

Local arts community hurting

Quake results in big money losses

By JEFF HUDSON
STAFF WRITER

Santa Cruz County's arts community will suffer substantial losses because of the Oct. 17 earthquake, according to an initial survey by the Cultural Council of Santa Cruz County.

Preliminary estimates put the losses in the range of \$653,000, owing to damaged buildings and equipment, lost financial support from private donors and busi-

nesses in downtown Watsonville and Santa Cruz, and anticipated loss of ticket income because of damage to performance space.

Lance Linares, executive director of the Cultural Council, said the county's largest arts groups were the hardest hit.

The Santa Cruz County Symphony, Cabrillo Music Festival, and Cultural Council all lost their offices when Sesnon House, on the Cabrillo College campus, sustained

heavy damage in the quake. All three are relocating, but at a cost: The Cabrillo Music Festival, for instance, faces a fourfold increase over what it had been paying for office space at Sesnon House.

Tandy Beal and Company, the Santa Cruz-based dance group, suffered a loss of a different kind. Some \$100,000 of the group's endowment was invested in Cafe Zinho behind Bookshop Santa Crua on the Pacific Garden Mall in

Santa Cruz — a building that has been red-tagged by inspectors following the quake. Tandy Beal also lost its offices in the quake, and has since leased new space at a considerably higher rate than it had been paying for its old offices.

Also damaged was the Porter Building in Watsonville, which housed the Pajaro Valley Gallery and the offices of the Pajaro Valley Arts Council. The Porter Building,

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made of brick, is still being examined by building inspectors and faces an uncertain future.

Damage to performance space is still being tallied. The Fox Theatre in Watsonville survived the quake, but the theater's availability for concerts remains in question pending a decision regarding demolition or restoration of the adjoining Masonic Hall, which shares a common wall with the stage at the Fox. The Masonic Hall had been used in the past as a waiting area for musicians performing at the Fox.

The Santa Cruz County Symphony had planned a Christmas show at the Fox Dec. 2. That show may have to be moved to a new location.

The symphony has already canceled one concert set, Oct. 28 and 29. It might have trouble with a May 12 concert, depending on the condition of the Santa Cruz Civic Auditorium.

Holy Cross Church in Santa Cruz, which in recent years has hosted concerts by the Santa Cruz Chorale, Cabrillo Community Chorus, Santa Cruz Baroque Festival, Cabrillo Music Festival, Idriart and other groups, sustained serious structural damage. At best, it will reportedly be months before the doors reopen.

Rowland Rebele, past president of the Santa Cruz County Symphony's board and a member of the symphony's fund-raising team, said the organization was still assessing the likely shortfall of money.

"Hopefully the people who committed to sponsor concerts will follow through," he said, "although there may be one or two problems with business losses due to the earthquake."

Concert sponsorship runs roughly \$4,000.

"We normally start our fund drive for individual contributions in November," with a target of about \$70,000, Rebele said. "We're going to start the drive later this year, and I expect there will some who will give money for food, clothing and shelter (for earthquake victims). We might be looking at 20, 30 or 40 thousand (dollars) less than we might have raised otherwise. We just don't know yet."

He said the symphony, along with other arts groups, is approaching out-of-town groups such as the Hewlett and Cowell foundations for help.

"We have to bear the brunt, just like everyone," Rebele said. "We have to work harder to keep the orchestra alive."

Randi DiCicco, who with her husband, Doug, is an important donor to the symphony, is still tallying the bill from damage to their greenhouses in Watsonville.

"It will be a few months before we know what kind of surplus we have for charities and the arts this year," she said. "Hopefully, it won't affect our ability to make donations, but right now we just

don't know."

Others suffered larger losses. Bookshop Santa Cruz, which was a major donor to both the Cabrillo Music Festival and Shakespeare Santa Cruz, lost its store on the Pacific Garden Mall. Owner Neil Coonerty reportedly carried earthquake insurance on the old brick building, and most of the inventory was saved.

Brian Payne, executive director of Shakespeare Santa Cruz, said his group received some \$15,000 in donations from merchants on the Pacific Garden Mall last season — income that will probably be lost this year. Several of the festival's major private donors and board members own homes that were either destroyed or seriously damaged by the quake. As a result, Shakespeare Santa Cruz reportedly may trim its season from three plays to two for the 1990 summer season. This would cut expenses, but also cut ticket income.

The Cabrillo Music Festival is tentatively planning to proceed with its usual two-week, 12-concert season in July, executive director Michael Stamp said.

"We hope to have a full orchestra and major soloists," he said, but added that final plans would not be announced until the budget is reviewed in April.

Linares of the Cultural Council put it another way.

"Economic aftershocks from the 1989 earthquake will continue to have an impact on the cultural life of Santa Cruz County for a long time to come," he said.

According to preliminary Cultural Council estimates, the losses to the arts break down as follows. These figures reflect damage to offices and equipment, increased rent and moving expenses, and anticipated losses in donations and earned ticket income.

● Art Museum of Santa Cruz County, \$56,000;

● Cabrillo Music Festival, \$25,000;

● KUSP, \$20,000;

● Kuumbwa Jazz Center, \$15,000;

● Shakespeare Santa Cruz, \$35,000;

● Santa Cruz County Symphony, \$50,000;

● Tandy Beal and Company, \$150,000.

The Cultural Council itself initially estimated its own losses at \$80,000, but has since raised that figure to \$100,000.

Midsized groups, such as the Pajaro Valley Arts Council, suffered total estimated losses of \$115,000, according to Cultural Council estimates. Losses for individual artists and smaller, all-volunteer groups were pegged at \$51,000.

The Cultural Council also anticipates that the city of Santa Cruz, which had allocated \$47,000 annually to supporting the arts, will probably use that money for something else. The city of Watsonville, which had provided a \$9,500 contribution to the Pajaro Valley Arts Council via the Cultural Council, may do likewise.