

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1 and Robert M. Weygandt, Supervisor, District 2

DATE: March 10, 2009

SUBJECT: REVENUE SHARING – Approve appropriation of \$1,450 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *22nd Annual Feats of Clay Event* as requested by Supervisor Rockholm (\$250) and Supervisor Weygandt (\$1,200).

ACTION REQUESTED

Approve appropriation of \$1,450 in Revenue Sharing monies to the Lincoln Arts and Culture Foundation *22nd Annual Feats of Clay Event* as requested by Supervisor Rockholm (\$250) and Supervisor Weygandt (\$1,200).

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 approve appropriations to help support the Lincoln Arts and Culture Foundation *22nd Annual Feats of Clay Event*. The Lincoln Arts and Culture Foundation was founded in October 1986, to support and promote the arts, culture and history in the greater Lincoln area. This internationally known ceramic art exhibition brings thousands of visitors each year who tour the City of Lincoln and many Placer County venues. The funds designated towards this popular event will aid the Lincoln Arts year round programming designed for after school art classes, educational programs for teachers as well as students, a full year of gallery exhibits for new and up-coming artist and the free concerts held in the Beermann Plaza in Lincoln.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.



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BOARD OF SUPERVISORS			
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Sup D2	Sup D5	Aide D2	Aide D5
Sup D3		Aide D3	* <input checked="" type="checkbox"/>

580 Sixth Street
Lincoln, CA 95648

(916) 645-9713 T
(916) 645-3945 F

www.lincolnarts.org
lincolnarts@sbcglobal.net

January 10, 2009

I have a cost effective proposition for you – an opportunity to have your business name seen by thousands of people during one of the largest art events of the year in Placer County. Even if you are new to the area you have probably heard about the Feats of Clay exhibition and the historic Gladding, McBean terra cotta factory in which it is held.

Feats are a ceramic competition without equal that draws thousands to Lincoln has been profiled in local newspapers and magazines, national magazines and video. The venue in which it is held is the jewel in Lincoln’s crown – one of the last and finest architectural terra cotta fabricating plants in the United States, Gladding, McBean. They have been in business for well over a century and are known throughout the world for the quality of their products and for building façade repairs. We are honored to have them as a partner and major sponsor of this event.

Feats is our biggest fundraiser of the year. It begins with a gala reception which sells out fast and draws artists and patrons from all parts of the country. They enjoy being the first to view the art while enjoying fine wines, locally brewed beer, great food and live music within the ambience of the historic Gladding, McBean factory.

Twenty two years ago the founders of Lincoln Arts, the non-profit organization behind this wonderful event, made a commitment to provide free and reasonably priced arts and cultural events to enrich the lives of people of Lincoln. Twenty years later we have been more successful than our founders ever dreamed. This year our monthly art shows exposed visitors to fine art *and* provided a forum for emerging local and regional artists to show and sell their work. In addition to our monthly shows, we hosted classes for adults and children in many disciplines both at our gallery and in our schools; brought free musical and cultural programs to Lincoln through our Summer Concert Series; Chairity Auction and of course “Feats of Clay where docents shepherded thousands of people through our local treasure, the Gladding, McBean terra cotta factory.

In 2008, to celebrate our twentieth first year, we are reaching even farther. For the first time our competition will be open to international artists. We have invited artists from both Mexico and Canada to submit their work. We are also sponsoring ClayFest, the annual street festival which brings ceramic artists to town and allows children and adults hands-on experience with clay. In addition, we are hosting Teams of Clay – a lighthearted competition among teams of “artists” from local businesses who have 15 minutes to create a masterpiece out of local clay to the loud cheers of onlookers.

These 3 events bring in over 9,000 people to the City of Lincoln – people who eat, shop, and return after visiting our charming town. This translates into dollars for our local merchants. Sponsors, who we thank publicly in many ways, also benefit greatly from the exposure these events bring to Lincoln. This is where you, the business person, come in.

Feats is a very expensive undertaking and can only happen if people like you pledge to support the arts. Sponsorship is a win/win proposition: it both assures continuity of the fine arts and promotes YOUR business to thousands of local and regional art lovers. There are many levels of tax-deductible sponsorships available. I am sure one of them would fit into your budget.

This year we will be having a Monte Carlo Night during the Reception that will also be held at the GMB Factory on April 25th, 2009 – A great way to sponsor a table is donating \$1,000.00.

Please call me at (916) 645-9713 to discuss sponsorship options. We count on you to keep the arts alive in Lincoln in 2009.

Thanking you in advance,



Claudia Renati, Executive Director
Lincoln Arts and Culture Foundation

