

FLASH

An Intro Guide to Arts Administration

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Who is this guide for?

This guide is designed for everyone! In particular, we hope this guide is read by those already working in the arts industry and looking for other ways to be involved. Artists can be arts managers and still have an arts practice, with a third of all arts administrators working part-time.

For anyone curious about a career in the arts, there is lots of useful information in this guide for you as well! A huge myth is that there are no jobs in arts or culture. FALSE! In fact, the workforce in the arts is 2.5 times larger than in real estate.

Arts administration can offer the opportunity to have a huge impact on the arts and culture sector, and more stable work.

Table of Contents

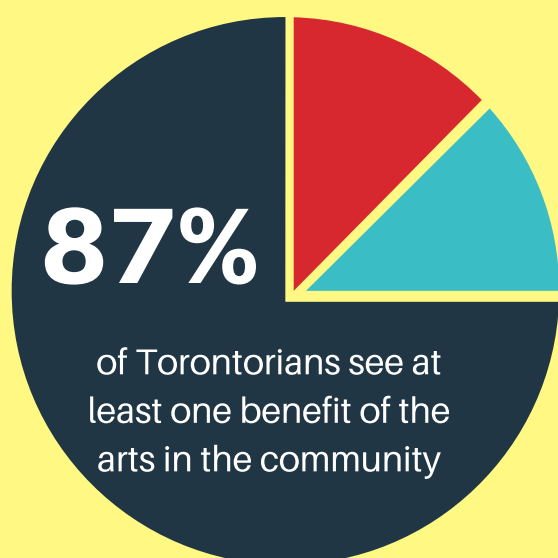
	Page
What is Arts Administration?	3
Arts in the Community	3
Arts Service Organizations (ASOs)	4
Arts Councils	5
How the Arts Happen	5
Types of Grants	5
How Grants Work	5
Career Paths	6
Essential Skills	7
Assets	7
Salaries	8
Benefits	8
Arts Professional to Watch	9
Sources / Contact Us	10

What is Arts Administration?

Arts Administration: The field of building bridges between the daily business tasks of an arts organization and the art, artists, and audiences. Arts administrators are tasked with **securing funding, making budgets, marketing, engaging the community, human resources, and more!**

Arts Managers: People who support the arts, artists and their communities. The arts have legal, financial, and logistical needs. Arts managers use their skills to make sure those needs are met.

Arts in the Community



The arts have been proven to have numerous benefits to a community. The arts bring people with a shared interest together, making them feel included. This brings a sense of identity to a community. Participating in the arts increases enjoyment of life. People who attend art related events for leisure improve their well-being.

The arts are also used to address social issues affecting a community. They provide a voice where possible solutions are heard.

As the community participates in the arts, businesses nearby benefit through an increase in customers.

Arts Service Organizations (ASOs)

Arts Service Organization: A not-for-profit organization that offers support to artists, art organizations and elements of the arts community.

What do ASOs do?

- Arts advocacy
- Labour relations
- Provides information on the arts sector
- Creates access to arts
- Supports cultural diversity and equity
- Community and network development
- Professional training/development
- And more!

Local :

Toronto Alliance for the Performing Arts (TAPA),
Arts Etobicoke

Provincial:

Craft Ontario,
Theatre Ontario,
WorkInCulture

National:

Associated Designers
of Canada

Arts Councils

Local :

Toronto Arts
Council

Provincial:

Ontario Arts
Council

National:

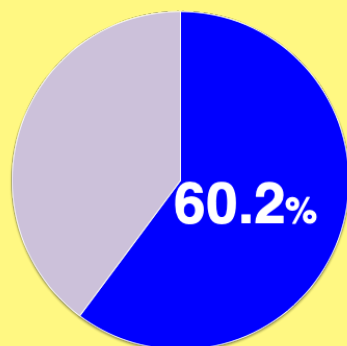
Canada Council for
the Arts

Arts Council: An agency of the government that gives out grants to artists and arts organizations. They also put on workshops and recognize community members through awards.

Arms-length Principle: Arts Councils are funded by the government but arts councils decide who gets grants. One of the ways they ensure independence is by using juries made out of people from the arts world. Often the jury reviews each application using a score sheet based on the grant requirements.

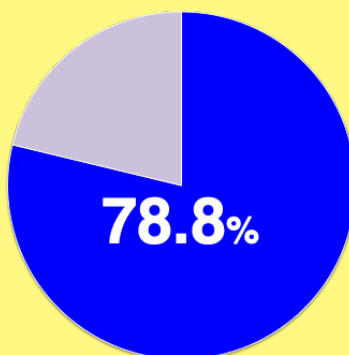
How the Arts Happen

Each arts organization has different ways they make money to make art happen. **Government grants, admission sales, and donations** are arts organizations' main revenue sources. These pie charts show how much those revenue sources account for each arts organization's budget.



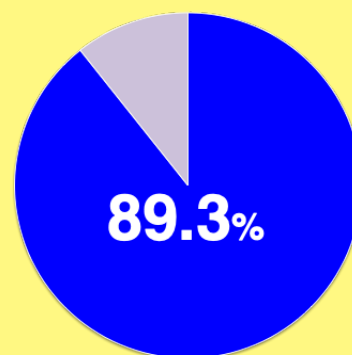
Art Gallery

(Art Gallery of Ontario)



Theatre Company

(Stratford Festival)



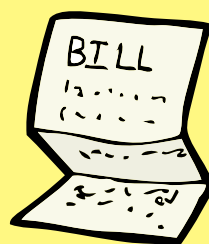
ASO

(TAPA)

Types of Grants

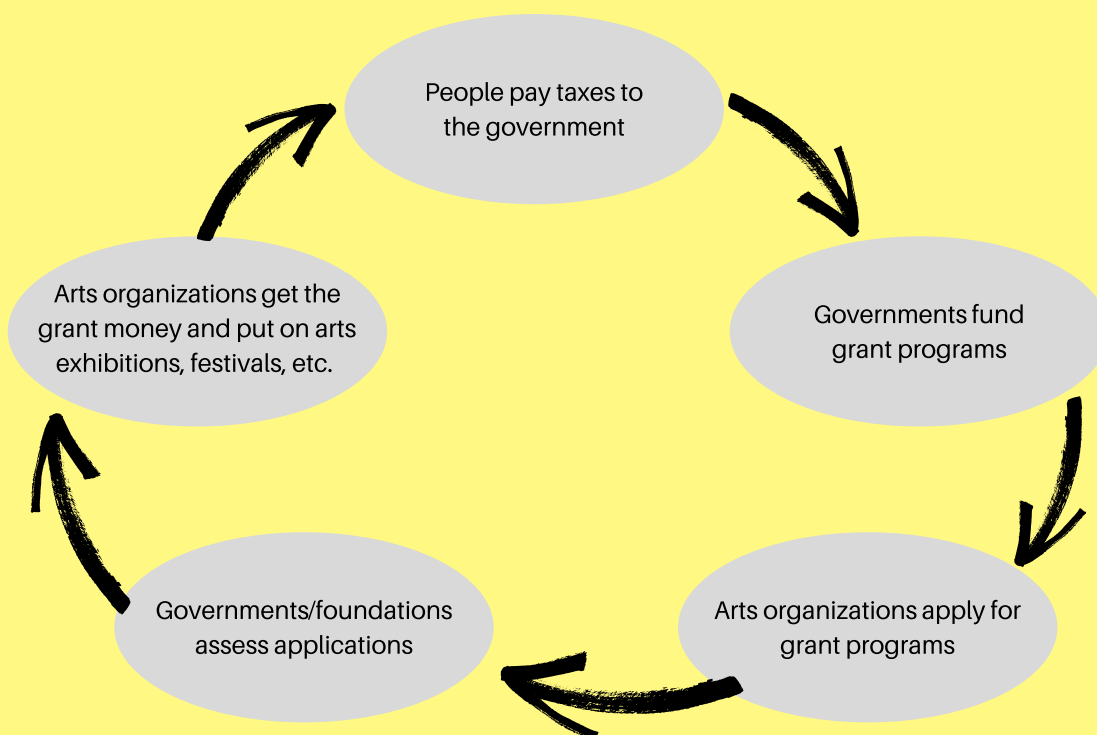


Project grant: One-time funding for time-limited projects, covers both the artistic and administrative costs



Operating grant: Support to not-for-profit organizations for their everyday expenses.

How Grants Work



Career Paths

In arts administration there are several fields or specializations available. As you become more skilled you can do a different level in that field. Below are charts outlining the different fields and levels you can be.

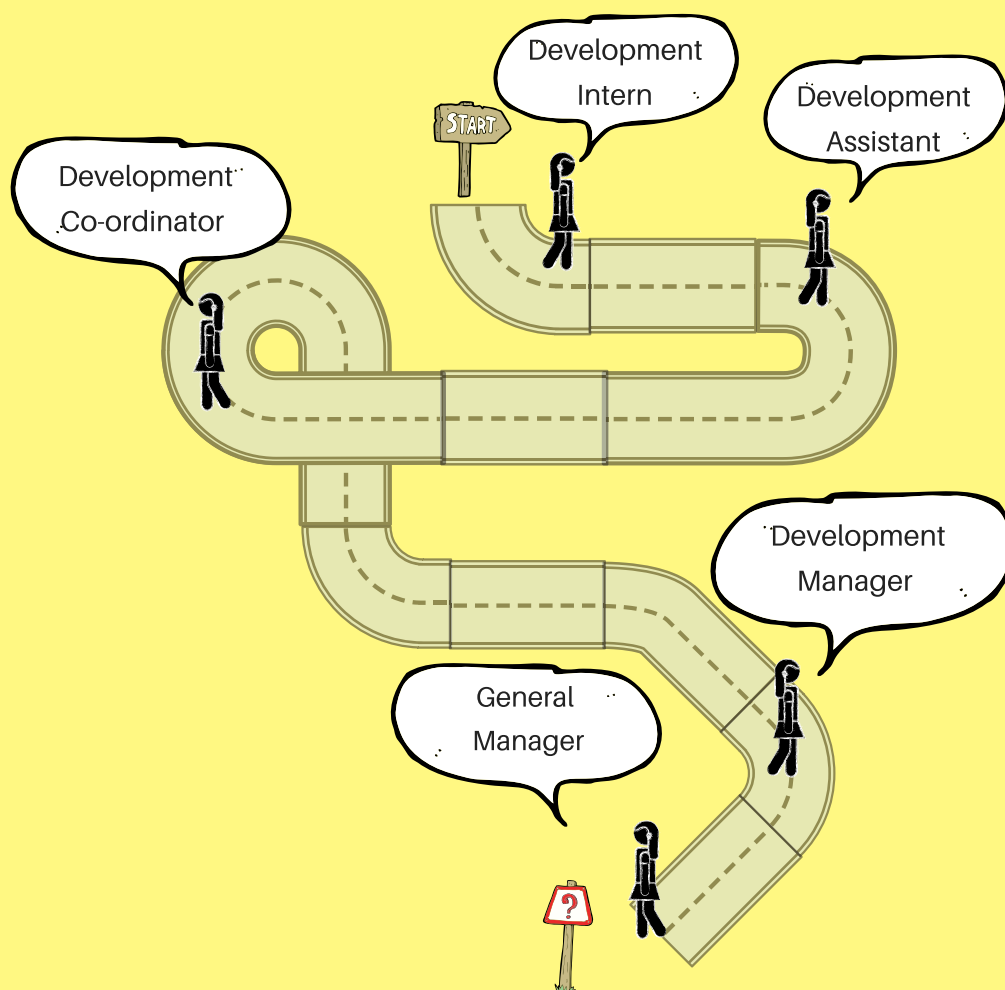
Fields

- Marketing/Communications
- Finance/Accounting
- Human Resources
- Development/Donor Relations
- Community/Outreach/Education
- Audience Development
- Facilities
- Ticketing Operation/Box Office

Level

- Intern
- Assistant
- Co-ordinator
- Manager
- Director
- Vice President
- CEO

Below is an example career path for someone starting as a Development Intern and recently became a General Manager.



Essential Skills



Assets

Depending on your path there are some programs you might want to get familiar with. There's no need to be an expert, but be able to talk about them!



Microsoft Word / Google Docs



InDesign



MailChimp



Microsoft Excel / Google Sheets



Canva



WordPress



Photoshop



QuickBooks

Sumac

Salaries

How much money you could make is important when deciding if arts administration is the right career for you. This chart shows the average salary for each position for organizations based on the size of their operating budget.

	Under \$100,000	\$100,000 - \$250,000	\$250,000 - \$1,000,000	\$1,000,000 - \$5,000,000	Over \$5,000,000
Executive Director/ General Manager	\$51,800	\$44,700	\$59,300	\$89,000	\$210,400
Finance Director/Manager	\$57,200	\$44,100	\$48,400	\$72,500	\$97,900
Finance Officer	\$40,000	\$43,500	\$57,600	\$53,400	\$59,500
Director of Marketing	-	\$43,400	\$45,100	\$56,900	\$97,700
Marketing Co-ordinator	-	\$42,900	\$39,000	\$41,700	\$49,400
Development Director/Manager	-	-	\$43,900	\$61,800	\$103,400
Development Coordinator	-	\$28,600	\$40,900	\$46,100	\$62,300
Membership/Volunteer Relations Manager	-	\$38,700	\$40,600	\$51,500	\$66,400
Programming/Project Manager	-	\$39,500	\$45,000	\$59,500	\$103,100
Membership/Volunteer Co-ordinator	-	\$31,000	\$37,600	\$40,200	\$64,400
Education/Outreach Director/Manager	-	\$34,500	\$39,400	\$57,600	\$75,500
Education/Outreach Co-ordinator	-	\$31,700	\$38,000	\$42,700	\$47,100

Benefits



Health plans are available at 30% of small/medium arts organizations, with 18% offering **dental**, and 17% offering **vision**.



Personal and professional training benefits are offered at 68% of small/medium and 77% of large arts organizations!



Flexible working hours are available at 73% of small/medium arts organizations.



Pension plans are offered at 9% of small/medium and 24% large organizations. *

* The Ontario Nonprofit Network recently started pension programs most arts organizations can join!

Arts Professional to Watch

“You can never predict where intelligence and beauty will come from in a community”

- Menon Dwarka

Menon is currently the Executive Director of Arts Etobicoke. He is a composer, arts administrator and writer who has worked primarily in the New York and Toronto.

Career ladder to present

I began as a composer for Rocket Music in New York City and then went on to become an arts administrator at 92nd Street Y, Harlem School of the Arts and Greenwich House. My knowledge of music technology was the first thing that allowed me to be employed at an art institution. I began my position in July 2017 becoming the third director of Arts Etobicoke in its 45 year history.

Inspiration behind your drive

My work stems directly from my experience as a racialized youth living on the outskirts of Scarborough. I believe strongly that there are many individuals like myself who, despite economic and access barriers, would find great enrichment in connecting to the highest arts available to us.

Projects you are proud of

In March 2019 Arts Etobicoke was awarded a digital strategies fund grant for \$495,000. This award will allow our organization to create a digital map of Etobicoke. This map will highlight cultural practices and interests across the area, which will allow artists and arts organizations to program directly towards new, untapped audiences. Currently the only data available describes ethnic origin or linguistic group. This will be a ground- breaking survey to identify people according to their interior interests versus exterior makeup.

Insight to future arts administrators

Become as visible and involved as possible in the arts and culture sector in Toronto. A resume is important, but building strong relationships is the most direct way to find a position in the field. Remember to document all of your activity so that employers can see the various contributions you've made to organizations large and small.

What is next for you in regards to career

I have never planned my future. Of course when I was younger I wanted things to improve, but my main concern has always been to give as much as possible to any project I am working on. Opportunities will present themselves if people recognize you are a hard worker that is interested in the success of the team or institution, and not just yourself.



Photo Credit : Lisa Murzin

Sources

What is Arts Administration?

- Hill, Kelly. *A Statistical Profile of Artists in Canada in 2016*. Hill Strategies Research Inc., March 2019.

Arts in the Community

- *Toronto Arts Stats Public Opinion 2016*. Toronto Arts Foundation, 2016.

Arts Service Organizations (ASOs)

- Toronto Arts Council official website
- Work In Culture official website

How the Arts Happen

- Toronto Alliance for the Performing Arts official website
- Art Gallery of Ontario official website
- Stratford Festival official website

Salaries / Benefits

- *2017 National Compensation Study: For Managerial and Administrative Positions in Not-for-Profit Arts Organizations*. Cultural Human Resources Council 2 May 2018.

Contact Us

Flash has been prepared and distributed in the Greater Toronto Hamilton Area by Daniel McGuire, Sachi Otsuka, and Sharon Zarita in April 2019.

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