

Arts in Crisis: A Kennedy Center Initiative ***50 State Tour in Charleston Feb. 23***

Hear Kennedy Center President Michael Kaiser, author of *The Art of the Turnaround: Creating and Maintaining Healthy Arts Organizations*, speak about current challenges and opportunities for arts organizations.

This arts management symposium, hosted by the Charleston Concert Association in partnership with the South Carolina Arts Commission, the City of Charleston Office of Cultural Affairs, and College of Charleston School of the Arts, will be held on Tuesday morning, February 23, 2010 at the Recital Hall at the Simons Center for the Arts at the College of Charleston (<http://sota.cofc.edu>).

Mr. Kaiser will be interviewed by Jeanette Guinn, Performing Arts Coordinator, South Carolina Arts Commission (<http://www.southcarolinaarts.com/>), during a conversation that aims to stimulate audience dialogue and present solutions to the challenge that many arts organization are facing. Mr. Kaiser will address the issues of fundraising, board development, budgeting, and effective marketing.

Following the seminar, participants are welcome to enjoy a light lunch with presenters, board members, development officers, and other arts enthusiasts at the City Gallery at Waterfront Park. Lunch is sponsored by the City of Charleston Office of Cultural Affairs (<http://www.charlestoncity.info/dept/content.aspx?nid=174&cid=53>).

What is the Arts in Crisis Tour?

The Arts in Crisis tour provides an opportunity for representatives of arts and cultural organizations to participate in two important tasks: engage in conversation with Michael Kaiser, one of the most respected arts leaders in the U.S., and execute the important lessons he has learned through past experiences. During the event, attendees will gain first-hand information and practical advice that is of particular interest to arts organizations seeking a new direction in order to survive or, at the least, remain sustainable. (<http://www.artsincrisis.org/>)

Who is Michael Kaiser?

Michael Kaiser has successfully restructured, reinvented and revitalized numerous well-known arts organizations by aggressively thinking outside of the proverbial box. His actions have successfully turned-around organizations on the brink of failure through the use of ten simple steps. Mr. Kaiser is the author of *The Art of the Turnaround* and initiated the Arts in Crisis program.

Who should attend this event?

If your organization has experienced a decline in revenue, reduction in charitable contributions, decreased attendance, or all of the aforementioned, the information presented will be extremely useful as you prepare for the challenge of a drastically different future. This program will especially be helpful for members of non-profit boards.

Free Registration

This free event is open to the public, but **ADVANCE** registration is required. Email the Charleston Concert Association (CCA) at ccagrants@aol.com, contact the CCA office at 843-727-1216 or visit the CCA website at www.charlestonconcerts.org for more information.

When:

Tuesday, February 23, 2010
8:30 a.m. – Registration/Coffee
9:00 - 11:00 a.m. – Seminar/Q&A Session
12:00 – 1:30 p.m. Lunch/Networking

Where:

Seminar - Recital Hall, Simons Center for the Arts, College of Charleston, 54 St. Philip Street, Charleston S.C.
Lunch - City Gallery at Waterfront Park, 34 Prioleau Street, Charleston, S.C.

Parking:

Visitors may park in any of the City or College of Charleston parking garages. For more parking information visit: <http://sota.cofc.edu/directions.php>.