

Arts and Culture Sector and Measure J

Funding prioritization guidelines for arts and culture funding.

Though we continue to advocate for robust funding for all of our proposed programs, we have prioritized which programs will be funded first, second, and third if all programs are not fully funded.

- 1) **First Funded** (if arts and culture receives minimal/10-15% funding):
Funds for Artists Resilience and Underserved Communities Fund

- 2) **Second Funded** (if arts and culture receives midrange/20-30% funding) :
All of the above programs
+Organizational Capacity and Innovation
+Outdoor Events/Public Art

- 3) **Third Funded** (if arts and culture receives maximum/35-50%+ funding):
All of the above programs
+Marketing and Countywide Arts Project
This funding ratio would allow us to fully fund all proposed programs.

Notes:

*We continue to include metrics for both gateway communities (Orick/Garberville/Willow Creek) and underserved communities in all programs.

*The arts and culture community will incorporate a marketing plan into each program if we are not able to fully fund marketing.

We are requesting to fully fund our proposed programs.

Why?

- 1) Measure J has been championed by the arts and culture community since its inception. Leaders in the sector from throughout Humboldt County worked together to support and educate the public about this initiative.
- 2) The arts industry supports jobs, generates government revenue, is the cornerstone of tourism and economic development, and drives a creativity-based economy. Funding arts and culture is good for the TOT. Our public art, celebrations, and activities draw tourists to the region. Once they are here, we inspire them to lengthen their stay and plan return trips, thus increasing the TOT.

Nationally, people who travel for arts and culture, spend twice as much as their counterparts in the local economy.

- 3) Arts and culture increases public safety and decreases crime. It helps bring people out into their communities and vivifies the public space. Arts and Culture activities and events are part of CPTED (Crime prevention through environmental design) initiatives all over the country, from Redding to Detroit.
- 4) The arts and culture sector creates greater connectedness and understanding amongst people with different perspectives. We are actively working to create equitable spaces and programs throughout the region.
- 5) Arts and culture supports community health and wellbeing. We are part of a successful landscape of wraparound services for youth and families. We provide opportunities for young people to learn skills and enter the workforce. We provide nourishing and enriching experiences for the entire community. Arts and culture activities are often the missing link in supporting at-risk youth.
- 6) The arts and culture sector has not been funded by Humboldt County. We are an entire sector, versus a single organization, and we have worked together to create plans for equitable distribution of funds throughout Humboldt County and to under-resourced artists and cultural organizations. Humboldt County is one of the few counties in California that does directly support the arts. We are asking for the opportunity to amplify the impact that our sector can make. If funded, we will present data, metrics, and stories about the successes that you have brought to the community through this opportunity.

The Arts and Culture Sector is an asset for community wellbeing throughout Humboldt County.

Funding the sector will benefit not only one cultural organization but a network of arts and culture organizations and initiatives.

Imagine Humboldt County without the arts...

No Kinetic Sculpture Race, no Ferndale Repertory Theater, no quilts, no murals, no Benbow Summer Arts and Music Festival, no Morris Graves Museum, no music, no Arcata Playhouse, no Ink People, no Flower Dances, no ballet, no Juneteenth Celebration, no North Coast Repertory Theatre... No Eureka Symphony, Nutcracker Ballet, Studio Art Visits, All Species Parade, North Coast Open Studios, Trinidad Bay Art and Music Festival, Holiday Art Fairs, Film Festivals, Shakespeare in the Park. No music. No dancing. No art on the walls...

Now imagine what is possible with this funding...

We look forward to nourishing Humboldt County and the region with thriving arts and culture endeavors!

Humboldt County Arts and Culture Funding Proposal Addendum

This proposal for funding was developed with members of the Humboldt Creative Alliance (HCA) and is supported by the 15+ organizational members of the HCA. The Humboldt Creative Alliance is an ad hoc group of arts and culture leaders from throughout the county that meet twice a month. Because it has been thoroughly reviewed, we are confident that it will be met with enthusiasm by the community and that it will be successful for Humboldt County.

Throughout the document, percentages are listed below the program title. These numbers refer to the percentage of the total funding for the arts that each program would ideally receive. In one possible model, the funding set aside for the arts could be pooled together or used to leverage other resources and funding for greater impact. Of course, total funding would need to meet a certain threshold in order for programs to be successful, so some programs would only be included if enough total funding is available. Once funding reaches \$500,000, it will allow us to fund the total scope of the group's vision. This is seen in the TOT Project Funding Matrix when the total allocation reaches \$500,000.

Throughout the proposal, we have created programs for ongoing funding and projects. We believe this will give the greatest impact over time and allow for planning for community engagement. Annual reviews will be part of the process in order to address the efficacy of programming.

F.A.R.: Funds for Artists Resilience -grants for artist endeavors in the community

20%

The FAR Program would provide grants for Humboldt County artists to create projects for community benefit. Artists would submit applications to the Ink People for endeavors such as murals, workshops, public art, events, and exhibitions.

*To be dispersed/managed by the Ink People with guidance from Humboldt Creative Alliance

Outdoor Events

20%

Outdoor Events funding would support live music, theater, performances, and celebrations outdoors/in a public setting. The Humboldt Creative Alliance would work with communities and cities to provide infrastructure and organizational support.

*1/2 dispersed/managed by North Coast Repertory Theatre (NCRT) for locations in Eureka and South of Eureka

*1/2 dispersed/managed by Playhouse Arts for locations in Arcata/North/East of Arcata

Communications, Networking, and Marketing

10%

This funding will support marketing of the grant programs featured in this proposal. Funding will be used to spread the word to artists and communities about these funding opportunities. It will

also be used to publicize the results of these activities to both Humboldt County residents and tourists and to market the artistic and cultural richness of Humboldt County. A small amount of this money will also be used to create honorariums for community members who are involved in the grant committees/process. Some of this money will be used for outreach to communities and to translate the grant materials.

*To be dispersed through Ink People under guidance of Humboldt Creative Alliance

Special Humboldt County Wide Arts Project

10%

This County Wide Arts project will create opportunities for connection and convergence across Humboldt County around shared interests in our region. Some examples of County Wide Arts Projects include: a symposium about regenerative land practices and the arts, a migrations festival, murals at the Gateway Communities (Gateway Communities=Orick, Willow Creek, Hoopa, Redway, Garberville, and surrounding communities), a cannabis arts festival, a multi day music festival in different locations, etc

Every year, artist-teams will have the opportunity to submit proposals to the Humboldt Creative Alliance for these projects.

*To be dispersed, as agreed upon by the Humboldt Creative Alliance and the BIPOC team

Underserved Communities Fund (BIPOC, LGBTQ+, People with Disabilities)

10%

The Underserved Communities Fund would be used to fund a variety of arts and culture measures that are initiated from within those communities. Funds could be spent on events, artist residencies, murals, projects, and public art.

*To be dispersed, as agreed upon by the Humboldt Creative Alliance BIPOC team

Organizational Capacity and Innovation

30%

This grant program would support arts and culture organizations throughout Humboldt County to develop/staff programs and support innovation.

*To be dispersed by Ink People under guidance of Humboldt Creative Alliance

Notes for Implementation:

(Throughout all categories, except the Underserved Communities Fund, which has specific metrics)

Throughout this document, we have included additional provisions to meet the needs of people in underserved (BIPOC/LGBTQ+/People with disabilities) communities and for people who live in Humboldt County's more rural, "Gateway" Communities (Orick, Garberville/Redway, Willow Creek, Hoopa, and surrounding areas). Points in the grant scoring processes will be awarded

for applications that address these important areas of concern. Point Scoring/Metrics for specific grants will be created with input from underserved/BIPOC community members and Gateway community members.

Members of BIPOC/underserved and Gateway communities will serve on grant committees

Point Scoring/Metrics for specific grants will be created with underserved/BIPOC community members and Gateway communities.

Workshops will be held to support the application process for underserved/BIPOC and Gateway community members.

% Set aside specifically for Underserved/BIPOC community members and managed by a BIPOC led org

Materials will be translated into Spanish and other languages prior to grant announcement

This process will be assessed by the Humboldt Creative Alliance annually.

*Gateway Communities include: Orick, Willow Creek, Hoopa, Garberville, Redway and the areas surrounding them. These areas are also among the lowest scoring in Humboldt in regards to the Healthy Places Index.

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