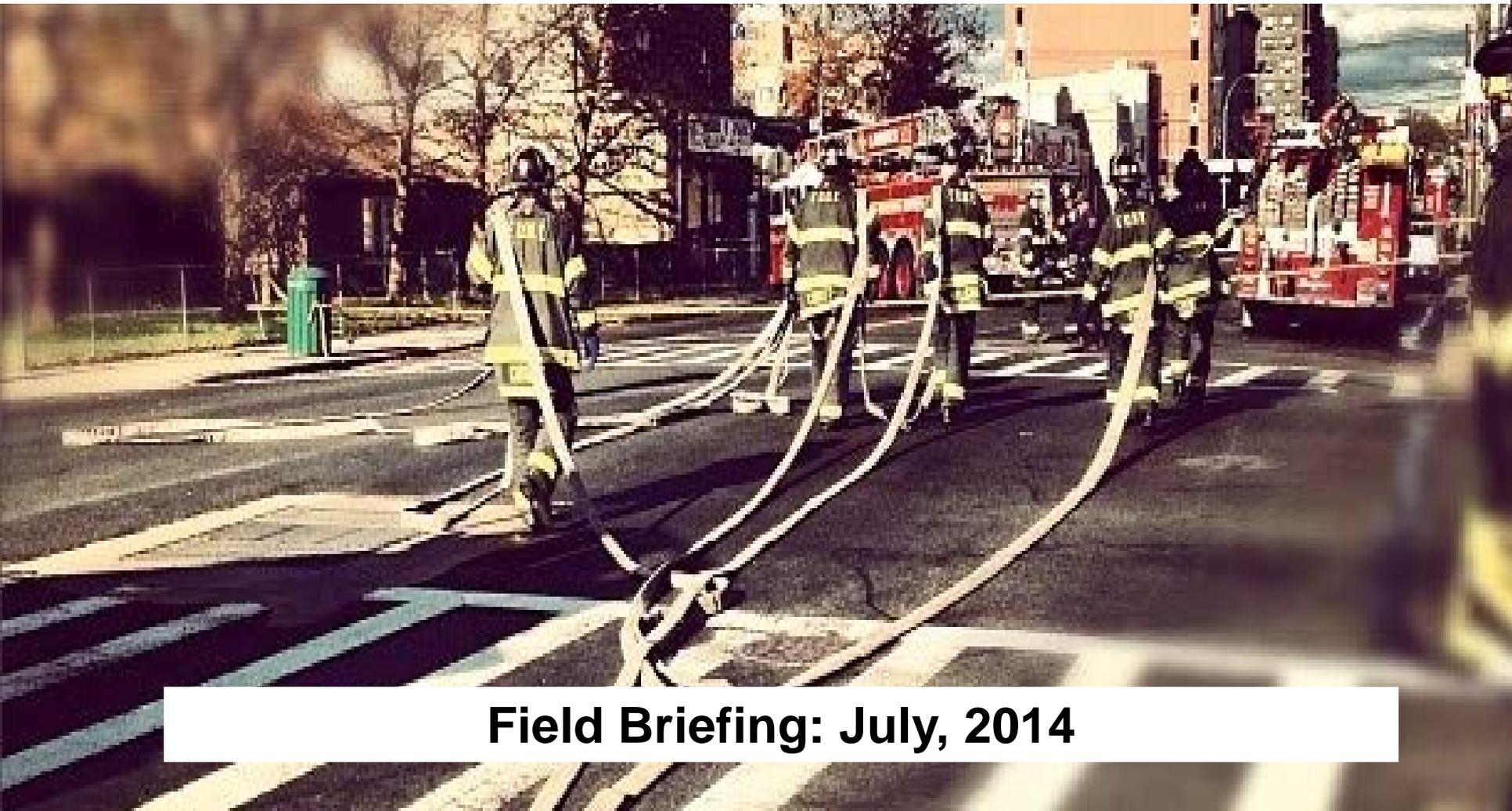




**CULTURE
AID**



Field Briefing: July, 2014

CultureAID Statement of Purpose

CultureAID is a collaborative network of stakeholders and service providers committed to strengthening New York City's cultural community before, during, and after disasters, through an organized communications system as well as coordinated activities and services to the field.



CultureAID Formation

- In November, 2013, one year After Hurricane Sandy, FEMA and NYC Dept. of Cultural Affairs (DCA) convened a group of cultural service organizations to explore developing a stronger response and recovery strategy for the cultural sector in time of disaster
- The National Coalition for Arts' Preparedness and Emergency Response (NCAPER) provided its "Arts Responder" handbook to guide the process
- FEMA facilitated 11 working sessions from November 2013 – June 2014, through which CultureAID was formally developed

Participating Cultural Service Groups (now the CultureAID Steering Committee):

The Actors Fund
Alliance for Response/New York
Alliance of Resident Theatres/New York
Asian American Arts Alliance
Bronx Council on the Arts
Brooklyn Arts Council
Dance/NYC

NYC Department of Cultural Affairs
Lawyers Alliance for New York
Lower Manhattan Cultural Council
Materials for the Arts
New York Council for the Humanities
New York Foundation for the Arts
Staten Island Arts

CultureAID Parameters

CultureAID is:

- An effort to reduce redundancy and systematize coordination of information and resources
- Completely free and voluntary

CultureAID is NOT:

- A distinct organization
- A fundraising entity



CultureAID Priorities

Currently, there are 6 priorities on which CultureAID will focus:

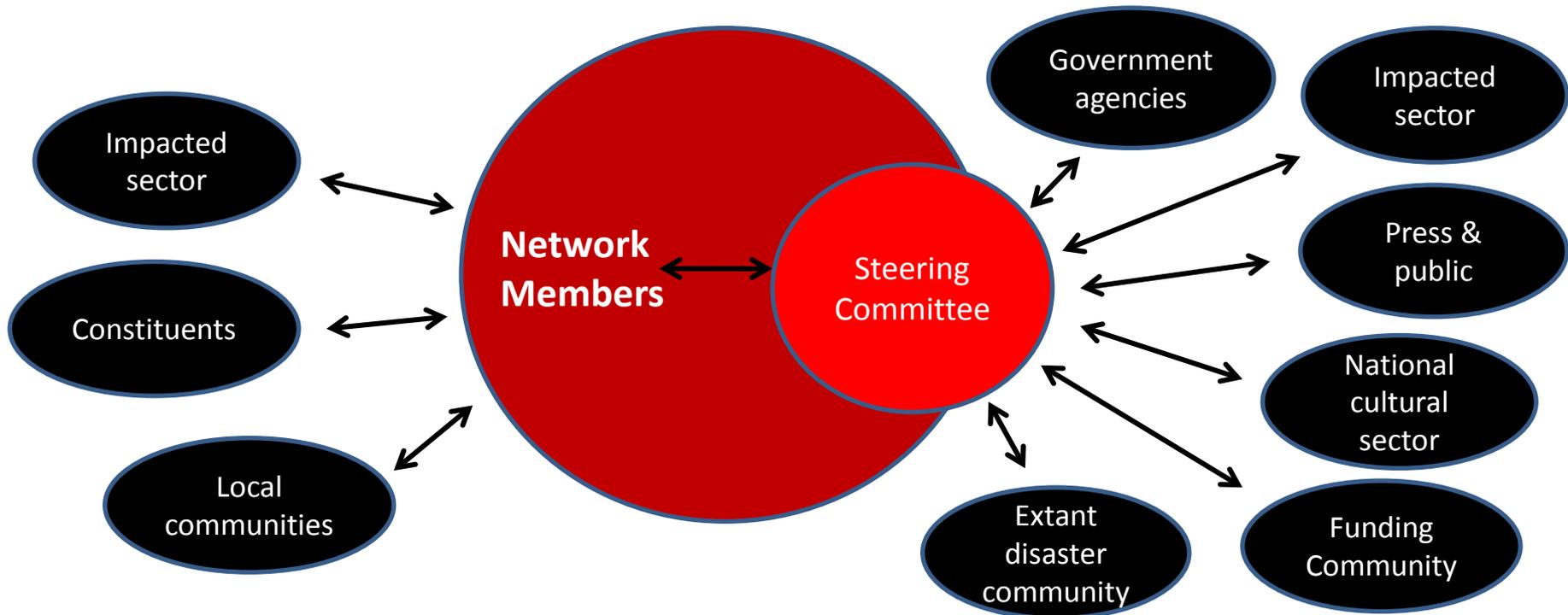
1. **Emergency preparedness**
2. **Communications** with national stakeholders, press, and funders before, during, and after disasters
3. **Information provision** regarding disaster-related resources
4. **Resource provision coordination** (financial and non-financial)
5. **Post-disaster field-wide assessment** of impact to artists and cultural organizations
6. **Promoting the role of the arts and culture in disaster recovery**



CultureAID Structure

The CultureAID structure consists of:

- **Steering Committee:** Decision-making body, led by two (2) Co-Chairs, and charged with maintaining the Network, mobilizing the Network in time of disaster, and coordinating communications between the impacted sector and key stakeholders
- **Participating Member Organizations:** Charged with communicating needs, issues, and other related information to the Steering Committee for amplification among key stakeholders, and disseminating CultureAID messages to their constituents



Disaster Mobilization

CultureAID Mobilization Trigger: Definition of Disaster

- Any natural or manmade disaster/event that causes significant property, business interruption or income losses to a more than trivial percentage of New York City's artists and/or arts and cultural organizations will trigger CultureAID's Disaster Mobilization Plan
- Events do not have to impact the entire City and may be limited to a single neighborhood, but mobilization will not be triggered by impact to a single organization or artist and must rise to some level of mass impact

Mobilization When Disaster Strikes

- Steering Committee will confirm the situation with OEM, and issue preparedness messages and disaster-related information to the field
- Post-disaster, field assessment and extensive communication with all stakeholders





Steering Committee Expectations:

- Set the priorities for CultureAID Network
- Maintain communication throughout the year with local and national stakeholders to keep apprised of disaster related efforts and resources related to arts and culture
- Maintain regular communications with broader Network Members
- Actively participate in CultureAID efforts, including attend annual meetings to review and update plans



Participating Network Members' Criteria

- Support CultureAID's goals and activities
- Have organizational decision-maker(s) buy-in to support and participate in CultureAID's efforts
- Have a constituent base that includes arts and culture
- Have pre-established means of communications with constituents



Participating Members' Expectations

- Designate a staff member to be the CultureAID contact, and provide full contact information for the phone tree
- Attend one (1) CultureAID meeting annually, in person or electronically
- Distribute CultureAID emails to constituents
- Participate, to whatever extent possible, in post-disaster assessment
- Consider joining a Working Group to further develop CultureAID goals and priorities (such as establishing a common grant application for relief funds, or developing an advocacy strategy for integrating arts into shelters)



Next Steps

➤ Join the Network

Get organizational buy-in from your organization and complete the OPT-IN form, here: www.cultureaidnyc.com

➤ Ask Questions & Send Ideas

Contact the Steering Committee Co-Chairs:

- Melanie Cohn, Staten Island Arts: mcohn@statenislandarts.org
- Maria Villafranca, New York Foundation for the Arts: mariav@nyfa.org

