

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm Supervisor, District 1 and Robert M. Weygandt Supervisor, District 2

DATE: February 9, 2010

SUBJECT: REVENUE SHARING – Approve appropriation of \$1,350 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *23rd Annual Feats of Clay Event* to support the annual event and year round programs, as requested by Supervisor Rockholm (\$150) and Supervisor Weygandt (\$1,200).

ACTION REQUESTED

Approve appropriation of \$1,350 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *23rd Annual Feats of Clay Event* to support the annual event and year round programs, as requested by Supervisor Rockholm (\$150) and Supervisor Weygandt (\$1,200).

BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked to approve appropriations to help support the Lincoln Arts and Culture Foundation *23rd Annual Feats of Clay Event*. The Lincoln Arts and Culture Foundation founded in October 1986, supports and promotes the arts, culture and history in the greater Lincoln area. This internationally known ceramic art exhibition brings thousands of visitors each year who tour the City of Lincoln and many Placer County venues. The funds designated towards this popular event will aid the Lincoln Arts year round programming designed for after school art classes, educational programs for teachers as well as students, a full year of gallery exhibits for new and upcoming artist and the free concerts held in the Beermann Plaza in Lincoln.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



January 12, 2010

Placer County Board of Supervisors
Attn: Robert Weygandt
175 Fulweiler Ave
Auburn, CA 95603

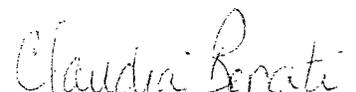
Dear Robert,

Feats of Clay, Lincoln Arts and Placer County's Premier ceramics competition will celebrate its 23rd year this coming spring. This event brings thousands of art and history lovers to Placer County each year – people who not only enjoy the exhibition, but also spend money for food, gas and lodging while they are here. In 2009 we had over 5000 visitors, 295 of which stayed overnight in local hotels. We had visitors as far away as Utah, Nevada, and Southern California, mostly due to an article in Via Magazine.

Lincoln Arts has also decided once again to sponsor the one day street fair, ClayFest, and the light hearted competition, Teams of Clay, this year. Until last year these events were put on by others, but, since they had been dropped from their calendars, and we didn't want to see such important community events die, we took them on last year with fantastic results. The competition and other events bring together all age groups and cultures for free and low cost fun while also advertising one of Placer County's products – our premium clay. It is very expensive, (about \$50,000) for us to bring Feats of Clay to the community each year -- a huge financial outlay for such a small arts agency. We feel, however, that the economic impact far outweighs the expenditure. Because of this, Lincoln Arts seeks financial sponsorship. We would like to ask the board of supervisors to grant us \$10,000 this year. This is a very important donation, as our sponsors have cut way back and I'd hate to see Placer County loose this unique, one of a kind, event due to lack of support from our county.

All events will have to be advertised, and, as you know, funding for the arts in California is nearly nonexistent now. Because of this we must depend on our friends to extend our outreach. Most of our advertising in the past has focused on our own area, but this year, because the competition has grown so much, our goal is to reach further, including a much larger part of the Bay Area, South Bay Area and Marin County. We feel that art lovers in those affluent areas will be drawn to these events if they are made aware of them – bringing more tourist dollars into Placer County. We are requesting \$10,000 this year from the Placer County Supervisors to assist us in spreading the word. Your generous contribution will be acknowledged in the show program, signage at the Grand Opening Benefit, as well as other advertising. You will also receive 10 complimentary tickets to the reception on April 24, 2010. A few days later the docent-guided tours of the factory allow the public to view the show beginning April 28th and continuing through May 30th, one week longer.

On behalf of Lincoln Arts I thank you for your past contributions and those you will allocate for 2010, Please note, I really hate having to ask for so much, Robert, but "Feats" is a jewel to this County and to loose it would be very sad.


Claudia Renati,
Executive Director, Lincoln Arts

