



**MEMORANDUM
BOARD OF SUPERVISORS**
County of Placer

TO: Honorable Board of Supervisors **DATE:** August 10, 2021
FROM: Teri Ivaldi, Principal Management Analyst
BY: Teri Ivaldi, Principal Management Analyst
SUBJECT: Revenue Sharing – Art League of Lincoln 2021 Placer Artists Studios Tour

ACTION REQUESTED

Approve appropriation of \$1,350 in Revenue Sharing monies to the Art League of Lincoln as requested by Supervisor Gore (\$500), Supervisor Weygandt (\$500), Supervisor Jones (\$100) and Supervisor Gustafson (\$250).

BACKGROUND

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 Revenue Sharing funds for the Art League of Lincoln for their 2021 Placer Artists Studios Tour being held November 12 – 14, 2021. The 28th Annual Tour will feature 113 artists showing in 58 studio locations in Placer County. The Tour provides economic benefits to not only the participating artists and galleries, but to many other businesses in the county, including hotels, restaurants, retail stores, wineries and breweries. Revenue sharing contributions will be used to offset the cost of promoting the Tour.

FISCAL IMPACT

Funding is available in the FY 2021-22 Budget (Revenue Sharing)

ATTACHMENTS

1. Revenue Sharing Application

Leah Rosasco

From: Placer County Revenue Sharing
Sent: Thursday, July 8, 2021 9:34 AM
To: Leah Rosasco
Subject: FW: [EXTERNAL] Online Form Submittal: Revenue Sharing Fund Application

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Tuesday, July 6, 2021 3:25 PM
To: Placer County Revenue Sharing <RevenueSharing@placer.ca.gov>
Subject: [EXTERNAL] Online Form Submittal: Revenue Sharing Fund Application

Revenue Sharing Fund Application

Organization Name	Art League of Lincoln (for Placer Artists Studios Tour)
Address Line 1	580 Sixth Street
Address Line 2	<i>Field not completed.</i>
City	Lincoln
State	CA
Zip Code	95648
Applicant Name	Judith Schmidt for Art League of Lincoln; Gia McNutt for Placer Artists Studios Tour
Phone Number	Judith Schmidt 916 747-2162; Gia McNutt 916 502-5311
Email Address	Judith Schmidt: judymon1946@gmail.com ; Gia McNutt: placerartistsstudiotour@gmail.com
Website Address	www.PlacerArtistsTour.org
Describe the organization's purpose and/or mission and the people served.	<p>The Art League of Lincoln has been formed for charitable purposes, to promote, foster and support the arts in the greater Lincoln area through exhibits, shows, tours, education and other activities for artists and art appreciators.</p> <p>The Art League of Lincoln is serving as Fiscal Sponsor for the 2021 Placer Artists Studios Tour, a newly formed organization that is presenting the 28th Annual Tour this year.</p> <p>The mission of the Placer Artists Studios Tour:</p> <ul style="list-style-type: none">· To showcase the vast array of talented visual artists throughout Placer County

- To celebrate visual artists creating works in all mediums
- To educate the community and visitors on how artists create their works
- To offer opportunities to purchase art

Briefly describe the program or the event for which you are requesting funds.

Funds requested: \$2500.00
 The 28th Annual Placer Artists Studios Tour is Nov. 12-14, 2021, featuring 113 artists showing in 58 Placer County studio locations, and 9 galleries.
 The Tour is now independent of the Arts Council of Placer County. It is presented by a new organization, Placer Artists Tour, and guided by a Steering Committee of artists and arts marketing consultants.

Briefly describe how these funds we will be utilized.

Being a new organization, we are starting from the ground up for funding.
 This Tour was designed to meet the needs of all visual artists in Placer County, and for 27 years it has provided economic benefit not only to the participating artists and galleries, but to many other businesses in our county, including hotels, restaurants, retail stores, wineries and breweries.
 As you know, the arts industry has been extremely impacted by the pandemic. Support from the Board of Supervisors has been critically important to our artists throughout this year, and a successful 2021Tour will kick start much needed economic recovery in our arts community.

Funds requested will be used to offset the costs of presenting the Tour.
 Major budget items include a Tour website, including an interactive Artist Directory of all 113 participating artists and an online map; a printed Tour Guide; Media campaign including print and digital advertising; Tour Preview Show and Artist Reception.
 This year the tour has a highly regional focus, with the print and digital maps listing artists by region. The number of artists for each region:
 Colfax/Weimar - 9
 Meadow Vista - 6
 Auburn/North Auburn - 41
 Lincoln - 8
 Roseville/Rocklin - 15
 Loomis/Penryn - 10
 Newcastle - 14
 Granite Bay - 10
 A Projected Budget is attached.

Has this organization received Revenue Sharing Funds in the past?	No
Are you a non-profit organization?	Yes
Please enter your Tax Identification Number	86-2703988
Please attach your most recent W9 form	ALL W9.pdf
Please attach your most recent 590 form	ALL 590.pdf
Please attach additional documents	Projected Budget May 7.xlsx
Please attach additional documents	<i>Field not completed.</i>
<i>Additional documents may be emailed to revenuesharing@placer.ca.gov.</i>	
I swear under penalty of perjury that the information supplied herein is true and correct	I agree.
Electronic Signature Agreement	I agree.
Electronic Signature	Judith E. Schmidt

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