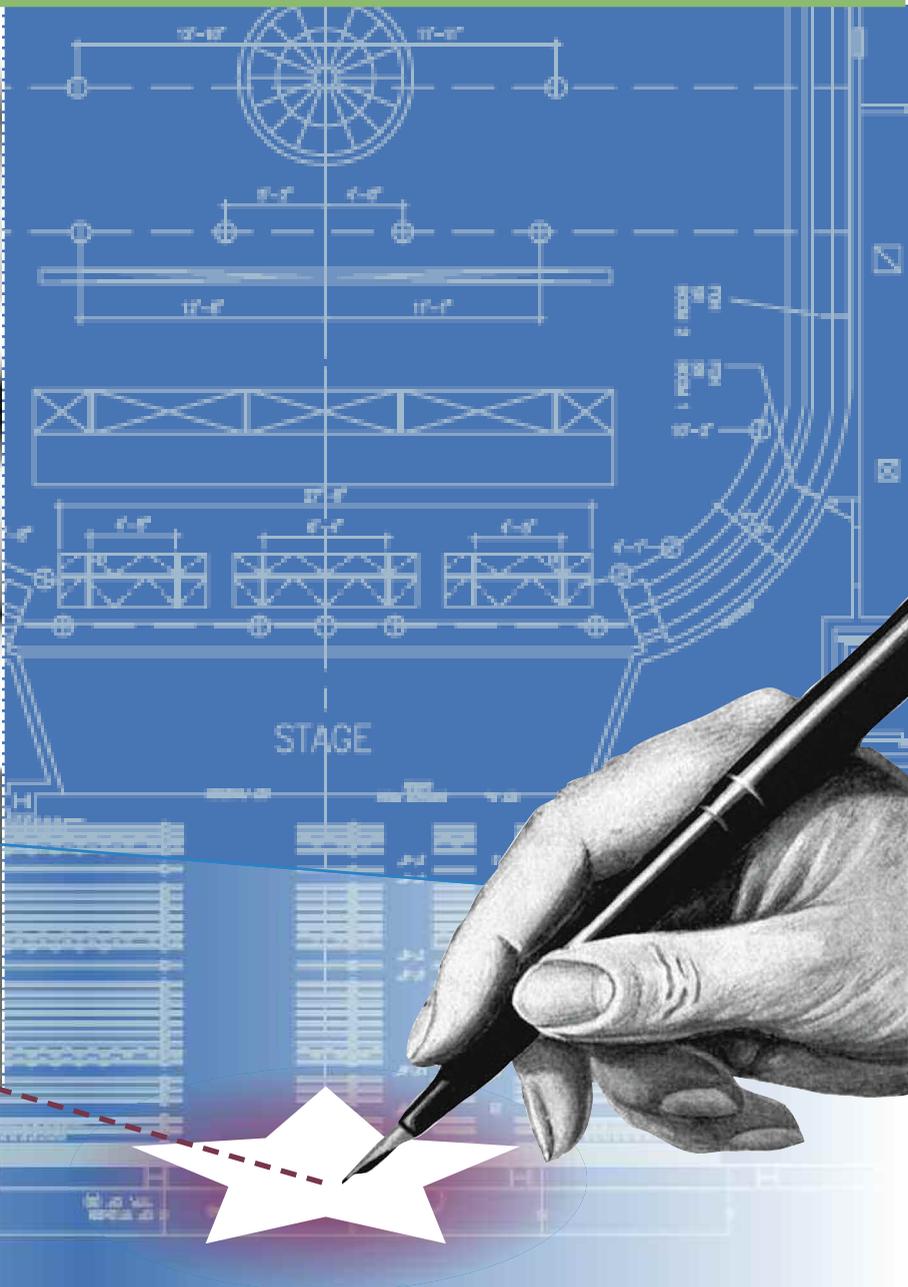


A Community Cultural Plan

FOR NAPA COUNTY



Administered by
ARTS COUNCIL NAPA VALLEY

NAPA VALLEY
100 MAIN STREET
NAPA, CA 94559



"I am proud of how the community has come together to develop this plan that will most certainly mean a better future for the people and the arts in Napa County."
 – Bill Dodd,
 Napa County Board of Supervisors

"This Community Cultural Plan is very real. It is an unmistakable call to action by the cultural community, Arts Council Napa Valley, and the general public boldly joining hands to accomplish what we have long needed ... an assessment of and plan for the arts in Napa Valley.

"This Community Cultural Plan for Napa County speaks to the key issues around the arts in our community, and to the need for the collaborative and cooperative approach that will benefit all of the arts groups in the valley. This plan gets everyone moving together, in the same direction, towards strengthening our local arts!"
 – Jill Techel, Mayor of Napa

If you've not read the Plan, take five minutes and do so. You'll be impressed with how thoroughly imagination has been fused with practicality, first in defining our goals and then in outlining ways of achieving them.

In it you will find attainable near term and future goals. Equally significant is the fact that it concentrates on fleshing out a road map of 'how' we can move from theory to practice. Imagine, hundreds of our citizens filling the meeting hall on multiple occasions to discuss the role of arts in our valley, how best to provide a firm foundation for them to flourish, how to provide exposure to these mysteries and joys for our children, and how to make the Arts available to all segments of our community. Accompanying these broad topics were spirited discussions on public funding for the arts, public policies designed to advance the cultural community, advertising and marketing the work product of our local arts community, coordinating our art calendars to avoid self defeating duplication, and arts in education.

This is not fantasy. In wrapping our arms around the Cultural Plan we're crossing into new territory not only for planning, advancing, and funding the arts but also for opening them finally to the broadest audience possible.

I am thrilled by the sense of energy and optimism in this community. This is a citizen movement you'll be pleased and eager to support, one that you can participate in to any degree that suits you, from simply attending a performance to joining a committee. Watch the Arts Council's website and calendar. Give us your suggestions, stay in touch, and please be a part of this outstanding movement for the arts."

– Alvin Lee Block
 Chair, Napa County Arts and Culture Commission

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 • Blueprints throughout: courtesy Napa Valley Opera House, www.nvoh.com



"The arts stimulate, educate and inspire. The arts are a matter of civic pride.

A community without a vibrant arts sector is half dead." – Discovery Interview Quote



INTRODUCTION

WELCOME TO THE COMMUNITY CULTURAL PLAN FOR NAPA COUNTY!

This plan is a culmination of over a year of exhaustive research, including interviews with community leaders, surveys of artists and arts organizations, the creation of a cultural database, the "mapping" of the Napa Valley cultural landscape, a comprehensive study of arts education in the county, and "town hall" public community meetings in each city and

town in Napa Valley. Over 800 citizens from all across the county participated, lending their ideas, vision, and talents to this process to create the first-ever countywide cultural plan in this community.

In April of 2006, the Napa Valley Community Foundation and Arts Council Napa Valley (ACNV) called together a group of local arts and community leaders to take a hard look at the arts sector in Napa County. What they found was a sector in trouble: not enough local audience to fill venues, the loss of twelve arts organizations in less than two years, a large artist population with little exhibition or studio space, the fatigue of arts donors, and a massive untapped market of millions of visitors who were largely unaware of Napa Valley arts. The explosion of local arts over the last ten years created a wealth of arts opportunities, but the lack of planning and coordination within the sector left it on the verge of collapse.

With beautiful new arts venues, hundreds of talented artists, numerous arts groups, and the potential of Napa Valley as an arts destination before them, the coalition of arts leaders saw the clear need for countywide arts planning, and designated ACNV as the agency to lead the process.

All of the information gathered was analyzed by a countywide Strategy Team. Working with ACNV staff and planning consultant Morrie Warshawski, the Team created this Community Cultural Plan, based entirely on the input and information gathered over the past year.

This critical effort could not have happened without the visionary support and guidance of the Napa Valley Community Foundation. ACNV is also grateful to the Napa County Board of Supervisors, the William and Flora Hewlett Foundation, the California Arts Council, the National Endowment for the Arts, and Napa Valley Heritage Fund for their support, as well as the generous individual donors, business donors, in-kind donors and volunteers, all of whom helped make this planning possible.

It is our hope that this Community Cultural Plan will enliven and strengthen our arts sector, leading to richer lives for all Napa County residents and visitors, and creating a means to bring this community together through compelling cultural experiences.

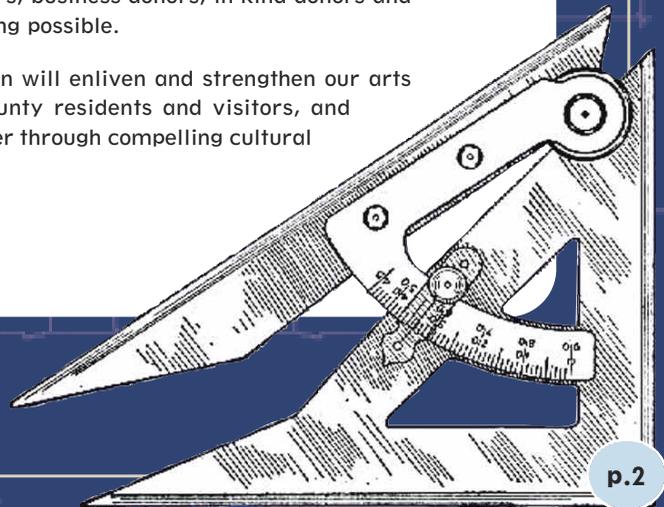
– Michelle Williams
ACNV Executive Director

PHOTO CREDITS: PAGE 1 & 2 • A) Alla Prima Studio *plein aire* student, photo by Gretchen Kimball, www.allaprimastudionv.com

• B) photo by Marissa Carlisle, www.PhotosByMarissa.com • C) photo by JP Barnard, <http://flickr.com/photos/jpbarnard/>

• D) Nimbus Arts Programming, www.nimbusarts.org

• E) Calistoga's Cinco de Mayo Parade, photo by Chick Harry, <http://whimsyworks.net>

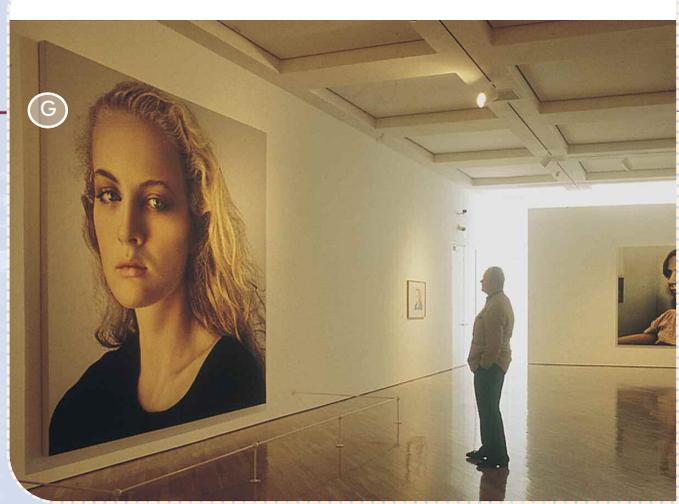




F

"I would love to see downtown filled with murals and we can show all the other cities how amazing it can make a community feel. We can bring it to every city in the valley... Working towards that is great."

- Town Hall Participant



G

"I think Napa Valley is a very creative environment, not just for wine and taking care of the vineyards, not just taking care of city government. There is a wonderful energy that doesn't get enough attention, whether it's dance or sculpture." - Town Hall Participant



H



I



J

PHOTO CREDITS: • F) Michael and Valerie Nelson & friends of Magical Moonshine Theater, photo by Art & Clarity, Janna Waldinger/ Lowell Downey, www.artclarity.com • G) photo courtesy The Hess Art Collection, www.hesscollection.com • H) Studio Arts Napa Valley dance students, photo by Tami Nixon, www.studioartsnapavalley.com • I) The Pacifica Quartet at Beringer Vineyards, Music in the Vineyards Chamber Festival, www.napavalleymusic.org, photo by Chick Harrity • J) Veronica di Rosa's "Sheep Herd", polychromed steel, photo courtesy of Rosa Preserve, www.dirosapreserve.org • K) Nick Sysock's saxophone solo at the Calistoga Elementary School Jazz Band Winter Concert, photo by Chick Harrity, <http://whimsyworks.net> • L) Sally & Jeff Manfredi of Calistoga Pottery, photo by Chick Harrity, <http://whimsyworks.net>

"We must get the most diverse group of people possible to make this happen. Risk galore. This is worth fixing, and it can get better."

"We need everyone's wisdom."

- Discovery Interview Quote



K

"Napa does not need to be a step-child when it comes to art. Other communities with fewer cultural events, fewer great restaurants and less natural beauty have managed to establish themselves as beacons of art."

- Artist Survey Quote



L



THE FOLLOWING IS THE FOUNDATION OF OUR COMMUNITY CULTURAL PLAN:

I. CORE VALUES

- 1) We believe that self-expression is everyone's birthright.
- 2) We believe the arts can serve as a common language.
- 3) We believe the arts are critical to a healthy economy.
- 4) We believe the arts allow us access to our past, to ourselves, and to each other.
- 5) We believe the arts give us a sense of place, and of home.

II. VISION STATEMENT

WHAT WE HOPE TO BE, BECOME, AND BE KNOWN FOR IN 2012

1) PUBLIC POLICY

Integrated public funding and policies that promote, support and sustain the arts in Napa County.

2) FACILITIES

Creative, adaptive re-use of existing spaces to support artistic and cultural activities.

3) MARKETING

An inclusive and innovative cooperative plan that makes the arts accessible and compelling to everyone.

4) YOUTH IN OUR COMMUNITY

To be embraced, inspired, challenged, fulfilled and stimulated in an inclusive setting.

5) FUNDING

Balanced and generous contributions from and cooperative partnerships with private and public sectors.

6) ARTS COUNCIL NAPA VALLEY

Advocates for and promotes Napa Valley arts.

III. STRATEGIC DIRECTIONS

1) BUILD EFFECTIVE AWARENESS OF THE ARTS

The intent of this strategic direction is to build a larger audience for the arts by engaging the local community, strengthening partnerships and leveraging resources within the arts sector and between our cities, and realizing the potential impact of cultural tourism.

2) ENSURE INCLUSION

The intent of this strategic direction is to ensure that Napa County's population and its diverse cultural traditions are reflected in our arts community, and to make local arts accessible to all.

3) ESTABLISH EFFECTIVE ARTS PUBLIC POLICIES

The intent of this strategic direction is to create public policies that support, expand, and nurture local arts.

4) MAXIMIZE AND MINE ARTS RESOURCES

The intent of this strategic direction is to match available spaces to arts needs and create mutually beneficial partnerships between businesses and the arts.

#1: BUILD EFFECTIVE AWARENESS OF THE ARTS

The intent of this strategic direction is to build a larger audience for the arts by engaging the local community, strengthening partnerships and leveraging resources within the arts sector and between our cities, and realizing the potential impact of cultural tourism.

GOALS

1. INCREASE LOCAL AWARENESS OF THE ARTS SECTOR.

Objectives:

- Expand functionality and visibility of www.nvarts.org (the ACNV Online Arts Calendar) as a common resource to reach local audiences.
- Develop and implement a community awareness campaign for local arts, using the resources of the art sector, cities, Napa Valley Conference and Visitors Bureau (NVCVB), hospitality industry, vintners and business communities.
- Discover and use local natural and historical resources, as well as new development, as a means to promote and celebrate local arts.
- Engage and educate local and regional media on arts offerings, and on the importance of arts to the Napa Valley community.
- Increase public participation in city and county meetings.



2. INCREASE CULTURAL TOURISM.

Objectives:

- Expand functionality and visibility of www.nvarts.com as a common resource to reach regional, national and international visitors.
- Build on the community awareness campaign by developing and implementing a joint marketing/ PR advertising campaign for Napa Valley arts, targeting regional, national and international visitors, and using the resources of the art sector, cities, NVCVB, hospitality industry, vintners and business communities.
- Identify and support distinctive programs and events that act as a draw for cultural consumers to Napa Valley.

3. IMPROVE THE COORDINATION & COMMUNICATION BETWEEN ARTS ORGANIZATIONS.

Objectives:

- Promote local organizations' use of www.nvarts.com for planning future events and exploring future partnerships.
- Provide opportunities for arts leaders and staffers to meet for networking, facilitating potential partnerships between members.
- Develop incentives and rewards for partnerships and cooperation through policies for funding and resource development.

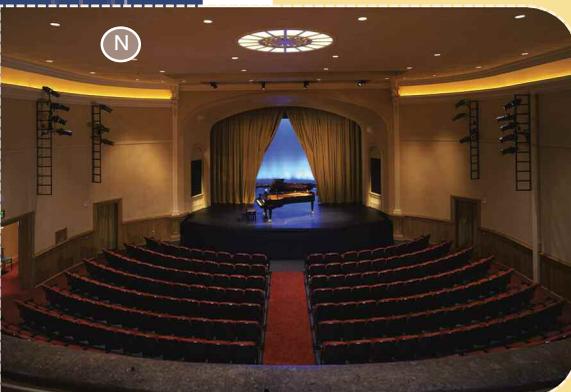


PHOTO CREDITS: • M) Visitors tour di Rosa Preserve's Main Gallery led by Ben Cooper, Collections Manager, photo courtesy of Rosa Preserve, www.dirosapreserve.org • N) Napa Valley Opera House, photo by David Wakley, www.nvoh.org

• O) Playground Fantastico Public Art Installation by Gordon Huether, photo courtesy Gordon Huether Studio, www.gordonhuether.com

that could help make children more whole human beings.”
— Town Hall Participant

#2: ENSURE INCLUSION

The intent of this strategic direction is to ensure that Napa County's population and its diverse cultural traditions are reflected in our arts community, and to make local arts accessible to all.

GOALS

1. SUPPORT EMERGING ART FORMS AND DIVERSE CULTURAL TRADITIONS.

Objectives:

- a. Identify emerging artists and outlets for diverse cultural offerings.
- b. Identify and direct funds to support emerging and diverse artists.
- c. Encourage demographic diversity on arts non-profit boards.
- d. Identify the diverse cultural organizations in Napa County and encourage their participation in www.nvarts.org and other marketing opportunities.

2. EXPAND ARTS IN SCHOOLS AND STRENGTHEN YOUTH ARTS OPPORTUNITIES PROVIDED BY ARTS ORGANIZATIONS.

Objectives:

- a. Identify and direct funds for “artists-in-residence” in schools and opportunities for youth to experience the arts.
- b. Create centralized information bank and resources for schools, artists and arts organizations for arts programming.
- c. Conduct and publish results of arts in education survey of programming available to youth through local schools and organizations, and based on that research, create a master plan for arts education in Napa County.
- d. Create mentoring & externship programs at local arts non-profits.
- e. Provide professional training for artists and teachers in best practices in art education.

3. PROMOTE RELEVANT, AFFORDABLE, AND GEOGRAPHICALLY ACCESSIBLE CULTURAL OFFERINGS FOR ALL NAPA COUNTY POPULATIONS.

Objectives:

- a. Establish a vehicle for performing arts facilities to make empty seats available to the underprivileged and underserved populations of the county at low or no cost.
- b. Explore transportation alternatives for youth, seniors, or other non-driving populations.
- c. Research better ways to communicate with and involve the Spanish speaking community in local arts opportunities and events, including the translation of all collateral materials into Spanish.
- d. Provide/refer technical resources and support for meeting ADA codes and legislation.
- e. Create opportunities for the creative population of Napa County to gather on a regular basis.



PHOTO CREDITS: • P) © Avis Mandel Pictures, www.avismandelpictures.com • Q) Calistoga Art Center's Kid's Summer Art Camp, Students: Mercedes De La Rosa, Emily Wilson, Rita Ortega, Rachel Ortega, Claire Maxfield, Jordan Mickle, photo by Chick Harrity, <http://whimsyworks.net> • R) "Morning Harvest", oil on canvas, by Napa artist, Beverly Wilson, www.beverlywilson.com • S) Ramona Scott at Calistoga Art Center Basket Weaving Class at the Calistoga Community Center, photo by Chick Harrity, <http://whimsyworks.net>

"The arts are the slice of the pie that is missing in our schools"

"If the people of this valley truly want art, for the spiritual and commercial meaning of it, then I wonder if it isn't time when a serious dialogue should begin for public funding for the arts." – Town Hall Participant

#3: ESTABLISH EFFECTIVE ARTS PUBLIC POLICIES

The intent of this strategic direction is to create public policies that support, expand, and nurture local arts.

GOALS

1. BUILD A COALITION OF INFORMED ARTS ADVOCATES.

Objectives:

- Provide compelling arts advocacy training on key arts issues that affect Napa Valley to artists and arts organizations, interested and supportive businesses, community members, and elected officials.
- Create a system to energize the community over arts issues.
- Educate and involve elected officials in cultural activities.
- Conduct & publish an Economic Impact Study of the arts, and use the data to educate government, funders, and the public on the economic impact of the arts in Napa County.

2. CREATE PUBLIC FUNDING SOURCES FOR THE ARTS.

Objectives:

- Identify key donors for public/private partnerships.
- Cooperatively develop a sustainable percentage allocation for art policies at city and county levels supporting public art.
- Research other models of public support for artists and arts organizations, and develop a plan to implement appropriate policies.

3. DEVELOP ARTS POLICIES THAT SUPPORT THE CREATIVE ARTS IN PARTNERSHIP WITH THE GOVERNMENT AND BUSINESS COMMUNITIES.

Objectives:

- Identify existing policies on city and county levels that affect the arts, and change policies that are not arts-friendly.
- Work with city and county staff to create an arts component in City and County Master Plans.
- Provide zoning and developer incentives to encourage and reward creation and retention of affordable spaces for artists to create and present work.



PHOTO CREDITS: • T) Angwin Artist, William Callnan III, working on his Sonoma Square mural, www.allmediart.com, photo courtesy *Sonoma Index Tribune* • U) Napa Artist, Gordon Huether, www.gordonhuether.com • V) Visitors tour the di Rosa Preserve sculpture meadow, featuring the Mark di Suvero sculpture, *For Veronica*, painted steel, photo courtesy di Rosa Preserve, www.dirosapreserve.org

#4: MAXIMIZE AND MINE ARTS RESOURCES

The intent of this strategic direction is to match available spaces to arts needs and create mutually beneficial partnerships between businesses and the arts.

GOALS

1. CREATE CO-LOCATED STAFF & FACILITY PARTNERSHIPS.

Objectives:

- Identify potential areas of opportunity for co-located staff.
- Identify funding and create a process that facilitates partnerships between organizations.

2. MATCH AVAILABLE SPACE WITH ARTS NEEDS.

Objectives:

- Identify existing spaces that can be utilized as studio, rehearsal, exhibition, or performance space.
- Create a process to match the needs of artists and groups with the available spaces.
- Identify funding sources to complete and expand the comprehensive facilities database.
- Create a way for the public to easily access and continually update the facility database.

3. PARTNER BUSINESSES WITH ARTISTS, ARTS ORGANIZATIONS & ARTS EVENTS.

Objectives:

- Identify needs and opportunities for matching potential partners.
- Create a process for artists and arts groups to network with potential business partners.
- Create a "Business Council for the Arts": a sub-group of businesses that want to support the arts.
- Bring together vintners who are interested in the arts to form a coalition of collective supporters.

PHOTO CREDITS: • W) The Randy Vincent Duo at the Calistoga Jazz Festival in the Ca'toga Gallery, ceiling mural by artist owner Carlo Marchiori, photo by Chick Harrity, <http://whimsyworks.net> • X) David Foushee and Kathryn Tkel in Dreamweavers' Theatre 2007 Main Stage production of "Laura" by Vera Caspary and George Sklar, directed & photographed by June Alane Reif, <http://dreamweaverstheatre.org> • Y) Calistoga Art Center's "Paint Off" at Clos Pegase Winery, photo by Yvonne Henry, <http://whimsyworks.net>



"[Our work] provokes, stimulates, enlightens the community on a wide variety of issues of importance in today's world." – Artist Survey Quote

LIST OF PARTICIPANTS

Staff

Morrie Warshawski,
Cultural Planning Consultant
Michelle Williams,
ACNV Executive Director
Kristina Young,
ACNV Program Manager
Kate Demarest,
ACNV Office Manager
Kristine Cummins,
ACNV Webmaster

Arts Council Napa Valley Board

Richard Williams,
President
David Mendelsohn,
Secretary & Treasurer
Alvin Lee Block
Catherine Conway Honig
Councilmember James Krider
Harry Price
Ira Wolk
Sue Wollack

Strategy Team Members

Lauren Ackerman,
Napa Valley Community
Foundation
Richard Aldag,
Napa Valley Symphony
Judith Caldwell,
Napa County Arts
Commissioner, Yountville
Nancy Garden,
The White Barn
Placido Garcia,
Calistoga City Council
Steve Gordon,
The Gordon Gallery
Debra Lee Hodge,
Napa County Arts Commissioner,
American Canyon
Dorothy Lind Salmon,
Napa Valley Economic
Development Corporation
Terence Mulligan,
Napa Valley Community
Foundation
Kathryn Reasoner,
The di Rosa Preserve:
Art & Nature
Peter Sykes,
Napa School of Music
Sue Wollack,
Napa County Arts
Commissioner, St Helena
Ira Wolk,
I. Wolk Galleries

Discovery Interviewees

Thomas Bartlett
Felix Bedolla
Mel Engle
Bunnie Finkelstein
Steven Gordon
Jay Greene
Gordon Heuther
John Heymann
Jeff Jaeger
Mary Novak
Frances Ortiz-Chavez
Bill Phelps
Alex Philips
Dorothy Lind Salmon
Elizabeth Swanson
Bill Tantau

Public Art Committee

Chandra Cerrito
Harry Price
Kathryn Reasoner
Diane Damé Shepp
Michelle Williams
Ira Wolk
Kristina Young

Participating Individual Community Members

Myrna Abramowicz	Carrie Domogalla	Troy Knox	Jim Ritchie
Oscar Olea Aguilar	Lowell Downey	Lisa Koester	Glyn Rixon
Azalea Aguilar	Sheraton Downie	Jim Krider	Maren Rocca Hunt
Richard Aldag	Donna Drago	Diane Kuykendall	Christina Roberts
Larry Aldred	Bill Dutton	Roberta Labaw	Travis Rogers
Darius Alexander	Kerry Eddy	John Lail	Irina Roza
Pat Alexander	Kathi Edwards	Nancy Le Court	Davina Rubin
Tom Amato	Iriana Espinoza	Darlene Leffler	Barbara Ryan
Wil Anderson	Florence Eaton	Carlee Leftwich	Bill Ryan
Cynthia Arciniesa	Anne Evans	Janet Lo	Dorothy Salmon
Jacelyn Audette	Greg Evans	Irais Lopez	John Salmon
Stan Augustine	Stephen Eyer	Wendy Lopez	Tamara
Leo Ayala	Debora Ferrero-	Marissa Low	Sanguinetti
Evie Ayers	Waite	Louisa Lucas	Suzu Sansome
Iris Barrie	Ed Fevang	Kathy Lund	Sarah Santora
Debbie Baumann	Linda Flanagan	Jan Lunn	Brid Sarazin
Harold Beaulieu	Diane Flyr	Ming Luke	Bonnie Sauer
T Beller	Jeanie Fourni	Maxine Maas	Maureen Savage
Linda Beltz	Paul Franson	Cora Lee Mack	Dan Scadero
Helen Bergin	Don Fraser	Sally Manfredi	Pat Scarboro
Thom Bergin	Frank Frederico	Sheila Mannix	Peter Scaturro
Natasha Biasell	Karen Frisinger	Sanda Manuilla	Michael Schaer
Deborah Bird	Mary Fullerton	Milbert Mariano	Marissa Schleicher
Lee Block	Amy Gallaher	Kim Markovich	Emily Schmidt
Moirra Johnston	Carolyne Gamble	Sharon Marks	Lydia Schroeder
Block	Mary Gamble	Betsy Masterson	Constance Shipman
Bruce Blondin	Mayor Leon Garcia	Jim McCann	Frank Silva
Deborah Boisot	Placido Garcia	Jonette	Ginny Simms
Craig Bond	David Garden, Jr.	McNaughton	Erica Sklar
Dona Bonick	Jennifer Garden	Leslie Medine	Craig Smith
Steve Booth	Nancy Garden	Tom Merle	Kerry Smith
Sandra Booth	Nancy Gennet	Jessel Miller	Herman Soon
Vi Bottaro	Jerry Gillgren	Lisa Miri	Janis Sparks
Trudy Bouligny	Marcy Gingles	Sunshine	Barbara Stafford
Lana Brackin	Tim Giugni	Moeschler	Ian Stanley
Jill Brandt	Reùbèn Godinez	Margrit Mondavi	Margaret Starrett
Diane Brinker	Christine Golik	Dan Monez	Sharon Stensaas
Mayor Del Britton	Jay Golik	April Mora	Terri Stevens
Nathell Buford	Victoria Gonzales	Fred Morse	Betsy Strebe
Craig Burgess	Brian Goodwin	Brian Muth	Melissa Strongman
Judith Lee Butler	Steven Gordon	Beth Myers	Stacy Su
Judith Caldwell	Robert Grace	Lisa Myrick	Victoria Sykes
Will Callnan	Jamie Graff	Chuck Neidhoefer	Jeanne Szmidi
Nikki Callnan	Cyd Greer	Superintendent	Mayor Jill Techel
Nick Cann	Aimee Guillot	Barbara Nemko	Mark Teeters
Peg Cann	Marlene Haas	Don Nieman	Stephen Thomas
Tony Carlin	Deno Hallam	Barbara Nieman	Michael Tiffany-
Marissa Carlisle	Brendan Hannaford	Ron Nunn	Brown
Carolyn Carregui	John Hannaford	Margaret Oliveri	Monica Tipton
Kit Case	Jill Hard	Christine Olivo	Angela Tirrell
Brooke Casey	Sue Harper	Tom Olivo	Janet Todd
Jennifer Cassellis	Sherrill Harper	Donna Olmstead	Ann Trinca
Chandra Cerrito	Chick Harrity	Jeni Olsen	Christiane Tsouo-
Maria L. Cisneros	Theresa Heim	J. Panter	Harvey
Sandra Cobb	Yulie Herdell	Mike Parness	Lynne Tuff
Marielle Coeytaux	Yvonne Henry	Maash Pascal	David Turgeon
Glenn Colburn	Carlos Hernandez	J. Pearson	Tom Turner
Tom Collins	Annie Hethcock	Mike Pearson	Pricilla Upton
Doug Cook	John Heymann	Nina Pedersen	Magdalena
Judy Cook	Donna Higgins	Leo Peck	Valderama
Ben Cooper	Sabine Hirsohn	Lewis Pennock	Vonn
Kedki Cortez	Debra Lee Hodge	Anne Pentland	Deborah Wallace
Kristine Cummins	Jeff Holmes	Diana Perez	Mary Walters
Mary Curtis	Michael Howard	Brenda Perry	Evy Warshawski
Cheryl Daley	Kathleen Iudice	Pala J. Peterson	Cathi Wastal
Rebecca Dant	Nancy Jordan	Noelle Peterson	Michael Waterson
James Darden	Miki Hsu Leavey	Peggy Piccolo	Kasandra Weinerth
Peggy Darnell	Gordon Huether	Carla Poggemeyer	Craig Weinerth
Sharon Dellamonica	Louisa Hufstader	Adriana Popa	Carole Williams
Sally Denman	Eliot Hurwitz	Ada Press	Sarah Williams
Margaret Dennett	Karen Lynn Ingalls	Penny Proteau	Nancy Willis
Cynthia Dempsey	Jason Jobs	Tona Raito Hill	Beverly Wilson
David DeStefano	Charles Johnston	Val Ramsay	Karen Winograde
Carolyn Dettman	Mark Joseph	Kathryn Reasoner	Eddi Wolk
Rene di Rosa	Gwenda Joyce	Dave Reichel	Carol Woodiwiss
James Dick	Mayor Eve Kahn	Hisae Reichel	Sonia Wright
John Dickinson	Alex Karlman	June Reif	Donna Young
Supervisor Bill Dodd	Debra Kinninger	Kiki Revoir	Kevin Young



Participating Napa County Organizations, Agencies, Schools & Businesses

Alta Heights Elementary School
 American Canyon Arts Foundation
 American Canyon Middle School
 Angéle Restaurant
 Angwin Community Teen Center
 ArtLinks
 Avis Mandel Photography
 Bedford Gallery
 Bel Aire Park Elementary School
 Blue Oak Lower & Middle School
 Boys & Girls Club of Napa Valley
 Brannan Cottage Inn
 Browns Valley Elementary School
 Calistoga Art Center
 Calistoga Chamber of Commerce
 Calistoga Elementary School
 Calistoga Joint Unified School District
 Calistoga Junior/ High School
 Calistoga Pottery
 Canyon Oaks Elementary School
 Capell Valley Elementary School
 Carneros Elementary School
 Casa de la Cultura
 CDI
 Chandra Cerrito Contemporary
 City of American Canyon
 City of Calistoga
 City of Napa
 City of St. Helena
 City of Yountville
 City Council of Calistoga
 City Council of Napa
 City Council of Yountville
 Coldwell Banker Brokers of the Valley
 Community Resources Commission
 Controlled Wrinkles
 Copia: The American Center for Wine, Food & The Arts
 Crissart Fine Arts
 Culture Places
 CyberMill Technology Center
 Dazzling Lites Glass Studio
 di Rosa Preserve: Art & Nature
 Donaldson Way Elementary School
 Dreamweavers' Theatre
 The Gordon Huether Studio
 First Christian School
 Follies du Valle
 Foothills Adventist Elementary School
 Friends of Napa River
 Hess Collection Winery
 Honig Vineyard & Winery
 Hopper Creek Montessori
 I. Wolk Gallery
 il teatro calamari
 Jessel Gallery
 Justin-Siena High School
 KEdDy Art
 Kolbe Academy
 Lincoln Theatre
 Manaleo Hawaiian Cultural Foundation
 McPherson Elementary School
 Meadowood Napa Valley
 Mindful Garbage
 MJ Schaer Gallery
 Mt. George Elementary School
 Mumm Napa
 Music in the Vineyards
 Napa Chamber of Commerce
 Napa City-County Library
 Napa County Arts Commission
 Napa County Office of Education
 Napa County Board of Supervisors
 Napa County Transportation & Planning Agency
 Napa Downtown Merchants Association
 Napa General Store
 Napa High School
 Napa Life
 Napa Regional Dance
 Napa River Inn
 Napa School of Music
 Napa State Hospital
 Napa TV
 Napa Valley Art Association
 Napa Valley Art Supplies
 Napa Valley Arts & Lectures

Napa Valley College
 Napa Valley College Fund
 Napa Valley Community Foundation
 Napa Valley Conference and Visitors Bureau
 Napa Valley Economic Development Corporation
 Napa Valley Heritage Fund
 Napa Valley Language Academy
 Napa Valley Museum
 Napa Valley Opera House
 Napa Valley Photographic Society
 Napa Valley Register
 Napa Valley Symphony
 Napa Valley Unified School District
 Napa Valley Writers' Conference
 Napa Valley Youth Symphony
 Napaloa
 The Nest
 New Level Group
 New Technology High School
 Nimbus Arts
 Northwood Elementary School
 OM-i
 On the Move
 One World Percussion
 The Oxbow School
 Pacific Union College (PUC)
 PUC Elementary & Middle School
 PUC Prep School
 Paint Daubers
 Phillips Edison Charter School
 Photos by Marissa
 Pope Valley School
 Pueblo Vista Alternative Program
 Redwood Middle School
 Rhythm Magic
 River Middle School
 Salvador Elementary School
 Shearer Charter School
 Small Business Development Center
 Snow Elementary School
 St Helena Catholic School
 St. Helena Elementary School
 St. Helena High School
 St. Helena High School Parent Group
 St. Helena Primary School
 St. Helena Star
 St. Helena Unified School District
 St. John the Baptist Catholic School
 St. John's Lutheran School
 Steve Gordon Gallery
 Sunrise Montessori School
 SupperTime Restaurant
 The White Barn
 Tucker Farm Center
 Valley Oak High School
 Vichy Elementary School
 Vintage High School
 V.O.I.C.E.S.
 VOENA
 Waldorf School
 Weekly Calistogan
 West Park Elementary School
 Whimsy Works
 The Young School
 Yountville Elementary School
 Yountville Sun

IMAGES OF OUR CULTURAL PLANNING PROCESS:

- 1) Cultural Planning Consultant Morrie Warshawski, speaking at the St. Helena Town Hall Meeting
- 2) Guitarist Michael Howard, performing before the Napa Town Hall Meeting
- 3) & 4) Town Hall Participants adding their "Most Memorable Arts Experiences" to the group mural that hung at every meeting
- 5) ACNV Executive Director, Michelle Williams
- 6) Casa de la Cultura's *Ballet Folklorico* dancers before their Calistoga Town Hall meeting performance
- 7) Arts Commissioner, Judith Caldwell, and NV Symphony Executive Director, Richard Aldag, chat before the Town Hall Workshop at NV Opera House

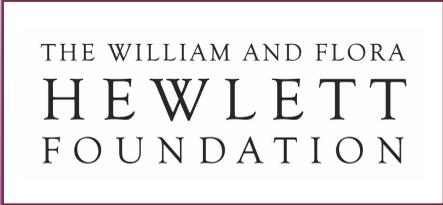
BACK COVER: Color Image of Alla Prima Studio, photo by Jim Shubin, www.shubindesign.com



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1041 Jefferson Street, Suite 4
 Napa, California 94559
 (707) 257-2117
www.artscouncilnapavalley.org
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