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LOCAL BUSINESS AND COMMUNITY LEADERS TURN-OUT TO SUPPORT THE ARTS and PUBLIC SUPPORT FOR THE ARTS

Sacramento, CA—In challenging times, all businesses work to maintain visibility in the public eye. Doing so is critical to survival. This is particularly true in the non-profit arts sector and the motivation behind a new series of public service messages produced by the Friends of the Sacramento Metropolitan Arts Commission (F/SMAC).

The PSA's are part of the Arts Commission's ARTS. OPEN DAILY awareness campaign that launched late last year and will continue for the next several years. These new video messages focus on the tremendous community support, economic impact and general need for the arts in Sacramento.

The PSAs feature business leaders, such as Matt Mahood of Sacramento Metro Chamber, Linda Cutler of GenCorp; Michael Ault of Downtown Sacramento Partnership, and Sid Garcia-Heberger of Crest Theatre; heads of social service organizations and schools such as Beth Hassett of WEAVE, Dr. Shana Henry of Edward Kemble Elementary School and Derrell Roberts of the Roberts Family Development Center, as well as leaders in the arts community such as Maestro Michael Morgan of Sacramento Philharmonic Orchestra, Stephanie Gularte of Capital Stage and Lial Jones of Crocker Art Museum.

Each statement communicates a clear understanding of how important the arts are to our quality of life, to our neighborhoods, schools and communities, and to the local economy.

It is F/SMAC's position that continued public funding of the arts is critical. Chair of SMAC and Board member of F/SMAC Dan Gorfain states that "For over 30 years, SMAC has been the foundational support of the arts, providing amazing resources to hundreds of artists, schools and organizations. Our grantees leverage small dollars into outreach programs for the disadvantaged and our youth."

F/SMAC Board Chair Jan Geiger states that SMAC's grantees are helping at-risk parents to get their kids to attend school, to avoid gangs, and helping our seniors lead healthy lives." Commissioner Cheryl Holben says "First we created our online event calendar, which went from 600 hits the first month to 3.7 million hits twelve months later. Now, with these 'ARTS. Open Daily'. PSAs, how can we ignore the tangible value every strata of our community places on the arts?"

Due to continued economic challenges, SMAC is facing further cuts by the City and County, already having absorbed a 50% cut over 2 years. "As the public arm for the arts, SMAC is fulfilling its mission of advancing community through arts and culture." says Rhyena Halpern, Executive Director of the agency. Chair Gorfain: "We have a mayor who places very high priority on the arts. have heard him say at multiple For Arts Sake meetings that he wants to augment and support SMAC's work. He recognizes our importance in the community. "

The PSAs can be viewed by going to:

<http://www.youtube.com/user/Sacramento365dotcom>
(and clicking on Uploads, should you not see all ten PSAs).

They can also be found on SMAC's website, on the What's New page:

<http://sacmetroarts.com/whats-new.html>

In a commissioned Arts Commission Economic Impact Study (2001) research showed that the arts, with its related industries, impacted the region by \$350 million; contributed \$1.35 million in local tax revenues, and was undercapitalized by 2.8 million annually. The 2010 National Arts Index of the Americans for the Arts, found that as of January 2008, Sacramento is home to 1515 arts-related businesses that employ 7061 people.

Sacramento Metropolitan Arts Commission (SMAC) MISSION:

Advancing Community Through Arts and Culture.

The Sacramento Metropolitan Arts Commission (SMAC) is a public agency devoted to supporting, promoting and advocating for the arts in the region. Through arts education, public art, grants and cultural programs, SMAC is making a difference in the livelihood and quality of life in the Sacramento region.

For further information on programs and opportunities through the Sacramento Metropolitan Arts Commission go to: www.sacmetroarts.org. SMAC is funded by the City and County of Sacramento.

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