



Promoting the arts and cultivating creativity to benefit and enrich the lives of residents and visitors

FY2021-22

Report to the Mendocino County Board of Supervisors

Contractor Services Provided for the period: October 1, 2021 to February 1, 2022

Funding from the County of Mendocino supports opportunities for all artists in the County (visual, performing, literary, craft, multi-media, etc.). The Arts Council of Mendocino County (ACMC) supports county residents, artists, and visitors through exhibition programs, publicity support, advocacy, community outreach, and education. Below is a summary of active ACMC programs and program news with hyperlinks to relevant pages at: ArtsMendocino.org

Coronavirus Pandemic Response & Impact

The Arts Council's online county-wide event calendar features both in person and online events. We continue to update a [COVID-19 Resources and Response Page](#) for artists and arts organizations. The COVID response page is a compilation of health department information, economic resources, surveys assessing impact on the field, arts education at-home links, emergency relief grants, and reopening guidelines. We continue to update this page as new information and resources become available.

ACMC Exhibition Programs

[Sculpture Gallery](#) on the grounds of the Mendocino Coast Botanical Gardens (Fort Bragg): County funding and ACMC's in-kind partnership with MCBG enables ACMC to administer this program established in 2008. Sculpture entries were evaluated by MCBG and ACMC staff while sheltering in place. The current exhibition of sculpture was installed in late summer 2020 (after some pandemic-related delays); this curated outdoor sculpture garden has generated earned income for the Arts Council, the Botanical Gardens, and exhibiting artists through the sale of sculpture (one sculpture has sold since our last report), and it also provides a safe cultural attraction outdoors. The botanical gardens and arts council are extending the current exhibition until January 2023, to compensate for installation delays and reduced attendance in 2020.

Arts Council Gallery

The Ukiah Depot houses the ACMC office as well as in-kind meeting space (contributed by the City of Ukiah) in the central foyer. The meeting space is a resource for member artists wishing to curate exhibits, a space for community expression through the arts, meetings, networking, and serves as a

way to increase access to the arts. **The ACMC office is not currently hosting in-door in-person meetings, but we offer phone consultation and host/attend meetings by Zoom.**

[Artists in the Spotlight](#): Featured profiles of individual artists on ACMC's homepage. *This program provides publicity exposure and recognition for accomplished professional artists and has continued without interruption. **The current artist in the spotlight is Willits resident [Jazzminh Moore](#).***

[Online Gallery and Artist Registry](#): Our website features a DIRECTORY of artists, venues, arts organizations and opportunities within Mendocino County. It is free to create an event or profile listing. This resource is available to all artists, venues, and organizations and is categorized and searchable by region.

[Online resources](#) County funding enables ACMC to continue to publish calls to artists, auditions, and other performance & exhibition opportunities online.

Arts Advocacy Activities

County funding enables ACMC to make information about classes, grants, exhibits and events, and disaster response and resources available to the public.

[Annual Art Champion Awards](#) for Mendocino County Leaders in the Arts for National Arts & Humanities Month are announced each October by the Board of Supervisors. **Thank you for recognizing the [2021 Mendocino County Arts Champions](#) at your December 15th meeting! Proclamations have been distributed to the honorees. We are grateful to county staff for their help with this program. The 2021 honorees are: Artist: Corine Pearce; Arts Organization: Gualala Arts Center; Business: Black Oak Coffee; Educator: Blake More; Individual: Larry R. Wagner; Honorable Mention: MEDIUM Gallery**

Increase business and culture partnerships through referrals and [Calls to Artists](#): *County funding enables the ACMC to continue to assist businesses seeking artists by providing referrals as well as a venue for posting open Calls to Artists.*

Programs that Promote Cultural Participation

Online [Calendar](#) and box office County funding enables the ACMC to maintain an online calendar of arts events. ACMC's box office enables arts organizations without an online ticketing service to use the ACMC's Virtual Box Office to sell tickets on ACMC's site.

[ARTS MONTHLY](#) a monthly calendar with county-wide distribution (also available online): County funding as well as Mendocino County Tourism Commission partnership enables the continued production, printing, and distribution of *ARTS MONTHLY*.

[ARTS WEEKLY](#) e-newsletter: The e-newsletter is distributed as a weekly digest with links to County-wide events and opportunities for artists. The Mendocino County Tourism Commission partnership enables the ACMC to provide this service.

[Publicity support](#) for artists and arts organizations

Arts Guide brochure & map of Mendocino County Art Galleries, Music Venues, Annual Arts Events

and Arts Organizations: The fifth edition of the *Guide* is available to the public at sites throughout the County and is also available online as a [pdf](#). ***An updated Mendocino County Guide to the Arts is now in design and will be printed and distributed this Spring.***

Cultivating Creative Communities

[Fiscal Receiver](#) & Sponsor for member artists and arts organizations: *County funding allows the ACMC to provide grant application assistance, oversight, and a responsible, financial structure to support and incubate creative community programming for member organizations, volunteer groups and individual artists. **The ACMC is currently fiscally sponsoring the UkiahHaiku Festival, The Mendocino County Art Academy, Alex DeGrassi's Mendocino Summer Intensive Guitar Workshop, Fort Bragg Alleyway Art Project, and the Larry Spring Museum.***

Education Programs

ACMC administers the [Get Arts in the Schools Program](#) (GASP), now in its 17th year. This program typically serves over 3,000 students per year however those numbers have been depressed by the pandemic. County funding and program support from MCOE helped the ACMC bring in an additional \$5,000 in private foundation support for this program in for the current 2021-22 school year. This year we are funding the following in-person arts enrichment: Art History Lectures (Willits, Laytonville, Covelo), painting a monarch mural (Potter Valley elementary), dance lessons with Mendocino Dance Project (Fort Bragg elementary schools and Mendocino High School), Poetry & digital design with Blake More (South Coast). ACMC and MCOE staff continue to review applications on a rolling basis and will continue to fund projects until the budget for the year is depleted.

County Funding enables the ACMC to maintain an online [Curriculum Resource Library](#) for artists and classroom teachers. The Curriculum Resource Library features nine model integrated arts projects commissioned by the Arts Council.

*Poetry Out Loud: 2022 marks the ACMC's 14th year of participation in this annual program of the California Arts Council. **The 2022 Mendocino County Poetry Out Loud finals will take place virtually again in February. We will share the [poetry recitations](#) online again. The State Finals will also be conducted virtually this year.***

Art in Public Places / Creative Place-making Projects

Site-specific [creative place making](#) projects:

After four years of painting through fires, extreme temperatures, and a pandemic, Lauren Sinnott's monumental block-long mural [Ukiah: Past, Present, Future](#) was completed in December 2021. The Arts Council was awarded a Judy Pruden grant from the Community Foundation of Mendocino County to record artist lectures on the historic content and inspiration for the mural and that work will be completed this year.

A mural for the new library in Laytonville was completed by youth at Juvenile Hall under the guidance of artist Danza Davis prior to the pandemic. We have not yet been able to install the mural that was completed for the Laytonville Library due to delay in the completion of

the site. We hope to install the mural this year and are ready to do so, as soon as the library is ready for us.

Other Public Art Projects & Initiatives

Using Public Art for Disaster Preparedness Education:

The ACMC partnered with NCO and the City of Ukiah to fund the design and creation of mosaics on five core ListosCalifornia preparedness concepts:

- GET ALERTS
- MAKE A PLAN
- PACK a GO BAG
- BUILD a STAY BOX
- HELP others get ready

These preparedness concepts will be paired with images of community and local landscape. The mosaics were installed on the sides of City of Ukiah garbage receptacles and now encircle Alex Thomas Plaza in Ukiah. **We are currently working on a Tsunami Preparedness Education work of public art for Fort Bragg.**

The Arts Council and the City of Ukiah have awarded a [Monarch Mural](#) commission for Alex Thomas Plaza to Potter Valley artist Danza Davis. The mural will be completed by Summer 2022 as is working its way through the City of Ukiah's public art policy process now.



The Arts Council is collaborating on two CalTrans grants for community beautification, litter abatement and watershed stewardship (California Local Grant Program). Collaborating partners include the Round Valley County Water District and the City of Ukiah.

USING ZOOM TO CONNECT Artists and Arts Administrators

The Arts Council hosts quarterly Zoom networking meetings with individual artists and arts organizations. These meetings were initiated as a way to stay networked during the pandemic and to consider strategies for resilience and reinvention during a challenging time. Past topics have included: arts marketing during the

pandemic (co-presented with West); how to create an online submission and exhibition portal during gallery closures, strategies for youth engagement, and grant opportunities (co-presented with the Community Foundation). The next topic for the February 7th meeting will be **Arts and Cannabis**: *The cannabis industry has long been an important supporter of the arts in the Mendocino County. Both the arts and the cannabis industry are presently strained by COVID, as well as other factors, and may mutually benefit from a deeper and more intentional collaboration. How can the artists and arts organizations support cannabis industries at this time? How can cannabis industries support artists and visual and performing arts organizations? All are welcome. (Let me know if you would like to attend and I will email the zoom link.)*

Regional Networking: Northern Counties and COVID

ACMC staff has been networking with colleagues to the north to include artists' perspectives in a multi-county economic recovery and resilience consortium to do some broad level planning in response to COVID and to work together regionally to advocate for arts in the Redwood Region of Northern California: Humboldt, Del Norte, Trinity, Mendocino. We also have a Californians for the Arts Regional Conversation this Thursday (February 3) for the broader Northern California Region: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Tuolumne, and Yuba.

The **2021 [Otis Report](#) on the Creative Economy in California** has been released. The pandemic resulted in a loss of \$140.6 billion in lost creative economy output in California. 507,100 jobs in California were impacted with a loss of \$47 billion in labor income.

Prior to the pandemic, the California Creative Economy generated \$650.3 billion in creative economy output; supported 2.7 million jobs; and provided \$209.6 billion in labor income. (Otis Report on the Creative Economy, 2020)

The average person spends \$31.47 per art event attended in addition to ticket costs on things like lodging, meals, parking, gifts, souvenirs, etc. (Americans for the Arts Economic Development and Prosperity Study, 2018)

Without both the County's programming and operating support and the California Arts Council's State Local Partnership Program support which requires a local match we would not be able to continue our work in support of Mendocino County's artists, arts organizations, cultural tourism, economic development, arts education, art in public places, and creative place-making. **Mendocino County funding in 2021-22 directly enabled ACMC staff to submit over \$65,000 in competitive state grant applications.**

Thank you for your support!