

Policy Area V Economic Development

Goal:

Encourage and promote the arts and cultural activities as a vital industry that helps define the intrinsic character of the County and its people, and creates economic benefits for the County.



ARTS AND CULTURAL DEVELOPMENT

The arts and cultural activities are an important part of Sullivan County, which have made a resurgence in recent years making it one of the fastest growing industries defining the character of the new Sullivan County. An influx of artists attracted to the area by its natural and scenic beauty, among other factors elaborated below, has contributed to this trend.

The historic Woodstock Music and Art Festival, was held for three days in August, 1969 on a 600-acre dairy farm in Bethel attended by about 500,000 people. It was the most famous rock festival of its era, and continues to draw nostalgic fans and visitors to the site. The Bethel Woods Center for the Arts being developed at the site of the Woodstock Festival is slated to open in 2006.

The Delaware Valley Arts Alliance (DVAA), the arts council for Sullivan County, was founded in 1976 to build collaborations that advance the arts in Sullivan County. Since its founding DVAA has led cultural development through its arts management assistance, umbrella and incubation services and grant programs. The organization also sponsors and hosts art exhibitions, literary events, concerts and festivals which include Jazzfest , an annual tradition held every May for the last 14 years presents live jazz in the Tusten Theater and Riverfest, a music, art and environmental festival held annually in July. The Delaware Valley Opera, a Sullivan County-based opera production company, is in residence at the Tusten Theatre in Narrowsburg, NY in the summer and also perform regionally.

DVAA has been distributing grant funds awarded to local organizations from the New York State Council on the Arts since 1984. A similar Sullivan County grant program was established in 2002. These funds have been integral to the growth of local cultural organizations that have been listed in Appendix 'xx'. Other critical resources for the County arts and cultural assets include 13 libraries, also listed in Appendix 'xx'.

Additionally, it is estimated that over 1,000 individual artists are living and working in Sullivan County. Writers (poets, novelists, and playwrights), book designers, composers, musicians, visual artists and craftspeople (painters, sculptors, potters, metal smiths, etc.) have created studios here. Most of these artists create their work in the County but some of their target markets are outside the County. status while administering the funds locally to build and reinforce art-related activities and cultural tourism in the County.

Currently, good statistics are required to substantiate recent observations of the resurgence of the Arts in Sullivan County and will be generated as per the *Sullivan 2020* strategies described in this section. In addition, these strategies intend to further develop the arts as an industry that promotes cultural and economic development in Sullivan County and will be packaged with other tourism markets to influence longer stays leading to more business, an increase in lodging accommodations and potentially revitalization of resorts.

The Sullivan County Cultural Foundation, a partnership between the DVAA and Sullivan County Visitor's Association, is a non-profit organization established to draw funds because of its tax-exempt



Policy Area V Economic Development

Goal:

Encourage and promote the arts and cultural activities as a vital industry that helps define the intrinsic character of the County and its people, and creates economic benefits for the County.

STRATEGY 5.44

Understand the impact that the arts and culture have or can have in the County to expand existing and future activities.

Timeframe

SHORT TERM

INTERMEDIATE

LONG TERM

Steps	Leadership Role (C/M/P)	Status (A/P/C)
Commission a needs assessment to survey arts-related activities that would show the benefits and impact of the arts in the County.	C/P	
Collect data on investment, spending and income generation from the arts in the County.	C/M/P	
Collect data on the number of artists and studios based in the County, where they are located, and the selling of art within the County or elsewhere.	C/M/P	
Catalogue and record all private and public arts and cultural events in the County. Map the locations of major events in the integrated GIS system.	C	



Leadership Role: C – County M – Municipality P – Partners
 Status: A – Active P – Pending C – Complete

Resources

Organizations and Programs

- ◇ Delaware Valley Arts Alliance - www.artsalliancesite.org/
The mission of the *Delaware Valley Arts Alliance* is to provide leadership and build collaborations that advance the arts in Sullivan County, NY and the Upper Delaware Valley; to encourage and support cultural programs relevant to all citizens; and to provide services to individual artists, arts organizations and the area's arts industry.

Policy Area V Economic Development

Goal:

Encourage and promote the arts and cultural activities as a vital industry that helps define the intrinsic character of the County and its people, and creates economic benefits for the County.

STRATEGY 5.45

Expand the arts and cultural activities through strategic alliances and resources comparable to nearby counties.

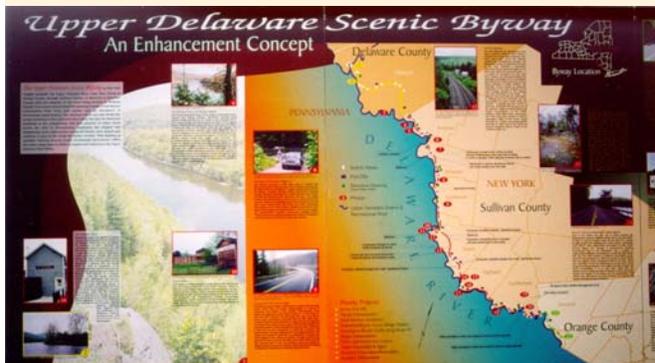
Timeframe

SHORT TERM

INTERMEDIATE

LONG TERM

Steps	Leadership Role (C/M/P)	Status (A/P/C)
Develop a circuit-rider program.	C	
Develop a plan to reach out to municipalities to build art programs and activities	C/M/P	
Promote the arts through alliances with the Sullivan County Visitor's Association and Partnership for Economic Development.	C/P	
Develop a marketing package for the arts and cultural events in Sullivan County.	C	
Strengthen the efforts of the Delaware Valley Arts Alliance activities through increased funding and capacity-building alliances by: <ul style="list-style-type: none"> • Leveraging public funds through State or Federal programs for staff assistance to administer and expand the arts council programs. • Funding studies and programs to support the arts and cultural activities. 	C	



Leadership Role: C – County M – Municipality P – Partners
 Status: A – Active P – Pending C – Complete

Resources:**Documents****Organizations, and Programs**

- ◆ The mission of the *Delaware Valley Arts Alliance* is to provide leadership and build collaborations that advance the arts in Sullivan County, NY and the Upper Delaware Valley; to encourage and support cultural programs relevant to all citizens; and to provide services to individual artists, arts organizations and the area's arts industry.
<http://www.artsalliancesite.org/>
- ◆ The *New York Foundation for the Arts (NYFA)* helps artists turn inspiration into art by giving more money and support to individual artists and arts organizations than any other comparable institution in the U.S. *NYFA Source* is the most extensive national directory of awards, services, and publications for artists. Listings include over 3,400 arts organizations, 2,800 award programs, 3,100 service programs, and 900 publications for individual artists across the country.
<http://www.nyfa.org>
- ◆ The *Andy Warhol Foundation for the Visual Arts* was established in 1987. In accordance with Andy Warhol's will, its mission is the advancement of the visual arts.
<http://www.warholfoundation.org/>

Funding

- ◆ The *New York State Council on the Arts (NYCSA)* makes over 2700 grants each year to arts organizations in every arts discipline throughout the state. *NYCSA's* goal is to bring high quality artistic programs to the citizens of the state through supporting the activities of non-profit arts and cultural organizations.
<http://www.nysca.org/>
- ◆ The *Joan Mitchell Foundation* seeks to demonstrate that painting and sculpture are significant cultural necessities. To further this mandate, the Foundation provides grants, stipends and scholarships for painters and sculptors.
<http://fdncenter.org/grantmaker/joanmitchellfdn/index.html>

Other