



To Awaken, Nourish, and Support the Arts in Our Community

Annual Report

2017 - 2018

Calaveras County Arts Council

Presented at the Annual General Membership Meeting

September 25, 2018



**CALAVERAS COUNTY ARTS COUNCIL
ANNUAL REPORT
FISCAL YEAR July 1, 2017 – June 30, 2018**

Board of Directors:

Cynthia Pryzbyla, President
Sarah Switek, Vice President
Don Urbanus, Treasurer
Donna Guadagni, Secretary
Steven Hall, Member at Large
Ron Schaner
Ruth Morrow
Fara Roberts

Executive Director: Kathy Mazzaferro

Assistant to Executive Director – Maggie Sloan

Consultant and Grant Writer: Penny West (Independent Contractor)

The arts blossomed in Calaveras County in 2017-2018 through the efforts of the Calaveras County Arts Council's Board of Directors, staff, artists/contributors and many dedicated volunteers. A robust and energized board embraced new ideas while protecting and cherishing our signature events. Without active board members and volunteers we would not be able to do what we do.

This report will summarize the activities for the fiscal year.

History: To assure that the arts would be an enriching aspect of this area, the Calaveras County Arts Council (CCAC) was organized in 1981 when a County Arts Plan was developed, resulting in the council being accepted as a State-Local Partner (SLP) with the California Arts Council, a state agency. From its formation to 2003 we received annual grants, often as much as \$60,000. However, in 2003, California Arts Council was hit with a 94% cut in its budget and has no longer been able to support the local art councils as they once did. During years 2003 to 2006, we received no State grants and relied solely on local community support in memberships, donations and revenue earned from event proceeds, auctions, and from the gallery sales (30% of sales dollars are returned to arts council). From 2007 to the present, we continue to receive small grants from the California Arts Council/SLPP. Membership drives and fund raising for designated programs continue to be the mainstay for our financial support. As many rural art councils close their doors, or operate with volunteers only, the Calaveras County Arts Council survives because of the generosity of local funding and support. This year we were ranked 5 out of 6 during the review for California Arts Council's State and Local Partnership program.

The mission of the Calaveras County Arts Council is to awaken, nourish, and support the arts in the community.

The Board of Directors meets on the last Tuesday of the month, at 5:30pm pm at 22 N. Main Street in San Andreas. An annual all day retreat was held in December of 2017.

As a private, non-profit 501(c) (3) public benefit corporation, the CCAC is not directly part of county government. However, from the County Board of Supervisors, CCAC receives annual support valued at \$12,000 of in-kind rent for the office/gallery and additional space for public events and receptions. This in-kind support also includes custodian, utilities, heating and air conditioning.

For the fiscal year, which began July 1, 2017 and ended June 30, 2018 the Calaveras County Arts Council Gross Income was \$97,058 (FY16-17 \$96,476). Expenses were \$92,330 (FY 16-17 \$106,193) with a *net income* of \$4,728. Our total fixed assets value at \$51,500.

Calaveras County Arts Council's 2017-2018 programs included:

Arts in Education

Now in its 36th year, this program provides workshops and performances by professional artists. During this fiscal year, eight local K-8 schools participated, and approximately 120 hours of arts instruction with a variety of artists were presented. Selection of artists and programs presented is within the control of each school site. In addition, CCAC provided financial support to Toyon Middle School and Calaveras High School to support art programs in the classroom, including Ag/Art with Kevin Hesser. CCAC is grateful to 1) County Office of Education, a long-time supporter, which this year contributed \$1,000; 2) Participating schools which provide matching funds for the workshops; and 3) Mr. Rob Williams for chairing the very successful Ride4Art fundraiser, the proceeds of which help support Arts in Education.

In 2017 we expanded our arts education programs to include veterans and their families. We held our first "ArtBeats4Vets" fundraiser and secured a matching VIA grant from the State of California. We offered art classes to vets and their families at no charge. The biggest challenge was getting veterans to participate. In 2018-2019 we will further define art classes to include grants for veterans to participate in woodworking, decorative welding, music and other fine arts programs.

Art Gallery & Arts Resource Center

The CCAC Gallery and office is located at 22 N. Main Street, San Andreas. A dedicated small group of artists hang and arrange the galley at the beginning of each new show. While the lack of foot traffic has an impact on sales of art and such, it is worth mentioning that we sold over \$4,300 in art, cards, jewelry, etc., during this last fiscal year.

Over the years we have been blessed by the participation of over 50 local artists. We continue to encourage and promote all Calaveras Artists of varying levels of experience and welcome past artist participation and new artists to the county. As always, we promote artists working in literature, music, visual art, fabric, ceramic, and sculpture.

The annual Affordable Gifts of Art features over 60 artists; and the 19th annual Art Sprit High School Show featured over a hundred pieces of student art work. The office remains a Resource Center for arts-related information for residents, visitors, and artists around the county and foothills. We created a quality, high gloss map showing the location of Calaveras studios and galleries open to the public throughout the year. We provided these maps to the galleries and visitors at no charge.

Music in the Parks (*note: for easy tracking from year to year, MIP summary is for June 2017 through August 2018 even though two June performances are in the previous fiscal year*).

This was our 27th annual production. Since these weekly free summer concerts span two fiscal years, this will address the most recent series, which started June 13 ending August 22. Board member and Chairperson Ron Schaner provided another exciting line-up of musicians that delighted audiences throughout Calaveras County. For the ten Wednesday evening concerts, toes tapped and people danced to musical presentations encompassing Blues-infused rock & roll to Cajun Zydeco to Broadway and American. Maintaining our commitment outreach to every part of the county, each concert was held at a different community park, from West Point to Valley Springs, from Murphys to Copperopolis, and many points in between. Because of the intense heat and smoke from California fires it was decided to hold the San Andreas Concert in the Town Hall instead of Turner Park. We had a packed hall and the response was awesome. Sponsorships by businesses and individuals, with ads in our program, held steady over last year and we found new ways to prune our budget and end the program at a break-even point. Attendance was up and our audiences contributed very generously as the donation buckets were passed. The appeal is the casual, relaxed ambience in which to picnic and socialize while enjoying a variety of quality music. Music in the Parks is a signature program for CCAC.

Ovations Committee

This group plans and presents the "Ovations" Performing Arts Series. Four performances were presented at the 300-seat Dr. Elliott Smart Performing Arts Center on the campus of Bret Harte High School in Angels Camp. This four performance series at the Bret Harte HS Theater brings a wide diversity of artists such as professional dance/ballet companies, classical orchestras as well as jazz and big bands to Calaveras County. Again, this would not be possible without a strong relationship with local businesses and patrons. This was a year the CCAC presented the country entertainment of Juni Fischer, classical tunes from Altos Brass, the Latin Jazz of Mario Flores and the Dixieland tunes of St. Gabriel's Celestial Brass Band. It was a very popular program, the weather was with us and with prudent fiscal management we did not repeat the fiscal loss of the previous year and ended with a small (under \$200) profit. Like Music in the Parks, Ovations is a signature program for CCAC.

Artist Scholarships

For the 20th year, CCAC offered scholarship money to those who demonstrated an earnest desire to improve skills in the arts through higher education. This year we were proud to present three performing arts scholarships, one to a graduating senior from Calaveras High School and two from Bret Harte High School, all pursuing a degree in the arts. Each scholarship was for \$500. Our scholarship fund is maintained apart from the general fund. In 2016 the board of CCAC voted to open a separate checking account at Bank of Stockton in Angels Camp to provide increased transparency and separation of assets.

Calaveras Artists Studio Tour

To link artists and the public, we hosted the 12th annual Artists Studio Tour, as always, the third weekend in September. Visitors followed directions printed in a four folded multicolor mailer and map. They found their way to the studios or display locations for local artists where they could watch creativity in action and buy artwork directly from the source. We received a great deal of helpful feedback from local artists that will assist us in providing more support, publicity and success.

Web Page www.calaverasarts.org

Under the care and professional acumen of executive assistant, Maggie Sloan, our webpage is more robust than ever. By using our content management system to a fuller extent of its capabilities, and creating a new layout design, blog, and increased number of pages with fresh content, we have increased our visibility on the internet and our rankings in Google and Bing search. The user interface evolves constantly in response to user feedback and user analytics. Sponsors are linked directly from our webpage to theirs, thereby increasing the value of their sponsorship.

Email Marketing

We continue to use Constant Contact to better communicate events and have instituted a by-monthly email newsletter that is sent to our entire mailing list (roughly 2,000). We also email events, calls to artists, and other new regularly, as needed. Our open rate hovers between 25% and 30%, which is well above the 17.08% industry average as reported by Constant Contact.

Facebook

CCAC is on Facebook as a nonprofit business. Assistant to the executive director, Maggie Sloan, does an excellent job of keeping the posts current, relevant and eye-catching. Facebook posts include events, post sharing of other local arts related organizations, and other posts deemed of interest to our constituency. Event posts are boosted to local regions, as well as to the Central Valley and Bay Area.

Facebook post engagement is increasing. Our total page followers has risen steadily by almost 30% to a total of 908 to date. Facebook continues to have the reach that best benefits our arts council.

Instagram postings usually detail our art shows, and our followers there hover in the low 100's.

Media

Our executive director, Kathy Mazzaferro, makes herself available to the media for TV, radio, and print interviews. For every event, press releases go out to all media within the Tri-County area, as well as to media in the Central Valley. CCAC extends special recognition to Mike Taylor of the Sierra Lodestar, Charity Maness and Sarah Lundsford of Calaveras Enterprise, John Hamilton of thepinetree.net, and Mark Truppner at KVML for their support and coverage of the arts council events and programs.

Special Partners

Collaborations are important for community involvement in the arts, and CCAC was a partner with many...

Calaveras Chamber of Commerce

We are a long time member of the Calaveras Chamber of Commerce. Our Executive Director regularly attends Chamber of Commerce mixers throughout the county to keep pace with what's going on in our local business community and update members on CCAC events and programs.

Calaveras Visitors Bureau - Notices of arts-related events and lists of art galleries were regularly provided to the CVB Visitor Centers, and we are always included in the Arts & Entertainment page in the 4-color, 56-page Visitors Guide Magazine.

Angels Camp Museum Gift Shop – The museum continues to showcase CCAC Mark Twain bust. Posters and brochures of upcoming events are shared and displayed.

Major Grants

Every year we apply to The California Arts Council for its State-Local Partnership Grant which is partially funded from the Arts License Plate project. We received \$36,830 for our 2017-2018 SLPP Grant

All monies received are very much appreciated and helps provide the administrative infrastructure to our organization. It is essential to note that we receive no government funding for our Ovarions Performing Arts Series, Music in the Parks, Artist Studio Tour or Arts Education. These programs are self-funded through the generosity of local businesses and services, fundraisers, and the generosity of supporters and patrons.

Next Year

We continue our relationship with the Calaveras Chamber of Commerce (Wines on Main and Chamber of Commerce mixers); Dignity Health Care (Night at the USO, Ovarions, Music in the Parks) and the Calaveras Historical Society and Museum as well as the San Andreas Rotary and Murphys Business Association (Dia de los Muertos).

We will continue to broaden our working partnerships with other non-profits in Calaveras County. For example, the CCAC again hosted a table at the annual Calaveras County Garden Club "Springtime Tablescape Show and Luncheon", featuring the *A Dream is a Wish Your Art* Makes decorations. In April of 2018, under the leadership of Chairpersons Sarah Swietek and Fara Roberts, our art show *Motherhood* opened, preceded by art classes for Moms. Moms were encouraged to create their own 6x6 artwork, using their choice of medium, to create art that defines what motherhood is to them. New professional display panels purchased last year are on permanent display at the Gallery, providing additional "wall" space for art. We have a small core group of dedicated volunteers who run the gallery on weekends, hang gallery shows, and help out at fundraising events. Thanks to our active membership, the philanthropic support of individuals, businesses, and grantors, the industrious leadership of our volunteer Board of Directors, enthusiastic management from our Executive Director, and a robust webpage and

social media presence from our Assistant to the ED we look forward to an even more active, fun and exciting 2018-2019.

Finances are always an issue to our sustainability. California approved an increase to the California Arts Council's funding but grants are still far below what was available before 2003. In 2018-2019 we will continue to provide prudent fiscal management and seek out and secure additional sources of funding.

We know the arts help build vibrant and healthy communities. We believe our work is about helping create a place where people want to live and work...a balanced community that you and others want to call home.