



Action Plan Development Process

Form 2: Sacramento Research and Fact Finding (October)

FUNDING COMMITTEE

Meeting Date/Time: 10-26-09

Scribe: Elli Johnston

Presenters

Bill Blake - B Street Theatre, Managing Director
Rhyena Halpern -- Sacramento Metropolitan Arts Commission (SMAC), Executive Director
Chris Aguirre - Valley Vision
Tim R Youmans -- Economic & Planning Systems, Inc, Managing Principal

Richard Faleon Teatro Nagual
Gwen Oliver-Duff Jazz Jubilee
Bonnie Kneitel CA Lawyers for the Arts
Richard Lewis CA Musical Theatre
Karen Leslie Sac Theatre Company
James Wheatley Celebration Arts
Casey Schell
Marc Feldman Sac Philharmonic

Attendees

Melissa Crone Sacramento Opera
Rod Gideons Sacramento Opera
Mindy Giles Swell Productions

Brie Otton
Ruth Blank SRCF
Elizabeth Johnston Sac Master Singers

Sacramento Region Research and Fact-Finding

1. What efforts have been made in the Sacramento region to provide stable funding for the arts? Use the attached matrix as a tool to record information.

Various attempts have been made to research potential public and private sources/methods of funding for the arts. Both SMAC and SRCF have ongoing initiatives re arts funding. A tax/fee ballot initiative in the 90's was attempted and failed – probably due to haste, changing/confusing messages and territorial interests.

2. Who are the primary organizations and individuals involved in funding arts in Sacramento?

Private Philanthropists
Corporate funders (marketing depts..and philanthropic foundations)
Sac Regional Community Foundation
SMAC (city and county funds)
Metropolitan Aarts Partnership (workplace giving since 1996)

3. Please identify the following as they related to arts funding in Sacramento:

- Successes – individual organizations have developed loyal donors; SMAC has maintained programs and grant opportunities – until now; SRCF has expanded focus on the arts
- Challenges and Barriers – continued decline in corporate funding for the arts; economic climate is impacting public and private funding; climate is uncertain
- Opportunities – to form an inclusive and effective coalition of arts organizations, arts service entities and artists to develop a compelling message that will result in public support for a tax/fee or other ongoing funding source for arts and culture.

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- Lessons Learned - arts need to partner with others (parks, recreation, public safety, etc.) to gain public support.; it's a long slow process that requires team work, alliances, careful planning, consistent messages, effective advocacy
4. Is there further data or information needed to complete research or fact finding?
- Need to comprehend the content of existing studies and what that data implies for our efforts

Form 2: Sacramento Research and Fact Finding MATRIX

Effort (Title & Synopsis)	Lead Agency & Partners	Funders	Outcome	Lessons Learned (Successes & Challenges)
SMAC Public Funding Effort			Ongoing	can take 5-20 years to pass tax initiative; need to raise visibility of the arts; use the same data as what makes this work in other locations. Anthony Radich (WESTAF) can provide insight for a "Denver model"
Sac Regional Community Fdn			Ongoing; Focus on individual donors: endowment (goal - \$40mill) & "giving circles"	slow going -requires reaching everyone with targeted message. not too many multiple private campaigns; work together. We don't want our message to be conflicting or confusing.
Quality of Life Funding Task Force			2008-2009	
'Partners for Prosperity' <ul style="list-style-type: none"> • ULI Civic Amen Master Plan Panel (2008) • ULI/ValVis Reg. Civic Amen Plan Study(06-08) • Civic Amenities Plan (04-07) 	Valley Vision + @ 30 partners (who?)	2006-\$20k grant	Research on 20-40 year vision focus was Land Develop. & Civic Amenities; what improves land and land values. Focus changed because of changes in the economy.	areas that stood out were arts, recreation, river walk - go hand in hand with the arts; ULI trying to break down the political barriers and build cooperation across the region.
Railyards PAC/CA Academy Planning			2006-2008	

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ERA Performing Arts Facilities Study			2006-2008	
SMAC Public/Private Arts Partnership Forums (06-07)			2006-2007	
AMS 10 th /K Theatre Study			2005	
Analyze various studies – re potential for arts funding <ul style="list-style-type: none"> • BOORA/AMS Facility Study (1997) • SMAC Econ Impact Study (2000) • Sac Arts Reg. Init. (2002-2003) Committee members are reviewing			1997-2003	The arts are under funded and under capitalized; The arts market is mid-range; Education levels are not as bad as they could be; Income levels are lower; There are a lot of households with children We have a diverse market
Arts to Zoo Ballot Initiative	????		1992-1994 Failed	Needs support of sports, recreation, parks, or zoos - a partnership; Needs economy, regional development, public safety to promote as a quality of life matter - not just about arts.
UCD		UCD	Date? Research – (filed where?)	Research on public funding thru sales & property tax- county specific
Tax/fee ballot initiative			Ongoing discussions	Takes almost 100% government support. First build coalition, then find out what voters will support. Long education process. Earliest ballot possibility-2012; needs 2 years of testing, talking, studying, then big push of polling & signing up partners. End of 2010 should be ready for advocacy work.

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