

# FINAL REPORT

## ARTS AND CULTURAL ENHANCEMENT STUDY COMMITTEE

January 1991

### AUTHORIZATION AND APPOINTMENT

The Arts and Cultural Enhancement Study Committee was established by the Legislative Council to "study the state of the arts and culture in Iowa and make recommendations on development of a public-private partnership to enhance arts and cultural opportunities in Iowa."

Members of the Study Committee were:

Senator Mike Connolly, Co-chairperson  
Representative Jack Hatch, Co-chairperson  
Senator Jim Lind  
Senator Jean Lloyd-Jones  
Representative Linda Beatty  
Representative Brent Siegriest  
Ms. Ann Krumm, Newton  
Mr. Henry Royer, Cedar Rapids

### COMMITTEE PROCEEDINGS

The Study Committee was granted one meeting, which was held August 22, 1990, at 10:00 a.m. The following presentations were made to the Committee:

Ms. Ann Bergren, Iowa Arts Coalition, explained that the Coalition is a statewide nonprofit bipartisan organization which believes that quality arts opportunities should be made available to every Iowan. Ms. Bergren stated that, if the Coalition received enhanced funding, they could provide for the development or expansion of programming in the areas of education, outreach, and enhancement, noting that the development of programming in these areas is difficult for each of the Coalition's member organizations to accomplish separately.

Ms. Jodie Greenhoe, Iowa Alliance for Arts Education, explained that the Alliance is an affiliate of the Kennedy Center Alliance, which is the Kennedy Center's education program, and is funded by the United States Department of

Education. Ms. Greenhoe stated that Alliance members believe that every Iowan should have quality opportunities to be educated in all of the arts, both in and outside of the schools, utilizing experiences provided by specialists, classroom teachers, professional resources, and community cultural resources.

Ms. Billie Bailey, Iowa Museum Association, stated that the Association is a broad-based organization, with 67 institutional members and members of the general public. She also stated that her organization acts as an advocate for its members by lobbying during the legislative session.

Ms. Myrt Levin stated that although she is appearing on behalf of the Iowa Business Council she does not purport to speak for any of the Council's individual members. Ms. Levin said that cultural activity is important as a reflection of the quality of life of a given area and, consequently, any corresponding business expansion. She added that the importance of the arts to business is reflected in the numbers of businesses that contribute to the arts. Ms. Levin suggested that if the state wishes to cater to business interests, it would be well advised to mandate a study to determine where Iowa actually stands on cultural activity.

Ms. Barbara Lounsberry, Iowa Humanities Board, described the mission and activities in which the Board has been engaging, as well as those activities which the Board would like to continue or pursue. Ms. Lounsberry stated that the role of the Board and other humanities organizations is to develop an awareness in communities, businesses, and new arrivals of Iowa's culture and to bring to Iowans an awareness of the culture of the world.

Mr. Paul Davis, Iowa Assembly of Local Arts Agencies, stated that the Assembly consists of 65 different agencies and that an agency is not required to be affiliated with a county in order to be a member of the Assembly. Mr. Davis said that the Assembly is a grassroots organization which works with both rural and urban arts agencies, with various arts groups, and with schools.

Ms. Natalie Hala, Iowa Arts Council, discussed the status and limitations of state arts agencies, the current state of the arts in Iowa, and the Council's current and aspired to programmatic activities. Ms. Hala expressed her opinion regarding a concept for future arts funding using an endowment in which both private and public arts agencies function as active endowment participants, with the Arts Council assuming a monitoring role. Ms. Hala indicated that the Arts Council would like to have an active voice in any future arts endowment process.

Ms. Carolyn Freeland, Iowa Futures Project, explained that the Project was created to attempt to obtain a consensus from Iowans on the kind of future they wanted in Iowa, to develop a strategic plan for improvement of the state, and assist in the implementation process for the plan. Ms. Freeland stated that the Project recommends that Iowa adopt a plan for a public/private partnership initiated by

Iowa's business leadership to encourage corporations to commit to giving 3% of their taxable income annually to charitable causes. As part of this it is suggested that the goal for the arts and culture should be 1% of the corporate philanthropy. She explained that the state would be expected to participate in this area by matching private philanthropy, with the goal of moving Iowa's public per capita support of the arts rating from its near last position to a position which is closer to the middle of all states.

Mr. David Crosson, Administrator of the Historical Division of the Department of Cultural Affairs, stated that he has been the Administrator for the past five years, and expressed support for the efforts made toward improving Iowa's cultural environment by all persons present at the meeting. Mr. Crosson expressed the hope that, if a new mechanism for funding cultural activities is created, the General Assembly will consider all cultural activities together, and not separate and segregate them into subgroups. Mr. Crosson pointed out that if government is to support cultural activities, focus on corporate desires may not be appropriate since private individuals are responsible for approximately 83% of private donations.

Ms. Mary Beth Schroeder, Arts Consultant for the Department of Education, explained that she has the responsibility for promoting excellence in education through the visual arts, dance, music, and theater at the public and private primary and secondary schools and at the community college level. Ms. Schroeder stated that the Department is interested in developing an arts education and collaboration plan and that many local agencies have taken the initiative to assist in the development and implementation of local collaboration. She added that currently the Department's plan for implementation of arts basic education includes the cooperation between the Department of Education, the Department of Cultural Affairs, and various arts agencies such as the Iowa Assembly of Local Arts Agencies. If the program is funded into the third year, Ms. Schroeder said, the additional money could be used for things which are currently nonexistent or are very limited, such as the development of surveys, development of evaluative tools, student assessment plans and educational alternatives, scholarships for teachers and administrators, increasing skills knowledge in the arts, development of community-based programs to collaborate with communities and schools, and other programs.

#### COMMITTEE RECOMMENDATIONS

The Committee recommended that a Committee study bill be drafted and reviewed by the Committee for consideration during the 1991 Legislative Session as follows:

1. Create an Enhancement/Endowment Fund of \$10,000,000 to be made up of \$5,000,000 of public and \$5,000,000 of private moneys. A match will be required of the private sector, but up to 50% of the match will be considered as fulfilled by counting existing money given during the current year.

2. Create a structure to manage the Fund which resembles the Resource Enhancement and Protection Program (REAP) involving regional planning caucuses, biannual statewide meetings, and distribution of funds in a horizontal manner.

3. Create a delivery system for the arts, which includes statewide associations, to distribute funds for the following purposes:

- a. Education
- b. Outreach
- c. Enhancement

4. Define the role of the Iowa Arts Council in the program by requiring the Department of Cultural Affairs to act in concert with the other arts and cultural organizations in various cultural activities, including evaluation of projects and the granting of funds in the Council's duties.

The Committee also recommended and requested that the Department of Cultural Affairs determine the current level of corporate giving to the arts and other cultural organizations and present its findings to members of the Committee by March 31, 1991.

The Committee recommended that the Iowa Business Council be requested to study the most effective programmatic use of funds for arts and cultural enhancement and present its findings to members of the Committee by March 31, 1991.

The Committee recommended that the private sector issue a challenge for not less than \$2,500,000 for the endowment portion of the program.

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