

Application Owner: Jill Richards

Applicant Organization: TRINITY COUNTY ARTS COUNCIL ASSOCIATION

Applicant Information

INSTRUCTIONS:

Please review current year **State-Local Partnership Guidelines** at CAC Grant Programs for complete program information and submission requirements.

For questions regarding this application, contact the Arts Program Specialist below:

Name: **Hilary Amnah**

Email: hilary.amnah@arts.ca.gov

Contact: **(916) 322-6502**

Application Deadline: October 30, 2019, 11:59 PM. Exceptions will not be made for any submission attempts after the stated grant deadline.

Total Operating Revenue from last completed fiscal year

This amount must match the figure reported in your submitted Budget Snapshot or DataArts' CAC Funder Report, Total Operating Revenue field.

\$92,306

Grant Requests cannot exceed 100% of the Total Revenue from Actual Prior (FY) as reported in the submitted Budget Snapshot or SMU DataArts Funder Report.

Organizations may request up to \$90,000.

Grant Request Amount

\$90,000

Provide a brief summary of your proposal indicating how CAC grant funds would be used. This description will be used to introduce your proposal to the review panel. If funded, this description may be used as the Scope of Work in your grant contract and will be binding. It may also be edited by CAC and used to summarize your proposal in public documents.

Please begin your summary with the following: "With support from the California Arts Council, TRINITY COUNTY ARTS COUNCIL ASSOCIATION will..."

With support from the California Arts Council, TRINITY COUNTY ARTS COUNCIL will produce our 6 enriching events and 3 programs. Hire part-time employee and expand our outreach with a Social Media Director; Build the "Youth Force Digital Entrepreneurs" to support events & businesses; pay operations expenses including salaries, communications, contract services for artists/lecturers and musicians for signature events. We will pursue the application for obtaining a Cultural District designation.

Is your organization applying to this grant in partnership with a Fiscal Sponsor?

No

National Endowment for the Arts (NEA) Accessibility Checklist

The NEA Office of Accessibility <https://arts.gov/accessibility/accessibility-resources/nea-office-accessibility> provides information and support to make the arts accessible for people with disabilities, older adults, veterans, and people living in institutions.

CAC encourages your organization to review the NEA Office of Accessibility website. Please verify that you have downloaded and reviewed their Brief Accessibility Checklist <https://www.arts.gov/sites/default/files/BriefChecklist-Oct2014.pdf>, an instructive tool created as a guide to ensure physical and communication access to organizations and projects.

Our organization has downloaded and reviewed the NEA Office of Accessibility Brief Accessibility Checklist.

Organization Details

The following information is repeated from your Organization Profile. Review for accuracy and completion. If necessary, modifications may be made by accessing the Organization Profile from the Dashboard of the Applicant Organization's Primary Contact (see below).

Organization Name: TRINITY COUNTY ARTS COUNCIL ASSOCIATION

Primary Contact Name: Jill Richards

Primary Contact Email: 1jillrichards@gmail.com

Business Address: PO BOX 1887, WEAVERVILLE, CA 96093-1887

Mailing Address: P.O. Box 1887, Weaverville, CA 96093

County: Trinity

Region: Upstate

Executive Leader Name: Jill Richards

Executive Leader Phone: (530) 623-2760 **Phone Ext (if applicable):**

Executive Leader Contact Email: 1jillrichards@gmail.com

Year organization began arts programs and/or services: 2009

Organization's Mission Statement: TCAC's mission includes promoting arts education for children and adults, assisting the professional development of artists and producing or directly supporting arts events that enrich our community. Our Vision is to make Trinity County an "Arts Destination" by providing support services to many of our community organizations' art events, promoting Cultural Tourism, and producing our signature events that have a proven track record for attracting local residents and artists and visitors from beyond Trinity County.

Summary of core organizational programs and services: All TCAC programs and services assist in the development of individual artists while promoting Trinity County as an Arts & Culture Destination. We facilitate arts education for all ages through workshops offered locally and outside of Trinity. We prioritize youth arts education through the Festival of Light Art & Music Scholarship and involvement in the North State Together internship program. We provide opportunities for artists to network, exhibit and sell their art through the signature events that we produce. These events have a proven track record for attracting residents and visitors from beyond Trinity County; Monthly Art Cruise, March Metal Madness, Trinity Art in the Alps; Ceramics & Glass Crafts Fair, Artists in Action, Festival of Light Crafts Event, Art 4 Arts Sake, and Frontier Days Festival. Artists enjoy increased exposure to a wide audience through the Art in Public Places Program and enrollment into our website's Artists Profile.

Narrative Questions

For the county or counties served by your local arts agency, briefly describe:

- geographic characteristics
- demographic characteristics
- economic base
- cultural diversity
- creative community
- any other cultural identifiers

Trinity County, 3,179 sq. miles, is an historic gold mining region, nestled in the remote mountains of Northern California. The Trinity Alps with its many rivers and lakes provide great outdoor opportunities. The County has a population of 13,786, giving the ratio of 4 people/1 sq. mile. The population is 82.8% Caucasian, 7.8% Native American, 2.2% mixed race, 7.2% Hispanic. Not included is the population of Hmong. In 2017, the median household income of Trinity County residents was \$36,563. Unemployment is at 5.3%. The median age is 51.4 years young. State and local governments are the largest employers, followed by retail trade, tourism, the lumber mill, and construction. There are 11 elementary schools, 3 high schools, a growing home-school element, and a Shasta College extension. Trinity County has an eclectic and diverse community of artists from hobbyists to award-winning, top-flight professionals in all media including, painting, jewelry, sculpting, wood carving, writing, and music. Many of our artists exhibit and sell their art in galleries nationwide. Our Native American segment is well represented artistically, with their artwork exhibited and for sale throughout the county. Trinity County enjoys a full spectrum of opportunities: a museum with a working stamp mill and black smith shop, many live music venues, a Performing Art Center with a 250 seat capacity that is in constant use. 3 art galleries exhibit varied art from around the country and offer invitational shows welcoming new artists as well as offering art workshops taught by professional artists. Two writing groups include more than 8 published writers who participate in Literary Nights. Numerous arts & crafts fairs provide exhibition and sales opportunities for crafters. The Salmon Festival honors our Native American heritage. The Moon Festival and Chinese New Year Celebration open with the traditional Lion Dance at the Joss House and draws visitors from throughout Northern California.

Timeline:

Provide a timeline for key high-level organizational arts programming and/or services that will occur within the Grant Activity Period.

Trinity County has a large population of artists and musicians who depend upon art events and festivals for a portion of their income. The most available income stream for economic development is Cultural Tourism. Consequently, the art festivals that we produce and promote through out the North State are integral to the economic stability and wellbeing of our community. As part of the vision, TCAC will pursue the development of Weaverville: Art & Culture District. We produce 6 Art & Music Festivals incorporating artists and musicians from the entire north state and a monthly Art Cruise with 5-10 venues, co-produce 3 community events, and actively promote 7 cultural festivals, and 120+ live performances in Trinity County. Consequently, the CAC grant funds directly supports Trinity's arts community.

June: Trinity Art in the Alps; Ceramics & Glass Crafts Festival

Aug-Sept. Meeting of partners in Weaverville; Arts & Culture District. Revise plan, budget, secure interactive mapping program, grants reviewed.

Sept: Trinity Internship program; on committee to plan Career Week, recruit "Youth Force Digital Entrepreneurs" for the year

Oct.: Artists in Action Festival (40 artists and musicians demonstrating on the sidewalks)

Nov. Festival of Light Fine Crafts Event

Dec. Art for Arts Sake, Hayfork

Dec – April: Plan year's events, Frontier Days, Outreach to artists; save date

March Metal Madness Festival

May: Frontier Days Celebration; Museum, Joss House, Galleries etc

Describe your local arts agency's public office, operating hours, and staffing structure.

For 10 years, we were unsuccessfully housed in a gallery, then a private office attached to the Trinity Visitor Center. Populating an office was expensive and unproductive with almost no unscheduled traffic. Office hours did not make sense as the E.D. and bookkeeper found the most productive hours were at off times, working from home offices. Today, we have a desk and information kiosk in the public library with visual presence in the library lobby. The E.D. is available 7 days a week by telephone or appointment, 10 am – 10 pm, meeting most people at their business or at a coffee shop in their local region. Our quarterly Board Meetings rotate throughout our county. This approach has greatly expanded our visibility and knowledge of our constituents, while gaining favor with the arts groups and the TC Board of Supervisors. We utilize volunteers and hire artists and handymen to help produce many of our events.

Describe the arts and cultural priorities of your county, including how your local arts agency has collected input from county residents to identify these priorities, and how your local arts agency is addressing these priorities.

PRIORITIES: 1) Establishing Cultural Tourism; developing a reliable income stream through building and distributing 2 or 3 day itineraries including Art, Music, Performance Events and compatible activities that explore all regions of Trinity County. This vision enfold the development of Weaverville; Arts & Culture District. It incorporates live music venues in Hayfork, Down-river, Weaverville, and Lewiston with groups that paint, photographers, wildlife enthusiasts, agri-tourism, and our Frontier Heritage (mimicked in all regions). In response to this NEED as described by our County Board of Supervisors and key players in the county, the TCAC chairs the new Tourism Board. TCAC has received a grant to purchase the itinerary/interactive mapping system software utilized by Sierra Nevada Geotourism. The itinerary program will be available on several websites including TCAC and the VisitTrinity.com website.

2) Outreach to unrepresented Native Americans, younger generation, and a growing culture of Hmong to better understand the needs of our community and determine how the ARTS can be a unifying force.

INPUT: TCAC works closely with organizations that outreach to these groups: the TC Board of Supervisors and the City Chambers of Commerce, the cannabis industry leaders, Rotary and Lions Clubs, and Nor-Rel Muk Wintu tribal Board. TCAC has expanded our Board of Directors to include arts/business partners in Hayfork and Lewiston to insure incorporation of ideas. The Trinity County Office of Education administration (TCOE) and the individual schools are key in reaching adults and children. We work closely with arts instructors and administrators to discuss ideas for engaging students and incorporating their vision. The Human Response Network's "Prevention Squad" made up of teens in our 3 high schools has aided our means of reaching teens. TCAC utilizes social media, farmer markets, newspaper to invite ideas from our constituents.

Describe the programs and services your local arts agency offers that include and support the cultural diversity and traditional arts of the county or counties.

While the Trinity County population has little, but a growing, ethnic diversity, the arts provide cultural diversity and an opportunity to experience traditional arts. In partnership, TCAC co-sponsors events, including Chico Performances University Public Events, to bring world-class talent that expands the imagination such as the Metta Quintet and piano virtuoso Alpin Hong from New York to rural communities. Wildfires have derailed plans, however, we are negotiating for programming for next season. The Performing Arts Center hosts an annual Christmas Ballet from Redding. TCAC sponsors the Trinity Alps Chamber Music Festival, San Francisco musicians, that bring both a Summer and Spring concert series to our community and classical music workshops for Trinity students.

TCAC's 2nd annual Frontier Days Celebration has bridged a painful history between the Nor-Rel Muk Wintu Nation and non-natives. Frontier Days will feature a Native Village with hands-on crafts opportunities for Wintu artists to share their crafts. Together, we are planning several workshops in which Native artists teach their crafts. We sponsor and provide instructors for the annual Indian Day Celebration for all 3rd & 4th grade students. The Native culture is celebrated through games, traditional food, story-telling, and many craft projects. TCAC supports the Chinese Culture by promoting the Chinese New Year Celebration and the Moon Celebration at the Joss House Temple. Each event includes Chinese crafts projects.

As a community of transplants; largely from the Bay Area, Washington, Oregon, and the East Coast, we thirst for artistic diversity. TCAC actively supports varied and controversial visions of life as expressed by young artists and visionaries who continue to move to Trinity. We continue to search for new experiences understanding the necessity for exposure to varied art forms.

Workshop Scholarships are offered for people who are disadvantaged.

Please select all of the following programs and services provided by your local arts agency. You must select at least two:

Engage in community development through the arts, or contribute to creative placemaking activities, Foster local and regional partnerships and collaboration through convenings or other means, Provide and/or support arts learning (preK-12, adult education, creative aging, etc.), Manage a public art program, Produce or present programs such as festivals, community theatre, concerts, literary events, workshops, etc., Grant or provide financial support to cultural organizations or artists, Facilitate economic development efforts that support the creative economy through arts industries, Provide public relations or marketing services for SLP arts programs and/or services, and for other arts and cultural activities in the county

Please provide a detailed description of all of the programs and services selected above.

The umbrella to “Facilitate Economic Development through the creative economy and arts industry” includes many of the services noted above. Art is at the heart of most activities in Trinity, and our Arts Council helps promote most events through a weekly Eblast, on our website, and Facebook.

Marketing Services- As a partner to the Weaverville Chamber of Commerce and Small Business Dev. Center, we have co-sponsored business marketing workshops to individual artists and small businesses. We offer our photographic and digital services to support the marketing efforts of local artists and organizations. We provide financial support to arts organizations such as the Mountain Actors Workshop in Hayfork- funding a series of 1 act plays.

Provide arts learning- TCAC provides the Festival of Light Art & Music Scholarship program for children. Children wishing to learn a musical instrument, 3-D art, painting, or fabric arts can apply for a series of 5 to 10 private lessons with a qualified arts instructor. This enables students to explore a media. In some cases, we follow with more in-depth artistic studies. We support and promote art workshops by artists for adults. Our greatest impact, county-wide is our leadership in implementing Cultural Tourism, the most available income stream for economic development. Trinity County has the ingredients for a thriving tourism trade; **Cultural and Historic assets-** Railroad Museum, Gold Rush Museums, the Joss House Chinese Temple, Antique and Collectibles in rustic Lewiston, Junction City, Hayfork and Weaverville. Specialty shops including jewelers, yarn shops, beads and bangles, glass works, black smiths and more support the creative economy. Local artisan crafts are exhibited in 3 galleries and several art shops in all Trinity towns. Live music occurs almost weekly in Weaverville, Hayfork, Junction City, and Lewiston with multiple world-class performers stopping in Trinity to play in the 250 seat Performing Arts Center or Northern Delights Coffee Shop and experience our gracious small-town charm. Add outdoor adventure and scenic beauty and we have the ingredients to support a thriving Cultural Tourism industry. TCAC heads a tourism committee and has secured grant funding for the interactive mapping program by Old Town Creative, designer of the Sierra Nevada Geotourism. This program will enable Trinity’s tourism stakeholders to create the 2-3 day itineraries that Visit California, Visit Redding and the Shasta Cascade Wonderland require to include Trinity in the packages that are provided to tourism bureaus world-wide. The itineraries will be developed around the 6 major Arts & Music Festivals that we produce. With support of our partners, we will be ready to launch in 2020.

The festivals that we produce feature artists from Trinity, and neighboring counties, broadening the interest and attraction of visitors. They showcase a segment of our culture such as Frontier Days that invites visitors to step back to the 1850s, to experience a Native American village and the Chinese heritage, pan for gold or watch black smiths forge steel into art, “touching history”. We partner with the Historic Society and Museum, Nor-Rel Muk, Joss House State Park, Weaverville Chamber of Commerce, Cemetery Assoc., Theater for actors and costumes and many reenactment groups beyond Trinity. This event anchors our Weaverville: Arts & Culture District, working to become a recognized Cultural District.

If applicable, describe any other programs and services your local arts agency provides for your county or counties not mentioned in previous questions. Include how these programs/services provide access to diverse art forms and facilitate public participation.

TCAC engages school age children to support their education of art, music and real-world use of digital arts. We, along with retired credentialed art teachers, are striving to revive the Art Docent Program or teach teachers how to integrate standards based art into the curriculum. Meanwhile, we provide the Festival of Light Art & Music Scholarship program for children. Children wishing to learn a musical instrument, 3-D art, painting, or fabric arts can apply for a series of 5 to 10 private lessons with a qualified arts instructor. This enables students to explore a media. In some cases, we follow with more in-depth artistic studies. TCAC participates in the Trinity Together Cradle to Career internship program as a business that employs students wishing to experience Event Planning, Advertising and creation of posters and social media, Onscreen Promotion (movie theater ads) and Portfolio Production. We involve students in the complete process of decision making to event production. We liaison with local businesses looking for marketing support, working with students to ascertain the needs of the business, developing production schedules, and producing digital media. This experience can provide resume material for the student.

Describe your local arts agency's implementation plan for the Poetry Out Loud program. If designating another organization to implement the program, please describe the process for selecting that organization, and their implementation plan.

Trinity County has 3 high schools. 1st step, exciting interest in the program for our high schools: We emailed links to the POL website and student recitals to the Superintendent of Schools, each high school principal, English and Drama teacher with the recognition that they already are teaching poetry in their classrooms, and that WE are REQUIRED to have a county-wide competition. Follow-up phone messages. NO interest. 2nd step, Make-it-happen! We went to each school with a laptop and made a presentation to each principal and English teacher during class. While the teachers thought that the students may not want to do the program, the students were excited to compete with other schools. Game ON! Our larger school, Trinity High School (THS), has 2 AP classes in English and required the students to memorize 2 poems and perform in a school competition. The second largest school, Hayfork High, required us to provide 2 teacher aids to teach poetry after school. This school soon prioritized the program utilizing class time to teach poetry. Southern Trinity High chose not to do the program this year. Our Poetry Teaching Artist created the timeline for all activities, solicited judges, insured that all teachers and teaching assistants were apprised of all rules and deadlines and coached THS students. TCAC arranged the competitions, promoted the competitions in the schools, social media, and in the local newspaper, handled finances. We followed the very effective CAC roadmap

Key Personnel Bios

Key Bios:

Provide a brief biography for each key individual (artistic, technical, or administrative) involved in your organization. Include name, title, whether to be supported by CAC funds, relevant experience, and role.

TRINITY COUNTY ARTS COUNCIL

Personnel and Board Members

EXECUTIVE DIRECTOR

JILL RICHARDS

Executive Director, Trinity County Arts Council since 2008, paid by CAC funds.

- Experience: 20 years in sales and business management and professional photography. Painter, gourd artist, ceramicist. Provide photography for artists.
- Board Member of the Weaverville Chamber of Commerce, Chairman of the Trinity County Tourism Committee. Member of the Main Street Gallery and the Highlands Art Center.
- Lives in Weaverville, Trinity County

BOOKKEEPER

VIRGINIA UPDEGRAVE

Bookkeeper, Trinity County Arts Council, paid by CAC funds

- Retired: 20 years as Director and Bookkeeper of Highland Art Center, gardener, painter
- Experience with QuickBooks, tax preparation, bookkeeper for Garden Club and Friends of the Library.
- Lives in Weaverville, Trinity County

OFFICERS OF THE BOARD OF DIRECTORS

SUSAN ALEXANDER

President, Trinity County Arts Council

- Retired certified Art Teacher for elementary school grades. Teaches drawing and painting classes to adults and students. Co-developer of the Art Docent Program
- Painter, Ceramics, Paper Mache, music - recorder
- Liaison to Redding arts org. North Valley Art League
- Member Manzanita Consort musical group, Instructor for Wine-y Painter monthly art class, Member

- Main Street Gallery, Member Highlands Art Center
- Lives in Lewiston, Trinity County

DAVID VAUGHN

Vice President and Treasurer - Trinity County Arts Council

- Member of Trinity County Arts Council since 1995, providing historical knowledge.
- Elementary school age educator, Painter, photography,
- Experience in budget creation for several organizations
- Lives in Lewiston, Trinity County

STEPHANIE THOMAS

Secretary - Trinity County Arts Council

- Certificated k-12 Art Educator
- TCAC member, NEA member,
- Active vendor and liaison with Trinity Farmers Markets, Hayfork and Weaverville (artists, crafters)
- Lives in Weaverville, Trinity County

MEMBERS OF THE BOARD

JULIE FEELY

Board Member, past Secretary

- Young Children's education, Librarian
- Speaks French and has lived abroad, provides cultural vision
- Trinity County Friends of the Library - Treasurer, Timber Ridge Property owners
- Association - Treasurer, Member of the Main Street Gallery, Member of the Highlands Art Center, Board Member of the Weaverville Chamber of Commerce
- Experienced fiber arts
- Lives in Weaverville, Trinity County

PAM YEAROUT

Board Member

- Retired Dept. of Social Services, Disability Advocate, painter, jeweler
- Head of our "Art in Public Places Program"
- Founding member of Professional Artists Coalition representing artists in the north state, Member of North Valley Arts League, Redding
- Lives in Lewiston, Trinity County

JEAN LAM

Board Member

- Business Owner for 39 years, Gold Rush Jewelers in Weaverville and Deadwood Trading Post in Lewiston
- Knowledge of Native American culture (Miwok affiliation) and business knowledge, President Weaverville Chamber of Commerce, Trinity Visitor Center and tourism board, Member of Business & Professional Women
- Ceramic artist and jeweler
- Lives in Weaverville, Trinity County

JANE BELDEN

Board Member

- Retired Art Gallery owner, columnist for Trinity Journal, Board Member Trinity Alps Performing Arts Center, President of Highland Art Center Board of Directors
- Represents the vision of performing arts in Trinity, and knowledge of operations of art exhibitions
- Teaches watercolor painting in Trinity
- Lives in Weaverville, Trinity County

SUSAN WEBER

Board Member

- Retired teacher, Active School Substitute, fluent in Spanish
- Member of the California Retired Teachers Association, Member of the Main Street Gallery, the Highlands Art Center, and the Trinity County Friends of the Library
- Photographer, Yoga
- Lives in Weaverville, Trinity County

SUSAN J. BATEMAN

Board Member

- Retired teacher
- Photographer for Arts Council Events, manages our Facebook posts
- Professional affiliations: Highland Art Center Member, Trinity County Sheriff's Auxiliary,
- Professional Photographers of America
- Photography, ceramics
- Lives in Weaverville, Trinity County

SUSAN HAZARD

Board member

- Retired Trinity Alps Unified School District - administrative assistant to the Superintendent, school board secretary and business assistant. Previously worked at Health and Human Services as a program coordinator for the Tobacco Education Program and Child Health and Disability Prevention program.
- TCAC Liaison to schools- administration and arts departments
- Musician, singer, gardener and lover of all art forms
- Lives between Lewiston and Weaverville, Trinity County

REBECCA ROUSE

Board Member

- Weaverville Branch Manager, Coast Central Credit Union
- Provides Business and accounting experience, financial advisor, has a team of volunteers
- Multiple business affiliations in Humboldt County
- Lives in Weaverville, Trinity County

ADVISORY BOARD

SANDRA STERREBERG

Advisory Board - Arts in School Consultant/Advisor

- Elementary and Secondary Teaching Credentials in Visual Arts
- Thirty-five years teaching experience, Head of Indian Arts Program, Developed TCAC Art Docent Program
- Retired Visual Arts teacher
- Retired County Schools Arts-in-Schools Coordinator
- Member of Studio 299 in Willow Creek and Trinity County Arts Council
- Lives in Burnt Ranch, Trinity County

BRIDGET CARSON

Advisory Board -Advertising Specialist

Graphic Designer and advertising specialist at Trinity Journal, creates graphic media for us.

- Board Member Main Street Gallery, Board Member Trinity Alps performing Arts Center, Member
- Trinity County Chamber of Commerce, Member Weaverville Historical Society, Member
- Weaverville Chamber of Commerce,
- Lives in Weaverville, Trinity County

DERO FORSLUND

Advisory Board - IT Consultant

Provides AV, videography, and photography for us.

- Retired County Administrative Officer, Director of Trinity County Information Technology 2005-2012,
- Photographer
- Past president California Records Association, Committee chair - Information Technology, County Clerks Association of California, Director of the Jake Jackson Museum, Board Member Trinity Alps
- Performing Arts Center, Board member of the Trinity County Chamber of Commerce, Board
- Member of the Weaverville Rotary Club.
- Lives in Weaverville, Trinity County

Equity

Describe how your organization maintains equitable practices for providing access to programs, services and resources, despite geographic, economic, disability, and other barriers to participation.

Equitable practices for providing access requires that we develop knowledge of WHO is unaware of our services or unable to receive our programs, services and resources.

Following last year's CAC conference, TCAC developed a check list to evaluate each event with respect to: "Who do we serve?" Who Wants/Supports the Event, Target Market (age, sex, ethnicity, social standing, residence location, level of interest in the arts), Past Participation, Outreach Partners. We then forged relationships with organizations that are performing outreach to distant regions of the county and residents that suffer from financial or physical disability. We recognize the need to support the transient and farming population who have preferred to remain anonymous. Behavioral Health, Health & Human Services, schools, Farmers Markets, and organizations that work with "growers" are our boots-on-the ground to distribute arts events and opportunities to the residents in whom we have little relationship. In some cases, we partner with an organization to provide art programs and services to their constituents. TCAC attends meetings where "equitable practices" are discussed. We produce many events in several locations to insure access. The local Farmers Markets are a valuable resource for engaging young families, artisans, and people that don't understand What the Arts Council is and how we can be of benefit to them. All of our events, programs and services are available at no charge.

Describe how your organizational operations include equitable practices and policies.

Our policies are informed by those of our state and county partners who are required to include equity in all facets of business; county offices, schools, and organizations such as Health and Human Services. All programs, events, and opportunities are evaluated against our check list to determine Who we serve: age, sex, ethnicity, social and economic standing, residence location, level of interest in the arts. If we realize that a specific event or program serves a narrow sect of our population, we reach out to partners with relationships in alternate population segments to be inclusive. Opportunities and events are published on-line, through the networks of our partners, through social media, flyers to organizational partners for distribution, and our local news paper.

The complexion of Trinity County is changing. TCAC recognizes the need to reform our programming to reflect our changing community. We find that the younger generation and many of the newer residents are not interested in traditional art and not interested in a dialogue to share their interests. We will continue to reach out to organizations and try to recruit people who are integrated with the population segments that we find difficult to represent.

The Nor-Rel Muk Wintu Nation have reached out to us to support their drive to obtain Federal Tribal Recognition. Today, many of the Native artists participate in our festivals.

Accessibility

The CAC is committed to making the arts accessible and inclusive for all Californians. All CAC-funded programs, services, information, and buildings and facilities where funded activities take place must be accessible.

Describe your organization's approach to ensuring the physical accessibility of programs and services, as well as the accessibility of print and online materials. Consider organizational personnel and any partnering organizations, as well as beneficiaries of arts programming and services, and potential audience members in your response.

To insure accessibility and inclusion in all of our programs and events, the TCAC widely advertises opportunities via local newspaper, and Facebook, that includes sharing with groups, businesses, and individuals that have a comprehensive Facebook following. We publish E-blast newsletters to roughly 1300 people/organizations, post flyers in businesses and often utilize the Trinity County Office of Education school distribution system to ensure that flyers go home with every child.

In hopes of providing our residents exposure to a variety of media and genre, our events are usually free. Our rural audience is a mix of lower income families that have a narrow vision of the arts and residents that are artistically aware and would pay an admission fee. We often offer Performance Engagements and Art Workshops at multiple locations In order to remove the barrier of distance.

When possible, our experiences draw from our culture including Native American artists, young artists, and talent from beyond Trinity County. We believe that it is crucial for TCAC to provide varied and unique art experiences to our residents, such as world renown pianist Alpin Hong, the Metta Quintet jazz band from New York, Early Music Singers, Trinity Alps Chamber Music, and the Redding Ballet. CAC SLP grant funds our outreach program to partner with organizations that provide these opportunities.

Our events and programs occur in locations that are wheel chair accessible.

Accessibility Contact Details

Identify the primary individual who will be responsible for managing aspects of accessibility as it relates to this proposal. This may be a program manager, accessibility coordinator, or other staff member of the applicant organization.

Contact First Name: Julie

Contact Last Name: Feely

Contact Phone Number: (530) 739-0993

Contact Phone Ext:

Contact Email: 1julfee@gmail.com

Budget

Match Source

Source of Match	Identify source (name of contributor, donation, etc.)	Applicant Matching Funds	Status
Foundation	Shasta College Foundation	\$2,000.00	Committed
Foundation	Trinity Trust/Humboldt Area Foundation	\$6,000.00	Projected
Corporate	Coast Central Credit Union	\$8,000.00	Pending
Local Government/County	Transient Occupancy Tax Grant	\$27,690.00	Pending
Corporate	Sierra Pacific Industries	\$2,000.00	Committed
Corporate	Trinity Public Utility	\$2,000.00	Committed
Other Contributed	Donation-Wville Car Club	\$3,500.00	Pending
Other Contributed	business sponsorships	\$5,500.00	Projected

Earned Income	concessions, memberships, sales of art	\$6,000.00	Pending
		\$62,690.00	

In-Kind

Identify source (name of contributor, donation, etc.)	Applicant Matching Funds	Status
Trinity Journal, 12 free full page color advertising for events and fundraisers along with multiple ads and stories to promote TCAC	\$25,300.00	Committed
L.L. Consulting provided marketing strategic planning and business development consultation	\$6,250.00	Committed
Independent Contractors;McMillan website designer, VUpdegrave tax accounting, Underwood Law Practice, Handi-men / electricians, lights & sound technicians	\$25,280.00	Pending
Occupancy; office rent is provided as in-kind	\$8,400.00	Committed
		\$65,230.00

Total

Total Matching Funds	\$127,920.00
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Budget Notes

If utilizing in-kind donated services to support the match requirement, please describe your method for determining the fair market value of these services. You may also use this space to provide additional details for matching sources, as necessary.

We researched the average cost to hire professionals to perform our needs. In some cases we bargained to pay for some services with in-kind offered by them. All charges are validated by standard practices and services. NOTE: we have more in-kind than required as a match for this grant, so have included details in DataArts report and will provide details if requested.

DataArts

DataArts Instructions

Follow these instructions to complete a Cultural Data Profile (CDP) and Funder Report:

1. Go to the SMU DataArts website (<https://da.culturaldata.org/>) and use the orange login button to access your DataArts account.
2. Create and complete two CDPs, one for each fiscal year.
3. Select the “Check and Complete” button to run a final, comprehensive error check.
4. After you have finished entering and completing your two fiscal year surveys, you will then use your CDP data to generate a Funder Report to be included with your application materials.
 1. Go to Funder Reports and Grants and search for California Arts Council.
 1. Find the grant program which you will apply to, select the “View” dropdown, then “Submit Data”. A PDF Funder Report will then generate.
 2. **Once you have run your report from DataArts, download, save, then upload your DataArts Funder Report below.**

If you need assistance, call SMU DataArts’ Support Center at 1-877-707-3282. See more detailed instructions in Program Guidelines and Application Instructions.

Upload DataArts Funder Report

[Trinity_County_Arts_DataArts_2019.pdf](#)

128.2 KB - 10/29/2019 11:06pm

Total Files: 1

DataArts Budget Notes

Budget Notes are required. Provide further information for any increases or decreases including programmatic areas from one year to the next.

With a small budget, a few dollars change, drop of an event, addition of another results in MANY Hundreds% change. Meaningful and significant changes to the 2 years report are:

Classes: We hope to increase workshops and classes as we advertise for teachers.

Attendance: We added 2 large events, heavily promoted those held on holiday weekends and employed people to gather data regarding head count, residence, form of advertising that alerted them of the event.

Our events are growing in interest, supporting artists and businesses. We sought the help of our bookkeeper to complete this report. With a different interpretation in some categories (non-current assets, non-current liabilities not addressed in previous years) we show a more realistic view of our future finances. Of course, they do not reflect some earnings nor projects that will be undertaken with increased cash. While we have much consistent programming, we are pursuing a major outreach plan to ascertain the aspirations of young and newer residents. Pursuing Cultural Tourism will also impact travel and use of contractors. Our new website will be invaluable in sharing our programs, enabling on-line memberships and donations. We did not do a membership drive 2019, opted to send a pleader letter to businesses and residents. Result, few actual memberships, but increase in overall donations as earned revenue. Dues to True North in 2019 are one-of. Purchase of equipment shown in Office and Admin.

Payee Data Record

Download the Payee Data Record form (STD 204) and verify that the pre-filled organizational information is correct. Please fill in the information in section 5 and sign. Scan and upload the completed form below.

Please Note: Not providing a signed copy of the Payee Data Record form (STD 204) will delay payments if grant is awarded.

Upload signed and scanned copy of the Payee Data Record form (STD 204).

[TCAC_Payee_Data_Record_-_2019.pdf](#)

814.5 KB - 10/28/2019 6:07pm

Total Files: 1

Support Materials

Instructions

Use file names that are brief but specific to the provided content and to your organization. Panelists will be advised to spend approximately 10 minutes reviewing artistic work samples prior to the panel meeting. Any uploaded materials exceeding the maximum permitted for each field will not be reviewed nor considered in the adjudication of your proposal. For video and audio, provide start and end times for the portion you would like the panel to review in the Support Materials Notes at the bottom of this page.

Accepted File Types:

Documents

Upload MS Word (.doc) or Adobe PDF (.pdf) file formats only.

Images

Option 1: Upload images as individual JPGs. Recommended resolution: 300 dpi. Recommended image size: 800 x 600 pixels. If scanning images, please scan at a resolution of 300 dpi and save/upload as individual JPGs.

Option 2: Combine images within one PDF.

Video (links)

Video files are not accepted - do not upload video files for review. Video work samples may be provided as online links (URLs) below applicable Support Materials. Non-password protected videos are preferred; if protected, passwords must be provided in the available field. Video links plus other file uploads may not exceed the indicated maximum number of materials requested, per material type.

Audio

Audio selections may be provided as online links (URLs) on a single-page PDF, or uploaded in MP3 format.

Work Sample Materials

Provide **up to three** different samples of materials generated within the past two years that best portray your organization, its arts programming and/or arts services. These may include marketing collateral such as flyers, brochures, and newsletters, as well as programs, reviews, etc.

[CareerExperienceProgram__ArtsCouncil_Co-leader1.pdf](#)

328.8 KB - 10/28/2019 7:17pm

[Frontier-Days-poster-2019.jpg](#)

2 MB - 10/28/2019 7:17pm

[TCAC-Art-Events-Calendar-2018.pdf](#)

699.8 KB - 10/28/2019 7:17pm

[Trinity_Ceramics__Glass_Fest.jpg](#)

528.8 KB - 10/28/2019 7:17pm

Total Files: 4

Are you providing video links in support of your organization and its work?

No

Provide a current list of Board of Directors, Commissioners, Committee, or other appropriate members of your governing body.

For each individual, provide:

- 1) name
- 2) expertise
- 3) role on governing body
- 4) professional affiliations
- 5) city of residence
- 6) county of residence

[TCAC_Board_Members__Personnel_2019.pdf](#)

144.5 KB - 10/30/2019 11:35am

Total Files: 1

County Government Resolution

Attach a current Resolution from the County Board of Supervisors designating your organization as the official State-Local Partner. The Resolution must include the Grant Activity Period.

[TCAC_Resolution_from_TC_Board_of_Supervisors_2019-088_\(1\).pdf](#)

256.2 KB - 10/30/2019 11:35am

Total Files: 1

Strategic Plan - Executive Summary

Provide the executive summary for your organization's current strategic plan. If a current strategic plan is not in place, describe any existing policies and/or procedures, and timeline for developing a strategic plan.

[TCAC_Executive_Summary_2019-20.pdf](#)

483.8 KB - 10/30/2019 11:36am

[TCAC_Strategic_Plan__2019.pdf](#)

358.5 KB - 10/30/2019 11:36am

Total Files: 2

Letters of Support

Please provide **up to two** signed letters from key stakeholders, partners, or collaborators. Letters should substantiate the quality of the organization, its programs and services, and affirm the organization's impact on its constituents.

[TCAC_ltr_of_support_Wvile_Chamber.pdf](#)

637.4 KB - 10/30/2019 11:37am

Total Files: 1

List of Grantees (if applicable)

Provide a list of current grantees, if applicable. For each grantee, provide the following:

- 1) organization name
- 2) award amount
- 3) project description
- 4) city of operation

[TCAC_Board_Members__Personnel_2019.pdf](#)

144.5 KB - 10/30/2019 11:37am

Total Files: 1

Support Materials Notes

Provide brief descriptions of artistic work samples and other support materials. For video or audio samples, provide specific start and end times for the portion you would like the panel to review. Be sure to clearly indicate which specific files your notes are referencing.

TCAC produces several large Art & Music Festivals. We provided the poster for Frontier Days as it depicts the partners and activities that explore our Gold Rush Heritage. The event is on Mother's Day Saturday and draws a large visitorship from the Bay Area, Sacramento to the Coast. The town dresses the part. It is a perfect vehicle to showcase Weaverville's cultural district. Trinity Alps; Ceramic & Glass Crafts Festival grows annually with amazing artists from Humboldt Co. Sacramento, Chico, Shasta Co and Trinity. The event includes many opportunities for people to try their hand at glazing and firing glass pendants and Raku ceramics. The brochure for the CTE program provides a glimpse into the internship program that we are integral to

Certification & Release

This Certification and Release must be signed by an authorized board member or designated organizational representative with the knowledge of the matters contained herein, and holds the legal authority to obligate the applicant organization, with the approval of the applicant organization's board of directors or other governing body.

The undersigned certifies the following:

California Secretary of State Certificate of Status

The represented organization has “active status” with the California Secretary of State (SOS) showing evidence of “good standing” at the time of application.

Yes, I certify

The undersigned certifies the following:

The represented organization has valid proof of tax-exempt status under sec.501(c)(3) of the Internal Revenue Code, or under sec. 23701d of the California Revenue and Taxation Code, or is a unit of government; or for grant programs allowing Fiscal Sponsors, is applying in partnership with a Fiscal Sponsor entity meeting all Fiscal Sponsor eligibility requirements as indicated in CAC Fiscal Sponsor Policy; that the applicant organization has been consistently engaged in arts programming for a specific number of years prior to time of application; has its principal place of business in California; and has completed prior contract requirements, if applicable; and has approval of the organization's board of directors or other governing body; and that the applicant organization and Fiscal Sponsor, if applicable, both comply with the Civil Rights Act of 1964, as amended; sec 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; observes provisions of the Drug Free Workplace Act of 1988; and California Government Code secs.11135-11139.5 (barring discrimination); complies with the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the Americans with Disabilities Act of 1990; and the Fair Employment and Housing Act; that all information contained herein is accurate or represents a reasonable estimate of operations based on data available at the time of submission; and that there are no misstatements or misrepresentations contained herein or in any attachments; and is aware that modification of the proposal at any point may require a contract amendment, rescinding of a grant award or cancellation of contract.

The undersigned hereby releases the California Arts Council (CAC) and the State of California, their employees and agents, from any liability and/or responsibility concerning damage to or loss of materials submitted to the CAC and the State of California, whether or not such damage of loss is caused by the negligence of the CAC, the State of California, their employees and agents.

Yes, I certify