

Cultural and Community Development Grant - Art on the Divide

Inbox x

Economic Development <economic.development@edcgov.us>

4:52 PM (19 hours ago)



to tdssg2, jepolstra, bcc: Terri

Dear Ms. Gorin and Ms. Polstra,

We have reviewed your application for El Dorado County's Cultural and Community Development Grant Program and would like to make a request for clarification. Please provide responses to the following questions by 5:00 p.m. on Thursday, September 19, 2013.

Please identify who the members of the cooperative are.

Please provide details for the expenditures listed on page six, including but not limited to:

- What does garden restoration include?
- What supplies are needed for the Art Workshops?
- Will grant funding be used to pay for staff to plan and host the workshops?
- What type of signage will be designed and installed?
- What does website and events maintenance include?
- What type of special events will be held and how often?

Thank you,
Megan Arevalo



jepolstra

1:29 AM (10 hours ago)



to Andrea Criss, me, Doris

Dear Megan Arevalo,

I hope you will accept this email as a proper response to your inquiries since I will be working on Thursday, Sept. 19th and unable to deliver a letter to your office.

Our Art on the Divide Membership is as follows:

David Blonski	Victoria Mott
Kay DeLange	Criss Raintree
Andrea Dodson	Jodi Reed
Doris Gorin	Kaylynn Sanderson
Kristi Kolln	Susan Polstra
Chris McClellan	Penny Scribner
Tony Mindling	Ramona Douglass
Richard Moore	

We are artist residents mostly on the Georgetown Divide, and our mediums are photography, watercolors, oil, ceramics, glass, mosaics, gourds and jewelry.

Garden Restoration: basically to be able to hire a gardener on a regular basis (once a month) to maintain approximately a sixty-year-old quarter acre rose garden of approximately 25 rose bushes, irises, hollyhocks and ground cover. The garden badly needs proper pruning, feeding and regular maintenance. It is used for workshops, our annual community appreciation celebration, and for featured artist receptions. Gallery visitors often stroll through it. We are currently requesting the assistance of the garden club to identify the rose bushes. We'd like to mark each with a metal identification tag.

Workshop Supplies: watercolor paper, small canvases, and some paints for the painting workshops; matting material and razor blades for the matting workshop; glass beads and metal wire for the jewelry workshop; various papers, feathers, paste, markers, inks and paints for the mask workshops.

Staff Payment: Volunteer staff currently run the workshops and man the gallery. We would like to be able to pay for gas and a stipend to guest workshop instructors who bring in a special lesson that our members are unable to provide. The grant would help keep costs to a minimum for those who attend.

Signage & Installation: We would like to install permanent signs in the Cool, Lotus and Buffalo Hill shopping areas to advertise the existence of our gallery and our schedule of events. It would have our name and location and a space to change the

date, time, and type of event.

Website and Events Maintenance: There is a yearly fee to maintain a website. There are advertising fees to draw in people to the monthly events, and there are paper and plastic products--plates, cups, forks, tablecloths, etc.--that need to be replenished.

Schedule of Special Events: We have a monthly sign-up for a featured artist reception that is held on the second Sunday of the month whenever possible. We have an art share that is open to the public two or three times a year. We run a workshop approximately four times a year. We have a community appreciation celebration once a year. We volunteer teach in the community's local summer art classes held at the library. We sponsor awards for the children's sidewalk chalk art contest.

Perhaps Doris Gorin will be responding also from Europe. I hope I have answered your inquiries satisfactorily.

Respectfully submitted by Susan Polstra, 530 333 0469 home
650 619 0696 cell

8/16/2013

To: Megan Arevalo

From: Doris Gorin, Outreach Coordinator for Art on the Divide Cooperative Gallery

Re: Enclosed Cultural and Community Development Grant Application

Thank you for your help when I contacted you yesterday with regards to the Grant Application.

This is my first time submitting a Grant Proposal, so I'm hoping everything is in order. The Art on the Divide Cooperative Gallery has been run as a non-profit cooperative since its' inception in May 2010. All members volunteer time to run the gallery and also pay a monthly fee (that goes to rent and services) as well as 10% commission on any sales. However, the structure was a partnership until recently. In July 2013 we completed the paperwork processes to become a non-profit under the Divide Friends of the Art/Historical Society.

The enclosed Profit & Loss statement is reflective of our business and the Monthly Budget is also enclosed. With reference to the "Space Rental" under "Income", this is the monthly fee that all of our members pay collectively. We are dependent upon continued membership and would like to reach out to the greater public to make our gallery known and visited. Extra funds will also allow us to improve our educational offerings to the community and provide us with a site venue that is historical and inviting.

Thank you for your consideration,



Doris Gorin, Outreach Coordinator

Art on the Divide Cooperative Gallery

C.A.O.
EL DORADO COUNTY
2013 AUG 16 AM 11:31

**Cultural and Community Development Grant Application
FY 2013-14**

Event/Project/Organization for which funds are requested: Art on the Divide Cooperative Gallery

Event/Project Location: Georgetown, California

Name of Organization: Art on the Divide Cooperative Gallery

Address of Organization: P. O. Box 184
6295 Main Street
Georgetown, Ca. 95634

Website: artonthedivide.com

Name of Contact Person: Doris Gorin or Sue Polstra

Telephone Number: 530-333-1687 or 530-333-0469

E-mail address: tdssg2@gmail.com or jepolstra@gmail.com

Total Amount Requested: \$3,700

1. Briefly describe the event/project/organization for which funds are being requested:

"Keep Art Alive on the Divide"....an overall marketing project to keep the treasured gallery in Georgetown operational and increase visitation to the gallery. Project includes preservation and maintenance of the historical rose garden at the gallery (used for events), a membership/donor drive to help with continued funding of the gallery, an educational component to include the community, better directional signage, local signage for monthly events, and advertising in print brochures inside and outside of the county.

2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.

Art on the Divide Cooperative Gallery (AODC) has just become a 501c non-profit (prev. a partnership). The non-profit gallery is under Divide Friends of the Arts & Historical Society. As a cooperative, members work in the gallery and also take on tasks as treasurer, secretary and committee member. Heads of committees and other designated representative meet monthly to set goals to be presented to the group as a whole.

3. Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:

50% to be used for Print publication advertising, special event local signage and directional permanent signage. Advertising for educational events.
25% for preservation and maintenance of historical rose garden (events venue)
10% to be used for Membership/Donor drive
15% to purchase supplies for educational and other events, any remaining funds to go towards an art scholarship for local youth.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

Membership/Donor drive would start immediately.
Print publication funds would be used as defined by deadlines, for 2013/2014
Our first educational event (jewelry making workshop) is scheduled for end of October 2013. We will schedule others approx. 3-4 months apart.
We will hire a gardener to help with our goal of preserving our garden. This would happen immediately and continue for life of fund.

5. What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):

Our target market will be tourists and the local community. We will ask for support from the local community through donor solicitations (donor drive), and we will participate in print publications that target tourists to our area.

6. **The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

"Keep Art Alive on the Divide" will encourage visitation to Georgetown by inviting our guests to participate in gallery events, a visit to our historical rose garden, and general support of the Arts. Our art education focus through workshops and demonstrations, will involve the community. Projected sales of art will help the county with its' tax base and further the economy by providing income to our artists and additional funding for the gallery.

7. **What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

Goal is to attract more members/donors/visitors to AODC gallery. With our slogan, "Keep Art Alive on the Divide", we want to instill an ownership by the community and visitors that their support will do just that. Visitation to our gallery can be measured by our guest book, which all are encouraged to sign. Sales in the gallery is measurable and would be tracked as well. Participation by our community in our education programs will also be an indicator of success.

8. **How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

El Dorado County, as a sponsor, will be recognized in all of our print advertising and materials that are developed as part of these funds. We understand that the El Dorado County seal, indicating sponsorship will be put on all promotional materials.

9. **Please provide any information on sponsorships for this event/project/organization:**

N/A. All current promotional funding is obtained through gallery members monthly dues and commission on sales. Additional members and dollars are needed for us to keep the doors open.

10. **If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

Matching funds available through workshop admission, and partial commission on sales for the project "Keep Art Alive on the Divide".

HISTORY OF EVENT/PROJECT/ORGANIZATION

1. How long has this event/project/organization been in operation:

AODC opened as a partnership in May 2010. As of July 2013, AODC is a non-profit 501c under Divide Friends of the Arts/Historical Society.

The project defined as "Keep Art Alive on the Divide" is a project that would be a new promotional campaign, if funds are awarded. It is an effort to keep our treasured gallery open to the public.

2. What is the overall attendance (past and future anticipated) of the event/project/organization:

Our monthly events will draw about 15-30 guests. Approx. 200-300 per year. Our regular scheduled days (Friday-Sunday) will fluctuate and is dependent on weather and season. This would amount to about 40-50 visitors per month.

Goal would be to increase our visitation by 10-20% in the next year.

3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.

n/a

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

Source	Amount
Donation Received 8/2013	\$100.00
***AODC has only been a non-profit since July 2013.	
Financial statement not available for us as a non-profit	
Total:	100.

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

Type	Amount
Workshop admission, project 30+ @ 20.00	600.00
Commission on sales(partial), 2013/2014	700.00
Total:	1300.

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

Based on past community support, would expect to receive additional \$500.00 towards this project in donations.

in-kind assistance from members in the form of 120 volunteer hours to make this project successful.


Expenditures

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
Garden restoration	\$925.	none at this time
Supply & staff 3+ Art Workshops	\$550.	Admission fee/hrs
ads in brochures/print publication	\$1,500.	volunteer hrs/commissio
Website & events maintenance	\$600.	partial volunteer hours
Supplies/printing for special events	\$500.00	partial volunteer hrs.
Mailings/ads for Member/donor drive	\$500.00	partial volunteer hrs.
design, order & install signage	\$1,500	partial volunteer hrs.
Total:	9234	

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: 
Title: Outreach Coordinator, volunteer
Applicant Organization: AODC
Date: 8/16/2013

Return Grant Application No Later than August 16, 2013 at 5:00 PM to:

**Chief Administrative Office
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667**

Art on the Divide Monthly Budget

Expenses:

Rent	\$350.
Insurance	42.
PGE	50.
ATT	43.
Merchant Services	20.
Supplies/Packaging	25.
Maintenance	20.
<u>Advertising</u>	<u>25.</u>
Total Expenses	\$575.

Income:

Space Rental	\$525.
<u>Sales Commissions</u>	<u>50.</u>
Total Income	\$575.

4:46 PM
08/06/13
Accrual Basis

Art on the Divide Cooperative
Profit & Loss
January 1 through August 6, 2013

	Jan 1 - Aug 6, 13
Ordinary Income/Expense	
Income	
Membership Dues	4,780.00
Sales	7,819.79
Total Income	12,599.79
Cost of Goods Sold	
consignment	7,094.40
Merchant Account Fees	184.29
Total COGS	7,278.69
Gross Profit	5,321.10
Expense	
Advertising and Promotion	317.25
Bank Service Charges	28.53
Business Licenses and Permits	66.00
Dues and Subscriptions	49.00
Insurance Expense	
General Liability Insurance	500.00
Total Insurance Expense	500.00
marketing	-50.00
Meals and Entertainment	100.00
Office Supplies	26.07
Postage and Delivery	9.20
Professional Fees	235.00
Rent Expense	2,450.00
Repairs and Maintenance	152.63
Telephone Expense	388.81
Utilities	905.54
Total Expense	5,178.03
Net Ordinary Income	143.07
Net Income	143.07 →

August Rent, PG&E & ATT bills not included