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Contact Information
Organization Name: Delaware Art Museum
ED/CEO Name: Mike Miller
Address: 2301 Kentmere Parkway, Wilmington, DE 19806
ED/CEO E-mail: mmiller@delart.org
Phone: 302-351-8523
Board Chair Name: Annette Woolard-Provine
Website: delart.org
Primary Contact Name: Anthony Parenti
FEIN: 65-0065746
Primary Contact E-mail: aparenti@delart.org

In a few brief paragraphs, please explain:

1. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)

   The Museum serves visitors from the following counties: New Castle County, DE; Kent County, DE; Sussex County, DE; Cecil County, MD; Salem County, NJ; Chester County, PA; and Delaware County, PA. Last year, the Museum attracted 74,725 visitors through its exhibitions, performances, and programs.

   According to our 2019 frontline survey, about 5% of participants who provided their zip code reside in Chester County (1,335 out of 28,740 responses). Therefore, the Delaware Art Museum receives about 3,000 visits from Chester County residents in an average year. Data shows the visitors from the following towns in Chester County, listed in order of greatest attendance:

   1. Kennet Square
   2. West Chester
   3. Landenberg
   4. West Grove
   5. Lincoln University
   6. Avondale
   7. Downingtown
   8. Coatesville
   10. Phoenixville
   11. Malvern
   12. Lionville
   13. Berwyn
   14. Chester Springs
   15. Cochranville
   16. Devon
   17. Honey Brook
   18. Glenmore
   19. Paoli
   20. Parkesburg
   21. Spring City
   22. Pottstown
   23. Nottingham
   24. Unionville
   25. Elverson
   26. Kimberton
   27. Thorndale

2. What population is served, what has been the impact of COVID-19, and how has your nonprofit responded?

   Our visitor demographics are as follows: 65% female, 33% male; 39% Baby Boomers, 23% Millenials, 19% Generation X, 19% Greatest Generation; 76% White, 12% Black or African American, 5% Asian, 5% Hispanic, 1% American Indian or Alaska Native, and 2% other. The Museum regularly engages underserved populations through our Red Apple Fund for Student Enrichment. The Museum uses this fund to provide scholarships to low-income youth in Wilmington, covering the costs of tuition/admission and transportation, for students to participate in school tours, educational programs, and studio classes. Our partner schools who regularly receive funding through the Red Apple Fund are Kuumba Academy (57.19% of students from low-income families and 90.87% Black or African American students), Warner Elementary (74.29% students from low-income families and 78.15% Black or African American students), Shortlidge Arts Alliance (70.67% low-income families and 75.07% Black or African American), and Academia Antonia Alonso (45.71% of students from low-income families and 74.12% Hispanic or Latinx). These longstanding partnerships, as well as collaborations with Community Advisory Committees, have helped us begin remedying the demographic disparity of our audience. The Museum has identified five low-income zip codes in Wilmington that are underrepresented at its exhibitions, events, and programs: 19702, 19720, 19801, 19802, and 19805. Since 2018, visitation from two of these neighborhoods has drastically increased: 80% from 19801 and 40% from 19802. This growth demonstrates the Museum’s success in combating socio-economic barriers and in making art-centered educational enrichment accessible to all children.

   The governor of Delaware’s state of emergency has forced the Museum to close to the public from mid-March through at least the end of May. This unfortunate and unforeseeable crisis resulted in the cancellation of a number of programs that our
community treasures: performances, studio classes, school tours, new exhibitions, lectures, and members’ exhibition preview parties. The Museum has pivoted to respond to the pandemic-related restrictions by providing a number of virtual programs: lectures, performances by our resident Pyxis Piano Quartet, curator-led tours of our exhibitions, storytelling programs for children (Glory of Stories), happy hours with members and curators via Zoom. In addition to these dynamic on-line programs, the Museum’s Membership Coordinator is making personal phone calls to all of our 1,600 members in order to keep in contact with our constituents. Our Membership Coordinator, Marie Cordivano, surpasses expectations because she not only updates members about the Museum’s response to the pandemic but also provides much-needed human interaction during these isolating times, discussing with our constituents anything from grocery delivery services to virtual happy hours.

3. **How much funding is sought? How does this compare to your annual operating budget? What will the funding be used for? What is the expected timeframe for use of funds?**

The Museum respectfully requests from the Chester County Community Foundation $5,000. This grant is about 0.1% of our annual operating budget ($4,908,153). This grant will be used to compensate for some of our lost income, both contributed and earned, due to the COVID-19 pandemic. This grant, if awarded, will be used for operating expenses in 2020. This request aligns with the Chester County Community Foundation’s collateral damage request funding priority.

Since, as a nonprofit organization, the Museum runs many of its programs at a financial loss to the institution, the overall financial impact on the institution seems mild when compared to smaller, less financially stable organizations. Although the Museum is responding rapidly by providing virtual programs for our constituents, these free programs will not compensate for the sustained loss of income from general admission. From mid-March through the end of May, the Museum would have welcomed over 17,000 in general admission (based on the same period in 2019). These admissions would have totaled more than $29,000. However, what is immeasurable in dollars is the lost opportunity to make a positive impact on our visitors’ lives through the arts. For example, we would have brought about 900 low-income youth to the Museum for school tours, completely funding their admission and transportation through scholarships from the Museum’s Red Apple Fund for Student Enrichment. In addition, the pandemic has delayed our capital projects and impeded negotiations with artists. These hindrances have resulted in lost opportunities for 14 grants totaling $607,750.

Please email grants@chescocf.org

- This Brief COVID-19 Rapid Response Mini-Grant Letter of Request
- Copy of annual operating budget or most recent audit
- 501c3 determination letter

Request letters will be posted on the Community Foundation’s website, in order to share with fund advisors, donors, grant panelists, and other funding sources. Grants will be processed a few times monthly. We estimate mini-grants will range from $500 to $5000.

Please direct general questions & inquiries about the Rapid Response Mini-Grants to grants@chescocf.org. Beth, Steph, Cierra or Kevin will answer you.