



The Trust for  
Cultural Resources  
of the County of  
Onondaga

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FOR IMMEDIATE RELEASE  
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## LOCAL FUNDERS, ONONDAGA COUNTY COLLABORATE ON NEW AUDIENCE DEVELOPMENT PROJECT

*IDEAS (Initiative to Develop and  
Engage Audiences in Syracuse)* launches May 12

(Syracuse, NY) **The Allyn Foundation, the Central New York Community Foundation, the Gifford Foundation, the Dorothy and Marshall M. Reisman Foundation and the Trust for Cultural Resources of the County of Onondaga** announced today the launch of the ***IDEAS Collaborative (Initiative to Develop and Engage Audiences in Syracuse)***. This effort, in partnership with forty-two Onondaga County arts, culture and heritage organizations, along with the community-at-large, will strengthen the cultural fabric of this community. **IDEAS** uses research and engagement strategies to increase participation, identify and grow sustainable audiences, develop targeted marketing strategies and uncover opportunities for cooperative activity and resource sharing.

The Collaborative has retained the services of nationally-known consultant

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Surale Phillips of Decision Support Partners, whose work involves extensive research, surveys, and workshops to study the opportunities for the development of cultural participation. The primary research method is geo-demographic analysis and community surveys.

The study, which kicks off on May 12, will produce final results in late 2010. It will provide an aggregate look at the current audience makeup for the culture and entertainment sector as well as results of a community-wide survey. Communities who have utilized Phillips' research have seen attendance at arts and entertainment events rise by 5% to 10% - there was also increased collaboration and leveraging of additional funds for both individual and collective marketing strategies. Most significantly, new knowledge was gained about existing and potential audiences and what the communities perceive as the benefits and barriers to attending events.

During visits and conference calls in March and April Phillips presented her approach to over 50 Onondaga County arts, culture and heritage organizations that ranged in size from under \$100,000 budgets to over \$10 million. During her time here Phillips also met with a number of leaders from the major arts/culture organizations, local funders, the County, the Convention and Visitors Bureau and Syracuse University.

"Beyond question the response to doing this work has been enthusiastic," notes Phillips. "I look forward to uniting a wide array of stakeholders in an effort to develop not only the ability of the cultural organizations to engage and build audiences, but also to cultivate the community's capacity to understand and support the arts as being necessary to the vitality of this area."

The Trust for Cultural Resources of the County of Onondaga was established by the New York State Legislature in 1991 and activated by County Executive Joanie Mahoney last fall. The chairman of the five-member Legislature appointed board of trustees is Tom Dadey. Mary Beth Primo, Director of the county's Office of Economic Development, serves as Executive Director of the Trust.

The participating organizations are:

ArtRage Gallery  
CNY Jazz Arts Foundation, Inc.  
Community Folk Art Center  
Cultural Resources Council

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Erie Canal Museum  
Everson Museum of Art  
Friends of the Central Library  
Friends of the Rosamond Gifford Zoo  
Gifford Family Theatre  
Landmark Theatre  
LeMoyne College Theatre  
Matilda Joslyn Gage Center  
MOST (Museum of Science and Technology)  
Northside Collaboratory  
OnCenter Complex  
Onondaga Community College  
Onondaga Historical Association  
Open Hand Theater  
Parents Promoting Dance  
Rarely Done Productions  
Red House Arts Center  
Salt City Center for the Performing Arts  
Signature Syracuse  
Skaneateles Festival  
Society for New Music  
Spanish Action League - La Liga  
Syracuse Childrens Chorus  
Syracuse City Ballet  
Syracuse Community Choir  
Syracuse Convention and Visitors Bureau  
Syracuse Gay and Lesbian Chorus  
Syracuse International Film Festival  
Syracuse Opera  
Syracuse Poster Project  
Syracuse Stage  
Syracuse Symphony Orchestra  
Syracuse University  
Syracuse Vocal Ensemble  
Wacheva Cultural Center  
WAER - FM  
WCNY - Public Broadcasting Council of CNY  
Y-Arts: the Arts Branch of the YMCA of Greater Syracuse

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