A report on an Arts Administration internship with the Arts Council of New Orleans, New Orleans, LA, Summer 1990: a thesis

Mae A. Niolet

University of New Orleans

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A REPORT ON AN
ARTS ADMINISTRATION INTERNSHIP WITH
THE ARTS COUNCIL OF NEW ORLEANS
NEW ORLEANS, LA, SUMMER, 1990

An Internship Paper
Presented to
the Faculty of the Graduate School
of the University of New Orleans

In Partial Fulfillment
of the Requirements for the Degree of
Masters of Arts in Arts Administration

by
Mae A. Niolet
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# TABLE OF CONTENTS

## CHAPTER I. THE ARTS COUNCIL OF NEW ORLEANS

- History ........................................ 1
- Mission ....................................... 2
- Long Range Goals ............................. 2
- Programs and Services ...................... 3
- Management Structure ...................... 5
- Board of Directors ......................... 5
- Board Policies ................................. 7
- Financial Contribution ..................... 8
- Committee Service ........................... 8
- Executive Director ......................... 10
- Staff .......................................... 10

## CHAPTER II. INTERNSHIP

- Responsibilities ............................. 18
- Tasks .......................................... 19
- MEG/Arts Grants ............................. 19
- MEG/Arts Advocacy .......................... 30

## CHAPTER III. Louisiana Volunteer Lawyers for the Arts

- .................................................. 38

## CHAPTER IV. INTERN'S SHORT AND LONG TERM EFFECTS ON THE ARTS COUNCIL OF NEW ORLEANS

- .................................................. 42

## SELECTED BIBLIOGRAPHY

- .................................................. 44

## APPENDIX I

- .................................................. 45

## APPENDIX II

- .................................................. 51

## VITA

- .................................................. 111
CHAPTER I.

THE ARTS COUNCIL OF NEW ORLEANS

History

The Arts Council of Greater New Orleans was founded in 1975 in response to the recommendation of the City of New Orleans Cultural Resources Committee appointed by former Mayor Moon Landrieu. With primarily private support, the Arts Council initiated projects such as monumental sculpture exhibitions around the city, a weekly radio program, an arts hotline, and an arts program for the City's Downtown Development District, including six weeks of outdoor Brown Bag concerts at lunchtime and an annual downtown arts festival.

In 1978 Mayor Ernest N. Morial called together a broadly representative task force of citizens to develop arts policy for city government in an open planning process with artists, arts organizations, related agencies, and citizens. In May of 1979, the task force produced The Arts and City Government - A Unique Opportunity: Report and Recommendations of the Mayor's Task Force on Arts Policy for the City of New Orleans. At the recommendation of the task force, a cultural office was established as part of city...
government, and the Mayor's Committee for Arts and Cultural Development provided leadership for that office.

In order to maximize resources, strengthen existing programs and services and capitalize on public/private partnerships, the Mayor's Committee for Arts and Cultural Development merged with the Arts Council of Greater New Orleans in 1980. The Arts Council's charter and by-laws were amended, and the Arts Council of Greater New Orleans became the Arts Council of New Orleans (ACNO).

Mission

The Arts Council of New Orleans has as its mission to create a stimulating cultural climate in which artists, audiences, arts organizations and the whole community may benefit. It provides a variety of grants, services, public art and cultural planning initiatives related to that mission and focused on its vision of New Orleans as a flourishing cultural center and a vibrantly livable city.

Long Range Goals

The long range goals for the Arts Council of New Orleans are as follows:

Goal I: To sustain and expand resources for artists and arts organizations that support their development and the cultural vitality of the community through grants and services.
Goal II: To make public art and design integral parts of the city's comprehensive planning process and capital improvement projects, thus enhancing the city's environment and image.

Goal III: To develop the full spectrum of the arts, encourage community development and the economic growth of New Orleans by actively planning, promoting, coordinating, managing and funding cultural projects and programs in partnership with public and private sector entities.

Goal IV: To carry out the Arts Council's objectives effectively and efficiently through planning, budgeting, fund raising, marketing, public relations and general sound management.

Programs and Services

The Arts Council continues to be a private nonprofit organization and is the City's officially designated arts agency. Among the programs the Arts Council currently offers are the following:

- Municipal Endowment Grants for the Arts (MEG/Arts) - ACNO administers the City of New Orleans' grants program for arts organizations
and projects.

- Management Services Program - ACNO offers grants for management training or for consultants to provide management audits and assistance in planning, budgeting, financial management, and other areas.

- Metropolitan Arts Fund/Arts Council of New Orleans (METRO/ACNO) Grants Program - ACNO administers a grants program funded by the Metropolitan Arts Fund, a corporate united fund for the arts, which serves a broad range of culturally diverse organizations in the metropolitan New Orleans area.

- Greater New Orleans Foundation/Arts Council of New Orleans Expansion Arts (GNOF/ACNO) Grants Program - ACNO administers, in cooperation with the Greater New Orleans Foundation, a grants program for small and mid-sized multicultural organizations, funded by a grant from the National Endowment for the Arts (NEA) Expansion Arts Program.

- Advocacy Efforts - ACNO leads advocacy efforts for support of the arts at the federal, state and local levels.

- Information - ACNO provides information about arts activities, funding opportunities, other
arts organizations, and resources for artists and arts programs.

- Volunteer Lawyers - ACNO provides referrals for arts-related problems through Louisiana Volunteer Lawyers for the Arts.

- New Orleans Arts Awards - ACNO produces the New Orleans Arts Awards recognizing individuals and organizations who have made significant contributions to the arts in New Orleans.

- Public Art - ACNO administers extensive public art programs, one for the City of New Orleans funded by a percent-for-art ordinance, and one for the Aviation Board funded by dedication of a portion of bond funds for the airport.

- Arts and Cultural Sector - ACNO created a comprehensive Arts and Cultural Sector Plan, focusing on economic development activities in the downtown area, which is in the beginning stages of implementation.

- Cultural Planning - ACNO is in the process of creating a comprehensive cultural plan for the City and a long-range plan for the agency.

**Management Structure**

Board of Directors

The Arts Council of New Orleans is governed by a
thirty-two member Board, half of whom are publicly appointed and the other half privately selected through a nominations and elections process quite normal for nonprofit organizations. The officers and their specific responsibilities are as follows:

Board Officers/Executive Committee

I. President
Chairman, Executive Committee
Oversees the general activities of the board of directors

II. Vice-President for Policy and Planning
Serves on the Cultural Planning Committee

III. Vice-President for Development and Community Relations
Works with the Development Director on various fundraising activities

IV. Vice-President for Grants and Services
Serves as chairman of all grant committees, including review, appeals and evaluation

V. Vice-President for Public Art
Serves on the jury for various public art projects

VI. Secretary
Gives monthly report on board and staff activities

VII. Treasurer
Gives monthly financial report to the board
VIII. Nominating Committee Chairman

Serves as chairman of this committee in nominating board officers.

There are six major areas of responsibility for trustees. Trustees are expected to:

1. Determine the mission of the organization and to set policies for its operation to establish its general course from year to year.

2. Establish the organization's fiscal policy and boundaries, including budgets and financial controls.

3. Provide adequate resources for the activities of the organization through direct financial contributions and a commitment to fund raising.

4. Select, evaluate, and if necessary, terminate the appointment of the chief executive.

5. Develop and maintain a communication link to the community.

6. Ensure that the provisions of the organization's charter and the law are being followed.¹

meetings for the year are scheduled in advance, and meeting notices are sent by staff with an agenda at least one week prior to each meeting.

Board members who are unable to attend a meeting are responsible for calling the Arts Council office in advance of the meeting to notify the staff that they will be unable to attend. Absences of those members who do not provide prior notification will be counted as "unexcused." Members with unexcused absences for at least half of the meetings during a two-year period will be asked to leave the Board.

Financial Contribution

Each Board member is requested to make an annual cash contribution to support the programs and services of the Arts Council. There is no minimum contribution required; members are asked to give in accordance with their ability to do so. Full Board support demonstrates to the community that funding appeals are built on that foundation and commitment.

Committee Service

Much of the work of the Arts Council is undertaken by its working committees. Board members are expected to serve on one or more working committees of the Arts Council. Members of the community who are not on the Board but have talents and knowledge needed to meet committee objectives
are often asked to serve as well, and such members have made substantial contributions to Arts Council efforts.

Because ACNO is a small agency, serving as a board member requires a serious commitment of time. During the intern's tenure with ACNO, the usual thirty-two member board had been reduced to twenty-four due to eight resignations during the year. The ACNO Board Nominating Committee, with staff assistance, was seeking to fill these open board positions.

The ACNO staff was experiencing a period of apathy prior to its annual fundraiser. The annual fundraiser/arts awards was held on Friday, June 8, 1990. Each board member was expected to attend this event and to also fill a table. Each full table represented $750 in ticket sales. However this event was poorly attended by the ACNO Board. There were only eight board members present.

In many of the weekly staff meetings the problem of ACNO's image was discussed. Thomas Wolf describes most nonprofit organizations as the "best kept secret in town," a phrase which accurately characterizes ACNO. Mr. Wolf places the blame for this condition partly with the trustees who do not realize that part of their responsibility is to promote their organization's activities not only to friends and associates but to the community at large. The annual arts awards sponsored by ACNO was an ideal way to provide advocacy on behalf of the organization as well as a way to
gather vital feedback from others on their feelings about the Arts Council and its place in the community. The board is a vital link with the public. If the Arts Council is to continue to expand its programs and services or to function at its present financial level, it must realize a more open show of support from its Board of Directors.²

Executive Director

The Executive Director bears overall responsibility for the organization's planning, budgeting and management and also serves as ACNO's contact with the community and national arts and service organizations. The Executive Director reports directly to the Executive Committee and the Board and directly supervises the Assistant Director, Public Art Director, the Community Projects Director and the Accounting Manager.

Staff

ACNO has a professional staff of seven and a clerical staff of three. Staff responsibilities are outlined below.

I. Assistant Director

Directs the Management Services Program, the MEG/Arts and METRO/ACNO grants programs, development and agency marketing, and supervises the following staff:

A. Grants Coordinator
   Administers grants programs and the LVLA

B. Development/Public Relations Coordinator
   Responsible for ACNO development activities, publications and press relations

The Assistant Director also supervises the three clerical staff members: the Administrative Secretary who manages office workflow, the Accounting/Development Secretary, who maintains the computer, and the Public Art/Grants Secretary.

II. Public Art Director
   Responsible for planning, budgeting and implementing all public art related programs

III. Community Projects Director
   Primarily responsible for planning and implementing projects outlined in the Arts and Cultural Sector Plan and carrying out public art projects in coordination with juries, artists and public officials

Financial Highlights

Financial statements and budget reports for ACNO are prepared on a monthly basis by the Accounting Manager. Preparation, review and monitoring of the financial statements and budget are overseen by the Finance and Executive Committees. All financial operations are
computerized. Fund accounting is used, and all activities are accounted for individually on a restricted or unrestricted basis. Included in the unrestricted fund are the unrestricted sources that are available for the general operations of ACNO. Included in the restricted fund are those resources restricted by the governing board.\(^3\) For instance, the cash for the City's MEG/Arts and Percent For Art programs are kept in separate accounts.

Expenses for staff time, postage, duplicating, and overhead are logged directly to projects. Monthly and quarterly budget to actual reports are prepared for staff and board review. The Assistant Director approves all vouchers before checks are issued. All checks over $3,000 require the signature of a Board officer as well as that of the Executive Director. (A copy of the 1990 budget and 1991 proposed budget may be viewed in Appendix I.)

Salaries make up approximately twenty-five percent of the total budget for ACNO. Although this figure may seem high, the intern was informed by the Executive Director that this is low compared to the national average. According to Thomas Wolf, nonprofit organizations quite often practice false economy when it comes to staff salaries. Many times organizations hire executive directors at a salary they feel they can afford, sacrificing proper credentials and

experience in the process. However, the organization that is willing to provide a higher salary for a well-trained, experienced executive director may be able to attract someone who can raise at least two times that amount in fund-raising efforts.4

Management Style

The tasks and responsibilities of the Arts Council staff are clearly spelled out. Staff meetings are held weekly, and each staff member gives an informal report on projects in progress. ACNO's small size allows its staff the opportunity for idea sharing and exchange of information in a friendly, relaxed atmosphere. However, because ACNO is understaffed many of its members are called upon to perform more than one task.

The staff members of ACNO are flexible enough to adapt to organizational change. The intern observed how successfully this system worked. However, because workloads are great and deadlines strict, inefficiency or irresponsibility on the part of any ACNO staff or clerical staff increases the workload and creates an atmosphere of tension for all members of the organization.

One such incident did occur repeatedly during the intern's tenure with the Arts Council. A member of the

clerical staff who had only been with ACNO for five months proved incapable of doing the simplest of jobs without error. Her repeated absences during the busiest of times placed heavy workloads on the three staff members she worked for: the Grants Coordinator, the Public Art Director, and the Community Projects Director. Each of the three staff members had discussed the problem with the Assistant Director on numerous occasions. The Assistant Director repeatedly sympathized with the clerical person and urged the staff members to show more patience. The clerical person had also complained to the Assistant Director about the workload given her. When the Assistant Director failed to respond to this problem, the three staff members began to do their own clerical work in addition to managing their various programs. This caused a great deal of personal tension between the staff members and the Assistant Director. Finally, the three ACNO staff members met with the Executive Director and discussed the problem. This resulted in a confrontation among the Grants Coordinator, the Public Art Director and the Community Projects Director in the Executive Director's office. The clerical staff person was fired on the following day. The problem was solved only after the Director was forced to intercede.

It was evident during the second month of employment that the clerical employee did not have the sufficient job skills necessary for this position. The ACNO staff and
other clerical staff members had spent six weeks training her and still the simplest of tasks required close supervision. ACNO personnel policies clearly state new employees will have probationary status for six months. (See Appendix I.) Her employment could and should have been terminated after two months. By allowing this problem to continue for five months, the Assistant Director jeopardized her working relationship with other ACNO staff members and the Executive Director. The Executive Director lost confidence in the Assistant's ability to deal with management problems.

The Assistant Director and the Executive Director possessed dissimilar management styles. The Assistant Director received her training in development and program coordination and had been with the agency for a period of one year. The Director received her training in management and planning and had been with ACNO for approximately ten years.

The Director had seen the Arts Council grow in size and complexity and the need for an increasingly hierarchical structure. The Assistant Director felt decision making should be informal and unstructured. Both the Director and the Assistant Director were highly capable and creative administrators; however, this significant difference in management style left them both at times extremely frustrated and unhappy.
Thomas Wolf addresses this problem in his book, *Managing a Nonprofit Organization*. Because many nonprofit organizations do move toward more hierarchical structures as they grow, many times the organization is staffed with persons preferring less formal decision making, creating tension and dissension between administrators.⁵

On numerous occasions, the Assistant Director expressed her dislike of certain administrative duties such as the hiring and firing of clerical staff. She seemed stifled by the highly structured management style of the Executive Director and frustrated by the amount of paper pushing associated with her job.

Thomas Wolf summarizes the qualities an executive must look for in prospective employees.

1. Management skills related to the job to be performed
2. Character traits that reflect creativity, flexibility, an enthusiasm for solving problems, and an ability to work with others
3. An understanding of the need for authority in an organizational structure
4. A knowledge, sensitivity, and enjoyment of the nonprofit field in which they will be employed⁶

The Executive Director of ACNO carefully screened applicants for the position of Assistant Director. Based on personal interviews and management problem solving, she felt

⁵Ibid., p. 62.
⁶Ibid., p. 63.
the Assistant Director possessed the above characteristics. Possessing near perfect qualifications does not guarantee job satisfaction, however. Personnel management theories of motivation, satisfaction, and performance are all subject to the interdependent human factor affecting performance and productivity in organizations.

**Statement of Personnel Policies**

ACNO maintains a fairly comprehensive statement of personnel policies as formulated by the Executive Committee. It identifies terms of employment and benefits which include; annual leave, sick leave, leave without pay, maternity/paternity leave, holidays, insurance coverage, and compensatory time and overtime. (See Appendix I.)

**Personnel Evaluations**

All personnel employed by ACNO are evaluated yearly by their supervisors and the Executive Director prior to the drafting of the annual plan and budget. Decisions on salaries increases are made by the Executive Director as long as they remain within the salary range adopted by the Board. The Board evaluates the Executive Director and determines her compensation range, raises, etc. The evaluation period is a time set aside for the staff to discuss the various programs and offer suggestions for improvement or future development.
CHAPTER II.

INTERNSHIP

The intern served as assistant to the Grants Coordinator during a twelve-week residency, between May 21 and August 10, 1990, at the Arts Council of New Orleans. In this position, she performed the duties as necessary to assist the Grants Coordinator in administering all processes related to the Municipal Endowment Grants program. The intern was also responsible for the administration of the Louisiana Volunteer Lawyers for the Arts (LVLA) program.

Responsibilities

Principal responsibilities included:

(1) Recruiting community and ACNO board members for service on the MEG/Arts Review Committee

(2) Assisting the Grants Coordinator in screening the MEG/Arts Applications for complete information

(3) Preparing MEG/Arts grant materials for review by the Review Committee

(4) Monitoring the grants review process

(5) Assisting the Grants Coordinator and the Assistant Director in drafting preliminary funding
recommendations

(6) Assisting the Grants Coordinator in an advocacy campaign in support of continued funding for the MEG/Arts program

(7) Conducting a follow-up study on assigned cases in the LVLA program

(8) Interviewing LVLA volunteers and writing an evaluation of the current program with suggestions for future improvements and development

Tasks

MEG/Arts Grants

The intern's primary assignment was the various tasks associated with the administration of the Municipal Endowment Grants for the Arts (MEG/Arts) program. MEG/Arts is a grants program of the City of New Orleans administered by the Arts Council. Funding for MEG/Arts grants comes from the City's Municipal Endowment Fund through an agreement with Cox Cable Television Corporation. MEG/Arts grants fund a broad range of arts activities that have their primary impact in Orleans Parish. Grants are made for programs and services that begin and end in the calendar year following the date of application.

The initial task of the intern during her residency at ACNO was to contact prospective members of the MEG/Arts Review Committee. The Grants Review Committee was made up
of sixteen voting members, including eight members from the ACNO Board of Directors and eight members from the community at large having knowledge of and interest in the arts. Selections were made with sensitivity to such factors as artistic discipline, profession, race, sex, and age.

ACNO follows the Louisiana State Ethics Committee Guidelines concerning review committees. Grant applicants are reviewed by a committee of their peers. Paid staff members of applicant organizations cannot serve on the MEG/Arts Review Committee; however, volunteer board members as well as their spouses are eligible to serve. Committee members affiliated with applicant organizations were recused from scoring those applications.

Non-voting members of the review committee were designated by Cox Cable New Orleans as well as each member of the City Council, the Mayor's Office, the Chief Administrative Office and the City Council staff.

Balancing the review committee racially proved to be quite a challenge for the intern as the ACNO board had recently decreased from thirty-two members to twenty-four. Most of the twelve board resignations had been black members. However, when the selection process was completed the review committee was both racially and artistically balanced. The 1991 MEG/Arts Grants Review Committee was made up of seven ACNO board members and nine members from the community at large.
Acknowledgments were then sent to committee members along with meeting dates and a summary of review procedures. (A copy of the MEG/Arts Review Process may be viewed in Appendix II.)

MEG/Arts applications were received on June 1, the 1990 deadline. Fifty-three applications were submitted for review, including seven applications for operating support and forty-six for project support. Nineteen of these organizations were first-time applicants.

The next major task for the intern was screening the grants for eligibility requirements. (A copy of the MEG/Arts Guidelines may be viewed in Appendix II.) Using a checklist, the intern examined each grant for the following:

1. **Workshop Attendance** - Workshop attendance was required for any applicant who did not receive 1990 funding. MEG/Arts grant applications were mailed to all prior and prospective applicants with guidelines that clearly state the workshop requirements. (See Appendix II.) In addition, the availability of 1991 applications with a statement about the workshop requirement was well publicized by the Arts Council through the local broadcast and print media. Three workshops were held at the Arts Council office.

2. **Tax-Exempt Status** - Applicant organizations are required to be nonprofit organizations holding
or seeking to acquire 501(C)(3) tax-exempt status as determined by the Internal Revenue Service. Documentation must be supplied with the application.

3. **Board and Officers** - Organizations are required to have an unpaid, voluntary board and officers responsible for governing the operation of the organization. A list of the board members must be submitted with the application.

4. **Financial Statements** - Organizations are required to submit financial information (actual cash revenues and expenditures) for the prior two completed fiscal years and a budget projection for the current year.

5. **Amount of Grant Request** - Applicants applying for operating support may apply for a grant amounting to no more than 50 percent of the organization's operating budget for the most recently completed fiscal year. MEG/Arts funds must be matched at least dollar for dollar with cash. Applicants applying for project support may apply for a grant amounting to no more than 50 percent of the project's total cost. MEG/Arts funds must be matched at least dollar for dollar with cash and allowable in-kind contributions.
6. **Final Reports** - Final reports for all previous MEG/Arts grants must be on file at the Arts Council.

In addition to screening the grants for required information, the intern prepared files on each applicant to be placed in ACNO's permanent files. Copies of relevant information were also made for input into the Hobie Computer System. Original grant applications were prepared for later printing to be given to the Grants Review Committee. Those applicants missing data were sent registered letters and given till June 20, 1990, to respond. The intern then read each project grant and prepared a written summary of the proposed project, its impact on the city, its cost effectiveness, etc.

Prior to the orientation meeting of the Grant Review Committee on June 27, 1990, the intern prepared the various documents for inclusion in the grant packets to be given to each member of the committee.

The Grants Review Committee was divided into four subcommittees of equal size, and the applications were separated into four groups, each group containing approximately the same number of applications and including applications for operating and project support. Members of each subcommittee were to review and score two groups of applications, using the Evaluation Criteria. As a result, each application was to be read and scored by eight
Committee members. Although voting committee members were responsible for scoring only two groups of grants, copies of all grants were included in the review packet, and members were encouraged to read even those they did not score in preparation for committee discussion at a later date.

Applications were to be scored using the following evaluation criteria:

**Programs and Services (36 percent),** artistic quality of programs; overall merit of project based on purpose and objectives (project support only); responsiveness to current arts needs; innovation and creativity; use of local artists; impact on special audiences.

**Community Involvement (36 percent),** level of community involvement shown through attendance and public participation; representation and participation by special audiences including minorities, the economically deprived, children, the elderly, and the disabled; willingness to make maximum use of resources through collaborative programs or services; evidence of financial support from the private sector.

**Budgets and Financial Information (14 percent),** appropriateness of organization/project budget; project costs compared to numbers served; ratio of administrative costs to program/project costs;
proportion of cash to in-kind services (Project Support only); balance of financial support from private and public sources; clarity and completeness of financial information.

**Organizational Accountability (14 percent),** record of effectiveness and efficiency of organization; ability to deliver services; clarity and completeness of application; quality of organizational development, including stability, growth, innovation and participation (Operating Support); quality of organization's planning process (Operating Support); completion of requirements for previous MEG/Arts grants, including final report. (A score sheet may be viewed in Appendix II.)

In addition to the grants and score sheets, the packet also contained a chart listing 1991 budgets, grant requests, and status of application for Operating Support Grants. A similar chart for Project Support Applicants was prepared listing total project cost, amount of grant request, and status of application. Grant requests totaled $952,049, of that total $465,000 were operating requests, and $487,049 were for project requests. (A copy of this document is available for review in Appendix II.) A summary of funding history was prepared from the Hobie Data Base System. (See Appendix II.)

The review packets prepared by the intern were
distributed to the committee members in the orientation meeting on June 27, 1990. The meeting was chaired by the Grants Chairman (Vice-President for Grants and Services). The Grants Coordinator instructed the committee in the review process. The committee was also reminded of the deadline for returning score sheets. Voting members of the Grants Review Committee were instructed to return all score sheets to the Arts Council office by July 20, 1990, and non-voting members were asked to return all comment sheets to the Arts Council by July 27, 1990.

After the score sheets were received by the Grants Coordinator, the intern calculated the average score for each applicant organization. Preliminary funding recommendations were drafted by the Grants Coordinator, the Assistant Director and the intern. Consideration was given to the score averages and the written comments by the review committee. Each organization was discussed and information shared on organization history, programming and other vital data. Recommendations were made with attention given to the money available for regranting in the MEG/Arts account. The total amount available for 1991 grants was $265,000, including $225,000 from the Municipal Endowment Fund, $23,000 secured by the Arts Council from the Louisiana Division of the Arts and $17,000 from returned grants and interest. (A copy of the Mayor's Report may be viewed in Appendix II.)
The intern then prepared a chart listing the applicant organizations in rank order, the grant request, the score average, and the preliminary funding range recommended by the staff. Funding ranges are calculated using a 15 percent margin in order to set aside this percentage for appeals. (See Appendix II.)

The Grant Review Committee met again on August 1, 1990. The staff presented its recommended funding ranges at this time. Each grant was summarized by the staff with a brief description of the applicant organization and the project. The committee discussed each organization and the grant request. This committee meeting was not a time for decisions on funding, but rather was a forum for discussion and a time for questions and as well as information-sharing by committee members. At the request of the Executive Director, the intern took very detailed notes on committee questions and comments for review by the staff.

Prior to the final Review Committee meeting on August 4, 1990, the Grants Coordinator, Assistant Director and the intern met again to revise the recommended funding ranges with consideration now being given to committee comments from the previous meeting. The review committee voted to accept many of the recommended ranges. This final process proved to be quite lengthy. Of the fifty eligible applicants requesting $952,049, thirty-six were recommended for funding. Due to the limited funds available only two
organizations received full funding of their requests. Ten of the thirty-six organizations recommended had not previously received funds through the MEG/Arts program. (See Mayor's Report, Appendix II.)

Applicants were notified of the preliminary recommendations of the Grants Review Committee by certified mail. Applicants wishing to appeal the preliminary funding recommendations were instructed to submit their appeals in writing to the Arts Council office. Specific comments and concerns expressed by the Grants Review Committee were summarized and sent with the preliminary funding recommendations to all applicants. Arts Council staff also discussed concerns of the Committee with applicants who requested assistance. In addition, all applicants received an evaluation questionnaire regarding the 1990 process along with their preliminary recommendation letters. (See Appendix II.) The appeals deadline was August 22, 1990.

Upon completion of the final Grants Review Committee meeting, each member was given the opportunity to evaluate the review process, including City Council appointed representatives and City and Cox Cable liaisons. The evaluation process took place concurrent with the appeals process. The Appeals/Evaluation Committee was composed of members of the Arts Council Executive Committee and selected members of the Grants Review Committee. This Committee met on August 29, 1990, to review appeals and to discuss
suggested changes in the MEG/Arts guidelines and review process.

There were eight appeals in the 1991 MEG/Arts granting period. Two of these organizations were recommended for additional funding by the Appeals/Evaluation Committee. One organization was recommended to receive the high end of its preliminary range. Appeals from five other organizations were turned down, and the Grants Review Committee's original recommendations were upheld.

Arts Council staff involved in the MEG/Arts process, applicants and Grants Review committee members responded to the evaluation of the 1990 process. At the August 30, 1990, meeting of the Appeals/Evaluation Committee only the following change was recommended for the 1991-92 MEG/Arts guidelines: In an effort to attract more appropriate proposals in the Project Support category, a statement instructing applicants to more clearly define the arts component of their projects will be added to the guidelines.

The 1991 MEG/Arts grants have not yet been approved by the New Orleans City Council. Once the grant recommendations have been accepted, contracts for services will be written by the Grants Coordinator and signed by the receiving organization. (A MEG/Arts service contract may be viewed in Appendix II.)
MEG/Arts Advocacy

Another major task of the intern involved MEG/Arts advocacy. Funds specified for MEG/Arts were part of a franchise agreement with Cox Cable Company in 1982. In winning the franchise agreement Cox Cable agreed to contribute a yearly sum of $450,000 to the Municipal Endowment Fund. The City Council legislated that $225,000 would go to Municipal Endowment Grants for arts and cultural projects and $225,000 to Community Access Producers and User Groups for production on Cable Access Channels. The original agreement stated that Cox's contribution to the fund would increase proportionate to any rate increases, but this provision was deleted when Cox and the City Council renegotiated the cable franchise agreement in 1984.

In 1988, a report commissioned by the City Department of Utilities challenged the legality of using cable funds for arts projects. New Orleans City Councilman Lambert Bossiere encouraged ACNO to lobby for these funds during an October City Council meeting. ACNO led a strong show of support for MEG/Arts, and the council chamber was filled with 250 supporters. The study was buried until April 1990. At this time, Cox Cable was seeking a reduction in its payments to offset the more than $2 million given to the arts through the Arts Council since 1982.

Councilman Bossiere again encouraged ACNO to lead advocacy efforts on behalf of MEG/Arts. The intern worked
with the Grants Coordinator sending letters to past MEG/Arts applicants and recipients as well as area arts organizations. The first letter was sent on June 1, 1990, explaining the current crisis and encouraging arts advocates to once again rally in City Council chambers on July 19, 1990. Organizations were reminded of the almost $2 million dollars distributed through MEG/Arts since 1982. In addition to rallying in council chambers, arts advocates were asked to write letters to council members thanking them for their past support of this program. (See Advocacy Letter I, Appendix II.)

The second letter was sent on June 29, 1990, along with postcards to council members. This time the message included a reminder that MEG/Arts supporters would be present in council chambers on July 19, 1990. (See Advocacy Letter II, Appendix II.)

In preparation for the meeting, the intern called approximately ten granting organizations in cities of comparable size to New Orleans to gather statistics for use in presentations by the Executive Director, the President of the ACNO Board and the Grants Coordinator. Almost without exception, the granting organizations surveyed were given millions of dollars as part of local arts and culture taxes tied in with hotel and entertainment tax packages. The City of New Orleans contributes $40,000 from its general fund for the administration of the MEG/Arts program. The total
amount of that fund has actually decreased as the interest is now used for other purposes.

The entire ACNO staff was present on July 19, 1990, along with fifty MEG/Arts supporters representing thirty-eight arts organizations. ACNO had hoped for a resolution by the City Council to show its commitment to the continuance of the MEG/Arts program. Instead, a proclamation was read recognizing the various groups and thanking them for their cultural contributions to the city. Once again the council refused to take a stand in support of MEG/Arts. The ACNO staff and board felt that the situation was still unresolved.

The behavior of the City Council during this meeting seemed demeaning and insulting. Councilman Bossiere and Councilwoman Jackie Clarkson were the only council members who listened to the presentations by the Arts Council. Peggy Wilson took this opportunity to come onto the floor and discuss with the Public Art Director her annoyance over a recent installation. Most of the other members of the City Council laughed and talked with colleagues. Having witnessed previous City Council meetings, the intern was not surprised at this behavior. This display of absolute apathy is perhaps a symptom of the real problem the City of New Orleans faces in arts advocacy.

In September 1965, Alvin Toffler wrote an article for the newsletter, *Arts Management*. In this article he made
many predictions about the role cities would play in the arts by the year 1980. His predictions were relative to cities the size of New Orleans (approximately 500,000.)

He conjectures:

Any such city without professional theater, or music, or dance, without a first-rate art gallery, or bookshops, museums and a culture-oriented radio or television station, will be regarded as an embarrassing relic of the past. States and, perhaps, the federal government will rush to provide technical assistance to these culturally underdeveloped areas....

Every city will have a culture lobby that will parallel and often work together with a local education lobby. Arts lobbies will pressure city councils for various subventions and concessions. City officials will be increasingly receptive to them because by 1980 arts lobbies will enjoy the active support of business, labor, and other politically potent groups in the community....

Virtually every city government will have some agency devoted primarily to the coordination and encouragement of artistic activity or to maintaining liaison with private groups performing these functions. This agency will channel funds from counterpart state and federal agencies into the arts institutions of the city, most likely in support of riskless culture, the safe, and the traditional. It will also compile detailed data about local arts activity and review all contemplated municipal decisions from the point of view of their potential impact on the arts. Cities can also be expected to levy a variety of imaginative taxes and charges to raise money for the arts.

Mr. Toffler might acknowledge the present state of the arts in New Orleans as culturally developed but financially stagnant. New Orleans does enjoy professional theater, music, dance, first-rate art galleries, bookshops, museums, and culturally-oriented radio and television

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stations. However, the very survival of many of our arts organizations is questionable from year to year. Unfortunately, Mr. Toffler's other predictions have fallen exceptionally short.

Perhaps if arts and education advocates had begun to work together by 1980, as Mr. Toffler predicted, New Orleans would have been a cultural paragon by 1990. However, the advocates of art and education are now collaborating to demand programs in arts and education for our city. In fact, recently, arts and education advocates were successful in their lobbying efforts to reinstate arts programs in the public schools which had been eliminated due to budget cuts.

ACNO has adopted the theme of "collaboration and leadership" for its 1991 plan. One of its goals is to develop the full spectrum of the arts, encourage COMMUNITY DEVELOPMENT and the ECONOMIC GROWTH of New Orleans by actively PLANNING, promoting, coordinating, managing and funding CULTURAL PROJECTS and programs in partnership with public and private sector entities. A specific objective under this goal is to act as a catalyst for specific arts education initiatives involving the community and other organizations beyond the school system, as outside funding allows. (A copy of the 1991 Plan may be viewed in Appendix II.)

A major argument for City support of the arts is that cultural amenities as well as a quality education system are
a proven magnet for jobs and people. The current census showed a population decrease for the City of New Orleans. The theories of urbanization originally evolved with the underlying premise that people follow jobs. More recent studies analyzing both business and population shifts conclude that jobs follow people (markets and labor.) Populations tend to shift in search of a better quality of life. The service industry and innovative manufacturing in particular tend to be following the population shifts to urban areas.

The arts serve to enhance the quality of urban life. Interviews of business executives in the Baltimore area reveal these quality-of-life issues to be more important to firms that employ highly trained, salaried, and mobile personnel and that a mix of cultural, recreational, and educational opportunities are of major concern for the employee and his family.

The arts are generally difficult to quantify in economic terms alone; however, certain facts speak for themselves. Eighty-eight percent of Americans who consider themselves artists live in urban areas. New Orleans is home for a sizeable arts bureaucracy, including the various

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9Ibid., pp. 303-304.
employees of cultural institutions, such as the opera, ballet, symphony, theaters, galleries, and museums. These institutions employ performers, managers, directors, personnel officers, accountants, agents, etc. There are also those secondary cultural institutions concerned with artistic education and criticism: schools, colleges and universities, and libraries. There are also the consumers of culture, patrons and audiences. This is a sizeable group and they are a vital part of the electorate.\textsuperscript{10}

Maynard Jackson, former mayor of Atlanta, explained the connection between culture and the city as follows:

The arts are the very highest expression of urban life; and the cultural enrichment that is only possible in an urban setting is the highest and most eloquent justification of the city itself; for the arts and the city are inseparable.... The arts reveal us to ourselves. They show us who we are and where we are going, whether as a neighborhood, a city, or a nation. The arts are an expression of community identity in its highest form.\textsuperscript{11}

Another 1991 goal for ACNO is to sustain and expand resources for artists and arts organizations that support their development and the cultural vitality of the community through GRANTS and SERVICES. A specific objective of this goal is: within budget constraints and in collaboration with other arts organizations, enlist volunteers in advocacy campaigns to expand City arts support through MEG/Arts, to


\textsuperscript{11}Ibid., p. 235.
preserve state funding for the Division of the Arts and to preserve the National Endowment for the Arts (NEA) as a federal agency and sustain its funding. (See Appendix II.)
CHAPTER III.

Louisiana Volunteer Lawyers for the Arts

While the Grants Coordinator was on a one-week vacation in July, the intern was assigned the Louisiana Volunteer Lawyers for the Arts (LVLA) project. LVLA is a program in which volunteer attorneys and professionals donate their time and knowledge to individual artists (with yearly incomes of $15,000 or less) and organizations (with annual budgets of $100,000 or less) with arts-related legal problems. LVLA clients are matched with volunteer attorneys who specialize in specific arts-related areas.

In the past, the responsibility for LVLA had been assigned by the Grants Coordinator to either clerical staff or arts administration students serving practicums with ACNO. Due to an increased workload and a shortage of available staff, the Grants Coordinator had been unable to either assign the LVLA project to anyone or to assume the responsibility for this program herself. Therefore there had been no cases assigned since December 1989.

The intern first conducted a follow-up on cases assigned in the year 1989. While interviewing the volunteers the intern encountered many complaints and
problems concerning the LVLA program. During the weekly staff meeting the intern relayed these various criticisms to the staff. The Executive Director requested the intern perform a study in which problems were identified and solutions proposed. The intern spoke with volunteers as well as the administrator of the Pro Bono Project sponsored by the Louisiana Bar Association. The following is a summary of the problems and solutions suggested by the intern:

1. **Problem:** The LVLA program is not staffed adequately.  
   **Solution:** Hire a part-time administrative person or reassign the LVLA program to other ACNO staff persons. Consideration of the staff person's available work time is essential. Initially, the administration of this program would require most of the forty-hour work week because of the current backlog of cases and the lack of available volunteers.

2. **Problem:** At present there is little or no follow-up on assigned cases.  
   **Solution:** Assigned cases should be followed up with an attorney-client memo within three weeks of assignment.

3. **Problem:** There are numerous instances of miscommunication between attorneys and
clients. Attorneys do not have the time to repeatedly contact clients when requested material is not forwarded.

Solution: A prompt follow-up by ACNO would result in cases being reassigned or closed within a designated time period if either party does not respond to requests for information, etc.

4. Problem: LVLA needs to recruit more attorneys in the various specialized fields such as incorporation and tax-exemption. LVLA has not actively recruited attorneys for some time. Attorneys presently working in the LVLA program have more than doubled their assignments in addition to handling their private clients. Understandably, they are burned out with this program. LVLA offers no recognition for attorneys in this program, nor does it offer pro bono credit or continuing education credit.

Solution: ACNO can recruit more attorneys by offering continuing education credit through seminars on arts-related subjects. These credits are required by the Louisiana Bar Association. In order for the attorney to receive this credit he/she would be
required to attend the seminar and a take a case for LVLA. Once the case is closed, credit would be given. In addition to letters of thanks, LVLA should offer some other formal recognition and appreciation such as a reception, luncheon, or some form of credit system.

5. **Problem:** Attorneys question whether individual clients are actually qualified for this program as it is assumed that many artists may not file what they actually earn.

**Solution:** LVLA should reevaluate its current minimum income level for self-employed artists.

The ACNO Board has recently reassessed the present organizational structure. A new administrative position will be added to the ACNO staff in 1991. The LVLA program will be one of the responsibilities of this new staff person. The problems identified by the intern will be addressed once this position is filled.
CHAPTER IV.
INTERN'S SHORT AND LONG TERM EFFECTS
ON THE ARTS COUNCIL OF NEW ORLEANS

The intern served during a critical time for the Grants Coordinator. The intern was involved in all phases of the MEG/Arts process beginning with the enlisting of the Review Committee. The intern was given the responsibility of preparing, assembling and distributing all materials concerning the review process. This enabled the Grants Coordinator to administer other grant programs.

In addition, the intern monitored the MEG/Arts Review Committee meetings and took detailed notes of committee comments and questions. These notes were used in making the preliminary funding decisions. The intern played an active role in the preliminary funding process and was frequently asked to give an objective opinion on funding issues.

The intern also participated in the MEG/Arts Advocacy Campaign, coordinating mailings in a timely fashion. The intern conducted a survey among comparable regranting organizations in other cities for use in the advocacy campaign.

In addition to assisting the Grants Coordinator in the MEG/Arts program, the intern worked with the LVLA
program conducting a follow-up study on previously assigned cases. Her findings led to an evaluation of the program with suggestions for future improvement and development.

The internship with ACNO was mutually beneficial. The intern was given the opportunity to objectively assess and evaluate many of the grants review procedures. The Grants Coordinator included the intern in all Grants Review Committee Meetings as well as preliminary funding meetings with staff. The ACNO staff sought the intern's opinions on other programs and services as well. The intern was treated as a fellow staff member, and the ACNO staff was helpful in answering questions and offering advice and instruction.

The internship with ACNO presented a rare educational opportunity to work with dedicated arts administration professionals, possessing a unique working relationship and an intense dedication to the arts in the metropolitan New Orleans area.
SELECTED BIBLIOGRAPHY


APPENDIX I

1. 1990 Budget and Proposed 1991 Budget . . . . . 46
2. Statement of Personnel Policies . . . . . . . 47
# CONSOLIDATED ACCOUNT TOTALS

## OPERATING REVENUES

<table>
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<tr>
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## OPERATING EXPENDITURES

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## PERCENT FOR ART CAPITAL REVENUES & EXPENDITURES

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ARTS COUNCIL OF NEW ORLEANS
PERSONNEL POLICIES

EMPLOYMENT

1. Candidates for employment will be considered without regard to race, age, religion, national origin, political affiliation, marital status, sex or sexual orientation. Physical handicaps will be considered only as they relate to job requirements.

2. The Executive Director bears the responsibility for hiring and firing and must approve all offers for staff employment, including salary level, before a commitment is made to a prospective employee.

3. New employees will have probationary status for 6 months. Upon demonstrating satisfactory job performance, they will automatically become regular employees at the end of their probationary period, unless given prior notice to the contrary.

4. Only full-time employees are eligible for employee benefits.

BENEFITS

1. ANNUAL LEAVE

   a. Annual leave shall be defined as leave with pay taken by an employee for vacation or personal reasons. One day of annual leave equals 7 hours.

   b. Annual leave with pay is earned on a monthly basis at the rate of one day per month, or 12 days yearly. (An employee who begins work on or before the 15th of the month may earn annual leave for that month.)

   c. Additional days are granted at the beginning of the calendar year based on an employee's length of service as of January 1 of that year, according to the following scale:

<table>
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<tr>
<th>Length of employment</th>
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<tr>
<td>5 to 9 years</td>
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<tr>
<td>10 to 19 years</td>
<td>2 additional days, plus one additional day for each year beyond 10 years and up through 19 years</td>
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<td>20 years</td>
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   d. Annual leave may be used only after 6 months of continuous employment.

   e. Annual leave to be earned through the end of the calendar year may be taken in advance with permission of the Executive Director.
f. Accumulated annual leave may be carried forward, provided that it does not exceed 30 days.

g. Upon separation of service, an employee will be paid for accrued annual leave.

h. Upon separation of service, if an employee has taken annual leave not yet accrued, payment for those days taken but not earned will be deducted from compensation due employee.

i. All requests for annual leave must be made on the annual leave form and submitted to the Executive Director for approval.

j. Requests for annual leave shall be submitted to the Executive Director at least one month prior to the first day of leave requested.

2. SICK LEAVE

a. Sick leave shall be defined as leave with pay taken by an employee due to his/her illness, or illness or death in the immediate family.

b. All employees shall be granted 10 days of sick leave with pay per calendar year.

c. After taking sick leave, employees must submit a sick leave form to the Executive Director stating the reason for the sick leave taken.

d. Upon separation of service, an employee will not be paid for accrued sick leave.

e. A doctor’s statement may be required by the Executive Director to document the need for sick leave.

3. LEAVE WITHOUT PAY

a. Leave without pay may be granted for maternity/paternity, illness or other reason at the discretion of the Executive Director for a specified period of time not to exceed six months.

b. Request for leave without pay must be made in writing to the Executive Director at least two months prior to the first day of leave requested.

c. An employee on leave without pay will not accrue annual or sick leave benefits until he/she returns to work. However, insurance coverage for the employee will continue. Insurance coverage for dependents will continue subject to payment of monthly premiums in advance by employee.
d. Every effort will be made to retain the employee's position while he/she is on leave status. However, should circumstances deem it necessary to fill the employee's position, further effort will be made to place him/her in another job similar to the one held previously.

e. If comparable employment is not immediately available, the employee will continue on leave without pay until an appropriate vacancy occurs. Should the employee decline to accept a comparable position offered he/she will be considered to have resigned on the date leave commenced.

f. When the employee returns to work he/she will immediately resume all rights and benefits as a regular employee.

4. MATERNITY/PATERNITY LEAVE
    a. Eligibility and Documentation

    Maternity leave is a period of approved absence for permanent full-time employees for incapacitation or responsibilities related to pregnancy and childbirth. Request for maternity/paternity leave shall be made in writing to the Executive Director and shall include date leave is to commence as well as anticipated date of return. A pregnant employee is required to present a statement from her physician noting expected date of delivery and recommended date of commencement of leave. A person must be employed a minimum of twelve (12) months before being granted maternity/paternity leave of absence.

    b. Duration of Maternity Leave

    Leave for maternity reasons shall be allowed for a period of up to 4 months and, upon the advice of attending physician, may commence at any time prior to the expected date of delivery. At the discretion of the Executive Director, an additional 2 months' leave may be granted. Leave for maternity/paternity reasons shall be recorded as leave without pay, except that an employee may choose to charge maternity/paternity leave against accumulated sick and/or annual leave, or may use a combination of sick leave, annual leave, and/or leave without pay. An employee granted leave without pay for maternity/paternity reasons shall be subject to all policies governing leave without pay from the date leave without pay commences.

    c. Return to work

    An employee may return to work at any time following childbirth provided that she has the permission of her attending physician. The Executive Director may require a statement from the physician certifying that the employee is able to resume her duties.
HOLIDAYS

1. The Arts Council will observe the following holidays:
   - New Year's Day
   - Martin Luther King's Birthday
   - Mardi Gras
   - Good Friday
   - Memorial Day
   - Fourth of July
   - Labor Day
   - Thanksgiving
   - Veteran's Day (day after Thanksgiving)
   - 1/2 day Christmas Eve
   - Christmas Day

2. If a designated holiday falls on a Saturday, it is celebrated on Friday. If it falls on a Sunday, it is celebrated the following Monday.

3. Additionally, each employee will be granted a paid holiday on his/her birthday.

INSURANCE COVERAGE

1. All full-time employees are offered full health and dental insurance benefits under a group insurance plan.

2. Coverage for dependents may also be secured, with employees making the necessary premium payments.

COMPENSATORY TIME AND OVERTIME

1. Regular working hours are 9 a.m. to 5 p.m., Monday through Friday, with one hour for lunch. (If an employee chooses not to take a lunch hour, that hour cannot be counted toward compensatory or overtime.)

2. Administrative staff may request compensatory time for all hours worked over 40 in a regular week due to meetings or other circumstances necessitating work outside of regular working hours.

3. Clerical staff shall receive compensatory time or overtime pay for all hours worked over 35 in a regular week. Clerical staff members shall receive approval from the Assistant Director before working overtime. Clerical staff may request either to be paid for overtime worked or to take compensatory time.

4. Compensatory time must be taken within 30 days of the date it is acquired. Staff requesting compensatory time shall submit the appropriate form to the Executive Director for approval.
## APPENDIX II

<table>
<thead>
<tr>
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<tr>
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<td>MEG/Arts Review Process</td>
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<td>MEG/Arts Guidelines</td>
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<td>Score Sheet</td>
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<td>4</td>
<td>Grant Summary</td>
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<td>Summary of Funding History</td>
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<td>Mayor's Report</td>
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<td>Preliminary Funding Ranges</td>
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<td>Review Evaluation Form</td>
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<tr>
<td>12</td>
<td>1991 Plan</td>
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Applications will initially be reviewed by a Grants Review Committee. The Grants Review Committee will have sixteen voting members, including eight members from the Board of Directors of the Arts Council of New Orleans and eight representatives from the community at large having knowledge of and interest in the arts, to be appointed by the Arts Council President and Executive Director. The Grants Review Committee will be broadly representative of the arts community and the community at large, with sensitivity to such factors as artistic discipline, profession, race, sex, and age.

Cox Cable New Orleans and each member of the City Council may designate a non-voting representative to the Grants Review Committee. Non-voting members of the Committee will also include representatives from the Mayor's Office, the Chief Administrative Office and the City Council staff. The Arts Council staff members facilitate meetings and serve as technical advisors to the Committee.

An Appeals Committee, comprised of the Executive Committee of the Arts Council and selected members of the Grants Review Committee, will hear appeals from the preliminary recommendations and make final funding recommendations.

No person employed by an applicant organization shall serve as a member of the Grants Review or Appeals Committees. Committee members who serve on boards of applicant organizations or have some other significant affiliation must recuse themselves and leave the room when those applications are discussed.

Applications will be accepted and screened for eligibility by the Arts Council staff. The Grants Review Committee will be divided into four subcommittees of equal size, and the applications will be separated into four groups, each group containing approximately the same number of applications and including applications for operating and project support. Members of each subcommittee will then review and score two groups of applications, using the stated Evaluation Criteria. As a result, each application will be read and scored by eight Committee members. Committee members will not review applications of organizations with which they are affiliated.

Average scores for each application will be calculated. These will be used by the Arts Council staff and the Grants Review Committee in ranking applications and making preliminary funding recommendations.

After preliminary funding recommendations are made by the Grants Review Committee, applicants will be notified of their recommended funding ranges. Applicants will be given the opportunity to make formal written appeals of the preliminary recommendations to the Appeals Committee. After considering all responses, the Appeals Committee will present final recommendations to the Mayor, the Chief Administrative Officer, and finally to the City Council for final passage.
June 1990

ARTS COUNCIL OF NEW ORLEANS
MEG/ARTS REVIEW PROCESS
ROLES AND RESPONSIBILITIES OF PARTICIPANTS

Grants Review Committee (voting members)
- Attend all meetings of the Grants Review Committee
- Review and score grant applications (Each Committee member will review and score half of the total number of applications.)
- Discuss all applications and vote on preliminary recommendations for funding
- Follow recusal policy

City Council and Cox Cable Appointed Representatives (non-voting members)
- Attend meeting of Grants Review Committee and Appeals Committee
- Review all grant applications and make written comments as appropriate
- Participate in discussions about applications and funding amount (with the exception of those from which representatives must recuse themselves)
- Function as a liaison, bringing concerns of the City Council and Cox Cable to the attention of the Committee and vice-versa

Liaisons from the Office of the Mayor, the Chief Administrative Office and the Council Fiscal Office (non-voting members)
- Attend meetings of Grants Review Committee and Appeals Committee
- Review all grant applications and make comments as appropriate
- Participate in discussions about applications, representing concerns of City administration and City Council
- Function as a liaison with City government

Arts Council Staff
- Provide technical assistance as needed to grant applicants
- Provide staff support to the Grants Review Committee
- Review applications
- Determine whether applicants meet eligibility requirements
- Facilitate Committee meetings
- Facilitate review process by assembling materials, compiling application scores, providing resources and information throughout the process

Appeals Committee (composed of the Executive Committee of the Arts Council Board and members of the Grants Review Committee who are designated by the President)
- Review written appeals of applicants choosing to challenge preliminary funding recommendations
- Discuss and approve final funding recommendations that are then forwarded to the Mayor, the Chief Administrative Officer and ultimately the City Council for passage
- Review evaluations and recommend any changes in the guidelines or process

Arts Council Board
- Although the Grants Appeals Committee makes the final revisions to the recommendations before they are sent to the City administration and City Council, the Arts Council Board has the opportunity to review the recommendations and to attach any comments it deems appropriate.
GUIDELINES
for
MUNICIPAL ENDOWMENT GRANTS
FOR THE ARTS
for 1991
a program administered by the

ARTS COUNCIL OF NEW ORLEANS

Ronald C. Filson
President

Marion Andrus McCollam
Executive Director

for the

CITY OF NEW ORLEANS

Sidney J. Barthelemy, Mayor

Stewart Walker, Chief Administrative Officer

Dorothy Mae Taylor, Councilmember-at-large
Joseph I. Giarrusso, Councilmember-at-large
Peggy Wilson, District A Councilmember
James Singleton, District B Councilmember
Jackie Clarkson, District C Councilmember
Lambert Boissiere Jr., District D Councilmember
Johnny Jackson Jr., District E Councilmember

Application Deadline: Friday, June 1, 1990
MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS

Administered by the Arts Council of New Orleans
for the City of New Orleans

WHERE THE FUNDING COMES FROM

The Municipal Endowment Grants for the Arts (MEG/Arts) is a grants program of the City of New Orleans. Funding for MEG/Arts grants comes from the Municipal Endowment Fund through an agreement with Cox Cable Television Corporation. MEG/Arts grants fund a broad range of arts activities which have their primary impact in Orleans Parish. Grants are made for programs and services which begin and end in the calendar year following the date of application.

APPLICATION DEADLINE

THE APPLICATION DEADLINE FOR 1991 GRANTS IS FRIDAY, JUNE 1, 1990, on or before 5:00 p.m. Late applications will not be considered for funding.

WHAT IS THE ARTS COUNCIL?

The Arts Council of New Orleans is an independent, nonprofit organization designated by Mayor Sidney J. Barthelemy and the City Council as the official arts agency for the City of New Orleans. The Arts Council has a board of 32 local citizens representing a broad range of artistic disciplines as well as volunteer and professional backgrounds. Because it developed the MEG/Arts allocation process and administers the MEG/Arts program under a contract with the City, the Arts Council is therefore ineligible to receive MEG/Arts funding.

A voice for the arts and a catalyst for action, the Arts Council provides grants, services, public art and cultural planning initiatives serving artists, arts organizations and the community. From public art projects and arts forums to cultural planning, three separate grants programs to extensive management and legal services, the Arts Council brings together the public and private sectors to make the arts work better for New Orleans—its people and its future.

ROLE OF THE GRANTS REVIEW COMMITTEE

Applications will be reviewed by a Grants Review Committee made up of sixteen voting members, including eight members of the Board of Directors of the Arts Council of New Orleans and eight representatives of the community at large having knowledge of and interest in the arts, to be appointed by the Arts Council President and Executive Director. The Grants Review Committee will be broadly representative of the arts community and the community at large, with sensitivity to such factors as artistic discipline, profession, race, sex and age.

Cox Cable New Orleans and each member of the City Council may designate a non-voting representative to the Grants Review Committee. Non-voting members of the Committee will also include representatives from the Mayor’s Office, the Chief Administrative Office and City Council staff. Arts Council staff members facilitate meetings and serve as technical advisors to the Committee.

Applicants will be notified in early August of the preliminary funding recommendations made by the Grants Review Committee.
ROLE OF THE APPEALS/EVALUATION COMMITTEE

When notified of the preliminary funding recommendation in August, applicants will receive information on how to submit a written appeal. Applicants not recommended for funding or recommended for substantially less than previously granted will also receive comments and concerns voiced by the Grants Review Committee. Appeals should address concerns of the Grants Review Committee and/or include new information not in the original application.

All applicants will also receive an evaluation survey and are encouraged to make comments about any part of the MEG/Arts process or suggest changes they feel might improve the review process.

An Appeals/Evaluation Committee, comprised of members of the Executive Committee of the Arts Council and selected members of the Grants Review Committee, will review appeals from organizations in response to preliminary funding recommendations, make final funding recommendations and evaluate changes to be made for the next funding cycle.

HOW TO APPLY:

1. Attend one of the three MEG/Arts workshops given by the Arts Council in May 1990. Dates and times are listed below. Workshop attendance is required for any applicants who did not receive 1990 funding and is strongly recommended for all applicants.

   Wednesday, May 9 at 10:00 a.m.
   Thursday, May 17 at 4:00 p.m
   Thursday, May 24 at 10:00 a.m

   All workshops will be held at the
   Arts Council Office, 821 Gravier Street, Suite 600.

2. Study the Municipal Endowment Grants for the Arts Guidelines. Select the grant category and application form appropriate for your organization. Project support applications are on white paper, and Operating Support applications are on yellow paper.

3. Complete the application for the grant category you have selected. TYPE in all information requested and include all required attachments. (Failure to do so may cause your organization to become ineligible for funding.) Make sure the application is SIGNED by the appropriate persons.

4. All information must be contained on the grant application form, except where attachments are indicated.

5. Submit the original and two copies of your completed application to:
   Joycelyn L. Reynolds, Grants Coordinator
   Arts Council of New Orleans
   821 Gravier Street, Suite 600
   New Orleans, LA 70112

   DEADLINE: Applications must be in the office of the Arts Council on or before 5:00 P.M. ON FRIDAY, JUNE 1, 1990, if they are to be considered in the current funding cycle.

6. A scrapbook or one set of materials documenting an organization's recent programs and services may be submitted with the application form. Supporting materials may include brochures, news clippings, programs and photographs.

7. Direct any questions about the application forms or the process to Joycelyn L. Reynolds, Grants Coordinator, or Claudia Barker, Assistant Director, at the Arts Council, 523-1465.
GUIDELINES

Eligible organizations may apply for funding under OPERATING SUPPORT (yellow form) and/or PROJECT SUPPORT (white form), but only one grant per organization will be funded.

ELIGIBILITY REQUIREMENTS FOR OPERATING SUPPORT:

1. WORKSHOP ATTENDANCE
   Workshop attendance is required for any applicants who did not receive 1990 funding.

2. TAX-EXEMPT STATUS
   Applicant must be a nonprofit organization holding 501(c)(3) or equivalent tax-exempt status as determined by the Internal Revenue Service. Applicant shall have had such status for a period of not less than two years prior to the date of application. Documentation must be supplied with the application.

3. ARTS PURPOSE
   The primary purpose of an applicant organization must be the production of arts programs and services.

4. BOARD AND OFFICERS
   Organization must have an unpaid, voluntary board and officers responsible for governing the operation of the organization. A list of these must be submitted with the MEG/Arts application.

5. PAID PROFESSIONAL ADMINISTRATIVE STAFF
   Applicant must have paid administrative staff equivalent to one half-time person over the period of one year.

6. OPERATING REVENUES
   Organizations must have had annual cash operating revenues of $100,000 or more for the most recently completed fiscal year.

7. FINANCIAL STATEMENTS
   Organizations are required to submit financial information (actual cash revenues and expenditures) for the prior two completed fiscal years and a budget projection for the current year. Audits, financial statements signed by a certified public accountant, or filed copies of Internal Revenue Service form 990 are the only acceptable records to document revenues and expenses for the previous two fiscal years.

8. AMOUNT OF GRANT REQUEST
   Applicant may apply for a grant amounting to no more than 50% of the organization’s operating budget for the most recently completed fiscal year. (Operating budget is defined, for the purpose of this program, as those monies actually spent for the operation of an organization.) MEG/Arts funds must be matched at least dollar for dollar with cash. The Louisiana Division of the Arts Guidelines prohibit the use of LDOA grant funds to match MEG/Arts grants. Due to severe limitations on available monies full 50% funding of the operating budget is highly unlikely.

9. PERFORMANCE SEASON
   Organizations must offer a full season of at least four major public productions, concerts, or exhibitions in Orleans Parish or, if the organization is primarily serving an educational purpose, a full range of educational programs, a majority of which take place in Orleans Parish.

10. LOCAL IMPACT
    An applicant’s MEG/Arts related programs or services must have their primary impact within Orleans Parish.

11. ACCESSIBILITY
    All programs and services must be accessible to the public.

12. FINAL REPORTS
    Final reports for all previous MEG/Arts grants to applicant must be on file at the Arts Council. Applicants are not eligible for funding if they have failed to submit final reports for previous MEG/Arts grants.
13. **PROPER USE OF FUNDS**
Misuse of MEG/Arts funds will render a group ineligible for future funding.

14. **CABLE COVERAGE**
Grant recipients will be expected to secure as much cable coverage as is feasible under terms and conditions that are mutually acceptable to them and Cox Cable New Orleans (see section on Cable Coverage, page 7).

**ELIGIBILITY REQUIREMENTS FOR PROJECT SUPPORT:**

1. **WORKSHOP ATTENDANCE**
Workshop attendance is required for any applicants who did not receive 1990 funding.

2. **TAX-EXEMPT STATUS OR SPONSORSHIP**
Applicants must have 501(c)(3) or equivalent tax-exempt status as determined by the Internal Revenue Service or be in the process of obtaining such status. Applicants in the process of obtaining tax-exempt status must provide documentation that efforts are being made to obtain such status (a copy of the application form or letter from an attorney) and must be sponsored by a tax-exempt organization willing to take the fiscal responsibility for grant monies. Sponsorship documentation (signed sponsorship form and IRS letter documenting tax-exempt status) must also accompany the application. An organization may receive funding one time while in the process of obtaining 501(c)(3) status, but not again until such status is obtained. NOTE: Assistance in obtaining tax-exempt status will be provided to qualifying organizations through the Louisiana Volunteer Lawyers for the Arts. Applicants desiring such assistance must contact the Arts Council prior to the application deadline.

3. **ARTS PURPOSE**
Projects funded by MEG/Arts grants must be arts projects or projects supportive of arts organizations.

4. **BOARD AND OFFICERS**
Organization must have an unpaid, voluntary board and officers responsible for governing the operation of the organization. A list of these must be submitted with the MEG/Arts application.

5. **ADMINISTRATIVE STAFF**
Organization must have an administrative staff, paid or volunteer.

6. **FINANCIAL STATEMENTS**
Applicants must provide year-end financial records for the previous year, reflecting actual income and expenditures and kept in accordance with standard acceptable accounting practices. If the organization is new or less than one year old, financial records for the period of the operation must be provided.

7. **DOCUMENTATION**
An organization is required to provide two copies of relevant publications if its project request includes funds for publication of a magazine, brochure, newsletter, etc.

8. **AMOUNT OF GRANT REQUEST**
Applicant may apply for a grant amounting to no more than 50% of the project's total cost. MEG/Arts funds must be matched at least dollar for dollar with cash and allowable in-kind contributions. In-kind contributions are non-cash donations of supplies or services provided to the applicant organization by an outside source. In-kind contributions to match MEG/Arts grants are allowable only in the following expense categories: space rental, equipment rental, supplies, materials, printing, postage, telephone, utilities. Donated personnel services are not allowable as in-kind contributions to match grant funds. Applicants should be prepared to document if requested the value of in-kind contributions listed on the grant application. The Louisiana Division of the Arts Guidelines prohibit the use of LDOA grant funds to match MEG/Arts grants.

9. **LOCAL IMPACT**
An applicant's MEG/Arts related programs or services must have their primary impact within Orleans Parish.
10. **ACCESSIBILITY**
   All programs and services must be accessible to the public.

11. **FINAL REPORTS**
   Final reports for all previous MEG/Arts grants to applicants must be on file at the Arts Council. Applicants are not eligible for funding if they have failed to submit final reports for previous MEG/Arts grants.

12. **PROPER USE OF FUNDS**
   Misuse of MEG/Arts funds will render a group ineligible for future funding.

13. **CABLE COVERAGE**
   Grant recipients will be expected to secure as much cable coverage as is feasible under terms and conditions that are mutually acceptable to them and Cox Cable New Orleans (see section on Cable Coverage, Page 7).

**CRITERIA FOR EVALUATION**

Applications will be scored by the Grants Review Committee in the following four areas: Programs and Services, Community Involvement, Budgets and Financial Information, and Organizational Accountability. Scores in these four areas will be weighted and combined to produce an overall score. Criteria for determining individual scores and the weight each will carry are described as follows:

**PROGRAMS AND SERVICES (36%)**
Artistic quality of programs; overall merit of project based on purpose and objectives (Project Support only); responsiveness to current arts needs; innovation and creativity; use of local artists; impact on special audiences.

**COMMUNITY INVOLVEMENT (36%)**
Level of community involvement shown through attendance and public participation; representation and participation by special audiences including minorities, the economically deprived, children, the elderly, and the disabled; willingness to make maximum use of resources through collaborative programs or services; evidence of financial support from the private sector.

**BUDGETS AND FINANCIAL INFORMATION (14%)**
Appropriateness of organization/project budget; project costs compared to numbers served; ratio of administrative costs to program/project costs; proportion of cash to in-kind services (Project Support only); balance of financial support from private and public sources; clarity and completeness of financial information.

**ORGANIZATIONAL ACCOUNTABILITY (14%)**
Record of effectiveness and efficiency of organization; ability to deliver services; clarity and completeness of application; quality of organizational development, including stability, growth, innovation and participation (Operating Support); quality of organization’s planning process (Operating Support); completion of requirements for previous MEG/Arts grants, including final report.

An applicant’s overall score will be used in determining preliminary recommendations for funding. Applicants will receive notification of the preliminary recommendations and will be offered the opportunity to make a formal, written appeal before final recommendations are made.
FUNDING POLICIES

Fundable projects are arts-related programs and services, including those whose objective is artistic growth of the organization or administrative development. MEG/Arts funds shall not be used for:

1. Capital improvements
2. Entertainment or hospitality costs
3. Licensing fees of any kind
4. Benefits and projects planned primarily for fund raising
5. Fines, penalties and/or litigation costs, and interest on loans.

Due to the limited amount of funds available and the additional demands that would be required to fairly evaluate applications, individual artists and projects which, in the judgment of the Review Committee, involve and benefit a single artist will not be considered for funding, even though the project may be under the umbrella of an eligible organization or institution.

MEG/Arts funds will not be granted for projects of a primarily social service nature.

Governmental agencies are ineligible to compete for funding due to the limited amount of funds available. Only applicants holding or in the process of obtaining 501(c)(3) status or equivalent tax-exempt status from the Internal Revenue Service are eligible for funding. In addition, City agencies or agencies receiving operating support from the City will not be considered eligible for MEG/Arts funding.

Projects submitted by educational entities must be for activities entirely outside of the established school curriculum, have community impact and be accessible to the general public. The guidelines permit funding of only one project per school or university. In the case of elementary and secondary schools, preference will be given to proposals that feature collaboration with other schools, institutions and community organizations.

Applications for arts projects submitted by churches or other religious institutions should be for projects that are secular in purpose and that are not part of a religious service. Religious organizations are advised to contact the Arts Council staff prior to submitting application.

Programs, press releases and advertisements for grant-supported activities must carry the following credit line:

(Name of organization or this program) is supported by
a City of New Orleans Municipal Endowment Grant for the Arts
from annual payments stipulated in the franchise of
Cox Cable New Orleans and administered by
the Arts Council of New Orleans.

As a matter of policy, grants less than $500 will not be made. The median grant awarded for 1990 was approximately $4,000.

CONTRACTS

Following City Council action on MEG/Arts grants, the Arts Council will prepare contracts for recipients' signatures and make 1991 payments accordingly. The contractual period will begin January 1, 1991, and end December 31, 1991. Grants will support programs and services beginning and ending during this period only. In the case of Operating Support grants to organizations with a different fiscal year, grant funds may be used to support that portion of the organization's programming which occurs during the grant period.

Applicants will be notified of the vote of the City Council on the ordinance containing recommended 1991 allocations in November. At that time the Arts Council may request a revised scope of services, revised budget and board resolution authorizing signatories for MEG/Arts contracts. Recipients that have not provided materials for contract preparation to the Arts Council by January 15, 1991, risk loss of funds.

Payment for all grants will be disbursed by the Arts Council office by mid-February (pending receipt of funds from the City of New Orleans). Applicants should plan their projects accordingly.
Continued eligibility for funding is a provision of the contract. Should questions arise at any time during the period of the contract concerning a grant recipient’s continuing eligibility, grant funds will be withheld pending confirmation of continuing eligibility by the Arts Council.

In the event that a grantee becomes ineligible or cannot perform the programs or services for which funds were granted, payments of funds will be suspended. In cases where payments have already been made to grantees, payments will be returned to the Arts Council. Unpaid and returned funds will remain in the Municipal Endowment arts grants fund to be disbursed through the grants allocation process either in the same calendar year or in the next regular grant cycle.

CABLE COVERAGE

New Orleans' Cultural Cable Channel, operated by Cultural Communications, Inc. (CCI), began operations on February 1, 1988. It has been added to the "basic cable" service in Orleans Parish as Channel 53; it is programmed from 2:00 p.m. - midnight daily. Channel 53 hopes to showcase the creative output of New Orleans' artists.

Organizations are encouraged to plan to video tape their MEG/Arts funded programs so that they may be available for viewing to the general public. Expenses related to cable production may be included in the operating or project budget. For more information on cable programming contact Mark Sindler, Director of CCI, at 529-3366.

MONITORING

Members of the Grants Review and Appeals/Evaluation Committees or Arts Council staff will attend programs supported by MEG/Arts and will provide written comments on those programs for the subsequent Review Committee. Each organization receiving funding is required to provide the Arts Council with a pair of complimentary tickets to each MEG/Arts sponsored program for which admission is charged. Advance notification of free performances is also required.

First time applicants for MEG/Arts funding are encouraged to invite Review Committee/staff to view programs prior to application time. Contact Joycelyn L. Reynolds, Grants Coordinator, 523-1465.

FINAL REPORT

A final report must be completed by all recipients within one month following the completion of the project or funding period (for 1990 grants reports are due January 31, 1991). Applicants are not eligible for funding if they have failed to submit final reports for previous MEG/Arts grants, as required in their contracts. The final report will be used in evaluating future grant proposals from the organization to the MEG/Arts program.

Photos (black and white, if possible) of grant-sponsored events will be required as part of final reports.

Financial documentation on grant-supported activities must be kept for three years following the grant period.

ARTS COUNCIL OF NEW ORLEANS
821 GRAVIER STREET, SUITE 600, NEW ORLEANS, LA 70112
(504) 523-1465
MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS PROGRAM STAFF:
Marion Andrus McColliam, Executive Director
Claudia Barker, Assistant Director
Joycelyn L. Reynolds, Grants Coordinator
Jennifer Kelly, Secretary
MINICIPAL ENDOWMENT GRANTS FOR THE ARTS (MEG/ARTS)
Administered by the Arts Council of New Orleans
for the City of New Orleans

APPLICATION DEADLINE: FRIDAY, JUNE 1, 1990, 5:00 P.M.

OPERATING SUPPORT APPLICATION

Did your organization receive a 1990 MEG/Arts grant? _______ If not, did a representative from your organization attend a MEG/Arts workshop in 1990? _____ Date attended _____ Representative: ________________
(Attendance at a MEG/Arts workshop is an eligibility requirement for applicants who did not received 1990 funding).

USE ONLY THE SPACE PROVIDED, EXCEPT WHERE INDICATED

Section A - GENERAL INFORMATION

1. Name of organization ________________________________

2. Address __________________________________________
   (If a Post Office Box is used, make sure that it is checked regularly, as information will be sent by certified mail.)

3. Chief Administrative Officer (Name) __________________
   Phone) (Title) __________________

4. Financial Officer (Name) _____________________________
   Phone) (Title) __________________

5. Contact person for this application (Name) ____________
   (Phone) (Title) __________________

6. Incorporation date ____________ Councilmanic District ________

7. Date organization received nonprofit 501(C)(3) status ______________

8. Corporate tax identification number ______________________

9. Organization’s fiscal year starts _________ and ends _________

10. Grant amount requested $ ______________ (not more than half of actual expenditures for the most recently completed fiscal year).

11. List principal administrative and artistic staff by name, title and salary or salary range (if unpaid volunteers are considered applicable to this designation, so indicate).
Section B - PURPOSE AND GOALS

State briefly the purpose and goals of your organization, as adopted by the board.

Section C - COMPLETED PROGRAMS AND SERVICES

Summarize and evaluate programs and services for the most recently completed fiscal year, describing activities considered most successful and least successful (in terms of artistic quality and community response) and note the methods used for evaluating them.
Section D - PLANNED PROGRAMS AND SERVICES

Describe the programs and services that you plan to provide during the 1991 fiscal year and note significant changes, shifts in priorities, and responses to specific community needs.
Section E - PLANNING AND NEEDS ASSESSMENT

Outline your planning process, who participates and how needs are determined. State specific needs identified.

Section F - ASPECTS OF COMMUNITY INVOLVEMENT AND ORGANIZATIONAL DEVELOPMENT

1. Describe services to the community, including services to special audiences such as children, the elderly, the disabled, economically deprived, culturally diverse, minorities, neighborhoods, etc. Note also cooperative efforts with other groups or agencies.

2. Briefly describe your organization's history and development. Comment on stability, growth, innovation and public participation. Note current organizational strengths and weaknesses in structure, finances or management.
3. Provide the information specified by the performance indicators listed. Add any additional performance indicators your organization considers significant on the lines provided.

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<thead>
<tr>
<th>PERFORMANCE INDICATOR</th>
<th>1989</th>
<th>1990</th>
<th>1991</th>
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<tr>
<td>a. Number of persons served (audiences, participants)</td>
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<td>b. Number of public performances/exhibitions</td>
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<td>c. Number of workshops, inferences or other training programs provided</td>
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<td>d. Number of artists paid for their services</td>
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<td>e. Amount paid in artist fees</td>
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<td>f. Number of volunteers involved in operation</td>
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<td>g. Other (specify)</td>
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Section G - FINANCIAL INFORMATION

1. List any federal, state or foundation funds received by your organization in the last twelve months:

   SOURCE          AMOUNT

2. IN-KIND CONTRIBUTIONS

   List all in-kind services currently provided by the City of New Orleans, or other organizations or agencies (please specify) with estimated dollar value:
3. Prepare a summary of the budget for fiscal year 1991, approved by the Board, to implement the programs and services described in this application. Show anticipated REVENUES by source category listed. Give a projection of total EXPENDITURES broken down by category. Designate those expenses to be funded by MEG/Arts.

### 1991 REVENUES (INCOME)

**Earned Income**
- Admissions
- Contracted services revenues
- Other earned income, concessions, advertising

**Private Support**
- Metropolitan Arts Fund (METRO/ACNO)
- Greater N.O. Foundation Expansion Arts (GNOF/ACNO)
- Corporate Support
- Foundation support
- Other private support, fundraising

**Public Support**
- National Endowment for the Arts
- National Endowment for the Humanities
- Other Federal Support (specify)
- Southern Arts Federation
- Louisiana Committee for the Humanities
- Parish/Municipal Support (not MEG/Arts)
- Local School Board
- Other (specify)

**SUBTOTAL**

MEG/Arts Grant Amount Requested

**TOTAL CASH INCOME**

### 1991 EXPENDITURES (EXPENSES)

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<thead>
<tr>
<th>Administrative Personnel</th>
<th>MEG/ARTS GRANT CASH</th>
<th>APPLICANT CASH MATCH</th>
<th>TOTAL CASH</th>
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<tbody>
<tr>
<td>Artistic Personnel</td>
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<tr>
<td>Technical/Production Personnel</td>
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<td>Outside Artistic Fees</td>
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<td>Outside Other Fees</td>
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<td>Space Rental</td>
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<td>Travel</td>
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<td>Marketing/Printing</td>
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<td>Equipment Rental/Maintenance</td>
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<td>Supplies and Materials</td>
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<td>Postage and Telephone</td>
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<td>Utilities</td>
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<td>Other (specify)</td>
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**SUBTOTALS**

**TOTAL EXPENSES**
Section H - CHECKLIST FOR REQUIRED ATTACHMENTS

The following documents are requirements for approval of this grant. Please be sure these documents are attached.

1. _____ IRS letter documenting 501(C)(3) or tax-exempt status
2. _____ Fiscal Year 1988 Financial Statement*
3. _____ Fiscal Year 1989 Financial Statement*
4. _____ Fiscal Year 1990 Approved Budget
5. _____ Fiscal Year 1991 Approved or Projected Budget
6. _____ Board of Directors list including, name, address, occupation and board office, if any.
7. _____ Optional: A scrapbook or one set of materials documenting organization's recent programs and services.

*Audits, financial statements signed by a certified public accountant, or 990's filed with the Internal Revenue Service (IRS) are the only acceptable records to document revenues and expenses for the previous two fiscal years.
Section I - ASSURANCES

IF A GRANT IS AWARDED, THE APPLICANT HEREBY GIVES ASSURANCE TO THE CITY OF NEW ORLEANS THAT:

1. The activities and services for which financial assistance is sought will be administered by the applying arts organization;

2. Any funds received under this grant shall not be used to supplant funds normally budgeted for services of the same type and that funds received as a result of this application will be used solely for the implementation of the Program Plan described in this application;

3. The applicant organization's financial records are kept in accordance with standard acceptable accounting procedures.

4. All programs and projects produced by the applicant are accessible to the public.

5. The applicant will comply with Title VI or the Civil Rights Act of 1964, with labor standards under Section 5 (j) of the National Foundation on the Arts and Humanities Act of 1965, with Section 504, Title V of the Rehabilitation Act of 1973 and with Title IX of the Education Amendments of 1972.

6. The undersigned have been duly authorized by the Board of the applying arts organization to submit this application and sign any resulting contracts with the Arts Council of New Orleans for a Municipal Endowment Grants.

We hereby certify that we have read and understand the Guidelines for MEG/Arts and that all figures, facts and representations made in this application, including the attachments, are true and correct to the best of our knowledge.

PRESIDENT OF THE BOARD: 

Signature ____________________________

Typed Name __________________________

Date ________________________________

MANAGER/DIRECTOR:

Signature ____________________________

Typed Name __________________________

Date ________________________________
APPLICATION DEADLINE: FRIDAY, JUNE 1, 1990, 5:00 P.M.

PROJECT SUPPORT APPLICATION

Did your organization receive a 1990 MEG/Arts grant? ______ If not, did a representative representative from your organization attend a MEG/Arts workshop in 1990? ______ Date attended ______ Representative: ______

(Attendance at a MEG/Arts workshop is an eligibility requirement for applicants who did not receive 1990 funding).

Section A

1. Name of organization

2. Address
   (If a Post Office Box is used, make sure that it is checked regularly, as information will be sent by certified mail.)

3. Chief Administrative Officer
   (Phone) ______ (Title) ______

4. Financial Officer
   (Phone) ______ (Title) ______

5. Contact person for this application
   (Phone) ______ (Title) ______

6. Date organization was founded: ______ Incorporated: ______

7. Councilmanic District ______ Tax Identification No. ______

8. Dates of project: starting date: month _____ day _____ year ______
   ending date: month _____ day _____ year ______


Section B

1. Briefly describe your organization's programs and services for the past year.
2. Note representation and/or participation by minorities and special constituencies involved in your organization's programs and services.

Section C

1. Title of Project ________________________________

2. Number of persons to be served by project (participants and audiences) __________________

3. Total Project Cost: $ ________________

4. Amount Requested From City: $ ________________

5. Provide a concise description of the project. Clearly justify the need for this project, the objectives it is supposed to meet, the context of the project, and involvement of minorities and special constituencies. Also describe the means of implementing and evaluating the project. USE ONLY THE SPACE PROVIDED ON THIS PAGE AND THE FOLLOWING PAGE; ADDITIONAL PAGES FOR THE PROJECT DESCRIPTION WILL NOT BE ACCEPTED. CRITERIA BY WHICH PROJECT APPLICATIONS WILL BE JUDGED ARE LISTED IN THE GUIDELINES.
Project description continued from page 2.
Section D

Prepare a summary of the budget for this project only. Show anticipated REVENUES by source category listed. Give a projection of total EXPENDITURES broken down by category. Designate those expenses to be funded by MEG/Arts.

1991 PROJECT REVENUES (INCOME)

Earned Income
Admissions
- Contracted services revenues
- Other earned income, concessions, advertising

Private Support
- Metropolitan Arts Fund (METRO/ACNO)
- Greater N.O. Foundation Expansion Arts (GNOF/ACNO)
- Corporate support
- Foundation support
- Individual support
- Membership

Public Support
- National Endowment for the Arts
- National Endowment for the Humanities
- Other Federal support (specify)
- Southern Arts Federation
- Louisiana Committee for the Humanities
- Parish/Municipal support (not MEG/Arts)
- Local School Board support
- OTHER (specify)

SUBTOTAL

MEG/Arts Grant Amount Requested

TOTAL CASH INCOME

1991 PROJECT IN-KIND INCOME (Allowable only for categories listed) Describe contribution, source, and value. Organization must keep on file documentation of value.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DESCRIPTION</th>
<th>SOURCE</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Rental</td>
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<tr>
<td>Equipment Rental</td>
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<tr>
<td>Supplies/Materials</td>
<td></td>
<td></td>
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<tr>
<td>Printing</td>
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<tr>
<td>Postage/Telephone</td>
<td></td>
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<tr>
<td>Utilities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL IN-KIND

TOTAL CASH INCOME

TOTAL VALUE OF ALL INCOME

NOTE: Personnel is not allowable as in-kind under any of the above categories. In addition, an organization cannot provide itself with in-kind income.
### 1991 PROJECT EXPENDITURES (EXPENSES)

<table>
<thead>
<tr>
<th>Category</th>
<th>MEG/ARTS GRANT CASH</th>
<th>APPLICANT CASH MATCH</th>
<th>TOTAL CASH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Personnel</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Artistic Personnel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical/Production Personnel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Artistic Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Other Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space Rental</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing/Printing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment Rental/Maintenance</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Supplies and Materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage and Telephone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SUBTOTALS**

**TOTAL CASH EXPENDITURES**

---

**IN KIND SUPPORT**

**TOTAL PROJECT BUDGET (IN-KIND SUPPORT AND CASH EXPENDITURES)**
Section E

The following documents are required for review and approval of this grant. Please use this checklist to make sure all attachments are included with the application. It is your responsibility to make sure all attachments are included. Failure to submit these documents may render you ineligible for funding.

1. _______ IRS letter or indicating 501(C)(3) or other tax-exempt status attached

OR

_______ Evidence of efforts to obtain such status (copy of application form or letter from attorney)

AND

_______ Documentation that a tax-exempt organization will sponsor project (Section G, page 7) plus IRS letter indicating sponsor's tax-exempt status.

2. ______ 1989 Financial Statement
   Fiscal year from ______ to ______
   Date       Date

3. ______ 1990 approved organizational budget
   Fiscal year from ______ to ______
   Date       Date

4. ______ 1991 approved organizational budget (year of grant request)
   Fiscal year from ______ to ______
   Date       Date

5. ______ List of Board of Directors, including name, address, and occupation.

6. ______ Two copies of relevant publications, if your organization’s project request includes funds for publication of a magazine, brochure, newsletter, etc.

7. ______ Optional: A scrapbook or set of materials documenting organization’s recent programs and services.
Section F - Assurances

IF A GRANT IS AWARDED, THE APPLICANT HEREBY GIVES ASSURANCE TO THE CITY OF NEW ORLEANS THAT:

1. The activities and services for which financial assistance is sought will be administered by or under the supervision of the applying organization;

2. Any funds received under this grant shall not be used to supplant funds normally budgeted for services of the same type and that funds received as a result of this application will be used solely for the implementation of the project described in this application;

3. The applicant organization's financial records are kept in accordance with standard acceptable accounting procedures;

4. The applicant will comply with Title VI of the Civil Rights Act of 1964, with labor standards under Section 5 (j) of the National Foundation on the Arts and Humanities Act of 1965, with Section 504, Title V of the Rehabilitation Act of 1973 and with Title IX of the Education Amendments of 1972;

5. The undersigned have been duly authorized by the Board of the applying organization to submit this application and sign any resulting contracts with the Arts Council of New Orleans for a Municipal Endowment Grant.

We hereby certify that we have read and understand the Guidelines for MEG/Arts and that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

PRESIDENT OF THE BOARD

Signature

Typed Name

Date

MANAGER/DIRECTOR

Signature

Typed Name

Date
Section G - Sponsorship Documentation

IF A GRANT IS AWARDED THROUGH A SPONSORING ORGANIZATION, THAT ORGANIZATION GIVES ASSURANCE TO THE CITY OF NEW ORLEANS THAT:

1. The sponsor will accept the grant for the applicant organization and will administer all funds for the project.

2. The undersigned have been duly authorized by the Board of the sponsoring organization to submit this application and sign any resulting contracts with the Arts Council of New Orleans for a Municipal Endowment Grant.

SPONSORING ORGANIZATION:

Name of Organization ________________________________________________________________

Address ___________________________________________ (Phone) ______________________

PRESIDENT OF THE BOARD MANAGER/DIRECTOR

Signature ____________________________ Signature ____________________________

Typed Name __________________________ Typed Name __________________________

Date ________________________________ Date ________________________________
NAME OF ORGANIZATION

TYPE OF GRANT (circle one) OPERATING SUPPORT PROJECT SUPPORT

TITLE OF PROJECT (if project support)

Please give a score from 1 to 5 for each of the categories below. Consider all of the criteria listed below category to arrive at that score, then multiply by the appropriate weight.

Score as Follows: 5 - Excellent 4 - Good 3 - Average 2 - Fair 1 - Poor

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>SCORE</th>
<th>WEIGHT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program &amp; Services</td>
<td></td>
<td>X5</td>
<td></td>
</tr>
<tr>
<td>2. Community Involvement</td>
<td></td>
<td>X5</td>
<td></td>
</tr>
<tr>
<td>3. Budgets and Financial Information</td>
<td></td>
<td>X2</td>
<td></td>
</tr>
<tr>
<td>4. Organizational Accountability</td>
<td></td>
<td>X2</td>
<td></td>
</tr>
<tr>
<td>5. You may add or subtract up to 3 points for specific reasons. Please state your reasons below.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL SCORE

Municipal Endowment Grant/Arts
Review Sheet
### MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS

#### 1990 OPERATING SUPPORT APPLICANTS

<table>
<thead>
<tr>
<th>NAME OF ORGANIZATION</th>
<th>1991 BUDGET</th>
<th>AMOUNT REQUESTED</th>
<th>STATUS OF APPLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Contemporary Arts Center</td>
<td>$1,075,195</td>
<td>$100,000</td>
<td>Complete</td>
</tr>
<tr>
<td>2. Delta Festival Ballet</td>
<td>$1,777,000</td>
<td>$30,000</td>
<td>Complete</td>
</tr>
<tr>
<td>3. Le Petit Theatre du Vieux Carre</td>
<td>$615,000</td>
<td>$35,000</td>
<td>Complete</td>
</tr>
<tr>
<td>4. New Orleans City Ballet</td>
<td>$1,408,563</td>
<td>$20,000</td>
<td>Complete</td>
</tr>
<tr>
<td>5. New Orleans Opera Association</td>
<td>$1,262,000</td>
<td>$150,000</td>
<td>Complete</td>
</tr>
<tr>
<td>6. New Orleans Symphony</td>
<td>$4,220,931</td>
<td>$100,000</td>
<td>Complete</td>
</tr>
<tr>
<td>7. Young Audiences</td>
<td>$185,650</td>
<td>$30,000</td>
<td>Complete</td>
</tr>
</tbody>
</table>

Operating Requests - $465,000  
Project Requests - $487,049  
TOTAL $952,049
**MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS**

**1990 PROJECT SUPPORT APPLICANTS**

<table>
<thead>
<tr>
<th>NAME OF ORGANIZATION (PROJECT)</th>
<th>TOTAL PROJECT COST</th>
<th>AMOUNT REQUESTED</th>
<th>STATUS OF APPLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Alliance for Community Theaters, Inc. (Class Reunion)</td>
<td>$ 12,100</td>
<td>$ 6,000</td>
<td>A 1991 budget needed.</td>
</tr>
<tr>
<td>2. Arts in Education, New Orleans Public Schools (Performance Season VI for the Young in Arts)</td>
<td>$ 88,000</td>
<td>$ 35,000</td>
<td>A 1991 budget needed.</td>
</tr>
<tr>
<td>3. Asian/Pacific American Society, Inc. (1991 Asian/Pacific American Heritage Festival)</td>
<td>$ 82,400</td>
<td>$ 46,600</td>
<td>Complete</td>
</tr>
<tr>
<td>4. Audubon Arts Center/Xavier University (Audubon Arts Center)</td>
<td>$ 16,600</td>
<td>$ 8,300</td>
<td>Complete</td>
</tr>
<tr>
<td>5. Bothomos Enterprises (Art from the Canvas Freed)</td>
<td>$ 11,200</td>
<td>$ 5,600</td>
<td>Complete</td>
</tr>
<tr>
<td>6. Cervantes: Fundacion Hispanoamericana de Arte (10th Anniversary Celebration)</td>
<td>$ 54,810</td>
<td>$ 24,000</td>
<td>Complete</td>
</tr>
<tr>
<td>NAME OF ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------------------------</td>
<td>--------------------</td>
<td>------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>7. Child's Play Entertainment, Inc. (Children's Theatre Production)</td>
<td>$32,750</td>
<td>$9,000</td>
<td>Complete</td>
</tr>
<tr>
<td>8. Concert Choir of New Orleans, Inc. (A Coronation Concert)</td>
<td>$8,900</td>
<td>$4,000</td>
<td>Complete</td>
</tr>
<tr>
<td>9. Creative Artists Striving Together (1991 Season)</td>
<td>$20,000</td>
<td>$6,000</td>
<td>Complete</td>
</tr>
<tr>
<td>10. Cultural Communications, Inc. (Captive Services: The Video Production Group &amp; The Cultural Calendar)</td>
<td>$21,160</td>
<td>$10,500</td>
<td>Complete</td>
</tr>
<tr>
<td>11. Culu Traditional African Dance and Drum Co. (COMBAE)</td>
<td>$11,029</td>
<td>$5,256</td>
<td>Complete</td>
</tr>
<tr>
<td>13. Desire Community Housing Corporation (Christmas Show)</td>
<td>$12,000</td>
<td>$2,000</td>
<td>Ineligible. DCHC receives Operating Support from the city.</td>
</tr>
<tr>
<td>NAME OF ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
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<td>---------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>15. Foundation for the Macrobiotic Way (New Orleans, Fine Arts Series I)</td>
<td>$ 27,400</td>
<td>$ 10,000</td>
<td>A 1989 financial statement, and signatures of financial officer and authorizing officials are needed.</td>
</tr>
<tr>
<td>16. Friends of NOCCA (NOCCA Arts in the Community)</td>
<td>$ 28,650</td>
<td>$ 12,000</td>
<td>Complete</td>
</tr>
<tr>
<td>17. Gospel Soul Children, Inc. (With God In Mind)</td>
<td>$ 6,569</td>
<td>$ 3,300</td>
<td>A sponsoring agent and a 1990 budget are needed.</td>
</tr>
<tr>
<td>18. Greater New Orleans Suzuki Forum (Summer Institute)</td>
<td>$ 18,850</td>
<td>$ 6,000</td>
<td>Complete</td>
</tr>
<tr>
<td>19. Japan Club of New Orleans - Minyo Dance Group (Japanese Folk Dance Demonstrations)</td>
<td>$ 1,000</td>
<td>$ 500</td>
<td>Complete</td>
</tr>
<tr>
<td>NAME OF ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
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<tr>
<td>-------------------------------</td>
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</tr>
<tr>
<td>20. Jefferson Performing Arts Society (Music for youth Concert Series)</td>
<td>$ 65,000</td>
<td>$ 10,000</td>
<td>A 1991 budget is needed.</td>
</tr>
<tr>
<td>21. Junebug Productions, Inc. (Home Season: &quot;An American Festival &amp; The Junebug Trilogy)</td>
<td>$ 54,000</td>
<td>$ 15,000</td>
<td>Complete</td>
</tr>
<tr>
<td>22. Komenka Ethnic Dance &amp; Song Ensemble (Choreography Acquisition/Performance &amp; Dance Festival)</td>
<td>$ 16,290</td>
<td>$ 7,150</td>
<td>Komenka's 1989 final report is overdue.</td>
</tr>
<tr>
<td>23. Louisiana Children's Museum (Live at the Louisiana Children Museum!)</td>
<td>$ 8,150</td>
<td>$ 4,000</td>
<td>Complete</td>
</tr>
<tr>
<td>24. Louisiana's Composers Guild (Louisiana Composers Guild Series)</td>
<td>$ 12,900</td>
<td>$ 6,000</td>
<td>Complete</td>
</tr>
<tr>
<td>25. Louisiana Jazz Federation (Jazz Awareness Month)</td>
<td>$ 33,620</td>
<td>$ 16,810</td>
<td>Complete</td>
</tr>
<tr>
<td>NAME OF ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
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<td>-----------------------------------------------------------------------------------------------</td>
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<td>--------------------------------------------</td>
</tr>
<tr>
<td>26. Louisiana Wildfowl Carvers &amp; Collectors Guild (16th Annual Louisiana Wildfowl Festival)</td>
<td>$72,000</td>
<td>$10,000</td>
<td>Complete</td>
</tr>
<tr>
<td>27. Musicians for Music (La. Jazz Composers Recording Series)</td>
<td>$37,100</td>
<td>$10,000</td>
<td>Complete</td>
</tr>
<tr>
<td>28. NKOMBO, Inc. (The Pictoral Bastardization of a Race)</td>
<td>$11,220</td>
<td>$5,610</td>
<td>Complete</td>
</tr>
<tr>
<td>29. The New Orleans Art Review, Inc. (The Exhibition Review)</td>
<td>$31,800</td>
<td>$15,000</td>
<td>Complete</td>
</tr>
<tr>
<td>30. New Orleans Civic Symphony (Free Concerts)</td>
<td>$14,200</td>
<td>$7,500</td>
<td>Complete</td>
</tr>
<tr>
<td>31. New Orleans Film &amp; Video Festival (3rd Annual New Orleans Film &amp; Video Festival)</td>
<td>$57,200</td>
<td>$8,000</td>
<td>Complete</td>
</tr>
<tr>
<td>32. New Orleans Hispanic Heritage Foundation (Carnival Interamericano 1991)</td>
<td>$207,000</td>
<td>$50,000</td>
<td>A sponsoring agent and the director's signature are needed.</td>
</tr>
<tr>
<td>NAME OF ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>33. New Orleans Institute for the Performing Arts (1991 Keyboard Festival &amp; New Orleans International Piano Competition)</td>
<td>$ 30,600</td>
<td>$ 6,000</td>
<td>Complete</td>
</tr>
<tr>
<td>34. New Orleans Musica de Camera (Le Jeu de Robin et Marion)</td>
<td>$ 9,400</td>
<td>$ 3,200</td>
<td>Complete</td>
</tr>
<tr>
<td>35. New Orleans Video Access Center (NOVAC's 1991 Exhibition Program)</td>
<td>$ 28,220</td>
<td>$ 11,445</td>
<td>Complete</td>
</tr>
<tr>
<td>36. New Orleans Women's Caucus for Art (New Orleans Women's Photographers)</td>
<td>$ 13,350</td>
<td>$ 6,500</td>
<td>Complete</td>
</tr>
<tr>
<td>37. Radio for the Blind &amp; Print Handicapped, Inc. (Writer's Forum)</td>
<td>$ 3,000</td>
<td>$ 1,500</td>
<td>Complete</td>
</tr>
<tr>
<td>38. Red Bass Productions, Inc. (Film, Performance, Lecture Series)</td>
<td>$ 6,700</td>
<td>$ 3,350</td>
<td>Complete</td>
</tr>
<tr>
<td>39. St. Francis De Sales (Thank God It's Friday Celebrations)</td>
<td>$ 14,100</td>
<td>$ 7,650</td>
<td>A 1991 budget is needed.</td>
</tr>
<tr>
<td>NAME OR ORGANIZATION (PROJECT)</td>
<td>TOTAL PROJECT COST</td>
<td>AMOUNT REQUESTED</td>
<td>STATUS OF APPLICATION</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------------------</td>
<td>--------------------</td>
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</tr>
<tr>
<td>40. St. Thomas/Irish Channel Consortium (Kuji Arts Project)</td>
<td>$ 20,000</td>
<td>$ 10,000</td>
<td>Complete</td>
</tr>
<tr>
<td>41. Southern Repertory Theatre (1991 Theatre Festival)</td>
<td>$ 249,900</td>
<td>$ 10,000</td>
<td>Complete</td>
</tr>
<tr>
<td>42. Tennessee Williams/ N.O. Literary Festival. (The 5th Annual Tennessee Williams/N.O. Literary Festival)</td>
<td>$ 60,800</td>
<td>$ 10,000</td>
<td>Complete</td>
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<tr>
<td>43. Trinity Church - Trinity Artist Series (Trinity Artist Series)</td>
<td>$ 20,000</td>
<td>$ 10,000</td>
<td>Complete</td>
</tr>
<tr>
<td>44. Tulane University/Tulane Center Stage Theatre (Theatre Productions for Children)</td>
<td>$ 27,000</td>
<td>$ 9,000</td>
<td>Complete</td>
</tr>
<tr>
<td>45. Westbank Art Guild (Annual Exhibit)</td>
<td>$ 6,420</td>
<td>$ 3,000</td>
<td>Complete</td>
</tr>
<tr>
<td>46. WWNO-FM/University of New Orleans (Concert Night New Orleans)</td>
<td>$ 49,802</td>
<td>$ 20,778</td>
<td>Complete</td>
</tr>
<tr>
<td>Name of Organization</td>
<td>FY83</td>
<td>FY84</td>
<td>FY85</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Alliance for Community Theatre Arts in Educ./N.O. Pub Sch.</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Asian/Pacific Amer. Soc. Inc.</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Audubon Arts Center</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Anthropos Enterprises</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Cervantes Fundacion</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Child's Play Entertainment Inc</td>
<td>500</td>
<td>500</td>
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<td>Concert Choir of New Orleans</td>
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<td>Contemporary Arts Center</td>
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<td>Creative Artists Stiving Toge Cultural Communications, Inc.</td>
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<td>CULC Trad. Afr. Den., Drm. Co</td>
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<td>Delta Music Business Initiat</td>
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<td>Demire Community Housing Corp. Fdn. for the Macrobiotic Way Fdn. for the Macrobiotic Way Friends of NDCCA</td>
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<td>Gospel Soul Children, Inc.</td>
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<td>Junebug Productions, Inc.</td>
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<td>Le Petit Theatre du Vieux Carr</td>
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<td>N. O. Institute for Perf. Arts</td>
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<td>N. O. Musica da Camera</td>
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<td>N. O. Opera Association</td>
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<td>N. O. Symphony</td>
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<td>N. O. Video Access Center</td>
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<td>Red Bass Productions, Inc.</td>
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<tr>
<td>Young Audiences, Inc.</td>
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MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS

REPORT AND RECOMMENDATIONS FOR THE 1990 GRANTS

Submitted to

Sidney J. Barthelemy, Mayor
City of New Orleans

by

Arts Council of New Orleans
Marion Andrus McCollam, Executive Director

September 14, 1990
MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS:

Summary of Process for 1991 Recommendations

The Municipal Endowment Grants for the Arts (MEG/Arts) program is a grants program provided by the City of New Orleans through contractual agreements with Cox Cable New Orleans. The MEG/Arts grants program, developed and administered by the Arts Council of New Orleans, funds a broad range of arts activities (visual and performing), that have their primary impact in Orleans Parish. The total annual Municipal Endowment Fund of $450,000 is divided between grants for arts organizations and arts projects administered by the Arts Council and grants for cable-related projects administered by the Community Access Corporation. Funding recommendations made by the Arts Council’s Grants Review and Appeals/Evaluation Committees are transmitted to the Mayor and Chief Administrative Officer and ultimately to the City Council for approval.

In 1983 and 1984 the Arts Council received $225,000 to allocate. Due to outstanding requests, from 1985 to 1990 a total of $250,000 was given to the Arts Council each year for regrants, which included $25,000 from interest earned on the Municipal Endowment Fund. Earlier this year the Arts Council was informed that it will no longer receive the interest earned on the Municipal Endowment Fund for upcoming grants cycles.

The grant amount available for 1991 grants is $265,000 including $225,000 from the Municipal Endowment Fund, $23,000 secured by the Arts Council from the Louisiana Division of the Arts and $17,000 from returned grants and interest. The $265,000 available for 1991 grants is $18,050 less than was awarded in 1990 and $23,200 less than was awarded in 1989 (despite an increase in grant requests this year to an all-time high of $952,000).

Final recommendations for 1991 MEG/Arts grants are included in this report (ATTACHMENT A). Fifty-three applications were received requesting $952,000. Of these, nineteen were from first-time applicants. Three applicants were judged ineligible by the Grants Review Committee according to the guidelines, leaving 50 applicants to compete for funding. Of the 50 eligible applicants, 36 are recommended for funding. Due to the limited funds available, only two applicants are recommended for funding at the level requested. Ten of the 36 organizations recommended have not previously received funds through the MEG/Arts program.

As a part of the guidelines approved by the City Council, workshop attendance was required for any applicant who did not receive funding during the last (1990) MEG/Arts cycle. MEG/Arts grant applications were mailed to all prior and prospective applicants with guidelines that clearly state the workshop requirement (ATTACHMENT B). In addition, the availability of 1991 applications with a statement about the workshop requirement was well publicized by the Arts Council through the local broadcast and print media. Three workshops were held: the first on May 9, 1990, at 10:00 a.m.; the second on May 17, 1990, at 4:00 p.m., and the third on May 24, 1990, at 10:00 a.m. All workshops were held at the Arts Council office. The workshops were attended by representatives from 53 organizations. Each workshop allowed for discussion regarding the nature of the MEG/Arts program, eligibility requirements and application procedures, as well as individual assistance to applicants. The deadline for submitting grant
proposals, June 1, 1990, was clearly printed on the cover of the guidelines, in the guidelines and repeatedly stated at the workshops. The workshops were conducted by Marion Andrus McCollam, Executive Director of the Arts Council, Claudia Barker, Assistant Director, and Joycelyn L Reynolds, Grants Coordinator.

The Grants Review Committee included seven Arts Council Board members and nine members from the community at large. In addition, representatives appointed by members of the City Council served as non-voting members of the Grants Review Committee. A liaison from Cox Cable was also appointed, and City liaisons from the Mayor’s Office, the Chief Administrative Office and the Council Fiscal Office were invited to participate in the review process, which was facilitated by Arts Council staff. A list of the Grants Review Committee and participants is included (ATTACHMENT C). The Grants Review Committee met on June 27, 1990, to receive proposals and guidelines for scoring applications. Members of the Review Committee received copies of all applications to review for discussion purposes, but because of the large number of applications, each Review Committee member scored half of the applications.

Voting members of the Grants Review Committee were instructed to return all score sheets to the Arts Council office by July 20, 1990, and non-voting members were asked to return all comment sheets to the Arts Council by July 27, 1990. Score sheets were then tallied by Arts Council staff, and an average score for each application was calculated. Organizations applying for Operating Support and Project Support grants were ranked in those categories according to their scores.

On August 1 and 4, 1990, the Grants Review Committee met to discuss grant proposals and make preliminary funding recommendations. City Council representatives were also in attendance. Preliminary funding decisions were based on scoring and rank of applicants as well as the priority for funding in light of community needs. Extreme care was taken to insure a quality mixture of artistic disciplines, ethnic representation and projects specifically targeted for elderly, disabled, economically disadvantaged audiences and children.

The following three organizations failed to meet eligibility requirements and thus were not considered for funding:

a. Desire Community Housing Corporation receives operating support from the City according to the Chief Administrative Officer. City agencies or agencies receiving operating support from the City are ineligible for MEG/Arts funds in accordance with the MEG/Arts guidelines.

b. Gospel Soul Children, following notice, failed to prove that its sponsoring organization has 501(c)(3) status from the Internal Revenue Service. In accordance with the guidelines, organizations in the process of applying for 501(c)(3) status must be sponsored by an organization with such status in order to be eligible.

c. Westbank Art Guild has 501(c)(4) status from the Internal Revenue Service. MEG/Arts grants can only be awarded to organizations that have or that have applied for 501(c)(3) status from the Internal Revenue Service.

In fairness to all organizations that met all of the eligibility requirements, the Grants Review Committee felt it had no choice but to declare the above organizations ineligible for 1991 funding.
Approximately 15% of the total monies available was set aside for the appeals process.

All applicants were notified of the preliminary recommendations of the Grants Review Committee by certified mail. Applicants wishing to appeal the preliminary funding recommendations were instructed to submit their appeals in writing to the Arts Council office. Specific comments and concerns expressed by the Grants Review Committee were sent with the preliminary funding recommendations to all applicants. Arts Council staff also discussed concerns of the Committee with applicants who requested assistance. The appeals deadline was August 22, 1990.

All applicants received an evaluation questionnaire regarding the 1990 process along with their preliminary recommendation letters. Questionnaires were also sent to all members of the Grants Review Committee, including City Council appointed representatives and City and Cox Cable liaisons. (A copy of the survey is included in the report as ATTACHMENT D.) The evaluation process took place concurrent with the appeals process. An Appeals/Evaluation Committee made final funding recommendations as well as recommendations on changes to the guidelines and review process. The Appeals/Evaluation Committee was composed of members of the Arts Council Executive Committee and selected members of the Grants Review Committee (ATTACHMENT E). This Committee met on August 29, 1990, to review appeals and to discuss suggested changes in the MEG/Arts guidelines and review process.

Eight organizations submitted written appeals. Two organizations, Le Petit Theatre du Vieux Carre and Louisiana Jazz Federation, were recommended for additional funding by the Appeals/Evaluation Committee. Cultural Communications, Inc. was recommended to receive the high end of its preliminary range. Appeals from five other organizations, Delta Festival Ballet, Foundation for the Macrobiotic Way, Junebug Productions, New Orleans City Ballet and the New Orleans Opera Association were turned down and the Grants Review Committee's original recommendations were upheld.

Arts Council staff involved in the MEG/Arts process, applicants and Grants Review Committee members responded to the evaluation questionnaire of the 1990 process. At the August 30, 1990 meeting of the Appeals/Evaluation Committee only the following change was recommended for the 1991-92 MEG/Arts guidelines: In an effort to attract more appropriate proposals in the Project Support category, a statement instructing applicants to more clearly define the arts component of their projects will be added to the guidelines.

The $225,000 dedicated for 1991 arts grants is the same amount awarded in 1983. Inflation has decreased the grant amount by 23.38 percent devaluing 1991 dollars to the level of $172,370. If the fund had grown with inflation, $293,690 would be available for 1991 MEG/Arts grants.

While the Arts Council is pleased that it has been successful in securing Louisiana Division of the Arts (LDOA) regrant funds for the fourth year, it continues to look for additional sources to increase the MEG/Arts fund. We hope that in 1991 there will be a contribution to the MEG/Arts fund from the general operating fund of the City of New Orleans. It is also hoped that the interest accruing to the Municipal Endowment Fund will be made a part of the fund in the future as was done during the last five years.
ARTS COUNCIL OF NEW ORLEANS
MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS
OPERATING SUPPORT APPLICANTS FOR 1991 FUNDING
PRELIMINARY FUNDING RECOMMENDATIONS

<table>
<thead>
<tr>
<th>NAME OF ORGANIZATION</th>
<th>REQUEST</th>
<th>SCORE AVERAGE</th>
<th>PRELIMINARY FUNDING RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New Orleans Symphony</td>
<td>$100,000</td>
<td>67.17</td>
<td>$50,000 - $42,500</td>
</tr>
<tr>
<td>2. Le Petit Theatre du Vieux Carre</td>
<td>$35,000</td>
<td>63.25</td>
<td>$9,500 - $8,075</td>
</tr>
<tr>
<td>3. Contemporary Arts Center</td>
<td>$100,000</td>
<td>62.86</td>
<td>$27,000 - $22,950</td>
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<td>4. Young Audiences, Inc.</td>
<td>$30,000</td>
<td>61.60</td>
<td>$17,000 - $14,450</td>
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<tr>
<td>5. New Orleans Opera Association</td>
<td>$150,000</td>
<td>60.50</td>
<td>$23,000 - $19,550</td>
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<tr>
<td>6. New Orleans City Ballet</td>
<td>$20,000</td>
<td>58.63</td>
<td>$12,000 - $10,200</td>
</tr>
<tr>
<td>7. Delta Festival Ballet</td>
<td>$30,000</td>
<td>55.80</td>
<td>$6,000 - $5,100</td>
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</tbody>
</table>

Score range - Excellent: 70 - 62
Good: 61 - 52
Average: 51 - 42
Fair: 41 - 32
Poor: 31 and Under
### ARTS COUNCIL OF NEW ORLEANS

**MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS**

**PROJECT SUPPORT APPLICANTS FOR 1991 FUNDING**

**PRELIMINARY FUNDING RECOMMENDATIONS**

- **August 3, 1990**

<table>
<thead>
<tr>
<th>NAME OF ORGANIZATION</th>
<th>PROJECT TITLE</th>
<th>REQUEST</th>
<th>SCORE AVERAGE</th>
<th>PRELIMINARY FUNDING RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Friends of NOCCA</td>
<td>NOCCA Arts in the Community</td>
<td>$12,000</td>
<td>66.00</td>
<td>$7,000 - $5,950</td>
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<td>2. Arts In Education, N.O. Public Schools</td>
<td>Performance Season VI for the Young in Arts</td>
<td>$35,000</td>
<td>64.83</td>
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<td>3. Radio for the Blind &amp; Print Handicapped, Inc.</td>
<td>Writer's Forum</td>
<td>$1,500</td>
<td>63.25</td>
<td>$1,500 - $1,275</td>
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<td>4. Louisiana Children's Museum</td>
<td>Live at the Museum!</td>
<td>$4,000</td>
<td>63.14</td>
<td>$3,200 - $2,720</td>
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<td>5. Southern Repertory Theatre</td>
<td>1991 Theatre Festival</td>
<td>$10,000</td>
<td>63.13</td>
<td>$5,000 - $4,250</td>
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<td>6. WWNO-FM/UNO</td>
<td>Concert Night New Orleans</td>
<td>$20,778</td>
<td>63.00</td>
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<td>7. Tennessee Williams/N.O. Literary Festival</td>
<td>The 5th Annual Tennessee Williams/N.O. Literary Festival</td>
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<tr>
<td>8. Louisiana Jazz Federation</td>
<td>Jazz Awareness Month</td>
<td>$16,810</td>
<td>60.25</td>
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<tr>
<td>9. Tulane Center Stage Theatre</td>
<td>Theatre Productions for Children</td>
<td>$9,000</td>
<td>58.43</td>
<td>$7,000 - $5,950</td>
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<tr>
<td>10. The New Orleans Art Review, Inc.</td>
<td>(The Exhibition Review)</td>
<td>$15,000</td>
<td>58.25</td>
<td>$4,000 - $3,400</td>
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<tr>
<td>NAME OF ORGANIZATION</td>
<td>PROJECT TITLE</td>
<td>REQUEST</td>
<td>SCORE AVERAGE</td>
<td>PRELIMINARY FUNDING RANGE</td>
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<tr>
<td>Louisiana Wildfowl Carvers &amp; Collectors Guild</td>
<td>(16th Annual La. Wildfowl Festival)</td>
<td>$10,000</td>
<td>58.00</td>
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<td>Audubon Arts Center/Xavier University</td>
<td>(Audubon Arts Center)</td>
<td>$8,300</td>
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<td>Nkombo, Inc.</td>
<td>(The Pictorial Bastardization of a Race)</td>
<td>$5,610</td>
<td>56.25</td>
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<td>St. Thomas/Irish Channel Consortium</td>
<td>(Kuji Arts Project)</td>
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<td>(Video Production Group and The Cultural Calendar)</td>
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<td>New Orleans Women's Caucus for Art</td>
<td>(N.O. Women's Photographers)</td>
<td>$6,500</td>
<td>53.80</td>
<td>$3,500 - $2,975</td>
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<td>Kemenka Ethnic Dance &amp; Song Ensemble</td>
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<td>(Le Jeu De Robin et Marion)</td>
<td>$3,200</td>
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<td>(2nd Annual Conference)</td>
<td>$5,000</td>
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<td>(1991 Keyboard Festival &amp; New Orleans International Piano Competition)</td>
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<td>NAME OF ORGANIZATION</td>
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<td>REQUEST</td>
<td>SCORE AVERAGE</td>
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<tr>
<td>Culu Traditional African Dance</td>
<td>and Drum Company (COMBAE)</td>
<td>$5,256</td>
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<td>Concert Choir of New Orleans</td>
<td>(A Coronation Concert)</td>
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<td>(Free Concerts)</td>
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<td>Japan Club of New Orleans</td>
<td>- Minyo Dance Group (Japanese Folk Dance Demonstration)</td>
<td>$500</td>
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<td>New Orleans Video Access Center</td>
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<td>Alliance for Community Theatres</td>
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<tr>
<td>35. Louisiana Composers Guild</td>
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<td>$ 6,000</td>
<td>42.80</td>
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<td>36. Child’s Play Entertainment, Inc.</td>
<td>Children’s Theatre Production</td>
<td>$ 9,000</td>
<td>42.20</td>
<td>-0-</td>
</tr>
<tr>
<td>37. New Orleans Hispanic Heritage Found.</td>
<td>Carnival Interamericano 1991</td>
<td>$ 50,000</td>
<td>41.50</td>
<td>-0-</td>
</tr>
<tr>
<td>38. Junebug Productions, Inc.</td>
<td>Home Season: &quot;An American Festival&quot; &amp; The Junebug Trilogy</td>
<td>$ 15,000</td>
<td>40.60</td>
<td>-0-</td>
</tr>
<tr>
<td>39. Red Bass Productions, Inc.</td>
<td>Film, Performance, Lecture Series</td>
<td>$ 3,350</td>
<td>40.33</td>
<td>$ 1,500 - $ 1,275</td>
</tr>
<tr>
<td>40. Creative Artists Striving Together</td>
<td>(1991 Season)</td>
<td>$ 6,000</td>
<td>38.00</td>
<td>$ 1,000 - $ 850</td>
</tr>
<tr>
<td>41. Bothomos Enterprises</td>
<td>(Art from the Canvas Freed)</td>
<td>$ 5,600</td>
<td>31.83</td>
<td>-0-</td>
</tr>
<tr>
<td>42. Gospel Soul Children</td>
<td>(With God In Mind)</td>
<td>$ 3,300</td>
<td>24.00</td>
<td>INELIGIBLE</td>
</tr>
<tr>
<td>43. Foundation for the Macrobiotic Way</td>
<td>(Arts Access)</td>
<td>$ 10,500</td>
<td>21.33</td>
<td>-0-</td>
</tr>
<tr>
<td>44. Foundation for the Macrobiotic Way</td>
<td>(New Orleans, Fine Arts Series I)</td>
<td>$ 10,000</td>
<td>19.17</td>
<td>-0-</td>
</tr>
</tbody>
</table>

Score range - Excellent: 70 - 62
Good: 61 - 52
Average: 51 - 42
Fair: 41 - 32
Poor: 31 and Under
ARTS COUNCIL OF NEW ORLEANS

MUNICIPAL ENDOWMENT GRANTS FOR THE ARTS

Survey of the 1990 Process

1. What changes, if any, would you suggest in the MEG/Arts Guidelines?

2. What changes, if any, would you suggest in the application forms for Project and/or Operating Support?

3. Please note any additional comments or suggestions you have regarding the 1990 review, appeals and recommendation process.

Thank you for your suggestions.

Name ___________________________________________ Phone ____________________
Organization ________________________________________
Address ___________________________________________ Zip ______________
I. ___________________________ AGREES TO:

Use it Municipal Endowment Grant to underwrite ___ percent of its operational expenses in order to offer the following programs and services for the City of New Orleans.
MINICIPAL ENDOWMENT GRANTS FOR THE ARTS
OPERATING SUPPORT
REVISED 1989 OPERATING BUDGET

Prepare a summary of the budget for fiscal year 1989, approved by the Board, to implement the programs and services described in your application and scope of services. (Show anticipated REVENUES by source category listed, give a projection of total EXPENDITURES broken down by category and designate those expenses to be funded by MEG/Arts.)

1989 REVENUES (INCOME)

**Earned Income**
- Admissions/membership revenues
- Contracted services revenues
- Other earned income, concessions, advertising

**Private Support**
- Corporate Support
- Foundation support
- Other private support, fundraising

**Public Support**
- National Endowment for the Arts
- National Endowment for the Humanities
- Other Federal Support (specify)
- Southern Arts Federation
- Louisiana Committee for the Humanities
- Parish/Municipal Support (not MEG/Arts)
- Local School Board
- OTHER (specify)

**SUBTOTAL**

MEG/Arts Grant Amount

**TOTAL CASH INCOME**

1989 EXPENDITURES (EXPENSES)

<table>
<thead>
<tr>
<th>Item</th>
<th>MEG/Arts</th>
<th>Applicant Cash</th>
<th>TOTAL CASH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Personnel</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Artistic Personnel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical/Production Personnel</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Outside Artistic Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Other Fees</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Space Rental</td>
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<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Marketing/Printing</td>
<td></td>
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</tr>
<tr>
<td>Equipment Rental/Maintenance</td>
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<tr>
<td>Supplies and Materials</td>
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<td></td>
<td></td>
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<tr>
<td>Postage and Telephone</td>
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<tr>
<td>Utilities</td>
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<tr>
<td>Other (specify)</td>
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</tr>
</tbody>
</table>

**SUBTOTALS**

**TOTAL EXPENSES**
RESOLUTION
OF

At a duly called special meeting of the Board of Directors of this corporation held on ____________, 19___, with a quorum of members present, the following motion was made, duly seconded, and unanimously carried.

BE IT RESOLVED THAT ________________________,
the ______________________ of this corporation be
and he/she is hereby authorized to negotiate, enter into, execute, contract, and otherwise do any and all things necessary and pertinent for the finalizing of a contract between the City of New Orleans and this organizations.

____________________
Secretary of Corporation

APPROVED:

____________________
President of Corporation
TO: Municipal Endowment Grants for the Arts (MEG/Arts) recipients, applicants and supporters

FROM: Marion Andrus McCollam, Executive Director

DATE: June 1, 1990

RE: ARTS ADVOCATES . . . WE NEED YOU!

The Arts Council has been informed that the portion of the Municipal Endowment Fund dedicated to arts grants is again in jeopardy. If we are to protect and preserve the only source of municipal support for the arts, it is essential that recipients, applicants and supporters of the MEG/Arts program impress upon the City Council the importance of those funds to the arts and to the community. We are asking that all MEG/Arts constituents do the following:

1. Be present in the City Council Chamber on
   Thursday, July 19, 1990
   at 9:30 a.m.
   Buttons will be distributed to all MEG/Arts supporters and a log of attendance will be presented to the City Council. In addition, Arts Council and community representatives will address the importance of the continuation of the MEG/Arts program.

2. Write to the entire City Council voicing your support for the MEG/Arts program. Please feel free to use the following example:

   Dear Councilmember ______________________:
   Thank you for your past support of the MEG/Arts program. New Orleans is a city rich in cultural heritage. We appreciate your commitment to that heritage through the MEG/Arts program, which supports a broad range of vital arts programs and services. Your contributions not only help keep the arts alive, but also spur the economy, support tourism and leverage matching dollars. I will be present on Thursday, July 19, in the City Council Chamber to thank the City for its support of the arts.

Sincerely,
MEG/Arts Supporters
Page 2
June 1, 1990

3. Phone your district Council member and voice your support. Enclosed is a list of addresses and numbers of City Council members.

4. Copy this memo for other interested parties. Encourage board members and other supporters of your organization to write and call the Council and to come out on July 19. The City Council Chamber must be packed with arts supporters on July 19 in order to make an impact on City officials.

The Arts Council wishes to thank all of the hundreds of MEG/Arts supporters who lobbied the City Council by sending letters, phoning and attending a City Council meeting in October of 1988. Council members who were there vividly remember the experience! It is of vital importance that at least 250 supporters be present on July 19. We will secure media and print coverage for this event. A weak show of support from the arts community will send a weak message to the Council. Please remember to send the Arts Council copies of any correspondence sent to the City Council.

Please contact Joycelyn Reynolds, Grants Coordinator, or Claudia Barker, Assistant Director, at 523-1465 if you have any suggestions on the best way to gather a large crowd of supporters on July 19th.

REMEMBER . . . WE NEED YOU!

Enclosure
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dorothy Mae Taylor</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6325</td>
</tr>
<tr>
<td>Joseph I. Giarrusso</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6335</td>
</tr>
<tr>
<td>Peggy Wilson</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6345</td>
</tr>
<tr>
<td>James Singleton</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6320</td>
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<tr>
<td>Jackie Clarkson</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6315</td>
</tr>
<tr>
<td>Lambert Boissiere, Jr.</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6310</td>
</tr>
<tr>
<td>Johnny Jackson, Jr.</td>
<td>City Hall, Room 2E09 1300 Perdido Street New Orleans, LA 70112</td>
<td>565-6305</td>
</tr>
</tbody>
</table>
MEMORANDUM

TO: Municipal Endowment Grants for the Arts (MEG/Arts) recipients, applicants and supporters

FROM: Marion McCollam, Executive Director

DATE: June 29, 1990

RE: ARTS ADVOCATES . . . WE NEED YOU!

As we explained in our letter dated June 1, the MEG/Arts fund continues to be in jeopardy. We wish to thank all supporters who have already written or phoned the City Council in support of the MEG/Arts program. It is essential, however, that those of you who have not contacted the City Council do so immediately. We have enclosed postcards that only need to be addressed, stamped and signed, and a list of addresses of City Council members for your convenience. If you have already written to the City Council, please pass these cards along to board members, friends or other interested parties.

Please continue to encourage board members and other arts patrons to write or call the Council and to be present in the City Council Chamber on

Thursday, July 19, 1990
at 9:30 a.m.

The MEG/Arts program has distributed over 1.9 million dollars to diverse cultural programs since its inception in 1982. An additional $85,000 has been disbursed through the MEG/Arts programs from matching funds secured by the Arts Council from the Louisiana Division of the Arts. It is vital that at least 250 supporters be present on the 19th to send a strong message to the City about the importance of these funds. The loss of the MEG/Arts funds would ultimately mean the loss of state and national funds for the arts.

Please call Joycelyn Reynolds at the Arts Council office, 523-1465, if you will be present in the City Council Chamber. The Arts Council's Board and staff hope that you will join us on the 19th.

Enclosures
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
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<td>Councilmember at Large</td>
<td>City Hall, Room 2E09</td>
<td>565-6325</td>
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<td>Peggy Wilson</td>
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<td>District C</td>
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<td>Lambert Boissiere, Jr.</td>
<td>District D</td>
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</tr>
</tbody>
</table>
Dear Councilmember

Thank you for your past support of the MEG/Arts program. New Orleans is a city rich in cultural heritage. We appreciate your commitment to that heritage through the MEG/Arts program, which supports a broad range of vital arts programs and services. Your contributions not only help keep the arts alive, but also spur the economy, support tourism and leverage matching dollars. On Thursday, July 19 interested citizens like myself will attend the City Council meeting to thank the City for its continuing support of the arts.

Sincerely,

(name)
The Arts Council has as its mission to create a stimulating cultural climate in which artists, audiences, arts organizations and the whole community may benefit. It provides a variety of GRANTS, SERVICES, PUBLIC ART AND CULTURAL PLANNING initiatives related to that mission and focused on its vision of New Orleans as a flourishing cultural center and a vibrantly livable city.

Sustain and expand resources for artists and arts organizations that support their development and the cultural vitality of the community through GRANTS and SERVICES.

**OBJECTIVES**


**B.** Administer MET/Arts Grants, providing two grants workshops and technical assistance in February, reviewing and making recommendations in April and May, preparing and managing contracts through the end of '91, and seeking matching funds from the State of Louisiana.

**C.** Administer Management Services Program, providing consultant services and training for a minimum of 20 arts organizations and seeking funding to maintain the program beyond 1991.

**C.** Plan and initiate arts "incubator".

**D.** Maintain a clearing house for information and referrals, provide promotion of the arts industry through strategies developed in a marketing plan and advise City officials on art issues and policies.
*E. Within budget constraints and in collaboration with other arts organizations, enlist volunteers in advocacy campaigns to expand City arts support through MEG/Arts, to preserve state funding for the Division of the Arts and to preserve the National Endowment for the Arts (NEA) as a federal agency and sustain its funding.

*F. Improve services of Louisiana Volunteer Lawyers for the Arts through a committee of young lawyers set up to develop the program and to obtain funding for adequate part-time staff.

GOAL II
MAKE PUBLIC ART AND DESIGN INTEGRAL PARTS OF THE City's COMPREHENSIVE PLANNING process and CAPITAL IMPROVEMENT PROJECTS, thus enhancing the city's environment and image.

OBJECTIVES

A. Manage x number on-going Percent For Art projects, completing x number.

B. Implement 1991 Art Plan based on 1) limited number of projects; 2) larger budgets; 3) coordinated involvement of relevant City agencies and offices; 4) specific efforts to obtain participation from the multi-cultural community and artists outside of New Orleans.

C. Complete Public and Urban Design element of City's Master Plan.

D. Contract with Aviation Board to initiate work on artwork for Concourse C second phase and for a comprehensive plan for airport facilities, securing NEA support to match Aviation Board funds.

E. Initiate discussions with other public bodies regarding public art projects and long term planning efforts, leading toward contractual relationships for public art

RESPONSIBLE PARTIES

Vice Pres. for Planning and Policy, Asst. Dir.

Vice Pres. for Grants & Serv., Grants Coord., vol. coord., vol. comm., Tripp Friedler, chair

Public Art Director, Community Projects Dir.


ACNO President, ACNO V-P for Public Art, Public Art Dir.
GOAL III Develop the full spectrum of the arts, encourage COMMUNITY DEVELOPMENT and the ECONOMIC GROWTH of New Orleans by actively PLANNING, promoting, coordinating, managing and funding CULTURAL PROJECTS and programs in partnership with public and private sector entities.

OBJECTIVES

*A. Develop the Arts and Cultural Sector, with active participation of relevant groups and individuals, concentrating on one or two specific projects that are achievable and fundable in '91.

*B. Create Cultural Component of City's Master Plan in an open process with community and arts representation and participation, encompassing arts and cultural development.

*C. Participate with METRO/Vision in comprehensive economic development planning related to the arts and culture and connected in turn to the City's Master Plan.

*D. Act as catalyst for specific arts education initiative(s) involving the community and other organizations beyond the school system, as outside funding allows.

GOAL IV Carry out the Arts Council's objectives effectively and efficiently through planning, budgeting, fund raising, marketing, public relations and general sound management.

OBJECTIVES

*A. Outline and Arts Council Long Range Plan and Budget for 1992-1996, creating a marketing plan and including specific media strategies for education and documentation as well as strategies for improving the image of the Arts Council through public relations events like the Arts Awards and signage at ACNO sponsored events.

RESPONSIBLE PARTIES

Pres., Exec. Dir., Comm. Projects Director

Vice Pres. for Plan. & Pol.,
Exec. Dir., Asst.

Pres., Executive Dir.,
Assistant Dir.

Pres., V-P. for Plan. & Policy,
V-P for Dev., V-P for Mrktng,
Treas., Exec. Dir., Asst. Dir.,
Acct. Mgr., Dev./Mrktng Coord.
*B. Restructure responsibilities of vice presidents to include a vice president for public art and art education chairing an appropriate committee with an appointed vice chair and a new position of vice president for marketing.

*C. Assess office space needs and decide among various options for relocation in order to make the Arts Council more visible in the community in a physical space that people associate with cultural planning and arts activities.

*D. Increase fund raising efforts to support agency programs and services, strengthening commitments from board and other donors, and seeking expanded contributions as well as City operating funds.

*E. Actively explore and pursue grant, contracts for services and entrepreneurial opportunities to support specific objectives of the 1991 and/or long range plans.

* Indicates programs and projects supported by unrestricted contributions, not by grants or contracts (existing or potential). These are the ones we raise money to implement.

RESPONSIBLE PARTIES

Pres., V-P for Public Art and education, V-P for Marketing


Vice President for Dev., Asst. Dir., Dev./Marketing Coord.


Dev./Marketing Coord.

k/91-plan
10/16/90
Mae Niolet received her BFA in Commercial Art from Mississippi University for Women in 1970. She is currently teaching Commercial Art at Delgado Community College. Ms. Niolet is married to David F. Niolet, who is a naval architect with Avondale Shipyards. They have two sons, Paul and Benjamin who attend Brother Martin High School.

Upon receiving her Masters degree in Arts Administration, Ms. Niolet will continue teaching at Delgado and also work for the Arts Council of New Orleans in their grants programs.
EXAMINATION AND THESIS REPORT

Candidate: Mae A. Niolet

Major Field: Arts Administration

Title of Thesis: A Report on an Arts Administration Internship with the Arts Council of New Orleans, New Orleans, LA, Summer 1990

Approved:

[Signatures]

EXAMINING COMMITTEE:

[Signatures]

Date of Examination:

November 15, 1990