



**ARTS COUNCIL**  
for Monterey County

# ARTS4MC

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.

**We NURTURE, SUPPORT,  
and PROMOTE the arts!**

**State-Local  
Partner with  
California Arts  
Council**

**DSA Partner since  
1985 to help  
strengthen the  
County's  
economic base**

**County of  
Monterey's  
Official Arts  
Agency**





# Strategic Plan

The Arts Council for Monterey County supports artists, programs, and organizations that preserve culture, create community, promote arts as a universal language, and stimulates 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.







# Arts4MC Programs

**Professional Artists in the Schools (“PAS”)** provides professional artists in the schools with credentialed teachers, and reaching over 25,000 students in 40 partner schools.

32% of Monterey County schools are not providing the mandated visual and performing arts.

89% of Monterey County students are BIPOC.

**Arts4Healing** provides a creative and expressive outlet for individuals facing physical, emotional or psychological challenges.

Our teaching artists are trained in Social-Emotional Learning (SEL) to provide arts education and programs to at-risk youth, people with disabilities, the homeless, survivors of human trafficking, low-income senior citizens and veterans.





## Programs Cont.

- ArtWorks Affordable Artists Studios
- BusinessWorks
- Grants and College Arts Scholarships
- Murals
- Poetry Out Loud
- Poet Laureate & Youth Poet Laureate
- Public Art Exhibits
- Community Events





# County of Monterey's Investment in the Arts

**Arts4MC** currently receives 1.98% of the County's annual transient occupancy tax to focus on three main areas:



**Economic  
Development**



**Tourism**



**Workforce/Business  
Development**



# Economic Impact of the Arts

**Small investment, big returns:** \$440,000 investment in the arts in 2022 by the County of Monterey; spending by nonprofit arts and culture organizations generated a total of **\$42.7 million in tax revenues**

\*Americans for the Arts Economic Prosperity Report, Oct 2023

**\$475,000** in funding provided for College Arts Scholarships, individual artists and arts organizations this year to build capacity and strengthen our cultural sector.

We prioritize racial equity and have a broad geographic reach into communities of all sizes and needs.







## How the Arts Contribute to Transient Occupancy Tax (TOT)

More than 80% of all attendees to Cali Roots (46,000 attendees) and Monterey Jazz Festival (37,000 attendees) traveled from outside Monterey County, contributing to the transient occupancy tax by staying in hotels and Airbnb's, some in unincorporated Monterey County.

**\$34 Million**

CaliRoots  
4 day Music Festival in May 2022

**\$30 Million**

Monterey Jazz Festival  
2.5 day Music Festival in Sept 2022

“With the rich heritage and array of cultural activities that are offered in Monterey County, the arts are a tool for economic development as well as a resource that enhances the quality of life for the residents.”

(Monterey County Development Set-Aside Program, 1990)





# Economic Impact of the Arts in Monterey County

**BREAKING  
NEWS!**



**\$318,122,635**

Economic impact of nonprofit arts  
and culture organizations in Monterey  
County

**3,963**

Jobs supported in 2022

**\$54.15**

Average spent in Monterey County per  
attendee\* vs. \$38.92 National average

\*Not including price of event

# In Summary

Supporting the arts enhances the economic vitality, cultural richness, and overall well-being of a county.

It strengthens the community's identity, creates opportunities for education and artistic expression, and contributes to the broader cultural and economic landscape.

County governments that invest in the arts recognize the significant positive impact these investments have on their communities.

## Questions?



Learn more at [Arts4MC.org](https://Arts4MC.org)



Sol Treasures, Little Mermaid





**ARTS COUNCIL**  
for Monterey County



**THANK YOU**  
for your  
partnership!

