

**Office of Lt. Governor
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

Agency/Program: Office of Cultural Development – Division of the Arts

Recipient: New Orleans Jazz and Heritage Foundation

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Stabilization
 - Line Item Appropriation
 - Letter of Agreement

Yes No

- Does the agreement include budget worksheet?
- Does the agreement include anticipated uses?
- Does the agreement include estimated duration of the project?
- Does the agreement include goals, objectives, and measures of performance?
- Does the agreement indicate requirement of written progress report every six (6) months?
- Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule)
- Has the comprehensive budget been approved by the appointing authority?
- Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor?

Signatures:



Contract Monitor

10/27/2011

Date



Appointing Authority

10-27-11

Date

DEPARTMENT OF CULTURE, RECREATION AND TOURISM
Act 12 - Information

OFFICE: Cultural Development – Division of the Arts

Recipient:

Name: The Tennessee Williams/New Orleans Literary Festival, Inc.
Address: 938 Lafayette St., Suite 514
City & State: New Orleans, LA 70113
Contact Name: Arin Black
Telephone Number: (504) 581-1144
Fax Number: (504) 581-3270

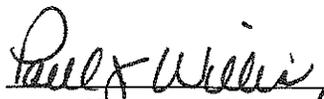
Program Data:

Arts Grant #: FY12-026
Amount to be Transferred: \$8,000
Funding Source: State Funds/
Beginning Date: July 01, 2011
Ending Date: June 30, 2012

1. Proposed Plan with Detailed Goals and Objectives:

2. Proposed Performance Measures for the Project:

3. A COMPREHENSIVE BUDGET showing all anticipated uses of the appropriation MUST BE ATTACHED to this proposal.
4. This project is viable and is operational in accordance with the grant agreement and will serve as the interim report, as required by Act 12.

 EXECUTIVE DIRECTOR
Name and Title

1. Proposed Plan with Detailed Goals and Objectives:

The Tennessee Williams/New Orleans Literary Festival, Inc. will use funds from DOA Grant #FY12-026 ST to produce the 26th annual Tennessee Williams/New Orleans Literary Festival (named one of the top ten literary festivals in the nation by *USA Today*).

Major Project Activities

Since its inception in 1986, the Tennessee Williams/New Orleans Literary Festival has served the community by presenting literary, theatrical, and musical programs; and has encouraged and showcased regional/national writers, actors, musicians, and other creative individuals. To that end, planners have developed activities to attract as wide an audience as possible (**attendance has increased over the years with over 10,000 audience seats filled in 2011** for our 25th anniversary).

The Festival program comprises of panel discussions which provide a congenial public forum on an array of diverse topics; theatrical performances, a time-honored means for communicating new ideas and situations; master classes for individuals desiring a more intensive “one-on-one” opportunity with a notable expert in writing or the arts; and a variety of adjunct components to attract and enrich audience participants, including our Scholars’ Conference, our “Drummer and Smoke” music program, and the Literary Late Night Series, as well as literary walking tours, food events, and other activities. Our programs take place at various venues throughout the French Quarter including: The Historic New Orleans Collection, the Ballroom at the Hotel Monteleone, the Williams Research Center, Muriel’s Jackson Square Restaurant, Palm Court Jazz Café, and Southern Rep Theatre.

We’re also proud of our educational outreach program which will take place on Friday, March 23. **writeNOW** brings area high school students together for a day of writing workshops and discussions with high-caliber writing professionals. Participating students also receive free scholarship passes to attend Tennessee Williams Festival events. We work with teachers and students from NOCCA, Lusher Charter School, and the Neighborhood Story Project. In 2011, 200 students participated in the program.

The line-up for 2012 includes: **George Pelecanos** is a Greek-American author. Many of his works are in the genre of detective fiction and set primarily in his hometown of Washington, D.C. He is also a film and television producer and a television writer. He worked extensively on the HBO series *The Wire*, and currently writes for *Treme*; **Sharifa Rhodes-Pitts** graduated in 2000 from Harvard University and was a Fulbright Scholar in the United Kingdom. Sharifa is writing a trilogy on African-Americans and utopia; her first book, *Harlem is Nowhere*, was published in January 2011 by Little, Brown & Company and in August 2011 by Granta Books (UK); **David Henry Sterry** is the author of *Putting Your Passion Into Print: Get Your Book Published Successfully!* and *Satchel Sez: The Wit, Wisdom, and World of Leroy Satchel Paige*. He is also an award-winning actor, media coach, book doctor, poet, playwright, and activist for at-risk youth; and **Jesmyn Ward’s** second novel, *Salvage the Bones*, is set in the fictional Mississippi Gulf town of Bios Sauvage in the days leading up to Hurricane Katrina. It centers on Esch—fourteen years—and Esch’s family in the aftermath of her mother’s death in childbirth. Ward received her MFA from the University of Michigan and was a Stegner Fellow at Stanford University. She teaches at the University of South Alabama.

Goals—The Arts Contribute to the Strengthening of Communities

The Tennessee Williams/New Orleans Literary Festival: 1. The Festival aims to inspire, challenge, and stimulate—in brief, to educate—our community. A guiding principle of our organization is the belief that education goes far beyond classroom learning, and that all people can be enriched through personal knowledge of and participation in the arts/literature. *The TW Festival achieves this goal by providing the community with four full days of educational programming. There are traditionally 8 master classes, over two dozen literary panel discussions, walking tours, poetry readings, theater events, and various special events.; 2. Louisiana is a rich and varied land—the Festival works to reflect and nurture these riches, and to assure their accessibility to as many people as possible. *The TW Festival achieves this goal by including Louisiana artists within the program as well as putting together topics for panel discussions based on the history and culture of the region. Over 100 individuals (authors, actors, technicians) utilized in the 2011 program were from New Orleans and the state of Louisiana.; 3. Organizers work to contribute to the area economy by promoting the event nationally as a New Orleans destination. *Each year the TW/NOLF receives a large amount of press—anywhere from 40-50% of the Festival’s ticket holders come from out of state to attend the Festival. They are staying in hotels, eating in restaurants, visiting historical sites, etc.

Target Population

Organizers program for general, albeit literate, audiences because of the Festival’s mandate to serve the educational needs of an entire community. The variety and style of activities offered during the Festival weekend arise from a strongly felt obligation to provide stimulating and accessible information to all attendees. Steadily increasing attendance rate indicates that this programming principle is successful. The TW Festival attracts a broad cross section of people including students, adults of all socio-economic backgrounds, and a significant number of Senior citizens.

2. Proposed Performance Measures for the Project:

Method for Evaluation:

In the months following the Festival, the board and staff evaluate the event for strengths and weaknesses. Box office receipts are reviewed for purchase patterns, and demographic patterns derived from survey responses are studied. Speaker and audience evaluations are studied for their subjective value. The staff/program committee also relies greatly on recommendations solicited from speakers, advisory committee members, and audience members. All findings are incorporated into planning for the next Festival. We also utilize the comments from an independent evaluator who attends several of the panels and master classes and gives constructive feedback.

In 2008, the Festival was also fortunate to have a comprehensive survey study performed by the Hospitality Research Center of the University of New Orleans. The 2008 Visitor Profile included the following information in the executive summary:

- 37.3% of the visitors were first time visitors, 62.7% were repeat visitors.
- 11.7% of the visitors were attending the Tennessee Williams Festival for the 10th time.
- 58.1% of all visitors were living in the Greater New Orleans Area, 41.9% of the Respondents were out of town visitors.
- The largest group of visitors was between 56-65 years of age (35%). The second largest group was 66 or older (26.1%). 18.9% of the visitors were between the ages of 46-55. Overall 80% of the visitors were 46 years or older.

- The Tennessee Williams Festival created a total economic impact \$910,582.

****We are currently checking with the University of New Orleans Hospitality Research Center about the possibility of completing a new economic impact study during the 2012 Festival.**

REVISED BUDGET for ATTACHMENT A

Grant: FY2012

Dates: July 1, 2011 - June 30, 2012

Provide a revised budget incorporating the exact grant amount. Unless an amendment is approved, categories in the Final Report Budget will not be allowed to exceed those in this budget.

INCOME

1. Admissions,Memberships,Subscriptions	<u>ENTRY FEES, CONCESSIONS</u>	\$ <u>110,500</u>
2. Contracted Services Revenues[workshops,presentations]		\$ <u>2,200</u>
3. TOTAL EARNED REVENUE		\$ <u>118,700</u>
4. Corporate Support[source]		\$ <u>32,000</u>
5. Foundation Support[source]		\$ <u>32,000</u>
6. Other Private Support, Fundraising[source]	<u>INDIVIDUAL DONATIONS</u>	\$ <u>50,000</u>
7. TOTAL CONTRIBUTED REVENUE		\$ <u>114,000</u>
8. Federal Government Support[source]	<u>NEA</u>	\$ <u>15,000</u>
9. Regional Gov't Support[source]		\$
10. State Gov't Support[source]	<u>LEH</u>	\$ <u>20,000</u>
11. Local/Parish Government Support[source]	<u>COMMUNITY ARTS GRANT</u>	\$ <u>12,000</u>
12. Local Arts Agency Support		\$
13. TOTAL GOVERNMENT SUPPORT		\$ <u>47,000</u>
14. Applicant Cash other than above[source]	<u>SAINTS & SINNERS LITERARY EVENT</u>	\$ <u>4,000</u>
15. SUB-TOTAL		\$ <u>283,700</u>
16. DOA Stabilization		\$ <u>8,000</u>
17. Other DOA Program Grants (specify)		\$
18. Total DOA GRANTS (add lines 16 through 18)		\$ <u>8,000</u>
19. TOTAL CASH INCOME		\$ <u>291,700</u>

EXPENSES (this grant only)	DOA Grant	Cash Match	Total
20. Salaries/Wages/Benefits-Adm	\$	\$ <u>129,000</u>	\$ <u>129,000</u>
21. Salaries/Wages/Benefits-Artistic	\$	\$	\$
22. Salaries/Wages/Benefits-Tech	\$	\$	\$
23. Payroll Taxes	\$	\$ <u>13,500</u>	\$ <u>13,500</u>
24. Professional Services-Artistic	\$ <u>4,000</u>	\$ <u>14,000</u>	\$ <u>18,000</u>
25. Professional Fees and Services	\$	\$ <u>30,500</u>	\$ <u>30,500</u>
26. Production	\$	\$ <u>11,000</u>	\$ <u>11,000</u>
27. Occupancy /Utilities	\$	\$ <u>11,200</u>	\$ <u>11,200</u>
28. Equipment Rental and Mainten.	\$	\$ <u>5,000</u>	\$ <u>5,000</u>
29. Technology and Communication	\$	\$ <u>15,000</u>	\$ <u>15,000</u>
30. Insurance	\$	\$ <u>2,200</u>	\$ <u>2,200</u>
31. Supplies	\$	\$ <u>5,000</u>	\$ <u>5,000</u>
32. Postage and Shipping	\$	\$ <u>4,000</u>	\$ <u>4,000</u>
33. Marketing	\$	\$ <u>7,000</u>	\$ <u>7,000</u>
34. Development	\$	\$ <u>3,500</u>	\$ <u>3,500</u>
35. Travel/Mileage	\$ <u>4,000</u>	\$ <u>16,000</u>	\$ <u>20,000</u>
36. Professional Development	\$	\$ <u>1,500</u>	\$ <u>1,500</u>
37. Other Expenses	\$	\$	\$ <u>14,000</u>
38. TOTAL EXPENSES	\$ <u>8,000</u>	\$ <u>283,400</u>	\$ <u>290,400</u>
39. SURPLUS/DEFICIT	\$	\$	\$ <u>1,300</u>
40. ACCUMULATED SURPLUS/DEFICIT	\$	\$	\$
41. In-Kind Donations			\$ <u>40,000</u>