

PALM BEACH COUNTY ARTS ACCELERATOR

# INFORMATION SESSION

JUNE 2018



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## ABOUT THE PROGRAM

### About the Palm Beach County Arts Accelerator

- The Palm Beach County Arts Accelerator is a **year-long training and consultation program** for up to 10 cultural non-profits in Palm Beach County.
- The primary objective of the program is increased **fundraising and revenue diversification**.
- The program will focus on the needs surrounding the **design and implementation of a major fundraising effort**—such as a capital campaign, the creation of an endowment or reserve, an internal capacity building strategy, a major anniversary celebration or other landmark event, or the launch of significant new programming.
- Participants will be selected by the Council and the DeVos Institute based on a compelling statement of interest, readiness for the program, and level of commitment to the program.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

# PROGRAM COMPONENTS



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## PROGRAM COMPONENTS

### Program Components: Overview

The program, which will consist of **group training**, **one-on-one consultation**, and **peer-to-peer collaboration**, will assist organizations in identifying, then addressing, strengths and liabilities related to their campaign.

Each organization's executive director, artistic director (or comparable), and board chair (or senior board member) **will be expected to contribute to each activity**.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## PROGRAM COMPONENTS

### Group Intensives

Two group intensives will be held at the offices of the Cultural Council of Palm Beach County on **Monday, September 24, 2018** and **Monday October 22, 2018**.

- *Intensive One:* will position participants to anticipate the impact of their campaign on their annual fundraising process and ensure that groundwork is in place to maintain organizational stability throughout a catalytic campaign.
- *Intensive Two:* will deal with campaign readiness and execution, preparing organizations to design and execute a catalytic fundraising campaign.

These day-long group intensives will support participating organizations in identifying strengths, liabilities, and needs in respect to their fundraising effort.

Each organization may engage **up to five team members** in each intensive, including its executive director, artistic director (or comparable), and board chair (or senior board member).



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND



## PROGRAM COMPONENTS

### Group Intensives

In the intensives, organizations will be asked to consider areas such as:

- The impact of catalytic campaigns on mission, programming, and capacity.
- How best to engage a Board of Directors in a catalytic fundraising campaign.
- Building a practical financial plan that anticipates the impact of the fundraising effort on annual operations.
- Risks inherent to a catalytic campaign and how best to avoid common pitfalls.
- Building internal capacity to implement a major campaign.
- The role of the staff, Board, and external parties throughout the process.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND



## PROGRAM COMPONENTS

### Readiness Audit

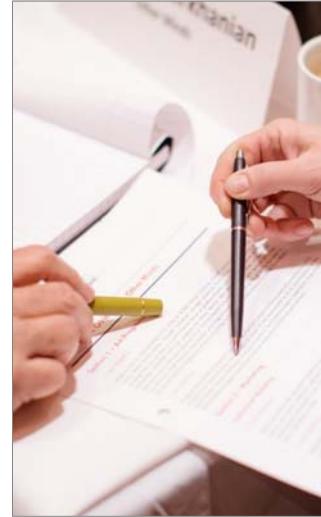
Following the intensives, organizations will be asked to perform an online self-diagnostic to identify areas in which they are well-positioned for a campaign, and others in which additional planning or investment will be required. Ultimately, the Audit will serve as an inventory of strengths and liabilities in anticipation of a catalytic campaign.

### One-on-One Consultation

Following the Audit, each participating organization will receive two, one-on-one consultations with Institute Leadership. The Institute will use these meetings to assist organizations in understanding an appropriate response to extant gaps in capacity or resources as identified in the Audit, as well as developing strategies in support of their intended campaign.

### Capstone Event

At the completion of the program, participants will attend a final meeting to discuss outcomes of the process, strategies for moving forward, and ways in which to collaborate.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND



## ELIGIBILITY CRITERIA



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## ELIGIBILITY CRITERIA

### Organizational Eligibility

- The opportunity is open to any eligible organizational member of the Cultural Council of Palm Beach County.
- The program is most relevant to organizations with intermediate and advanced fundraising practices.
- Strong candidates will articulate an impending opportunity or need that requires a substantial fundraising campaign, as well as the capacity—or a commitment to build capacity—in order to implement the envisioned campaign.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## ELIGIBILITY CRITERIA

### Organizational Eligibility

Applicants will be expected to:

- have a history of at least three continuous years of programming;
- have at least one full-time staff member, although the program is equally equipped to work with large staffs;
- articulate an impending opportunity or need that requires support;
- demonstrate timeliness of and the readiness for the campaign;
- present clear thinking about their goals; and
- evidence the commitment of executive, artistic, and board leadership.



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

# APPLICATION



DeVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## APPLICATION

### Application Details

- Applications for the Palm Beach County Arts Accelerator are due Tuesday, July 10, 2018, 5:30pm EDT.
- Applications should be submitted electronically. Only applications submitted through the online portal will be accepted.
- Applicants will be notified regarding the outcome of their applications by July 30, 2018.
- For more information or with questions, please contact **Jan Rodusky** at [jrodusky@palmbeachculture.com](mailto:jrodusky@palmbeachculture.com).



DeVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## APPLICATION

### Application Details

#### Contact Details

- Organization
- Program Contact
- Chief Executive
- Board Chair
- Artistic Director (or equivalent)

#### Organization Details

- Mission
- Purpose
- Program summary
- Staff numbers

#### Project Details

- Nature and scale of project
- Current status (funds raised, pledged, etc.)
- Timeline
- Team members
- Statement of context (potential liabilities and risks; organizational strengths)



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## APPLICATION

### Application Details

#### Amounts raised over the past two years from:

- Individuals
- Public Sector
- Corporations
- Foundations

#### Key fundraising strategies successfully implemented in the above areas

#### Statements of commitment from:

- Executive
- Board

#### Financial information:

- Organization's current annual budget
- Most recently completed fiscal year actuals (audited or pre-audit)



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

# ABOUT THE PROGRAM PARTNERS



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## PROGRAM PARTNERS

### DeVos Institute of Arts Management

The DeVos Institute has served more than 1,000 organizations from over 80 countries since Michael M. Kaiser founded it during his tenure as President of the John F. Kennedy Center for the Performing Arts in Washington, D.C. The Institute has designed its training, planning, and consulting services to assist a wide range of institutions, from traditional performing and presenting organizations, museums and galleries, arts schools and libraries, to botanical gardens, glass-making studios, public art trusts, and non-profit cinemas, to name a few. The DeVos Institute transferred its activities and offices from the Kennedy Center to the University of Maryland in September 2014. The move enables the Institute to expand its global training and consulting programs, enhance its fellowships for North American and international arts managers within the context of a major educational institution, and undertake research initiatives that utilize both University and Institute resources.

For more information visit <http://devosinstitute.umd.edu/>



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## PROGRAM PARTNERS

### Cultural Council of Palm Beach County

The Cultural Council of Palm Beach County is the official support agency for arts and culture in The Palm Beaches, Florida's Cultural Capital®. The Council provides grants to cultural organizations and professional artists, advocates for art and cultural funding, enhances local arts education, offers support services to foster growth of the sector and promotes cultural tourism.

The Cultural Council also serves as a venue for exhibitions and performances featuring artists who live or work in Palm Beach County, and provides additional programming at its headquarters in the historic Robert M. Montgomery, Jr. Building in Downtown Lake Worth. Also on the property are the Roe Green Uniquely Palm Beach Store featuring hand-crafted items by local artists; the Jean S. and Frederic A. Sharf Visitor Information Center, a VISIT FLORIDA-designated Florida Certified Tourism Information Center; and the Project Space, an open-air garden for live music and large-scale sculpture.

The Cultural Council is open to the public from 10 a.m. - 5 p.m., Tuesday through Saturday. For more information, including a complete calendar of cultural activities in The Palm Beaches, visit [www.palmbeachculture.com](http://www.palmbeachculture.com).



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## NEXT STEPS



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## NEXT STEPS

### Next Steps

- Applications for the Palm Beach County Arts Accelerator are due [Tuesday, July 10, 2018, 5:30pm EDT.](#)
- Links to the online application are available on the websites of the Council and the Institute.
- Applicants will be notified regarding the outcome of their applications by July 30, 2018.
- A recording of today's session will be made available on request in the coming week.
- For more information or with questions, please contact **Jan Rodusky** at [jrodusky@palmbeachculture.com](mailto:jrodusky@palmbeachculture.com).



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND

## QUESTIONS



DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND