



## FOR IMMEDIATE RELEASE

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### **\$2 million gift bolsters seven Santa Cruz County arts organizations**

**SANTA CRUZ, CA** — May 25, 2022 — Seven Santa Cruz County arts organizations were recipients of gifts totaling \$2 million from the Trust of Lana K. Weeks, who passed away November 20, 2019 in Big Sur.

The gifts are unrestricted, and each of the recipients were selected over the course of two years by Tom Fredericks, by special power of appointment granted to him in the Trust. The recipients are Arts Council Santa Cruz County's Tannery Arts Center programming, Cabrillo Festival of Contemporary Music, Indexical, Kuumbwa Jazz, Motion Pacific, Radius Gallery, and Tannery World Dance & Cultural Center.

"Lana was an optimist, was euphoric in the presence of artists, and especially admired those who worked in the field. She had a special ability to recognize people's gifts and make them feel comfortable in who they were," says Tom Fredericks. "When I learned she had entrusted me to designate these gifts I thought Lana would want me to support extraordinary organizations led by exceptional individuals; and I wanted them to be transformative gifts - large, unrestricted funds that I hope will help each of these organizations forge ahead with greater confidence."

Lana's roots were in Washington, Iowa. After graduating college in 1980, she became Audience Development Director of the Houston Ballet. Lana's subsequent development work in the San Francisco Bay Area was with Stanford's Lively Arts, Mountain View's Center for the Performing Arts, and Pacific Repertory Theater in Carmel. In 1998, she became Development Consultant to the non-profit Sunset Center for the Arts for the theater renovation completed in 2003, a joint project with the City of Carmel. In 2004 Lana joined the Big Sur Land Trust as Development Director, guiding the Trust from traditional conservation to expanding its impact in wider Monterey County. Lana held a special affinity for Santa Cruz and was a longtime patron of the Cabrillo Festival and Kuumbwa Jazz.

"We are profoundly grateful for Lana's generosity," says Ellen Primack, Executive Director of the Cabrillo Festival of Contemporary Music. "This incredible bequest supports the arts at a critical time when the arts are being left behind for safety net concerns. These unprecedented resources and the encouragement it offers will make a significant impact for each of our organizations."

"Beyond the value of these organizations' work, I believe Santa Cruz needs this talented cohort of established and emerging leaders," says Tom Fredericks, "These gifts let them know they are seen, admired, and valued, and give them a little air to breathe, so that they don't stop, they don't hesitate, they continue moving forward."

"Lana's bequest is an incredible example of how gifts can leave an indelible legacy," says Jim Brown, Executive Director of Arts Council Santa Cruz County. "We encourage anyone interested in making an impact in the arts to consider planned giving."

[Learn more](#) about the seven leaders highlighted by these gifts.

If you love the arts and want to consider including an organization in your will or trust, feel free to reach out to any of these organizations.

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### **About Arts Council Santa Cruz County**

The Arts Council generates creativity, vibrancy, and connection in Santa Cruz County. For 40 years, we have fueled our creative community, supporting individual and collective artistic expression and building bridges and bonds between people throughout our county. We know that art changes lives. In Santa Cruz the arts are also an economic driver (\$32 million of economic activity annually), contribute to civic pride, and are one of the most powerful

vehicles for bringing people together, creating community dialogues, and strengthening relationships.

Through grants to artists and arts organizations, arts education programs that serve more than 17,000 youth across Santa Cruz County, and community initiatives such as Open Studios, the Tannery Arts Center and the Watsonville Movement for Arts & Culture, we help Santa Cruz County thrive. Learn more at [artscouncilsc.org](http://artscouncilsc.org).