

## Back story: Nancy Glaze, arts angel

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Nancy Glaze is the new executive director of Arts Council Silicon Valley, which advances the arts through grants and professional support. A familiar face in the region, she has directed the Montalvo Arts Center in Saratoga and the Community School of Music and Arts in Mountain View. For more than 20 years, she was Director of Arts Grantmaking at the David and Lucile Packard Foundation in Los Altos.

Q Nancy, you've written that you want to create a culture of arts philanthropy in the valley. But how are the economy and the mood in Washington, D.C., impacting the council's work?

A It's got our attention, and we're changing our direction in order to reach out to a whole new set of donors, so that we can provide more funding for arts activities.

We've recognized that we need to diversify our funding. We're going to be looking outside of public dollars and traditional sources for support for the arts. By January 2013, we intend to triple the amount of money we're going to give away.

Q Wow. But at this moment, how are local arts groups faring?

A The erosion of funds from grants-giving institutions and public funding sources was already in the works before the recession. It's a continuation of a trend that began about 10 years ago. So is it a disaster? It's made it exceedingly difficult. Organizations are struggling, and we may lose some as a result.

The smart organizations were already operating in a tighter way. One thing the council is trying to do is to provide shared services to help them cut down on administrative costs -- the cost of a copying machine, of bookkeeping, training, health insurance

-- helping them bargain for better rates as a collective.

Q What bright spots do you see?

A Social media is changing how we're interacting with audiences and donors, so that it happens on a more immediate and personal level. It's made a huge difference for mid-sized and smaller organizations, who have seen growth in audiences over the last couple of years.

Q Where is Silicon Valley in the broader picture of today's communities?

A We have fewer large organizations. Our large organizations, budget-wise, would be considered mid-sized in other cities. But there are 650 arts organizations in Silicon Valley. That's a lot -- from tiny one-person shops to the Rep and Symphony Silicon Valley.

I'm optimistic. I think the arts enhance people's lives. The arts may not have the backing we hope for. But the fact that we have 650 organizations, a wealth of individual artists, kids graduating from SJSU in arts and design, plus Zero One and much else -- we have a rich mix of activity.

As a community, we owe it to ourselves to keep supporting it. This is never going to be finished.

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