

THE SACRAMENTO METROPOLITAN CHAMBER OF COMMERCE

"BUSINESS IN THE ARTS" AWARD

1981

This event is sponsored annually by the Sacramento Metropolitan Chamber of Commerce to recognize outstanding business programs in support of the Arts.

RULES AND PROCEDURES

The following rules and procedures must be used for nominating companies for the "Business in the Arts" Awards from the Sacramento Metropolitan Chamber of Commerce. Nominations should always be for a specific calendar year and should be forwarded to the Awards Administrator (see Item 3) by November 16, 1981.

ELIGIBILITY

1. The "Business in the Arts" Awards competition is open to all business firms regardless of size or location.

Anyone may submit nominations but only business firms, groups of businesses, or business service associations may receive awards.

Business foundations which are normally supported by corporate funds and are organized for the purpose of providing philanthropic support are eligible to compete.

Multiple nominations of companies (where two or more have shared the sponsorship of an arts project) are acceptable; category nominations (acknowledgement of help by the entire business community) will not be considered.

2. To be considered for an Award, a company (or companies) must have actively conducted or participated in projects fostering appreciation of the Fine or Performing Arts during the current calendar year within Sacramento County.

Consideration will also be given to companies with outstanding records of support or involvement over a number of years if contributions continued during the current calendar year.

Projects may be in any area of the Fine, Literary, and Performing Arts.

3. Entries must be submitted on the official nomination form and received not later than November 16, 1981 by the Awards Administrator at this address:

Madelon Randall
"Business in the Arts" Awards
Sacramento Metropolitan Chamber of Commerce
P.O. Box 1017
Sacramento CA 95805

Entries should include details on: (1) specific area arts projects in which the company has participated; (2) relative impact or importance of the company's

(over)

support, as well as the degree to which its personnel were involved; (3) nature of the company's business, its officer (Chairman or President) who will be notified in the event the company is selected a winner, and the full address, including ZIP code.

Do not send films, slides, tapes or displays as they cannot be returned or considered by the judges in determining Awards. The nomination form should state clearly the facts concerning the project.

4. The winners will be selected by the Sacramento Metropolitan Arts Commission and the "Business in the Arts" Committee of the Sacramento Metropolitan Chamber of Commerce.

Primary consideration in judging will be given to the relative value of a company's projects in fostering the Arts, the degree to which the company's personnel were actively involved and the importance to the beneficiaries (Art groups, the community, the general public) of the company's participation.

Special consideration will be given to programs conceived by a company and to those in which it has taken the initiative in offering support.

No attempt will be made to assess the artistic merits of projects; the Awards are intended to honor business firms for their cultural efforts, not to evaluate the works or performances themselves.

5. Nominations for the current competition may include significant, sustained support of programs which have been given previous awards.
6. Nine Awards may be presented - one in each of the following categories as defined by the Standard Industrial Classification Code (SIC) numbers and an overall Grand Award for the most outstanding contribution:

<u>Category</u>	<u>SIC Code</u>
1. Agriculture, Forestry, Fishing and Mining	0000 - 1499
2. Construction	1500 - 1799
3. Manufacturing	1800 - 3999
4. Transportation, Communications, and other Public Utilities	4000 - 4999
5. Wholesale Trade	5000 - 5199
6. Retail Trade	5200 - 5999
7. Finance, Insurance, and Real Estate	6000 - 6999
8. Service and Repair Businesses	7000 - 9999

The SIC Code is a government index used to identify business activity. It indicates both the function (manufacturer, wholesaler, retailer, etc.) and the line of business in which a firm is engaged.

7. All decisions of the judges are final and winners will be notified by January 15, 1982. Category Awards will be presented at a special "Business in the Arts" luncheon in early January. All winners will be Sacramento's nominations to the national "Business in the Arts" Awards program in New York City.
8. The Sacramento Metropolitan Chamber of Commerce will publicize Award winners through its own publications and will provide information to Award winners for use in their own releases.

4. Where did the concept for the art project originate? Please specify.

Company _____ Artist of Art Group _____ Other _____

5. Were Company personnel directly involved in planning and execution of art project? (Indicate areas and extent of personnel involvement)

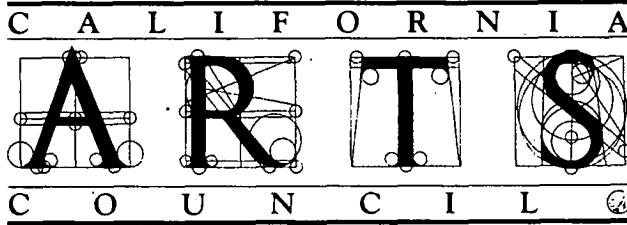
6. What percentage of total project budget was contributed by nominee?

7. How would you judge the importance of this company's involvement to art groups, the community, or the public in general? Did this Company's efforts foster additional support for the art projects, attendance, or participation?

Submitted by: _____ Date _____
(please sign)

Return completed nomination form by November 16, 1981 to:

Madelon Randall
"Business in the Arts" Awards
Sacramento Metropolitan Chamber of Commerce
P.O. Box 1017
Sacramento CA 95805



October 10, 1981

To California Artists:

The California Arts Council is most interested in developing programs and services to assist visual, performing, and literary artists in producing and marketing their art.

We are asking for your help in formulating the framework for these programs and services. We need to know what your needs are and how the California Arts Council can be most helpful in meeting those needs. We have scheduled ten Artists' Assemblies in different regions of the state -- beginning Thursday, October 29 in Eureka and ending Tuesday, November 24 in Riverside. A complete schedule of Assembly dates, times, and locations is on the reverse side of this letter. We hope you will attend the Assembly nearest you.

At each Assembly, attending artists will work together to develop recommendations for program frameworks. Possible structures include fellowships, project grants, art marketing and apprenticeship programs and services, as well as other ideas suggested by participating artists.

This past July, the Arts Council voted to ask the Governor and the legislature for \$500,000 for fellowships to individual artists, as part of the CAC's proposed 1982-83 budget. (All budget requests are subject to approval by both the legislature and Governor, and final determination of the budget is not expected until June 1982.) Another issue for discussion at the Assemblies is how that program, if approved by the legislature and Governor, should be structured.

If you would like further information, please contact:

Larry Briskin
c/o Larry Briskin & Associates
9341 Premier Way
Sacramento, CA 95826
(916) 366-6444

The Assemblies are free and open to the public. Please tell your fellow artists about the meetings -- we urge all interested California artists to attend.

Sincerely,

A handwritten signature in dark ink, appearing to read "William B. Cook". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

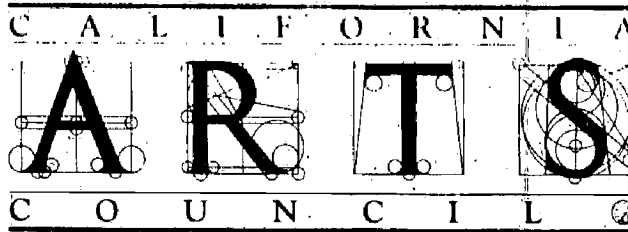
William B. Cook
Executive Director

WBC:ad

CALIFORNIA ARTS COUNCIL ARTISTS' ASSEMBLIES

<u>Date</u>	<u>Location</u>	<u>Address</u>
10/29	Eureka	Humboldt Cultural Center, 422 First Street
11/3	Sacramento	Crocker Art Museum, Margaret Crocker Forum, 216 "O" Street
11/5	San Francisco	Fort Mason Center, Bldg. "A", Conference Room #1
11/6	San Jose	San Jose Museum of Art, 110 So. Market Street
11/10	Fresno	Fresno Arts Center, 3033 East Yale
11/12	Santa Barbara	Cabrillo Arts Center, 1118 Cabrillo Blvd.
11/16	Los Angeles	Gallery Theatre, Barnsdall Park, 4300 Hollywood Blvd.
11/18	Newport	Newport Harbor Art Museum, Lyon Room 850 San Clemente Drive
11/20	San Diego	Casa del Prado, Balboa Park, Room 207
11/24	Riverside	Riverside Municipal Museum, Auditorium, 3720 Orange Street (Corner of 7th & Orang

All assemblies will begin at 9:30 a.m. and end at 4:30 p.m.



CONTACT: LARRY BRISKIN
(916) 366-6444

FOR IMMEDIATE RELEASE

California's independent artists will soon have an opportunity to help formulate a state arts program that would directly affect them.

The California Arts Council (CAC) will hold 10 Artists' Assemblies in different regions of the state beginning October 29, 1981. All interested California artists are urged to attend. An assembly is scheduled for _____ city _____ on _____ date _____, 9:30 a.m. to 4:30 p.m., at _____ location _____. (For city, date, and location of nearest assembly see next page.)

At each assembly, artists will develop their recommendations for a framework for an independent artists program. These could include fellowships, project grants, art marketing and apprenticeship programs, and other ideas suggested by participating artists.

The assemblies will be free and open to the public.

The Arts Council voted at its July public meeting to ask the governor and legislature for \$500,000 to aid independent artists as part of the CAC's proposed 1982-83 budget.

All budget requests, however, are subject to approval by both the legislature and governor, and final determination of the budget is not expected until June 1982.

The Arts Council currently supports independent artists through residency programs that place artists in schools, community settings, and social institutions. However, most CAC funding is directed to arts organizations rather than individuals, and the council is most interested in developing proposals to assist visual, performing, and literary artists in producing and marketing their ideas.

The CAC defines as "independent" an artist not employed by _____
_____ an arts organization.

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COUNTY OF SACRAMENTO

SACRAMENTO COUNTY'S

1981-82

CULTURAL AND CIVIC AWARDS PROGRAM

INFORMATION FOR PROSPECTIVE APPLICANTS

SEPTEMBER 1981

SACRAMENTO COUNTY'S 1981-82
CULTURAL AND CIVIC AWARDS PROGRAM

FACT SHEET

The Board of Supervisors of Sacramento County has allocated \$150,000 for distribution to cultural and civic groups serving this community.

These monies will be awarded to a variety of non-profit community-based organizations or government entities that contribute to the quality of life in the Sacramento area. The awards will be made through a competitive application process--for specific projects sponsored by an eligible organization--according to the eligibility and review criteria included in this packet. In 1980-81, 32 projects were funded with awards ranging from \$500 to \$15,000.

Applications will be accepted until November 6, 1981. You will have a public hearing before an ad hoc panel of representatives of the Metropolitan Arts Commission, the Chamber of Commerce, and the County Executive's Office. This panel will evaluate your presentation and application and, thereafter, make its recommendations for funding to the County Board of Supervisors which will determine the final distribution.

The funded organizations will not be given monies outright but, rather, will be reimbursed for expenses incurred by them in completing the project approved for funding. In general, expenditures such as salaries, transportation, rental of equipment and halls, newspaper and magazine ads, office supplies, etc., are reimbursable.

For further assistance, contact Charlene Rasmussen, the County Executive's representative at 440-5833 or Bill Moskin, the Executive Director of the Sacramento Metropolitan Arts Commission, at 449-5320.

E L I G I B I L I T Y C R I T E R I A

Minimum requirements applicable to sponsoring organization:

1. Organization must be either nonprofit or a governmental entity.
2. Organization must contribute to or preserve the cultural and/or civic identity of the Sacramento area;
3. Organization must have established credibility for a minimum of three years;
4. Organization must produce or present activities for public benefit;
5. Organization must have demonstrated high standards of performance and administration; and
6. Organization must have a positive economic impact on the community.

R E V I E W C R I T E R I A

Review process is competitive. Project proposals will be ranked according to the sponsoring organization's ability to:

1. Clearly describe the purpose and content of project;
2. Demonstrate skills and experience to carry out project;
3. Demonstrate that funds requested are reasonable for scope of project;
4. Provide matching sources of funding for project; and
5. Provide activities free of charge to the general public.

PROCESS AND PROPOSED TIMELINE

SACRAMENTO COUNTY'S CULTURAL AND CIVIC AWARDS PROGRAM FISCAL YEAR 1981-82

Announcement of availability of funds via press, mailing list, public service announcements. Applications available.	September 18, 1981 through November 5, 1981
Workshop for organizations interested in applying.	October 16, 1981
Staff of Metropolitan Arts Commission and County Executive respond to requests for information about eligibility, criteria, and application procedure.	October, 1981
Deadline for applications.	November 6, 1981
Applications reviewed by staff for completeness. If items missing, applicants are advised.	November 9-13, 1981
Ad hoc panel reviews all eligible proposals and holds public hearing. Review Criteria attached.	November 16-20, 1981
Recommendations of panel made to Sacramento Metropolitan Arts Commission.	December 1, 1981
County Executive reports back to Board of Supervisors with Sacramento Metropolitan Arts Commission's recommendations. Board makes final allocation.	December 15, 1981
County Counsel prepares contracts. Agency will be notified to sign document which signifies acceptance of grant and its conditions. Note: Insurance information will be requested at this time. A change in funding level from original request may require revisions to proposed project statement by applicant.	December 15th through January, 1982
Grantees begin to submit claims for reimbursement of expenses in accordance with terms of contract.	January through December, 1981
County Executive staff reviews requests for payments. Requests are reviewed for totals, verification of invoices, and conformance with contractual expenditure categories.	January through December, 1981
Eligible claims are certified by County Executive and submitted to Auditor/Controller for payment.	January through December, 1981
Payments received by U.S. Mail from Auditor/Controller	