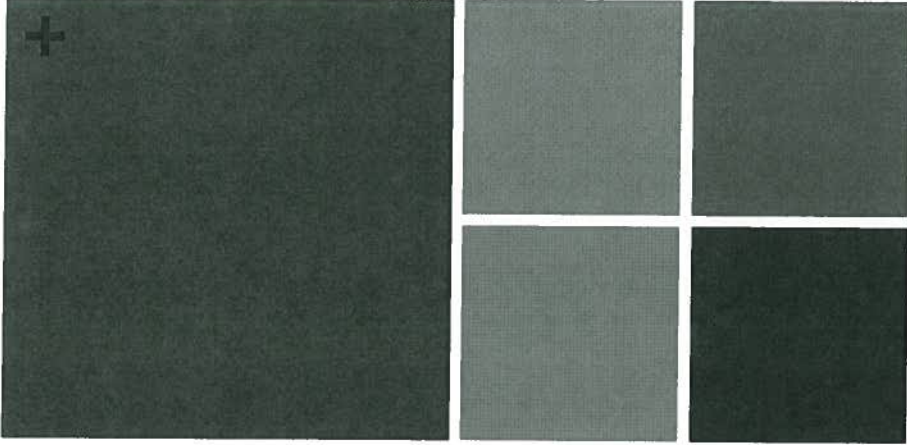


LATE DISTRIBUTION

DATE 12-5-11



El Dorado Arts Council
 Promoting Arts & Culture in El Dorado County

Deb Jensen, Executive Director
 12/06/11

2011 DEC -5 PM 4:00

HUMANITY
BOARD OF SUPERVISORS
EL DORADO COUNTY

+ El Dorado Arts Council
ED Co. Promotion Fund Objectives

- Engage community members in the arts to increase volunteer support, membership, and artist participation
- Build partnerships with businesses and organizations to expand the arts' presence in the county and to leverage county funding for underwriting support
- Stimulate commerce by producing, promoting and marketing events that draw audiences and arts patrons

+ Community Engagement in the Arts

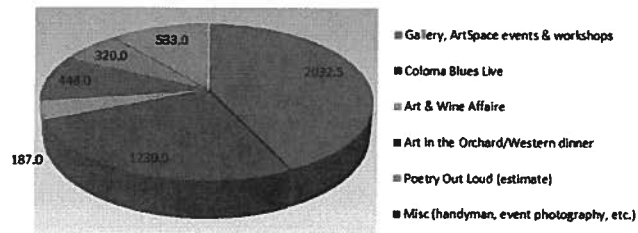
- Volunteers
- Art Lovers
- Artists



+ Community Engagement - Volunteers

- Volunteer hours in 2010/11 equal 2.25 FTE employees (4750.5 hrs.)

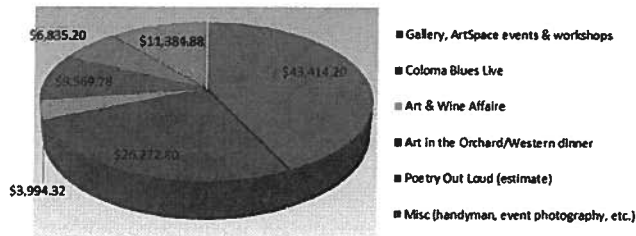
El Dorado Arts Council
Volunteer Hours 2010/11



+ Community Engagement

■ Volunteer time in 2010/11 valued at \$101,468

**El Dorado Arts Council
Volunteer Hours 2010/11 (in dollars*)**
*assumes hourly rate of \$21.36 per independentsector.org



+ Community Engagement - Artists

■ El Dorado County Arts Census 2010

Baseline information on artists, arts organizations, and businesses that include the arts in their business models

"The five county (El Dorado, Placer, Sacramento, Yolo, Amador) Greater Sacramento Creative Vitality Index summary data show that the region performs favorably when compared to others in the United States in most categories. Greater Sacramento shows the most vitality in arts-active organization revenues and creative jobs. Detailed occupational data shows 29,205 creative occupations in Greater Sacramento."

- California Creative Vitality Index Report, May 2010

El Dorado Arts Council Arts Census
POST-EVALUATION SUMMARY October, 2010

In partnership with

Supported by

2010 Arts Census Final Findings and Observations

- Arts services include display areas, performing artists, and art vendors, businesses, and organizations.
- Out of the 130 surveyed, about half report they are shopping.
- While artists live working in El Dorado, many feel there could be more programs and offerings to bring potential customers to the area.
- Arts serve the people in what they most enjoy about working in El Dorado County.

The El Dorado Arts Council (EDAC) and the El Dorado County Office of Economic Development conducted the first annual Arts Census during the month of October, 2010.

The Arts Census is modeled after the business exit concept which allows business and civic leaders to gain important insight into a local community's business climate. In this case, the emphasis was on the business climate within the arts community. Instead of a traditional one-day business walk, artists and arts vendors made a survey during the entire month of October. During the Arts Census, leaders learned firsthand the major needs of the art community and were able to provide information and support to artists in the area. EDAC, the County, and other organizations working on behalf of local artists and arts vendors identified the overall needs and successes of the art community. This is a landmark arts fair able to act on their behalf, helping to ensure a prosperous arts business climate.

An Arts Census volunteer asked four basic questions:

- How is business?
- What do you like about doing (arts) business in the community?
- What needs to be done to make it even better?
- What do you actively do to increase arts business?

During the Arts Census, volunteers surveyed 130 artists, art businesses, art organizations, and art vendors. The included visual display as well as performance art. Contact was made via in-person as well as telephone conversations, and through the EDAC website.

The Arts Census was a county-wide effort. The majority of participants located in Placerville, Cameron Park, Springville Springs, and El Dorado Hills.

Figure 1: Location of Artists, Organizations, Vendors, Businesses, and Vendors

Page 1 of 3

How is business?

Many of the El Dorado County artists reported that they are shopping. Of those who answered the question, about half reported that business is at least okay, 70% or good, great and terrific business is its position (Figure 2). It was based on the perceived future of the business, not simply its current status. If in one type of art, so while business is slow in one sector, it is good in another. Comments for the question, "How is business?" were also mentioned as a reason for poor business.

What do you like about doing business in the community?

When asked what they like best about doing business in the community, 34% of the respondents cited the people (Figure 3). Most respondents tended to comment that their customers are supportive and friendly. Their comments indicate a mix of both local and tourists.

Upcoming Activities

Finally this week - during January and February 2011, EDAC will host several workshops in the region:

ArtSpace Exhibits - EDAC will be giving artists in their respective art spaces an opportunity to exhibit their work. Artists are invited to bring in their work to be displayed in a variety of art spaces in the region of El Dorado County. The dates are: January 14-15, 2011 and February 11-12, 2011. The location will be at the El Dorado County Office of Arts and Culture, 1000 El Dorado Blvd., El Dorado Hills, CA 95762.

ArtSpace Exhibits - The dates are: January 14-15, 2011 and February 11-12, 2011. The location will be at the El Dorado County Office of Arts and Culture, 1000 El Dorado Blvd., El Dorado Hills, CA 95762.

Figure 3: What do you like about doing business in the community?

Page 2 of 3

+ Building Partnerships for the Arts



The El Dorado County Promotions Fund award, \$99,450 in 2010/11, is leveraged by the Arts Council to increase support of the county's arts and culture.

- Businesses support the arts with underwriting sponsorships and in-kind goods and services
- Local organizations collaborate to increase reach

+ Businesses Support the Arts

40 local businesses and organizations



Business Members

Business Arts Advocates

El Dorado County Chamber Of Commerce
 El Dorado County Visitors' Authority
 El Dorado Hills Chamber of Commerce
 Lake Tahoe South Shore Chamber Of Commerce


Business Members

American River Acoustic Music Camp
 American River Folk Society
 Centere Chorale of the Sierra Foothills
 Carrera Productions
 Joey Castone
 Citygate Associates LLC
 David Girard Vineyards
 Divide Friends of the Arts Historical Society
 El Dorado County Community Concert Association
 El Dorado County Fair Association, Inc.
 El Dorado Hills Arts Association
 Ferguson Financial
 Red Door & More
 Gold Country Artists Gallery
 Gold Harvest Market

Heart & Soul Gifts & Gallery
 Hayday Café
 Holiday Inn Express
 Imagination Theater
 JS West & Co.
 Kestling Associates
 Marilyn's Salon
 Rebecca Martinez
 Motherlode Rehabilitation Center
 Music on the Divide
 Pat A. Turner, A Prof. Corp.
 Placerville Arts Association
 Doug Rocca Law
 Monika Stephens
 Sierra Symphony Orchestra
 Spotted Rotten Boutique & Art Gallery
 Sugarloaf Station Foundation
 Tahoe Art League
 Tahoe Community Choir
 The Goldsmith
 WHR Studios

+ Contributing Sponsors

\$197,750 in cash and in-kind goods and services



A collage of logos for various contributing sponsors, including Coors Light, Subaru, Mountain Democrat, and others. The logos are arranged in a grid-like fashion within a decorative border.

+ Partnership

Joint Arts Marketing

- The Arts Council's business model depends upon collaborations and alliances that extend reach. Our website, social marketing, and online calendar aim to include all arts activities – countywide.
 - Quilts
 - Art in the Orchard
 - ArtSpace
 - El Dorado Hills Art & Wine Affaire



A photograph of a person working on a large quilt project on a table. The person is wearing a dark shirt and is focused on the task. The quilt is spread out on the table, and there are various tools and materials around it.

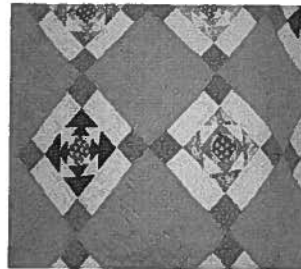
+ Joint Arts Marketing

Collaborations that work

- El Dorado Arts Council, Imagination Theater, El Dorado County Historical Museum, El Dorado County Libraries, Placerville Main Street businesses go *Quilt Crazy* (March 2011)

- A theater production
- An art quilt exhibit & sale
- Historic quilt exhibit & interpretive talks
- Quilt display and readings
- Quilt displays at businesses
- 600 attendees

- Direct mail, social media, print, radio



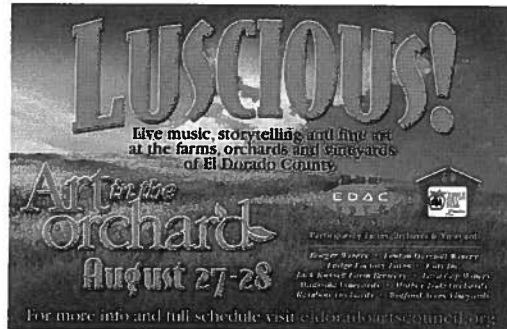
+ Joint Arts Marketing

Collaborations that work

- Art in the Orchard - Arts Council, Apple Hill Growers™, eleven farms and vineyards, and El Dorado County Visitors Authority (August 2011)

- Music
- Stories
- Book signing
- Fine Art
- Dance
- Cowboy poetry
- 1100 attendees

- Social & print media, radio



+ Joint Arts Marketing

Collaborations that work

- **ArtSpace, the Arts Council's gallery/venue at 459 Main St. in Placerville, is a hub for the arts in the county. 2011 activity:**

- Ten different exhibits of art for sale
- Over 200 local artists exhibiting
- Six arts organizations on display
- Poetry readings by local poets group
- Performances by local theater groups
- Live music
- Book signings – 15 local authors
- Receptions and meetings
- 300-600 visitors/month



+ Collaborations that Work

- **El Dorado Hills Art & Wine Affaire – El Dorado Hills Chamber of Commerce, El Dorado Hills Optimists, El Dorado Arts Council (May 2011)**

- Fine artists
- Live music
- Community partners
- 10,000-12,000 attendees
- Full-scale marketing



The Arts Council raises cash sponsorships and 50-60 trained volunteers for this event

+ Stimulate Commerce Through the Arts

When residents attend entertainment events in their communities and visitors come to our area to enjoy music festivals, art shows, and theater performances, revenue is generated for businesses including restaurants, hotels, and retail...not to mention the vendors involved in event production.

- El Dorado Hills Art & Wine Affaire
- Coloma Blues Live!
- Art Walks - Placerville, Cameron Park, El Dorado Hills
- Art in the Orchard
- Independent Film Series

+ Arts Econometrics

- The following chart is for El Dorado Arts Council events: Coloma Blues Live, Cold Nights Hot Tickets, Applause, Art in the Orchard, Placerville ArtWalk and includes El Dorado Hills Art & Wine Affaire and American River Music Festival in which the Arts Council participates as a funding partner. Other nonprofit arts and culture organizations are also important to the local economy.

	Total expenditures	FTE Jobs	Local government revenue	State government revenue
El Dorado Arts Council	\$500,000	14.3	\$17,940	\$20,255
Audiences	\$506,115	15	\$25,675	\$27,320
TOTAL	\$1,006,115	29.3	\$43,615	\$47,515

Americans for the Arts developed the Arts & Economic Prosperity Calculator through extensive survey and econometric validation in 153 communities. The results of this analysis are based upon the averages of similarly populated communities.

+ Coloma Blues Live!

■ In June 2011, rain kept the crowd small, but music saturated the park and fans left happy.

■ Arts Council and Visitors Authority teamed up to offer lodging, wine tasting and The Blues travel packages

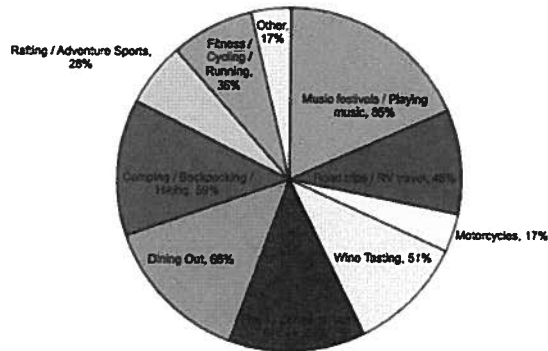
■ CBL attendees stay overnight

■ CBL audience hobbies match El Dorado County assets

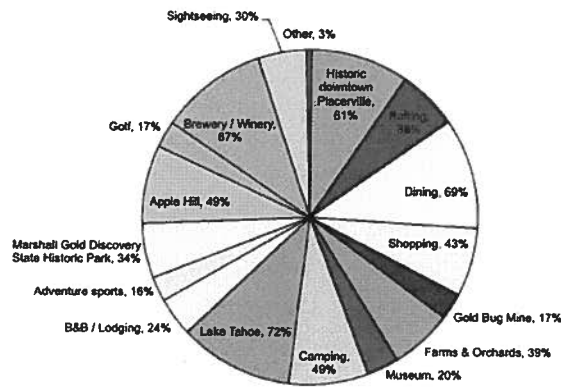
■ 43% of post-event survey respondents had attended CBL before



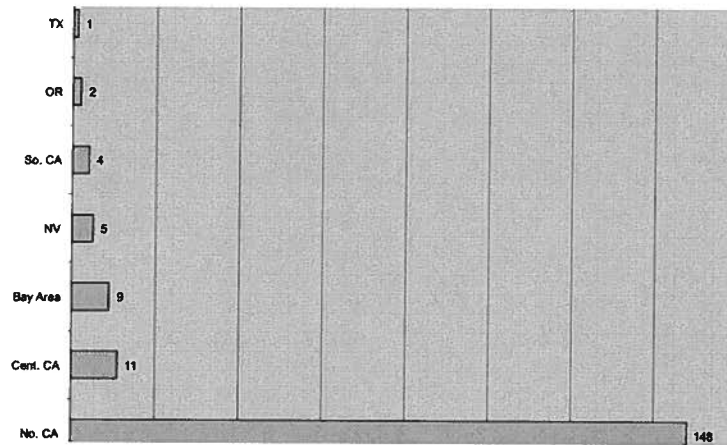
+ CBL audience preferences

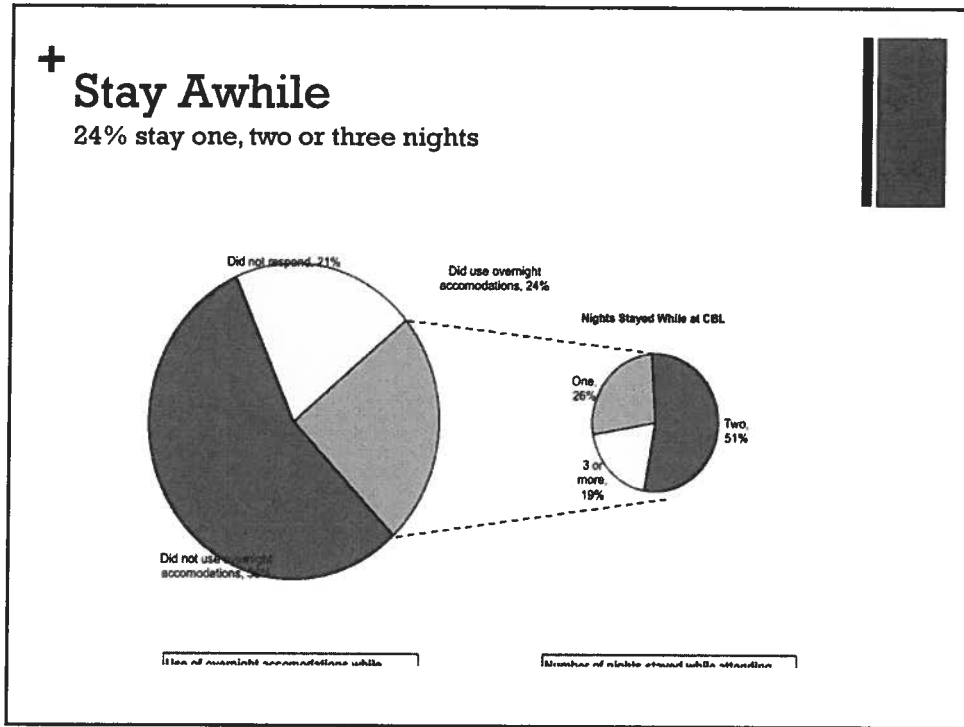


+ CBL attendees enjoy El Dorado County's assets



+ Coloma Blues Live draws fans from near and not-so-near





+ Experience El Dorado County Arts & Culture

EL DORADO ARTS COUNCIL

www.eldoradoartscouncil.org