RECOMMENDED ACTION AND JUSTIFICATION:  (POLICY ITEM:  YES__ NO_X__)

Resolution authorizing the Mariposa County Arts Council to use the Courthouse grounds for the Gold Rush Festival of the Arts (May 13 & 14, 1994) and the Homesteading Arts Festival (October 7-9, 1994). (At the request of the Arts Council).

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board's Policy is to consider requests to use the Courthouse grounds on a case by case basis.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION.

Authorize use of grounds for one Festival or deny request.

COSTS:  (X) Not Applicable
A. Budgeted current FY $_______
B. Total anticipated costs $_______
C. Required Add'l funding $_______
D. Internal Transfers $_______

SOURCE:  ( ) 4/5ths vote required
A. Unanticipated revenues $_______
B. Reserve for contingencies $_______
C. Source description: ____________________________
Balance in Reserve for Contingencies, if approved: $_______

SPECIAL INSTRUCTIONS:
List the attachments and number pages consecutively:

_____2 page MCACI letter

__________________________

CLERK'S USE ONLY:  94-18
Resolution No.: __________________ Ordinance No.: __________________
Vote - Ayes: __________ Noes: __________
Absent: __________ Abstain: __________
( ) Approved  ( ) Denied
\X\ Minute Order Attached
( ) No Action Necessary

This item on agenda as:
\X\ Recommended
___ Not Recommended
___ Policy Determination
___ Submitted w/ Comment
___ Returned for further action

Comment: __________________________________________

__________________________

A.O. Initials

The foregoing instrument is a correct copy of the original on file in this office.

Date: ____________________________

ATTEST:  MARGIE WILLIAMS
Clerk of the Board
County of Mariposa,
State of California

By: ____________________________
Deputy
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: JIM EVANS, HOUSING AND COMMUNITY DEVELOPMENT AGENCY DIRECTOR

FROM: MARGIE WILLIAMS, CLERK OF THE BOARD

SUBJECT: ARTS COUNCIL - GOLD RUSH AND HOMESTEADING FESTIVAL

__________________________
THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on January 18, 1994

ACTION AND VOTE:

9:38 a.m. Jim Evans, Housing and Community Development Agency Director;

B) Resolution Authorizing Mariposa County Arts Council to Use the Courthouse Grounds for the Gold Rush Festival of the Arts (May 13 and 14, 1994) and the Homesteading Arts Festival (October 7-9, 1994)

BOARD ACTION: Discussion was held with Jim Evans and Carol Kovach. Supervisor Taber advised that this is the 75th anniversary of the Golden Chain Highway and suggested that events be coordinated. (M)Erickson, (S)Parker, Res. 94-18 adopted approving events, contingent upon receipt of a signed request obligating the Arts Council as outlined in their presentation and the successful completion of the public assemblage permit requirements/Ayes: Unanimous. Supervisor Parker suggested that the matter does not need to come back to the Board, final approval can be given upon documents meeting the satisfaction of County Counsel.

cc: Arts Council
Superior Court
County Counsel
Public Works
Sheriff
File
REQUEST TO HOLD

* GOLD RUSH FESTIVAL OF THE ARTS (May 13 & 14, 1994)

and

* HOMESTEADING ARTS FESTIVAL (October 7-9, 1994)

at the

MARIPOSA COUNTY COURT HOUSE

In 1993 the California Department of Tourism (under John Poomiroo's leadership) and California Arts Council joined forces in a new partnership to promote tourism through the arts.

The result of this partnership is fortuitous for Mariposa. The brochures on events in the Central Valley and Gold Country (circulated earlier) were the first step in this project, and were a prelude to a series of special festivals designed to promote tourism during the "shoulders" of the major tourist season.

Mariposa is a member of both the Central Valley (which is Region VI of the California Arts Council's "map,") and the Gold Country (Department of Tourism's designation for Mariposa). Because of this, Mariposa will be able to augment its Gold Rush Festival of the Arts (1994 will be the third year for this festival) with additional segments on fine arts and wildflowers.

As a result of this Tourism/Arts partnership, MCACI will be introducing a new festival to Mariposa: THE HOMESTEADING ARTS FESTIVAL. The first one is scheduled for October 7-9, 1994, and after a visit by a group of festival consultants which have been retained by the California Arts Council, it was determined that the ideal site for this is around the Courthouse.

For the Gold Rush Festival of the Arts, MCACI has already developed plans with the High School and the Elementary Schools to present performances by the children (MES will be able to walk there), so that they can showcase the work which they have done to the people and visitors of Mariposa.

MCACI asks your support in these two festivals, which will have significant marketing support from the Department of Tourism and CAC, all of which is free.
NEWS RELEASE

New Arts/Tourism Committee to Promote Economic Recovery

FOR IMMEDIATE RELEASE
December 22, 1993

Contact: Angela Dickson
916/227-2613

SACRAMENTO -- The California Arts Council and California Division of Tourism today announced creation of a joint advisory committee to explore and develop policies that use California’s arts resources as a method to promote tourism in the Golden State.

“Every year, millions of tourists come to California not only to experience the state’s natural beauty, but to visit our world-class museums, attend our theaters, and witness musical and dance productions. Art-related tourism is an integral part of California’s economy, and a key element to the state’s economic recovery,” said Barbara Pieper, director of the California Arts Council.

“Likewise, tourism benefits the arts by expanding the audience that supports art exhibits, concerts, museums and other cultural happenings in California, enriching the California experience for visitors and residents alike,” said John Poimiroo, director of the Division of Tourism.

The Arts and Tourism Ad Hoc Advisory Committee will devise projects that meet the following criteria:
• Increase tourism activities statewide, benefiting all 12 regions of the state;
• Open lines of communication between the arts and tourism industries in California;
• Lengthen tourism visits to overnight stays and extended weekend trips; and
• Utilize cooperative marketing and increase public/private partnerships to extend limited resources.

The committee will include 12 arts leaders representing the 12 CALAA (California Assembly of Local Arts Agencies) regions of California. In addition, the committee will include the 12 established tourism leaders that represent the 12 tourism regions of California -- North Coast, Shasta Cascade, Gold Country, High Sierra, Central Valley, Central Coast, Inland Empire, Desert Country, San Francisco Bay Area, Greater Los Angeles, Orange County and San Diego.

The committee will be co-chaired by a representative from both the Arts Council and the Division of Tourism, and will meet twice a year. The California Division of Tourism will provide funding for tourism-related art marketing in the amount of $40,000 from its marketing budget.

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CALIFORNIA ARTS COUNCIL • 2411 ALHAMBRA BOULEVARD • SACRAMENTO, CA 95817 • (916) 227-2550