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HueArts New York Initiative: \$100 Million Request for Support

Museum Hue is seeking \$100 million in discretionary funding over 5 years in support of our efforts to create greater racial equity in the arts sector across New York. Through our HueArts initiative and research we have found significant evidence of inequitable funding for cultural institutions led by Black, Indigenous, and all People of Color (BIPOC) throughout the state/city.

To date, Museum Hue has received over \$1 million in support of this new racial equity initiative. This includes diverse funding from New York State Council on the Arts, New York City Department of Cultural Affairs, New York Community Trust, Mellon Foundation, Ford Foundation, and National Endowment for the Arts. These grants were used to conduct in depth research about New York’s arts landscape and establish the basis for the HueArts initiative. We have thus far developed a comprehensive map, directory, and report highlighting the impact of BIPOC arts entities and inequities they face, which collectively will serve as a roadmap for making meaningful change in the NY arts sector.

This initiative complements CreateNYC, New York City’s first cultural plan developed in 2017 (<https://createnyc.cityofnewyork.us>). HueArts aims to increase funding for arts organizations in historically underserved neighborhoods, which is CreateNYC’s first action step. HueArts has identified these arts entities and is ready to demonstrate how a implementation and deployment of a new \$100 million funding model will help accomplish the following objectives:

1. Regrant equitable funding to BIPOC arts entities across New York State/City;
2. Provide professional development opportunities to strengthen BIPOC arts entities;
3. Advocate for city/state policies and practices to provide support for BIPOC arts;
4. Assist BIPOC arts entities in gaining long-term spaces to operate.

HueArts New York Initiative \$100 Million Funding breakdown:

\$40 million from the City of New York

\$40 million from the State of New York

\$20 million from private and public foundations



Use of funds:

- \$90 million to be dedicated solely to regrant funding to BIPOC arts entities annually. Through a robust, transparent and equitable grant program, Museum Hue will regrant, track and assess the impacts of this funding to an estimated 500 BIPOC arts throughout New York annually for a minimum of 5 years.
- \$6 million to develop long-term support for technical assistance and build internal systems (e.g. equipment, software, and training support); professional development for staff and leadership; resources and financial support for grant writing; board development, and other areas of operational support needed for for small and medium sized BIPOC arts and cultural entities. The funds will provide support in marketing, communications, and messaging for the promotion of these cultural and arts organizations and their physical and virtual sites to increase local, national, and international tourism.. A diverse advisory committee of arts leaders across New York will receive compensation and support to assist in conceiving and executing the goals and objectives of HueArts' designed activities.
- \$4 million to enhance staff capacity at Museum Hue and build the apparatus needed to successfully implement and execute this initiative. We will ensure ample grant management and oversight with the addition of leadership staff roles to manage this initiative. Key to its success is hiring a Development Director to oversee ongoing fundraising efforts; 2-3 Grants Managers to assist in reviewing of iterative grant applications, contracts, and the distribution of funds over a minimum five-year, re-grant period; and a Director of Governmental Affairs to provide guidance for advocacy in support for the HueArts initiative through drafting legislation, raising community awareness, coalition building and policy creation.

Each objective is broken down further as follows:

1. Regrant equitable funding to BIPOC arts entities across New York State/City

Museum Hue has identified over 500+ BIPOC arts entities across New York through this initiative. These venerable arts organizations and arts leaders provide essential employment, economic development, and other opportunities that help improve economic and social mobility as well as the health and well-being of their communities. The success of NYC's Cultural



Institutions Group (CIG) founded in 1869, which has guaranteed annual budget allocations and utility subsidies from the city to designated arts and cultural institutions, will be used as an example for this new re-grant initiative.

- Funding will be pipelined through Museum Hue to regrant to BIPOC arts entities. Museum Hue has worked closely with these entities through the HueArts initiative and is very familiar with their impact and needs. Museum Hue is committed to centralizing these arts entities in the core of our work.
- According to a 2020 article in the Stanford Social Innovation Review, the unrestricted net assets of Black-led organizations are 76% smaller than those of their white-led counterparts. With this proposed major investment in BIPOC art entities, we can begin to undo years of systemic racist policies in the cultural field and proactively change these stats and dynamics with more representation.
- Museum Hue will partner closely with private and public funders as well as government officials to explore new metrics and measures for evaluating BIPOC arts entities, many of which do not fit the mold of traditional models. Greater funding for BIPOC arts will help deter the ongoing leadership gap of staff leaving BIPOC arts entities for better-funded predominantly white institutions.

2. Provide professional development opportunities to strengthen BIPOC arts entities

The essential need most often articulated by leaders of BIPOC arts entities we surveyed for the HueArts initiative in 2021 and 2022 was more staffing and professional development support for current leadership as well as for emerging leaders. Our aim is to foster an arts ecosystem that would allow professionals to sustain long, varied, and rewarding careers among multiple BIPOC arts entities, if desired. In practice, this looks like:

- Provide training and workshops in grant writing, government procurement, executive board training, etc.
- Create and sustain a peer networking program specifically for senior leadership and executive directors to support one another while also gaining access to external professional advice and coaching.
- Create a stipended professional development and networking program for BIPOC arts professionals to cultivate new skills, attend field-specific seminars and workshops, and build relationships and future cultural partnerships.



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- Advocate for paid internships and fellowships at underrepresented BIPOC arts entities in partnership with the City University of New York (CUNY) and State University of New York (SUNY). This can build on the NYC Cultural Corps model introduced in the 2017 CreateNYC Cultural Plan by New York City Department of Cultural Affairs: (<https://www.nyc.gov/site/dcla/programs/cuny-culture.page>).
 - Develop a vetted support corps of professionally experienced, culturally knowledgeable, and predominantly BIPOC consultants in areas such as strategic planning, financial management, marketing, fundraising, and programmatic design.

3. Advocate for policies and practices that provide greater support for BIPOC arts

For instance, the majority of BIPOC arts entities surveyed for the HueArts initiative have annual operating budgets below \$100,000. It is currently challenging for them to plan long-term or make needed investments in capacity, infrastructure, and/or programming without multiyear general operating support. This initiative and research attempts to tackle the most basic step in beginning to garner equitable and essential support to counter long-term disinvestment and to build thriving and sustainable organizations within a healthy BIPOC arts ecology. To address these inequities, we must:

- Create a baseline budget item for BIPOC arts entities with guaranteed support in the annual city/state budget every year, in the same way the CIG is a baseline budget item.
- Allocate tourism funding throughout the city/state to BIPOC arts entities to help bolster their visibility and viability throughout the city/state.
- Pay special attention to funding legacy organizations founded 15 years ago or more, which have been doing incredible work against the odds for generations.
- Create a significant digital campaign to bring about greater awareness and support from the general public for BIPOCs, along with ways that the general public can learn more and get involved.

4. Assist BIPOC arts entities to gain long-term spaces to operate and thrive

Due to growing gentrification across New York and ongoing impacts from Covid-19, there is a severe risk of permanent displacement for many BIPOC arts entities with rising rent and administrative costs, which also extends to the artists and communities they serve. In



neighborhoods such as the South Bronx, Harlem, Rochester, and Southampton, the long-term impact of such cultural loss has already begun and could be devastating and irreversible if we do not act now. BIPOC arts entities need more funding and critical support to secure ownership of their physical spaces so they can continue to serve, uplift, educate and inspire their vast communities of color and the general public. Through the implementation of the HueArts initiative directed by Museum Hue, we will:

- Provide workshops and resources to educate BIPOC arts entities on how to acquire long term or permanent homes for their institutions. For example, San Francisco announced such a plan at the beginning of 2022 with leadership by Community Vision Capital & Consulting that has committed to providing \$3 million in real estate acquisition grants for 5 community-based performing arts groups.
- Identify and study existing BIPOC arts cultural corridors to upgrade facilities, share space, and become more connected to one another and the larger arts community.
- Support interested government agencies in partnering with subsidized real estate projects that are required to provide below-market-rate ownership opportunities to cultural entities. Help identify real estate developers and BIPOC art entities identify properties to develop more artist housing using LIHTC and TIF tax credits.
- Advocate for funding with sustainable access to diverse capital streams, equity-focused community-development partners, and advisors with expertise from real estate acquisition to purchase art spaces. In short, BIPOC arts entities need access to a full range of options from outright purchase to community land trusts to long-term leases, in the same manner that NYC CIGs received in the past, which has been a major factor that continues to contribute to their long term stability and growth capacity.
- Encourage investment by public and private sources for the rare BIPOC arts entities that do currently own their own spaces, by helping maintain the physical structures these entities steward for future generations of art makers and art lovers.

BIPOC arts entities deserve a collective commitment to their survival from our communities, philanthropists, businesses, and elected officials. They greatly contribute to the vibrant portrait of New York's cultural landscape. BIPOC arts leaders have also proven to be resourceful and resilient in the face of a long history of chronic underinvestment and limited financial support. This initiative offers an opportunity for them to thrive so they can best serve the communities they represent throughout New York. HueArts provides a monumental commitment and much needed advocacy for these venerable spaces.



Brief Overview about Museum Hue:

Founded in 2015 in Brooklyn, New York, Museum Hue is an arts organization that aims to paint a larger portrait of the arts landscape by providing greater support and recognition for Black, Indigenous, and all People of Color throughout the arts sector. We offer tools and resources that celebrate cultural diversity in the arts ecosystem and create pathways for representation. We work to improve the racial equity in the arts and promote Black, Indigenous, and all People of Color artistic practices and cultural contributions. We are also a membership based organization dedicated to collectively bargaining for greater racial equity in arts funding and offering art professionals and cultural workers of color the relationships and resources to build and exercise their individual and collective agency within the arts sector.

To learn more about Museum Hue and our HueArts initiative, please visit our website: <https://www.museumhue.com> and check us out on social media (Facebook, Instagram, and Twitter) @museumhue.