

Powering Yolo County's Economy through Art

Cultivating Creativity while growing the local economy through art

YoloArts

www.yoloarts.org

Tax ID: 94-2814155

Mission

YoloArts is dedicated to cultivating and enriching people's lives through the arts.

Vision

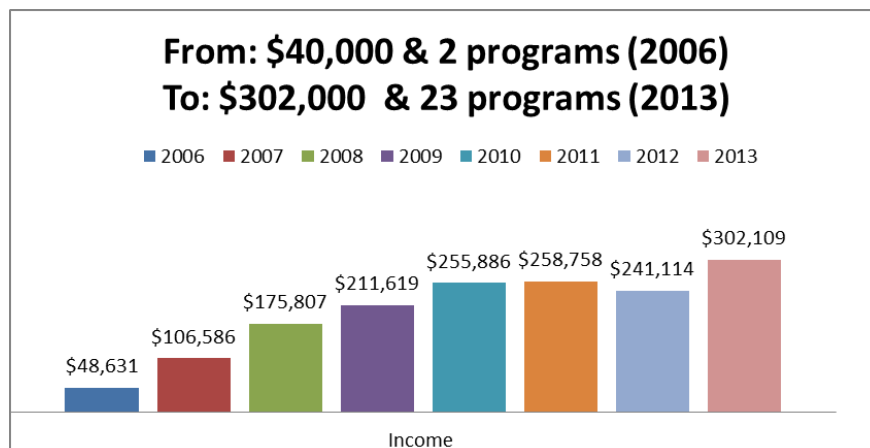
We accomplish this mission by supporting art education programs, exhibitions, galleries, businesses, farms and public places. YoloArts connects artists with their communities to create vitality, emotional and intellectual enrichment, and fun.

Background

Established in 1981 by the Yolo County Board of Supervisors, YoloArts, (popular name for the Yolo County Arts Council) is the sole agency designated by the Yolo County Board of Supervisors as Yolo County's local partner in the California Arts Council State/Local Partnership Program.

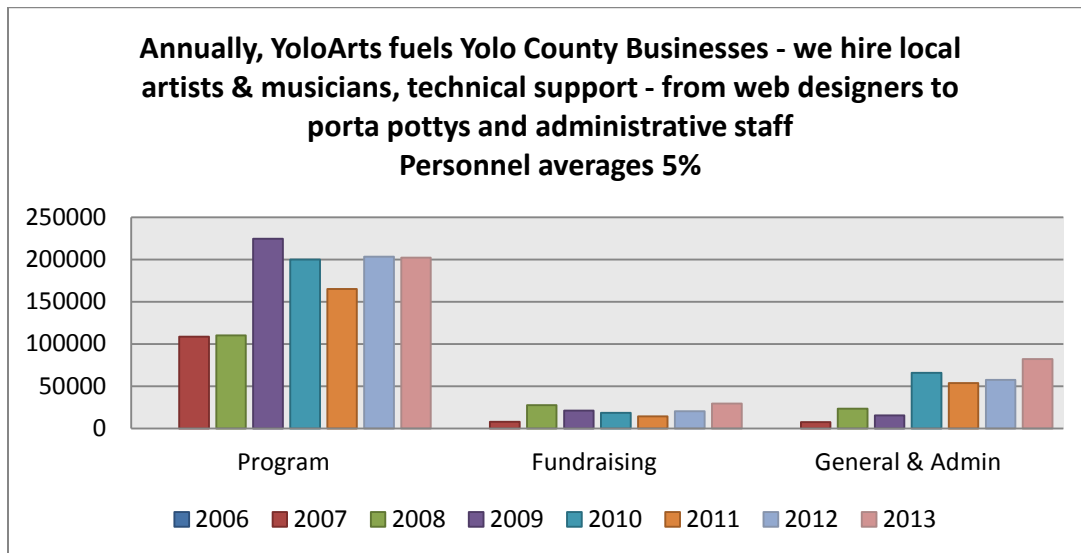
YoloArts has enjoyed a positive relationship with Yolo County for many years. Since 1993 the County has provided office space to the organization as in-kind support. Annually, a \$15,000 stipend has been paid to YoloArts for services provided such as curating and managing Gallery 625, managing the county's 75 piece public art collection, and facilitating public art selection and installation as needed, such as the 2013 art installation at the Hanna and Herbert Bauer Memorial Garden. In recent years, YoloArts has worked with the Yolo County Agricultural Commissioner on harvesthubyolo.org and in the design of the California Specialty Crops Guidebook, now available for downloading on harvesthubyolo.org. This work is an outgrowth of our Art and Agriculture Project.

Since 2006, the organization's annual operating budget has grown from just under \$40,000 to over \$300,000 (see Figure 1).



This growth can be attributed to a strategic and aggressive approach to pursuing grant funding for programming. There are few funders available to Yolo County organizations offering general operating support. YoloArts' signature Art and Agriculture Project and its arts education programming have grown due to private foundation funding and modest funding from the California Arts Council. The arts education program has been offered in all five Yolo County school districts, as well as the schools and programs run by the Yolo County Office of Education. The income growth can also be attributed to the development of two fundraisers annually, and attention to membership and donor cultivation.

YoloArts has been a grateful collaborator with Yolo County government as we work to promote and encourage interest and participation in the arts and humanities in our unique county. We are the only public benefit arts organization promoting and linking county arts organizations to the residents of our county. We offer and provide assistance to other community groups and arts non-profits. For example, we have been the fiscal receiver for a chamber music group and currently provide fiscal receiver service to the Yolo Community Band. Income flows back into the county through our work (see Figure 2)



Request for Funding

Communities with strong arts and cultural development are communities where people want to live, tourists want to visit and companies want to locate. Quite often the role the arts play in economic development flies under the radar and the connection fails to be made that art actually functions as the “canary in the coal mine” and as a key indicator of economic health.

We are proposing enhanced service to Yolo County focused on the *Agriculture and Economic Element* of the *Yolo County General Plan*, the document guiding the county’s work for many years to come. Our work fits into the agriculture and economic development strategies adopted by the Board of Supervisors for its planning well into the future. We see this service growth as a way to enhance quality of life for the 204,118 residents of Yolo County, attract new residents and business, and encourage visits from tourists.

For the last several years, YoloArts has grown to become the county’s source point for arts information, Yolo County’s resource and referral organization for the arts and related community events, and the county’s only organization bringing together in a coherent program, the agriculture and art industries. This program has brought over a quarter of a million (new) dollars into the county’s economy from state and national grant funders. These funds were used to hire artists, offer stipends to farmers and employ program coordination.

Yolo County General Plan Goals: Agriculture and Economic Development Element – Where do the Arts fit in?

Agriculture

AG - 1, 3, 4, 5 and Actions AG - A11, A16, A22

| Preserving agriculture | Healthy Farm Economy | Ag Education and awareness | Informing the public about the 'working landscape | Promoting local food | Connect residents with agriculture | Encourage ag/eco tourism | Support a Farm to School program |

YoloArts' Work and Agriculture:

YoloArts' homegrown Art and Agriculture program complements the goals and implementing the actions of the county's general plan. The Art and Agriculture Project promotes Yolo County foods and products, and serves to connect residents (and artists) with the agricultural community. A next phase of the Art and Agriculture Project would be expansion to develop the program as a key component of agri-tourism in Yolo County. Our "Seeding Art for Change" elementary art and ag education program is inspired from the Yolo County Farm to School Program.

Highlight: We were recently awarded funding to implement the "ArtFul Plate" initiative – a project that brings together Yolo County restaurants, artists, farmers and their produce with the goal to further art for public benefit, steer more people to our local restaurants, and inform and educate residents and visitors about the beautiful, nutritious bounty from Yolo County farms.

Economic Development

ED – 3, 4, 4.3, 4.6, 4.12, 4.13, 4.16, 4.17, 4.19, 4.20

| Revitalize communities | Expand tourism around local attractions | Support events showcasing local products | Collaborate with the non-profit community | Support programming that promotes the history and culture of Yolo County | Create opportunities for visitor centers in downtown areas | Market locations to film and advertising industry |

YoloArts' Work and Economic Development:

Our work with the Art and Agriculture Project and community engagement work (recent Mandala Project located in downtown Esparto and West Sacramento, for example) is a part of the revitalization of communities the County is seeking to accomplish, as well as inspiring opportunities to expand tourism around local attractions. We partner with the Yolo County Visitors Bureau on efforts to market art activities attractive to tourists. We have the ability to work with film and advertising industry to market the county as a shoot location. Bringing artists to farms serves as an economic development activity and recreational activity as both professional artists and citizen artists participate in the Art and Ag Project. The annual Art Harvest in November showcases the arts along with farm products produced in Yolo County. Although our efforts to re-locate our office in the downtown core of the county seat and host both art and farm products for show and sale have stalled, we continue to pursue this strategy that complements the county's plan to promote downtowns as vibrant places and areas where local products can be showcased.

YoloArts Revenue

A significant portion of our revenue is from grant funding, most in the form of competitive grants. Year-to-year budget projections are challenging due to competition for these limited dollars. Grant funding consistent from year to year totals \$36,400 (County of Yolo and State/Local Partner Program of the California Arts Council). This amounts to approximately 11% of our budget. As you can see below we are providing some services for a fee to cities in the county.

The takeaway of this revenue snapshot is that like most for non profit businesses we work very hard to provide relevant and innovative arts programming and services in Yolo County. We are grateful for the county's past investment in our work that has included:

- Manage and install art exhibitions at Gallery 625 in the county administration building, showcasing the work of new and mid-career Yolo County and regional artists for public benefit and to further art in the county
- Act as the chief art consultant to the County
- Develop, and periodically refresh the county's Art Plan

YoloArts serves as the lead Arts Agency in the four county, regional "Give Local Now" efforts to increase philanthropy for the arts. Our work has and will continue to grow individual gifts to benefit the arts and our region.

YoloArts receives funding from the following agencies and organizations:

Current county, state, city, and tribal government revenue:

- Yolo County - \$15,000 (7 cents/resident)
- California Arts Council – total: \$31,400 (15 cents/resident)
 - Artist in Residence program (competitive grant) \$10,000 (program funds)
 - Creating Places of Vitality (competitive grant) \$9,400 (program funds)
 - State Local Partner Program \$12,000
- City of Woodland - \$5,000
 - Fee for Service for coordinating First Friday Art Walk
- Yocha DeHe Wintun Nation Community Fund - \$50,000 (program funds)
 - Art education program (competitive grant)
- City of Davis - \$25,000 (*pending*)
 - Fee for art advisory service
- City of Winters - \$1,500 (*pending*)
 - Fee for community art festival coordination and consultation

Private Foundation or one-time project grants

- James Irvine Foundation – 4 years \$30,000 per year Art and Agriculture Project (2009-2013); funding has ended, unknown whether grant opportunities will become available this year
-
- Creative California Communities - \$46,000 one year for Art and Ag Project ArtFul Plate initiative
- Other small grants (\$2,000-5,000 each) - \$15,000
- Woodland Healthcare – Fee for art collection consulting services (program funds)

Education Partner Matching Funds:

Participating schools and the Yolo County Office of Education provide matching funds: \$28,000 (program funds)

Membership Revenue \$15,000

Fundraising \$18,000

YoloArts Proposal:

We believe our work as your State-Local Partner and lead art agency continues to be one of the primary strategies for effectively supporting and strengthening Yolo County through the arts and creativity.

YoloArts has impacted and served every community in the county, and has had a unique partnership in promoting agriculture.

As Yolo County's art consultant and state/local arts partner, we seek to: Promote and encourage interest and participation in the arts and humanities within Yolo County. These "Arts" include, but are not limited to: arts in education, multi-cultural arts, **cultural tourism and economic development**, local arts marketing, art exhibitions, concerts, poetry, and publication of a quarterly arts e-news highlighting artists, arts organizations, the creative community and targeted arts marketing efforts to encourage residents and tourists to support artists, art and cultural institutions and agriculture in our county.

With increased support commencing in 2014-15 and each year after for three years - YoloArts would administer the follow goals and deliverables:

Goal 1: Promote, sponsor, and continue to initiate art and agricultural programs and events that will attract residents and visitors to power Yolo County's economy.

Objective 1.1: Continue current level of the Art and Ag Project.

Deliverables: 20 Artist to Farm visits annually

3 Master Artist Workshops/year on participating farms

1 annual exhibition and gala showcasing the art and farm products of our region

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Objective 1.2: Develop and implement innovative strategies to expand arts and agricultural programming such as Artful Plate (farm to fork), Spoke 'N Art (art and ag bicycle tour), and collaboration with the California Indian Basket Weavers Association (CIBA) to further our Native American arts.

Deliverables: Artful Plate 2014

4 (four) restaurants with locally sourced meals promoted with four limited edition art plates
Artful Plate as annual event 2015-18

2 – Restaurants /2 art plates one per season (harvest and spring)

Spoke 'N Art developed and implemented 2015-18

Partnership established with CIBA 2015-16

Objective 1.3: Create and administer a Community Arts Marketing Program to provide promotional assistance to programs, artists, and arts groups in partnership with local municipal or rural communities.

Deliverables: Collaborate with local communities on arts marketing, 2015

Develop plan for communities to promote programs/events, 2016

Marketing Program implemented in communities, 2016-18

Goal 2: Provide referral and resource center for local artists, residents, and visitors in Yolo County communities.

Objective 2.1: Maintain office and ancillary spaces for the purpose of rotating art exhibits, artist-in-residency programs and other presentations.

Deliverables: Office hours identified, 2014-18

Active and accessible website, 2014-18

Online arts calendar and arts directory, 2014-18

10 Gallery 625 Exhibitions annually – featuring regional artists, music and performance while featuring the wines of Yolo County.

Facilitate quarterly meeting with county staff to review progress on deliverables

Provide 2 presentations annually to the Yolo County Board of Supervisors on the progress.

Objective 2.2: Provide access to and administration of public art throughout County.

Deliverables: Scope of work/timeline for public art for the new Family Facility for Juvenile Hall 2014-15

Monitor future projects – Day reporting center, solar education center 2015-17

Provided public art consulting as needed 2015-18

Research mechanism for public art conservation fund 2015-18

Public art brochure, map, and digital app, 2015-18

Goal 3: Increase arts education in Yolo County Schools (59 schools).

Objective 3.1: Increase the number of participating schools by 3 each school year.

(Baseline: 2014-15, 9 schools)

Deliverables: 12 schools, 2015-16

15 Schools, 2016-17

18 schools, 2017-18

Objective 3.2: Initiate an Arts Education Leadership Team in partnership with the California Alliance for Art Education to develop arts curriculum models.

Deliverables: Audit of all programming and curriculum, 2014-15

Develop curriculum models for key disciplines, 2015-18

State Local Partner with the California Arts Council Since 1993

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Objective 3.3: Provide arts education curriculum models online available to Yolo County teachers.

Deliverables: Curriculum models online for grades K-2, 2015-16
Curriculum models online for grades 3-6, 2016-17
Curriculum models online for grades 7-9, 2017-18

We are proposing Yolo County consider an augmentation in the agreement we maintain with you, in the matter of compensation.

Current compensation: \$15,000

Proposed increase 2014-15: \$105,000 – 2015-18= \$120,000 per year.

Total proposed annual Yolo County compensation to YoloArts for arts services in the implementation of the county's General Plan: \$120,000 per year for three years.

Proposed Budget		
Payroll	Director	25,000
	Staff	10,000
	Payroll Taxes	4,200
	Benefits	9,000
Sub Total Payroll and Benefits		48,200
Facility - utilities		15,800
Marketing - Events	Community Local Arts Marketing	\$2,000
	Art & Ag programs and events	\$20,000
Tourism and Development		10,400
Art Education		5,600
Total Budget		\$120,000

This important funding would provide us the means to advance our work in development of the arts; build our capacity and fuel the county's economy creatively – thank you for your consideration.

We look forward to your positive response by October 30, 2014.

Artfully Yours,



Matt Lane
President



Danielle Whitmore
Executive Director