MEETING: August 10, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Ratify Letters of Thanks for Budget Requests Supporting Arts and Tourism

RECOMMENDATION AND JUSTIFICATION:
Ratify Letters Requesting Support for an Arts and Tourism Project in Mariposa County.

In response to a short-notice opportunity for arts and tourism funding, Mariposa County is requesting up to $500,000 to develop and install a series of temporary and permanent site-specific art installations throughout Mariposa County. The project is a partnership between the County, the Mariposa County Arts Council and Yosemite/Mariposa County Tourism Bureau. This item would ratify letters to Assemblymember Bigelow and Chair Ting requesting support for the funding.

The proposed arts and tourism project was selected from the creative placemaking master plan. It would locate the art installations in visited areas such as the Mariposa Creek Parkway and Stockton Creek Preserve trail systems, thus enhancing existing active transportation infrastructure which are a major attraction for tourists visiting the County. Additionally, art installations could be added to several smaller, underserved communities such as Coulterville and Catheys Valley.

Art installations would be commissioned by established environmental and indigenous artists and explore/support subjects unique to Mariposa’s ecological and cultural landscape, including the connection between native plant restoration and wildfire mitigation strategies, representation of the Mariposa’s indigenous people (Southern Sierra Miwuk), and conservation efforts related to threatened wildlife living along Mariposa and Stockton Creeks—subjects of interest to Mariposa County visitors. Annual, free festival programming featuring thematically complementary music, theatre, dance and poetry performances and visual art showcases will draw new visitors to the region and introduce them to Mariposa’s free recreational active transportation and public art assets.

The funding opportunity sought here was offered with only one day to make a proposal. Staff has sent the attached letters in response and now requests Board ratification of this action.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
The Board routinely approves or ratifies letters that it determines to be in the best
interest of the county.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**
Do not approve. Staff would notify recipients of a retraction.

**ATTACHMENTS:**
Chair Ting Letter  (PDF)
Assembly Member Bigelow Letter  (PDF)

**RESULT:**  ADOPTED BY CONSENT VOTE [UNANIMOUS]
**MOVER:**  Tom Sweeney, District II Supervisors
**SECONDER:**  Rosemarie Smallcombe, District I Supervisor
**AYES:**  Smallcombe, Sweeney, Long, Forsythe, Menetrey
July 20, 2021

The Honorable Phil Ting, Chair
Assembly Budget Committee
California State Assembly
State Capitol
Sacramento, CA 95814

RE: Budget Request in Support of Arts and Tourism—County of Mariposa

Dear Chair Ting:

On behalf of the County of Mariposa, I want to thank you for your commitment to California residents’ needs and priorities. I want to also thank you in advance for the opportunity to provide input on priority projects for the County of Mariposa. State support for local projects can make a significant impact on the quality of life of residents and visitors.

As discussions continue in Sacramento with respect to several budget issues, I wanted to take the opportunity to highlight a project in need of funding support. **This project is unique in that it focuses on the County’s efforts around arts and heritage, particularly as they would benefit tourism—something that has suffered dramatically through the pandemic.**

As you are well aware, tourism is critical to Mariposa County, with more than five million visitors annually to visit Yosemite National Park and the local treasures that Mariposa has to offer. The pandemic had very significant negative impacts on the economy and budget of the County—something the County, residents, and businesses are all struggling to recover from.

The County of Mariposa is in need of funding for this project and is asking for your assistance through your efforts with the State Budget and related legislation this year:

- **Resiliency—Exploring Mariposa’s Changing Ecological and Cultural Landscape through the Perspective of Environmental and Indigenous Artists**

  Estimated Cost: $500,000 (Completely Scalable)
Location: Various Mariposa County locations, including the Mariposa Creek Parkway and Stockton Creek Preserve trail systems, and the underserved communities of Coulterville and Catheys Valley

Status: Ready for Installation

Partners: County of Mariposa, Mariposa County Arts Council, and Yosemite/Mariposa County Tourism Bureau

Summary: Mariposa County requests $500,000 (this can be easily scaled within the $100,000–$500,000+ range) to develop and install a series of temporary and permanent site-specific art installations throughout Mariposa County. This project is a partnership between the County, the Mariposa County Arts Council and Yosemite/Mariposa County Tourism Bureau.

The project will locate the art installations in visited areas such as the Mariposa Creek Parkway and Stockton Creek Preserve trail systems, thus enhancing existing active transportation infrastructure which are a major attraction for tourists visiting the County. Additionally, art installations could be added to several smaller, underserved communities such as Coulterville and Catheys Valley.

Art installations will be commissioned by established environmental and indigenous artists and explore/support subjects unique to Mariposa’s ecological and cultural landscape, including the connection between native plant restoration and wildfire mitigation strategies, representation of the Mariposa’s indigenous people (Southern Sierra Miwuk), and conservation efforts related to threatened wildlife living along Mariposa and Stockton Creeks—subjects of interest to Mariposa County visitors. Annual, free festival programming featuring thematically complementary music, theatre, dance and poetry performances and visual art showcases will draw new visitors to the region and introduce them to Mariposa’s free recreational active transportation and public art assets.

Thank you again for your consideration of this request—the benefits to the County of Mariposa, residents and visitors would be invaluable. If you have any questions or need additional information, please feel free to reach out. I’d be happy to discuss it further.

Respectfully,

[Signature]

cc: The Honorable Andreas Borgeas, 8th Senate District
The Honorable Frank Bigelow, 5th Assembly District
July 15, 2021

The Honorable Frank Bigelow
California State Assembly
State Capitol
Sacramento, CA 95814

RE:  Budget Request in Support of Arts and Tourism—County of Mariposa

Dear Assembly Member Bigelow:

On behalf of the County of Mariposa, I want to again thank you for your commitment to our residents’ needs and priorities. Thank you also for the opportunity to provide input on priority projects for the County of Mariposa. State support for local projects can make a significant impact on the quality of life of your constituents.

As discussions continue in Sacramento with respect to several budget issues, I wanted to take the opportunity to highlight a project in need of funding support. This project is unique in that it focuses on the County’s efforts around arts and heritage, particularly as they would benefit tourism—something that has suffered dramatically through the pandemic.

As you are aware, tourism is critical to Mariposa County with more than four million annual visitors to Yosemite National Park and the local treasures that Mariposa offers. The pandemic had very significant negative impacts on the economy and county budget—and the County, residents, and businesses are all struggling to recover.

The County of Mariposa is in need of funding for this project and is asking for your assistance in sharing this information with the Chair and Members of the Assembly Budget Committee and through your efforts with the State Budget and related legislation this year:

- **Resiliency—Exploring Mariposa’s Changing Ecological and Cultural Landscape through the Perspective of Environmental and Indigenous Artists**

  - **Estimated Cost:** $500,000 (Completely Scalable)
  - **Location:** Various Mariposa County locations, including the Mariposa Creek Parkway and Stockton Creek Preserve trail systems, and the underserved communities of Coulterville and Catheys Valley
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