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National Program Report: Knoxville (TN)

Program Information

Title of Program:

The Delaney Project: The Final ShadowLight Year

We would like this program to be considered for an ☐ Yes award:

Is the program reported a single facet, integrated (at least 3 facets) or umbrella program? ☐ Integrated

If integrated or umbrella, choose the lead facet: ☒ The Arts

Select the lead program:

If other please specify:

The Delaney Project: The Final ShadowLight Year

Using the Service Delivery Model developed by the chapter, please complete the following questions:

What was the problem or situation addressed?

Beauford Delaney is one of the most successful artists originating from Knoxville, Tennessee. However, due to his leaving Knoxville at a young age and prior to gaining success as an abstract painter in Paris, few in the Knoxville community have heard about him, especially African Americans. Even fewer had seen an exhibition of his works. Beauford Delaney's works have been exhibited at several American art museums, but never in his birthplace of Knoxville, Tennessee prior to the start of this project. In 2016 the Knoxville (TN) Chapter joined a coalition of local organizations (later named The Delaney Project) to implement a series of citywide events and initiatives to raise local awareness of Beauford Delaney, particularly in the African American community.

What was the mission/vision of the chapter in implementing this program?

To work collaboratively with other entities to increase the awareness of the Knoxville community, African Americans in particular, of Beauford Delaney and his works, and to sponsor events to raise funds for exhibitions and celebrations of his work.

What were the goal(s)/objective(s) of the Program?

1) By May 2018, the Chapter will raise between \$30,000 to \$70,000 to support the Knoxville Museum of Art's acquisition and exhibition of Beauford Delaney's works. 2) Implement an arts curriculum at local schools to bring awareness of Beauford Delaney's life and works. 3) In 2019, raise \$25,000 to fund the development and initial presentation of an opera about the life of Beauford Delaney. 4) Implement a Black History Month program to bring awareness to the life and work of Beauford Delaney.

Description of the Program:

In a series of motions, the Knoxville (TN) Chapter of The Links, Incorporated agreed to sponsor an arts education program as well as partner with the Beauford Delaney in America (BDIA) steering committee (subsequently renamed the Delaney Project) to bring a Beauford Delaney art exhibition to Knoxville from Paris in the summer of 2018. However, due to other opportunities that were presented once awareness of this project spread, the initial plan to assist with creating an exhibition of some of Beauford Delaney's works from Paris, evolved into a multi-year plan that included raising funds to assist the Knoxville Museum of Art (KMA) with expanding their collection of Beauford Delaney's works, an exhibition of both Beauford and his brother Joseph Delaney's works, a school arts project, and several other citywide initiatives. The ultimate goal continues to be to raise local awareness of Beauford Delaney through art exhibitions, lectures, symposiums, school programs, and acknowledgements during Black History Month.

List Activities (Outputs) Implemented:

Three major activities were undertaken in the final year of this illustrious integrated project. First, the chapter recorded eight public service promos for Black History month commemorating the life of Beauford Delaney. These commercial soundbytes ran throughout the month of February 2020 to raise awareness of and celebrate the contributions of The Delaney Brothers. In addition, we sent flyers and trivia sheets to 100 multicultural, interdenominational churches in Knox County, including fact sheets about the Delaney brothers. We also included a quiz sheet to test pre-post knowledge after reviewing the fact sheets to increase awareness and engage others. We also inserted a flyer about all of the city-related activities celebrating Beauford Delaney. Our second major activity was underwriting the premier performance of an opera about Beauford Delaney presented on February 28, 2020 by the Marble City Opera Company. The libretto, written by Knoxville native Emily Anderson, with music by Larry Delinger, a premier composer of contemporary music, is about the creative relationship of Beauford Delaney and James Baldwin during their days in New York City and Paris, France. The opera was commissioned by Gathering Light: The Delaney Project and underwritten with proceeds from our chapter's signature gala. Our third major activity was a full circle moment. We partnered with Les Amis de Beauford Delaney to fund 10 years of maintenance for the Beauford Delaney tombstone at Thiais Cemetery, in Thiais, France. This modest donation will subsidize ten years of caretaking and was the initial impetus for the

Knoxville community's engagement over five years ago. We are leaving a legacy to ensure the custodianship of his grave marker for years to come. <https://lesamisdebeauforddelaney.blogspot.com/2020/03/knoxville-links-are-keeping-beaufords.html>

Targeted Groups

(Example: a 15-year-old African American girl would count as one individual, and also be counted in the female, teen, and African American categories. Totals for each category should equal total individuals served.)

Total individuals:

41,136

Gender Identity

Total males:

Total females:

Did not disclose:

Age Range

Children (ages 0-12):

506

Teens (ages 13-19):

4,842

Young Adults (ages 20-24):

3,701

Adults (ages 25-65):

27,147

Seniors (ages 66+):

4,936

Did not disclose:

Groups

Families:

Veterans:

Disabled:

LGBTQIA+:

Others:

Please specify others:

Ethnicities Served

American Indian or Alaska Native:

Asian:

Black or African American:

Native Hawaiian or Other Pacific Islander:

White (Non-Hispanic):

Hispanic or Latino:

Other:

Please specify other:

Did not disclose:

Average Household Income

Less than \$25,000:

\$25,000 to \$49,999:

41,136

\$50,000 to \$74,999:

\$75,000 to \$99,999:

\$100,000 or more:

Did not disclose:

Methods Used to Determine the Group(s)

Describe the methods used to determine the target groups served.

Initial awareness of Beauford Delaney resulted from a chapter member and member of the Knoxville Museum of Art board traveling to Paris in 2016 with a group of museum board members and art lovers (the Knoxville 7) to view an exhibition of Beauford Delaney's works. While there they became acutely aware of the limited knowledge that was shared in Knoxville, Beauford's birthplace, about Beauford and his work. Subsequently, this same Links Sister attend a presentation about Beauford Delaney at our annual conference in Las Vegas. Upon return from these trips, meetings were held with the museum curator who had long wanted to host an exhibition of Delaney's works, as well as art historians and teachers at the University of Tennessee, and members of the local community to gauge the need and appetite for such a project. From these conversations, The Delaney Project was formed and eventually expanded as others became aware of and interested in the project. Each member of The Delaney Project developed their target groups based on their areas of expertise. Given our facets, we decided to partner with the museum art teacher to teach students about Beauford Delaney, as well as host fundraisers to help the museum purchase more of Beauford's work to display at the upcoming exhibition. We worked with the museum to determine the appropriate target group for the fundraiser.

Total number of people who completed the entire program:

1,000

Did you collaborate with other community groups to plan and/or implement this program? ☒ Yes

If yes, give names of groups and describe their involvement:

Knoxville Museum of Art (KMA) - host for the exhibitions and symposiums. Marble City Opera - develop and perform opera about the life of Beauford Delaney. McClung Museum - prepare and catalog Beauford Delaney archives. East Tennessee Historical Society - prepare and catalog Beauford Delaney archives. Beck Cultural Exchange Center - acquire and restore Delaney family home to transform into a Delaney museum. City of Knoxville - secure historical markers for the location of the Delaney homestead. WJBE - assistance of recording eight Delaney-related promos and historical moments. Other organizations, such as the University of Tennessee Arts Department which sponsors a program to take art students to Paris where they learn about Beauford Delaney's time in Paris, among other things.

Cost of the Program

Projected Cost:

\$ 36,000

Actual Cost:

\$ 34,354

Was a grant or underwriting obtained? ☐ No

Give name(s) of in-kind donation/service:

Total Amount Underwritten or Grant Amount Received:

\$ 0

Were any in-kind donations/services provided? ☐ Yes

Give name(s) of in-kind donation/service:

Knoxville Museum of Art

Total monetary value of in-kind donations/services:

\$ 19,000

List items donated:

Knoxville Museum of Art donated use of the facility for our gala (\$15,000); additional lighting (\$3,000); and additional beverages for special guests and maintenance services to support setup (\$1000).

Operation and Sustainability

How many years has the program been in operation?

5

What year did the program start?

2016

If the program has been in operation five (5) years or more, please include specific modifications that you have implemented this program year.

This year was the wind-up of program activities so the focus was ensuring longevity and legacy. The closeout activities undertaken were selected with that in mind. The tombstone custodianship for Beuford Delaney, the recorded messages for Black History month with WJBE, distribution of a brochure outlining all city-wide activities celebrating the Delaney brothers, and the opera liberetto to commemorate the milestone years in the Delaney's history.

What were the most outstanding qualities of this program?

Diversification, global impact, and legacy building are the most outstanding qualities of this program. Our activities have sustained relationships in the community and galvanized intergenerational, multicultural collaborations. Whether it was educating students or the broader community, threading the needle of academia with non-profits, or bridging racial connections, Knoxville's community awareness of Beauford Delaney's contributions is monumental. Protecting and sustaining the global legacy of his art work was the initial appeal but it has led to much more. Support to consign his artwork so it could be appreciated at home was inspiring. Now, the community embraces his art and cultural achievement with pride and esteem. Lastly, legacy building is an intentional consequence of our work. For the past five years, bringing community awareness to who Beauford Delaney was, exposure to his artwork, and protecting his interment is a full circle achievement that is unmatched and indelible.

How will this program be sustained and/or institutionalized?

We will continue to provide information on Beauford Delaney's legacy by word-of-mouth and individually support activities sponsored by other community organizations (e.g., Marble City Opera, Beck Cultural Center and the Knoxville Symphony) that plan to continue to honor his career and contributions. We plan to track the one-time investment to secure 10 years of maintenance fees for Beauford Delaney's tombstone.

Integrated Programming

Describe how your integrated program was created. Please detail how your chapter's facets collaborated in the program's planning and execution.

In a series of motions in 2016, the Knoxville (TN) Chapter of The Links, Incorporated agreed to sponsor an arts education program as well as partner with the Beauford Delaney in America (BDIA) steering committee (subsequently renamed the Delaney Project Coordinating Committee-DPCC) to bring the Beauford Delaney art exhibition to Knoxville from Paris in the summer of 2018. Due to other opportunities that were presented once awareness of this project spread, the initial plan to assist with creating an exhibition of some of Beauford Delaney's works from Paris, evolved into a multi-year plan that included raising funds to assist the Knoxville Museum of Art (KMA) with expanding their collection of Beauford Delaney's works, an exhibition of both Beauford and his brother Joseph Delaney's works, a school arts project, and several other citywide initiatives. The ultimate goal continues to be to raise local awareness of Beauford Delaney. This is an integrated project involving the following facets: Arts Facet – steering committee for the Knoxville (TN) chapter's internal Beauford Delaney projects and oversight of the fundraising efforts. Services to Youth Facet - lead in coordinating, overseeing and implementing the arts in education program. International Trends and Services Facet – led the effort to pay the grave maintenance fees for Beauford Delaney's tombstone in France and underwriting the ShadowLight opera National Trends and Services - implement the Black History month program and promotions in 2020.

Marketing and Evaluation

How did the chapter communicate and publicize the program?

We employed multi-channels to publicize the program. We communicated through social media, church bulletins and announcements, Knoxville Museum of Art advertisements. We also had appearances on local community-based news shows, radio interviews, word-of-mouth, notices to 100+ area churches which included a 1-page Delaney fact sheet for churches to include in their bulletins, and development of Black History month history moments to broadcast on local radio station WJBE. ShadowLight Article: <https://artsknoxville.com/index.php/2020/02/21/preview-marble-city-operas-shadowlight-explores-the-life-and-art-of-beauford-delaney/> Tombstone/Grave Marker Article: <https://lesamisdebeauforddelaney.blogspot.com/2020/03/knoxville-links-are-keeping-beaufords.html>

How was the program evaluated?

Fundraiser proceeds led to first performance of "ShadowLight" production on February 28, 2020 Beauford Delaney Curriculum at local schools completed and artwork displayed at KMA and during a 3-day international symposium to be held at the University of Tennessee. Contribution to secure 10 year maintenance fees Beauford Delaney's tombstone Monthly rotation of the eight public service announcements that were recorded by members of the chapter. Increase in the number of organizations that joined The Delaney Project and began implementing their own programs to celebrate the work of Beauford Delaney examples include historical markers placed, by the City of Knoxville, at the Delaney's family home, and several banners displaying Beauford Delaney's image placed on light posts across downtown Knoxville during February.

List measureable outcomes, up to three:

For the final year of the program, measurable outcomes include: 1) Sold out performance on the opening night of "ShadowLight" (N=200). The response was so great that an expansion opera is planned to detail more of Beauford Delaney's story. 2) Rotation of public service announcements about Beauford Delaney recorded by members of the chapter (two Links-Sponsored historical moments per week during the month of February 2020) 3) Maintenance and custodial care of Beauford Delaney's tombstone at Thiais Cemetery in France over a 10 year period. Several chapter members expressed interest in visiting this historic site to lay a wreath but due to COVID, we were unable to travel.

Program Summary / Impact Statement

Provide a summary of the chapter program that can be used for publication.

Beauford Delaney is one of the most successful artists originating from Knoxville, Tennessee. However, due to his leaving Knoxville at a young age and prior to gaining success as an abstract painter in Paris, few in the Knoxville community had heard about him especially African-Americans. Even fewer had seen an exhibition of his works. Delaney works have been exhibited at several American art museums but never in his birthplace of Knoxville, Tennessee prior to 2017. The Knoxville (TN) Chapter in collaboration with other local organizations developed a multi-year plan to raise awareness of this world-renowned artist through city-wide events and initiatives including an arts in education program, lectures, and an upcoming international symposium. The Knoxville (TN) Chapter of The Links, Incorporated sponsored A Toast to the Arts in partnership with the Knoxville

Museum of Arts (KMA) and raised over \$75,000 to assist KMA with expanding their collection of Delaney's works and to sponsor the development and premiere of an opera about his life. An exhibition of Delaney's was held in February 2020 along with other activities by members of The Delaney Project which The Knoxville (TN) Chapter of The Links, Incorporated has been a member since 2016. When the world visited Knoxville to celebrate the contributions of Beauford Delaney, they will also heard Black History month radio segments about Delaney sponsored by the chapter. Internationally, those who visit his grave marker to pay their respects in Thiais, France will see our chapter's global reach from a marker commemorating our 10 year commitment to maintaining his resting final place.

Testimonial:

Program Photos

Photo 1

Photo 2

Photo 3

Chapter Participation

Number of members in chapter:

25

Number of active members in chapter:

25

Number of active members who participated in program:

25