



ARTS COUNCIL for Monterey County

COUNTY OF MONTEREY DSA WORK PLAN 2024-25 \$603,164

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.

In 1985, the Board of Supervisors selected the Council as a member agency of the new Development Set-Aside Fund - formally recognizing the critical role of the arts sector in “strengthening and broadening the County’s economic base”.

We work collaboratively with arts groups and community partners throughout the county in every sector to “ensure a diversified and healthy economy that enhances the well-being and prosperity of Monterey County Residents. Our arts, culture and heritage programs strengthen community ties and are a magnet for the kinds of tourists that the hospitality industry has found are more likely to stay longer and spend more.

The Arts Council for Monterey County supports artists, programs, and organizations that preserve culture, create community, promote arts as a universal language, and stimulate the creative economy. The organization’s overarching strategy is to advance social equity through the arts by supporting artists, programs, and organizations that are emerging, under-resourced, or underrepresented. In doing so, the Arts Council pursues the following strategies in programs and operations:

- **Facilitate access** to entry for under-resourced, nascent, emerging, or typically underrepresented groups in accessing Arts4MC’s resources and services.
- **Form partnerships** with leading local organizations at the forefront of social equity issues in Monterey County.
- **Expand Arts4MC’s scope of work** to include and recognize less traditional and conventional art forms.
- **Stimulate the creative economy** through development of artists and arts organizations.

Why the Arts Matter in Monterey County

The arts play a vital role in preserving and celebrating the rich cultural heritage of Monterey County. Through various art forms such as visual arts, music, dance, theater, and literature, residents and visitors alike can experience and appreciate the diverse cultural traditions that contribute to the identity of the region.

According to the National Endowment for the Arts, the arts and cultural industries hit an all-time high in 2022, contributing 4.3 percent of gross domestic product (GDP), or \$1.1 trillion, to the U.S. economy. And in California, the creative economy was responsible for a total GRP of \$507.4 billion, roughly 14.9% of the state’s total (Otis Report 2023) and supported 7.6% of California’s jobs. **In Monterey County, the creative economy is approximately \$1.5 billion, supporting 14,278 jobs, with the performing arts sector**

only contributing \$320 million to the economy, including \$43 million to state and local tax revenue and supporting 4,273 jobs.

We propose the following activities for 2024-2025 based on the same budget amount as this fiscal year:

Goal 1: Economic Development \$367,500

The arts contribute significantly to the local economy of Monterey County. Arts organizations, galleries, theaters, and creative industries generate revenue, create jobs, attract tourists, and stimulate business activity. Additionally, cultural tourism, driven by attractions such as the Monterey Museum of Art and the annual Monterey Jazz Festival, brings in visitors who support local businesses and contribute to the overall economic vitality of the region.

Economic development consists of targeted activities and programs that work to improve the economic wellbeing and quality of life of a community. Desired outcomes can include building local wealth, diversifying the economy, creating and retaining jobs, attracting businesses and talent, and building the local tax base.

Measures:

1. Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance and consulting and coordinate two (2) County Grant Awardee Receptions;
2. Support at least ten (10) festivals, concerts, or performances with funding and promotion that are economic drivers in the county. Internationally recognized presenting groups like the Monterey Jazz Festival and the Carmel Bach Festival have a long tradition and are still growing and finding new audiences from every corner of the globe;
3. Facilitate access to entry for under-resourced, emerging, or typically underrepresented artists and groups by providing affordable artists' studios and gallery space to assist in launching or expanding their art business, while increasing sales;
4. Curate annual art installation at County Government Center, including CAO's conference room, showcasing 30-40 local artists and organizing the annual Awards Reception and promotion.

Goal 2: Workforce Development \$193,134

“Artwork is real work” because it requires creativity, skill, time, and emotional investment. Artists are professionals who contribute to society through their creative endeavors, enriching our lives and culture in meaningful ways.

According to Entrepreneur.com, creative industries provide jobs, encourage tourism and boost revenue to local businesses. Labor studies also show that the value added by arts and culture to the U.S. economy is five times greater than the value from the agricultural sector.

The arts are a dynamic contributor to the small-business sector. The creative industries are composed of many talented workers who are self-employed, freelancers or employed by microenterprises. According to the National Endowment for the Arts (NEA) analysis of

U.S. Census occupational data, artists are nearly 3.5 times more likely than the total U.S. workforce to be self-employed (33.6% vs. 9.8%). Many nonprofit arts organizations, too, are small businesses and play an important role in training creative workers and incubating artistic enterprises.

As more and more businesses rely on employees at all levels to creatively adapt and improve ways of doing business, Monterey County has to provide a range of experiences beyond school to develop the creative skills needed to maintain our comparative advantage in the global marketplace. Many workers with these skills can also develop their own businesses and further diversify and strengthen our economy. Nonprofit arts presenters are also uniquely committed to providing the first opportunities for workers with barriers to employment.

Measures:

1. Support at least twenty (20) emerging artists to launch or expand their businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.)
2. Partner with business development organizations, incubators, and educational institutions to support arts-based entrepreneurship and creative industries that can spur economic growth and job creation. Provide resources, training, and networking opportunities for artists, designers, and creative entrepreneurs can foster innovation, talent retention, and economic diversification. Provide at least four (4) free professional development programs on starting and building arts businesses, marketing and promotion, etc. for artists and arts and culture organizations;
3. Prop 28, which passed in November 2022 will provide \$1 billion annually to fund 15,000 credentialed or classified art teachers to fulfill the mandated visual and performing arts programs throughout California schools. We will collaborate with regional partners, community colleges, universities and workforce development agencies to help build this pipeline for artists and teachers to obtain the required training;
4. Complete Mural in Chualar as requested by D1 Supervisor Alejo and D3 Supervisor Lopez; *“September 2023 was the 60th Anniversary of the Chualar train crash where 32 bracero workers were killed and a couple dozen injured when the train hit the makeshift bus they were in. This would be an amazing project in that community. Only public artwork on the central coast on that important part of our history.”*

Goal 3: Marketing \$35,000

The arts make communities vibrant, welcoming, and desirable to visitors from all over the world. Cultural places and events are magnetic, attracting not only artists but families, travelers and businesses. Creative placemaking—the gravitational effect of culture on neighborhoods—positively impacts local economies and quality of life. It creates jobs and stimulates commercial traffic, all of which leverage neighborhood revitalization, attract diverse populations and strengthen communities. Capitalizing on these effects of creative placemaking requires strong public-sector support.

Measures:

1. Produce and promote the annual Open Studios Art Tour in October 2024, which will increase art sales for artists over these two weekends. Arts Habitat requested we take

over this program allowing us to expand the tour to be as successful as Santa Cruz County's Tour which features over 300 artists and generates over \$1 million in art sales for the artists. The MC Weekly will design, print and distribute 24,000 guides and we are also producing a mobile app for the Tour;

2. Participate in five (5) community events, festivals, and outreach programs to connect with local residents and build relationships. Host workshops, educational programs, or open rehearsals to engage with audiences and foster a sense of belonging;
3. As eighty percent of participants at large festivals (Cali Roots, Monterey Jazz Festival) are from outside the county, we will leverage digital marketing channels such as social media, email marketing, website, and online advertising to reach a broader audience. And create engaging content, share behind-the-scenes glimpses, promote upcoming events, interact with audiences online and continuously update specialized apps such as self-guided tours (Cultural Road Trips) in collaboration with SeeMonterey.

Goal 4: Collaborations and Partnerships \$7,500

By fostering collaboration and partnership across sectors, the arts can serve as a powerful catalyst for economic development, driving innovation, creativity, and prosperity in communities. By leveraging the unique strengths and assets of each partner, communities can harness the transformative power of the arts to create vibrant, inclusive, and resilient economies for all.

Measures:

1. Partner with SeeMonterey, local chambers of commerce, and businesses to promote arts and cultural attractions to attract visitors to the area, stimulating spending on lodging, dining, shopping, and entertainment. Collaborative marketing campaigns, cultural events, and arts festivals can showcase the community's unique cultural assets and attract tourists from near and far.
2. Collaborate with 2 local communities/cities, including urban planners, developers, and community officials or organizations to integrate arts and culture into neighborhood revitalization and placemaking initiatives to enhance the aesthetic appeal, vibrancy, and livability of communities. Public art installations, murals, and cultural districts can transform underutilized spaces into vibrant destinations, attracting residents, businesses, and investment.
3. Collaborating with developers, investors, and community stakeholders to integrate arts and cultural amenities into revitalization projects to enhance property values, attract investment, and catalyze economic growth. Mixed-use developments such as East Garrison Artists Live/Work project, creative incubators, and arts hubs can create synergies between arts, commerce, and community development, fostering a vibrant and sustainable local economy.