



To: County of Napa | Molly Rattigan and Michael Karath  
From: Arts Council Napa Valley | Olivia Dodd, President & CEO

May 31, 2018

Dear Supervisors,

Arts Council Napa Valley (ACNV) is requesting \$68,956 from the County of Napa for fiscal year 2018-2019 to strengthen capacity as the County's partnering local arts agency. This contribution builds on decades-long partnership for a more vital local culture to the benefit of residents, businesses, and visitors. With thriving community of diverse artists and organizations (representing many cultures and perspectives through music, visual arts, dance, theater, writing, and other innovative forms of expression) we are championing our shared identity, celebrating individual voices, enhancing the world's sense of this unique place, and promoting creative solutions to local issues.

Since 2003 (when Mayor Henderson called a Arts & Culture Roundtable), supervisors and staff have played an important role in advancing strategies to: engage our residents, express our local identity, enhance our local economy, and build the cultural attraction of our community as a destination. With the belief that a *rising tide raises all boats*, ACNV and numerous countywide partners developed a joint "road map" to success - the Napa County Community Cultural Plan (adopted by the County in 2008). Aligned with the Cultural Plan, ACNV's role is to unite, advocate and lead the arts and culture community and "liaison between the arts community, government, business and philanthropic leaders, community developers, county and city planners and the public at-large". ACNV's current strategies continue to be driven by the Plan's vision to:

- A) Grow arts-forward public policies,
- B) Ensure inclusion (of youth, diverse cultural traditions, and equitable accessibility),
- C) Build effective partnerships and engagement strategies,
- D) And, to maximize all resources for shared benefit.

Since 2009, ACNV has served the County in: the development of the county's grant program for nonprofits, facilitated an ongoing network of community-serving arts organizations, served as the leading authority on arts providing resources and references to enhance strategic partnerships, collaborated with Visit Napa Valley on cultural destination initiatives like *Napa Valley Arts in April* (our arts and culture month), designed and incubated public art programs throughout the county like *Art on First* and *Napa ARTwalk* rotating art exhibition, launched a dedicated community fund for arts that has supported 20 projects with \$84,000 to date, and has continued provide ongoing advisory services to both the private and public sector in public art, policies, and facilitation.

#### Board of Directors

Richard Hall, Chair | Mechele Manno, Vice Chair | Robert Parker, Treasurer | Omar Peña, Secretary  
Shelly Hanan, Immediate Past Chair | Christopher DeNatale | Bill Gantt | Carlene Moore  
Anne Mullaney | Steven Rea | Joshua Satten | Colleen Schulman | Brad Wagenknecht  
Judd Wallenbrock | Cathi Wastal

Tax ID: 94-271-0866

For nearly a decade, the County of Napa, State of California (California Arts Council) and William & Flora Hewlett Foundation have been Arts Council Napa Valley's primary contributors to the agency's general operations - supporting our work within our Napa Valley communities to strengthen local access, engagement, and strategic development of arts and culture. In 2016, the William & Flora Hewlett Foundation made a strong pledge of support for the agency's work by more than tripling their commitment to \$90,000 per year with the challenge to ACNV to match their contribution with new public support and private gifts by March 2019. To keep this generous private contribution within our community, we are requesting all local municipalities to join the County of Napa in providing a public commitment to the vision of the Napa County Cultural Plan and ACNV as your local arts agency partner implementing the strategies to bring the vision to reality. So far, the City of Napa and American Canyon now contribute a total of \$20,000 annually and we will be making requests in 2019 to both increase this amount from these current partners as well as from Calistoga and St Helena .

The funds provided by the County will further ACNV's capacity to advance our arts and culture community in accordance with the Napa County Cultural Plan, with the current focus on:

- Expanding the reach of existing programs and services across the county;
- Improving the infrastructure and making all associations free for arts network;
- Cultivating funds for community programs by individual artists and nonprofits;
- Improving engagement of and services for youth and underserved populations;
- And, advancing industry understanding and focus on cultural equity (reflection of and engagement for our diverse cultures within the community).

County funds are vital to growing and sustaining ACNV's operations, our daily services, as well as annual programs. Currently, ACNV's 2017-2018 budget is just under \$500,000 of which nearly 40% is provided to partnering agencies (nonprofits, school district, and individual artists) for collaborative initiatives and programs directly serving the public. As a central arts organization, ACNV is able to leverage government dollars to provide strategy to draw countywide partnerships together that provide strategy to arts philanthropy and increase funding available for community-serving arts. Initiatives like ACNV's Community Fund (resources for artists and nonprofits to provide access for underserved communities), Education Alliance (relevant and equitable arts education for TK-12 grades), and Leadership Network (industry infrastructure and leadership) are collaborative efforts to address systemic issues that face the local arts ecosystem. ACNV is committed to the health of our local culture through consensus and data-driven decision-making that prioritizes sustainability, impact orientation and equitable representation and access.

Over the past year, with support of County funds, ACNV has:

- Supported 11 projects with \$44,000 Community Fund grants to individual artists and small nonprofits. 2017-18 funds include by a diverse group of theater, studio art, digital media, woodworking, and music artists serving an array of community groups (young kids, disadvantaged teens, women over 40) from topics such as refugee concepts of "home", defining youth voice in current news media, and our river's ecology that have taken place across the valley: Calistoga (1), St Helena (2), Yountville (2), American Canyon (1), and Napa

- Hosted the 8th Annual Napa Valley Arts in April, our local arts and culture month with over 40 participating organizations and four free town celebrations in Calistoga, St Helena, Yountville, and Napa. An estimated 150 performing and visual artists were local out of the over 400 represented in the exhibitions, music shows, live theater, and multidisciplinary events that occurred throughout the month. The month has helped to establish media attention on Napa Valley as a cultural destination - Calistoga's SARAFORNIA weekend and Yountville's Art, Sip & Stroll have become attractions for thousands of visitors.
- Hosted the 4th Annual State of the Arts Summit with 90 industry stakeholders, government officials and corporate partners in attendance, representing each city in the county. During this year's mini-conference ACNV presented its annual report, a keynote by industry leader and arts for civic engagement specialist Jon Moscone, and four breakout sessions on topics from marketing for individual artists to understanding the success of BottleRock.
- Served as a hub of information and disaster recovery resources for the arts community during and after the October fires; receiving and distributing over \$10,000 in donated supplies and small cash relief grants to impacted artists across the valley as well as being Napa County's designated recipient of a \$150,000 one-time arts recovery grant from the Hewlett Foundation (expected that at least 80% of these dollars will be passed through to projects serving the community and artists who lost their workspaces and/or homes).

The County's investment in us demonstrates your commitment to improving access to and vitality of local arts and culture through community plans and policies. We have attached a detailed scope of work to reflect the proposed work to be taken on in service to the County during the next fiscal year period. As a general operating grant, the County's support will uniquely allow ACNV to employ staff whose skills and expertise are an invaluable asset to the ability to serve our constituents.

Thank you for your consideration of our request and for the partnership which has lead to so many great developments for our community. We are proud to be the caretakers of this countywide movement to grow and sustain arts and culture for *all*. Please feel free to contact me with any further questions or concerns.

Sincerely,



*Olivia Dodd*

*President & CEO*

Ph. 707.346.2181 | [olivia@artscouncilnv.org](mailto:olivia@artscouncilnv.org)

## “EXHIBIT A”

### Proposed Deliverables for Arts Council Napa Valley Contract:

<b>Deliverable #1:</b>	<b>\$7,000</b>
As an advisory member of the Napa County Arts & Culture Advisory Committee and upon request by County Staff, ACNV shall review Committee related guidelines, policies, meeting documents, announcements, collateral, etc. and provide staff feedback via a written response. Upon request by County Staff, ACNV shall post related announcements and relevant communications through the ACNV website, in the ACNV newsletter, as well as in social media posts. As part of this service, ACNV will provide web and social media analytics on the reach and impact of the post's outreach.	
<b>Deliverable #2</b>	<b>\$20,000</b>
ACNV will further develop their existing databases (made publicly available on their website, the “Creative Directory”, and the multiagency NapaValleyNow.com) by populating them with resources and information on professional development, job opportunities, open calls, grants, news, and local events. The Creative Directory will be specifically populated with a comprehensive listing of local and regional performing and visual artists as well as arts-related services. Napa Valley Now will be managed in-part by ACNV and populated with current events in a variety of categories. ACNV agrees to keep this list of art contacts current and relevant, to provide the free resource to County staff, businesses, individuals, and nonprofits. All public-facing data shall be posted and maintained on these sites at no charge to the contributors. As part of this service, ACNV will provide analytics on the reach and impact of these sites.	
<b>Deliverable #3</b>	<b>\$10,000</b>
ACNV shall maintain a network of arts leaders and key stakeholders to collaborate on community and industry development initiatives, in line with the goals of the Cultural Plan. Specifically, ACNV shall (working with these stakeholders) complete in fiscal year 2018-19 an assessment of the landscape of Napa County's arts and culture sector and provide recommendations for strategies to strengthen its vitality. This report shall be actively promoted, made available at no cost and include baseline data and benchmark indicators of success.	
<b>Deliverable #4</b>	<b>\$6,956</b>
ACNV shall operate the “ACNV Community Fund” to provide grant opportunities to small nonprofits and individual artists in high impact community projects, focused on reaching underserved populations in diverse regions. This scope of work shall include, active professional development to enhance the community's ability to successfully request, attract, and steward philanthropic dollars. As a part of this service, ACNV shall provide statistical and qualitative information on the impact of funded projects.	
<b>Deliverable #5</b>	<b>\$25,000</b>
As the County's designated local arts agency, ACNV staff shall be made available (at no charge) to provide industry-related information and referrals. Including, upon request by County Staff, ACNV will work with and advise County staff on matters related to the arts industry and other matters where the arts may be applied. ACNV	

shall maintain a publicly accessible office and regular hours. As part of this service, ACNV will provide statics on the reach and impact of these services.	
<b>Total Grant Amount</b>	<b>\$68,956</b>
<b>Reporting on Deliverables:</b>	
As part of this agreement, 1) ACNV will incorporate and display the County of Napa logo on all sponsor-related materials and promotions, and 2) ACNV shall provide a written report to the Board of Supervisors specifically addressing the status of these deliverables and the direct results accomplished through use of this funding. This report will be due no later than June 30, 2019.	