

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # *B-2

Urgent

Routine

AGENDA DATE February 10, 2009

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval of an Application for the Year 2009 National Association of Counties (NACO) Achievement Award for the Successful Accomplishments in the Category of the Arts to Highlight the Partnership between the County and the Central Valley Center for the Arts (CVCA) for the Gallo Center for the Arts

STAFF RECOMMENDATIONS:

1. Approve an application to be submitted for the 2009 National Association of Counties (NACO) Achievement Award for the successful accomplishments in the category of the "Arts" to highlight the partnership between the County and the Central Valley Center for the Arts (CVCA) for the Gallo Center for the Arts project.
2. Authorize the Chairman of the Board to sign the application on behalf of the Board of Supervisors.
3. Authorize the Chief Executive Officer to submit the application to NACO no later than February 13, 2009 to NACO.

FISCAL IMPACT:

The cost to apply for the 2009 NACO Achievement award is \$50 and with the Board's approval will be funded from existing appropriations in the Chief Executive Office Operations and Services budget.

BOARD ACTION AS FOLLOWS:

No. 2009-105

On motion of Supervisor Monteith, Seconded by Supervisor Grover

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Grover, Monteith, and Chairman DeMartini

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

DISCUSSION:

The National Associations of Counties (NACO) is a national organization that seeks to recognize innovative county government programs. In 1970, NACO implemented the annual non-competitive Achievement Award Program to recognize county government programs that have been implemented by county staff, with only limited assistance from outside technical experts and consultants. For this year's award, NACO is seeking county programs that became operational after January 1, 2005, and must have measurable results. Awards are given in a number of program categories such as arts and historic preservation, children and youth, community and economic development, jails-corrections, county administration, emergency management, environmental protection, health, human services, libraries, parks and recreation, transportation and volunteers.

The Stanislaus County Chief Executive Office is requesting the Board's approval to submit a application for the year 2009 National Association of Counties (NACO) Achievement Award for the successful accomplishments in the category of the "Arts" to highlight the partnership between the County and the Central Valley Center for the Arts (CVCA) for the construction of the Gallo Center for the Arts.

The Gallo Center for the Arts represents a most unique public-private partnership and community effort that was over 10 years in the making. The County partnering with thousands of private donors and the nonprofit Central Valley Center for the Arts has created a Regional Performing Arts Center with two major theatres, the 1250 seat Mary Stuart Rogers Theater and the 444 seat Foster Family Theater, that has resulted in significant economic development advances to the community we serve.

Opened in September, 2007, the Center has already attracted audiences of more than 250,000 in its first 18 months of operation. The economic multiplier associated with the benefit to the community is significant, and the original expectations of "Arts for All" have been greatly exceeded through establishment of this inspirational civic gathering place where regional, national and international cultural activities now regularly illuminate, educate and entertain. The Center is a home for local performing artists and arts organizations, brings national and international touring artists to the region, and provides motivating arts education programs for youth of this community.

This project has had a significant public benefit in our community. While located in Modesto, it serves residents countywide and has attracted wide regional participation from the over one million residents located within the Center's

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immediate service area. By completing the construction of the Gallo Center in Stanislaus County, our community has spoken loudly to the region and the world regarding our commitment to economic development, culture and arts. This positive image has increased civic pride and transcended local perception to include business attraction opportunities and job workforce development.

The new Gallo Center has increased destination travel to Stanislaus County. With over 9 million residents within a 1-hour traveling distance, the new facility has become a regional meeting and cultural hub for the Northern San Joaquin Valley. Direct economic development benefits include the creation of new jobs, increased tax revenue, increased community wealth from travel and tourism expenditures, business opportunities and, over time, an increase in per capita income. Using the economic multiplier effect, for each dollar spent in the County, the dollar turns over three and one half times before leaving the County, creating an economic multiplier effect of three. With ticket sales of \$3 million for the Center's presentations of touring artists in the first 10 months of operation, the Center had an immediate economic impact of \$9 million in the local economy in its first year based on a 3:1 multiplier typically associated with ticket buying for arts events.

Now in its second season, the Gallo Center's popularity continues to grow, with attendance up over 25% at midyear as compared to the inaugural season. Part of this tremendous growth reflects expansion of the Center's arts education program which includes daytime "bus-in" fieldtrips to the Center by local students. In the second season, the Center also opened a month earlier, kicking off with seven sold-out performances of a production of "The Wizard of Oz" by the local Youth Entertainment Stage (YES) Company (a program of the Stanislaus County Office of Education) before launching into the main season with a gala concert featuring Bernadette Peters and the Modesto Symphony Orchestra, immediately followed by a weekend of Broadway with the national tour of "CHICAGO."

The unique public-private partnership is unparalleled – thousands of private donors supporting the collaboration between a non-profit operator (Central Valley Center for the Arts) and a county government. The county was responsible for construction of the Center. The Center is wholly operated by a non-profit organization and no county funds go into the Center's operations. This project represents an excellent return on investment.

As required by the NACO Achievement Award Program, the recommended application to be submitted will have details about the effort including: abstract of the program, problem/need for the program, description of the program, use of

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technology, cost of the program, the results/success of the program, and worthiness of an award.

This year's nominations for the NACO Achievement Award must be submitted no later than February 13, 2009 and requires the Board Chair's authorization.

POLICY ISSUES:

Support of this application supports the Board's priority of Effective partnerships.

STAFFING IMPACT:

Staff of the Chief Executive Office has prepared this recommended application and there is no additional staffing impact.

2009

Achievement Awards Application Form

Please refer to the instructions provided to properly complete this form and submit all necessary materials ...

- Step One: Completion of the Application
Step Two: Nomination Summary and Required Format
Step Three: Sending Your Application(s) • Deadline: February 13, 2009

If you have any questions about the application process or would like additional application forms, please e-mail Kathryn Murphy, Research Associate, at kmurphy@naco.org or call 202-661-8806.

I. Program Information

County and State... Stanislaus County, California
Program Title... Gallo Center for the Arts Project
Program Category... Arts

II. Contact Information

Name ... Patricia Hill Thomas Title Chief Operating Officer
Department Chief Executive Office - Capital Projects E-mail thomasp@stancounty.com
Address ... 1010 Tenth Street, Suite 6800
City/State/Zip Modesto, California 95354
Telephone ... (209) 525-6333 Fax ... (209) 525-4033

III. Signature of Chief Elected Official

Name ... Jim DeMartini Title Chairman, Board of Supervisors
Signature... [Handwritten Signature]

IV. Payment

Please choose one of two payment options listed below ...

Payment Option 1

[X] Check Number 990401951 [] Money Order Number
[] Credit Card Credit Type [] Visa [] Mastercard
Credit Card Number Expiration Date
Name of Cardholder Authorized Signature
Member Fee (\$50) \$ Non-Member Fee (\$100) \$

Payment Option 2

[] Voucher Number [] Purchase Order Number
Member Fee (\$60) \$ Non-Member Fee (\$110) \$

V. Join NACo's Peer to Peer Network

Share your professional experiences with other member counties by joining the Peer to Peer Network on-line at www.naco.org/peer2peer.

Deadline for submissions is February 13, 2009.

Gallo Center for the Arts Project
Stanislaus County, California

I. Program Information

County and State: Stanislaus County, California
Program Title: Gallo Center for the Arts Project
Program Category: Arts

II. Contact Information

Name: Patricia Hill Thomas
Title: Chief Operating Officer
Department: Chief Executive Office-Capital Projects
Address: 1010 Tenth Street, Suite 6800
Modesto, California, 95354
Telephone: 209-525-6333
Fax: 209-525-4033
E-mail: thomasp@stanCounty.com

III. Signature of Chief Elected Official

Name: Jim DeMartini
Title: Chairman, Board of Supervisors
Address: 1010 Tenth Street, Suite 6800
Modesto, California, 95354

Signature:

A handwritten signature in black ink, appearing to read "Jim DeMartini", is written over a solid horizontal line.