



ARTS COUNCIL *for* MONTEREY COUNTY

March 27th, 2020



Dear Friend of the Arts,

I hope you agree that the arts play an essential role in our health and well-being, especially during these unnerving times. More and more, we are seeing amazing artists and cultural organizations embracing the need to connect by providing free online art activities, concerts and museum and gallery tours. And you've probably seen videos of residents in Italy and Spain, playing music, singing and dancing on their balconies to bring joy and healing to their communities. Creatives are passionate and resilient and will always find ways to create!

We don't know how long this shelter-in-place will last, but with events canceled, venues closed and artists out of work, the **creative industries** in Monterey County are suffering. Therefore, the Arts Council for Monterey County (Arts4MC) is stepping up to help our local small arts organizations (with budgets \$250k or less) with operating grants to keep them afloat so they will be able to provide their events/programs to the community once we begin to recover. This opportunity will be available on April 1st - please check our website at arts4mc.org/grants to learn more.

Just since last week, arts organizations in Monterey County have already been impacted by more than \$2 million in lost revenue due to cancellations and closures. Arts4MC is ready to support some of our most vulnerable arts organizations, but we need more funding to help them persevere and be ready to open their doors once we are through this crisis.

Arts4MC will continue to be the leading resource agency by providing the necessary funding, resources and support to heal our community, through the arts. And, with your tax deductible donation, we will be able to support more artists and arts organizations in our community to rebuild as one of the most vibrant places in the world to live, work and visit, powered by dynamic and welcoming arts and cultural sectors.

Deadline for our grant program is April 30th - please help us provide more grants when you donate today at arts4mc.org/donate.

Thank you for supporting the arts in Monterey County!

Jacquie Atchison

Arts Council for Monterey County

"Life's most persistent and urgent question is: What are you doing for others?" - Dr. Martin Luther King, Jr.



Please support the arts in Monterey County!