

**CRITICAL LINKS:  
FUNDING THE ARTS IN ECONOMIC DOWNTURNS  
SACRAMENTO METROPOLITAN ARTS COMMISSION**

The Sacramento Metropolitan Arts Commission's (SMAC) mission is advancing COMMUNITY through arts and culture. SMAC offers a broad range of dynamic, responsive programs that support the arts, build community and contribute to making the region a major cultural destination for citizens and visitors alike.

SMAC is a dynamic partner in areas of economic and community development and advocacy and advances awareness of the values and existence of arts opportunities in the region. As a local arts agency, SMAC has a significant role in the fiber of our community.

Below you will find specific examples of how SMAC's core programs: Art in Public Places, Arts Education, and Grants and Cultural Programs, contribute to the community in social and economic ways. Partnering with business and community organizations, our Arts Marketing and Cultural Tourism program seeks to develop Sacramento as a cultural destination through marketing initiatives and cultural events.

**ART IN PUBLIC PLACES (APP)**

Administration is Self-Supporting, not funded by the General Fund: but rather through construction budgets, as required by City and County Ordinance.

- **Is a Valuable City/County Financial Asset:** The APP collection is a valuable asset to the community, containing important works by regional and nationally recognized artists valued at more than 20 million dollars.
- **Contributes to the Sustainability and Revitalization of our City:** The artworks in the public art collection help to uniquely identify Sacramento, its buildings and public spaces, humanizing our communities by contributing to the creation of a cultural and community identity. This strong cultural profile in turn attracts businesses to Sacramento because it is evidence of a vital and confident community.
- **Serves as a Catalyst for Redevelopment:** There are cities throughout the country in which the cultural districts have been in the forefront of a community's regeneration. Examples in Sacramento include the regeneration of neighborhoods such as Oak Park, Midtown, Downtown and Del Paso Boulevard.
- **Contributes to Cultural Tourism:** Public art creates a richer visual environment and makes Sacramento more interesting and attractive for tourists and visitors, which brings dollars to the community and thereby boosts the local economy.
- **Public Artworks Are Required To Be Maintained by Federal and State Laws:** the City and County of Sacramento are required by law to maintain the existing collection of 700 artworks that are treasured by the community. There are 2 laws that protect artists - the Visual Artist Rights Act (Federal law) and the California Art Preservation Act. Both laws were established to protect artists' rights and reputations when government agencies do not maintain artworks.
- **Provides Jobs:** to artists and their fabricators. 65% of the artworks that are commissioned are by regional artists. These artists use local fabricators and engineers, rent equipment, buy materials, and purchase goods and services locally to create their artworks. On average, 50 artists are working on projects within the APP program at any given time.
- **Contributes to Arts Education:** by providing educational opportunities that serve both the general public and visitors to Sacramento. Dozens of public art tours are given annually and curriculum is provided to K-12 and college teachers and their students. In 2008, over 2,100 individuals participated in our free, docent-lead tours.

## **ARTS EDUCATION (AE)**

**SMAC's Arts Education program, with funding from the City and the County**, has made great strides in generating revenue: in the last year, the program generated almost \$100,000 in revenue from fees for services and grants.

- **Develops Creative and Problem-Solving Cognitive Skills in Children and Youth through Artist Residencies** which further enhance other learning capacities and skills sought by employers.
  - In FY08, provided **65,000 contact hours** with children & youth in artist residencies in schools and community sites
  - Developed and implemented model programs in school districts, demonstrating the positive effect of hands-on learning in the arts, student engagement in learning and accomplishment of educational learning goals in other academic subjects. Used the models as professional development for other school districts for possible replication.
    - Robla School District
    - Rio Linda School District
- **Provides Arts Learning for At-Risk Children and Youth through 'Out of School Hours' Programs** in settings such as:
  - Roberts Family Development Center
  - St. John's Shelter for Women & Children
  - Lao Family Cultural Center
  - South Sacramento Coalition for Future Leaders
  - Catholic Social Services
  - Bread of Life Center
  - School-based after school programs
- **Teaches Classroom Teachers How to Utilize the Arts to Increase Learning and Creativity in Their Students:**
  - The arts are critical in fostering a creative, problem-solving, intellectually advanced and humane generation of citizens.
  - The arts provide effective ways to reach students who have language or learning barriers to traditional academic subjects. Schools rely on classroom teachers to develop these skills in their students.
- **Provides Online Directory of Arts Professionals** who can serve as a resource for classroom teachers.
- **Teaches Artists How to Teach in the Classroom and Other Settings** in order to reinforce school learning objectives; increase creativity, problem-solving and communication skills through the arts.
  - In FY 08, the Arts Education program provided **1,557 contact hours** of professional development for teachers and artists.
- **Provides Creative Arts Activities for Older Adults** to maintain and enhance their cognitive and mental functions in their later years.
  - Taught 50 professionals in the field of aging, as well as teaching artists, how to increase cognitive functions through the arts
  - Provided artist residencies in senior centers and community programs for older adults in settings such as:
    - Hart Senior Center
    - Elk Grove Senior Center
    - Mary's House
- **Collaborates with non-profit, social service organizations** to help further their mission through arts education programs. Offers services to over 3,000 clients of 6 social service organizations currently, and pending in 2009, to over 300,000 clients of over 40 social service organizations.

## **GRANTS & CULTURAL PROGRAMS (GCP)**

**GCP is our agency's main vehicle for regranting** to non-profit arts organizations, informal arts groups, and artists, overseeing a variety of grant offerings, a strong Arts Stabilization program, a popular community-based Poet Laureate program, and a multitude of technology initiatives.

### **Cultural Arts Awards**

- **Awards Cultural Arts Awards (CAA) to City and County non-profit arts organizations:** (57 in FY 08) to partially fund operating expenses and support arts projects. CAA Program grantees must demonstrate high standards of artistic quality, community involvement and outreach and sound managerial and fiscal accountability in order to qualify for CAA Program grants.

### **CAA Grantees:**

- **Leveraged the \$700,000 In FY 08 City County funds into \$54 million plus.**
- **Served Estimated Audiences of 1,620,000 in FY 08,** the majority of whom live in the City of Sacramento.
- **Impacted the Local Economy by \$94 Million in FY 08:** according to the Arts & Economic Prosperity Calculator provided by Americans for the Arts.
- **Impact the Local Economy By \$350 Million Annually:** counting Arts and Culture in general and the correlative business activities that support them. These figures are taken from SMAC's 2002 Economic Impact Study.
- **Outreach to under-represented and multicultural groups is high priority of CAA:**
  - Over 300,000 children (K-12), seniors, disadvantaged and disabled citizens were reached through their outreach programs.
  - 23% of grantees are multicultural or culturally specific groups.

### **Arts Stabilization**

- **Provides Support and Technical Assistance:** to Sacramento County arts and cultural organizations, artists and informal arts groups in the areas of marketing, business and financial planning, board and staff development and professional development. Grantees include multicultural and culturally specific groups such as the Sacramento World Music and Dance Festival, Sojourner Truth Multicultural Center, and the 15th Annual Meadowview Jazz & Cultural Festival. This program is critical to stabilizing the arts community and giving them needed skills and resources to be successful as a business. In 2008, **114 arts groups and artists** used these services.

### **ArtScapes**

- **Grants to informal arts groups for specific community based arts projects.**
- **Nurtures Emerging Arts Groups:** who later become financial contributors to our economy.
- **Gives Youth A Chance To Participate In The Arts:**
  - 8 out of 28 grantees specifically targeted youth with projects that provided opportunities as either participants or audience members.
  - 9 out of 28 grantees presented projects celebrating a distinct cultural group or its art form, including Hawaiian, Indian, Chicano/Latino/Hispanic, African American and Jewish.
- **Provides Community Service:** it is estimated that all 28 grantees have drawn approximately 10,100 audience members.
- **Makes A Difference In Artists' Lives:** helping to retain creative talent.

### **Poet Laureate Program**

- **Spreads the Word And Excitement About Poetry And The Literary Arts To The General Public.** Since the inception of the program, over 300 free public poetry readings in schools, neighborhood centers, and community meetings have been held. We have created an anthology with DVD of 100 Poems of Sacramento, a deck of cards, a community mail art event, and a major cultural poetry festival.