



ARTS COUNCIL 2011-12 ANNUAL REPORT CALIFORNIA ARTS COUNCIL 2011-12 ANNUAL REPORT CALIFORNIA ARTS COUNCIL

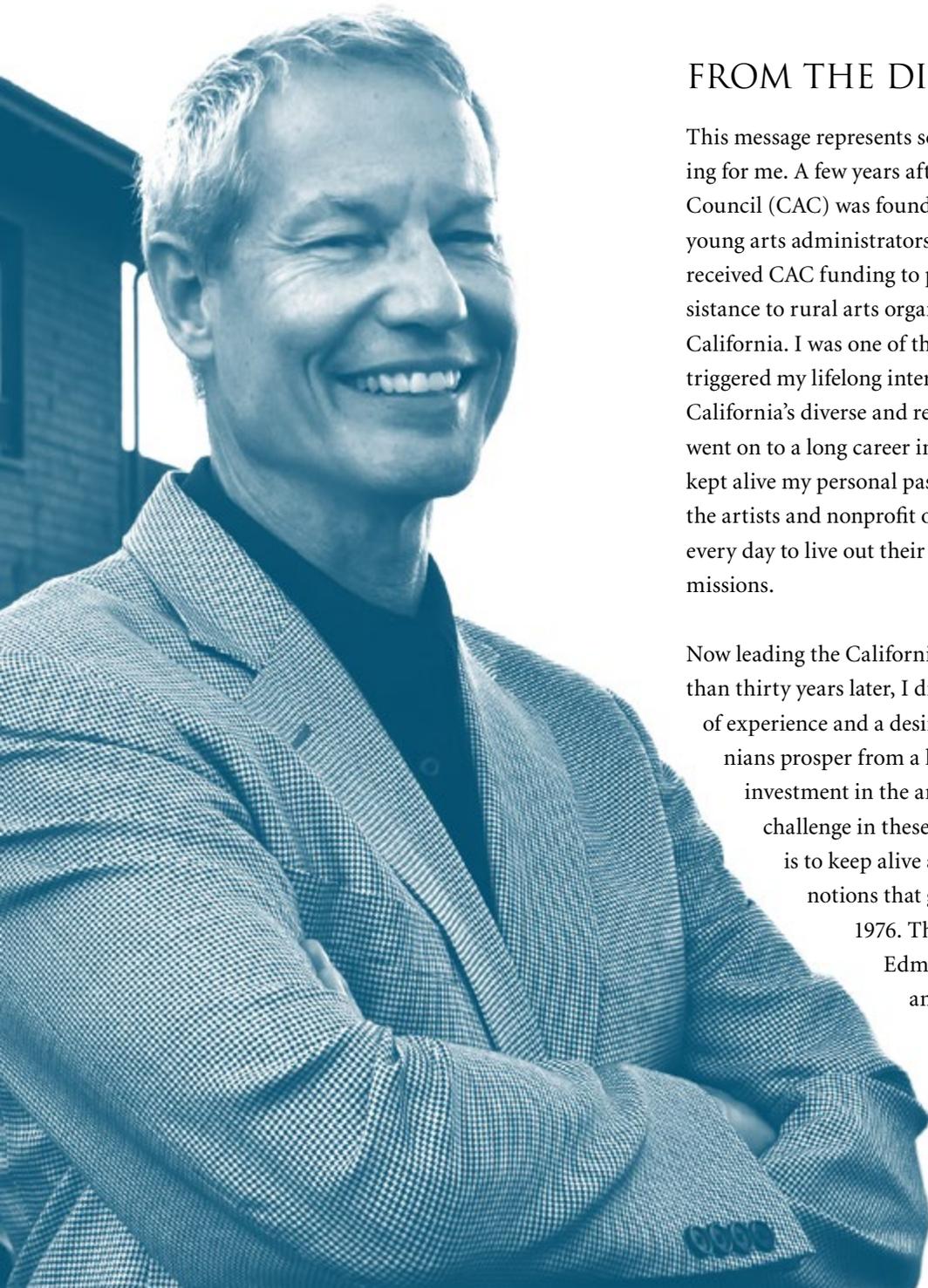
california arts council
www.arts.ca.gov

Finalizing this 2011-2012 Annual Report happens to coincide with the retirement of our remarkable Chair, Malissa Feruzzi Shriver. It may be unorthodox to acknowledge an event that technically falls outside the fiscal year timeframe, but we could not pass up the chance to formally thank her for her many accomplishments as we bid her farewell.

Malissa's leadership has been extraordinary, seeming to expand exponentially every year she spent on the Council. Her tireless efforts to revitalize arts education and restore California public school arts programs to the shining example they once were, and should be, have received national attention. Her contagious enthusiasm for our arts license plate has convinced many a California celebrity to add their name—and face—to the Million Plates for the Arts campaign. Everywhere she goes, Malissa shines a light on the importance of California's arts to our spirit, our economy, and our future.

We look forward to telling you more in next year's Annual Report.





FROM THE DIRECTOR

This message represents something of a homecoming for me. A few years after the California Arts Council (CAC) was founded in the late 1970s, two young arts administrators from Sonoma County received CAC funding to provide technical assistance to rural arts organizations in Northern California. I was one of them. That early grant triggered my lifelong interest in the health of California's diverse and remarkable arts sector. I went on to a long career in the business world, but kept alive my personal passion for the arts and the artists and nonprofit organizations that labor every day to live out their creative impulses and missions.

Now leading the California Arts Council more than thirty years later, I draw from a deep well of experience and a desire to see all Californians prosper from a healthy and robust state investment in the arts and creativity. Our challenge in these times of fiscal restraint is to keep alive and nurture the radical notions that gave birth to the CAC in 1976. Then, first-term Governor Edmund G. "Jerry" Brown and state representatives declared (and remember this was the '70s)...

The Legislature perceives that life in California is enriched by art. The source of art is in the natural flow of the human mind. Realizing craft and beauty is demanding, however, the people of the state desire to encourage and nourish these skills wherever they occur, to the benefit of all.

These words continue to drive the CAC and focus us on our mission.

One of the most significant developments of my first year as Director of the California Arts Council came in August 2011, during my first few weeks on the job. It was at a small meeting hosted by CAC Chair Malissa Feruzzi Shriver for myself, State Superintendent of Public Instruction Tom Torlakson, and one of his chief advisors, Craig Cheslog.

During this meeting with the Superintendent, the California Department of Education (CDE) and the CAC committed to a deep and durable partnership that has evolved in very significant ways over this year. Both organizations reiterated their

commitment to arts education and began working toward a future where the arts and creative schools will be central to what all California students can expect from public education.

Elsewhere in this Annual Report, we detail the ongoing work of a coalition of partners (including the CDE) under the banner of CREATE CA...an acronym for Core Reforms Engaging Arts to Educate. And in a related move, the CDE named a statewide taskforce to draft a “Blueprint for Creative Schools” to be completed in spring 2013. The activation of these efforts is among our proudest moments this year.

In addition, 2011-2012 saw the California Arts Council exert national leadership in using social media as an important tool for communications with constituents. In the fall of 2011, the CAC communicated with a respectable network of “friends” via social media. An early scan of other state arts agencies showed that California and Arizona had roughly the same number (approximately 4,500) of Facebook fans, leading our national peers in this form of communication. In a fun, friendly and ultimately highly competitive move, we decided to challenge our Arizona counterparts to a “10K Race.”

Ultimately our challenge led both organizations, as well as the D.C. Commission on the Arts (who jumped into the fray as the race got national press), to greatly increase their social media reach and learn new tactics to engage the public in this increasingly important communication form. California won the race and, in recognition, the National Endowment for the Arts (NEA) rewarded the CAC with a weeklong showcase called “California Week” on the NEA’s Facebook page. By the end of June, 2012, the CAC Facebook network had grown to 17,000 with no end in sight.

The California Arts Council also continued its commitments this year to programs that reached virtually every county in California...no small feat. Our

grants in support of artists in schools, statewide and regional service organizations, county-designated local arts agency partners, and emerging urban and rural arts innovators, provided important funding—but even more importantly, validation for great work. While the Council’s per capita state funding keeps us near the bottom compared to our state arts agency peers, we know that our modest funds are being leveraged for significant public and private support.

Our funding picture remained relatively stable this year. The CAC receives roughly one-fifth of its \$5.2 million budget from the State’s General fund, one-fifth from the National Endowment for the Arts, and three-fifths from revenues generated by the “Arts Plate,” a special license plate affixed to tens of thousands of California cars, and the CAC’s participation in the Franchise Tax Board’s voluntary contribution fund options.

Because of the budgetary importance of the Arts Plate, the Council undertook a very ambitious rethinking and redesign of the Million Plates Campaign—an effort to sell one million Arts Plates and thereby raise \$40 million for the arts in California. A Los Angeles-based firm, Industrial Creative, provided the horsepower for this new effort, along with more than 25 iconic Californians who serve as Arts Drivers...lending their names and images to the campaign. With their help we are beginning to see the results of greater public awareness of the Arts Plate. A gala launch event hosted by Sony Pictures Entertainment in March 2012 was a star-studded affair and continues to inspire this unique effort to raise revenue for the CAC.

In the final days of the 2011-2012 budget year, the Council made three special investments that reflect important societal and grant-making trends. The first was a sponsorship grant to San Jose’s Department of Cultural Affairs for a “creative placemaking” conference held concurrently with the ZERO1: Art and

Technology conference. The second was a grant to pilot an Arts-in-Corrections effort with two county sheriffs as they adjust to expanded prisoner populations due to state realignment. And the third was a planning grant to Otis College of Art and Design to consider expanding their acclaimed annual Creative Economy research from Southern California to the entire state. Each of these special grants portends potential new directions for the California Arts Council in the years ahead.

This annual report can only capture a relatively small sliver of the energy, commitment and panache that our artists and arts community bring to our glorious and creative state. We thank our numerous supporters in the Legislature and Governor Jerry Brown, who understand that the promise of California includes recognition of just how important the arts are to our state. The California Arts Council is committed in the years ahead to building upon our rich history to fulfill this promise.

A handwritten signature in black ink, appearing to read "Craig Watson". The signature is fluid and cursive, with the first letter of each word being significantly larger and more stylized than the others.

Craig Watson, Director

council
members



Malissa Feruzzi Shriver, Chair



William Turner, Vice Chair



Wylie Aitken



Michael Alexander



Andrew Green



Adam Hubbard



Charmaine Jefferson



Terry Lenihan



Susan Steinhauser



Rosalind Wyman

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grants programs

The California Arts Council administered a number of competitive programs to provide arts and arts education services to the state's citizens. Applications were reviewed based on each program's specific criteria and evaluated by expert peer panels in meetings open to the public. The staff facilitated the discussions, but did not contribute to the decision making. Subsequently, the panels' ranked recommendations were sent to the Council for consideration and final approval. Arts Council grants require a match from other sources. This leveraging requirement often results in grantees more than doubling the amount of the Arts Council grant.

ARTISTS IN SCHOOLS

The Artists in Schools program links community arts resources— professional teaching artists and arts organizations—to local schools/ school districts. It funds long-term, in-depth arts education during school hours and in after-school programs. K-12 students are offered comprehensive, California standards-based arts education that underscores the critical role the arts play in the students' development of creativity, overall well-being and academic achievement.

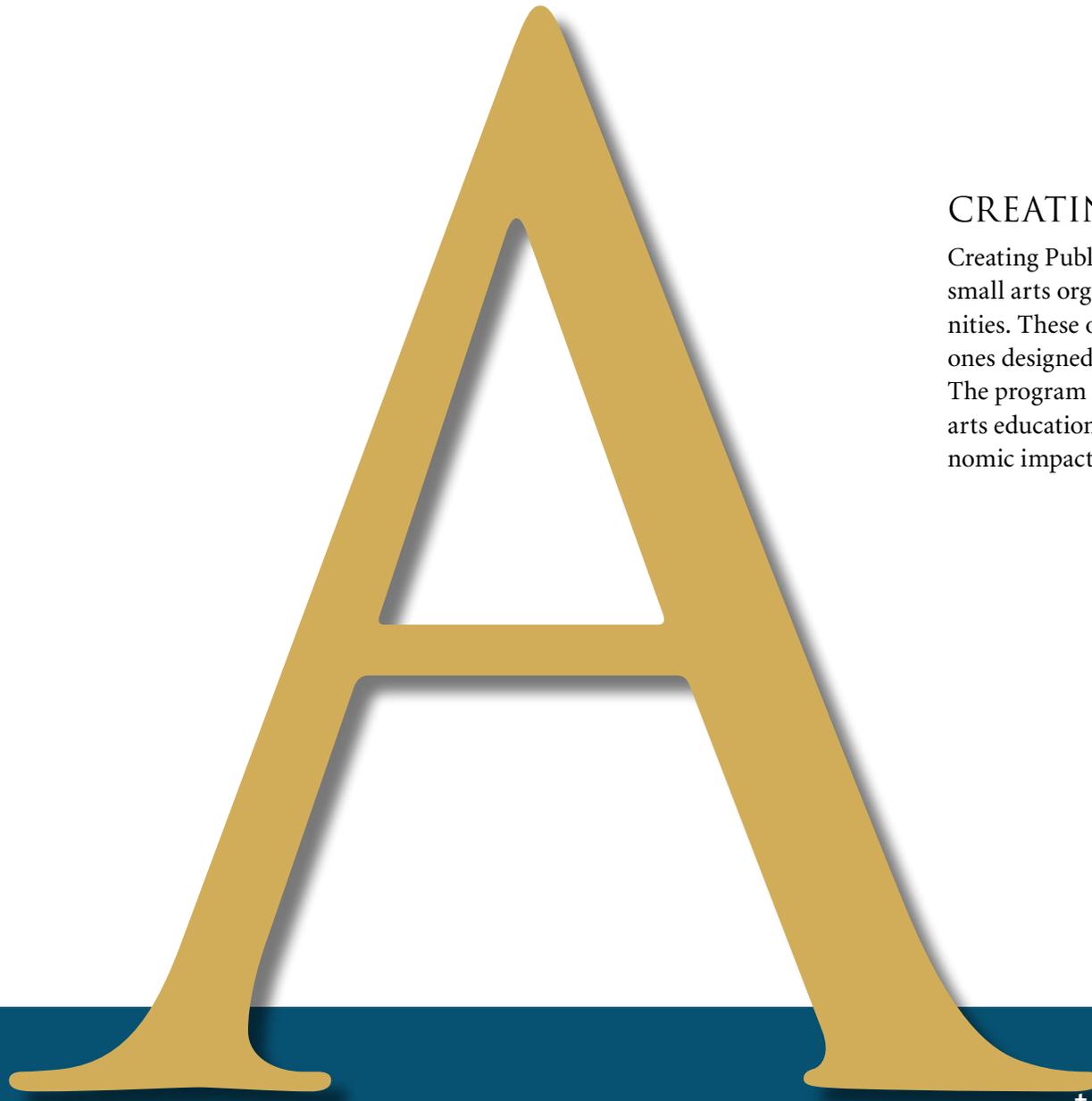
The Artists in Schools program supports three separate components:

- **Effective Arts Organization and School Partnerships:** The creation and sustenance of projects taking place in schools during regular school hours.
- **Standards-Based Arts in After-School Programs:** Projects taking place on school campuses that reinforce, expand and deepen arts learning for students.
- **Planning Grants:** Arts organization/school partnerships that strategize ways to incorporate community arts resources into the ongoing standards-based arts activities at the school.



Center for World Music
artists in schools grantee

in 2011-2012
the California Arts Council awarded
128 Artists in Schools grants
totaling \$1,055,128

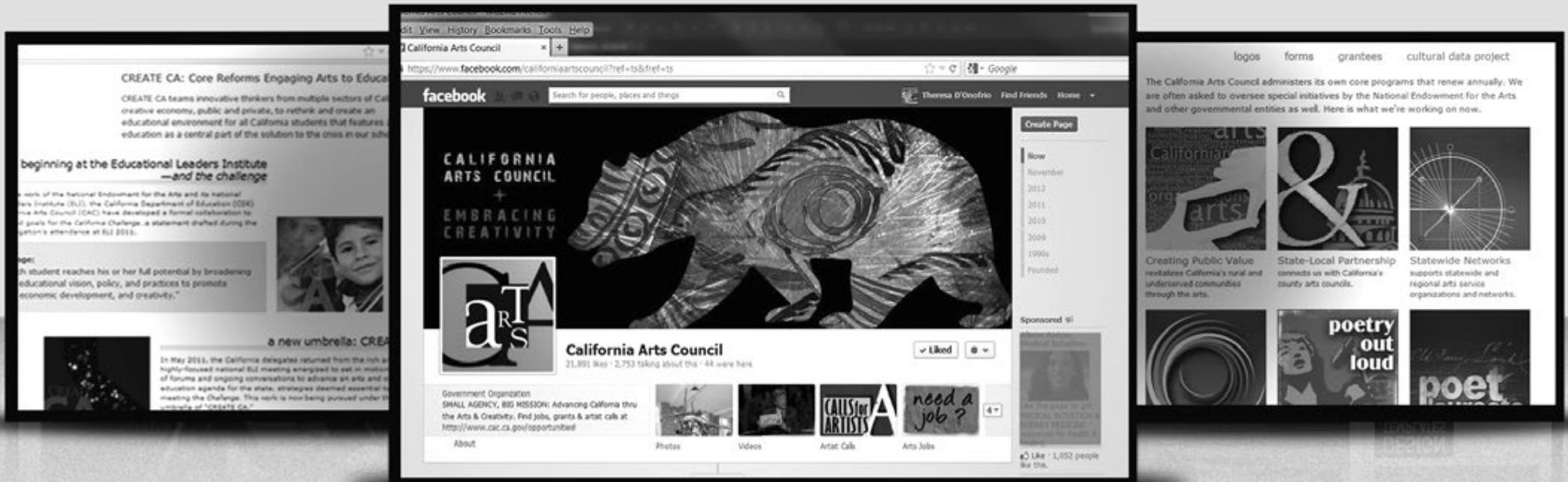


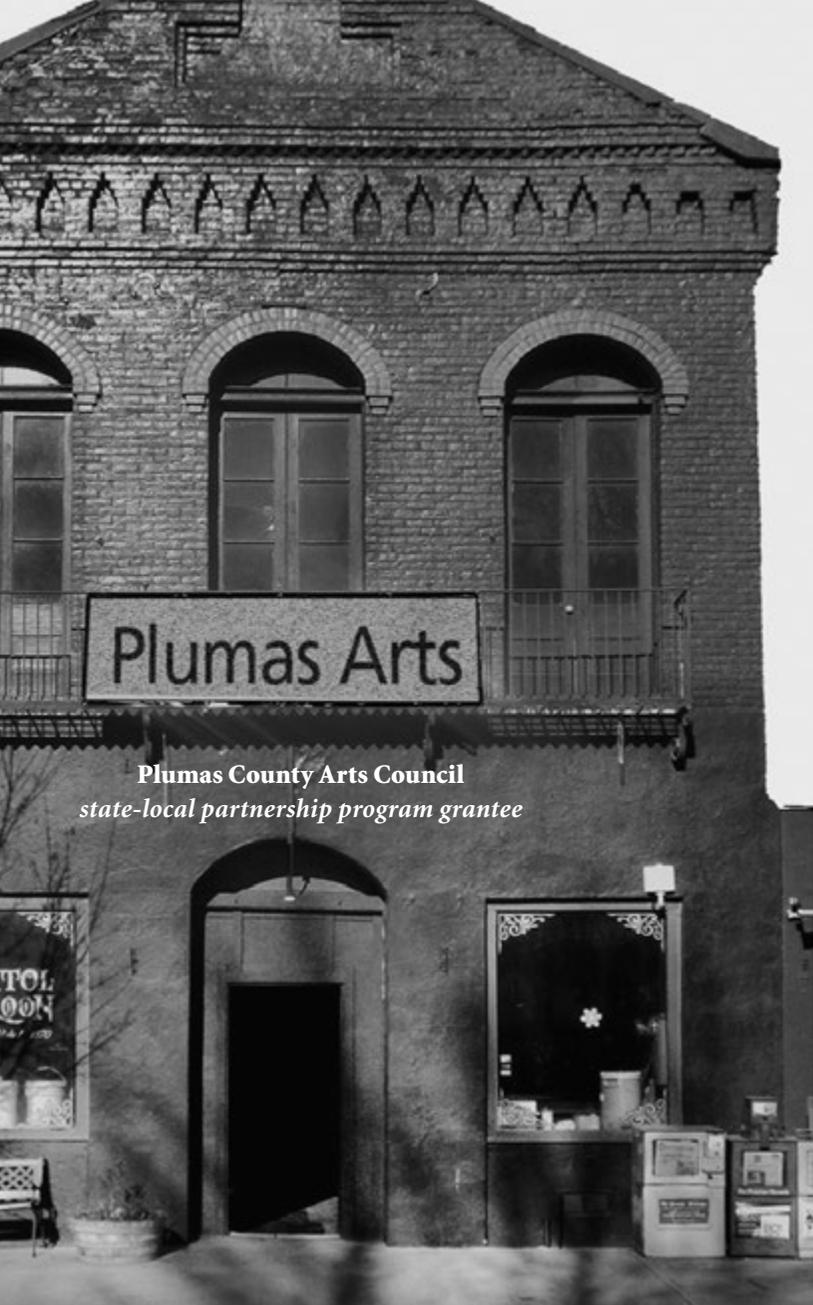
CREATING PUBLIC VALUE

Creating Public Value promotes the public value of the arts by funding small arts organizations in California's rural and underserved communities. These organizations implement new projects or expand existing ones designed to make a positive contribution to their communities. The program fosters cultural development by promoting partnerships, arts education—including lifelong learning—and the social and economic impact of the arts.

in 2011-12
the California Arts Council awarded
77 Creating Public Value grants
totaling \$658,895

a few California Arts Council website and Facebook pages





Plumas County Arts Council
state-local partnership program grantee

STATE-LOCAL PARTNERSHIP PROGRAM

The State-Local Partnership Program (SLPP) fosters arts and cultural development at the local level through a partnership between the California Arts Council and each participating county's designated local arts agency—a county arts council or commission. SLPP funding supports operational support, community collaborations, technical assistance, information exchange, and leadership development enabling individuals, organizations and communities to create, present, and preserve the arts of all cultures. Funds may be used for operations as well as programming activities.

in 2011-12
the California Arts Council awarded
45 State-Local Partnership grants
totaling \$639,216

STATE-LOCAL PARTNERSHIP TECHNICAL ASSISTANCE

Funding was provided for technical assistance grants to support internal development of county arts councils through peer consultations. Participating arts councils were able to develop skills and knowledge using the professional staff resources already within the peer community. The capacity of all participants, organizations and consultants was enhanced, and networking was encouraged and developed.

in 2011-12
the California Arts Council awarded
11 State-Local Partnership Technical Assistance grants
totaling \$8,590

Lula Washington Dance Theatre
artists in schools grantee



STATEWIDE NETWORKS

The Statewide Networks Program supports culturally-specific, multi-cultural, and discipline-based statewide and regional arts networks and service organizations. Funds assist organizations in capacity building and delivery of services through communications, professional development opportunities, networking and arts advocacy.

in 2011-12
the California Arts Council awarded
16 Statewide Network grants
totaling \$200,050

CALIFORNIA CULTURAL DATA PROJECT RESEARCH

The California Cultural Data Project (CDP) is a unique system enabling arts and cultural organizations to enter financial, programmatic and operational data into a standardized online form. Organizations can then use the CDP to produce a variety of internal reports, as well as reports to be included as part of the application process to numerous participating grantmakers.

The California CDP Research Grant program sought to inspire research into areas of inquiry not previously explored and solicited proposals from California-based organizations that would use CDP data for various analyses of the arts and culture sector in our state. It was funded from private sources.

in 2011-12
the California Arts Council awarded
5 California Cultural Data Project Research Grants
totaling \$49,800

ARTS & ACCESSIBILITY TECHNICAL ASSISTANCE

The California Arts Council is committed to making its services and programs open and accessible to all persons, with and without disabilities. The agency nurtures its relationship with the disabilities community through programs and services in partnerships with the National Arts and Disability Center and the National Endowment for the Arts.

The California Arts Council's Arts & Accessibility Technical Assistance Program funds efforts that make arts programs and services accessible to people with disabilities through grants of between \$500 to \$1000 for professional development and/or technical assistance.



AXIS Dance Company
creating public value grantee

in 2011-12
the California Arts Council awarded
20 Arts and Accessibility Technical Assistance grants
totaling \$20,000

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special initiatives

POETRY OUT LOUD

Poetry Out Loud, a national poetry recitation contest initiated by the Poetry Foundation and the National Endowment for the Arts (NEA), is organized each year for our state by the California Arts Council. Over 40,000 high school students took part in 2011-12, making California the state with the greatest number of Poetry Out Loud participants. Through this initiative, the CAC, nonprofit arts organizations, local arts agencies and county education district offices in 33 counties reached hundreds of high schools throughout California. In addition to funding from the CAC, the effort was supported by the NEA and Target Corporation. Funds enabled outreach to local arts agencies and nonprofits, county district offices of education, and California Poets in the Schools (CPITS) as well as schools, students and their parents. Competitors were coached by local CPITS-affiliated poets.

Members of the California State Legislature and legislative staff attended the statewide competition of county winners in the Senate Chambers of the State Capitol. The California Channel broadcast the event live, which publicized the success of Poetry Out Loud and raised public awareness of the CAC. The program was re-broadcast repeatedly throughout the year.

The 2012 state champion was Corbin Gomez of Oak Ridge High School in El Dorado County. He represented California at the national competition in Washington, DC, competing with the other state champions nationwide.

In 2011-12
the California Arts Council awarded
32 grants totaling \$79,535 to local arts agencies and
schools/school districts conducting county Poetry Out Loud competitions
and providing fees to artists



POETRY OUT LOUD
TWENTY11/12

Corbin Gomez, 2012 state champion

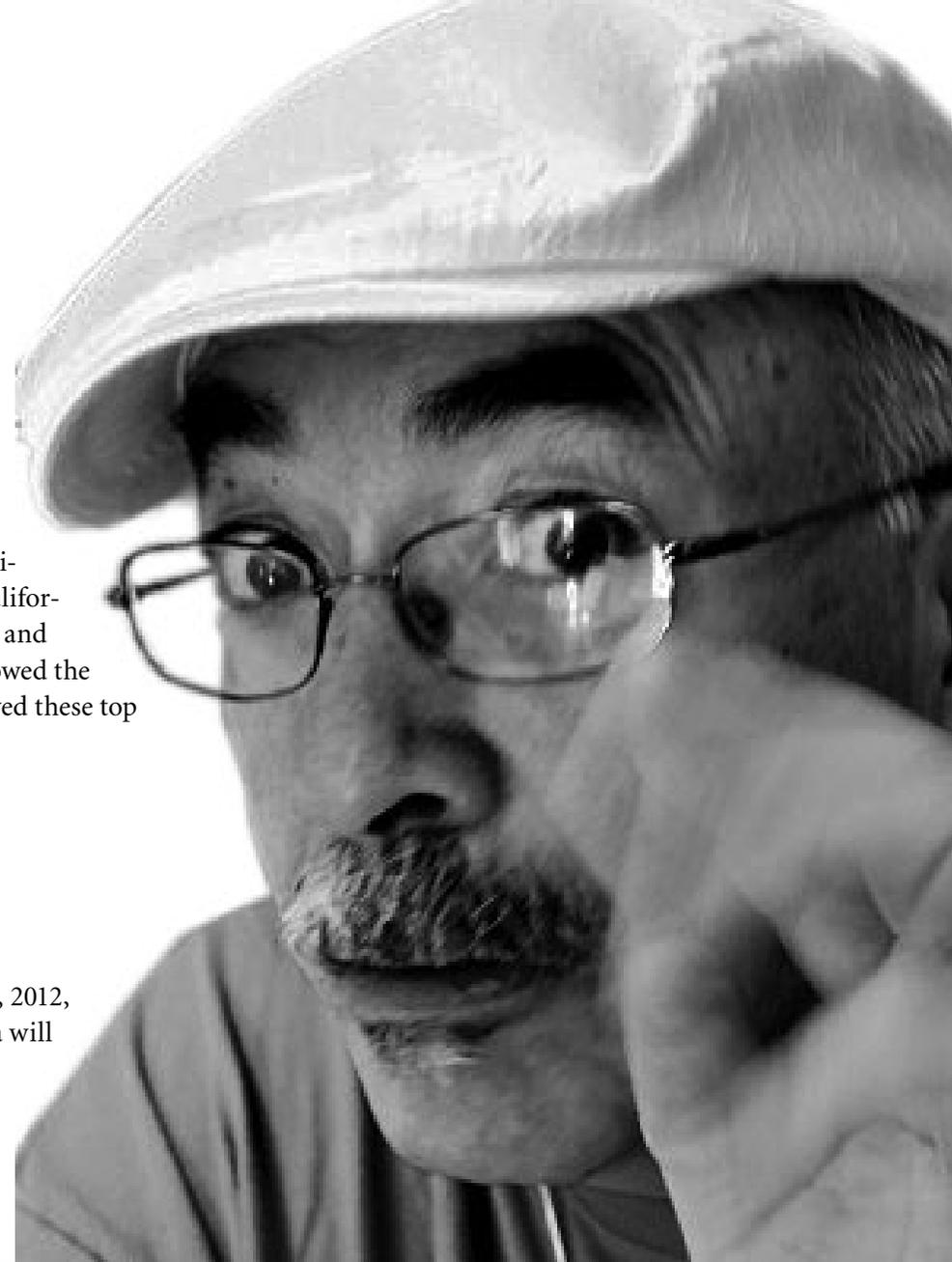
CALIFORNIA POET LAUREATE

The California Arts Council administers the nomination process for the California Poet Laureate, who is appointed by the Governor. The Poet Laureate is charged with encouraging a new generation of poets to take up the mantle of creative expression and bringing poetry to students who otherwise would have little opportunity to be exposed to it.

The selection process started with a call for nominations in November 2010. Applications were received electronically. A panel of knowledgeable and experienced California poets was selected through consultation with literary organizations, universities and experts in the field. These panelists reviewed all applications submitted and narrowed the nominations down to 15. During a subsequent panel meeting, the panelists reviewed these top applications, ranking them according to these criteria:

- recognized for the excellence of their work
- known for a significant body of published work
- widely considered to be a poet of stature
- willing to undertake a specific project that shall last through the term agreed to by the California Poet Laureate and the California Arts Council

The top three applicants' names were sent to Governor Jerry Brown. On March 21, 2012, he appointed Juan Felipe Herrera of Riverside as California Poet Laureate. Herrera will serve a two-year term after senate confirmation.



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public awareness

The California Arts Council promoted the value of the arts by addressing the Strategic Plan's key Public Awareness objectives:

- increase the public's understanding of how the arts strengthen the state's culture, communities and economy;
- encourage more Californians to participate in the arts in their communities; and
- position the California Arts Council, as the public's arts agency, to promote, expand, diversify, and deepen the role of the arts in the state.

OUTREACH CAMPAIGN

The California Arts Council continued its active outreach to sectors likely aligned with the arts, but for whose members the arts are not regularly at the top of, or even on, their agendas.

In 2011-12, along with visiting as many corners of the state as possible to learn about current local and statewide arts issues, the new agency Director sought out opportunities to speak to non-arts organizations. He promoted the public value of the arts at Leadership Long Beach and the Urban Land Institute (San Diego region). He also made radio appearances on KPFK, Los Angeles ("Experience Talks") and on KQED, San Francisco; and Capital Public Radio, Sacramento region. And he continued the tradition of Arts Council participation in the "Cultural Cabinet," an informal quarterly gathering of directors of state agencies in the arts and culture sectors (such as State Parks & Recreation and State Library) and other statewide service organizations, such as Visit California and Cal Humanities.

In addition, our campaign of staff attendance at other sectors' state-wide membership organization gatherings promoted the public value of the arts to their fields and to California's communities and citizens in general; examples include the California Library Association and California PTA. At the California Downtown Association, and California Festivals and Events Association conferences, CAC staff rolled out the mobile device version of the 700+ festival listings on our website providing easy access to travelers on the road.

TECHNOLOGY

In an effort to reach out as effectively, efficiently, and broadly as possible, the California Arts Council continued to use technology. Through its website, weekly e-newsletter, and social media, the agency maintained an accessible public profile and reached interested people. The agency's accomplishments this year:

Website

- launched the new agency website, comprised of approximately 1400 web pages, aligning with new mandated State Office of Information Technology formats, but with fresh, clean graphics, easier navigation and improved usability
- used cost-saving database-driven technology (content management system or CMS) to post timely announcements on the homepage and generate many popular content pages including: Arts Jobs, Artist Calls, Grants, Festivals, Research & Reports, In the News, and Conferences & Webinars
- repurposed several web pages for mobile device use hosted on the State's www.M.ca.gov
- published several editions of *ArtWorks!* (stories about the achievements of grantee organizations), which also were regularly distributed to legislative representatives to demonstrate the important contributions of grantee organizations in the legislators' districts
- incorporated more use of video and Flash on the website
- incorporated photo posting on Flickr and linked to key event web pages

1st first arts agency
in the nation to
reach **10,000**
Facebook Likes

1400
web pages

California ArtBeat subscribers
4400

~ **2500**
Twitter followers

700
festival listings
with mobile access

Facebook friends
~ **17,000**

California ArtBeat, the E-newsletter

- created and emailed 48 issues of the weekly *California ArtBeat*, a critical resource for arts administrators, educators and artists to stay or become informed about the arts and find opportunities for themselves and their organizations or schools
- redesigned the e-newsletter to align with new agency website look
- extensively used the CMS system to populate and create issues
- achieved subscribership of almost 4,400 individuals by the end of 2011-12
- extended reach by a strong base of active users who posted, and re-posted, *California ArtBeat* content

Social Media

- continued to employ Facebook, Twitter, YouTube and Pinterest
- as of June 30, 2012, attracted approximately 17,000 Facebook fans
- as of June 30, 2012, attracted approximately 2,500 Twitter followers
- in November 2011, won a nationally profiled “10k race” with the Arizona Commission on the Arts and DC Commission on Arts & Humanities and became the first arts agency (local, state or national) to reach this milestone in “likes.”
- developed a “California Arts Council channel” on YouTube for Public Service Announcements and videos of key events

CALIFORNIA ARTS DAY 2011

Several years ago, California Arts Day was officially designated by the California Arts Council to be celebrated annually on the first Friday of October to kick off National Arts and Humanities Month. The purpose of California Arts Day is to encourage communities, arts organizations and individuals to celebrate the arts and their important role locally while recognizing that similar celebrations are taking place across our state.

The 2011 California Arts Day celebration focused on musicians, actors, designers, poets, visual artists, chefs, storytellers, and dancers from a world of cultures who bring energy and beauty to California. Californians were encouraged to “Drive Creativity” in California Arts Day public service announcements created in English, Spanish and Chinese. To make an impact the agency again used its website to offer a tool box for local organizations to create and brand their own California Arts Day events. These events were listed on the Arts Council website and promoted to the public through our e-newsletter, and through Facebook and Twitter.





partnerships

CREATE CA: CORE REFORMS ENGAGING ARTS TO EDUCATE

In May 2011, a team of Californians attended the annual convening of the Education Leaders Institute, a program developed and hosted by the National Endowment for the Arts. The Institute gathers teams of school leaders, legislators, policymakers, educators, professional artists, consultants and scholars from up to five states at a time for a three-day conference, to discuss a shared arts education challenge and engage in strategic planning to advance arts education in their respective states.

Led by California Arts Council Chair Malissa Feruzzi Shriver, and Craig Cheslog of the California Department of Education (CDE), our state

team crafted the California Challenge...a statement to focus the future work of a newly forming coalition even as they began their planning at the Institute. The Challenge reads:

Ensure each student reaches his or her full potential by broadening California's educational vision, policy, and practices to promote innovation, economic development, and creativity.

The California delegates returned from this national meeting highly energized. They set in motion a series of forums and ongoing conversations to advance an arts and creative education agenda for California—strategies deemed essential to meeting the Challenge. This work is now being pursued through a new coalition of partners and stakeholders under the umbrella of CREATE CA.

Along with the CDE and the CAC, CREATE CA is spearheaded by the California Alliance for Arts Education and the California County Superintendents Educational Services Association.

The Planning Team convened forums in October 2011 and March 2012 to introduce CREATE CA to a wider stakeholders group. During the March event, a new CDE-appointed “Arts and Creative Education Taskforce” was introduced. With more than 65 members from a broad cross-section of Californians, this taskforce is crafting a new policy document, the Blueprint for Creative Schools (“Blueprint”).

The taskforce is split into nine policy groups, all contributing draft language to the Blueprint, which they anticipate publishing in early 2013.

The policy groups are:

- Curriculum, Pedagogy and Assessment
- Educator Quality and Professional Preparation
- Equity and Access
- Policy and Politics
- Research and Evidence Building
- Role of Business and Industry in Building the Creative Workforce

- School Finance and Sustainability
- Strengthening Collaborative Relationships
- Teacher and School Development

The Blueprint will guide the subsequent work of CREATE CA and its partners.

To ensure the long-term sustainability of this important work, the CREATE CA partners sought outside consultants to advise them on a governance and decision-making structure, as well as a process for expanding the coalition for increased effectiveness. The California Arts Council and the CREATE CA partners are indebted to the Boeing Corporation and the William and Flora Hewlett Foundation for funding this important work.

CALIFORNIA CULTURAL DATA PROJECT

California was one of the first state arts agencies to adopt the Cultural Data Project (CDP), an initiative that originated with the Pew Charitable Trust and Pennsylvania's state arts agency. The CDP enables arts and culture organizations to electronically enter their organizational information and financial data into a basic universal funding application each year. With optional customization for some individual grant opportunities, the data may be accessed and used by any number of funders to evaluate program applicants. Not only does this streamline the applicants' process of applying to a variety of funders instead of repeatedly entering the same or similar information for each individual funding application, it also allows applicants to identify trends, to compare themselves with like groups, and to easily generate standardized reports for their organizations by year or across years.

In September 2011, the CDP launched two new tools. The "Grantmaker CDP" gives funders electronic access to their applicants' CDP data, thus giving funders the ability to see applicant trends and comparison reports

to inform the funders' own strategic planning and program evaluation. The second new tool is an enhanced "Funder Report" web page for registered grants applicants.

With financial experts at Nonprofit Finance Fund and powered by CDP data, in spring 2012, CDP launched the Financial Health Analysis (FHA). It helps applicant organizations contextualize their financial strengths, weaknesses, and business dynamics. These reports can be used as annual financial health "check-ups" and guide strategic and business planning.



GRANTS ONLINE THROUGH WESTAF

In 2011-12, the California Arts Council continued its partnership with The Western States Arts Federation (WESTAF*) to implement GO™ (Grants Online)--an entire online system for the submission, review and organization of grant applications. Two CAC programs were administered through this system this year: Artists in Schools and the State-Local Partnership Program.

Grant application guidelines and forms were located on the Grants Online website. Applicants could complete the forms; attach supplemental information including documents, images, audio and video files; and submit their applications through the website. Submitted applications were then accessed online by staff and peer review panels for review and analysis.

*WESTAF is a regional nonprofit arts service organization dedicated to the creative advancement and preservation of the arts and is a leader in the development and implementation of online grant processes.

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financial report

2011-12 Revenues

General Fund	\$1,027,202.70	20%
Graphic Design License Plate Account	\$2,794,355.96	54%
Federal Trust Fund/National Endowment for the Arts (NEA)	\$1,158,493.86	23%
Reimbursements ¹	\$26,500.00	2%
Special Deposit: Donations ²	\$125,710.00	2%
Total Revenues	\$5,132,262.52	100%

2011-12 Expenditures

Salaries and Wages	\$1,074,042.47	21%
Benefits	\$435,386.56	8%
Benefits: Workers' Compensation	\$336.02	<1%
General Expense	\$42,616.42	1%
Printing ³	\$39,152.52	1%
Communications	\$18,901.48	<1%
Postage	\$5,639.40	<1%
Travel: In State	\$35,273.79	1%
Travel: Out of State	\$0.00	0%
Panel Costs	\$18,318.32	<1%
Training	\$1,114.00	<1%
Facilities Operations	\$194,405.56	4%
Consultant Services: Interdepartmental ⁴	\$40,643.72	1%
Consultant Services: External ⁵	\$168,910.00	3%
Department Services ⁶	\$50,300.00	1%
Information Technology/Data Processing ⁷	\$100,291.26	2%
Central Administrative Services: Pro Rata ⁸	\$31,377.00	1%
Central Administrative Services: SWCAP ⁸	\$29,171.00	1%
Grants and Subventions	\$2,846,383.00	55%
Artists in Schools	\$1,055,128.00	
California Cultural Data Project Research Grant.....	\$49,800.00	
Creating Public Value.....	\$658,895.00	
Poetry Out Loud	\$79,535.00	
State-Local Partnership Program.....	\$639,216.00	
State-Local Partnership Technical Assistance	\$8,590.00	
Statewide Networks.....	\$200,050.00	
Technical Assistance	\$100,000.00	
Participation Fees (Memberships)	\$55,169.00	
Total Expenses	\$5,132,262.52	100%

Notes:

1. Reflects a contract with the California State Summer School for the Arts (CSSSA) whereby the CAC provides personnel and accounting services.

2. Includes donations received from The Greenberg Foundation (\$5,000) to support the launch of the "Million Plates" Campaign; funds received from The Boeing Company (\$10,000) and The William and Flora Hewlett Foundation (\$45,000) to support CREATE CA; and funds received through The Pew Charitable Trusts (\$47,000) to support the California Cultural Data Project Research Grant opportunity.

3. Includes \$32,371 for California Department of Motor Vehicles (DMV) Specialty License Plate insert.

4. Includes \$36,000 in contracted services through the California State Library for the provision of personnel services.

5. Includes \$50,000 to 24Connect and \$48,000 to Industrial Creative for Arts License Plate marketing efforts; and \$70,910 to TCC Group to guide the CREATE CA planning effort.

6. Includes \$50,000 in contracted services through University Enterprises, Inc. for the provision of student assistants.

7. Includes \$17,193 in computer hardware and software purchases; \$14,732 annual contract with the Office of State Chief Information Officer for the provision of equipment and processing (CalStars); \$6,250 annual contract with State Personnel Board for basic services; \$50,000 to Topps Digital Services to build a website and voucher-card redemption system related to the "Million Plates" Campaign; and \$4,850 to WESTAF for GO Tier 1 online grant application and management service.

8. Statewide General Administrative Expenditures (Pro Rata) and Statewide Cost Allocation Plan (SWCAP) represent General Fund recoveries of statewide general administrative costs (i.e. indirect costs incurred by central service agencies) from special funds and from federal funding sources, respectively. Central service agencies (e.g., Department of Finance, State Controller's Office, State Personnel Board, and Legislature) provide budgeting, accounting, auditing, payroll, and other services to all state agencies and are supported by the General Fund. However, the services provided benefit not only General Fund programs but also programs supported by special funds and federal funds. Consequently, Finance uses the Pro Rata and SWCAP cost allocation and recovery process to recover a fair share of indirect costs from special funds (Pro Rata) and from federal funds (SWCAP). The amounts recovered are transferred to the General Fund.

special funding

THE ARTS LICENSE PLATE & THE MILLION PLATES CAMPAIGN

The Arts License Plate is a joint effort with the California Department of Motor Vehicles (DMV). Plate sales and renewal fees provide millions of dollars for California's children and communities. Approximately 55% of the agency's budget and 74% of its grants funding is from sales and renewals of the Arts Plate.

The 2011-12 fiscal year was critical for the Arts License Plate and the Million Plates campaign by the California Arts Council. The campaign messaging and branding were solidified and announced at a major press event, dozens of California celebrities endorsed the effort as "Arts Drivers," legislation to streamline vehicle registration and Arts Plate purchasing at the point-of-sale for new vehicles (among other improvements) was passed, and an e-commerce vendor was added to the campaign team to build a comprehensive Arts Plate voucher card program and ordering website.

Two vendors were key members of the Million Plates team: 24Connect for campaign coordination and sales outreach, and Industrial Creative for the messaging, look, image and artwork for the campaign, re-branded as the "Create a State" campaign for California arts.

Millions of impressions of the "Create a State" billboards and transit signs promoting the Arts Plate were viewed in Los Angeles, areas in or near San Francisco, and in Sacramento – thanks to pro bono placement by Clear Channel. Other ads and information appeared in e-newsletters,

in performance programs, on the web, and in social media as Arts Council supporters shared “Create a State” ads, artwork and messaging.

A related bill sponsored by the New Car Dealers Association – AB 1215 (Blumenfeld) from the 2010-11 legislative cycle was signed into law on September 26, 2011. While the bill principally dealt with various registration issues and related subjects, its implementation will also streamline the process of dealerships ordering Arts Plates as of July 1, 2012. New car buyers will have the option of requesting a sequential Arts Plate at the time of purchase rather than having to register their car with a standard plate and subsequently order an Arts Plate. (Orders for personalized plates will continue to require online ordering because of the complexities of personalization.) The Arts Council expects that the streamlined process will increase Arts Plate sales, especially as the Million Plates/Create a State team works with new car dealerships throughout the state.



Arts Drivers

Also joining the Million Plates/Create a State effort were two dozen California celebrities (“Arts Drivers”) who loaned their images for the campaign as endorsers and were featured on electronic billboards. Some also appeared at the “Create a State” campaign press event at Sony Picture Studios in March.

The Arts Council also had a new partner join the Million Plates campaign: Topps Digital Services (TDS) (formerly known as GMG Entertainment), an e-commerce company specializing in online redemption cards and mechanisms. After years of research and negotiations for reduced costs for services, the Arts Council contracted with TDS to create a comprehensive Arts Plate voucher card program and Arts Plate ordering website to increase sales. The Arts Plate website and voucher card program is expected to launch during 2012-13.



TAX CHECKOFF FOR THE ARTS

The Tax Checkoff for the Arts gives Californians an easy and direct way to help arts and cultural programs in schools and local communities statewide. The year 2011 was the first that the “Arts Council Fund” was included on state tax return forms as a tax deductible voluntary contribution fund. Californians showed their support of the arts through contributions totaling \$164,298 from 16,580 state tax filers--an average of \$10.00 each. And during the six-month period of January to June 2012, the first half of year two of the Arts Council Fund, the Franchise Tax Board reported a total of \$145,405 contributed from 14,604 state tax filers.

The California Arts Council’s challenge is to generate a minimum of \$250,000 annually to remain in the program. The agency evaluated the results of our promotional efforts in 2011, and developed and implemented a promotional plan for 2012 that targeted approximately 15 million tax filers through grass roots, social media and press/media efforts. The plan expanded to direct contacts with certified public accountants, magazines, newsletters; and a major effort using Twitter, Facebook, Google, YouTube, and the Arts Council website.

The Arts Council added tools to its website that easily could be used by artists, arts organizations, arts education supporters and arts enthusiasts to help promote this opportunity. They included downloadable Tax Checkoff print ads, web banners, flyers for programs, icon drop-ins, and a step-by-step guide to the relevant sections of do-it-yourself tax preparation products. State tax filers using professional tax preparers were asked to proactively alert preparers that the filers wanted to donate. The Arts Council also worked with the California State Librarian to assure that flyers were posted where tax forms were available in libraries throughout the state. Efforts through the remaining months of 2012 will focus on late filers.

We are grateful to Senator Curren D. Price, Jr. for his support of the Arts Council through the bill creating the Arts Council Fund. We also extend a special thanks to the California arts organizations and individuals who helped promote the Fund.



2011-12
grantee list

GRANTEE

COUNTY

AWARD

artists in schools

24th Street Theatre	Los Angeles	\$7,680
About Productions	Los Angeles	\$8,160
Alameda County Arts Commission	Alameda	\$9,580
Alvarado PTA	San Francisco	\$7,500
Angels Gate Cultural Center	Los Angeles	\$7,680
Armory Center for the Arts	Los Angeles	\$9,600
Arts & Learning	Orange	\$2,940
Arts & Services for Disabled	Los Angeles	\$2,000
Arts Council of Kern	Kern	\$7,550
Arts Council of Mendocino County	Mendocino	\$9,600
Arts Council of Sonoma County	Sonoma	\$3,590
ArtsChange	Contra Costa	\$7,000
Artseed	San Francisco	\$10,800
ArtSpan	San Francisco	\$7,680
Asian Improv aRts	San Francisco	\$9,000
Berkeley Repertory Theatre	Alameda	\$3,045
Berkeley Symphony	Alameda	\$7,000
Bethune Theatredanse	Los Angeles	\$9,600
Blue Bear School of Music	San Francisco	\$9,000
Bluepalm: Art Culture Education	Los Angeles	\$8,160
Boxtales Theatre Company	Santa Barbara	\$5,175
California Center for the Arts Escondido Foundation	San Diego	\$8,400
California Dance Institute	Los Angeles	\$9,600
California Institute of the Arts	Los Angeles	\$8,860
Cantare Con Vivo	Alameda	\$9,000
Center for World Music	San Diego	\$10,800

GRANTEE	COUNTY	AWARD
Central Sierra Arts Council	Tuolumne	\$8,400
Chinese Cultural Productions	San Francisco	\$9,000
City Ballet, Inc.	San Diego	\$9,600
City of San Fernando	Los Angeles	\$9,000
Community School of Music and Arts	Santa Clara	\$8,400
Community Works West	Alameda	\$9,000
Crowden Music Center	Alameda	\$8,270
Cultural Council of Santa Cruz County	Santa Cruz	\$9,000
Dance Kaiso	San Francisco	\$9,600
Destiny Arts Center	Alameda	\$3,000
Diablo Ballet	Contra Costa	\$9,000
Dimensions Dance Theater	Alameda	\$8,400
East Bay Center for the Performing Arts	Contra Costa	\$9,000
East Bay Performing Arts (dba Oakland East Bay Symphony)	Alameda	\$9,000
Education Through Music - Los Angeles	Los Angeles	\$7,680
El Dorado Community Foundation	El Dorado	\$6,815
Eveoke Dance Theatre	San Diego	\$8,000
Floricanto Dance Theatre	Los Angeles	\$9,600
Forestville Education Foundation	Sonoma	\$5,415
Gabriella Axelrad Education Foundation	Los Angeles	\$9,000
Ginga Arts, Inc.	Los Angeles	\$10,800
Greenway Arts Alliance	Los Angeles	\$7,680
Hernandez Mariachi Heritage Society	Los Angeles	\$8,160
Higher Gliffs	Alameda	\$9,000
Humboldt Arts Council	Humboldt	\$9,600
Imagination Workshop	Los Angeles	\$7,680
Inland Pacific Ballet	San Bernardino	\$8,400
Inside Out Community Arts, Inc.	Los Angeles	\$9,600
Kaisahan of San Jose Dance Co., Inc.	Santa Clara	\$9,000
Kala Art Institute	Alameda	\$10,800
Kularts	San Francisco	\$7,275

GRANTEE	COUNTY	AWARD
L.A.C.E.R. Afterschool Programs	Los Angeles	\$8,505
Leap	San Francisco	\$10,800
Los Angeles Master Chorale	Los Angeles	\$9,600
Los Angeles Opera Company	Los Angeles	\$9,600
Lula Washington Dance Theatre	Los Angeles	\$7,680
Luna Kids Dance, Inc.	Alameda	\$9,000
Lux Art Institute	San Diego	\$9,600
Malashock Dance	San Diego	\$9,720
Mammoth Art Guild	Mono	\$7,680
Marin Shakespeare Company	Marin	\$8,400
Media Arts Center San Diego	San Diego	\$9,600
Melody of China	San Francisco	\$9,600
Muckenthaler Cultural Center	Orange	\$7,000
Museum of Children's Art	Alameda	\$8,400
New Century Chamber Orchestra	San Francisco	\$9,000
New Village Arts, Inc.	San Diego	\$8,400
Oakland Youth Chorus	Alameda	\$8,400
Ojai Music Festival	Ventura	\$7,000
Out of Site: Center for Arts Education	San Francisco	\$10,800
P.S. ARTS	Los Angeles	\$7,680
Palo Alto Art Center Foundation	Santa Clara	\$8,400
Pasadena Conservatory of Music	Los Angeles	\$8,160
Peralta Parent Teacher Group	Alameda	\$9,600
Performing Arts Workshop	San Francisco	\$7,680
Playwrights Project	San Diego	\$10,800
Plumas Arts	Plumas	\$9,000
Prescott Circus Theatre	Alameda	\$9,600
Prescott-Joseph Center for Community Enhancement	Alameda	\$7,680
Public Corporation for the Arts	Los Angeles	\$9,600
Purple Silk Music Education Foundation, Inc.	Alameda	\$8,160
Redwood Heights Parents' Fund Association	Alameda	\$7,200

GRANTEE	COUNTY	AWARD
Rhythmic Concepts, Inc.	Alameda	\$5,370
Richmond District Neighborhood Center	San Francisco	\$6,510
Sacramento Metropolitan Arts Commission	Sacramento	\$5,688
San Benito County Arts Council	San Benito	\$6,450
San Diego Dance Theater	San Diego	\$9,000
San Diego Guild of Puppetry, Inc.	San Diego	\$9,600
San Diego Museum of Art	San Diego	\$5,000
San Diego Opera	San Diego	\$10,800
San Diego Youth Symphony and Conservatory	San Diego	\$9,000
San Francisco Arts Commission	San Francisco	\$9,600
San Francisco Arts Education Project	San Francisco	\$9,000
San Francisco Girls Chorus	San Francisco	\$5,680
Santa Barbara Dance Institute	Santa Barbara	\$9,600
Santa Barbara Museum of Art	Santa Barbara	\$8,400
Santa Clarita Community College District	Los Angeles	\$9,000
ShadowLight Productions	San Francisco	\$5,845
Shakespeare At Play, Inc.	Los Angeles	\$7,680
Shakespeare Company of LA/TheatreWorkers Project	Los Angeles	\$2,450
Sierra County Arts Council	Sierra	\$6,400
Southland Opera	Los Angeles	\$9,600
Southwest Chamber Music Society	Los Angeles	\$9,600
Stagebridge	Alameda	\$2,445
StageWrite	San Francisco	\$9,600
Streetside Stories	San Francisco	\$9,600
Symphonic Jazz Orchestra	Los Angeles	\$9,000
The Heart Project	Los Angeles	\$9,600
The Imagine Bus Project	San Francisco	\$7,680
The Marsh	San Francisco	\$9,000
The Unusual Suspects Theatre Company	Los Angeles	\$9,000
Theatre Of Hearts/Youth First	Los Angeles	\$9,600
Venice Arts: In Neighborhoods	Los Angeles	\$8,160

GRANTEE	COUNTY	AWARD
Ventura County Arts Council	Ventura	\$8,400
Very Special Arts of California	Sacramento	\$7,200
Visual Arts/Language Arts	San Francisco	\$8,400
We Tell Stories	Los Angeles	\$9,600
Yolo County Arts Council	Yolo	\$9,000
Young Audiences of Northern California	San Francisco	\$8,400
Young Audiences of San Diego	San Diego	\$9,000
Youth in Arts	Marin	\$7,050
Z Space Studio	San Francisco	\$9,600
artists in schools total		\$1,055,128

california cultural data project research

Association of California Symphony Orchestras	Sacramento	\$10,000
Dancers' Group	San Francisco	\$9,800
Dance Resource Center of Greater Los Angeles	Los Angeles	\$10,000
Latino Arts Network of California	Los Angeles	\$10,000
Theatre Bay Area	San Francisco	\$10,000
california cultural data project research total		\$49,800

creating public value

3rd i South Asian Independent Film	San Francisco	\$9,500
A Reason To Survive	San Diego	\$5,400
Abhinaya Dance Company	Santa Clara	\$9,500
API Cultural Center (dba Oakland Asian Cultural Center)	Alameda	\$9,000
Army of Lovers	San Francisco	\$8,500
Arts for LA	Los Angeles	\$8,000
Asian American Women Artists Association	San Francisco	\$8,500
Asian Pacific Islander Cultural Center	San Francisco	\$8,000
Assoc. for Advancement of Filipino American Arts & Culture	Los Angeles	\$8,000

GRANTEE	COUNTY	AWARD
AXIS Dance Company	Alameda	\$9,500
Bethany Center Foundation of San Francisco	San Francisco	\$8,000
Calaveras County Arts Council	Calaveras	\$8,500
Center for LGBT Art & Culture	San Francisco	\$8,000
Center for the Study of Political Graphics	Los Angeles	\$9,000
Classics for Kids, Inc.	San Diego	\$8,000
Collage Dance Theatre	Los Angeles	\$8,000
Croatian Cultural Center of San Francisco	San Francisco	\$9,000
CubaCaribe	San Francisco	\$8,500
Door Dog Music Productions	San Francisco	\$8,500
El Dorado Arts Council	El Dorado	\$9,000
El Teatro Campesino	San Benito	\$8,000
Eldergivers	San Francisco	\$9,000
Epiphany Productions Sonic Dance Theater	San Francisco	\$8,500
Femina Potens	San Francisco	\$8,500
Firebird Youth Chinese Orchestra	Santa Clara	\$9,000
First Night Monterey	Monterey	\$8,500
Flyaway Productions	San Francisco	\$9,500
Freedom Bound Center	Sacramento	\$8,000
Fresh Meat Productions	San Francisco	\$10,000
Galeria Studio 24	San Francisco	\$9,000
Gamelan Sekar Jaya	Alameda	\$9,000
Genryu Arts	San Francisco	\$8,000
Golden Thread Productions	San Francisco	\$8,500
Great Leap	Los Angeles	\$8,500
Guitars In The Classroom	Alameda	\$7,996
Highways	Los Angeles	\$9,500
Idris Ackamoor and Cultural Odyssey	San Francisco	\$8,000
Ink People	Humboldt	\$9,000
Instituto Mazatlan Bellas Artes	Sacramento	\$8,000
Inyo Council for the Arts	Inyo	\$9,000

GRANTEE	COUNTY	AWARD
Justice by Uniting in Creative Energy	Los Angeles	\$8,500
Kearny Street Workshop	San Francisco	\$8,500
Khmer Arts Academy	Los Angeles	\$10,000
KITKA	Alameda	\$9,500
Kularts	San Francisco	\$9,000
LA Commons	Los Angeles	\$9,000
La Pocha Nostra	San Francisco	\$8,000
La Raza Galeria Posada	Sacramento	\$8,000
Lenora Lee Dance	San Francisco	\$8,000
Levitt Pavilion Pasadena	Los Angeles	\$9,500
Los Angeles Poverty Department	Los Angeles	\$9,000
Mariposa County Arts Council	Mariposa	\$8,000
Mo`olelo Performing Arts Company	San Diego	\$9,000
Peninsula Symphony Association	Los Angeles	\$8,500
Playhouse 395	Inyo	\$8,000
Playhouse Arts	Humboldt	\$8,500
Purple Moon Dance Project	San Francisco	\$9,500
Queer Women of Color Media Arts Project	San Francisco	\$9,000
Quijerema	Alameda	\$5,738
RADAR Productions	San Francisco	\$8,500
Robey Theatre Company	Los Angeles	\$9,000
San Benito County Arts Council	San Benito	\$8,500
San Diego Dance Theater	San Diego	\$9,000
Santa Cruz Mountains Art Center	Santa Cruz	\$8,000
Shasta County Arts Council	Shasta	\$8,500
Siskiyou Arts Council	Siskiyou	\$8,000
Sixth Street Photography Workshop	San Francisco	\$9,000
So. CA Asian American Studies Central (dba Visual Communications)	Los Angeles	\$9,500
South East European Film Festival	Los Angeles	\$9,000
Susanville Symphony Society	Lassen	\$6,821

GRANTEE	COUNTY	AWARD
TeAda Productions	Los Angeles	\$8,000
Teatro Jornalero Sin Fronteras	Los Angeles	\$9,000
Vallejo Choral Society	Solano	\$7,440
Virginia Avenue Project	Los Angeles	\$8,500
Watts Village Theater Company	Los Angeles	\$9,500
Writerz Blok	San Diego	\$8,500
Youth Orchestras of Fresno	Fresno	\$9,000
creating public value total		\$658,895

poetry out loud

Alameda County Arts Commission	Alameda	\$1,000
Arts Council for Monterey County	Monterey	\$1,000
Arts Council Napa Valley	Napa	\$1,000
Arts Council of Mendocino County	Mendocino	\$1,000
Arts Council of Sonoma County	Sonoma	\$1,000
ARTS Obispo	San Luis Obispo	\$1,000
California Poets in the Schools	San Francisco	\$45,035
Central Sierra Arts Council	Tuolumne	\$1,000
El Dorado Arts Council	El Dorado	\$1,000
Foothill Arts Resources Media Farm	Nevada	\$1,000
Fresno Arts Council	Fresno	\$1,000
Friends of AC5	Contra Costa	\$1,000
Humboldt Arts Council	Humboldt	\$1,000
Inyo Council for the Arts	Inyo	\$1,000
Lake County Arts Council	Lake	\$1,000
Los Angeles County Education Foundation	Los Angeles	\$3,000
Madera County Arts Council	Madera	\$1,000
Mammoth Lakes Foundation	Mono	\$1,000
Modoc Forum, Inc.	Modoc	\$500
Orange County Office of Education	Orange	\$1,000

GRANTEE	COUNTY	AWARD
PlacerArts	Placer	\$1,000
Riverside Arts Council	Riverside	\$1,000
Sacramento County Office of Education	Sacramento	\$2,500
Santa Barbara County Arts Commission	Santa Barbara	\$1,000
Siskiyou Arts Council	Siskiyou	\$1,000
Solano Arts Council	Solano	\$1,000
Stanislaus Arts Council	Stanislaus	\$1,000
Valley Center-Pauma Unified School District	San Diego	\$1,000
Ventura County Arts Council	Ventura	\$1,000
Yolo Arts	Yolo	\$1,000
Youth in Arts	Marin	\$1,000
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$1,500
poetry out loud total		\$79,535

state-local partnership program

Alameda County Arts Commission	Alameda	\$14,112
Arts Council for Monterey County	Monterey	\$14,112
Arts Council Napa Valley	Napa	\$13,824
Arts Council of Kern	Kern	\$13,968
Arts Council of Mendocino County	Mendocino	\$13,824
Arts Council of Placer County	Placer	\$14,400
Arts Council Silicon Valley	Santa Clara	\$13,968
Arts Orange County	Orange	\$13,680
Calaveras County Arts Council	Calaveras	\$13,968
Central Sierra Arts Council	Tuolumne	\$13,824
City of Los Angeles Cultural Affairs Department	Los Angeles	\$14,256
City of San Diego Commission for Arts & Culture	San Diego	\$14,256
Contra Costa County	Contra Costa	\$13,248
Cultural Arts Council of Sonoma County	Sonoma	\$13,680
Cultural Council of Santa Cruz County	Santa Cruz	\$14,256

GRANTEE	COUNTY	AWARD
Del Norte Association for Cultural Awareness	Del Norte	\$14,112
El Dorado Arts Council	El Dorado	\$13,968
Fresno Arts Council, Inc.	Fresno	\$13,536
Friends of the Arts Commission	Sacramento	\$13,968
Humboldt Arts Council	Humboldt	\$13,680
Inyo Council for the Arts	Inyo	\$13,968
Lassen County Arts Council, Inc.	Lassen	\$13,680
Los Angeles County Arts Commission	Los Angeles	\$14,112
Madera County Arts Council, Inc.	Madera	\$13,680
Mammoth Art Guild	Mono	\$13,680
Marin Arts Council	Marin	\$13,824
Mariposa County Arts Council, Inc.	Mariposa	\$14,112
Merced County Arts Council, Inc.	Merced	\$13,680
Modoc County Arts Council, Inc.	Modoc	\$13,680
Plumas County Arts Commission	Plumas	\$14,256
Riverside Arts Council	Riverside	\$14,256
San Benito County Arts Council	San Benito	\$13,968
San Francisco Arts Commission	San Francisco	\$14,400
San Luis Obispo County Arts Council	San Luis Obispo	\$13,824
Santa Barbara County Arts Commission	Santa Barbara	\$13,968
Shasta County Arts Council	Shasta	\$13,536
Sierra County Arts Council	Sierra	\$13,824
Siskiyou Arts Council	Siskiyou	\$14,112
Stanislaus Arts Council	Stanislaus	\$13,824
Trinity County Arts Council	Trinity	\$13,536
Upstate Community Enhancement Foundation	Butte	\$13,536
Ventura County Arts Council	Ventura	\$13,968
Visalia Arts Consortium	Tulare	\$13,680
Yolo County Arts Council	Yolo	\$13,824
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$27,648
state-local partnership program total		\$639,216

GRANTEE

COUNTY

AWARD

state-local partnership technical assistance

Arts Council of Mendocino County	Mendocino	\$750
Fresno Arts Council	Fresno	\$750
Lassen County Arts Council	Lassen	\$750
Mammoth Art Guild	Mono	\$1,090
Shasta County Arts Council	Shasta	\$750
Sierra County Arts Council	Sierra	\$750
Siskiyou Arts Council	Siskiyou	\$750
Trinity County Arts Council	Trinity	\$750
Upstate Community Enhancement Foundation	Butte	\$750
Visalia Arts Consortium	Tulare	\$750
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$750
state-local partnership technical assistance total		\$8,590

statewide networks

Alliance for California Traditional Arts	Fresno	\$15,000
Association of California Symphony Orchestras	Sacramento	\$12,750
CA LGBT Arts Alliance	San Francisco	\$12,000
California Alliance for Arts Education	Los Angeles	\$13,500
California Association of Museums	Santa Cruz	\$15,000
California Indian Basketweavers Association	Yolo	\$13,500
California Lawyers for the Arts	San Francisco	\$15,000
California Poets in the Schools	San Francisco	\$13,500
California Presenters	Sacramento	\$13,500
Dance Resource Center of Greater Los Angeles	Los Angeles	\$6,650
Dancers' Group/CA Dance Network	San Francisco	\$12,750
Latino Arts Network of California	Los Angeles	\$13,500
National Association of Latino Independent Producers	Los Angeles	\$13,500
Pro Arts	Alameda	\$6,650

GRANTEE	COUNTY	AWARD
Small Press Distribution	Alameda	\$12,750
Theatre Bay Area/California Theatre Network	San Francisco	\$10,500
statewide networks total		\$200,050

technical assistance

California Lawyers for the Arts	San Francisco	\$10,000
City of San Jose Office of Cultural Affairs	Santa Clara	\$2,500
Community Initiatives	San Francisco	\$25,000
Otis College of Arts and Design	Los Angeles	\$17,500
Pew Chairitable Trusts	Pennsylvania	\$25,000
Regents of Univ. of CA/National Arts and Disability Center	Los Angeles	\$20,000
technical assistance total		\$100,000

membership/participation fees

Americans for the Arts	District of Columbia	\$1,000
Grantmakers in the Arts	District of Columbia	\$2,000
National Assembly of State Arts Agencies	District of Columbia	\$13,890
Western States Arts Federation	Colorado	\$38,279
membership/participation fees total		\$55,169

grand total awards **\$2,846,383**



Golden Thread Productions
creating public value grantee



council
meetings

September 14, 2011 ~ San Francisco

Asian Art Museum of San Francisco

November 17, 2011 ~ Riverside

California Museum of Photography

January 31, 2012 ~ Sacramento*

California Museum of History, Women and the Arts

April 4, 2012 ~ Long Beach

Museum of Latin American Art

June 26, 2012 ~ San Francisco

Intersection for the Arts

(*Annual Meeting)

council staff

Craig Watson, Director*

Marilyn Nielsen, Chief Deputy Director**

Scott Heckes, Chief of Administration / Deputy Director
for Programs & Administration

Josie Talamantez, Chief of Programs ***

Lucero Arellano, Arts Programs Specialist

Mary Beth Barber, Public Information Officer

Tom Bergmann, Information Technology Specialist

Julian Borrowdale, Accountant

Wayne Cook, Arts Programs Specialist

Richard Diaz, Receptionist

Theresa D'Onofrio, Graphic Design Specialist

Diane Golling, Administrative Assistant

Rob Lautz, Arts Programs Specialist

Kristin Margolis, Arts Programs Specialist

Patricia Milich, Public Awareness Coordinator

Lucy Mochizuki, Contracts & Procurement Administrator

John Seto, Arts Programs Specialist

Terry Walter, Accounting Manager

Part-time Student Assistants: Mike Artica, Ashleigh Crocker, Brandon Moore

*beginning August 15, 2011

**Interim Director July 1- August 15, 2011

*** Retired August 2011

