



*The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts, including strengthening and broadening the County's economic base.*

Art tourism is **any activity that involves travel to see art** and would include those people who travel very specifically to see art among other activities during tours, holidays or other trips away from home. Examples include art galleries, the Monterey Museum of Art, Sol Treasures and the Steinbeck Center.

According to a study on cultural tourism from the International Journal of Tourism Cities, cultural amenities in the form of sights, landmarks, museums, concerts and shows **have a positive impact on tourism** demand. Examples include Monterey Jazz Festival, Carmel Bach Festival and the Greenfield Harvest Festival.

The pairing of arts and culture with **tourism can lead to economic development** by bringing visitors to the area, while also contributing to a community's wellbeing by invigorating local areas through creative practice, such as Sand City's Mural Festival and West End Celebration.



## 2021-2022 Highlights



**Established the Monterey County Poet Laureate program, announcing Daniel B Summerhill as the Inaugural Poet Laureate**

*“I now have a specific duty to the county to leverage language as a means of social action, community building and truth-telling.” - Daniel B. Summerhill.*

**Funded more than 50 nonprofits providing arts programming to Monterey County Residents and visitors, including**

**District 1 - Alisal Center for the Fine Arts, Asian Cultural Experience, Hijos del Sol**

**District 2 - Rancho Cielo Youth Campus, Hidden Hills Ranch, Prunedale Senior Center**

**District 3 - Sol Treasures, Greenfield Cultural Center, Monterey County Dance Theater**

**District 4 - Palenke Arts, The Wahine Project, SpectorDance**

**District 5 - Monterey Jazz Festival, Pac Rep Theater, Carmel Dance Festival**



**\*More than 1/3 of all attendees to museums, theaters, concerts and festivals travel from outside the county, contributing to transient occupancy tax**

## 2021-2022 Highlights

Featured in MCCVB's Cultural Road Trip highlighting cultural events and venues throughout the county.  
One of their **highest rated blogs!**

<https://www.seemonterey.com/blog/post/cultural-road-trip/>



Provided free marketing and professional development programs to artists and arts organizations including

“Create Marketing Graphics Like a Rockstar with Canva” featuring Patty Ross in July was one of our highest audience for artists and arts organizations

“Promote Your Art Business” in partnership with the Monterey County Convention and Visitors Bureau.

Increased marketing of new emerging artists and arts businesses with monthly “Artist Spotlights”



*Artist Spotlight*

  
Zach Weston, Executive Director  
The Weston Collective

Tune in to learn how Zach Weston is building the bridge between the past and future of photography on the peninsula!

WEDNESDAY, NOVEMBER 10, 2021 | 12:00 PM  
LIVE PRESENTATION AT  
[WWW.FACEBOOK.COM/ARTS4MC](https://www.facebook.com/arts4mc)

VISIT [ARTS4MC.ORG](https://www.arts4mc.org) FOR PREVIOUS PRESENTATIONS

 ARTS COUNCIL  
for MONTEREY COUNTY

## ARTWORKS @SAND CITY

600 Ortiz Ave, Sand City  
Affordable Artists Studios & Gallery  
Opening August 2022



## 2021-2022 Highlights - Testimonials



Upon announcement of Daniel B. Summerhill as Monterey County's Inaugural Poet Laureate:

"This brings tears to my eyes Jacquie, for so many reasons. I am so proud of the work the Arts Council and you are doing. You all are **writing a powerful history for my beloved hometown!**"

- James B. Golden, Inaugural Salinas Poet Laureate

"In the past few years, Arts4MC has really stepped up their help for individual artists both in financial support from grants and providing affordable studio space. They were instrumental in helping with funding for the murals in Sand City by artists, both local and national, and the mural in the ART PARK where events happen every month. Now Sand City has become a destination place because of all the wonderful art gracing its buildings."

-Marcia Perry, Founder/Executive Director, Youth Arts Collective



Mural by artists Bryan Gage and Paul Richmond, Sand City Art Park