



### **Mission of the Fund for the Arts**

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.

\$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.

\$45,000 to Arts Council of Napa Valley to implement the completed cultural plan.

### **How to Apply**

The Fund currently makes grants on an initiative-funding basis. 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.