

### **Mission**

The Cultural Council of Santa Cruz County leads and advances the Arts by providing funding, advocacy and support to artists and arts organizations.

### **Vision for the Future**

We envision a vibrant Santa Cruz County, where individual and collective artistic expression thrives, and where the Arts are a valued part of all aspects of our diverse culture, economy and everyday life.

*The Cultural Council gratefully acknowledges its supporters who, for more than 30 years, have helped us make a difference in the Arts.*



### **The Cultural Council of Santa Cruz County**

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# 2009-2010

# ANNUAL REPORT

## *Executive Summary*



*Left to right: Painting at Cabrillo Music Festival, Shakespeare Santa Cruz, creating Corralitos tiles, future Taiko Drummers, Santa Cruz Youth Symphony.*

**2009-2010 Annual Report**  
*Executive Summary*

**MAJOR ACCOMPLISHMENTS**

In spite of the challenges of managing through another year of the economic downturn, the Cultural Council made significant progress in furthering its strategic goals. Nationally, arts funding decreased dramatically, and numerous stalwart arts organizations were forced to slash staffing and programs or closed altogether. Although the Cultural Council's budget and staffing contracted as a result of the economic downturn, services and programs remained strong.

The beginning of this fiscal year included the departure of Alberto Ráfols, and the hiring of Michelle Williams as Executive Director. During this time, an Organizational Assessment was completed by consultant Rita Casey, Ph.D. The implementation of the assessment's recommendations was launched in the second quarter, with most recommendations completed by the end of the calendar year. Under the frame of the 2009-2012 Strategic Plan, the Council spent the bulk of the year focusing on program assessment and development, and the building of organizational capacity through stronger communications and relationships.



*Japanese Cultural Fair.*

Through the SPECTRA/Arts Learning program, the Council convened a new Arts Learning Focus Group, which met throughout the year with the goal of reorganizing and refocusing the Arts Education Alliance. The Council granted over \$65,000 in grants to support arts learning in Santa Cruz County schools. Through the Grants Program, the Council granted \$162,000 to artists and arts organizations and also launched a comprehensive assessment of the Grants Program to identify how it can have the greatest possible impact on the health of local arts, given the reduced resources. In October, the Council delivered a very successful Open Studios Art Tour, with 300 participating artists and art sales up by 8%.



*Mintie White Elementary School student*

A new marketing and development consultant and a contract grant writer were hired to replace the Development Director, who departed at the end of 2009. The Council was awarded a Packard Foundation Organizational Effectiveness grant to fund a new strategic communications plan. In addition, funds were awarded by the Community Foundation of Santa Cruz County to replace the organization's aging computer and software systems.



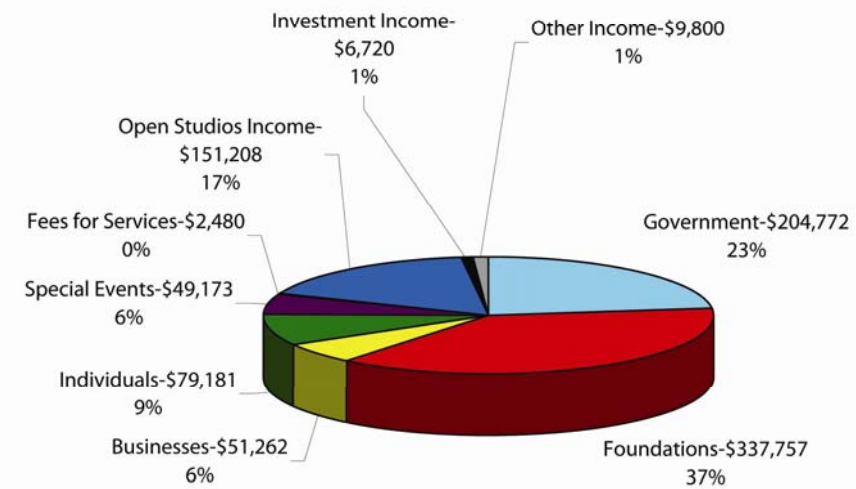
*Santa Cruz Youth Symphony*

**MAJOR ACCOMPLISHMENTS--continued**

The Council continued to increase technical assistance and professional development collaborative workshops for arts organizations and artists, and, working with community partners, supported the installation of the first-ever Santa Cruz County Poet Laureate in early 2010. Finally, the Council's annual fundraising event, *Primavera!* was extremely well-received and raised 20% more funding than budgeted.

In summary, 2009-10 was a year of transition, with strong community involvement and a focus on strengthening internal structures and external relationships to support the sustainability and vibrancy of the organization.

**Annual Gross Revenue by Source**  
**FY 2009-10**  
**\$892,353 (as of May 31, 2010)**



**Annual Expenses by Program/Department**  
**FY 2009-10**  
**\$900,351 (as of May 31, 2010)**

