

MAR 10 1989

This is the second edition of ARTalk for Partnership Programs, Julie Bailey, Editor.

needs of the organizations represented. The principle objectives of the project are to:

- a. recognize and support deserving minority performance presenters with our region;
- b. assist the presenters in identifying quality minority artists;
- c. provide collaborative learning opportunities for the presenters;
- d. strengthen the presenters' professional skills and expertise; and
- e. help minority presenters increase their audiences for minority artists.

As the MPPN develops, the Iowa Arts Council will also be working to identify and assist multi-cultural artists and presenters here in our own state.

At the National Assembly of State Arts Agencies annual meeting in San Francisco, the multi-cultural topic was also addressed in a peer group session of state arts council Assistant Directors. As with the MPPN through Arts Midwest, problems of identification and promotion of multi-cultural programs were discussed. The Deputy Director of Programs for the California Arts Council, Juan Carrillo, was a member of a panel which spoke on Cultural Diversity and he made a very good point about the definition of "Multi-Cultural". He stated that "the term multi-cultural should not be an exclusive term, but an inclusive term." That is certainly true, especially in states where the multi-cultural population is the majority rather than the minority. I feel that making the arts "inclusive" is a goal that every state arts

The past three months have been busy with time spent outside the office and, at times, out-of-state, so I want to share some of my experiences with you through this issue of Artalk. During the year, most of my travel is concentrated into September, October and November and with the Iowa Booking Conference also held in November, my time in the office has been very limited.

CURRENT PROGRAM ACTIVITIES

In September, I attended the Midwest Regional Conference sponsored by Arts Midwest and Mid-America Arts Alliance. Held in Minneapolis, this conference was for the purpose of promoting the performing arts in the 15 states of the two regional organizations. The conference consisted of workshops and seminars designed to assist presenters and producers in strengthening performing arts activities. Pre-conference meetings were also held and one of the highlights of the pre-conference work was the Multi-Cultural Performance Presenters Network (MPPN) session. This network consists of a group of presenters from the Arts Midwest region who will be meeting periodically over the next three years to discuss the issues and concerns surrounding the presentation and preservation of multi-cultural performing arts. The meeting held at the Midwest Regional Conference was the first meeting of the MPPN.

It is an honor to serve on this panel with presenters from throughout our region. Many different cultures are represented and the goals and objectives of the project are timely to the current focus and

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agency, major arts organization and local arts agency should work to attain. Multi-cultural issues are now a major concern all around the country and the IAC will study the issue in the near future and develop goals and objectives for our state.

Those two major out-of-state conferences rejuvenate ones' enthusiasm for "pressing on"; however, important visits happen here within Iowa's borders as well. October has historically been the time for Grant Writing Workshops in Iowa and this year, five workshops were conducted at various locations. Separate from the five workshops, I also had the opportunity to speak at the Davenport Art Museum with Lloyd Schoeneman from Quad City Arts. Quad City Arts is a new organization which emerged from the combination of Visiting Artists, Inc. and the Quad Cities Arts Council. Lloyd and I discussed the many possibilities for funding sources for Quad City area arts organizations and the structure and guidelines for those programs.

Another highlight of my Iowa travel was a visit to Luther College in Decorah. Luther is certainly one of Iowa's many treasures and my day-long visit there produced many new contacts and friends. Luther College is currently developing a large collection of the works of Gerhard Marcks as well as undertaking a project to translate many of the Marcks papers and documents. While there I also met with representatives of the Music and Theater Departments.

Local arts organizations in Clinton are researching the possibility of a cooperative fundraising project and invited me to a dinner to speak about

IAC granting opportunities. Many of the people in attendance were previous contacts from the Artists-in-Schools/Communities program and the Arts & Tourism project to renovate the Clinton Showboat.

Other visits this Fall have included the Iowa Assembly of Local Arts Agencies annual conference in Ames and the Association of Iowa Fairs meeting in Des Moines.

ADVOCACY

The Iowa Legislature began its' current session on January 9 and the Iowa Arts Council will be seeking to increase our budget appropriation. We need your assistance and support during the budget process. Please take a few minutes to write to your Senator and Representative and encourage their support of the IAC budget request for Fiscal Year 1990. You may contact your legislators by writing to:

(SENATOR/REPRESENTATIVE NAME)

Iowa Legislature
State Capitol Building
Des Moines, IA 50319

This budget request effects grant awards made during 1989 for projects occurring between July 1, 1989 and June 30, 1990.

GRANTS-IN-AID PROGRAM STATISTICS

Research has recently been completed on the General Grants program for Fiscal Year 1988 and I would like to share a small portion of the information obtained.

Iowa Arts Council grant expenditures are documented by grantees by the submission of a Final Report Form. In turn, the IAC gathers this information via the Grants Management

System of our computer and prepares a final report to the National Endowment for the Arts. The information obtained by grantees' final reports is extremely important to the IAC as well as the NEA and is used to prepare numerous documents and reports. Even though the IAC prepares certain sets of information for the NEA on how dollars are spent here in Iowa, we have never detailed those reports to our constituents.

In an effort to track expenditures, I have taken our reports one step further. Generally we look at the bottom line - grant money spent, cash match totals, in-kind contribution totals, etc. IAC Final Reports have several categories under the Expenditure Section which provide interesting statistics in addition to the bottom-line figures; however, the IAC has never reviewed each of those categories separately. This research, once compiled and studied, will assist the IAC in determining program policies, long range planning, advocacy efforts and other important tasks needed to serve our constituency.

The categories for Fiscal Year 1988 can be defined as follows:

Salaries Wages
Monies expended for salaries and wages of personnel identified with the project. This is generally used for personnel in either administrative or artistic positions with the applicant organization.

Outside Fees and Services
Monies expended for fees and services of artistic, technical or administrative personnel not generally employed by the applicant organization but

directly involved with the project.

Travel

Monies expended for fares, hotel and other lodging expense, food, or mileage costs identified with the project.

Marketing

Monies expended for marketing/publicity/promotion specifically identified with the project.

Facility Rental

Monies expended for the rental of office, rehearsal, theater, hall or gallery space identified with the project.

Remaining Operating Expenses

Monies expended which are specifically identified with the project, but not entered in other categories.

The charts included in this publication look at each of the final report expenditure categories and makes a comparison by discipline. The percentage figures show the total percent of dollars spent in that discipline on that particular expenditure.

For example, looking at the chart of Salaries and Wages, we see that Dance projects spent 25% of funds received from IAC grants for Salaries & Wages.

Music projects lead other disciplines in total dollars re-granted, so consequently, dollars expended are also proportionately high. One must also review percentages to obtain a clear picture of the impact of this program. For instance, Multi-Discipline grantees expend 61% of their dollars on Salaries and Wages compared to Dance at 25%. A total of 45% of grant funds are expended for Salaries and Wages.

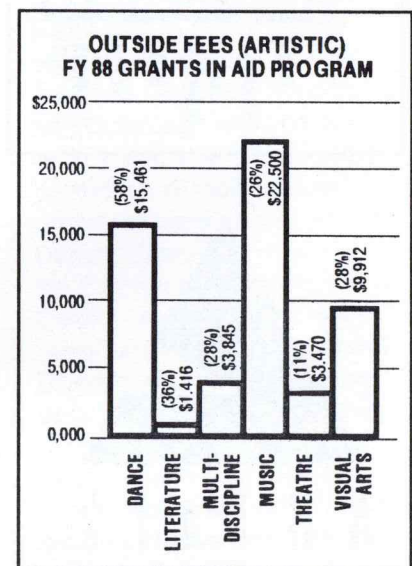
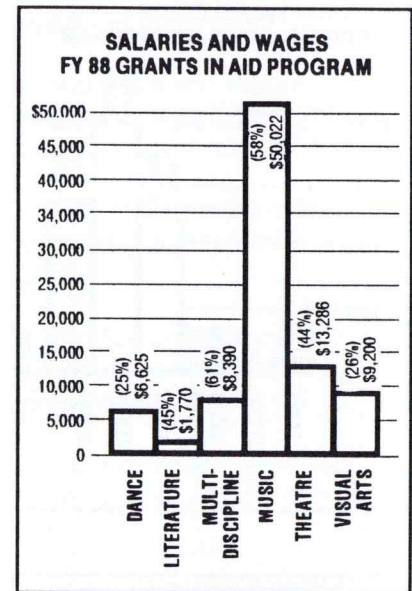
Outside Fees range from Theater at 11% of funds expended to Dance coming in at 58%. A total of 29% of grant funds are expended for Outside Fees and Services.

Travel, Marketing, Facility Rental and Remaining Operating Expense statistics indicate a broad gap exists between dollars spent for these items and dollars spent for Salaries and Wages and Outside Fees and Services. The research shows the following breakdown:

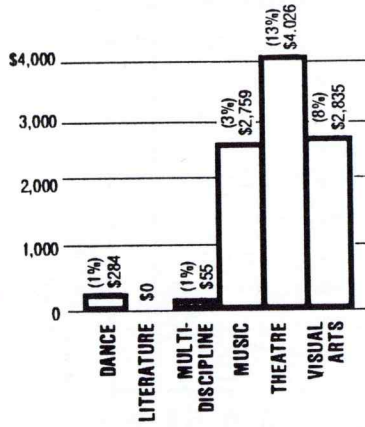
- Travel - 5%
- Marketing - 6%
- Facility Rental - 2%
- Remaining Operating Expenses - 7%

Exceptions to these overall percentages do exist however. Visual Arts projects show 18% spent on Marketing, 8% spent on Travel Costs and 15% falls under Remaining Operating Expenses. Theater projects spent 13% of their IAC dollars on Travel, 7% on Marketing and 20% on Remaining Operating Expenses. Other disciplines are consistently below the 5% range in these areas. Certain factors can be attributed to these above-normal figures such as Visual Arts projects expending Marketing dollars for catalogs with exhibitions. Theater travel costs are high due to the touring programs of theater companies.

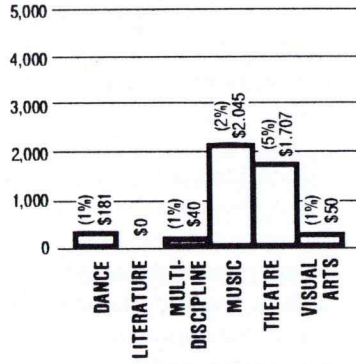
These statistics are compiled from reports received from grantees. Approximately 6% of IAC grant funds are cancelled, returned or the reports have not been submitted to the IAC.



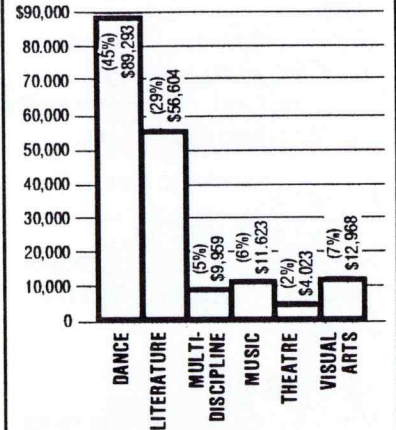
**TRAVEL COSTS
FY88 GRANTS IN AID PROGRAM**



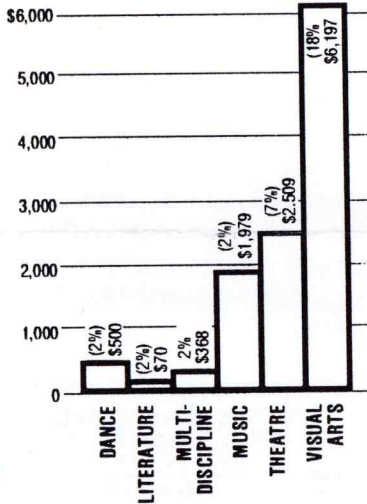
**FACILITY RENTAL
FY88 GRANTS IN AID PROGRAM**



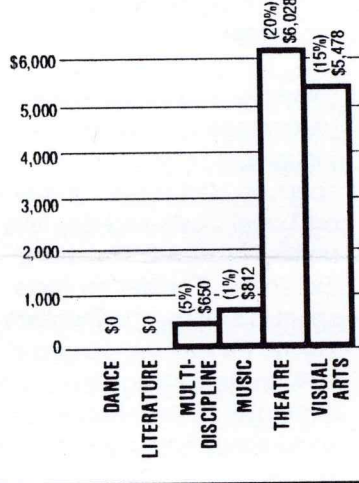
**TOTAL GRANT EXPENDITURES
FY88 GRANTS IN AID**



**MARKETING
FY88 GRANTS IN AID PROGRAM**



**REMAINING OPERATING EXPENSE
FY88 GRANTS IN AID**



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