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**Arts Council Silicon Valley Announces 2009 ArtsEnhance Grantees  
~ Eleven Local Arts Groups to Receive Valuable Marketing Support ~**

**San Jose, CA, January 28, 2009** / Underscoring its commitment to provide valuable marketing support to small and mid-sized arts organizations in Silicon Valley, the Arts Council Silicon Valley (ACSV) today announced that 11 local arts organizations have received cash grants of up to \$5,000 each along with design software through the ArtsEnhance Grants Program. Funded by Adobe, these grants empower organizations to increase their visibility, promote their programming and strengthen audience development activities.

"Today's economic climate requires more than ever that art organizations use strategic marketing strategies and tactics to increase – and maintain – visibility with their key audiences and donors," said Michelle Mann, Director of Corporate Social Responsibility at Adobe. "ArtsEnhance provides marketing infrastructure support that goes way beyond the specific project being funded. Adobe is dedicated to helping these organizations utilize cutting-edge marketing practices to help achieve financial stability and long-term success."

**The 2009 ArtsEnhance Grants recipients are:**

- Afsaneh Art and Culture Society, San Jose, to plan and implement audience development and volunteer engagement strategies, as well as provide new enhancements for the AACS website and email listserve features.
- Cantabile Youth Singers, Palo Alto, to support consulting service toward the development of a strategic marketing plan.
- City Lights Theatre Company of San Jose, to develop new patron relationships and deepen existing ones with a plan that balances high-tech online and multimedia techniques with high-touch grassroots efforts.
- Dragon Productions, Palo Alto, to support new marketing tactics to acquire, retain and cultivate its audience.
- Dimension Performing Arts, Inc., San Jose, to educate and cultivate audience through an interactive education online program that provides information on various Asian art forms, study guides and online videos.
- Ives Quartet, Palo Alto, to create quality audiovisual records of live performance and educational-outreach presentations for use in audience development, marketing and fundraising.
- San Jose Museum of Quilts and Textiles, to conduct qualitative market research on two key audience segments to gain insights on that inform the Museum's ongoing strategic planning process.
- Shady Shakespeare Theatre Company (SSTC), to improve the organization's printed collateral to make SSTC more attractive to potential board members, volunteers and donor-investors.
- Stanford Jazz Workshop (SJW), to add strategically publicized multimedia content to the SJW website to attract new audiences.
- Tapestry Arts, San Jose, to provide display ads in local newspapers to recruit Santa Clara County artists for its annual arts festival as well as increased online visibility for the event.
- Teatro Vision, San Jose, to make Teatro Vision's website a virtual destination and resource for interactive communication on social, artistic, Latino and community issues through the addition of multimedia.

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“We’re delighted to team again with Adobe to bring key marketing tools to deserving arts organizations via the ArtsEnhance program,” said Diem Jones, Director of Programs, Arts Council Silicon Valley. “Adobe’s ongoing support of the arts is critical to expanding the community impact that the arts bring to all of us. The Arts Council would also like to thank Adobe for its generous donation of software valued at over \$12,000 that will be utilized to enhance our internal and external communications efforts.”

#### **About the ArtsEnhance Grant Program**

The ArtsEnhance Grants program provides multiple opportunities for arts organizations to help build capacity and audiences through strategic marketing approaches. This year’s program was kicked off with a two-day long conference that took place at the Krause Center for Innovation at Foothill College in September. With over 100 members of the arts community in attendance, the conference began with strategy on incorporating new media into marketing efforts and was followed by topical break-out sessions led by lead professionals in the field. The second day included hands-on sessions leveraging software from Adobe to customize participants’ own materials. To be eligible for an ArtsEnhance grant, organizations were required to attend the conference.

#### **About Arts Council Silicon Valley**

Arts Council Silicon Valley is an independent, nonprofit arts agency dedicated to providing funding and advocacy support, and fundraising and marketing services to the region’s arts organizations and artists. As the official state/local partner with the California Arts Council and the County of Santa Clara, Arts Council Silicon Valley is the largest nonprofit arts council in the state. Since the organization’s inception over 25 years ago, the Arts Council has provided roughly \$23 million in grants and services to local arts and cultural organizations, individual artists, schools, and community groups.

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