



## KETCHIKAN GATEWAY BOROUGH

1900 First Avenue Ketchikan, Alaska 99901

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### GRANT REQUEST

Amount requested: \$25,000

Program/project title: Operation Support

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### ORGANIZATIONAL INFORMATION

Organization name: Ketchikan Area Arts and Humanities Council

Address: 330 Main Street

City: Ketchikan

State: Alaska

Zip: 99901

Telephone: 907-225-2211

Fax: None

E-mail: KathleenL@KetchikanArts.org

Executive Director: Kathleen Light

Telephone: 907-225-2211

Name of contact person: Kathleen Light

Title: Executive Director

Telephone: 907-225-2211

Cell phone:

Total organization budget for current year: \$304,200

Date of incorporation: 1970

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Is your organization tax exempt under section 501(c) (3) or other sections? If no explain:

Yes

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Which of the following Ketchikan Gateway Borough areawide powers does your project address (check one)?

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Economic Development             | <input checked="" type="checkbox"/> Recreation |
| <input type="checkbox"/> Transportation                              | <input checked="" type="checkbox"/> Education  |
| <input checked="" type="checkbox"/> Other (specify) Arts and Culture |  |
-



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### Staff composition in numbers

Paid full-time: 4

Paid part-time:

Volunteer: 250

Interns:

Other:

**Total: 254**

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### Detail the purpose(s) of your request with justification and explanation

(For the following, use additional pages as needed)

The Ketchikan Area Arts and Humanities Council (KAAHC) requests grant funding in the amount of \$25,000 to support programming, activities and operations of the organization which in turn generate a positive economic impact, provide workforce development and greatly contribute to the quality of life in Ketchikan.

The Ketchikan Area Arts and Humanities Council has received operating support from the Ketchikan Gateway Borough for over 40 years in support of the many services the organization provides for the community. Grant funds received from the Borough are used to support community-wide programming including but not limited to: the Blueberry Arts Festival, the Main Street Gallery, the Winter Arts Faire, the Wearable Art Show, youth art classes, two annual Art Walks, Stories at Latitude 56, and educational opportunities such as Saturday Morning Art Classes, the Basic Arts Institute, the Teaching Artist Academy, and other artist professional development opportunities throughout the year. KAAHC programming adheres to the mission of creating and promoting artistic opportunities for the entire community, providing crucial components for maintaining a high quality of life in Ketchikan. A strong creative community is a compelling draw for companies, families and other organizations to establish meaningful roots and to invest in Ketchikan for the long term. As proven in many studies, as well as similar small communities throughout the country, vigorous arts activities are economic engines, generating additional indirect spending almost three times the original expenditure, while provide additional tax revenue for local government. The arts are a robust industry that helps fuel Ketchikan's economy, draws new and retains residents, and sustains jobs. However, while the arts create increased economic activity, jobs, and a more vibrant community; the undertaking of art is to communicate what it is like to be human – the good, the difficult, the humorous, and the sublime. KAAHC is an integral component to Ketchikan's healthy and vibrant arts industry.

In 2015 KAAHC's programs were attended by over 24,000 audience members, meaning community members repeatedly attended programs of the Arts Council. KAAHC is supported by over 480 household and business members, 11 Board members (including a student representative who is also the President of the Ketchikan Chapter of the National Arts Honor Society), 132 program



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supporters, and 4 major business sponsors. Those numbers greatly exceed other communities of similar size in Alaska and clearly demonstrate the value the community places on KAAHC. Full grant support from the Borough not only allows the Arts Council to function efficiently and continue to provide extraordinary services for community members, it is absolutely crucial in enabling KAAHC to leverage additional funding from other sources such as the State Arts Council, the State of Alaska, the Alaska Community Foundation, the Western States Arts Federation, the Rasmuson Foundation, the Crossett Fund and other granting bodies.

The Ketchikan Area Arts and Humanities Council grant request of \$25,000 is not strategically inflated to anticipate a sliding scale; the full funding is needed for the efficient and effective operation of the organization to continue to provide exceptional service for the community of Ketchikan.

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### **Statement of measurable goals and objectives of project(s) or program(s):**

KAAHC is currently in the middle of our five year strategic plan. The strategic plan was developed using information gathered from a community-wide conversation with local residents including other arts organizations, educators, members, municipal leaders and artists in the community. The information from the community conversation was compiled by the KAAHC Board of Directors, becoming the framework for the 2013-2018 strategic plan. Four major goals were established for the organization:

1. Maintain a sustainable organization with an effective infrastructure for growth and diversified funding sources.
2. Build awareness and advocacy for the arts and artists of Ketchikan and the Arts Council.
3. Cultivate life long learning in the arts.
4. Evaluate existing programming and services for relevance and efficiency.

KAAHC actively maintains awareness of the needs of the community and evaluates programming and activities on several different levels to assess value to the community and sustainability. Several quantitative strategies are used to evaluate the “popularity” of programming including ticket sales and attendance, while more qualitative strategies are used to understand the depth and impact of programming including surveys, staff evaluation of programming, number of returning participants, and participant interviews. The two strategies are, and must be, used together to accurately determine the value and sustainability of programming.

In 2016 KAAHC will continue its flagship programming including the Main Street Gallery, the Blueberry Arts Festival, the Wearable Arts Show, the Winter Arts Faire, Torch Nights Performing Arts Series, and the 2 annual arts walks. Additionally, KAAHC, in partnership with KRBD, will continue offering, for a second year, the story telling series, “Stories at Latitude 56”, featuring local Ketchikan residents telling stories of their lives. The series has struck a nerve with community members, providing a unique look into the depth and beauty of local residents and serves to remind participants and audience members why Ketchikan is an extraordinary place to live.



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KAAHC will continue to work with schools, teachers, and graduates of the Teaching Artist Academy in ensuring arts opportunities are available to young people in all schools in the area. KAAHC applied on behalf of the Ketchikan Gateway borough School District for a second Basic Arts Institute in 2016. KAAHC has secured additional grant funding on behalf of the school district to pay for the two-week intensive continuing education for local teachers. The Basic Arts Institute, a program of the Alaska Arts Education Consortium, provides brain based techniques and information for educators to use the arts to deepen and enrich learning of any curriculum. In terms of providing arts in the schools, KAAHC believes the combination of artists trained through the Teaching Artist Academy to go into the classroom and provide extended artist residencies, and providing education for teachers in techniques to use the arts to enrich curriculum, will expose every young person in Ketchikan to the arts in some way.

Professional development for artists is an important facet of KAAHC programming and will continue in 2016. Grant writing assistance, gallery application seminars, and portfolio development for artists will continue, as well as product development opportunities for artists through KAAHC's two annual city-wide arts festivals. Additionally, KAAHC will continue to offer classes for adults to experiment with a wide variety of arts mediums and drawing classes with the new Arts Uncorked program.

KAAHC will continue with its fiscal sponsorship program. The KAAHC fiscal sponsorship program assists small arts groups in Ketchikan by providing an umbrella for activities including use of 501c3 status for receipt of donations, and liability insurance for programming. Eligibility for fiscal sponsorship is available only through an application process which requires groups to have been active for at least 3 years, to have a board of directors, a mission, an annual programming plan, and an annual budget. Applications are reviewed and approved or refused by the KAAHC Board of Directors. Groups that currently participate in the fiscal sponsorship program follow. Sam Pitcher Memorial Scholarship Fund has given over 50 scholarships to Ketchikan youth to assist in attending summer music camps and further developing their skills. The Monthly Grind present 9 performances of Ketchikan musicians, dancers, actors, poets, magicians and more since it began over 28 years ago. The Monthly Grind often mounts fundraisers for other arts groups, or community members who are in need. The Ketchikan Medieval and Renaissance Society (KMARS) is a relatively new group but has built up a following through presenting historically accurate games and toys which delight due to their absence of current technological excess. KMARS hosts dinners and presents professional touring musicians that are also historically relevant and/or accurate, adding a dimension to Ketchikan that is important but also quirky. Misty Thistle Pipes and Drums is a group that studies and performs Celtic music and dance. The group hosts and assists several fundraisers annually by performing throughout the community and presents the annual Robert Burns Night. Misty Thistle Pipes and Drums represents a cross section of the community's culture.

KAAHC will continue to host BOOMbal Dancehall and the Alaska Square Dance in the Main Street Gallery. Both dance groups began about 5 years ago and provide access to an art form that is not always accessible to the layman. Both groups hold their dances at the Main Street Gallery and have built up a following of people who are interested in learning, exercising and socializing.



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Lastly, using online, print and verbal communication, KAAHC will continue to advocate and promote the artists, arts organization and the creative economy of Ketchikan, not only to local residents to raise awareness of opportunities, but outside of Ketchikan as a point of pride, as a draw for potential residents and businesses, and as a statement to the world of the caliber, insight and volume of artists and arts activities in this small community.

Please see the included 2013-2018 Strategic Plan for more details of the goals and objectives of KAAHC and how they will be accomplished.

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### **Are there other projects related to or dependent on this project? Is this project dependent on other activities or actions? If yes, describe projects, actions or activities specifying phases where appropriate.**

All programming of the Arts Council such as the Blueberry Arts Festival, the Wearable Art Show, the Main Street Gallery, the Winter Arts Faire, Ketchikan Public Art Works, art walks, the [www.KetchikanArtLivesHere.org](http://www.KetchikanArtLivesHere.org) artist registry and Ketchikan public art catalogue website, and the Teaching Artist Academy depend upon the “project” of the KAAHC to remain healthy and vibrant. In addition to ongoing programming and events of KAAHC, the fiscally sponsored groups of the Arts Council depend on KAAHC for administrative assistance and leadership to continue to thrive.

KAAHC administers a fiscal sponsorship program under which smaller arts organizations are able to function, making it possible for them to use our insurance and KAAHC as a 501c3 sponsor for grant applications. Through this process the organizations are able to function more efficiently and reduce their administrative needs. Currently under our fiscal sponsorship are the following organizations:

The Monthly Grind  
Sam Pitcher Memorial Scholarship Fund  
Ketchikan Medieval and Renaissance Society  
Misty Thistles Pipes and Drums

Additionally, KAAHC plays an important role in the cultivation and retention of the many artists in the community by providing a venue for display of their works, creating programming for artists to learn and grow, and the promotion of their activities, products and progress. Without the support system provided by KAAHC, many local artists would not have the resources to get their work in front of an audience, find funding for projects, or be able to effectively promote themselves. The many arts organizations in the community, in addition to a broad range of other community groups, use KAAHC to promote events, borrow equipment, and solicit information, assistance and materials from the organization. These activities support the mission to give all community members the chance to participate, express and create. The culture of information exchange and nurturing not only keeps artists and arts organizations moving forward and creating, it provides an environment in which people want to live, raise their children and retire.



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Other organizations KAAHC collaborates with annually are below:

City of Ketchikan  
City of Saxman  
First City Players  
Greater Ketchikan Chamber of Commerce  
SE Alaska Discovery Center  
Ketchikan Gateway Borough  
Ketchikan Theatre Ballet  
Ketchikan Visitors Bureau  
Ketchikan Wellness Coalition  
KPU Telecommunications  
KRBD Public Radio Station

KAAHC is a member-based, nonprofit organization. Currently our membership includes 450 households and businesses with our volunteer core swelling to almost 250 during the preparations for our bigger events such as the Wearable Art Show. The total number of people participating in KAAHC programs in 2015 was over 24,000. The following list of attendance at a few Arts Council events will give a sense of the level of civic engagement generated by this organization.

39<sup>th</sup> Annual Blueberry Arts Festival – 8000 attendees – featuring 221 artists and vendors  
24<sup>th</sup> Annual Winter Arts Faire – 2834 attendees – featuring 84 artists and vendors  
Main Street Gallery (monthly exhibits) – 5593 attendees  
30<sup>th</sup> Annual Wearable Art Show – 1726 attendees – over 250 volunteers, artists and models  
2014-2015 Torch Nights Performing Series – 728 attendees  
2015 Celebration of the Sea/Winter Art Walk – 1000 attendees each – 17 businesses participating

KAAHC is uniquely situated to provide leadership and training for local artists, especially in crucial training and connections for artists to lend their talents to the classroom. In 2015 KAAHC developed the first Teaching Artist Academy for local artists in Ketchikan. 22 local, SE Alaskan artists took the Teaching Artist Academy, learning techniques and honing their skills to provide arts education directly to students in the classroom. In partnership with the Ketchikan Public Library, the Teaching Artist Academy was broadcast live on the statewide OWL Network (Online With Libraries) making the course available not only in Ketchikan but also in Metlakatla, Craig, Wrangell and Hyder. After successfully completing the Academy, artists became eligible to apply to the State Artists in the Schools program and become available to teach all over the State of Alaska. Schools that employ artists who have taken the Teaching Artist Academy are eligible for reimbursement from the Alaska State Council on the Arts for a portion of the artists' teaching fees. Prior to the 2015 Teaching Artist Academy there were only three Ketchikan artists on the State Teaching Artist Roster (STAR), Evon Zerbetz, Elizabeth Nelson, and Sandy Shepard. Since the completion of KAAHC's first Teaching Arts Academy there are now eight more; David Rubin, Holly Churchill, Loren McCue, Terri Burr, Chazz Gist, Laura Kinunen, Odile Meister (Wrangell), and Caroline Stewart (Hyder). Four more artists who took the course are anticipated to complete application for the State roster in April 2016.

FY 2017 – Community Grant Application – Ketchikan Area Arts and Humanities Council



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### **Discuss project management and qualifications.**

The philosophy of management at KAAHC is one of partnership. Partnerships between director and staff, director and Board, as well as the organization and our community. If we are not working in concert with each other we lose effectiveness and a connection to the community. Hierarchically, the staff reports to the director, and the director reports to the Board. As a staff we are constantly taking online courses to gain deeper knowledge of our responsibilities, including database, Quickbooks, marketing and website development, fund development, and administrative courses. When we leave the island for work related conferences, we take advantage of educational opportunities. KAAHC actively seeks community input in our planning and evaluating processes. For our most recent strategic planning process, KAAHC convened a community conversation focusing on topics and activities of importance to our community. Over 40 community members participated including municipal leaders, the Native community, artists, arts organization leaders, KAAHC members, educators, and others. From the conversation we transcribed almost 60 pages of information on which we based our strategic planning process. The Board brought in an outside non-profit consultant to assist as we evaluated the organization and devised a plan to allow KAAHC to remain sustainable and relevant into the future. On a smaller scale we maintain committees that help plan and shape programming of the organization. Committees range from the Wearable Art Show Committee, the Fund Development Committee, the Technology Committee, the Education Committee and more. All committees include at least one Board and staff member to maintain the integrity of the mission of the organization.

Sustainable infrastructure is a focus of KAAHC and is one of our ongoing strategic goals. As such we routinely update our operational and financial policies and procedures, job descriptions and documents governing Board activities. Our ongoing focus on infrastructure has given the organization the depth and stability to be able to withstand a wide variety of obstacles.

In concurrence with our strategic goal #4, the constant evaluation of programming is an imperative and uses a variety of tools. A staff debrief following events helps problem solve for future programming and to weigh efficiency of programming versus impact. Committee discussions prior and after events as well as audience surveys, participant surveys, audience attendance numbers, and income versus expense are crucial subsequent measuring tools. After information has been compiled, the staff then use a rubric developed during our strategic planning to consider the value of the programming efforts and shares that with the Board. As we begin planning for the upcoming season we refer to the evaluations to determine if we will continue with the programming as is or move in a different direction. All programming is measured against our strategic goals. Internally the staff evaluations include developing long term personal goals to help the staff continue to learn and grow in their chosen field. In 2015 KAAHC applied and was accepted to participate in a state-wide program called New Pathways/Alaska. Eleven organizations were accepted from across the state including the Alaska State Council on the Arts and the Alaska Humanities Forum, among others. The program was funded through the Rasmuson Foundation and developed by EMCArts, a New



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York based organization which teaches innovative strategies to enable non-profit arts organizations to embrace change. The New Pathways/Alaska program was a year-long intensive process designed to help us evaluate the organization and move forward creatively and effectively. Over the course of a year working through the New Pathways/Alaska program, KAAHC invited community members and stakeholders to participate in the planning and growth of the organization. The process unveiled overlooked inefficiencies and road blocks imposed over time based on the philosophy of “we have always done it this way”. It also provided strategies and a common language for discovering new solutions to long-term challenges. It was a year of examining the organization using a variety of methods. Including community members in the discussion and exploration yielded new insight into how KAAHC can provide a platform for the arts, artists and Ketchikan to be successful. KAAHC believes inclusion is the most effective way to be relevant to our culturally diverse community and provide access to the arts for everyone.

Access to KAAHC programming is paramount, and excellence will emerge as a result of people feeling free to try new experiences and experiment with new artistic genres and media. Programming is structured to provide multiple levels of entry for the novice and challenging opportunities for professionals. For example, our visual arts programs serve a broad range of interests and abilities: mentoring for young and emerging artists, workshops in different media, professional development (portfolio reviews, proposal mentoring, and marketing workshops), curating opportunities, open group shows and competitive opportunities for solo exhibits. Individuals and the community have been sustained by this, and numerous highly accomplished professional artists have emerged providing an anchor for our arts and playing a key role in our economy.

KAAHC presents 11 month-long gallery exhibits annually in the Main Street Gallery, inclusion in which is a highly competitive application process designed to teach emerging artists the industry standard for gallery applications and exhibits. This gives them an opportunity for growth and learning as they move through the process, while ensuring the community’s professional visual artists are participating. We provide student and adult visual, literary, and performing artists a venue to exhibit, sell, and develop their skills. The Torch Nights Performing Arts Series presents touring performers to the public and in the schools. Our annual Wearable Art Show attracts state wide attention (and imitation), as well as artists and visitors to the community, with 2 sold out evening shows and a sold out all-ages matinee. We provide technical support for advisory committees and partner organizations, and are a clearinghouse for local and statewide information about art programming and opportunities.

Art elevates the human spirit, and must be accessible to everyone. Indeed, there are few community members who have not participated directly in KAAHC programs or services, resulting in the entire community reaping the positive benefits of KAAHC’s programs economically, socially and in our quality of life. In Ketchikan, effort is applauded and excellence is celebrated. The inclusion of physically and developmentally challenged adults and youth in our programs – Wearable Art Show, Giggelfeet, and Main Street Gallery shows – has been highly successful, and we are honored to continue that practice. The many young people that participate in KAAHC opportunities including the Wearable Art Show, Main Street Gallery exhibits, poetry readings, the Blueberry Arts Festival, Giggelfeet Dance Festival, smART (Saturday Morning ART) and others, are some of the most self-



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assured, poised and well-spoken young people we have met anywhere. Yet, they are not too proud to seek out and apprentice with the more experienced artists in Ketchikan. Ketchikan has a wealth of artists, audiences, and those behind the scenes – people of all ages and backgrounds – who believe Art is for everyone and fundamental to a healthy, thriving community.

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### Attachments: *(Please attach in order listed below)*

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#### Cover letter

Cover letter

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#### Finances

- Audited financial statement for the last fiscal year, if available, or form 990.
- The current year operating budget - to include your project expenses and revenues – please see attached budget
- Annual Salary for Executive Director: \$57,750
- List all contractors that are expected to be paid more than \$2,500 per year, and purpose for payment.

Judy's Bookkeeping Service – Judy Knecht. Service provided – bookkeeping.

- List any funding paid to organizations or entities outside the corporate boundaries of the Ketchikan Gateway Borough, including parent organizations, and the purpose for payments. N/A
- A proposed program budget (with narrative) – please see operating budget
- A list of other agencies that funded your organization in the last fiscal year, including amounts contributed – please see attached list
- What is the annual cost and long-term operation and maintenance costs of this project? Provide backup material. – please see operating budget.



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### Other Supporting Materials

- A verification of the organization's or fiscal agent's tax-exempt status under section (c) 3 of the IRS code.
- A current list of the governing board – please see attached list
- Letters of support, Resolutions, and/or reviews (if applicable) – please see included letters
- What state and/or federal compliance requirements will this project satisfy or correct? - economic development, education, arts and culture
- How will the project improve the economic environment?

The role of KAAHC within the community is significant for the people that live here, the cultural infrastructure of our community, our quality of life, and for Ketchikan's economic vitality. As the Ketchikan Gateway Borough and the Ketchikan Visitors Bureau strive to stimulate more and more visitors to our community, they continually turn to the Arts Council for information, for action, and for assistance. The City of Ketchikan relies on the Arts Council for administration of public art projects. In addition, we are the only avenue for many local artists to show their work in a space dedicated solely to their artistic vision for a full month. The community relies on the Arts Council to provide a performance series of professional touring musicians, the Blueberry Arts Festival, the Winter Arts Faire and various other public celebrations throughout the year including the Celebration of the Sea Art Walk which has reinvigorated traditions like the Blessing of the Fleet. All of these programs stimulate economic activity and provide an opportunity for small businesses (including artists) to remain active year round. The arts are often the "hook" that bring people to Ketchikan and keep them here. In short, KAAHC is essential to the vitality of Ketchikan's creative industry.

Fully supporting the Ketchikan Area Arts and Humanities Council is an investment in our quality of life and demonstrates an understanding of the powerful contribution the arts make to the economic health and future of a vibrant community.

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# Ketchikan Area Arts & Humanities Council

Creating and Promoting Opportunities for All Community Members to Experience the Arts

Mayor Landis  
Ketchikan Gateway Borough Assembly Members  
Ketchikan Gateway Borough Manager  
1900 First Avenue  
Ketchikan, Alaska 99901

March 10, 2016

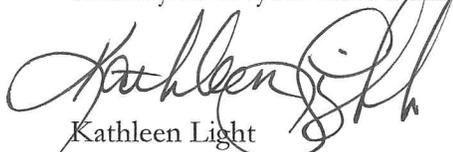
Mayor Landis, Assembly Members and Borough Manager Bockhorst –

On behalf of the Board of Directors and staff of the Ketchikan Area Arts and Humanities Council I would like to thank the Ketchikan Gateway Borough Assembly for your strong support of the Arts Council and understanding of the value the arts provide to the entire community.

Please find our 2016-17 grant request in the amount of \$25,000 for operational support of the Ketchikan Area Arts and Humanities Council. Grant funds will be used for operations; therefore the operating budget serves as the “project” budget. Operational funding is the most difficult funding to secure for a non profit as foundations and sponsors prefer to fund specific programming. Operational support is what enables an organization to administer its programming effectively.

I have also included our brochure which further describes in detail much of our programming. In so doing, I hope to clearly demonstrate that the Arts Council is an essential part of the infrastructure of the community, a tool for economic development, a leader in life long learning for our community members, and an organization worthy of support as you consider the future and health of Ketchikan.

Thank you for your hard work and dedication to the community of Ketchikan.

  
Kathleen Light  
Executive Director



# Ketchikan Area Arts & Humanities Council

## Unapproved Operating Budget 2016

<b>Income</b>		<b>2,016</b>
City grant 2016		50,000
Alaska State Council on the Arts grant (FY 2015-2016)		14,700
Borough grant (FY2015-2016)		19,056
Miscellaneous grants		15,000
Crosset	5,000	
First Bank education	2,500	
KWC matching grant	5,000	
WestAF	2,500	
Corporate sponsorship		13,500
BBAF Sponsor	2,500	
WAF	2,000	
Gallery	1,500	
Wearable	5,000	
Celebration of the Sea Art Walk	2,500	
Torch Nights		
Rental & contract services		2,500
Program Income		97,530
WAS	8,900	
BBAF	14,500	
WAF	1,130	
Torch Nights Admissions and sales	67,500	
Program book support	5,500	
Booth income - festivals		13,200
WAF	5,500	
BBAF	7,700	
Donations		15,814
Memberships		46,500
Workshop fees		6,400
Gallery sales (artist retains 75% of sales)		10,000
<b>Total Revenue</b>		<b>304,200</b>

<b>Expense</b>		
Personnel (4- FT salaries, taxes)		171,440
Health Insurance		20,220
Building Maintenance		2,500
Utilities (KPU)		7,200
Staff travel for conferences and/or professional development		1,000
Administrative supplies		3,200
Program supplies		10,500
Dues & subscriptions		1,100
Marketing (Ketchikan Daily News, Local Paper, local radio stations)		9,600
Postage		2,400
License & fees (AK business license, Beverage license)		1,100
Bank charges, fees		2,200
Staff and Board Education		790
Printing-ticket prep (TBC, Local Paper, KDN)		5,600
Hospitality for programming		4,200
Insurance - General		11,000
Equipment repairs/tech/maintenance		3,500
Contract labor (sound, lights, website, accounting, etc.)		11,300
Awards / scholarships		1,650
Artist fees, performing		14,700
Artist fees, gallery(artists received 75% of sales)		7,500
Rentals (venues-TorchNights,Wearable,WinterArtsFairie)		11,500
<b>Total Expense</b>		<b>304,200</b>

## KETCHIKAN AREA ARTS AND HUMANITIES COUNCIL

**2015** Funding received including City grant but *not* program income (i.e. tickets sales, merchandise sales, booth rental, etc.): \$169,692

- Arts Council Memberships and donations – \$57,304
- City of Ketchikan – \$49,000
- Ketchikan Gateway Borough (2015-2016FY) – \$19,056
- Alaska State Council on the Arts (2015-2016) – \$14,300
- Western State Arts Federation – \$1,500
- Alaska Community Foundation – \$5,375
- Crossett Fund - \$4,400
- Alaska State Council on the Arts – \$750
- Harper Arts Touring Fund – \$2,257
- Corporate Sponsorship – \$15,750
  - Wells Fargo - \$5,000
  - Alaska Airlines - \$3,500
  - First Bank - \$4,500
  - KPU Telecommunications - \$2,500
  - Community Connections - \$250

**2014** Funding received including City grant but *not* program income (i.e. tickets sales, merchandise sales, booth rental, etc.): \$158,449

- Arts Council Memberships and donations - \$51,069
- City of Ketchikan – \$48,340
- Ketchikan Gateway Borough (2014-2015FY) - \$25,000
- Alaska State Council on the Arts - \$14,300
- Alaska Community Foundation - \$5,000
- Walker Arts Grant - \$1,000
- Alaska State Council on the Arts - \$940
- Arts NW - \$500
- Corporate Sponsorship – \$13,300
  - Wells Fargo - \$5,000
  - ConocoPhillips - \$5,000
  - Alaska Airlines - \$1,000
  - First Bank - \$2,000
  - Community Connections - \$300



# Ketchikan Area Arts & Humanities Council

Creating and Promoting Opportunities for All Community Members to Experience the Arts

<p><b>Anna Shaffer, President</b>          (Board Member since 2012)  <i>Owner, Starboard Frames and Gifts</i>          2417 Tongass Ave, Ste 118 – Ketchikan, AK          225-0660w 617-0660c  <a href="mailto:starboardframes@kpunet.net">starboardframes@kpunet.net</a>  <b>Term expires: April 2016</b></p>	<p><b>Victoria Lord, Vice President</b>          (Board Member since 2013)  <i>Owner, Victoria Lord + Associates</i>          466 Sunset Drive – Ketchikan, AK          1-907-229-7159c  <a href="mailto:victoriaannlord@gmail.com">victoriaannlord@gmail.com</a>  <b>Term expires: April 2016</b></p>
<p><b>Mary Lynne Dahl, Treasurer</b>          (Board Member since 2013)  <i>Co-Owner, Otter Creek Partners</i>          Box 6218 – Ketchikan, AK          225-6110w 247-2182h 1-253-880-5934c  <a href="mailto:dahlfacemld@gmail.com">dahlfacemld@gmail.com</a>  <b>Term expires: April 2016</b></p>	<p><b>Kathleen Wiechelman, Secretary</b>          (Board Member since 2013)  <i>Librarian, UAS Ketchikan Campus Library</i>          702 S Point Higgins Rd – Ketchikan, AK          228-4517w 247-7780h 617-2972c  <a href="mailto:kwiechelman@gci.net">kwiechelman@gci.net</a>  <b>Term expires: April 2016</b></p>
<p><b>Spring Moon Barry</b>          (Board Member since 2014)  <i>Graphic Designer, SignPro of Ketchikan</i>          PO Box 716 – Ward Cove, AK          220-7164c  <a href="mailto:springmoon333@gmail.com">springmoon333@gmail.com</a>  <b>Term expires: April 2017</b></p>	<p><b>Susan Doherty</b> (Board Member since 2013)  <i>Research and Evaluation Manager,          Southern Southeast Regional Aquaculture Association, Retired</i>          109 Delano Rd – Ketchikan, AK          225-9605w 225-2014h 781-910-6790c  <a href="mailto:dohertyktn@gmail.com">dohertyktn@gmail.com</a>  <b>Term expires: April 2018</b></p>
<p><b>Peter Jacob</b>          (Board Member since 2016)  <i>Seasonal/Fisherman</i>          PO Box 1721 – Ward Cove, AK          247-7172  <a href="mailto:petermikejack@hotmail.com">petermikejack@hotmail.com</a>  <b>Term expires: April 2018</b></p>	<p><b>A. Fred Miller</b>          (Board Member since 2014)  <i>A. Fred Miller, Attorneys at Law, PC</i>          637 Main St. – Ketchikan, AK          225-6666w 617-9770c  <a href="mailto:silkomiller@ak.net">silkomiller@ak.net</a>  <b>Term expires: April 2018</b></p>
<p><b>Anne Margaret Shuham</b>          (Board Member since 2013)  <i>Regional Clinical Ethicist, PeaceHealth Northwest Network</i>          641 Main St – Ketchikan, AK          225-5171x7384w 225-7448h 617-0511c  <a href="mailto:ashuham@gmail.com">ashuham@gmail.com</a>  <b>Term expires: April 2017</b></p>	<p><b>Nancy Tietje</b>          (Board Member since 2012)  <i>Health Insurance Agent, Davies Barry Insurance</i>          3930 Hillside – Ketchikan, AK          225-9841 or 228-6363w 821-8263c  <a href="mailto:ntietje@att.net">ntietje@att.net</a> <a href="mailto:nancy@davies-barry.com">nancy@davies-barry.com</a>  <b>Term expires: April 2018</b></p>
<p><b>Marty West</b> (Board Member since 2015)  <i>PeaceHealth Ketchikan Medical Center,          Community Relations Specialist</i>          911 Forrest Ave – Ketchikan, AK          617-0641c 254-5144w  <a href="mailto:martywest@kpunet.net">martywest@kpunet.net</a>  <b>Term expires: April 2017</b></p>	<p><b>Jay Buendia, Student Representative</b>          (Board Member since 2015)  <i>President, National Arts Honor Society, Ketchikan</i>          534 Tower Rd – Ketchikan, AK          247-2726h 821-0853c  <a href="mailto:buendiajay8@gmail.com">buendiajay8@gmail.com</a>  <b>Term expires: May 2016</b></p>

**Kathleen Light**, Executive Director,  
first day 8/20/07 821-0834c

**Marni Rickelmann**, Program Director,  
first day 7/2/12 220-7051c

**Christa Bruce**, Education Director,  
first day 7/14/14 821-0003c

**Jeff Fitzwater**, Administrative/Marketing Coordinator,  
first day 07/30/15 617-4144c



Po Box 233  
Thorne Bay  
Feb. 10, 2016

Ketchikan Gateway Borough Assembly  
re: KAAHC & your P.O.W. neighbors

To Mayor Landis & the Borough Assembly,  
We have just returned from a fabulous weekend  
in the big city (aka Ketchikan). Why did we go  
to your town? To experience the wearable Art Show!

We spent money at the following places:

Alaska Airlines, IFA, Cape Fox Lodge, Bar Harbor,  
Safeway, A+P Market, Newtown Liquor, Tatsuda's,  
Tongass Marine, Walmart, KAAHC (30 tickets for  
extended family & friends!), Soho Ohu Parnassus,  
Simply Bella, Napa, Green Coffee Beans...

We watched Barb Morgan (originally from Edna Bay)  
and Tori Carl strut down the runway, and we  
loved the show. That was a great mid-winter  
break for one and all.

Thank you for supporting KAAHC and the arts  
in Ketchikan.

We'll be back in 2017!  
On behalf of Barb & Tori's families,  
most sincerely,

Lizzio Fennario  
LIZZIO FENNARIO

Ketchikan City Council

Ketchikan Borough Assembly

I moved to Ketchikan in 2003 and immediately realized the vibrancy of the arts community. It took no time to appreciate the talent and cohesiveness of local artists, music, theater, dance, speakers and associated agencies which create a living community, one which I love. Being isolated on an island, these artistic endeavors are essential for creating both a livable and desirable place to call home.

The local arts scene and agencies create different and multiple scenarios for social outlet, entertainment, personal and community engagement and development, and economic input. The Ketchikan Area Arts and Humanities Council (KAAHC) is one of the main forces for making this happen. Their hard work to bring in artists and musicians, create occasions for poets and writers, develop learning opportunities through classes and mentoring, and develop public art enhances both Ketchikan and SE Alaska.

In addition and vital to KAAHC's mission is the active volunteer efforts of locals. These wonderful volunteers add to the cohesion of the community. I am one of those volunteers and have gardened at the Main Street Gallery, been a member of KPAW, participated in the gallery committee and in selection of public art, and helped complete the public art inventory. The last task really opened my eyes to the vastness, talent and wonder of Ketchikan. The arts in turn support the economy of the town. Art happenings are an economic boon to this community. Folks come in to town or stay in town to enjoy music and dance. Tourists are enthralled with our vast array of public art. Volunteers support the local businesses and help create the uniqueness of the town.

KAAHC is paramount to the livability of Ketchikan. I would not want to live here without art and this agency which supports and makes artistic opportunities happen. They cannot do this work without funding. I fully support and request both the City Council and the Borough Assembly not only approve but work proactively to increase any support to KAAHC and other agencies which support the artistic endeavors of this town.

Sincerely,

*Jeannie Blackmore*

November 23, 2015



PO Box 8251  
Ketchikan, AK 99901-3251  
T 907-225-2410  
C 907-617-2233  
jim@vanaltvorst.com

December 11, 2015

The Honorable Lew Williams III, Mayor, City of Ketchikan  
and Members of the Ketchikan City Council  
City of Ketchikan  
334 Front Street  
Ketchikan, AK 99901

Dear Mayor Williams and Members of the City Council:

I am writing to support the Ketchikan Area Arts and Humanities Council's 2016 funding request, and to urge its approval.

Ketchikan has been my home since 1975 and the visual and performing arts have always been important to me. Their availability and remarkable quality are a fundamental part of this community's appeal as a home of choice for me. I know their contribution to Ketchikan's quality of life is a factor in many other people's decision to move here and to stay. As a result, I have long been a member of the KAAHC, and fully support its work in and for this community. On that basis alone, I support the KAAHC's grant request.

However, I believe that the breadth of my professional experience dealing with issues facing Alaska's local governments provides relevant perspective on the question of whether and to what degree municipalities should provide funding for local arts councils. Since arriving in Ketchikan, my work has focused almost entirely on matters relating to Alaska local government. While concentrated in Southeast Alaska, I have worked on municipal projects as far afield as Barrow. Recognizing that resources are scarce and budgets are tight, I also know that supporting the arts is a demonstrably effective tool for community economic diversification and development. Supporting the arts should therefore be viewed as an investment in the economic well-being of the community; they should receive local government financial support.

I recognize that calculating the economic impact of art and artists is notoriously difficult; however, attempts have been made. A 2014 report published by the Southeast Conference, for example, summarizes the results of its ambitious survey to measure the economic impact of art and artists in Southeast Alaska. That report, *The Arts Economy of Southeast Alaska*, concludes that "the arts are an important component of the regional economy," noting that "altogether artist, arts organizations, and audience spending in Southeast Alaska totaled an estimated \$57.8 million in 2013."

Further, Americans for the Arts, an organization whose “mission is to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America,” provides some Ketchikan-specific data reflecting the “economic impact of nonprofit arts and culture organizations and their audiences.” Its *Arts & Economic Prosperity IV* report shows over \$5.7 million total expenditures by arts and culture organizations and their audiences in FY 2010 supported 129 full-time equivalent jobs, paid over \$2.8 million in household income to residents, and generated \$194,000 in local government revenues in the greater Ketchikan area.

So, while we may all be aware of the major local arts events, e.g., the fact that 1,600 people go to the Wearable Arts Show, 8,000 people attend the Blueberry Arts Festival, and 2,800 people go to the Winter Arts Faire, we must remember that they represent just part of a much larger and very important component of the local economy. The KAAHC plays a central role in this activity. By supporting and advancing local arts, the KAAHC contributes to the community’s efforts to develop and diversify the local economy.

Because the KAAHC supports and advances the role the arts play in the local economy, and because it contributes in meaningful and measurable ways to the quality of life and living in Ketchikan, I support the KAAHC’s 2016 funding request. I strongly urge the City Council to support it as well. To do so would be a good, easily supported decision. Supporting the arts is an investment in this community. It is the right choice.

Sincerely,



James A. Van Altvorst

**“Community As Gallery” Staff Mantra for Strategic Plan**

**KAAHC Strategic Plan 2013-2018** approved by KAAHC BOD 08/21/13

Mission – To create and promote opportunities for all community members to experience the arts  
 Vision – Arts and cultural events bring people together in ways that expand horizons, challenge assumptions and beliefs, and improve the quality of life in our community.

<b>Goal #1 Maintain a sustainable organization with an effective infrastructure for growth and diversified funding sources</b>					
<b>Strategy</b>	<b>Action Steps</b>	<b>Person/s Responsible</b>	<b>Start Date</b>	<b>Complete Date</b>	<b>Evaluation/Notes</b>
The BOD has the skills and capacity to both nurture new leaders and diverse funding sources while effectively governing the organization	<ol style="list-style-type: none"> <li>1. Activate the board development committee to recruit board members for present and future membership of Board</li> <li>2. Provide for BOD training to ensure effectiveness and longevity of members</li> <li>3. Develop training plan for president elect (VP) that supports their transition to president</li> <li>4. Develop the “ASK”                             <ul style="list-style-type: none"> <li>• Develop donation/membership request techniques including “elevator speech”</li> <li>• Establish Board involvement in membership recruitment and retention</li> </ul> </li> </ol>	BDC	2012	ongoing	BOD Development, 1 new member, 2 new prospects!
		BDC	08/2013	Ongoing	New Pathways/Alaska 2015
KAAHC implements a major gift campaign • targeting identified needs (ie building maintenance, additional staff, program offering shift) • incorporate philosophy of membership into programs/services	<ol style="list-style-type: none"> <li>1. Identify Fund Development Committee Chair</li> <li>2. Amass and train committee</li> <li>3. Determine sustainable, long term growth rate</li> <li>4. Build staff time increase into 2017 budget</li> <li>5. Identify fundraising goals, i.e # of donors at what level</li> <li>6. Identify acknowledgment methods</li> </ol>	Pres MLD, KL, AP, VL	02/2013 07/2013	08/2013 Ongoing	MLDahl-excellent Meeting regularly
		FDC	08/2013	Annual	Re-evaluating Feb 2016
KAAHC establishes endowment campaign	<ol style="list-style-type: none"> <li>1. Establish a planned giving policy</li> <li>2. Develop a donation acceptance policy</li> <li>3. Identify potential donors</li> <li>4. Identify where to invest</li> </ol>	FDC	08/2013	11/2013	Investment policy and donor acceptance
		FDC BOD/FDC	08/2013 08/2013	11/2013 04/2014	policy completed
KAAHC expands its sponsorship portfolio	<ol style="list-style-type: none"> <li>1. Identify programs and activities suitable for sponsorship</li> <li>2. Determine appropriate sponsorship levels</li> <li>3. Develop list of potential businesses and individuals well situated to sponsor events</li> <li>4. Approach chosen potential sponsors</li> <li>5. Establish maintenance policy for donors</li> </ol>	KL/MLD	08/2013	08/2013	Fund Devo to ask
		KL/MLD FDC/BOD/KL	08/2013 Ongoing	10/2013 ongoing	
KAAHC grows sustaining members; both in numbers and levels of giving	<ol style="list-style-type: none"> <li>1. Evaluate current membership campaign</li> <li>2. Determine potential constituents and how to reach them</li> <li>3. Identify how to increase donation from current members</li> </ol>	FDC	08/2013	Fall 2015	Need Fund Devo input
		BOD/FDC BOD/FDC	08/2013 08/2013	Ongoing	
KAAHC maximizes fundraising potential of existing events	<ol style="list-style-type: none"> <li>1. Board representation on every event committee</li> <li>2. Donor acknowledgement at a personal level at events</li> <li>3. Donation opportunities available at all events</li> </ol>	BOD	Ongoing	11/2013	Board takes turns,
		BOD/Staff Staff	Ongoing Ongoing	ongoing 09/2013	even gallery openings

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<b>Goal #2 KAAHC builds Awareness and Advocacy for the arts, artists of Ketchikan and the Arts Council</b>						
<b>Strategy</b>	<b>Action Steps</b>	<b>Person/s Responsible</b>	<b>Start Date</b>	<b>Complete Date</b>	<b>Evaluation/Notes</b>	
Develop or strengthen strategic relationships	<ol style="list-style-type: none"> <li>1. Assess current relationships</li> <li>2. Identify missing orgs.</li> <li>3. Continue reporting on successes to City/Borough/School Board</li> <li>4. Provide opportunities for inclusion</li> </ol>	ExCm/KL ExCm/KL BOD/KL All	03/2016 03/2016 Ongoing ongoing	Ongoing	This is increasingly important and needed!!!	
Market local arts to the community and beyond	<ol style="list-style-type: none"> <li>1. Convene arts org. on a regular basis to establish common goals and message</li> <li>2. Bi-Annual Community Cafe</li> <li>3. Create marketing campaign for arts as whole in Km</li> </ol>	Staff BOD Staff	Spring 2016 Spring ongoing		Difficult to get everyone in a room! WAF & WAS artists gathering successful, ArtPlace 2016 grant app	
Develop artists as advocates of KAAHC and themselves	<ol style="list-style-type: none"> <li>1. Convene artists to establish rapport                             <ul style="list-style-type: none"> <li>• Educate artists the benefits of KAAHC as a advocate and how they can be our advocates</li> </ul> </li> </ol>	Staff/BOD Staff	ongoing	ongoing		
More effectively brand KAAHC as originator or our activities	<ol style="list-style-type: none"> <li>1. Continue to develop effective marketing: web/social media/etc.</li> <li>2. Incorporate philosophy of nonprofit membership into all relationships and marketing</li> </ol>	Staff Staff/BOD	Ongoing ongoing		Dedicated marketing staff, Board at all events for mbshp	
Continue to advocate for public art possibilities within Km	<ol style="list-style-type: none"> <li>1. Finish public art catalogue on website</li> <li>2. Maintain relationship with City and Borough Managers</li> <li>3. Encourage local businesses to partner w/ artists to showcase local art</li> <li>4. Develop a seasonal display campaign for businesses that vacate during winter</li> <li>5. Partner with Chamber, DSC, KVB to routinely highlight local arts</li> </ol>	KL/FC/Treas KPAW/Staff Staff BOD/Staff/ KPAW Staff/KPAW	Ongoing Ongoing 05/2016 05/2016	Ongoing Ongoing		
Promote effective access for visitors to experience the arts of Km	<ol style="list-style-type: none"> <li>1. Create clearer signage for Main Street Gallery</li> <li>2. Research Alaska App for costs applicable uses for public art walk</li> <li>3. Find funding source to convert websites to be smart phone friendly?</li> <li>4. Further develop KmArtLivesHere to include galleries, all arts orgs, Art Story and Native Story vignettes, calendar, cultivate new artists to participate</li> </ol>	Staff Staff/TC Staff Staff	05/2013 10/2013 10/2013 1/2016	09/2013 6/2014	Light box 2016 StrayBoots App - reevaluate Seeming dearth of funding sources for tech development	
Research value and potential of spearheading SE Arts Consortium with KAAHC as leader	<ol style="list-style-type: none"> <li>1. Consult with other SE communities to determine need and interest</li> <li>2. Gather initial SE committee to include interested constituents, and determine goals</li> <li>3. Research appropriate models</li> <li>4. Build increased staff time into budget</li> <li>5. Research additional funding sources</li> </ol>	KL KL ARC/staff KL/FC/Treas KL/FDC	Ongoing 9/2014 Ongoing 2/2014		Cindi @ Petersburg and Nancy in Juneau very interested and we continue to brainstorm	

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<b>Goal #3 KAAHC cultivates life long learning in the arts</b>						
Strategy	Action Steps	Person/s Responsible	Start Date	Complete Date	Evaluation/Notes	
KAAHC studies relevant arts education programming	<ol style="list-style-type: none"> <li>1. Build staff coordination into 2014 budget</li> <li>2. Identify best practices and local needs</li> <li>3. Partner with local schools/organizations</li> <li>4. Develop relevant training and programming that does not increase educator burden but incorporate arts into lesson plans</li> <li>5. Identify funding streams as necessary</li> </ol>	Kl./Fc/Treas	3/2013	10/2013	Basic Arts Institute, Teaching Artist Academy,	
		EC/Staff	03/2013	11/2013		
		Staff	09/2013	Ongoing		
		EC/Staff	03/2013	01/2014		
		Staff/FDC/EC	08/2013			
Determine if ASCA Artists in the Schools certificate program could be developed here	<ol style="list-style-type: none"> <li>1. Find funding for educators for certificate</li> <li>2. Partner with schools to develop interest</li> <li>3. Develop schedule and for certificate classes</li> <li>4. Develop Infrastructure for artists to go into schools</li> </ol>	EC/Staff	03/2013	Ongoing	ASCA working to assist, Teaching Artist Academy spring 2015	
		EC/Staff	09/2014	Ongoing		
		EC/Staff/Sch	09/2014	2015		
		EC/Staff/Sch	09/2014	continuing		
Development for general public/adults	<ol style="list-style-type: none"> <li>1. Research and evaluate Artist Residency possibilities                             <ul style="list-style-type: none"> <li>• determine best model to use</li> <li>• identify appropriate facilities and determine acquisition opportunities</li> <li>• identify partners</li> </ul> </li> <li>2. Provide furthering education for teachers to incorporate art into curriculum as needed</li> </ol>	ARC/Staff	2/2014	Failed	Failed effort. Researching alternatives	
		EC/Staff	09/2014	8/2014, 6/2016		
		ExC/Staff	08/2013	Ongoing		
Continue to offer relevant professional development for artists	<ol style="list-style-type: none"> <li>1. Evaluate existing programs and attendance</li> <li>2. Determine relevant opportunities for artists</li> <li>3. Advertise other opportunities for artists</li> <li>4. Potentially bring guest educators</li> </ol>	Staff/ExC	11/2013	Ongoing	New Pathways/Alaska 2015 Teaching Artist Academy, Random Acts of Arts, BAI	
		Staff	Ongoing	Ongoing		
		Staff/EC	11/2013	Ongoing		
<b>Goal #4 KAAHC Evaluates existing programming/services for relevance and efficiency</b>						
Strategy	Action Steps	Person/s Responsible	Start Date	Complete Date	Evaluation/Notes	
KAAHC staff utilize program evaluation rubric to propose programmatic changes (expansion, elimination of programs)	<ol style="list-style-type: none"> <li>1. Develop clear decision making rubric</li> <li>2. Staff modifies programming as needed based on evaluation</li> <li>3. Staff determines staff capacity for growth and makes recommendations to Board</li> </ol>	KAAHC staff	11/2012	12/2012	Evaluation after every event and program ongoing	
<b>Goal #5 World Domination</b>						
Strategy	Action Steps	Person/s Responsible	Start Date	Complete Date	Evaluation/Notes	
KAAHC achieves world domination through art	Art permeates all aspects of the human condition	KAAHC	11/2012	Ongoing	Surprisingly inspiring!!	