"As Mayor of a large city, I am convinced that a broad cultural program is essential to making urban living a good experience for people."
—Mayor Maynard Jackson, Atlanta

"Municipal support for the arts can and should be a part of the whole thrust toward making cities places where people want to live. And isn't that really what our primary job is today?"
—Mayor Wes Uhlman, Seattle

"There is no crisis in the arts; the only crisis is our failure to view them as a resource to improve our cities . . . a tremendous resource for stimulating the vitality, humaneness, and the economy of our cities and towns."
—Nancy Hanks, Chairman
National Endowment for the Arts

"It is significant that Americans not only see the arts as vital to the quality of life, but also as an integral component of a healthy economic environment. Eighty percent of the public in 1973 felt that it was important to the business and economy of the community to have available facilities like museums, theatres and concert halls, and that proportion rose even higher to 85% in the 1976 survey just completed."
—Louis Harris, opinion analyst and Chairman of ACA

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ASSOCIATED COUNCILS OF THE ARTS

ACA is the leading non-governmental spokesman for the arts. It includes all state arts agencies and some 800 community arts councils, commissions and arts institutions in its membership. ACA provides information and training through publications, seminars and consultation. It serves as a resource on national issues relating to the arts for the Congress and the media.

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ASSOCIATED COUNCILS OF THE ARTS INVITES YOU TO

"CITIES, COUNTIES AND THE ARTS"

A NATIONAL CONFERENCE
JULY 21-24, 1976 • SEATTLE

Most tax support for the arts comes at the city and county levels.
If this were not reason enough for taking a hard look at the growing involvement of the arts and local government, we could name a few more . . .

- **City programs that include the arts are eligible for various types of federal and state financial support.**
- There is a clear correlation between arts activity and economic vitality at the city and county level.
- In just ten years the growing list of community arts councils and commissions has jumped from 175 to almost 1000, making apparent the need for planning for the arts by municipal governments.
- Endorsement for city involvement in the arts has come from the U.S. Conference of Mayors and outstanding city officials throughout the country.

A national conference on this new alliance between the arts and the cities will be held in Seattle, Washington, July 21-24, 1976, by ACA (Associated Councils of the Arts), with financial assistance from the National Endowment for the Arts. It will be called **"Cities, Counties and the Arts."** Mayor Wes Uhlman of Seattle, whose city has set an example in arts-municipality cooperation, will chair the conference.
More than 1000 mayors, county executives, city officials and arts administrators are expected to attend. The purpose of the meeting, in addition to addressing some of the policy issues of city and county support for the arts, is to offer some practical information on subjects including:

- the structure of city or county arts commissions
- the place of the arts in parks and recreation programming
- citizens lobbies on behalf of the arts
- grant-making by cities and counties to arts organizations
- contracting for arts services by city and county governments
- arts festivals or city fairs
- support for the arts by small communities
- neighborhood arts programs
- designated taxes for support of the arts
- central city and suburban relationships in support of the arts
- 1% legislation for the arts in architecture
- CETA funds for the hiring of artists and arts personnel
- revenue sharing and the arts
- city support programs of the National Endowment for the Arts
- real estate and admissions taxes and the non-profit arts
- special zoning and other inducements for artists' housing
- city and county government and the building of arts facilities

Sixty resource people representing city and county arts commissions, city and county governments active in cultural programming and other leaders, including national figures, will lead sessions during the three-day conference.

Distributed at the conference will be a newly evolved workbook of existing models for city and county arts commissions, their programs and structure.

The registration fee of $75 for the conference will cover all conference publications, a welcoming reception, salmon feast, VIP luncheon at Seattle's Center Art Pavilion, a Washington State wine-tasting, and continental breakfasts.

Special air fares are available over the conference period. An additional treat for conference participants is the possibility of attending Wagner's Ring Cycle, in English, internationally recognized opera performances beginning July 22 in Seattle.

Please send registration information for "Cities, Counties and the Arts", to be held in Seattle, Washington, July 21-24, 1976 to:

_____
(Name)

_____
(Street)

_____
(City) (Zip)

(Complete and mail to: Seattle Conference Information, ACA, 1564 Broadway, New York, NY 10036)