

# I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date November 27, 2019

## Contact Information

Organization Name: Delaware Art Museum  
Address: 2301 Kentmere Parkway  
Wilmington, DE 19806  
Phone: 302-571-9590  
Website: www.delart.org  
Year Incorporated: 1912  
FEIN: 51-0065746

Executive Director/CEO Name: Sam Sweet  
Executive Director/CEO E-mail: ssweet@delart.org  
Board of Directors Chair Name: Dr. Annette Woolard-Provine  
Primary Contact Name: Anthony Parenti  
Primary Contact E-mail: grants@delart.org

## Organization Information:

### Field/s of Interest:

<input checked="" type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare	<input type="checkbox"/> Education
<input type="checkbox"/> Health	<input type="checkbox"/> Human Services	<input type="checkbox"/> Religion

**Mission:** to connect people to art, offering an inclusive and essential community resource that through its collections, exhibitions, and programs, generates creative energy that sustains, enriches, empowers, and inspires.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): primarily New Castle County, DE with a significant number of visitors from neighboring Chester and Delaware Counties, PA.

**Describe Population Served and Annual Number of People Served:** The Museum serves over 79,000 people annually, whose demographics are: 65% female, 33% male; 39% Baby Boomers, 23% Millennials, 19% Generation X, 19% Greatest Generation; 76% White, 12% Black or African American, 5% Asian, 5% Hispanic, 1% American Indian or Alaska Native, 2% other.

<b>Annual Budget</b> \$4,908,153	29 # of Full-Time Equivalent Paid Staff
72 % of budget for program expenses	18 # of Board Volunteers
18 % of budget for administrative expenses	77 # of Active Non-Board Volunteers
10 % of budget for fundraising expenses	13,723 # of Volunteer Hours

**Top 3-5 funding sources:** DuPont, Gerret Copeland, Lynn Herrick Sharp, Delaware Community Foundation, Phyllis Aerenson

**Is this grant proposal for:** Capacity Building ☐ or General Operating ☒?

**Grant Amount Requested from the Community Foundation:** \$20,000

**Proposal Summary:** The Delaware Art Museum is an invaluable community resource that offers a wide array of exhibitions, performances, educational programs, and community events. We respectfully request support for these operations because they preserve and contribute to the cultural patrimony and economic health of the Brandywine Valley.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

### 1. Nonprofit's history, goals, key achievements and distinctiveness

#### History

Created in 1912 to honor Wilmington's renowned illustrator, Howard Pyle, the Museum has served as a primary arts and cultural institution in Delaware for over 100 years. It is alive with experiences, discoveries, and activities to connect people with art and with each other. Our collection of over 12,000 works of art boasts the largest, most important Pre-Raphaelite collection outside of the United Kingdom, a growing collection of significant contemporary art, and a monumental sculpture garden. Embracing all disciplines, the Museum's Performance Series ranges from concerts by Pyxis Piano Quartet, resident ensemble of over ten years, to cutting-edge, multi-disciplinary artists committed to social justice and pushing the boundaries of artistic practice.

#### Goals

The Museum's strategic plan focuses on increasing the Museum's relevancy and value to the communities in Wilmington and its surrounding area. Its main goals are as follows:

- Committed to excellence – nationally recognized for the quality of our collections and programs and for advancing innovation in all art disciplines.
- A vital hub – a vibrant, bustling space activated by the collections and programs where artists, educators, and community groups come together on equal terms to engage in cultural and civic discourse around art.
- Civically engaged – bringing art into the lives of the community in ways that support their interests.
- Welcoming and inclusive – understanding our audience and meeting their unique needs.
- Financially sustainable – securing the Museum's future with a strong endowment and responsible resource management.

#### Key Achievements

**Diversity:** The Museum has conducted research to identify new audiences. We identified five zip codes that are underrepresented at our institution. Since we began planning cultural festivals, performances, and exhibitions in collaboration with community advisory groups, we have seen a marked increase in attendance from two of the identified zip codes: 80% from 19801 and 40% from 19802. The growing diversity at our institution is also reflected in our staff and board, of which people of color now make up 22% and 27%, respectively. Building on this growth, we aim to continue diversifying our institution as a whole.

**Performance Series:** In the past season, the Performance Series presented 16 multi-disciplinary performances ranging from African dance to Puerto Rican *Bomba y Plena* music. As part of a collaborative community event commemorating Dr. Martin Luther King, Jr., the Museum also commissioned *Unbroken Spirit: the 1968 siege of Wilmington* to complement the concurrent exhibition about the 1968 occupation of the city.

**Audience Needs:** The Museum is focused on meeting the unique needs of its audience. For example, we offered tours, brochures, and interpretative information in Spanish and Haitian Creole for our summer exhibition, *Relational Undercurrents: Contemporary Art of the Caribbean Archipelago*.

**Community Relevance:** The Museum's *Distinguished Artists Series* showcases the works of local artists. For example, this summer we exhibited the works of Edward Loper, Sr. and Edward Loper, Jr. We also

created a Teaching Artist and Curator in Residence program to support the professional development of artists in Wilmington. This artist teaches the hands-on art workshops for school tours.

**Financial Stability:** The Museum has already raised \$19 million towards its 2023 goal of \$25 million. This aggressive fundraising plan will increase the endowment and provide lasting financial stability for decades to come.

### Distinctiveness

The Delaware Art Museum is the premier arts and cultural institution in the state, home to a substantial collection of over 12,000 works of art. Its mainstays include the largest and most important collection of British Pre-Raphaelite art outside of the United Kingdom as well as works by two renowned local artists: the Museum's *raison d'être*, illustrator Howard Pyle; and John Sloan of the Ashcan school. Spanning a period of more than 200 years of American art, the galleries also showcase significant contemporary works. Even the grounds, lush and idyllic, boast a monumental sculpture garden and labyrinth.

The Museum plans exhibitions, community events, and performances in collaboration with community advisory groups in order to increase the relevance of these programs to our audience. For example, our *Distinguished Artist Series* celebrates local artists by showcasing their works at the Museum. Moreover, the Performance Series complements the exhibitions with multi-disciplinary performances on the cutting edge of the arts scene. The variety of performances, ranging from dance to all genres of music, promotes the advancement of all art forms at our institution. All performances focus on a social justice theme. Finally, our Red Apple Fund is unique in subsidizing arts education for youth facing economic disadvantage. By covering the costs not only of admission but also of transportation, the Museum provides meaningful support for all youth to participate in valuable arts education opportunities.

## **2. Funding request**

### Key Initiatives

**Exhibitions:** The Museum displays not only its permanent collections but also an average of three temporary exhibitions per year. Unique programs are specifically designed to accompany each exhibition. Our three current exhibitions are *Posing Beauty in African American Culture*, Angela Fraleigh's *Sound the Deep Waters*, commissioned by the Museum, and *The Hand Translated* by distinguished, local artist Mitch Lyons. Upcoming exhibitions are, in 2020, *Louis Comfort Tiffany: Treasures from the Driehaus Collection* and *Fantasy and the Medieval Past* and, in 2021, *Aesthetic Dynamics: Afro-American Images 1971*.

**Performances:** The Museum presents an average of 12 performances annually. They include many and diverse genres of dance and music, including jazz, chamber music, and unique commissions. These cutting-edge performances always relate to a social justice theme.

**Learning & Engagement:** The Museum offers educational programs for learners of all ages. Highlights are: Healing Through Art / Sanando a Través de las Artes, a bilingual art therapy program for those affected by cancer; school tours and partnerships for kindergarten through high school; studio classes for youth and adults; Storyteller in Residence for young children; summer art camp; and ArtSmart exhibitions of student works.

**Community Programs:** Select programs include: Summer Happy Hours; cultural festivals; Family Second Sundays; Kids' Corner exhibitions designed by a local Family in Residence; community-driven Connected Series projects; the Wilmington Writers' Conference; and Glory of Stories.

**Rebranding Project:** The Museum is using research and audience profiles to rebrand its image to align with the goals of our strategic plan. The Museum has redesigned its logo and is developing an updated

website that will be more efficient and user-friendly. These improvements will complement the renovation of our front entrance and reinstallation of the galleries, two major projects for 2020.

*Specific needs and issues to be addressed*

The Delaware Art Museum contributes to the cultural and economic capital of Wilmington. Visitors to our galleries discover works by many local artists, both masterpieces of the past and innovative contemporary works. In addition, our institution stimulates the local economy by generating jobs and attracting tourism.

As a civically engaged institution, the Museum collaborates with community advisory groups and partner institutions to design dynamic exhibitions, public events, and enriching programs. We are committed to providing equal access to the arts for all through our robust educational programs for youth.

A vital community resource for arts and culture, the Museum seeks programmatic and general operating support as well as contributions to our capital campaign in order to continue providing its invaluable services in the Brandywine Valley.

*Why it is important to fund this now*

Since Executive Director & CEO Sam Sweet came to the Museum in 2017, he has revitalized the Museum's programs. The new Performance Series is expanded, more dynamic, and inclusive of all audiences. Community partnerships with schools and organizations have dramatically increased. Attendance and Membership have steadily increased over the years. We are achieving our ambitious goal to become a vibrant community resource. We have also made significant progress towards achieving our financial goals, having already raised \$19 million towards our \$25 million capital campaign.

Investing in our institution at this time is crucial because it will ensure our success in the long run. Meeting our fundraising goal by 2023 will provide lasting financial support to our institution for decades to come. This stability will allow the Museum to continue its important work through exhibitions, performances, educational programs, and community outreach. This investment will enrich our shared community by connecting people with the arts, preserving our human culture, and advocating for social justice.

*How impact and results will be demonstrated*

The Museum monitors attendance, demographics, and revenue on its database. This data allows us to evaluate who we are serving and who we need to engage more. It further shows our relevance to the community and their interest in our programs. This information allows us to evaluate the success of our individual efforts, partnerships, and collaborations.

For exhibitions and educational programs, the Museum solicits feedback from participants and collaborating organizations both verbally and through written surveys. This qualitative data allows us to learn and improve on our programs in the future.