



**monmouth arts**

**CELEBRATING THE ARTS FROM  
1971–2011**

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**MONMOUTH COUNTY  
ARTS COUNCIL**

## **MONMOUTH ARTS 40TH ANNIVERSARY CAMPAIGN CASE STATEMENT**

### **OVERVIEW:**

To celebrate the Monmouth County Arts Council's 40th Anniversary, MCAC is launching a campaign to raise \$400,000 to build the organization's capacity for the next 40 years of enriching the community by inspiring and fostering the arts.

- \$100,000 to be set aside, with interest earned, to supplement Local Arts Program Grants
- \$200,000 added to MCAC's Endowment Fund for the Arts
- \$70,000 added to MCAC's Cash Reserve with the interest to go to additional grants for artists
- \$30,000 to increase the organization's capacity by hiring a part-time development professional

This project aligns with MCAC's 2009-2013 Strategic Plan to increase unrestricted funds to strengthen the long-term financial sustainability of MCAC.

### **KEY POINTS:**

1. The Monmouth County Arts Council enriches the community by inspiring and fostering the arts.
2. MCAC was founded in 1971 as a central agency to coordinate and assist all county artists and arts organizations, awarding over \$2,000,000. in direct grants to support their efforts since it was formed.
3. MCAC currently has over 75 member groups and 250 individual members and awards approximately \$95,000 each year in grants to local arts organizations.
4. Our goal is to raise \$400,000 over the next 4 years in celebration of MCAC's 40th Anniversary
5. The money will increase the organization's capacity, provide additional resources to the arts community, and help build our endowment fund for the arts.
6. MCAC and our re grants have an economic impact of almost \$24 million - generating over \$1 million in local government revenue, an additional \$1 million in state revenue, and creating over 650 full time equivalent jobs in our community.