



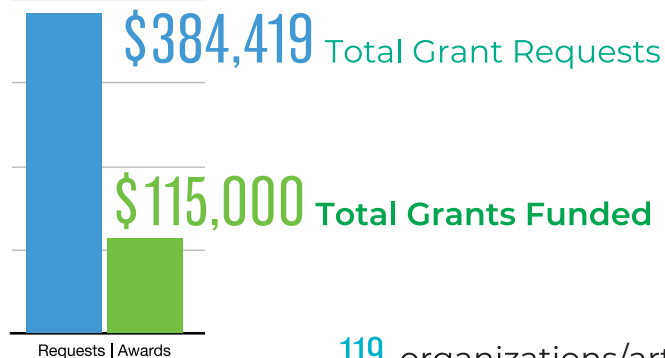
*Celebrating 40 years of bringing
more art to more people*





Stats -

2022-23



119 organizations/artists applied for grants

Testimonials -

"Thank you SO much for **supporting our program and believing in us** as we work hard to rebuild!"
Oakmont High School Band, Rebecca Prettyman OPC

"**The support from ACPC is integral** to our production of Tahoe Nutcracker. It enables us to present a professional- level production where we guarantee the finest professional guest artists alongside our local dancers. Because we keep ticket prices under \$30, and do not charge any child a fee to participate in the performance, support from ACPC is crucial to our budget in that it is allocated for paying the guest artists." Christin Hanna, Lake Tahoe Dance Collective

See all the awards from SanFrancisco to Milan



facebook.com/onnativeground



On Native Ground, a Hoopa Tribal non-profit media organization produced "Gift of Fear" in Placer County with support from an Arts Council of Placer County grant. The picture was produced in association with RISE, Resources in Indian Student Education. The feature film addresses the issue of Murdered and Missing Indigenous Women.





Impacts –

“We are so grateful! As you know the arts provide that medium to express what the spoken words just sometimes cannot...Thank you for making these lives better...for cancer patients...”

Elizabeth Klein
Wellness Within
Expressive Arts Programming



Dear orchestra members,
I would like to thank
u for performing for our school.

Thank you

Sincerely,
Jaydee
Deer Hills School

Dear orchestra members
Thank you for sharing
your talents and joyous
pieces with our school.

Sincerely, Ashlen!
Grieg!

Deer Hills School

“The Auburn Symphony was thrilled to be the recipient of a grant...helping us achieve our goal of sharing live classical music with thousands of Placer County students...and inspiring talented young musicians...”

Anne Brown
Executive Director
Auburn Symphony



Grant Recipients Period 1-3:

Access Dance Program
Auburn Union School District
Lake Tahoe Dance Collective
Leadership Auburn Class of 2022
Lincoln Theater Company
Northern California Dance Conservatory
Oakmont Parents Club
Patricia Caspers
PPC Entertainment (Placer Pops Choral)
Rockstar Music Academy
Stay Creative Studios
Twelve Bridges High School (Deborah Pratt)
Auburn Symphony
Auburn Winds
Blue Line Arts
Rocklin Elementary
Maria Montessori Charter Academy
MA Series Arts
Melissa Whitney
Metal Arts Academy
Quarry Trail Parent Teacher Club
Roseville Historical Society
Sun City Lincoln Hills Ceramic Arts Group
Tafoya Film & Media LLC
The Classic Theater
The Stage
Wellness Within Cancer Support Services
Art League of Lincoln
Auburn Hip Hop Congress, Inc.
Community of Writers
For The Love of Art Gallery
Foresthill Community Development Council
Gold Country Writers
Lincoln Theatre Company
North Tahoe Arts
Placer Artists Tour
Pop and Go Puppets
Roseville Police Activities League
Roseville Theatre Arts Academy
Skyridge Parent Teacher Club (PTC)
Take Note Troupe
The Cowpoke Foundation





In partnership with Americans for the Arts, ACPC participated in the sixth national Arts & Economic Prosperity® study of the economic impact of the nonprofit arts and culture industry. The research **documents the economic power of arts and culture**. Data was collected by Audience Intercept Surveys, creating an extensive list of over 160 non-profit arts and culture organizations, and gathering data from the organizational survey.

Stats –

865 Audience Intercept surveys completed at 32 events throughout Placer County (exceeding the AEP6 designated goal)! Special efforts made to include BIPOC and ALANNA events to reflect diversity in the survey data.

30 non-profit arts and culture organizations participated in the Organizational survey.

This research will produce economic impact data specifically for Placer County, in addition to the national study results which will be released **October 12, 2023**.



Communications -The project also included a campaign of external messaging, community engagement, and driving awareness, all powerful tools that enable arts and culture organizations to advocate for critical arts policy and funding.

Nonprofit arts and culture organizations are businesses.

They employ people locally, purchase goods and services from within the community, are members of their chambers of commerce, and attract tourists to their regions.

The arts drive commerce to local businesses. The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.

CA CREATIVE CORPS



Overview—

California Arts Council selected fourteen organizations to administer the Creative Corps funds of \$60million across the state, based on Healthy Indexes. For the Upstate California region, Nevada County Arts Council with support from Arts Council of Placer County was responsible for distributing \$3,384,043 in workforce development funds for artists, as well as for arts and social service organizations who employ artists.

Placer County was awarded four grants in partnership with the Upstate CA Creative Corps. Upstate California Creative Corps grants were awarded in three categories: **Individual Artists and Culture Bearers** working solo or in small groups; **Community Residencies** ensuring collaborative efforts in building awareness and engagement processes between artists and culture bearers and social service organizations, units of government, and Tribal authorities; and **Regional or Multi-County Coalitions** creating systems and processes with long lasting impacts.

Grant amounts varied in size and scope from \$5,000 to \$200,000.

Outcomes—

Below is the list of grants funded for Placer, as well as the regional projects that are serving our county. The regional projects are in blue and are funded centrally or by other counties who are heavily invested.

\$10,088	Astrid Mendiata, Kings Beach
\$45,000	Troy Corliss and Sara Smith, Kings Beach
\$20,000	Paola Bragado, Tahoe
\$20,000	Blue Line Arts, Roseville
\$25,915	Rita Hosking, all counties
\$69,696	Sierra Roots, Butte, Nevada, Placer, Sierra, Sutter, and Yuba Counties
\$75,000	Center for the Study of the Force Majeure/Washo Tribe of California, Placer and Nevada counties

Placer County:	\$95,088
Multi-County:	\$170,611
Total:	\$265,699

READ MORE ABOUT THE CREATIVE CORPS
GRANT PROCESS FOR OUR REGION:

UpstateCreativeCorps.org





ACPC

is committed to **using the arts to drive racial equity** and social justice. The ACPC uses policies and purposeful marketing programs that bring people together from diverse backgrounds and life experiences.

A key action to that end, was the Cultural Mapping Study.

Study Outcomes –

Phase One of the project gathered information from a county-wide survey, one-on-one interviews, and focus groups. Three areas of importance were identified:

Equity

Workforce Development

Youth

The research discovered populations that do not feel safe and want more of a voice in Placer County.

"Having a nod to culture doesn't change minds or racism"
1:1 Interview testimonial

"When folks see themselves represented in art they feel connected to that community and they want to cultivate it; spend money."
1:1 Interview testimonial

"55% of our clients are underserved youth in Placer County."
1:1 Interview testimonial

Phase Two of the Cultural Mapping Study focused on creating strategies to take action and make strides to improve diversity, equity, and inclusion. Recommendations were developed to utilize staff in ways that best enhance equity, workforce development, and youth engagement. Highlights included:

FIVE-YEAR PLAN FOR ARTS COUNCIL OF PLACER COUNTY

DAILY PLAN FOR ARTS & CULTURE ORGANIZATIONS

**COMPLETE CULTURAL MAPPING STUDY
REPORTS & RECOMMENDATIONS AT:**

PLACERARTS.ORG/cultural-mapping-study



CULTURAL MAPPING STUDY

ARTS COUNCIL OF PLACER COUNTY

OVERVIEW

PHASE ONE: COMMUNITY IDENTIFICATION + INVENTORY OF CULTURAL ASSETS

In August 2021, the Art Council of Placer County (ACPC), began the Cultural Mapping Study to identify racially and economically under-served communities that would benefit from arts programming and experiences. Consultants, Forecast Public Art began research, data collection, and analysis.

Study began with:

- 1:1 Interviews
- Focus Group Discussions
- Public Surveys

three areas of need for development surfaced:

Equity

Workforce Development (Artist + Organization)

Youth



TESTIMONIALS 1:1

"There is a denial of POC [People of Color] existence - a denial that there is a need for equity- and this blindness to identify underserved communities continues its white hierarchy."

Equity

"When folks see themselves represented in art they feel connected to that community and they want to cultivate it; spend money."

Workforce Development (Artist + Organization)

"Basic living needs are first and foremost. A lot of nudging is required from parents to support the arts or bring art supplies. However when we provide the materials and supplies, they gobble it up."

Youth

CULTURAL MAPPING STUDY ARTS COUNCIL OF PLACER COUNTY

TESTIMONIALS - FOCUS GROUPS

"ACPC can support our organization by **amplifying voices** and helping to provide greater access and representation to underserved groups."

"BIPOC artists in my community **don't feel safe**."

Equity

"Provide programs that **connect the artist** to the land and environment."

"Social mixers to **form relationships**."

"Our organization needs **help with promotion** and publication."

Workforce
Development

"Transportation is a big barrier for our students. I'd like to see **transportation support** to bring kids from rural communities into cities to see art."

Youth

PUBLIC SURVEY - RESPONSE SNAP SHOTS

365 surveys submitted

BROAD REACH:

Responses from all
5 districts
in Placer County

Under-valued cultural organization in Placer County you would like to see supported:

NATIVE AMERICANS

Favorite art and culture experiences:

**ANNUAL EVENTS
FESTIVALS
STREET FAIRS**

56.4%

advocate for arts education in county schools

**COMPLETE CULTURAL MAPPING STUDY
DATA & REPORTS AVAILABLE**

[PLACERARTS.ORG/cultural-mapping-study](https://placerarts.org/cultural-mapping-study)

PHASE TWO: IMPLEMENTATION + MARKETING PLAN

Community outreach and engagement - as well as the maintenance of these relations - is key in creating long-term sustainability towards any type of change.



Once the current **internal** agency capacity was evaluated, Forecast Public Art made recommendations to provide the bandwidth for the ACPC to strengthen or modify existing programming in areas of need. The synthesis of data collected during Phase One was supported by applicable programming examples from other arts councils of similar sized rural/urban populations.

Externally, the report identified practices Placer County arts and culture organizations could act upon, including community outreach, input, planning, and engagement, to address the three areas of county-wide need for development—equity, workforce development and youth.

KEY RECOMMENDATIONS FOR ACPC TO IMPROVE:

OPERATIONS CAPACITY

Seek an hourly grants contractor to help with year-round grant research and writing

Seek a Board Member employed by the County School District to assist with youth and arts education goals.

Track and archive agency services-reflecting equity and access

AWARENESS

Seek to increase newsletter subscriptions 8% each year.

Collect and archive testimonials from grantees. Add to website, newsletters, and share at county/council meetings.

Get ACPC regularly included in county, school, library, senior newsletters and printed materials.

PROGRAMMING & ENGAGEMENT

Advocate that cities and towns in Placer County officially acknowledge Placer County Arts and Culture Month.

Investigate what agencies are looking to partner with the arts (parks and recreation, museums, school, college, library, senior center). Begin with micro-pilot projects. Take risks and study results.

CULTURAL MAPPING STUDY ARTS COUNCIL OF PLACER COUNTY

FIVE YEAR PLAN FOR ARTS COUNCIL OF PLACER COUNTY

The five year plan suggests steps towards diversity, equity, and inclusion at an organizational level, complimenting ACPC long-term efforts to promote Placer County's cultural assets.

#1 EQUITY Social, Financial, Geographic									
	REASON	STAFF IMPACT	LOCATION	YEAR	CORRESPONDING Survey Question	Strategy Compatibility	Model Program	Possible Partner	
	Host Free On-Line Artist/Nature Micro Movie Series	Build Lake Tahoe audience; engage rural audiences	Low	Virtual	1	1	2,4	Marfa, TX, Drive In	Library
	Invite Cultural Assets to Board Meetings for a 15 min Intro	Stir civic participation, spread education and awareness	Low	Virtual	1	4	2,3	N/A	N/A
	Solicit ACPC satellite comms partners for 3 year terms. Select (1) for Districts 1-4 and (3) for District 5.	Build Lake Tahoe audience; engage rural audiences; solicit and identify long-term regional comms partners	High	In-Person	2	15	3	N/A	Non-Arts orgs, County and Local Gov, business
	Host On-Line DEI Info 101 3 part series	Spread DEI education and awareness	Low	Virtual	2	6,7,10	2,3	Humboldt County Office of Education	Placer Community Foundation , Sierra College
	Establish a quarterly POC Cohort with a 45 min POC guest speaker + Q/A	Spread DEI education and awareness	High	Virtual	3	6,7,10	2,3	Arts and Humanities Council of Montgomery County	Sierra College
	Create a POC Curatorial Grant	Spread DEI education and awareness	High	In-Person	5	5	2,3	Houston BIPOC Arts Network and Fund	Museums; Galleries

Examples of the prioritized and benchmarked actions to propel the three identified common areas of need:

Equity

Host Free On-Line Artist/Nature Micro Movie Series
Create a POC Curatorial Grant

Workforce Development

Artists

Advocate for City Hall Gallery in every District
Artists to Artists Virtual Trainings

Organizations

Organize opportunities for organizations to gather, network, learn
Host "How To" Marketing Workshops

Youth

Organize Congressional Arts Competition
Parent and Child Workshops

"Coming together is a beginning;
keeping together is progress;
working together is success."
— Edward Everett Hale

CULTURAL MAPPING STUDY ARTS COUNCIL OF PLACER COUNTY

DAILY PLAN

FOR ARTS & CULTURE ORGANIZATIONS

This Daily Plan for Arts and Culture Organizations in Placer County is a strategic collaboration to be shared among Placer County arts and culture organizations that want to augment and expedite agency efforts for positive change.

These daily recommendations and reminders create a pathway for organizations to generate dialogue around the topics on hyperlocal levels.

EQUITY

Have your leadership and board members annually reviewed and discussed the CAC Equity in the Arts toolkit?

Do you have a strategy for Inclusive Engagement?

Have you virtually attended a Performing and Visual Arts Equity Summit?

WORKFORCE DEVELOPMENT

Ask artists that you work with for feedback on your programming.

Invite your local City Council to your next performance or exhibition during Public Comment.

Remind your followers about anniversaries and notable calendar events such as:

National Arts and Humanities Month
October

Placer County Arts & Culture Month
November

YOUTH

Is there a seat on your organization's board for a young adult?

Is there opportunity for youth volunteers at your event?
Can you accommodate a youth intern?

Evaluate your organization's level of awareness with teachers, professors, and parents?

Making connections and building equity takes effort and intention.

Engaging with art is essential to the human experience.
Programming puts artists and arts organizations directly in touch with their audience.





Overview –

As a part of our contract as the State Partner to California Arts Council, the Arts Council of Placer County annually organizes the local competition of Poetry Out Loud. High school students select, memorize, and recite classic and contemporary poems, helping them to master public speaking skills, build self-confidence, and learn about literary history and contemporary life. The Poetry Out Loud program is a partnership of the National Endowment for the Arts, Poetry Foundation.

Sarah Yee, with her dramatic recitation and compelling performance of The Legend, emerged victorious as the top winner of Poetry Out Loud 2023 and went on to the state competition.

Incorporating Diversity–

This year, Delgreta Brown, ACPC Board Member, assembled a diverse panel of seven judges, representing a variety of backgrounds in the literary and performing arts, including poets, journalist, literary magazine editors, musicians, spoken word artists, actors and writers.



(from left to right)
 Ike Torres-interdisciplinary artist, writer performer
 Omari Tau-Professor of Vocal Music
 Sara Knudson- 916 Ink, Poet & Author
 Zuzu Schmitke- 916 Ink , Writer & Mentor
 Claire White- mixed CHamoru poet
 J Ross Parrelli- Educator & Beats, Lyrics, Leaders Founder
 Raquel Ruiz- poet, teacher, journalist

Read full, impressive bios: placerarts.org/poetry-out-loud



CONNECTIONS



Stats –



PAST 12 MONTHS

251,863 Communications Via Constant Contact

40% Average Open Rate*

*3% above the industry average

5,927 subscribers

Impact–

We connect the community with our “**Arts Scene**” monthly newsletter. We promote events like the “**MLK March**”, Auburn Symphony programs, encourage participation in “**CAC Regional Conversations**,” feature artists and grant recipients. and more.

Emails specifically to artists encourage participation, or result in employment such as the connection made for Colfax Elementary School, a rural Title 1 school. To support the Colfax Superintendant, we created a “Call to Artists” communication that resulted in artists being employed, and additional new arts programs emerging for underserved youth in Colfax.

PROMOTIONS



Stats –

Earned Media

Over the last year ACPC has been directly responsible for, or facilitated, over

33 live TV media interviews for arts related organizations in Placer County.

Interviews can be viewed on a playlist on our YouTube page at:



youtube/@theACPC

click on “playlist”



@theACPC

Facebook

2,767 followers

1,909 pages engaged

50,664 accounts reached

74,783 account impressions



@theACPC

Twitter

139 followers

955 profile visits

7,080 impressions



@placerarts

Instagram

1,744 followers

1,449 accounts engaged

29,845 accounts reached

Engaged Users are the number of people who engaged with our Page. Engagement includes any click or story created. (Unique Users)

Reach is the number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

Impressions counts the number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)

Thank you



for your continued support



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