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**CENTRAL COAST COUNTY ARTS AGENCIES AWARDED \$4.75 MILLION TO SUPPORT  
COMMUNITY RESILIENCE**

**SANTA CRUZ, CA** — Aug 25, 2022 — The Arts Council for Monterey County, Arts Council Santa Cruz County, San Benito County Arts Council, San Luis Obispo County Arts Council, Santa Barbara County Office of Arts and Culture, and Ventura County Arts Council are pleased to share that the Central Coast Region has been awarded a competitive \$4.75 million grant to support the health, safety, and resiliency of Central Coast communities through the arts.

The grant program, California Creative Corps, was developed by the California Arts Council in partnership with the State legislature. California Creative Corps is an economic and workforce recovery pilot program intended to support pandemic recovery and the environmental, civic, and social engagement of California's most disproportionately impacted communities. Using various art forms, including visual, performing, and traditional arts, artists will advance positive community outcomes by creating locally-focused, contextually and culturally sensitive public messaging and work.

The initiative represents an unprecedented collaboration between County-designated arts agencies from all six counties. The arts agencies will work cooperatively to support program administration and serve as primary partners, service providers, and communication conduits in their respective geographies.

“Arts Council Santa Cruz County is excited to support our local creative ecosystem through this California Creative Corps pilot. It creates opportunities for artists to do - and be paid for - what they do so naturally, inspiring people to think differently, problem-solve creatively, and drive social change,” says Jim Brown, Executive Director, Arts Council Santa Cruz County. “We’re excited to work with our regional partners to bring this funding to the Central Coast.”

Modeled in the style of the Works Progress Administration, the grant funding will support a media, outreach, and engagement campaign designed to increase: (1) public health awareness messages to stop the spread of COVID-19; (2) public awareness related to water and energy conservation, climate mitigation, and emergency preparedness, relief, and recovery; (3) civic engagement, including election participation; and (4) social justice and community engagement. Projects are intended to cultivate trust, belonging, community cohesion, and interdependence—particularly in communities that are most impacted. Communities located in the lowest quartile of the California Healthy Places Index will be prioritized.

The scope of the regranting partners’ responsibility includes:

- Engaging in robust outreach to ensure comprehensive geographic reach for sub-grantee organizations, artists, and cultural practitioners.
- Supporting artists and organizations in completing the application and managing the application processes for artists and sub-grantee organizations.
- Mentoring—through professional development, workshops, or other opportunities—individual artists, cultural practitioners, and nonprofit organizations.
- Increasing visibility of the work of artists, cultural practitioners, and nonprofit organizations.

The program will be implemented in multiple phases; the regional guidelines and application process will be released in Fall 2022. All funds will be distributed by September 30, 2024.

### **About the Central Coast County Arts Partners**

The Arts Council for Monterey County aims to improve the quality of life for everyone in the region through the arts. Arts Council Santa Cruz County strives to generate creativity, vibrancy, and connection and build a stronger Santa Cruz County, where creative expression thrives and the arts are integral to all aspects of a diverse community. The San Benito County Arts Council is dedicated to activating and connecting people, spaces, and communities through art, culture, and creativity. The San Luis Obispo County Arts Council’s

goal is to advance the visual, literary, and performing arts through programs that promote public access to the arts, arts in educational settings, local arts planning and collaboration, and opportunities for artists and arts organizations. The Santa Barbara County Office of Arts and Culture is committed to nurturing a sustainable arts and culture sector, promoting equitable access for all, and empowering the creative communities to innovate, collaborate, and thrive. The Ventura County Arts Council advocates for the arts and creates partnerships among artists, arts supporters, businesses, foundations, county organizations, and schools.

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### **About Arts Council Santa Cruz County**

Arts Council Santa Cruz County generates creativity, vibrancy, and connection in Santa Cruz County. For 40 years, we have fueled the creative community, supporting individual and collective artistic expression and building bridges and bonds between people throughout our county. We know that art changes lives. In Santa Cruz, the arts are also an economic driver (\$32 million of economic activity annually), contribute to civic pride, and are one of the most powerful vehicles for bringing people together, creating community dialogues, and strengthening relationships.

Through grants to artists and arts organizations, arts education programs that serve more than 17,000 youth across Santa Cruz County, and community initiatives such as Open Studios, the Tannery Arts Center, and the Watsonville Center for the Arts, we help Santa Cruz County thrive. Learn more at [artscouncilsc.org](http://artscouncilsc.org).