

City of Atlanta
2006-07 | **Office of Cultural Affairs**
Annual Report | department of parks, recreation and cultural affairs



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Vision; To enhance the quality of life through cultural experiences that will expand Atlanta's international reputation. **Mission;** To promote rich and diverse cultural experiences in the City of Atlanta while preserving and protecting the city's cultural heritage. **Goals;** Maintain highest quality services. Gain international recognition of programs. Unify Atlanta's cultural community through programs. Educate Atlanta on Cultural Development. Create Cultural experiences that can serve as an international model. Use cultural experience to enhance quality of life. Provide Culture and Art needs to all citizens & visitors. Promote a rich and diverse cultural experience in the City of Atlanta. Nurture artists and Arts organizations. Educate and inform citizens and visitors of the City's cultural offerings. Support the arts community of Atlanta. Strengthen our impact through partnerships with other organizations. Build bridges into new communities and develop new audiences. Preserve and protect the existing cultural heritage of the City of Atlanta.



Dear Friends,

Culture is an integral thread that weaves together, invigorates and gives substance to our collective lives. This is particularly true for the growing community of Atlanta through the creative and highly successful programs and activities of the Office of Cultural Affairs (OCA). Throughout the 2006-2007 fiscal year, OCA has engaged community residents of all ages, visitors from across the globe, and our committed corporate and non-profit partners in a plethora of progressive events and activities. We have come to understand the importance of the Arts and its impact on the local economy to the tune of over \$274,800,000, according to the Arts & Economic Prosperity III Study conducted by Americans for the Arts. Culture helps to fuel the economic engine that drives Atlanta into the future with great hope and creative sustainability.

The Atlanta Jazz Festival and the Montreux Jazz Festival in Atlanta have become internationally recognized cultural celebrations. Our Public Art Program experienced significant growth with new innovative projects and enhanced programming. Our community youth actively participated in a broad range of cultural experiences and activities such as ARTSCool, Youth Jazz Band Competition, and the 21st Century Community Learning Centers After School Program P.A.Y.S. (Preparing Atlanta's Youth for Success). These cultural programs ultimately empowered them to positively impact their peers through the arts. We have accepted and met the challenge of exposing cultural programs to over 31,000 Atlanta Public School students to culture through the Cultural Experience Project. The Contracts for Arts Services Program provided artists and arts organizations of all disciplines with the much needed support for their mission to provide the community

with a diverse menu of cultural arts opportunities. The Chastain Arts Center provided a consistent source of hands-on arts classes for professionals, amateurs, and youth. We have preserved and presented the Atlanta Cyclorama to area residents and visitors.

Through the collaborative efforts of the cultural community, corporate sponsors, program partners, the Department of Parks, Recreation, and Cultural Affairs, the Atlanta City Council, and the Franklin Administration, we are pleased to present this document as a collective celebration of the accomplishments of the Office of Cultural Affairs for the 2006-07 fiscal year. We are grateful for your support and look forward to serving you with great anticipation for the coming year.

Artistically Yours,

Camille Russell Love
Director



04 | Executive Summary

The 2006-07 fiscal year presented an ideal opportunity for the Office of Cultural Affairs to preserve and promote the rich artistic heritage that is the hallmark of Atlanta, support the abundance of creative artists and emerging and established arts organizations, while creating accessible venues and opportunities where the arts can be nurtured and appreciated. By deploying a comprehensive inter-generational arts programming menu, residents and visitors of all ages have been engaged in the production and presentation of cultural offerings of all disciplines. We have infused diverse arts and cultural experiences into the community through cultural advocacy efforts by increasing the number of community partners. We strive to support artists and arts organizations through the number of contracts for arts and cultural services, arts education classes, workshop opportunities, and the presentation of quality events. We have successfully achieved our mission through the implementation and expansion of a number of progressive arts projects with a focus on sustainability. This year, we celebrate our highlighted programs and initiatives.

- Accomplished fiscal sustainability by generating 60 percent of the overall programming budget from outside sources of earned and contributed revenue.
- Secured and solidified 228 collaborative partnerships with key stakeholders, corporate sponsors, artists, and community organizations intricately involved in all programming areas of the Office of Cultural Affairs.

- Completed and initiated major public art projects to include Center Hill, Dean Rusk Park, eight Summer Murals, Spirit Bench Conservancy, the major assessment of the Noguchi Playscape, and expanded the collection through the acquisition of 11 new works.
- Presented seven notable art exhibitions in City Gallery East; "Body Maps/Beautiful Things," "On the Spot," "Photographs," "13th Annual Masters Series/Katherine Mitchell: A Retrospective 1794-2006," "Pin Up Show #3," "The Atlanta Jazz Festival: A 30 Year Retrospective in Photographs," and "A Summer Show: With Caribbean Roots."
- Provided an engaging multidisciplinary educational cultural experience for 31,000 Atlanta Public School students through the Cultural Experience Project in partnership with the Turner Broadcasting System, Kendeda Fund, Charles Loridans Foundation, AETNA, UPS, Publix, and Coca-Cola.
- Re-engineered the operations of the Atlanta Cyclorama to include two new positions of Marketing Director and Bookstore Manager resulting in a total revenue of \$520,000, over 83,000 visitors, and group tour increase of 100%.
- Collaborated with the Office of Recreation to initiate the first year of the P.A.Y.S. (Preparing Atlanta's Youth for Success) Afterschool Program through the Georgia Department of Education 21st Century Community Learning Centers Federal Program.

- Provided Artistic Apprenticeship opportunities for 140 Atlanta youth through the ARTSCool Program partnership with the Atlanta Workforce Development Agency, the Office of Recreation, Clark Atlanta University and People TV.
- Increased enrollment and expanded programming weeks at the Chastain Arts Center and Gallery.
- Presented the Atlanta Jazz Festival in Piedmont Park and the Montreux Jazz Festival in Atlanta at Underground Atlanta to over 400,000 residents and visitors resulting in a significant economic impact of over \$30,000,000 for the City of Atlanta.
- Awarded over \$600,000 to local artists and arts organizations to produce, present, and promote arts programs in the Atlanta area through the Contracts for Arts Services program.
- Involved the entire community in the city-wide Atlanta Reads Project.

The Office of Cultural Affairs produces quality cultural programs that educate and expose the public to a rich and diverse range of cultural expressions. This report chronicles the collective and collaborative accomplishments that transpired during the 2006-07 fiscal year.

05 | Public Art Program





“The importance of the Public Art Program of the City of Atlanta cannot be overstated. It is particularly exciting to look forward to the new initiatives that the program is taking, in particular the new genres projects in Freedom Park as well as the Neighborhood Gateway Project. These are both going to transform Atlanta and Public Art opportunities in Atlanta.” - Amy Landesberg, Chair of the Metropolitan Public Art Coalition, Inc.

The Office of Cultural Affairs Public Art Program (PAP) is charged with administering the development and management of public art projects for the City of Atlanta. PAP also provides programs and services that support our arts community while improving the quality of life for all citizens and visitors.

- PAP, with the Office of Parks Design, identified artist Maria Artemis for a design project at Center Hill Park. Ms. Artemis designed a water spray park that invites visitors to enjoy the plaza in various ways.
- Through special funding, the Department of Watershed Management and the Office of Parks secured an opportunity for artist Jeff Loy to create and fabricate a fence for the water runoff reservoir at Dean Rusk Park.
- Artists Richard Taylor and Deanna Sirlin were selected from a national pool of talented artists to create site-specific commissioned works of art for three new fire stations.
- Artist Helen Helwig was commissioned for a site-specific mosaic installation of three floor panels at the new South Bend Center for Arts and Culture.
- Artist Corrina Mensoff was commissioned to install a gate and decorative railings at the Martin Luther King, Jr. Natatorium.
- City Gallery East (CGE) produced ten exhibitions featuring 137 artists, with audiences totaling more than 2,500 people.
- The 2006 Summer Murals program engaged six artists and 100 youth at four sites, Grove Park, Shady Valley, Oakland City and Rosel Fann, with three collaborating partners.
- Summer Murals program artists, youth and community residents benefit from enhancing five sites in 2007, A.D. Williams Recreation Center, John Howell Park, Parkway Angier Park, Boulevard Angier Park and South Bend Recreation Center with seven collaborating partners.
- The City's Art on Loan Program supported a diverse pool of artists at the emerging, intermediate and advanced levels by purchasing \$11,000 worth of portable works for installation of 31 portable artworks in publicly accessible office spaces in five City departments.
- Provided maintenance and conservation for the existing collection of over 344 works of art which includes 122 permanent, 195 portable and 27 temporary artworks.
- Created a comprehensive and detailed *Conservation and Maintenance Assessment Report* that documented the current status of the Permanent Public Art Collection.
- Created additional art documentation and database including full assessments of the Permanent and Summer Murals collection.
- Coordinated art maintenance and conservation with the Atlanta Public Art Legacy.
- Redeveloped a PAP web presence, providing an easier and more instinctive navigation system, while featuring online galleries that highlight the collection, projects and programs.
- Provided support for over 230 national artists by creating an online artist registry.
- Collaborated with 47 partners comprised of local and national arts organizations, community groups, and governmental entities.
- Supported over 40 emerging artists by coordinating exhibition space at the Atlanta Jazz Festival Emerging Artist Market.
- Provided program updates, research, comparative analysis and administrative support, including production of written materials and coordination of meetings to the Public Art Advisory Committee (PAAC).

07 | The Atlanta Jazz Festival





“The Atlanta Jazz Festival is one of the city’s proudest traditions.” -Mayor Shirley Franklin

The Atlanta Jazz Festival is a month long celebration of jazz and is regarded as one of the country’s largest free jazz festivals. Mayor Shirley Franklin references the Atlanta Jazz Festival as “one of the city’s proudest traditions.” The Atlanta Jazz Festival provides the City with an opportunity to unify Atlanta’s diverse population, to celebrate Atlanta’s rich cultural heritage, and to promote tourism.

- Attendance rose to over 300,000 with peak attendance for Saturday and Sunday. Monday attendance exceeded 150,000 area residents and visitors resulting in an economic impact of over 30 million dollars for the Atlanta area.
- Recipient of the Reader’s Choice Award by The Sunday Paper for the Best Music Festival.
- Presented over 30 internationally renowned jazz artists and performing ensemble groups such as Chielie Minucci and Special EFX, Vijay Iyer Quartet, Charles Tolliver Big Band, Terri Lyne Carrington and Friends, Herbie Hancock, Ronny Jordan, The Bad Plus, Flora Purim & Aírto Moreira, Bobby Hutcherson, Pete Escovedo featuring Sheila E, Nefertari Bey, Lou Donaldson, Monty Alexander, Mike Phillips and The Laws Family.
- Raised the profile of the Atlanta Jazz Festival by partnering with 13 area restaurants and 28 diverse performance venues throughout metro Atlanta and Cobb, Gwinnett, Fulton, Dekalb, Clayton and Henry counties.

- Presented an exhibition of photographs commemorating 30 Years of Presenting Excellence in Jazz through the Atlanta Jazz Festival. The show chronicled the Atlanta Jazz Festival from its inception in 1977 and the first Festival in 1978 through 2006 with a focus on the artists whose legend and music power made the city of Atlanta come alive with the rich sounds of jazz each year. Additionally, a catalog of the exhibition was created that presented a full history of the festival as told by its founders.
- Held the Future of Jazz Competition featuring six weeks of competition among Atlanta jazz musicians. A total of 18 groups participated at the “Blue Room Restaurant and Bar” on Peachtree Street. Artists were judged by music industry professionals on musicianship, originality and presence. This year’s winner was Ron James.
- Participated in Jazz Appreciation Month activities in partnership with the Smithsonian. Events or activities were held at the Atlanta-Fulton Public Library, Children’s Healthcare of Atlanta, The Georgia Aquarium, Clayton County Public Library, Dekalb County Public Library, and Jazz 91.9 FM- WCLK.
- Produced the Youth Jazz Band Competition featuring 15 bands from area Middle and High Schools.
- Held “Jazz Education 101” Artist in Retrospect – Charles Tolliver and Bobby Hutcherson Discussion, Conversations: Not Just Men’s Jazz – women in Jazz, and Jazz Origins: Civil Rights and Jazz – the affect of civil rights on jazz took place during the festival weekend featuring conversations and master classes with legends and young emerging jazz artisans.

- Secured sustainability of the event by increasing corporate sponsorship and in-kind contributions from Delta, Coca Cola, Budweiser Select, Winsonic Technologies, Marta, BETJ, Renaissance Atlanta Hotel Downtown, Steinway Piano Galleries, Gibson Guitars, Mapex Drums, Four Spots, The Atlanta Livery Company, the Atlanta Convention and Visitors Bureau, Brand Atlanta, Bermuda Board of Tourism, PUBLIX Super Markets, Atlanta Pro Percussions, Georgia State University, Rialto Performing Arts Center, JW Pepper, Smart Music, Peter Conlon, Crown Royal, Creative Loafing, Rolling Out, Atlanta Tribune, Upscale, Turner, WCLK, WJZZ, Atlanta Party Starters, Mundo Hispanico, Transit TV, JazzTimes and Jazziz.
- Digital Village was powered by Winsonic Technologies website provider for all Music presentations of the Office of Cultural Affairs.
- Emerging Visual Artists Market – Which housed 30 visual artist and gave them a chance to show and sell their work.
- Soulful Sounds of the City” Concert Season @ Chastain featured George Benson and Al Jarreau, Joe Sample and Randy Crawford, and Frankie Beverly and Maze.

09 | The Montreux Jazz Festival





*"The Montreux Jazz Festival in Atlanta is a great expression of what I see as a city concerned about its music culture. The Underground was great for me and family to enjoy great music and dancing together. We were most impressed to see the bridge between young and old, rich and poor, and people of all colors on the same page." - **Tommy Lee***

The Montreux Jazz Festival in Atlanta has been a free Labor Day tradition since its inception in 1988. In 2006, the City of Atlanta Office of Cultural Affairs created a collaborative relationship with Underground Atlanta to re-invent the Montreux Jazz Festival Atlanta presented at Underground Atlanta. As a festival partner of the prestigious Montreux Jazz Festival in Montreux, Switzerland, Atlanta is the only North American city to play host to a Montreux Music Festival.

- Presented 3 days of free musical performances on 3 stages including the Neo-soul Stage, Atlanta's Best Blues Stage, and the Montreux Underground Atlanta Local Stage
- Average attendance for the Montreux Jazz Festival was 30,000 per day.
- Presented 2 Montreux Vintage Concert Film Screenings, "Marvin Gaye" and "Weather Report."
- Produced the Blues, Bourbon & BBQ Boatride at Stone Mountain Park in collaboration with the Atlanta Convention and Visitor's Bureau.
- Presented the Montreux Poster Exhibition featuring 40 years of posters from the festival in Switzerland.
- Presented 2 late night concerts featuring Ledisi (Saturday) and Chrisette Michelle (Sunday) and attracted over 400 people each night.
- Provided a Family friendly Market Place for festival attendees.

Additional support from 19 corporate and 8 media sponsors helped to sustain the Montreux Jazz Festival in Atlanta.



11 | Contracts for Arts Services





“If the Center for Puppetry Arts had to charge what it actually costs us to put on a show, workshop, or museum exhibit, then our ticket prices would be out of reach for a lot of people. By helping to support those costs, the City of Atlanta Office of Cultural Affairs makes it possible for us to keep ticket prices as low as we can. That means everyone - especially the 100,000+ school children who attend every year - can enjoy the wonder of the arts.” - Virginia Mischen

The Contracts for Arts Services (CAS) program awards contracts related to the production, creation, presentation, exhibition and managerial support of artistic cultural services in the City of Atlanta. The program recognizes that the presence of artists and non-profit organizations involved in the arts are critical to Atlanta’s cultural vitality. The arts enrich the creative development of the city’s diverse populations, and contribute positively to the social and economic well being of Atlanta as well as the region.

Major Arts Organizations. A total of \$379,000 was awarded to sixteen (16) organizations. Two major Office of Cultural Affairs programs benefited from collaborations with contractors in this category. Last summer, the Shakespeare Tavern collaborated with ARTSCool to host offsite studios, which increased youth participation. In addition, for two consecutive years, seven major arts organizations (Alliance Theatre, The Atlanta Opera, Atlanta Symphony Orchestra, Atlanta Ballet, Center for Puppetry Arts and the High Museum) have partnered with the Office of Cultural Affairs to present the Cultural Experience Project for students in the Atlanta Public School system.

Atlanta Shakespeare Company \$30,000 The project consists of mainstage productions, educational touring programs, interactive workshops, apprentice programs and community outreach

Actor’s Express \$22,000 Mainstage productions, year long professional intern program, outreach tour to local schools, and classes.

Alliance Theatre Company \$20,000 Five Alliance Stage Productions, three Alliance Children’s Theatre productions and supporting educational outreach programming.

Atlanta Ballet, Inc. \$25,000 Mainstage productions, offer dance classes for at-risk youth of all dance levels and ages through the expansion of outreach initiatives.

Atlanta Contemporary Art Center \$20,000 Exhibitions, artist studio program, adjunct education programming and educational outreach.

Atlanta Symphony Orchestra \$22,000 Community outreach and the talent development program, designed to engage new and diverse audiences with the Atlanta Symphony Orchestra.

Center for Puppetry Arts \$35,000 High-quality performances, education, and museum programming to the community with free and reduced-priced tickets.

High Museum of Art \$30,000 Offer exhibitions, family day festivals, classes, and workshops

Horizon Theatre Company \$26,000 Mainstage productions, education and outreach programs.

National Black Arts Festival \$32,000 Annual festival and year round activities.

Seven Stages \$23,000 Produce and present three plays, produce one tour, conduct at least two developmental workshops and three public readings of new plays.

The Atlanta Opera \$10,000 Three Company premieres, a new production, two student matinees and 20 educational programs in Atlanta.

Theatrical Outfit, Inc. \$22,000 Produce a five-show season.

True Colors Theatre Company \$30,000 A production of Cheryl West’s Rejoice and the third annual production of The Wiz as well as a series of new play readings.

VSA Arts of Georgia \$20,000 The project consists of VSA’s activities, including Arts for All Gallery, Community Events Program, arts in education and community residencies as well as sign language services.

Young Audiences of Atlanta, Inc. \$12,000 Project promote tolerance and appreciation for diverse cultures through multi-disciplinary arts-integrated residencies. Project encompasses music, dance, theatre, visual and literary arts.

Arts Organizations. A total of \$146,446 was awarded to twenty nine (29) organizations.

Alternate ROOTS \$6,500 Networking initiative for individual artists, project is designed to increase the accessibility of services by equipping artists with skills and knowledge.

Art Papers, Inc. \$6,000 The publication and distribution of six Art Papers magazines, Web site development, 3 local events to provide opportunities for diverse communities to participate in insightful forums on contemporary art's role in our society.

Artists in Residence Internationa \$2,146 Two international exhibitions, three studio-artist residences: two from Germany to Atlanta and an Atlanta artist going to Berlin.

Atlanta Celebrates Photography, Inc. \$8,000 8th annual festival to present more than 100 exhibitions and events.

Atlanta Chamber Players \$4,000 Support for production of two artistic program series, education and community outreach services, broadcasts, publications and newsletters.

Atlanta Coalition of Performing Arts \$8,000 To provide programs and services that support and promote the performing arts organizations as well as residents of Atlanta.

Atlanta Concert Band, Inc. \$4,000 Master Series and formal concerts.

Atlanta Lyric Theatre \$1,500 Present five staged musical theatre productions, three sessions of the Lyric Academy, and after-school education program.

Atlanta Music Club-Atlanta Community Symphony Orchestra \$2,000 Five Performances featuring talented youths who were selected through audition. Project provides students, professional and non-professional adult musicians opportunities to perform in a professional orchestral settings.

Atlanta Street Theatre \$2,000 Workshops for students, teachers and any other interested groups.

Capitol City Opera \$4,800 Three opera theatre productions, school tours, and a series consisting of a two-week Summer Art of Vocal Performance Camp.

Dad's Garage Theatre Company, Inc. (Dad's Garage) \$6,500 Ensemble-driven comedy improv and original theatrical productions to enhance awareness of the arts in Atlanta.

Dance Force, Inc. d.b.a. Full Radius Dance \$3,500 Two dance concerts, 42 dance classes for youth and adults with physical disabilities perform in one local dance festival, offer one in-show performance, and publish two newsletters.

Eyedrum Art & Music Gallery \$6,000 Eyedrum presents contemporary art of all genres including visual arts, multimedia, music, language arts and educational activities.

Gateway Performance Productions \$2,500 58 programs at community venues and the MASK Center - 12 new MASK Theatre performances, 20 classes in mime and mask theatre, 14 mime and mask theatre outreach programs to the Atlanta community, and 12 days of Theatrical Mask exhibits.

Good Moves \$4,000 Dance Programs and community outreach.

Hammonds House Galleries, Inc. \$9,000 Present exhibitions and programming to support the mission of exposing art and culture of the African diaspora. Also, present gallery talks, teacher accreditation workshops and youth summer camp.

IMAGE Film and Video Center \$7,000 Year round programs, including artist workshops and two film festivals.

Metropolitan Public Art Coalition (MPAC) \$6,000 Educational outreach and lecture series

Moving in the Spirit \$3,500 Dance and creative movement classes. Also, provide professional development opportunities for teachers.

Museum of Design Atlanta \$6,000 Educational program utilizing the experience of local historians, preservationists, and architects to teach students the history of their neighborhood what it is now and what it could be with the implementation of the BeltLine.

Out Of Hand Theatre \$4,500 Two new productions, theater training boot camp, stage readings, internships and guest teaching.

Radio Free Georgia Broadcasting Foundation, Inc. \$9,000 Multicultural educational music and public affairs radio programming.

Room To Move Dance, Inc. \$5,000 To bring the art forms of music, dance, art and creativity to a variety of Fulton County residents and visitors.

Synchronicity Performance Group, Inc. \$9,000 Synchronicity's 2006-2007 season including three plays for adults, three family series shows and the Playmaking for Girls outreach program.

The APEX Museum \$2,500 To feature "Creativity and Resistance: Maroon Cultures in the Americas," a traveling exhibit of the Smithsonian, presentation of an exhibition sponsored by education outreach programs and the National Association of Artists from historically Black Colleges and Universities.

The Museum of Contemporary Art of Georgia \$7,000 Exhibition and programming as well as continued archiving of historical materials in the Museum's Education Resource Center.

Théâtre du Rêve \$3,500 Produce three of Samuel Beckett's shorts as part of the International Year of Beckett.

Zoetic Dance Ensemble \$3,000 Dance production, dance classes, and education and outreach programs.

Community Cultural Development. A total of \$30,254 was awarded to eleven (11) community organizations. New applicants included Center for the Visually Impaired, Fox Theatre, Southern Truth and Reconciliation and The Quest for Public Education.

Rialto Center for the Performing Arts \$3,000 Series and Master Classes featuring world music, jazz legends, international programs & contemporary dance as well as free programs

American Jewish Committee, Atlanta Chapter \$3,000 Feature a diverse showcase of approximately 35 narrative documentary, independent, foreign, feature and short length films.

Atlanta Downtown Neighborhood Association \$2,500 Spotlights the rich artistic and cultural experiences available in downtown Atlanta. Features a juried Artists market, two performances stages, and a childrens area.

Boys & Girls Club of Metro Atlanta \$2,500 Exhibition to be mounted in the YAC Gallery of Youth Art from workshops conducted by Hammonds House Galleries based on the art of Romare Bearden. The exhibit was free to the public and area schools.

Center for the Visually Impaired \$3,000 Use of images and audio, photographer Billy Howard challenges common myths about blindness through the compelling personal stories of 12 people who possess inspiring vision of their own.

Fox Theatre \$2,500 A camp for 90 diverse teens and preteens from metro Atlanta. The goal is to enhance artistic ability.

Georgia State University Foundation, Inc. \$2,254 Palmo Quadrado touring exhibition that features small works by over 30 Brazilian artists.

Reynoldstown Revitalization Corp. \$3,000 Annual celebration of the Reynoldstown community including performing artists from the Reynoldstown community and surrounding metro Atlanta area.



*"The City of Atlanta Office of Cultural Affairs gave me a grant to help finish my documentary, *The AIDS Chronicles - Here to Represent*, in which Atlanta itself is a main character. This funding came at the crucial time when I had recorded all my footage but needed emotional and financial support to continue. It gave me the opportunity to hire other Atlanta artists to assist in post production and attracted additional funding to the project." - **Bailey Barash***

Southern Truth and Reconciliation \$2,500 To publish a catalog to accompany the exhibition at Eyedrum Gallery.

The Quest For Public Education, Inc. \$3,000 A jazz concert showcasing the achievements of young musicians from public schools in Atlanta, DeKalb and Fulton County was performed at Symphony Hall in October 2006.

Wholistic Stress Control Institute, Inc. (WSCSI) \$3,000 To teach 20 African-American youth how to utilize spoken word poetry and African drumming to communicate their thoughts in a creative and positive format while exposing them to art and culture representative of their ancestry.

Individual Artists and Artist Projects. Individual artists submitted a record number of applications resulting in a total of \$46,800 awarded to thirteen (13) individual artists in dance, literary arts, media arts, multi-disciplinary, and visual arts.

Bailey Barash \$4,000 The production and rough cut showing of a one-hour video documentary about the social and cultural impact of HIV/AIDS on metropolitan Atlanta's African American population. A discussion and feedback session follows the viewing.

Corrina Mensoff \$4,000 Organize an exhibition for Atlanta and its residents to view and participate in an event that will memorialize the disasters of Hurricane Katrina and its effects on both New Orleans and Atlanta.

Danielle Roney \$4,000 A solo installation at the Atlanta Contemporary Art Center, utilizing video, large-scale sculpture and ultrasonic sound to examine globalization and the complexity of accelerated modernization in developing countries.

Jeff Conefry \$4,000 Animation series to be a part of Output, an animation project at Eyedrum, which includes international call, presentation of selected works and DVD show compilation for distribution at festival, exhibition and educational events.

Kim Caldwell \$2,000 An interactive reading of ramblings, rantings, and lamentations, including therapeutic workshops culminating in a night of performances geared toward healing the issues black women face.

LeiSha Starchia \$3,800 A painting exhibition at The Youth Art Connection Art Gallery. A series of 15.4 x 5 ft. paintings, March 30-31, 2007

Lita Hooper \$1,000 Poetry reading

Malak Adbus-Salaam \$3,000 A one-man theatrical stage play, exploring the socio-political ailments of the black male diaspora.

Martha J. Whittington \$4,000 Exhibition at Eyedrum that engages the senses and contributes to each visitor's understanding of his own life journey through the use of sculpture that evokes archetypal dream images.

Priscilla Smith \$2,000 To expand the current "Voices" choral reading script about the 1906 Atlanta Race Riot from 15 minutes to approximately one hour, to assemble a pool of professional actors and students that can perform the piece for schools and commemorative anniversary.

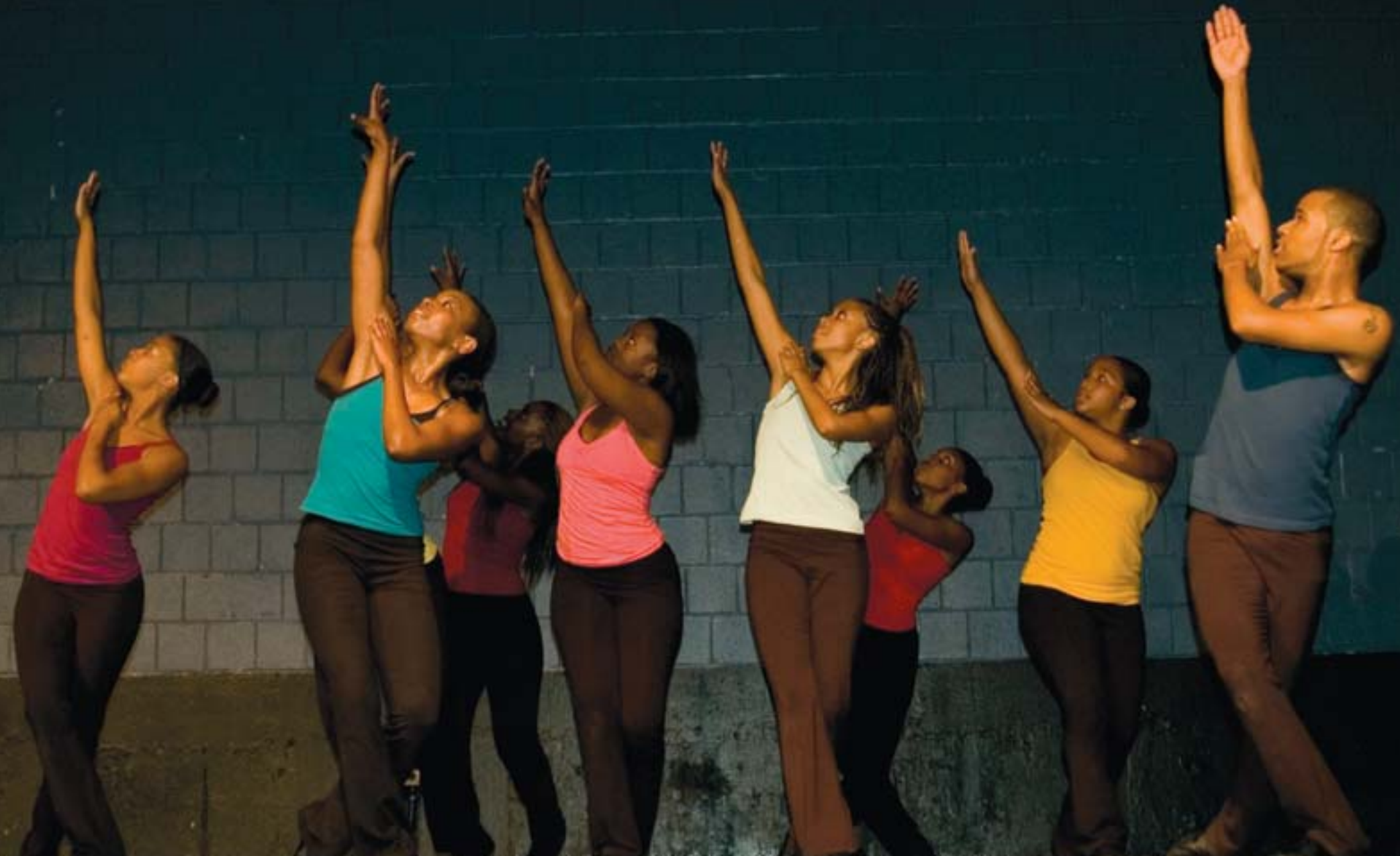
Robin Davis \$4,000 Exhibition of eight banners of natural silk and compositional display of photographic images of birds.

Sean Shewmake \$4,000 To celebrate and highlight the creative competitive nature of Hip-hop's most visible offspring-Rap and Spoken Word.

Steve Williams \$2,000 Creating a DVD showcasing the art and performances of the first Art in Freedom Park. Proceeds to promote Art in Freedom Park and a 20 Year project documenting Freedom Parkway.

Emerging Artist Award Lita Hooper was the 2007 Emerging Artist Award recipient. "Sojourner Truth: A Life Poetic" An evening of Poetry by Lita Hooper was presented at the Gilbert House.

15 | Arts in Education





The Arts in Education program provides cultural programming and employment opportunities for young Atlanta residents through inter-governmental, inter-departmental and external partnerships. Since 2005, the Office of Cultural Affairs (OCA) has partnered with the Atlanta Workforce Development Agency (AWDA) and the Office of Recreation to increase the number of summer arts-based offerings through the Department of Parks, Recreation and Cultural Affairs. New partnerships with The Youth Art Connection, Central Atlanta Progress, the Alliance Theatre, and others enabled the OCA to enhance the PRE'SCool Summer Arts Program and Atlanta Reads Program as well. The 2007 summer program provided arts education opportunities within a variety of locations around Atlanta and concluded with six (6) full days of family-friendly arts activities that were free to the public.

The mission of the ARTSCool program is to provide exceptional artistic and employment training, exposure to diverse cultural experiences, foster high self-esteem and optimism for the future, and cultivate entrepreneurial skills while promoting the fulfillment of being creative, disciplined, and knowledgeable.

- Educational classes were held at 17 studios focusing on a variety of cultural mediums such as culinary arts, Shakespearean Drama, Dance, African Bead Painting, Mixed Media, Digital Photography, Film, Video Production, Traditional Photography, Textiles, Culinary, Contemporary Furniture, Percussion, Mosaics, Textile Mural & Contemporary Drama.
- Artistic Apprentice employment opportunities were provided for 140 youth and a total of 15 individual artists were hired as Mentor-Artist.
- Contracts were established for Recording Angels, Inc. and Shakespeare Tavern arts organizations to facilitate arts education studios.
- Partnership with the Atlanta Workforce Development Agency to make arts-based employment available to APS Seniors participating in the Mayors Internship Program.

- Partnered with the Office of Recreation to provide seven (7) ARTSCool studios facilitated by Clark Atlanta University & People TV .

The PRE'SCool program is a collaboration with Central Atlanta Progress and the Youth Art Connection and provides middle school students (ages 11-13) who have a strong interest in the visual arts and future participation in the ARTSCool Summer Arts Employment Program with hands-on preparation that takes place at the Youth Art Connection for ARTSCool's competitive application process and program design. OCA contracted with 2 visual artists instructors and 2 chess instructors hired to teach the new weekly Chess component at Woodruff Park as a part of the 2007 curriculum .

- Jr. Apprentice opportunities were provided for 12 participating youth through a partnership established with Central Atlanta Progress and the Youth Art Connection, a division of the Boys & Girls Clubs of America.

- Participant's works were displayed in the ARTSCool culminating visual arts exhibition.

Summer Arts Camp is a collaboration with the Office of Recreation and provides Atlanta-area youth ages 5-12 with a balanced artistic and recreational summer camp experience at Central Park Recreation Center. Teen camp counselor positions were provided for.

- 8 students participating in the Atlanta Workforce Development Agency Summer Employment Program.

- Instructor contracts were established for a visual artist, performing artist, and a spoken word artist who provided 49 students with cultural instruction in the area of visual, performing and literary arts.

- Closing event "A Tribute to Broadway" was held the last week of the program showcasing the campers' achievements.

- Neighborhood Mural dedication was held to introduce the mural created by the campers during the program as a part of the Summer Mural Program.

Atlanta Reads successfully completed its inaugural year and is an annual civic project developed to bring together the various communities of Atlanta through a series of encounters that will nurture an ethic of engagement with ideas while strengthening the ties that exist between our communities.

- Book discussions featuring Dr. Sams and hosted by Emory University, Spelman College, the Atlanta-Fulton Public Libraries, and Alliance Theatre were attended by over 500 area residents and students.

- A total of 2,261 12th grade students read one of the selected novels, participated

in a system-wide essay contest, and attended the Senior Cultural Experience Project at the Atlanta Civic Center.

- Partnerships with the Atlanta Public Schools, Atlanta-Fulton Public Library System, Central Atlanta Progress, the Alliance Theatre, Theatrical Outfit, Emory University & Spelman College resulted in additional programming opportunities.

- ATL Reads was sponsored by Coca-Cola, Borders, Starbucks, and the Atlanta-Fulton Library System.

P.A.Y.S. (Preparing Atlanta's Youth for Success), which completed its first year of the Georgia 21st Century Community Learning Centers at the Adamsville and Rosel Fann recreation centers, seeks to establish and maintain a model after school program that prepares Atlanta's youth to successfully meet and exceed State standards in Math. At the same time, the program develops well rounded students through exposure to the arts and recreation.

- Student enrollment exceeded target by 10% and PAYS maintained a 56% retention rate among participants.

- Sixty-seven (67) adult family members participated in family night activities, family cultural experiences, or adult literacy workshops. Initial data shows that the number of students meeting State standards on the CRCT increased by 23%.

- Students at five of the targeted APS schools participated in PAYS as a result of partnerships were established within schools. Students were exposed to five cultural or sporting activities outside of program hours.

- Each student received an average of 320 hours of programmed enrichment activities in the arts, recreation, tutorial services, and homework assistance throughout the course of the program. Additionally, each child attended an estimated 60 hours of character education and life skills workshops.

- Approximately 60 parents were referred to workforce development activities sponsored by Atlanta Workforce Development Agency (AWDA).

- Two (2) PAYS students and their parents were selected by the Georgia Department of Education to speak to Congress about the impact of the program on their lives at the After School for All Challenge in Washington, D.C.

- PAYS was invited by the Georgia Afterschool Investment Council to join the Georgia Professional Development Team for Afterschool Programming.

- PAYS program secured an additional \$396,000 renewal award from the Georgia Department of Education for second year programming.

- Volunteers from Clark Atlanta University, Morehouse College, Carver School of the Arts, South Atlanta and Douglass High Schools as well as program parents and grandparents logged over 1,000 hours of service.

17 | Cultural Experience Project



The Cultural Experience Project experienced great success since its inception during the 2005 - 2006 school year. This progressive arts program provided 31,000 Atlanta Public School (APS) students from pre-kindergarten through 12th grade the opportunity to experience the City's premier art and cultural venues. The City of Atlanta's vision is for every student in APS to have minimally one onsite cultural experience at a cultural venue each year that directly ties to Georgia Learning Performance Standards and curriculum goals. To further the students understanding of arts and culture, teacher and student educational materials complement the age and grade level-appropriate experiences.



Grade	Participation	Venue	Student Experience
Pre-K	653	Imagine It! The Children's Museum of Atlanta	Thematic units "Night Journeys" and "Little Hands Big Difference."
Kindergarten	3586	Atlanta Botanical Garden	Three adventure trails at the Atlanta Botanical Garden.
First Grade	3644	Center for Puppetry Arts	The production of "Circus of the Sea" by Atlanta artist Lee Bryan, and "Charlotte's Web" by the center's company.
Second Grade	3449	Atlanta Ballet	Kids-In-Step "The Nutcracker"
Third Grade	2459	Chattahoochee Nature Center	The Nature Center's Creek and Cherokee Program focusing on the culture of Native Americans and their use of nature.
Fourth Grade	2648	High Museum of Art	Works of art from the Louvre's collection courtesy of an unprecedented partnership between the High and the Musee du Louvre in Paris.
Fifth Grade	2444	Atlanta Cyclorama and Civil War Museum	A two-part educational program on the Atlanta Campaign featuring a short film about the Battle of Atlanta and a tour of the Cyclorama.
Sixth Grade	1262	Alliance Theatre	The Alliance Theatre production of Disney's "Aladdin" based on the screenplay by Ron Clements and John Musker, Ted Elliot and Terry Rossio.
Seventh Grade	1340	Atlanta Symphony Orchestra	The 2006-07 ASO Young People's Concert which explored the function of music in our society.
Eighth Grade	1336	Fernbank Museum of Natural History	A self-guided tour through Fernbank's permanent exhibits as well as a self-guided tour of special exhibitions.
Ninth Grade	3232	The Atlanta Opera	The Atlanta Opera production of "The Barber of Seville" and "Romeo and Juliet."
Tenth Grade	2150	Georgia Shakespeare	The Georgia Shakespeare student matinee program featuring professional actors performing a full-scale (two-hour) production of Shakespeare's classic "Othello."
Eleventh Grade	485	Clark Atlanta University Art Galleries	The Clark Atlanta University Gallery permanent collection exhibit.
Twelfth Grade	2261	Various Venues throughout Atlanta	Atlanta Reads: One Book – One Community - a citywide program which included a variety of literary events and activities as well as a panel discussion with APS seniors, the Mayor's Golden Age Club Seniors, and "Run With the Horsemen" author, Ferrol Sams.



19 | Facilities

Chastain Arts Center and Gallery (CAC) provides a refuge where creativity is nurtured. The Center's mission is to present exceptional education to artists of all ages and skill levels, encouraging them to create, learn and enjoy.

- CAC produces five class catalogues (20 pages) each year, plus a special brochure for summer art camp. To save postage costs, most of the 4100+ names on the Center's mailing list receive small postcards announcing that the upcoming session's offerings are posted on the website, and catalogues can be picked up in the Center or mailed, if requested. Separate postcards were produced to publicize exhibits in the gallery.
- CAC employs an average of 35 artists each session on a contractual basis, and another 10 lead teachers during summer arts camp. Each summer about 12-14 youth, ages 14 to early 20's, are also employed as camp assistants and junior camp assistants.

- The disciplines represented by the artists during the regular sessions include all forms painting, drawing, printmaking, jewelry, pottery, framing, sculpture, acting, movement and Tai Chi.
- The first phase of renovations to the CAC facility is underway, which support our efforts to offer residents and visitors best in class facilities and more classroom space.
- Increased enrollment and expanded the total number of programmed weeks, by creating two abbreviated sessions during the summer and early fall. Also, two new sections of the very popular summer art camp were added: a pilot, one-week teen camp and a new section for 3-4 year olds throughout the ten weeks of camp.
- Through partnerships with the Atlanta-Fulton County Emergency Management Agency and the Chastain Park Conservancy, CAC became the first OCA facility to develop and test an emergency response plan.

- Conducted a ceramic workshop with Susan DeMay from Tennessee, and a plein air oil.
- Painting workshop with Phil Sandusky from New Orleans, in addition to the annual two-week pottery workshop taught by renowned ceramic artist Rick Berman. These workshops attract students from all over the southeast region, generating additional revenue, enhancing the Center's reputation and increasing enrollment.
- Improved gallery management by developing a "Master Plan" which details annual targets for the number and types of exhibits to pursue.
- Increased registration and revenue at a steady rate of 5-6%.
- Achieved an overwhelming 75-80% return rate for arts students.

"When I came to the enameling class six weeks ago, I came as an observer only with my housemate/driver. From the start I was intrigued. By the third week of class, lo and behold, I—at 87 years old—was enameling a small copper dish. From my perspective as a former teacher and a lifelong student, I cannot praise Chastain enough." -Inge Witt



“ Like the city it depicts in battle, the famed Cyclorama fought back from the brink of destruction and continues to be an important – albeit underappreciated – cultural gem.” - Atlanta Journal Constitution article (Feb. 26 2006) written by: Jamal R. Brinson, Dale Dodson, and Wayne Snow.

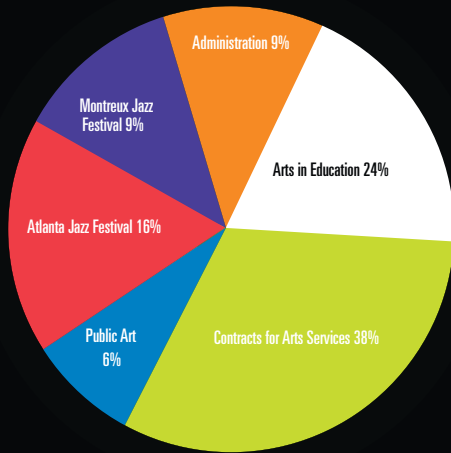
The Atlanta Cyclorama is a unique Civil War museum featuring the world's largest oil painting the “Battle of Atlanta.” This historic massive (348' x 42') painting allows visitors to step back to July 22, 1864 and experience the Battle of Atlanta. The heroism of soldiers fighting bravely for causes they believed in is brilliantly portrayed as the 3 dimensional painting, diorama foreground figures, music and narrative combine to astonish the visitor. Featured exhibit in the museum is the locomotive TEXAS.

- Celebrated the 108th year the City of Atlanta has operated the Atlanta Cyclorama. It remains one of Atlanta's premier attractions for residents, national and international visitors as the largest oil painting in the world.
- Major operational and organizational initiatives were implemented to improve the use of resources, profitability and expand marketing. These initiatives have positioned the “New” Cyclorama to increase Atlanta's cultural impact on visitors for the future.
- Creation of two new staff positions to enhance operations, programming, and sustainability.

- Initiated Bookstore/Gift-shop operations projecting a \$100,000 revenue increase for fiscal year 2008.
- Hosted over 83,000 visitors and 29,000 students experienced the splendor of the Atlanta Cyclorama.
- Operated 340 days with presentations for over 3,500 guided tours for visitors, and a 100% increase in tour groups from the previous year.
- Generated over \$520,000 in revenue.
- Produced special programs such as the Black History Month, Great Locomotive Chase, and the Battle of Atlanta Anniversary presentations.
- Initiated a College Internship Program.
- Collaborated with the Atlanta History Center, Oakland Cemetery, High Museum, Gettysburg Cyclorama, and the Zoo Atlanta.

- Began discussion for major renovation and conservation of the Cyclorama and the Texas Locomotive.
- Submitted applications for major federal grants to support renovation and conservation.
- Public Relations/Media events consists of a New York Times article travel feature, filming of a Russian television travel segment, a CBS filming for Sherman's March feature, a PBS filming for Walk-In-The-Park program, and an Artland/Gallery HD TV filming for European travel market.

2007 OCA program budget

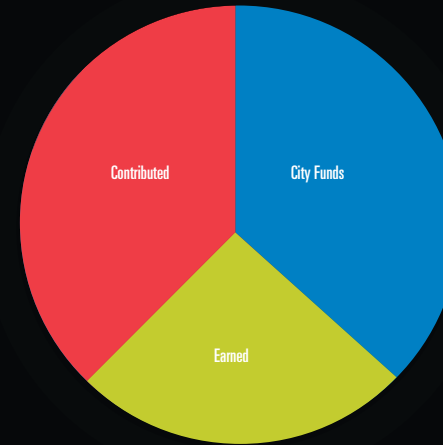


2007 Program Budget

621,151	Contracts for Arts Services
300,000	Atlanta Jazz Festival
155,000	Administration
100,000	Montreux Jazz Festival
100,021	Arts in Education
93,012	Public Art
1,369,184	Total Program Budget

Allocated vs Earned / Contributed Income

1,369,184 City Allocation



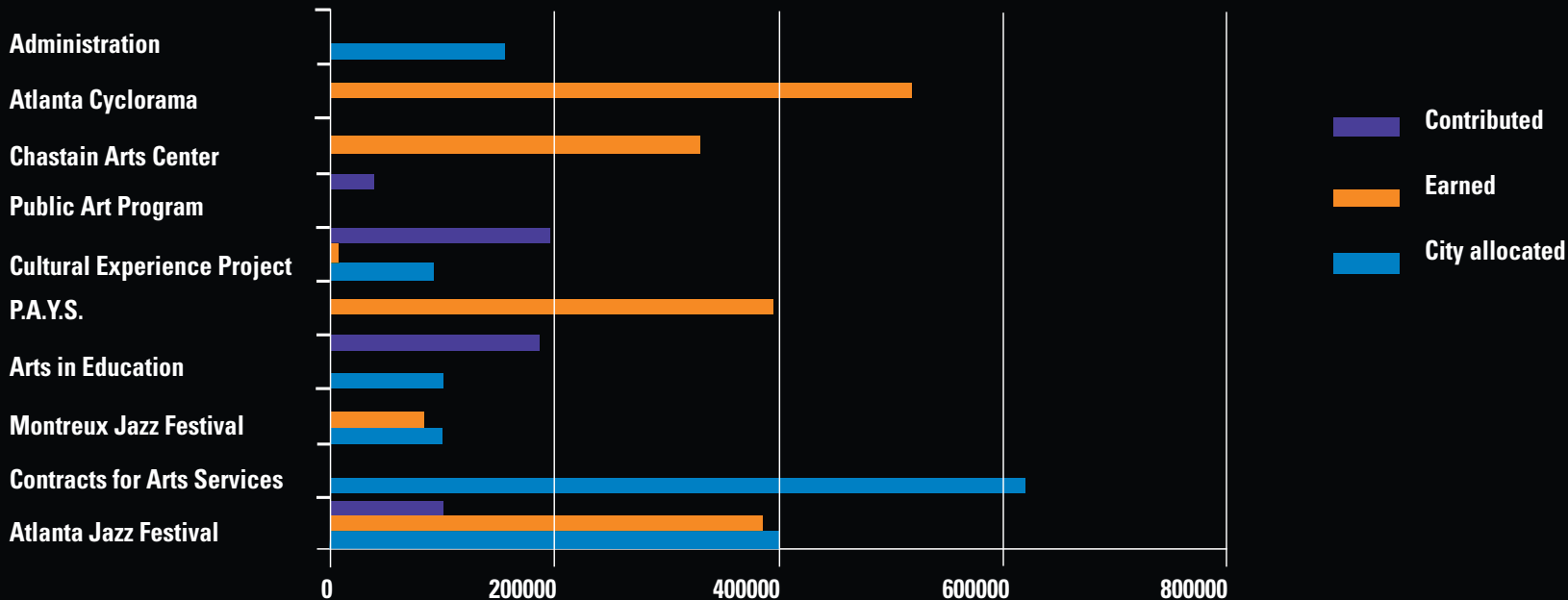
Contributed

197,195	Public Art Program
83,652	Montreux Jazz Festival
100,536	Atlanta Jazz Festival Sponsors
43,171	Cultural Experience Sponsors
15,000	Atlanta Reads Sponsors
396,000	P.A.Y.S. (21st Century Program)
835,544	Total Contributed

Earned

1,813	ARTSCool
6,561	AJF Vendor Fee
74,949	Merchandise Sales
305,380	Soulful Sounds Concert Ticket Sales
520,000	Cyclorama
331,150	Chastain class fees
7,662	City Gallery East
1,247,515	Total Earned

City Allocated/ Earned / Contributed



Sponsors

Anheuser Busch
 Atlanta Tribune
 AWDA
 Aetna
 Bermuda Tourism
 BETJ
 Borders Book Stores
 Charles Loridans Foundation
 Coca-Cola Enterprise
 Creative Loafing

Crown Royal
 CSX Railroad
 The City of Atlanta Office of Parks
 Delta Airlines
 Epiphone
 Four Spots
 Jazziz
 JazzTimes.com
 JW Pepper
 Kendeda Fund

LBD Advertising Associates, Inc.
 Mapex
 MARTA
 Mundo Hispanico
 The City of Atlanta Office of
 Recreation
 Publix
 Steinway Piano Galleries
 The Atlanta Livery Company
 The Coca-Cola Company

UPS
 Winsonic

Partners

105.7 VIVA
 A Step Above Shoes
 American Automobile Association
 American Association of
 Museums
 American Association of State
 and Local Historians
 Agnes Scott College
 Alliance Theatre
 Americans for the Arts
 Apache Café
 Atlanta Symphony Orchestra
 Atlanta - Fulton Public Library
 System
 Atlanta Ballet
 Atlanta Botanical Garden
 Atlanta Convention & Visitors
 Bureau
 Atlanta History Center
 Atlanta Party Starters
 Atlanta Preservation Center
 Atlanta Printing Studio

Atlanta Pro Percussion
 Atlanta Public Schools
 Atlanta Starts Here
 Atlanta Symphony Orchestra
 Atlanta Zoo
 Atlanta-Fulton County
 Brand Atlanta
 Café 290
 Callanwolde Fine Arts Center
 Camp Best Friends
 Capture the Past Heritage
 Marketing
 Center for Puppetry Arts
 Central Atlanta Progress, Inc.
 Chastain Park Conservancy
 Chastain Park Food Drive
 Cultural Heritage Tourism Alliance
 Churchill Grounds
 City Grill Restaurant
 Atlanta / Fulton County Libraries
 Clark Atlanta University
 Clayton County Visitor Bureau

Dailey's Restaurant & Bar
 Dekalb Convention and Visitors
 Bureau
 Down South Heritage Marketing
 Atlanta-Fulton Emergency
 Management Agency
 Emory University
 Eyedrum
 Fernbank Museum of Natural
 History
 First Congregational Church
 Georgia Association of Museums
 and Galleries
 Gwinnett Convention and Visitors
 Bureau
 Georgia Aquarium
 Georgia Shakespeare
 Georgia State University
 Georgia Trade and Tourism
 Girl Scouts
 Grady High School
 High Museum of Art

Horseradish Grill
 Imagine It! The Children's
 Museum of Atlanta
 Jimmy Carter Presidential
 Library & Museum
 Justin's Restaurant & Bar
 Mable House Barnes Amphi-
 theatre
 MARTA
 Michael C. Carlos Museum
 Michon's Smoked Meats &
 Seafood
 National Arts Foundation
 Power of 1
 Sambuca Atlanta
 Blueroom Buckhead
 High Museum of Art
 Atlanta Opera
 Chattahoochee Nature Center
 Transit TV
 University of Georgia
 Vista

VSA Arts of Georgia
 WCLK
 Upscale Guide to Atlanta
 Verve Lounge
 Villa Christina



City of Atlanta

Shirley Franklin, Mayor

Atlanta City Council

Lisa M. Borders, President

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- District 2- Hon. Kwanza Hall
- District 3- Hon. Ivory Lee Young, Jr.
- District 4- Hon. Clela Winslow
- District 5- Hon. Natalyn Mosby Archibong
- District 6- Hon. Anne Fauver
- District 7- Hon. Charles Howard Shook
- District 8- Hon. Clair M. Muller
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- District 10- Hon. Clarence T. Martin
- District 11- Hon. Jim Maddox
- District 12- Hon. Joyce Sheperd

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- Post 1 -Hon. Ceasar C. Mitchell
- Post 2 -Hon. Mary Norwood
- Post 3 -Hon. H. Lamar Willis

Department of Parks, Recreation and Cultural Affairs

Dianne Harnell Cohen, Commissioner



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South Bend Arts Center/Gilbert House