



The New York Public Library
Manuscripts and Archives Division

Guide to the

Randall Bourscheidt Alliance for the Arts records

1968-2012

MssCol 22289

Compiled by Susan M. Kline, 2015.

Summary

Creator: Bourscheidt, Randall

Title: Randall Bourscheidt Alliance for the Arts records

Date: 1968-2012

Size: 9.03 linear feet (22 boxes)

Source: Donated by Randall Bourscheidt, 2013.

Abstract: The Randall Bourscheidt Alliance for the Arts records (1968-2012) document the arts-related advocacy efforts undertaken by the Alliance for the Arts. The collection primarily contains published research reports and project planning documents.

Access: Advance notice required.

Conditions Governing Access:

Audio/visual materials may be subject to preservation evaluation and migration prior to access.

Conditions Governing Use: The author/creator retains copyright of materials.

Preferred citation: Randall Bourscheidt Alliance for the Arts records, Manuscripts and Archives Division, The New York Public Library

Processing note: Compiled by Susan M. Kline, 2015. Additions to the collection were processed by Valerie Wingfield in 2017.

Creator History

The Alliance for the Arts was founded in 1976 as the Cultural Assistance Center. Focused on advocacy and promotion, the organization disseminated public information about the arts and cultural institutions, and conducted research on the impact of the arts industry in New York City and New York State. Their first economic impact study was conducted in 1983. Often partnering with other entities, such as the

Port Authority of New York and New Jersey, the Alliance's initial study and subsequent research provided policy makers, arts organizations, and funders with data about the importance and value of the arts. The organization also worked to compile comprehensive directories of cultural institutions and organized policy conferences and other events. Randall Bourscheidt served as president of the Alliance for the Arts from 1989 until 2010. In 2011, the Municipal Art Society and WNET assumed responsibility for the Alliance's activities.

Scope and Content Note

This collection documents specific initiatives undertaken by Alliance for the Arts and the organization's research. The bulk of the collection consists of reports produced by Alliance for the Arts. There are also newspaper clippings, copies of presentations, and a small amount of administrative documents.

The additions are mostly printed matter relating to the performing arts in New York City. There are some administrative files from the Alliance of Arts and several audio tapes from a conference.

Key Terms

Subjects

Arts -- Economic aspects
Cultural policy

Genre/Physical Characteristic

Clippings (information artifacts)
Publications (document genre)
Reports
Research

Geographic Names

New York (N.Y.)

Names

Alliance for the Arts (New York, N.Y.)

Container List

Series I: Administrative 1970-2011

The series holds administrative files about the Alliance of the Arts and includes files on art education, Broadway statistics, cultural policy, information on art education, and other New York City attractions. The files were arranged by title of subject.

- b. 9 f. 1 Arts and Business Survey 2003
- b. 9 f. 2 Arts Education. Baseline Information Survey 2005
- b. 9 f. 3-5 Arts Education Task Force 1990
- b. 9 f. 6 Arts and the Public Interest in New York City 2000
Draft.

- b. 9 f. 7 Attendance Surveys. Information for Cultural Institutions 2004-2006
- b. 9 f. 8 Bibliographies Regarding the Arts 2000s
- b. 9 f. 9-10 Booth, John E 1989-1991
Booth was the first chairman of the Theatre Development Fund.

- b. 9 f. 11 Broadway Study 1999
Economics.

- b. 9 f. 12 Broadway Tables 2000
Taxes and spending.

- b. 9 f. 13 Broadway Visitors Expeditors 1999
- b. 8 f. 1 Clippings 2005
- b. 10 f. 1 Community Impact on Small Art Organizations 2001
Draft report.

- b. 10 f. 2 Crisis and Opportunity 1991
- b. 10 f. 3 Cultural Affairs Committee 2005
- b. 10 f. 4-8 Cultural Blueprint for New York City 2000-2001
- b. 10 f. 9 Cultural Capital. Investing in New York's Economic and Social Health 2002
- b. 3 f. 8 Cultural Institutions Group of the City of New York 2008
A History, 1877-2007.

- b. 10 f. 10-11 Cultural Planning 1998, 2000
- b. 10 f. 12 Cultural Policy University Courses 1999-2000
- b. 10 f. 13 Cultural Tourism 2005
- b. 11 f. 1 Culture Builds New York. The Economic Impact of Capital Construction 2003-2010
- b. 11 f. 2 DiMaggio, Paul 2000
Biographical Information.

- b. 11 f. 3 Economic Impact of the Arts on New York City and New York State 1997
Report.

Series I: Administrative (cont.)

- b. 11 f. 4 Economic Impact of Major Exhibitions at the Metropolitan Museum of Art, the Museum of Modern Art (and) the Solomon R. Guggenheim Museum 1992-1993
Report.
- b. 3 f. 6-7 Events 1999-2009
Includes J. Paul Getty Trust Center for Arts and Cultural Policy Roundtable, 1999.
- b. 11 f. 5 Federal Role in the Arts 1993
Preliminary report.
- b. 11 f. 6 Final Report. Feasibility of the Arts Research Center 1993
- b. 11 f. 7 For the Public Purpose. The True Meaning of Public Funding for the Arts 1999
By David B. Pankratz.
- b. 11 f. 8 Foreign Contributions to New York City Culture 1996
New York City Mayor's Commission.
- b. 7 f. 9 General 2000s
Background information and secondary sources on cultural policy.
- b. 8 f. 2 History and Vision 2009
- b. 11 f. 9 Kids Theatre Productions 2000s
- b. 11 f. 10 Lanier, Cathy 1997-2000
Director of Research for the Alliance for the Arts.
- b. 11 f. 11 League of American Theatre Producers 2000
- b. 8 f. 3 List of Alliance Publications, Reports, Websites 2003
- b. 11 f. 12 London and New York Study 2001
A socio-economic study.
- b. 11 f. 13 Metropolitan Transportation Proposal 2006
- b. 11 f. 14 New York City Arts Education 1990
- b. 11 f. 15 New York City Arts Online 1999
- b. 11 f. 16 New York City's Contribution to America's Cultural Life 1992
- b. 8 f. 4 New York City Cultural Affairs Appropriations History 2000
- b. 11 f. 17 New York City Cultural Attraction Index 2005
- b. 11 f. 18 New York City's Cultural Community 2003
- b. 12 f. 1-2 New Yorkers and Culture 2004-2011
- b. 12 f. 3 Off-Broadway Theatre. A Vital New York and National Resource 1991
- b. 12 f. 4 Performing Arts. The Economic Dilemma 1982
This 1968 report was forwarded to Lanier.
- b. 4 f. 6-7 Presentations 1993-1994, 2002
Two presentations: Cultural Capital 2002; Tourism and the Arts Study, 1993-1994.
- b. 12 f. 5 Proposal to Establish an Arts Research Center 1994
- b. 12 f. 6 Real Estate and the Arts 1990

Series I: Administrative (cont.)

- b. 12 f. 7-9 Reports About the Arts 1970-2011
- b. 12 f. 10 Scalon, Rosemary 2000
- b. 12 f. 11 Schuster, J. Mark 1999-2001
- b. 13 f. 1 Theatre Development Study 1990-1991
- b. 13 f. 2 Theatre Studies Regarding Broadway Theatres 1990s
- b. 13 f. 3 Verification Forms From Cultural Institutions 2000s
- b. 13 f. 4 Wesley, Zeigler Josephn 2000
- b. 13 f. 5-7 Who Pays for the Arts 2001, 2010

Series II: Projects 2000-2006

The series documents specific projects and initiatives undertaken by the Alliance for the Arts. These files relate to the impact of September 11, 2001 on the arts, local New York City elections, the Arts Research Center, and the Citywide Cultural Database. Included are maps of cultural institutions located in each city council district.

Arts Research Center

- b. 7 f. 2 2000
- b. 7 f. 3 Management Plan Draft 2000
- The Candidates on the Arts
- b. 7 f. 4 1989
- b. 7 f. 5-6 2005
- b. 7 f. 7-8 Primary Winners 2005
- b. 3 f. 5 City Funded Cultural Organizations by City Council District 2005
- b. 6 f. 4-6 Citywide Cultural Database Partners Advisory Team 2001-2002
- b. 8 f. 5-6 A Cultural Blueprint for New York City Working Group 2001
- New York City's Cultural Community Facts and District Profiles
- b. 5 f. 1 2003
- b. 5 f. 2-6 2006
- b. 7 f. 1 2006
- b. 6 f. 1-3 September 11 Terrorist Attacks 2001-2002
Primarily clippings of newspaper articles.

Series III: Publications 1968-2012

The series holds mostly publications and near printed matter such as internal reports focused on the state of the Arts in New York City. The Alliance of the Arts co-authored some publications. The series was arranged by title of publication. If the author(s) had multiple publications, it was filed under the author's name.

- b. 13 f. 8 *Above Ground. Information on Artists III. Special Focus New York City Aging Artists*
by Joan Jeffri.
- b. 13 f. 9 *Advancing the Arts in America* 1981
National Council of the Arts.

Alliance for the Arts Publications

- b. 1 f. 1 1978
- b. 1 f. 2-5 1980s

Series III: Publications (cont.)
Alliance for the Arts Publications (cont.)

- b. 2 f. 2-6 1990s
- b. 2 f. 7 2000s
- b. 3 f. 1-4 2000s
- b. 13 f. 10 *America's Cultural Capital* 1981
Recommendations for structuring the Federal Role. Center for Arts and Culture.
- b. 13 f. 11 *The Andy Warhol Foundation for the Visual Arts* 2006
Paper No. 3 and 11.
- b. 13 f. 12 *Artists Live, Work Space* 2001
- b. 13 f. 13 *Arts as an Industry* 2006
- b. 13 f. 14 *Arts in Education* 1984
Charles B. Fuller, editor.
- b. 14 f. 1 *Arts Education Project* circa 1989
New York City Board of Education and others.
- b. 14 f. 2 *Arts in the Local Economy* 1994
Final Report. National Assembly of Local Arts Agencies.
- b. 14 f. 3 *Arts and the People* 1973
American Council for the Arts in Education.
- b. 14 f. 4 *Arts and the Public Purpose* 1997
The American Assembly. Columbia University.
- b. 14 f. 5 *Arts and the States. Current Legislation* 1988
National Conference of State Legislatures.
- b. 14 f. 6 *Blueprint for Teaching and Learning in the Arts : Grades k-12* 2004
New York City Department of Education.
- b. 14 f. 7-8 Bronx Borough Reports 1988-2000
Several reports relating to the state of the arts in the Bronx.
- b. 14 f. 9 *Building Arts Audiences and Communities on the Web* 1997
Artswire.
- b. 14 f. 10 *Building New York City for the Twenty-First Century* 1991
Report.
- b. 14 f. 11 *Capital Resources for the Arts*
New York City. Department of Cultural Affairs.
- b. 15 f. 1 Center for Urban Future 2001-2013
New York City. Multiple reports.
- b. 15 f. 2 *City Building. A Place for the Arts in Mixed-Use Development* 1983
Prospectus. National Endowment for the Arts and the Urban Land Institute.
- b. 15 f. 3 *Citywide Cultural Database and 4 Web Sites. Business Plan* 2008

Series III: Publications (cont.)

- b. 15 f. 4 *Community Master Plan for the Urban Renewal Area and the De Witt Clinton Park* 1986
- b. 15 f. 5 *Creative America* 1997
President's Committee on the Arts and the Humanities.
- b. 15 f. 6 *Creative Downtown* 2002
New York City Arts Coalition.
- b. 15 f. 7 *Culture Counts. Strategies for a More Vibrant Cultural Life for New York City*
2001
New York Foundation for the Arts.
- b. 15 f. 8-10 *Custom House Institute Planning Study* 1974
- b. 15 f. 11 *Design Art and Architecture in 28Transportation* 1978-1979
United States Department of Transportation.
- b. 15 f. 12 *Disposition of the City's 29Property* 1989
Report. New York City.
- b. 16 f. 1 *Economic Development* 1980
League of Women Voters of the City of New York.
- b. 16 f. 2 *Economic Development in New York City* 1985
The New York Community Trust.
- b. 16 f. 3 *Economic Impact of the Arts* 1987
National Conference of State Legislatures.
- b. 16 f. 4 *Economic Impact of Major Exhibitions at The Metropolitan Museum of Art...*
1992-1993
- b. 16 f. 5 *Economic Impact* 1990s
Multiple reports regarding the Arts.
- b. 16 f. 6 *Energy Management for Museums and Historical Societies* 1982
Compiled by Robert A. Matthai.
- b. 4 f. 8 *Estate Project for Artists with AIDS. Geldzahler Portfolio* 1998
- b. 16 f. 7 *Film. Historic Preservation and Related Subjects* 1976
Education Services Division. Office of Preservation Services, Washington, D.C.
- b. 16 f. 8 *Financial Condition of New York City Arts Organization* 1978
National Research Center of the Arts, Inc.
- b. 16 f. 9 *Fund for the City of New York* 1982-1984
Three Year Report.
- b. 16 f. 10 *Funding Sources for Cultural Facilities* 1980
Compiled by Linda C. Coe.
- b. 16 f. 11 *Greater New York Art Directory* 1968
Center for Urban Education.

Series III: Publications (cont.)

- b. 2 f. 1 *Guide to New York City Museums* 1981
Alliance for the Arts.
- b. 17 f. 1 *Helping Arts Organizations in Crisis* 1991
Arts and Business Council.
- b. 17 f. 2 *Hindsight and Foresight. Planning for Significant City Owned Sites* 1988,
1990
Exploring the Metropolis, Inc.
- b. 17 f. 3 *How to Get Noticed* 1988
Nonprofit Coordinating Committee of New York.
- b. 17 f. 4 *The Impact of Public Funding on Organizations in the Arts* 1981
Institution for Social and Policy Studies. Yale University.
- b. 17 f. 5 *Importance of the Arts to New York City's Economy* 1979
John Haworth. Columbia University.
- b. 17 f. 6 *Independent Committee on Art Policy* 1988
Reports.
- b. 17 f. 7 *Information on Artists* 1998
Research Center for Arts and Culture. Columbia University.
- b. 17 f. 8 *Institutionalizing Arts Education for New York City Schools* 1996
- b. 17 f. 9 *Investing in America. Initiatives for Community and Economic Development*
1982
The President's Task Force on Private Sector Initiatives.
- b. 17 f. 10 *League of American Theatres and Producers* 1977, 1980
Multiple reports regarding the Broadway theatres.
- b. 18 f. 1-3 *League of American Theatres and Producers* 2004-2007
Multiple reports regarding the Broadway theatres.
- b. 18 f. 4 *Long Island City. A Neighborhood Economic Development* 1980
Interface.
- b. 18 f. 5 *Looking Ahead* 1999
International Social Theory, Politics and the Arts Conference.
- b. 18 f. 6 *Making Money* 1984
Citicorp and The Children's Museum.
- b. 18 f. 7 *Marketing the Arts. A Selected and Annotated Bibliography* 1978
Compiled by Kent Nakamoto and Kathi Levin.
- b. 18 f. 8 *Municipal Arts Society. Arts Digest* 2012
- b. 18 f. 9 *National Association of Artist Organizations* 1989
National Endowment of the Arts
Multiple titles of publications.

Series III: Publications (cont.)
National Endowment of the Arts (cont.)

- b. 18 f. 10 *Arts Management. An Annotated Bibliography* 1978
- b. 18 f. 11 *Conditions and Needs of the Professional American Theatre* 1981
Report No. 11.
- b. 18 f. 12 *Cultural Post* 1982
- b. 18 f. 13 *Humanities in America* 1988
Report.
- b. 18 f. 14 *Lifelong Journey. An Education in the Arts* 1998
- b. 18 f. 15 *Planning and Cooperative Use of Resources for the Arts* 1978
Shares folder with another pamphlet.
- b. 18 f. 15 *Technical Assistance for the Arts Facilities. A Sourcebook* 1977
- b. 19 f. 1 *Twenty Years of Economic Impact Studies of the Arts. A Review* 1992
Draft by Anthony J. Radich.
- b. 19 f. 2 *Writing America*
Celebrates the NEA's Arts Literature Fellowship recipients.
- b. 19 f. 3 *Negative Impact of Proposed Admissions Tax...New York City* 1983
- b. 19 f. 4 *Negotiating for Amenities* 1982
Clint Page and Penelope Cuff.
- b. 19 f. 5 *New Internationalism* 1993
New York City Cultural Affairs Advisory Commission and the New York City Commission for the United Nations Consular Corps and International Business.
- b. 19 f. 6 *New York City Chamber of Commerce and Industry* 1986
Information packet.
- b. 19 f. 7 *New York City Cultural Infrastructure Task Force* 1993
Report and recommendations.
- b. 19 f. 8 *New York City Needs the Bronx Zoo* 1977
Economic impact report. New York Zoological Society.
- b. 19 f. 9 *New York Community Trust. Program Implementation Plan. Not-For-Profit Energy Conservation Plan* 1988
Internal report submitted to New York State Energy Office, Albany, New York.
- b. 19 f. 10 *New York Dance Study. General Report* 1987
Compiled by Ziff Marketing.
- b. 20 f. 1-4 *New York City, an Industry Study* 1977
New York State Industry Survey. Internal report. Two volumes.
- b. 20 f. 4-5 *Non-Profit Arts and Cultural Industry of New York State* 1977
Internal report by the National Research Center of the Arts, Inc.
- b. 20 f. 6 *Office Space for Nonprofits. An Agenda for Action* 1986
- b. 20 f. 7 *One Per Cent Art in Civic Architecture* 1993
- b. 21 f. 1 *An Outline of the Arts and Cultural Affairs Laws of New York State* 1989

Series III: Publications (cont.)

- b. 21 f. 2 *An Overview of Foundation Activity in the Arts* Circa 1991
The Conservation Company's report to the MacArthur Foundation.
- b. 21 f. 3 *Partners for Liveable Places* 1978
First annual meeting. The organization's name was changed to Partners for Livable Communities.
- b. 21 f. 4 *Plan for the Downtown Cultural District. Rochester, New York* 1978
- b. 21 f. 5 *Projects and Proposals : New York City_s Percent for Art Program, City Gallery, Department of Cultural Affairs, 2 Columbus Circle, New York City, January 21 - March 4, 1988* 1988
- b. 21 f. 6 *A Proposal for a Long Island Cultural Center Study* 1981
- b. 21 f. 7 *Putting a Commitment to Work. A Plan for a Program for Labor and the Arts* 1978
Internal report compiled by Joseph Zeigler.
- b. 21 f. 8 *Queens Arts Manager's Survival Guide* 1988
Internal report prepared by the Queens Council on the Arts.
- b. 21 f. 9 *Queens Performing Arts Center* 1980
- b. 21 f. 10 *Rebuilding New York, The Next Phase From Recovery to Resurgence* 1985
- b. 21 f. 11 *Regional Plan Association* 1983, 1995
Two publications: *Arts and Culture in the New York, New Jersey and Connecticut Metropolitan Region; Downtown Brooklyn. A Report.*
- b. 21 f. 12 *Reports for Rockefeller Foundation* 1979, 1985
Internal reports.
- b. 21 f. 13 *Results of the Arts and Business Roundtables on Arts Employment* 1981
Artworks.
- b. 22 f. 1 *Schools and Cultural Resources. A Partnership* 1983
- b. 22 f. 2 *Snug Harbor Development Study* 1983
Interim report.
- b. 22 f. 3 *A Study of Visitors to the Van Gogh in Arles Exhibit at the Metropolitan Museum of Art* 1985
- b. 22 f. 4 *Study of the Non-Profit Arts and Cultural Industry of New York State* 1972
- b. 22 f. 5 *Subscribers and Members of Cultural Institutions. Analysis and Profile* 1983
by David Cwi. Theatre Development Fund.
- b. 22 f. 6 *Surplus School Space in New York City. The Problems, the Opportunity : an Interim Report* 1980
- b. 22 f. 7 *Survey of Museums and Historical Societies in New York State*
- b. 22 f. 8 *Survey of New York Metropolitan Area Not-for- Profit Organizations* 1995
- b. 22 f. 9 *Television and the Arts : Network News Coverage of Arts and Culture in the 1990s* 2000
- b. 22 f. 10 *Theatre Communication Group 931980 National conference* 1980
- b. 22 f. 11 *Travel Industry Employment and Payrolls in New York State* 1988

Series III: Publications (cont.)

- b. 22 f. 12-13 *West Side Highway : Report on the Status of the Highway* 1973
Beyer-Blinder-Belle, P.C.

- b. 22 f. 14 *Why Business Invest in the Arts* 1973
- b. 22 f. 15 *You Gotta Have ART. Profile of a Great Investment for New York State* 1997-
1998

- b. 4 f. 1-5 Publications by Others 1974-2009