

## Miranda, Anna

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**From:** Moyer, Laurie  
**Sent:** Friday, August 12, 2022 8:59 AM  
**To:** Miranda, Anna; Locke, Jon; Clack, Brigitte  
**Cc:** CMO - Executive Team; Ybarra, Rebecca  
**Subject:** FW: [EXTERNAL] San Marcos Art Center funding  
**Attachments:** Fig 1. SMAC visitor Zip codes.docx; ArtLeagueBro2021.pdf

Here is some backup for the Art Center request for funding to provide Council.



**Laurie A Moyer, P.E.**

Interim Assistant City Manager | City Manager's Office  
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Please take a moment to complete the City of San Marcos [Customer Satisfaction Survey](#).

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**From:** Gerald Kurten <gkurten@live.com>  
**Sent:** Thursday, August 11, 2022 8:48 PM  
**To:** Moyer, Laurie <lmoyer@sanmarcostx.gov>  
**Subject:** RE: [EXTERNAL] San Marcos Art Center funding

Howdy Laurie,

Here are some points that I hope will help. Thank you so much for your help in helping me - and all of us.

To see our philosophy of leadership and community and our experience see a recent post by Voyage San Antonio at <https://voyagesanantonio.com/interview/community-highlights-meet-gerald-kurten-of-san-marcos-art-center/>

The San Marcos Art Center is home to 25 local artist, several volunteers, and offers the opportunity for TXST students to gain real-life experience via credited internships in Art History. It is staffed and managed by its members and volunteers through 2,000 hours of community service annually. We have also worked closely with other local arts and culture organizations to build a sense of collaborative and cooperative community. An example of this was our response to flooding of the Activity Center where through our volunteers we purchased and installed a display system the allowed the continuance of the Walkers Gallery portion of the event at the library and leaving a legacy of the project for future use by the library.

The San Marcos Art Center is built upon the vision outlined in the 2012 Arts Master Plan at a fraction of the costs to the citizens of San Marcos due to a high level of local volunteerism, careful fiscal management and a commitment to providing an affordable opportunity to local artist and craftspeople. Membership fees and commissions are intentionally kept low to offer opportunity to working artists. We walk a very fine fiscal line of assuring participation and balancing costs.

The San Marcos Art Center is a tourist destination and the only art gallery located on the downtown Square. It hosts visitors from the Houston, San Antonio, Austin and DFW who gain the unique experience of not only viewing local art, but actually speaking to and learning from local artists who staff the Center. We hope its continued support and success will also encourage the growth of private investment in arts and culture venues downtown. It also serves as a place of sharing and answering visitors inquiries about where to eat, how to get to the River, The Meadows Center, The Price

Center, Local Museums and other San Marcos experiences and features. I've attached a map of logged visitor home zip codes to illustrate this impact in 2021. Typical hours are extended to accommodate local downtown events.

In spite of the impact of the epidemic, in 2021 we estimated the direct economic benefit of about \$31,000 to the local economy. The Art Center survived the pandemic through a high level of volunteerism and prudent fiscal management. The recent 2022 Robert Jones exhibition yielded \$4,000 in art sales. The 2022 Bill Hutson exhibition for which the Art Center was the pivot yielded a best conservative estimate of 430 overnight hotel stays and \$54,000 in local hotel revenue.

The San Marcos Art Center maintains an online presence at <https://www.sanmarcosartcenter.com/> and <https://www.facebook.com/sanmarcosartcenter> and supports local media artists and spends about \$2,000 annually on outside 78666 advertising.

The San Marcos Art Center serves as the home base for the San Marcos Art League's Art Scared and Art Squared programs which enhance downtown tourism appeal and generates revenue and income to local artists and craftspeople as well as collateral benefit to local businesses. It also host special exhibitions for local non-profits and local artist. For example, it served as a venue for the Hill Country Photography Club exhibition when they had no place to go after the flooding of the Activity Center. We believe it is a pivotal part of San Marcos' stated 2022-2023 vision and goals to improve downtown vitality.

Supporting the San Marcos Arts Center will eliminate its reliance on Hotel Occupancy tax funds freeing up those funds to support other art and culture projects. It will also allow the Art League to focus more efforts on its new fundraising campaign to secure a larger permanent purchased, or renovated home downtown. It is our intent to use all museum funding to fund rent, anticipated rental increases, interior renovations and repairs, and utilities as well as a sustained outside 78666 advertising campaign.

Finally, one more important part of the picture. This investment by the City of San Marcos will offer us the opportunity to leverage these funds as match for grants from organizations such as the National Endowment for the Arts which I have been regularly pursuing. Most of these grants require a 50% match in funding, so I have been limited. The City of San Marcos' investment in our activities and projects speaks very loudly to these granting agencies of our community's commitment to growing arts and culture not only for economic benefit, but for the growth and strength of our culture.

If there is anything more that I can provide to help make our case, just let me know.

Thanks,  
Gerald

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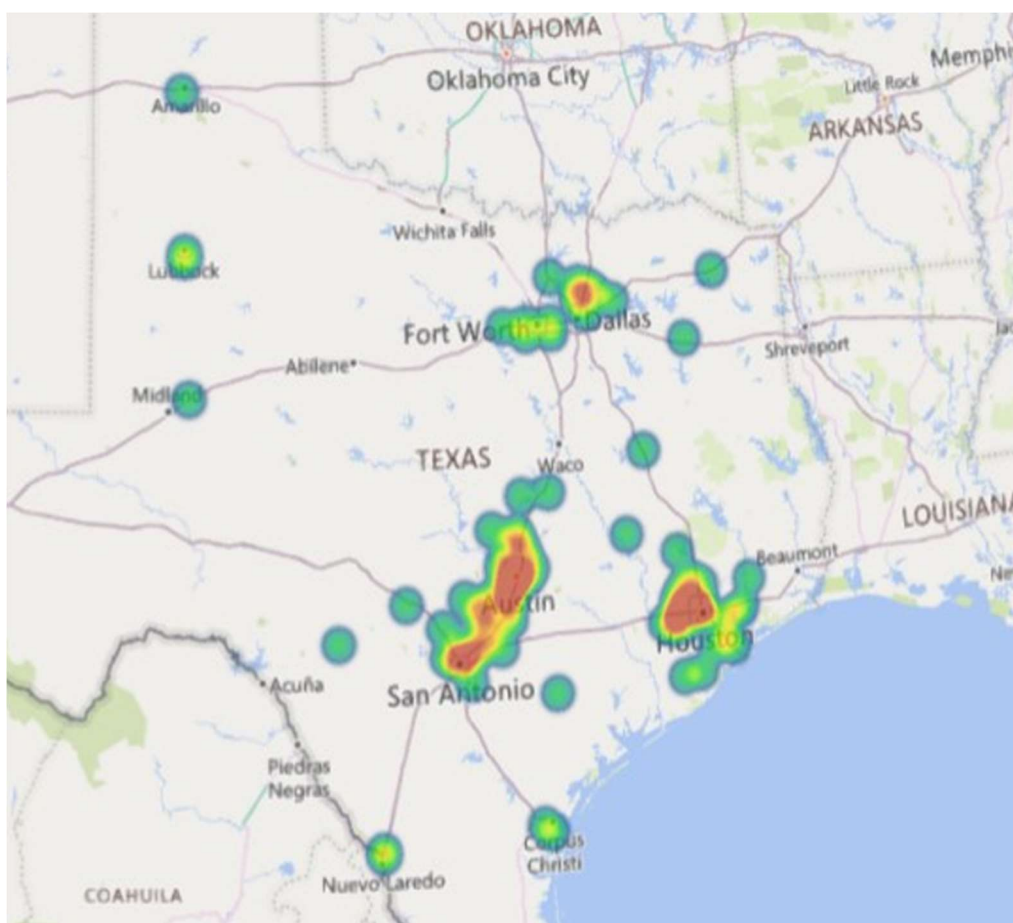
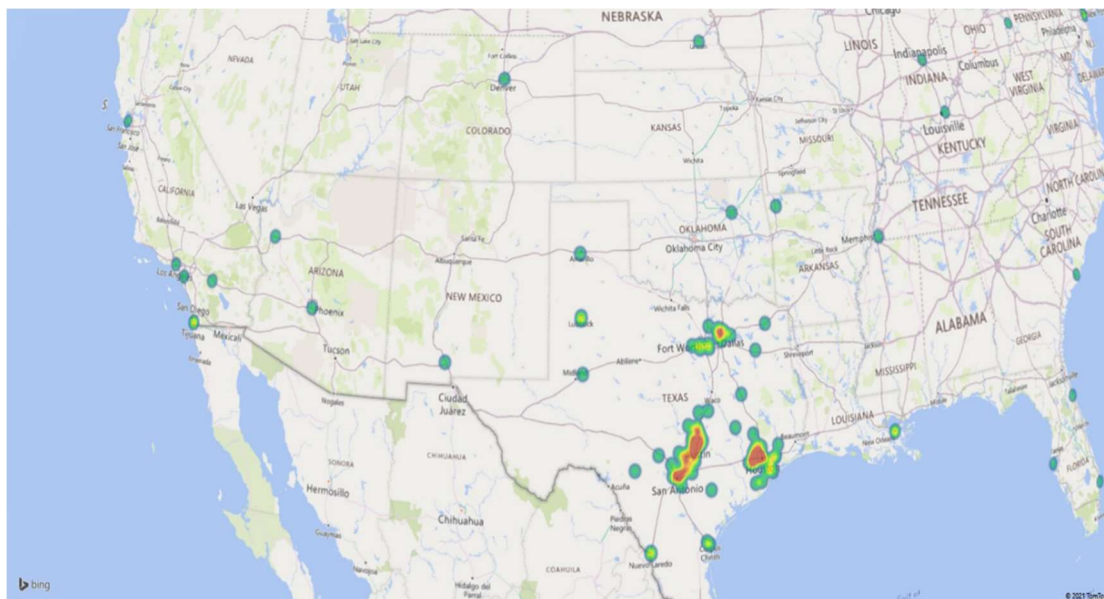


Figure 1. Zip codes of visitors to the San Marcos Art Center in 2021.

## Art Squared Arts Market

Art Squared Arts Market happens every second Saturday of the month, from March through December on the Historic Courthouse lawn. This open air art market is open from 9-4 and features all handmade, original artwork shown by the artists themselves. In addition to all the great art there is live music, free kid's crafts, featured non-profit organizations, and a farmer's market adjacent to the art market. For more information or to apply to be a vendor, visit: [artsquaredmarket.com](http://artsquaredmarket.com).



## Artist Exhibits and Receptions

Throughout the year, the Art League hosts both solo and group art exhibits and receptions for its members. These events are open to the public.

## San Marcos Art Center

The Art League operates a dynamic gallery and meeting space on the Square in historical downtown San Marcos. This hub of artist activity serves the community by providing artists a place to display and sell their work. It also serves as a space for interactive workshops, artist demonstrations, receptions and meetings. [www.sanmarcosartcenter.com](http://www.sanmarcosartcenter.com)

## Community Outreach

Community Outreach is a focus of the San Marcos Art League. We offer many ways to interact with the community through art:

- Art Supply Swap
- Feature non-profits at Art Squared
- Free kid's crafting at Art Squared
- Bring art to the retirement community
- Award fine arts scholarships
- Free public workshops
- Field trips



## Workshops and Presentations

Throughout the year, the San Marcos Art League calls upon its members to conduct demonstrations. These demos are a great way to learn more about artistic expression by learning a new medium and having a master craftsman or artist to explain it based on their experience and point of view.



## Join Us!

There are six levels of membership or sponsorship:

- |             |                 |
|-------------|-----------------|
| • Student   | • Patron        |
| • Supporter | • Business      |
| • Artist    | • Business Plus |

Just visit our website and find the "Join Us" tab.

[www.artleaguesmtx.org](http://www.artleaguesmtx.org)

Visit Us!

San Marcos Art League  
117 N. Guadalupe St., Suite 101  
San Marcos, TX 78666

# What does the Art League do?



1. We curate and operate the San Marcos Art Center on the Square in historical downtown San Marcos.
2. We produce the Art Squared Arts Market every second Saturday, March through December.
3. We host art exhibits and receptions in the Art Center and other locations throughout the year.
4. We engage in community outreach programs throughout the San Marcos area.
5. We arrange workshops and presentations for our members and the public.
6. We maintain a website with a gallery of our members and their work as well as the other art happenings in the area.

[www.artleaguesmtx.org](http://www.artleaguesmtx.org)



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[www.sanmarcosartcenter.com](http://www.sanmarcosartcenter.com)  
[www.artsquaredmarket.com](http://www.artsquaredmarket.com)



## San Marcos Art League

To encourage, foster, promote and nurture  
the arts in the San Marcos community

[www.artleaguesmtx.org](http://www.artleaguesmtx.org)