

**REPORT OF THE
COMMISSION FOR THE ARTS ON**

**The Governor's Task Force
on Promotion of the Arts**

**TO THE
GENERAL ASSEMBLY OF VIRGINIA**



HOUSE DOCUMENT NO. 3

**COMMONWEALTH OF VIRGINIA
RICHMOND
1992**

GOVERNOR'S TASK FORCE ON PROMOTION OF THE ARTS

Preface

Authority: The Governor's Task Force on Promotion of the Arts was established as a result of House Joint Resolution No. 63, passed by the 1990 General Assembly, and extended by HJR 340 in the 1991 General Assembly.

Membership: The Honorable Marian Van Landingham, Chair,
Alexandria

James Plunky Branch, Richmond

Edwin S. Clay, III, Fairfax

Toy Lacy Cobbe, Martinsville

Dr. Murry DePillars, Richmond

The Honorable James H. Dillard, II, Fairfax

Dr. Paul Antonie Distler, Blacksburg

David R. Goode, Norfolk

The Honorable Richard J. Holland, Windsor

The Honorable Benjamin J. Lambert, III, Richmond

Helen G. Levinson, Richmond

The Honorable Joan H. Munford, Blacksburg

Rex Partington, Abingdon

Thomas R. Perryman, Hickory, North Carolina

The Honorable Richard L. Saslaw, Springfield

Joseph Seipel, Richmond

The Honorable Alson H. Smith, Jr., Winchester

Margarette M. Smith, Winchester

John R. Turbyfill, Norfolk

The Honorable Stanley C. Walker, Norfolk

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EXECUTIVE SUMMARY

The Governor's Task Force on Promotion of the Arts looked at the results of state funding of the arts through the Virginia Commission for the Arts and the impact of the state spending cuts on the arts. The finding of the Task Force was that there has been expansive growth in the arts in all areas of the state as a result of the programs of the Commission for the Arts. These programs have had a multiplier effect by encouraging additional funding from individuals, businesses, and local governments. The public dollars have made it possible for millions of Virginians in all parts of the state to participate in the arts, regardless of income, race, age, disability, or social barriers.

It is the recommendation of the Task Force that the General Assembly reconfirm its commitment to promoting the arts by rewriting the enabling legislation of the Commission for the Arts to detail state government goals for the arts and to direct the Commission to address specific issues. These goals and issues are on pages 5 and 6 of this report. Furthermore, the Task Force recommends that the General Assembly establish a financial goal of an annual General Fund appropriation for the Commission of \$1 per citizen of the Commonwealth. The Task Force recognizes that with the pressures on the state budget that it will take some time to reach this financial goal.

Complete copies of the testimony presented at the four public hearings conducted by the Task Force are available through the Virginia Commission for the Arts, 223 Governor Street, Richmond, VA 23219-2010 (804/255-3132).

REPORT OF THE GOVERNOR'S TASK FORCE ON PROMOTION OF THE ARTS

Summary

The Governor's Task Force on Promotion of the Arts met four times in 1990 and 1991 - in Richmond, Roanoke, Alexandria, and Norfolk. The Task Force heard testimony from 78 speakers about the value of state support of the arts and about the impact of the state spending cuts on not-for-profit arts organizations and artists.

Complete copies of the testimony are available through the office of the Virginia Commission for the Arts (223 Governor Street, Richmond, VA 23219; phone: 804/225-3132). Some of the points made frequently in the testimony were:

-Public funding of the arts helps pay for educational programs, outreach activities for the economically disadvantaged, and touring to all parts of the state. Without public support arts organizations will focus only on those programs that generate the most revenue. The arts will then be available only to a small segment of the population.

-The arts depend upon the efforts of thousands of volunteers, thereby making a small amount of public funding go a long way.

-Funding from the Virginia Commission for the Arts to arts organizations creates a multiplier effect by encouraging additional funding from individuals, businesses, and local governments.

-Artists and arts organizations that tour or exhibit nationally and internationally produce good public relations for Virginia and attract visitors to the Commonwealth.

-Studies have shown increases in reading scores of 12 to 26% in schools with cultural enrichment programs.

-A 1987 study in Richmond showed total attendance of 3.8 million at arts events, a 700% increase from 1981. The organizations involved in the study spent \$12.4 million in goods and services that year and \$9.6 million in wages to local employees.

-In the Hampton Roads area there are 2500 arts employees who pay state income taxes to Virginia. This number is comparable with some of the biggest employers in the area such as Sovran Bank with 2800 employees and Canon and Norfolk Southern with 1100 each.

-Businesses and individuals are already generous in their financial support of the arts in Virginia. Arts organizations are not able to make up the loss of state support through increased private fundraising.

-The combined budgets of the arts organizations funded by the Commission total over \$60 million, a match of more than ten to one of state funds.

-Study of the arts develops aesthetic skills, helps students to appreciate the cultures of our nation and the world, and inspires creative thinking. These qualities are desperately needed if Virginia is to compete in a world economy.

One theme that appeared repeatedly in the public hearings was that state support of the arts through the Virginia Commission for the Arts has led to expansive growth in the arts in all areas of the state. The Task Force discussed ways to maintain the high level of arts activity in the Commonwealth in an era of limited financial resources. It was the consensus of the Task Force that the mission statement for the Virginia Commission for the Arts in the Code of Virginia should be rewritten to identify areas of concentration for the Commission. The current mission is simply to "stimulate and encourage throughout the State public interest and participation in the arts."

The Task Force recommends substituting the following language in the Code under "duties of the Commission."

GOALS FOR STATE SUPPORT OF THE ARTS IN VIRGINIA

The General Assembly of Virginia has the following goals for public support of the arts in the Commonwealth.

-All Virginians should have access to high quality art. Through the Virginia Commission for the Arts the Commonwealth supports artistic excellence where it already exists, encourages growth in artistic quality, and works to make this artistic excellence available to all Virginians.

-Virginia should be an economically viable and intellectually stimulating place for artists to live and work.

-All Virginians should be able to experience and appreciate quality art at affordable prices.

-A well-planned, sequential, comprehensive program of arts education, taught by certified specialists, should be part of the curriculum of all elementary and secondary

schools in Virginia. While the major responsibility for arts education lies with state and local education agencies, the Virginia Commission for the Arts is directed to encourage the arts within the educational system by providing activities that supplement the curriculum.

-Virginia should have a network of resident professional arts organizations producing a variety of classical and new work.

-Virginia should have a network of well-managed media, literary, performing and visual arts presenters dedicated to bringing to their communities the greatest diversity of artistic experiences possible.

In support of these goals, the General Assembly directs the Virginia Commission for the Arts:

-to provide funding and management assistance to nonprofit arts organizations of recognized artistic quality and to encourage these organizations to make their programs available to as many citizens as possible

-to support and encourage new arts organizations that serve people with limited access to the arts

-to provide incentives for local governments to support the arts with local tax revenues

-to recognize and provide funding to individual artists of exceptional talent

-to support performing arts touring as a way of increasing the availability of high quality arts throughout the state

-to provide funding for arts organizations, artists, and arts activities that celebrate and preserve the many cultures which constitute contemporary life in the Commonwealth

-to encourage and provide funding for the creation of new works of art

-to provide programs that support and supplement the arts education curriculum in elementary and secondary schools

-to develop the arts in rural areas of the state

-to utilize advisory panels of artists, administrators of arts organizations, and other citizens residing in each

region of the state to assist the Commission in making funding decisions

Guiding Principles of State Support of the Arts:

The General Assembly of Virginia views its role in providing financial support to artists and nonprofit arts organizations as that of a catalyst, helping to augment and strengthen private and local support of the arts. Through the Virginia Commission for the Arts the General Assembly provides support for those activities least likely to be funded through other sources. This philosophy recognizes that government resources are limited while demands for services are high, and that the arts are healthier when open to diverse influences and not financially dependent on any single source of support.

The General Assembly has set as a goal for state support of artists and arts organizations through the Virginia Commission for the Arts an annual General Fund appropriation of \$1 per citizen of the Commonwealth. In addition, the General Assembly may from time to time appropriate additional funds for specific new programs to be administered by the Commission to address changing needs in the arts.

Conclusion

The Task Force members recognize that state resources will be limited in the next biennium and that it will take some time to reach the financial goal described above. With such limited resources, however, it is more important now than ever that the General Assembly be specific about the state role in support of the arts.

1990 SESSION

LD0453584

1 HOUSE JOINT RESOLUTION NO. 63

2 Offered January 19, 1990

3 *Requesting the Governor to establish a task force on the promotion of the arts in Virginia.*

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5 Patrons—Van Lanningham, Plum, Almand, Marshall, Cohen, Cunningham, J.W., Bloxom,
6 Clement, Cooper and Van Yahres; Senator: Walker

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8 Referred to the Committee on Rules

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10 WHEREAS, the arts have played a continual and important role in the cultural heritage
11 of the Commonwealth of Virginia; and

12 WHEREAS, the arts are a treasured element in society, and greatly enhance the quality
13 of life for all citizens; and

14 WHEREAS, the arts play a major role in the development of tourism in Virginia and
15 have the potential for an even greater economic impact on the Commonwealth; and

16 WHEREAS, the value of the arts has been recognized by school systems in the
17 Commonwealth and included in the curriculum; and

18 WHEREAS, arts in the schools are important to the self-fulfillment of young people; and

19 WHEREAS, the arts are unique in helping to bridge cultural differences within society
20 and enable citizens to reach out to different cultures; and

21 WHEREAS, the Virginia Commission for the Arts, which was previously under the
22 Secretary of Education and is currently under the Secretary of Economic Development, was
23 established in 1968; and

24 WHEREAS, § 9-84.03 of the Code of Virginia directs the Commission to stimulate and
25 encourage public interest and participation in the arts throughout the Commonwealth and to
26 formulate recommendations concerning appropriate methods to encourage participation in
27 and appreciation of the arts; and

28 WHEREAS, funding relating to the arts has been appropriated to the Virginia
29 Commission for the Arts, the Department of Education, and various major art facilities in
30 the Commonwealth; and

31 WHEREAS, all of the attributes of the arts are well known, but are not receiving all of
32 the attention they deserve because no legislative committee in the General Assembly has
33 been assigned the specific responsibilities involved with the promotion of the arts; now,
34 therefore, be it

35 RESOLVED by the House of Delegates, the Senate concurring, That the Governor is
36 hereby requested to establish a task force on promotion of the arts in Virginia to study all
37 aspects pertaining to the promotion of the arts in the Commonwealth, including the
38 identification of problems and the determination of appropriate actions to resolve the
39 problems. The task force shall consist of legislative and citizen members. The Virginia
40 Commission for the Arts shall assist the Office of the Governor in the staffing of the task
41 force. All agencies of the Commonwealth shall assist the Office of the Governor in its work
42 as called upon.

43 The task force shall complete its work in time to submit its findings and
44 recommendations to the 1991 Session of the General Assembly as provided in the
45 procedures of the Division of Legislative Automated Systems for processing legislative
46 documents.

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1991 SESSION

LD5746584

HOUSE JOINT RESOLUTION NO. 340

Offered January 17, 1991

Requesting the Governor to continue the Governor's Task Force on the Arts in Virginia.

Patrons—Van Landingham, Byrne, Mayer, Brickley, Cooper, Van Yahres, Munford, Jennings, Keating, Plum, Almand, Heilig, Smith, Marshall, Cohen, Maxwell, Ealey, Dillard, Christian, Darner, Callahan, Harris, R.E., Councill, Forehand and Giesen; Senators: Miller, E.F., DuVal, Calhoun, Saslaw, Macfarlane, Lambert and Walker

Referred to the Committee on Rules

WHEREAS, the arts have played a continual and important role in the cultural heritage of the Commonwealth of Virginia; and

WHEREAS, the arts are a treasured element in society and greatly enhance the quality of life for all citizens; and

WHEREAS, the arts play a major role in the development of tourism and the hospitality industry in Virginia and have the potential for an even greater economic impact on the Commonwealth; and

WHEREAS, the value of the arts has been recognized by school systems in the Commonwealth and included in the curriculum; and

WHEREAS, arts in the schools are important to the self-fulfillment of young people; and

WHEREAS, the arts are unique in helping to bridge cultural differences within society and enable citizens to reach out to different cultures; and

WHEREAS, the Virginia Commission for the Arts, which was previously under the Secretary of Education and is currently under the Secretary of Economic Development, was established in 1968; and

WHEREAS, § 9-84.03 of the Code of Virginia directs the Commission to stimulate and encourage public interest and participation in the arts throughout the Commonwealth and to formulate recommendations concerning appropriate methods to encourage participation in and appreciation of the arts; and

WHEREAS, funding relating to the arts has been appropriated to the Virginia Commission for the Arts, the Department of Education, and various major art facilities in the Commonwealth; and

WHEREAS, the arts have been particularly hard hit by budgetary reductions even though money spent on the arts has a multiplier effect on the economy; and

WHEREAS, all of the attributes of the arts are well known, but are not receiving the attention they deserve because no legislative committee in the General Assembly has been assigned the specific responsibilities involved with the promotion of the arts; and

WHEREAS, during the 1990 Session of the General Assembly the Governor was requested through House Joint Resolution No. 63 to establish a task force on the promotion of the Arts in Virginia; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the Governor is requested to continue the Task Force on the Arts in Virginia to study all aspects of promoting the arts in the Commonwealth, including the identification of problems and the determination of appropriate action to resolve the problems. The Task Force shall continue with the same membership and the Virginia Commission on the Arts shall continue to assist the Office of the Governor in staffing the Task Force. The Task Force shall complete its work in time to submit its findings and recommendations to the 1992 Session of the General Assembly as provided in the procedures of the Division of Legislative Automated Systems for processing legislative documents.