



## COUNTY OF MONTEREY DSA WORK PLAN 2021-2022 \$566,436

*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 2018, the total economic impact of the creative cultural sector in Monterey County was \$1.6 billion, inclusive of the economic activity of sector enterprises and the economic activity of audiences and participants who visited these enterprises. The sector was directly responsible for 8,150 Full Time Equivalent (FTE) jobs. Between 2015 and 2018, the sector grew by 9%. It was the 8th largest employment sector in the County.

According to a recent study by John Hopkins University, the nonprofit creative sector was the **hardest hit sector** in the economy. Unlike restaurants that could still provide take out service, the arts came to a screeching halt. It will take years for recovery and people to feel comfortable attending festivals or indoor events. The arts are “second responders” - we are mental health providers (especially during quarantine), we keep kids in school and out of gangs, we serve veterans, we offer accessible programs to underserved seniors and at-risk youth.

2020 was a year of surviving and sustaining - we now need to focus on re-starting and re-building, and it will take many years to return to the economic impact prior to the pandemic. For the next few years, we must invest in our artists and arts organizations to rebuild the arts and cultural sector for our community. We know that arts play a crucial role in healing, connection and social engagement.

But what does that mean for the arts—an industry where 40% of cultural organizations have used reserves, over half of all creative workers report having no savings left, and where there may be a serious challenge getting the engine restarted without assistance? We need to prioritize a one-two punch: relief funding to get both creative businesses and individual workers on their feet and also recovery funding to provide a “runway” to get production up and running again. If we can achieve that, we could strategize how to ride a cultural boom created from pent-up demand. If we can’t, our doors won’t be ready to reopen and our products won’t be ready to sell, which will be problematic to both the creative economy and local economies of all types.

[ArtsFund’s Economic Impact Study](#) reminds us that arts and cultural organizations advance many strategies used by private, public, and philanthropic leaders to strengthen communities. The findings show the ripple effect of the arts in supporting a thriving economy as well as building more connected communities, elevating the quality of life, and defining regional and civic identity. Whether your focus is on strengthening the economy, enhancing education, improving outcomes for youth, talent acquisition and retention, or building stronger neighborhoods, the arts can be a robust tool to achieve your goals.

Arts4MC plans to continue being a leading resource agency to re-starting the arts by providing the necessary funding and resources to support and heal our community, through the arts.

## **Goal 1: Capacity Building / Business Retention \$323,536**

The Arts Council recently contracted with Arts Market to conduct an Economic Impact on the arts sector in Monterey County so we had the full picture of how the Covid-19 pandemic has impacted the arts, specifically performing arts and museums. As you can expect, it has been devastating - 93% reduction in earned revenue due to closures and cancellation of programs and events, 72.5% reduction in workforce and 69% reduction in economic output. This report estimates it may take up to 15 years for recovery, and approximately 30 of our arts organizations may not survive.

During the pandemic, many organizations used their reserves and donations to survive, and keep the lights on. They now need time and funding to ramp up again once things open up. In the meantime, the Arts Council will encourage funders to provide unrestricted capital to support these most vulnerable organizations.

### **Measures:**

1. Provide approximately fifty (50) unrestricted operating support grants to the most vulnerable arts organizations who need “rebound” capital to restart their arts programs and events.
2. Expand affordable co-op art studio spaces to two (2) additional spaces in other cities - through innovative partnerships with local property owners; and provide free marketing and professional development programs for the approximately 30-40 local emerging artists to build and launch their art business. Our pilot program, the ArtWorks @Pacific Grove in the American Tin Cannery brings vitality to the community and provides the tools to emerging artists to begin their art business, but will be closing this summer to convert into a luxury hotel, leaving 17 artists without studios to build their art business. We must find permanent locations for these artists and the more than 30 artists on our waiting list. We plan to locate one space on the Monterey Peninsula and another in the Salinas Valley.
3. Organize the first Monterey County Poet Laureate program to increase visibility of the arts in our community. We will establish a Poet Laureate Commission composed of volunteers including county residents, noted poets, professors of poetry and literature, librarians, and other leaders of cultural institutions, to review the nominations process, requirements and qualifications of the candidates, vets nominations and participate in interviewing finalists. The Arts Council is ultimately responsible for forwarding final recommendations to the Board of Supervisors.

## **Goal 2: Economic Development / Tourism: \$119,700**

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.

Artists, nonprofits, & cultural groups will maximize their reach & deepen impact through our grant funding, training & consultations.

According to a 2018 study by ArtsMarket, Inc., the economic impact of the creative-cultural sector in Monterey County generated approximately \$1.6 billion in business activity. This is due to spending that cultural organizations make in the process of supplying their services - 93% of which is spent locally - and spending of cultural patrons. Ticket sales accounted for one-third of patron spending, with the remaining two-thirds spent in restaurants, transportation, hotels, retail shops and childcare.

In addition to directly employing people, cultural organizations create jobs through their business activities and patron expenditures, supporting 14,278 direct and indirect jobs in Monterey County, producing \$703 million in labor earnings and benefits, while generating \$98 million in state and county tax revenue. These impacts create a ripple effect of economic activity throughout the county.

**Measures:**

1. Deepen visitor engagement by 10% by increasing online advertising, expanding social media and creating specialized apps such as self-guided tours (Cultural Road Trips).
2. Support at least five (5) festivals or concerts through grants, consultations and promotion that are economic drivers in the county (e.g., Monterey Jazz Festival, Monterey Symphony, Greenfield Harvest Festival)
3. Increase capacity for at least ten (10) local nonprofits to expand art programs through grants and technical assistance consulting (e.g. Alisal Center for Fine Arts, Spector Dance).

**Goal 3: Business/ Workforce Development \$64,100**

The arts provide the critical-thinking, communications and innovation skills essential to a productive 21st-century workforce. The arts create jobs and produce tax revenue. For every dollar invested in the arts, \$6 dollars are returned in tax revenue. A strong arts sector is an economic asset that stimulates business activity, attracts tourism and expands a state's work force and tax base. The arts have been shown to be a successful and sustainable strategy for revitalizing rural areas, cities and populations struggling with poverty.

Expand opportunities for Monterey County residents with barriers (low income, at- risk, limited transportation, limited language or learning disabilities) to become more valuable and competitive by linking artists and arts programs with business and training opportunities. Individuals with these skills can also develop their own businesses, further diversify, and strengthen our economy. Nonprofit arts organizations are also uniquely committed to providing the first opportunities for workers with barriers to employment.

**Measures:**

1. Provide at least two (2) professional development programs for teaching artists, including a segment at the annual Arts Education Summit, which highlights opportunities in arts education for new teachers, and share links on our website and social media for job announcements.

2. Provide at least two (2) opportunities for visual artists to create public art and large-scale community projects by facilitating civic contracts and developing teams of adult experts and young emerging artists, plus curating annual art exhibition at County Government Center.
3. Support two significant permanent installations increasing appeal to partner district through commissions with emerging businesses and artists (City of Soledad, Sand City).

A strong, vital and responsive arts sector in Monterey County can protect our brand - as a diverse, safe, vibrant, engaging and beautiful place to live, work and play. An exciting and dynamic arts and culture sector will ensure that the county's financial incentives and development policies will attract complementary businesses, support a wide range of small businesses, make a lasting impact, and benefit the broadest number of residents.

#### **Goal 4: Business Development \$59,100**

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.

#### **Measures:**

1. Support five (5) emerging artists to launch new businesses through grant support and mentorship (examples: travel support to a national competition, material support for a first solo exhibition, etc.).
2. Increase marketing of new emerging artists and arts businesses.
3. Provide at least (2) free professional development programs on starting and building arts businesses.