

**SACRAMENTO METROPOLITAN ARTS COMMISSION
ANNUAL REPORT FY 08 (Draft)**

AGENCY-WIDE ACHIEVEMENTS

Areas of Focus and Accomplishment

2008-2013 Strategic Business Plan

At the conclusion of a 15-month process, SMAC's Strategic Business Plan for 2008-2013 was presented to the Arts Commission in December, 2007 and the City Council and County Board of Supervisors in February, 2008. The Plan was released to the public in March, 2008.

In order to achieve our vision over the next 5 years, we have created a powerful set of 4 Strategic Directions to guide and give focus to all our actions:

- **CONDUCT VIGOROUS AND ONGOING ARTS MARKETING EFFORTS**
- **ENHANCE ARTS FUNDING MECHANISMS**
- **DEVELOP AND STRENGTHEN PARTNERSHIPS**
- **INCREASE ORGANIZATION EFFECTIVENESS**

We are convinced that moving forward in these 4 strategic direction areas will significantly improve our agency and our effectiveness in the community. A long-term plan for implementing these strategic directions through major goals and objectives was created and will be followed in the next 4 years.

In addition, our new business plan is designed not only to further the mission of SMAC, but also to work hand-in-hand with the vision and goals of the County and the City of Sacramento. We believe that our plan helps further all of the following items enumerated in County and City plans:

- To be the most livable community with the highest quality of public service;
- To make Sacramento the primary center of government, employment, and culture;
- To make every neighborhood a desirable place to live;
- To ensure that Sacramento will continue to celebrate cultural and ethnic diversity;
- That Sacramento will protect its historic and cultural resources; and
- To promote Sacramento as a cultural destination with arts and open space amenities throughout the city.

While the 2008-2013 Strategic Business Plan contains the strategic directions for the next 5 years, SMAC also needed an internal operation plan. This 12-24 month Action Plan will guide the agency in the short term, and be updated annually. Please see Attachment 6 for the 12-24 Month Action Plan. Status updates show enormous progress since the creation of the plan in the Agency meeting its goals and objectives.

In creating the Business Plan, SMAC, with the help of consultants Morrie Warshawski and Ruth Rosenberg, assessed community attitudes towards the arts and the arts community's current status. Assessment occurred through the following means:

- Conducted 31 one-on-one phone interviews with representatives of the arts community, individual artists and business leaders
- Held 4 roundtable meetings with business and civic leaders, members of the multi-cultural community and culturally specific arts organizations, artists and arts organization funded by SMAC, and Arts Commission staff.

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- Conducted 2 internet surveys. One distributed to artists and arts organizations in the region elicited responses from 241 artists and 117 arts organizations in the Sacramento region. An arts and culture survey for the general public and patrons of Sacramento arts organizations elicited over 2,300 responses.

Based on these assessments, a draft plan was created. Feedback on the draft was invited from those participating in the assessment, SMAC staff, consultants, Commissioners and committee members.

Regranting By Program and District Database

In FY 08, a new database was created, allowing SMAC to track all of its re-granting and APP Commissions by district and program area, greatly expanding the ability of the agency to advocate to public officials and the community. See Attachment 3 for its detail.

Staffing

In FY 08, SMAC experienced staffing changes in Administration, Art in Public Places, Arts Education and Grants and Cultural Programs. Please see Attachment 2. Organizational Chart for more detail.

Budget Overview

SMAC experienced budget cuts in FY 08 – a 2% cut across 12 months (July 07-June 08) and an additional cut of 3% over 7 months (Dec 07 - June 08). These cuts were covered with salary savings from the above-mentioned vacant positions. In spite of these cuts, SMAC ended the year in the black, with a \$24,980 surplus. Please see 4. FY 08 Final Budget for more detail.

Governance Update

On June 4, 2008, the City Attorney, City Clerk and County Counsel informed the Commission that its practice of appointing committees consisting of non-Commission members was out of compliance with correct practices both on legal and policy levels, and beyond the scope of SMAC's authority given by the City and the County.

The committees SMAC has used for the last 20 years have been disbanded and the Agency is currently working to update SMAC's governance structure accordingly. SMAC is embarking on a new plan to engage Commissioners, maintain involvement of the community, and increase the efficiency of SMAC's operations.

An Ad Hoc Governance committee of Commissioners was formed to develop a plan to begin the reorganization process. On July 14, 2008, this plan received unanimous support and approval from the Commissioners. The plan includes the formation of committees, composed solely of members of the Commission, including standing committees for Art in Public Places (APP) , Grants and Cultural Programs (GCP) and Arts Education (AE).

SMAC is sensitive to the enormous change this entails in our organization and our relationship to the arts community. The Agency sees this as an opportunity to create organizational efficiencies and more fully engage and empower our commissioners. At the same time, our commitment to open processes, transparency, accountability, and ongoing input and feedback from the arts community and other community stakeholders remains as strong as ever.

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PROGRAM AREA ACHIEVEMENTS

ART IN PUBLIC PLACES

Areas of Focus and Accomplishment

The Art in Public Places Program (APP) includes 3 program areas: commissioning or purchasing new works of art and receiving donations, conserving and maintaining the existing collection, and education and outreach. The core of the education area is a Tour Guide Program, regularly updated collection database that is accessible to the public online, and ongoing artist talks, lectures and panels about public art issues and ideas.

Public Art Projects

- The Art in Public Places program set a record in 2008 with the launch of the largest public art project in the history of the Arts Commission when the County Board of Supervisors approved a budget allocating \$8 million dollars for art in the new Terminal B at the Sacramento International Airport. The \$8 million allocation will include permanently installed artwork, exhibitions, and an endowment to maintain, conserve, and fund public art.
 - The budget allowed for the establishment of a \$2 million dollar endowment - precedent setting for the Arts Commission and for public art programs nationally. It will ensure the maintenance of works of art at the airport over time and allow new works of art to be commissioned throughout the life of the airport.
- Overseeing 60 plus public art projects throughout the City and County. (See Attachment 3. FY 08 Grantees and Funded Projects for more detail.)

Ongoing projects and projects completed in 2007-2008:

City of Sacramento:

24 Street Corporation Yard
Animal Care Services Cattery Building
Elkhorn Reservoir
Midtown Parking Garage
Studios for Performing Arts (SPA)
South Natomas Community Center
George Sim Community Center Phase I,
Phase II, and Phase III (3 projects)
North Natomas Library (3 projects)
Valley Hi-North Laguna Library (3 projects)
Pocket Library (2 projects)
North Natomas Park
Dixieanne / Winner's Circle (Mentor Project)
Fisherman's Lake Park
Shasta Park
Dogwood Park
Fremont Park
Hampton Park
Jacinto Park
Magnolia Park
Oak Park
Peregrine Park
Poet Laureate Park
Reichmuth Park
Shasta Community Center
Sierra II Community Center (Mentor Project)

Southside Garden
Southside Garden
Fremont Garden
Fremont Garden
Swainson's Park
Valley Oak Park
Wild Rose Park

SHRA:

621 Capitol Mall
1000 K Street
Del Paso Streetscape
Docks

County of Sacramento:

County Animal Care (2 projects)
County Juvenile Hall (3 projects)
County Wing A
Sacramento Airport: Phase I (3 projects)
Sacramento Airport: Phase II (up to 11 projects)

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- Celebrated the installation and dedication of 26 artworks in parks throughout Sacramento. (See Attachment 3. FY 08 Grantees and Funded Projects for more detail and a list of artists.)
- Received approval for funding and artist design proposals for 14 City parks, 3 libraries and a community center.
- Received approval of a Public Art Master Plan for the Docks Riverfront Promenade and an artist design proposal for a restaurant and cabaret on 1000 K Street, both funded by the Sacramento Housing and Redevelopment Agency.

Conservation

The growing and aging collection requires regular maintenance. As the program ages, many works are in need of conservation.

- Developed a list of 35 high-priority conservation projects for immediate follow-up and are implementing maintenance and repair projects.
- Developed a strategic plan for evaluation of conservation needs of the entire collection over the next 2 years.
- Conserved major artworks by Wang Po Sue at the Sacramento Convention Center and Tony Natsoulus at the Bing Maloney Golf course.

Education and Outreach

- Tour Guide Program
 - Doubled the amount of Art in Public Places education programs serving the Sacramento area. Education programs include lectures, tours, and panel discussions about public art.
 - Volunteer docents gave 57 tours and presentations, to more than 1,700 elementary, secondary, high school and college students as well as members of the general public.
 - Presented 3 public art lectures by regional artists and arts professionals including Susan Willoughby, Public Art Consultant; Susan Pontius, Deputy Director of the San Francisco Arts Commission; and local artist, Merle Serlin.
- Online Collection
 - Documented the public art collection and put it online in order to further its accessibility. Now, for the first time in the 30-year history of the program, there is a digital image archive on file and available to the public via the web. 590 artworks are included online.
- Exhibitions Program
(See Attachment 4, Exhibitions Schedule for more detail.)

Produced exhibitions at Sacramento Municipal Utilities District, City Hall, and the Sacramento International Airport, Terminal B.

- Featured local artists from Woodlake and Natomas, and an exhibition of works by Craig Schindler and Melissa Chandon.

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- Featured artists Patrick Mooney, John Motlow, John Paquette, Don Reich, Sheila Sullivan, and David White in an exhibition highlighting artworks from the 30 year-old APP CETA Collection. This is the first time these artworks have been seen by the public in decades.
- Continued a long-time collaboration with the Short Center, producing an exhibition of work by participants, and began a new collaboration with the Archives Museum and Collection Center, producing an exhibition at the Airport.
- Brought more than 20 paintings, drawings, and photographs from the collection out of storage and installed in public spaces throughout City and County buildings.
- Received donations of artwork by Steve Vanoni, Shi Mo, Chris Botta and Donna Billick by Tom Minder, Dolly Louie, Ferrar Wilson, and Jim Mart and Douglas K. DeVries of the Mart and DeVries Law Firm.

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ARTS EDUCATION

Areas of Focus & Accomplishment

The Arts Commission's education initiatives provide a variety of services and programs to ensure that arts education experiences are accessible to residents of all ages. Please go to the following links for City and County maps delineating supervisorial and city council districts.

City of Sacramento: http://maps.cityofsacramento.org/Maps/Council/rev_2007/Council2007E/all_council-E-color-2007.pdf

County of Sacramento: http://generalmap.gis.saccounty.net/pv_blank.aspx?

- Began an aggressive campaign to generate significant revenue from sources outside the City and the County, for additional programming
 - \$29,800 in state grants
 - \$47,846 from School Districts for fees for services
- Expanded the pool of artists who can teach to augment depleted pool of arts specialists in schools
 - 40 artists from Sacramento, Citrus Heights, Elk Grove, Rancho Cordova, Antelope, Folsom, Carmichael, Fair Oaks, Wilton, Walnut Grove and N. Highlands participated in professional development series in FY'08
- Developed arts education models for replication across the County
 - Over 2000 students served in FY'08
 - 12 new sites in San Juan, Folsom/Cordova, Twin Rivers and County Court School Districts are exploring programs for FY'09.
- Funded collaborative programs between social service organizations and teaching artists to provide educational opportunities for diverse populations where they gather
 - Visions Unlimited (BOS (Board of Supervisors) District 2; CC (City Council) District 5)
 - Bread of Life (BOS District 1; CC District 2)
 - Sacramento Lao Family Community, Inc. (BOS District 2; CC District 5)
 - Catholic Social Services (BOS District 3; CC District 3)
 - Roberts Family Development Center (BOS District 1; CC District 2)
 - South Sacramento Coalition for Future Leaders (BOS District 2; CC District 5)
- Provided arts education resources and expertise to school and community sites through Directory and technical assistance
- Regularly convened arts education providers, school and service sector leaders to facilitate planning and collaboration
- Developed employment opportunities for teaching artists
- Facilitated more equal access to arts education programs and artist residencies for schools across the County

Model Arts Programs

- Funded 2 model arts programs in FY'08
- Robla School District (CC District 2; BOS District 1)
 - 16 weeks of instruction in visual and theatre arts in all 5 schools with 85 classrooms and 5 artists
 - 3rd year of model program with increasing funds from district
 - Obtained School District buy-in of \$32,388 in fees for services

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- District will fully fund 4th year, 2008-2009
- Served about 1800 students, grades K-6
- Rio Linda School District (CC District 1; BOS Districts 1 & 3)
 - 36 sessions for 16 full-day kindergartens in 4 schools
 - Visual arts, dance and theatre
 - Professional development workshops for classroom teachers
 - Served about 350 students and 30 teachers
 - Obtained School District buy-in of \$13,200 in fees for services.
- Committed to expansion to other sites in County
 - Many other districts now interested (San Juan; Folsom/Cordova; Twin Rivers)
 - Invited other districts to visit model sites
 - Presented models at regional and state conferences

Artist Residency Institute

- Continued professional development workshops for artists to strengthen teaching skills
 - 2nd year
 - 30 hours of class and field work for Track 1
 - Training and field work in peer coaching for Track 2
 - Presenter from Kennedy Center
 - Provides free artist residencies to 48 schools and community sites in 2 years
 - About twice as many artists apply as there is capacity for
 - In addition to city of Sacramento, applicants from Citrus Heights, Elk Grove, Rancho Cordova, Antelope, Folsom, Carmichael, Fair Oaks, Wilton, Walnut Grove and N. Highlands participated this year
 - This year served 25 artists in Track 1; and 15 artists in Track 2
 - Resulted in more work for teaching artists and more arts education for citizens – above and beyond free residencies
- Provided a full day arts integration workshop for classroom teachers
 - Served 30 classroom teachers from across the county
 - Partnered with County Office of Education

Community Arts Programs Grants

- This pilot program provided grants for nonprofit, non-arts community organizations collaborating with local artists to provide arts education experiences for their constituents
- Awarded \$36,050 to 6 organizations from Stabilization funds this pilot year
 - Visions Unlimited (BOS District 2; CC District 5)
 - Bread of Life (BOS District 1; CC District 2)
 - Sacramento Lao Family Community, Inc. (BOS District 2; CC District 5)
 - Catholic Social Services (BOS District 3; CC District 3)
 - Roberts Family Development Center (BOS District 1; CC District 2)
 - South Sacramento Coalition for Future Leaders (BOS District 2; CC District 5)

Arts Education Resource Directory

- Provided online directory of arts education programs screened through a review panel process. The directory is a popular source for schools and community centers seeking programming and is open to any arts education provider who agrees to offer services in the County.
- Approved 43 teaching artists and education programs from arts organization have been included in the Directory

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GRANTS & CULTURAL PROGRAMS

Areas of Focus and Accomplishment

The Arts Commission (SMAC) serves as the only public arts re-granting agency in the City or County, overseeing grants to nonprofit arts and cultural organizations (Cultural Arts Awards); to informal, grassroots arts groups working in any discipline (ArtScapes); and to artists and arts groups for training, development and project implementation between grant cycles (Microgrants). SMAC also provides assistance to arts and cultural organizations, arts groups, and individuals with the Stabilization Grants (formerly Mini-Grants): the Marketing Grant, Planning Grant, and Professional Support Materials (PSM) Grant.

- Instituted Microgrants program which, with grants of \$600, greatly broadened SMAC's reach in the community and brought in a substantial group of new grantees.
- Increased number and dollar amounts given in the form of Support Grants, which support projects and organizations that significantly contribute to the diverse arts and culture scene of Sacramento and do not fit into any current grant program offerings.
- Continued transition to online grant system (set to finish in 2010-11). Successfully deployed Microgrants, Marketing Grant, Planning Grant and Cultural Arts Awards Mid-Cycle programs to the WebGrants system.
- Successfully deployed invoicing for ArtScapes and Cultural Arts Awards grants to the WebGrants system.
- Significantly revised Stabilization Grants (formerly Mini-grants) to better meet the needs of the arts community and a wider constituency. Stabilization Grants will be open for applications starting FY 09.
- Successfully transitioned the Stabilization Program to be managed by Grants staff rather than by the Arts Stabilization Consultant.
- Revised the Poet Laureate program guidelines for the next round of applications to more clearly define the position and add accountability to the program.

Grants Programs

- Cultural Arts Awards (CAA)
 - Funded 57 out of 57 applicants (49 returning grantees, 8 new) at a total of \$700,623 re-granted for each of 3 years. \$2,505,592 was requested. Combined arts budgets of the applicant organizations totaled \$45,719,782.
 - Funded theater, music, visual arts, dance, arts service, traditional arts, media, literary, film, multi-disciplinary and community-based organizations and cultural groups including Asian-American, Southeast Asian, Pacific-Islander, Latino, and African-American.
 - Funded organizations which reach out to youth, the gay/lesbian community, and the physically and the developmentally challenged.
 - Funded grantees conducted outreach programs to schools, senior citizens, and/ or neighborhoods which have few cultural activities.
 - Funded several organizations which produce multi-disciplinary arts festivals attended by thousands of Northern Californians, enhancing the reputation of our city as they generated acclaim on a national level.
 - Served all City Council Districts, with a majority of the grantees serving Districts 1 and 3. All Board of Supervisor's Districts were served, with a majority of the grantees in Districts 1, 2 and 3.

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- Introduced the online application and invoice processes. Mid-Cycle applications were accepted online only, and grantees must submit invoices online for payment.
- Extended the CAA 2007-09 cycle by one year to include 2010. This is a one-time extension to allow the new application to be moved to WebGrants. The new cycle will be from 2011-2013.
- **ArtScapes Grant Program (AS)**
 - Funded \$85,112 to 28 grantees out of 39 applicants. \$180,000 total was requested.
 - Funded projects included a fine arts festival, a youth dance performance, flamenco and salsa performances, an avant-garde musical, a seniors writers' conference, and a fire arts performance.
 - Funded multi-cultural, African American, Latino, Indian and Hawaiian groups as well as a seniors group.
 - Reached a wide range of Sacramento neighborhoods including North Sacramento, Oak Park, Midtown Sacramento, Natomas and Elk Grove.
 - Served African American, Latino, Senior, and Youth, as well as the general public.
 - Provided unique funding source to promote informal arts groups and collaborations without non-profit tax-exempt status.
 - Served all City Council districts, with a majority of the grantees serving districts 1, 3 and 4. Served all Board of Supervisor's districts, with a majority of the grantees serving district 1.
 - Introduced the online grant application and invoice processes. Applications were accepted online only, and grantees must complete online status report prior to submitting invoices for payment.

Poet Laureate Program

- Initiated the Board of Supervisor's Poetry Reading Series at the suggestion of then-Chair Don Nottoli, District 5, with a reading by local poet, Jeff Knorr, a former Poet Laureate Committee member.
 - Readings are to take place twice a year at the behest of Chair Jimmie Yee.
- Extended the post of Laureate to a 3-year term.
- Current Laureate Julia Connor spoke at California Arts Council's Conference of Poet Laureates, where Sacramento's program was considered a Model Program.
- Continued to implement current Laureate, Julia Connor's projects:
 - **Poets On Deck Project**
 - Created a deck of playing cards featuring excerpts from the works of 52 poets, with illustrations of the poets and poetry supporters for 2 joker cards by artist Suzanne Johnson. Poets included in the deck are representative of the start of the poetry scene in Sacramento from the 1960's to the early 1980's.
 - Sent deck to production in September 2008 with a run of 1,000 decks to be sold at various retail locations throughout Sacramento, including the Crocker Art Museum Gift Shop, the Art Foundry Gallery and Time Tested Books.

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- Introduced the deck at the Crocker Art Museum 3rd Annual Art Book Fair. Julia Connor spoke about the deck in a special presentation at the event.
- Formally released the deck at the Art Foundry Gallery at a Second Saturday event. The event included a poetry reading by many of the poets included in the deck.
- **Poet Laureate Park**
 - Chose artist Troy Corliss' proposal for the Poet Laureate Park. The Park is set to get underway in FY2008-09 at the South Natomas Community Center and Library.
- Revised Next Release of Poet Laureate Program
 - Compared Sacramento's program against Poet Laureate programs across California and the United States. Concluded that Sacramento's program provided a more substantial monetary award than most programs in California.
 - Evaluated program quality and repositioned program as a grant program to ensure long-term sustainability.
 - Revised the program guidelines for the next round of applications, to include:
 - Increased program accountability by limiting staff time to 10 hours per month; whereas in the past staff time to the program has been between 20 - 100 hours per month.
 - Included more detail regarding the responsibilities and expectations of the Poet Laureate position and of SMAC staff.
 - Requested a specified budget, to increase accountability and stability.

Stabilization Program

The Stabilization program provides various types of technical assistance, helping arts organizations to grow stronger and wiser in all areas of organization development, fiscal management, technology, fundraising, media relations and board development.

- **Organizational Development**

Seeking to strengthen the managerial and fiscal practices of arts organizations, this program provides board member and management training opportunities, technical assistance and professional and leadership development opportunities for arts administrators.
- **Workshops**, which are available to both organizations' staff and board members, offer a variety of management, fund development and governance topics.
 - Funded 33 organizations to take 33 workshops at the Nonprofit Resource Center.
 - Funded 12 organizations to attend Media Day 2008.
 - Funded 4 organizations and individual artists to take computer software workshops through IS, Inc.
 - Funded 3 organizations to attend Association of Fundraising Professionals workshops.

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- Funded 2 organizations to attend the ArtsReach Marketing Conference in San Francisco.

- **Grants**

- **Microgrants**

- Funded 29 applicants from 35 proposals at \$14,669. \$18,434 total was requested. 10 of the grants were for arts learning opportunities; 7 were for professional development or career advancement; 10 were for small arts projects, and 2 were for sudden opportunities.
- Served African American, Latino, school groups and the general public.
- Served City Council Districts 1, 2, 3, 4, 6, and 8, and all County Board of Supervisor Districts, with a majority in District 1.
- Funds assisted in such varied endeavors as artists attending workshops; students attending local arts programming, a poetry residency; and project support for a music festival, a film screening, and a breakdance competition.

- **Support Grants**

- Funded \$39,350 to 11 grantees.
- Funded events including Arts in River Park, 15th Annual Meadowview Jazz & Cultural Festival, California Gathering of Community Poets Laureate, California Cultural Data Project, California Lectures, Center for Contemporary Art's Capitol Artists' Studio Tour, CSUS Arts Resource Faire, Sacramento World Music & Dance Festival, Sojourner Truth Sojo Arts Festival, St. Hope Academy Art Component, and Valley Vision Experiences.
- Served City Council Districts 1, 3, and 5. Served Board of Supervisor Districts 1, 2, and 3.

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ARTS MARKETING AND CULTURAL TOURISM

Areas of Focus and Accomplishment

Includes achievements for FY 06, 07 and 08, since many of these items are ongoing in nature. Bold denotes completion of major accomplishments in FY 08.

Marketing Objectives

- Create a culture of marketing within the organization
- Create a marketing plan that is structurally and fiscally supported
- Create a SMAC brand and consistent look and feel in print and on web
- Centralize marketing administration
- Develop marketing initiatives that use technology to bring SMAC into 21st century
- Improve SMAC stakeholder's awareness and understanding of programs.
- Expand SMAC's name recognition in the community through partnerships and collaborations.
- Build working relationships with media and others in preparation for major marketing campaign.

Structure

- Reviewed and evaluated agency's past marketing efforts
- Reviewed and evaluated programs' short term marketing needs
- Secured California Arts Council grant of \$15,000 for marketing
- Hired consultants
 - Uptown (RFP 06-07)
 - McClellan Marketing Group (07-08)
 - Current RFP in progress for up to 5-year contract

Collateral Materials

- Updated SMAC logo
- **Created new business cards, letterhead, and envelopes**
- **Created first-ever agency brochure**
- **Carried its look to Business Plan, Spring 08 Arts & Culture Insert**
- **Decreased use of printed brochures in favor of postcards that drive users to SMAC's website**

Technology

- Changed URL from sacculture.com to SacMetroArts.org
- **Created SMAC E-newsletter**
- **Created SMAC Database**
 - **Sent postcard to 10,000 names for updating SMAC database**
- **Redesigned SMAC Website**
- **Created digital APP online collection**
- Loaned PSM footage to KVIE for creation of arts-oriented station IDs
- **Partnered with Irvine, Pew, Hewlett, CAC, local arts agencies throughout the state on the CA Cultural Data Project**
- Transition to online grant making with cutting-edge software that will increase SMAC's ability to serve the arts community
- **Created inclusive online Sacramento event calendar: Sacramento365.com using ARTSOPOLIS platform**

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Visibility

- Increased SMAC's visibility at community events including:
 - Experience the Boulevard
 - CA Capitol Passport to Summer Youth Fair
 - Jazz Jubilee
 - H St. Arts Festival
 - CSUS Job Faire
 - CA State Fair
 - CSUS Arts Resource Faire
 - Get Creative Events (turning clothing into art):
 - Del Paso Blvd.
 - 2nd Saturday/ Midtown
 - Rancho Cordova
 - Elk Grove
 - Oak Park
 - (Citrus Heights, Carmichael, Folsom were contacted and although interested, ultimately declined)

- Convened the following community seminars, workshops and gatherings that resulted in greater visibility for SMAC:
 - Hewlett Foundation's (07) "Youth Involvement in the Arts and Generational Succession," with the California Arts Council
 - CA Cultural Data Project (07-08)
 - Fairytale Town mixer for arts community (07)
 - New Performing Arts Studio Arts Education group (CMT/SPO/Opera/SBC) (AE)
 - Co-Chair Task Force for Visual & Performing Arts Education for new Twin Rivers School District (AE)
 - Irvine Foundation's grant writing seminar (08)
 - Irvine Foundation's focus group (08)
 - CA Arts Advocates (in progress)

- Presented the following public speaking engagements (Partial):
 - Rotary Club
 - Retired Teachers Union
 - Sacramento Philharmonic League
 - Sacramento County District 4's 4 community cabinet meetings
 - League of Sacramento Theatres
 - APP public presentations
 - APP receptions
 - Grants and Cultural Program's town hall meetings
 - California County Superintendent's Educational Services Association's Arts Leadership in Education Conference '08; San Juan and Folsom/Cordova School District Principals Meetings
 - Envision California, California Policy Institute's annual conference
 - Lead participant in Hewlett Foundation Study, An Unfinished Canvas;
 - Lead Participant in Planning Task Force for State Seminars on Teaching Artist Training Programs, 07 & 08.

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Special Public Relations Programs

- Produced Poet Laureate “Think Postcard” Mail Art Project in 2006-07. 30 workshops over 6 months resulted in over 900 postcards received, with curated exhibits at several locations throughout Sacramento County. The project received press through KCRA, Sacramento Bee and the Sacramento News & Review.
- Collaborated on Arts Day
 - Ticket Giveaway celebrations (04-06)
 - at Capitol with the California Arts Council (07)
- Developed Resolution Program honoring artists, arts groups, arts advocates, arts supporters, art critics with resolutions at City Council and/or Board of Supervisors meetings.
 - Those honored to date:
 - Artists/Poets: Jorjana Holden, Joyce Odam, Pat D’Alessandro, Pat Beach Smith, Dennis Schmitz, Viola Weinberg, Julia Connor, Jose Montoya, Michael Morgan
 - Arts groups: Sacramento Choral Society and Orchestra, Sacramento Taiko Dan, Hmong Cultural Arts, DDSO/ Short Center
- Produced 2007 30th Anniversary Celebration: October 2007 Reception, July 2007 Blvd. event, 30th anniversary logo created*
- **Created Art Billboard in Councilmember Cohn’s District 7**

Cultural Tourism

- **Produced Sacramento Visitor’s Guide Arts & Culture Insert (twice yearly)**
- Participated in the CTTC (CA Tourism and Travel Consortium) print and web-based initiative for promoting cultural tourism with emphasis on cultural heritage, in 4 major cities and the parks throughout the state.
- Helped secure Sacramento with Federal Preserve America designation status*
- Collaborating with Sacramento Convention Center on development of an Arts Festival (on hold)
- Attended 2-day California Heritage and Cultural Travel Conference
- Supported “Destination” events including:
 - **Sacramento World Music and Dance Festival (‘07, ‘08)**
 - **Artist Studio tours – free event this year!**
 - “Free Theater Night” with the League of Sacramento Theaters

Media and Public Relations

- Standardized press releases and advertisements
- Updated media list
- Created ads: Think Postcard, Business Plan, Arts Day, Art Limited, committee recruitment, and 5 generic SMAC ads for grantees’ program booklets
- **Participated in Convention, Culture and Leisure’s ad campaign promoting “Sacramento Treasures” along with other 10 Divisions of the Department**
- Developed media relationships: Sacramento Bee (editorial board, advertising, technology, Ticket); Sacramento News & Review, Sacramento Convention and Visitors Bureau, Sacramento Magazine, Midtown Grid, Valley Vision, KVIE, Capital

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Public Radio, Runyon, Saltzman & Einhorn, Steve Weiss, Metro Chamber, Sacramento Area Commerce & Trade Association, Downtown Partnership, and Sacramento Region Community Foundation.

Planning Meetings

- **Met with elected officials' offices and department directors**
- Met with staff from arts commissions in contiguous counties for opportunities for partnership on arts marketing, especially web-related: Placer, Folsom, Yolo, Roseville, El Dorado Hills
- Communicated with Executive Directors of California's local arts agencies
- **Met with stakeholders in Folsom, Rancho Cordova, Elk Grove, and Citrus Heights**
- **Served on Performing Arts Facility Study steering committee**
- **Served on Prelude to the Arts panel for arts awards**
- Continue to contribute to regular CC&L newsletter