



CALAVERAS COUNTY
ARTS COUNCIL

Our Mission

*To build a united community by
awakening, supporting & nourishing the arts*

Annual Report

2020 ~ 2021

Calaveras County Arts Council

Our Annual Report is available at our General Membership Meeting on Tuesday, September 21. If unable to attend our report can be found on our website. Hardcopies are available and will be mailed without charge on request

Email your request to goldrusharts18@gmail.com

September 2021



**CALAVERAS COUNTY ARTS COUNCIL
ANNUAL REPORT
FISCAL YEAR July 1, 2020 – June 30, 2021**

Board of Directors:

Fara Roberts, President
Cynthia Przybyla, Vice President
Don Urbanus, Treasurer
Victoria Fout, Secretary
Steven Hall, Member at Large
Ruth Morrow
Donna Guadagni
Autumn Hesser
Maura Purcell

Executive Director, Kathy Mazzaferro

Asst. to ED; Marketing & Media Specialist, Maggie Sloan

The Covid 19 Virus that hit with a vengeance in February of 2020 continued to wreak havoc throughout 2020 and half of 2021. By mid-March 2020 the Gallery was shuttered and administrative work continued in the homes of our ED, Kathy Mazzaferro, and Marketing/Media Specialist, Maggie Sloan.

This report will summarize the activities for the fiscal year 2020-2021.

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 (20% of sales dollars are returned to arts council). From 2007 to the present, we continue to receive grants from the California Arts Council/SLP. 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, slash or reduce programs or operate with volunteers only, the Calaveras County Arts Council survives because of the generosity of local funding and support and continued prudent, fiscal management. We consistently rank 5 out of 6 during the review for California Arts Council's State and Local Partnership program.

The Board of Directors meets on the last Tuesday of the month, at 5:30pm at 22 N. Main Street in San Andreas. An annual all day strategic planning meeting was last held on January 10, 2020 at the home of Cynthia Pryzbyla. Due to the recent Covid pandemic, Board of Director meetings are held via Zoom for all of 2020.

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. We also receive in-kind support that includes custodian, utilities, heating and air conditioning valued at \$3,000. We're grateful for the County's continued support.

For the fiscal year, which began July 1, 2020 and ended June 30, 2021, the Calaveras County Arts Council Gross Income was \$81,533; Expenses were \$69,370. It should be noted that we began the fiscal year with \$15,093 in the bank, ending with \$36,369. Both categories reflect the lack of Music in the Parks 2020 and Ovations 2021. Our total fixed assets value at \$51,000 (baby grand piano, bust of Mark Twain, new furniture for Gallery, laptop computer and printer, professional art display panels).

Calaveras County Arts Council's 2020-2021 programs included:

Arts in Education

CCAC works with participating schools and parent groups to provide matching funds for the workshops and on-site arts programs for our local schools. We are thankful to Mr. Rob Williams for chairing our annual Ride&Walk4Art fundraiser. In 2021 the net proceeds totaled approximately \$6,482. These proceeds are line-timed specifically for our Arts in Education matching grants. While Ride&Walk4Art 2020 was cancelled due to Covid, we are grateful for those riders and walkers who signed up and then graciously declined a refund. Working with local schools we look forward to again providing matching grants for visual art and performance programs in the classrooms and to find ways to help our school arts programs during these challenging times.

Art Spirit, our spring showcase of local high school student art, was cancelled in the Gallery in both March of 2020 and 2021 because of Covid. We continue to follow the directions of the county health department as well as our local school districts. We are cautiously optimistic that with schools back in session we will host Art Spirit in March of 2022. Arts in Education remains one of our four signature programs.

Poetry Out Loud

2021 was the third year that the CCAC participated in Poetry Out Loud, a national recitation contest created by the National Endowment for the Arts and the Poetry Foundation in partnership with the California State Arts Council. Students select poems to memorize and recite from an online anthology of more than 900 classic and contemporary poems. Approximately 6 students from Calaveras and Bret Harte High Schools participated and the contest was held online. We are fortunate that local retired English teacher, Ingrid Hjelmervik, again volunteered

to chair POL. Ingrid does a stellar job arranging for school site meetings with teachers and students. She secures the services of the judges, makes certain everyone has copies of all required materials, score sheets, etc. The 2021 champion was Sydney Button, a Junior at CHS. As part of her award package Sydney and her family would have received an all-expense paid trip to Sacramento for two nights/three days to attend the California State Finals of POL. Sadly, the in-person finals were cancelled by the State Arts Council in the interest of health and safety for all due to the corona virus. The state arranged for a virtual competition in its place. With the assistance of CHS drama teacher, Ann Mazzaferro, we were able to record Sydney's performances and submit them to the state. Sydney did an excellent job and we are certain she scored well. We look forward to continuing this program in the winter for 2022. We received a grant in the amount of \$5,000 for the California Arts Council. Matching funds are NOT required. The funds are used to provide materials, stipends for the local coordinator and coaches, lodging and a stipend for meals and mileage for the champion and their family, and modest cash awards for the top three scores, both preliminaries and finals.

CCAC Gallery Store & Art Gallery

The CCAC Gallery and office is located at 22 N. Main Street, San Andreas. A dedicated small group of artists hang and arrange the gallery at the beginning of each new show. While the lack of foot traffic has had an impact on sales of art and such, it is worth mentioning that we sold over \$3,900 in art, cards, jewelry, etc., during this last fiscal year using on-line sales (see also Artist Studio Tour). One-of-a-Kind Gifts of Art (formerly Affordable Gifts of Art) was an online success during the holidays.

Over the years we have been blessed by the participation of over 50 local artists. We continue to be inclusive and encourage and promote all Calaveras Artists of varying levels of experience. As always, we promote artists working in all mediums including, but not limited to, literature, music, visual arts, fabric, ceramic, and sculpture.

The office is growing as a resource center for arts-related information for residents, visitors, and artists around the county and foothills with staff fielding numerous phone calls and emails throughout the year. We are pleased that this continues in spite of Covid. While the Gallery was closed from March of 2020 to May 15, 2021, media specialist Maggie Sloan did an excellent job of providing many streams of information on our Facebook page, media releases and maintains a robust and current webpage. Kathy responds to phone calls and emails and meets with buyers one-on-one at the Gallery to complete on-line sales.

The Gallery was reopened to the public in May of 2021. All local and state health requirements were adhered to with masks and hand sanitizers available for all. Guests were limited to no more than four at a time. Our public hours were changed to 12:00 to 4:00, Monday through Thursday. We were deeply saddened at the loss of one of our most loyal volunteers, Ingrid Brown, who passed away in the Fall of 2020.

Music in the Parks – 2020 – 2021 (spans two fiscal years 2020)

Summer 2020

This would have been our 29th annual summer concert series. An exciting line-up of musicians were ready to fill our hills with the sounds of music of all genres. Unfortunately, in keeping with state mandates and in the interest of health and safety for all, the board and staff unanimously

(and sadly) agreed that MIP had to be cancelled for that summer. Kathy contacted all the bands notifying them of the decision. She secured the contracts for all scheduled performers for 2021, promising them the same venue and week.

Summer 2021

Summer 2021 was both a critical and financial success! The citizens of Calaveras County enthusiastically welcomed MIP back to our traditional venues throughout the county. The bands contracted in 2020 were contacted. Sadly, two of them had disbanded. However, the bands that took their place were a great hit. The final concert at White Pines Community Park above Arnold featuring the Calaveras Community Band was cancelled at the bands request. Smoke from nearby fires as well as a surge in the Delta variant of Covid was considered an unhealthy environment for all. Music in the Parks remains a signature program for CCAC.

Ovations

This year the "Ovations" Performing Arts Series presented two performances at the 300-seat Dr. Elliott Smart Performing Arts Center on the campus of Bret Harte High School in Angels Camp before Covid required us to cancel the remainder of the season. We were able to present local favorite *Cantamos* in January and the Bluegrass delights of *Laurie Lewis* in February. Both concerts were a critical and financial success. As we had to cancel the last two concerts, we offered refunds to those who bought tickets for the canceled two (either singles or season). We were touched and grateful at the number of patrons who declined the refunds and chose to consider the tickets a donation. The Ovations performing arts program remains a popular concert series bringing a wide diversity of artists such as professional dance/ballet companies, classical orchestras, Bluegrass as well as jazz and big bands to Calaveras County. This would not be possible without a strong relationship and support from local businesses and patrons. Like Music in the Parks, Ovations is a signature program for CCAC. We are hopeful that Ovations will resume the winter of 2021-2022.

Artist Scholarships

For the 22nd year, CCAC offered scholarship money to local students who demonstrated an earnest desire to improve skills in the arts through higher education. This year we were proud to present arts scholarships to three graduating seniors from Bret Harte High School and one graduating senior from Calaveras 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 an account with Bank of Stockton.

Calaveras Artists Studio Tour 2020

Artists Studio Tours—a weekend when art lovers can tour the studios of Calaveras artists—has long been a signature event for local artists in September. But in 2020, due to COVID19 risks to artists and collectors, the Calaveras County Arts Council pivoted to an online event. We understood that this was a difficult year for all. We proposed a different way to support our Calaveras County artists. Instead of two days in September for people to visit studios, we created an online event, which lasted until the end of October to advertise our participating artists to the public. You could go to our website and explore the work of 25 local artists. It was fun to click through, read the artist statements, and find out what they're doing. And of course, there was a sales page. You could arrange with individual artists to see more of their work or arrange a private viewing of work that's in the Arts Council's San Andreas Gallery Store. We had a wonderful selection. The art was beautiful, fun, charming. It was created with so much heart. We expect AST will resume in person in September 2021.

Web Page www.calaverasarts.org

Under the care and professional acumen of media specialist, Maggie Sloan, our webpage remains 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

Email marketing became more important than ever. We continued 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). 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 deeply appreciates the Calaveras Enterprise, John Hamilton of thepinetree.net, Nick Baptista of the Valley Springs News 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. Both organizations are now located at 753 S. Main Street, Angels Camp.

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. In November of 2020 we received \$52,025 from the California Arts Council. This grant requires matching funds both in cash and in-kind. We thank the County of Calaveras for the in-kind donation of our gallery space and utilities. CCAC receives annual support valued at \$12,000 of in-kind rent for the office/gallery and additional space for public events and receptions. We also receive in-kind support that includes custodian, utilities, heating and air conditioning valued at \$3,000. We are grateful to our members, donors/sponsors for their continued financial support. We thank Mr. Rob Williams for chairing our major fundraiser, Ride&Walk4Art.

The California Arts Council also provided the \$5,000 annual grant to our arts council for Poetry Out Loud for our local high school students. Matching funds are not required for this grant.

In January of 2021 we received a grant in the amount of \$15,787 for the express purpose of providing support for local artists in our BIPOC community. Per the intent of the grant, \$12,626 was regranted to the Blue Mountain Coalition of Youth and Families. BMCYF is providing many things for the county BIPOC community including workshops and lessons to teach and preserve local Native American arts. \$3,103 was retained by the Calaveras County Arts Council for our administrative services. Matching funds were not required for this grant.

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

In July of 2020 with the assistance of Umpqua Bank we received a Covid19 relief loan/grant in the amount of \$7,000 from the Federal Government. The funds were specifically for assistance in maintaining payroll for our ED and ED Assistant. As promised by the federal government, the loan/grant was forgiven and we were not required to repay the bank or the government.

Looking Forward

We will continue our relationship with the Calaveras Chamber of Commerce; Dignity Health Care Mark Twain Medical Center; The Calaveras Visitors Bureau and Angels Camp Museum Gift Shop; and the Calaveras Historical Society and Museum as well as our local schools.

We want to find ways to broaden our working partnerships with other non-profits in Calaveras County. 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 bringing all of our programs back in 2021-2022. The first half of 2021 was, we hope, an intermission.

Finances are always an issue and sustainability is our goal. The State of California approved an increase to the California Arts Council's budget and we are appreciative of the annual, if modest, increases. In 2020 – 2021 we will continue to provide prudent fiscal management and seek out and secure additional sources of funding to sustain our signature programs.

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.