

# El Dorado Arts Council Arts Census POST-EVALUATION SUMMARY

October, 2011

In partnership with:



The El Dorado Arts Council (EDAC) and the El Dorado County, Office of Economic Development, launched the second annual Arts Census during the month of October 2011.

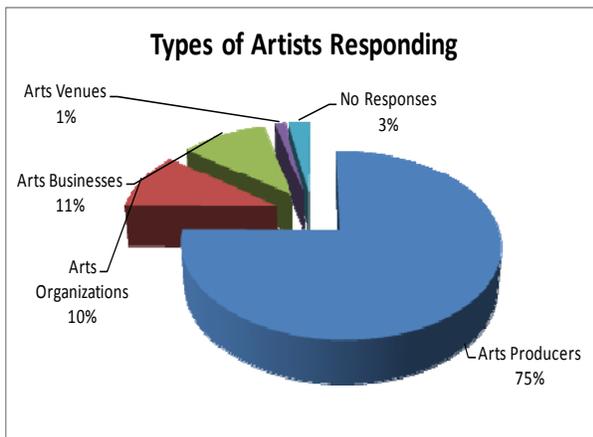
The Arts Census is modeled after the business walk concept, however, this year surveys were taken via the Internet and the telephone rather than having business and civic leaders canvass the communities to make personal contacts. Artists and arts venues were surveyed during the entire month of October and the emphasis was on the business climate within the arts community. The results provide information on the overall needs and successes of the art community.

The Art Census asked four basic questions:

- How is business?
- What do you like about doing (arts) business in the community?
- What needs to be done to make it even better?
- What do you actively do to increase arts business?

## 2011 Arts Census Insights and Observations

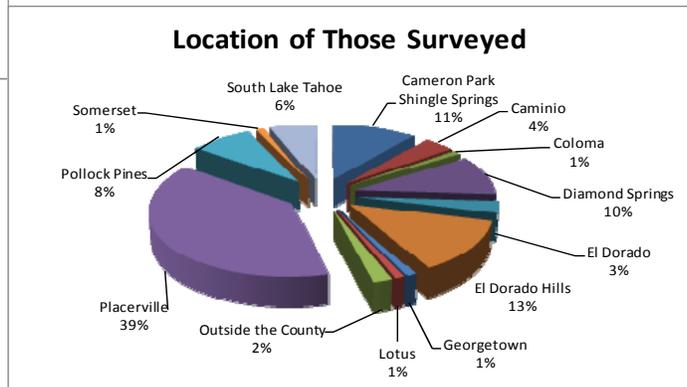
- Out of the 76 surveyed, about half report they are struggling.
- According to this survey, there is no economic improvement in the arts field since last year.
- The joy of creating art, the customers, and fellow artists motivate artists continue working in this field.



During the Arts Census, 76 individuals responded to the survey. This included arts producers (artists, authors, actors, musicians, and dancers), arts businesses (galleries, frame shops, music stores, publishers, and concert producers), arts organizations (theater companies, arts co-ops, and music groups), and arts venues (wineries, restaurants, and sites featuring live music or performances).

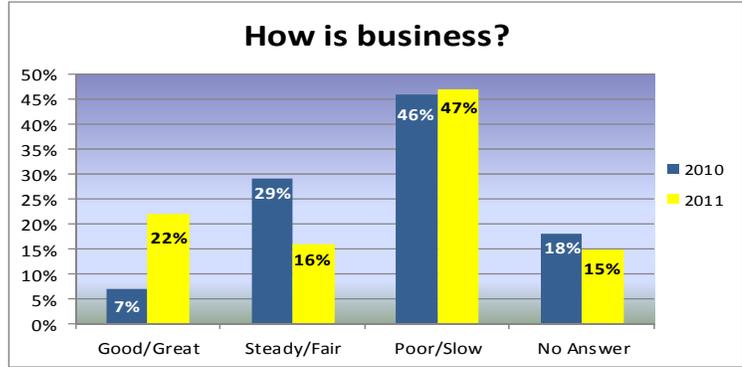
Most of those responding to the survey were arts producers (75%). Arts businesses and arts organizations were also well represented.

The Arts Census was a county-wide effort, with the majority of participants located in Placerville, El Dorado Hills, Cameron Park/Shingle Springs, and Diamond Springs. A few who participated are based outside of El Dorado County but display their art here.



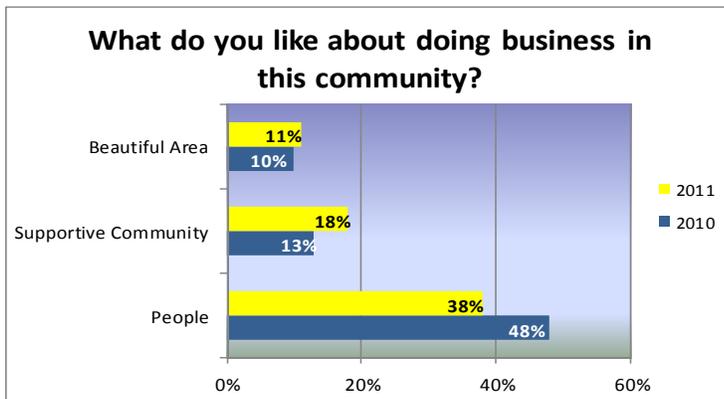
## How is business?

As compared to last year, the arts business is about the same. While there were more responses in the *good/great* category, there were slightly less in *steady/fair*. Those responding *poor/slow* were about the same as last year. Many visual artists reported they get a lot of people looking but not many sales and customers who are purchasing spend less than before. Some respondents are hopeful business will pick up with the holidays. On the positive side, several artists feel they are more productive during this slow period while others are spending more time teaching.



## What do you like about doing business in the community?

The people continue to be the most common response to what artist like about doing business in the community (38%). This includes clientele, friendly people in the area, and fellow artists. They enjoy meeting visitors from all over as well as their neighbors. They also feel local artists are extremely talented, easy to work with, and diverse.



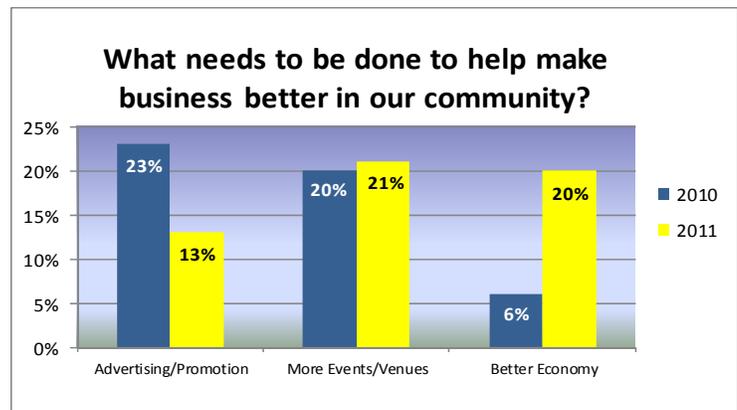
The supportive community ranked second (18%), as it did last year. Respondents feel the community really appreciates art and, while they may not be able to spend a lot of money on it, they enjoy looking. They recognize the fact that art brings additional beauty and culture to the area. Businesses and other artists frequently refer customers to each other, demonstrating an admirable support of each other. Also the El Dorado Arts Council and the media were recognized for their patronage of local artists and art venues.

The third most common response, both this year and last, was the beautiful area (11%). Many find it inspirational in creating their art. Other responses included:

- Great events and opportunities
- Small community atmosphere
- Live in the area

## What needs to be done to help make business better in our community?

Respondents feel more events and venues are needed to make business better (21%). Events and venues appear to be very successful in bringing consumers to the area and art awareness to the public. The need for more exhibition spaces, a community arts center, and a single tourism event calendar were cited. They feel the venues are well organized and would like to see more emphasis on fine art. A juried studio tour was also mentioned, which would allow only artists selected by a jury to display their art.



A better economy was the second most common response this year (20%). As effects from the recession linger on, it appears artists and art businesses are identifying the economy as a major challenge. Many are optimistic that it will change soon and business in the art climate will improve.

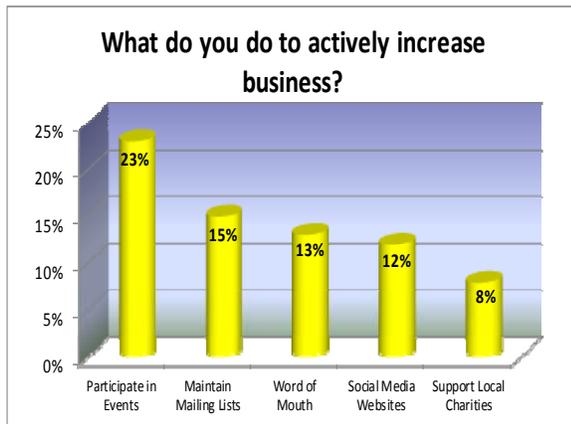
The third most common response was the need for more advertising and promotion (13%). They feel this is especially needed to bring visitors from other areas. Advertising in media that reaches a more global audience was suggested as well as creating an arts business directory.

Other responses included:

- More community awareness of art
- Less government involvement
- Refurbishing areas in need of repair
- Filling empty store spaces

### What do you do to actively increase business?

This question was asked to help determine best practices. The most common response, both this year and last, as far as what artists feel helps them the most was holding and/or participating in arts events (23%). They feel events provide the best exposure and generate the most sales.



The second most mentioned response was creating and using a mailing list (15%). This list is made up of previous customers and interested parties. They keep connected by sending out email messages and mailers regarding upcoming events and latest creations.

Third was word of mouth (13%). They depend on loyal patrons spreading the word about their work and other artists sending customers to them. Many feel the quality of their work speaks for itself and continues to bring patrons back.

Other ideas for promoting business include:

- Use website, Facebook, and other social media
- Donate their work to charitable fundraisers
- Offer classes and workshops
- Submit press releases to local media
- Offer incentives and discounts
- Join arts-related groups and organizations

### Upcoming Activities

Location - ArtSpace  
(459 Main Street, Placerville)  
Unless otherwise indicated



**Artist Trading Cards**  
2<sup>nd</sup> Saturday of each month

**ArtSpace Exhibits**  
Ongoing  
Visit website  
[www.eldoradoartscouncil.org/artspace/](http://www.eldoradoartscouncil.org/artspace/)

**Artists Receptions**  
Every third Saturday 6-8 p.m.

**Community Concert Series**  
At Union Mine High School Theater  
(6530 Koki Lane, El Dorado)  
Ongoing  
Visit website  
[www.eldoradocommunityconcerts.com](http://www.eldoradocommunityconcerts.com)

**Placerville Arts Association**  
**3x3 and 3D Show**  
January - February 2012

**Poetry Out Loud Finals**  
At Imagination Theater  
(100 Placerville Drive, Placerville)  
February 7, 2012  
7-9 p.m.

**Valentine's Market**  
February 10-11, 2012  
11 a.m. – 5 p.m.

**The Threads that Bind**  
**Fiber Arts Show**  
February – March 2012

**Flowers Speak to Art**  
March 17-18, 2012

**East Meets West**  
**Gallery Show**  
March – April 2012

**Water-themed Bricolage**  
**Gallery Show**  
April 2012

**El Dorado Hills**  
**Art and Wine Affaire**  
At Town Center, El Dorado Hills  
May 12-13, 2012

**Coloma Blues Live!**  
At Henningsen-Lotus Park  
June 9, 2012

## Participating Artists

EDAC and the El Dorado County Office of Economic Development would like to thank the following arts producers, arts organizations, arts venues, and arts businesses for providing feedback during the Arts Census:

Art & Wine Affaire - David Williams	DorothyDavisArt.com - Dorothy Davis	L.J.Davis Designs - Lorrene Baum-Davis	Richard Jones-Jewelry - Richard Jones
Art on the Divide Gallery - Jodi Reed	David Brooks El Dorado High School - Michelle Kite	Linda George Quilt Artist Lucia Rothgeb	rkbartstudio - Ramona Kaye Beckwith
Art To Wear - Dee Harris	El Dorado Hills Arts Association - Judy Arrigotti	Lynn's Art Glass - V. Lynn Anderson	Sandidge Fine Art - Robert Sandidge
ArtiFact, Ink - Warren & Martha Dayton	Fusion Studio - Joyce Burr	Mystic Rose Designs - Cheri Litwinovich	Sandy Allie Sculpture - Sandy Allie
Artistic Creations by Gwen - Gwen Flores	George Sabato Gloria Vernon Studios - Gloria Vernon	Joanne McCubrey Margie Lopez	Sierra Pastel Society - Connie Randmaa
Artwork by Joey Cattone - Joey Cattone	Gold Country Artists - Kathleen Peet	Nitabeada Creations - Nita Gassen	Sierra Wood Sculptures - Toby Trezona II
Betty Sederquist Photography - Betty Sederquist	Gold Country Artists Gallery - Joyce Bahnsen	Phillip Stevenson Alyceann Ginelli	Stephany Nickel Storytelling Guild of El Dorado County - Patsy Thompson
Blue Heron Productions - David Hamblen	Grann Gallery - Jimmie Claire Grann	Our House Gallery & Framing - Mary Donnelly	Studio Akhyana - Susan Keale
Bona Fide Books - Kim Wyatt	Gray Rock Studio - Pat Stoddard Aragon	Our House Galley & Framing - Lorraine King	Sunburst Arts - Mary Mendlein
Cantare Chorale of the Sierra Foothills - Ruth O'Shea	Hillside Oak Studio - Marilyn Jassowski	Paintings by DonN - Don Nicholson	Textires and Tones - Anton Nemeth
Charmed by Victoria - Victoria Perez-Mott	Imagination Theater - Lanny Langston	Patty's Papers - Patricia McKinney	Thaleia's Fine Arts - Thaleia Georgiades
Cherie - Distinctive Designs in Jewlery Art - Cherie Greeninger	Iron Willow - Tom Tankersley	Private Party - James Hendricks	The Spoon Man - Roger Filippelli
Crestview Creative - Sherri Donlon	Iron Willow Gallery & Studio - Barbara Tankersley	Ruth Michelson	Trotting Horse Quilts - Audrey Keebler
Designs by Barton - Georgiana Barton	Joyous Creations - Joyce Martin	RARE Moments Art Studio - Rhonda Egan	Valerie Bye Watercolor Originals - Valerie Bye
DJ Lanzendorfer	Juha Kuoppamaki	Red Door & More - Michelle Flood	Walt Stevenson
		Red Fox Poetry Underground - Brigit Truex	Wild Watercolors - Phyllis Abate Wild
			www.reifke.com - Nate Reifke