

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor, District 2

DATE: January 8, 2008

SUBJECT: REVENUE SHARING - Approve appropriation of \$1,500 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *21st Annual Feats of Clay Celebration* as requested by Supervisor Weygandt (\$1,500).

ACTION REQUESTED

Approve appropriation of \$1,500 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *21st Annual Feats of Clay Celebration* as requested by Supervisor Weygandt (\$1,500).

BACKGROUND/COMMUNITY BENEFITS: 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 once again to help support the Lincoln Arts and Culture Foundation *21st Annual Feats of Clay Celebration*. This year Lincoln Arts has decided to combine the one-day street fair, "ClayFest" and the lighthearted competition, "Team of Clay" to their annual event. This event brings thousands of art and history lovers to Placer County each year that not only enjoy the exhibit, but also spend money for food, gas and lodging while they are here. The funds designated towards this annual celebration will help defray the cost of advertising for all three events, which this year will include the Bay Area, South Bay Area and Marin County bringing more tourist dollars into Placer County.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



November 27, 2007

Placer County Board of Supervisors
Attn: Robert Weygandt
175 Fulweiler Ave
Auburn, CA 95603

Dear Robert,

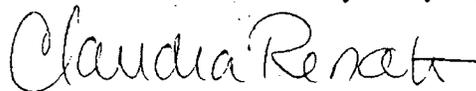
Feats of Clay, Lincoln Arts and Placer County's Premier ceramics competition will celebrate its 21st year this coming spring. This event brings thousands of art and history lovers to Placer County each year – people who not only enjoy the exhibition, but also spend money for food, gas and lodging while they are here. In 2007 we had over 6000 visitors, 210 of which stayed overnight in local hotels. Sixty-eight percent of those visitors came from outside of Placer County, and approximately Thirty-two hundred traveled an average of 78 miles one way to our community. This year we expect even more out-of-the-area visitors to attend. I have enclosed a list of zip codes from this past Feat's (2007) so that I could assess where our visitors came from and decide how to better reach those who did not attend in great numbers. Each year we fine tune our advertising to pull in the greatest number of people.

Lincoln Arts has also decided once again to sponsor the one day street fair, ClayFest, and the light hearted competition, Teams of Clay, this year. Until last year these events were put on by others, but, since they had been dropped from their calendars, and we didn't want to see such important community events die, we took them on last year with fantastic results. The competition and other events bring together all age groups and cultures for free and low cost fun while also advertising one of Placer County's products – our premium clay. It is very expensive, (about \$90,000) for us to bring Feats of Clay to the community each year -- a huge financial outlay for such a small arts agency. We feel, however, that the economic impact far outweighs the expenditure. Because of this, Lincoln Arts seeks financial sponsorship.

All events will have to be advertised, and, as you know, funding for the arts in California is nearly nonexistent now. Because of this we must depend on our friends to extend our outreach. Most of our advertising in the past has focused on our own area, but this year, because the competition has grown so much, our goal is to reach further, including a much larger part of the Bay Area, South Bay Area and Marin County. We feel that art lovers in those affluent areas will be drawn to these events if they are made aware of them – bringing more tourist dollars into Placer County. We are requesting \$10,000 this year from the Placer County Supervisors to assist us in spreading the word. Your generous contribution will be acknowledged in the show program, signage at the Grand Opening Benefit, as well as other advertising. You will also receive 10 complimentary tickets to the reception on April 26, 2008. A few days later the docent-guided tours of the factory allow the public to view the show beginning April 30 and continuing through May 25.

The Feats of Clay Benefit Reception, which has previously been called the social event of the year in Placer County, promises to be our best ever, and you won't want to miss it. We believe that our month long "Love affair with Clay" has helped to put Placer County on the map, and we at Lincoln Arts are justifiably proud of it. We know that Placer County shares our pride, and we hope that we can count on your continued support.

On behalf of Lincoln Arts I thank you for your past contributions and those you will allocate for 2008,



Claudia Renati,
Executive Director, Lincoln Arts