
THE CENTER FOR THE ARTS



City of Grass Valley Proposal

May 23, 2024



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BACKGROUND

The Center for the Arts and the city of Grass Valley have forged a symbiotic relationship that extends beyond the realm of cultural enrichment. This partnership serves as a cornerstone for economic vitality in the community. As a cultural hub, The Center attracts diverse audiences from near and far, fostering tourism and generating foot traffic that benefits local businesses, including restaurants, shops, and accommodations. The infusion of visitors not only enhances the city's vibrancy but also contributes substantially to its economic growth. Beyond being a mere venue for artistic expression, The Center for the Arts functions as a powerful economic driver, creating a ripple effect that bolsters the local economy and positions Grass Valley as a destination for both artistic endeavors and economic opportunities. Grass Valley has historically been a generous supporter of The Center for the Arts, but in the past two years this support has not been present.

HISTORY OF GIVING

2015 - \$15,000 TOTAL

\$5,000 pass through to support Wild and Scenic

2016 - \$15,000 TOTAL

\$10,000 for WorldFest and \$5,000 for Youth Arts Education

2017 - \$20,000 TOTAL

\$10,000 for WorldFest and \$10,000 Youth Arts Education

2019 - \$20,000 TOTAL

\$10,000 for WorldFest and \$10,000 for Youth Arts Youth Arts Education

STUDENT MATINEE PROGRAM

Since Spring 2022, the California Arts Council has supported a Student Matinee Program for the youth of Nevada County. With four schools within walking distance of The Center, this program has presented professional theater productions to more than 800 Grass Valley school children annually. The funding for this program will end in 2024.

With support from the City of Grass Valley, The Center for the Arts will be able to continue the Student Matinee Program consisting of two dramatic productions for local schoolchildren, with an emphasis on K-5th grade. The Program's goal is to expose local schoolchildren to a variety of theater experiences and live performances and to inspire students to participate in additional programs offered at The Center. Each of our chosen productions are

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culturally diverse, and offer a variety of viewpoints from a number of different geographical backgrounds, and for many students this may be their first experience of live theater. Our goal is to reduce financial barriers that prohibit socioeconomically disadvantaged families from participating in our programs. We will offer the Program at no cost to participating schools.

Our Request

Each matinee benefits hundreds of students and includes study guides for teachers and post show discussions for schoolchildren. The cost of one student matinee is \$8,000. Our goal is to continue to this program for the students of the Grass Valley school district and produce two annual productions at a total cost of \$16,000.

Thank you for your consideration to continue this beneficial program for the students of Grass Valley!

Sincerely,

Amber Jo Manuel
Executive Director

Sold Out Free Student Matinee

500 4th-8th graders attended the musical of
Charlotte's Web

