



Annual Report 2008-09

Major Accomplishments:

The following are major highlights and accomplishments of the Cultural Council from July 1, 2008 through June 30, 2009.

Summary:

The economic downturn and the completion of Strategic Plan were some of the most significant highlights of the year.

The first six months of the fiscal year were spent in intensive strategic planning culminating with the adoption of the Plan in December 6, 2008. Earlier that fall, the Council managed to deliver a very successful Open Studios Art Tour. However, sales of calendars and art were somewhat down due to the recession.

In order to adjust to budget expectations and responding to the downturn in the economy, the Council was forced to take extraordinary measures in December. Staff was asked to take 2 days/month off between January and July.

The last six months of the fiscal year saw a very successful "Primavera" fundraising event at Chaminade which was delivered with grace and efficiency by staff and board and which met budget expectations.

Beginning January 2009, the CCSCC began strategizing on the implementation of the 3-year Plan adopted in December. An Executive Director Transition Committee was formed in January. In addition, funds were sought for re-evaluating and developing organizational staff structure

(pending/Community Foundation) and for Executive Director Search (awarded/Irvine Foundation).

After approximately five years in planning, the Council finally arrived at a clear new vision regarding the providing of Arts Education services county-wide. The new smaller program, which still needs some attention, responds effectively to best practices and current economic trends. The program is flexible and designed to be able to address future growth opportunities.

Since the adoption of the 2009-2012 Strategic Plan last December, much has been accomplished in upgrading marketing practices at the CCSCC. The website looks better and cleaner, core branding and messaging have been developed, marketing pieces have been more consistent throughout the programs. Because of funding and staff limitations, a complete marketing overhaul may have to be extended over a longer period of time.

The Council continues to increase technical assistance/professional development collaborative workshops for arts organizations and artists and expansion in hosting main area foundations' funding opportunity workshops. New collaborations, such as the Public Art Academy (involving 4 counties and 40 artists) and the creation of a Santa Cruz County Poet Laureate (Poetry Santa Cruz, SC Libraries, County Arts Commission, and County Office of Education) are scheduled to be launched in 2009-2010.

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- D. *Management Assistance/Workshops for Artist and Arts Organizations*

I. Programs

A. Open Studios Art Tour

Open Studios Art Tour

The Cultural Council of Santa Cruz County's Open Studios Art Tour continued its 23 years of success, with 298 artists opening their studios to approximately 7,000 residents and tourists. A preview exhibit, featuring work from each artist, was held at the Santa Cruz Art League from September 27 through October 19, and included two

receptions for supporters and the community.

B. Grants Program

This year, the Cultural Council awarded \$179,800 in grants to 46 arts organizations and artists. Packard Foundation funding for the Grants Program helped the Cultural Council to leverage additional support from the County of Santa Cruz; the Cities of Santa Cruz, Watsonville, Scotts Valley and Capitola; the Hewlett Foundation, the Irvine Foundation; and the community.

General Support Grants Awarded: 19
Project Support Grants Awarded: 27

The Cultural Council has continued to strengthen and streamline the Grants Program. The Program implemented a two-year funding cycle for the largest arts organizations, and Grant Guidelines and Applications are available on the Cultural Council's website. One of the main strengths of this program is the peer-panel awards process. The Grants Advisory Committee has five standing members. The three Grants Panels are comprised of Board and community members. Awards are based on three primary criteria: artistic merit, benefit to the community, and financial and administrative ability of applicants. The Cultural Council continues to be the only source of grant assistance to 80% of grantees.

C. Arts Learning Program

In 2008-09, SPECTRA artists presented hundreds of hours of arts education to thousands of students through workshops, residencies and performances in K – 8th grade schools. Through Packard funding, incentive grants to schools helped the Cultural Council attract additional funding from the Finkelman Family Foundation, Seagate Technologies, the Woolpert Family Performing Arts Grant Program, and United

Way's Women in Philanthropy. (2008 – 09
SPECTRA List)

Cultural Council implemented the third year of its arts education strategic plan: *2006-09 Arts Learning Blueprint*. Through this strategic process, the on-line SPECTRA Resource Directory of teaching artists has been expanded, local educators and arts organizations have convened an Arts Education Alliance, and the SPECTRA business model is being reframed and streamlined to continue to meet community and organizational needs.

II. Administration

A. Planning

The Cultural Council completed an organization-wide strategic plan, funded by the David and Lucile Packard Foundation in December, 2008. The goals of the plan are to reposition, strengthen and energize the Cultural Council of Santa Cruz County and its current programs and services under a mission-driven unifying theme. Concurrent to the Plan, a communication strategy was developed which reflected the newly repositioned Council and its services to constituents and community.

The Executive Director of the Cultural Council serves on the Board of Directors of the Tannery Arts Center (TAC), and is working on the planning and development of this multi-facility arts center being built in Santa Cruz.

B. Finance/Budget

It is expected that the Cultural Council will end 2008-09 with a nearly balanced budget of \$1,019,179. The endowment fund remains at approximately \$600,000. Endowment and interest income for 2008-09 is expected to be approximately \$19,870.

C. Staff

Staffing has been stable in 2008-09. Staff consists of 6 full time and 2 part time employees. Mandatory days off (2 per month) were instituted in January of 2009.

D. Governance

- The Cultural Council conducted an organization-wide strategic plan funded by the David and Lucile Packard Foundation. This plan is re-positioning programs and services under a mission-driven unifying theme to “lead and advance the Arts by providing funding, advocacy and support to artists and arts organizations.” Concurrent to the Plan, marketing strategy was developed to portray the newly repositioned Council and its services to constituents and community.
- The Cultural Council has completed a three-year strategic plan for its arts learning programs and has transitioned its programming to align community needs and organizational resources.
- Closer ties to the Cultural Council’s five government representatives have been achieved through individual meetings, and the relationship with Council Associates has been strengthened through collaborative initiatives. CCSCC presence at Gail Rich awards was very strong.

III. Fund Development and Grants

A. Summary of Fundraising Activities for 2008-09

- The 2008-09 Fund Development Plan, with a diverse range of fundraising activities, was approved by the Board in July 2008. While most goals were met, it was a very challenging year, with

contributions from the Hewlett Foundation, businesses, and governments lower than previous year. The Cultural Council's annual fundraising event, Primavera, was a great success and it met budget expectations.

B. Primavera

In 2008-09 the main Cultural Council fundraising event continued to be "Primavera" which has already become an expected and established annual event in the County. This successful and well attended event took place again at Chaminade Resort in Santa Cruz and included a reception, live and silent auctions with art-related packages and a sit down dinner. Main theme was the 30th Anniversary of the Council and founders of the organization were honored. Admission fee remained at \$125 per person and 122 tickets were sold. Art & Packages sold well at 110% of goal. Sponsorships were down because of the economic downturn. Primavera made the goal of raising \$27,000.

C. Medici Circle/Community and Business

The Medici Circle, created in 2002-03, encourages large donations from individuals (\$1000 and over) and local businesses (\$2500 and over). Medici donors continue to be recognized for their contributions in special receptions/events which also serve as forums for fundraising among new prospective supporters. In 2008-09, the Council saw a very slight attrition (-5.0%) in its Medici Circle contributions. Overall individual contributions (besides Medici) remained constant. However, business contributions were sharply down. Special visual artist (OS) contributions were -12% from the previous year, or \$9,183.

D. Foundation/Corporate Grants

- Community Foundation
\$7K from Rydell Fund
- Packard Foundation

\$95K Operations and Re granting
\$48.8K for Arts Education

- Hewlett Foundation
\$50K Re-granting
- James Irvine Foundation
\$50K (\$150K 3-year – Grants Program - beg. 2008-09)
- Woolpert Foundation
\$25K for SPECTRA
- Finkelman Foundation
\$5.5K for Arts Education
- Women in Philanthropy (WIP)
\$10K for Arts Education
- Seagate Technologies
\$10K for Arts Education

E. Combined Giving Campaign

The combined giving campaign reached \$20,000.

F. Government

- California Arts Council (CAC)
\$21.4K (Operations)
\$6.9K (SPECTRA)
- Santa Cruz County
\$170,775
- Cities (Santa Cruz, Watsonville, Capitola, Scotts Valley)
\$43,401

IV. Advocacy/Convening

A. Advocacy/Convening

In general, the Council continues to advocate for "support of the Arts as a civic investment, using sustainable public and private funding sources, supportive public policies, and accessible arts facilities."

- The Cultural Council Executive Director met with recently appointed and continuing government representatives from the Santa Cruz County Board of Supervisors, and the Cities of Santa Cruz, Capitola, Watsonville and Scotts Valley to advocate for public investment in local arts.
- Advocacy for arts education continued to be a priority this year. The Cultural Council Executive Director, Arts Education Coordinator, and members of the Arts Learning Advisory Committee met with the Superintendent of Santa Cruz County Schools, school district superintendents, trustees, directors of curriculum, principals and parents, as well as with colleagues in national state and regional arts and cultural organizations to begin to build the Arts Education Alliance.
- The Cultural Council Executive Director met with the leadership Committee of the Council Associates to explore how to raise awareness for the arts countywide and help small and midsize organizations fundraise.
- The Council convenes bimonthly meetings of Council Associates which include 45 members (*Council Associates List*)
- The Cultural Council participates in more than 15 collaborations and initiatives each year, including quarterly meetings with local arts commissions, as fiscal agent and facilitator for the Gail Rich Awards for artistic excellence, and ongoing work with the County Office of Education and school districts.
- The Cultural Council's Executive Director participated in Santa Cruz City public policy meetings, including the Arts and

Culture Steering Committee for the City Master Plan.

- Tannery Arts Center (TAC): Cultural Council Board and Staff continue to participate in planning of the TAC. The Cultural Council's Executive Director serves on the TAC Board.

B. Cultural Tourism

- The Cultural Council promotes cultural tourism through out-of-county print, radio, and television advertising for its Open Studios Art Tour, and in the Santa Cruz County Visitor's Guide distributed to 110,000 people annually.
- The Cultural Council continues to work with the Conference and Visitor's Council on cultural tourism campaigns, and is continuing its role with the Santa Cruz Economic Development Council to encourage and promote business and economic development in the City.

C. Exhibits

- The Cultural Council coordinated four exhibits at the County Government Center in 2008-09. Exhibits featured 18 artists (2-D and 3-D) who exhibited approximately 450 works of art. Each exhibit is 10 to 12 weeks in duration. Council staff members also help coordinate a Community Art Wall at the Government Building.
- The annual children's art show at the County Government Center features work created by students from Santa Cruz County public schools that participate in the SPECTRA Program. This year five schools were represented with 250 pieces of children's art in a variety of mediums. Children's art is also exhibited at Seagate Technologies.

- The Cultural Council held its annual exhibit of Open Studios artists at the Santa Cruz Art League. During its three-week run, 4,000 people view the work of this community's outstanding artists.

V. Marketing & Management Assistance

A. Website

- Website has been upgraded, maintained and kept up-to-date
- Website Homepage was re-designed. New website was unveiled in July 1, 2008
- Forms, surveys, reports and grant applications can be downloaded from the website
- Local Arts Page with links to Associates has been maintained
- Local arts calendar for visitors is updated quarterly
- Annual calendar is posted on Associates webpage to help with events' scheduling

B. Newsletters

The Cultural Council produced two newsletters in hard copy and email formats in 2008-09 that highlighted the organization's programs and services to the community. The newsletters are also available on the website.

In addition, the Cultural Council publishes ArtE-news, a quarterly email newsletter featuring grant and job opportunities, technical assistance/professional development information, volunteer

opportunities, and other related information to the arts community.

C. Community Resource

- The Cultural Council received a grant from the Community Foundation of Santa Cruz County's Rydell Visual Arts Fund to promote quarterly exhibits at the County Government Center. These exhibits are produced in cooperation with the County Department of Parks, Open Spaces and Cultural Services.
- The Cultural Council website acts as a resource to the arts, education, and general communities.
- The on-line Arts Learning/SPECTRA continues to expand to serve arts education in Santa Cruz County.

D. Professional Development Workshops for Artists and Arts Organizations

Management Assistance Workshops for Artists and Arts Organizations

In 2008 – 09, the Cultural Council offered a series of professional development and informational workshops:

- January, 2008 Grant Preparation Workshop
- March, 2008 Open Studio Application Workshop
- July, 2008 Open Studios Artists Workshop: Planning Your Open Studios Experience
- July, 2008 Dance Grantees Networking Meeting
- September, 2008 Professional Development Seminar: How to Price Your Art

- September, 2008 Professional Development Seminar: Theatre Arts: From the Page to the Stage
- September, 2008 Poet Laureate Exploratory Meeting
- October, 2008 Creative Work Fund Grant Seminars (3)
- November, 2008 Grant Preparation Workshop
- December, 2009 Grant Preparation Workshop
- January, 2009 Grant Preparation Workshops (2)
- January, 2009 My Art, My Money & the IRS (Collaboration w/Al Walters and the Small Business Development Center)
- April 2009 The Arts Funders' Forum

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