

## **Fund for the Arts: 10 Things to Change**

1. Update bylaws so they are consistent with non-profit best practices. This includes open meetings and maintaining records similar to public agencies.
2. Overhaul members' allocation system with the goal of increased equability for smaller groups and complete transparency of the allocation process based on merit.
3. Streamline and simplify the FFTA grant application. The Fund for the Arts would reward excellence, not simply the continued existence of arts organizations in Louisville. We would like there to be a comprehensive guided study of who and what gets funded.
4. Promote risk-taking in grants by supporting avant-garde and experimental work, popular music, and non-traditional arts. Award a portion of each year's allocations to ten small independent local arts groups for one-time grants of \$1,000 to \$10,000.
5. Diversify the Board to better reflect the constituency that FFTA serves: include artists and art administrators in addition to business and community leaders. We would like the Board to broaden its understanding of the arts. Develop an educational orientation process for membership and a program help the Board understand best practices in other locations.
6. Provide more equitable funding for the visual arts. The current visual arts funding is approximately 2.56% of the total budget, which is largely based on this group's minimal operating budget. Performing arts, for example, has a much higher operating budget and consequently much more funding provided by FFTA. Performing arts' operating budget is higher because they must hire artists, actors, singers, musicians, etc. However, the operating budget of visual arts is inherently different because it does not incorporate the costs of making the ceramics, painting the portraits, or creating the sculptures. This difference does not reflect the community's interest or economic benefit derived from the visual arts. Because of the structural difference, the following actions should be taken to directly support visual artists since there is currently little direct support for visual artists through the operating budgets of the non-profits representing them:
  - a. Set up an additional application that allows 5013c organizations to apply for funding directed to creating opportunities for visual artist such as educating the public about collecting art, promote Louisville as destination for viewing and collecting visual art, help co-op groups show and sell visual art.
  - b. We would like the Fund's grants and scholarships to be open to the visual arts as well as the performing arts.
7. Develop a new strategic plan to increase number of prospective donors and companies participating in payroll deduction program.
8. Recognize that critics and reporters are vital for our cultural ecology to be healthy. Join others in advocating for the *Louisville Courier-Journal* to have a performing arts critic. Provide financial support to Louisville Public Media so they can have a culture reporter again.

9. Strengthen Louisville's areas of existing strengths—its heritage and history organizations, its vibrant rock scene, its burgeoning visual arts, as well as excellence at the Kentucky Opera, Louisville Ballet, and Actors' Theatre (*as judged by outside professionals in the arts from other communities*).
  
10. Take strategic planning and envisioning seriously and consider how the arts could serve urban development. Have routine "town hall" meetings so that funders and others could take the pulse of the folks who both create and consume the arts. Become a leader in bringing arts groups together with information and inspiration.

Craig Kaviar  
Kaviar Forge & Gallery

Ann Stewart Anderson

Lynn Dunbar

Billy Hertz  
Galerie Hertz

C.J. Pressma

Christa Faulkner

Elizabeth Kirkwood  
e-art-gallery.com

Erika Napier  
Flights of Fancies

Tim Faulkner  
Tim Faulkner Gallery

Nancy Peterson  
Edenside Gallery

Tonya Smith  
K A S Galley

Wendi Smith

Denise Mucci Furnish  
Visual Artist

Julius Friedman

Robert J. Mitchell  
Broadway Press

N. Deborah Hazlett

Catherine Bryant

Claire L. Pope

Peter Morrin

Rene'e Murphy

Delin Lai

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Christopher B. Fulton

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