

BRINGING ARTS & CULTURE TO LIFE!





Get an interactive look our 2021 year online at www.culturalyork.org/impactreport

hello!

Dear Residents of York County,

On behalf of our Cultural Alliance Board and Staff, we are proud to share our 2021 Impact Report. This represents a collection of highlights in our advocacy efforts, personal stories from partners and grantees, and lessons that guided our entrepreneurial thinking over this past year as we secured critical resources for arts and culture in York County.

Intermission is over, and it is time to raise the curtain for our arts and culture organizations to flourish once again. Amid shifting safety protocols and the associated challenge of in-person events, the creative sector has shown their resilience. Our energy is shifting from surviving to restoring a thriving arts and soul so important to the wellbeing of our community.

Out of uncertain times, the Cultural Alliance is playing a starring role in providing a bright future for arts & culture. Over the past year, we:

- Created the **Arts Forever Legacy Society and inducted 18 members in our inaugural class**, with donors pledging legacy gifts to ensure that arts and culture remains part of our community soul in perpetuity.
- **Achieved designation as the Local Arts Agency of the County of York**, opening the way for National Endowment for the Arts funding to be distributed equitably to our cultural community in York County for years to come.
- Partnered with the YoCo Strong Recovery Task Force to secure **\$830,000 in American Rescue Plan**

grants for our arts and culture partners, providing fuel to restart the arts in 2022.

- Advanced our work to promote Diversity, Equity, and Inclusivity from the inside-out by **completing an equity audit on our processes and adopting an Equity Action Plan** to ensure we serve all of our cultural community.
- **Reduced our operational costs by 48% without making any cuts to staff so they could support 61 cultural groups and 36 artists in 2021**, 44% of whom were women and 33% were people of color.

The last two years have been interesting and challenging for our community. As you navigate this report, please join us in exploring the unique emotions of this period. Lean into the stories of inspiration from groups who embraced the difficulties and unleashed creativity as they overcame challenges. Explore the online and virtual programs that connected our community, if only through a screen. And join us in recognizing the value of public support for arts and culture that is strengthening our community.

On behalf of our creative sector, thank you for believing by entrusting us with your resources. We look forward with anticipation to an incredible rebirth of the arts and cultural soul of this wonderful community.



William Yanavitch II, Board Chair



contents

03

Welcome

05

Our Mission & Values

06

Doing the Work: Racial
Equity Lessons Learned

07

Impact Story:
Susquehanna Folk Brings
Guitar Heroes to York

08

The American Rescue
Plan Fuels Arts
Innovation

10

Ensuring Future York
Countians have “Arts
Forever”

12

“Our Valley Home”
by Carla Christopher

14

Arts in Education: Bringing
Everyone Under the Circus
Tent

15

Navigating New Journeys:
Resources for Artists

18

Back to the Future: the
Role Culture Will Play in
York’s Evolution



mission & vision

Strong organizations are grounded in their mission, vision, and values — and we are no exception. Our values help guide how we do our work, but also affirm our commitment to serving our community through everything we do.

OUR MISSION

We are a Catalyst, fueling the creative energy and vibrancy of our community through Leadership, Collaboration, and Sustainability in order to enrich the quality of life of all of our citizens.

OUR VISION

We envision a thriving York County where the arts are an integral component of economic growth and development, tourism, education and everyday life.

DIVERSITY, EQUITY, INCLUSION



Thanks to the guidance of Dr. Monea Abdul-Majeed over the past three years, we completed a Racial Equity Audit of our organization down to its roots and created our Equity Action Plan which will be the bedrock of our strategic direction over the next three years.

In the last three years of our Racial Equity journey, what have we learned?

Communication is Crucial.

The way we use language to describe our organization and those in our network is crucial to the accessibility of the resources we provide. As we continue to take risks and innovate, this means broadening our definition of artists, arts organizations, and culture.

Authentic Connections are Key.

In distributing our own grants and partnering with other organizations to get the word out about additional resources, we have seen that it often takes a 'cheerleader' or enthusiastic personal connection to bring a person from knowing nothing about our organization, to being a grantee, contributor, or board member. In 2022 we will pilot a new program to formalize this position and lift up these community leaders.

Empowerment Means Giving Up Power.

In our commitment to radical equity in our organization and the grant-making field as a whole, we know the answer lies in the distribution of power. In recent sessions with community leaders we are taking the first steps toward dismantling old structures which kept us disconnected, and creating a pilot Navigator program which gives resources and a structure to leaders in our community who are already doing great work.

Impact Story:

SUSQUEHANNA FOLK BRINGS GUITAR HEROES TO YORK

While we might be shifting back to more in-person events, there have been undeniable benefits to the plethora of virtual programming that was created this year. The Susquehanna Folk Music Society (SFMS) recently presented “Guitar Summit”, bringing together 3 world-famous guitarists John Doyel, Happy Trum and Chris Eldridge who not only played music together, but ended up creating an impromptu niche community of guitar enthusiasts from around the country as well as internationally.

Read more and watch the recording of the SFMS “Guitar Summit” at www.culturalyork.org/impactreport



“PEOPLE WHO JUST LIVE AND BREATHE GUITAR WERE ABLE TO HAVE A CONVERSATION WITH SOME OF THE BIGGEST NAMES IN THE GUITAR WORLD.”

**Jess Hayden, Executive Director
of the Susquehanna Folk Music Society**



Our 2021 Impact Partners are:

- The Belmont Theatre
- Dillsburg Arts and Revitalization Council
- DreamWrights Center for Community Arts
- Northern Central Railway of York (Steam into History)
- Susquehanna Folk Music Society
- Theater Arts for Everyone (TAFE)



The American Rescue Plan Fuels Arts Innovation

As we moved through 2021, the lingering effects of the covid-19 pandemic became more apparent. Our organizations and creatives were continuing to struggle to regain their revenue or open fully due to continued and shifting restrictions as well as public concern.

\$14,708 average loss per creative worker over the past year.

69% of our cultural organizations were severely impacted by COVID-19.

IN RESPONSE

50 artist relief grants, artist professional development grants to pivot their practice, and modified programs to go virtual to get artists, educators, and creative workers back on the payroll.

IN RESPONSE

Secured \$1.4 million in direct CARES and American Rescue Plan funding for cultural groups to re-hire staff and ramp up programming.

“THE ARF FUNDS SUPPORT THE STAFFING AND GROWTH OF OUR PROGRAMS AND ALLOWING US TO STAY ON TRACK DURING SUCH A DIFFICULT TIME. WE HAVE BIG PLANS FOR 2022 THAT INCLUDE EXPANDED YOUTH EDUCATION CAMPS, MORE NEW PROGRAMING FOR EXCURSIONS AND COMMUNITY PARTNERSHIPS.”

Ashley Zimmerman, Northern Central Railway





ENSURING FUTURE YORK COUNTIANS HAVE “ARTS FOREVER”

As the arts change and grow, so do the resources needed to support them. Our Arts Forever Legacy Society was created to support the Cultural Alliance’s efforts now and long into the future. Our inaugural class of Legacy Society inductees understand the importance of preparing for the future.



“WE KNOW THE QUALITY OF LIFE IN ANY COMMUNITY IS DIRECTLY TIED TO THE STRENGTH OF ITS ARTS AND CULTURAL TREASURES. SUPPORTING THE ARTS FOREVER LEGACY SOCIETY WILL HELP ENSURE THAT CURRENT AND FUTURE GENERATIONS OF YORK COUNTIANS WILL ENJOY A HIGHER QUALITY OF LIFE, BOTH INDIVIDUALLY AND COLLECTIVELY.”

Tony Campisi, Arts Forever Legacy Co-Chair

Thank you to our Pillars Endowment Building Partners:

- Arthur J. and Lee R. Glatfelter Foundation
- Powder Mill Foundation

Arts Forever Legacy Society Inaugural Class

- Louis J. Appell, Jr.*
- Jared and Heather Bean
- Scott and Susan Becker
- Tony and Stef Campisi
- James K. Fowler
- Joel and Kelley Gibson
- Arthur J. Glatfelter*
- Frances M. Polk
- Bob and Donna Pullo
- William H. Simpson*
- Ralph Serpe and Bryan Tate
- Charles B. Whittaker*
- Charlie and Holly Wise
- Coni Wolf
- William and Kimberly Yanavitch, II
- Jay Yeaple
- Rodney and Mary Yeaple
- James R. Zarfoss, Jr.*
- John & Kathryn* Zimmerman

*Forever Remembered



Our Valley Home


by **Carla Christopher**

The Cultural Alliance of York County commissioned poet, activist and mentor, Rev. Carla Christopher to create a work that perfectly captures the importance of legacy. Here is her poem; "Our Valley Home"

Oh precious child,
didn't you know?
A priestess wrapped in kente cloth
with skin the color of the night sky
made this valley.
She sprinkled stardust and told children to dance
until they pounded her crystal sands into firm land.
To the strum of a single pluck string
aside Susquehannock drum
babies of braid and curl
danced all night
strong feet fighting against soft grass
until at last

the ground began to dip
creeks to run
ponds to pool.
Priestess made the sun rise
just to let 'dem babies
cool down and leave the ground
to settle.

In our valley home
we do not build with bricks that can be thrown
but curved stones
clay soil and rain pounded
and mixed with the bodies of wildflowers
that have returned to the sky.



We craft each bowl to hold sacred breath
of the mother's sigh and weave fabric
from the hair river mermaids leave behind.
This is holy ground.

The music and the magic here cannot be found
on parchment or map, deed or title.
It cannot be destroyed by sword or by rifle.
It was meant to be carried gently
and with love.

Touch your hand to the old growth trees
taste and see that the fruits of this land
are good
and give thanks to the ones who came
before
they survived more than they will ever whisper aloud
yet their knowledge is here
silent and proud enfolded by curve and slash of paint against canvas
tenderly wrapped in hieroglyphic secret
Your story is told
in the gift you now hold. Open precious child
and receive
carry and plant the seed
of cherished legacy.

- The Rev. Carla Christopher Wilson, York Poet Laureate Emerita

ARTS IN EDUCATION: Bringing Everyone Under the Circus Tent

“Circus brings us all together by learning something new and engaging, and through the spirit of play and collaboration.”

Jenny Hill, Circus Arts Teaching Artist



Over the past year, the Arts and Education program had to rely on its flexibility to navigate shifting protocols and challenges, and fortunately we had flexible artists to work with us. What began as a way to work with area senior centers to get people excited for new learning during the pandemic has transformed into a platform for intergenerational learning. The result is their Circus Dreams residency. Circus practice is proven to help with cognition, improve social interaction, and

helps to develop confidence. The Arts in Education program here in York County continues to explore new avenues of teaching valuable lessons through the arts, most notably exploring the realm of healthcare and how the arts can contribute to our residents overall wellbeing.

Learn more and watch a performance by our teaching artists online at www.culturalryork.org/impactreport

Navigating New Journeys: RESOURCES FOR ARTIST



“An Exciting Journey to York” by Kayode Malomo

Born in Nigeria, the name “Kayode” means “God has brought joy.” In his first solo show in York County, artist Kayode Malomo shares this joy through his works that document his journey of hope, healing and color. Being no exception to the challenges presented to the creative community during the pandemic, Kayode is in the process of relaunching his career with the work that he created during the pandemic, and an artist professional development grant from the Cultural Alliance has helped him do just that.



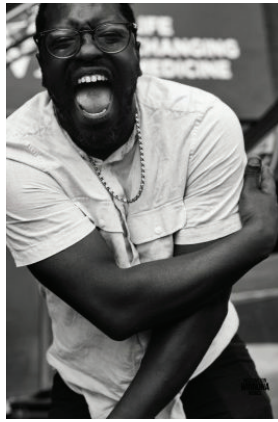
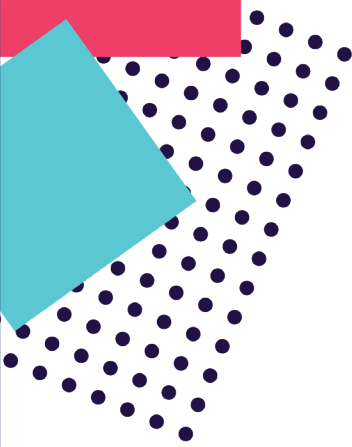
“THE GRANT WAS INVALUABLE IN HELPING TO BRING MY CREATIVE VISION TO LIFE. IT GAVE ME THE SUPPORT I NEEDED TO BE ABLE TO SHARE MY ARTISTIC JOURNEY AND TALENT WITH THE ENTIRE YORK COUNTY AND BEYOND.”

Kayode Malomo

“WINNING THE PRIZE WAS SO MUCH BIGGER THAN THE MONEY, I’VE WORKED SO HARD AND SO LONG ON MY MUSIC THAT WINNING MADE ME REMEMBER THAT IT’S BIGGER THAN ME AND THAT MY MUSIC HAS A PURPOSE. I WILL BE FOREVER GRATEFUL FOR YOUR ORGANIZATION AND WHAT YOU REPRESENT FOR PEOPLE LIKE MYSELF WHO BELIEVE AND KNOW THAT ART IS A REAL JOB.”

**Ambitious Caban,
2020 Artist Innovator Awardee**





Artist Innovator Award

The Artist Innovator Awards are intended to recognize excellence within the York County arts community as a vital aspect of both our cultural diversity, and our economy. The 2021 finalists are listed below and the winners are highlighted. Congratulations Ralph and Warkenda!

Ralph Real

Shane Speal

Warkenda Williams-Casey

Doug Henderson

Bryan Wade

Krystal Younglove

Theodore Prescott

Ashley Moog Bowsbey

Greg Bowers

Michael Baskerville II

Music

Music

Dance

Film/Video

Film/Video

Performing Arts

Visual Art

Visual Art

Literary

Literary

What does the Journey of a Creative in York Look Like in 5 Years?

The Cultural Alliance has been hard at work laying the tracks and ties to bring our creatives into community solutions. From creating artist residencies to embed creatives in primary healthcare and manufacturing, to partnering with the York County Economic Alliance to create resources to accelerate creative businesses, this creative engine can power our economic recovery.



“WE HOPE TO REFRAME THE PERCEPTION OF THE ARTS FROM “NICE” TO “NECESSARY.” IN 5 YEARS TIME WE WILL SEE ARTISTS WORKING IN HEALTHCARE SETTINGS TO SPEED UP HEALING AND IMPROVE OUTCOMES, ARTISTS USING THEIR TALENTS TO BRIDGE THE CIVIC AND RACIAL DIVIDE THAT WE SEE IN OUR COUNTY, AND A BOUNCE BACK OF OUR LOCAL ECONOMY FUELED BY THE CREATIVE SECTOR.

Rita Whitney, Director of Communications & Engagement, Cultural Alliance of York County

our team

Special thanks to those whose work and wisdom have guided the Cultural Alliance to where it is today:

CULTURAL ALLIANCE BOARD OF DIRECTORS

2021 Executive Committee

- William T. Yanavitch, II, Chair
- Jared Bean, Chair-Elect
- Tony Campisi, Past-Chair and Fund Development Committee Chair
- Suzanne Becker, Secretary
- James K. Fowler, Treasurer
- Thais Carrero, Allocations Chair
- Bryan Tate, Campaign Co-Chair

Board Members

- Aaron Bowers
- Ophelia Chambliss
- Vicki Karandrikas
- Lee King
- Allison Meckley
- Mark Sindicich
- Giana Van Nice

Cultural Alliance Staff

- Kelley Gibson, President
- Rita Whitney, Director of Communications & Engagement
- Jennifer Glassmyer, Campaign Director
- Justin Ayala, Arts in Education Regional Director

Directors Emeritus

- Jody Appell
- Jeffrey Byers
- Arthur J. Glatfelter
- Anne Kinsley
- Robert Pullo
- William H. Simpson
- Thomas Wolf
- Morton F. Zifferer Jr.



Recipient of the 2021 Central Penn Business Journal Nonprofit Innovation Award for Management/Operations



Cultural Alliance
of York County

