

Mission of the Fund

The Fund aims to help the arts and culture sector in Napa County weather recent challenges and begin to thrive. This year, the Fund has the following Focus Areas:

- Promote dialogue among arts groups, donors and interested community members about the current crisis facing Napa County's arts sector. **What we see:** Napa County has world-class venues, but not enough audience, and lacks a comprehensive strategy to encourage our millions of visitors to partake in cultural offerings. A dozen galleries and nonprofit arts groups have gone out of business during the last two years. A narrow base of donors has been thoroughly tapped, with more than \$100 million spent on recent capital projects. Coordinated, open and consistent dialogue among the stakeholders is critical to overcoming these challenges.
- Build capacity of the Arts Council of Napa Valley, the trade association and advocacy organization in Napa County. **What we see:** The Arts Council of Napa Valley was struggling financially after state budget cuts in 2003. The nonprofit's leadership also was having difficulty shifting from a visual arts program focus to a much-needed support role for the entire sector. At such a critical time for our cultural community, strong leadership is a key element of success. A robust Arts Council will mean they can pursue projects that benefit the entire sector.
- Support the completion and implementation of a county-wide cultural plan. **What we see:** Historically, building our arts sector has been an uncoordinated, ad-hoc effort. There was no process in place to create a strategic vision for Napa County. A forward-looking and economically viable plan needs to be based on hard data and community input. Aside from building a tactical template, a cultural plan serves to educate the public and increase support for the arts. We have seen other counties with a struggling arts sector turn the tide by implementing a cultural plan.

Examples of Projects

\$30,000 to Arts Council of Napa Valley to build organizational capacity (e.g., expand Board of Directors, change mission), and convene a series of meetings among arts stakeholders.

\$2,300 to grassroots organizations to pay venue rental fees for performances or community arts festivals.

\$50,000 challenge grant to Arts Council of Napa Valley to initiate and manage a cultural planning process for Napa County, and develop a comprehensive online calendar of arts offerings.

How to Apply

The Fund is open year-round for applications. Grant decisions are made at the discretion of the Community Foundation Board of Directors, with recommendations from staff. For more information, please contact Marla Tofle at 707.254.9565.