

CITY OF SACRAMENTO



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ROBERT P. THOMAS
DIRECTOR

CITY MANAGER'S OFFICE
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March 22, 1983

City Council
Sacramento, California

FILED
By the City Council
Office of the City Clerk

Dear Mayor and Members of the Council:

SUBJECT: 1983 Sacramento County Arts Plan Update

APR 5 1983

SUMMARY

The attached 1983 Sacramento County arts plan update is provided for information purposes only. The update was approved by the Sacramento Metropolitan Arts Commission at their March 1, 1983 meeting. Under the State/Local Partnership Guidelines, approval of the update is required by the Sacramento County Board of Supervisors. This item is scheduled for the March 29, 1983 Board meeting.

BACKGROUND

Since 1980, the County of Sacramento has designated itself and the Sacramento Metropolitan Arts Commission as the local partner to participate in the State Local Partnership Program. The program was established by the California Arts Council and California State Legislature to encourage local cultural planning and decision-making and to reach previously underserved constituencies.

The program consists of two phases. The first phase is the development and update of a county-wide arts plan. An annual non-matching block grant of \$12,000 is provided for this purpose. After the plan or update is approved, a Local Priorities Grant is awarded. This one-to-one matching grant is determined by a formula based on population and per capita income statistics. The purpose of the Local Priorities Grant is to implement programming and activities described in the plan.

As required by the 1982-83 program guidelines, the attached local arts plan update addresses four areas:

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1. Organization's activities, participants, and location of activities during the period March 1982 through March 1983.
2. The relationship of the above activities to organization's goals and objectives.
3. Description of activities that furthered local cultural planning and decision-making, broadened the base and enhancement of the responsiveness of the State Council's programming and heightened opportunities for artists and interested citizens to directly affect arts policies and practices.
4. The success of organization's activities.

In response to these four areas, the Commission's Goals and Planning Committee reviewed the 1982 arts plan objectives as presented by the planning participants, the list of comprehensive needs (pages 98-100), the list of comprehensive objectives (pages 101-103), and the current and projected resources of the Commission. Through the recommendations of this committee, the Commission finalized its State Local Partnership Program related activities for FY 1982-83 and established a broader based Planning Committee to formulate the Commission's goals and objectives for FY 1983-84 and FY 1984-85. Although the Commission is charged with specific duties according to its 1977 City and County ordinances, the Sacramento County Arts Plan has provided additional clarification on community needs and in some cases, new directions on how the agency can foster support and development of the arts in Sacramento County.

SMAC's programs and services will continue to incorporate the needs and objectives of the Sacramento County Arts Plan, the charges of the Commission's City/County ordinances, and emerging community needs. SMAC will also continue to provide assistance to local arts and community service organizations who are addressing those Arts Plan objectives which fall outside the Commission's direct influence as a City/County agency.

Upon approval of the local arts plan update by the Board of Supervisors, the report will be submitted to the California Arts Council. Once approved by the Council, a Local Priorities Grant will be awarded to the Commission to continue arts programming as described in the update.

FINANCIAL DATA

No additional City or County funds are required under the State Local Partnership Program.

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RECOMMENDATION

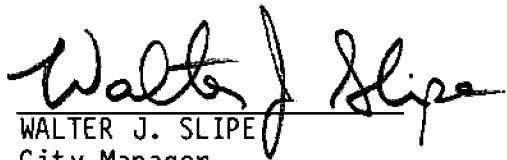
The 1983 Sacramento County arts plan is submitted for information. Comments are welcomed. Please address remarks to the Sacramento Metropolitan Arts Commission, c/o Bill Moskin, Executive Director, 1221 J Street, Sacramento, California 95814, telephone number 449-5558.

Respectfully submitted,



ROBERT P. THOMAS
Director of Community Services

Approved for Information:


WALTER J. SLIPE
City Manager

RPT:js

Attachment

April 5, 1983
All Districts

10/10/10

Dear Sir,
I am writing to you regarding the matter of the
contract for the supply of goods to the
Government of India. I have been informed
that the contract has been awarded to your
company. I am pleased to hear that and
hope that the supply of goods will be
smooth and timely.

Yours faithfully,
[Signature]

Director, Government of India

Ministry of Defence

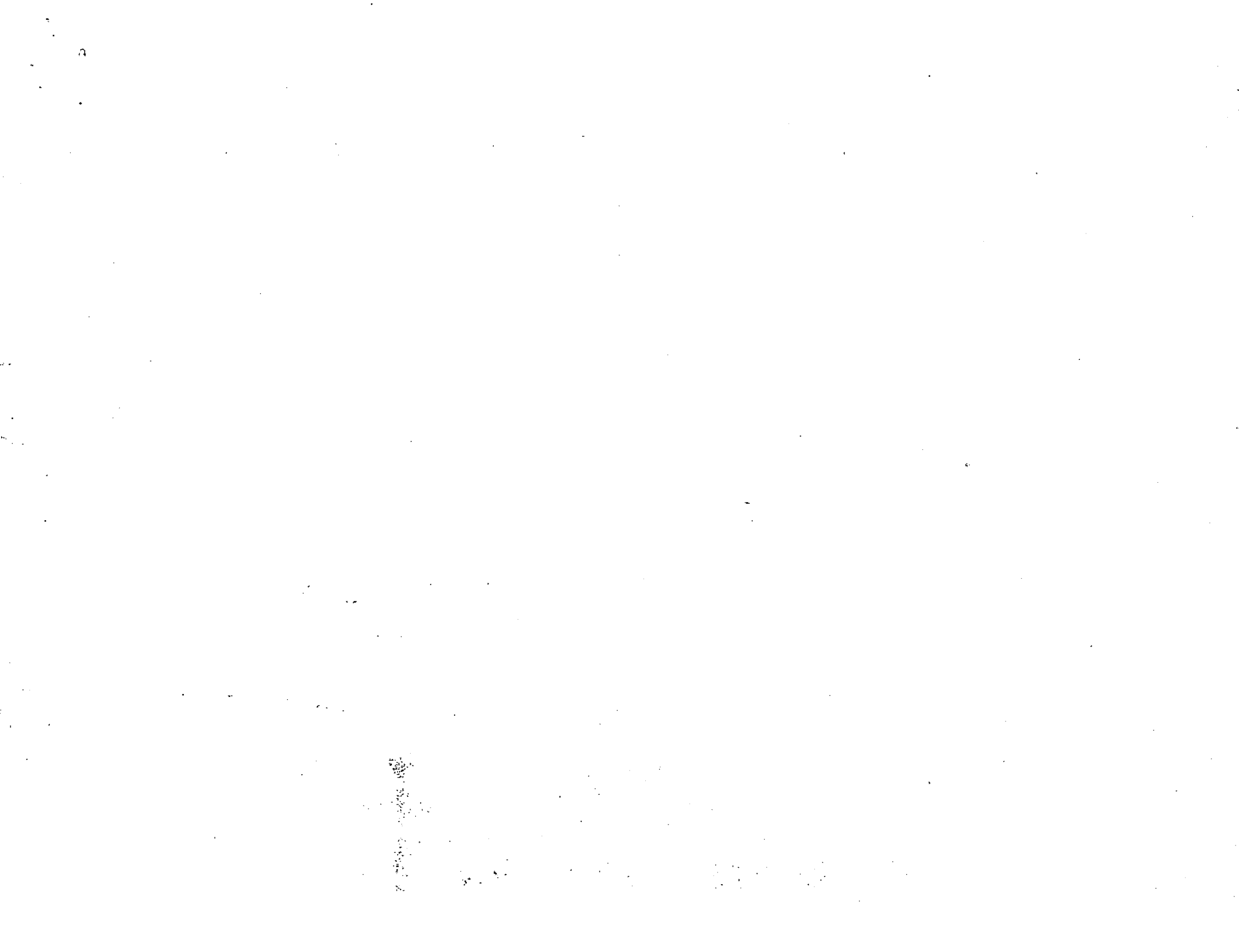
Delhi

1. Describe your organization's S/LPP-related endeavors during the period from March 31, 1982 through the present. Give a brief overview of your organization's work, including a general outline of activities, a description of who participated in these activities, and a listing of the locales and dates where activities occurred.

- March-
June '82 Sponsored open poster competition for Sacramento County artists resulting in the selection of the "Sacramento Camellia Poster". Over 6,500 Camellia posters (the official City/County poster) have been sold to date.
- March-
October '82 Worked with Junior League of Sacramento, Inc. to develop a Community Foundation of Sacramento. Substantial funding has already been secured for the Foundation.
- March-
April '82 Presented workshop for local groups serving special constituencies with Mr. A. B. Spellman, Director, Expansion Arts Program, National Endowment for the Arts, and four workshops at American River College and Cosumnes River College on career development for individual artists and cable programming for arts groups.
- March '82-
March '83 Developed and implemented the Artreach Program which provides employment for performing, visual and literary artists and arts experiences for county residents through local schools, community agencies, and public institutions.
- March '82-
March '83 Worked with Sacramento Downtown Merchants' Association in developing and implementing the Sacramento Street Performers Program.
- March '82-
March '83 Increased free publicity services for sponsors of local arts events through two Arts Hotline telephone recordings of current arts events (updated weekly), the "Sacramento Arts Update" announcements aired daily on KFBK Radio, and by providing KXOA and K108 Radio stations with regular calendars of upcoming arts events.
- March '82-
March '83 Expanded Arts Resource Center services; including the Arts Management Library, consultations with artists and arts groups of all disciplines, collecting and distributing updated information on local cultural resources and facilities, providing information and referral services to arts community and general public, and publicizing and coordinating meetings for local arts groups and the California Arts Council.
- April-
June '82 Worked with Sacramento Symphony, Sacramento Ballet, Junior League, and Sacramento Metropolitan Chamber of Commerce to explore feasibility of a United Arts Fund. Conclusion was that a United Arts Fund was not feasible at this time.
- April-
Nov. '82 Met with local arts groups to draft position paper on pending cable system franchise, met individually with competing cable companies to communicate needs of arts community, presented seminar for 14 local arts groups to familiarize them with the cable franchising process and worked with Sacramento Department of Community Services in contract negotiations with United Tribune Cable, the winning franchise.
- April '82-
March '83 Established Friends of the Arts Commission, a private non-profit organization, to provide additional support for SMAC and its S/LPP-related activities through memberships, individual and corporate contributions, and sponsorship of special fund-raising events.
- May-
June '82 Established computerized master mailing list available to local arts groups for a nominal fee.
- May-
June '82 Established bi-monthly "Artsletter" publication which includes information on all SMAC programs and activities. "Artsletter" is distributed to over 2,000 Sacramento area residents.
- June '82-
Feb. '83 Participated in development of Arts Resources and Management in the Schools (ARMS), a county-wide arts in education advocacy group which has been adopted by SMAC to serve in an advisory capacity on special arts in education issues.
- July-
Dec. '82 Worked with County of Sacramento Executive Staff in preparing recommendations for revising the Sacramento County Civic and Cultural Awards Program.
- Aug. '82
March '83 Worked with the Design Team of the Sacramento Light Rail System in developing an art program for the system and lobbied to ensure its formal adoption and allocation of adequate funding.
- Sep.-
Oct. '82 Presented "Sculpture Sacramento", a six-week festival, the first of its kind in the region, brought increased awareness and appreciation of sculpture and our local visual arts community to thousands of Sacramento area residents. Festival posters and schedules were distributed to 160,000 residents, thousands visited exhibits, installations, workshops, and slide presentations, and thousands more were reached through extensive media coverage.

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- Sep. '82 Coordinated meeting of 23 representatives from 11 S/LPP Partners to review issues affecting the S/LPP and the status of the program at CAC.
- Oct. '82- Implemented the Business/Arts Program, designed to increase and diversify business involvement in Sacramento area arts. Possible avenues of business support being explored with local arts groups and local businesses are "2% Clubs", Business Volunteers for the Arts, Matching Gifts for Employee Contributions, and donations or loans of equipment and facilities.
- March '83
- Nov. '82- Worked with the County of Sacramento in developing a county-wide "% for Art" Ordinance; expected to be formally adopted by July 1, 1983.
- Mar. '83



2. The local arts plan you submitted in March 1982 outlined a number of community needs and objectives. In the previous question, you were asked to provide an overview of your activities. How did those activities relate to your goals and objectives? Please be specific. (For example: "Lanai County identified artists-in-the-schools as a major goal. This past July, we began a series of school/parent/artist meetings, which culminated in a grants program for artists-in-the-schools. As of September, fifteen artists were teaching in five schools, with requests pending from seventeen other schools.")

NEEDS & OBJECTIVES

SMAC ACTIVITIES

- Increased business support of the arts
- Explore feasibility of United Arts Fund
- Explore other funding mechanisms for arts in Sacramento County

- Business/Arts Program is designed to increase business support; program staff are currently meeting with local arts groups and businesses to develop realistic forms of business involvement in the arts. Through this program, the Sacramento Department of Community Services secured \$4,900 from Chevron, USA to help underwrite production of the Community Gifts Catalog.
- After several meetings with Sacramento's major arts organizations, it was concluded a United Arts Fund was not feasible.
- Created positive working relationship with Sacramento Downtown Merchants' Association resulting in the Street Performers Program.
- Friends of the Arts Commission raised \$14,000 during January '82 and February '83 for S/LPP-related activities.
- Purchased over \$400 worth of resource materials on corporate fundraising for use by local arts groups.
- Three local firms from the printing industry contributed approximately \$5,000 in materials and services for the Sacramento Camellia Poster.
- During 1983 local businesses and professional groups will be encouraged to hire local artists through the Artreach Artists Directory.

- Need a better system of allocating Sacramento County Civic and Cultural Awards
- Increase public recognition of Sacramento County arts
- Provide a central clearing-house for arts information
- Develop a master mailing list
- Publish an arts newsletter with calendar of events

- SMAC presented six recommendations for revising the Awards Program and to date, one of these has been adopted by the Board of Supervisors. SMAC will continue to evaluate the program and lobby for changes as needed.
- Lobbied to increase total allocation for Sacramento County Civic and Cultural Awards Program to \$175,000 for '82-'83.
- Sculpture Sacramento Festival increased public awareness of the local visual arts community.
- Arts Hotline recordings provide announcements of approximately 40 local arts events taking place in the Sacramento area each week and provides an easily accessible means for the general public to keep aware of arts and cultural activities.
- Provide arts groups with resource materials and technical assistance in developing more effective publicity and public relations activities.
- Sacramento Camellia Poster has given Sacramento County a positive visual image and has brought "quality" design to the attention of thousands of poster buyers.
- Developed computerized master mailing list for use by local arts groups.
- Implemented Sacramento Street Performers Program.
- Copies of Sacramento County Facilities Survey provided on a continuous basis to local artists and arts groups.
- Distributed requests for information on needed and available production space to 2,000 artists and arts advocates. Although very few people responded with information on available space or demand for such space, SMAC will continue to assist artists in locating available facilities.

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- Provide increased accessibility to arts experiences for county residents
 - Put artists to work in the schools
 - Increase advocacy for arts in education
 - Maintain active involvement in local cable franchise process on behalf of arts community
 - Encourage coalitions and cooperative ventures among local arts groups in various arts disciplines
 - Explore feasibility of a major arts festival in Sacramento.
- Worked with City staff in developing new Use Policies and Procedures for the Coloma Community Center; to be utilized primarily for arts-related workshops, rehearsals, performances, limited studio space, and office space for local arts groups.
 - Developed county-wide "Z for Art" Ordinance which will bring exposure to public artworks to a greater number of county residents.
 - Artreach Program is making artists' services and arts experiences more accessible to county residents, both economically and geographically; as well as providing employment opportunities for artists in schools and other public and private settings.
 - Directly involved in administering the Sacramento County Civic and Cultural Awards Program. The '82-'83 program allocated \$175,000 for community based projects and services.
 - Participates in the ARMS arts in education advocacy group.
 - Sculpture Sacramento Festival touched the lives of thousands of Sacramento area residents through exhibits, workshops, outdoor installations, slide presentations, a sculpture film festival and bus tours. In addition to the distribution of 160,000 posters listing all festival events, local media provided extraordinary coverage of the event.
 - Met individually with competing companies on behalf of arts community, sponsored Cable workshops, and maintains close contact with the winning company, United Tribune Cable.
 - The Sculpture Sacramento Festival provided an opportunity for 23 local galleries to collaborate on a major project. As a result of their experiences, the Sacramento Area Gallery Association (SAGA) has been formed and recently incorporated.
 - Through its Arts Resource Center and "Artsletter" publication, SMAC encourages and facilitates the exchange of information and sharing of resources among local arts groups.
 - The issue of a major festival emerged frequently during the Sacramento County Arts Planning process. SMAC's Planning Committee is currently assessing the resources needed (and available) to present such a festival.

* * * * *

SMAC recognizes the necessity of assisting individual artists in developing the skills for survival. Without the ability to promote themselves within the community, manage the business side of their creative endeavors, and identify the resources available to them, implementation of an effective Arts Plan is impossible. To this end, SMAC will continue to provide assistance to individual artists through special workshops, referrals to community resources and current information on funding sources, legal issues, and self-promotion techniques.

3. The guidelines for the State/Local Partnership Program state that the program was established by the Arts Council and the State Legislature to "...encourage local cultural planning and decision-making and to reach previously underserved constituencies."

a) Briefly describe how the activities outlined in number one furthered the state's goals to "...encourage local cultural planning and decision-making..."

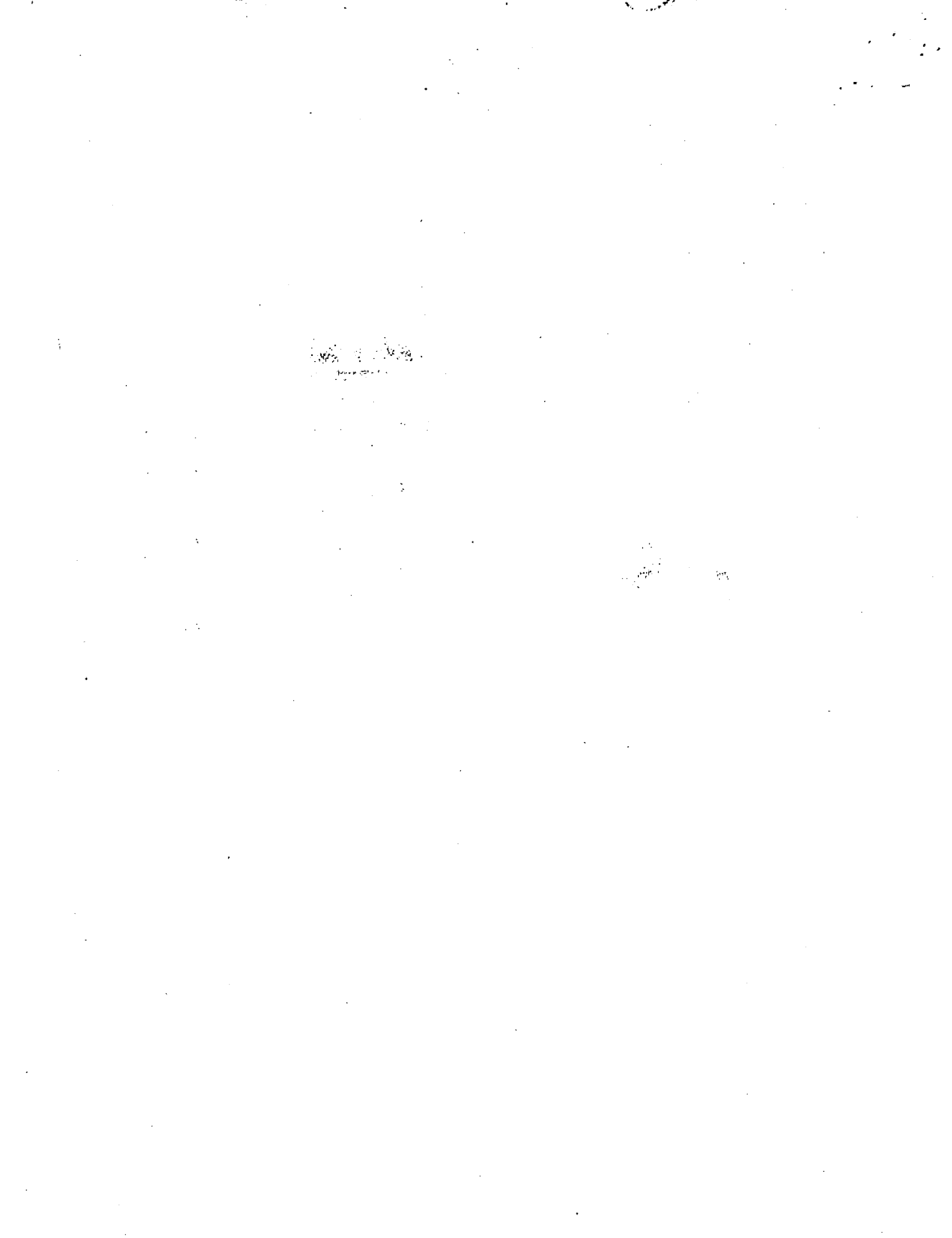
During the past year, SMAC Staff have worked closely with local government officials in implementing specific arts plan objectives. These working relationships have resulted in a greater appreciation of the value of the arts to the entire community and have created improved communications between SMAC's constituency and local government. In addition, local businesses, social service agencies, and educational institutions are beginning to recognize their important role in local cultural planning.

b) Briefly describe how the activities outlined in number one furthered the state's goals to "...broaden the base and enhance the responsiveness of Council programming..."

SMAC has endeavored to provide local constituents and the general public with timely and accurate information on the Council's programs and philosophies and has on several occasions provided research, publicity services and assistance in coordinating activities for various Council programs. Responsiveness of the Council's programming can be further enhanced by providing each Local Partner with a clear description of how they will be expected to assist the Council's programs and program staff during upcoming S/LPP grant periods. Partners can then effectively integrate these activities with their existing S/LPP programming.

c) Briefly describe how the activities outlined in number one furthered the state's goals "...to heighten opportunities for artists and interested citizens to directly affect arts policies and practices."

SMAC ensures the participation of representatives from the arts community, public and private sectors as well as the general public in formulating and implementing S/LPP activities. For example, the Artreach Program has a community advisory committee charged with developing program policies that meet the needs of participating artists as well as the population served by the program.



4. How successful have your activities been since you completed Phase III? In answering this question, please cover each of the following topics:

- a) Which specific activities achieved their specific objectives, and which did not.
- b) What criteria do you use to determine the success or failure of S/LPP related activities? (i.e., How do you evaluate these activities?)
- c) What benefits have resulted from these activities?
- d) What feedback have you received from artists, local governmental officials, and other community members about your State/Local Partnership Program.

SMAC's S/LPP activities are conducted through four major programs: Artreach, Art in Public Places, Arts Resource Center, and Business/Arts, and special programs such as the Sacramento County Civic and Cultural Awards. Methodologies of evaluating S/LPP activities vary according to the nature of these projects and services. Through community advisory groups, surveys, and direct feedback from its constituency and the general public, SMAC Staff and Commissioners assess how well the agency is progressing towards its goals. In addition, many of SMAC's S/LPP activities are evaluated against written goals and objectives for specific programs funded through sources other than the S/LPP Bloc Grants and Local Priorities Grants. SMAC's Planning Committee is stressing the importance of establishing formal evaluation procedures for S/LPP programs and services implemented in the future. Although a few people from the arts community expect that each and every Arts Plan recommendation be implemented immediately and completely, the overwhelming response from the arts community, local government, and general public has been most positive. Examples of letters of support from constituents involved in SMAC's S/LPP activities are attached. As a Local Partner, SMAC appreciates the enthusiasm of those who wish to see arts fully integrated and thriving in Sacramento County communities. Since April 1982 SMAC has committed its resources in addressing 32 of the 53 specific needs and objectives outlined in the Arts Plan. Although some S/LPP activities are difficult to evaluate at this early date, SMAC has clearly achieved success in the following areas:

- Implemented the Business/Arts Program to increase business support of the arts
- Implemented the Artreach Program to provide greater public awareness of the arts, increased accessibility to arts experiences, and employment opportunities for artists in education and other sectors of the community
- Demonstrated the feasibility of a major arts festival through success of the Sculpture Sacramento Festival, and will pursue the idea of a major festival with a broader focus
- Created the Sacramento Street Performers Program
- Developed a county-wide "% for Art" Ordinance
- Direct involvement in creating a county-wide arts in education advocacy group
- Expanded and created new Information and Resource Services
- Ensured recognition of the arts community during cable franchise process
- Lobbied for changes in allocating local public monies for the arts
- Lobbied successfully for an increase in county dollars allocated for Civic and Cultural Awards Program - from \$150,000 to \$175,000 for the '82-'83 program
- Explored the feasibility of an United Arts Fund in Sacramento and a county-wide "Image Survey" and concluded their inappropriateness in the immediate future
- Increased SMAC's financial support for all S/LPP programming from the City/County, corporate contributions and donations of services and materials.

