

# APAP

ASSOCIATION OF PERFORMING ARTS PROFESSIONALS

# Impact Report

Summer 2024

## A message from our President and CEO

In 2020, the world changed, and so did the live arts. Who could imagine that venues would go dark, that the music (and theater and dance) would stop, that performing artists and arts professionals would lose jobs and that organizations would lose revenue? Who knew that this trying moment would also gift us the time to reevaluate, reset, and balance the scales? As the convener for the presenting, booking, and touring industry, the Association of Performing Arts Professionals (APAP) had a natural role to fill—and an essential one: to keep the field connected. APAP became the glue. We worked to right the ship, championed the industry's needs, and focused on the future.

You'll remember that there was much talk about essential services during that time. When we remember the leadership APAP marshalled to ensure the survival of the performing arts industry, **our team is grateful that we could be there for so many in a time of great need.**



# APAP responded and adapted, providing support to a changing arts ecosystem.

In the wake of the first wave of the pandemic, performing arts professionals—the artists and other arts professionals who bring them to the stage—were at our Zoom doorstep. APAP leaned into our role as a national service organization by bolstering our online convenings, addressing the inequities in the field, advocating for federal funding, and strengthening our leadership development opportunities.



Plenary at APAPINYC 2024  
(Adam Kissick/APAP)



“APAP represents the field. This conference is the centerpiece of commerce for performing arts all over the planet. APAP allows us to chart that course collaboratively to make the best decisions for our communities and for artists.”

- Jamie Grant, President and CEO, Grant Management Group



[Watch Jamie's full video.](#)

# APAP brings the performing arts together.

As the business engine of the performing arts touring industry, APAP's annual convening brings thousands of professionals to New York City. During the pandemic, APAP adapted our flagship conference into an online event and added many other opportunities for professionals to connect year-round through affinity groups, professional development programs, and town hall-style gatherings. While the in-person conference has returned in full force, we have learned the true meaning of "We are stronger together."

Jody Sperling Time Lapse Dance showcase at APAPINYC 2024  
(Adam Kissick/APAP)



[Hear Nicole's story.](#)

"To walk into a setting that is designed to help you understand a business model and an ecosystem is invaluable.... APAP has been the most consistent thing for me in my entire career. I wouldn't have a career without it."

- Nicole Borelli Hearn, Founder and Principal, NBH Arts Partners

"I think of APAP as a partner in my work.... What is really unique about APAP is that you get to see the vast array of work that's happening around the country.... "

- Shanta Thake, Chief Artistic Officer, Lincoln Center for the Arts



[Watch Shanta's full video.](#)



# APAP champions equity.

The pandemic revealed what many already knew—that artists often bear the most risk and that our industry (like many) is an unlevel playing field where underrepresented groups are disadvantaged. For that reason, we launched the \$2 million *ArtsForward* grant program that built a framework and bolstered organizations to work in more equitable ways with artists. APAP introduced the 10/20/30 pledge for racial equity, accessibility, diversity and inclusion. And most recently, to illuminate and address pay equity, APAP launched the Arts Compensation Project.



“APAP brought me a seat at the table. They saw potential in me that I didn’t even know was there.... APAP makes [the performing arts field] so much more accessible and welcoming and really makes me feel like it can be a place where I belong.”

- Andrea Cuevas, Marketing Consultant



[Hear Andrea's story.](#)



# APAP advocates for vital support.

The pandemic decimated the business of live performance. APAP spoke up early and often in support of 16 billion dollars in federal funding that saved our stages. APAP continues to rally on key legislation and policies, such as comprehensive event ticketing reform and artist visa regulations, to ensure that the law and its implementation help the arts thrive.



UP NEXT! artist pitch session at APAPINYC 2024  
(Adam Kissick/APAP)



[Hear Renae's story.](#)

“Year-round, the value of APAP is that leadership role, is that advocacy role. Just continuing to make sure that there is a voice that represents the entirety of the touring performing arts.”

- Renae Williams Niles, Principal, Renae WN Consulting

“Presenting organizations in the United States would not be around today without the advocacy work APAP did. APAP made sure that America was still going to be alive in the performing arts after the pandemic.”

- Jamie Grant, President and CEO, Grant Management Group



[Watch more from Jamie.](#)

# APAP builds for the future.

A long and impressive list of arts leaders have benefited from APAP's continuum of career and artist development programs which have grown the professional lives of those on stage and behind the scenes. APAP is pleased to add the Halsey North Mentoring Exchange to these efforts to build the capacity of leaders in the industry.

Njioma Grevious at Young Performers Career Advancement showcase  
(Adam Kissick/APAP)



"They care about the next generation of leadership. Mentorship has been a key value of this organization. I've gained so much in my 36 years of membership, I want those that are coming behind me to see, to feel the same kind of value."

- Ken Fischer, President Emeritus of the University Musical Society (UMS) of the University of Michigan



[Watch Ken's full video.](#)



[Hear Andrea's story.](#)

"I first got involved really deeply through the Emerging Leadership Institute.... That helped me stay connected all year long and offered professional development opportunities and helped my career grow in ways that I didn't expect, but that I truly needed."

- Andrea Cuevas, Marketing Consultant



# APAP looks ahead.

From all we've shared, learned, and built together, we are now looking ahead. To strengthen our membership and the field, last fall we launched a five-year Strategic and Sustainability Plan to accelerate our momentum, inform new concepts, deepen collaborations, and advance innovation. APAP's critical work will continue to help *Carry the Field Forward*, and you'll be hearing more about our progress in the coming months.

APAP seeks a reset towards greater sustainability by refining its service and revenue model as well as bolstering its infrastructure—all to strengthen member value and thereby advance the performing arts presenting, booking, and touring industry.

We wish to thank the multitude of you who have already been involved in building APAP's future.



A.I.M by Kyle Abraham at APAPINYC 2024  
(Adam Kissick/APAP)



Thank you for your commitment to APAP. Together, we can continue to support the artists and live performances that inspire, uplift, and make the arts a vibrant and essential part of our lives.

With gratitude,

**Lisa Richards Toney**  
President and CEO

# APAP At-A-Glance

2023 DATA

**APAP is the service, membership, and advocacy organization for the performing arts, founded in 1957 for:**

- Professional and leadership development
- Advocacy
- Re-granting
- Information and resource sharing
- Networking and business development
- Tracking and reporting issues and emerging trends

**Serving more than 1600 organizational and individual members and 5000 performing arts professionals**

**47%**  
Performing Arts  
Presenters

**32%**  
Artist Agents  
& Managers

**10%**  
Individual  
Artists

**7%**  
Arts Service  
Organizations

**4%**  
Consultants  
and Vendors

## PROGRAMS AND SERVICES

### APAP|NYC Annual Conference

The world's leading convening for the performing arts, driving the presenting, booking, and touring industry for dozens of years.

**3000+**  
Attendees

**1000+**  
showcase  
performances

**300+**  
exhibitors

**65**  
learning, discovery,  
informational and  
networking sessions

## DEI

- 350+ Signatories for 10/20/30 Pledge – The APAP-led engagement, programming, and budgeting commitment to racial equity and gender justice for the presenting, booking and touring field
- Building Ethical and Equitable Partnerships (BEEP) – APAP's working group and ethical and equitable approach to business relationships and practices
- Arts Compensation Project – The first large-scale initiative in the performing arts to help the industry understand staffing and compensation trends through the lenses of race and gender
  - o 67 pilot project participants
  - o 150 organizations to be enrolled by September 2024

## Leadership Development

- Leadership Fellows Program (mid-career professionals, 100 alumni to date)
- Emerging Leaders Institute (early career professionals, more than 400 alumni to date)
- The Artist Institute (mid-career professionals, more than 80 alumni to date)
- Young Performers Career Advancement (more than 234 alumni to date)
- Compose Your Career
- Welcome To The Field
- Halsey North Mentoring Initiative

## Year-round Learning and Networking

- 16 Topical Webinars
- 19 Affinity Groups
- Monthly Networking Opportunities
- Monthly Member Town Hall

**IMPACT** Reganted \$2M through 47 ArtsForward grants to fuel equitable re-opening of venues following pandemic closures.

## REACH

**Facebook** – 9,808 followers  
**LinkedIn** – 23,497 followers  
**Instagram** – 6,320 followers  
**Website** – >1M pageviews, 136,000 unique visitors annually  
**Podcast** – 24,000 downloads

## AWARD-WINNING

APAP's podcast

## ARTS. WORK. LIFE.

earned a bronze Anthem Award and the gold Trendy Award.

**Charity Navigator  
4-Star and Guidestar  
Gold Level 501(c)(3)  
nonprofit organization**

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 Association of Performing Arts Professionals

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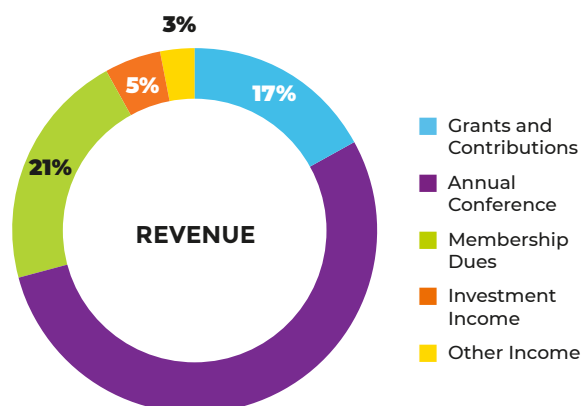


## Financial Statements

For the Year Ended June 30, 2023

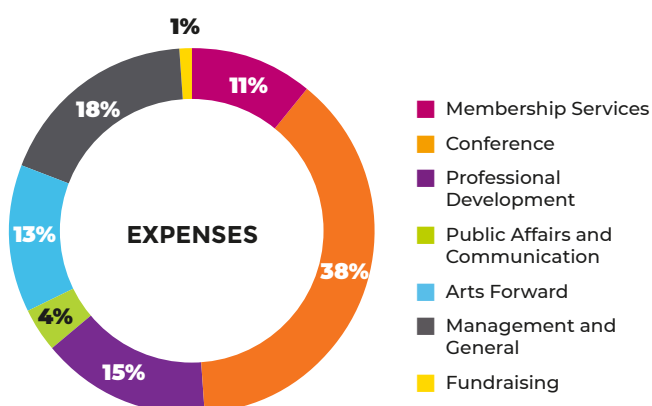
### Statement of Activities

REVENUE	
Grants and Contributions	\$586,197
Annual Conference	\$1,861,037
Membership Dues	\$728,911
Investment Income	\$152,739
Other Income	\$93,989
<b>Total Support and Revenue</b>	<b>\$3,422,873</b>
EXPENSES	
<b>Program Services</b>	
Membership Services	\$381,279
Conference	\$1,318,770
Professional Development	\$511,896
Public Affairs and Communication	\$128,621
Arts Forward	\$453,499
<b>Total Program Services</b>	<b>\$2,794,065</b>
<b>Supporting Services</b>	
Management and General	\$598,119
Fundraising	\$46,729
<b>Total Supporting Services</b>	<b>\$644,848</b>
<b>Total Expenses</b>	<b>\$3,438,913</b>



### Statement of Financial Position

ASSETS	
Cash and Cash Equivalents	\$2,109,187
Investments	\$1,954,671
Accounts Receivable, Net	\$40,218
Pledges and Grants Receivable	\$276,091
Prepaid Expenses and Other Assets	\$72,351
Property and Equipment, Net	\$16,039
Right-Of-Use-Asset	\$1,527,772
<b>Total Assets</b>	<b>\$5,996,329</b>
LIABILITIES AND NET ASSETS	
<b>Liabilities</b>	
Accounts Payable and Accrued Expenses	\$496,224
Deferred Revenue	\$412,647
Grants Payable	\$57,950
Lease Payable	\$1,773,323
<b>Total Liabilities</b>	<b>\$2,740,144</b>
<b>Net Assets</b>	
Without Donor Restrictions	\$1,273,201
With Donor Restrictions	\$1,982,984
<b>Total Liabilities and Assets</b>	<b>\$3,256,185</b>



# Thank you!

## APAP Board

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*Executive Director, Jay and Susie Gogue Performing Arts Center, Auburn University*

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**Lisa Richards Toney**  
*Ex Officio, President and CEO, APAP*

**Mark Wilson**  
*Executive Director, Zoellner Arts Center*

**John Zion**  
*Managing Director, MKI Artists*

**Learn more about the APAP Board of Directors and Board Alumni.**



## APAP Staff

**Lisa Richards Toney**  
President and CEO

**Grace Asuncion**  
Specialist, Digital Marketing and Communications

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Director, Programs and Resources

**Ashayla Byrd**  
Manager, Executive Affairs

**J.G. Decker**  
Senior Associate, Resources and Events

**Niiyo Narnor-Madison**  
Director, Operations and Events

**Sue Noseworthy**  
Director, Membership

**Katrina Robinson**  
Manager, Accounting

**Willie Santiago**  
Manager, Programs and Resources

**Kisha Shorter**  
Senior Manager, Membership

**Pamela Spears**  
Director of Development

**Jenny Thomas**  
Director, Marketing and Communications

For ways you can support APAP, visit our [website](https://www.apap365.org) or contact us at [development@apap365.org](mailto:development@apap365.org).