

El Dorado Arts Council Arts Census

POST-EVALUATION SUMMARY

October, 2010



In partnership with:



Supported by:



2010 Arts Census Insights and Observations

- Artists interviewed include display artists, performing artists, and art venues, businesses, and organizations.
- Out of the 135 surveyed, about half report they are struggling.
- While artists love working in El Dorado, many feel there could be more promotion and advertising to bring potential customers to the area.
- Artists state “the people” are what they most enjoy about working in El Dorado County.

The El Dorado Arts Council (EDAC) and the El Dorado County, Office of Economic Development, launched the first annual Arts Census during the month of October 2010.

The Arts Census is modeled after the business walk concept, which allows business and civic leaders to gain important insight into a local community’s business climate. In this case, the emphasis was on the business climate within the arts community. Instead of a traditional one day business walk, artists and arts venues were surveyed during the entire month of October. During the Arts Census, leaders learned firsthand the major needs of the art community and were able to provide information and support to artists in the area. EDAC, the County, and other organizations, working on behalf of local artists and arts venues identified the overall needs and successes of the art community. These leaders are now able to act on their behalf, helping to ensure a prosperous arts business climate.

Art Census volunteers asked four basic questions:

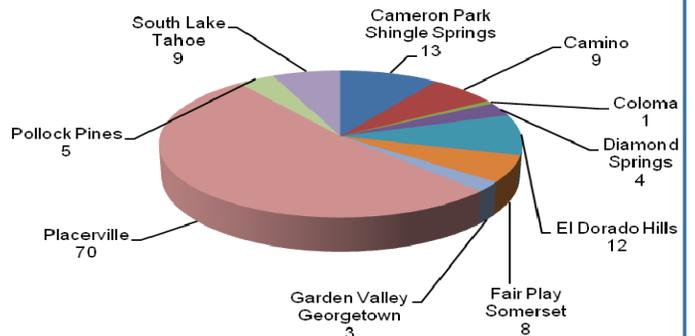
- How is business?
- What do you like about doing (arts) business in the community?
- What needs to be done to make it even better?
- What do you actively do to increase arts business?

During the Arts Census, volunteers surveyed 135

artists, art businesses, art organizations, and art venues. This included visual display as well as performance arts. Contact was made via in-person visits, telephone conversations, and through the EDAC website.

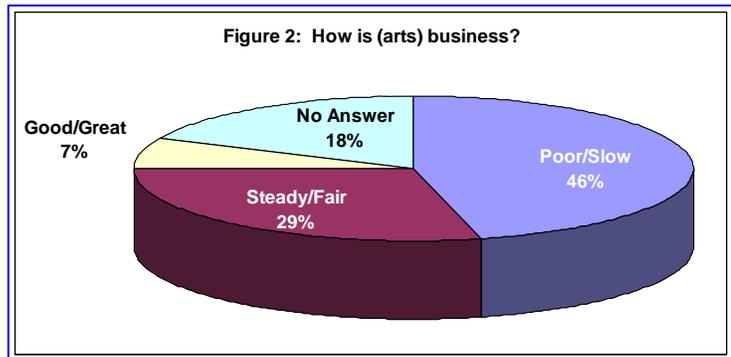
The Arts Census was a county-wide effort, the majority of participants located in Placerville, Cameron Park/Shingle Springs, and El Dorado Hills.

Figure 1: Location of Artists, Organizations, Venues, Businesses Surveyed



How is business?

Many of the El Dorado County artists reported that they are struggling. Of those who answered the question, about half indicated that business is at least steady/fair or good/great and half said business was poor/slow (Figure 2). Several focused on the inconsistent nature of the business, with some now seeing slight improvement. A few participate in more than one type of art, so while business is down in one sector, it is good in another. Consumers buying cheaper, mass-produced art was also mentioned as a reason for poor business.



What do you like about doing business in the community?

When asked what they like best about doing business in the community, 34% of the respondents cited the people (Figure 3). Most respondents tended to comment that their customers are enthusiastic, supportive, and friendly. Their customers include a mix of both local and tourists.

Upcoming Activities

Poetry Out Loud – During January and February 2011 EDAC hosts high school competitions in this national recitation contest. (Finals February 2, 2011)

ArtSpace Exhibits – EDAC holds ongoing exhibits in their Placerville Main Street ArtSpace location, including an upcoming *Bricolage* show, which will highlight art that is created from found or recycled objects in celebration of Earth Day. (April 5 – 30, 2011)

El Dorado Hills Art and Wine Affaire – This two-day festival combines the beauty of art and wine and is a partnership effort by EDAC, the El Dorado Hills Chamber of Commerce, and the El Dorado Hills Optimists Club. (May 7-8, 2011)

Coloma Blues Live! – The shores of the American River is the setting for this all-day music festival presented by EDAC. (June 4, 2011)

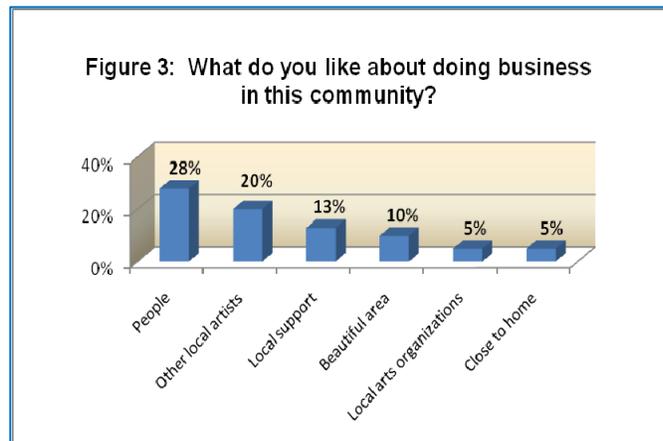
Art in the Orchard – This all-day event offers both art and live performances in the beautiful outdoor setting of Rainbow Orchards in Camino. (August, 2011)

Interaction with other local arts ranked second as a positive reason for doing business in the community (25%). Comments include that there is large population of artists who have a great sense of community and are very welcoming. They tend to inspire and support each other.

Third was local support with 16%. This includes support from businesses, media, arts organizations, and residents.

Overall, artists enjoy working in El Dorado County, and envision future

opportunities for growth. The improvement issue ranking the highest (29%) was the desire for more advertising and promotional opportunities (Figure 4). While some were vague as to what exactly should be promoted, many would like to see their communities become art destinations and draw not only locals, but art lovers from all over. Some suggested more advertising in southern California and on the east coast to accomplish this. Others would like to see venues/events promoted more locally. Having more events/venues for local artist exposure ranked second at 20%. Also mentioned was making these, including space to display art, more affordable. Many suggested using vacant spaces/buildings to showcase art. Some proposed having arts centers in areas with heavy foot traffic which could accommodate many artists.

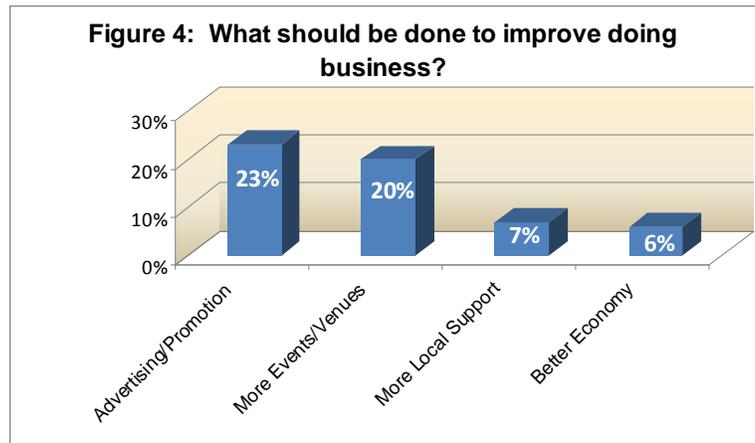


What improvements are needed in the area?

The third most frequent response was the desire for more local support. Interestingly, this issue appeared as one of the most voiced reasons the artists have for enjoying doing (arts) business in the community, yet it is also an area cited for improvement. While the specific details were not provided, local support from government and businesses as well as residents was stated.

In addition, there were many more interesting responses to this question, which include:

- Better economy
- Placing more art in public places
- Lowering rent
- Cleaning up Main Street in Placerville
- Supporting student artists
- Taking out traffic lights
- Improving parking in Placerville
- Offering higher quality stores and restaurants

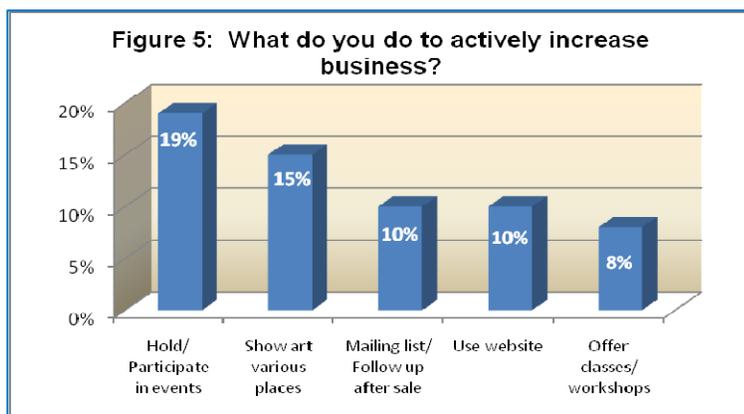


What do you do to actively increase business?

This question was asked to help determine best practices. The most common response as far as what artists feel helps them the most is holding and/or participating in arts events (19% - Figure 5). The events mentioned are the annual Studio Art Tour, Kid's Expo, holiday benefits, Wine and Arts Festival, the Butterfly Concert, wine events, and the Government Center display.

The second most mentioned response was that they show art in various places (15%). This ties in with the previous response in that displaying art is felt to be the best form of promotion. Examples of where art is exhibited are at EDAC, galleries, local restaurants, wineries, the Senior Center, and floral and jewelry shops.

Tied for third were their website and the personal touch (10%). They personally follow up on sales with thank you notes and create mailing lists to update loyal customers of their latest art. They also send out invitations to upcoming events. They keep their websites updated with this information and show samples of their work.



Some respondents provided the following ideas for promoting business:

- Offer classes and workshops
- Distribute brochures and business cards
- Network
- Donate their work to fundraisers
- Advertise with local media
- Provide a quality product

Participating Artists

EDAC and the El Dorado County Office of Economic Development would like to thank the following arts businesses for providing feedback during the Arts Census:

- Aleris E. Hart
- All About Ewe
- Alyceann Ginelli
- Animals & Abstracts
- Anne Gladwill, Artist
- Art on the Divide Cooperative
- Art Services
- ArtiFact, Ink
- Artworks
- Barbara Finley
- Big Oak Arts/The Mad Stencilist/Art to Live By
- Blind Mind
- Bonita Paulis Fine Art Studio
- Bud Bradley
- Candi Lincoln
- Carlotta Tormey
- Carol Newland
- Carole Beller
- Cathie Urquhart
- Center Stage Dance Academy
- Chains Required
- Claudine Granthem
- Connie Randmaa
- Cozmic Cafe
- Crestview Creative
- D. J. Lanzendorfer
- Dave Allan
- Deb Jolette
- Diamond Springs Art Association
- Dianna Schwierzke
- Dianne Sewell
- Don Nicholson
- El Dorado Hills Art Association
- Emily Dinsdale
- Fine Silver Jewelry
- Flowers by the Gate
- Flowers on Main
- Foothill Women's Chorus
- Fusion Gallery Findleton Winery
- Gene Kalbaugh
- Geneva Fenno
- Gerry Feher
- Glass Creations by Jenell
- Gloria Bradley
- Gloria Vernon Studios
- Gold Country Artists Gallery
- Gold Country Artists Gallery
- Gold Country Artists Gallery
- Grann Gallery
- Gray Rock Studio
- Hillside Oak Studio
- Hillside Oak Studio
- J.T. Dougherty
- James Higbee
- Jean Stiles
- Joanne McCubrey
- Joey Cattone
- Joyce Bahnsen
- Judy Arrigotti
- Juechter, Ken and Landavazo, Vilia
- Julia Hansen Consulting
- Kathleen Peet
- L.J. Davis designs
- Lachapelle Fine Art
- Lanny Langston
- Laura DeAnna
- Linda Erfle
- Linda George
- Linda Lockwood
- Lisa Aikenhead Photography
- Llana Shaver
- Loretta North
- Lu Lobue
- Lucia Rothgeb
- Lynn Kessinger
- Marble Valley Regional Center for the Arts
- margies-art
- Marilyn Callaway
- Marilyn Kasko
- Marisa Sayago
- Marjorie Dodrill Paintings
- Marylou Morton
- Myra Holmes
- Nathan Reifke
- Nita Beada Creations
- Patty Jacobs
- Paul Cockrell
- Paul Tomei
- Pen Slade Arts
- Perry Creek Winery
- Peter J. Wolfe
- Poozles
- Queen Lily's Jewels
- Ramona Beckwith
- Red Fox Poetry Underground
- Richard Colburn
- Richard Gonzalez, Sculptor & Painter
- Robin Schommer
- Robt. Howard Studio
- Rock and Iron Design
- Rocky's Art & Framing
- Ron Runtenelli / Contemporary Jewelry Sacred Heart Photography
- Sandy Allie
- Shell Benesch
- Shirley Manfredi
- Smokey Ridge
- Spoiled Rotten Boutique
- Stephany Nickel
- Sue Chapman
- Susan Denega
- Susan Keale
- Susan Levitsky Artworks
- Susan Preissner designs
- Susanne Billings
- Tahoe Tallac Association
- Teri Meyer
- Textures and Tones
- The Art of Rod Williams
- The Humble Fly
- The Wine Smith
- Valerie Bye
- Vicki Catapano
- William McPheeters
- Wilson Designs
- Windwalker Winery
- Winery by the Creek
- Wood Art Originals
- Woodturning by Jerry