

The La Honda Artist Consortium*

Proposed by Randall Vail ~ Rough Draft as May 16, 2017

Introduction

The construction of new classroom buildings at La Honda Elementary School represents a unique opportunity for the South Coast Artist Alliance to have a permanent headquarters, exhibition & studio space, and to take an active role in the art instruction it has championed since beginning in 1991. The following is a proposal for revitalizing the existing classroom building as such.



Background

In 2006, voters approved Bond Measure I to build a new high school in Pescadero, repurpose the old one as a middle school, and repair parts of the two elementary schools in Pescadero and La Honda. In 2008, that project collapsed resulting in a county takeover of LHPUSD and a lawsuit against the project manager. In 2016, having recovered from the disaster and reissued some of the bonds, LHPUSD planned the reconstruction of La Honda Elementary School (LHE). While the existing or “old” classroom building will require repair and rehabilitation, it represents an opportunity for creating an art complex for the community.

Plan of Action

LHPUSD plans to begin construction on the new buildings at LHE during the summer of 2017. We, the SCAA, or the LH Arts Consortium,* would ask the district for a one year grace period to plan the following: raise funds for the rehabilitation of the old classroom building and create a business plan for the running the facility as a non-profit arts organization affiliated with LHPUSD, possibly SMCOE, CSM, and other educational institutions. During this year, we will establish an entity within SCAA or create a new 501(c)(3) and begin raising funds through donations, pledges, grants, and online fundraisers like Kickstarter, etc. By the summer of 2018, there were be a formal determination as to the long term viability of the endeavor.



Vision

The old building at LHE has five large classrooms, a restroom and a small kitchen. It has large north-facing windows with considerable natural light. You can check the outside in this 2 minute video: <https://randomvail.com/2016/09/06/la-honda-school/> Imagine a gallery/exhibition space with administrative offices in the first and largest room nearest the parking lot. Then, four studio/classrooms dedicated to 2D art (painting, drawing, etc.), 3D art (ceramics, sculpture, etc.), electronic art (photography, video, computers, etc.), and performance arts (music, dance, theater) arts. Each studio/classroom would have areas for approximately four resident artists as well as an exhibition, instruction, and “maker space” area for visiting students.

Mission

The Arts Consortium would be dedicated to arts instruction and the support of local artists. In addition to annually organizing the Pescadero Arts & Fun Festival, providing studio space, and educating LHPUSD students (for free), the Consortium would host other San Mateo arts events and offer classes (paid on a sliding scale) to a diversity of students on the SF Peninsula. The Consortium might also work with local businesses, POST & MROSD, as well as myriad companies, organizations, and institutions in Silicon Valley and the SF Bay Area. Through studio rentals, classes, gift shop & art sales, it is hoped that the Arts Consortium would be financially independent.

Start Up

We believe that the initial process of fundraising should be limited to refurbishing and repurposing the building, but that once it has been rehabilitated the Consortium should be able to pay for itself. We do not support the perpetual seeking of donations, constant



fundraising, and the perennially solicitations for money. Thus, the following preliminary suggestions apply only to start up funds...

<http://www.artinsight.org/grants.html>, <https://doublethedonation.com/fundraising-ideas/>

<http://mashable.com/2011/03/14/social-good-fundraising-tools/#sPtUSYGZmOqI>

<https://www.fundraising.com/ideas/fundraising-ideas>, <http://artinaction.org/resource/funding-and-grants-for-arts-education-programs/>

Finances

The first goal is the refurbishment of the building. While this is contingent on deferred maintenance vs. permitted remodeling, the district currently has over \$100,000 earmarked for demolition which could represent a significant initial investment in the project. These funds, along with donations and grants, would be applied to the building.

The second goal is maintaining the facility without the need for more donations and grants. An Idea: Studio Rental: \$200 per month per artist. No more than four artists per studio. One studio with four artists = \$800 per month x four studios = \$3200 per month = \$38,400 per year. Annual increases at 5%. Classes: Free to all LHPUSD students (ideally four per year). Other school groups: \$100 to \$500 per group/day, depending on school. Adults: seasonal and dependent on clientele. Goal: \$12,000 per year. An annual total of over \$50,000 should be sufficient for utilities, custodial & deferred maintenance.

Partners

In addition to the South Coast Artist Alliance, we are seeking guidance from other local arts organizations, specifically the [Peninsula Museum of the Arts](#) and Director Ruth Waters, and the [Coastal Arts League](#) and President Jane Lewis. Further, we will seek assistance from the [Sanchez Art Center](#), the [San Mateo County Arts Commission](#), the [Peninsula Arts Council](#), the [California Art Education Association](#), the [California Alliance for Arts Education](#), [California Arts Council](#), the [CCSESA Arts Initiative](#), [California's Statewide Arts Education Coalition](#), the [TomKat Foundation](#), the [National Endowment for the Arts](#), [Americans for the Arts](#), [Arts Education Partnership](#), the [Warhol Foundation](#), the [Pacific Art League](#), the [Silicon Valley Community Foundation](#), and a variety of arts, education and philanthropic organizations.



Potential Problems, Challenges, Opportunities, Options

The first challenge is district approval. However, a one year grace period to initiate and fundraise is reasonable. Should the new school construction project encounter problems, that will directly effect this proposal. A second challenge is determining refurbishment costs and raising those funds. Upon district approval, those efforts will commence. A third challenge is recruiting the artists to pay for participation in the consortium. However, initial research indicates there are many local artists who may participate, and Ruth Waters from the Peninsula Museum of the Arts has stated that there have been several galleries and studio spaces closed and that this proposal would be warmly welcomed by artists and art supporters in San Mateo County.

There will also be several challenges in operating an art studio on an open elementary school campus. It may be necessary that all artists be fingerprinted. It may be necessary

to screen all visitors, to limit hours of operation, and to make sure that school activities take precedence over art studio activities.

However, the opportunities far outweigh the challenges in that the studios will represent an important educational venue for all LHPUSD students. In addition to traditional visual and performing arts endeavors, there can be an emphasis on technology through computer-assisted arts, an emphasis on design thinking & “maker-space” activities, and an emphasis on science through various STEM to STEAM projects. Further, it may be that the studios could generate revenues and in-kind donations to support other educational opportunities for LHPUSD students.

Management

The La Honda Arts Consortium will need a CEO, a CFO, and regular volunteer staffing. There will be a board of directors and of course the consortium of member artists. While the Consortium will operate independently, it will be answerable to and communicate regularly with LHPUSD and the Principal of LHE.

Links:

In addition to the links above, the following links may be relevant and/or useful...
<http://artinaction.org/>, <http://collegeofsanmateo.edu/art/>, <http://art.ucsc.edu/>, <https://art.stanford.edu/>, <http://art.sfsu.edu/>, <http://www.sjsu.edu/art/>, <http://artschools.com/>, <http://djerassi.org/>, <https://lessons.com/painting-classes>, <http://www.tritonmuseum.org/>, <https://santacruzmah.org/>, <https://www.randallmuseum.org/>, <https://www.sfmoma.org/>, <http://www.asianart.org/>, <http://deyoung.famsf.org/>, <http://www.mexicanmuseum.org/>, <http://mocha.org/>, <http://lunaseagallery.net/>, <http://madeinpescadero.com/>, <http://portolaartgallery.com/>, <http://www.filoli.org/>, <https://www.arteducators.org/>, <http://www.conservationofartllc.com/>, <http://stemtosteam.org/>, <http://artinaction.org/>, <https://www.ted.com/topics/science+and+art>, <https://www.science-art.com/>, <http://www.mrs.org/science-as-art>, <http://newsroom.ucla.edu/stories/unexpected-intersection-art-science-UCLA-Jonsson-Cancer-Center>, <https://cantorscience.org/about/>, <http://www.blouinartinfo.com/news/story/800187/20-top-artist-grants-and-fellowships-you-might-actually-be>, [http://www.hewlett.org/strategy/arts-education/...](http://www.hewlett.org/strategy/arts-education/)



** Possible names include: La Honda Studio/Gallery, Art Smarts, LH Creative, Playground pARTnership, the Art Ranch, Art Farm/Garden, an Aesthetes Academy, The Stream, SteamFunk, L'art Hondart, etc...*