

**County of Monterey
Development Set-Aside Agency
FY 2024-25 Project Performance Report**

DEVELOPMENT SET-ASIDE AGENCY INFORMATION									
DSA Agency Name: Arts Council for Monterey County		Project Description: Strengthen the Economic Base through the Creative Sector							
Contract Amount: \$603,164		Fiscal Year: July 1, 2024 to June 30, 2025							
Project Contact Completing Form:	Jacquie Atchison	Title:	Executive Director						
Primary Telephone:	831-622-9060 x104	Email:	jacquie@arts4mc.org						
Address:	24600 Silver Cloud Court, Suite 202, Monterey CA 93940								
Progress Report Reporting Period:									
<table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 20%; padding: 5px;"><i>Ck current report period</i></td><td style="padding: 5px;">Reporting Period:</td></tr><tr><td style="padding: 5px;"></td><td style="padding: 5px;"></td></tr><tr><td style="padding: 5px;">X</td><td style="padding: 5px;">12 Month Report 7/1/24-6/30/25 (Due 07/31/25)</td></tr></table>				<i>Ck current report period</i>	Reporting Period:			X	12 Month Report 7/1/24-6/30/25 (Due 07/31/25)
<i>Ck current report period</i>	Reporting Period:								
X	12 Month Report 7/1/24-6/30/25 (Due 07/31/25)								
Performance Report Submittal Date:		July 22, 2025							

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GOAL 1 – <u>Economic Development</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	Increase capacity for at least forty (40) local nonprofits to expand art programs and events through funding and technical assistance consulting and coordinate 2 County Grant Awardee Receptions.	Grant Applications/Final Report	Increased exposure and strengthen economic development	Provide financial support and offer free technical assistance	Completed	100%
2	Support at least ten (10) festivals, concerts, or performances with funding and promotion that are economic drivers in the county.	Grant applications/final report	Increased exposure and strengthen economic development	Provided funding to organizations festivals, concerts or performances	Completed	100%
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.	Fully leased ArtWorks @Salinas	Build a successful and affordable art studio and gallery for local artists.	Monthly First Friday events, increase marketing, bring in pop-ups, new artists	Completed	100%
4	Curate annual art installation at County Government Center, including CAO's conference room, showcasing 30-50 local artists with Awards Reception.	Showcasing over 30 artists	Provide a vibrant environment for county employees and guests	Call to local artists, curate exhibition; Artists Reception w/ awards	Completed	100%

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Provide a narrative of year to date accomplishments of Project [Goal #1 Economic Development](#)

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

1. 48 grants awarded for a total of \$225,000. County grants are awarded in Dec and June. First reception was held on Dec 16th at the Marina Library, with 26 grants awarded to organizations throughout the county including Alisal Center for the Fine Arts (D1), Noche Bohemia De Salinas (D2), Monterey County Agricultural & Rural Life Museum (D3), Supporting Indigenous Communities Group (D4) and Art Abilities (D5); and 17 more grants were awarded at the Grantee Reception on Jun 23rd in Portobello's in Salinas including MILPA Collective (D1), Aromas Hills Artisans (D2), Artistic-Civic League United (D3), Monterey County Black Caucus (D4) and Carmel Jewish Festival (D5). [See Exhibit A, Section H](#)
2. Funded 20 organizations for a total of \$50,000. Funding support included Tonatiuh Danzantes Del Quinto Sol (D1), Enchantrix (D2), Monterey County Dance Foundation (D3), Sol Treasures (D3), West End Celebration (D4), Palenke Arts (D4), Monterey Symphony (D5), Monterey Jazz Festival (D5). [See Exhibit A, Section H](#)
3. ArtWorks @Salinas has become a successful venture with 7 artists in residences and featuring another 6-8 rotating artists. Each quarter we feature a Salinas/Salinas Valley artist and hold monthly Artists Receptions. Sales of the art have increased by 200% this past fiscal year.
4. Installation occurs every December, with 30 artists providing over 60 original art pieces in the Govt Center and CAO office; Held Artists Reception at Govt Center on May 14th.

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GOAL 2 – <u>Workforce Development</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task 1	Support emerging artists to launch or expand their businesses through grant support and mentorship.	Post-program survey to assess confidence and preparedness in business development.	At least 85% of participating artists will report increased knowledge of business practices and confidence in sustaining or expanding their creative enterprises	Award two grants to Established Artists and balance to Emerging Artists	Completed	100%
2	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	Post program evaluations	Participants will report increased knowledge and confidence in growing their arts business, as measured by post-program evaluations	Increase number of participants	Completed	100% +
3	Collaborate with community colleges, universities and workforce development agencies to help build this pipeline for artists and teachers to obtain the required training.	Number of formal partnerships established with local colleges, universities, or workforce agencies	Enhanced alignment between educational institutions and community needs in the creative sector	To develop a credentialing program at CSUMB for single art and music majors	Ongoing	100% for this year
4	Complete Mural in Chualar as requested by D1 Supervisor Alejo and D3 Supervisor Lopez;	Completion and appreciation of mural	To honor the family of the Bracero farmworkers	A mural for the community to be proud of	Completed	100%

Provide a narrative of year to date accomplishments of Project Goal #2 Workforce Development

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COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No.

NARRATIVE:

1. We awarded two (2) \$10,000 grants to Established Artists including Liliian Barbeito, a local dancer, to bring the transformative power of dance to uplift individuals at 5 senior care facilities, hospitals, & community spaces across Monterey County; and Edgar Lorenzo, to provide an Animation Workshop on Empowering Creativity in Monterey County; and seventeen (17) grants to local emerging artists. See Exhibit A, Section H
2. We provided four (4) free professional development programs including “Emerging Videographers: Frame by Frame” in July, “Boost Your Business with Customer Engagement & Portfolio Kits” with artist Kenji Tanner in October 2024, “Staying Compliant in 2025, Key Law Changes for Art Nonprofits” with Fenton & Keller Attorney Brad Levang in January 2025 and “Mastering the Inner Game of Art Business” With artist Edi Matsumoto in April 2025. See Exhibit A, Section B8
3. The Arts Councils of Monterey, Santa Cruz and San Benito are collaborating to create a visual and performing arts pathway to a credentialing program at CSUMB. We are partnering with Hartnell College, Cabrillo College, Gavilan College, CSUMB and the Offices of Education for each county. Our plan is to include the Workforce Development Programs in each county also.
4. Completed in April 2025 and held a large community celebration on April 18th, with over 300 guests, including Supervisors Alejo and Lopez, the Mexican Consul and representatives from Assembly Speaker Robert Rivas and Senator Laird's office. See Attachment 2-4

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GOAL 3 - <u>Marketing</u>						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task						
1	Produce and promote the annual Open Studios Art Tour in October 2024, and increase art sales for artists over these two weekends.	Increase in number of participants	10% increase in number of participants	Increased marketing, updated program, add Mobile App	Completed	100%
2	Participate in five (5) community events, festivals, and outreach programs to connect with local residents and build relationships.	Number of community events, festivals, and outreach programs attended (target: 5)	Increased exposure to the arts and the need for arts education in all our schools	Attend community events throughout the county.	Completed	100%+
3	Leverage digital marketing channels such as social media, email marketing, website, and online advertising to reach a broader audience for cultural events.	Increase interactions via social media by 10%	Increase followers and interactions on social media	Increase number and improve interactions of social media posts	Completed	100%

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Provide a narrative of year to date accomplishments of Project [Goal #3 Marketing](#)

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

1. We produced a very successful Open Studios Art Tour in Oct 2024, with a 60% increase in participants. See [Exhibit A, Section H](#)
2. We provided arts activities and information with our booth presence at Salinas Valley Food & Wine, Art Showcase at the Barnyard, West End Celebration, East Garrison Art Fair, Artist Alley @ Sherwood Park, Monterey Jazz Festival, Dia de los Muertos at Monterey Bay Sports, Soledad Community Mural Celebration, Alisal Family Resource Fair, Monterey Museum of Art's Block Party, Palenke Arts' Moonflower Festival and the Arts Empowerment Showcase at Hartnell, King City.
3. Rebranded and launched our new website (arts4mc.org) and increased marketing on social media for artists and arts organizations by more than 18% this fiscal year. We continuously update our online Cultural Road Trip and promote in print (Carmel Pine Cone) and social media during events such as Car Week, AT&T ProAm and included on See Monterey's App and website. In 2024-25, we started a Tik Tok account, and saw an increase of 26% in total reach and an increase of 10% of Facebook Followers, a 24% increase of Instagram followers, an increase of 11% to our LinkedIn page, 33,300 new visitors to our website and an increase of 17% in total pageviews to our Home Page.

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GOAL 4- Collaborations & Partnerships						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task						
1	Partner with See Monterey, local chambers of commerce, and businesses to promote arts and cultural attractions to attract visitors to the area, stimulating the economy.	Partner website updates; increased Memberships for See Monterey	At least 4 new arts organizations to join See Monterey to Increase exposure and strengthen economic base	Email and phone campaign requests to arts organizations to promote through See Monterey	Completed	100% +
2	Collaborate with 2 local communities/cities, to integrate arts and culture into neighborhood revitalization, placemaking initiatives to enhance the aesthetic appeal, vibrancy, and livability.	Number of community or city partnerships established (target: 2)	Increased community pride, civic engagement, and economic activity in targeted areas	Murals in Soledad and King City; New public plaza and sculptures in downtown King City	Ongoing	100%
3	Collaborate with stakeholders to integrate arts & cultural amenities into revitalization projects to enhance property values, attract investment, and catalyze economic growth.	Develop affordable artists live/work studios and vibrant public spaces	Marina Arts Village is moving forward, as is the Sand City project; East Garrison Arts does not seem viable	Meetings with stakeholders	Ongoing	100%

**County of Monterey
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Provide a narrative of year to date accomplishments of Project [Goal #4 Collaboration & Partnerships](#)

COMMENTS:

- a) Identify milestones and accomplishments,
- b) Address any material issues/challenges that could result in not achieving planned performance,
- c) Comment on any partnerships that have been established or cultivated,

Are project goal(s) substantially on schedule and performance measures being achieved? Yes ☒ No ☐

NARRATIVE:

1. Encouraged arts organizations to sign up as members of See Monterey, who offer free memberships. We had seven arts orgs signed up; increased marketing of Arts4MC Programs and Events with the Monterey Peninsula Chamber of Commerce, Salinas Valley Chamber of Commerce and King City Chamber of Commerce.
2. King City - Programs Director participated on the King City Art Selection Committee, bringing art sculptures and murals to downtown, and providing advice on their new community plaza; collaborated with City of Soledad on three murals at Cesar Chavez Park and one at the Fire Apparatus Building, including community and council surveys and input on design. [See Attachment 4-2](#)
3. Marina - attended two tours of the proposed Marina Arts Village, met with council and staff members, completed interview with EMC Planning on feasibility study; attended City Council Meetings; Sand City - met with City Manager about proposed Sand City Art Park to provide affordable housing and studios for artists, provided input on their feasibility study with ELS Architecture and Urban Design; East Garrison- attended meetings with Arts Habitat, County Staff and Art Space, who withdrew from the project. [See Attachment 4-3](#)

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PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (ref: B7 PSA Exhibit A)	X Provided	☐ Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	☐ Provided	X Attached
1. June 30, 2024	X Provided	☐ Attached
2. June 30, 2025 - Full Org and DSA Only Exhibit A	☐ Provided	X Attached
C) Funding Acknowledgement: List and provide a copy of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8) BusinessWorks Promo for County Grants	X Provided	X Attached Exhibit A, Section B8
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)		
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	X Provided	☐ Attached
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10)	X Provided	☐ Attached
G) Current Articles of Incorporation	X Provided	☐ Attached
H) Other: OSAT Participant Report 2024 Grantees 2024-25 Individual Artists Grantees Sponsorships	☐ Provided	X Attached Exhibit A, Section H

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ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

Every year, we sponsor an Art Fair in East Garrison, including providing arts activities for children; we also sponsored a beautiful mural in Chualar honoring the Bracero farmworkers who were killed in a train/bus crash; we provided funding to have a mural done at Bradley Elementary School.

List of Board Members: (As you type the "Name" of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Laurie Bend	Salinas	Monterey
2. Natalie Rava	King City, Monterey	King City
3. Christopher Long, Esq	Monterey	Unincorporated East Garrison
4. Kiran Kamath		Marina
5. Sandie Borthwick		Seaside
6. TJ Plew		King City
7. Rosemary Soto	Salinas	Salinas
8. Peter Kasavan	Salinas	Unincorporated Salinas
9. Hugh Smith	Monterey	Seaside
10. Jacquie Atchison	Monterey	Unincorporated East Garrison

¹**Unincorporated areas include:** North County (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); South County (Chualar, San Lucas, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) Monterey Pen/Big Sur (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest, East Garrison)

What efforts are being made to insure board representation from the unincorporated areas?

We currently have 2 voting members in unincorporated areas - 1 in Salinas/ Corral de Tierra and 1 in East Garrison.

Submit Progress Reports to the Assistant County Administrative Officer or designee at the following address:

County Administrative Office
IGLA - Housing and Economic Development
168 West Alisal Street, Third Floor
Salinas, CA 93901

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APPROVAL/CERTIFICATION

A handwritten signature in purple ink, appearing to read "M. Atchison".

Signature of Authorized DSA Agency Representative

7/22/2025 Date



June 2025 DRAFT Financial Statement Highlights

STATEMENT OF FINANCIAL POSITION (BALANCE SHEET)

ASSETS:

Our cash on hand is \$760,965 which includes \$61,000 in temporary restricted funds.

Our Accounts Receivables of \$484,011 includes \$150,000 from the Monterey Peninsula Foundation, \$138,838 from the IRS, \$75,000 from Packard, \$26,000 from CA Arts Council, \$30,000 from CFMC for 2025-26 and some invoices for GEMs and PAS.

LIABILITIES: Includes Accounts Payable of \$61,642 which includes the Individual Artists Grants and accrued vacation of \$22,364. Deferred revenue of \$94,350 for OSAT Sponsorships and Summer PAS program and accrued payroll of \$49,708 - paid on 7/3/25.

EQUITY: We currently show \$536,027 in Unrestricted Net Assets, \$452,364 with Donor Restrictions, \$52,000 as Board Designated Funds for the Salinas Performing Arts Grants, and YTD Net revenue of -\$139,363.

RESERVES: We are at \$387,956 or 88% of reserve goal of \$440,491. Last year this time, we were at 75% of goal.

BUDGET PERFORMANCE

Income

4200 Foundation Grants: At 456% of annual budget of \$136,300 due to receipt of two-year \$150,00 Packard Operating Grant, \$150,000 from Monterey Peninsula Foundation for the next two fiscal years, \$20,000 unrestricted from Emile Norman Charitable Trust and \$50,000 unrestricted from Hayward Foundation, which was paid through MCGives.

4300 Contributions: Overall at 102% of annual budget of \$85,000. Thank you, Board!

4400 Program Revenue: At 57% of annual budget of \$1,272,875 due to reduction of arts education programming. Art Sales were much higher than expected.

4600 Other Revenue: At 382% of annual budget of \$8,500 due to increase of interest rate for two \$100K CDs and our Franklin Accounts.

4999 Net Assets Released from Restriction: \$241,956 was released from restrictions this fiscal year to date.

*****Overall, total revenue is at 99% of the Annual Budget, after completing 100% of the Fiscal Year, compared to total revenue at 92% of the Annual Budget this time last year.***

Expenses

6200 Administration & Operations: At 83% of annual budget of \$477,004.

6300 Program Expenses: At 82% of annual budget of \$1,437,761.

6500 Grants & Scholarships: At 100% of annual budget of \$456,250.

*****Overall, total expenses are at 85% of the Annual Budget, after completing 100% of the Fiscal Year, compared to total expenses at 94% of the Annual Budget this time last year.***

Arts Council for Monterey County

Statement of Financial Position

As of June 30, 2025

ASSETS	Restrictions	Restrictions	Total
Bank Accounts			
1000 West Coast Community Bank		61,000.00	61,000.00
1010 Pacific Valley Bank	274,162.15		274,162.15
1020 Pinnacle Bank	425,253.25		425,253.25
1050 Petty Cash	550.00		550.00
Total Bank Accounts	\$ 699,965.40	\$ 61,000.00	\$ 760,965.40
1100 Accounts Receivable	177,010.99	310,000.00	487,010.99
1200 Investments	73,140.16	52,000.00	125,140.16
1300 Prepaid Expenditures	11,878.95		11,878.95
1499 Undeposited Funds	43,423.75		43,423.75
1400 Fixed Assets	67,910.70		67,910.70
1600 Security Deposits	12,000.00		12,000.00
1605 Right of Use Assets	255,131.00		255,131.00
TOTAL ASSETS	\$ 1,259,095.95	\$ 504,365.00	\$ 1,763,460.95
LIABILITIES AND EQUITY			
Liabilities			
2000 Accounts Payable	51,642.37		51,642.37
2011 ArtWorks & Office Deposits	780.00		780.00
2012 Accrued Vacation Payable	22,364.13		22,364.13
2013 Deferred Revenue	94,330.50		94,330.50
2014 Accrued Payroll	49,708.08		49,708.08
2019 Sales Tax Payable	520.98		520.98
2015 Lease Liabilities	255,131.00		255,131.00
Total Liabilities	\$ 474,477.06	\$ -	\$ 474,477.06
Equity			
3100 Net Assets without Donor Restrictions	536,027.69		536,027.69
3200 Net Assets with Donor Restrictions		452,363.85	452,363.85
3300 Board Designated Funds		52,000.00	52,000.00
3310 Board Designated Reserves	387,955.68		387,955.68
Net Revenue	-139,363.33		-139,363.33
Total Equity	\$ 784,620.04	\$ 504,363.85	\$ 1,288,983.89
TOTAL LIABILITIES AND EQUITY	\$ 1,259,097.10	\$ 504,363.85	\$ 1,763,460.95

Arts Council for Monterey County
Budget Performance 2024-25
July 2024 - June 2025

REVENUE	YTD Actual	Total Annual Budget	% of Annual Budget
4100 Government Grants			
4101 Granting	225,000.00	225,000.00	100.00%
4105 Operating	131,123.00	143,164.00	91.59%
4107 Programs	322,327.08	335,000.00	96.22%
Total 4100 Government Grants	\$ 678,450.08	\$ 703,164.00	96.49%
4200 Foundation Grants			
4201 Without Donor Restrictions	119,009.53	52,050.00	228.64%
4205 With Donor Restrictions	502,500.00	84,250.00	596.44%
Total 4200 Foundation Grants	\$ 621,509.53	\$ 136,300.00	455.99%
4300 Contributions			
4301 Board Contributions	14,974.43	12,000.00	124.79%
4305 Business/Corporate	11,157.02	5,000.00	223.14%
4310 Individuals	50,084.00	58,000.00	86.35%
4311 Recurring Donations	10,077.27	10,000.00	100.77%
Total 4300 Contributions	\$ 86,292.72	\$ 85,000.00	101.52%
4351 Champions Net Revenue	\$ 45,914.93	\$ 45,000.00	102.03%
4400 Program Revenue			
4402 Art Sales	17,432.33	5,000.00	348.65%
4405 ArtWorks Rent	5,981.27	6,000.00	99.69%
4408 Exhibit Fees	2,500.00	3,800.00	65.79%
4410 Professional Artists in the Schools	402,345.00	956,625.00	42.06%
4415 Arts as Healing	68,624.50	55,500.00	123.65%
4430 Community Arts Projects	159,487.51	194,942.00	81.81%
4440 Open Studios Art Tour	78,212.04	70,000.00	111.73%
Total 4400 Program Revenue	\$ 734,582.65	\$ 1,291,867.00	56.86%
4600 Other Revenue			
4605 Changes in Unrealized Gain/Loss	8,135.92	0.00	100.00%
4610 Dividend Revenue	3,417.44	2,500.00	136.70%
4615 Interest Earned	20,348.19	5,000.00	406.96%
4625 Other Miscellaneous Revenue	578.32	1,000.00	57.83%
Total 4600 Other Revenue	\$ 32,479.87	\$ 8,500.00	382.12%
4999 Net Assets Released from Restriction	241,956.00	184,321.00	131.27%
Total Revenue	\$ 2,441,185.78	\$ 2,454,152.00	99.47%

EXPENDITURES	YTD Actual	Total Annual Budget	% of Annual Budget
6200 Administration & Operations			
6101 Salaries - Admin & Develop	220,468.91	261,350.00	84.36%
6102 Payroll Taxes - Admin & Develop	18,085.83	18,479.00	97.87%
6201 Advertising/Recruitment	6.90	1,000.00	0.69%
6202 Audit & Tax Return Prep	25,250.00	29,500.00	85.59%
6203 Bank & Credit Card Charges	2,348.43	1,500.00	156.56%
6204 Board & Team Expenses	1,067.43	2,500.00	42.70%
6208 Dues & Subscriptions	8,750.12	8,100.00	108.03%
6209 Employee Benefits	9,160.81	10,791.00	84.89%
6211 Equipment Maintenance - IT Support	4,699.50	5,140.00	91.43%
6213 Insurance	17,700.70	22,765.00	77.75%
6215 Legal & Professional Services	2,067.44	2,500.00	82.70%
6235 Meetings & Conferences	2,582.74	6,000.00	43.05%
6236 Mileage & Travel	4,162.30	2,500.00	166.49%
6239 Office Maintenance	4,770.00	7,440.00	64.11%
6240 Office Supplies	5,314.07	10,000.00	53.14%
6241 Payroll Processing Fees	8,328.37	9,140.00	91.12%
6242 Postage & Shipping	1,813.70	2,000.00	90.69%
6243 Printing/Copying	1,463.24	3,000.00	48.77%
6250 Rent	48,000.00	48,000.00	100.00%
6255 Staff & Board Development	4,407.63	19,200.00	22.96%
6260 Strategic Planning	6,225.83	15,000.00	41.51%
6280 Utilities	7,300.28	7,020.00	103.99%
6290 Vacation Expense	3,270.13		
6299 Staff Stipend	660.00	1,080.00	61.11%
Total 6200 Administration & Operations	\$ 407,904.36	\$ 494,004.00	82.57%
6300 Program Expenses			
6301 Salaries - Programs	612,752.45	870,030.00	70.43%
6301a Artists - Independent Contractors	204,049.75	67,221.00	303.55%
6301v Employee Benefits	41,268.26	55,572.00	74.26%
6302 Payroll Taxes - Programs	58,659.30	104,892.00	55.92%
6303 Art Supplies	34,453.77	68,869.00	50.03%
6305 ArtWorks	64,687.35	58,195.00	111.16%
6306 Cell Phone Stipend	6,960.00	10,800.00	64.44%
6307 Advocacy	3,449.99	5,000.00	69.00%
6308 Auto Fuel, Repair & Maintenance	1,724.24	1,500.00	114.95%
6310 Commissions on Art Sales	13,404.68	3,750.00	357.46%
6312 Community Events & Festivals	2,182.76	7,500.00	29.10%

	YTD Actual	Total Annual Budget	% of Annual Budget
6313 Community Outreach	6,744.30	7,500.00	89.92%
6315 Contractor & Curator Fees	16,659.99	18,200.00	91.54%
6325 Grant Making Software	5,500.00	5,000.00	110.00%
6330 Live Scans	211.00	0.00	
6340 Workers Comp Insurance	7,409.51	3,732.00	198.54%
6350 Marketing	10,847.45	25,000.00	43.39%
6351 Poet Laureates	4,660.06	5,750.00	81.04%
6352 Travel - Programs	3,148.93	5,000.00	62.98%
6355 Professional Development	1,349.46	11,700.00	11.53%
6360 Supplies & Expenses	10,895.95	20,000.00	54.48%
6365 Poetry Out Loud	2,760.19	7,500.00	36.80%
6380 Receptions/Meetings	6,096.59	12,000.00	50.80%
6390 Website Development & Maintenance	717.27	4,100.00	17.49%
Total 6300 Program Expenses	\$ 1,179,245.65	\$ 1,437,761.00	82.02%
6500 Grants, Scholarships & Sponsorships			
6500a Community Arts Grants	283,500.00	283,250.00	100.09%
6500d Individual Artist Grants	97,550.00	98,000.00	99.54%
6500s Scholarships	15,000.00	15,000.00	100.00%
6500t Sponsorships	59,700.00	60,000.00	99.50%
Total 6500 Grants, Scholarships & Sponsorships	\$ 455,750.00	\$ 456,250.00	99.89%
6800 Fundraising	4,839.26	15,000.00	32.26%
6900 Taxes & Licenses	942.58	1,100.00	85.69%
Total Expenditures	\$ 2,048,681.85	\$ 2,404,115.00	85.22%
Net Operating Revenue	\$ 392,503.93	\$ 50,037.00	
Other Expenditures - Non Cash			
7020 Depreciation	21,868.00		
8800 (Into/Out) of Restricted Net Assets	-510,000.00		
Net Revenue	-\$ 139,364.07	\$ 50,037.00	

Arts Council for Monterey County
Budget Performance 2045-25 County of Monterey
 July 2024 - June 2025

	Actual	Budget	% of Budget
Revenue			
4100 Government Grants			
4101 Granting	375,000.00	375,000.00	100.00%
4107 Programs	228,164.00	228,164.00	100.00%
Total 4100 Government Grants	\$ 603,164.00	\$ 603,164.00	100.00%
Total Revenue	\$ 603,164.00	\$ 603,164.00	100.00%
Expenditures			
6301 Program Management	80,407.42	85,664.00	93.86%
6305 ArtWorks	50,000.00	50,000.00	100.00%
6312 Community Events & Festivals	5,000.00	5,000.00	100.00%
6313 Community Outreach	6,000.00	6,000.00	100.00%
6315 Mural Contractor & Curator Fees	35,159.99	30,000.00	117.20%
6325 Grant Making Software	5,500.00	5,000.00	110.00%
6350 Marketing	15,000.00	15,000.00	100.00%
6355 Professional Development	10,000.00	10,000.00	100.00%
6380 Receptions/Meetings	6,096.59	6,500.00	93.79%
Total 6300 Program Expenses	\$ 228,164.00	\$ 228,164.00	100.00%
6500 Grants, Scholarships & Sponsorships			
6500a Community Arts Grants	225,000.00	225,000.00	100.00%
6500d Individual Artist Grants	100,000.00	100,000.00	100.00%
6500t Sponsorships	50,000.00	50,000.00	100.00%
Total 6500 Grants, Scholarships & Sponsorships	\$ 375,000.00	\$ 375,000.00	100.00%
Total Expenditures	\$ 603,164.00	\$ 603,164.00	100.00%

Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS:

EMERGING VIDEOGRAPHERS: FRAME BY FRAME

Unlock the art and business of videography with tips, collaboration strategies, and community insights to empower emerging filmmakers.



Nathaniel Eramaa

@cre8tive_n8



Alex Garcia

Mag One Media

@magonemedia

FRIDAY, JULY 26, 2024 | 10:00 AM

ARTWORKS @SALINAS 262 MAIN STREET, SALINAS



NO FEE TO ATTEND!

REGISTRATION ENCOURAGED

SO WE HAVE ENOUGH COFFEE AND TREATS!

BIT.LY/RSVPBIZWORKS



ARTS COUNCIL
for Monterey County



Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS:

BOOST YOUR BUSINESS WITH ENGAGING CUSTOMERS AND CREATIVE PORTFOLIO KITS

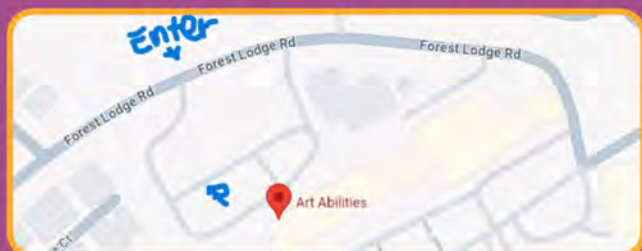
Learn to captivate customers and build impactful portfolio kits that elevate your business.

KENJI TANNER

@Kenjiartqueen



FRIDAY, OCTOBER 25, 2024 | 10:00 AM



ART ABILITIES

220 COUNTRY CLUB GATE CTR.
SUITE 10, PACIFIC GROVE

*Take Forest Lodge Rd to gain access
to the rear parking lot.*

NO FEE TO ATTEND!

REGISTRATION ENCOURAGED

[BIT.LY/RSVPBIZWORKS](https://bit.ly/rsvpbizworks)



Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS

STAYING COMPLIANT IN 2025: KEY LAW CHANGES FOR ART NONPROFITS

Bradley Levang Esq.
Fenton & Keller Attorneys at Law

FRIDAY, JANUARY 31ST
10:00 AM

COMMUNITY FOUNDATION
FOR MONTEREY COUNTY
(COMMUNITY ROOM)
2354 GARDEN RD, MONTEREY

NO FEE TO ATTEND!
bit.ly/rsvpbizworks



ARTS COUNCIL
for Monterey County



Business Works

SOLUTIONS FOR BUSY CREATIVES

PRESENTS

MASTERING THE INNER GAME: MINDSET FOR ART BUSINESS SUCCESS

Edi Matsumoto

Edi Matsumoto Art & Design

@edimatsumotoart

FRIDAY, APRIL 25TH
10:00 AM

**COMMUNITY FOUNDATION
FOR MONTEREY COUNTY**

945 SOUTH MAIN ST, STE 207, SALINAS

NO FEE TO ATTEND!
bit.ly/rsvpbizworks



ARTS COUNCIL
for Monterey County





ARTS COUNCIL
for Monterey County



COMMUNITY ARTS GRANT

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

ELIGIBILITY CRITERIA:

- ✓ Must be a nonprofit providing arts programs or events
- ✓ Did not receive a Spring Arts & Cultural Grant and completed the final report for any previous grant

FALL APPLICATIONS
OCT. 1 - NOV. 12, 2024

APPLY TODAY!



ARTS4MC.ORG

Funding
provided by:



The Todd Lueders Fund
Community Foundation
for Monterey County



THE DAVID & LUCILE
Packard
Foundation



COMMUNITY ARTS GRANT

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

ELIGIBILITY CRITERIA:

- ✓ Must be a nonprofit providing arts programs or events
- ✓ Did not receive a Community Arts Grant and completed the final report for any previous grant

SPRING APPLICATIONS
APR. 1 - MAY. 12, 2025

APPLY TODAY!



ARTS4MC.ORG

Funding
provided by:



 The Todd Lueders Fund
Community Foundation
for Monterey County



THE DAVID & LUCILE
Packard
Foundation



INDIVIDUAL ARTISTS GRANT

Grant awards up to \$5,000 and \$10,000 based on career tier

Career tiers include: 1) Emerging Artists 2) Established Artists

Who Can Apply?

- Monterey County resident for at least 2 years
- Must be 18+ years
- Open to artists of all disciplines

**APPLICATIONS ACCEPTED
FEB. 11 - MAR. 24, 2025**

For more information visit:
arts4mc.org/grants/individual



ARTS4MC.ORG



ARTS COUNCIL
for Monterey County



OPEN STUDIOS Art Tour

A program of Arts Council for Monterey County

PARTICIPANT SURVEY REPORT

OCTOBER
12-13 & 19-20, 2024
SAT. & SUN. 11 AM - 5 PM



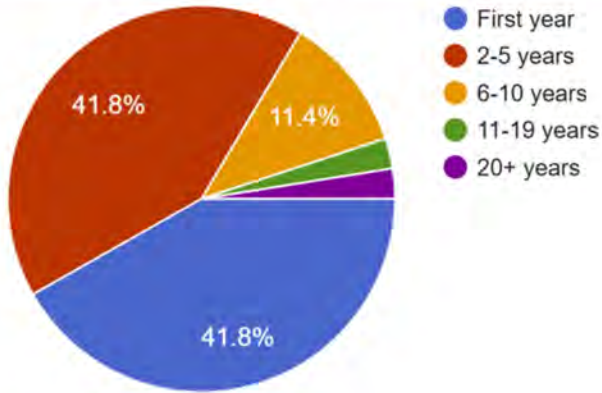
Stephanie Langley



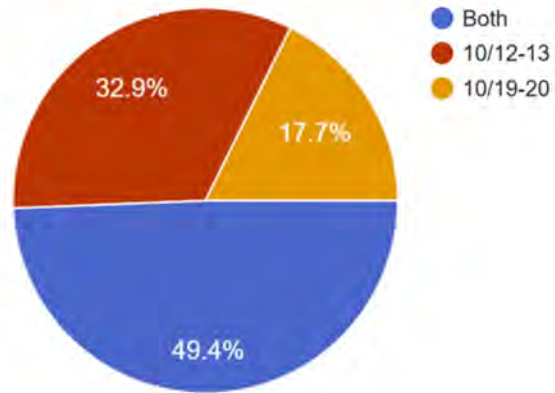
ARTS COUNCIL
for Monterey County

OSAT Participant Survey Results

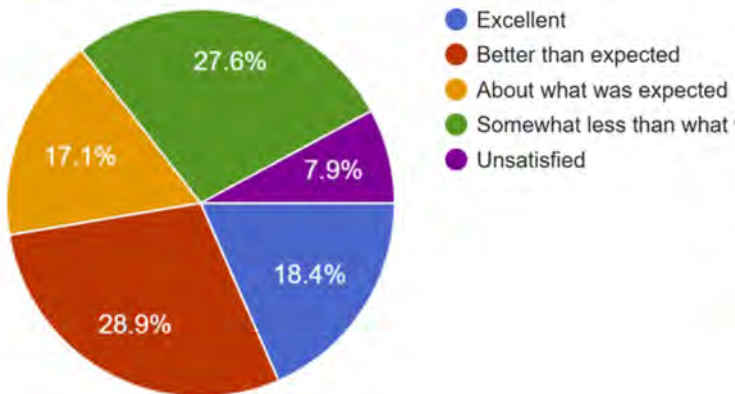
HOW MANY YEARS HAVE YOU PARTICIPATED IN THE TOUR?



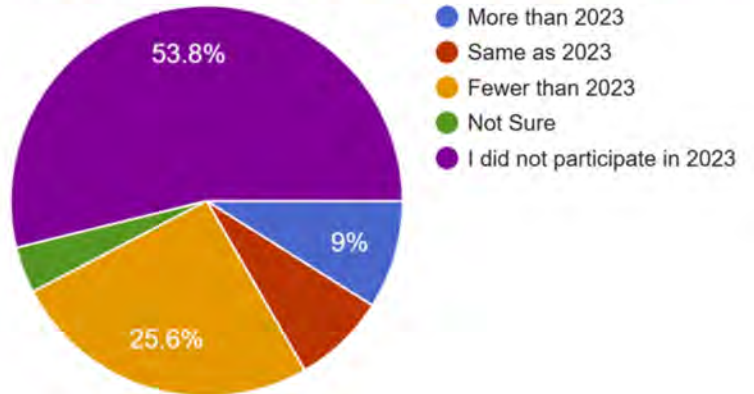
WHICH WEEKEND DID YOU PARTICIPATE?



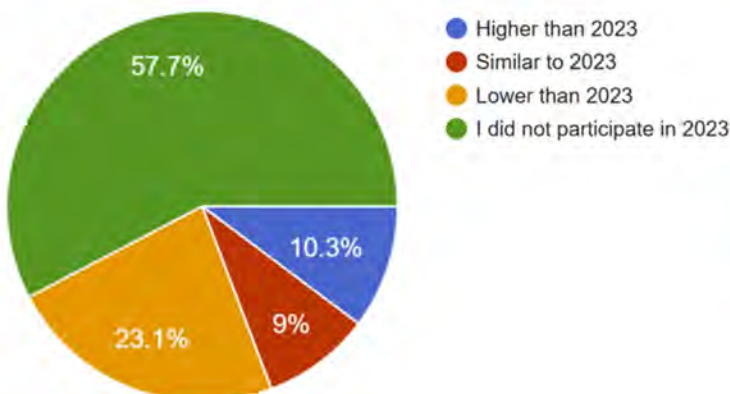
HOW WAS YOUR OPEN STUDIOS ART TOUR EXPERIENCE?



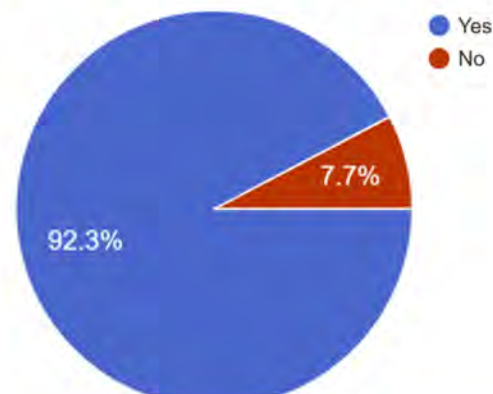
HOW DID THE NUMBER OF VISITORS COMPARE TO 2023?



HOW DID YOUR SALES COMPARE TO 2023?



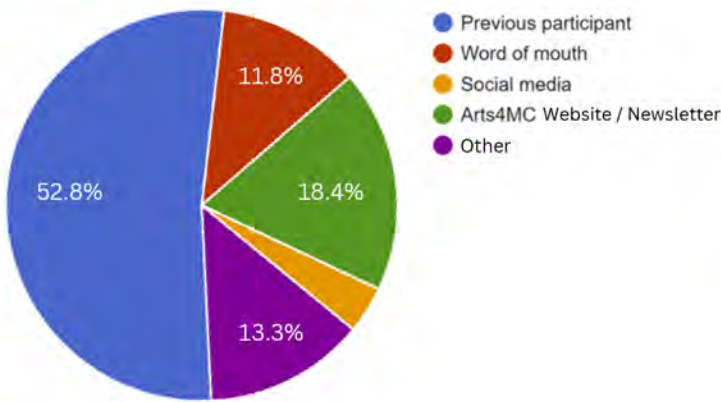
DID YOU DO ANY SELF PROMOTION?



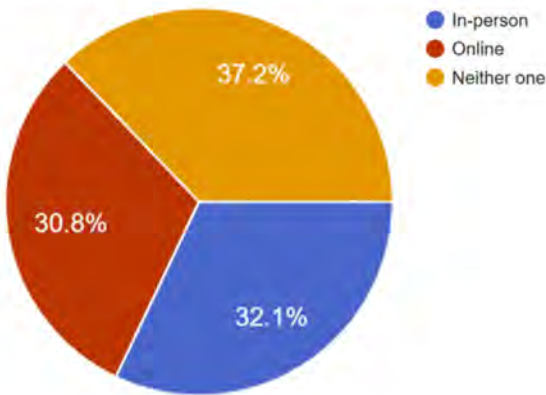
OSAT Follow Up Report



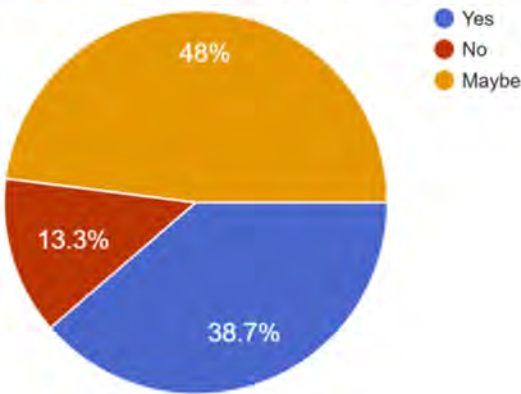
HOW DID YOU HEAR ABOUT THE TOUR?



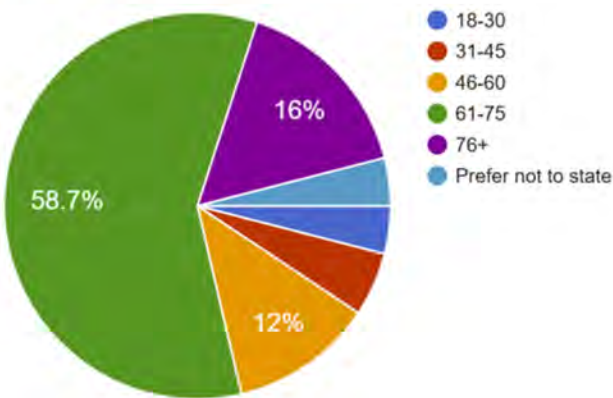
DID YOU ATTEND OSAT TOUR WORKSHOP IN-PERSON OR ONLINE



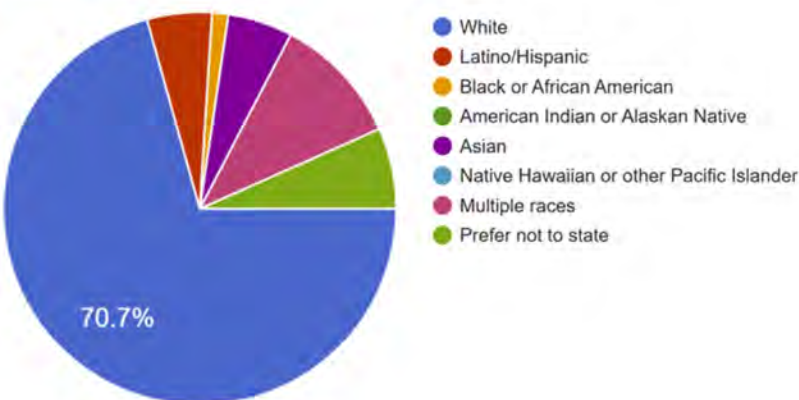
DO YOU PLAN TO PARTICIPATE IN THE 2025 TOUR?



AVERAGE AGE



RACE/ETHNICITY



OSAT Follow Up Report

KEY SUGGESTIONS FROM PARTICIPANTS

Marketing and Promotion:

- Increase social media coverage, news reporting, and broader public advertising.
- Start marketing efforts earlier in the year.
- Improve the design and aesthetic appeal of marketing materials.

Visitor Experience:

- Consider organizing a tour bus to facilitate visits and create an event-like atmosphere.
- Encourage attendees to view the event as a unique opportunity to purchase art directly from artists.

Event Structure:

- Suggestions to profile more artists and add more collaborative elements, such as artist talks, interactive portions, or city-specific merchandise (e.g., T-shirts or mugs).
- Proposals for new event formats, such as a craft fair alongside the studio tour or consolidating artists into larger public venues.

Accessibility and Reach:

- Distribute the guide earlier to ensure attendees are well-prepared.
- Address logistical concerns such as maps in the catalog and security notifications (e.g., Pebble Beach Security).

Participant Support:

- Address the disparity in visibility for artists in remote areas by adjusting fees or marketing efforts.
- Promote more equitable exposure opportunities, especially for individual or less-centralized studios.

Miscellaneous:

- Explore whether the concept of open studios might need reinvention to attract more visitors.
- Allow remote or non-local artists to exhibit in key venues for broader exposure.

OSAT Follow Up Report



ADDITIONAL COMMENTS & FEEDBACK

Gratitude and Appreciation:

- Many participants expressed heartfelt thanks to the organizers, especially Klara and Arts4MC, highlighting their dedication and hard work.
- Positive remarks were made about the professionalism and support provided by the event coordinators.

Positive Experiences:

- Some participants reported successful sales and enjoyed the overall experience.
- Meeting visitors and receiving compliments on their work was a common positive note.
- Participants appreciated improvements in the catalog, such as larger images of artists' work.

Areas of Concern:

- Several participants experienced lower attendance and sales compared to previous years, which may have been influenced by external factors.
- Insufficient advertising and promotion may have led to lower visibility and attendance.
- Issues with the distribution of supplies and the clarity of the printed map were raised.

Constructive Feedback:

- Suggestions included providing more location options for those unable to host at their homes or studios.
- Earlier publication of promotional materials and organizing a preview exhibition to boost attendance and awareness.
- Improved distribution logistics for supplies to make it more convenient for artists.
- Consideration of group participation discounts to encourage collaborative efforts among artists.
- Emphasis on the importance of advertising and better marketing strategies to increase event visibility.

Overall Sentiment:

- The feedback reflects a mixture of appreciation for the organizers' efforts and constructive criticism aimed at improving future events.
- The need for better promotion, clearer logistics, and enhanced support for artists were key takeaways.
- Participants acknowledged the hard work involved in organizing the event and expressed a desire for more effective strategies to ensure its success in the future.
- First-time participants generally had positive experiences and were grateful for the opportunity, despite some challenges.

OSAT Follow Up Report- Arts4MC's First Year Efforts



COLLATORAL

- 500 yard signs distributed for 127 locations starting 10/1
- 2,000 printed postcards provided starting 10/1
- Digital postcard sent with Workshop Info Packet
- 1,000 8.5 x 11 posters/flyers provided starting 10/1, provided in English & Spanish, plus available electronically on Arts4MC website
- 24,000 OSAT Magazines distributed through MCWeekly the week prior to first weekend (running it for two weekends will double the price, resulting in an increase to registration fees)
- 2,500 distributed through Arts4MC starting 10/1
- Magazine as a Flipbook, is on our website until 2025 tour
- All artists bios are on our website until 2025 tour
- New Free Mobile App - first time ever
- Many Tour Magazines were distributed to hotels in Carmel - will increase this for next year. Will also plan to provide signs, postcards, and magazines at Workshop one month prior.

COST

- If an artist is only open for one weekend, they are still getting the marketing benefits as an artist open for two weekends
- EVERYONE who paid a registration fee or received a scholarship was included in the Magazine. We normally don't list the venue as most people are looking for specific artists, not which artists are exhibiting at one location. Organizations with multiple artists that registered were recognized with their logo.
- One suggestion for venues with multiple artists is to purchase an ad from the Weekly to include in the Magazine, listings the artists.

MAP

- We know the printed map was insufficient and will commit to more pages of maps in the Magazine, to avoid any overlapping. Numbering needs to be corresponding in order of listings.
- Digital Map worked well.

OPEN EXHIBITION

Unfortunately, a gallery location for the 2024 Tour was not previously reserved, and it was too late by the time we took it over. We have reserved the Avery Gallery in Seaside for 2025 as it's one of the only venues that can accommodate more than 100 pieces. We are working on another location for 2026.

Arts4MC's First Year Efforts Continued

ADVERTISING



- KSBW - Televised Community Calendar in October
- Carmel Pine Cone - 1 ad along with 50 word write up in October
- Salinas Californian - 2 ads ran in October
- MC Weekly- Both digital and print ads ran from the beginning of October. Web ads, MC Now ads, Scene Think, and weekly ads in the paper starting October 3rd - 17th. Magazine Guide was included in the 10/10 paper as an insert.
- Fresno Bee, print ad 10/9
- Monterey Herald print ad in September
- Monterey Peninsula Chamber eNewsletter September, & October
- Salinas Chamber eNewsletter September
- Arts4MC eNewsletter mentions since August
- Dedicated Arts4MC Newsletter week of OSAT
- Community Calendars
 - Arts4MC
 - MC Weekly
 - See Monterey
 - KSBW
 - KION
 - King City Rustler
 - Monterey Peninsula Chamber
 - KAZU
 - Fresno Bee
 - Paso Robles Independent



SOCIAL MEDIA

Save the Date posts ran throughout the summer. Consistent posting began in September and went through the end of OSAT.

- Save the Date posts and stories
- Post highlighting each Individual Artist with mention or tag
- Collaborative joint posts with individual artists
- Posts with highlighting Organizations with mentions and tags
- SeeMonterey joint post

Quick numbers

Reach: +12K

Views: +23K

Impressions: +16K

Community Arts Grants 2024-25

Organization Name	City	D	Program
Alisal Center for the Fine Arts	Salinas	1	Performing and Visual Arts Programmng
MILPA	Salinas	1	MILPA Cultural Art Series
Natividad Medical Foundation	Salinas	1	Art Exhibition
Salinas Living Poetry and Prose Project	Monterey	1	Salinas Living Poetry and Prose Program
The Friends of the Salinas Public Library	Salinas	1	Library Crafts Cafe
United Way Monterey County	Salinas	1	Mural Project
Aromas Hills Artisans	Aromas	2	Theatre Arts Workshops
Educational Resources of Monterey County dba Hidden Hills Ranch	Salinas	2	Art in Nature
Enchantrix	Castroville	2	Elephant Man/Tommy
Noche Bohemia De Salinas	Salinas	2	2024 Holiday Show
Salinas Area Reading Fundamental	Salinas	2	Purchase diverse books for different cultures
Artistic-Civic League United	Greenfield	3	The Artistic-Civic League United
Hijos del Sol Arts Productions	Salinas	3	Community Arts in Action-Open Studio, Traveling Studio, Student
Monterey County Agricultural & Rural Life Museum	King City	3	Expand Community-Driven Programming through Artist Workshops:
Monterey County Dance Foundation	King City	3	Nutcracker Production
Salinas Valley Arts & Innovation Hub (Hartnell College Foundation fiscal	Salinas	3	South County Arts Empowerment Showcase in King City
So Mo Co Community Theater	King City	3	Readers Theater Production
Sol Treasures, Inc	King City	3	Gallery Exhibitions
Tonatiuh DQS	Salinas	3	Dance Exhibition
Black Caucus	Salinas	4	7th Annual Juneteenth Jubilee

Organization Name	City	D	Program
SpectorDance	Carmel	5	2025 Season
Stagekids	Big Sur	5	2025 Season
Sunset Cultural Center	Carmel	5	Arts for All: Expanding Access Through Equity, Education and
The Lyceum of Monterey County	Monterey	5	Lyceum Arts Education Programs
Whalefest Monterey	Monterey	5	2025 Whalefest Festival
YOUTH ARTS COLLECTIVE	Monterey	5	Arts Education Program
Youth Music Monterey County	Monterey	5	2025 Season

INDIVIDUAL ARTISTS GRANTS 2025

First	Last	City	D	Primary Artistic Discipline
ESTABLISHED				
Lillian	Barbeito	Carmel	5	Performing arts (dance, music, opera, musical theater, magic, illusion, mime, spoken word, puppetry)
Edgar	Lorenzo	Salinas	1	Digital arts (filmmaking, game design, photography)
EMERGING				
Katie	Raquel	Salinas	1	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Cristian	Almanza	Salinas	1	Digital arts (filmmaking, game design, photography)
Jonathan	Ordiano	Salinas	1	Performing arts (dance, music, opera, musical theater, magic, illusion, mime, spoken word, puppetry)
Ivan	Ramirez	Salinas	1	Digital arts (filmmaking, game design, photography)
Nada	Abdelshah	Salinas	2	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Arturo	Cabrera	Soledad	3	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Miguel	Garcia	Greenfield	3	Digital arts (filmmaking, game design, photography)
Alicia	Trujillo	King City	3	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Edward	Corpus	Seaside	4	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Kee Hyon	Higgins	Seaside	4	Performing arts (dance, music, opera, musical theater, magic, illusion, mime, spoken word, puppetry)
Jess Marie	Soriano	Seaside	4	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
William	Bell	Salinas	4	Performing arts (dance, music, opera, musical theater, magic, illusion, mime, spoken word, puppetry)
Rudy	Medina	Marina	4	Visual arts (painting, drawing, printmaking, sculpture, including crafts such as ceramics)
Jackson	Sherry	Monterey	5	Digital arts (filmmaking, game design, photography)
Rachael	Short	Carmel	5	Digital arts (filmmaking, game design, photography)
Daniel	Troia	Pacific Grove	5	Digital arts (filmmaking, game design, photography)
Cambell	Walker	Monterey	5	Performing arts (dance, music, opera, musical theater, magic, illusion, mime, spoken word, puppetry)

Arts Council for Monterey County
Transaction Report - Sponsors paid by County
 July 2024 - June 2025

Name	Memo/Description	Amount
Black Leaders And Allies Collaborative	Sponsorship	-1,000.00
Carmel Art Festival	Carmel Art Festival	-2,500.00
Enchantrix	Sponsorship for theatre production	-1,000.00
First Night Monterey	First Night Monterey	-2,500.00
House of the Four Winds Foundation	Christmas at the Adobes	-2,500.00
Monterey County Dance Foundation	The Nutcracker	-1,000.00
Monterey High School	Digital Arts Festival 2025	-1,000.00
Monterey Jazz Festival	MJF Gala 2025	-5,000.00
Monterey Museum of Art	2025 Block Party	-5,000.00
Monterey Peninsula Gospel Community Choir	Performance	-1,000.00
New Canon Theatre Company	Season 2025	-5,000.00
Palenke Arts	Sponsorship Package	-5,000.00
Sand City	West End Celebration	-5,000.00
Sol Treasures, Inc.	Annual Gala and Theatre Sponsorship	-2,000.00
The Weston Collective	Facing Seaside	-2,500.00
Tonatiuh Danzantes Del Quinto Sol	Annual Anniversary Concert on September 28th, 2024.	-2,500.00
Urban Arts Collaborative	PARALUMAN Oct 2024	-2,500.00
Urban Arts Collaborative	Chinatown Mini Mural	-2,000.00
Youth Arts Collective, Inc.	LiveArt April 26th	-1,000.00
Total for Sponsorships		-\$ 50,000.00



Mural by Hanif Panini

SUPERVISORS CHRIS LOPEZ AND LUIS ALEJO & THE ARTS COUNCIL FOR MONTEREY COUNTY INVITES YOU TO:

FREE TACOS
& RAFFLE

Thanks to Our Sponsors:
PapaG's, Dr. Ignacio Ornelas,
Cesar Trachette, Fabian Cortes,
Al Gonzalez

The Unveiling Celebration of The BRACERO LEGACY MURAL

HONORING THE CONTRIBUTIONS AND SACRIFICES OF THE BRACERO WORKERS OF 1942-1964

FRIDAY, APRIL 18, 2025 • 4:30-6:30pm

At Chualar Liquor • 24335 Grant Street, Chualar, California 93925



ARTS COUNCIL
for Monterey County

White Hawk Aztec Dancers • Chualar School District Baile Folklorico • Community Resource Fair • Car Show

For More Information, Contact the Office of Supervisor Luis Alejo at (831) 755-5011

Collaboration with the
City of Soledad
on three murals at Cesar
Chavez Park on Front St
Sept 2024



