

2009 - 10 ANNUAL REPORT

CALIFORNIA ARTS COUNCIL



TO GOVERNOR SCHWARZENEGGER AND CALIFORNIANS:

The **Good News** is that so many arts groups not only survived California's financial downturn of 2008-09, but also that of 2009-10. This includes the California Arts Council (CAC), which managed three Friday furloughs every month, a hiring freeze, and major cuts in travel. California's financial difficulties have extended without break to the very last day of the year. Still, our budget (\$5.1 million) was approved by the Department of Finance with no cuts.

This Annual Report is similar to last year's, with all program grants and initiatives continuing into 2009-10. The Council awarded 394 grants, totaling \$4,010,930, throughout California this fiscal year including two unique granting opportunities listed below.

More Good News Two one-time opportunities increased our 2009-10 grants funding by over a million dollars.

◆ The American Recovery and Reinvestment Act of 2009 (ARRA) provided \$50 million in federal stimulus funds to the National Endowment for the Arts (NEA), from which the CAC was granted \$500,000 to preserve arts jobs. The process demanded a quick turnaround, but 29 grants were given to nonprofit arts organizations for full- or part-time positions. Overall, the NEA awarded a total of nearly \$5.1 million in grants to California organizations—the CAC's \$500,000 and an additional \$4.6 million through other regional and local arts agencies—to shore up arts jobs during California's 12.4% unemployment crisis.

◆ The second opportunity, more than \$550,000, came through the Department of Justice, the result of a music industry anti-trust settlement. The CAC was entrusted to disburse settlement funds to grant applicants to provide 178 music performances in 40 counties throughout the state.

A new Strategic Plan was begun in November 2009 and completed in June 2010. It provides the Council's direction for the next three years. Terry Wolverton of Consult'Her guided us through the process, more than 225 Californians were surveyed, and numerous experts were consulted from California and around the nation to contribute to the development of the plan. A series of webinars will be used to introduce the plan to the arts field and to answer questions. Main



Muriel Johnson, Director

themes include: 50% of grants funding will continue to be spent on arts in education, and major efforts will be made to increase the sales of arts license plates. As sales increase, our ability to support the arts field in California will increase. A summary of the strategic plan appears in this report.

The Council took on the huge responsibility of launching a campaign to increase our funding, the Million Plates Campaign. Just thinking about what could be done for the arts with \$40 million from the sale of a million arts plates sends tingles down my spine.

More Good News The purchase of a plate is now deemed tax deductible, which is a great new promotional point. We are so fortunate to have a license plate designed by one of the country's leading artists and we again thank Wayne Thiebaud for this iconic image. The campaign has the backing

of such Arts Ambassadors as Tom Hanks, Robert Redford, Frank Gehry, Quincy Jones, Rita Wilson, and the cast of the television show, *Glee*. At this time, selling more arts license plates is our best hope for raising the funds necessary to truly serve all Californians and make dynamic strides in the creation, performance, enjoyment and inspiration of the arts.

OUR FACEBOOK AND TWITTER PRESENCE HAS BEEN STEADILY GROWING AND IS USED AS A MODEL FOR OTHER STATE AGENCIES

Director's Awards for outstanding service were presented to: Stanislaus County Arts Council Director Grace Lieberman (30 years); Modoc Arts Council Director Ken Franklin (28 years); Target's Senior Manager for Community Relations, Bernard Boudreaux, whose leadership secured Target's financial support for CAC conferences and Poetry Out Loud; and Louise Music, Arts Learning Manager at the Alameda County Office

of Education (Art Is Education). Their devotion to their work strengthened the arts significantly, and we appreciate their efforts.

Still more Good News!

Three bills were introduced to benefit the Arts Council:

- ◆ SB1076, Senator Curren D. Price, Jr.: The bill would allow the CAC to receive voluntary contributions through a check-off box on California tax returns. This bill passed the Senate in May 2010 and seems likely to move forward.
- ◆ AB1777, Assemblyman Anthony Portantino: 20% of all revenues derived from payment of sales and use taxes remitted from sales of arts products would be allocated to the CAC for grants for organizational support. This bill was suspended in May 2010.
- ◆ AB2610, Assemblyman Roger Niello: The CAC Director would be selected by the Arts Council, not appointed by the Governor, thus depoliticizing the directorship. The Director would hire all staff members. It was passed by the Assembly on May 6, 2010 and by the Senate on June 30, 2010, and is awaiting the Governor's signature.

The passage of one or all of these bills would have a major effect on the Arts Council. We are grateful to the authors, members of the legislature, and to the California Arts Advocates and supporters who have contacted legislators on behalf of the bills.

The CAC is entering the final year of the State-Local Partnership three-year initiative to strengthen local arts councils and commissions, as well as re-establish those agencies which, due to economics, went out of existence. The positive outcome of this initiative is extremely significant as 52 local arts councils are once again in play.

In November 2009 the CAC launched a social media outreach. Our Facebook and Twitter presence has been steadily growing ever since—and is being used as a model for other state agencies. You can follow us on Twitter at @CalArtsCouncil or connect with us on Facebook at facebook.com/californiaartscouncil.

Have you seen our website, www.cac.ca.gov? You will find stories about the ARRA grantees as well as about the programs our grantees are producing in their communities, job opportunities, artist calls, a list of grant opportunities from other sources, links to arts stories in the media, and so much more.

A new addition—a listing of California festivals—has been added to our website, with assistance from CAC interns’ research. And our weekly e-newsletter ArtBeat is filled with current information. Please take a look!

Have you seen California Poetry Out Loud, where high school students recite poetry in the historic Senate chamber? No worries about these young people who speak with confidence and meaning in this statewide competition. Morgan Brown from Monterey County was judged California’s champion and represented California at the national contest. California’s program is a model for the nation.

Since this is my final Annual Report, I want to close with congratulations and thanks to the myriad of committed and incredibly talented artists, art organizations, performance groups, museums, art teachers, arts audiences – everyone who makes each day richer and happier by providing or being involved with art. Your indomitable spirit during this difficult California recession shines through with eloquent performances, exhibitions, fairs, youth involvement, artists with disabilities, convenings, readings, public art for all ages, and so on. It has been an extraordinary experience working with so many of you, and being exposed

I WANT TO CONGRATULATE AND THANK THE MYRIAD OF COMMITTED AND INCREDIBLY TALENTED ARTISTS, ART ORGANIZATIONS, PERFORMANCE GROUPS, MUSEUMS, ART TEACHERS, ARTS AUDIENCES ~ EVERYONE WHO MAKES EACH DAY RICHER AND HAPPIER BY PROVIDING OR BEING INVOLVED WITH THE ARTS.

to the wonders of the arts in California.

Working with kindred agencies in our “Cultural Cabinet” has been eye-opening and beneficial. My thanks and best wishes are extended to the directors of Parks and Recreation, the State Library, State Archives, California Council for the Humanities, California Travel and Tourism, Historic Preservation and the California Museum. I hope that this group will be formalized with a place at the Governor’s table.

It is important to thank the many foundations and funders who have picked up the slack during these difficult financial times. Major grants to arts organizations from the Irvine Foundation, the William and Flora Hewlett Foundation, Target, and so many others, have kept numerous arts organizations in business and creating, performing and moving forward. I would like to thank Karen Skelton and Dewey Square for so generously assisting the Council on the launch of the Arts License Plate Campaign as well as Bernard Boudreaux for his leadership in Target’s sponsorship of Poetry Out Loud.

I thank the present members of the Arts Council and all who have served during these past six years from whom I have learned much and respect greatly. The state has been

served well by their leadership, thoughtful insights and dedication as well as by their outstanding Chairs Barbara George (2002-2005), Marcy Friedman (2005-2007), Michael Alexander (2007-2009) and Malissa Feruzzi Shriver (2009-2010).

Our staff of 18 has been hard-pressed to carry out the agency's mission since a 94% budget cut in 2003/04. But they have given their best efforts and produced a tremendous body of work. The Council's goals could not have been fulfilled successfully without a dedicated, talented staff to implement Council policies. It's time to mention that our staff is regularly honored for exceeding our small business and disabled

veterans' business enterprise goals; that staff has achieved Excellence in Financial Reporting annually from the State Controller; and that this small agency reaches the highest goals for participation in the state employees' charitable giving campaign and the California State Employees' Annual Food Drive. The staff has provided a warm, supportive, collegial atmosphere; I have learned important lessons and new ideas from each of them, for which I am grateful.

Finally, thank you, Governor Schwarzenegger, for appointing me Director of the California Arts Council. It has been an honor and a privilege in the truest sense to work with the arts field, which is my passion and most of my life's work. Your support and enthusiasm for the Arts Council, along with that of First Lady Maria Shriver, sends a tremendously positive message about the importance of arts in schools, about arts as economic drivers in our state, and about raising funds through the sale of the arts license plate. This has been a most rewarding role, and I am grateful to have had the opportunity to serve the people and the arts in California.

I am optimistic about the future. The creative people of this state will not be held back, but will meet the challenges of change in the way that art is consumed, performed and perceived. They will continue imagining, innovating, and providing exciting art and cultural experiences for California and the world.

A handwritten signature in cursive script that reads "Muriel Johnson". The signature is written in a dark ink and features a decorative flourish at the end.

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GRANT PROGRAMS

The California Arts Council (CAC) administered a number of competitive programs to provide arts and arts education services to the state's citizens with funding available to eligible nonprofit arts organizations. 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. The panels' ranked recommendations subsequently were sent to the Arts Council for final approval. CAC grants require a match from other sources. This leveraging requirement often results in grantees more than doubling the amount of the CAC grant.

Artists in Schools

The Artists in Schools program consists of three separate components:

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

In 2009-10, the California Arts Council awarded 123 grants totaling \$1,053,902.

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 or expanded projects designed to make a positive contribution to their communities. The program stresses "The

Three R's": Relationships (building partnerships), Relevance (to audiences and community), and Return on Investment (leveraging the social and economic impact of the organization's arts programming).

In 2009-10, the California Arts Council awarded 75 grants totaling \$706,420.

**MAY EACH OF US TAKE PART IN THE
ARTS AND HUMANITIES AND ADD OUR
OWN PERSPECTIVES TO CALIFORNIA'S
FANTASTIC CULTURAL LEGACY.**

Governor Arnold Schwarzenegger, California Arts Day Proclamation 2009

State-Local Partnership

The State-Local Partnership Program (SLPP) fosters the arts and cultural development at the local level through a partnership between the California Arts Council and each county's Board of Supervisors-designated local arts agency, an arts council or commission. The program offers funding for operational support, community collaborations, technical assistance, informational exchange, and leadership development enabling individuals, organizations, and communities to create, present, and preserve the arts of all cultures. Funds may be used for staffing as well as programming activities. Moreover, separate State-Local Technical Assistance grants are awarded to current SLPP grantees for organizational development or to help support current underfunded programs. Most of these funds are utilized for information technology and website development. The State-Local Partnership Development Program, a special three-year initiative, is funded from a special draw of \$1 million over three years from the Arts License Plate fund. Begun in 2008-09, it assists counties' development of new county arts councils, resurrecting those which in recent years have gone out of existence or strengthening those in need of technical assistance to bring them to a fundable status.

In 2009-10 the California Arts Council awarded State-Local Partnership grants to 44 organizations totaling \$675,000; 37 Technical Assistance grants totaling \$150,000; and eight Partnership Development grants totaling \$75,000.



Purple Moon Dance Project, Creating Public Value program grantee

Statewide Networks

The Statewide Networks Program supports statewide arts service organizations which are culturally-specific, multicultural, or discipline-based. Funds assist organizations in capacity building, communications, professional development, outreach, and arts advocacy.

In 2009-10, the California Arts Council awarded 13 grants totaling \$242,000.

Arts and Accessibility Technical Assistance

The California Arts Council, in partnership with The National Arts and Disability Center, continues to support arts organizations and individual artists with funds and technical assistance towards the professional development of artists with disabilities, and services for making their programs accessible to the disability community.

In 2009-10, California Arts Council granted \$25,000 to the National Arts and Disability Center.

Services to the Field

State-Local Partnership Conference

In April 2010, the California Arts Council held a one-day conference for the state's county arts councils and commissions. Attended by over 50 Executive Directors and board members representing 48 partners, the conference provided an opportunity for peer networking and information exchange on topics valuable to the field, guest speakers on topics of national and local interest, and a special brainstorming session on marketing of the Arts License Plate.

Technical Assistance Efforts

Technical assistance was provided to grantees in both the State-Local Partnership and SLP Development Programs. The first group consisted of partner organizations identified through the peer panel review process as needing to make strategic improvements. The second group was comprised of new and developing organizations, which received individual consultations and conducted cultural resource assessments of their counties under the guidance of the consultants. In addition, the CAC provided travel assistance for representatives from multicultural arts organizations to attend the National Association of Latino Arts and Culture conference. Agency staff members with their extensive arts experience and individual expertise were invited by national or regional arts organizations to join boards, serve as advisory or planning committee members and peer review panelists, and speak at out-of-state conferences.

SPECIAL INITIATIVES

California Arts Council/Department of Justice Music Presenting

In October 2009, the California Attorney General's Office announced the results of an anti-trust settlement with major music distribution companies and national retail chains. The California Arts Council was designated as the distributor of remaining settlement funds to provide for live performances of music of all genres throughout the state. The one-time funding for this program provided free or discounted programs to underserved populations in 43 out of California's 58 counties. Three of the projects included tours of the performing artists.

The California Arts Council awarded 42 grants totaling \$549,708.

Arts Recovery - American Recovery and Reinvestment Act of 2009

The California Arts Council was awarded funding from the federal American Recovery and Reinvestment Act of 2009 through the National Endowment for the Arts to help arts organizations reinstate lost positions or preserve jobs at risk. A small portion of the funding was used to complete oral and written histories which chronicled the challenges for arts organizations during the economic downturn and how these funds helped save jobs in the field.

The California Arts Council awarded 29 grants totaling \$487,900.



Los Angeles Chamber Singers

Poetry Out Loud

Poetry Out Loud is a national initiative and poetry recitation contest started by the National Endowment for the Arts (NEA) and the Poetry Foundation, and is conducted annually in our state by the California Arts Council. At approximately 40,000 in 2009-10, California led the nation in numbers of participating students. Twenty-seven partnering local arts agencies and county education district offices participated. The budget included a \$20,000 NEA grant, \$15,000 from Target Corporation, and \$60,000 provided from the CAC. Funds supported outreach to local arts agencies, county district offices of education, and California Poets in the Schools, as well as schools, students and their parents. Members of the California State Legislature and/or their staffs attended the state finals competition in the Senate chamber. Each county's winner received a congratulatory letter from the Governor and the top three winners received cash awards.



Morgan Brown, 2010 winner

The California Channel, a CSPAN-like media outlet, broadcast the event statewide, proving a tremendous tool not only for Poetry Out Loud, but for awareness of the California Arts Council. The statewide competition has been aired repeatedly throughout the year. As this year's state champion, Morgan Brown of Monterey County went to Washington, DC for the national competition.

American Masterpieces: Artistic Legacy of California Indian Basketry

American Masterpieces--Three Centuries of Artistic Genius is a major initiative of the National Endowment for the Arts to acquaint Americans with the best of our cultural and artistic legacy. California's American Masterpieces project is a traveling exhibition of California Indian baskets from the State's permanent collection of over 3,000 from pre-statehood through 1935. In March 2009, the California Department of Parks and Recreation and the California Arts Council opened *American Masterpieces: Artistic Legacy of California Indian Basketry*, an exhibition of over 80 baskets (most never before seen by the public) at the California Museum of History, Women and the Arts in Sacramento. The exhibit will travel throughout the state through 2012, with the first stop being the Grace Hudson Museum in Ukiah starting in November 2010. A catalog will be produced to accompany the exhibition tour.



Western Mono Tribe,
woman with basket

STRATEGIC PLAN

Strategic Plan 2010: A Direction for Three to Five Years was created over nine months in fall 2009 and spring 2010 in an effort to address the current and foreseen environment for the arts and for this state agency. A series of targeted interviews were conducted, and input by the field via online surveys was solicited and received. The following Mission, Vision and Values Statement informed the creation of the Strategic Plan:

Mission

The California Arts Council's mission is to advance Californians through the Arts and Creativity. The agency encourages widespread public participation in the arts; helps build strong arts organizations at the local level; assists with the professional development of arts leaders; promotes awareness of the value of the arts; and directly supports arts programs and education for children and communities.

Vision

California will be a state in which:

- ◆ a diverse spectrum of arts and culture is accessible to and valued by all Californians;
- ◆ arts and culture are viewed by residents and policymakers alike as not just important, but indispensable to quality of life, to healthy communities and to state and local economies; and
- ◆ appreciation of and participation in arts and culture are nurtured by pre-K and K-12 arts education and by opportunities for lifelong learning.

Values

- ◆ State government has a role to play in funding the arts in California.
- ◆ Council should work vigorously to increase revenues so that the agency may more effectively serve the people of California.
- ◆ The CAC must strive for an equitable distribution of funds and services among all counties.

- ◆ Arts and culture have a direct impact on the health and welfare of communities.
- ◆ Arts education is essential for healthy human development and should include pre-K, K-12, after-school, and lifelong learning.
- ◆ Arts and culture are not separate from other aspects of civic life; they are effective tools to address issues in all arenas.
- ◆ The CAC is committed to engaging in partnerships and collaborations with other government agencies, business and non-profit and philanthropic entities and actively promotes this value with its grantees.

The result was the new **Strategic Plan**,
adopted in June 2010, with the following issues and goals:

Issue 1: Sustain and increase revenue

Council affirms that arts and culture for all Californians should continue to be supported through the state general fund, even as that funding is augmented through the sale of license plates and other strategies.

Goals:

- A. State of California continues to support arts and culture, and arts education, from its general fund.
- B. California moves from last to near the top in per capita funding for the arts.

Issue 2: Increase awareness and visibility of the arts

The case for the arts must continue to be made, to both elected officials and policy makers, to the business community, and to Californians.

Goals:

- A. An increased number of elected officials and their staffs support arts and culture.
- B. An increased number of government agencies and/or business sectors understand the importance of arts and culture to their concerns and actively support them.

Issue 3: Increase impact and effectiveness of CAC efforts

Council will ensure that resources are being used in the best way possible to benefit all Californians.

Goals:

- A. Grant programs and other services address top priority arts needs of Californians.
- B. Strategic dissemination of information about grant outcomes builds support for CAC.
- C. CAC's Director is hired by Council, rather than appointed by the Governor.
- D. Technology and the skills to use it are upgraded to improve communications with the field.

Issue 4: Invest in the Future

The CAC anticipates and responds to changes that impact the way arts and culture are created, funded, delivered and experienced.

Goals:

- A. Council policies are in step with current trends in art making, arts funding, arts participation and arts education.
- B. CAC continues to be an advocate for and funder of arts education and programs for children and youth.
- C. CAC supports more research, policy analysis, and think tank activity.

PUBLIC AWARENESS

In 2009-10, the California Arts Council's public awareness campaign continued on several fronts and accomplished a great deal with both limited budget and limited staff. The agency addressed the Public Awareness part of the current Strategic Plan, whose key objectives are to: 1) increase the public's understanding of how the arts strengthen the state's culture, communities and economy; 2) encourage more Californians to participate in the arts in their communities; and 3) 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

In 2009-10, the California Arts Council actively reached out to those members of groups likely aligned with the Arts, but for whom the Arts are not regularly "top of mind." Our campaign of attendance at their statewide membership organization gatherings oriented them of the value of the arts to their fields. Most significantly, the CAC successfully proposed and presented panels at the annual conferences of the California Downtown Association, the California Festivals and Events Association, and the California Preservation Foundation. Panel presentations involve introducing and contextualizing the topic of the arts and their relationship and value to the industry of the host association, and moderating a panel of one to three strategically selected panelists on the topic.

The Arts Council was also enthusiastically received at the California Library Association, California Parent Teachers Association, and the California

Cultural Heritage Tourism Council conferences, among others, and the Americans with Disabilities Act 20th Anniversary Celebration. Staff attended similar regional events on an "as able" basis. In addition, a number of ads (mostly gratis) were placed in various publications, and materials were sent for distribution to various events where no Arts Council representative could be present.

Website, Technology, Social Media and Media

In 2009-10, the California Arts Council's website, weekly e-newsletter, and social media (primarily Facebook and Twitter) were the most prominent ways in which the agency had a public profile and reached interested people. A CAC staff team representing various functions planned, scheduled, implemented and tracked their development.

The agency continued to use its cost-saving database content management system (CMS) technology to post timely announcements on the homepage and generate many popular content pages. Statistics on use of the agency website indicated that some pages received more than 18,000 views per month. In addition, the agency created some extensive pages for specific programs to relate the value of our grants to individuals and organizations in the current economic climate, and the value of arts opportunities for students and the general public.

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- SOME OF THE**
 - CMS-GENERATED PAGES**
 - ARTS JOBS**
 - ARTIST CALLS**
 - OTHER GRANTS**
 - CALIFORNIA FESTIVALS**
 - CAC PRESS RELEASES**
 - ARTS IN THE NEWS**
 - CALIFORNIA ARTS DAY EVENTS**
 - RESEARCH & REPORTS**
-

In particular, the web pages of *ArtWorks!* were recognized by the National Association of State Arts Agencies as a good example of “documenting impact.” *ArtWorks!* stories about the important contributions of grantee organizations in their districts are regularly distributed to legislative representatives.

The CMS system further populated the *California ArtBeat*, the CAC’s weekly e-newsletter that was a key resource for arts administrators, educators and artists to stay or be informed about the creative economy in the state. Approximately 4,400 individuals subscribed to the *California ArtBeat*, and many of them passed the stories on to others.

In November 2009, the agency started social networking as part of its awareness campaign by using Facebook and Twitter, and on various web pages using YouTube and Flickr. CAC social media quickly became popular with the arts field as well as the general public, with a strong base of active users who read, posted, and re-posted California Arts Council content. This network also was utilized for the Million Plates Campaign for the Arts and its Facebook page.

BY JUNE 2010, READERSHIP INCLUDED OVER 2400 FACEBOOK FANS & 450 TWITTER FOLLOWERS.

In addition, from July to October 2009, Capital Public Radio, which operates three National Public Radio stations in ten counties in the greater Sacramento region, broadcast on a gratis basis two alternating public awareness PSAs (both of which mentioned the Arts License Plate) for a value of approximately \$8665.

The Women's Conference

The California Arts Council has participated in the California Governor and First Lady's Conference on Women and Families ("The Women's Conference") since 2005, annually greeting some of the 22,000 attendees in Long Beach to promote the value of the arts, creativity and arts education. The October 2009 conference was the second year of enhanced CAC presence through special consideration from First Lady Maria Shriver.

The Arts Council created an enlarged booth that featured Minerva-themed works created by female detainees participating in arts programs associated with the Ventura County Arts Council/Ventura County Juvenile Justice Complex and Alameda County Arts Commission/Alameda Juvenile Justice Center. The Arts Council also facilitated an exhibit of art created by at-risk youth through Inside Out Community Arts, a Los Angeles nonprofit and CAC grantee, and a parade of 15-foot-tall puppets created by Center for Celebration Arts.



Minerva-themed quilt



Bill Turner, Council Member and Marilyn Nielsen, Deputy Director with the Minerva puppet at the Women's Conference

California Creative Vitality Index

The California Arts Council contracted with WESTAF (Western States Arts Federation) to produce a Creative Vitality Index (CVI) report for our state. The CVI uses a combination of readily available data on arts and creativity-related employment and community participation in the arts. It provides a snapshot index of the sector's vigor in California and its regions as compared to the rest of the US. After receiving the first report covering 2006 and 2007, the California Arts Council produced an in-house simple summary showing California's statewide profile and selected regional indices. California ranks third overall in the Creative Vitality Index, just behind New York and Massachusetts.

California Arts Day

First established in 2000, California Arts Day was officially designated by the California Arts Council to be celebrated annually on the first Friday of October and to kick off National Arts and Humanities Month. California Arts Day's purpose is to encourage various communities and nonprofits to celebrate the arts and their important role locally, while knowing that similar celebrations are taking place all over our state.

"The Art in Me" was the theme for 2009. To retain impact with reduced funds, the agency created and distributed a postcard rather than the usual posters and used web technology as the primary communication tool. The CAC website's extensive Arts Day pages were created to assist arts organizations in the development and branding of their own local California Arts Day events. These events were listed on the CAC webpage through CMS technology.

Beyond the agency, an Arts Day image was selected as a graphic homepage banner on California Government website (www.CA.gov) and rotated in the number one position. This exposure redirected over 750 viewers to the CAC website. The California Arts Council also joined with the Department of Justice (in whose building the agency resides) to conduct a children's art contest and announce winners on 2009 California Arts Day.



[ca.gov](http://www.ca.gov), the state government website home page.

PARTNERSHIPS

California Cultural Data Project

The Cultural Data Project (CDP) originated as a Pew Foundation-funded initiative by the Pennsylvania Council on the Arts. As only the third state to adopt the project, California was on the forefront with its 2008 launch. This powerful management tool has streamlined the grant application process, allowing organizations annually to complete an online standardized data profile, which is submitted as part of grant applications to participating funding sources. California arts and cultural organizations benefit by being able to track their financial and programmatic performance over time and to benchmark themselves against comparable organizations in specific disciplines, geographic regions and/or budget size. More than 2,900 California cultural organizations are using the CDP, and 42 public and private funding agencies are participating as funders. In 2009-10, over 2,100 participants participated in 109 new-user training sessions held throughout the state; more than 700 organizations have produced 8,800+ reports for comparison purposes; and over 50 organizations have used the CDP data in internal research and analysis, with Los Angeles County, the City of San Diego and others having published research reports.

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 with bringing poetry to students throughout California. As the California Poet Laureate appointed by Governor Arnold Schwarzenegger in 2008, Carol Muske-Dukes traveled throughout California, speaking to all ages and performing her own works. As her official project, she also raised funds and created the virtual *The Magic Poetry Bus Driver's Guide*, and continued to offer techniques for learning and loving poetry. The Guide was printed and distributed as a handbook for students in California's public schools.

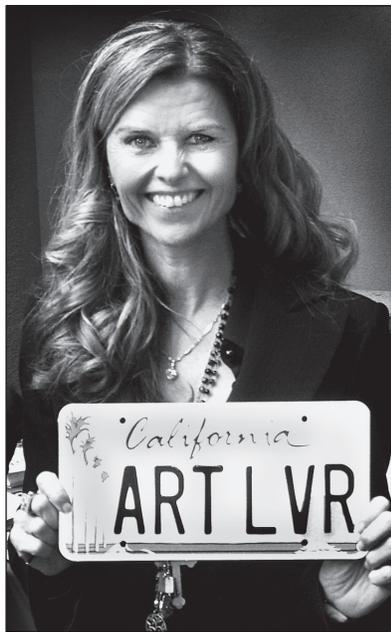


Carol Muske-Dukes
California Poet Laureate

ARTS LICENSE PLATE & THE MILLION PLATES CAMPAIGN ∞

The California Arts License Plate program, created through special legislation in 1994, was designed to support the California Arts Council's arts education and local arts programs statewide. The Arts License Plate is a joint endeavor of the California Arts Council and the Department of Motor Vehicles, and the plate image (entitled *Coastline*) was created by renowned California artist Wayne Thiebaud. The iconic image has become famous worldwide, and sales and renewals of the plate have provided millions of dollars to support arts programs in California. In 2009-10, this funding source provided approximately 60% of the agency's ongoing budget and nearly 83% of all grant funds.

On June 28, 2010, Governor Schwarzenegger and First Lady Maria Shriver joined members of the California Arts Council and celebrity "Arts Ambassadors" at Fox Studios in Los Angeles for the official launch of the Million Plates Campaign for the Arts, a statewide effort to raise the budget of the California Arts Council through voluntary purchase of Arts License



First Lady Maria Shriver

Plates. The Governor, First Lady and California Arts Council set a lofty goal for the arts supporters of California: put one million Arts License Plates on California cars to raise \$40 million in statewide arts funding.

The concept of the Million Plates Campaign was formulated by members of the California Arts Council during the 2009-10 strategic planning process, especially during a brainstorming meeting in November 2009 attended by First Lady Maria Shriver. The Franchise Tax Board determined that the extra fees Californians pay for Arts License Plates may be considered charitable contributions to the California Arts Council for tax purposes beginning in spring 2010.

The Million Plates Campaign gained momentum with the assistance a professional public relations firm, the Dewey Square Group, and its offer of approximately \$200,000 in pro bono services for an investment



Example of an Arts License Plate ad

of \$50,000 to cover basic costs. Dewey Square assisted with the June 2010 campaign launch, securing celebrity "Arts Ambassadors" for public relations and marketing events, outreach to major businesses for potential fleet sales, and general campaign coordination assistance.

The Million Plates Campaign

launch gained significant public attention through both traditional media channels and social media. Arts supporters state-wide began to lay the foundation for grassroots efforts at the local level immediately after the June launch.



Lawnman Landscaping owner Burnie Lenau of Sacramento shows off the Arts License Plate with children from Sacramento Theatre Company who benefit from the California Arts Council's Artists in Schools program. Lenau's business is the first in California to place the Arts License Plate on a fleet of trucks.

2009-10 CALIFORNIA ARTS COUNCIL BUDGET

REVENUES

General Fund ¹	\$998,409.64
Graphic Design License Plate Account ²	\$3,054,727.58
Federal Trust Fund/National Endowment for the Arts ³	\$1,696,700.00
Special Deposit Account/Department of Justice ⁴	\$549,708.00
Reimbursements ⁵	\$26,500.00

TOTAL REVENUES **\$6,326,045.22**

EXPENSES

Salaries and Wages	\$998,644.72
Benefits	\$370,532.61
Benefits: Workers' Compensation ⁶	\$158,329.42
General Expense ⁷	\$37,467.70
Other - Panels	\$11,320.14
Printing ⁸	\$32,710.67
Communications	\$20,620.85
Postages	\$6,396.97
Travel - In state ⁹	\$31,645.55
Travel - Out of state	\$8,665.17
Training	\$788.00
Facilities Operations	\$176,014.95
Consultant Services: Interdepartmental ¹⁰	\$37,687.54
Consultant Services: External ¹¹	\$139,663.00
Department Services ¹²	\$73,800.00
Information Technology/Data Processing ¹³	\$38,600.93
Central Administrative Services: Pro Rata	\$29,425.00
Central Administrative Services: SWCAP	\$30,448.00
Grants and Subventions ¹⁴	\$4,123,284.00

TOTAL EXPENSES **\$6,326,045.22**

NOTES

1. Reflects a reduction of \$119,000 based on a 3-day per month staff furlough.
2. Reflects a reduction of \$61,000 based on a 3-day per month staff furlough; includes 335,000 to support Phase II of the State-Local Partnership Program (SLPP) Development Initiative.
3. Includes \$502,400 in American Recovery and Reinvestment Act (ARRA) funds.
4. Includes \$549,708 in funding received from the California Department of Justice (DOJ) to support statewide music touring.
5. Reflects a contract with the California State Summer School for the Arts whereby the CAC provides personnel and accounting services.
6. Includes \$115,303.98 toward settlement of outstanding claim.
7. Includes \$11,578.59 in support of State-Local Partnership Program (SLPP) Conference, as a component of the SLPP Development Initiative.
8. Includes \$29,332.99 for California Department of Motor Vehicles (DMV) Specialty License Plate insert.
9. Includes \$6,927.46 in expenditures related to Phase II of the SLPP Development Initiative.
10. Includes \$36,000 in contracted services through the California State Library for the provision of Personnel Services.
11. Includes \$49,188 to Cultural Planning Group in support of Phase II of the SLPP Development Initiative; \$50,000 to Dewey Square Group for Arts License Plate Campaign; \$24,024 to consult'her for Strategic Planning efforts; and \$9,000 to WESTAF in support of the California Creative Vitality Index.
12. Includes \$73,500 in contracted services through University Enterprises, Inc. for the provision of student assistants, which includes \$14,500 in support of ARRA.
13. Includes \$6,728.46 in IT hardware and software purchases.
14. Includes \$235,000 to support Phase II of the SLPP Development Initiative; \$487,900 in ARRA funding; \$549,708 in DOJ funding; and the distribution of \$55,000 in yearend funding (Reference: June 10, 2010 Council Book, Tab H.)

2009-10 GRANTEE LIST

Grantee	County	Award
Artists in Schools		
About Productions	Los Angeles	\$10,200
Angels Gate Cultural Center	Los Angeles	\$10,200
Armory Center for the Arts	Los Angeles	\$10,200
Arts & Learning Corporation	Orange	\$2,280
Arts & Services for Disabled	Los Angeles	\$2,475
Arts Council Napa Valley	Napa	\$9,600
Arts for the Schools	Nevada	\$9,600
Arts in Education Aid Council, Inc.	Los Angeles	\$7,200
ArtsChange	Contra Costa	\$4,250
ArtSeed	San Francisco	\$10,200
ArtStart	Sonoma	\$9,488
Asian Improv aRts	San Francisco	\$10,200
Berkeley Repertory Theatre	Alameda	\$10,200
Berkeley Symphony Orchestra	Alameda	\$6,054
Bethune Theatredanse	Los Angeles	\$10,200
Bluepalm ACE	Los Angeles	\$10,200
Boxtales Theatre Company	Santa Barbara	\$6,168
California Center for the Arts, Escondido Foundation	San Diego	\$7,200
California Dance Institute	Los Angeles	\$10,200
California Institute of the Arts	Los Angeles	\$8,840
Cantare Con Vivo	Alameda	\$9,600
Center For World Music	San Diego	\$10,800
Chinese Cultural Productions	San Francisco	\$9,000
City Ballet of San Diego, Inc.	San Diego	\$10,200
City of San Fernando	Los Angeles	\$9,600
Community Partners FBO (Out)Laws & Justice	Los Angeles	\$8,560
Community School of Music and Arts	Santa Clara	\$9,600
Community Works West, Inc.	Alameda	\$9,600
Crowden Music Center	Alameda	\$9,124
CSU San Marcos Fndn./Center ARTES	San Diego	\$9,600
Cultural Council of Santa Cruz County	Santa Cruz	\$9,000
Dance Kaiso	San Francisco	\$10,200
Del Norte Association for Cultural Awareness	Del Norte	\$5,400

Grantee	County	Award
Diablo Ballet	Contra Costa	\$7,200
Dimensions Dance Theater	Alameda	\$9,000
East Bay Center for the Performing Arts	Contra Costa	\$10,200
EastSide Arts Alliance	Alameda	\$9,600
Eveoke Dance Theatre	San Diego	\$10,149
Floricanto Dance Theatre	Los Angeles	\$9,600
Forestville Education Foundation	Sonoma	\$6,498
Ginga Arts, Inc.	Los Angeles	\$7,200
Greenway Arts Alliance	Los Angeles	\$10,200
HeArt Project	Los Angeles	\$10,200
Higher Gliffs	Alameda	\$9,600
Humboldt Arts Council	Humboldt	\$5,355
Imagination Workshop, Inc.	Los Angeles	\$7,200
Inside Out Community Arts	Los Angeles	\$10,200
Kala Art Institute	Alameda	\$10,200
Kid Serve Youth Murals	San Francisco	\$10,200
LACER Afterschool Programs	Los Angeles	\$9,000
LEAP - Imagination in Learning	San Francisco	\$10,200
Long Beach Museum of Art Foundation	Los Angeles	\$9,600
Los Angeles Opera Company	Los Angeles	\$10,800
Lula Washington Contemporary Dance Foundation	Los Angeles	\$9,000
Luna Kids Dance, Inc.	Alameda	\$7,200
Marin Shakespeare Company	Marin	\$7,200
Marin Theatre Company	Marin	\$1,700
Media Arts Center San Diego, Inc.	San Diego	\$10,200
Melody of China, Inc.	San Francisco	\$10,200
Merced County Arts Council, Inc.	Merced	\$9,000
Mexican Heritage Corporation	Santa Clara	\$9,600
Museum of Children's Art	Alameda	\$10,200
New Century Chamber Orchestra	San Francisco	\$10,200
Oakland East Bay Symphony	Alameda	\$9,600
Oakland Youth Chorus	Alameda	\$9,600
Oaktown Jazz Workshops	Alameda	\$7,520
Ojai Music Festival	Ventura	\$6,000
Opera Piccola	Alameda	\$10,200
Out of Site: Center for Arts Education	San Francisco	\$10,200
Pasadena Conservatory of Music	Los Angeles	\$10,200
Performing Arts Center of Los Angeles County	Los Angeles	\$10,200
Performing Arts Workshop, Inc.	San Francisco	\$9,000

Grantee	County	Award
Playwrights Project	San Diego	\$9,600
Plumas County Arts Commission	Plumas	\$9,000
Presidio Performing Arts Foundation	San Francisco	\$7,200
Prophet World Beat Productions	San Diego	\$9,000
Red Hen Press	Los Angeles	\$7,200
reDiscover Center, Inc.	Los Angeles	\$4,250
Redwood Heights Parents' Fund Association	Alameda	\$9,000
Richmond District Neighborhood Center	San Francisco	\$7,778
Riverside Arts Council	Riverside	\$7,200
Sacramento Metropolitan Arts Commission	Sacramento	\$8,546
Sacramento Theatre Company	Sacramento	\$7,200
San Benito County Arts Council	San Benito	\$3,296
San Diego Art Institute	San Diego	\$9,600
San Diego Dance Theatre	San Diego	\$9,000
San Diego Guild of Puppetry, Inc.	San Diego	\$9,000
San Diego Museum of Art	San Diego	\$5,100
San Diego Opera Association	San Diego	\$10,200
San Diego Youth Symphony and Conservatory	San Diego	\$9,248
San Francisco Arts Commission	San Francisco	\$9,600
San Francisco Arts Education Project	San Francisco	\$9,600
San Francisco Ballet	San Francisco	\$7,200
San Francisco Girls Chorus, Inc.	San Francisco	\$9,600
San Francisco Mime Troupe, Inc.	San Francisco	\$5,928
Santa Barbara Dance Institute	Santa Barbara	\$9,000
Santa Barbara Museum of Art	Santa Barbara	\$8,438
Santa Cecilia Opera and Orchestra Association	Los Angeles	\$9,000
Santa Clarita Community College District	Los Angeles	\$8,800
ShadowLight Productions	San Francisco	\$4,250
Shakespeare At Play, Inc.	Los Angeles	\$7,200
Southwest Chamber Music Society	Los Angeles	\$9,000
St. HOPE Academy	Sacramento	\$10,200
Stagebridge	Alameda	\$4,842
Streetside Stories	San Francisco	\$10,200
Symphonic Jazz Orchestra	Los Angeles	\$10,800
Tapestry Arts San Jose, Inc.	Santa Clara	\$4,819
The Imagine Bus Project	San Francisco	\$10,800
The Ink People, Inc.	Humboldt	\$9,000
The Marsh	San Francisco	\$10,800
The Unusual Suspects Theatre Company	Los Angeles	\$9,600

Grantee	County	Award
Theatre Of Hearts, Inc.	Los Angeles	\$10,800
Valley of the Moon Art Association	Sonoma	\$7,200
Venice Arts: In Neighborhoods	Los Angeles	\$10,200
Ventura County Arts Council	Ventura	\$10,200
VSA Arts of California	Sacramento	\$5,653
Yolo County Arts Council	Yolo	\$10,800
Young Audiences of San Diego	San Diego	\$10,200
Young Imaginations, Inc.	Marin	\$7,200
Young Musicians Foundation	Los Angeles	\$9,600
Youth In Arts	Marin	\$7,296
Z Space Studio	San Francisco	\$10,200
		\$1,053,905
Arts Recovery - American Recovery & Reinvestment Act of 2009		
About Productions	Los Angeles	\$20,000
Arts Council for Monterey County	Monterey	\$15,000
AXIS Dance Company	Alameda	\$14,880
California Musical Theatre	Sacramento	\$20,000
Center for Lesbian Gay Bisexual Transgender Art & Culture	San Francisco	\$18,000
Community Works West, Inc.	Alameda	\$19,600
Eveoke Dance Theatre	San Diego	\$20,000
First Night Monterey	Monterey	\$20,000
Galeria Studio 24	San Francisco	\$20,000
Japanese American National Museum	Los Angeles	\$20,000
Kearny Street Workshop	San Francisco	\$18,720
KITKA, Inc.	Alameda	\$16,482
Kulintang Arts, Inc.	San Francisco	\$20,000
LA Commons: a project of Community Partners	Los Angeles	\$15,000
Los Angeles Chamber Singers, Inc.	Los Angeles	\$14,000
Madera County Arts Council, Inc.	Madera	\$20,000
Mateel Community Center	Humboldt	\$16,000
Media Arts Center San Diego, Inc.	San Diego	\$20,000
Melody of China, Inc.	San Francisco	\$7,052
Merced County Arts Council, Inc.	Merced	\$20,000
Oakland East Bay Symphony	Alameda	\$10,000
P.S. Arts	Los Angeles	\$16,640
Plumas County Arts Commission	Plumas	\$9,500
Robert Moses' Kin	San Francisco	\$15,000
San Jose Multicultural Artists Guild	Santa Clara	\$17,948
Sierra Repertory Theatre, Inc.	Tuolumne	\$15,000

Grantee	County	Award
Teatro Vision de San Jose	Santa Clara	\$19,078
Venice Arts: In Neighborhoods	Los Angeles	\$20,000
Woodland Opera House, Inc.	Yolo	\$10,000
		\$487,900
Creating Public Value		
24th Street Theatre Company	Los Angeles	\$9,900
3rd I South Asian Independent Film	Alameda	\$9,900
509 Cultural Center	San Francisco	\$8,900
Abhinaya Dance Company of San Jose	Santa Clara	\$9,900
API Cultural Center, Inc.	Alameda	\$10,000
Army of Lovers	San Francisco	\$8,900
Art Center Ukiah	Mendocino	\$9,900
Arts Council Napa Valley	Napa	\$9,900
Asian American Women Artists Association	San Francisco	\$9,900
Avenue 50 Studio	Los Angeles	\$9,900
AXIS Dance Company	Alameda	\$9,370
Center for the Study of Political Graphics	Los Angeles	\$9,900
Chinese Culture Foundation	San Francisco	\$9,900
City at Peace - Santa Barbara	Santa Barbara	\$8,900
Collage Dance Theatre, Inc.	Los Angeles	\$9,900
Company of Angels	Los Angeles	\$8,900
Craft and Folk Art Museum	Los Angeles	\$8,900
Croatian Cultural Center of San Francisco	San Francisco	\$9,900
CubaCaribe	San Francisco	\$10,000
Dell' Arte, Inc.	Humboldt	\$9,900
Each One Reach One	San Mateo	\$9,900
El Teatro Campesino	San Benito	\$9,900
El Teatro de la Tierra	Fresno	\$9,900
Epiphany Productions	San Francisco	\$9,900
Femina Potens	San Francisco	\$8,900
Firebird Youth Chinese Orchestra	Santa Clara	\$10,000
First Night Monterey	Monterey	\$8,900
Flyaway Productions	San Francisco	\$9,900
Fresh Meat Productions	San Francisco	\$9,900
Friends of Peralta Hacienda Historical Park	Alameda	\$10,000
Genryu Arts	San Francisco	\$9,900
Highways, Inc.	Los Angeles	\$10,000
Instituto Mazatlan Bellas Artes de Sacramento	Sacramento	\$9,900

Grantee	County	Award
Inyo Council for the Arts	Inyo	\$8,900
Justice by Uniting in Creative Energy	Los Angeles	\$9,900
Khmer Arts Academy	Los Angeles	\$8,900
LA Commons: A Project of Community Partners	Los Angeles	\$8,900
La Raza Bookstore	Sacramento	\$8,900
Los Angeles Choreographers & Dancers	Los Angeles	\$8,900
Los Angeles Poverty Department	Los Angeles	\$10,000
Los Angeles Women's Theatre Festival	Los Angeles	\$8,900
Los Cenzontles Mexican Arts Center	Contra Costa	\$9,900
Madera County Arts Council, Inc.	Madera	\$9,900
Manilatown Heritage Foundation	San Francisco	\$9,900
Mariposa County Arts Council, Inc.	Mariposa	\$10,000
Movimiento de Arte y Cultura Latino	Santa Clara	\$10,000
Peninsula Symphony Association	Los Angeles	\$8,900
PGK Project, Inc.	San Diego	\$9,900
Playhouse 395	Inyo	\$8,900
Playhouse Arts	Humboldt	\$8,900
Pro Arts	Alameda	\$9,900
Purple Moon Dance Project	San Francisco	\$9,900
RADAR Productions	San Francisco	\$8,900
Richmond Art Center	Contra Costa	\$8,900
Robey Theatre Company	Los Angeles	\$8,900
San Francisco International Arts Festival	San Francisco	\$10,000
San Jose Multicultural Artists Guild	Santa Clara	\$9,900
Sanctuary Stage	Humboldt	\$8,750
Santa Cecilia Opera and Orchestra Association	Los Angeles	\$10,000
Shasta County Arts Council	Shasta	\$8,900
Sierra Ceramic Mural Project	Inyo	\$8,900
Sierra Summer Festival of the Performing Arts, Inc.	Mono	\$8,900
Siskiyou Arts Council	Siskiyou	\$8,900
Sixth Street Photography Workshop	San Francisco	\$9,900
Southern California Asian-American Studies Central, Inc.	Los Angeles	\$10,000
Southern California Conservatory of Music	Los Angeles	\$9,900
Tahoe Arts Project	El Dorado	\$8,900
Tia Chucha's Centro Cultural, Inc.	Los Angeles	\$9,900
Trinity County Arts Council	Trinity	\$2,970
Watts Village Theater Company	Los Angeles	\$9,900
We Players	San Francisco	\$7,120
William James Association	Santa Cruz	\$10,000

Grantee	County	Award
Women's Audio Mission	San Francisco	\$9,900
Yolo County Arts Council	Yolo	\$9,900
Youth Orchestras of Fresno	Fresno	\$8,010
		\$706,420
CAC/Dept. of Justice Music Presenting		
American Philharmonic Association	Sonoma	\$15,000
Arts Council of Kern	Kern	\$15,000
Calaveras County Arts Council	Calaveras	\$15,000
Chinese Culture Foundation	San Francisco	\$15,000
Community Youth Performing Arts Center	Santa Barbara	\$15,000
Del Norte Association for Cultural Awareness	Del Norte	\$8,000
EarthWisdom	San Diego	\$15,000
EastSide Arts Alliance	Alameda	\$15,000
El Dorado Arts Council	El Dorado	\$15,000
First Night Monterey	Monterey	\$15,000
Foundation for CSU San Bernardino	San Bernardino	\$2,600
Fresno Folklore Society	Fresno	\$15,000
Golden Gate Opera	Marin	\$15,000
Gualala Arts, Inc.	Mendocino	\$4,400
Guitars in the Classroom	San Diego	\$13,545
Hi Hopes Identity Discovery Foundation, Inc.	Orange	\$15,000
Hmong Cultural Heritage Center	Fresno	\$15,000
Idris Ackamoor & Cultural Odyssey	San Francisco	\$15,000
Inyo Council for the Arts	Inyo	\$15,000
La Raza Bookstore	Sacramento	\$15,000
Lassen County Arts Council, Inc.	Lassen	\$7,633
Los Cenzontles Mexican Arts Center	Contra Costa	\$15,000
Loyola Marymount University	Los Angeles	\$15,000
Mammoth Art Guild	Mono	\$15,000
Modesto Symphony Orchestra	Stanislaus	\$15,000
Napa Valley Opera House	Napa	\$15,000
Nevada County Composers Coalition	Nevada	\$6,950
Plumas County Arts Commission	Plumas	\$15,000
Red Scarf Society for the Performing Arts	Siskiyou	\$9,605
Riverside Community College District Foundation	Riverside	\$15,000
San Luis Obispo County Symphony Association, Inc.	San Luis Obispo	\$15,000
Santa Clara University Board of Trustees	Santa Clara	\$14,000
Santa Cruz County Symphony Association, Inc.	Santa Cruz	\$15,000

Grantee	County	Award
Shasta County Arts Council	Shasta	\$15,000
Siskiyou Arts Council	Siskiyou	\$6,500
State Theatre for the Arts	Tehama	\$4,600
Stockton Symphony Association	San Joaquin	\$15,000
The Ink People, Inc.	Humboldt	\$10,875
University Public Events	Butte	\$15,000
Ventura Music Festival Association, Inc.	Ventura	\$15,000
Yolo County Arts Council	Yolo	\$15,000
Yuba-Sutter Regional Arts Council	Yuba	\$11,000
		\$549,708
Poetry Out Loud		
Arts & Culture Commission of Contra Costa County	Contra Costa	\$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 Placer County	Placer	\$1,000
ARTS Obispo, San Luis Obispo County Arts Council	San Luis Obispo	\$1,000
California Poets in the Schools	San Francisco	\$46,000
Cultural Arts Council of Sonoma County	Sonoma	\$1,000
El Dorado Arts Council	El Dorado	\$1,000
Foothill Arts Resources Media Farm	Nevada	\$1,000
Fresno Arts Council, Inc.	Fresno	\$1,000
Humboldt Arts Council	Humboldt	\$1,000
Lake County Arts Council	Lake	\$1,000
Los Angeles County Education Foundation	Los Angeles	\$3,000
Madera County Arts Council, Inc.	Madera	\$1,000
Marin Arts Council	Marin	\$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
Stanislaus Arts Council	Stanislaus	\$1,000
Valley Center – Pauma Unified School District	San Diego	\$500
Ventura County Arts Council	Ventura	\$1,000
Yuba-Sutter Regional Arts Council	Yuba	\$1,000
		\$71,000

Grantee	County	Award
State-Local Partnership		
Alameda County Arts Commission	Alameda	\$15,000
Arts & Culture Commission of Contra Costa County	Contra Costa	\$15,000
Arts Council for Monterey County	Monterey	\$15,000
Arts Council Napa Valley	Napa	\$15,000
Arts Council of Kern	Kern	\$15,000
Arts Council of Mendocino County	Mendocino	\$15,000
Arts Council of Placer County	Placer	\$15,000
Arts Council Silicon Valley	Santa Clara	\$15,000
ARTS Obispo, San Luis Obispo County Arts Council	San Luis Obispo	\$15,000
Arts Orange County	Orange	\$15,000
Calaveras County Arts Council	Calaveras	\$15,000
Central Sierra Arts Council	Tuolumne	\$15,000
City of Los Angeles Cultural Affairs Dept.	Los Angeles	\$15,000
City of San Diego Commission for Arts & Culture	San Diego	\$15,000
Cultural Arts Council of Sonoma County	Sonoma	\$15,000
Cultural Council of Santa Cruz County	Santa Cruz	\$15,000
Del Norte Association for Cultural Awareness	Del Norte	\$15,000
El Dorado Arts Council	El Dorado	\$15,000
Fresno Arts Council, Inc.	Fresno	\$15,000
Humboldt Arts Council	Humboldt	\$15,000
Inyo Council for the Arts	Inyo	\$15,000
Lassen County Arts Council, Inc.	Lassen	\$15,000
Los Angeles County Arts Commission	Los Angeles	\$15,000
Madera County Arts Council, Inc.	Madera	\$15,000
Mammoth Art Guild	Mono	\$15,000
Marin Arts Council	Marin	\$15,000
Mariposa County Arts Council, Inc.	Mariposa	\$15,000
Merced County Arts Council, Inc.	Merced	\$15,000
Modoc County Arts Council, Inc.	Modoc	\$15,000
Plumas County Arts Commission	Plumas	\$15,000
Riverside Arts Council	Riverside	\$15,000
Sacramento Metropolitan Arts Commission	Sacramento	\$15,000
San Benito County Arts Council	San Benito	\$15,000
San Francisco Arts Commission	San Francisco	\$15,000
Santa Barbara County Arts Commission	Santa Barbara	\$15,000
Shasta County Arts Council	Shasta	\$15,000
Sierra County Arts Council	Sierra	\$15,000
Siskiyou Arts Council	Siskiyou	\$15,000

Grantee	County	Award
Stanislaus Arts Council	Stanislaus	\$15,000
Trinity County Arts Council	Trinity	\$15,000
Upstate Community Enhancement Foundation	Butte	\$15,000
Ventura County Arts Council	Ventura	\$15,000
Yolo County Arts Council	Yolo	\$15,000
Yuba-Sutter Regional Arts Council	Yuba	\$30,000
		\$675,000
State-Local Partnership Technical Assistance		
Alameda County Arts Commission	Alameda	\$4,000
Arts & Culture Commission of Contra Costa County	Contra Costa	\$4,000
Arts Council for Monterey County	Monterey	\$4,000
Arts Council Napa Valley	Napa	\$4,000
Arts Council of Kern	Kern	\$4,000
Arts Council of Mendocino County	Mendocino	\$4,000
Arts Council of Placer County	Placer	\$4,000
ARTS Obispo, San Luis Obispo County Arts Council	San Luis Obispo	\$4,000
Arts Orange County	Orange	\$4,000
Calaveras County Arts Council	Calaveras	\$4,000
Central Sierra Arts Council	Tuolumne	\$4,000
Cultural Arts Council of Sonoma County	Sonoma	\$4,000
Del Norte Association for Cultural Awareness	Del Norte	\$4,000
El Dorado Arts Council	El Dorado	\$4,000
Fresno Arts Council, Inc.	Fresno	\$4,000
Humboldt Arts Council	Humboldt	\$4,000
Inyo Council for the Arts	Inyo	\$4,000
Lassen County Arts Council, Inc	Lassen	\$4,000
Madera County Arts Council, Inc.	Madera	\$4,000
Mammoth Art Guild	Mono	\$4,000
Marin Arts Council	Marin	\$4,000
Mariposa County Arts Council, Inc.	Mariposa	\$4,000
Merced County Arts Council, Inc.	Merced	\$4,000
Modoc County Arts Council, Inc.	Modoc	\$4,000
Plumas County Arts Commission	Plumas	\$4,000
Riverside Arts Council	Riverside	\$4,000
San Benito County Arts Council	San Benito	\$4,000
Santa Barbara County Arts Commission	Santa Barbara	\$4,000
Shasta County Arts Council	Shasta	\$4,000
Sierra County Arts Council	Sierra	\$4,000

Grantee	County	Award
Siskiyou Arts Council	Siskiyou	\$4,000
Stanislaus Arts Council	Stanislaus	\$4,000
Trinity County Arts Council	Trinity	\$4,000
Upstate Community Enhancement Foundation	Butte	\$4,000
Ventura County Arts Council	Ventura	\$4,000
Yolo County Arts Council	Yolo	\$4,000
Yuba-Sutter Regional Arts Council	Yuba	\$6,000
		\$150,000
State-Local Partnership Development		
Amador County Arts Council	Amador	\$10,000
Arts Collaborative of Nevada County	Nevada	\$10,000
Colusa County Arts Council	Colusa	\$10,000
Lake County Arts Council	Lake	\$10,000
San Mateo County Arts Commission	San Mateo	\$10,000
Solano County Arts Council	Solano	\$10,000
Tehama County Arts Council	Tehama	\$10,000
Visalia Arts Consortium	Tulare	\$5,000
		\$75,000
Statewide Networks		
Alliance for California Traditional Arts	Fresno	\$20,000
Association of California Symphony Orchestras	Sacramento	\$18,000
California Alliance For Arts Education	Los Angeles	\$20,000
California Association of Museums	Santa Cruz	\$20,000
California Indian Basketweavers Association	Yolo	\$20,000
California Lawyers for the Arts	San Francisco	\$20,000
California LGBT Arts Alliance	San Francisco	\$18,000
California Poets in the Schools	San Francisco	\$17,000
California Presenters, Inc.	Sacramento	\$17,000
Dancers Group	San Francisco	\$18,000
Latino Arts Network	Los Angeles	\$17,000
National Association of Latino Independent Producers	Los Angeles	\$19,000
Theatre Bay Area	San Francisco	\$18,000
		\$242,000

Grantee	County	Award
Technical Assistance/Special Initiatives		
Carol Muske-Dukes (California Poet Laureate)	Los Angeles	\$5,000
Pew Charitable Trusts	Pennsylvania	\$30,000
Regents of the University of California (UCLA)	Los Angeles	\$25,000
		\$60,000
Membership/Participation Fees		
Western States Arts Federation (WESTAF)	Colorado	\$38,279
National Assembly of State Arts Agencies (NASAA)	District of Columbia	\$12,075
Americans for the Arts (AFTA)	District of Columbia	\$1,000
Grantsmakers for the Arts	Washington	\$1,000
		\$52,354
Total		\$4,123,284

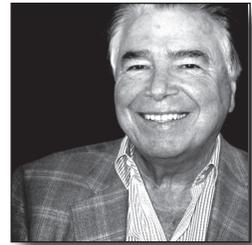
2009-10 COUNCIL MEMBERS



Malissa Feruzzi Shriver, Chair



Eunice David, Vice Chair



Wylie Aitken



Michael Alexander



Andrew Green



Adam Hubbard



Charmaine Jefferson



Chong-Moon Lee



Terry Lenihan



Fred Sands



Karen Skelton



Susan Steinhauser

Council Transitions: In January 2010, William Turner was elected Vice Chair; Andrew Green of Oakland and Terry Lenihan of Los Angeles were appointed to the Council on February 25, 2010; Wylie Aitken of Anaheim was appointed to the Council on March 4, 2010; Council members Chong-Moon Lee and Fred Sands finished their terms as of December 31, 2009; Eunice David resigned in January 2010.



William Turner

2009-10 COUNCIL MEETINGS

September 17, 2009	San Diego - Museum of Contemporary Art
October 1, 2009	Teleconference (site locations in Sacramento and Los Angeles)
November 19-20, 2009	Santa Monica – Sheraton Delfina
January 26, 2010 (annual meeting)	Sacramento – Stanford Mansion
April 19, 2010	Los Angeles – Museum of Contemporary Art
June 20, 2010	Santa Monica – Santa Monica Museum of Art



2009-10 CALIFORNIA ARTS COUNCIL STAFF

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Scott Heckes, Chief of Administration
Josie Talamantez, Chief of Programs
Lucero Arellano, Arts Programs Specialist
Mary Beth Barber, Communications Director
Tom Bergmann, Information Technology Specialist
Julian Borrowdale, Accountant
Wayne Cook, Arts Programs Specialist
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Theresa D’Onofrio, Graphic Design Specialist
Diane Golling, Executive Secretary
Rob Lautz, Arts Programs Specialist

Kristin Margolis, Arts Programs Specialist
Patricia Milich, Public Awareness Coordinator
Lucy Mochizuki, Contracts & Procurement
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John Seto, Arts Programs Specialist
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CALIFORNIA ARTS COUNCIL

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