Supporter! Although when I was younger, I danced and played the flute.  
- Come to me with questions about: Grant applications, fund distribution, programs, deadlines, technical assistance. Americans for the Arts.

Elizabeth Rouse  
President & CEO  
erouse@artsmemphis.org  

- How long at ArtsMemphis? 14 years  
- How long in Memphis? 14 Years  
- Favorite Food? Seafood  
- When not at work I can be found: Walking around my neighborhood or visiting my niece and nephew.  
- Artist or Arts Supporter? Devoted Supporter  
- Come to me with questions about: Anything related to the arts community in Memphis!
Board of Directors

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Calling on All Peoples.