



ARTS COUNCIL for Monterey County

The Arts Council for Monterey County champions the arts to enrich our community - through education, healing programs and support for local creatives, nonprofits and cultural organizations.

DSA Partner since 1985 to provide arts & cultural programs to strengthen our economic base.

- \$161,300 invested in 45 local arts organizations—strengthening the creative economy = \$1 million economic impact
- 227 Open Studios participants (+51% growth from 2024)
- 35 artists and 60+ original works exhibited at the County Government Center
- Prop 28 provides \$12M+ annually to Monterey County schools for arts education
- Regional shortfall of 129 credentialed arts & music teachers—pathway partnerships underway

Looking Ahead: 2026 Priorities

- • Expand credentialed arts teacher workforce pathway with regional college partners
- • Grow County-based public art exhibitions and civic installations
- • Continue mural collaborations and creative placemaking in underserved areas
- • Support cultural tourism through updated Art Tours and community festivals
- • Deepen partnerships that leverage County investment for maximum community benefit

Goal #1 - ECONOMIC DEVELOPMENT

\$161,300 in funding provided to **45** art organizations to date to build capacity and strengthen our arts & cultural sector.



ARTS COUNCIL
for Monterey County

COMMUNITY ARTS GRANTS

Receive up to \$7,500 for your nonprofit organization towards a public arts and culture project or program!

NEED SUPPORT? WE CAN HELP!

- ✓ Attend a Zoom Office Hours, 2 pm - 3 pm every Tuesday between Oct. 14 - Nov. 11
Join at: <https://bit.ly/grantofficehours>
- ✓ In South County? Make an appointment to meet at our King City Office by calling 831-622-9060 ext. 103.

APPLY TODAY!



ARTS4MC.ORG

FALL APPLICATIONS: OCT. 8 - NOV. 11, 2025

Funding provided by:



Goal #1 - ECONOMIC DEVELOPMENT

Supporting Festivals and Concerts which bring out of town guests to boost TOT



CARAMEL

INTERNATIONAL
FILM FESTIVAL



Goal #1 - ECONOMIC DEVELOPMENT

Supporting Local Emerging Artists to build their art businesses



262 Main Street, Salinas



Goal #1 - ECONOMIC DEVELOPMENT

To drive economic development in Downtown Salinas, while promoting the arts & culture in our community



**FIRST
FRIDAY
SALINAS**

The logo for "FIRST FRIDAY SALINAS" features a stylized rainbow arch at the top, transitioning from yellow to orange to pink. Below the arch, the words "FIRST", "FRIDAY", and "SALINAS" are stacked vertically in a bold, sans-serif font. "FIRST" and "FRIDAY" are in purple, and "SALINAS" is in green.

Goal #1 - ECONOMIC DEVELOPMENT

Other Public Art Exhibitions include the Monterey Peninsula Chamber of Commerce, Monterey County Health Dept, and the offices of Assembly Member Dawn Addis, Senator John Laird and U.S. Representative Zoe Lofgren

County Government Center “The Five Classical Elements” Exhibition



Annual Art Installation and Exhibition
with 35 artists and more than 60 original
pieces of art on display through
December 2026



County Administrative Officer Board Room

Goal #2 - WORKFORCE DEVELOPMENT

Free quarterly marketing and professional development programs for artists, arts leaders and arts organizations:

Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS:
FROM DONOR DEVELOPMENT TO GRANT PROSPECTING: HELPFUL AND DELICIOUS FUNDRAISING TIDBITS

Nicola Reilly
President & CEO of Monterey Symphony



FRIDAY, JULY 25, 2025 | 10:00 AM
MARINA LIBRARY, COMMUNITY ROOM
190 SEASIDE CIRCLE MARINA

NO FEE TO ATTEND!
REGISTRATION ENCOURAGED
bit.ly/rsvpbizworks



Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS:
HEALTH & WELLNESS FOR ARTISTS

Explore strategies to balance your artistic passion with self-care, equipping you with tools to sustain both creativity and wellbeing for the long term.

JC Gonzalez
Founder & Artistic Director of Urban Arts Collaborative



FRIDAY, OCTOBER 24, 2025 | 10:00 AM
COMMUNITY FOUNDATION FOR MONTEREY COUNTY
945 SOUTH MAIN STREET, SUITE 207, SALINAS

NO FEE TO ATTEND!
REGISTRATION ENCOURAGED
bit.ly/rsvpbizworks



Goal #2 - WORKFORCE DEVELOPMENT

Visual Art and Performing Arts Pathway

- In November 2022, PROP 28 passed with an overwhelming majority and now provides \$1 billion annually to fund more than 5,500 NEW credentialed or classified art teachers to fulfill the mandated visual and performing arts programs throughout California schools, with more than \$12,000,000 funded to Monterey County K-12 schools.
- Our local region (Santa Cruz, San Benito and Monterey County) is short by **129 credentialed art and music teachers**.
- Partnering with CSUMB to develop a pathway for artists and teachers to obtain the required training.

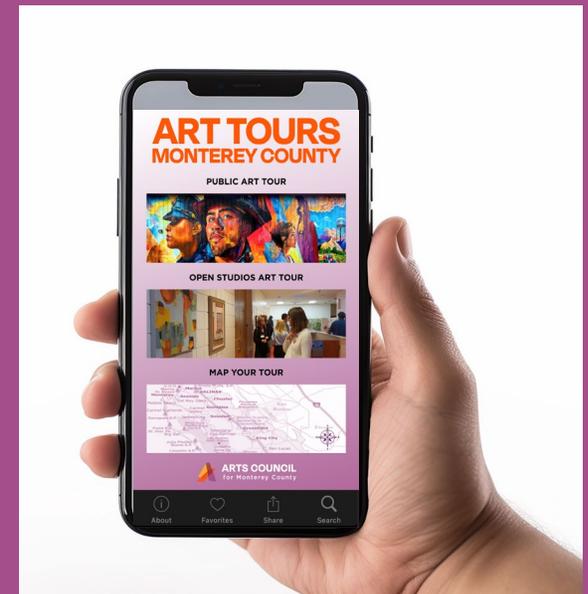


Nov 15, 2025 -
Held a Community Planning session including representatives from Monterey County Office of Education, Hartnell College and Cal State Monterey Bay

2025 Highlights



- ✓ Held October 12th & 13th and October 19th & 20th
- ✓ Increased number of participants from 150 in 2024 to 227 in 2025 - a 51% increase in 2nd year
- ✓ Artists opened their studios from Moss Landing to King City
- ✓ 12% of attendees visited from outside of Monterey County
- ✓ Updated Public Art Tour to Free Mobile App in 2025



Goal #3 - MARKETING

COMMUNITY EVENTS AND FESTIVALS

Aug 2025 - West End Celebration, Sand City

Sep 2025 - Monterey Jazz Festival, East Garrison/Marina Art Fair

October 2025 - Educator Open House at Monterey Bay Aquarium

Dec 2025 - City of Salinas Tree Lighting Ceremony



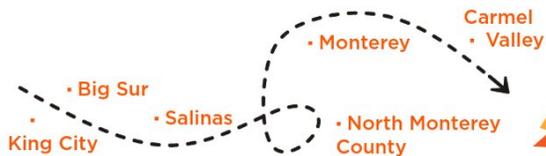
Goal #3 - MARKETING

CULTURAL ROADTRIP

Explore the vibrant art & culture in Monterey County!



Mural by Hanif Panni
Seaside, CA



ARTS COUNCIL
for Monterey County
Learn more at arts4mc.org



King City Rustler



Goal #4 - COLLABORATIONS AND PARTNERSHIPS

- ✓ In partnership with See Monterey, supporting their new “Off the Canvas” campaign focused on public art and Art & Culture Itineraries in Monterey County
- ✓ Consulting with Sand City and EMC Planning on Art Park - live/work for artists, green space and community events
- ✓ Opened office at Sol Treasures to support the arts in South County
- ✓ Collaborating with United Way of Monterey County to provide 2 more murals along Mid-Town Alley



**SEE
MONTEREY**



POET LAUREATE PROGRAM



COMING SOON



Celebrating the creative "superheroes" of Monterey County
who keep our local art scene vibrant and thriving.

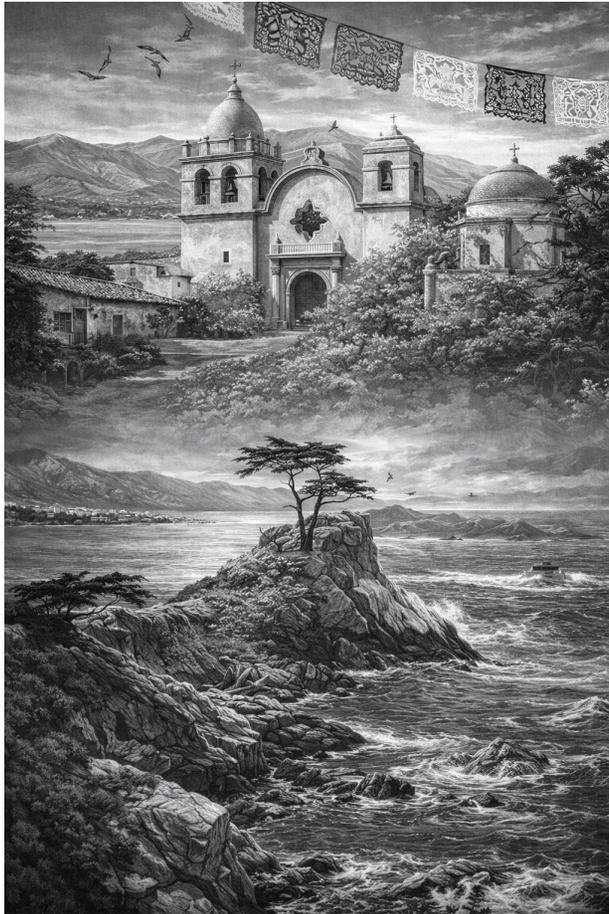
April 17, 2026



A partnership of Sol Treasures and the Arts
Council for Monterey County

October 3, 2026

The arts don't just add color. They add economic strength.



Thank you for your partnership!

