



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

california arts council  
[www.arts.ca.gov](http://www.arts.ca.gov)

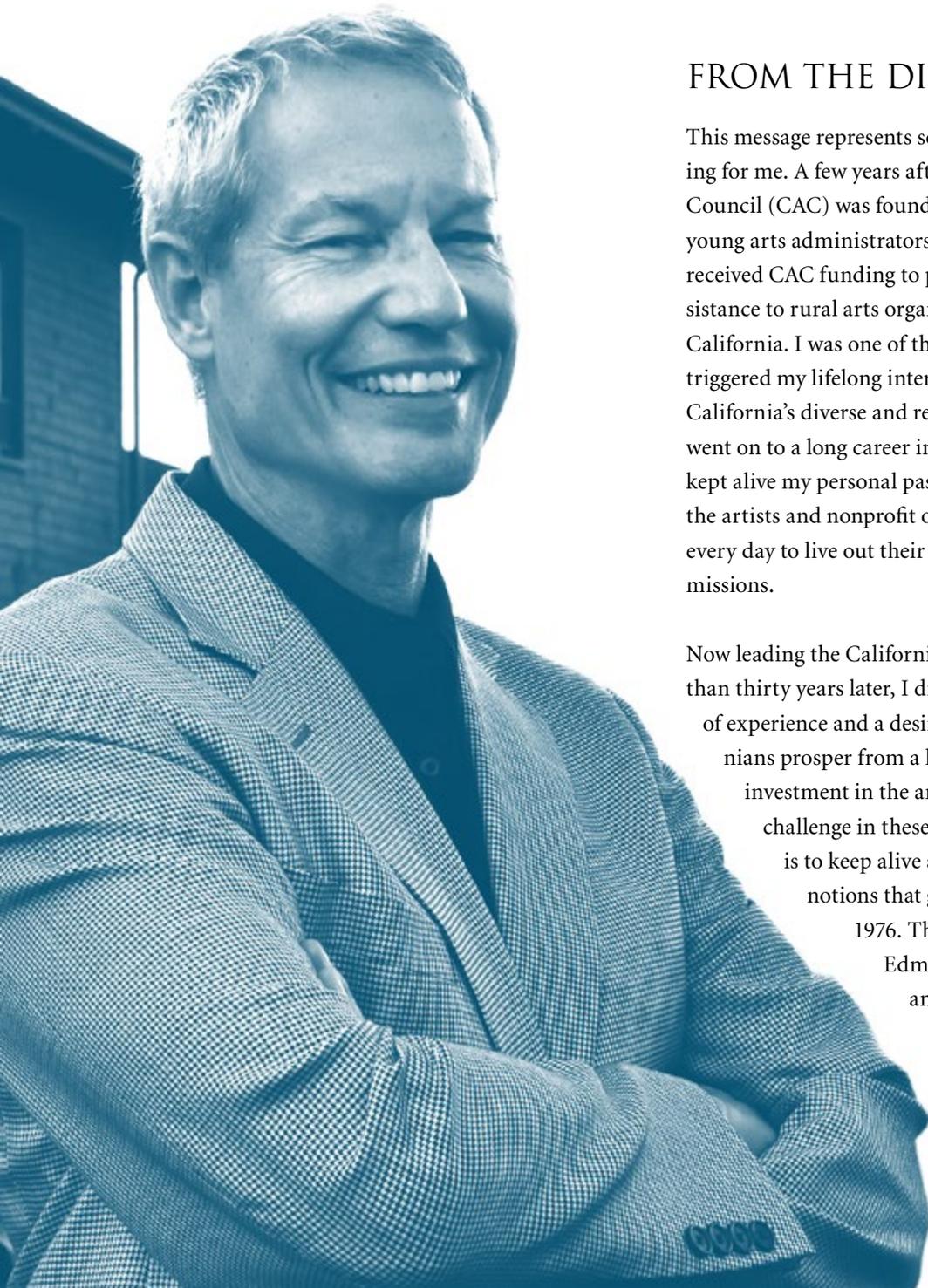
**F**inalizing this 2011-2012 Annual Report happens to coincide with the retirement of our remarkable Chair, Malissa Feruzzi Shriver. It may be unorthodox to acknowledge an event that technically falls outside the fiscal year timeframe, but we could not pass up the chance to formally thank her for her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

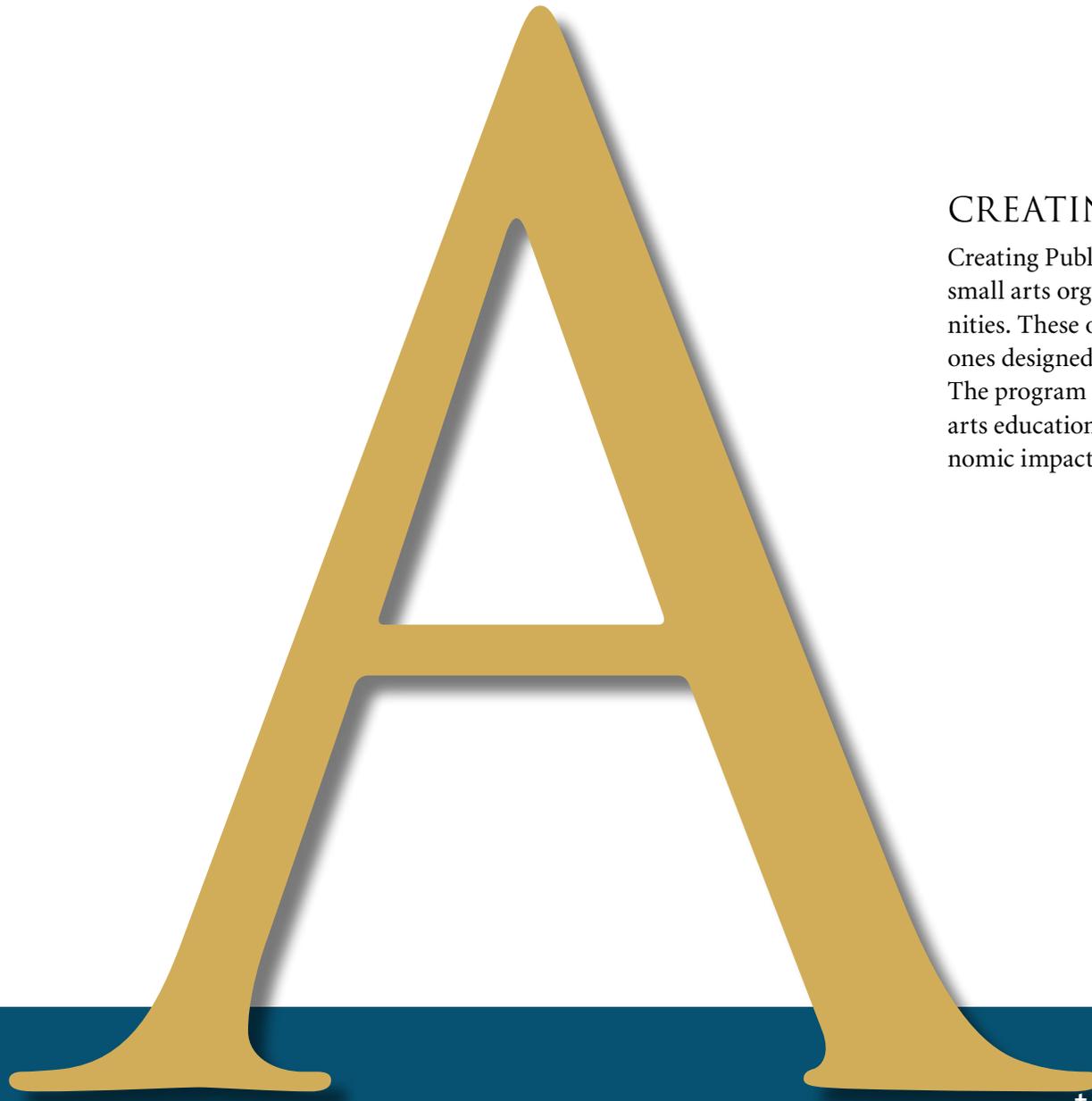
The Artists in Schools program supports three separate components:

- **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

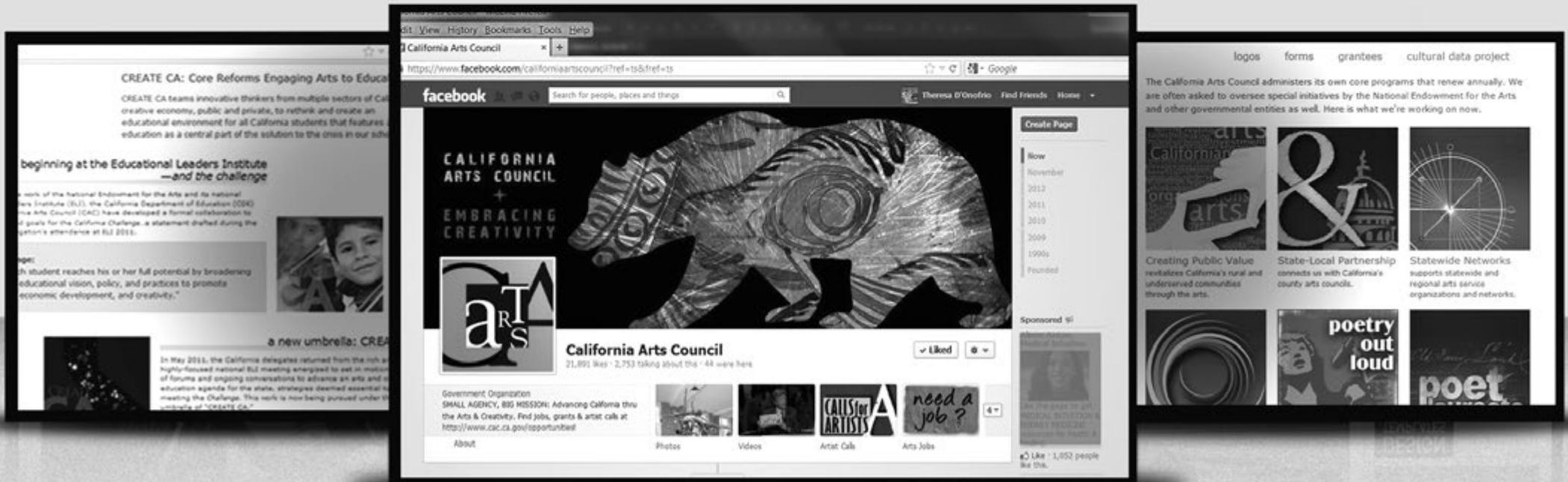


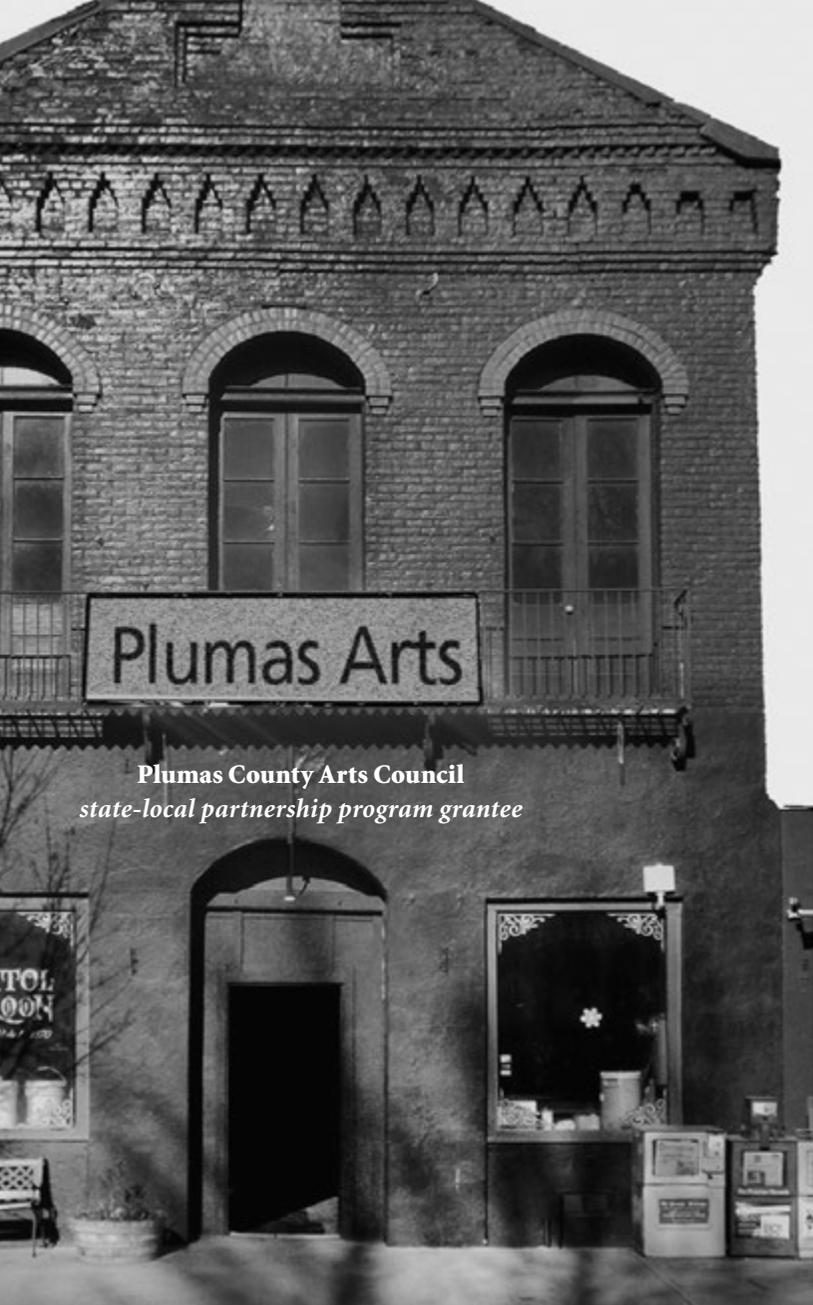
## CREATING PUBLIC VALUE

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

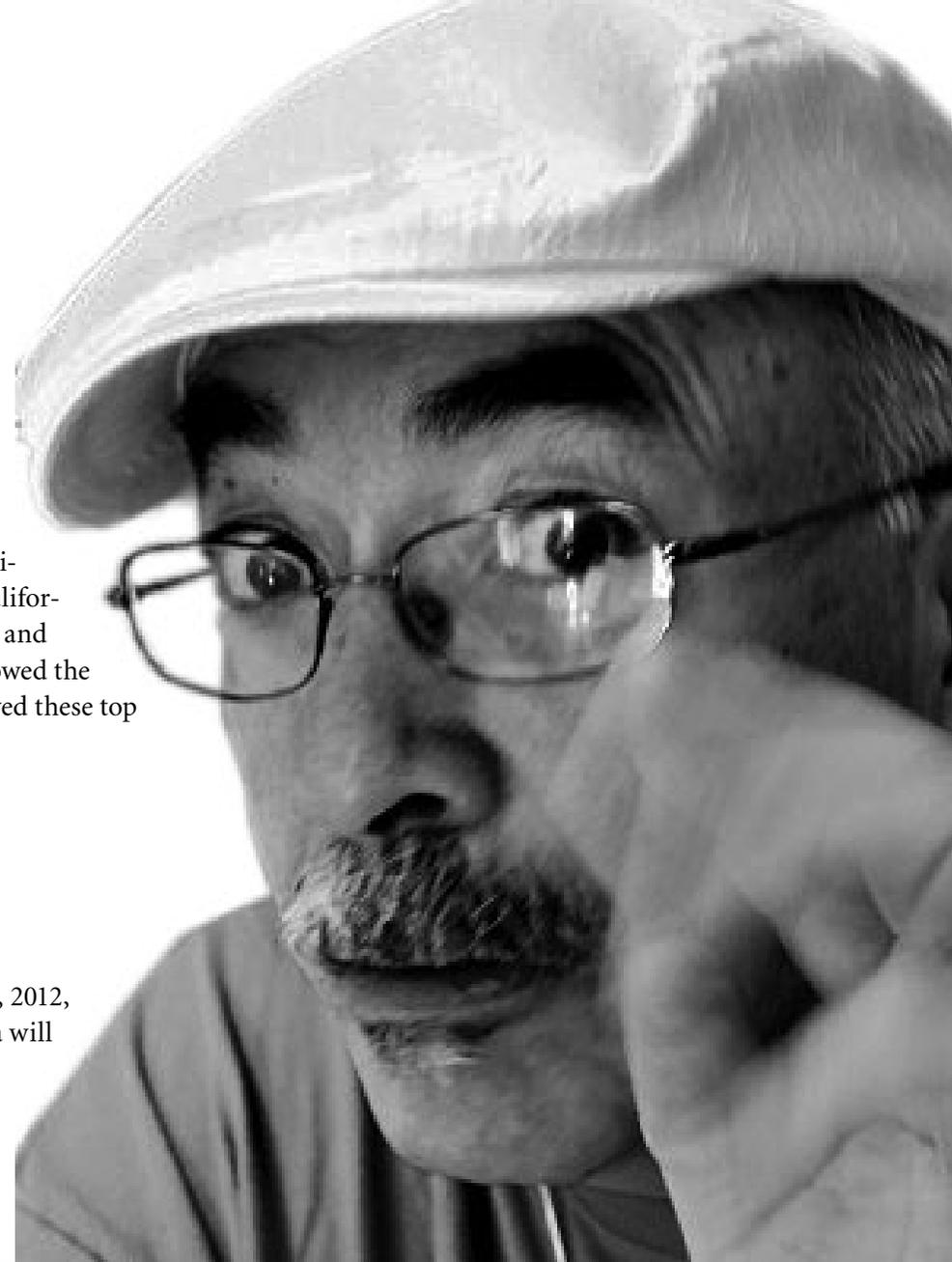
## CALIFORNIA POET LAUREATE

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](http://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 <sup>1</sup>                              | \$26,500.00           | 2%          |
| Special Deposit: Donations <sup>2</sup>                  | \$125,710.00          | 2%          |
| <b>Total Revenues</b>                                    | <b>\$5,132,262.52</b> | <b>100%</b> |

## 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 <sup>3</sup>                                  | \$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 <sup>4</sup>    | \$40,643.72           | 1%          |
| Consultant Services: External <sup>5</sup>             | \$168,910.00          | 3%          |
| Department Services <sup>6</sup>                       | \$50,300.00           | 1%          |
| Information Technology/Data Processing <sup>7</sup>    | \$100,291.26          | 2%          |
| Central Administrative Services: Pro Rata <sup>8</sup> | \$31,377.00           | 1%          |
| Central Administrative Services: SWCAP <sup>8</sup>    | \$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           |             |
| <b>Total Expenses</b>                                  | <b>\$5,132,262.52</b> | <b>100%</b> |

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**


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|   |               |          |
|---|---------------|----------|
| 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            |
| <b>artists in schools total</b>        |               | <b>\$1,055,128</b> |

#### california cultural data project research

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|  |               |                 |
|--|---------------|-----------------|
| 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        |
| <b>california cultural data project research total</b> |               | <b>\$49,800</b> |

#### creating public value

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|  |               |         |
|--|---------------|---------|
| 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<br>(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          |
| <b>creating public value total</b> |             | <b>\$658,895</b> |

### 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         |
| <b>poetry out loud total</b>                |               | <b>\$79,535</b> |

#### 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         |
| <b>state-local partnership program total</b> |                 | <b>\$639,216</b> |

## 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          |
| <b>state-local partnership technical assistance total</b> |             | <b>\$8,590</b> |

**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         |
| <b>statewide networks total</b>             |               | <b>\$200,050</b> |

#### technical assistance

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|  |               |                  |
|--|---------------|------------------|
| 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         |
| <b>technical assistance total</b>                          |               | <b>\$100,000</b> |

#### membership/participation fees

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|  |                      |                 |
|--|----------------------|-----------------|
| 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        |
| <b>membership/participation fees total</b> |                      | <b>\$55,169</b> |

**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

