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Will big business fund the arts?

ART Inc. to offer short-term loans from L.A. corporations

ART NEWS

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For many of the smaller arts organizations in Los Angeles, receiving a grant is like a good news/bad news joke. The good news is the promise of money to come; the bad news is waiting for cash in hand. That proverbial dilemma — the check is in the mail — stifles many a program and spawns plenty of anxiety for typically undercapitalized arts institutions. But now there's a new non-profit organization called ART Inc. coming to the rescue, offering a two-part program that provides short-term, interest-free loans as well as management assistance to small and mid-sized arts organizations.

At a breakfast meeting Tuesday in the executive dining room of Carter Hawley Hale Stores Inc., the organization's board members explained that ART Inc.

is the umbrella title for an Arts Loan Fund — which has raised \$175,000 — and Business Volunteers for the Arts. (BVA formerly operated under the auspices of the Sacramento advocacy group California Confederation for the Arts. Mark Anderson, then head of the BVA, is now executive director of ART Inc.)

Although modeled on similar proven programs in New York and San Francisco, L.A.'s ART Inc. will go beyond solving cash-flow problems and offer the services of about 75 volunteers from the business community in the areas of accounting, marketing research and public relations. These areas of expertise for businessmen are scarcely common talents in the cultural arena.

Anna Arrington, ART Inc.'s president and program officer for Atlantic Richfield Foundation — which tied Mervyn's as the largest donor to the fund with \$25,000 — pointed out that most of ART Inc.'s board of directors coordinate corporate contributions to non-profit organizations. (A minimum contribution is required to take part on the loan committee, and 22 corporations and foundations donated money. Repre-