

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

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

Recipient: Tennessee Williams/New Orleans Literary Festival

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

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:



Contract Monitor

11-14-2012

Date



Appointing Authority

11-15-12

Date

DEPARTMENT OF CULTURE, RECREATION AND TOURISM
Act 13 - Information

OFFICE: Cultural Development – Division of the Arts

Recipient:

Name: Tennessee Williams | N.O. Literary Festival
Address: 938 Lafayette Street
City & State: New Orleans, LA 701131063
Contact Name: Mr. Lovelace
Telephone Number: 5045811144
Fax Number:

Program Data:

Arts Grant #: FY13-017
Amount to be
Transferred: \$9,000.00
Funding Source: State Funds | 5301 & Federal Funds | 5204
Beginning Date: July 1, 2012
Ending Date: June 30, 2013

1. **Proposed Plan with Detailed Goals and Objectives:**

see attached

2. **Proposed Performance Measures for the Project:**

see attached

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 13.

Paul J. Williams, 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 #FY13-017 ST to produce the 27th 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 8,500 audience seats filled in 2012** for our 26th annual event).

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 Le Petit Theatre.

We’re also proud of our educational outreach program which will take place on Friday, March 22. **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 2012, 110 students participated in the program.

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 2012 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 confirming with the University of New Orleans Hospitality Research Center to complete a new economic impact study during the 2013 Festival.**

REVISED BUDGET for ATTACHMENT A

Grant: FY2013

Dates: July 1, 2012 – June 30, 2013

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>117,000</u>
2. Contracted Services Revenues [workshops, presentations]		\$ <u>2,000</u>
3. TOTAL EARNED REVENUE		\$ <u>119,000</u>
4. Corporate Support [source]		\$ <u>35,000</u>
5. Foundation Support [source]		\$ <u>50,000</u>
6. Other Private Support, Fundraising [source]	<u>individual donations</u>	\$ <u>50,000</u>
7. TOTAL CONTRIBUTED REVENUE		\$ <u>135,000</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]		\$ _____
11. Local/Parish Government Support [source]	<u>Community Arts Grant</u>	\$ <u>10,500</u>
12. Local Arts Agency Support		\$ _____
13. TOTAL GOVERNMENT SUPPORT		\$ <u>25,500</u>
14. Applicant Cash other than above [source]	<u>SINISTERS & SINNERS writer workshop</u>	\$ <u>27,000</u>
15. SUB-TOTAL	<u>and university support</u>	\$ <u>306,500</u>
16. DOA Stabilization		\$ <u>9,000</u>
17. Other DOA Program Grants (specify)		\$ <u>0</u>
18. Total DOA GRANTS (add lines 16 through 18)		\$ <u>9,000</u>
19. TOTAL CASH INCOME		\$ <u>315,500</u>

EXPENSES (this grant only)	DOA Grant	Cash Match	Total
20. Salaries/Wages/Benefits-Adm	\$ _____	\$ <u>136,180</u>	\$ <u>136,180</u>
21. Salaries/Wages/Benefits-Artistic	\$ _____	\$ _____	\$ _____
22. Salaries/Wages/Benefits-Tech	\$ _____	\$ _____	\$ _____
23. Payroll Taxes	\$ _____	\$ <u>10,000</u>	\$ <u>10,000</u>
24. Professional Services-Artistic	\$ <u>5,000</u>	\$ <u>10,000</u>	\$ <u>15,000</u>
25. Professional Fees and Services	\$ _____	\$ <u>38,107</u>	\$ <u>38,107</u>
26. Production	\$ _____	\$ <u>20,000</u>	\$ <u>20,000</u>
27. Occupancy /Utilities	\$ _____	\$ <u>11,180</u>	\$ <u>11,180</u>
28. Equipment Rental and Mainten.	\$ _____	\$ <u>8,000</u>	\$ <u>8,000</u>
29. Technology and Communication	\$ _____	\$ <u>19,500</u>	\$ <u>19,500</u>
30. Insurance	\$ _____	\$ <u>2,200</u>	\$ <u>2,200</u>
31. Supplies	\$ _____	\$ <u>16,500</u>	\$ <u>16,500</u>
32. Postage and Shipping	\$ _____	\$ <u>4,000</u>	\$ <u>4,000</u>
33. Marketing	\$ _____	\$ <u>13,500</u>	\$ <u>13,500</u>
34. Development	\$ _____	\$ <u>5,000</u>	\$ <u>5,000</u>
35. Travel/Mileage	\$ <u>4,000</u>	\$ <u>16,000</u>	\$ <u>16,000</u>
36. Professional Development	\$ _____	\$ <u>2,500</u>	\$ <u>2,500</u>
37. Other Expenses	\$ _____	\$ <u>3,600</u>	\$ <u>3,600</u>
38. TOTAL EXPENSES	\$ <u>9,000</u>	\$ <u>306,267</u>	\$ <u>315,267</u>
39. SURPLUS/DEFICIT	\$ _____	\$ _____	\$ <u>233</u>
40. ACCUMULATED SURPLUS/DEFICIT	\$ _____	\$ _____	\$ _____
41. In-Kind Donations			\$ <u>57,000</u>