

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor, District 2

DATE: September 18, 2007

SUBJECT: PROCLAMATION – Approve a Proclamation declaring October 5, 2007 to be California Arts Day in Placer County.

ACTION REQUESTED

Approve a Proclamation declaring October 5, 2007 to be California Arts Day in Placer County.

BACKGROUND

California Arts Day is part of the National Arts and Humanities month-long celebration of arts and culture throughout the United States. October 5, 2007 will be the seventh annual California Arts Day.

Placer County has a very active Arts community that benefits residents and visitors alike. People come to Placer County to enjoy such activities as the annual Clay Fest, various plays performed throughout the County, school Art Docent programs and the various art shows and art walks that are hosted throughout the year. The Arts are recognized as having tremendous educational, community and economical value and declaring October 5, 2007 as California Arts Day is one way of honoring the benefits of these programs.

FISCAL IMPACT

None

**In the matter of a Proclamation recognizing October 5, 2007
as "California Arts Day" in Placer County.**

WHEREAS, the Arts are recognized as having tremendous educational, community, and economical value, as well as, the uniquely American value of the pursuit of happiness; and

WHEREAS, children learn critical-thinking skills and improve focus when provided a solid foundation in the Arts; and Arts are a core subject as declared by both the state and federal Departments of Education; and

WHEREAS, participation in the Arts offers engaging, constructive and safe environments for young people during the non-school hours when they are most vulnerable to community violence and gang recruitment; and

WHEREAS, the Arts build cultural bridges, contribute towards cross-cultural understanding, strengthen the association between identity and citizenship, preserve the traditions and contributions of its citizens, and enhance the quality of life; and

WHEREAS, industries and businesses locate themselves in communities that are the centers of creativity, and California has more than twice as many arts-related jobs than any other state; and

WHEREAS, the nonprofit arts and cultural organizations generate \$5.4 billion to the state's economy, create over 160,000 jobs and contribute \$300 million in state and local tax revenue; and

WHEREAS, arts and culture tourists account for \$17 billion annually, one out of every four dollars spent in the tourism industry, and provide a key component to economic development at the local level; and

WHEREAS, theaters and cultural centers draw citizens to commercial hubs and urban centers; serve as homes to local music, theater, dance and other performing arts companies; provide sought-after cultural services, especially for children, and often provide a community identity through architecture; and

WHEREAS, public art projects are elements of civic pride and help define and formulate responses to social, economic and cultural issues faced by citizens.

NOW THEREFORE LET IT BE KNOWN THAT the Placer County Board of Supervisors recognizes and supports the benefits of art and art programs in Placer County and therefore declares October 5, 2007 as California Arts Day in Placer County.

Bruce Kranz
Supervisor, District 5
2007 Chairman

Rocky Rockholm
Supervisor, District 1

Robert M. Weygandt
Supervisor, District 2

Jim Holmes
Supervisor, District 3

Kirk Uhler
Supervisor, District 4