

SEE FILE 86-466

[illegible]

COMMITTEE NAME	D AE	COMMITTEE ACTION
Parks, Recreation and Culture	JUL 01 1986	(Engel) lay over. So Ordered.
Finance	7/16/86	(Baldwin) lay over. So ordered
Audit	7/16/86	(Dean) lay over. (3-1) Ayes: Dean, Hajia & Chapman (Engel); No: Nyklewicz; Expensed: Podell.
Parks Committee	9/2/86	(Kocoris) lay over to next meeting. 7-0 Ayes: Bailey, Engel, Kocoris, St John Podell, Baldwin & Valente (Chambers)
Parks Committee	9/16/86	Noes: 0 (Podell) lay over to a special meeting prior to 10/2/86; further, request that Supra Council & Dean & reps from ALE Consortium have a meeting to iron out this matter so when it comes back to the Committee there will have been discussion & the Committee can be advised as to the results of that discussion. No Objection, So Ordered.
Finance & Parks/Audit	9/25/86 9/30/86	See File No. 86-466 for Committee

Parks Recreation and Culture	Finance Committee	Audit Committee	Personnel Committee
1	2	3	4

1681

MILWAUKEE COUNTY ARTS PROGRAM

FILE NO.

86-463

(a) (a)

The Milwaukee Foundation, Administrator
1020 North Broadway
Milwaukee, Wisconsin 53202

March 18, 1987

The Hon. F. Thomas Ament
Chairman
Milwaukee County Board
of Supervisors
Milwaukee County Courthouse
909 North Ninth Street
Milwaukee, WI 53233

Dear Tom:

Pursuant to County Board resolutions #84-466 and #86-463 adopted on October 2, 1986 which established guidelines and criteria for awarding County Arts Funds, the County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC) has received applications for funding the Performing Arts Matching Grant Program.

The resolutions provide in part as follows:

"Under the Performing Arts Matching Grant program, any performing arts organization capable of generating a stream of revenue from existing sources is considered by Milwaukee County to be worthy of support. Grants are made on a matching basis and are intended to support the organization's general operations."

"All eligible organizations will be funded. The actual grant received by an eligible organization will be calculated as a percentage of that organization's operating income within maximum percentage limitations. Grants will be awarded on a sliding scale with smaller organizations receiving a proportionately larger grant. The actual grant awarded will depend on the number of organizations that qualify for support. The more that qualify, the smaller the individual award."

"There will be no formal contract between Milwaukee County and the Matching Grant recipients. However, an "Acknowledgment of Receipt of Funding" form must be signed by both The Milwaukee Foundation and Board Chairperson of the funded organization. This further requires the organization to submit its year end report containing financial statements and a list of performances, performance sites and estimated audiences. Payments will be made within three weeks of county Board approval of Matching Grant awards."

In earlier allocations discussions, CAMPAC determined that of the \$1,197,000 available for distribution in 1987 from the Milwaukee County Funds for the Arts, the sum of \$240,000 should be allocated for the Performing Arts Matching Grant Program.

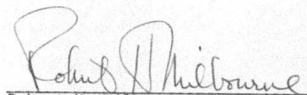
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Twenty-seven applications were submitted for matching grants. Twenty-two met the eligibility requirements. Attached is a schedule of proposed 1987 Matching Program Grants Adjusted together with summary of the principles upon which they were based.

The County Cultural, Artistic and Musical Programming Advisory Council therefore recommends to the County Board that \$240,063 of the 1987 Fund for the Arts appropriation be allocated to the Matching Grant Program for a program of 22 grants consistent with and as set forth in the attached schedule of Adjusted 1987 Grants.

Respectfully yours,

MILWAUKEE COUNTY CULTURAL, ARTISTIC AND
MUSICAL PROGRAMMING ADVISORY COUNCIL


Robert H. Milbourne, Chairman

/jb

cc: Mackie Westbrook
Thomas Kuzma
Sandra Butler
Robert H. Milbourne

MATCHING PROGRAM GRANTS: 1987 ADJUSTED

AGENCY	1987 BASE	%AGE MATCH	1987 GRANTS	1986 GRANTS	PROPOSED ADJUSTMENT	ADJUSTED 1987 GRANTS
Artreach	\$146,276	15%	\$21,941	\$24,329		\$21,941
Friends Mime	\$112,573	15%	\$16,886	\$17,784		\$16,886
Milw. Chamber Music	\$89,330	18%	\$15,633	\$12,765		\$15,633
Stars Productions	\$85,000	18%	\$15,300	\$14,698		\$15,300
Milw. Inner City Arts	\$84,446	18%	\$15,200	\$17,607	\$1,650	\$16,850
Milw. Chamber Theatre	\$83,908	18%	\$15,103	\$12,420		\$15,103
Woodland Pattern	\$63,670	21%	\$14,631	\$16,085		\$14,631
Bauer Contemporary Ballet	\$68,265	21%	\$14,336	\$10,525		\$14,336
Ko-Thi Dance Company	\$57,933	21%	\$12,166	\$14,483	\$1,650	\$13,816
Theater X	\$57,135	21%	\$11,998	\$12,330		\$11,998
Dancecircus	\$47,565	24%	\$11,416	\$11,978		\$11,416
Milw. Opera Company	\$46,181	24%	\$11,083	\$9,859		\$11,083
Clavis Theatre	\$40,328	24%	\$9,679	\$6,833		\$9,679
The Theater School	\$36,436	24%	\$8,745	\$13,783	\$1,650	\$10,395
Milw. Music Ensemble	\$29,288	29%	\$8,494	\$2,900		\$8,494
Great Lakes Opera	\$28,129	29%	\$8,157	\$1,786		\$8,157
Great Lakes Film & Video	\$25,005	29%	\$7,251	\$4,760		\$7,251
Civic Music Association	\$13,758	29%	\$5,730	\$5,756		\$5,730
Concord Chamber Orchestra	\$12,141	35%	\$4,249	\$3,147		\$4,249
Bach Chamber Choir & Orch	\$8,572	35%	\$3,000	\$0		\$3,000
Peoples Theater	\$3,775	35%	\$1,321	\$6,442	\$1,650	\$2,971
Milw. Music Teachers	\$3,265	35%	\$1,143	\$1,458		\$1,143
TOTAL	\$1,154,979		\$233,463	\$221,728	\$6,600	\$240,063

Not Eligible:

City Ballet Theater
 Crosstown Harmony Chapter
 Great American Theater Co.
 Kids Korps, Inc.
 Theater Tesseract

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION 2342 R1

DATE : September 25, 1986
TO : Chairman, Committee on Parks, Recreation and Culture
Chairman, Committee on Audit
FROM : Committee on Finance
SUBJECT : County Arts Program --
Report from Supervisors Ament and Dean (9/23/86).

This memo is to advise you that the Committee on Finance, at its meeting on Thursday, September 25, 1986, considered the above subject report as a substitute for File Nos. 86-466 and 86-463. The following action was taken:

Supervisor Nyklewicz moved to amend the proposed resolution on page 2 (Recommendation #4 (A)(1) and guidelines on page 3 (Programs and Services--part (B), by striking the word "noncompetitive" and inserting the words "selective proposal"-- vote 7-0.

Supervisor Dean moved approval of the substitute document and attachments, as amended -- vote 7-0.

With regard to File No. 85-927 which was also referred to the Committee on Parks and Audit Committee, the Finance Committee, on a motion by Supervisor Nyklewicz, placed the resolution on file -- vote 7-0.

The foregoing actions will be reported to the full County Board on Thursday, October 2, 1986.

Joni C. Dembowski
County Board Committee Clerk

/dd

Cc: Supv. Paul F. Mathews, Chairperson, Committee on Finance
County Board Chairman, F. Thomas Ament
Supv. Dorothy K. Dean
Thomas J. Kuzma, Director/Research
Terry D. Kocourek, Senior Research Analyst
Sandra Butler, Research Analyst

moFcoartsprgm

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION

DATE: September 23, 1986

TO: Chairman, Committee on Parks, Recreation and Culture
Chairman, Committee on Finance
Chairman, Committee on Audit

FROM: F. Thomas Ament, Chairman, County Board of Supervisors
and Supervisor Dorothy K. Dean

SUBJECT: County Arts Program

This document and attached implementing resolution represents our joint recommendations for restructuring the Milwaukee County Arts Program. The task of restructuring the county's approach to the Arts took considerable time and effort and involved input from several sources, to include individual County Board members, a consortium for the Performing Arts, representatives of the performing and visual arts community and our own personal observations and experience.

Frankly, when we introduced our separate resolutions (File No. 86-466 and File No. 86-463) at the June, 1986 County Board meeting, we had both hoped to have the question of restructuring addressed prior to the Board's summer recess. Regardless of the delays, the recommendations contained in the attached revised resolution provide a solid foundation from which the county in future years can build a viable county sponsored arts program that will encourage artistic diversity and excellence, yet remain flexible to provide support and encouragement for small groups, local performers and new and innovative entertainment, as well as to provide for efficient administration, sensitive to the needs of the County Board and meet the concerns of the Arts.

Since submitting our original separate proposals, we have had the opportunity to discuss our differences and jointly evaluate alternative proposals and options. Where possible, we have incorporated many of the suggestions submitted to us from the cultural community, however, not all alternatives and options could be incorporated into our final recommendations without seriously jeopardizing the County's Arts Program.

In summary, the recommendations contained in the attached resolution provide for the following:

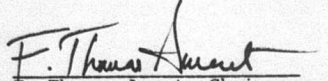
1. The County Board shall function as the policy setting body for Milwaukee County's cultural and artistic programming fund.

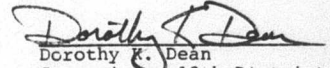
2. The County Board shall establish through the annual budget review process the appropriation level, determine the allocation for each program component and approve awards to individual arts agencies.
3. The establishment of a single appropriation account under administrative authority of the County Board, rather than two non-departmental accounts.
4. The Chairman of the County Board shall be authorized to enter into an agreement with The Milwaukee Foundation for administration of the County's Arts Program Fund under guidelines approved by the County Board. The Foundation would serve as staff to the advisory council.
5. The creation of a Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC) consisting of nine members appointed by the Chairman of the County Board and confirmed by the Board. The council shall be advisory to the County Board's Committee on Parks, Recreation and Culture and would be responsible for reviewing all applications for funding.
6. The establishment of written guidelines and criteria for awarding contracts and grants.

We believe the recommendations contained in the attached resolution and accompanying guidelines and criteria are for the most part agreeable to those individuals and groups who were involved in this process. The major compromise in this proposal involves the question of administration. You will recall that the original Ament proposal called for continued in-house administration and the creation of one full-time staff position of County Board Cultural Coordinator. After reviewing Supervisor Dean's proposal to enter into an agreement with The Milwaukee Foundation to administer the County's Arts Program Fund and meeting with representatives of the Foundation, we believe contracting for administration satisfies the legitimate need of the County for efficient and cost effective administration and offers the art community an administrative agent that has a proven grant award track record and an interest in funding the arts.

It is our hope that Milwaukee County in partnership with a private foundation such as The Milwaukee Foundation can develop a funding allocation mechanism which will be cost-effective, responsive, accessible, and accountable. Because of the interest expressed by The Milwaukee Foundation in developing a support network for the arts in the community, a strong partnership between the County and the Foundation could serve as the catalyst to attract new private dollars.

Lastly, we jointly agree that the \$3,000 allocation in 1986 for the Musicians Union to provide performances at the Child and Adolescent Treatment Center and at the Mental Health Center and other county facilities should be part of the Department of Health and Human Services 1987 budget. This program component originally proposed by Supervisor Dean is one that is not really open to the public and the performances are really part of a treatment program. We will together sponsor an amendment to the Department of Health and Human Services 1987 budget to include an appropriation to accomplish this purpose.


F. Thomas Ament, Chairman
County Board of Supervisors

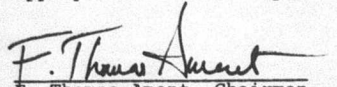

Dorothy K. Dean
Supervisor, 13th District

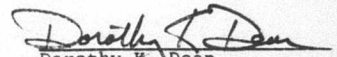
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Attachment

cc: County Executive William F. O'Donnell
David Schulz, Director of Parks
Emil Stanislawski, Director, Department of Administration
James Wahner, Director of Institutions & Department
David Huntington, Milwaukee Foundation
Donn R. Dresselhuup, Consortium for the Performing Arts
Lisa A. Froemming, Consortium for the Performing Arts
All County Board Members

Lastly, we jointly agree that the \$3,000 allocation in 1986 for the Musicians Union to provide performances at the Child and Adolescent Treatment Center and at the Mental Health Center and other county facilities should be part of the Department of Health and Human Services 1987 budget. This program component originally proposed by Supervisor Dean is one that is not really open to the public and the performances are really part of a treatment program. We will together sponsor an amendment to the Department of Health and Human Services 1987 budget to include an appropriation to accomplish this purpose.


F. Thomas Ament, Chairman
County Board of Supervisors


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Supervisor, 13th District

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moftacaprfa

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All County Board Members

By Supervisors Ament and Dean

A RESOLUTION

establishing a single non-departmental appropriation for Milwaukee County's Cultural Programs administered by the County Board; establishing a nine-member Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC) appointed by the Chairman of the County Board and confirmed by the County Board; providing for written guidelines and criteria for awarding County cultural dollars; and authorizing the Chairman of the County Board to enter into an agreement with the Milwaukee Foundation to administer the County's Arts Program.

WHEREAS, Milwaukee County has long recognized the important role cultural and artistic activities have on the economic vitality and quality of life of the Milwaukee Community; and

WHEREAS, the County Board has through the years annually allocated funds to support community organizations in providing quality entertainment for the entire family, free of charge; and

WHEREAS, Milwaukee County's approach to cultural programming over the years has expanded from the traditional Music Under the Stars series to include funding for numerous community organizations and individuals providing a variety of artistic genres, styles and flavors, all designed to reach a broad range of the County's residents, including those of different economic, social, ethnic, racial, age, and neighborhood backgrounds; and

WHEREAS, a report dated September 23, 1986, submitted by the Chairman of the County Board and Supervisor Dorothy K. Dean to the Committee on Parks, Recreation and Culture and the Committee on Finance set forth a series of recommendations addressing the County's future approach to funding cultural activities; now, therefore,

BE IT RESOLVED, that the following recommendations contained in said report, and recommended for approval by the Committee on Parks, Recreation and Culture and the Committee on Finance, be adopted by the County Board of Supervisors:

1. That the County Board continue to function as the policy-setting body for Milwaukee County's cultural and artistic programs, and retain authority to establish and approve the total amount of cultural dollars to be spent in the community annually, including the allocation by program component, and approval of the final allocation of awards, whether by contract, grant, loan, subsidy, etc., to individual organizations and groups.

2. That the County Board, through the annual budget review process, establish the appropriation level for each program component, and that the Committee on Parks, Recreation and Culture be responsible for recommending the amount of dollars to be allocated to individual organizations and agencies, and submit same for County Board approval.
3. That the Cultural Contributions, Non-departmental Unit No. 1935, and the Performing Arts Matching Program, Non-departmental Unit No. 1968, be abolished in the 1987 budget, and a new non-departmental account, under administrative jurisdiction of the County Board, be established for the purpose of providing a Milwaukee County Arts program to serve a variety of audiences including various ethnic groups, various age groups and residents both in the community and living in restricted settings.
4. That for calendar year 1987, the appropriations in the account be allocated among the following program components:

A. Cultural, Artistic, and Musical Programming Component

Under this program, Milwaukee County through its administrative agent, the Milwaukee Foundation, would enter into contractual relationships with community organizations providing, either at a nominal charge or free to the public, specified cultural, artistic and musical performances, with priority given to those using county facilities.

This program includes two types of service categories:

(1) Music Under the Stars

This program category represents Milwaukee County's traditional approach to cultural programming. Under this category a contract(s) would be allocated on a noncompetitive basis with one or more local arts groups designed to deliver arts programming to Milwaukee County.

(2) Purchase of Service

This program category would provide Milwaukee County the opportunity to go beyond its traditional approach to cultural and artistic programming by allowing for a mix of arts programs based on public input, needs and wants. It is envisioned that this category would allow yearly opportunities to emphasize new priorities by County Board members and changing needs of the community.

Under this program allocation, Milwaukee County would on an annual basis determine the number and type of performances it desires to purchase through the solicitation of "Request for Proposals" based on approved eligibility criteria and guidelines.

B. Endowments and Grants Component

Under this program, Milwaukee County recognizes that many fine professional performing arts organization exist in the community and contribute to the quality of life in this community. With the objective of promoting new and existing arts organizations, these grants are designed to help art groups to meet their operational and programming expenses.

This program includes three types of grants:

- (1) Performing Arts Matching Grants. This grant program is designed to provide, with no quid pro quo requirements, a direct subsidy to professional performing arts organizations that meet established

criteria. Only groups with an annual operating budget of less than \$300,000, after exclusions itemized under section entitled "Criteria for Matching Grant" as contained in attached criteria and guidelines, will be eligible to apply for a direct subsidy grant.

(2) United Performing Arts Fund (UPAF) Group Rental Subsidy. Under this program Milwaukee County would provide a direct hall rent subsidy as an incentive for professional arts groups to utilize the PAC. All funds under this account would be forwarded to the PAC. The PAC will, in turn, issue a rent credit in the appropriate amount for each group.

(3) "County Arts Program" Subgrant. Under this program, an agency is asked to coordinate a County arts subgrant program involving County-based arts groups. Project grants and technical assistance are provided to individual artists, arts organizations not served by a major fund drive, and community organizations sponsoring arts programs, currently using criteria established by the Milwaukee Artists Foundation.

5. That the County Board of Supervisors does hereby authorize the Chairman of the County Board to enter into an agreement with the Milwaukee Foundation to administer Milwaukee County's 1987 Arts program under guidelines and criteria approved by the County Board; with said guidelines formulated to encourage a mix of arts programs and genres with emphasis on excellence and diversity and to meet any other requirements set by the Milwaukee County Board of Supervisors.

6. That the County Board create a Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC). The Council shall be advisory to the County Board, the Committee on Parks, Recreation and Culture, and consist of nine members, all of whom shall have an interest in the arts. Appointments to the Council shall be made by the Chairman of the County Board and confirmed by the full Board. Of the persons so appointed, the initial terms of four of the members shall be for two years; and the terms of the remaining five members shall be for three years, so that all appointments to CAMPAC do not expire at one time. Each subsequent appointment shall be for a term of three years commencing September 1. CAMPAC shall select a chairman and vice-chairman from among its members. Membership shall be limited to persons who do not currently serve on boards which receive arts funding from Milwaukee County. The Council shall have authority to review all applications received under the cultural, artistic and musical programming and endowment and grant components of County arts funding and to make recommendations for awarding County funds to the County Board through the Committee on Parks, Recreation and Culture. Additional duties and responsibilities may be assigned as determined appropriate by the County Board.

7. That the County Board does hereby adopt the attached guidelines and criteria for awarding the County's 1987 arts dollars.

FISCAL NOTE: Adoption of the subject resolution will not result in an additional appropriation of County funds during the current budget year, per the Director of County Board Research.

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TK/mt:092286

Component One

CULTURAL, ARTISTIC AND MUSICAL PROGRAMMING
(Purchase of Service and Music Under the Stars)Eligibility

A. Any organization submitting proposals to Milwaukee County through its administrative agent, The Milwaukee Foundation, for funding under the Purchase of Services program must conform to the following eligibility rules:

1. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities.
2. Be organized for the primary purpose of the production, presentation, exhibition, or performance of artistic works.
3. Be independent and professional with at least one professional paid staff. Should employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff. However, CAMPAC may waive these requirements in circumstances which they consider appropriate.
4. Have been in continuous operation for three years and/or able to demonstrate a history of the production, presentation, exhibition or performance of artistic works of exemplary quality.
5. Be able to provide and maintain financial records in accordance with standard accounting practices.
6. Be able to provide an annual financial statement of income and expense with application.
7. Should have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with in spite of limited resources, and should attempt to use County facilities for some or all of the programming.

B. Traditional cultural programming under the auspices of "Music Under the Stars" shall be proposed to the County using the County's CAMPAC's purchase of service application format. The agency shall conform to the above eligibility requirements.

168-11-1

Programs and Services

A. Milwaukee County shall award **Purchase of Service** contracts for the presentation of events which conform to the following guidelines:

1. Events are designed expected to reach audiences of 500 or more per performance, exhibition or event, commensurate with funding levels, and in proportion to norms for individual art forms.
2. Events are designed to reach a broad range of the county's residents, including those residents whose economic resources are severely restricted or limited.
3. Events should take place in county owned facilities on county owned land, or in other locations designed for use by a broad public. Priority will be given to those groups which use County facilities for some or all of their performances.

B. "Music Under the Stars" awards are made on a noncompetitive basis for traditional Milwaukee County programming. Funding for the Artistic Consultant for Milwaukee County to Music Under the Stars is included in the appropriation.

Criteria for Awarding Contracts

Milwaukee County reserves the right to approve/disapprove awarding contracts to organizations making application for provision of cultural programming based upon the criteria listed below.

1. **Quality of the event proposed.** Evidence of quality shall include:
 - critical response to the applicant's recent work
 - evaluation of previous county sponsored events, if any
 - freeness appropriateness of the event proposed to the target audience
 - educational or entertainment value of the event
2. **Geographic distribution of the events underwritten.** The County Board will consider the need to offer events in a variety of neighborhoods and locations.
3. **Balance of artistic genres.** The County Board will consider the need to underwrite a variety of artistic genres, styles, and flavors in selecting events to be underwritten. Care will be taken to consider the cultural diversity of the audiences served.

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4. **Effectiveness of the plan for broad public access.** The County Board requires an admissions plan which ensures the access of individuals of restricted economic resources. Plans may stipulate free admission to all, free admission to selected portions of the audience, reduced rate approaches, ticket vouchers, or the like. Applicants should explain their approach and rationale in detail.
5. **Balance of Audiences Served.** The County Board will attempt to balance its program to serve a variety of audiences including various ethnic groups, various age groups, and residents both in the community and living in restricted settings.

Allowable Expenses

In contracting for services, the following costs are eligible for support:

1. artistic fees and benefits
2. administrative fees and benefits not to exceed 15% of the Project's budget
3. technical personnel fees and benefits
4. direct expenses for the production, exhibition, or event including supplies, space rental, royalties, printed programs or catalogs, equipment rental, etc.
5. promotional costs
6. insurance and bonding.

Restrictions on Funds

Milwaukee County will not provide funds to reduce existing deficits, or subsidize activities, operating and administrative expenses unrelated to the contract award. Milwaukee County does not provide funds for direct grants, tuition or fellowships to individuals, fund-raising efforts, interest or litigation costs, prizes, entertainment or funds for projects which discriminate against or preclude any group.

Milwaukee County does not fund:

1. Capital Projects or expenditures (over \$500)
2. Benefit performances, exhibitions or events
3. Refreshments

Application

All applications for the Purchase of Service program shall be complete when submitted to The Milwaukee Foundation. They must be properly signed, with ~~fifteen~~ sufficient copies submitted by deadline date with all required documentation as indicated on the application form. Additional information or documentation may be requested by Milwaukee County.

The funding process is competitive and many deserving proposals may not be funded for the total amount requested. Previous financial support from Milwaukee County would not necessarily guarantee continued funding.

In reviewing applications, Milwaukee County The Milwaukee Foundation and CAMPAC evaluates individual proposals based upon service and access to the public, community interest and support for the project, compatibility of proposal and related County Board objectives, and availability of comparable services in the community. The County Board, through the Committee on Parks, Recreation and Culture and CAMPAC also will review each project application recommended by CAMPAC with regard to the feasibility and quality of the proposal, the "track record" of the applicant organization's ability to provide the proposed service, and a careful analysis of project and organizational budgets.

Milwaukee County encourages the development of proposals which demonstrate a willingness to cooperate with other agencies through collaborative programs or services and those showing additional sources of financial support for the proposal.

Selection will be based on programs that make a contribution to the range of cultural experience available in the County by artistic discipline, seasonal schedule, target audiences, geographic area and overall impact.

Contracts

When Milwaukee County awards funding under the Purchase of Service program and "Music Under the Stars", it is contracting through its administrative agent with an organization to provide services to citizens of the County. The funds must be used as specified in the approved proposal. No changes may be made to the project without notifying the County Board through its administrative agent to request approval of changes in the contract. A revised project budget must be submitted if the applicant organization revises the scope of the program based on a reduction in funding from that originally requested.

The contract must be signed by both the County's designated administrative agent Board Chairman, and by the individual authorized to sign by the organization under contract.

Funds will not be available until the County and its administrative agent have a signed, valid contract. Contracts are usually signed in January. Ten percent (10%) of the funds allocated will be reserved until the organization submits its final reports. Payments will be made prior to commencement of project but no more than two (2) months prior to a project. Final reports, including narrative, financial project information, are due within 30 days of completion of each contracted program.

Component Two

ENDOWMENTS AND GRANTS
(Performing Arts Matching Grant,
UPAF Rental Subsidy and
County Arts Program Subgrant)

Eligibility

A. Any organization submitting proposals to Milwaukee County for funding under the **Performing Arts Matching Grant** program must conform to the following eligibility rules:

1. Be a non-UPAF group with an annual operating budget of less than \$300,000, after exclusions itemized under section below entitled "Criteria for Matching Grant".
2. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities. May not be a Milwaukee County owned institution.
3. Be organized for the purpose of production of performing arts within Milwaukee County or presentation of the performing arts within Milwaukee County, with at least 25% of activities dedicated to the production of performing arts.
4. Be independent and professional with at least one professional paid staff. Additionally be able to employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff.
5. Have been in continuous operation for the previous three years. Continuous operation means regular program of public performances during each of the previous three years.
6. Be able to provide and maintain financial records in accordance with standard accounting practices.
7. Be able to provide an annual financial audit of or IRS 990 income with application and prior to dispersal of matching grant.

8. Shall have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
9. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with limited resources and should attempt to use County facilities for some or all of the performances.

B. Eligibility for the UPAF Group Rental Subsidy is recommended by the Performing Arts Center to the County Board, through CAMPAC and the Committee on Parks, Recreation and Culture.

C. Eligibility under the "County Arts Program" subgrant is currently determined using criteria established by the Milwaukee Artists Foundation's "1985 County Arts Program Guidelines" (see Exhibit 1). Recommendations are submitted to the County Board through CAMPAC and the Committee on Parks, Recreation and Culture approved by MAF Board of Directors will be forwarded to the Milwaukee County Board of Supervisors for final action.

Programs and Services

A. Under the Performing Arts Matching Grant program, any performing arts organization capable of generating a stream of revenue from existing sources is considered by Milwaukee County to be worthy of support. Grants are made on a matching basis and are intended to support the organization's general operations.

B. UPAF Group Rental Subsidy is used for hall rental by professional arts groups utilizing the Performing Arts Center.

C. Individual artists, arts organizations not served by a major fund drive and community organizations sponsoring arts programs are eligible under the "County Arts Program" Subgrant. Allowable expenses, restrictions on funds, application, reporting and contractual arrangements are all made between the subgrant administrator and the qualifying arts group.

Criteria for Matching Grant

Milwaukee County's grant under the Performing Arts Matching Grant program will be based on an organization's operating income, considering both earned and contributed income, excepting the following:

1. in-kind contributions
2. income dedicated to capital improvement (i.e. purchase of real estate, construction or purchases of equipment costing over \$500)
3. contributions for an endowment campaign

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4. contributions received for regranteeing
5. income dedicated to principal payment of bank loans
6. contributions received from Milwaukee County directly or indirectly.

All eligible organizations will be funded. The actual grant received by an eligible organization will be calculated as a percentage of that organization's operating income within maximum percentage limitations. Grants will be awarded on a sliding scale with smaller organizations receiving a proportionately larger grant. The actual grant awarded will depend on the number of organizations that qualify for support. The more that qualify, the smaller the individual award.

Allowable Expenses

In the Matching Grant program, funds are intended to support the organization's general operations, not specific programs.

Restrictions on Funds

At this time, there are no formal restrictions on the use of funds received under the Matching Grant program.

Application

All applications submitted to The Milwaukee Foundation made under the Performing Arts Matching Grant program shall be complete when submitted. They must be properly signed, and fifteen sufficient copies submitted by the deadline date with all required documentation as indicated on the application form. Absolutely no late applications will be accepted.

The County Board Milwaukee Foundation, through CAMPAC, and the Committee on Parks, Recreation and Culture, will review each application and make recommendation as to grant award to the Committee on Parks, Recreation and Culture and County Board.

Contracts

There will be no formal contract between Milwaukee County and the Matching Grant recipients. However, an "Acknowledgement of Receipt of Funding" form must be signed by both ~~The Managing Director~~ The Milwaukee Foundation and Board Chairperson of the funded organization. This further requires the organization to submit its year end report containing financial statements and a list of performances, performance sites and estimated audiences. Payments will be made within three weeks of County Board approval of Matching Grant awards.

168:19

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION

DATE: September 23, 1986

TO: Chairman, Committee on Parks, Recreation and Culture
Chairman, Committee on Finance
Chairman, Committee on Audit

FROM: F. Thomas Ament, Chairman, County Board of Supervisors
and Supervisor Dorothy K. Dean

SUBJECT: County Arts Program

This document and attached implementing resolution represents our joint recommendations for restructuring the Milwaukee County Arts Program. The task of restructuring the county's approach to the Arts took considerable time and effort and involved input from several sources, to include individual County Board members, a consortium for the Performing Arts, representatives of the performing and visual arts community and our own personal observations and experience.

Frankly, when we introduced our separate resolutions (File No. 86-466 and File No. 86-463) at the June, 1986 County Board meeting, we had both hoped to have the question of restructuring addressed prior to the Board's summer recess. Regardless of the delays, the recommendations contained in the attached revised resolution provide a solid foundation from which the county in future years can build a viable county sponsored arts program that will encourage artistic diversity and excellence, yet remain flexible to provide support and encouragement for small groups, local performers and new and innovative entertainment, as well as to provide for efficient administration, sensitive to the needs of the County Board and meet the concerns of the Arts.

Since submitting our original separate proposals, we have had the opportunity to discuss our differences and jointly evaluate alternative proposals and options. Where possible, we have incorporated many of the suggestions submitted to us from the cultural community, however, not all alternatives and options could be incorporated into our final recommendations without seriously jeopardizing the County's Arts Program.

In summary, the recommendations contained in the attached resolution provide for the following:

1. The County Board shall function as the policy setting body for Milwaukee County's cultural and artistic programming fund.

2. The County Board shall establish through the annual budget review process the appropriation level, determine the allocation for each program component and approve awards to individual arts agencies.
3. The establishment of a single appropriation account under administrative authority of the County Board, rather than two non-departmental accounts.
4. The Chairman of the County Board shall be authorized to enter into an agreement with The Milwaukee Foundation for administration of the County's Arts Program Fund under guidelines approved by the County Board. The Foundation would serve as staff to the advisory council.
5. The creation of a Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC) consisting of nine members appointed by the Chairman of the County Board and confirmed by the Board. The council shall be advisory to the County Board's Committee on Parks, Recreation and Culture and would be responsible for reviewing all applications for funding.
6. The establishment of written guidelines and criteria for awarding contracts and grants.

We believe the recommendations contained in the attached resolution and accompanying guidelines and criteria are for the most part agreeable to those individuals and groups who were involved in this process. The major compromise in this proposal involves the question of administration. You will recall that the original Amest proposal called for continued in-house administration and the creation of one full-time staff position of County Board Cultural Coordinator. After reviewing Supervisor Dean's proposal to enter into an agreement with The Milwaukee Foundation to administer the County's Arts Program Fund and meeting with representatives of the Foundation, we believe contracting for administration satisfies the legitimate need of the County for efficient and cost effective administration and offers the art community an administrative agent that has a proven grant award track record and an interest in funding the arts.

It is our hope that Milwaukee County in partnership with a private foundation such as The Milwaukee Foundation can develop a funding allocation mechanism which will be cost-effective, responsive, accessible, and accountable. Because of the interest expressed by The Milwaukee Foundation in developing a support network for the arts in the community, a strong partnership between the County and the Foundation could serve as the catalyst to attract new private dollars.

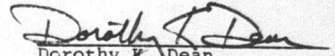
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Lastly, we jointly agree that the \$3,000 allocation in 1986 for the Musicians Union to provide performances at the Child and Adolescent Treatment Center and at the Mental Health Center and other county facilities should be part of the Department of Health and Human Services 1987 budget. This program component originally proposed by Supervisor Dean is one that is not really open to the public and the performances are really part of a treatment program. We will together sponsor an amendment to the Department of Health and Human Services 1987 budget to include an appropriation to accomplish this purpose.


F. Thomas Ament, Chairman
County Board of Supervisors

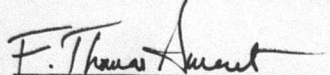

Dorothy K. Dean
Supervisor, 13th District

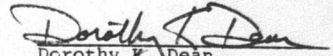
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Attachment

cc: County Executive William F. O'Donnell
David Schulz, Director of Parks
Emil Stanislawski, Director, Department of Administration
James Wahner, Director of Institutions & Department
David Huntington, Milwaukee Foundation
Donn R. Dresselhuup, Consortium for the Performing Arts
Lisa A. Froemming, Consortium for the Performing Arts
All County Board Members

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All County Board Members

By Supervisors Ament and Dean

A RESOLUTION

establishing a single non-departmental appropriation for Milwaukee County's Cultural Programs administered by the County Board; establishing a nine-member Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), appointed by the Chairman of the County Board and confirmed by the County Board; providing for written guidelines and criteria for awarding County cultural dollars; and authorizing the Chairman of the County Board to enter into an agreement with the Milwaukee Foundation to administer the County's Arts Program.

WHEREAS, Milwaukee County has long recognized the important role cultural and artistic activities have on the economic vitality and quality of life of the Milwaukee Community; and

WHEREAS, the County Board has through the years annually allocated funds to support community organizations in providing quality entertainment for the entire family, free of charge; and

WHEREAS, Milwaukee County's approach to cultural programming over the years has expanded from the traditional Music Under the Stars series to include funding for numerous community organizations and individuals providing a variety of artistic genres, styles and flavors, all designed to reach a broad range of the County's residents, including those of different economic, social, ethnic, racial, age, and neighborhood backgrounds; and

WHEREAS, a report dated September 23, 1986, submitted by the Chairman of the County Board and Supervisor Dorothy K. Dean to the Committee on Parks, Recreation and Culture and the Committee on Finance set forth a series of recommendations addressing the County's future approach to funding cultural activities; now, therefore,

BE IT RESOLVED, that the following recommendations contained in said report, and recommended for approval by the Committee on Parks, Recreation and Culture and the Committee on Finance, be adopted by the County Board of Supervisors:

1. That the County Board continue to function as the policy-setting body for Milwaukee County's cultural and artistic programs, and retain authority to establish and approve the total amount of cultural dollars to be spent in the community annually, including the allocation by program component, and approval of the final allocation of awards, whether by contract, grant, loan, subsidy, etc., to individual organizations and groups.

2. That the County Board, through the annual budget review process, establish the appropriation level for each program component, and that the Committee on Parks, Recreation and Culture be responsible for recommending the amount of dollars to be allocated to individual organizations and agencies, and submit same for County Board approval.
3. That the Cultural Contributions, Non-departmental Unit No. 1935, and the Performing Arts Matching Program, Non-departmental Unit No. 1968, be abolished in the 1987 budget, and a new non-departmental account, under administrative jurisdiction of the County Board, be established for the purpose of providing a Milwaukee County Arts program to serve a variety of audiences including various ethnic groups, various age groups and residents both in the community and living in restricted settings.
4. That for calendar year 1987, the appropriations in the account be allocated among the following program components:

A. Cultural, Artistic, and Musical Programming Component

Under this program, Milwaukee County through its administrative agent, the Milwaukee Foundation, would enter into contractual relationships with community organizations providing, either at a nominal charge or free to the public, specified cultural, artistic and musical performances, with priority given to those using county facilities.

This program includes two types of service categories:

(1) Music Under the Stars

This program category represents Milwaukee County's traditional approach to cultural programming. Under this category a contract(s) would be allocated on a noncompetitive basis with one or more local arts groups designed to deliver arts programming to Milwaukee County.

(2) Purchase of Service

This program category would provide Milwaukee County the opportunity to go beyond its traditional approach to cultural and artistic programming by allowing for a mix of arts programs based on public input, needs and wants. It is envisioned that this category would allow yearly opportunities to emphasize new priorities by County Board members and changing needs of the community.

Under this program allocation, Milwaukee County would on an annual basis determine the number and type of performances it desires to purchase through the solicitation of "Request for Proposals" based on approved eligibility criteria and guidelines.

B. Endowments and Grants Component

Under this program, Milwaukee County recognizes that many fine professional performing arts organization exist in the community and contribute to the quality of life in this community. With the objective of promoting new and existing arts organizations, these grants are designed to help art groups to meet their operational and programming expenses.

This program includes three types of grants:

- (1) Performing Arts Matching Grants. This grant program is designed to provide, with no quid pro quo requirements, a direct subsidy to professional performing arts organizations that meet established

criteria. Only groups with an annual operating budget of less than \$300,000, after exclusions itemized under section entitled "Criteria for Matching Grant" as contained in attached criteria and guidelines, will be eligible to apply for a direct subsidy grant.

- (2) United Performing Arts Fund (UPAF) Group Rental Subsidy. Under this program Milwaukee County would provide a direct hall rent subsidy as an incentive for professional arts groups to utilize the PAC. All funds under this account would be forwarded to the PAC. The PAC will, in turn, issue a rent credit in the appropriate amount for each group.
 - (3) "County Arts Program" Subgrant. Under this program, an agency is asked to coordinate a County arts subgrant program involving County-based arts groups. Project grants and technical assistance are provided to individual artists, arts organizations not served by a major fund drive, and community organizations sponsoring arts programs, currently using criteria established by the Milwaukee Artists Foundation.
5. That the County Board of Supervisors does hereby authorize the Chairman of the County Board to enter into an agreement with the Milwaukee Foundation to administer Milwaukee County's 1987 Arts program under guidelines and criteria approved by the County Board; with said guidelines formulated to encourage a mix of arts programs and genres with emphasis on excellence and diversity and to meet any other requirements set by the Milwaukee County Board of Supervisors.
 6. That the County Board create a Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC). The Council shall be advisory to the County Board, the Committee on Parks, Recreation and Culture, and consist of nine members, all of whom shall have an interest in the arts. Appointments to the Council shall be made by the Chairman of the County Board and confirmed by the full Board. Of the persons so appointed, the initial terms of four of the members shall be for two years; and the terms of the remaining five members shall be for three years, so that all appointments to CAMPAC do not expire at one time. Each subsequent appointment shall be for a term of three years commencing September 1. CAMPAC shall select a chairman and vice-chairman from among its members. Membership shall be limited to persons who do not currently serve on boards which receive arts funding from Milwaukee County. The Council shall have authority to review all applications received under the cultural, artistic and musical programming and endowment and grant components of County arts funding and to make recommendations for awarding County funds to the County Board through the Committee on Parks, Recreation and Culture. Additional duties and responsibilities may be assigned as determined appropriate by the County Board.
 7. That the County Board does hereby adopt the attached guidelines and criteria for awarding the County's 1987 arts dollars.

FISCAL NOTE: Adoption of the subject resolution will not result in an additional appropriation of County funds during the current budget year, per the Director of County Board Research.

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MILWAUKEE COUNTY
ARTS FUNDING

General Overview

The Milwaukee County Board of Supervisors on October 2, 1986, established the Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), as an advisory council to the Chairman of the County Board, the Committee on Parks, Recreation and Culture and the full Board. The primary purpose of the council is to advise the Board on how best to allocate budgeted county funds to community arts groups through purchase of services, endowments and grants for the provision of cultural arts programs that best serve and enhance the quality of life in the community.

CAMPAC consists of ~~seven~~ nine members with an interest in the arts appointed by the County Board chairperson and confirmed by the full Board. No paid staff members or board members or any arts agencies receiving funding from Milwaukee County may serve on the council.

The County Board of Supervisors has delegated to a single authority, authorized the Chairperson of the Board, responsibility for the authority to enter into a contract with The Milwaukee Foundation for the purpose of administering all cultural funds. The County Board has annually appropriated property tax funds to support and encourage cultural and artistic activities in this community. The Board's long standing financial commitment to the arts is based on the belief that such activities have a direct relationship to the economic well being and quality of life of the community.

This commitment, however, should not be construed to lock the County in future budget years to the previous years funding level. It is the desire of the County Board, on an annual basis, to reexamine this commitment to ensure that our cultural dollars provide the best mix possible, maintaining and supporting those traditional activities long identified in the community, while yet remaining flexible to provide support and encouragement for small groups, local ~~performers~~ artists and new and innovative entertainment. Funding by the County carries no commitment for future support beyond the term of the project.

CAMPAC, under authority granted by the County Board, will use the following rules and guidelines in making their recommendations to the County Board through the Committee on Parks, Recreation and Culture.

Component One

CULTURAL, ARTISTIC AND MUSICAL PROGRAMMING
(Purchase of Service and Music Under the Stars)Eligibility

A. Any organization submitting proposals to Milwaukee County through its administrative agent, The Milwaukee Foundation, for funding under the Purchase of Services program must conform to the following eligibility rules:

1. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities.
2. Be organized for the primary purpose of the production, presentation, exhibition, or performance of artistic works.
3. Be independent and professional with at least one professional paid staff. Should employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff. However, CAMPAC may waive these requirements in circumstances which they consider appropriate.
4. Have been in continuous operation for three years and/or able to demonstrate a history of the production, presentation, exhibition or performance of artistic works of exemplary quality.
5. Be able to provide and maintain financial records in accordance with standard accounting practices.
6. Be able to provide an annual financial statement of income and expense with application.
7. Should have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with in spite of limited resources, and should attempt to use County facilities for some or all of the programming.

B. Traditional cultural programming under the auspices of "Music Under the Stars" shall be proposed to the County using the County's CAMPAC's purchase of service application format. The agency shall conform to the above eligibility requirements.

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Programs and Services

A. Milwaukee County shall award **Purchase of Service** contracts for the presentation of events which conform to the following guidelines:

1. Events are designed expected to reach audiences of 500 or more per performance, exhibition or event, commensurate with funding levels, and in proportion to norms for individual art forms.
2. Events are designed to reach a broad range of the county's residents, including those residents whose economic resources are severely restricted or limited.
3. Events should take place in county owned facilities on county owned land, or in other locations designed for use by a broad public. Priority will be given to those groups which use County facilities for some or all of their performances.

B. "Music Under the Stars" awards are made on a noncompetitive basis for traditional Milwaukee County programming. Funding for the Artistic Consultant for Milwaukee County to Music Under the Stars is included in the appropriation.

Criteria for Awarding Contracts

Milwaukee County reserves the right to approve/disapprove awarding contracts to organizations making application for provision of cultural programming based upon the criteria listed below.

1. **Quality of the event proposed.** Evidence of quality shall include:
 - critical response to the applicant's recent work
 - evaluation of previous county sponsored events, if any
 - freshness appropriateness of the event proposed to the target audience
 - educational or entertainment value of the event
2. **Geographic distribution of the events underwritten.** The County Board will consider the need to offer events in a variety of neighborhoods and locations.
3. **Balance of artistic genres.** The County Board will consider the need to underwrite a variety of artistic genres, styles, and flavors in selecting events to be underwritten. Care will be taken to consider the cultural diversity of the audiences served.

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4. **Effectiveness of the plan for broad public access.** The County Board requires an admissions plan which ensures the access of individuals of restricted economic resources. Plans may stipulate free admission to all, free admission to selected portions of the audience, reduced rate approaches, ticket vouchers, or the like. Applicants should explain their approach and rationale in detail.
5. **Balance of Audiences Served.** The County Board will attempt to balance its program to serve a variety of audiences including various ethnic groups, various age groups, and residents both in the community and living in restricted settings.

Allowable Expenses

In contracting for services, the following costs are eligible for support:

1. artistic fees and benefits
2. administrative fees and benefits not to exceed 15% of the Project's budget
3. technical personnel fees and benefits
4. direct expenses for the production, exhibition, or event including supplies, space rental, royalties, printed programs or catalogs, equipment rental, etc.
5. promotional costs
6. insurance and bonding.

Restrictions on Funds

Milwaukee County will not provide funds to reduce existing deficits, or subsidize activities, operating and administrative expenses unrelated to the contract award. Milwaukee County does not provide funds for direct grants, tuition or fellowships to individuals, fund-raising efforts, interest or litigation costs, prizes, entertainment or funds for projects which discriminate against or preclude any group.

Milwaukee County does not fund:

1. Capital Projects or expenditures (over \$500)
2. Benefit performances, exhibitions or events
3. Refreshments

Application

All applications for the Purchase of Service program shall be complete when submitted to The Milwaukee Foundation. They must be properly signed, with ~~fifteen~~ sufficient copies submitted by deadline date with all required documentation as indicated on the application form. Additional information or documentation may be requested by Milwaukee County.

The funding process is competitive and many deserving proposals may not be funded for the total amount requested. Previous financial support from Milwaukee County would not necessarily guarantee continued funding.

In reviewing applications, Milwaukee County The Milwaukee Foundation and CAMPAC evaluates individual proposals based upon service and access to the public, community interest and support for the project, compatibility of proposal and related County Board objectives, and availability of comparable services in the community. The County Board, through the Committee on Parks, Recreation and Culture ~~and CAMPAC~~ also will review each project application recommended by CAMPAC with regard to the feasibility and quality of the proposal, the "track record" of the applicant organization's ability to provide the proposed service, and a careful analysis of project and organizational budgets.

Milwaukee County encourages the development of proposals which demonstrate a willingness to cooperate with other agencies through collaborative programs or services and those showing additional sources of financial support for the proposal.

Selection will be based on programs that make a contribution to the range of cultural experience available in the County by artistic discipline, seasonal schedule, target audiences, geographic area and overall impact.

Contracts

When Milwaukee County awards funding under the Purchase of Service program and "Music Under the Stars", it is contracting through its administrative agent with an organization to provide services to citizens of the County. The funds must be used as specified in the approved proposal. No changes may be made to the project without notifying the County Board through its administrative agent to request approval of changes in the contract. A revised project budget must be submitted if the applicant organization revises the scope of the program based on a reduction in funding from that originally requested.

The contract must be signed by both the County's designated administrative agent Board Chairman, and by the individual authorized to sign by the organization under contract.

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Funds will not be available until the County and its administrative agent have a signed, valid contract. Contracts are usually signed in January. Ten percent (10%) of the funds allocated will be reserved until the organization submits its final reports. Payments will be made prior to commencement of project but no more than two (2) months prior to a project. Final reports, including narrative, financial project information, are due within 30 days of completion of each contracted program.

Component Two

ENDOWMENTS AND GRANTS
(Performing Arts Matching Grant,
UPAF Rental Subsidy and
County Arts Program Subgrant)

Eligibility

A. Any organization submitting proposals to Milwaukee County for funding under the **Performing Arts Matching Grant** program must conform to the following eligibility rules:

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2. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities. May not be a Milwaukee County owned institution.
3. Be organized for the purpose of production of performing arts within Milwaukee County or presentation of the performing arts within Milwaukee County, with at least 25% of activities dedicated to the production of performing arts.
4. Be independent and professional with at least one professional paid staff. Additionally be able to employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff.
5. Have been in continuous operation for the previous three years. Continuous operation means regular program of public performances during each of the previous three years.
6. Be able to provide and maintain financial records in accordance with standard accounting practices.
7. Be able to provide an annual financial audit of or IRS 990 income with application and prior to dispersal of matching grant.

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8. Shall have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
9. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with limited resources and should attempt to use County facilities for some or all of the performances.

B. Eligibility for the UPAF Group Rental Subsidy is recommended by the Performing Arts Center to the County Board, through CAMPAC and the Committee on Parks, Recreation and Culture.

C. Eligibility under the "County Arts Program" subgrant is currently determined using criteria established by the Milwaukee Artists Foundation's "1985 County Arts Program Guidelines" (see Exhibit 1). Recommendations are submitted to the County Board through CAMPAC and the Committee on Parks, Recreation and Culture approved by MAF Board of Directors will be forwarded to the Milwaukee County Board of Supervisors for final action.

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1. in-kind contributions
2. income dedicated to capital improvement (i.e. purchase of real estate, construction or purchases of equipment costing over \$500)
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4. contributions received for regranting
5. income dedicated to principal payment of bank loans
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All eligible organizations will be funded. The actual grant received by an eligible organization will be calculated as a percentage of that organization's operating income within maximum percentage limitations. Grants will be awarded on a sliding scale with smaller organizations receiving a proportionately larger grant. The actual grant awarded will depend on the number of organizations that qualify for support. The more that qualify, the smaller the individual award.

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Application

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The County Board Milwaukee Foundation, through CAMPAC, and the Committee on Parks, Recreation and Culture, will review each application and make recommendation as to grant award to the Committee on Parks, Recreation and Culture and County Board.

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Milwaukee County Board of Supervisors 7203

FINANCE Committee Hearing Registration DATE 9/25/96

Name JED JDHD

Address 3021 W. 60th Street Mil.

Organ, Represented Catholic Social Services, Children's Service Society, Family Service, Lutheran Social Ser.

(Please check one)

Registering For _____ Against _____

Appearing For _____ Against _____

For Information Only ☒

Wish to Speak on the Matter _____

REMARKS: Family Court Social Services (over)

1900-177

Milwaukee County Board of Supervisors 7203

Finance Committee Hearing Registration DATE 9/25/96

Name LISA FREEMAN

Address 4301 N. WAVERLAND AVE

Organ, Represented Consortium for the Arts

(Please check one)

Registering For _____ Against _____

Appearing For _____ Against _____

For Information Only ☒

Wish to Speak on the Matter _____

REMARKS: the Consortium for the Arts (over)

1900-174

Milwaukee County Board of Supervisors
7203

Name FINKE Committee He Registration
Committee He Registration
Committee He Registration

Address 1907 E. WOOD PLANE, SHOREWOOD
Organ Represented MILWAUKEE ARTISTS FOUNDATION

Subject or File No. 80-410
(Please check one) For Against
Registering For Against
Appearing For Against
For Information Only Wish to Speak on the Matter

REMARKS: _____ (over)

Milwaukee County Board of Supervisors
7203

Name FINKE Committee He Registration
Committee He Registration
Committee He Registration

Address 2903 W. NATIONAL
Organ Represented MILWAUKEE ARTISTS FOUNDATION

Subject or File No. 80-410
(Please check one) For Against
Registering For Against
Appearing For Against
For Information Only Wish to Speak on the Matter

REMARKS: _____ (over)

1000-717

1000-717

Milwaukee County Board of Supervisors
7203

Name Finan Committee Hear Registration
DATE 8-5-86

Name Nanette Ellingsen
Address 3844 N Oakland #3
Organ, Represented Milwaukee Music Ensemble

Subject or File No. See date 186-463/85927
(Please check one)
Registering For Complaints Against _____
Appearing For _____ Against _____
For Information Only _____
Wish to Speak on the Matter _____

REMARKS: _____ (over)

14000 171

Milwaukee County Board of Supervisors
7203

Name THARIC Committee Hear Registration
DATE 8-5-86

Name DIANE HP DEAKES
Address 810 5th St 3rd Fl
Organ, Represented PHILADELPHIA
MILWAUKEE 4205 CHAOS/163 ALLIANCE

Subject or File No. See date 186-463/86-927
(Please check one)
Registering For Complaints Against _____
Appearing For _____ Against _____
For Information Only _____
Wish to Speak on the Matter _____

REMARKS: _____ (over)

14000 1700

Milwaukee County Board of Supervisors
7203

FINANCE Committee Hear Registration
DATE 1/18/85

Name MICHAEL MCDONALD
Address 835 E 24th Ave, Milw. WI 53207
Organ. Represented _____

Subject or File No. 86-463 sub 86-466
(Please check one)
Registering For X Against _____
Appearing For _____ Against _____
For Information Only _____
Wish to Speak on the Matter _____

REMARKS: Registering in favor of the (over)

1000 . 170

Milwaukee County Board of Supervisors
7203

FINANCE Committee Hear Registration
DATE 1/18/85

Name MARY L. LADISH
Address 504 W. NATIONAL
Organ. Represented MILWAUKEE BARLER

Subject or File No. 86 466 / 86 463 864
(Please check one)
Registering For ✓ Against _____
Appearing For _____ Against _____
For Information Only _____
Wish to Speak on the Matter _____

REMARKS: Very pleased with County this proposal! (over)

1000 . 040

MILWAUKEE COUNTY
ARTS FUNDING

General Overview

The Milwaukee County Board of Supervisors on July 17, 1986, established the Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), as an advisory council to the Chairman of the County Board, the Committee on Parks, Recreation and Culture and the full Board. The primary purpose of the council is to advise the Board on how best to allocate budgeted county funds to community arts groups through purchase of services, endowments and grants for the provision of cultural arts programs that best serve and enhance the quality of life in the community.

CAMPAC consists of seven members with an interest in the arts appointed by the County Board chairperson and confirmed by the full Board. No paid staff members or board members or any arts agencies receiving funding from Milwaukee County may serve on the council.

The County Board of Supervisors has delegated to a single authority, the Chairperson of the Board, responsibility for administering all cultural funds. The County Board has annually appropriated property tax funds to support and encourage cultural and artistic activities in this community. The Board's long standing financial commitment to the arts is based on the belief that such activities have a direct relationship to the economic well being and quality of life of the community.

This commitment, however, should not be construed to lock the County in future budget years to the previous years funding level. It is the desire of the County Board, on an annual basis, to reexamine this commitment to ensure that our cultural dollars provide the best mix possible, maintaining and supporting those traditional activities long identified in the community, while yet remaining flexible to provide support and encouragement for small groups, local performers and new and innovative entertainment. Funding by the County carries no commitment for future support beyond the term of the project.

CAMPAC, under authority granted by the County Board, will use the following rules and guidelines in making their recommendations to the County Board through the Committee on Parks, Recreation and Culture.

Component One

CULTURAL, ARTISTIC AND MUSICAL PROGRAMMING
(Purchase of Service and Music Under the Stars)

Eligibility

A. Any organization submitting proposals to Milwaukee County for funding under the Purchase of Services program must conform to the following eligibility rules:

1. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities.
2. Be organized for the primary purpose of the production, presentation, exhibition, or performance of artistic works.
3. Be independent and professional with at least one professional paid staff. Should employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff. However, CAMPAC may waive these requirements in circumstances which they consider appropriate.
4. Have been in continuous operation for three years and/or able to demonstrate a history of the production, presentation, exhibition or performance of artistic works of exemplary quality.
5. Be able to provide and maintain financial records in accordance with standard accounting practices.
6. Be able to provide an annual financial statement of income and expense with application.
7. Should have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with in spite of limited resources, and should attempt to use County facilities for some or all of the programming.

B. Traditional cultural programming under the auspices of "Music Under the Stars" shall be proposed to the County using the County's CAMPAC's purchase of service application format. The agency shall conform to the above eligibility requirements.

Programs and Services

A. Milwaukee County shall award Purchase of Service contracts for the presentation of events which conform to the following guidelines:

1. Events are designed expected to reach audiences of 500 or more per performance, exhibition or event, commensurate with funding levels, and in proportion to norms for individual art forms.
2. Events are designed to reach a broad range of the county's residents, including those residents whose economic resources are severely restricted or limited.
3. Events should take place in county owned facilities on county owned land, or in other locations designed for use by a broad public. Priority will be given to those groups which use County facilities for some or all of their performances.

B. "Music Under the Stars" awards are made on a noncompetitive basis for traditional Milwaukee County programming. Funding for the Artistic Consultant for Milwaukee County to Music Under the Stars is included in the appropriation.

Criteria for Awarding Contracts

Milwaukee County reserves the right to approve/disapprove awarding contracts to organizations making application for provision of cultural programming based upon the criteria listed below.

1. **Quality of the event proposed.** Evidence of quality shall include:
 - critical response to the applicant's recent work
 - evaluation of previous county sponsored events, if any
 - freshness of the event proposed to the target audience
 - educational or entertainment value of the event
2. **Geographic distribution of the events underwritten.** The County Board will consider the need to offer events in a variety of neighborhoods and locations.
3. **Balance of artistic genres.** The County Board will consider the need to underwrite a variety of artistic genres, styles, and flavors in selecting events to be underwritten. Care will be taken to consider the cultural diversity of the audiences served.

Component One

CULTURAL, ARTISTIC AND MUSICAL PROGRAMMING
(Purchase of Service and Music Under the Stars)Eligibility

A. Any organization submitting proposals to Milwaukee County for funding under the **Purchase of Services** program must conform to the following eligibility rules:

1. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities.
2. Be organized for the primary purpose of the production, presentation, exhibition, or performance of artistic works.
3. Be independent and professional with at least one professional paid staff. Should employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff. However, CAMPAC may waive these requirements in circumstances which they consider appropriate.
4. Have been in continuous operation for three years and/or able to demonstrate a history of the production, presentation, exhibition or performance of artistic works of exemplary quality.
5. Be able to provide and maintain financial records in accordance with standard accounting practices.
6. Be able to provide an annual financial statement of income and expense with application.
7. Should have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with in spite of limited resources, and should attempt to use County facilities for some or all of the programming.

B. Traditional cultural programming under the auspices of "Music Under the Stars" shall be proposed to the County using the County's CAMPAC's purchase of service application format. The agency shall conform to the above eligibility requirements.

Programs and Services

A. Milwaukee County shall award **Purchase of Service** contracts for the presentation of events which conform to the following guidelines:

1. Events are ~~designed~~ expected to reach audiences of 500 or more per performance, exhibition or event, commensurate with funding levels, and in proportion to norms for individual art forms.
2. Events are designed to reach a broad range of the county's residents, including those residents whose economic resources are severely restricted or limited.
3. Events should take place in county owned facilities on county owned land, or in other locations designed for use by a broad public. Priority will be given to those groups which use County facilities for some or all of their performances.

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 - critical response to the applicant's recent work
 - evaluation of previous county sponsored events, if any
 - freshness of the event proposed to the target audience
 - educational or entertainment value of the event
2. **Geographic distribution of the events underwritten.** The County Board will consider the need to offer events in a variety of neighborhoods and locations.
3. **Balance of artistic genres.** The County Board will consider the need to underwrite a variety of artistic genres, styles, and flavors in selecting events to be underwritten. Care will be taken to consider the cultural diversity of the audiences served.

4. **Effectiveness of the plan for broad public access.** The County Board requires an admissions plan which ensures the access of individuals of restricted economic resources. Plans may stipulate free admission to all, free admission to selected portions of the audience, reduced rate approaches, ticket vouchers, or the like. Applicants should explain their approach and rationale in detail.
5. **Balance of Audiences Served.** The County Board will attempt to balance its program to serve a variety of audiences including various ethnic groups, various age groups, and residents both in the community and living in restricted settings.

Allowable Expenses

In contracting for services, the following costs are eligible for support:

1. artistic fees and benefits
2. administrative fees and benefits not to exceed 15% of the Project's budget
3. technical personnel fees and benefits
4. direct expenses for the production, exhibition, or event including supplies, space rental, royalties, printed programs or catalogs, equipment rental, etc.
5. promotional costs
6. insurance and bonding.

Restrictions on Funds

Milwaukee County will not provide funds to reduce existing deficits, or subsidize activities, operating and administrative expenses unrelated to the contract award. Milwaukee County does not provide funds for direct grants, tuition or fellowships to individuals, fund-raising efforts, interest or litigation costs, prizes, entertainment or funds for projects which discriminate against or preclude any group.

Milwaukee County does not fund:

1. Capital Projects or expenditures (over \$500)
2. Benefit performances, exhibitions or events
3. Refreshments

Application

All applications for the **Purchase of Service** program shall be complete when submitted. They must be properly signed, with fifteen copies submitted by deadline date with all required documentation as indicated on the application form. Additional information or documentation may be requested by Milwaukee County.

The funding process is competitive and many deserving proposals may not be funded for the total amount requested. Previous financial support from Milwaukee County would not necessarily guarantee continued funding.

In reviewing applications, Milwaukee County evaluates individual proposals based upon service and access to the public, community interest and support for the project, compatibility of proposal and related County Board objectives, and availability of comparable services in the community. The County Board, through the Committee on Parks, Recreation and Culture and CAMPAC also will review each project application with regard to the feasibility and quality of the proposal, the "track record" of the applicant organization's ability to provide the proposed service, and a careful analysis of project and organizational budgets.

Milwaukee County encourages the development of proposals which demonstrate a willingness to cooperate with other agencies through collaborative programs or services and those showing additional sources of financial support for the proposal.

Selection will be based on programs that make a contribution to the range of cultural experience available in the County by artistic discipline, seasonal schedule, target audiences, geographic area and overall impact.

Contracts

When Milwaukee County awards funding under the Purchase of Service program and "Music Under the Stars", it is contracting through its administrative agent with an organization to provide services to citizens of the County. The funds must be used as specified in the approved proposal. No changes may be made to the project without notifying the County Board through its administrative agent to request approval of changes in the contract. A revised project budget must be submitted if the applicant organization revises the scope of the program based on a reduction in funding from that originally requested.

The contract must be signed by both the County's designated administrative agent Board Chairman, and by the individual authorized to sign by the organization under contract.

Funds will not be available until the County and its administrative agent have a signed, valid contract. Contracts are usually signed in January. Ten percent (10%) of the funds allocated will be reserved until the organization submits its final reports. Payments will be made prior to commencement of project but no more than two (2) months prior to a project. Final reports, including narrative, financial project information, are due within 30 days of completion of each contracted program.

Component Two

ENDOWMENTS AND GRANTS
(Performing Arts Matching Grant,
PAC UPAF Rental Subsidy and
County Arts Program Subgrant)

Eligibility

A. Any organization submitting proposals to Milwaukee County for funding under the **Performing Arts Matching Grant** program must conform to the following eligibility rules:

1. Be a ~~non~~-UPAF group with an annual operating budget of less than \$300,000, after exclusions itemized under section below entitled "Criteria for Matching Grant".
2. Be a not for profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities. May not be a Milwaukee County owned institution.
3. Be organized for the purpose of production of performing arts within Milwaukee County or presentation of the performing arts within Milwaukee County, with at least 25% of activities dedicated to the production of performing arts.
4. Be independent and professional with at least one professional paid staff. Additionally be able to employ a paid administrative and fund raising staff or affiliate itself with an outside agency with paid administrative staff.
5. Have been in continuous operation for the previous three years. Continuous operation means regular program of public performances during each of the previous three years.
6. Be able to provide and maintain financial records in accordance with standard accounting practices.
7. Be able to provide an annual financial audit of or IRS 990 income with application and prior to dispersal of matching grant.

8. Shall have independent fund-raising capabilities and demonstrate same by raising contributions from outside sources.
9. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment with limited resources and should attempt to use County facilities for some or all of the performances.

B. Eligibility for the PAC WPAF Group Rental Subsidy is determined by use of the PAC and is recommended by the Performing Arts Center to the County Board, through CAMPAC and the Committee on Parks, Recreation and Culture.

C. Eligibility under the "County Arts Program" subgrant is currently determined using criteria established by the Milwaukee Artists Foundation's "1985 County Arts Program Guidelines" (see Exhibit 1). Recommendations are submitted to the County Board through CAMPAC and the Committee on Parks, Recreation and Culture.

Programs and Services

A. Under the Performing Arts Matching Grant program, any performing arts organization capable of generating a stream of revenue from existing sources is considered by Milwaukee County to be worthy of support. Grants are made on a matching basis and are intended to support the organization's general operations.

B. PAC WPAF Group Rental Subsidy is used for hall rental by professional arts groups utilizing the Performing Arts Center.

C. Individual artists, arts organizations not served by a major fund drive and community organizations sponsoring arts programs are eligible under the "County Arts Program" Subgrant. Allowable expenses, restrictions on funds, application, reporting and contractual arrangements are all made between the subgrant administrator and the qualifying arts group.

Criteria for Matching Grant

Milwaukee County's grant under the Performing Arts Matching Grant program will be based on an organization's operating income, considering both earned and contributed income, excepting the following:

1. in-kind contributions
2. income dedicated to capital improvement (i.e. purchase of real estate, construction or purchases of equipment costing over \$500)
3. contributions for an endowment campaign
4. contributions received for regranteeing

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5. income dedicated to principal payment of bank loans
6. contributions received from Milwaukee County directly or indirectly.

All eligible organizations will be funded. The actual grant received by an eligible organization will be calculated as a percentage of that organization's operating income within maximum percentage limitations. Grants will be awarded on a sliding scale with smaller organizations receiving a proportionately larger grant. The actual grant awarded will depend on the number of organizations that qualify for support. The more that qualify, the smaller the individual award.

Allowable Expenses

In the Matching Grant program, funds are intended to support the organization's general operations, not specific programs.

Restrictions on Funds

At this time, there are no formal restrictions on the use of funds received under the Matching Grant program.

Application

All applications made under the **Performing Arts Matching Grant** program shall be complete when submitted. They must be properly signed, and fifteen copies submitted by the deadline date with all required documentation as indicated on the application form. Absolutely no late applications will be accepted.

The County Board, through CAMPAC and the Committee on Parks, Recreation and Culture, will review each application.

Contracts

There will be no formal contract between Milwaukee County and the Matching Grant recipients. However, an "Acknowledgement of Receipt of Funding" form must be signed by both the Managing Director and Board Chairperson of the funded organization. This further requires the organization to submit its year end report containing financial statements and a list of performances, performance sites and estimated audiences. Payments will be made within three weeks of County Board approval of Matching Grant awards.

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September 2, 1986

A M E N D E D

9/12/86

TO: Committee on Parks, Recreation and Culture

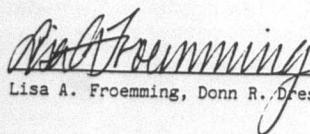
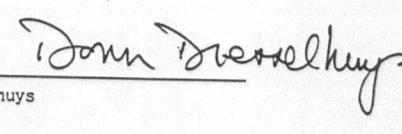
FROM: Consortium for the Performing Arts

We applaud the interest of members of the County Board to restructure the County's arts programs into a more focused and effective entity. In the interest of resolving as quickly as possible the different points of view represented by the three proposals dealing with this restructuring that are currently before this Committee, the Consortium for the Performing Arts has, after considerable deliberation among its member groups and with certain County Supervisors, resolved to put before this committee its suggestions on this matter.

The Consortium feels that any effective restructuring of the County arts programs should incorporate four major areas:

- 1) Unify into one account all arts funding in the County's budget
- 2) Be administered by a qualified, outside agent insuring that the Board's directives regarding the various arts programs will be carried out
- 3) Develop a concise set of guidelines and criteria which set forth eligibility requirements for each of the County's arts programs as well as define the Board's expectations of funded agencies
- and 4) Be overseen by advisory panel which supervises the work of the administrative agency and reports directly to the Committee on Parks, Recreation and Culture.

For the Consortium

 
Lisa A. Froemming, Donn R. Dresselhuys

AMENDED

MISSION STATEMENT

The Milwaukee County arts program will serve a variety of audiences including various ethnic groups, various age groups, and residents both in the community and living in restricted settings. Guidelines for support of performing and visual arts organizations in Milwaukee are formulated to encourage a mix of arts programs and genres with the emphasis on excellent and diversity.

ADMINISTERING AGENT

The Chairman of the County Board shall contract with a community foundation (such as the Milwaukee Foundation) to administer the allocation of County funds under the guidelines developed above.

The advisory panel and the administering agent may revise current application forms, requirements timetables, and procedures for the cultural, artistic and musical programming, and endowment and grant components of County arts funding, if necessary, subject to approval by the County Board.

APPOINTMENT OF PANEL

The advisory and review panel shall consist of nine members appointed to staggered three year terms by the Chairman of the County Board. All members shall be confirmed by the County Board.

Membership shall be limited to persons who do not currently serve on boards of organizations which receive or are applying for funding from Milwaukee County and shall include persons who are knowledgeable about the arts, representative of the arts community, and understand the particular needs and problems specific to the arts in this community. The panel shall have authority to review all applications received under the cultural, artistic and musical programming and endowment and grant components of the County arts funding and to make recommendations for awarding County funds to the Committee on Parks, Recreation and Culture.

Component One

CULTURAL, ARTISTIC, AND MUSICAL PROGRAMMING
(Purchase of Service)

ELIGIBILITY

- A. Any organization submitting proposals to Milwaukee County under the Purchase of Service program must conform to the following eligibility rules:
 - 1. Be a not-for-profit institution located within Milwaukee County as determined by corporate address and the principle location of arts activities.
 - 2. Be organized for the primary purpose of the production, presentation, exhibition, or performance of artistic works.
 - 3. Be independent and professional with at least one professional paid staff. Should employ a paid administrative and fundraising staff or affiliate itself with an outside agency with paid administrative staff. However, the panel may waive these requirements in circumstances which they consider appropriate.
 - 4. Have been in continuous operation for three years and/or be able to demonstrate a history of the production, presentation, exhibition or performance of artistic works of exemplary quality.
 - 5. Be able to provide and maintain financial records in accordance with standard accounting practices.
 - 6. Be able to provide an annual financial statement of income and expense with application.
 - 7. Should have independent fundraising capabilities and demonstrate same by raising contributions from outside sources.
 - 8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate innovative ideas for providing community entertainment in spite of limited resources, and should attempt to use County facilities for some or all of the programming.
- B. Traditional cultural programming under the auspices of "Music Under the Stars" should be proposed to the County using the County's purchase of service application format. The agency shall conform to the above eligibility requirements.

PROGRAMS AND SERVICES

- A. Milwaukee County shall award Purchase of Service contracts for the presentation of events which conform to the following guidelines:
1. Events are expected to reach audiences commensurate with funding levels, and in proportion to norms for individual art forms.
 2. Events are designed to reach a broad range of the county's residents, including those residents whose economic resources are severely restricted or limited.
 3. Events should take place in county owned facilities on county owned land, or in other locations designed for use by a broad public. Priority will be given to those groups which use County facilities for some or all of their performances.
- B. "Music Under the Stars" awards are made on a non-competitive basis for traditional Milwaukee County programming. Funding for the Artistic Consultant for Milwaukee County to Music Under the Stars is included in the appropriation.

CRITERIA FOR AWARDING GRANTS

Milwaukee County reserves the right to approve/disapprove awarding contracts to organizations making application for provision of cultural programming based upon the criteria listed below.

1. - Critical response to the applicant's recent work
- Evaluation of previous county sponsored events, if any
- Appropriateness of the event proposed to the target audience
- Educational or entertainment value of the event.
2. Geographic distribution of the events underwritten. The County Board will consider the need to offer events in a variety of neighborhoods and locations.
3. Balance of artistic genres. The County Board will consider the need to underwrite a variety of artistic genres, styles, and flavors in selection events to be underwritten. Care will be taken to consider the cultural diversity of the audiences served.

4. Effectiveness of the plan for broad public access. The County Board requires an admissions plan which ensures the access of individuals of restricted economic resources. Plans may stipulate free admission to all, free admission to selected portions of the audience, reduced rate approaches, ticket vouchers, or the like. Applicants should explain their approach and rationale in detail.

Component Two

Performing Arts Matching Grant

(Cash Grants and/or Rent Subsidy/In-Kind Services)

ELIGIBILITY

- A. Any organization submitting proposals to Milwaukee County for funding under the performing Arts Matching Grant must conform to the following eligibility rules:
 1. Be a not-for-profit institution located within Milwaukee County as determined by corporate address and the principal location of arts activities. May not be a Milwaukee County owned institution.
 2. Be organized for the purpose of production of the performing arts within Milwaukee County, with at least 25% of activities dedicated to the production of performing arts.
 3. Be independent and professional with at least one paid professional staff. Additionally be able to employ a paid administrative and fundraising staff or affiliate itself with an outside agency with paid administrative staff.
 4. Have been in continuous operation for the previous three years. Continuous operation means regular program of public performances during each of the previous three years.
 5. Be able to provide and maintain financial records in accordance with standard accounting practices.
 6. Be able to provide an annual financial audit or IRS 990 with application and prior to dispersal of matching grant.

7. Shall have independent fundraising capabilities and demonstrate same by raising contributions from outside sources.
8. Be able to focus on the employment of local talent originating from or residing in Milwaukee County, be able to demonstrate new and innovative ideas for providing community entertainment in spite of limited resources and should attempt to use County facilities for some or all of the performances.

METHOD OF PAYMENT

1. Payment can be made in cash, County facility rent subsidy, in kind services, or a combination.

County Arts Program Subgrant:

- A. Eligibility under the "County Arts Program" subgrant is currently determined using criteria established in the "1985 County Arts Program Guidelines". The Consortium urges continuation of these criteria for this program.

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BOARD OF DIRECTORS

Marjorie L. Walker, Chairman
Jewel H. Walker, Chairman
John B. Karls, Secretary
Florence Dukes, Treasurer
Gretta Assaly
Jane Botham
Eileen Dubner
Beverly Greenberg
Charles B. Schudson
Joan Spector
Lou Stein

2303 East Olive Street
Milwaukee, Wisconsin 53211
(414) 964-9177



The Theatre School, Ltd.



September 13, 1986

Supervisor John J. Valenti
Parks, Recreation & Culture Committee Chair
161 W. Wisconsin Ave.
Milwaukee, WI 53203

Dear Supervisor Valenti:

I am writing on behalf of the parents of sixty students in The Theatre School Ltd., who have been contacted directly, in regard to their concern for the future of the County Arts Programs. We urge you and the Parks Committee to pass the resolution 86-463 compromise which would create an expert panel for evaluation of arts proposals and would utilize assistance from the Milwaukee Foundation for administering funds to the performing and producing arts groups.

The Theatre School is proud to offer our services to children and families in Milwaukee County under sponsorship of the County. We accept the responsibilities which are concurrent with the privilege of performance in public parks and facilities. We look forward to future projects, which will contribute to the cultural and recreational vitality of the community, developed as a result of the good work of your committee.

Very sincerely,

Marjorie Walker, Director
The Theatre School Ltd.

cc Pks Committee

100-807



Dorothy K. Dean
Supervisor, 13th District
County Board of Supervisors
Milwaukee County

901 N. 9th St. Room 201
Milwaukee, WI 53233
414-278-4233

9/2/86

These are the reports
mentioned in the Sentinel
this morning. One was
prepared by George Rice,
the other by Machie Westbrook.

Dorothy K. Dean

CHAIR: Combined Community Services Board
Tax Study Policy Subcommittee
VICE CHAIR: Finance Committee

MEMBER: Audit Committee
Social Services Committee
Art Museum Board

DATE : August 29, 1986
TO : Supervisor Dorothy K. Dean
FROM : Mackie G. Westbrook
SUBJECT : Stars Productions' Press Release

Pursuant to your inquiry as to perceived errors in the Stars Productions' Press Release of August 26, 1986, it appears that there are some discernable factual differences. The basic problems center on attendance figures, administration and allocations and unit and per capita costs.

Clearly, all such attendance figures are less than exact, given the open nature of the venues, but there are significant differences between the Stars' estimates of 51,600 for its "six Music Under the Stars programs" and the 32,600 calculation by the Parks Department. If the Parks' figure is more accurate, the audience would actually be 63% of Stars' estimate, and the per capita cost becomes \$5.47 per audience member.

Using Stars Productions' figures for these same six major events, from their 1986 application forms, the average per event appears to be \$17,815 and not the "4,100 each" as presented by Stars. This is also substantially higher than the amount cited for other county funded series. Staff salaries, according to the Stars' application, exceed 18% of the total agency budget, and are additionally limited to 17.5% by a letter of April 10, 1986 from Stars' Treasurer. There may be some misunderstanding of the parameters of "administrative" services, but the difference between "only 5.7% of the county allocation" and 17.5% is sizeable. It also affects the claim that talent and production costs "constitute 95%" of the allocation. Stars' application and budget figures seem to indicate that 77% is the more operative figure.

It still does appear that Stars has provided a service to a significant audience at a reasonable price, and it is unfortunate that this press release should obscure otherwise useful services. Attached are the press release and the Stars contract materials for your further analysis.

Mackie G. Westbrook

Mackie G. Westbrook, Director
County Board Operations

MGW/js

Attachments

ATTENDANCE AT MUSIC UNDER THE STARS EVENTS (PARKS EST.)

<u>DATE</u>	<u>PERFORMANCE</u>	<u>MUSIC/STARS</u>	<u>PARKS DEP'T.</u>
<u>JULY 5</u>	LYNN GODFREY	7,000	4,500
<u>JULY 13</u>	STUDENT PRINCE	8,900	5,500
<u>JULY 19</u>	JOHN GARY	8,000	6,000
<u>JULY 26</u>	OLIVERA	8,700	5,500
<u>AUG. 2</u>	SONGS OF LOVE	7,000	4,000
<u>AUG. 9</u>	LERNER & LOWE	10,000	5,000
<u>AUG. 16</u>	BARBER SHOP	2,000	2,000
		51,600	32,500

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COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION 2342 R1

DATE : August 27, 1986
TO : Supervisor Dorothy K. Dean, 13th District
FROM : George E. Rice, Acting Corporation Counsel
SUBJECT : Advisory Legal Memorandum:
Registration of "Music Under the Stars" as a Trademark

You have requested that this office investigate as to whether "Music Under the Stars" has been registered or designated as a trademark by "Stars Production, Inc.," or by anyone else. It is my understanding of the law in this specialized field that a copyright cannot be obtained for titles, names, short phrases or even slogans. Moreover, in determining whether a federal trademark designation has been made here, this office was advised by the Office of U.S. Commissioner of Patents and Trademarks that they would not conduct a search in response to a telephone or mail request. However, they will perform a search if a registration number is provided. Since we have only a name, it would be necessary that we send someone to Washington, D.C., and undertake a search of their records ourselves or that we hire someone in Washington, D.C. to conduct a search on our behalf. Since this office does not have financial resources to undertake this matter, I would suggest that the Division of Intergovernmental Relations be consulted. They periodically send someone to Washington, D.C. to conduct business and they might be able to assume this assignment although, naturally, I cannot speak for them here.

However, this office was able to verify by telephone that "Music Under the Stars" has been registered as a form of advertising trademark by Stars Production, Inc., with the Wisconsin Secretary of State in Madison, Wisconsin. Registration of trademarks at the state level is governed by Chapter 132, Wisconsin Statutes. This Chapter has been revised considerably by 1985 Wisconsin Act 181 (effective April 18, 1986) a copy of which I have enclosed. Section 2 of this Act amended sec. 132.01, Stats. (title) and I have now condensed it as follows for purposes of brevity: Sec. 132.01, Stats., provides that "[a]ny ... corporation ... which has heretofore adopted or used or shall hereafter adopt or use any mark for the purpose of designating, making known, or distinguishing any goods, ware, merchandise, service, business or other product of labor or manufacture as having been produced, prepared ... by such ... corporation" can, by filing certain documents with and paying a fee to the Secretary of State, register that mark. (Emphasis added.) Sec. 132.001(2), Stats. (as created by Section 1 of Act 181) defines "mark" to include a "designation or form of advertisement that is adopted or

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used by any person to designate, make known or distinguish any goods or service as having been made, prepared or provided by that person and is registered by that person under sec. 132.01." Therefore, it appears that the designation "Music Under the Stars" for public evening musical performances such as those traditionally held at Washington Park (and formerly Humboldt Park) qualifies as a "mark" within the meaning of those recently enacted statutes and that Stars Productions, Inc., has in fact registered it as such.

The effect of that registration, as I interpret it and as one might expect, is that no one else may use the designation or form of advertisement "Music Under the Stars" for the types of productions traditionally associated with that name without the consent of "Stars Productions, Inc." That prohibition may be enforced either criminally or civilly.

Sec. 132.02(3), Stats. (as amended by Section 3 of Act 181) and as condensed provides that "It shall be unlawful for any other person to make use with intent to deceive, of that mark or any counterfeit mark ..., or to utter or display the same orally, or in any printed or written form in the conduct of his or her business or any business transaction without the express consent, license, and authority of the ... corporation ... so owning the same ..." (Emphasis added.) You will further note that the element of "intent to deceive" was added only recently by 1985 Wisconsin Act 181, effective April 18, 1986. It perhaps was inserted into the statute rather clumsily. A strict grammatical reading is that "intent to deceive" is a necessary element of the offense only for "use" of the mark, but not for "uttering" or "displaying in any printed or written form." That reading might make better sense, and my impression is that the legislature may have intended the statute to apply to the more standard trademark-infringement-for-profit situation (e.g. fake designer jeans and Rolex watches).

The penalty for knowing and willful violation of sec. 132.02, Stats., is punishable by imprisonment for not more than six months or by a fine of not more than \$10,000. Sec. 132.03, Stats. (Section 4 of Act 181)

There is, in any event, a criminal prohibition against unauthorized use of a mark which does not include among its elements any "intent to deceive." Sec. 132.19, Stats. (Section 10 of Act 181) entitled "Use of mark without authority," provides:

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"Every person who knowingly and willfully uses or displays the genuine mark of any person, association or union in any manner, or in or about the sale of goods or merchandise not being authorized so to do by such person, union or association shall be imprisoned for not more than 3 months or fined not more than \$100. ... "

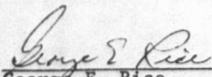
Sec. 132.033, Stats. (Section 7 of Act 181) further provides a procedure for civil enforcement of the "mark" right by an action for injunction. It should be noted that a finding of a violation of a trademark (part of definition of "mark") entitles plaintiff to recover actual damages and in addition cost, including reasonable investigation and attorneys' fees (Section 8 of Act 181).

The procedure for challenging a registrant's right to a particular mark is set forth in sec. 132.01(8), Stats., 1983. That section as condensed provides that "(a) any person ... who claims a right to use of subject matter conflicting with any registration by another, may bring action against such other in the circuit court for the county in which such other resides, or in the circuit court for Dane County, and in any such action the right to the use and registration of such subject matter shall be determined as between the parties, and registration shall be granted or withheld or canceled by the secretary of state in accordance with the final judgment in any such action"

The issue of what exactly would be the substantive law in such a controversy and how the court would go about determining who has the right to the use of the designation or mark in question appears to be a rather complicated matter. To pursue the matter further would require extensive research including case reporting nationally.

If I can be of further assistance kindly advise.

Respectfully submitted,


George E. Rice
Acting Corporation Counsel

GER/nm
Enclosure: 1985 Wisconsin Act 181 (4 pages)

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STATE OF WISCONSIN

1985 Assembly Bill 420

Date of enactment: April 9, 1986
Date of publication*: April 17, 1986

1985 Wisconsin Act 181 ✓

AN ACT to renumber and amend 132.03 (1); to amend 132.01 (title), (1), (5) and (6), 132.02 (1) and (3), 132.031, 132.032, 132.033, 132.07 and 132.19; to repeal and recreate 132.20; and to create 132.001, 132.033 (2) (c) and (d), (4) and (5) and 132.25 of the statutes, relating to trademarks and providing penalties.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 132.001 of the statutes is created to read:

132.001 Definitions. In this chapter, unless the context indicates otherwise:

(1) "Counterfeit mark" means a spurious mark that is identical to or substantially identical to a genuine mark and that is used or intended to be used on or in connection with goods or services for which the genuine mark is registered and in use. "Counterfeit mark" does not mean any mark or designation used in connection with goods or services if, at the time the goods or services were manufactured or produced, the holder of the right to use the mark authorized the manufacturer or producer to use the mark or designation for the type of goods or services manufactured or produced.

(2) "Mark" means a label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement that is adopted or used by any person to designate, make known or distinguish any goods or service as having been made, prepared or provided by that person and that is registered by that person under s. 132.01.

SECTION 2. 132.01 (title), (1), (5) and (6) of the statutes are amended to read:

132.01 (title) Marks. (1) Any person, firm, copartnership, corporation, association or union of workmen, which has heretofore adopted or used or shall hereafter adopt or use any ~~label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement; mark~~ for the purpose of designating, making known, or distinguishing any goods, wares, merchan-

dise, service, business or other product of labor or manufacture as having been made, manufactured, produced, prepared, packed, or put on sale by such person, firm, copartnership, corporation, association, or union of workmen, or by a member or members thereof, he or they, if residents of this or any other state of the United States, and such foreign corporations as may have been duly licensed to transact business in the state of Wisconsin, may file an original, a copy, or photographs, or cuts with specifications of the same for record in the office of the secretary of state, by leaving 2 such originals, copies, photographs, or cuts with specifications, the same being counterparts, facsimiles, or drawings thereof, with said secretary and by filing therewith a sworn statement, in such form as may be prescribed by the secretary of state, specifying the name of the person, firm, copartnership, corporation, association or union of workmen, on whose behalf such ~~label, trademark, term, trade name, pattern, model, design, device, shopmark, drawing, specification, designation or form of advertisement; mark~~ is to be filed, the class of merchandise and a separate description of the goods to which the same has been or is intended to be appropriated, the residence, location, or place of business of such party, that the party, on whose behalf such ~~label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement; mark~~ is to be filed, has the right to the use of the same, and that no other person, or persons, firm, copartnership, corporation, association or union of workmen has such right either in the identical form or in any such near resemblance thereto as may be calculated to deceive, and that the originals, copies, photographs, or cuts, counterparts, facsimiles or drawings filed therewith are correct.

* Section 991.11, WISCONSIN STATUTES 1983-84: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].

STATE OF WISCONSIN

1985 Assembly Bill 420

Date of enactment: April 9, 1985
Date of publication: April 17, 1985

1985 Wisconsin Act 181

AN ACT to renumber and amend 132.01 (1), to amend 132.01 (2)(b), (3), (4) and (6), 132.02 (1) and (3), 132.031, 132.032, 132.033, 132.07 and 132.18, to repeal and recreate 132.26 and to create 132.001, 132.033 (2) (c) and (d), (4) and (5) and 132.27 of the statutes, relating to trademarks and providing penalties.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 132.001 of the statutes is created to read:

132.001 Definitions. In this chapter, unless the context indicates otherwise:

(1) "Counterfeit mark" means a spurious mark that is identical to or substantially identical to a genuine mark and that is used or intended to be used as or in connection with goods or services for which the genuine mark is registered and in use. "Counterfeit mark" does not mean any mark or designation used in connection with goods or services if, at the time the goods or services were manufactured or produced, the holder of the right to use the mark authorized the manufacturer or producer to use the mark or designation for the type of goods or services manufactured or produced.

(2) "Mark" means a label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement that is adopted or used by any person to designate, make known or distinguish any goods or service as having been made, prepared or provided by that person and that is registered by that person under s. 132.01.

SECTION 2. 132.01 (title), (1), (3) and (6) of the statutes are amended to read:

132.01 (title) Marks. (1) Any person, firm, copartnership, corporation, association or union of workmen, which has heretofore adopted or used or shall hereafter adopt or use any label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement mark for the purpose of designating, making known, or distinguishing any goods, wares, merchan-

dise, services, business or other product of labor or manufacture as having been made, manufactured, produced, prepared, packed, or put on sale by such person, firm, copartnership, corporation, association, or union of workmen, or by a member or members thereof, he or they, if residents of this or any other state of the United States, and each foreign corporation as may have been duly licensed to transact business in the state of Wisconsin, may file an original, a copy, or photographs, or cuts with specifications of the same for record in the office of the secretary of state, by having, in each original, copies, photographs, or cuts with specifications, the name being counterparty, facsimile, or drawings thereof, with said secretary and by filing therewith a sworn statement, in such form as may be prescribed by the secretary of state, specifying the name of the person, firm, copartnership, corporation, association or union of workmen, on whose behalf such label, trademark, term, trade name, pattern, model, design, device, shopmark, drawing, specification, designation or form of advertisement mark is to be filed, the class of merchandise and a separate description of the goods to which the name has been or is intended to be appropriated, the residence, location, or place of business of such party, that the party, on whose behalf such label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement mark is to be filed, has the right to the use of the name, and that no other person, or persons, firm, copartnership, corporation, association or union of workmen has such right either in the identical form or in any such near resemblance thereto as may be calculated to deceive, and that the original, copy, photographs, or cuts, counterparty, facsimile, or drawings filed therewith are correct.

* Section 901.11, Wisconsin Statutes 1983-84: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment]."

STATE OF WISCONSIN

1985 Assembly Bill 420

Date of enactment: April 9, 1986
Date of publication: April 17, 1986

1985 Wisconsin Act 181 ✓

AN ACT to renumber and amend 132.03 (1); to amend 132.01 (title), (1), (5) and (6), 132.02 (1) and (3), 132.031, 132.032, 132.033, 132.07 and 132.19; to repeal and recreate 132.20; and to create 132.001, 132.033 (2) (c) and (d), (4) and (5) and 132.25 of the statutes, relating to trademarks and providing penalties.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 132.001 of the statutes is created to read:

132.001 Definitions. In this chapter, unless the context indicates otherwise:

(1) "Counterfeit mark" means a spurious mark that is identical to or substantially identical to a genuine mark and that is used or intended to be used on or in connection with goods or services for which the genuine mark is registered and in use. "Counterfeit mark" does not mean any mark or designation used in connection with goods or services if, at the time the goods or services were manufactured or produced, the holder of the right to use the mark authorized the manufacturer or producer to use the mark or designation for the type of goods or services manufactured or produced.

(2) "Mark" means a label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement that is adopted or used by any person to designate, make known or distinguish any goods or service as having been made, prepared or provided by that person and that is registered by that person under s. 132.01.

SECTION 2. 132.01 (title), (1), (5) and (6) of the statutes are amended to read:

132.01 (title) Marks. (1) Any person, firm, copartnership, corporation, association or union of workmen, which has heretofore adopted or used or shall hereafter adopt or use any ~~label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement, mark~~ for the purpose of designating, making known, or distinguishing any goods, wares, merchan-

dise, service, business or other product of labor or manufacture as having been made, manufactured, produced, prepared, packed, or put on sale by such person, firm, copartnership, corporation, association, or union of workmen, or by a member or members thereof, he or they, if residents of this or any other state of the United States, and such foreign corporations as may have been duly licensed to transact business in the state of Wisconsin, may file an original, a copy, or photographs, or cuts with specifications of the same for record in the office of the secretary of state, by leaving 2 such originals, copies, photographs, or cuts with specifications, the same being counterparts, facsimiles, or drawings thereof, with said secretary and by filing therewith a sworn statement, in such form as may be prescribed by the secretary of state, specifying the name of the person, firm, copartnership, corporation, association or union of workmen, on whose behalf such ~~label, trademark, term, trade name, pattern, model, design, device, shopmark, drawing, specification, designation or form of advertisement mark~~ is to be filed, the class of merchandise and a separate description of the goods to which the same has been or is intended to be appropriated, the residence, location, or place of business of such party, that the party, on whose behalf such ~~label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation or form of advertisement mark~~ is to be filed, has the right to the use of the same, and that no other person, or persons, firm, copartnership, corporation, association or union of workmen has such right either in the identical form or in any such near resemblance thereto as may be calculated to deceive, and that the originals, copies, photographs, or cuts, counterparts, facsimiles or drawings filed therewith are correct.

* Section 991.11, WISCONSIN STATUTES 1983-84: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].

(5) The secretary of state shall ~~may not register any label, trademark, term, design, device or form of advertisement mark~~ which consists of or comprises a replica or simulation of the flag, coat of arms, or insignia of the United States of America, or of any state or municipality or any foreign nation.

(6) Registrations recorded under this section and ss. 132.04 and 132.11 shall be effective for 20 years, and shall be renewable for like periods upon application to the secretary of state and payment of the same fee required for an original registration. Registrants of labels, trademarks, terms, trade names, patterns, models, designs, devices, shop marks, drawings, specifications, designations, forms of advertising, marks of ownership or of brands of beverages heretofore recorded under these sections shall be notified by the secretary of state at their last-known address of the necessity of renewal and notice shall also be given by publication in the official paper once each month for 3 months following July 9, 1947. Application for renewal may be made prior to January 1, 1948, or within the ~~6 months~~ 6-month period next preceding the expiration of 20 years from the date of registration.

SECTION 3. 132.02 (1) and (3) of the statutes are amended to read:

132.02 (1) It shall be unlawful for any person, firm, copartnership, corporation, association or union of workmen, without the consent of the owner of any ~~such label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation, or form of advertisement registered in accordance with s. 132.04~~ mark, to remove any such label, trademark, trade name, design, shopmark, or other designation, or form of advertisement so registered and mark attached to merchandise or products of labor, for the purpose of using such merchandise or products of labor as a pattern for the duplicating or reproduction of the same, either in the identical form or in such near resemblance thereto as may be calculated to deceive.

(3) ~~And it~~ It shall be unlawful for any other person to make use, with intent to deceive, of such label, trademark, trade name, term, design, pattern, model, device, shopmark, drawing, specification, designation, or form of advertisement so filed; that mark or any such likeness or imitation thereof counterfeit mark which is identical to or substantially identical to that mark, or to utter or display the same orally, or in any printed or written form in the conduct of his or her business or any business transaction without the express consent, license, and authority of the person, firm, copartnership, corporation, association, or union so owning the same, and such unauthorized and unlawful use may be prohibited and prevented by injunction or other proper proceeding in a court of competent jurisdiction without recourse to the penal statute providing a punishment for such unlawful use. In case such association or union of workmen is

not incorporated such actions may be commenced and prosecuted by an officer or member of such association or union on behalf of and for the use of such association or union. This subsection does not apply to the purchase of merchandise in good faith from a distributor or the retail sale of that merchandise in good faith.

SECTION 4. 132.03 (1) of the statutes is renumbered 132.03 and amended to read:

132.03 Penalty. Every person who shall knowingly and wilfully ~~violate~~ violates s. 132.01 or 132.02, except only those provisions relative to emergency repairs, ~~shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment~~ imprisoned for not more than six 6 months or by a fine of ~~not more than two hundred dollars~~ \$10,000 or both.

SECTION 5. 132.031 of the statutes is amended to read:

132.031 Certificate; evidence. The secretary of state shall deliver to the person, corporation, association or union so filing or causing to be filed any such label, trademark, term, design, device or form of advertisement mark, or any assignment of such subject matter previously registered, or to any person, corporation, association or union renewing a registration, so as many duly attested certificates of the registration or renewal of the same as may be desired. Any such certificate shall, in all suits and prosecutions arising out of or depending upon any rights claimed under such label, trademark, term, design, device or form of advertisement mark, be prima facie evidence of the adoption thereof and of the facts prerequisite to registrations thereof as required by s. 132.01.

SECTION 6. 132.032 of the statutes is amended to read:

132.032 (title) Fraudulent filing; remedies. Any person who shall, for himself, herself or on behalf of any other person, association or union ~~procure, procures~~ the filing and recording of any label, trademark, term, design, device or form of advertisement under s. 132.04 mark by making any false or fraudulent representations or declarations, verbally or in writing, or by any other fraudulent means ~~shall be~~ is liable for any damages sustained in consequence thereof as a result of that action, to be recovered by or on behalf of the injured party injured thereby, and shall also be ~~punished as provided by law~~ imprisoned for not more than 6 months or fined not more than \$10,000 or both.

SECTION 7. 132.033 of the statutes is amended to read:

132.033 (title) Suit to enjoin use of mark. (1) Every person, association or union adopting or using a label, trademark, term, design, device or form of advertisement, as provided in s. 132.04, mark may proceed by suit to enjoin the manufacture, use, display or sale of any counterfeits or imitations thereof, and courts of

competent jurisdiction shall counterfeit mark identical to or substantially identical to that mark.

(2) (a) If the person, association or union proves by a preponderance of the evidence that the defendant engaged in a violation of this section which threatens the person, association or union with irreparable injury, a court may grant ~~injunctions~~ an injunction to restrain such manufacture, use, display or sale, and shall order that all such counterfeit marks in the possession or under the control of any defendant be delivered to the court to be destroyed.

(b) Except as provided in par. (c), if the person, association or union proves injury and monetary damages by a preponderance of the evidence the court may award the ~~complainant person, association or union~~ actual damages resulting from such manufacture, use, sale or display ~~as may be deemed just and reasonable by said court, including all or an amount not to exceed 3 times the defendant's profits derived directly resulting from such wrongful manufacture, use, display or sale; such court shall also order that all such counterfeits or imitations in the possession or under the control of any defendant be delivered to an officer of the court to be destroyed.~~

(3) In case such association or union is not incorporated, such actions may be commenced and prosecuted by an officer or member of such association or union on behalf of and for the use of such association or union.

SECTION 8. 132.033 (2) (c) and (d), (4) and (5) of the statutes are created to read:

132.033 (2) (c) If the person, association or union proves by a preponderance of the evidence that the defendant acted wilfully, the court shall award the greater of actual damages resulting from the manufacture, use, sale or display or an amount equal to 3 times the defendant's profits directly resulting from the manufacture, use, sale or display.

(d) If the person, association or union proves a violation by a preponderance of the evidence, the court may award the costs of investigating the violation and of prosecuting the suit, including reasonable investigator and attorney fees.

(4) This section does not apply to the purchase of merchandise in good faith from a distributor or the retail sale of that merchandise in good faith.

(5) Any of the following is a defense to liability under this section:

(a) The registrant fraudulently obtained the mark registration.

(b) The registrant abandoned the mark.

(c) The mark is used by the registrant, or with the permission of the registrant or a person in privity with the registrant, to misrepresent the source of the goods or services in connection with which the mark is used.

(d) The use of the name, term or device alleged to be an infringement is a use, except for a use as a trade or service mark, of any of the following:

1. The party's name in the party's business.

2. The name of any person in privity with the party.

3. A term or device which is descriptive of, and which is used fairly and in good faith only to describe to users, the party's goods and services or the geographic origin of the party's goods and services.

(e) The mark has been or is used to violate the Sherman act, 15 USC 1 et. seq., the Clayton act, 15 USC 12 et. seq., or ch. 133.

(f) Before the person, association or union registered a mark under s. 132.01 the defendant acquired the right under common law or federal law to manufacture, use, display or sell an identical mark.

SECTION 9. 132.07 of the statutes is amended to read:

132.07 Penalty for unlawful use. Any person or persons or corporation or any officer or agent of any corporation acting for or in the name of such corporation who shall knowingly and wilfully with intent to unlawfully convert to his or her own use ~~violate any of the provisions of ss. 132.04 to, 132.05, 132.06 or 132.08, inclusive, shall be punished by imprisonment in the county jail imprisoned for not more than six 6 months, or by fine of fined not more than two hundred dollars, \$10,000 or by both such fine and imprisonment.~~

SECTION 10. 132.19 of the statutes is amended to read:

132.19 (title) Use of mark without authority. Every person who shall knowingly and wilfully use or display ~~uses or displays~~ the genuine label, name or seal, trademark, term, design, device or form of advertisement mark of any person, association or union in any manner, or in or about the sale of goods or merchandise not being authorized so to do by such person, union or association, shall be ~~deemed guilty of a misdemeanor, and shall be punished by imprisonment imprisoned for not more than 3 months or by a fine of fined not more than \$100. This section does not apply to the purchase of merchandise in good faith from a distributor or the retail sale of that merchandise in good faith.~~

SECTION 11. 132.20 of the statutes is repealed and recreated to read:

132.20 Trafficking in counterfeit marks. (1) In this section, "traffic" means any of the following:

(a) Transfer, assign or dispose of.

(b) Advertise, promote or offer to transfer, assign or dispose of.

(c) Receive, possess, transport or exercise control of, with intent to transfer, assign or dispose of.

(d) Assist another person to do any act under pars. (a) to (c).

(2) Any person who, with intent to deceive, traffics or attempts to traffic in this state in a counterfeit mark or in any goods or service bearing or provided under a counterfeit mark shall, if the person is an individual, be fined not more than \$250,000 or imprisoned for not more than 5 years or both, or, if the person is not an individual, be fined not more than \$1,000,000.

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(3) It is a defense to liability under this section that before another person registered an identical mark under s. 132.01 a person acquired the right under common law or federal law to traffic in a mark.

SECTION 12. 132.25 of the statutes is created to read:

1985 Assembly Bill 420

132.25 Common law rights. Nothing in this chapter affects any right in a mark which is acquired under common law.

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Stars Productions Inc.

NEWS RELEASE
Aug. 26, 1986

Media contact:
Eileen Hammer 527-3323

MUSIC UNDER THE STARS 1986 REPORT

Despite rain-outs and threatening weather, more than 50,000 people attended the six Music Under the Stars programs this summer, according to figures released today by John Anello Jr., producer of Stars Productions, Inc.

The attendance figure jumps to over 63,000 when counting other programs presented so far this year by Stars Productions.

Music Under the Stars and related programs are free and funded in part by Milwaukee County. Stars Productions has a contract to present 36 programs, relieving the county of production duties.

The Music Under the Stars series draws by far the largest audiences of any programs sponsored by Milwaukee County. Audiences typically are 7,000 to 10,000 or more per performance, and would fill Uihlein Hall in the Performing Arts Center (capacity 2,331) three to four times. The Arena is the only other facility that could support an audience of this size in one seating.

"The hallmark of the Stars concept is the fact that this cultural experience is available to everyone--not merely those who can afford the price of a ticket," noted Anello.

"It's the best entertainment bargain offered by Milwaukee County," he added. "Our events cost the taxpayers an average of only \$4,100 each."

Records indicate that other county-funded musical series average out to cost as much as \$15,500 per event.

4420 WEST VLIET STREET MILWAUKEE, WISCONSIN 53208 (414) 278-4389

"When looking at Music Under the Stars alone, the per capita production cost is about \$3.15 per audience member," Anello reported. "Our archives show that this is about the same per capita cost that Music Under the Stars had in 1938--its first year at the Emil Blatz Temple of Music in Washington Park."

Music Under the Stars will celebrate its 50th birthday next year. It was born during the Depression as a WPA (Works Progress Administration) activity to help support unemployed musicians. Music Under the Stars entertained lovers of the fine arts long before the formation of the Milwaukee Symphony Orchestra, the Milwaukee Ballet Company and the Florentine Opera.

Music Under the Stars is produced on something of a shoestring. Thanks to austere management and skillful negotiation with out-of-town artists, Anello has kept production costs to an increase of only 1.7% over the last five years, without sacrificing the professional quality of performances.

Staff salaries constitute only 5.7% of the county allocation, which amounted to \$178,000 this year. Other income is derived from private donations and from the Music Performance Trust Fund, the charitable arm of the U.S. recording industry.

"Rising costs are making our work more difficult every year," Anello said.

Costs include fees and travel expenses for a handful of nationally acclaimed artists, performance payments to area union musicians and singers who constitute 95% of the talent, wages to union stage hands and county park attendants, costumes and scenery for the musical, and mechanical costs such as lights, sound and rehearsal hall rental.

Here is a brief report on attendance at the Stars programs this year. Figures are estimated based on seating capacities.

July 5--7,000 for the Steve Swedish and Nancy Miller program which opened the season at Washington Park.

July 6--490 for the Sunday night repeat performance in the rain at Humboldt Park. The orchestra squeezed together under the bandshell roof, Miss Miller sang in the rain, and audience members huddled under umbrellas. Normally this Humboldt Park concert draws about 3,000.

July 11 and 12--rained out. July 13--8,900 for the rain date performance of the musical, "The Student Prince." Rain dates usually draw from 35% to 45% of the regular attendance.

July 19--8,000 for the John Gary concert despite rain until 6:30 p.m. and tornado watches effective until 10:30 p.m.

July 26--8,700 for Olivera and del Moral, the Spanish dancers.

Aug. 2--7,000 for the "Songs of Love" concert despite a forecast of rain and scattered showers throughout the county during the day.

Aug. 9--10,000 for the Lerner and Loewe concert.

Full houses were experienced at all six Milwaukee County High School Theater Festival showcase performances in late May. The three at the Todd Wehr Theater packed in over 1,500; and the three at the Pabst Theater brought in nearly 4,200.

Standing room only was the scene at the two "Sopramare Serenade" chamber concerts at Villa Terrace. The small room is set up for 125, but attendance was 155 and 227 for the June 22 and July 27 performances.

The six Cudworth American Legion Band Concerts at Humboldt Park on Tuesday nights in June and July drew just under 3,000, even though rain plagued a number of the concerts.

Two Polka Concerts at Humboldt Park in drew 900. Again, rain dampened one of the programs. A third concert is slated for Thursday, Aug. 28.

The Hi, Neighbor! Concert in Kosciuszko Park in July drew about 1,000.

The Barbershop Quartets Concert at Washington Park in August attracted over 2,000.

The season is not quite over. Still to come are the popular Pillow Pops Concerts in the Bradley Pavilion of the Performing Arts Center on Oct. 20, Nov. 3 and Nov. 24, as well as the five noontime holiday concerts in the Courthouse rotunda just before Christmas.

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16871

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION 2342 01

DATE : August 21, 1986
TO : Parks Committee
FROM : Supervisor Dorothy K Dean
SUBJECT : Milwaukee County Arts Funding

Discussions with several board members have convinced me that both Supervisor Ament's and my proposal are compatible. The following are some refinements that I think you should consider as part of my proposal.

1. The Music Under the Stars program has really been a part of Milwaukee County's Parks marketing, whether we called it that or not. It would seem logical then that the Music Under the Stars program should not be subject to the same sort of application process as other arts organizations and programs. Therefore, I propose that the funds for Music Under the Stars be included in the Parks budget rather than in the Arts budget. That way it will be possible for Parks staff to better coordinate the musical productions that are scheduled for the Zoo and for the PAC with Music Under the Stars productions. This should be done in order to minimize conflict and make the best possible use of tax dollars. The Parks director should be required then to present his plans for Music Under the Stars during the annual county budget process.
2. Likewise, the \$3,000 amount for the Musicians Union to provide performances in Wauwatosa at the Child and Adolescent Treatment Center and at the Mental Health Center and other county facilities should be part of the Department of Health and Human Services budget. The rationale, of course, is that this program is one that is not really open to the public and the performances are really part of the treatment program in those facilities. The Musicians Union is doing us a favor by matching the funds that the county provides in order to provide the maximum number of performances. We should make the process as simple as possible for the Union and that would mean that this \$3,000 should be included in the Department of Health and Human Services budget not in the Arts budget.
3. The administrative consolidation which is detailed in Supervisor Ament's proposal can easily be accomplished then by contracting with a foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to provide the administrative services. The advantages are several. By contracting with a foundation that has a proven track record and interest in funding the arts in Milwaukee, we get a greater depth and breadth of staff experience than we could possibly get with a single staff person working for the County Board. We also gain the advantage of a greater potential for using public dollars, in this case county dollars, to leverage additional private dollars. In reviewing the activities of the major Milwaukee foundations, particularly by looking at their annual reports, it is very clear that the Milwaukee

Foundation has taken the initiative to put together a more innovative funding program for support of the arts in our community. The program that they have put together funds large groups as well as small groups and helps maintain the diversity that I think the County Board is interested in seeing.

4. An important part of county funding of the arts has been participation of knowledgeable citizens in the process. In the Rent Subsidy/Matching Grant program that Supervisor Mathews and I introduced in the last budget, a review panel of knowledgeable Milwaukee residents was instrumental in making the allocations. Supervisor Mathews and I also wrote in a requirement that there be no conflict of interest on the part of the person serving on that Advisory Committee. The same sort of process can be used with a private foundation but, in that case, what I am proposing is that a panel of nine people be selected, two of whom would be appointed by the Chairman of the County Board of Supervisors. That size panel should give adequate representation to the various aspects of the Performing Arts in Milwaukee and it is also small enough to avoid the difficulty of actual or potential conflict of interest. The recommendations of that panel then would be presented to the County Board for final approval. In this way we can keep the best of what we already have functioning, while still protecting the taxpayers' interests.

5. The guidelines that are used by the foundation, at least for the first year, should be the guidelines that are currently in place for the Matching Grant Program and the Rent Subsidy Program. Because there are no guidelines in place for the Cultural Council, it would seem that we can allow more latitude in that area for the foundation to develop its own guidelines based on its experience in that area. They also would have adequate staff support to have those guidelines in place for the first round of funding.

Those guidelines should include our continuation of the county tradition of supporting performances that are free to the public and held in a place accessible to the public. We may want to further encourage use of county facilities and parks. The guidelines should also include continuation of the county's tradition of funding large organizations, small organizations and some individual performers.

Again, because the Cultural Council does not have a well established routine method for applications, it would be wise to use the system already being used by the foundation. It is important that organizations seeking public funds have a specific written application process with a complete timetable including deadlines available to them.

I wish to reiterate that I am looking at the way that we have developed the Social Service funding process. I believe the same sort of thing can be done for the arts so that the taxpayers' interests are protected and that we at the same time make funds available to arts organizations that contribute to the high quality of life that we enjoy here. The process should fair, it should be in writing, and it should be open to to all performing arts organizations.

Finally, I believe that we are in the unique position of being able to put together an innovative, creative approach to arts funding that involves the private sector in a partnership with the public sector. It opens the door to increased private support for the arts, using public dollars as leverage.

cc: All County Board Members

16874

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION 2342 R1

DATE : July 1, 1986
TO : Members of the County Board
FROM : Supervisor Dorothy K. Dean
SUBJECT : Implementation Plan for a Milwaukee County Arts Fund --
Resolution File No. 86-463

1.0 Policy Issue

Development and implementation of a plan to create a public-private partnership to provide financial support to the county's arts organizations. The plan calls for "government support, in the form of tax levy, to be used as leverage to encourage and increase private sector contributions, through a public-private sector donor-match fund known as the Milwaukee County Arts Trust Fund. Administration of the Milwaukee County Arts Trust Fund (MCATF) would be provided through an agreement between the county and a private foundation.

2.0 Background and Rationale

Milwaukee County has traditionally provided substantial tax levy support for the performing and visual arts. The 1986 adopted County budget provided for a total appropriation of \$4,800,291. Included in this appropriation was an amount totalling \$1,239,285 which was divided into two separate and distinct funding allocations, comprised of \$567,500 for cultural contributions awarded on a contractual basis to various local community arts groups; and \$671,785 for the Performing Arts Matching Grant Program for which funds were awarded on a direct grant or subsidy basis. Additionally, Milwaukee County in 1986 appropriated an amount of \$3,561,006 to fund the operations of the following county cultural and artistic facilities:

War Memorial Center	\$1,680,610
Villa Terrace	69,263
Performing Arts Center	1,680,045
Charles Allis Art Museum	<u>131,088</u>
	\$3,561,006

2.1 County's 1986 Approach to Cultural Programming

As previously stated, Milwaukee County's approach to cultural programming during 1986 is divided into two separate appropriations, consisting of Org. Unit 1935 -

Cultural Contributions and Org. Unit 1968 - Performing Arts Matching Grant Program. Both accounts are under the direct control of the County Board, however, the actual allocation of funds under each appropriation is structured very differently.

Established in the 1982 budget, the Cultural Contributions appropriation is intended to provide financial support to various community-based cultural, artistic and musical organizations, so as to provide the citizens of Milwaukee County with quality, family entertainment, free of charge. This allocation has served as the primary funding source for the county's Music Under the Star series. Remaining funds are allocated on a competitive basis to various community performing arts organizations for the provision of quality entertainment throughout the county park system.

Since being established in 1982, the awarding of funds under the Cultural Contributions appropriation has not been clearly defined for lack of written eligibility criteria and application guidelines. Contract awards currently are made after submission of a proposal by an applicant agency to a review group (Cultural Council) appointed by the Chairman of the Parks Committee. Final allocation awards are approved by the County Board upon recommendation of the Parks, Recreation and Culture Committee.

Newly established in the 1986 Budget, the Performing Arts Matching Grant Program is to provide matching grants to professional performing arts organizations in Milwaukee County. The 1986 appropriation was divided into two funding components: (1) Performing Arts Matching Grant Program in the amount of \$250,000 for Non-UPAF groups; and (2) a Hall Rental Subsidy in the amount of \$421,785 for seven UPAF groups currently using the PAC.

The Performing Arts Matching Grant Program was established by several members of the County Board who wanted to demonstrate to community arts organizations that public funds could be awarded in a fair and equitable manner, based on written criteria and guidelines that include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts. The program is by design "artistically blind and politically neutral." It is assumed that an organization capable of generating a stream of revenue from existing sources is worthy of public support. Grants were made on a matching basis and were intended to support the organization's general operations, not specific programs.

2.2 Future Role of County Arts Fund

In November, 1985, the Greater Milwaukee Committee UPAF Task Force issued a report examining the long range financial needs of arts funding in our community. The report concluded that "government funding for the performing arts must be encouraged at all levels. The performing arts play an essential economic development role that justifies a public sector role." The Task Force report noted that recent studies on the economic impact of government support have indicated that "for each dollar of public support, as much as \$7 of related spending in the local economy occurs." Furthermore, the Task Force report recognized interest shown by Milwaukee County in "adopting a unique funding program to provide support for performing arts groups, including Non-UPAF organizations."

The report noted that county support "could make a major difference in the long-term viability of performing arts in the community." The Task Force concluded that "while increased public sector funding is necessary, it must be understood that the private sector will play the lead role in supporting the performing arts. In order to enhance the financial impact of public sector contributions which are recognized to be limited, the Greater Milwaukee Committee recommends "that government support be used to match increases in private sector contributions."

I believe the recommendation of the Greater Milwaukee Committee Task Force clearly calls on the County Board to seriously reevaluate the way in which we as a government fund the arts.

In a recent report submitted to the County Board by Chairman Ament, it was noted that "obviously, current and projected budgetary revenue shortfalls will require that the Board carefully examine and manage our cultural dollars so as to provide the best mix possible, maintaining and supporting those traditional activities long identified in the Milwaukee entertainment community, while yet remaining flexible to provide support and encouragement for small groups, local performers and new and innovative entertainment medium." While public support must be maintained, it is clear that increased private support must continue to play the leading role if the arts in our community are to continue and flourish.

The recommendation to use public funds as leverage to increase private contributions could become the catalyst to maximize the use of precious county tax levy funds appropriated for cultural, artistic and musical programming. Implementation of plan to match public funds with private

100-17-1

contributions would require Milwaukee County to change the focus of the county's allocation process from a direct award of dollars to individual community arts organizations to one of a joint funding effort with a private foundation who would in turn award funds on a matching basis to community arts agencies having fund raising capabilities. Grants of public funds designed to leverage dollars from other sources, i.e. private fund raising, would require the commitment of county funds in advance of an applicant's fund raising effort. The actual dollar award would however be contingent upon and in proportion to the eventual success of the applicant's fund-raising effort.

3.0 Recommendations

I am therefore proposing that the County Board of Supervisors establish a Milwaukee County Arts Trust Fund. The actual appropriation level of the Trust Fund would be determined by the County Board through the annual budget process. Although the fund would be established by the County Board, the Chairman of the Board would be authorized to enter into an agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artist Foundation to administer the fund under guidelines approved by the County Board.

Adoption of the above recommendation would provide for the following:

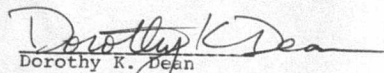
1. The County Board would continue to function as the policy setting body for Milwaukee County's cultural and artistic programs, and retain authority to establish and approve the total amount of county dollars to be appropriated for the performing and visual arts in the community through the annual budget review process.
2. The Cultural Contributions, Non-departmental Unit No. 1935 and the Performing Arts Matching Grant Program, Non-departmental Unit No. 1968 would be abolished and a new account known as the Milwaukee County Arts Trust Fund would be established.
3. The chairman of the County Board would be authorized to enter into an agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artist Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board. The guidelines shall include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

4. The Cultural Council and the Performing Arts Matching Grant Advisory Panel would be abolished and authority would be provided for the establishment, by a private foundation (Subsection 3), of a review panel to consider all applications. The review panel would make recommendations for awarding funds which will then be submitted for final approval to the Parks Committee and County Board. The review panel could be composed of nine members drawn from both the Milwaukee Foundation's and the Milwaukee Artist's Foundation's boards and staff, arts advocates and administrators, business and community leaders and county elected officials. The county representative(s) would be appointed by the Chairperson of the County Board.
5. Public funds, in the form of budgeted county tax levy, would be allocated through a grant to community cultural arts organizations who qualify based on criteria approved by the County Board. To receive a matching grant, a recipient would be required to raise, a specified share of the total grant award (1/4), (1/3), (1/2) etc., and this amount together with an equal amount provided by the County would be deposited in a Trust account. The Trust account, administered by a private foundation, would in turn, make a grant award to the recipient in an amount equal to the full amount of the grant award.
6. The allocation of funds under the Trust account may be partially restricted in order to allow the designation of funds for certain kinds of performing and visual arts programs. Funds could be designated for the following purposes:
 - Free performances in the Parks
 - "Large" groups
 - "Small" groups

In addition, special funding consideration would be given to those arts groups and agencies using county facilities, such as the PAC. Of the total funds allocated annually by the county, a portion of the funds would be distributed through an "Incentive County Facility Allocation." Incentive Fund Allocations would be awarded only to eligible applicants who use county facilities.

7. The Director of Parks, Recreation and Culture shall have responsibility for determining all programs including the "Music Under the Stars" series, to be presented in the Parks, taking into consideration those programs to be performed at the Zoo, Boerner Botanical Gardens, etc.

8. Annually reports would be submitted to the County Board by the administering agent (foundation) regarding the allocation process and agencies funded; and a year-end report summarizing how the funds were used by the agencies.


Dorothy K. Dean

DKD:TJK/mav
modkdcmembers

16800

By Supervisor Dean

Park
Finance
Audit
Personal

A RESOLUTION

FILE NO. 86-463

authorizing the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts funds under guidelines approved by the County Board, with the guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts.

WHEREAS, the performing and visual arts are a dynamic part of a healthy community; and

WHEREAS, Milwaukee County has provided substantial support for the performing and visual arts in the form of direct grants and in subsidies for facilities such as the Performing Arts Center and the War Memorial Center; and

WHEREAS, the Greater Milwaukee Committee recommended in a November 1985 report on arts funding in the community that "it is increasingly important to create a public-private partnership to meet the financial needs of performing and visual arts groups"; and

WHEREAS, the report of the Greater Milwaukee Committee further recommended that "government support be used to match increases in private sector contributions" which would "leverage the limited public dollars that are available and help encourage more private giving"; and

WHEREAS, it is important that County funds for the arts be disbursed in a reasonably systematic way taking into account a number of factors including, but not limited to: other sources of available arts funds, needs of the community for performance diversity, ability of the organization to leverage private funds with public dollars, merit and quality of the organization's role in and contributions to the community and audience served; and

WHEREAS, the differences among existing area performing and visual arts groups in size, fundraising capacity, audience and other pertinent variables requires more than a simple, single approach to funding; now, therefore,

APPROVED AS TO FORM
[Signature]
CORPORATION COUNSEL

- 2 -

BE IT RESOLVED, that the Milwaukee County Board of Supervisors reaffirms its commitment to providing funds for the performing and visual arts; and

BE IT FURTHER RESOLVED, that the County Board of Supervisors authorizes the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board of Supervisors; these guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

FISCAL NOTE: The adoption of this resolution could result in an expenditure of funds, the exact amount of which will be dependent on the agreement(s) entered into and the conditions contained in the agreement(s). It is anticipated that the amount of funds provided under this arrangement will not be greater than now expended for administration of the County's Cultural Contributions and the Performing Arts Matching Grant programs (\$567,500 budgeted for the Cultural Contributions program in 1986, reduced by \$28,375 due to fiscal constraints; \$671,795 budgeted for the Performing Arts Matching Grant program in 1986, reduced by \$33,590 due to fiscal constraints). This fiscal note was prepared by the County Board Senior Research Analyst.

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COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION 2342 01

DATE : July 1, 1986
TO : Members of the County Board
FROM : Supervisor Dorothy K. Dean
SUBJECT : Implementation Plan for a Milwaukee County Arts Fund --
Resolution File No. 86-463

1.0 Policy Issue

Development and implementation of a plan to create a public-private partnership to provide financial support to the county's arts organizations. The plan calls for "government support, in the form of tax levy, to be used as leverage to encourage and increase private sector contributions, through a public-private sector donor-match fund known as the Milwaukee County Arts Trust Fund. Administration of the Milwaukee County Arts Trust Fund (MCATF) would be provided through an agreement between the county and a private foundation.

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Cultural Contributions and Org. Unit 1968 - Performing Arts Matching Grant Program. Both accounts are under the direct control of the County Board, however, the actual allocation of funds under each appropriation is structured very differently.

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The Performing Arts Matching Grant Program was established by several members of the County Board who wanted to demonstrate to community arts organizations that public funds could be awarded in a fair and equitable manner, based on written criteria and guidelines that include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts. The program is by design "artistically blind and politically neutral." It is assumed that an organization capable of generating a stream of revenue from existing sources is worthy of public support. Grants were made on a matching basis and were intended to support the organization's general operations, not specific programs.

2.2 Future Role of County Arts Fund

In November, 1985, the Greater Milwaukee Committee UPAP Task Force issued a report examining the long range financial needs of arts funding in our community. The report concluded that "government funding for the performing arts must be encouraged at all levels. The performing arts play an essential economic development role that justifies a public sector role." The Task Force report noted that recent studies on the economic impact of government support have indicated that "for each dollar of public support, as much as \$7 of related spending in the local economy occurs." Furthermore, the Task Force report recognized interest shown by Milwaukee County in "adopting a unique funding program to provide support for performing arts groups, including Non-UPAP organizations."

The report noted that county support "could make a major difference in the long-term viability of performing arts in the community." The Task Force concluded that "while increased public sector funding is necessary, it must be understood that the private sector will play the lead role in supporting the performing arts. In order to enhance the financial impact of public sector contributions which are recognized to be limited, the Greater Milwaukee Committee recommends "that government support be used to match increases in private sector contributions."

I believe the recommendation of the Greater Milwaukee Committee Task Force clearly calls on the County Board to seriously reevaluate the way in which we as a government fund the arts.

In a recent report submitted to the County Board by Chairman Ament, it was noted that "obviously, current and projected budgetary revenue shortfalls will require that the Board carefully examine and manage our cultural dollars so as to provide the best mix possible, maintaining and supporting those traditional activities long identified in the Milwaukee entertainment community, while yet remaining flexible to provide support and encouragement for small groups, local performers and new and innovative entertainment medium." While public support must be maintained, it is clear that increased private support must continue to play the leading role if the arts in our community are to continue and flourish.

The recommendation to use public funds as leverage to increase private contributions could become the catalyst to maximize the use of precious county tax levy funds appropriated for cultural, artistic and musical programming. Implementation of plan to match public funds with private

contributions would require Milwaukee County to change the focus of the county's allocation process from a direct award of dollars to individual community arts organizations to one of a joint funding effort with a private foundation who would in turn award funds on a matching basis to community arts agencies having fund raising capabilities. Grants of public funds designed to leverage dollars from other sources, i.e. private fund raising, would require the commitment of county funds in advance of an applicant's fund raising effort. The actual dollar award would however be contingent upon and in proportion to the eventual success of the applicant's fund-raising effort.

3.0 Recommendations

I am therefore proposing that the County Board of Supervisors establish a Milwaukee County Arts Trust Fund. The actual appropriation level of the Trust Fund would be determined by the County Board through the annual budget process. Although the fund would be established by the County Board, the Chairman of the Board would be authorized to enter into an agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artist Foundation to administer the fund under guidelines approved by the County Board.

Adoption of the above recommendation would provide for the following:

1. The County Board would continue to function as the policy setting body for Milwaukee County's cultural and artistic programs, and retain authority to establish and approve the total amount of county dollars to be appropriated for the performing and visual arts in the community through the annual budget review process.
2. The Cultural Contributions, Non-departmental Unit No. 1935 and the Performing Arts Matching Grant Program, Non-departmental Unit No. 1968 would be abolished and a new account known as the Milwaukee County Arts Trust Fund would be established.
3. The chairman of the County Board would be authorized to enter into an agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artist Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board. The guidelines shall include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

4. The Cultural Council and the Performing Arts Matching Grant Advisory Panel would be abolished and authority would be provided for the establishment, by a private foundation (Subsection 3), of a review panel to consider all applications. The review panel would make recommendations for awarding funds which will then be submitted for final approval to the Parks Committee and County Board. The review panel could be composed of nine members drawn from both the Milwaukee Foundation's and the Milwaukee Artist's Foundation's boards and staff, arts advocates and administrators, business and community leaders and county elected officials. The county representative(s) would be appointed by the Chairperson of the County Board.
5. Public funds, in the form of budgeted county tax levy, would be allocated through a grant to community cultural arts organizations who qualify based on criteria approved by the County Board. To receive a matching grant, a recipient would be required to raise, a specified share of the total grant award (1/4), (1/3), (1/2) etc., and this amount together with an equal amount provided by the County would be deposited in a Trust account. The Trust account, administered by a private foundation, would in turn, make a grant award to the recipient in an amount equal to the full amount of the grant award.
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 - "Large" groups
 - "Small" groups

In addition, special funding consideration would be given to those arts groups and agencies using county facilities, such as the PAC. Of the total funds allocated annually by the county, a portion of the funds would be distributed through an "Incentive County Facility Allocation." Incentive Fund Allocations would be awarded only to eligible applicants who use county facilities.

7. The Director of Parks, Recreation and Culture shall have responsibility for determining all programs including the "Music Under the Stars" series, to be presented in the Parks, taking into consideration those programs to be performed at the Zoo, Boerner Botanical Gardens, etc.

100-881

8. Annually reports would be submitted to the County Board by the administering agent (foundation) regarding the allocation process and agencies funded; and a year-end report summarizing how the funds were used by the agencies.



Dorothy K. Dean

DKD:TJK/mar
modkdcmembers

168888

By Supervisor Dean

P. H. H.
Finance
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A RESOLUTION

FILE NO. 26-163

authorizing the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts funds under guidelines approved by the County Board, with the guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts.

WHEREAS, the performing and visual arts are a dynamic part of a healthy community; and

WHEREAS, Milwaukee County has provided substantial support for the performing and visual arts in the form of direct grants and in subsidies for facilities such as the Performing Arts Center and the War Memorial Center; and

WHEREAS, the Greater Milwaukee Committee recommended in a November 1985 report on arts funding in the community that "it is increasingly important to create a public-private partnership to meet the financial needs of performing and visual arts groups"; and

WHEREAS, the report of the Greater Milwaukee Committee further recommended that "government support be used to match increases in private sector contributions" which would "leverage the limited public dollars that are available and help encourage more private giving"; and

WHEREAS, it is important that County funds for the arts be disbursed in a reasonably systematic way taking into account a number of factors including, but not limited to: other sources of available arts funds, needs of the community for performance diversity, ability of the organization to leverage private funds with public dollars, merit and quality of the organization's role in and contributions to the community and audience served; and

WHEREAS, the differences among existing area performing and visual arts groups in size, fundraising capacity, audience and other pertinent variables requires more than a simple, single approach to funding; now, therefore,

APPROVED AS TO FORM
James E. H.
CORPORATION COUNSEL

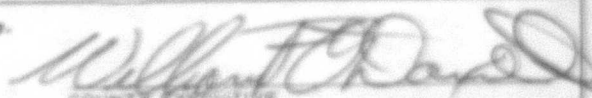
- 2 -

BE IT RESOLVED, that the Milwaukee County Board of Supervisors reaffirms its commitment to providing funds for the performing and visual arts; and

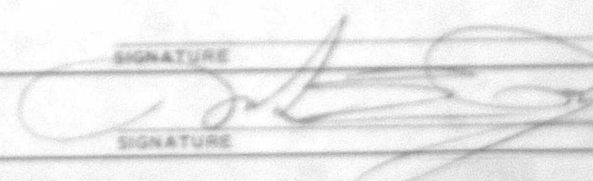
BE IT FURTHER RESOLVED, that the County Board of Supervisors authorizes the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board of Supervisors; these guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

FISCAL NOTE: The adoption of this resolution could result in an expenditure of funds, the exact amount of which will be dependent on the agreement(s) entered into and the conditions contained in the agreement(s). It is anticipated that the amount of funds provided under this arrangement will not be greater than now expended for administration of the County's Cultural Contributions and the Performing Arts Matching Grant programs (\$567,500 budgeted for the Cultural Contributions program in 1986, reduced by \$28,375 due to fiscal constraints; \$671,785 budgeted for the Performing Arts Matching Grant program in 1986, reduced by \$33,590 due to fiscal constraints). This fiscal note was prepared by the County Board Senior Research Analyst.

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RECORD OF COUNTY BOARD AND COUNTY EXECUTIVE ACTIONS		3327	☒ Resolution ☐ Ordinance	IDENTIFICATION <u>Res. 86-466(a)(4) + 86-463(a)(4)</u>
CERTIFICATION TO COUNTY BOARD PASSAGE	I certify that the attached resolution or ordinance was adopted by The Board of Supervisors of Milwaukee County at a meeting held on the <u>16th</u> day of <u>April</u> 19 <u>87</u> by a vote of <u>21</u> ayes <u>0</u> noes.			
	DATE SIGNED <u>4/21/87</u>		 COUNTY CLERK	
	DATE SIGNED <u>4/21/87</u>		 COUNTY BOARD CHAIRMAN	
COUNTY EXECUTIVE'S ACTION	I approve the attached resolution or ordinance. <u>APR 24 1987</u> DATE SIGNED			
		 COUNTY EXECUTIVE		
CERTIFICATION OF PUBLICATION	DATE PUBLISHED	DATE SIGNED	COUNTY CLERK	

RECEIPTS

BY COUNTY EXECUTIVE'S OFFICE	DATE SIGNED	SIGNATURE
BY COUNTY CLERK'S OFFICE	DATE SIGNED <u>April 24, 1987</u>	 SIGNATURE

4/16/87
Adopted
21-0

(ITEM 11) From Chairman, Milwaukee County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC), submitting a schedule of proposed 1987 Performing Arts Matching Grant Program adjusted grants for the 23 arts organizations which met eligibility requirements, by recommending adoption of the following resolution.

WHEREAS, the 1987 County budget included funding for the Arts and Cultural Program in Organizational Unit No. 1974; and

WHEREAS, the Performing Arts Matching Grant program is a category of funding within the County's cultural program; and

WHEREAS, adopted County Board resolutions #86-466(a) (a) and 86-463(a) (a) established guidelines and criteria for awarding County Arts funds; and

WHEREAS, the same County Board resolutions created the County Cultural, Artistic and Musical Programming Advisory Council (CAMPAC) to advise the Board on the allocation of budget County Arts funding; and

WHEREAS, county guidelines for the matching grants program state that all eligible organizations will be funded a percentage of the organization's operating income, with the actual grant award depending upon the number of organizations who qualify; and

WHEREAS, CAMPAC at its meeting of March 17, 1987 and April 15, 1987, approved allocations to 23 organizations totalling \$240,095; and

WHEREAS, the Committee on Parks, Recreation and Culture at its meeting of April 16, 1987 approved the CAMPAC recommendations; now, therefore,

BE IT RESOLVED, that Matching Grant funds are hereby authorized and awarded to the following arts groups, who have been determined eligible under guidelines established by the Milwaukee County Board of Supervisors, in the amounts identified below:

APPROVED AS TO FORM

[Signature]
CORPORATION COUNSEL

168092

<u>Organization</u>	<u>Grant Award</u>
Artreach	\$26,844
Friends Mime	16,042
Milw. Chamber Music	15,409
Stars Productions	14,663
Milw. Inner City Arts	16,167
Milw. Chamber Theatre	14,474
Woodland Pattern	14,108
Bauer Contemporary Ballet	13,824
Ko-Thi Dance Company	13,331
Theater X	11,576
Dancecircus	11,059
Milw. Opera Company	10,737
Clavis Theatre	9,376
The Theater School	10,071
Milw. Music Ensemble	8,420
Great Lakes Opera	8,087
Theatre Tesseract	7,729
Great Lakes Film and Video	7,189
Civic Music Association	5,680
Concord Chamber Orchestra	4,249
Bach Chamber Choir and Orchestra	3,600
Peoples Theater	2,921
Milwaukee Music Teachers	<u>1,143</u>
Total	\$246,095

FISCAL NOTE: The adoption of this resolution will not require an additional appropriation of funds as sufficient funds are available in organizational unit 1974 per the 1987 adopted budget. (This fiscal note was prepared by the Principal Research Analyst - Parks)

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PARKS, RECREATION & CULTURE 3/31/87

ACTION: (BAILEY) LAY OVER TO THE
CALL OF THE CHAIR.
AYES: Bailey, Engel, Koconis,
St. John, Podell, Baldwin &
Valenti (Chm.) - 7
NOES: NONE
EXCUSED: NONE

PARKS, RECREATION & CULTURE 4/14/87

ACTION: (KOCONIS) LAY OVER TO THE
CALL OF THE CHAIR.
NO OBJECTIONS: SO ORDERED.

PARKS, RECREATION & CULTURE 4/18/87

ACTION: (KOCONIS) APPROVE.
AYES: ENGEL, KOCONIS, PODELL, BALDWIN
& VALENTI (CHM.) - 5
NOES: NONE
EXCUSED: BAILEY & ST. JOHN - 2

ORIGINAL RESOLUTION IN:

File No. 86-466(a)(a) & 86-463(a)(a)

(Journal, October 2, 1986)

initial
checked
22-0

(ITEM 3) An adopted resolution approving a series of recommendations addressing the County's future approach to funding cultural activities, by recommending adoption of the following resolution:

WHEREAS, the County Board on October 2, 1986, as part of a series of recommendations relative to the County's future approach to funding cultural activities, authorized the Chairman of the County Board to enter into an agreement with the Milwaukee Foundation to administer Milwaukee County's 1987 Arts program under approved guidelines and criteria; and

WHEREAS, the Chairman submitted a copy of a management contract to be entered into with the Milwaukee Foundation for administration of the County's cultural programming to the Committee on Parks, Recreation and Culture for review; and

WHEREAS, the Committee on Parks, Recreation and Culture, at its meeting on October 17, 1986, recommended approval of the said contract; now, therefore,

BE IT RESOLVED, that the AGREEMENT BETWEEN THE MILWAUKEE COUNTY BOARD OF SUPERVISORS AND THE MILWAUKEE FOUNDATION be and the same is hereby approved, as recommended by the Committee on Parks, Recreation and Culture.

FISCAL NOTE: Adoption of this resolution will not require an additional appropriation of County funds as funds are available in the current and subsequent budget years, pursuant to the County Board Director of Research.

lh
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APPROVED AS TO FORM
George R. Rice
COUNTY CLERK

RECORD OF COUNTY BOARD AND COUNTY EXECUTIVE ACTIONS		3327	Resolution ☒ Resolution ☐ Ordinance	IDENTIFICATION Subchapter F.B. No. 86-462 & 86-463
CERTIFICATION TO COUNTY BOARD PASSAGE	I certify that the attached resolution or ordinance was adopted by The Board of Supervisors of Milwaukee County at a meeting held on the 25 day of October 1986 by a vote of 25 ayes 0 noes.			
	DATE SIGNED 10/6/86			
	DATE SIGNED 10/6/86			
COUNTY EXECUTIVE'S ACTION	I approve the attached resolution or ordinance.			
	DATE SIGNED OCT 8 1986			
CERTIFICATION OF PUBLICATION	DATE PUBLISHED _____ DATE SIGNED _____ COUNTY CLERK _____			
	RECEIPTS			
BY COUNTY EXECUTIVE'S OFFICE	DATE SIGNED _____ SIGNATURE _____			
	BY COUNTY CLERK'S OFFICE			
DATE SIGNED OCT 09 1986		SIGNATURE _____		

File Nos. 86-466 and 86-463

(Journal, June 19, 1986)

10/2/86
Collected
26-0

(ITEM 5) A resolution by Supervisor Ament establishing a non-departmental appropriation for Cultural Programs administered by the County Board, creating a Milwaukee County Cultural Artistic and Musical Programming Advisory Council (CAMPAC), establishing guidelines and criteria for awarding County arts funds; an Ordinance creating the position of Administrative Secretary (Cultural Coordinator) (exempt) in the County Board; and a Report on County Arts Funding; and

A resolution by Supervisor Dean, authorizing the County Board Chairperson to enter into agreement with a private foundation to administer the County's performing and visual arts funds under guidelines to be established and approved by the County Board; by recommending adoption of the following resolution:

WHEREAS, a report dated September 23, 1986, submitted by the Chairman of the County Board and Supervisor Dorothy E. Dean to the Committee on Parks, Recreation and Culture, Committee on Finance and Committee on Audit, set forth a series of recommendations addressing the County's future approach to funding cultural activities; and

WHEREAS, the Committee on Finance, at its meeting on September 25, 1986, recommended approval of the recommendations contained in the said report; and

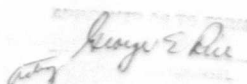
WHEREAS, the Committee on Parks, Recreation and Culture and the Committee on Audit, at meetings held September 30, 1986, unanimously concurred in the Finance Committee's recommendation for approval of a substitute resolution recommending adoption of the said recommendations; now, therefore,

BE IT RESOLVED, that the substitute resolution recommending approval of the recommendations contained in the report dated September 23, 1986 be adopted as recommended by the Committee on Finance and concurred in by the Committee on Parks, Recreation and Culture and the Committee on Audit.

lh

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158397

File Nos. 86-466 and 86-463

(Journal, June 19, 1986)

10/2/86
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25-0

(ITEM 5) A resolution by Supervisor Ament establishing a non-departmental appropriation for Cultural Programs administered by the County Board, creating a Milwaukee County Cultural Artistic and Musical Programming Advisory Council (CAMPAC), establishing guidelines and criteria for awarding County arts funds; an Ordinance creating the position of Administrative Secretary (Cultural Coordinator) (exempt) in the County Board; and a Report on County Arts Funding; and

A resolution by Supervisor Dean, authorizing the County Board Chairperson to enter into agreement with a private foundation to administer the County's performing and visual arts funds under guidelines to be established and approved by the County Board; by recommending adoption of the following resolution:

WHEREAS, a report dated September 23, 1986, submitted by the Chairman of the County Board and Supervisor Dorothy K. Dean to the Committee on Parks, Recreation and Culture, Committee on Finance and Committee on Audit, set forth a series of recommendations addressing the County's future approach to funding cultural activities; and

WHEREAS, the Committee on Finance, at its meeting on September 25, 1986, recommended approval of the recommendations contained in the said report; and

WHEREAS, the Committee on Parks, Recreation and Culture and the Committee on Audit, at meetings held September 30, 1986, unanimously concurred in the Finance Committee's recommendation for approval of a substitute resolution recommending adoption of the said recommendations; now, therefore,

BE IT RESOLVED, that the substitute resolution recommending approval of the recommendations contained in the report dated September 23, 1986 be adopted as recommended by the Committee on Finance and concurred in by the Committee on Parks, Recreation and Culture and the Committee on Audit.

lh

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860466860463Ri/

A RESOLUTION

FILE NO: 86-963

authorizing the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts funds under guidelines approved by the County Board, with the guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts.

WHEREAS, the performing and visual arts are a dynamic part of a healthy community; and

WHEREAS, Milwaukee County has provided substantial support for the performing and visual arts in the form of direct grants and in subsidies for facilities such as the Performing Arts Center and the War Memorial Center; and

WHEREAS, the Greater Milwaukee Committee recommended in a November 1985 report on arts funding in the community that "it is increasingly important to create a public-private partnership to meet the financial needs of performing and visual arts groups"; and

WHEREAS, the report of the Greater Milwaukee Committee further recommended that "government support be used to match increases in private sector contributions" which would "leverage the limited public dollars that are available and help encourage more private giving"; and

WHEREAS, it is important that County funds for the arts be disbursed in a reasonably systematic way taking into account a number of factors including, but not limited to: other sources of available arts funds, needs of the community for performance diversity, ability of the organization to leverage private funds with public dollars, merit and quality of the organization's role in and contributions to the community and audience served; and

WHEREAS, the differences among existing area performing and visual arts groups in size, fundraising capacity, audience and other pertinent variables requires more than a simple, single approach to funding; now, therefore,

APPROVED AS TO FORM
George E. Rice
CORPORATION COUNSEL

BE IT RESOLVED, that the Milwaukee County Board of Supervisors reaffirms its commitment to providing funds for the performing and visual arts; and

BE IT FURTHER RESOLVED, that the County Board of Supervisors authorizes the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board of Supervisors; these guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

FISCAL NOTE: The adoption of this resolution could result in an expenditure of funds, the exact amount of which will be dependent on the agreement(s) entered into and the conditions contained in the agreement(s). It is anticipated that the amount of funds provided under this arrangement will not be greater than now expended for administration of the County's Cultural Contributions and the Performing Arts Matching Grant programs (\$567,500 budgeted for the Cultural Contributions program in 1986, reduced by \$28,375 due to fiscal constraints; \$671,785 budgeted for the Performing Arts Matching Grant program in 1986, reduced by \$33,590 due to fiscal constraints). This fiscal note was prepared by the County Board Senior Research Analyst.

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By Supervisor Dean

A RESOLUTION

FILE NO. 86-463

7/17/84
authorizing the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts funds under guidelines approved by the County Board, with the guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts.

WHEREAS, the performing and visual arts are a dynamic part of a healthy community; and

WHEREAS, Milwaukee County has provided substantial support for the performing and visual arts in the form of direct grants and in subsidies for facilities such as the Performing Arts Center and the War Memorial Center; and

WHEREAS, the Greater Milwaukee Committee recommended in a November 1985 report on arts funding in the community that "it is increasingly important to create a public-private partnership to meet the financial needs of performing and visual arts groups"; and

WHEREAS, the report of the Greater Milwaukee Committee further recommended that "government support be used to match increases in private sector contributions" which would "leverage the limited public dollars that are available and help encourage more private giving"; and

WHEREAS, it is important that County funds for the arts be disbursed in a reasonably systematic way taking into account a number of factors including, but not limited to: other sources of available arts funds, needs of the community for performance diversity, ability of the organization to leverage private funds with public dollars, merit and quality of the organization's role in and contributions to the community and audience served; and

WHEREAS, the differences among existing area performing and visual arts groups in size, fundraising capacity, audience and other pertinent variables requires more than a simple, single approach to funding; now, therefore,

BE IT RESOLVED, that the Milwaukee County Board of Supervisors reaffirms its commitment to providing funds for the performing and visual arts; and

BE IT FURTHER RESOLVED, that the County Board of Supervisors authorizes the Chairman of the County Board to enter into agreement with a private foundation like the Milwaukee Foundation or the Milwaukee Artists Foundation to administer Milwaukee County's performing and visual arts fund under guidelines approved by the County Board of Supervisors; these guidelines to include provisions designed to encourage diversity, excellence and exploration in the performing and visual arts and to meet any other requirements set by the Milwaukee County Board of Supervisors.

FISCAL NOTE: The adoption of this resolution could result in an expenditure of funds, the exact amount of which will be dependent on the agreement(s) entered into and the conditions contained in the agreement(s). It is anticipated that the amount of funds provided under this arrangement will not be greater than now expended for administration of the County's Cultural Contributions and the Performing Arts Matching Grant programs (\$567,500 budgeted for the Cultural Contributions program in 1986, reduced by \$28,375 due to fiscal constraints; \$671,785 budgeted for the Performing Arts Matching Grant program in 1986, reduced by \$33,590 due to fiscal constraints). This fiscal note was prepared by the County Board Senior Research Analyst.

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COMMITTEE NAME	DATE	COMMITTEE ACTION
Audit	9/8/86	Supvr. Czaja moved to lay over the resolution to the next Audit Committee meeting (9/30/86, at 9:00 A.M.). NO OBJECTION, SO ORDERED (Engel).
Audit	9/30/86	Supvr. Nyklewicz moved to concur with the action of the Finance Committee 9/25/86. (5-0) Ayes: Nyklewicz, Dean, Podell, Czaja and the Chairperson (Engel); Noes: None
PARKS COMMITTEE	10/17/86	<u>From the Chairman, County Board of Supervisors, submitting the management contract for administration of the County's cultural programming by the Milwaukee Foundation.</u> ACTION BY: (Bailey) approve. 6-0 AYES: Bailey, Koconis, St. John, Podell, Baldwin & Valenti (Chairman) - 6 NOES: 0 EXCUSED: Engel - 1