

SharonArtsCenter OF THE

NEW HAMPSHIRE
INSTITUTE of ART

CHANGING MODELS OF SUSTAINABILITY FOR ART CENTERS

“ Things can fall apart, or threaten to, for many reasons, and there there’s got to be a leap of faith. Ultimately when you’re at the edge, you have to go forward or backward; if you go forward, you have to jump together.” -- Yo-Yo Ma

1. Assess your organization’s strengths and weaknesses

- Identify your best resources and consider how they may be attractive to another organization (community space, programming, location, etc.)
- Include your Board members in your conversations and leverage their connections

2. Develop Creative Partnerships

- Collaborate by resource sharing--faculty, audiences, exhibition space, and marketing resources
- Publicly brand your collaboration with the other organization
- Work together in various ways to test drive effective collaboration

3. Think Out of the Box

- To find new sources of revenues, put all of your ideas on the table (new low-residency MFA program)—share long-term visions
- Work with other organizations on projects that are for the good of the community even if there isn’t any funding for you in the beginning (ex. Our Town Grant). You may be surprised at the ideas for new programs and revenues that can emerge from these discussions

4. Communicate, Communicate, Communicate

- Consider ways in which the identity, brand and reputation of both organizations can be best promoted to the public
- Communicate information with your constituents whether it’s other artists, faculty, staff or the general public
- Assemble a business plan that includes all assets as well as draw-backs
- Anticipate obstacles—they are part of the process

5. Legal considerations to keep in mind you will need to address:

- **INSURANCE**
- **PROPERTIES & EQUIPMENT**
- **EMPLOYEES & CONSULTANTS**
- **GOVERNMENT REGULATIONS & FILING**
- **ACQUISITIONS & DISPOSITIONS**
- **MATERIAL AGREEMENTS**
- **GENERAL CORPORATE MATTERS**
- **NON-PROFIT CHARITABLE MATTERS (Attorney General's office)**
- **ACCOUNTING & FINANCE**
- **MANAGEMENT STRUCTURE**
- **BUDGETS & CAPITAL EXPENDITURES**
- **LITIGATION**

Please feel free to contact me for any further questions:

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