

Improving Economic Impact of Arts on Local Economy

| Time | Room | Monday May 4, 2009 | Tuesday May 5, 2009 | Wednesday May 6, 2009 | Thursday – May 7, 2009 |
|--------------|---------------------------------------|---|---|---|---|
| | | <i>Tourism</i> | <i>Creating an Arts District</i> | <i>Arts In & Outside the Home/Business</i> | <i>Supportive Services – Marketing, Financial, etc.</i> |
| 9 – 10 a.m. | Studio (except Thurs. in Rental Room) | <ul style="list-style-type: none"> Ken Potter, Introduction to Watercolor Landscapes (10 a.m. to 2p .m.) | <ul style="list-style-type: none"> Barbara Dendy, Watercolor (9-12p.m.) Earl Boley, Plein Air Painting (9-1p.m.) outside | <ul style="list-style-type: none"> Phil Evans Sculpture Park Sarah Solis-Matson –Fresco Painting -10-2 Outside area | <ul style="list-style-type: none"> Mary Bonanno, Photographer Karen Sanders, Graphic Artist Susan Leith, How to take Photos of Your Art Work. (9-11 p.m.)outside David Lobenberg-Sunflowers 10-2 -Outside |
| 10 – 11 a.m. | Rental Room (except Wed. in studio) | Calaveras County Panel <ul style="list-style-type: none"> Ironstone Vineyard | Sacramento Fine Art Center Studio Tours Discussion? Skip Lee, Joan Mc Murray | Staging Properties <ul style="list-style-type: none"> Sacramento Staging Solutions | Marketing Services <ul style="list-style-type: none"> Wallrich, Landi Integrated Marketing Communications ERC Systems Allison E. Cagley, Professional Fundraiser |
| 11 – 12 noon | Rental Room | Focus Group | Focus Group | Focus Group | Focus Group |
| 12 - 1 p.m. | Studio | Networking Lunch <i>Bring business cards</i> | Networking Lunch <i>Bring business cards</i> | Networking Lunch <i>Bring cards</i> | Networking Lunch <i>Bring business cards</i> |
| 1 – 2 p.m. | Studio | Joan McMurray, Wearable Art (2:15 p.m. to 5:15 p.m.) | | KP Murals | |
| 2-3 p.m. | Rental Room | Napa Valley Panel <ul style="list-style-type: none"> Napa County Arts & Culture Commission Westin Verasa Napa Hess Vineyards Carol Rhodes-Wittich, Alternative ways to sell art. | Lofts & Building Panel (or Phantom Galleries) <ul style="list-style-type: none"> County of Sacramento Carmichael Chamber of Commerce | Realtor Panel <ul style="list-style-type: none"> McMartin Realty | Financial Services |
| 3:30-4:30 | Gallery | | | | |
| 5:30-8 p.m. | Gallery, Studio | Business / Community Reception – Wine Tasting | | | |

This conference is a great opportunity for local artists and businesses to explore ways to create new economic opportunities for our local community especially focusing on **Carmichael, Fair Oaks, Citrus Heights, Orangevale and Fair Oaks.**

Plan to attend a day or the entire week. You can register for the full week for the **cost of only two days!** Furthermore, all focus group participants will receive a special thank you gift for attending!

For more information, **contact Marilyn McGinnis at 745-3579** or email at **uschumboldtmmom@yahoo.com**

Please make your check payable to **Sacramento Fine Arts Center, 5330-B Gibbons 5330-B Gibbons, Dr., Carmichael, CA 95608:**

___ Registration for one day (\$50 by April 15, \$55 after April 15th)

___ Registration for two or more days (\$100 by April 15th, \$110 after April 15th)



Box lunches provided by **Lido Café**. Please indicate your box lunch choice:

Monday ___ Turkey ___ Vegetarian

Tuesday ___ Turkey ___ Vegetarian

Wednesday ___ Turkey ___ Vegetarian

Thursday ___ Turkey ___ Vegetarian

Did you know?

- The Travel Industry Association of America has documented that *81% of adult travelers include a cultural event while on a trip of 50 miles or more away from home.* These travelers stay longer and spend more generating more income for the community.
- The Arts and Economic Prosperity III Study of visual, performing, folk and media arts in Lincoln, Nebraska found that *81% of event attendees were local and 19% were non-local.* The non-local attendees spent an average of 23% more than local attendees per person.

What have other local communities done?

- Jonesborough, Tennessee (population 3,400) hosts an annual *Story Telling Festival which draws visitors from 50 states and 7 foreign countries,* generating \$5 million worth of economic activity in the region.
- Red Bank, New Jersey sponsors the annual Cape May Music Festival and has found that attendees are 17 times more likely than the average tourist to spend money on overnight accommodations and spend 9 times more on meals and shopping. Furthermore, since the creation of Monmouth Street as the Arts Corridor, the local population has grown 15-20%.



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What can we do locally?

Each day will provide opportunities to network with local artists and businesses who share this common interest:

Tourism – Explore collaborative ways to showcase local art exhibits, music festivals, and culinary events at local business venues.

Creation of Art Districts – Identify potential restaurants, bars or other meeting spaces for artists and their fans to meet following events. Investigate renovation or tax exemptions to restore/create low rent housing that provides adequate space for artists to live and work.

Supportive Services – Investigate ways that self employed artists and business owners can join together for their mutual benefit in obtaining low cost health, legal and financial services.

Art in and about the Home – Expand our definition of art to include interior (e.g. faux finishes, murals, etc.) and exterior arts (e.g. sculptures, walking stones, etc.)