Arts Council Silicon Valley
Fiscal Year 2011 – 2012

Report for MOU
Established in 1982, Arts Council Silicon Valley is a nonprofit organization dedicated to fostering arts and culture throughout the region. We bring leadership and support to the artists and arts organizations that form the cultural framework of our community.

As a grantmaking agency, we provide funding and fundraising support services to more than 140 local arts organizations and individual artists. We also provide marketing and support services to more than 600 local arts organizations and strive to help make the arts accessible to our youth. Through our partnership with the County of Santa Clara, we continue to offer opportunities for arts groups to receive funding and reach new audiences. In addition, we provide marketing services and fundraising support to over 900 local arts and cultural organizations.

Our unique public/private partnership with the County of Santa Clara allows ACSV to serve one of the most diverse counties in the country. Through our funding and technical assistance programs, we promote cultural awareness and understanding, preserve cultural heritage, and make the arts accessible to all. Our current core grants recipient organizations reach more than 1.25 million audience members in Santa Clara County annually. The County of Santa Clara’s support for the Arts Council underwrites activities that directly and indirectly benefit not only local artists and arts organizations, but residents throughout the County as well.

1. Funding in the Arts
ACSV’s grants to small/mid-sized groups and individual artists foster the creativity and diversity that contribute to the leadership role Silicon Valley/Santa Clara County plays throughout the region and the world. The arts build cultural bridges, promote tolerance and understanding, elevate the delivery of lifelong learning, and foster an appreciation of all forms of creativity that nurture the innovative spirit synonymous with our region.

The Arts Council’s Partners Grants Program funds five granting programs that annually support more than 100 arts groups and individual artists within the County of Santa Clara:
   a) Community Arts Fund
   b) Regional Arts Fund
   c) Artist Laureates (formerly known as “Artist Fellowships”)
   d) Leadership Grants (replacing “Discretionary Grants”)
   e) ArtsConnect

The Partners Grants Program is funded in large part by the County of Santa Clara, Adobe Systems, the California Arts Council, the National Endowment for the Arts, The William and Flora Hewlett Foundation, and the David and Lucile Packard Foundation. In addition, it is funded by two endowments, residents who contribute via our insert in the County Property Tax
bills, and by employees of the County and other organizations/corporations who participate in our annual workplace giving campaign.

In 2011-12, the Arts Council awarded $344,100 in Partners grants to 75 small and midsize arts organizations and 6 individual artists throughout Santa Clara County.

a) Community Arts Fund (CAF) provides project support for arts activities reflective of our multicultural region, with an emphasis on encouraging small, community-based, volunteer-driven organizations. CAF provides grants of up to $4,000 to organizations with total expenses of $8,000 to $100,000, or to larger organizations applying for a project that is independently budgeted. This year, ACSV recommends 40 CAF grants totaling $126,075. (Recommendations will be ratified by the Board of Trustees at its May 2012 meeting.) This year we received 47 CAF applications.

<table>
<thead>
<tr>
<th>COMMUNITY ARTS FUND GRANTEES</th>
<th>City</th>
<th>Grant Amt</th>
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</thead>
<tbody>
<tr>
<td>American Beethoven Society</td>
<td>San Jose</td>
<td>$3,800</td>
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<tr>
<td>Art Docents of Los Gatos</td>
<td>Los Gatos</td>
<td>$3,200</td>
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<tr>
<td>Arts Action 21</td>
<td>Sunnyvale</td>
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<tr>
<td>Assoc Students SISU/Fountain Blues Fest</td>
<td>San Jose</td>
<td>$3,800</td>
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<tr>
<td>Bay Choral Guild</td>
<td>Los Altos</td>
<td>$2,000</td>
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<tr>
<td>California Bach Society</td>
<td>Palo Alto</td>
<td>$3,600</td>
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<tr>
<td>Cambodian Cultural Dance Troupe</td>
<td>San Jose</td>
<td>$2,000</td>
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<tr>
<td>Center for Literary Arts</td>
<td>San Jose</td>
<td>$3,200</td>
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<tr>
<td>City of Cupertino/Shakespeare in the Park</td>
<td>Cupertino</td>
<td>$2,600</td>
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<tr>
<td>Community School of Music &amp; Arts</td>
<td>Mtn View</td>
<td>$4,000</td>
</tr>
<tr>
<td>Cupertino-Toyokawa Sister City Assn</td>
<td>Cupertino</td>
<td>$3,800</td>
</tr>
<tr>
<td>Int'l Russian Music Piano Competition</td>
<td>San Jose</td>
<td>$4,000</td>
</tr>
<tr>
<td>Los Gatos Community Concerts</td>
<td>Los Gatos</td>
<td>$1,500</td>
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<tr>
<td>Margaret Wingrove Dance Company</td>
<td>San Jose</td>
<td>$3,800</td>
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<tr>
<td>Milpitas Alliance for the Arts</td>
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<td>$2,000</td>
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<tr>
<td>Mission Chamber Orchestra</td>
<td>San Jose</td>
<td>$3,200</td>
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<tr>
<td>Montalvo Arts Center</td>
<td>Saratoga</td>
<td>$4,000</td>
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<tr>
<td>Northside Theatre Company</td>
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<td>$3,800</td>
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<td>Nova Vista Symphony</td>
<td>Sunnyvale</td>
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<td>Office of Human Relations</td>
<td>San Jose</td>
<td>$2,000</td>
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<tr>
<td>Opera Cultura</td>
<td>San Jose</td>
<td>$3,200</td>
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<tr>
<td>Palo Alto Art Center Foundation</td>
<td>Palo Alto</td>
<td>$4,000</td>
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<tr>
<td>Palo Alto Philharmonic Assn</td>
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<tr>
<td>Peninsula Clef Hangers</td>
<td>Mtn View</td>
<td>$1,775</td>
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<tr>
<td>Poetry Center San Jose</td>
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<td>$2,600</td>
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<tr>
<td>Rainbow Women's Chorus</td>
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<td>Renegade Theatre Experiment</td>
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<td>$3,200</td>
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<tr>
<td>Russian House Kedry</td>
<td>San Jose</td>
<td>$2,600</td>
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<tr>
<td>San Jose Chamber Music Society</td>
<td>San Jose</td>
<td>$3,600</td>
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</tbody>
</table>
San Jose Downtown Foundation | San Jose | $3,800
San Khau Viet Cali | Milpitas | $2,000
sjDANCEco | San Jose | $4,000
South Bay Guitar Society | San Jose | $3,800
South Valley Quilt Association | Morgan Hill | $2,600
St. Paul's UMC Creative Arts for Youth | San Jose | $3,200
Sunset Concerts at St. Luke's | Los Gatos | $3,200
United Nations Film Festival | Stanford | $3,500
Winchester Orchestra | San Jose | $3,600
Works/San Jose | San Jose | $3,200
Yuva Bharati | Palo Alto | $3,200

40 organizations TOTAL | $126,075

b) **Regional Arts Fund (RAF)** provides general operating support to encourage professional and semiprofessional arts groups throughout Silicon Valley. RAF provides grants to a maximum of $5,500, $9,000 or $10,000 depending on the size of the organization. This year ACSV recommends **35 RAF grants totaling $188,025**. (Recommendations will be ratified by the Board of Trustees at its May 2012 meeting.) This year we received 44 RAF applications.

<table>
<thead>
<tr>
<th>REGIONAL ARTS FUND GRANTEES</th>
<th>City</th>
<th>Grant Amt</th>
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<tbody>
<tr>
<td>Abhinaya Dance Company of San Jose</td>
<td>San Jose</td>
<td>$4,400</td>
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<tr>
<td>Bay Area Glass Institute (BAGI)</td>
<td>San Jose</td>
<td>$5,400</td>
</tr>
<tr>
<td>Bus Barn Stage Company</td>
<td>Los Altos</td>
<td>$3,600</td>
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<tr>
<td>Cinequest Film Festival</td>
<td>San Jose</td>
<td>$9,250</td>
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<tr>
<td>City Lights Theatre Company of San Jose</td>
<td>San Jose</td>
<td>$8,325</td>
</tr>
<tr>
<td>de Saisset Museum</td>
<td>Santa Clara</td>
<td>$3,600</td>
</tr>
<tr>
<td>El Camino Youth Symphony</td>
<td>Palo Alto</td>
<td>$5,400</td>
</tr>
<tr>
<td>Firebird Youth Chinese Orchestra</td>
<td>San Jose</td>
<td>$4,400</td>
</tr>
<tr>
<td>Ives Quartet</td>
<td>Palo Alto</td>
<td>$3,300</td>
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<tr>
<td>Kaisahan of San Jose Dance Co., Inc.</td>
<td>San Jose</td>
<td>$3,300</td>
</tr>
<tr>
<td>MACLA/Movimiento de Arte y Cultura</td>
<td>San Jose</td>
<td>$9,000</td>
</tr>
<tr>
<td>Music for Minors</td>
<td>Mtnn View</td>
<td>$8,325</td>
</tr>
<tr>
<td>Oriki Theater</td>
<td>Mtnn View</td>
<td>$3,300</td>
</tr>
<tr>
<td>Pacific Art League</td>
<td>Palo Alto</td>
<td>$3,600</td>
</tr>
<tr>
<td>Palo Alto Art Center</td>
<td>Palo Alto</td>
<td>$8,325</td>
</tr>
<tr>
<td>Palo Alto Chamber Orchestra (PACO)</td>
<td>Palo Alto</td>
<td>$3,600</td>
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<tr>
<td>Peninsula Symphony</td>
<td>Los Altos</td>
<td>$5,400</td>
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<tr>
<td>Peninsula Women's Chorus</td>
<td>Palo Alto</td>
<td>$2,200</td>
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<tr>
<td>Peninsula Youth Theatre</td>
<td>Mtnn View</td>
<td>$6,000</td>
</tr>
<tr>
<td>San Jose Chamber Orchestra</td>
<td>San Jose</td>
<td>$8,325</td>
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<tr>
<td>San Jose Institute of Contemporary Art</td>
<td>San Jose</td>
<td>$8,325</td>
</tr>
<tr>
<td>San Jose Jazz</td>
<td>San Jose</td>
<td>$9,250</td>
</tr>
<tr>
<td>San Jose Multicultural Artists Guild, Inc.</td>
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<td>$3,300</td>
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<tr>
<td>San Jose Museum of Quilts &amp; Textiles</td>
<td>San Jose</td>
<td>$7,200</td>
</tr>
</tbody>
</table>
San Jose Stage Company        San Jose        $5,400
San Jose Taiko               San Jose        $9,000
San Jose Youth Symphony     San Jose        $5,400
Schola Cantorum             Mtn View        $2,200
Shady Shakespeare Theatre Company Santa Clara $2,200
Silicon Valley Jewish Film Festival Cupertino $2,200
Stanford Jazz Workshop      Stanford        $10,000
Tabard Theatre Company      San Jose         $3,600
Triton Museum of Art        Santa Clara      $5,400
Vivace Youth Chorus         San Jose         $2,200
Zohar Dance Company         Palo Alto        $3,300

35 organizations TOTAL      $188,025

c) Artist Laureates (formerly known as Artist Fellowships) are awarded annually by ACSV to recognize professional working artists. Six laureate prizes of $5,000 were awarded to regional artists who are seriously committed to their art form and have a demonstrated history of professional activity in Santa Clara County. To broaden our inclusiveness of developing art forms and genres, the Arts Council combined and re-named laureate categories, as well as added the new “Emerging Artist” and “Legacy” categories. We received 65 applications this year, and awarded one Laureate prize in each of the following categories: On the Wall (2-dimentional, affixed on wall surface), Off the Wall (3-dimentional, free-standing, viewed from all angles), On Stage (performed by artist on formal or informal stage), Off Stage (produced by artist off stage, backstage, pre-performance; includes all literary forms), Emerging Artist (less than 2 years professional experience), and Legacy (lifetime achievement).

ARTIST LAUREATE RECIPIENTS    City          Grant Amt
Kelly Detweiller (On the Wall) Santa Clara $5000
Chris Eckert (Off the Wall)    San Jose       $5000
Barbara Day Turner (On Stage)  San Jose       $5000
Elizabeth McKenzie (Off Stage) Santa Cruz  $5000
Jeffrey Lo (San Jose)          San Jose       $5000
Robert Kelley (Legacy)         Menlo Park    $5000
6 Laureates TOTAL             $30,000

d) Leadership Grants
In the past, our Executive Director has had a small reserve fund to support artists, events, or programs that fall outside the normal grant process. In November 2010, “discretionary granting” was replaced by strategic support for unique leadership opportunities.

In 2011-12, ACSV contributed $4,000 to support the Arts Index, an Americans for the Arts initiative to provide tools to better understand the characteristics of the cultural life of individual communities as measured at the County level.

ACSV also allocated $2,500 to co-host the October 2012 preconference convening for the National Grantmakers in the Arts convention to be held in Miami Beach. This conference is the
only opportunity for arts grantmakers from across the country to come together to share knowledge, to develop collective strategies and learn about new initiatives in arts grantmaking.

**e) ArtsConnect**
The Arts Council supports individual artists and at-risk youth in our community through our ArtsConnect program, which annually brings professional artists to work with teens, ages 13-18, within the Alternative Schools Department of the Santa Clara County Office of Education, children’s shelters, group homes and juvenile hall.

Since the program’s inception in 1989, ArtsConnect has served over 20,000 youth throughout the County. The program is guided by the strong belief that through arts experiences, youth can access their creativity and transform it into a positive outlet for healing and expression. ArtsConnect artists teach a variety of artistic disciplines including painting, drawing, dance, music, sculpture, paper-making, theater, and poetry. At the end of the year, students are invited to a celebratory reception at a local museum where they perform for each other and view their artwork, which is displayed in a month-long exhibit. This year’s reception will be held at the Triton Museum in Santa Clara on May 10, 2012.

This year, we contracted with **five (5) artists** to work **144 hours** with more than **150 teens** at **seven (7) sites** throughout the county. The sites are:

1. Alternative Placement Academy – San Jose
2. Blue Ridge @ James Ranch – Morgan Hill
3. Muriel Wright Residential Center – San Jose
4. Edge (formerly Novo) Community School – San Jose
5. Odyssey Community School – San Martin
6. Osborne @ Juvenile Hall – San Jose
7. Pathfinder Academy Community School – San Jose

Our ArtsConnect teaching contracts decreased from last year, due to fewer requests from the County’s Alternative Schools. Unlike most enterprises, decrease in demand for ArtsConnect services is **good** news — it means that more students are being sent back to regular classrooms. While demand has decreased, students who remain in the system benefit greatly from ArtsConnect experiences. Continuation of this valuable program is made possible by funds we receive from Santa Clara County, the County Office of Education, and support from individuals and private family foundations.

**II. Technical, Professional and Organizational Development Services in the Arts**
ACSV provides a variety of workshops and technical assistance opportunities to arts organizations to enhance their ability to raise funds, increase their audiences, and operate more efficiently and effectively. Last year’s activities included:

**a) Grant information/training workshops**
Many of the smaller arts groups are volunteer-run, with their funds development function handled by board members, artistic directors, or community volunteers.
Without professional fundraising staff, groups often require guidance that enables them to create clear and thorough grant applications. This fiscal year we provided four workshops:

- Informational Grants Workshop for applicants
  - September 30, 2011 at Sobrato Conference Center, San Jose
- Training Workshop for California Cultural Data Project (CDP) requirement
  - October 13, 2011 at Mountain View City Hall
- Training Workshop for California Cultural Data Project (CDP) requirement
  - October 13, 2011 at San Jose City Hall (co-presented with City of San Jose Office of Cultural Affairs)

**b) Streamlined Application form**

For the 2011-2012 grant year, applicants for the Arts Council’s Regional Arts Fund (RAF) and Community Arts Fund (CAF) programs were required to submit their grants online via our Common Grant Application. Instead of individual pre-screens, we produced a 2-part tutorial video to walk applicants step-by-step through the new process.

c) Over the past few years, the roster of Music & Arts participants steadily shrank, as a result of two major factors: the declining economy and advances in technology/social media. This trend dictated a program renovation in order to more efficiently and effectively serve our community of artists and arts organizations. The 40-year-old Music & Arts program concluded this past year, with the final two “grandfathered” groups closing out their accounts. In response to feedback from participating organizations, Music & Arts has been replaced by capacity building workshops.

d) Capacity Building Workshops

In response to feedback from our constituency, in 2011 we introduced Capacity Building Workshops to help organizations build and improve their financial stability as well as administrative infrastructure for sustainability. In 2012, we offered two capacity building workshops. The theme of this seminar series was “Upping Your Game,” and all-day sessions were held at the Sobrato Convention Center in San Jose:

- January 30 “Winter Meeting”
  - Topics: Social Media Audit (Part I), GrantWriting Fundamentals, and “Seeing is Believing” (how to produce a video work sample)
- April 30 “Spring Training”
  - Topics: Social Media Audit (Part II) and “Write Right” (tailoring writing styles to solicitations, marketing, and web)

Workshops were limited to 20 participants and were filled to capacity (86 total attendees, for four workshops). Representatives from 41 local arts organizations plus three individual artists participated in one or both workshops.

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>CITY</th>
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<tbody>
<tr>
<td>Abhinaya Dance Company</td>
<td>San Jose</td>
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</tbody>
</table>
Addison Penzak Jewish Comm Ctr          Los Gatos
Ariel Theatrical                        Salinas
Art Museum of Los Gatos                Los Gatos
Arts Action 21                         Sunnyvale
Ballet San Jose                        San Jose
Binky Binky Bobolinky                  Santa Cruz
Cantonese Opera Association            Sunnyvale
Children's Discovery Museum            San Jose
Chinese Perf Artists of America        San Jose
City Lights Theatre                    San Jose
El Camino Youth Symphony               Palo Alto
Ives Quartet                           Palo Alto
MACLA /Movimiento de Arte              San Jose
Mission Chamber Orchestra              San Jose
Montalvo Arts Center                   Saratoga
Music for Minors                       Mountain View
Office of Human Relations               San Jose
Palo Alto Art Center                   Palo Alto
Peninsula Symphony                     Los Altos
Peninsula Youth Theatre                Mountain View
Poetry Center San Jose                 San Jose
QUADRE                                 Mountain View
RAFT                                   Redwood City
Russian House Kedry                     San Jose
San Jose Chamber Music Society         San Jose
San Jose Mus of Quilts & Textiles      San Jose
San Jose Taiko                         San Jose
San Jose Youth Symphony                San Jose
Santa Clara Chorale                    Santa Clara
Schola Cantorum                        Mountain View
Shady Shakespeare                      Santa Clara
Shared Adventures                      Santa Cruz
South Bay Guitar Society                San Jose
South Valley Symphony                  Gilroy
St. Paul's Creative Arts               San Jose
Sunday Friends                         San Jose
Triton Museum of Arts                  Santa Clara
United Artist Repertory Theatre        San Jose
United Nations Film Festival            Stanford
Vivace Youth Chorus                    San Jose

III. Marketing and Promotion for the Arts/Audience Development

LiveSV.com (formerly Artsopolis) is the leading online provider of Silicon Valley cultural event and activity information. At any given time, the website lists 1,000+ events representing a culturally diverse list of 900-plus arts and cultural organizations presenting at over 700 venues. The website receives nearly 1.2 million visitors each year that includes both local residents and
visitors. In addition to these services, Artsopolis provides a local artist directory, local business listings, video previews, audience reviews, job and audition postings, workshop information, and more.

Artsopolis Tickets is the region’s leading discount ticket provider with more than 13,000 subscribers receiving 50% discounts through our weekly e-newsletter, Discover the Discounts. On average, each issue features 10-15 discount offers representing all artistic disciplines, geographic areas and cultural backgrounds. Annually, Artsopolis sells approximately 12,000 tickets from which roughly $200,000 is returned to participating cultural organizations. These offers not only help local organizations improve their bottom line, but they also help to introduce new audience members and even subscribers who had never before attended the organization’s events. Beyond discount tickets, Artsopolis also provides full-price/full-service online ticketing for organizations that lack the staff or resources necessary to manage it themselves.

In addition to its local marketing program, the success of the Artsopolis.com calendaring website has led to a software development program whereby Arts Council Silicon Valley licenses this software to other communities around the United States. Known nationally as “the Artsopolis Network”, we now license our system to 37 other communities, including Philadelphia, Boston, Nashville, Phoenix, Houston, Providence, Austin, and Sacramento. Approximately 25% of the U.S. population now has access to an Artsopolis-powered calendaring website.

IV. Events and Convenings
The Arts Council creates public value for the arts, and motivating the public to support the arts is a critical part of what we do. Together with strategic partners such as 1st ACT, San Jose Arts Commission/Office of Cultural Affairs, and the Arts & Cultural Roundtable, the Arts Council continually works to develop and advance messaging and policies to attract stable funding for the arts and create a healthy, diverse region. We monitor local, regional and national arts scene activities, disseminate arts-related information, and convene the arts community and external stakeholders. Last year, significant activities included:

a) Together with the City of San Jose, Arts Council co-hosted the Art & Technology Preconference of the Grantmakers in the Arts National 2011 Conference “Embracing the Velocity of Change,” held October 9-12, 2011.

b) In partnership with the City of San Jose Office of Cultural Affairs, the Arts Council officially joined Arts & Economic Prosperity IV, the Americans for the Arts latest national economic impact study. Since August 2010 ACSV has been responsible for collecting detailed financial and programming information from all of the arts and culture organizations located in Santa Clara County, as well as audience-intercept surveys from people who are attending arts and culture events. Participation in this important research project will allow us to quantify the economic impact of the arts and culture industry in Santa Clara County. A final report will be available in May 2012.
V Special County Project: Santa Clara County Poet Laureate

In 2009, at the request of the County, ACSV helped create the position of Santa Clara County Poet Laureate, coordinating an extensive selection process. Nils Peterson was honored as the County's first Laureate, serving for two years – thru April 2011.

Arts Council coordinated the process of selecting the new Poet Laureate beginning in August 2010. Sally Ashton was selected as Poet Laureate in March and recognized by the County Board of Supervisors in April 2011. Her term runs through April 2013 and the Arts Council assists in coordinating her Laureate activities and provides funding for Laureate project expenses.

Without County support we would not be able to continue the work we do with the same level of impact. The critical element of our County funding is that it gives us significant ability to leverage that support. For every dollar the County provides, we raise an additional seven dollars. Continuity of support is critical to sustaining the arts in a valley that prides itself on creativity and innovation. Thank you for your investment in the cultural vitality of our County.

FY 11-12

Report to the County of Santa Clara

Community Arts Fund 49,870
Regional Arts Fund 55,870
Artist Laureate 25,870
Discretionary Grants 4,433  Grantmakers in the Arts & Americans for the Arts
ArtsConnect - Arts Education 16,500
Technical & Organizational Assist 43,870
Marketing and Promotion 42,500  Audience Development
Poet Laureate 4,000
Management & Administration 42,087
Total County Investment 285,000

The above numbers include direct County funding allocated to the projects listed in the Memorandum of Understanding for FY 2011-2012. Funds are used for a variety of purposes including grant making, operations, administration, coordination and other program costs.