



SAN BENITO COUNTY ARTS COUNCIL

Jennifer Laine, Executive Director

info@sanbenitoarts.org



The San Benito County Arts Council

PROGRAMS

- Arts in Education
- Exhibitions & Presenting
- Technical Assistance
- Creative Placemaking



INITIATIVES

- The Dreams Project
- Veteran Voices Project
- Activate Dunne Park Project
- Public Art Review Committee
- Arts Advocacy



Recent Accomplishments

1st Nonprofit! Green Business Certification



Arts Express! Grant Program



\$6,500 in Arts Funding to local arts organizations, cultural groups & individual artists for community-based projects

El Teatro Family Day

Recent Accomplishments

Arts in Education Program



NEW STEAM Initiative; Teacher Workshops on Arts Integration; Arts Now Leadership Team; After School Mariachi Program; DREAMS Project

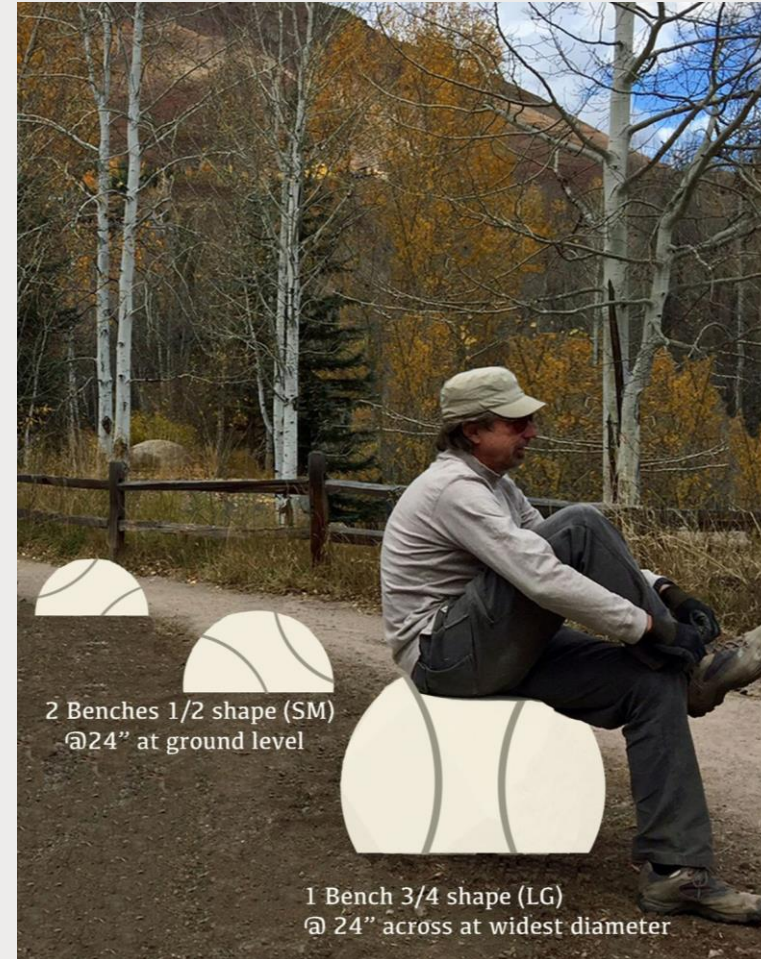


Recent Accomplishments

Activate Dunne Park Project



Dance @ Dunne



Baseball Benches, Nancy Lovendahl

NEW! SAN BENITO DANCE WEEK



NEW! ARTS, CULTURE & CREATIVITY MONTH



CALIFORNIANS FOR THE ARTS

In California, arts & culture is a \$186 billion industry—7.0 percent of the state economy.

The *nonprofit* arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue.

(source: U.S. Bureau of Economic Analysis)

THE CREATIVE ECONOMY

■ Direct Services: Creative Industries

- ✓ Visual & Performing Arts (museums, galleries, theaters)
- ✓ Architecture & Design
- ✓ Publishing & Printing
- ✓ Fashion

■ Indirect or Induced Services

- ✓ Catering
- ✓ Cleaning Services
- ✓ Bookkeeping, Management & Legal Services
- ✓ Transportation

Otis Report on the Creative Economy, 2017

HIGHLIGHTS ABOUT CALIFORNIA'S CREATIVE ECONOMY

TOTAL ECONOMIC OUTPUT: CALIFORNIA

\$406.5 Billion

NET ECONOMIC CONTRIBUTION: CALIFORNIA

10.9%

OF THE STATE'S GROSS PRODUCT (\$2.2 TRILLION) IN 2015

TOTAL LABOR INCOME: CALIFORNIA

\$136 Billion

(DIRECT, INDIRECT, AND INDUCED)

TAX REVENUE: CALIFORNIA

\$16.7 Billion

Otis Report on the Creative Economy, 2017

HIGHLIGHTS ABOUT CALIFORNIA'S CREATIVE ECONOMY DIRECT EMPLOYMENT

CREATIVE ECONOMY EMPLOYMENT: CALIFORNIA

1,636,800 Jobs
(DIRECT, INDIRECT, AND INDUCED)

2015 CREATIVE ECONOMY EMPLOYMENT: CALIFORNIA

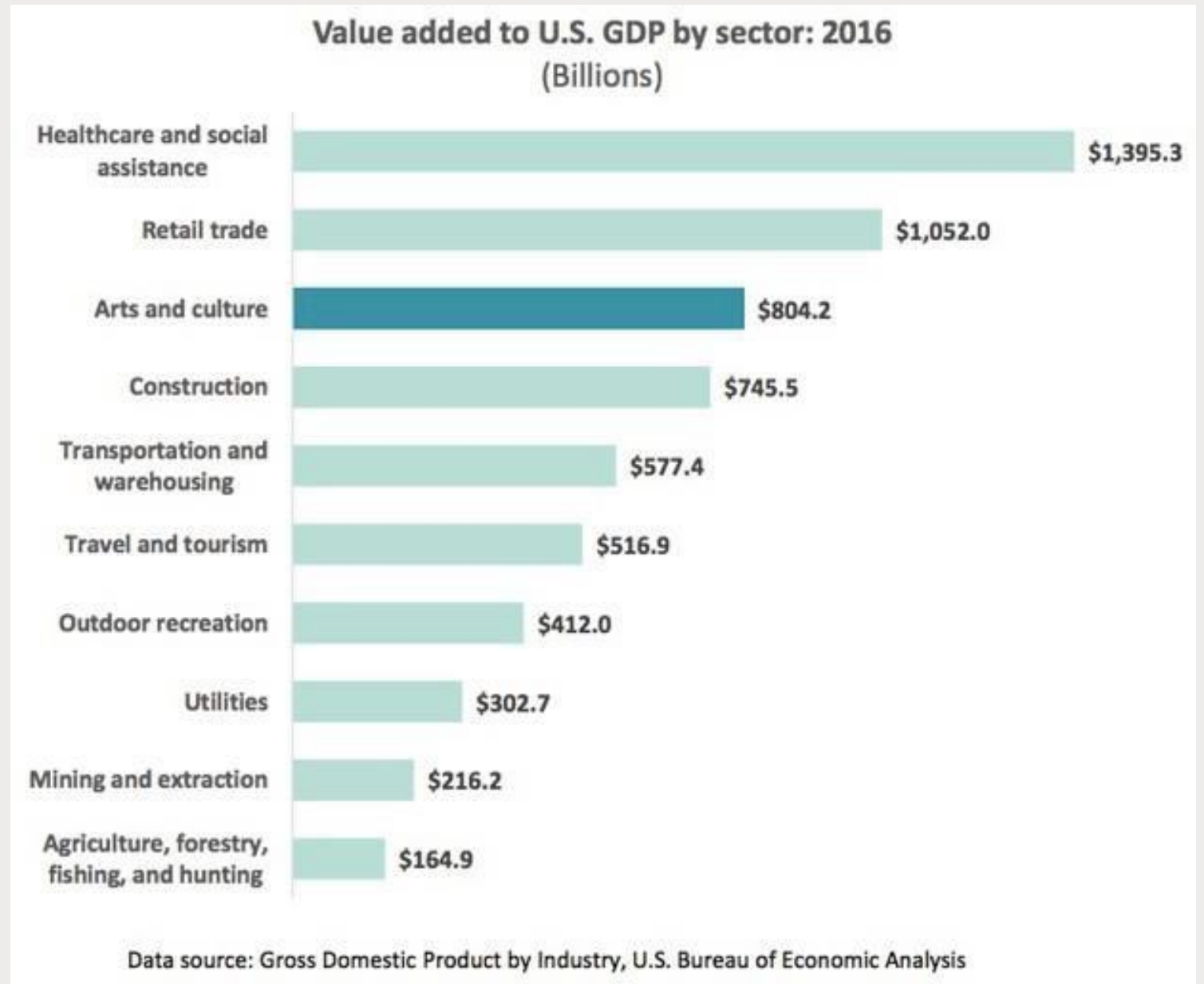
747,600 Jobs
DIRECT JOBS

2010 - 2015 EMPLOYMENT: CALIFORNIA

+13.5%

California's creative industries increased by 88,600 jobs to 747,600, an increase of 13.5 percent.

THE ARTS IN THE ECONOMY



Americans Value the Arts

82%

of Americans believe
arts & culture are
important to local
businesses and the
economy

87%

of Americans believe arts
& culture are important
to quality of life

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs

Additional Benefits: *The Arts*.....



Create “Place”

Make Better Schools

Beautify Communities

Increase Healthy Living

Improve Accessibility

Contribute to Sustainability

Increase Safety & Security

Improve Quality of Life

Foster Connectedness

Reflect Cultural Identity

Enable Cultural Preservation

Thank You!

San Benito County Arts Council
831.636.2787/ www.sanbenitoarts.org
#sanbenitoarts @sanbenitoarts

San Benito County



Council