



EL DORADO ARTS COUNCIL

DEB JENSEN, EXECUTIVE DIRECTOR

DECEMBER 2, 2014

MORE ARTS FOR MORE PEOPLE IN MORE PLACES

WHAT WE'LL COVER TODAY

- ARTS & CULTURE PROMOTIONS PROGRAM OVERVIEW
- PROMOTIONS PROGRAM BUDGET
- PROMOTIONS PROGRAM RESULTS – ROI 2013-14
- PROMOTIONS PROGRAM PROJECTION – 2014-15
- NEXT!
- QUESTIONS AND ANSWERS



EXECUTIVE SUMMARY – ARTS & CULTURE PROMOTIONS PROGRAM

- *INCUBATE*, SUPPORT & SPONSOR
- *CATALYZE*, MODEL & ACTIVATE
- *CHAMPION*, MARKET & PROMOTE
- RETURN ON INVESTMENT



ARTS & CULTURE PROMOTION STRATEGIES

- **INCUBATE**

- SUPPORT ORIGINAL PROJECTS WITH SPONSORSHIP & GRANTS
- STIMULATE ENGAGEMENT VIA THE FAUSEL HOUSE ARTS CENTER

- **CATALYZE**

- DELIVER INNOVATIVE ARTS & CULTURE PROJECTS AND PROGRAMS
- CONVENE ARTS & CULTURE ORGANIZATIONS TO SPARK CREATIVE COLLABORATIONS

- **CHAMPION**

- IMPLEMENT ARTS & CULTURE DATA COLLECTION STRATEGY
- LEVERAGE DATA TO TARGET JOINT MARKETING EFFORTS
- LAUNCH *EL DORADO ARTS & CULTURE* WEBSITE AND CALENDAR



ARTS & CULTURE PROMOTIONS PROGRAM

PREVIOUS YEAR **BUDGET** 2013-14

	County Promotions Contract	Other Sources (in-kind not included)	Promotions Program Total
Marketing	61,594	20,000	81,594
Website	11,002	2,000	13,002
Events	34,108	58,741	92,849
ArtSpace-hub	15,547	20,923	36,470
Support Personnel	10,621	14,770	25,391
TOTAL	\$132,872	\$116,434	\$249,306

ARTS & CULTURE PROMOTIONS PROGRAM **RESULTS** ECONOMIC IMPACT - EL DORADO ARTS COUNCIL

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
El Dorado Arts Council	\$ 270,636	10	\$ 227,581	\$ 10,551	\$ 12,395
EDAC Arts and Culture Audiences	\$ 286,050	8.1	\$169,150	\$ 14,746	\$ 16,273
Total Economic Impact	\$ 556,686	18.1	\$ 392,308	\$ 25,098	\$ 28,427

The Arts & Economic Prosperity calculator is a project of Americans for the Arts and is based upon data gathered in 182 study regions (including Sacramento County, CA) representing all 50 states and Washington, DC.

ARTS & ECONOMIC PROSPERITY CALCULATOR

THE ARTS & ECONOMIC PROSPERITY IV CALCULATOR IS A PROJECT OF AMERICANS FOR THE ARTS AND IS BASED UPON DATA GATHERED IN 182 STUDY REGIONS (INCLUDING SACRAMENTO COUNTY, CA) REPRESENTING ALL 50 STATES AND WASHINGTON, DC.

IN USING ESTIMATES DERIVED FROM THIS ECONOMETRIC TOOL, KEEP THE FOLLOWING IN MIND:

- (1) RESULTS OF THIS ANALYSIS ARE BASED UPON THE AVERAGES OF SIMILARLY POPULATED COMMUNITIES
- (2) INPUT/OUTPUT MODELS WERE CUSTOMIZED FOR EACH OF THESE SIMILARLY POPULATED COMMUNITIES, PROVIDING VERY SPECIFIC EMPLOYMENT, HOUSEHOLD INCOME, AND GOVERNMENT REVENUE DATA
- (3) THESE RESULTS ARE THEREFORE ESTIMATES, AND SHOULD NOT BE USED AS A SUBSTITUTE FOR CONDUCTING AN ECONOMIC IMPACT STUDY THAT IS CUSTOMIZED FOR OUR COMMUNITY
- (4) LOCAL DATA COLLECTED JULY 2013-MAY 2014

ARTS & CULTURE PROMOTIONS PROGRAM **RESULTS**

ECONOMIC IMPACT - EDAC & PARTNERS

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
El Dorado Arts Council + partner nonprofit arts & culture organizations	\$ 500,000	18.4	\$ 412,285	\$ 19,125	\$ 22,455
Arts and Culture Audiences	\$ 476,750	13.5	\$281,917	\$ 24,576	\$ 27,122
Total Economic Impact:	\$ 976,750	31.9	\$ 694,202	\$ 43,701	\$ 49,577

ARTS & CULTURE PROMOTIONS PROGRAM RESULTS

COMMUNITY SUPPORT

July 2013-June 2014	Value	Note
EDAC earned income, cash contributions, and grants	\$118,720	Does not include county promotions contract.
74 Arts Council volunteers: 2,120 hours	\$55,840	Value determined by Independent Sector, the United States' leading coalition of nonprofits, foundations, and corporate giving programs.
In-kind contributions: donated goods and services	\$15,600	Includes marketing and advertising; fee discounts to community nonprofit; donations for fundraising auction, etc.
TOTAL	\$190,160	EDAC Promotions Contract funding is more than doubled by community support.

ARTS & CULTURE PROMOTIONS PROGRAM CURRENT YEAR BUDGET 2014-15

	County Promotions Contract	Other Sources (in-kind not included)	Promotions Program Total
Marketing	68,800	32,000	100,800
Website	12,500	7,000	19,500
Events	33,200	43,000	76,200
ArtSpace-hub	16,800	28,800	45,600
Support Personnel	18,000	13,000	31,000
TOTAL	\$149,300	\$123,800	\$273,100

PREMIER 2015



NEW! EL DORADO A&C – ONLINE CALENDAR – JANUARY



ARTS & CULTURE GRANTS – FEBRUARY



FLOWERS IN THE FAUSEL & THE TRASHY ART EXPERIENCE – APRIL



NATIONAL DAY OF DANCE CELEBRATION – JULY



WORD WAVE & THE BIG READ IN SOUTH LAKE TAHOE – OCTOBER



ARTZOCALO & WINTER WINDOWS – DECEMBER



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