



## E-NEWSLETTER -- Volume 1, No. 3/August-September 2008

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### POINTS OF INTEREST-- By Rhyena Halpern, SMAC Executive Director

I am very excited to share with you SMAC's marketing plan which has been in the development stage for the past 2 years. The plan is designed to raise the visibility of all arts in the region, showcasing our eclectic and exciting arts community and dispelling the old myth that nothing is happening in Sacramento, while raising awareness of SMAC!. The plan includes a major, multi-year ad campaign, scheduled to roll-out in Spring, 2009 and will feature radio, print and transportation advertising. Keeping the arts in the public eye during challenging economic times is key to our collective success!

To support and enhance this effort, SMAC has already created several communication tools including our newly launched E-newsletter, updated website ([www.SacMetroArts.org](http://www.SacMetroArts.org)) and of course the greatly anticipated APP Online Digital Art Collection. We also have plans to roll out a new entertainment website in the Fall of 2009 entitled [www.sacramento365.com](http://www.sacramento365.com). This website is a major undertaking and will be a tremendous resource for residents and visitors alike to find out anything and everything that's going on in Sacramento! Working with Artsopolis out of San Jose, and in partnership with the Sacramento Convention & Visitor's Bureau and the Convention, Culture & Leisure Department, we will join the Artsopolis network (please go to [www.artsopolis.net](http://www.artsopolis.net) to see the other 20 cities using this online resource).

As of this issue I welcome newly-appointed SMAC Chair Dan Gorfain as I say a warm thank you to outgoing Chair Linda Merksamer. In this issue, you will read about our newly-revised Stabilization Grant programs for artists and arts groups; our upcoming calls for public artists; dynamic docent tours of public art offered throughout Sacramento; the news about our Artist Residency Institute; and our most recent art exhibit at the Sacramento International Airport - "Sacramento Made".

On behalf of the dedicated and immensely hard-working staff of SMAC, we continue to do everything we can to serve the arts in our region. To creativity!

## **CHAIR'S POINT OF VIEW -- By Dan Gorfain**

I feel privileged to assume the Chair of the Sacramento Metropolitan Arts Commission this month. I would like to thank my fellow commissioners for their confidence in me. My special thanks to Linda Merksamer, the past Commission Chair, for her guidance and able leadership.

In the coming months I look forward to starting the implementation of our recently adopted Business Plan by vigorously marketing the arts in our community; enhancing private and public funding for the arts; developing and strengthening partnerships; and increasing organizational efficiency and effectiveness. As regards the last goal, I will keep you apprised of changes in SMAC's governance structure. On behalf of Rhyena, myself and all of the commissioners, I want to thank all of SMAC's past committee members for their service to the agency. Your volunteerism is appreciated and valued.

I look forward to working with our new and returning commissioners to advance Sacramento's social and economic well-being through the arts, for "Great Art Makes a Great Community."

## **SMAC HIGHLIGHTS -- Grants & Cultural Programs Offers New Funding Opportunity**

SMAC is excited to announce the release of two Stabilization Grants (formerly Mini-Grants): the Marketing Grant and the Planning Grant. These grants have been revised to be more accessible to the arts community; both grants are now open to arts organizations and arts groups. In addition, SMAC now accepts applications for these grants four times per year. Hopefully these changes will help us serve the arts community on wider and deeper levels.

The Marketing Grant is designed to help improve and expand organizations marketing efforts. It could be applied in a variety of ways, including the development of a website or the launching of a new promotional campaign. The Planning Grant will assist in the creation of organizational planning documents such as business, marketing or facility plans.

SMAC will accept applications for each grant through an online submission process. Maximum award for is \$5,000 per grant and the first deadline is Monday, October 6, 2008.

Applications and guidelines are available at [www.smacgrants.org](http://www.smacgrants.org).

Questions? Contact Anja Aulenbacher at [aaulenbacher@cityofsacramento.org](mailto:aaulenbacher@cityofsacramento.org) or 566-3986.

## APP Offers New Exhibit at the International Airport

SACRAMENTO MADE: From the Heart of California

This new exhibit opened at the Sacramento International Airport Terminal B on July 25 and runs through October 29, 2008. This special exhibition of artifacts from the Sacramento Archives and Museum Collection Center highlights a wide variety of products from companies that found Sacramento to be a perfect location for business ventures in the post-Gold Rush era. Artifacts on display include fruit labels and product packages, store displays, advertising materials and much more.

Some of the artworks on display are in the secure concourses and can only be viewed by ticketed passengers. Free parking for the first half hour is available in the Terminal B Hourly Parking Lot.

## OPPORTUNITIES -- APP Extends Request For Qualifications Deadline For International Airport Art Project

In the interest of gathering a greater pool of regional artists for the new International Airport Art Program, the Request For Qualifications (RFQ) has been extended to September 15, 2008. APP would like to encourage all local artists to participate in the RFQ process. This is a wonderful opportunity to have your art reviewed and considered for a public installation at the new airport terminal.

Additional RFQ Opportunities

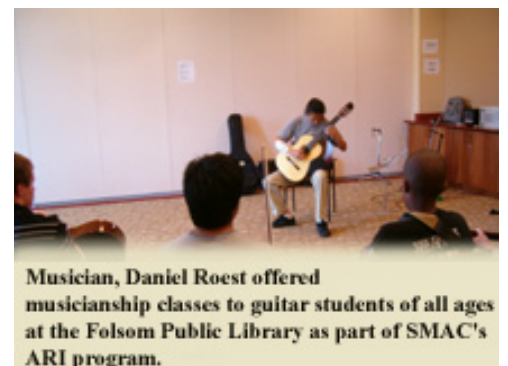
Deadline for the 3 Library RFQs--AUGUST 15, 2008

Valley Hi North Laguna Library  
Greenhaven Pocket Library Phase 3  
George Sim Community Center

For more information or an application, please log on to [www.SacMetroArts.org](http://www.SacMetroArts.org).

## SMAC IN YOUR COMMUNITY -- Teaching Artists Conduct Residencies Throughout the County

Twenty-five artists representing visual, performing and literary arts were selected to participate in SMAC's Artist Residency Institute, coming together to learn more about how to design and teach successful artist residencies. Part of their curriculum was to design and conduct a 3-session residency at various community sites throughout the county. Several artists offered their art to populations that generally do not have the opportunity to learn from a working artist. Here are just a few examples of the residencies: Juli Case, a poet, conducted writing workshops for women at Loaves and Fishes and Jennifer Pickering, another poet, offered workshops to the women at St. John's Shelter. Pre-school children at the Oak Park Community Center, Child Development learned about visual arts from Judy Kennedy and musician Daniel



Roest offered musicianship classes to guitar students of all ages at the Folsom Public Library. This project is in its third year as a part of SMAC's Arts Education program. Teaching artists help bring the arts to life in many corners of the Sacramento region.

## Art in Public Places Presents Tours Around Town

Schedule a public art tour today and experience the wonderful creativity of Sacramento's public art collection. If you have a group of five or more, you may schedule a free tour of public art with an APP trained docent. Tours are available for groups of adults or children. APP also offers special school tours which include an advance visit to the classroom by a docent to prepare students for the trip and to increase art appreciation. APP docent tours may be tailored to meet the interests of your group. Tours generally last for one-to-two hours.

Please log onto [www.SacMetroArts.org](http://www.SacMetroArts.org) or call (916) 566-3992 for more information.



### Public Art Tour Areas:

- New and Old City Hall
- Cal/EPA Building
- Convention Center and Sculpture Garden
- Downtown Mall area
- Cesar Chavez Park area which includes Central Library
- Old US Bank Building
- Del Paso Boulevard Streetscape
- Sacramento International Airport
- Light Rail Stations

For more information on the programs and opportunities offered by the Sacramento Metropolitan Arts Commission, log on to [www.SacMetroArts.org](http://www.SacMetroArts.org).

**GREAT ART MAKES A GREAT COMMUNITY!**

### Related Links:

- <http://www.SacMetroArts.org>
- <http://www.artsopolis.net>
- <http://www.sacmetroarts.org/stabilization.html>
- <http://www.sacmetroarts.org/gallery-program.html>
- <http://www.sacmetroarts.org/calls-for-artists.html>
- <http://www.sacmetroarts.org/professional-development.html>
- <http://www.sacmetroarts.org/app-art-walks.html>

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Sacramento Metropolitan Arts Commission | 2030 Del Paso Blvd. Sacramento, CA 95815 | <http://www.sacmetroarts.org>

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