



**MEMORANDUM
COUNTY EXECUTIVE OFFICE
ECONOMIC DEVELOPMENT**

TO: Board of Supervisors
FROM: David Boesch, County Executive Officer
David Snyder, Director

DATE: June 21, 2016

SUBJECT: Contract – Arts Council of Placer County FY 2016-17

ACTION REQUESTED

Adopt a Resolution designating the Arts Council of Placer County DBA PlacerArts, as Placer County's local partner in the California Arts Council State and Local Partnership program.

Authorize the County Executive Officer to sign a contract with the Arts Council of Placer County to promote and encourage interest and participation in the arts and humanities within Placer County, in the amount of \$150,000, for the period of July 1, 2016 through June 30, 2017.

BACKGROUND

The Arts Council of Placer County serves as Placer County's local partner in the State/Local Partnership Program to foster the performing, visual and literary arts in California. The California Arts Council (CAC) provides funds to private non-profit organizations and municipal commissions that have been designated by local governments as partners in the promotion of the arts. PlacerArts has served as the County's local partner for the past 30 years. The attached contract will provide funding for local arts and humanities activities and promotions for the 2016-17 fiscal year. A copy of the resolution and contract is attached.

PlacerArts promotes, supports and coordinates arts and humanities programs and activities, including the California State Summer School for the Arts recognition program; Poetry Out Loud: National Recitation Contest; Gold Country Writers, Placer Artists League and Auburn Hip Hop Congress. Current services and programs provided also include: ARTspace for teaching and learning, arts events calendaring, arts directory, a quarterly arts magazine, *Placer Arts* 360 collaborative brand arts marketing, the agency's website PlacerArts.org, monthly e-blasts and social media alerts; the annual Summer Series concerts, Auburn and Colfax Art Walks, and the Autumn Art Studios Tour.

FISCAL IMPACT

Funding is provided by the FY 2016-17 Proposed Budget-County Executive Office, Community and Agency Support appropriation.

ATTACHMENTS Resolution
 Contract

Before the Board of Supervisors County of Placer, State of California

In the matter of:

Resol. No: _____

A RESOLUTION DESIGNATING THE ARTS COUNCIL OF PLACER COUNTY (PLACERARTS) AS PLACER COUNTY'S LOCAL PARTNER IN THE CALIFORNIA ARTS COUNCIL'S STATE/LOCAL PARTNERSHIP PROGRAM AND APPROVING PLACERARTS' PARTNERSHIP WITH THE CALIFORNIA ARTS COUNCIL AND AUTHORIZING EXECUTION OF A GRANT CONTRACT WITH THE CALIFORNIA ARTS COUNCIL

The following Resolution was duly passed by the Board of Supervisors of the County

of Placer at a regular meeting held on _____ by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Chair, Board of Supervisors

Attest: _____
Clerk of said Board

WHEREAS, the purpose of the State/Local Partnership Program is to foster the performing, visual and literary arts in California. To this end, the California Arts Council (CAC) provides funds to private non-profit organizations and municipal commissions that have been designated by local governments as partners in the promotion of the arts; and

WHEREAS, PlacerArts is requesting a resolution to continue as the County's local partner in the CAC State/Local Partnership Program. PlacerArts has served as Placer County's local partner for the past 30 years; and

WHEREAS, a Resolution from your Board is needed to validate PlacerArts' application for State CAC funds. The State funds will be used to complete PlacerArts' FY 2016-17 budget. Without the Resolution, PlacerArts will not be eligible to receive State CAC funding.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors of the County of Placer hereby approves the submittal of an application by PlacerArts to the California Arts Council and designates PlacerArts to execute the FY 2016-17 California Arts Council grant as approved by the California Arts Council.

AGREEMENT WITH THE ARTS COUNCIL OF
PLACER COUNTY FOR PROFESSIONAL SERVICES

BEGINS: 7/1/2016
ENDS: 6/30/2017

WHEREAS, the Arts Council of Placer County DBA PlacerArts, hereinafter referred to as "CONTRACTOR", and County of Placer, hereinafter referred to as "COUNTY", are mutually desirous of entering into an Agreement whereby CONTRACTOR will perform certain services for the COUNTY as they pertain to the development and promotion of the arts and humanities in Placer County.

WHEREAS, CONTRACTOR is willing to perform such services,

NOW, THEREFORE, IT IS MUTUALLY AGREED by and between the parties as follows:

1. The term of this Agreement shall be in effect from July 1, 2016, through June 30, 2017.
2. COUNTY allocates for use by CONTRACTOR the sum of **One Hundred and Fifty Thousand (\$150,000)**, subject to the terms and conditions of this Agreement, as set forth in the "Scope of Work" attached hereto as Exhibit "A". Payments shall be made in accordance with "Payment Schedule," attached hereto as Exhibit "B".
3. This contract amount is valid and enforceable only if sufficient funds are available in the 2016/2017 County Budget. It is mutually agreed that if sufficient funds are not available for this contract, the contract and budget shall be amended solely at the discretion of the COUNTY to reflect any reduction in funds. The County retains the unilateral authority to cancel this contract with thirty (30) days' notice in the advent that the County determines that the State of California proposed budget and or transfer of unfunded or insufficiently funded program responsibilities adversely impacts County revenues. Furthermore, any unencumbered funds remaining at the termination date of this Agreement shall revert to the COUNTY.
4. CONTRACTOR shall, subject to the laws of the State of California, manage and use such funds within the limits and provisions of this Agreement to the end that such funds shall be used to perform the services set forth in the "Scope of Work" attached hereto.
5. CONTRACTOR hereby agrees to protect, defend, indemnify, and hold PLACER COUNTY free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by PLACER COUNTY arising in favor of any party, including claims, liens, debts, personal injuries, death, or damages to property (including employees or property of the COUNTY) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of, the contract or agreement. CONTRACTOR agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the CONTRACTOR. CONTRACTOR also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against CONTRACTOR or the COUNTY or to enlarge in any way the CONTRACTOR'S liability but is intended solely to provide for indemnification of PLACER COUNTY from liability for damages or injuries to third persons or property arising from CONTRACTOR'S performance pursuant to this contract or agreement.

As used above, the term PLACER COUNTY means Placer County or its officers, agents, employees, and volunteers.

6. INSURANCE:

CONTRACTOR shall file with COUNTY concurrently here with a Certificate of Insurance, in companies acceptable to COUNTY, with a Best's Rating of no less than A:VII showing.

7. WORKER'S COMPENSATION AND EMPLOYERS LIABILITY INSURANCE:

Worker's Compensation Insurance shall be provided as required by any applicable law or regulation. Employer's liability insurance shall be provided in amounts not less than one million dollars (\$1,000,000) each accident for bodily injury by accident, one million dollars (\$1,000,000) policy limit for bodily injury by disease, and one million dollars (\$1,000,000) each employee for bodily injury by disease.

If there is an exposure of injury to CONTRACTOR'S employees under the U.S. Longshoremen's and Harbor Worker's Compensation Act, the Jones Act, or under laws, regulations, or statutes applicable to maritime employees, coverage shall be included for such injuries or claims.

Each Worker's Compensation policy shall be endorsed with the following specific language:

Cancellation Notice - "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the County of Placer".

Waiver of Subrogation - The workers' compensation policy shall be endorsed to state that the workers' compensation carrier waives its right of subrogation against the County, its officers, directors, officials, employees, agents or volunteers, which might arise by reason of payment under such policy in connection with performance under this agreement by the CONTRACTOR.

CONTRACTOR shall require all SUBCONTRACTORS to maintain adequate Workers' Compensation insurance. Certificates of Workers' Compensation shall be filed forthwith with the County upon demand.

8. GENERAL LIABILITY INSURANCE:

A. Comprehensive General Liability or Commercial General Liability insurance covering all operations by or on behalf of CONTRACTOR, providing insurance for bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for:

(1) Contractual liability insuring the obligations assumed by CONTRACTOR in this Agreement.

B. One of the following forms is required:

- (1) Comprehensive General Liability;
- (2) Commercial General Liability (Occurrence); or
- (3) Commercial General Liability (Claims Made).

C. If CONTRACTOR carries a Comprehensive General Liability policy, the limits of liability shall not be less than a Combined Single Limit for bodily injury, property damage, and Personal Injury Liability of:

- One million dollars (\$1,000,000) each occurrence
- Two million dollars (\$2,000,000) aggregate

D. If CONTRACTOR carries a Commercial General Liability (Occurrence) policy:

(1) The limits of liability shall not be less than:

- One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
- One million dollars (\$1,000,000) for Products-Completed Operations
- Two million dollars (\$2,000,000) General Aggregate

(2) If the policy does not have an endorsement providing that the General Aggregate Limit applies separately, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).

E. Special Claims Made Policy Form Provisions:

CONTRACTOR shall not provide a Commercial General Liability (Claims Made) policy without the express prior written consent of COUNTY, which consent, if given, shall be subject to the following conditions:

(1) The limits of liability shall not be less than:

- One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
- One million dollars (\$1,000,000) aggregate for Products Completed Operations
- Two million dollars (\$2,000,000) General Aggregate

(2) The insurance coverage provided by CONTRACTOR shall contain language providing coverage up to one (1) year following the completion of the contract in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims-made policy.

Conformity of Coverages - If more than one policy is used to meet the required coverage, such as a separate umbrella policy, such policies shall be consistent with all other applicable policies used to meet these minimum requirements. For example, all policies shall be Occurrence Liability policies or all shall be Claims Made Liability policies, if approved by the County as noted above. In no cases shall the types of polices be different.

9. ENDORSEMENTS:

Each Comprehensive or Commercial General Liability policy shall be endorsed with the following specific language:

A. "The County of Placer, its officers, agents, employees, and volunteers are to be covered as insured as an additional insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement."

B. "The insurance provided by the CONTRACTOR, including any excess liability or umbrella form coverage, is primary coverage to the County of Placer with respect to any insurance or self-insurance programs maintained by the County of Placer and no insurance held or owned by the County of Placer shall be called upon to contribute to a loss."

C. "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the County of Placer."

10. AUTOMOBILE LIABILITY INSURANCE:

Automobile Liability insurance covering bodily injury and property damage in an amount no less than one million dollars (\$1,000,000) combined single limit for each occurrence.

Covered vehicles shall include owned, non-owned, and hired automobiles/trucks.

11. ADDITIONAL REQUIREMENTS:

Premium Payments - The insurance companies shall have no recourse against the COUNTY and funding agencies, its officers and employees or any of them for payment of any premiums or assessments under any policy issued by a mutual insurance company.

Policy Deductibles - The CONTRACTOR shall be responsible for all deductibles in all of the CONTRACTOR's insurance policies. The maximum amount of allowable deductible for insurance coverage required herein shall be \$25,000.

CONTRACTOR's Obligations - CONTRACTOR's indemnity and other obligations shall not be limited by the foregoing insurance requirements and shall survive the expiration of this agreement.

Verification of Coverage - CONTRACTOR shall furnish the County with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the County before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the CONTRACTOR's obligation to provide them. The County reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Material Breach - Failure of the CONTRACTOR to maintain the insurance required by this agreement, or to comply with any of the requirements of this section, shall constitute a material breach of the entire agreement.

12. CONTRACTOR agrees that COUNTY shall have the right to inspect, at any reasonable time, all of CONTRACTOR'S books, records, and management documents pertaining to CONTRACTOR'S management of the funds herein.

13. It is agreed by and between the parties hereto that this contract shall not be assigned by CONTRACTOR without the express written consent of COUNTY in advance of any such assignment.

14. CONTRACTOR shall in no instance expend funds or use resources derived from this Agreement for any political activity.

15. COUNTY shall pay to CONTRACTOR the sum of ONE HUNDRED AND FIFTY THOUSAND (\$150,000), subject to the terms and conditions stated herein.
16. COUNTY has sole discretion to withhold payment for costs incurred by CONTRACTOR when it is determined by COUNTY that CONTRACTOR is not fulfilling any condition of this contract.
17. COUNTY shall have the right to terminate this Agreement upon the giving of ten (10) days written notice to CONTRACTOR if COUNTY, in its sole and exclusive judgment, finds that CONTRACTOR has violated any of the terms of the Agreement. Either party may terminate this Agreement for any reason upon thirty (30) days advance written notice.
18. CONTRACTOR shall throughout the term of this Agreement remain registered as a non-profit corporation with the Secretary of State's Office and possess a federal tax exempt identification number.

IN WITNESS WHEREOF, this Agreement is executed by and on behalf of the parties hereto.

By: _____
David Boesch
County Executive Officer

Dated: _____

By: _____
Bob Reich Executive Director
The Arts Council of Placer County DBA PlacerArts

Dated: _____

By: _____
John Marin
Chair, Board of Trustees
The Arts Council of Placer County DBA PlacerArts

Dated: _____

Approved:

By: _____
Placer County Counsel

Dated: _____

Exhibit A
PLACERARTS 2016 SCOPE OF WORK

SECTION I – OVERVIEW

The Arts Council of Placer County, dba PlacerArts, is a non-profit, public benefit agency and the designated state-local partner of the California Arts Council. PlacerArts is a catalyst for the arts and humanities throughout Placer County serving residents, visitors, artists, arts organizations and partner agencies with programs, advocacy, resources, collaborations and support.

PlacerArts provides arts and arts support services for residents and visitors throughout Placer County. Among the many programs and activities of PlacerArts are ARTspace, which provides art education/instruction to children, youth, and adults throughout Placer County; the Auburn Art Walk; the PlacerArts Studios Tour; Hip Hop Congress, which has expanded to include youth community programming in So. Placer and other regions, plus the Auburn area; Placer Artists League, a group of active visual artists who meet regularly for presentations, demonstrations and education, as well as exhibitions in the County; the annual Summer Series free concerts; and *Perspectives on Arts*, a quarterly visual, performing and literary arts magazine featuring Placer artists and events countywide.

PlacerArts strategic objectives for FY 2016-17 include strengthening agency capacity, specifically through accountability, transparency, and stability; expanding capacity for economic development, arts education and participation; deepening capacity through increased access, diversity, multicultural arts and enhanced communications, and reviewing agency capacity through needs and program assessments, evaluation and effective communications. The following four paragraphs address specific program functions and their strategic objectives in more detail.

SECTION II – OVERVIEW

ARTS AND ECONOMIC DEVELOPMENT: Economic Development through Creative Expression

PlacerArts programs and the arts in general contribute to county economic development in multiple ways. Several programs draw cultural tourists and visitors from outside of Placer County who spend money in galleries, restaurants, hotels, gas stations, retail stores and other businesses. Arts organizations and audiences support jobs and generate government revenue. The many arts organizations and artists in Placer County spend their money in our county. See report from Americans For The Arts outlining the economic impact of the arts in Placer County as of 2013.

The following information was taken from an economic impact calculator through the study of similarly sized arts organizations from Americans for the Arts.

Expenditure Source	Total Expenditures	FTE Jobs	Local Government Revenue
PlacerArts	\$323,000	11.8	\$12,355
Participants/Audiences	\$615,961	17.5	\$31,750
Total Economic Impact	\$938,961	29.3	\$44,105

The economic simulation indicates that PlacerArts and the audiences who participate spend nearly \$1 million dollars as a result of this business being located in Placer County. Nearly 30 jobs (those included as employees and contractors of the organization) and vendors and suppliers (businesses) working with PlacerArts Arts, are supported. Additionally, the overall local government revenue is increased by over \$44,000 as a result of PlacerArts' programming and services in support of the arts in Placer County.

EDUCATION: Development of the Individual

PlacerArts promotes and supports arts in education programs through its own programs and in cooperation with schools and districts throughout the county. Among the programs are: ongoing arts classes and workshops in Auburn and Rocklin with expansion into other areas of Placer County in 2016-2017; at risk youth expressive arts; support of expanded access to arts education for children, youth and adults; Poetry Out Loud targeting high school students; student and school participation in the Auburn Art Walk. Additionally, PlacerArts will reintroduce workshops for artists wishing to develop their business and professional skills for enhancing arts as a career.

COMMUNICATIONS: The Flow of Information

PlacerArts publishes a free quarterly print magazine (also available online) that serves more than 9,000 readers each issue and which features information on upcoming art events, exhibitions, and opportunities for literary, visual and performing arts, along with in-depth arts commentary. Additionally, PlacerArts issues a bi-weekly e-newsletter of arts information and events to over 1,300 members and friends of the arts.

PROGRAM SUPPORT: Working for Program Success

PlacerArts works to assure that every art program it fosters, sponsors, manages or assists is provided with excellence in responsive and professional "behind the scenes" technical and administrative support for success, which includes but is not limited to planning, volunteer recruitment and management, fiscal management and reporting, membership data and tracking, program and administrative expertise and guidance, purchasing assistance, program facilities, information/communication, publicity, and funding when needed to meet direct expenses that exceed program revenues.

SECTION III - OUTREACH AND PARTNERSHIPS

PlacerArts has an extensive outreach program with strong regional partnerships. Outreach includes literary, visual and performing art presentations in various community locations including libraries and parks (free of charge), and collaboration with a wide variety of community and public organizations and agencies. These outreach activities serve both as cross cultural exchanges and involvement of artists, the general public and public representatives in the active participation of creation and community building. During 2016-17, PlacerArts will extend its interaction with various regional arts organizations in the County to encourage reciprocal participation that will foster closer working relationships, collaborative planning and agency interactions.

SECTION IV - PLACERARTS FUNDING AND EMPLOYMENT SUMMARY

PlacerArts is funded through a variety of sources to raise a \$312,125 current annual budget. PlacerArts staffing consists of two full time employees (Executive Director and Administrative Coordinator) and various contract providers that carry out and support arts programs throughout the county and perform necessary administrative functions required of a non-profit agency.

SECTION V - SCOPE OF WORK – PLACER ARTS MAJOR PROGRAM/ACTIVITIES FOR 2016-17

- ***Perspectives on Arts Magazine*** is a quarterly visual, performing and literary arts magazine distributed regionally.
 - *Perspectives* provides visibility for PlacerArts and the arts in general throughout the county.
 - It has been one of the premiere programs of PlacerArts for over 15 years.

- It is mailed to between 750 and 1,000 PlacerArts members and selected others and distributed to over 35 outlets including libraries, government offices, galleries, businesses and organizations, depending on the issue.
 - 3,500 to 5,000 (depending on the issue) are printed and distributed quarterly.
 - It is also available online through the PlacerArts website.
 - *Perspectives* highlights PlacerArts programs, artists and organizations in Placer County, arts happenings of interest, events and other information.
 - By promoting the arts, artists and organizations, it stimulates support for the arts that provides economic benefits.
 - Stories are selected by the Editor and Executive Director, with input from others as appropriate.
 - Stories are written by several contributing writers and photos are collected or arranged by a contracted editor.
- **The Old Library Art Studio (OLAS)** is a community of artists-in-residence generating waves of creativity flowing out to the community, The OLAS studio artists provide instruction and special programs and also participate in the Auburn Art Walks and the Autumn Art Studios Tours.
 - The OLAS program, now in its 16th year, has been very successful, providing working studio space for artists at an affordable rent.
 - OLAS is a partnership with the City of Auburn, the owner of the building, that PlacerArts rents from, programs and operates.
 - The program supports working artists as well as showcasing working studios for visitors.
 - An estimated 1,500 visitors come through OLAS annually.
 - The OLAS building is also utilized for exhibits, shows and events.
 - There is great community benefit preserving and utilizing an historic building.
 - There are currently 5 working artists with studios in the building, with a new space to be filled by an emerging artist in the fall of 2016 in collaboration with the Auburn Arts Commission.
 - There is economic gain for the artists in creating works they sell, participation in public events to stimulate sales and classes they offer that generate revenue.
- **ARTspace for Teaching and Learning**, PlacerArts' education program, is designed to bring artists and student artists together in a teaching and learning environment.
 - ARTspace provides a variety of ongoing classes, workshops, summer academy, seminars, artists-in-residences, schools programs, collaborations and other activities for adults, youth and children at all levels in multiple visual arts mediums.
 - Weekly classes for children age 6 through adults are offered six days a week in Auburn and Rocklin.
 - ARTspace classes will expand in 2016-2017 to other cities as venues and as student demand allows.
 - New this year, ART HOUR will be launched this summer in Auburn and Rocklin. ART HOUR is a single session art class at a reduced rate, designed to make the arts accessible to students at all income levels, targeting ages 7 to 9.
 - ARTspace provides free hands-on kids art activities at over 15 different community events, festivals and fairs, reaching 750 to 1,000 children as well as providing exposure for PlacerArts and the education programs.

- ARTspace offers opportunities for teens to work on college portfolio preparation, volunteer opportunities for community service credit and for mentoring by participating professional artists.
 - ARTspace hosts four student shows annually and encourages students to participate in juried exhibitions.
 - PlacerArts now offers a 10% discount to its members on classes and workshops.
 - Special classes and workshops during school breaks and summer offer arts opportunities to students.
 - Current ongoing participation for the year round program is approximately 35 students (primarily children and teens), plus additional students registering for individual classes.
 - Workshop attendance ranges from 6 to 8 per workshop (designed to be small).
 - Adult workshops are offered to 3 to 4 times per year.
 - Children's workshops are offered 8 to 10 times per year.
 - Average attendance at model session is 6 to 8 artists (17 different artists are on the current class roster).
 - ARTspace provides extensive community benefits through providing quality arts education that has been diminished or eliminated from our schools, builds future arts audiences and artists and adds to the quality of life in our communities
 - ARTspace provides income for the working artists conducting the classes, generates revenue for the businesses and governments through rental of class and workshop spaces and generates revenue for arts related businesses through the purchase of supplies.
- **The Auburn Art Walk** showcases the works of area artists in partnership with stores and businesses in downtown Auburn and Old Town Auburn. Held First Fridays in April, June, August and October.
 - The Auburn Art Walk attracts over 500 people to each of the four nights.
 - The event was moved to the First Friday of the selected months to stimulate increased attendance, which proved to be successful for the April 2016 event.
 - In 2016, additional entertainment has been added to enhance the event, hands-on kids art activities are now offered, we recently partnered with Placer High school for students to participate, and additional artists and venues continue to be solicited.
 - The Art Walk draws people to the downtown and Old Town corridor where they patronize participating businesses, restaurants and other businesses, and the artists have the opportunity to sell their work.
 - Exhibits remain up in the businesses for up to 2 months as a draw for the businesses, exposure for the artists and sales potential for the artists.
 - The Art Walk draws visitors not only from Auburn but other areas as well.
 - It benefits the community through a popular ongoing event and adds to the quality of life.
 - **Placer Artist League** is a group of artists who meet regularly for artist presentations, demonstrations and education, engaging in collaborative efforts, exhibition of members' work and supportive interaction.
 - Current membership is 86 and growing.

- PAL provides artists opportunities for exhibits (which can translate into sales), education with visiting artists and experts, and support of other working artists at all levels, from beginning to very experienced.
 - Exhibits draw up to about 1,000 people. One ongoing partnership is exhibits throughout the year at the Umpqua Bank branch in Lincoln.
 - PAL presents an annual Juried Art Show that draws artists from throughout the county and visitors from the region.
 - Monthly meetings of PAL members draw from 15 to 50 members, plus guests.
- **Auburn Hip Hop Congress** is a program to engage transition-aged youth (12-25) through arts education, leadership opportunities and community service outreach.
 - It reaches youth who might otherwise have no outlets, provides education through the arts and other positive activities, provides programs in and for schools, youth organizations, at-risk youth organizations, partner organizations and businesses.
 - Auburn Hip Hop Congress provides income for artists and others who conduct the programs and attracts thousands of dollars in contributions from individuals, businesses, foundations and government agencies that provide economic benefit throughout the community.
 - Hip Hop Congress reaches over 2,500 youth through the different programs, events, school functions and outreach.
- **PlacerArts Studios Tour** is an annual three-day self-guided driving tour on the 2nd weekend of November with Placer County artists showing and demonstrating their art in their studios or shared studios.
 - Now in its 23rd year, the Studios Tour is the largest annual program of PlacerArts.
 - In 2015, 97 artists participated in 57 locations from Dutch Flat to Roseville, Granite Bay and Lincoln.
 - Artists from throughout the county participate.
 - The Studios Tour stimulates economic benefit throughout the county.
 - The tour stimulates sales for the artists as well as exposure to existing and new patrons.
 - Artists purchase supplies and other needs in the county.
 - Visitors from Placer County as well as tourists from surrounding regions purchase artwork, patronize restaurants and local businesses, some stay overnight in hotels, purchase gas and other needs and add to the Placer County economy.
 - An estimated 2,000 people visit one or more studios.
 - Placer Arts hires a coordinator who lives and spends in Placer County as well as supporting businesses for marketing, supplies and other needs.
 - PlacerArts receives contributions and grants from diverse sources in and out of the county that gets spent in Placer County.
- **The Auburn Summer Concert Series**, now in its 27th year, presents free concerts featuring popular and diverse musical styles on four Sunday evenings in June and July in the outdoor Auburn-Placer County Library Garden Theater.
 - Average attendance is between 500 and 1,000 depending on the show.
 - While a majority of the attendees are from the local region, the shows attract visitors from other areas.

- This is a very popular program with plans to expand in 2017 to possibly include the new City of Rocklin amphitheater if the right shows can be offered and the amphitheater is appropriate.
 - Economic benefits include spending by audience members on gas, food and other purchases they make when they go out to the concerts.
 - Community benefits include a regular fun, varied arts and entertainment activity that draws not only from the Auburn community but surrounding areas as well.
- **Poetry Out Loud**, sponsored by PlacerArts and the California Arts Council, leads Placer County high school students in learning and understanding renowned older and modern poetry, through a series of poetry recitation competitions that begin at the individual high school level, advance to the County, State, and for the State winner, to the annual National competition in Washington DC. The Placer County competition is scheduled in late-January/early February every year.
 - Hundreds of students are exposed to poetry through the schools every year in the school competitions and preparations.
 - Five schools participated in 2016 with 8 school winners competing in the PlacerArts county competition.
 - Three other schools and 7 additional students were scheduled to participate but dropped out in the last two weeks due to schedule conflicts or two student deaths at one school in the week prior to the event.
 - For 2016 we reached out to schools throughout Placer County, home schools, alternative schools, etc. and will continue to expand the number of schools approached for the 2016-2017 program.
 - There was a lot of interest from schools who were not able to participate this year who expressed interest for next year.
- **Palette**, a bi-weekly e-mailed newsletter that spotlights events, programs, organizations, artists and arts businesses throughout Placer County. Sent to members, organizations, arts supporters throughout the region.
 - Palette is sent to over 2,000 PlacerArts members, artists, general interest lists, ARTspace attendees and available to all upon request.
 - The Palette strives to create its news from events occurring throughout Placer County by use of eye catching images, links to events and information designed to create excitement for the arts in the county.
 - Palette includes information on PlacerArts programs and events, calls to artists throughout the region, profiles leading up to the annual PlacerArts Studios Tour, fun things to do, advocacy and general arts information.
- **The Arts Directory** is a resource for artists, residents, schools, businesses, government agencies, other organizations and related needs. Listings include artists, arts related businesses, and arts related resources.
 - There are over 800 Placer County artists and over 2,900 total artists/organizations/businesses throughout the region listed in the directory.
 - The Arts Directory provides a resource for artists to gain visibility regionally as well as artists and organizations from other areas to be located and visible in Placer County.
 - Artists have profiles highlighting their experience with photos of their work, information about classes they may offer and other information as well as links to their websites.

- The directory will be expanded to add more artists, arts related businesses, public art, organization affiliations and other helpful resources.
- There is no cost to be listed.
- The directory provides opportunities for artists and organizations to promote themselves and their work, enhances sales, provides opportunities for collaborations and extensive exposure.
- A **comprehensive arts calendar** of events, programs, classes and resources for artists, residents and visitors.
 - The calendar is regionally networked providing visibility not only in Placer County but throughout Northern California.
 - The calendars reach thousands of people throughout Northern California looking for fun, interactive, and/or travel activities.
 - Through the calendar, tourists are drawn to programs, events and activities throughout Placer County, bringing money into the county, sales at restaurants, gas stations, retail stores, events, festivals, and more.
 - The calendar also provides information about arts opportunities in other areas for Placer County residents to participate in when they travel to other areas.
- PlacerArts provides **advocacy, technical assistance** and services, **fiscal receivership, partnerships** and collaborations, **marketing and promotional assistance** and **other services** throughout Placer County.
 - Advocacy includes broad promotion of artists, arts organizations, arts education and the benefits of the arts in our community.
 - Through the advocacy, there is economic benefit through increased activities, sales by artists and organizations, wages paid to arts related individuals, increased spending, contributions to organizations and more.
 - This is an ongoing effort.
 - Technical assistance offers opportunities to artists, organizations and others to be stronger, more efficient, productive and successful. This can include workshops, classes, advice and assistance with different needs.
 - Fiscal receivership provides the means for artists and organizations to apply for and receive grants and contributions they would otherwise not be able to qualify for without the partnership of a 501 © (3) organization.
 - This generates economic benefit for the artists, organizations, patrons and businesses who benefit from spending of the contributions, and in some cases outside money coming into Placer County.
 - Partnerships with organizations and businesses provide strength to PlacerArts as well as the partner organizations.
 - The collaborations and joint programs allow for more and better programs and services through joint efforts.
 - The partnerships cross promote the organizations and increase patronage.

Exhibit B
Payment Schedule

ARTS COUNCIL OF PLACER COUNTY, INC. D.B.A. PLACERARTS
PAYMENT SCHEDULE

July 9, 2016	\$100,000
January 15, 2017	<u>\$50,000</u>
Total:	\$150,000