

# APPENDIX A



March 31, 2005

The Executive Director  
SLC State Arts Agency

**Southern Office**  
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Dear Arts Agency Director:

I write to secure your assistance in obtaining information for a research project to be conducted by our office, The Council of State Governments' Southern office, the Southern Legislative Conference (SLC). Specifically, the SLC is seeking information to update its November 2000 report, *"More than a Song and Dance: The Economic Impact of the Arts in the Southern Legislative Conference States,"* and document the growing economic importance of the arts in the South. One of the major sections in this in-depth study will involve a detailed, state-by-state breakdown of the economic impact of the arts industry in the 16 SLC states. The results of our findings will be published with the assistance of the Southern Arts Federation later on this year.

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Chairman

**Speaker Emeritus Terry Coleman**  
Georgia  
Chairman Elect

**Representative Julia C. Howard**  
North Carolina  
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Maryland  
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Committee

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Committee

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Operations Committee

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**Gleen Coakley**  
Executive Director

**Kenneth Fern, Jr.**  
Deputy Director

In order that we may have the most accurate and current information to present to governors meeting in September 2005 at the Southern Governors' Association meeting here in Georgia and to circulate among all the legislators in the SLC, including House Speakers and Senate Presidents, and a host of other officials and institutions, we would be grateful if you would kindly complete the following survey and forward back to my attention – along with any relevant accompanying materials – by May 2, 2005. Please feel free to contact me at 404/633-1866, or email at [scanagaretna@csg.org](mailto:scanagaretna@csg.org) if you have any questions. In addition, please feel free to visit our Website [www.slcatlanta.org](http://www.slcatlanta.org) to secure more information on the SLC, including our publications and the aforementioned November 2000 report on the economic impact of the arts.

Thank you in advance for your assistance.

Sincerely,

Sujit M. CanagaRetna  
Senior Fiscal Analyst

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Maryland • Mississippi • Missouri  
North Carolina • Oklahoma • South Carolina • Tennessee • Texas • Virginia • West Virginia

***Survey Questionnaire for Joint Southern Legislative Conference/Southern Arts Federation Report on “The Economic Impact of the Arts in the South”***

Name:

Title:

Agency Name:

State:

1. Legislative Appropriations

- a) Please list your state’s legislative appropriation to your state arts agency in fiscal years 2001 through 2005.
- b) Did your agency secure any additional appropriations during this time period from other government entities, federal, county or local? If so, please provide details on these funds.
- c) Please list any additional sources of revenue that your agency managed to secure during these fiscal years, indicating source/type, amount and time period.
- d) In the event that state appropriations were reduced, what measures did your agency initiate to deal with the shortfall? (For instance, reductions in staff, programs, outreach.) Please list specifics, preferably by fiscal year.
- e) Did your agency enact specific measures to generate additional private sector funds? If so, please describe these specific measures and details on the funds raised.
- f) Did your agency embark on any innovative or creative programs to promote the arts in your state during this period of fiscal austerity? Please provide details on these programs with amounts raised, extent of population reached and any other aspects you would like to highlight.

2. Economic Impact Studies

- a) During the last five years, has there been an economic impact of the arts study conducted in your state? (This could be a statewide impact analysis or limited to a particular metropolitan area.) Please provide us a copy of this report/reports.
- b) In the last two decades, how many economic impact studies have been conducted in your state assessing either the statewide or local/metropolitan area impact of the arts? Under whose initiative were these studies initiated?
- c) Can you please list the source of funding for the most recent economic impact study, statewide and/or local?

### 3. Cultural Heritage Tourism

- a) Has there been an effort to promote cultural heritage tourism in your state? (Cultural heritage tourism is broadly defined as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present.)
- b) Please provide details of these efforts, including a sample of the kind of programs promoted, public sector financial outlays to nurture these programs and information on the economic impact of cultural heritage tourism.

### 4. Blockbuster Exhibitions

- a) In the last five years, have there been any major exhibitions that traveled to your state? If so, please provide a short description of the exhibition, the number of attendees and estimates on the economic impact of the specific exhibition.
- b) Does your state have plans to feature any additional blockbuster exhibitions in the upcoming years? If so, please provide details on the exhibition and any estimates on the potential economic impact of this exhibition.

### 5. Building Boom in the Arts

- a) A number of SLC states continue to experience a boom in the construction and expansion of museums, performing arts centers and symphony halls. Please list any such trends in your state.
- b) Please provide details on the sources of funding for these individual projects. If there is public sector funding involved, how will these funds be raised? Bond issues? If so, please provide any details.
- c) A number of Southern states have been the beneficiaries of substantial philanthropic donations, either in the form of cash or artwork, recently. These donations have been critical in promoting this expansion and construction activity. Please list any details you consider relevant in this connection.

### 6. Other

- a) Please provide any other information you deem relevant and crucial in highlighting the importance of the arts to local communities and the economic impact of the arts.
- b) Please include any pictures or graphics you feel best represent the importance of the arts in your state and/or demonstrate the vitality of the arts in your state.