

PRESS RELEASE

For Immediate Release

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California Awards \$4.75 Million to Central Coast County Arts Partners, an Alliance That Includes the Ventura County Arts Council

*Partners Will Use Funds to Make Grants to Artists and Arts Organizations for
Projects to Promote Resiliency Through the Arts*

VENTURA, CA – Ventura County Arts Council (VCAC) is 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 a variety of 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.

VCAC will work cooperatively with the Arts Council for Monterey County, Arts Council Santa Cruz County, the San Benito County Arts Council, the San Luis Obispo County Arts Council, and the Santa Barbara County Office of Arts and Culture, which will administer the funds. This initiative represents an unprecedented collaboration between the six County-designated arts agencies who will support program administration and serve as primary partners, service providers and communication conduits in their respective geographies.

“The California Creative Corps aims to support the most vulnerable, underserved areas and people,” said Craig Rosen, VCAC’s Interim Executive Director. “We are excited that this grant enables us to offer to local artists an opportunity to apply for significant funds over two years, and about the positive impact their projects will have on Ventura County communities.”

Modeled in the style of the Works Progress Administration (WPA), 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 responsibility includes:

- Implementing culturally and discipline-specific engagement strategies to priority communities and trusted culture bearers
- 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
- Engaging in robust outreach to ensure comprehensive geographic reach for sub-grantee organizations, artists, and cultural practitioners
- Managing the application processes for artists and sub-grantee 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 with an emphasis on diversity.

About Ventura County Arts Council

The Ventura County Arts Council (VCAC) advances the arts in Ventura County by providing arts education and opportunities in schools and other creative settings, by advocating for local artists and arts organizations, and by creating partnerships among artists, arts supporters, businesses, foundations, and county organizations. It embraces diversity and equity, striving to reach low income, marginalized, and communities of color with programs that offer equal access to the arts. VCAC was formed and incorporated as an independent 501(c)3 non-profit arts organization in 1997. It has been designated by the Ventura County Board of Supervisors as the local partner of the California Arts Council (CAC), with a mandate to serve the county's citizens in partnership with CAC.

For more information about VCAC, please visit <https://vcartscouncil.org/>

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