



ArtsLIVE in Ventura County - Fact Sheet

A three-year initiative of the Ventura County Community Foundation in partnership with The James Irvine Foundation's *Communities Advancing the Arts*

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Arts History at VCCF

VCCF has long supported arts organizations through donor-advised funds and has had a small arts field-of-interest fund. VCCF also manages endowments for a number of local nonprofits, which run the gamut from large, internationally renowned festivals to small but vibrant community-run organizations.

Perspective

In order to build a sustainable future for arts organizations in Ventura County, new generations of donors, artists and patrons must be nurtured through meaningful and engaging interactions with one another. Technology could be critical to connecting new generations to the arts and to building community through the arts. Through the ArtsLIVE initiative, VCCF can strengthen the arts community, spotlight the artistic talent nurtured and consumed within, and assist arts organizations build capacity and sustainable funding for operation and long-term stability.

Supporting the arts sector: ArtsLIVE primary strategies

- Increase capacity of arts organizations through both centralized and intensive training.
- \$240,000 total grantmaking to organizations and artists, with an emphasis on arts enthusiasts and amateur artists across the lifespan, traditional and community-based art, and living artists who create art in Ventura County.
- Conduct public convenings to increase awareness of arts impact and issues, and the need for sustainable support.
- Support students and emerging artists through the launch of an endowed scholarship fund.
- Partner with the Ventura County Arts Council in the provision of grants to individual artists and in connecting artists to the nonprofit and for-profit arts organizations critical to our local arts community.

Engaging donors: primary strategies

- Demonstrate to stakeholders the vital role and scope of the arts through a research project mapping the breadth of arts activities, organizations and artists in the county.
- Develop an advisory council to guide the initiative and to advocate for increased support for the arts throughout the county.

Development objectives over three years

- 650 new donors for arts organizations countywide.
- \$750,000 in new annual operating support for local arts.
- \$4 million in new funding for local arts endowment & planned gifts.
- \$375,000 in new endowed VCCF scholarship funds for emerging artists.

Interests and anticipated challenges

- Uniting a broad scope of stakeholders for the benefit of the regional arts community, rather than focusing on individual arts within communities in the county.
- Reflect through grantmaking the richness of arts developed and produced in Ventura County, with an emphasis on art produced by youth, seniors and traditionally under-represented groups.
- Focus on capacity building for nonprofits, through audience development, fund development, board leadership and planned/deferred giving, with parallel tracks reflecting different strategies for small/grass roots organizations and for those with a more established consistent donor base.
- Highlight the opportunities for artists to make a living in our county, with the encouragement of an emerging artists' scholarship fund established at VCCF.
- Engage a wider dialog among the ArtsLIVE advisory council and the larger community on region-wide issues associated with sustainability, public and private support of the arts, capacity needs for growing nonprofits, the role of the amateur professional, and the potential for technology connecting artistic communities with local partners.
- Engage the large group of stakeholders in ways to strengthen the potential for the arts in our region to thrive, particularly as donors/patrons often balance local arts with those in nearby Los Angeles and Santa Barbara.

Additional VCCF Staff Support

Hugh J. Ralston, President & CEO
Dena Jenson, VP/Director, Resource Center for Nonprofit Management
Tina Knight, VP, Programs and Grants
Hoa Tran, Program Officer

For more details: www.ArtsLiveinVC.org