



## COUNTY OF MONTEREY DSA WORK PLAN 2020-2021

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

The sixth edition of the Arts and Cultural Production Satellite Account (ACPSA) finds that arts and culture contributed \$877.8 billion, or 4.5 percent, to the nation’s gross domestic product (GDP) in 2017. Of that, \$230.3 billion is attributed to the creative sector in California and approximately \$1.6 billion from the County of Monterey.

[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.

With events and programs canceled, theaters, museums and galleries shuttered, the creative sector is devastated by the current shelter in place, so we must be prepared to move forward with our programs by increasing our reach and impact on many more individuals and organizations in our community. We know that arts play a crucial role in healing, connection and social engagement. Witness the thousands of people who nightly go to their balconies or windows to play music or “social-distance” dance with their neighbors. In times of crisis, humans turn to art to help us survive the isolation and loss.

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.

The arts make communities vibrant, welcoming and desirable. 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.

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

## **Economic Development / Tourism: \$82,500**

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. 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)
2. Deepen visitor engagement by 5% by increasing online advertising, expanding social media and creating specialized apps such as self-guided tours (Cultural Road Trips).
3. Improve repeat visitation by 5% through greater visitor engagement and greater participation in hospitality efforts campaigns - by supporting grantees and partners to cross promote MCCVB/Monterey County brand through links to their website on our websites and active participation in their social media and visitor center.
4. Increase capacity for at least five (5) local nonprofits to expand art programs through grants and technical assistance consulting (e.g. Alisal Center for Fine Arts, Spector Dance).

## **Arts Education: \$42,500**

The arts cultivate young imaginations and facilitate success in school, enhancing students' academic achievement in multiple subject areas. Students involved in the arts have tremendous academic benefits compared to students without exposure to the arts. It helps students stay in school, increases motivation, improves attitudes and attendance, and improves academic performance. A report by Americans for the Arts states that young people who participate regularly in the arts (three hours a day on three days each week through one full year) are four times more likely to be recognized for academic achievement, to participate in a math and science fair, or to win an award for writing an essay or poem than children who do not participate.

Through our Professional Artists in the Schools (PAS) program, we provide enriching visual and performing arts program to over 25,000 students through 35 partner schools each year. However, there are approximately 78,000 K-12 students in Monterey County and our goal is to ensure that all students have access to high-quality arts education. Arts Education programs help youth develop artistic skills, while promoting academic success and socio-emotional development through the arts. Through arts education programs, they learn to express themselves, creatively problem-solve, make healthy choices, and positively impact their communities.

Our Arts as Healing & Prevention programs provide specialized art programs for at-risk youth, veterans and seniors, weaving creative mastery with social and emotional learning to develop their truest potential. The arts foster physical, mental and emotional health, aiding recovery processes and contributing to well-being. Arts therapy is a medically and economically effective tool for treating aging adults, children and people suffering from trauma, including military combat personnel and veterans.

**Measures:**

1. Provide arts education opportunities for middle and high school students through at least two (2) competitive grants to nonprofits arts presenters with specially trained teaching artists such as Community Partnership for Youth and Youth Arts Collective.
2. Increase arts education programming in the schools by 5%.
3. Increase success rate by 5% of transitioning remanded youth back to their families through innovative teaching artist residency in partnership with Rancho Cielo and Sun Street Centers to increase changes of success among at-risk youth - including those in the alternative day schools, continuation high schools - through the arts.
4. Develop at least six (6) new Arts as Healing & Prevention programs with three (3) new partners such as GI Josie, Sun Street Centers and Rancho Cielo.

**Workforce Development \$60,000**

The arts provide the critical-thinking, communications and innovation skills essential to a productive 21st-century work force.

Expand opportunities for Monterey County resident 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 presenters are also uniquely committed to providing the first opportunities for workers with barriers to employment.

**Measures:**

1. Provide youth job skills and on the job training programs through grant support to at least five (5) nonprofit arts organizations such as Ariel Theatrical in Salinas, Pacific Repertory Theater in Carmel, Youth Arts Collective in Monterey, Community Partnership for Youth in Seaside and The Stage Hands in King City
2. 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.
3. 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 expert and young emerging artists.
4. Provide five (5) scholarships to high school seniors who plan to pursue a higher education in a creative field.

## **Business Development \$62,500**

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. work force 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. Increase visibility for at least three (3) current creative enterprises through grants, sponsorships and consulting with artist networks such as Aromas Hills Artisans in North County, and Open Studio Tour throughout Monterey County.
2. 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.)
3. 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 tenants. 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.
4. Support at least one (1) significant permanent installation (e.g., murals) and one (1) performance space (indoor or outdoor) that increases appeal of partner district through commissions with emerging arts businesses founded by young arts leaders such as Hijos Del Sol and Urban Arts Collaborative.
5. Create significant temporary exhibitions of broad appeal through grant support or sponsorship, consultations, and access to low-cost, in-kind resources for artists and art programs that partner with local business districts or economic development offices
6. Fill vacant storefronts with exciting temporary art installations and/or artists' tenancy through grant support or sponsorship, consultations, and access to low-cost in-kind resources with artist networks such as Aromas Hills Artisans and Salinas Valley Art Guild.

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.