

A SURVEY OF COMMUNITY
BASED ARTS ORGANIZATIONS
IN IOWA

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PREFACE

In the nearly ten years of its existence, the Iowa Arts Council, a state agency, has established a pattern of assistance to individuals and organizations throughout the state who are seeking to provide services and opportunities to their communities in the arts disciplines -- architecture, dance, folk crafts, music, theatre, visual arts, etc. We have witnessed the growth of continued efforts in the arts during this time.

Beginning our Tenth Anniversary Year, we felt it appropriate to assess the current level of services provided by local efforts. Thus, the Iowa Arts Council Survey of Community-based Arts Organizations was undertaken in 1976. The survey design provides for documentation of attendance data, organizational programs and services to the state, total staff, volunteers and in-kind contributions, income sources, community involvement and local evaluation of fiscal and other problems.

Five target groups were selected: community arts councils, symphonies, community theatres, galleries and museums, and professional and amateur arts associations. All organizations surveyed met the following criteria:

1. non-profit with cultural functions
2. if affiliated with another institution, budget separate from that of affiliate
3. in operation one full year previous to the study

In addition, city governments were surveyed to determine the amount of local government assistance used to assist arts projects.

We believe the study has successfully demonstrated that there are service oriented arts organizations in Iowa, that these organizations contribute significantly to the economy and quality of life in Iowa's communities and that they provide valuable services to the state.

Furthermore, we believe these organizations should continue to be supported by the state government insofar as state support is needed to bring their efforts to fruition.

Jack Olds
Executive Director
Iowa Arts Council

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IOWA ARTS COUNCIL MEMBERS
AND STAFF

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Marilyn Parks, Dance Touring Coordinator
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SUMMARY OF CONCLUSIONS

1. In accounting year 1975-76, community based arts organizations had a programming and economic impact in Iowa, over 329,400 persons attending organization's performances, and over \$3,364,940 being spent by organizations in local communities, of which 21% was spent for salaries.
2. There is some suggestion that programs and services offered by arts organizations overlap among organizations.
3. While some geographical areas of Iowa have a great deal of arts activity, others have very little.
4. Iowa's community based arts organizations are primarily supported by the activities of members and volunteers on a local and private basis. Over 57,410 persons are members or season subscribers of arts organizations, and approximately 9,794 persons volunteer their time to these organizations. Dollar income for arts organizations is over \$3,329,140 of which only 28% is provided by governmental agencies, and only 6% is provided by state and federal governments.
5. Arts organizations are confronting and will continue to confront financial problems because of rising costs and increased community interest and expectations. Present and anticipated funding problems are in the areas of provision of physical facilities, programs and services and staffing.

COMMUNITY BASED ARTS ORGANIZATIONS: FUNCTIONS,
IMPACT, AND NEEDS

Local support of community based arts in Iowa comes in a variety of styles and forms. One major area of support, however, is community based arts organizations. There are five kinds of community based arts organizations in Iowa: community theatres, symphonies, art galleries and museums, community arts councils, and professional and amateur associations. Each have their own functions, impact, and needs. The following discussion provides an overview of the functions, impact, and needs of each organization for accounting year 1975-76. Accounting year 1975-76 refers to both fiscal and calendar years, 80% of the organizations operating under a fiscal year, 20% using a calendar year. Names of community based arts organizations can be found in the Appendix.

Community Theatres

Iowa has 40¹ community theatres providing a variety of plays, dramatic readings, dinner theatres, and children's programs. The theatres have a certain impact on Iowans, in accounting year 1975-76, providing 927 performances to over

¹This report contains information from only 39 community theatres, 1 theatre not responding.

150,951 persons. About 10% of the performances were free, about 10% of the audience was children.

In addition, community theatres have a certain economic impact on local communities, providing employment in accounting year 1975-76 for about 60 persons of which 11 were in full time positions and 48 were in part time positions. Community theatres spent over \$562,300 in their communities in accounting year 1975-76, of which 26% was for salaries.

Support of community theatres is primarily local. Over 23,000 people are members or season subscribers of their local community theatres. A major part of the financial support comes from local efforts, ticket sales accounting for 64% of the income, and memberships accounting for 14%. Nonlocal funds from the state and federal government account for only .87% of the income of community theatres. Total income was over \$569,400 in fiscal 1975-76. In-kind local contributions such as donated materials, equipment, space, or professional services, with a dollar value of nearly \$20,000 were also provided.

In spite of local support, 75% of community theatres state that they anticipate problems with provision of facilities due to lack of funding. Nearly 40% of the community theatres also expressed concern about problems with providing audience development and programs due to lack of funds.

Symphonies

Iowa's 14¹ community based symphonies provide a variety of musical programs including concerts, musical recitals, children's programs, and instrument demonstrations. They have a certain programming impact on Iowans, providing 140 performances for accounting year 1975-76, not including instrument demonstrations, to an audience of more than 136,000 persons. About half of these performances were free; 22% of the persons in the audience were children.

Symphonies also have an economic impact on local communities, though less than community theatres. Symphonies hire a total of 21 people, of which 11 work in full-time positions and 10 in part-time positions. In addition, some symphonies pay a small fee to symphony musicians. Total expenditures for symphonies for accounting year 1975-76 were \$858,400 of which 40% was for salaries.

Support of symphonies is provided on a local basis, members and season subscribers numbering over 17,000. Funds for symphonies are primarily local, 41% coming from ticket sales and 30% from individual and business contributions. Nonlocal funds from the state and federal government account for only 6% of total financial support. Total income for symphonies in accounting year 1975-76 was \$853,373. Local

¹This report includes information from only 13 symphonies, 1 symphony not responding.

in-kind contributions with an estimated value of \$55,000 were also provided.

Art Galleries and Museums

Iowa has over 20 nonprofit art galleries and museums, all providing exhibits of various kinds, including exhibits of painting, sculpture, graphics, crafts, and photography. Most of the galleries also provide performances or facilities for performances of musical, theatrical, and dance productions. In addition most galleries provide services to the community such as art workshops or classes, children's programs, and arts and crafts shows. These galleries are open an average of 260 days a year, many being open every day all year around. Almost all are open without charge.

The galleries have an economic impact on their local communities. In accounting year 1975-76, galleries in Iowa paid salaries to a total of 180 people, 66 in full time positions and 114 in part time positions. In addition galleries spent over \$1,701,000 in accounting year 1975-76 of which about 37% was spent for salaries.

Art galleries and museums are supported by their local communities. Over 10,000 persons are members or season subscribers of their local art galleries, with membership in most galleries increasing. Financial support of galleries is primarily local, 38.5% of funding being provided by local

governments, 19% provided by gallery gift shops businesses, and 10% provided by memberships. Only 5% of funding comes from the state and federal governments. Total income for art galleries and museums was about \$1,713,100 in accounting year 1975-76. Galleries also received the equivalent of about \$16,750 a year from local in-kind contributions and the work-hours of over 770 volunteers.

In spite of local support and increasing membership, many galleries express concern about problems due to lack of funds. Nearly 81% of the galleries express concern about future staffing problems, 75% express concern about future facilities problems, and 56% about future problems with programming, all of these problems being due to lack of funds.

Community Arts Councils

Presently, Iowa has 36 community arts councils providing many kinds of programs and services to their local communities though in accounting year 1975-76 only 30¹ were in existence. Most of the councils are service oriented, coordinating and sponsoring arts programs by other groups, though some are active in producing and directing their own exhibits and performances. The most common activities of the councils are sponsoring musical and theatrical

¹This report contains information from only 29 community arts councils, one council not responding.

performances (75%), providing children's programs (46%), providing workshops and classes (62%), sponsoring exhibits (55%), and providing equipment, space and expertise to other arts groups (51%). In 1975-76 councils provided or sponsored over 226 performances of musical, operatic, theatrical, or dance productions of which 62% were free.

Community arts councils have some direct economic impact on local communities, providing staff positions for 21 people, 13 full time and 8 part time. The councils spent over \$181,000 in accounting year 1975-76 of which 31% was for salaries.

Community arts councils are supported by local efforts. though less so than other community arts organizations in Iowa. The number of members and season subscribers of the councils is 2,661 persons. This figure is smaller than for other arts organizations because membership in arts councils frequently includes only those persons who are members of the local council board. In many cases, the members are on the board because they represent other local groups such as the library, chamber of commerce, or city government.

Much of the financial support for arts councils comes from public funds, local government providing 13%, state government providing 14% and the federal government providing

20%. Ticket sales and business contributions each account for 15% of the income. Much of the federal money is provided through Comprehensive Employment Training Act (CETA), or National Endowment for the Arts grants and frequently is used for salaries. The total income in accounting year 1975-76 was \$189,300. The community arts councils were also supported by local in-kind contributions valued at more than \$20,100 and by the efforts of over 420 volunteers.

Problems about which arts councils express concern are lack of funds, and writing proposals to obtain and continue public grants. A funding problem cited by nearly 75% of the councils was lack of funds for programs and services. In addition 60% of the councils express concern about lack of funds for promotion and publicity.

Professional and Amateur Associations

Twelve professional and amateur associations exist in Iowa. These organizations are associations of professional persons, such as the Iowa Music Educators Association; of amateurs, such as the Amateur Iowa Artists; or of other arts organizations, such as the Iowa Community Theatre Association. These associations are primarily service oriented, about 95% providing a newsletter for members, and providing workshops and conferences. In addition, some also provide exhibits (50%) and performances (67%). In the last accounting year,

56 performances were provided.

The financial impact on the community provided by these associations is limited. The associations hired only one part time staff person in accounting year 1975-76. Total expenditures for accounting year 1975-76 were \$62,372 of which \$200 was spent for salaries.

Support for these associations is primarily local members and season subscribers numbering over 4,800. Over 50% of financial support comes from membership and 23% from fees. State government contributes 10% of the income of the associations, the federal government contributes none. Total income in accounting year 1975-76 was \$68,418. Support was also provided through in-kind contributions valued at \$18,467 and by the volunteer services of over 160 persons.

Similarly to other community based arts organizations, the professional and amateur associations express concern about anticipated problems due to lack of funds. Over 80% of the associations anticipate program problems and nearly 60% anticipate promotion and publicity problems both due to funding shortages.

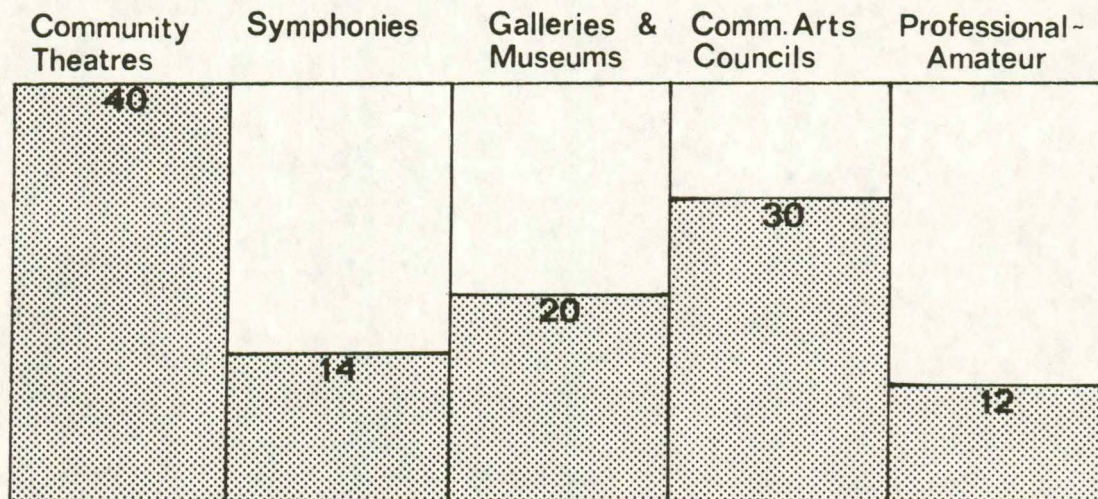
THE IMPACT OF COMMUNITY BASED ARTS ACTIVITIES

STATEWIDE

Discussion

The previous discussion shows the functions and impact of Iowa's 116 community based arts organizations by organization. In addition the functions and impact of arts organizations have been combined and presented as a whole to show the effect of arts organizations on a statewide basis. The combined numbers and types of these organizations are shown in Figure 1.

Figure 1. Number and type of community-based arts organizations in Iowa



Summary

The kinds of programs and services provided by these organizations range from musical instrument demonstration to readers and children's theatres to classes in jewelry making. Each organization has its own special function, though many of the programs and services provided by arts organizations are similar. For example, over 88% of the organizations provide performances, primarily musical or theatrical productions. Nearly 53% provide programs in the schools or for children and 43% provide workshops and conferences. Comments from some organizations suggest an overlap among organizations in provision of programs in certain areas of the state. Number of organizations providing types of programs and services is shown in Figure 2.

Community based arts organizations had an impact on Iowans both in terms of numbers of persons reached and dollars spent in the community. In accounting year 1975-76 over 329,400 persons attended performances of community theatres, symphonies, community arts councils, and professional and amateur associations. Approximately 15%, or 50,400 of these people were children; approximately 23% of the programs were free. The lowest cost for a program was \$.25 and the highest cost was \$9.00 for a dinner theatre production, including the cost of the dinner. Art galleries and museums also had a programming impact on Iowans. Art galleries and museums were open an average of 254 days,

Figure 2. Number and percent of Iowa community arts organizations providing types of programs and services

Provide equipment, space or expertise	39	34%
Programs in hospitals, prisons, or other public institutions (excluding schools)	27	23%
Programs in schools or specifically for children	63	55%
Touring programs	29	25%
Arts or craft festival or shows	34	30%
Intern or training programs	11	10%
Workshops, classes, lectures, conferences, etc.	49	43%
Special reduced rates on admissions to students, the elderly or others	61	53%
Exhibits	40	35%
Painting	35	30%
Sculpture	22	19%
Graphics	22	19%
Crafts	25	22%
Photography	24	21%
Performances	101	88%
Music	50	43%
Opera	11	10%
Theatre	61	53%
Dance	18	16%
Film	18	16%
		n=114

* Indicates number of organizations sponsoring programs, not number of programs sponsored.

admission at almost all of the galleries being free to the public. Figure 3 shows the number of adults and children attending performances for each organization providing performances.

The economic impact of community arts organizations on local communities can be measured by the local expenditures of these organizations, which totalled over \$3,364,940 in accounting year 1975-76. Approximately 21% of this amount, or \$891,980 was spent for salaries. Over 281 people were employed in arts organizations, 101 full time and 181 part time. Figure 4 shows the total and salary expenditures for each arts organization.

As economists know, salaries generate further expenditures for goods and services, the amount spent on salaries providing an additional economic benefit to the community. Some economists call the generation of this additional economic benefit the "multiplier effect" of salaries. Dr. Frank Troutman of the Industrial Research and Extension Center of the University of Arkansas suggests that multiplying the expenditures for salaries times 2 yields the total dollar amount of economic benefits generated by salaries. That is, the total economic impact of salaries provided by Iowa community based arts organizations is 2 times \$ 891,890 or \$ 1,783,960 providing an additional economic impact of

Figure 3. Numbers of adults and children attending performances by community arts councils, community theatres, symphonies, and professional and amateur associations

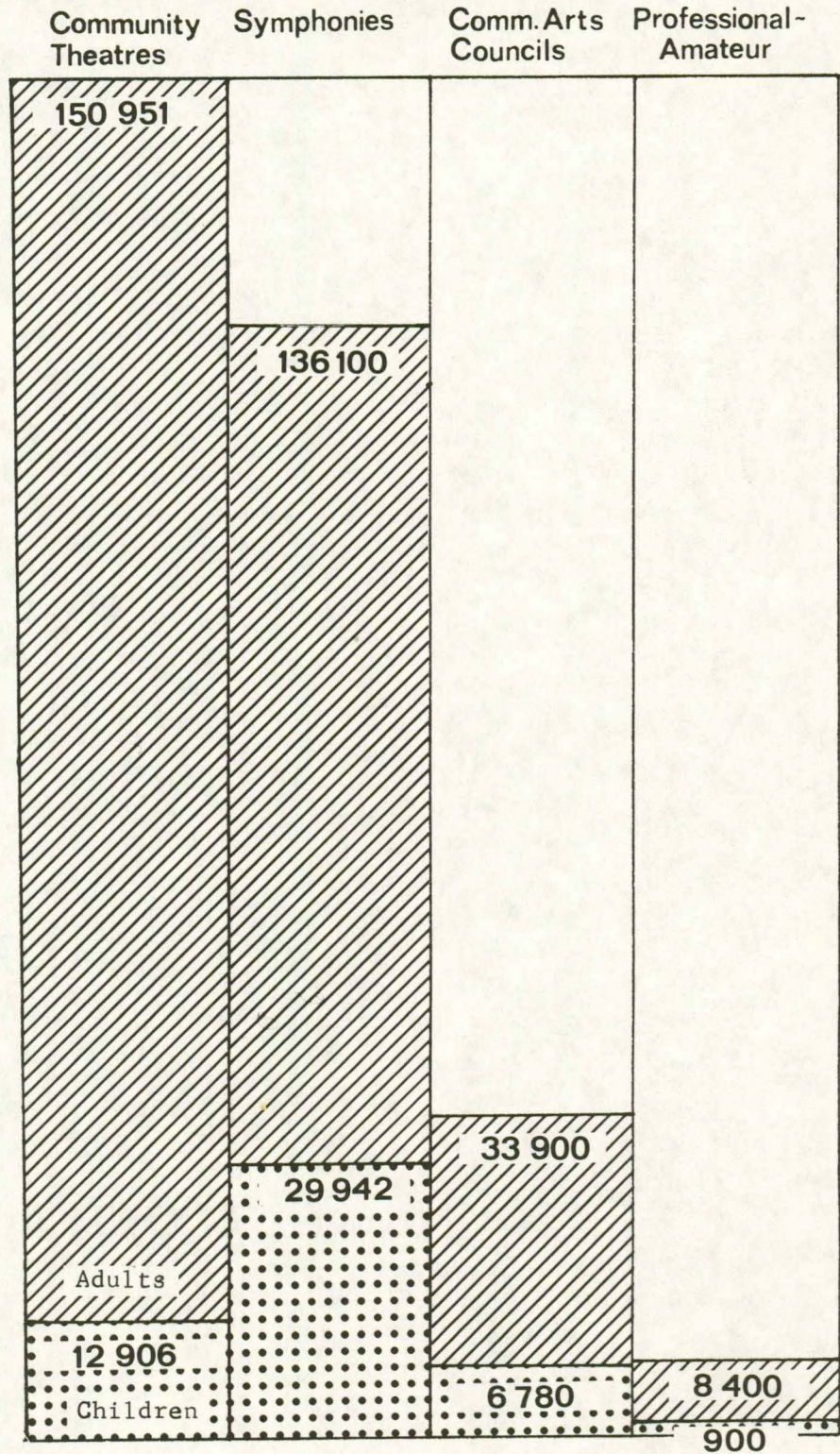
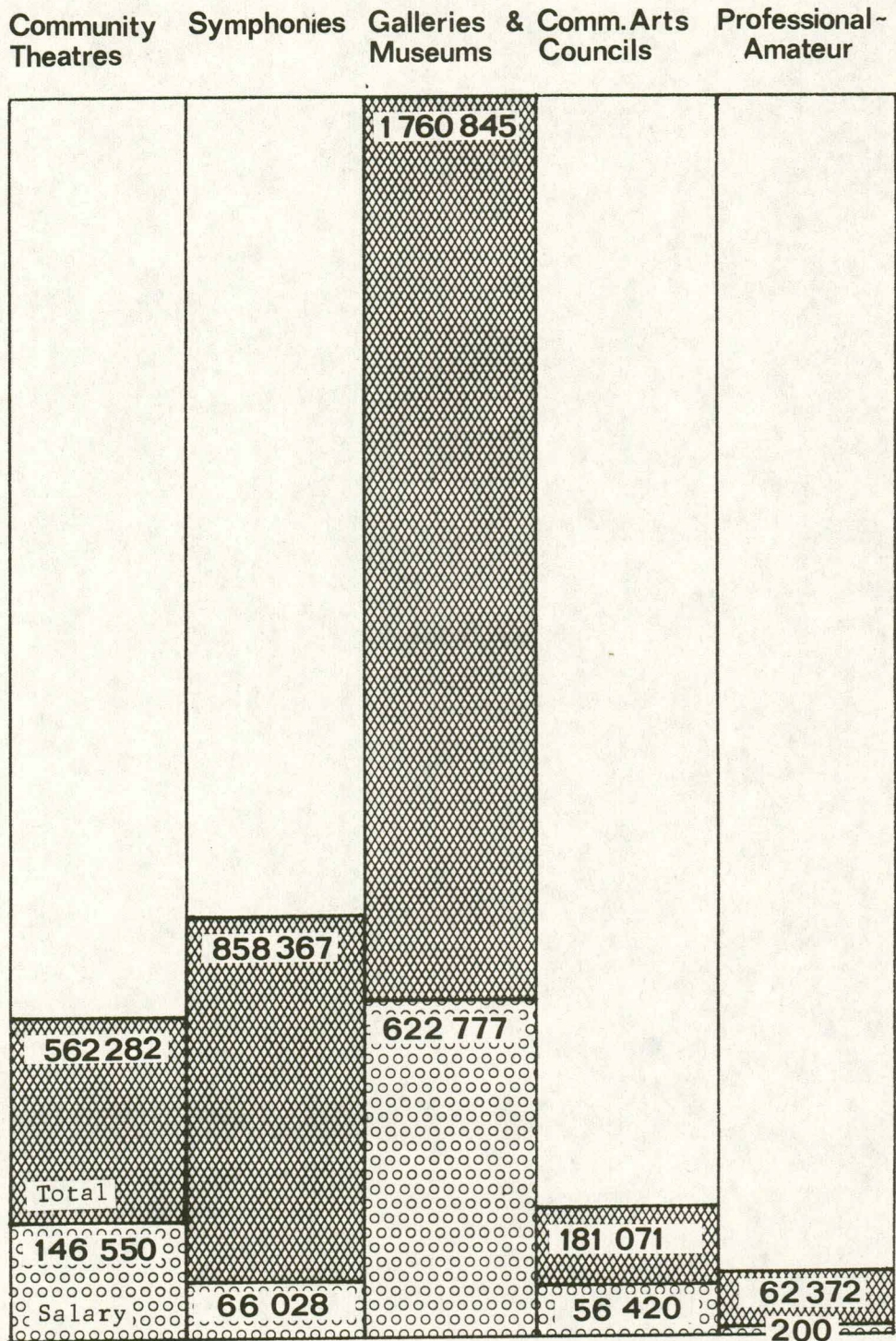


Figure 4. Total and salary expenditures for types of community arts organizations



\$ 891,980. When this additional amount is added to expenditures by arts organizations, the total economic impact of community based arts organizations \$ 4,256,920.

While arts organizations do have an impact on Iowans, the impact is not evenly distributed throughout the state arts organization, tending to cluster in the urban, eastern, and other areas of the state. This uneven distribution is shown in the map in Figure 5 showing the geographical placement of arts organizations in Iowa.

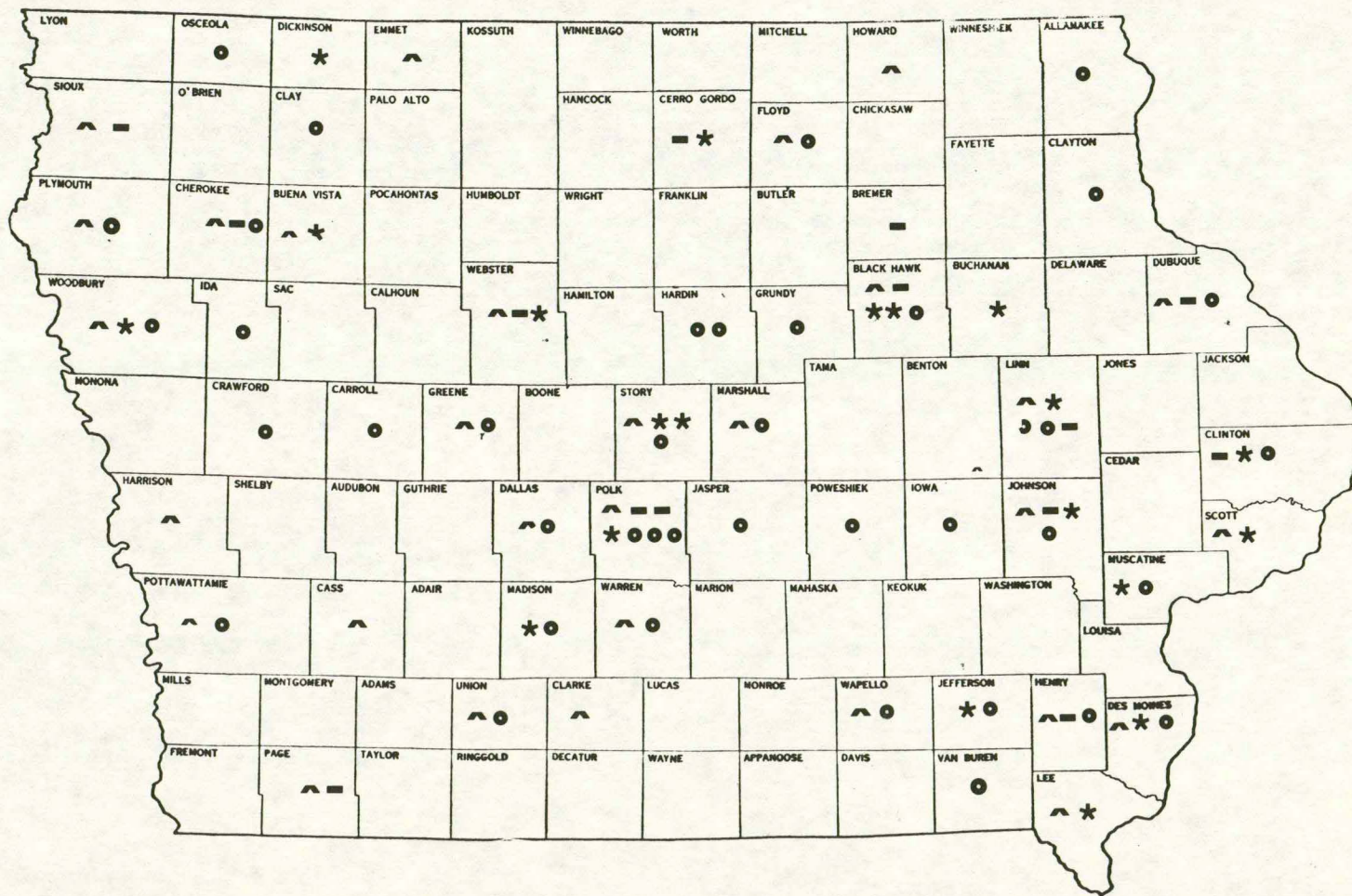
Conclusion

The information provided above suggests that community based arts organizations do have a programming and economic impact on Iowans. However, the information also suggests that there is an overlap among arts organizations in provision of programs and services. It also shows that while some geographical areas of Iowa have a great deal of arts activity, others have very little.

Figure 5. Iowa map showing geographical location of community arts organizations

KEY:

- community theatres
- symphonies
- * art galleries & museums
- ^ community arts councils



SUPPORT OF COMMUNITY BASED ARTS ACTIVITIES
STATEWIDE
Discussion

Community based arts organizations

Community based arts organizations in Iowa are supported by their membership, by income provided mostly on a local basis, and by the work hours and goods voluntarily contributed by members of the community.

The number of members in and season subscribers of community based arts organizations is over 57,410, season subscription being the equivalent of membership in many organizations. The number of members and season subscribers is shown in Figure 6.

Financial support for community based arts organizations is primarily local. Total income for arts organizations in accounting year 1975-76 was over \$3,329,140. The major part of the income was from ticket sales (22%), local governments (22%), memberships (11%), and organization gift shops and enterprises (11%). The percent and amount of income by source for art organization is shown in Figure 7. A simplified representation showing amount and percent of income by source is shown in Figure 8. It should be noted that the financial support provided by federal, state, and local governments is low when compared with another state for which

Figure 6. Number of members and season subscribers in types of community arts organizations

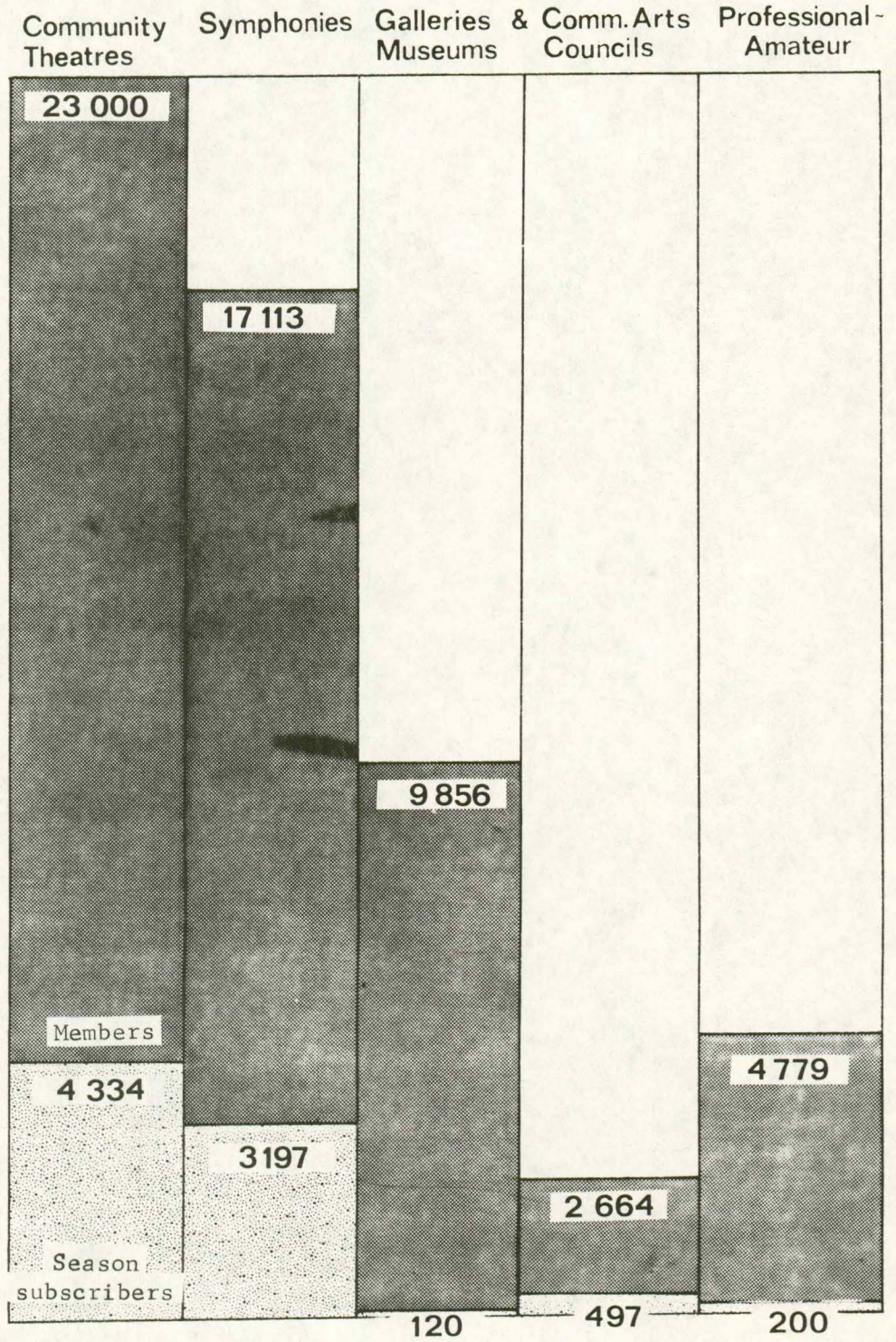


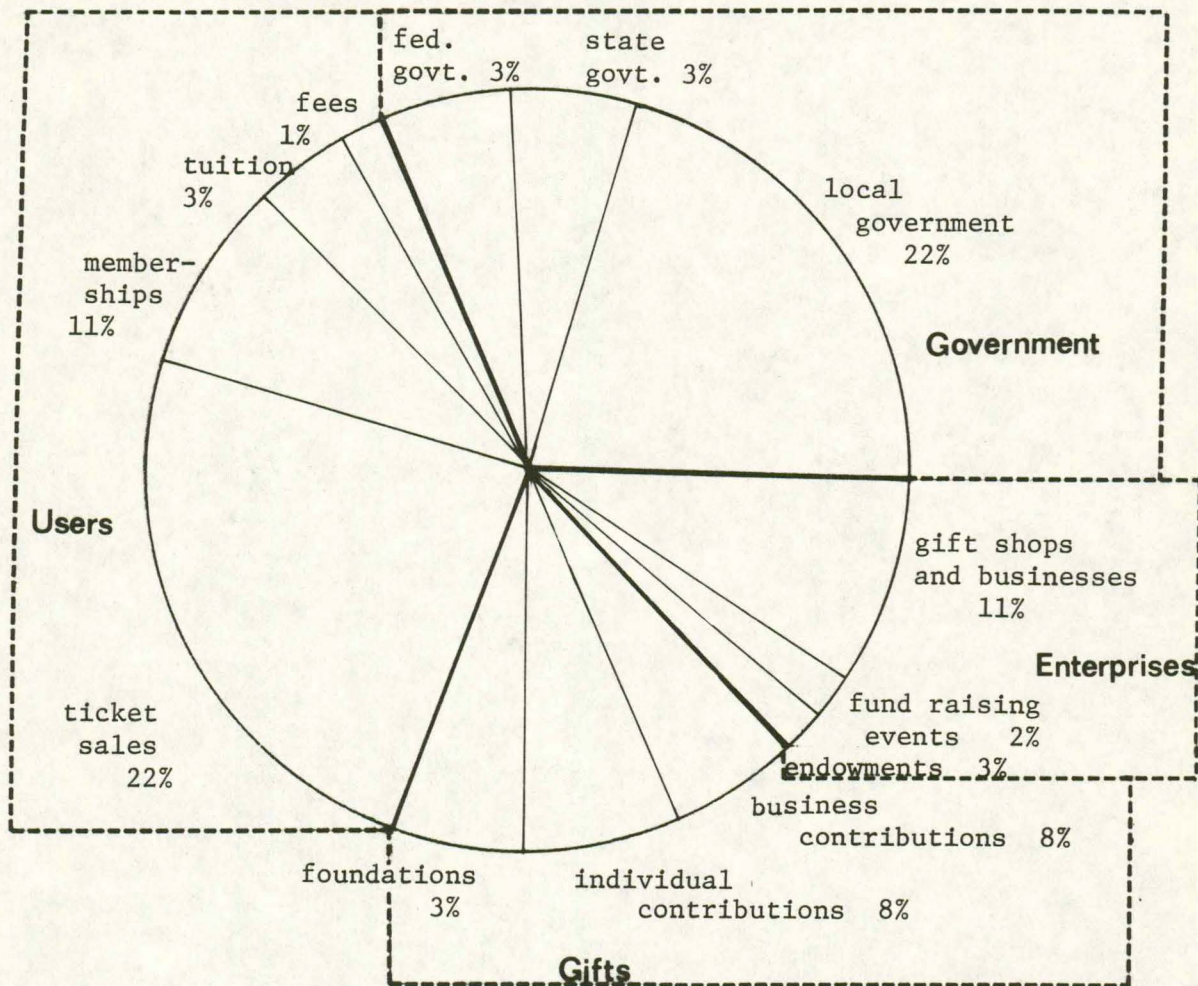
Figure 7. Percentage and amount of income by source
for types of community arts organizations

Income Source	A	B	C	D	E	F	
Federal govt.	-	3% 19,000	3% 43,570	20% 37,364	-	3% 99,934	GOVT. 28%
State govt.	.9% 4,975	3% 22,858	2% 39,397	14% 26,475	10% 7,370	3% 100,075	
Local govt.	3% 14,150	2% 21,100	39% 662,072	13% 23,865	-	22% 721,187	
Ticket sales	64% 366,533	41% 349,116	.05% 930	15% 27,615	.1% 698	22% 744,892	USERS 37%
Memberships	14% 78,318	6% 49,152	10% 176,757	4% 7,600	50% 38,586	11% 350,413	
Fees	.1% 470	.1% 6,400	.9% 15,522	.9% 1,625	23% 17,554	1% 41,571	
Tuition	1% 5,665	.1% 556	6% 109,670	.3% 600	3% 2,400	3% 119,041	
Foundations	.2% 1,100	3% 2,900	4% 64,712	2% 4,600	-	3% 99,412	GIFTS 19%
Individual Contributions	6% 31,752	16% 136,454	5% 81,717	5% 10,271	.1% 612	8% 260,806	
Business Contributions	6% 32,169	15% 124,798	4% 71,532	15.5% 29,311	.1% 848	8% 258,658	
Gift shops	4% 25,123	6% 5,493	19% 324,529	2% 4,138	-	11% 359,283	ENTERPRISES 16%
Fund raisers	.7% 4,145	3% 2,900	2% 28,594	.5% 965	.05% 350	2% 63,054	
Endowment	.4% 2,386	1% 10,200	5% 78,114	.2% 300	-	3% 91,300	
Other	.5% 2,600	-	1% 16,910	-	-	.5% 19,512	

KEY:

A	Community Theatres	D	Community Arts Councils
B	Symphonies	E	Professional & Amateur
C	Art Galleries & Museums	F	Total

Figure 8. Combined percent and amount of income by source for types of community arts organizations



similar information is provided, Arkansas. In Arkansas, government support for the arts is estimated to be 42% of total support. In Iowa government support is only 28%. Support by state and federal governments is 32% of total support for the arts in Arkansas. In Iowa state and federal government support is 6%.

Dollar income for organizations is supplemented by in-kind contributions of materials, equipment, space, or professional services which are estimated to have a dollar value of \$130,170. In addition the efforts of volunteers provide support for the arts. Without counting the volunteer musicians and actors working with symphonies and community theatres, over 594 volunteers worked with other arts organizations. The number of volunteers working with symphonies and community theatres is roughly estimated to be 9200. It should be noted that only 58% of the arts organizations had any paid staff.

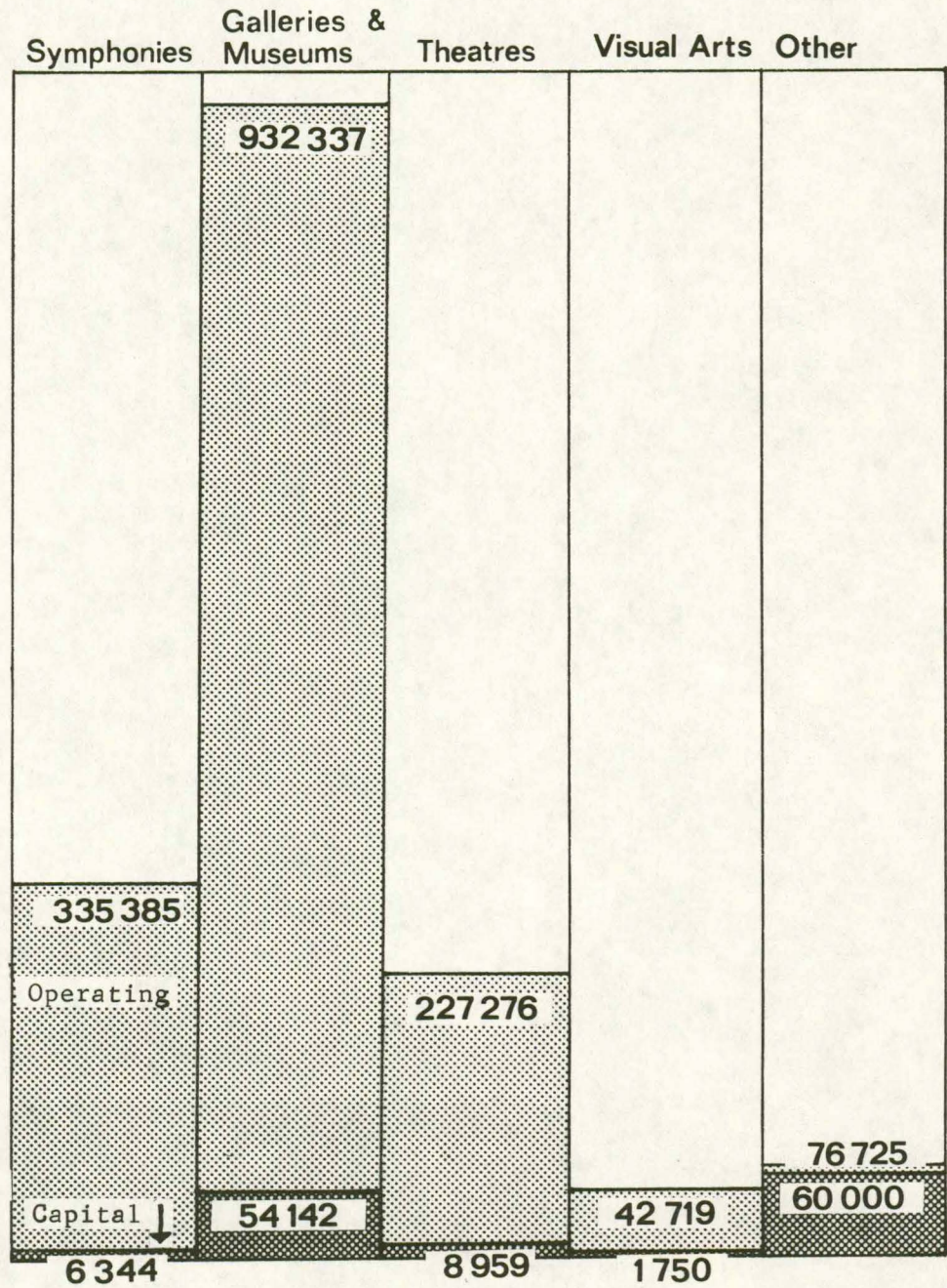
City governments

City governments are one source of local support on which arts organizations rely. In accounting year 1975-76, 48 cities with a population of 5,000 and over, spent a total of \$3,614,480 for operating and capital expenses relating to the arts. This is about .345% of total budgets for cities with a population of 5,000 and over. This figure is somewhat

misleading, however, because \$2,000,000 was spent by the city of Des Moines for land for a proposed city cultural center. Without counting this amount, expenditures by cities relating to the arts are \$1,614,482 or .161% of total city budgets. Of this total, only about 45% was spent on community arts organizations, the rest apparently being spent on other local arts activities such as bands and for provision of facilities. Fifteen cities with a population of 5,000 and over had no funding for arts programs. Operating and capital expenditures for arts programs by cities are shown in Figure 9.

Most arts organizations do have local financial support, and most are making an effort to stay within their means, only 20% having a deficit in accounting year 1975-76. However, many are feeling the pinch of rising costs and rising expectations of their communities for services. Approximately 81% of responding organizations indicated that there was sufficient public interest in their programs to justify expansion of staff and programs, though only 28% anticipated sufficient funds to do so. Of responding organizations 22% have had to curtail activities in the past because of lack of funds, mostly by limiting the number of programs (14%), but also by cutting staff (10%) and by decreasing the quality of services (9%). Although staffing was not most frequently cited as a problem, in certain organizations cutting staff

Figure 9. Operating and capital expenditures by cities with a population 5 000 and over for types of art programs*



*Expenditures of \$2,000,000 for the land purchase for the Des Moines city cultural center are not included.

appeared to be critical to the life of the organization. This was especially true when it meant being unable to pay a symphony conductor or a gallery director. The economic pinch is most clearly shown by the information that nearly 60% of arts organizations anticipate future funding problems, particularly in the areas of provision of physical facilities (35%) and programs and services (37%).

Conclusions

The above discussion has provided information about support of Iowa's community based arts organizations. From this information it is possible to conclude that Iowa's arts organizations are primarily supported by the activities of members and volunteers on a local and private basis. It is also possible to conclude that the arts organizations are and will continue to confront financial problems because of rising costs and increasing community interest and expectations. Funding problems appear to be particularly critical in the area of physical facilities, and provision of programs and services and staffing.

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Linda Tigges
Research Analyst

APPENDIX A: METHODOLOGY OF THE STUDY

The Iowa Arts Council wished to conduct a two part survey providing information about the functions, programming and economic impact, and support of community based arts organizations in Iowa. This information was to be used by the Arts Council in programming and budgeting planning. The first part of the survey requested information from community based arts organizations about their functions, impact and support. The second part requested information from the governments of cities with a population of 5,000 or over about expenditures for arts activities.

Survey of Community Based Arts
Organizations

It was determined that the population included in this survey would be organized community based arts groups in existence in Iowa in fiscal 1975-76. Organizations had to be nonprofit and with budgets distinct from other organizations. This criteria allowed inclusion of community theatres, symphonies, art galleries and museums, community arts councils, and professional and amateur associations. Professional and amateur associations are not community oriented in the sense that the other groups were, their membership being statewide rather than local. However, the

individual organizations within these associations were community based. For this reason and because they represented groups not represented elsewhere, the professional and amateur associations were included. University symphonies were excluded from the study because their budgets were not distinct from university budgets. However, budgets of university art galleries were distinct from university budgets, and therefore university art galleries were included. The total population surveyed was 116, 113 responses being returned and used. Questionnaires were not received from one symphony, one community arts council, and one community theatre.

The survey instruments used were self report questionnaires developed by the Arkansas State Arts and Humanities Council and adapted for use in Iowa. Information was requested for accounting year 1975-76. Two mailings were sent to most organizations, the second mailing being followed up with a telephone interview. Frequencies, percentages and mean scores were calculated for response.

Survey of City Governments

It was determined that the population in this survey would be all city governments with a population of 5,000 and over. Cities with a population under 5,000 were not included because it was felt that the amount spent on the arts by

these cities would be minimal. Sixty-three cities were surveyed. All questionnaires were returned, though 15 showed that the city provided no funding for arts activities.

The survey instrument was a self-report questionnaire developed for use in Iowa by the author of this study. Information was requested for fiscal year 1975-76 about capital and operating expenditures for arts activities including bands and symphonies, art centers and museums, theatres, visual arts programs, and other. Three mailings were sent, the third being followed by a telephone interview of city budget or state comptroller personnel. Frequencies, percentages, and mean scores were calculated for responses.

APPENDIX B: COMMUNITY BASED ARTS ORGANIZATIONS
INCLUDED IN THE SURVEY

Community Theatres

Carroll Community Theatre
Stony Point Players of Charles City
Cherokee Community Theatre
Clinton Community Theatre
Chanticleer, Inc. of Council Bluffs
Creston Community Theatre
Barn Community Theatre, Dubuque
Eldora Community Theatre
Fairfield Area Community Theatre
Carousel Theatre of Indianola, Inc.
Iowa City Community Theatre
Community Players of Jefferson
The Olde Barn Players, Inc. of Marion
Muscatine Masquers
Newton Community Theatre
Ottumwa Community Players
Waterloo Community Playhouse
Latona Community Theatre
Player's Workshop of Burlington
Community Theatre of Cedar Rapids
Conrad Whistlestop Players
Grandview College Department of Theatre
Des Moines Community Playhouse
Des Moines Drama Workshop
Iowa Falls Community Theatre
Van Buren Players, Inc.
Marshalltown Community Theatre
Off Broadway Inc. of Sibley
Spencer Community Theatre
Appletree Players, Inc. of Winterset
Sioux City Community Theatre
Allamakee Community Theatre
Actors Inc. of Ames
Midwestern Players of Denison
Opera House Players of Elkader
Grinnell Park and Recreation Community Theatre
Ida Grove Players
Mt. Pleasant Community Theatre
Perry Community Theatre

Symphonies

Cedar Rapids Symphony
Cherokee Symphony
Clinton Symphony
Des Moines Symphony
Dubuque Symphony
Fort Dodge Symphony
North Iowa Area Symphony
Sioux City Symphony
Southeast Iowa Symphony
Tri-Cities Symphony
Waterloo-Cedar Falls Symphony
Drake University Symphony
Wartburg Community Symphony

Art Galleries and Museums

Octagon Art Center
Art Guild of Burlington Gallery
Cedar Rapids Arts Center
Clinton Art Association Gallery
Davenport Municipal Art Gallery
Des Moines Art Center
Fairfield Art Center
Blanden Art Gallery, Fort Dodge
Museum of Art of the University of Iowa
Keokuk Art Center
Charles MacNider Museum of Mason City
Muscatine Art Center
Lakes Art Center
Sioux City Art Center
Witter Gallery of Storm Lake
Waterloo Municipal Gallery
Winterset Art Center
Independence Area Art Center
Metropolitan Gallery of Cedar Falls
Brunnier Galleries of Iowa State University

Community Arts Councils

Ames Community Arts Council
Burlington Area Arts Council
Cass County Arts Council
Cedar Arts Forum
Cedar Rapids-Marion Area Fine Arts Council
Central Iowa Art Association of Marshalltown
Charles City Arts Association
Cherokee Arts Council
Clarinda Fine Arts Council
Cresco Fine Arts Council
Crest Area Arts Council
Dubuque Fine Arts Council
Estherville Arts Council
Fort Dodge Area Arts Council
Greene County Arts Council
Henry County Arts Council
Indianola Fine Arts Commission
Iowa City-Johnson County Arts Council
Keokuk Community Fine Arts Council
LeMars Arts Council
Metropolitan Arts Council, Inc. (Council Bluffs)
Mid-Iowa Arts Association of Des Moines
Osceola Fine Arts Council
Ottumwa Arts Council
Perry Arts Council
Quad-Cities Arts Council
Sioux Center Recreation and Arts Council
Siouxland Council of Arts and Sciences
Woodbine Arts Association

Professional and Amateur Associations

Ames International Orchestra Festival Association
Art Educators of Iowa
Iowa Choral Directors Association
Iowa Dance Council
Iowa Designer Craftsmen, Inc.
Iowa Federation of Music Clubs
Iowa Music Educators
Iowa Organization for Women Artists
National Association for the Preservation of Tent & Repertory
Theatre
Northeast Iowa Ballet Company
Iowa Community Theatre Association
Amateur Iowa Artists

APPENDIX C: COVER LETTERS AND
QUESTIONNAIRES

IOWA*ARTS *COUNCIL*

November 1976

Dear Friends of the Arts:

We need your help.

The Iowa Arts Council is studying arts organizations in Iowa in order to demonstrate the level of local support for the arts in the state. The results of the study will aid the Iowa Arts Council in future planning. In addition the data collected will be presented to the State Legislature in January when the Iowa Arts Council makes its budget request for 1977-79.

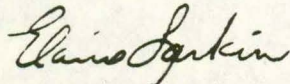
The enclosed questionnaire requests information about the operations of your organization during the last accounting year. Community arts councils, galleries and museums, theatres and performing arts centers and various professional and amateur associations are receiving similar questionnaires.

The form is brief yet thorough; all of the information will be useful to us. Please be as complete as possible. If some questions do not apply to your situation, leave them blank. If there is some reason why the entire form is not applicable, please return it anyway with a short note of explanation. A return mail envelope is enclosed for your convenience.

We need your help in order to understand your needs, and gain a better understanding of the total arts needs of the state. Please fill out the questionnaire today and return it to us by November 15!

Thank you.

Sincerely,



Elaine Larkin
Media and Research Director

rb
encs: questionnaire, return env.

IOWA ARTS STUDY
BY
THE IOWA ARTS COUNCIL

QUESTIONNAIRE FOR PROFESSIONAL AND AMATEUR ASSOCIATIONS

Name of Organization _____

Name & Title of Presiding Officer _____

Mailing Address _____

Telephone _____

What is the nature of your organization? (Check all that apply)

Professional
 Amateur

Non-profit
 Volunteer

NOTE: Because of the variety of professional and amateur associations, some of the following questions may not be applicable to you. Please answer NA (Not Applicable) to those questions.

A. The following questions are about programs you have sponsored in the last accounting year:

1. What kinds of programs are sponsored by your organization? (Check all that apply)

- Newsletter/information system
- Provide equipment, space or expertise
- Programs in hospitals, prisons, or other public institutions (excluding schools)
- Programs in schools or specifically for children
- Touring programs
- Arts or craft festivals or shows
- Intern or training programs
- Workshops, classes, lectures, conferences, etc.
- Special reduced rates on admissions to students, the elderly or others
- Exhibits (Check all that apply):

Painting
 Sculpture
 Graphics

Crafts
 Photography
 Other (Please list) _____

Performances (Check all that apply)

Music
 Opera
 Theatre
 Dance

Film
 Other (Please specify) _____

2. How would you classify the program emphasis of your organization?
(Check one)

<input type="checkbox"/> Music	<input type="checkbox"/> Literary
<input type="checkbox"/> Dance	<input type="checkbox"/> Visual Arts
<input type="checkbox"/> Theatre	<input type="checkbox"/> Multi-purpose or multi-media
<input type="checkbox"/> Other performing arts	<input type="checkbox"/> Facilitate other arts organizations

3. If you sponsor performing arts events, indicate the number of performances your organization sponsored. (Include performances not productions) _____
4. How many of these performances were free to the public? _____
5. If you are a visual arts or multi-purpose organization, how many days during the last fiscal year did you provide exhibits that were open to the public? _____

- B. The following questions are about paid or volunteer staff in the last accounting year:

1. Do you have full time paid staff? yes no how many?
2. Do you have part-time paid staff? yes no how many?
Approximately how many average hours per week do these part-time staff work? _____
3. Do you have volunteers? yes no how many?
Approximately how many average hours per week do these volunteers work? (total, not per-volunteer) _____

- C. The following questions are about your expenditures in the last accounting year:

1. What were your approximate total expenditures for the last accounting year 1975? _____
2. Approximately what amount was spent for salaries?
\$ _____ full-time Not Applicable
\$ _____ part-time
\$ _____ Total
3. Did your organization have a deficit in the last accounting year?
 yes What was the deficit? \$ _____
 no
4. Did your organization have a surplus in the last accounting year?
 yes What was the surplus? \$ _____
 no

5. Has your organization curtailed any of its activities, or cut staff in the last year in order to stay within your income or to minimize a deficit?

yes
 no

Which of the following have you had to cut?

Staff (number)
 Quality of productions
 Length of season, number of performances,
 hours open to the public
 Number of programs
 Other (please specify) _____

6. In the future do you anticipate problems in any of the following areas caused by lack of funds?

physical facilities
 staffing
 promotion and publicity

audience development
 programs and services

- D. The following questions relate to income and expansion in the last accounting year:

1. Please list the amounts of earned income by sources. (Write zero if you had no earned income from that source.)

\$ _____	Ticket sales	\$ _____	Gift shop or other
\$ _____	Endowment		business income
\$ _____	Tuition	\$ _____	Other (please specify)
\$ _____	Fees		_____

2. Please list the amounts of unearned income by source. (Write zero if you had no unearned income from that source.)

\$ _____	Memberships	\$ _____	Local government
\$ _____	Contributions by individuals	\$ _____	State government
\$ _____	Contributions by businesses	\$ _____	Federal government
\$ _____	Fund raising events	\$ _____	Other (please specify)
\$ _____	Foundations		_____

3. Aside from earned and unearned income, did your organization receive in-kind contributions during the past year, such as donated materials, equipment, space, or professional services? (Exclude time contributed by volunteers.)

yes
 no

What was the estimated total dollar value of these contributions? \$ _____

4. Is there sufficient public interest to justify an expansion of your staff and programs?

yes
 no

Do you anticipate sufficient funds to expand your staff and programs? yes

no
 do not know

5. Number in order of priority the three sources from which you are most likely to actively seek funds in order to raise sufficient money to expand or maintain current staff and programs:

Membership
 Admissions charges
 Solicitations on foundations
 Solicitation of corporations
 Solicitation of individuals
 Fund raising events

Fees for services
 Increasing ticket prices
 Local government
 State government
 Federal government
 Other (please specify) _____

- E. The following questions are about membership and admissions in the last accounting year:

1. How many members did you have? _____
2. How many season subscribers did you have? _____
3. In the last four years, how has the number of your members and/or season subscribers changed?
 increased decreased
 stayed the same
4. What is the lowest price that your organization charges for a regular single admission? _____
5. What is the highest price that your organization charges for a regular single admission? (Excluding special events for which there are extra charges) \$ _____
6. What is the price of dues requested by your organization?
 \$ _____

IOWA ARTS STUDY
BY
THE IOWA ARTS COUNCIL

QUESTIONNAIRE FOR COMMUNITY THEATRES

Name of Organization _____

Name & Title of Managing Director _____

Mailing Address _____

Telephone _____

On what kind of accounting year do you operate?

 calendar year
 fiscal year

A. The following questions are about programs you have sponsored in the last accounting year:

1. How many performances did your organization sponsor, including touring? (Include performances, not productions) _____
2. What percent of the above performances were free to the public? _____
3. What was the estimated total attendance at programs you sponsored?

4. What percent of the estimated total attendance were children under 18? _____%
5. What was your estimated total paid attendance? (Include both children and adults). _____

B. The following questions are about paid or volunteer staff in the last accounting year:

1. Do you have full-time paid staff? yes no _____ how many?
2. Do you have part-time paid staff? yes no _____ how many?
Approximately how many average hours per week do these part-time staff work? _____
3. Do you have volunteers? yes no _____ how many?
Approximately how many average hours per week do these volunteers work? (total, not per-volunteer) _____

C. The following questions are about your expenditures in the last accounting year:

1. What were your approximate total expenditures for the last accounting year? \$ _____

2. Approximately what amount was spent for salaries?

\$ _____ full time
 \$ _____ part-time
 \$ _____ Total

3. Did your organization have a deficit in the last accounting year?

yes
 no

What was the deficit? \$ _____

4. Did your organization have a surplus in the last accounting year?

yes
 no

What was the surplus? \$ _____

5. Has your organization curtailed any of its activities, or cut staff in the last year in order to stay within your income or to minimize a deficit?

yes
 no

Which of the following have you had to cut?

Staff (How many? _____)
 Quality of productions
 Length of season, number of performances, etc.
 Number of programs
 Other (please specify) _____

6. In the future do you anticipate problems in any of the following areas caused by lack of funds:

physical facilities
 staffing
 promotion and publicity

audience development
 programs and services

Comments:

E. The following questions are about membership and admissions in the last accounting year:

1. How many members did you have? _____
2. How many season subscribers did you have? _____
3. In the last four years, how has the number of your members and/or season subscribers changes?
 increased
 stayed the same
 decreased
4. What is the lowest price that your organization charges for a regular single admission? \$ _____
5. What is the highest price that your organization charges for a regular single admission? (Excluding special events for which there are extra charges?)
\$ _____

Comments:

IOWA*ARTS COUNCIL

Dear Community Government Official:

Your help is needed in order that we may serve you better.

The Iowa Arts Council, a state agency, annually offers several programs and grant opportunities with which to supplement community based arts projects. We realize, however, that many communities are involved with the arts on their own.

The enclosed questionnaire will help us ascertain where local funds for arts programs are being raised, and how local governments are responding to citizen demand for arts experiences.

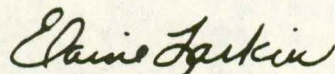
The questionnaire is very brief, and asks only for information which will be directly pertinent to our goal of determining resources and needs in the state, and in demonstrating the economic impact of local resources for arts programs.

If necessary, please forward this form to the appropriate individual on your staff.

Your cooperation in returning this questionnaire by November 15 will be greatly appreciated. (A return mail envelope is enclosed for your convenience.)

Help us help you today!

Sincerely,



Elaine Larkin
Media and Research Director

rb
encs: questionnaire
return envelope

IOWA STATE ARTS COUNCIL
 COMPREHENSIVE STUDY OF THE ARTS

CITY BUDGET QUESTIONNAIRE

Name of City _____

The following questions are about the dollars spent on programs relating to the arts in fiscal year 1975-76:

1. What was your total budget in fiscal year 1976? \$ _____
2. How many dollars for arts programs or projects were provided by your city in fiscal year 1976? (Please do not include federal or state dollars or contributions.)

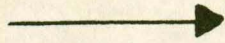
	Capital	Operating
Band/Symphony	\$ _____	\$ _____
Art Center/Museum	\$ _____	\$ _____
Theater	\$ _____	\$ _____
Visual arts program not in an art center or museum	\$ _____	\$ _____
Other (please list)	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

3. Name and address of facility (facilities) in which most performing arts events (theatre, dance performances, musical programs, and others) are held in your community: _____

4. Name and address of facility director: _____

5. Are some of the dollars spent for arts "buried" in parts of your budget (such as parks or recreation, etc.) in such a way that they cannot be identified?

yes



Please estimate how much arts funding is located in other parts of your budget:

no

	<u>Capital</u>	<u>Operating</u>
Band/Symphony	\$ _____	\$ _____
Art Center/Museum	\$ _____	\$ _____
Theater	\$ _____	\$ _____
Visual arts programs not in art centers and museums	\$ _____	\$ _____
Other (please list)		
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

Comments:

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