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Carl F. Stover

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NATIONAL
ENDOWMENT
FOR
THE ARTS

WASHINGTON
D.C. 20506



A Federal agency advised by the
National Council on the Arts

July 7, 1976

Mr. Robert W. Sarnoff
44 East 71st Street
New York, New York 10021

Dear Bob:

Michael Straight is away from Washington for an extended period and has asked me to write about our meeting on June 28. We do want to thank you, Gavin MacBain, Bill Ruder and Mac McLellan for your generous commitment of time and thought to the matter of securing effective business participation in the prospective challenge grant program for cultural institutions. The perspectives you bring to this task are helpful and your proffered assistance in some aspects of it is welcome.

As Michael pointed out at the conclusion of our meeting, the Endowment may well have to deal with at least \$10 million for challenge grants in Fiscal Year 1977--funds that will be appropriated under the "Treasury Fund" principle, requiring at least a three-to-one match from other sources. This is a major task and one that will require the very best efforts of all who are concerned with our continued cultural well-being.

The challenge grant program is appealing to many because it does hold out a practical prospect of higher levels of on-going financial support to cultural institutions from a wide range of contributors, including regional and local foundations, medium-sized and small business, state and local governments, various civic groups, and individuals. It is also attractive because cultural institutions seeking to qualify for such grants will be required to present sound long-range program, audience and financial development plans and, if awarded grants, to implement those plans effectively as part of their grant programs. Given the severe financial problems of a great many cultural institutions, this combination of increased regular funding and better management control is not only important, but essential.

Yet, if a challenge grant program is to work, it must enlist the cooperation of prospective contributors. As you know best of all, this is especially

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important with respect to the business community, which has collectively been carrying an increasing share of the financial responsibility for the country's cultural activities. Thus, we are particularly alert to the views of business leaders and find your counsel about those views of great value. You have delivered well the basic lesson that in most instances companies desire to be directly identified with institutions benefitting from their funds and be highly visible for this action.

We welcome your offer of assistance from the Business Committee for the Arts in encouraging firms to respond locally to challenge grants made by the Endowment to particular institutions. We also hope that we can find some workable means for enabling corporations that so desire to join in a partnership with the Endowment in the national challenge grant effort. As we continue to explore approaches to the challenge grant program in greater detail over the next few months, we would like to have the benefit of your continuing guidance.

With appreciation and good wishes,

Sincerely,



Carl F. Stover
Director
Bicentennial Resources Development

cc: Gavin MacBain
G.A. McLellan
William Ruder
Livingston Biddle ✓
Gregg Fusco
Raymond Shafer
Michael Straight
Lawrence Reger