Advancing Social Equity through the Arts

2019-2020 Annual Report

www.arts4mc.org
About Us

The mission of the Arts Council for Monterey County is to improve the quality of life for everyone in our region through the arts.

Our vision is to continue promoting Monterey County as one of the most vibrant places in the world to live, work and visit, powered by dynamic and welcoming arts and cultural sectors.

The Arts Council supports artists, programs, and organizations that preserve culture, create community, promote arts as a universal language, and stimulate the creative economy.

The organization’s overarching strategy is to advance social equity through the arts by supporting artists, programs, and organizations that are emerging, under-resourced, or underrepresented.

We strive to create an inclusive workplace that promotes and celebrates the diverse voices of our employees and connects us to the communities we serve.
The Gift of Art!

“The generosity of the Arts Council for Monterey County, all 300 of my students got their own sketchbooks and colored pencil sets to take home so they can keep making art. My friends at the Arts Council got the idea because I told them about a boy who showed me a spiral notebook the second week of class. Every page - front and back - was filled with drawings. I told him they were amazing and asked how long he had been working on them. He said he started after our first art class the week before. That conversation blew my mind, not only because it was an incredible amount of work to do in such a short time, but because it made me realize he hadn’t known art was an option for him (there are no regular art classes in his school). Hearing his story and how each week my students clamor for any leftover scraps of art supplies they can take home, the Arts Council took it upon themselves to give them such a wonderful gift today. This whole experience has been a gift for me too!”

The Arts Council currently provides arts education classes to approximately 25,000 students, but there are more than 78,000 K-12 students in Monterey County, so our goal is to raise funds to ensure that every student in our region has access to a high-quality visual and performing arts education.

Please support arts education for our youth at www.arts4mc.org/donate
Programs Supporting Local Artists

Artist Spotlight A monthly Live on Facebook segment started in May, providing promotional exposure for local artists and arts organizations, with more than 600 views.

ArtWorks @Pacific Grove Affordable studios and a sales gallery for twenty (20) local emerging artists to develop and sell their art, in a collaborative community.

BusinessWorks Professional development workshops for artists and arts organizations to improve skills that enable them to operate as a business. This year we increased our attendance from 80 guests to more than 160 guests, with topics including “The Business of Art, with Greg Hawthorne,” “Navigating AB5 and Employment Law for the Arts,” and “Virtual Reality: Stay Creative, Produce Content!”

Arts Education Programs

Professional Artists in the Schools During the 2019-20 school year, the Arts Council placed 23 teaching artists in 40 partner schools to provide arts education classes to more than 25,000 students. More than half of Monterey County students, which are 78.4% Latinxs, 73.3% socioeconomically disadvantaged and more than 40% English learners, do not have access to high quality visual and performing arts programs. Our goal is to ensure accessibility to the arts for all students!

Arts4Home Due to COVID-19 and schools closing on March 13th, our Teaching Artists quickly adapted their arts education classes to distance learning videos which are accessible on our website so youth everywhere can study with our professional teaching artists, build skills, and benefit from creative play.

Arts as Healing Partnerships A specialized arts program that weaves creative mastery with social and emotional learning to develop their truest potential, which reached over 1,200 seniors, veterans and at-risk youth. Partners include MPUSD Community Day High School, CHISPA Senior Housing, Veterans Transition Center, Sun Street Centers, Rancho Cielo Youth Center, and Meals on Wheels Salinas Valley.

Poetry Out Loud Arts4MC hosted the county competition at CSUMB with students representing Alisal High School, Pacific Grove High School, Rancho San Juan High School and Soledad High School, as part of a national competition that encourages high school students to learn about poetry through memorization, performance and competition. Matthew Mendez of Pacific Grove High School won the 2020 Poetry Out Loud county competition and advanced to the state championship, where he was recognized as a “top performer!”
Grants & Scholarships Program

In 2019-2020, we awarded more than $382,000 to local students, artists and arts and cultural organizations including:

• Five $2,500 College Arts Scholarships to high school seniors
• $12,500 in grants to six local emerging artists for special projects
• Eighteen $1,000 grants to individual artists and $74,518 to nineteen arts organizations who were impacted by the COVID-19 pandemic
• $202,966 to 55 local arts organizations and nonprofits providing arts programs and events
• $62,035 in community arts grants to seventeen small arts organizations

“I would like to thank the Arts Council for awarding me this beautiful scholarship because as a student that comes from a low-income family as well as being a first generation, I view this scholarship as an impactful resource that I’m extremely thankful for and I’ll utilize it to its fullest potential. This fall I’m going to CSU East Bay and I’m planning to major in arts because I love art with whole my heart.”

- Vanessa Berumen, Seaside High School, 2020

Thank you to our Grant & Scholarship Evaluators!

Tess Alcantara (District 4)
Ernesto Altamirano (District 2)
Susan Breen (District 4)
Holly Byers Ochoa (District 4)
Maia Carroll (District 2)
Sonia Chapa (District 3)
Arnold Chavez (District 1)
Isa d’Arleans (District 5)
Joe Frausto (District 2)
Chris Hasegawa (District 3)
Susan Klusmire (District 4)
Liz Lyman (District 4)
Pilar Mendoza (District 3)
Marylu Mesa (District 2)
Lisette Miles (District 1)
Eric Mora (District 1)
Barbara Pekema (District 3)
Gail Salgado (District 4)
Pat Schulte Werts (District 5)
Sean Seebach (District 3)
Stephanie Shepherd (District 5)
Patricia Skinner (District 5)
Kim Solano (District 2)
Marilyn Vierra (District 2)
Cathryn Wilkinson (District 5)
Thank you to our 2019-2020 Donors

$100,000+
- California Arts Council
- County of Monterey
- David and Lucile Packard Foundation
- William and Flora Hewlett Foundation

$10,000-$99,999
- Community Foundation for Monterey County
- Harden Foundation
- Monterey Peninsula Foundation
- Nancy Buck Ransom Foundation
- Taylor Fresh Foods, Inc.

$5,000-$9,999
- Excelligence Learning Corporation
- Salinas Valley Memorial Hospital
- Patricia Skinner
- Wells Fargo Bank

$2,500-$4,999
- Joel & Dena Gambord
- Hartnell College Foundation
- University Corporation at Monterey Bay

$1,000-$2,499
- Big Sur River Inn
- William Doolittle
- Fenton and Keller
- William Keland
- Judith Marshall
- Monterey Bay Aquarium
- Monterey Peninsula College
- Pacific Valley Bank
- Studio Schicketanz, Inc
- Scott & Beth von Fischer

$500-$999
- 1st Capital Bank
- Amy Anderson
- Archon Management LLC
- Jacquie Atchison
- Laurie Bend

$500-$999 (cont’d)
- Susan Breen
- Holly Byers Ochoa
- Jennifer Colby
- Nancy & Steve Donaldson
- Nigel J. Lovett
- Marylu Mesa
- Nick Papadakis
- Pebble Beach Company
- Gail Salgado
- Sandra & Alan Silvestri
- Gloria Souza & Sandie Borthwick
- Tanimura & Antle, Inc.
- Joanne Taylor Johnson
- Bonnie L. Tucker

$100-$499
- Michele Alcantara
- Janie Barnard Silveria
- Bengard Ranch, Inc
- Sarah Boos
- Ron Cacas
- Pamela Conant
- PK Diffenbaugh
- Nicollette Eason Trottier
- Terrence Farrell
- Paul Fleischman
- Steve Fremgen
- Kathryn Greenwald
- John Hain
- Annette Harris
- Astrid Holberg
- David & Carol Jackson
- Melissa Jones
- Jesse Juarez
- David Laws
- Larry V. Levine
- David Ligare
- Marsha J. Lubow
- Paulette Lynch
- Marina Motorsport, Inc.
### Donors (cont’d)

#### $100-$499 (cont’d)
- Nadja Mark
- Marilyn Maxner
- Monterey Peninsula College
  - Asian Student Association
- Monterey Peninsula Gospel Community Choir
- Eric Mora
- Jose Moran
- Mila Murphy
- Janna Ottman
- Lillian Rico
- Barbara Romine
- Lee Rosen
- Walter Ryce II
- William & Tavia Shelton
- Melissa Smedley
- So Mo Co Community Theater
- Patricia Szasz
- Maureen & Paul Thiltgen
- Marilyn Vierra
- Joanne Webster
- Malcolm Weintraub
- Cathryn Wilkinson
- Emily Zefferman
- Bradley Zeve

#### $50-$99
- Sherree Anderson
- John Broom
- Carmel Jewish Film Festival
- Clifford Corda
- Erik Cushman
- William Green
- Margo Hohulin
- Margarita Hunter
- Karen Hunting
- Kelly Lepai
- Lorin & Karen Letendre
- Barbara Marcantonio
- Robert & Sarah Martin
- Marli Melton
- Karen Monahan
- Carmen Mary Rossi
- Marilyn Schultz
- James Shebl
- Mary Shebl
- Allan Vannoy
- Mary Lou Wandberg
- Anne Young
- Jazmine Zavala

#### Up to $49
- Yavuz Atila
- Kathy Beilby
- Anne Bell
- Susie Brusa
- Nona Childress
- Lila Critchley
- Patricia Donohue
- Alisa Fineman
- Leslie Foote
- Suzanne Gill
- Gregory Gorman
- Anne Gosch
- Deborah & Chip Holsworth
- John Ittelson
- Bobbi Kamil
- Gus Leonard
- Bill Monning & Dana Kent
- Monterey Peace and Justice Center
- Natividad Medical Foundation
- Bonnie Nielsen
- Jennifer Ortiz
- Michelle & Kurt Overmeyer
- Sister Celeste Pagliarulo
- Jonathan Pangburn
- Marsha Phillips
- Mary Pommerich
- Roberta Rhodes
- Neil Richman
- Marina Romani
- Sean Seebach
- Pamela Takigawa
- Suzanne Worcester

“The arts are a sort of escape for me, reality can sometimes be harsh. But when I’m doing the arts, all of my worries go away.”

- Anonymous Middle School Student
Financials
July 1, 2019-June 30, 2020

Statement of Activities

**REVENUE**

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<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Government Grants</td>
<td>$618,528</td>
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<tr>
<td>Foundation Grants</td>
<td>$488,745</td>
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<td>Fundraising &amp; Contributions</td>
<td>$36,878</td>
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<tr>
<td>Special Events</td>
<td>$109,638</td>
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<td>Earned Revenue</td>
<td>$199,041</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$1,452,830</strong></td>
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**EXPENSES**

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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Grants and Scholarships</td>
<td>$381,519</td>
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<tr>
<td>Program Support</td>
<td>$556,758</td>
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<tr>
<td>Fundraising, marketing &amp; advocacy</td>
<td>$178,194</td>
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<tr>
<td>Administration</td>
<td>$125,780</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,242,251</strong></td>
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</tbody>
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**Net operating surplus/deficit** $210,579
Champions of the Arts Gala 2020

We enjoyed an amazing evening at The Portola Hotel & Spa in Monterey on Saturday, February 1, 2020, honoring the following:

- **Greg Hawthorne**, *Lifetime Achievement*
- **John Nash**, *Luminary*
- **Rancho Cielo Youth Campus**, *Nonprofit*
- **Jaqui Hope**, *Arts Educator*
- **Sherree Anderson**, *Professional Artist*
- **Janene Norum**, *Volunteer Leader*

We were all “wowed” by a flash mob performed by the Monterey Peninsula Community Gospel Choir which had us jumping to our feet and dancing! We also enjoyed a musical and theatrical performance by the Marina Youth Arts!
2019-20 Board of Directors
Jose A Moran, Chair
Laurie Bend, Chair-Elect
Holly Byers Ochoa, Treasurer
Marilyn Vierra, Secretary
Sarah Boos
Ron Cacas
Nicollette Eason Trottier
Joseph Frausto
Eric Mora
Sean Seebach
Cathryn Wilkinson
Susan Breen, Honorary Director

Staff
Jacquie Atchison, Executive Director
Karyn Lee-Garcia, Programs Director
Bella Hockersmith, Development Director
Klara Hickmanova, Programs Coordinator
Erin Lyman, Programs & Events Coordinator
Jazmine Zavala, Marketing Coordinator

ARTS.COUNCIL
for MONTEREY COUNTY

Please support the arts with your donation today!
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