
Key Themes from Brown Bags

■ **Advocacy/Communications**

- Arts community needs a coordinated arts advocacy message and mechanism...sustaining the message
- Need to better integrate the arts in economic planning, tourism, business development
- Recognized need for a centralized source of information about the arts
- Programs/initiatives to promote arts in Delaware (marketing of the arts)
- Possibility of expanded partnerships/feeds of DelawareScene.com to other marketing sites (Tourism, Chambers of Commerce, etc.)

Key Themes from Brown Bags

■ Collaboration

- ❑ Recognized need for better coordination among arts organizations
- ❑ Are there too many nonprofits in Delaware? Funders are looking for collaboration
- ❑ Possibilities for coordinated marketing/advertising, purchasing, staffing, communications
- ❑ Look to Division's collaborative efforts with state agencies (Hist/Cult Affairs, Tourism, Libraries) to cross-promote the arts
- ❑ Access to affordable venues

Key Themes from Brown Bags

■ Funding

- Need to develop more effective dedicated and varied revenue streams
 - Arts Trust Fund (for operations)?
 - Planned giving, Individual giving, small business, grants
- General operating support is most important funding source
- Economic downturn impacts all arts organizations
- Major decreases in all revenue streams
- Increasing demand for measurable outcomes (corporate/foundation support)