

BENICIA ARTS AND CULTURE COMMISSION

2024 ANNUAL REPORT

ACC Mission

*Benicia's Arts and Culture Commission was established to ensure that arts and culture are integral to the community's **quality of life, central identity and economic vitality.***

But does arts and culture really contribute to **economic vitality**?

\$1.8M INCREMENTAL REVENUE

for businesses in the City of Benicia
due to arts and culture events in
2015¹

\$36 average spending by attendees of events¹

35% out-of-town attendees, spending significantly more
(\$53 avg)^{1,2}

¹Based on 2017 Arts and Economic Prosperity 5 study conducted by the Americans for the Arts

²Corroborated by polling at the 2023 Benicia Diversity Festival





Serving our mission

Our grantees are central to our community's quality of life and central identity:

- Creating outlets for the both the arts and performing arts
- Providing needed Art Educational outlets
- Facilitating entertainment and performance opportunities
- Supporting literary publishing opportunities

Over 16,000 attendees of arts & culture events in Benicia, facilitated by City grants over the past year!

- **167% increase from the prior year** (from 6,000+ attendees), *fueled by ACC's leadership and active engagement*
- **More than 35%** Benicians participated and directly engaged by these events
- **Over \$576k** in direct incremental revenue for Benicia businesses



Grantee Funding

Non-Profit Grantees

Grant over past year

| | | |
|-------------------------|---|----------|
| ARTS BENICIA | B | \$29,430 |
| BENICIA BALLET | | \$9,010 |
| BENICIA LITERARY ARTS | | \$3,050 |
| BENICIA MAKERSPACE | | \$5,010 |
| BOTTG | | \$6,710 |
| BENICIA PERFORMING ARTS | | \$13,600 |
| VOENA | | \$11,190 |

GRANTEE REPORTS

Arts Benicia: Reached over 4k in-person and over 2.3M virtually



Physical Exhibitions

8 exhibits over the past year

Drawing over 3,800 visitors

Next Generation exhibition drew over 1,000 visitors



Virtual Engagement

Over 2.3M hits on Arts Benicia's website reveals the reach worldwide

Over 50k unique visitors used artsbenicia.org to learn about our

programs and view exhibitions



KEY PROGRAMS AND EVENTS

Artwork submissions for *Shadow*

Over 550 artworks received

Adult Art Education

Nearly 300 signups for classes, workshops, figure drawing sessions, and printmaking

Art of a Community

178 member artists exhibited their work

Stewarding Our Water Resources: Solano Artists Create, Collaborate, and Educate

15 artists from Vallejo, Fairfield, and Benicia

Arts Benicia Presents

12 member-artist exhibitions

Benicia Arsenal Artists Open Studios

7 artists hosted by Arts Benicia



VOENA: Reached over 2,000 audience members over the past year



VOENA produced concerts

5 over the past year in Benicia and surrounding communities, facilitating important performance opportunities for students and building VOENA's following

Participation at community events

Performance at the 2023 Benicia Diversity Festival – over 400 audience members reached

Participation in St Peter's Chapel Concert Series



Fundraising programs

Partnership with the Benicia Performing Arts Foundation in the 2024 Benicia Passion for Performance Gala

3 VOENA fundraising events at the French Laundry



Benicia Ballet: Reached over 3.5k in-person and over 14k virtually



In-Person Engagement

Over 10 performances in the last year in Benicia and surrounding communities, surveys show that these performances are drawing audiences from over 25 different communities!

Virtual Impact

Active across social media with over 1.1k followers
Over 14k impressions on just Facebook



KEY PROGRAMS AND EVENTS

Benicia Ballet Produced

Twilight Camp and Dance Workshop, hosting 37 dancers
Free To the Public Performance at Cal Maritime Rizza, over
150 audience participants

Sleeping Beauty (2 shows) at Vacaville Performing Arts
Theatre, over 400 audience participants

Performances at Community Events

ACC 2023 Public Piano Inaugural Celebration

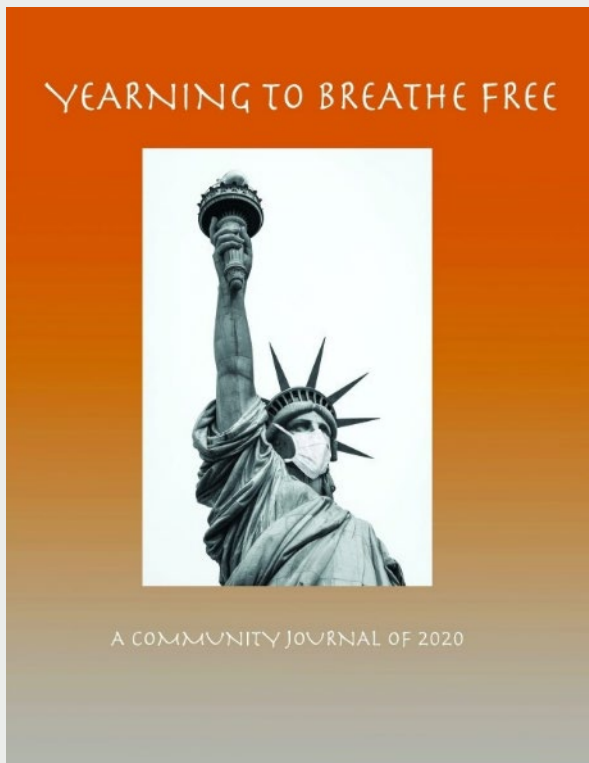
Mary Farmar Elementary School's back to school night
The Nutcracker (3 performances), over 800 audience
participants and 60 dancers

Springs Road Health Center program

Torch Light Parade float

Fundraising

Partnership with the Benicia Performing Arts Foundation in
the 2024 Benicia Passion for Performance Gala



Benicia Literary Arts hosted 17 workshops, poetry and prose readings, panel discussions, and social gatherings. (see slide notes for full event list)

Carolyn Plath's book, *Glenn's Sister*, published in 2022, is a finalist in the 2023 Indie Book Awards.

BLA also has two forthcoming books:

May 30—*Carquinez Review 2024*

June—*Unsettled* (First Tuesday Poets anthology, by Mary Susan Gast)



- Produced two plays in Benicia, “Death Trap” (December 2023) and “Blithe Spirit” (Spring 2024), securing a 40% increase in audience vs. the year prior
- Commemorated 60th anniversary with a bingo fundraiser to supplement financial needs

Benicia Performing Arts Foundation: Reached over 3,000 in-person



Audience Engagement:

In total over 2,000 community members attended events, with several hundred attendees at each event. The Passion for Performance event attracted over 450 people, and the Diversity Festival saw over 500 attendees throughout the day.

Youth Involvement:

Over 100 youth participated in various aspects of our events, from performers to support staff. Also facilitated mentorship opportunities with professional artists.



KEY PROGRAMS AND EVENTS

BPAF Produced Events

Passion for Performance

Benicia Diversity Festival

Youth Concert

World Music Exploration at St. Paul's Square

Third Annual Mardi Gras Festival

Partnerships with Other Organizations

Shakespeare in the Park, in partnership with Vallejo Shakespeare and the

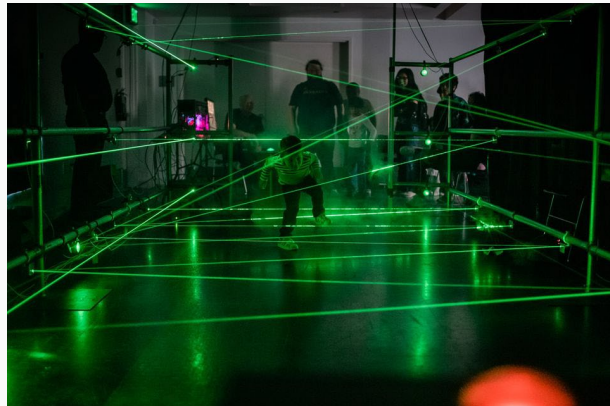
Benicia Public Library

Ode to Joy, Songs of Truth, Handel's Messiah, in collaboration with the Golden Gate Symphony and Choir

Nowruz Persian New Year Celebration, collaboration with the Benicia Public Library



Benicia Makerspace: Engaged over 2,000 in-person



Youth and Community Engagement:

In total over 2,000 children and their families were engaged by Benicia Makerspace across its annual STEAM discovery festival and the Robowave competition.

The STEAM Discovery Festival (SDF) is organized by Benicia Makerspace and is a one-day event that celebrates the joys of innovation and hands-on learning.

Benicia Makerspace



KEY EVENT:

- 2024 STEAM Discovery Festival at Solano Community College

KEY ENHANCEMENTS:

- “Wormhole” infinity mirror project completed and displayed
- Tesla Coil upgrades completed and displayed
- “Ladder to the center of the Earth” project completed and displayed
- Rubens Tube (visualizing sound waves as flames) developed and displayed
- 4 MakeBlock remote controlled robots for unregistered students in a competition and made available to the public after

ACC LED INITIATIVES



Public Pianos

Two pianos decorated through Public Art RFP

Installed at St. Paul's park from May through October 2023

- At least 6 major “happenings”
- **Over 300 attendees** of the major “happenings”
- Over 15 youth performances submitted to ACC

Served as a gathering spot for musicians and performing art groups

Drew unmeasurable impromptu performances by expert and amateur talent of all ages!

Both pianos have been reinstalled for the 2024 season as of 5/29

Benicia Diversity Festival – steering committee membership, on site volunteering, networking, fundraising

Benicia Passion for Performance Gala – fundraising, networking, on site volunteering

Fiestas Primavera – on site volunteering, networking, and fundraising

Bench Restorations – sponsorship

Benicia Public Pianos – hosting the inaugural and season closing events, bringing together artists, arts & culture organizations and the community

**ACC
participation
in the
community**

New Public Art Initiatives

Welcome Mural

- Through the RFP process, artists were granted the opportunity to design a Welcome mural to enhance the beauty of the downtown corridor.
- A winning design was selected by an independent art selection committee and approved by the BACC to be presented to city council at an upcoming meeting.
- This design reflects the history, art and natural beauty that makes this town such a desirable place to visit and to live in

Creative Art Vessels – community engagement program

- Through the public art process, local artist selected to work with students to design and develop 2 creative art vessels
- Provides excellent exposure and engagement opportunity for our youth
- Final artwork will be put on display for public viewing at the Yacht Club

Sculptures

- Sculpture set by renowned artist, the late Bill Gian, have been installed at the Community Center

This impact to Benicia is being seen with an arts and culture community that is *barely surviving*.

Imagine the impact from a **THRIVING arts and culture community...?**

ACC Vision

An arts and culture community in Benicia that
thrives, not just merely survives.

ACC is taking bold steps to gain the finances we need to realize this vision:

- 1) Active income** via grants, driven by a dedicated grant writer and administrator to support large initiatives that *ELEVATE OUR IMPACT* and *DRIVE INCLUSION* to encompass more members of the arts and culture community
- 2) Passive income** via initiatives that address our community needs while building a fund that ACC can leverage to provide spot grants and support more public arts, e.g. via sponsored light post murals celebrating our arts & culture, art gallery way finder signs





Summary

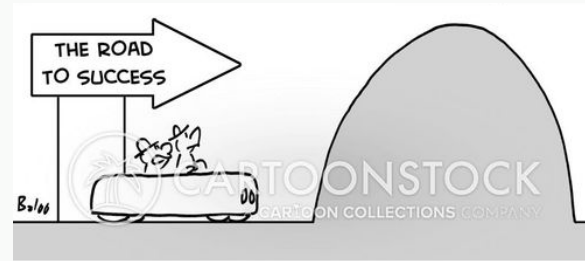
Over the last year, our grantees and ACC drove **over doubling of attendees for events to 16,000**, resulting in...

- **More than 35%** Benicians directly engaged by these events
- **Over half a million dollars** in direct incremental revenue for Benicia businesses
- **738% ROI** (up from 208% LY) on City grants

With every \$1 of City grants, more than \$7 direct incremental revenue was generated for Benicia businesses

ACC looks forward to realizing our vision of a THRIVING arts and culture in Benicia!!!

Our ask of the City



"Wow! — that's the biggest
speed bump I've ever seen!"

ENABLE & EMPOWER

ACC so that together we can more quickly
realize our vision!