

THE CITY OF SACRAMENTO: A CASE STUDY IN MUNICIPAL SUPPORT OF THE ARTS
Commissioned by the California Latino Arts Network
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Executive Summary

A thriving Hispanic population has been central to Sacramento's development since before the city became an American icon of the Gold Rush — so much so that it's hard to distinguish between the local Hispanic economy and that of Sacramento's as a whole.”

LARGE LATINO POPULATION BLENDS SEAMLESSLY INTO REGION'S ECONOMY,” Riley McDermid, Correspondent, Sacramento Business Journal, 12/06/2013

The above quote from an article in the Sacramento Business Journal makes the case that there is little distinction between the local Hispanic economy and that of Sacramento as a whole. In *The City of Sacramento: A Case Study in Municipal Support of the Arts* we found that the same cannot be said of tax dollar distribution for art and culture.

From 1986 – 2013, the City of Sacramento has significantly supported the Opera, Symphony, Ballet, Crocker Art funds and rent-free facilities while ignoring Latino and other small to midsize art organizations. Museum and Music Circus with loans, lines of credit, loan forgiveness, grant funding, capital improvement.

The following examples are typical of what we found in our research.

- In FY2012-2013 the City of Sacramento allocated \$2,403,406 to the arts. Latino organizations received \$24,859.54 or 1.03% of the approved allocations.
- Between 1995 and 2000, the Sacramento City Council approved grants to organizations that were in the process of defaulting on their city loans.
- Between 1995 and 2004, the city authorized refinancing of city-backed loans to art organizations that have yet to be paid in full.
- In 2000, the Sacramento City Council approved a \$75,000 grant to financially stabilize the Sacramento Opera Association and an additional \$150,000 to complete a long-term financial stabilization plan. In 2011 the Opera canceled its 2010–2011 season, citing its operating model was unsustainable.
- In 2013, the Department of Convention, Culture and Leisure gave \$43,000 to the Opera without a public process.
- In 2013, the City of Sacramento forgave \$7.5 million of a \$16 million loan to the Crocker Art Museum.
- In November 2013, the Sacramento Board of Education gave the Opera, Symphony, Ballet and Music Circus (which has since pulled out of the agreement) use of 43,000 square feet in a former adult education school. The City approved \$5 million in renovation expenditures.

The following report is as much about municipalities and their investments in their local economies, as it is about equity. Audiences for Opera's Symphonies and Ballet are dwindling. They are predominantly white and older. The Sacramento region's demographic growth demonstrates a growing population that is younger and Latino. This simple equation has complex implications on policies guiding investments of public dollars in Sacramento's arts community.

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