



Sketches

Gualala Arts News · January 2006

2006 Begins with Changes in Membership Rates

Since 1961 Gualala Arts has enriched the lives of those who visit and live in the scenic South Coast area. It now has over 1,500 events each year. It enriches our lives, supports the local artistic community, and brings worldwide artists to our doorstep. The center depends on the generous support of its members and volunteers.

After careful consideration the Membership and Finance Committees have determined that our current fee schedule is well below that of comparable organizations in California. In addition, fees have not been adjusted for several years, while the services and programs have grown significantly. Also, basic operating costs continue to rise. Therefore, effective January 31, 2006, the current rate will be modestly adjusted for the some categories and aligned with comparable rates for the higher levels. Until then, our current members may extend their membership at the old prices.

Youth, Business, and Individual memberships will remain unchanged. Family memberships increase from \$45 to \$50. Supporting membership increases from \$75 to \$100. Those acting before the deadline will realize a considerable savings at the Sponsor, Patron and Life levels. Sponsor rates increase from \$150 to \$500, rates for the Patron category go from \$300 to \$1,000, and the Life membership goes from \$1,500 to \$5,000.

To recognize the generous support of these last three categories, Gualala Arts will publish the names of Sponsors, Patrons, and Life Members at the end of the year in the December issue of *Sketches*. In February, Life and Patron level members will be

recognized at a specially hosted annual dinner, complete with entertainment, and a presentation on the state of Gualala Arts.

In addition, each new or renewing member will receive a \$5 coupon good for any sponsored activity such as an Art in the Redwoods entry fee, any food purchase during Art in the Redwoods, or a discount on purchases at The Dolphin. Life members will be listed on a permanent plaque in the building. Patrons' and Sponsors' names will be displayed on a matted frame that will be updated monthly. Finally, all Life and Patron



donors will receive two complimentary tickets a year, with preferred seating, for one performance sponsored by Gualala Arts.

The bonuses are a modest thank-you to the many supporters who have made the Gualala Arts Center what it is today. The real incentive for being a member is to become part of this active and vital community organization. The thrifty might see the next few weeks as an opportunity to take advantage of the offer before the increases take effect. The caring person could give a gift membership to someone who is special. The shrewd tax planner may see this as an opportunity to also obtain a beneficial deduction.

Whatever the motive, Gualala Arts Center is grateful for the backing it continues to receive. The Board of Directors and the GAC staff remain committed to promoting public interest and participation in all the arts.

Enclosed, as insert, is a membership form so you can easily find your best level of sponsorship.