

Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

**SUBJECT: SUPPORT FOR 2007 MUSIC
& ARTS CAMPAIGN**

DATE: 02-07-07

RECOMMENDATION

Recommend that the City negotiate and execute an agreement to award a grant of \$5,000 to Arts Council Silicon Valley to support the 2007 Music & Arts Campaign.

BACKGROUND

For 40 years, the last 20 as a program of Arts Council Silicon Valley, Music & Arts has provided support to local arts organizations to facilitate their efforts to raise needed funds from individuals and businesses. Over the years, the program has evolved into both a fund-raising support service, as well as a key capacity development opportunity, for smaller, volunteer-driven arts groups in the region, about half of which are from San Jose.

Relying primarily on a coordinated Music & Arts Campaign each year, the program provides training to volunteers and staff from the participating organizations, fund-raising collateral material, and pledge redemption services that continue throughout the year.

The City has supported the operation of the Music & Arts program since the mid-1980s as a valuable capacity-building asset for small San Jose arts groups. The FY 2006-2007 Arts Commission-recommended arts program budget includes an allocation of \$5,000 for the continuation of such support.

ANALYSIS

In 2006, four San Jose groups* participated in Music & Arts, half of the total number of participating organizations. Together, the four San Jose organizations reported raising pledges totaling nearly \$45,000 from 324 donors through the Music & Arts Campaign.

* Kaisahan of San Jose Dance Company, Mission Chamber Orchestra, San Jose Symphonic Choir, WORKS/San Jose

ARTS COMMISSION

February 7, 2007

Subject: Support for Music & Arts

Page 2 of 2

In 2007, the four San Jose organizations will be joined by two more, the Silicon Valley Gay Men's Chorus and sjDANCEco, making the San Jose groups the majority of this year's total of 10 participants.

The 2007 Campaign began formally on February 1 and continues through April 30. The Arts Council has engaged respected local philanthropy professional Nancy Ragey, formerly Special Advisor to the President, Community Foundation of Silicon Valley, as Music & Arts Consultant. Ms. Ragey facilitated two workshops in December and January and will facilitate a mid-campaign meeting in March. She has also developed fund-raising workbook materials for the participating organizations.

The program has also furnished the participants with a collaborative full-color brochure and pledge envelopes. It offers multiple donor options which the participants individually could not afford to provide potential donors, including pledge processing, installment billing, credit card processing and on-line pledge capability. The pledge processing and collection services continue throughout the year.

The recommended City grant represents just under 10 percent of the Music & Arts operating budget of \$51,500 for the Arts Council's 2006-07 fiscal year.

PUBLIC OUTREACH

Office of Cultural Affairs staff reviewed the Arts Council's Music & Arts grant request with the Programs Committee at its publicly noticed monthly meeting on January 17, 2007.



PAUL KRUTKO
Chief Development Officer