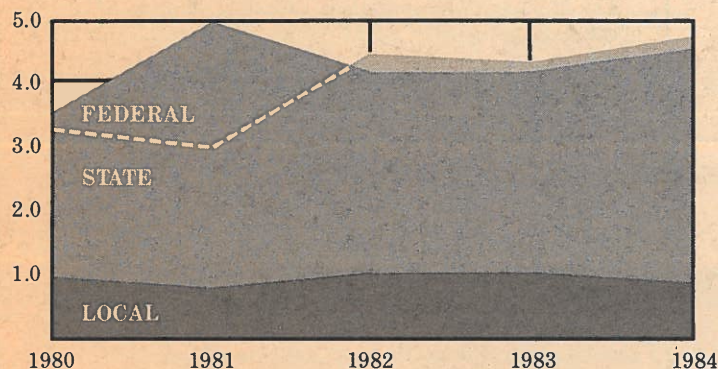


COMPARISON: PUBLIC SUPPORT

In million \$



Percent Change	80-81	81-82	82-83	83-84
Federal	41.9	-16.1	-.04	9.9
State	-7.7	50.3	-1.9	9.1
Local	-22.8	36.2	5.4	-21.3

Looking even further ahead, since the congressional appropriation for the National Endowment for the Arts for fiscal year 1985 has now reached an all-time high of \$163.7 million, the Theatre Program's 1985 allocation is expected to return to the \$10.8 million level last seen in 1981. Nevertheless, while the effects of this increase may contribute to an improved federal funding picture in future surveys, prevailing policies within the Endowment are expected to emphasize special initiatives and continue to limit the number of theatre company grantees regardless of appropriation increases.

Federal support to the nonprofit performing arts has long been noted for the positive effect it can have on other forms of charitable giving. While funds from the National Endowment for the Arts have never paid for a substantial portion of these theatres' operating expenses, they have historically improved the ability of many companies to secure assistance from a variety of other public and private sources. As the number of recipient companies has been reduced, so has the broad catalytic power NEA funding can exert, particularly with many state and local governments, corporations and foundations that have traditionally followed the federal lead.

State and Local Government

Over the past five years, total state funding has increased 48 percent to Sample theatres, a growth rate more than half-again the 30 percent increase seen in federal support.

State funding to the 37 Sample theatres has exceeded total federal support in each of the past three seasons. While all of the Sample theatres receive funding from the federal government, only 35 of the 37 theatres received support at the state level in 1984; yet state funds have paid a larger portion of total operating expenses than have federal monies for each of the past three years. Total state funding for the Sample theatres increased by

over 9 percent in 1984, largely as the result of two extraordinarily large state investments in theatre—Alaska and Florida. State funding to the remaining 33 Sample theatres increased in 1984 by less than one percent, far below the increase of more than 9 percent during 1983.

Although individual arts agency funding policies and grant amounts vary widely (from \$1,000 to more than \$1.7 million for individual Sample theatres in 1984), state support has become increasingly important to the field as a whole as a number of state arts agencies now provide substantial help to theatres.

Nationwide trends published by the National Assembly of State Arts Agencies reveal that total legislative appropriations for the 50 state and 6 territorial arts agencies in 1984 increased over 9 percent to \$135.8 million and are expected to increase again by more than 18 percent to \$160.6 million in 1985. More than two-thirds of the anticipated 1985 increase will, however, be centered in five states—California, Florida, Massachusetts, New Jersey and New York—and the impact of increases in state arts agency appropriations elsewhere appears likely to be minimal.

Funding from city and county governments to the Sample theatres decreased by more than 21 percent in 1984. Although the total amount of such support has remained relatively small for the 17 recipient theatres in the 37-theatre Sample throughout the five years, steady gains had been made in this category during both 1982 and 1983. The current decrease underscores the work which must yet be done at the grassroots level before city and county governments are responsive to the needs of local theatre institutions in any widespread and systematic way. The notable leaders in municipal support to Sample theatres in 1984 were San Francisco, Houston and Baltimore.

PRIVATE SUPPORT

Individuals

Cash gifts from more than 82,400 individuals, whether in response to annual giving appeals or as part of membership programs, increased a resounding 27 percent during 1984, making individual donors the largest single source of contributed income for these theatres for the third consecutive year. Together, annual giving and membership income paid for over 6 percent of the season's expenses.

In 1984, more than 52,400 individuals—nearly half-again the number of givers reported the previous year—made outright gifts averaging \$94 to annual campaigns conducted by 34 of the 37 Sample theatres. While the average gift was below the \$104 average seen in 1983, the substantially larger number of gifts increased the total dollars more than 34 percent over the record levels attained just one year earlier.

While the most important part of increased 1984 individual giving was the growth seen in personal contributions to annual giving campaigns, substantial gains were also made in membership activity. During 1984, more than 30,000 additional individuals participated in membership programs at 13 of the Sample theatres. Membership enrollments, which often include additional subscriber benefits, grew by nearly 17 percent this year. The growth in 1984 membership