

Contact Details

Company: AMS Planning & Research Corp.
Email: info@ams-online.com
Web Address: www.ams-online.com/
East Coast Office: 107 John Street, Southport,
CT, 06890
Telephone: (203) 256-1616



AMS has intently focused on the business of arts and culture for over 25 years. The firm was founded with a deep commitment to ensuring the role of the arts in communities, and the team at AMS have dedicated themselves to working with arts and community leaders in order to develop ventures that are both effective and vital to the communities they serve.

Each year, AMS measures and analyses the operations of hundreds of arts organizations and facilities across North America and around the world. We are deeply involved in innovative change to help producers, presenters, artists and service organizations succeed in these complex times. We track long-term industry and societal trends to understand the future environment in which our clients will operate. We develop and apply sophisticated research methodologies to assess market behavior and preferences. The AMS team comprises thoughtful, experienced and visionary professionals with exemplary business skills and a passion for arts endeavors who are all extraordinarily committed to working in successful and vibrant communities; as comfortable with projects in small towns as with those costing hundreds of millions of dollars in global capitals.

For over 25 years, AMS has had the great honor of working with arts and community leaders with passion, purpose, and powerful visions for the future and deep commitment to their communities. Our deepest thanks to all of the individuals and organizations who asked us to join them on their journeys.

Since our founding in 1988, AMS has gained international recognition for its counsel on important planning projects across North America and around the world. Our team has participated in the successful development of more than \$8 billion in capital facilities for the arts. We have guided feasibility studies, project development efforts, and provided implementation planning on arts and cultural projects of every type and every scale.

Viable, Sustainable, Vital

AMS has taken on a leadership role in the dialogue about the changing dynamics of the

arts and cultural sector in the 21st century. Our work helps leaders to reexamine the status quo and "re-think success".

Our notion of moving organizations beyond "sustainable" to "vital" enterprises is built on acknowledging a fundamental progression from "excellence" to "entanglement" as a key contemporary indicator of success. Entanglement is the process of how arts enterprises engage with their communities and their partners and how a next-generation business model must adapt. As a result, success is measured not only by the level of activity and quality of content, but also by the effectiveness of involvement with the community. The goal: the creation of lasting public value.

Steven A. Wolff, CMC is the founding Principal of AMS Planning & Research Corp. and AMS Analytics LLC, an affiliate that developed PACStats (www.pacstats.com), the only online tool for performing arts center executive leadership to measure relative performance, monitor trends and document impact. He works from the firm's Connecticut headquarters. Since 1988, Steven has provided counsel to leading arts, culture, and entertainment enterprises on strategic initiatives, the planning and development of capital facilities, and arts market and consumer research. He is an adjunct faculty member at the Yale School of Drama and most recently contributed the primary chapter to the new Performing Arts Center Management textbook released by Routledge Publishing in December 2016.

AMS has played an instrumental role in the planning and operation of many of the most significant arts center projects in North America. Recent projects include the new Eccles Theater (US\$115M), designed by Pelli Clarke Pelli which

opened in Salt Lake City, Utah in October 2016. The new US\$32 million home of Writers Theatre designed by Studio Gang which opened early in 2016 in Glencoe, Illinois and The Dr. Phillips Center for the Performing Arts, an over US\$400 million project which opened last year in Orlando, Florida and was designed by Barton Myers Associates and HKS. AMS also helped guide the Smith Center for the Performing Arts (Las Vegas), AT&T Performing Arts Center (Dallas) and new homes for Signature Theatre and Theatre for a New Audience in New York City) among many others. AMS has served more than 1,200 clients across our history throughout North America, the UK, Europe, and Australia.

It is no surprise that there are extraordinary forces of change and evolution facing arts and cultural organizations. But what seems surprising to our clients and our colleagues is the way that traditionally reliable tools of our industry no longer work. Today, arts leaders, planners, funders, and policy makers must rethink their methods and rethink success. Going forward, 'vital enterprises', success will reach beyond being sustainable. Organizations will secure access to resources, reinvest in themselves and create public value to become 'vital,' contributing community assets.

Our more than 25 years of service and stewardship in arts and culture has built deep expertise and insight about how arts organizations work, learn, grow, engage, and succeed. We capture and share those insights not only through our consulting services with individual projects, but also through public conversation. We encourage you to browse these ever-evolving elements in our blog: Re-thinking Success at www.ams-online.com/rethinking-success and share your insights with us.