



**COUNTY OF NEVADA  
COMMUNITY DEVELOPMENT AGENCY**

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**Trisha Tillotson, Agency Director**

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Agricultural Commissioner

Building

Environmental Health

Farm Advisor

Planning

Public Works

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**NEVADA COUNTY BOARD OF SUPERVISORS**

**Board Agenda Memo**

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**MEETING DATE:** June 27, 2023

**TO:** Board of Supervisors

**FROM:** Trisha Tillotson, CDA Director

**SUBJECT:** Resolution approving and authorizing execution of a professional services two-year contract between the County of Nevada and the Nevada County Arts Council to administer the Art In Public Spaces program for the maximum contract amount of \$60,000, \$30,000 each year, through June 30, 2025, authorizing the Chair of the Board to execute the contract and directing the Auditor-Controller to encumber the contract.

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**RECOMMENDATION:**

Staff recommends that the Board of Supervisors adopt the Resolution.

**FUNDING:**

The contract is contingent upon the adoption of the FY 23/24 County Budget and the contract begins on July 1, 2023.

These funds are budgeted in the FY 2023/24 Economic Development budget, and there is no additional impact on the General fund.

This is a two-year contract ending June 30, 2025, for \$60,000, \$30,000 in FY2023/24, and \$30,000 in FY2024/25. Each year is contingent upon the adoption of the County Budget

**BACKGROUND:**

Part of Nevada County's economic development strategy through its tourism initiative includes supporting the arts and culture sector. The arts are a significant generator of economic activity in Nevada County. In 2018/19, the Arts Council went through a year-long process to provide an evidence-based study that reported the nonprofit arts and culture sector generated \$46.9 million in economic activity including \$25.7 million by nonprofit arts and cultural organizations and an

additional \$21.2 million in event-related spending. Their study showed the sector supports 869 full-time jobs countywide. To substantiate these findings and determine how the arts are recovering post-pandemic the Arts Council is once again engaged in an economic impact study process to be completed during the fall of 2023.

The arts are a fundamental component of vibrant communities -- strengthening them socially, educationally, and economically – benefits that persist in prosperous and challenging times alike. According to the national organization Americans for the Arts, in 18 states where 30 percent or more of the population live in a rural area, the arts added \$72.9 billion to those state economies employing on average 636,815 workers.

Not only does Nevada County have a vibrant arts community, but Grass Valley-Nevada City Cultural District and Truckee Cultural District have also been selected as two of California’s premier state-designated cultural districts under the California Arts Council’s Cultural District Program. They join twelve other districts that are launching an innovative new program highlighting thriving cultural diversity and unique artistic identities within California, home to the country’s leading creative economy.

The Arts in Public Spaces project will enhance civic engagement and improve government accessibility by exhibiting the work of local artists in Nevada County government buildings. One of the most meaningful impacts of public art is that it creates “community fingerprints” – spaces that make people feel represented, fosters community ties, and gives people a sense of pride in their community. Public art engages individuals and creates an aesthetic environment that can help reduce stress and provide a positive impact on mood.

The Art in Public Spaces program will be administered by the Nevada County Arts Council. All exhibitions will be free and open to the public during County business hours which are generally 8:00 a.m. – 5:00 pm Monday through Friday, excluding holidays.

Item Initiated by: Kimberly Parker, Program Manager, Economic Development