

RESEARCH NOTES

Presented by
ARTS BUSINESS COLLABORATIVE

Bi-Yearly Research Newsletter: February 2023

The Rising Tides Research Institute (RTRI) department at Arts Business Collaborative (ABC) brings you Research Notes, our new quarterly newsletter updating you on the latest from our team of action-oriented researchers. Always aiming to root our projects in integrity and innovation, Research Notes serves to keep our work connected to the larger ecosystem of nonprofits, foundations, government agencies, and additional stakeholders working toward equitable conditions for people of color working in the arts & STEM.

RTRI continues our commitment to interrogating systemic racism in the arts and culture sector and amplifying the lived experiences of arts practitioners, administrators, and entrepreneurs of color by continuing to create research that is guided by our programmatic and development departments to help add to the conversations that directly affect the work that ABC provides. In this effort, RTRI announces three new projects:

1

An exploratory study on Community-Centric Fundraising (CCF) in the arts, the inaugural project of our Racial Equity in Arts Funding research track embedded in ABC's development department

2

A mixed-methods study on racial and labor bias in Black arts ecosystems in the New York Metropolitan area and beyond

3

A new research track embedded in ABC's programs department devoted to studying and amplifying fiscal sponsorship in the arts and STEM as a means of community-building and organizing by POC-led and -serving groups

We are also announcing our search for a new Director of Research & Strategy, and sharing key takeaways from our first multi-year project: "COVID-19 and the Creative Economy Impact Study." You can find more information below, and we invite you to share your thoughts, questions, and feedback at research@artsbusinesscollaborative.org.

Thank you for taking the time to learn about RTRI's work, and we look forward to new opportunities for dialogue and collaboration over the course of this year.

CURRENT



EXPLORATORY STUDY ON COMMUNITY-CENTRIC FUNDRAISING (CCF) IN THE ARTS

RTRI's new RACIAL EQUITY IN ARTS FUNDING Research track serves two primary goals:

- 1** To problematize white, patriarchal funding processes and tools undergirding the exclusive circulation of assets in philanthropy
- 2** To amplify practices utilized by historically marginalized communities in order to tactically and systematically realize equitable funding in the sphere of arts and culture

The inaugural project of this research track centers on COMMUNITY-CENTRIC FUNDRAISING (CCF), a movement led by fundraisers of color who ground their work in principles rooted in RACIAL EQUITY AND ECONOMIC JUSTICE.

Drawing insights from interviews with twenty nonprofit professionals working both within and adjacent to the CCF movement, a final report will analyze the CCF movement from the perspective of the arts and culture sector.

We seek to document:

- dynamic critiques of and responses to pervasive donor-centric practices in philanthropy
- community-centered fundraising practices, with a special focus on tactics and strategies implemented by fundraisers and/or organizations rooted in communities of color, and
- potential further lines of inquiry toward strengthening CCF practices and catalyzing shifts from donor-centric to community-centric funding outcomes.

The exploratory report on CCF in the arts will be published by Arts Business Collaborative in May 2023.

FISCAL SPONSORSHIP LITERATURE REVIEW

ANNOUNCING

New Fiscal Sponsorship Research Track

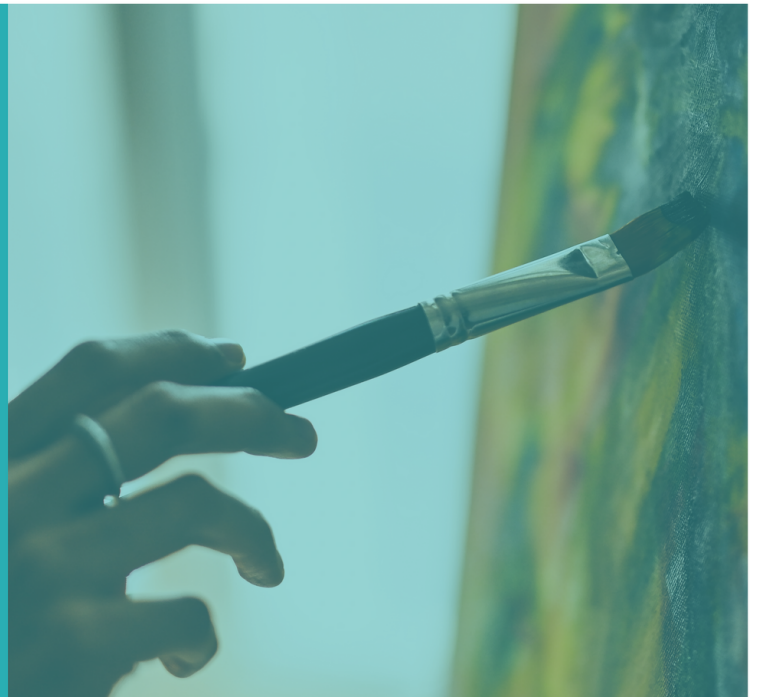
Commencing with a literature review synthesizing available field research, we are announcing a new fiscal sponsorship research track to:

- examine the field's history, current and developing practices, critiques of transactional and extractive models, and to
- highlight practitioners in the field partnering and building resources with people of color-led and -serving grassroots groups, movements and projects through a deep equity lens.

We intend to:

- evaluate and improve our internal ABC fiscal sponsorship program with research-backed findings and recommendations, and
- contribute to a maturing, but still deficient field of research.

UPCOMING



**STUDY ON BLACK ARTS ECOSYSTEMS IN NEW YORK CITY AND
BEYOND - Continued Below**

STUDY ON BLACK ARTS ECOSYSTEMS IN NEW YORK CITY AND BEYOND

RTRI's inaugural project, the "COVID-19 and the Creative Economy Impact Study," underscored financial vulnerability experienced by arts practitioners and organizations of color who find themselves subject to racial bias in for-profit and nonprofit markets as well as labor bias that regards the arts as an extractable resource.

In order to more deeply understand the struggles faced by Black arts entrepreneurs, in particular, RTRI seeks:

- To document and analyze specific economic disadvantages created by the articulation racial and labor biases in Black arts ecosystems in the New York metropolitan area and one additional US (TBD), and
- To explore the ways in which members of Black arts ecosystems navigate these adverse circumstances, and how this work can be better supported by philanthropy and government policy

This new two-year study, set to launch in 2024, has secured funding from the National Endowment of the Arts, and ABC is actively seeking additional support. For more information about this project, or to schedule a conversation with our team, please contact research@artsbusinesscollaborative.org.

DIRECTOR OF RESEARCH- POSITION OPEN

Arts Business Collaborative is looking to hire a Director of Research to lead our action-oriented research team. Our current projects include studies exploring racial equity in fundraising and fiscal sponsorship for artists and BIPOC-led grassroots groups. Our next collaborative project will center on the intersections of systemic racism and arts labor exploitation in Black arts ecosystems in the NY metro area and one additional US city.



If you or anyone you know might be interested in the role, please don't hesitate to be in touch- research@artsbusinesscollaborative.org

PREVIOUS RESEARCH



COVID-19 & THE CREATIVE ECONOMY IMPACT STUDY

In March 2020, when initial plans for quarantine were announced artists, arts businesses and arts nonprofits sought tactical approaches to manage the present and future socio-economic uncertainty by using the resources immediately available to them. However, few were well-positioned to manage a potential crisis or engage in the aid-seeking process.

To capture and examine the impact of COVID-19 on the creative economy, ABC and the Rising Tides Research Institute (RTRI) conducted a 3 phase study on the economic survival of POC-led arts organizations, entrepreneurs, and artists during and after COVID-19, through the investigation of 3 areas:

- 1 Access to emergency aid during COVID-19**
- 2 Socio-political and economic conditions faced prior to and during COVID that impacted stability and growth, and**
- 3 Key strategies for funding and crisis management**

COVID-19 & THE CREATIVE ECONOMY IMPACT STUDY: PHASE ONE

March 2020 - June 2020



RTRI conducted a six-week COVID-19 Emergency Aid Access Survey of 150 dance and theater artists, arts administrators, and for/non-profit arts leaders, with the majority of respondents identifying as people of color. Gathering data to facilitate ABC's capacity to support POC artists and arts organizations of color through accessible and relevant training during the apex of pandemic, RTRI analyzed:

- the effects of arts labor exploitation across industries on the collapse of the creative economy
- the exacerbation of pre-existing financial precarity amongst arts workers
- issues around digital adaptability of dance education and performances, and
- arts labor exploitation as a hindrance to sustainable business management practices

In light of these deep-seated systemic issues of economic instability, RTRI recommends:

- increased investment in failsafes to impede future structural collapses to protect arts workers from the shortfalls of supply chain mechanisms
- financial and operational skills training customized to account for the socio-economic contexts faced by arts workers of color, and
- investment in innovative spaces and opportunities for supporting the value retention of proprietary work

More.....

COVID-19 & THE CREATIVE ECONOMY IMPACT STUDY: PHASE TWO

April 2021 - July 2021

RTRI executed a three-month ethnographic study centering on 120+ hours of interviews with artists and arts leaders of color. The study focused on the intersections of systemic racism, the pandemic, and sociopolitical upheavals of 2020 in relation to operating models, financial strategies, labor conditions, access to emergency aid, and crisis management approaches of artists and arts business leaders of color. A final report explored four core themes:

- **dance and theater employment, capital, and income ecosystems**
- **knowledge of emergency aid types and associated qualifications**
- **comparison of business conditions prior to and during COVID-19, and**
- **potential opportunities for training and education**



Report recommendations for post-COVID recovery included:

- 1** inter-industry relations reforms and labor protection, specifically for artists working as non-traditional employees, would help to decrease the loss of income and tax revenue that exploitative conditions currently produce
- 2** targeted outreach to improve dissemination of financial aid information and other resources to artists of color and small arts organizations led by and serving people of color, while ensuring financial aid and technical assistance support is designed and executed to accommodate artists who engage in a variety of employment structures
- 3** reforms to philanthropic grantmaking that gives preference to general operating funds and collaborative programming, and
- 4** financial literacy education rooted in the lived experiences and correlating needs of artists and arts business owners of color

COVID-19 & THE CREATIVE ECONOMY IMPACT STUDY: PHASE THREE

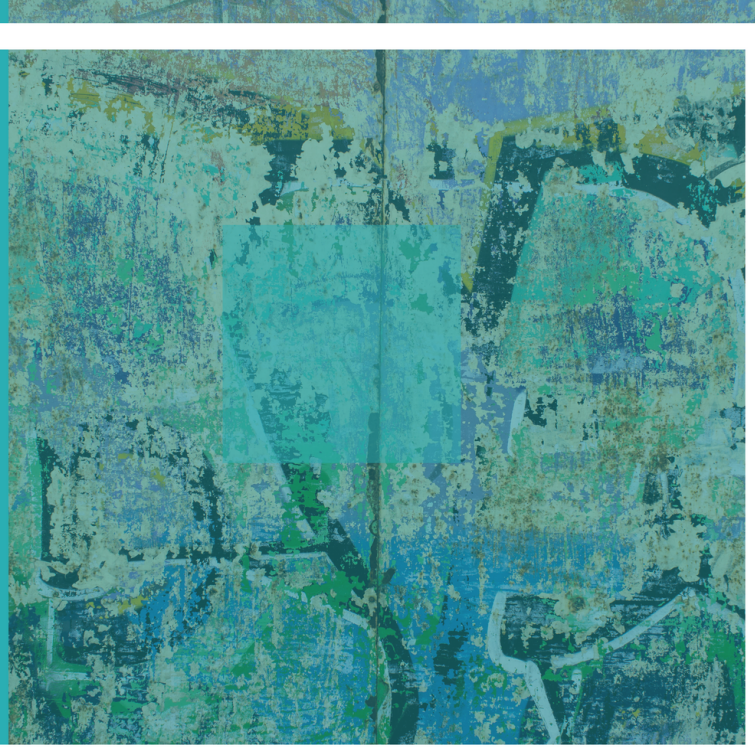
November 2021 - September 2022

In November 2021, the RTRI team convened research partners, researchers, and key guest moderators for a **3-day intensive virtual impact lab** to collectively deliberate upon, share, and cultivate cooperatively designed interventional strategies for future success in a shifting arts business landscape.

Committed to facilitating further opportunity for dissemination of findings and tools, our team repurposed the impact lab as multiple on-site one-on-one and small group working sessions with our partners and their organizations to assist with developing and implementing partner-specific strategies.

SPEAKER SERIES

Presented by GAP



'A BETTER CONVERSATION' SPEAKER SERIES

Beginning in 2021, this public speaker series initiative initially served as an extension of the COVID-19 & The Creative Economy Impact Study, inviting our research participants and arts and culture leaders to discuss common themes emerging from our research.

For our second season in 2022, we put local artists and arts cultural organizations in conversation to discuss collaboration and collective work – specifically posing the question: *How can organizations better work with individual artists and vice versa?*

***Season 2, Ep. 1 Preserving Queens:
Community Archiving at Queens
Memory Project***

(Speaker: Meral Agish, Community
Coordinator at QMP)

**A BETTER CONVERSATION
PRESERVING QUEENS:**

COMMUNITY ARCHIVING TO RAISE AWARENESS, SENSE OF OWNERSHIP,
AND REPRESENTATION IN OUR SHARED HISTORIC RECORD



FACILITATED BY RISING TIDES RESEARCH INSTITUTE WITH



MERAL AGISH,

ORAL HISTORIAN AND COMMUNITY COORDINATOR
@ QUEENS MEMORY PROJECT

**A BETTER CONVERSATION
CONSCIOUS COLLABORATION:**

HOW ARTS EDUCATION ORGANIZATIONS AND ARTISTS WORK
TOGETHER TO PROMOTE AND PROVIDE INCLUSIVE ARTS PROGRAMS



FACILITATED BY RISING TIDES RESEARCH INSTITUTE WITH

ASHLEY RENEE WATKINS,

ARTS ED CONSULTANT, FACILITATOR, VOCALIST, SONGWRITER

&

MONIQUE JARVIS,

DIR. OF COMMS & CORPORATE PARTNERSHIPS @ LEAP, VOCALIST



***Season 2, Ep. 3 Advocacy &
Activation: How Artists Imagine and
Realize the Tools for Creating Our
Collective Future***

(Speakers: Jonathan McCrory,
Executive Artistic Director of the
National Black Theatre, and Marla
Robertson, performer, dancer,
choreographer)

A BETTER CONVERSATION

ADVOCACY AND ACTIVATION:

HOW ARTISTS IMAGINE AND REALIZE THE TOOLS FOR
CREATING OUR COLLECTIVE FUTURE



FACILITATED BY RISING TIDES RESEARCH INSTITUTE WITH

JONATHAN MCCRORY,

EXEC. ARTISTIC DIRECTOR AT NTNL BLACK THEATRE & PERFORMER, PRODUCER

&

MARLA ROBERTSON,

CHOREOGRAPHER, PERFORMER, EDUCATOR



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