

21ST CENTURY ARTS

Strategic Arts Marketing, Special Projects/Initiatives, and Organizational Development

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RACHEL DEGUZMAN LAUNCHES STRATEGIC ARTS CONSULTING BUSINESS

November 7, 2013 – (Rochester, NY) **Rachel Y. DeGuzman launches 21st Century Arts - a new consulting business that helps artists and cultural organizations become more successful.**

DeGuzman's clients will benefit from her extensive background in arts administration and community engagement in Upstate New York and across the country. 21st Century Arts will offer strategic solutions for arts organizations to overcome many of the challenges that threaten their sustainability and capacity to fulfill their missions. The 21st Century Arts website launches on November 7, 2013 at <http://www.21stcenturyarts.net>

21st Century Arts - business services for the arts – include organizational development, strategic marketing, the planning and implementation of special projects/initiatives, and the development of customized approaches for connecting arts and cultural organizations to diverse communities.

"Rachel's ability to grasp the potential of an opportunity, orchestrate a collective and structured approach and lead others to success, is a skill set to be acknowledged and appreciated," says Greg Marshall, senior vice president and director of marketing at Visit Rochester.

Ms. DeGuzman's experience in the arts, includes staff positions with Rochester City Ballet, Nazareth College Arts Center, The Commission Project, and Garth Fagan Dance. Throughout her career, she has exhibited the highest standard of excellence and achievement in arts marketing, the establishment of strategic alliances, in organizational and brand development as well as in the launch of major projects and initiatives.

"There is a real demand for the services provided by 21st Century Arts," states Rachel DeGuzman.

She goes on to say, "through practical experience, observation and study, I have learned that most arts organizations do not have access to the resources that they need to be vital. That funding and sponsorship for arts and culture is stagnant or shrinking even as the number of arts and cultural organizations, at least in our community, is increasing. That, overall, the traditional consumers are dwindling. That our country is undergoing a paradigm shift and many businesses in the arts and cultural sector are in varying degrees of evolution, which is often experienced as crisis.

The world has dramatically changed since the ultra-wealthy created eternal legacies and endowed our communities with cultural riches or even since the National Endowment of the Arts was founded in 1965. We embrace change in science, technology, and medicine and expect those sectors to adjust – to innovate and thrive. I believe, it should not be any different in the arts and cultural sector.

The arts are not immune to life cycles or generational shifts in prosperity, demographics, technology and everything else that informs our choices, values, or the way we live. We can't be afraid of the truth. We must break the negative, reactionary cycle and become more proactive, strategic – more collaborative, entrepreneurial, and inclusive."

More about Rachel Y. DeGuzman

She is an award-winning, innovative and effective leader and team member that has worked with grass roots to major arts organizations and initiatives for more than 12 years.

DeGuzman serves as chair of the New York, New York Market Development Committee of the VisitRochester Industry Council and on the boards of Friends of the GardenAerial and the William Warfield Scholarship Fund. She writes the [We Dance](#) blog on the Democrat and Chronicle website.

Rachel DeGuzman was one of 14 national arts professionals selected by the Association of Performing Arts Presenters for the 2012/2013 Leadership Development Institute - where she spent a year in collaborative inquiry focused on the theme of Knowing and Connecting Art with Community. She was a contributor to the report "Building Meaningful Relationships in Your Community," which provides tools, tactics, best practices, and case studies for effective community engagement. (<http://ldi.apap365.org/the-2012-2013-team/>)

DeGuzman's past positions include director of advancement and external relations at Rochester City Ballet and the marketing and publicity manager of Nazareth College Arts Center where she was instrumental in founding its dance festival and established an affiliation with the New York Dance and Performance ("Bessie") Awards. She was also director of development and communications at The Commission Project and director of development at Garth Fagan Dance.

DeGuzman has been a panelist for the Arts and Cultural Council for Greater Rochester and the New York State Council on the Arts /Regional Economic Development Council grant panels. She was a member of the Intercollegiate Diversity Agora and the Arts and Cultural Council for Greater Rochester's - Cultural Diversity Initiative Committee.

Please note: Rachel DeGuzman is available to interview about her new business and current projects.

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