

Proposal

The Lana'i Art Center has been offering art and cultural education programs to Lana'i residents and visitors since its founding in 1991 by Mr. David Murdock and a group of community artists. The program was nurtured by an 8-member Board of Directors composed primarily of Castle & Cooke staff, and managed by three different Executive Directors with extensive art backgrounds through 2001. In 2002, a revamping of the Board was executed, shifting the balance to community members, and bringing on our current Director, with over a decade in non-profit and business management experience.

The Lana'i Art Center is the only provider solely dedicated to offering public access to arts and cultural experiences for all residents and visitors on Lana'i through ongoing classes, workshops, presentations, studio access, our gallery and exhibitions. These arts and cultural experiences include: drawing and painting; fabric arts; children's arts and crafts; writing, photography, digital arts, ceramics and traditional Hawaiian crafts. We collaborate with varied community organizations and make our facilities available at no cost to non-profit agencies. All positions from board members to volunteers are drawn from community members. We are constantly informed by input from community members, through suggestions for classes and instructors, special interests, critique of workshops and evaluations of instructors. All class attendees are asked to complete an evaluation form and are solicited for interest regarding their interests and specialties. All positions from board members to volunteers are drawn from community members. We are open to and constantly informed by input from community members, through suggestions for classes and instructors, special interests, critique of workshops and evaluations of instructors. All class attendees are asked to complete and evaluation form and are solicited for interest regarding their interests and specialties.

The following improvements have been accomplished in the last five years.

Administration

1. Five-year planning implemented in 2002, reviewed at annual overall review meetings, latest plan drafted in October 2007.
2. Partnered with new resort management company, Four Seasons Resorts.
3. Partnered with Maui Community College to teach in their computer lab.
4. Partnered with Lana'i High & Elementary to create after school programs for keiki, middle schoolers and high schoolers, most recently completing a Lana'i Community Benefit Fund grant program for an outdoor mural program on the LHES campus which involved over 300 local students.
5. All instructors 100% Lana'i artists (travel/per diem savings).

Private Fund-Raising

Annual major private fund-raiser conducted each December since 2002. Our most

recent membership/donation drive after withdrawal of Castle & Cooke Funding has garnered almost \$16,000 (and counting) , a testimony to the community's valuation of our programs and services.

Donations of fixtures/equipment total \$5,500 in last two years.

Facilities - Castle & Cooke continues to donate the use of four buildings (12,000 sq. feet - \$31,500 value)

Admin Office - Includes photography darkroom /digital classroom/textile classroom.

Art Studio - Classroom for silk screening, stained glass work, drawing and painting.

Gallery - Complete interior renovation in 2002 including paint, gallery lighting and fixtures, all through private donations. Featuring the work of over 30 Lana`i resident artists and crafters, the gallery is open six days a week and has generated over \$42,000 in gross commissioned sales to local artists of all ages, increasing economic opportunities for resident artists while the gallery's share of sales reduces our dependence on grant funding, and is the only gallery in the state to our knowledge, that has a dedicated section featuring kid's and youth art. Other gallery spaces feature Hawaiian arts, crafts and a retail art supplies section, which generates an average of \$3,500 net income annually, further reduces our dependence on grant funding.

Ceramic Studio - Included two electric kilns and six potter's wheels.

Main Classroom - Home for all keiki art classes plus adult classes in silk and pareau painting, basket weaving and Hawaiian arts plus additional drawing/painting space.

Exterior grounds - Cleaned and maintained monthly by volunteers.

Marketing/Promotion

Progress report pieces each month in the local paper, regular quarterly class schedule and brochures, active web site at lanaiart.org, email list of over 300 members, plus access to Castle & Cooke and 4 Season's staff emails (700 names).

Example Programs

Photography - B&W film processing and printing

Digital Arts - Adobe Photoshop, Illustrator, Digital Camera workshops for Beginners and Scanning workshops. Our digital camera workshop has proved so popular that it is now offered three times a year and is consistently sold out.

Featured Artist Program - We feature one Lana`i artist in the gallery each month.

Art & Story Project - Funded through an SFCA/NEA grant for youth art education in rural areas, a professional Hawaiian storyteller visits Lanai and presents a story, plus a lecture on storytelling, oral history and presentation style to all students grades 6 - seniors. A maximum of 20 - 25 participating volunteer students interview senior family members for oral history tales. Related subjects are incorporated into school curriculum for two weeks prior to project start; language arts, social studies. Working in intensive after-school workshops that average 40 hours per student, they:

- 1) Practice and learn storytelling craft and work with professional storyteller coach and local language arts teachers for a live performance.
- 2) Work with Art Center artists to create a piece of art that depicts or captures either the story itself, their emotional response to it, the people, a person or a place central to the story. The artwork is in one of three mediums; drawing/sketching, painting on canvas

paper with acrylic paints, or photography. Working with Art Center instructors, students are supplied all materials and receive training in technique and style in their chosen medium.

The storyteller returns to Lanai weekly over four weeks to work with the storytelling students in the memorization, note writing and storytelling rehearsal process. Finally, we present an evening of Art and Storytelling as one of the school events prior to Spring Break at the Lodge at Koele. All artworks are on display gallery-style and each storyteller performs their stories before a live audience of locals and tourists. Students work in cross-disciplines of writing, reading, public speaking, visual arts. The program builds confidence, interpersonal skills and all students receive certificates of completion from the SFCA and extra credit letters for college applications and has been named a Model program by the SFCA and the NEA.

Expanded Youth Art Club - New partnership with VSA Arts (Very Special Artists). VSA Arts is a national non-profit that works with special needs individuals of all ages utilizing art as therapy and career opportunities. In FY 2003/2004, we expanded both weekly classes, integrating special needs youth with all other children in the program. The two weekly sessions combined now serve 60-80 K-6th grade youngsters. The Arts Center coordinates with our teachers to provide mentors for special needs youth, and offers our retail gallery as a space for art created by students in this program to be sold, thereby generating funds for materials and modest mentor salaries.

Community

We donate graphics layout for a Lana'i City Guide handout for visitors, provide free computer/software troubleshooting to local non-profits, work closely with middle and high school developmentally disabled programs and have written Technology grants for equipment for the new Lana'i Women's Center.

We collaborate and cooperate with varied community organizations including but not limited to: The Lana'i Senior Center, Lana'i Youth Center, Queen Lili'uokalani Children's trust, ke Ola Pono, Na Pua No'eau, the Coalition for a Drug-Free Lana'i, Castle & Cooke LLC, and the Lana'i High & Elementary School. Through these collaborations, we fulfill our mission to involve persons who don't normally have access to artist and cultural experiences.

Need

The small population of Lana'i (3000), coupled with it's relative inaccessibility, restricts arts, culture, leisure and self-improvement opportunities for all ages. Proficiency in art provides opportunities for self-esteem, self-discipline, creativity, cooperation and motivation; all necessary components in any other interest and development as well. For adults, the lack of cultural choices, activities, opportunities and challenges contributes to an attitude of indifference which is demonstrated in addiction to easy entertainment, incidences of substance abuse and domestic violence at worst. Our programs provide a healthy diversion and opportunities for families to bond. The transition from agriculture to tourism based-economy has had an impact on the island that must be measured in generations; the addition of night shifts has restricted family life and created a need for new forms of family activity at varied times and we

accommodate that. Finally, the lack of economic diversification makes residents extremely vulnerable to shifts in tourist travel, highlighting the need for low-cost opportunities for self-improvement and supplemental income.

2) Target Population & Specific Needs

Residents of all ages need to keep active and benefit from the development and appreciation of creative skills in traditional, contemporary and cultural arts. In doing so, residents keep local culture alive, become a part of and expand the local economic base by attending art activities and generate income through the sale of their art. Tourism-based economies are the ideal environment for the arts to become a part of the economic base, and we provide the community help in taking advantage of this. Lana'i families need positive, enriching opportunities for family exchange and sharing and our goal is to provide that. Education in the arts is vital to full educational and personal development. Lana'i youth, restricted by the rural nature of the small community, need opportunities to learn and appreciate fine arts, culture and crafts, while developing new friendships, strengthening their self-confidence and develop creative thinking.

Goals and Outcomes

The primary goals are to nurture and develop community awareness, interest and participation in the arts, to offer family-oriented creative events and opportunities to learn together, to provide healthy, positive outlets for families, to create educational and marketing opportunities for developing artists, deliver marketing outlets and teaching opportunities for professional artists, to equip and maintain the Visual Arts, Photography, Digital Arts, Ceramics, Textiles, and Native Arts educational opportunities, and continue to develop new and innovative youth programs while offering the community fun, wholesome and interesting opportunities to gather together, all the while providing island guests with a chance to interact with locals.

Each year, classes, presentations and workshops are created on several levels; to develop basic skills for youth and new participants, hone and advance middle to professional levels skills, and provide visitors with the opportunity to create artistic keepsakes of their visit while experiencing quality exchange with residents. Professional artists expand their perspective through teaching. Developing artists are encouraged to move up to teaching basic classes. By maintaining inviting, well-managed, professional facilities, providing the basic tools, supplies and equipment necessary for active participation and programming, and scheduling activities in a manner that meets community interests and fits their schedules, we help families knit strong bonds, assist residents of all ages in building the pride of self and community that comes with personal accomplishment, exercising creativity and generating income through public display and sale of work. Our youth programs provide healthy, character-building alternatives to drug use. We enable visitors to create lasting, vivid memories of their Hawaiian experience, which creates positive word of mouth and encourages return visits, which helps the economy.

Objectives are measured by the following criteria and targets:

- Successfully maintaining or increasing the number of workshops presented

within each fiscal year over previous years.

- Quality, diversity and quantity of art produced by residents maintains or increases commissioned art sales in the gallery. (Dependent on resort traffic.)
- Maintain our consistent 90 - 95% satisfaction rating for classes and workshops as determined by evaluation surveys.
- 60% of participants complete class projects, with 30 - 35% of workshop participants returning for additional training within two years.
- 25% of participants report increase supplemental income due to skills developed through the program with 70% of clients selling art in gallery or local shops.
- 5% of class participants move up to basic level instructors.
- Continued community involvement (donated grant writing, donation of facilities and meeting space). Art produced by the kid's classes is displayed for sale in a dedicated section in the gallery and our goal is for it to generate a minimum of 5% of that program's materials budget for a year. This has been reached in the last five fiscal years.

Evaluation

The Board and Executive Director meet twice yearly strictly for evaluation purposes. Our year-end review meeting and initial planning meeting for the next fiscal is also attended by our instructors, interested parents, community members and local education professionals. We also:

- Record attendance through registration forms which are entered into our tracking database on monthly cycles.
- Administer and review class evaluation forms, which in the past have been weighted with basic questions that evaluate: Class promotion, participant satisfaction, quality of instruction and support materials, purpose of participation, use of knowledge gained, time preferences for classes, suggestions for improvement. In addition to this essential hard production information, we have deepened this surveys, inquiring if people would consider teaching a basic level of what they have learned, and less quantifiable but still relevant questions, such as what they may have learned about themselves in the course of the class.
- Record revenues of individual artists and classes. This has now been expanded to monitor by category of discipline as well.
- Track number of artists supplementing family income as a result of class participation.

\$10,000 funding from the Alexander & Baldwin Foundation would be the last piece of the puzzle to help us overcome our recent operational funding setback and continue the vital work we are dedicated to providing on the island of Lana'i. Thank you for your time and interest.