

Title	Plein Air Paintout 2025	02/18/2025
	by Joseph Graceffo in 2025 Cultural Arts and Arts Programming RFP	id. 49696343
	1601 Paru Street Alameda, California 94501 United States 5108539243 rock_86@hotmail.com	

Original Submission	02/18/2025
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Score	n/a
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Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.

Enter the name of your public art proposal	Plein Air Paintout 2025
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Are you a non-profit or government agency? Yes

Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate.

[FBCA_2024_W-9.jpeg](#)

If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?

Please upload Fiscal Sponsorship Agreement/MOU (only for fiscally sponsored organizations)

Please provide the name of the non-profit organization or public agency submitting this proposal:

Frank Bette Center for the Arts Inc

Please provide the name of the primary point of contact:

Joe Graceffo

Please provide the daytime phone number for the primary point of contact:

+15108539243

Please provide the E-mail for the primary point of contact:

development@frankbettecenter.org

Please provide the name of the secondary point of contact:

Margaret Fago

Please provide the daytime phone number for the secondary point of contact:

+15103326922

Please provide the E-mail for the secondary point of contact:

president@frankbettecenter.org

Please provide the address for the organization or public entity submitting this proposal:

1601 Paru Street
Alameda
CA
94501
US
37.773695
-122.257191

Which level of grant are you requesting?

\$10,000

Where will the proposed cultural arts or arts programming be held?	Central Alameda Park Street Area South Shore Webster Street Area Alameda Point West End (other than Webster Street area)
If you selected "Other," please explain:	
Organization Details	
Please provide your organization's mission statement:	The mission of the Frank Bette Center for the Arts is grounded in our dedication to our benefactor Frank Bette's vision, that his former home and workshop serve as “a place for meetings, readings, showings, and other creative doings.” Our benefactor's generous spirit forged our strengths: serving the community and reaching out to partner creatively with visionary people and organizations. The Frank Bette Center for the Arts continually strives toward becoming a leading catalyst for creative energy and cultural pride.
Please provide a brief organization history:	<p>The Frank Bette Center for the Arts, which opened to the community as a 501(c)3 non-profit in 2002, features two gallery spaces. The main gallery hosts group shows while the Signature gallery is for solo and small group shows. We are open free to public to enjoy the art several days a week.</p> <p>We host a yearly Plein Air Painting event where local artists and artists from around the country come to paint outdoors in Alameda for a week. During the week we encourage the public to find and watch the artists in action painting Alameda views. The last day is an open air art exhibit and sale for the Alameda community to enjoy.</p> <p>We host an annual photography event where up to 48 local photographers are assigned a portion of Alameda and given a 48-hour period to shoot in their assigned areas. An exhibit of works produced follows a month later. They can make traditional prints or use the images in a creative art display, like quilts or sculpture or multimedia images.</p> <p>We hold art classes in drawing, painting, paper-making, mosaics, paper collage, photography, music and more. And to adjust to the pandemic, we offered our classes online and that online presence remains in addition to our in person classes.</p>
Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:	We hold art classes in drawing, painting, paper-making, mosaics, paper collage, photography, music and more. In addition to those in person and online classes, we offer in person life drawing classes, a poetry workshop, a monthly writers group and year round exhibits open to the public. Our signature annual events are Alameda On Camera and our week long Plein Air Paintout.

Please provide a description of the communities your organization is rooted in, engages and/or serves:	Since our founding in 2002, the Frank Bette Center for the Arts has been proud to serve the artistic needs of an estimated 6000 individuals of all income levels and ages from Alameda and the surrounding Bay Area community through our classes, public events as well as group or solo art exhibits. We are grounded in our dedication to our benefactor Frank Bette's vision, that his former home and workshop serve as "a place for meetings, readings, showings, and other creative doings." Our benefactor's generous spirit forged our strengths: serving the community and reaching out to partner creatively with visionary people and organizations. The Frank Bette Center for the Arts continually strives toward becoming a leading catalyst for creative energy and cultural pride.
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Which artistic discipline(s) best fits your Organization:	Visual Art Spoken Word / Oral Tradition Music
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If you selected "Other," please explain:	
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Project Details

When will the project be developed/presented? Please indicate if there are public performance dates already known.	Plein Air Paintout 2025 is a week long public event, held from July 28th thru August 2nd, during which 40 fine artists (local and some from across the country). The Frank Bette Plein Air Paintout hosts up to 40 juried artists for a week of painting tree-lined streets; stately Victorian homes and shops; picturesque marinas; historic naval ships and naval air station; as well as beaches, lagoons, parks, and San Francisco and Oakland skylines in the island city of Alameda, CA. The week includes a welcome reception, a luncheon and a quick draw and an outdoor exhibit and sale of all the paintings on Saturday. A selection of the unsold paintings from the sale are exhibited and for sale in the Frank Bette Center for the Arts Gallery through September.
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If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:	As part of the week of painting sessions which engage our 40 visiting fine artists, there is a 2-hour event called Quick Draw during which artists are assigned a particular neighborhood of geographic location on the island, then prizes are awarded according to a neutral judge. As of 2/17/2025 that location has not yet been determined. Permitting that location has not been required as past locations are open to the public (and our visiting artists).
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Is there an online/virtual component to the project:	Yes
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Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:	The Frank Bette Center's Plein Air Paintout is dedicated to increasing public awareness of plein air painting and artists' interpretation of the world around them. Other events will center on depicting (or demonstrating) artists' perception of the world around them. One of the unique aspects of plein air painting is capturing the immediate moment, seeing and capturing the first 15 minutes of the view and the vision that resonates at that first moment of seeing. Artists will endeavor to interpret that unique perception in terms the public can understand and appreciate; it is very different from the experience a painter has while working in the static environment of a studio.
Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:	Plein Air Paintout week includes all of the components described above concluding with a huge public art display and sale at Alameda's Southshore Center on Saturday, August 2nd. That display also includes free artists demonstrations, music and the chance for the public to talk to the artists. Each day of PAPO week has a different focus. With the exception of the restaurants hosting artist gatherings during the week, partner organization participation is strictly funding support and communication to internal audiences of that support (which is also advertised on the PAPO page of the FBCA website). The projected activities and the roles of key personnel to be involved in PAPO 2025 are detailed in the attached spreadsheet, based upon realistic projections of the activities undertaken during PAPO 2024.
Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical Information, as appropriate.	All activity undertaken during Plein Air Paintout (PAPO) 2025 has been planned by the Frank Bette Center for the Arts PAPO committee and will be directed by that committee and carried out by our organization's volunteers.
Is there an intended audience for this project? If yes, how will you engage them?	Frank Bette Center for the Arts's Plein Air Paintout requires months of planning, everything from securing the participation of 40 painters from around the country, providing for their housing, arranging public and private events during PAPO week, artist and public receptions, coordinating each day's open air painting sessions, and advance print advertising and web-based marketing. As you may imagine our signature annual event is an enormous undertaking that requires dozens of volunteer hours. And funding! We thank you in advance for helping us achieve this year's funding goals.
You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).	

[FBCA_2025_20th_Annual_Plein_Air_Paintout_web_pages.pdf](#)

[FBCA_Alameda_Magazine_article_featuring_Margaret_Fago.pdf](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.

2025 (20th Annual) Frank Bette Center for the Arts Plein Air Paintout web page, Profile of Margaret Fago, FBCA President & Executive Director

Budget and Financial Details

Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

[2025_PAPO_Budget_Estimate_based_on_2024_Budget.xlsx](#)

If you do not have a budget template, you can download the example template below.

Budget Template

Please also provide an organizational chart showing personnel (2 page maximum).

[FBCA_Board_of_Directors.pdf](#)

Demographic Survey (Optional)

Board of Directors



Board President and Executive Director.

Margaret Fago

Oversees all FBCA board activities so all is running smoothly and is an inviting place for community arts. Is available to help with problem solving for issues concerning the Bette Center. Is the public face for the Art center in the local community.

Ms. Fago is a full-time watercolor artist. She has been a past member of two co-op galleries, Gallery Concord and Point Richmond Art Collective. Prior to that, she was a partner in Hogin Sails, working as a Sailmaker and boat canvas designer. She is a past treasurer, programs director and gallery marketing director for California Watercolor Association. She



Finance Director

Mark Schwabl

Works with the bookkeeper to maintain the books. Gives financial reports to the board and to the bank. Overseas filing taxes and all bill paying. Works with all directors to create budgets and sound fiscal policies.

Now retired, Mark's career was spent in For Profit and Non-Profit companies in CEO and CFO positions. My appreciation for the Arts, and Frank Bette Center's active Arts Mission in the community, is a good match of Mission and available Volunteer time. Other time is spent in reading American Presidential biographies and English Political History with Emphasis on the 20th Century.



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A place for meetings, readings, showings, and other creative doings.

1601 Paru St., Alameda, CA 94501 • 510 523-6957

Q Search...



Gallery Director

Ros Harper

The Gallery Director oversees day to day operations of the downstairs galleries of the Frank Bette Center for the Arts, guides activities of the volunteer coordinator to ensure the gallery is staffed with Gallery minders when the center is open and is the acting vice president when needed.

After two years as Gallery Minder, Ros now serves as Gallery Director. Formerly a registered nurse, Ros worked in critical care, education, hospital administration, and education. She set up and managed the Clinical Quality program for the Northern California Kaiser Permanente Appointment and Advice Call Centers.

An avid wood carver and woodturner, Ros teaches at the Mt.Diablo Woodturning Center in Pleasant Hill. She is a past president of the Bay Area Woodturners. "I see the gallery through the eyes and I want to hear your views and ideas - particularly about how to create and maintain a vibrant environment focused on the best interests of our artists." [Email](#)



Membership Director

Maryanne Mock

The Membership Director is primarily responsible for maintaining and expanding membership of the FBCA. Also works on Signature Gallery.

Maryanne is a retired psychiatric social worker. During the last 22 years of her career, she was the Program Director for a Child and Family Therapy Center in San Francisco's Public Health. She now pursues drawing, watercolor painting and jewelry making, and enjoys yoga, bike riding, reading, and traveling. Maryanne is happy to be part of the FBCA community and hopes many others will join.

[Email](#)



Development Director

Joe Graceffo

The development director develops and implements a strategic plan to raise vital funds for the organization in a cost-effective and time-efficient manner.

Communications Director

Kris Warrenburg

Designs and produces all branding and marketing materials, coordinates media relations. Designs and revises website. Maintains Facebook and Instagram accounts. Sends out monthly newsletter.

Kris Warrenburg has been drawing and painting since childhood, so it's not surprising she is a graphic designer by trade. She has worked with magazines, book publishers and ad agencies throughout her career. A native Californian, she has exhibited on both coasts. After having resided in East Hampton for 15 years, where she served on the board of the Artists Alliance of East Hampton, she returned to California. Primarily a watercolorist who has branched out into acrylics, photography and mixed media "heARTwork." Kris is inspired by the landscapes, water and light of the Hamptons and Alameda. Her artwork reflects a desire to find peace and evoke it in her audience. [Email](#)

NO PHOTO AVAILABLE

Joe is an Alameda radio dramatist, author and screenwriter. His radio play "Doubt Is Our Product" was selected for competition by the 2020 UK Intl. Radio Drama Festival. He also wrote and directed "Chance Reunion," a finalist in the 2015 Bay Area Short Film Festival. His most recent full-length screenplay is "Side Pocket," about a down-and-out pool player who falls for the young businesswoman orchestrating his comeback. All together he is the author of numerous screenplays, radio plays, a book and several short stories. [Email](#)

NO PHOTO AVAILABLE

Administrative Director

Position Open

Takes board minutes, tracks internal paperwork/legal documents, sorts incoming mail, helps other directors maintain documentation of activities and responsibilities.

[Description](#). [Application](#)

Programs Director

Yvonne Estrada

Oversees all of the classes which includes finding instructors and managing class registration. Maintains the FBCA daily calendar. Acts as the point person for all programs and short term room rental.

Coordinates all the Frank Bette Center's Outreach to public that includes Programs and Workshops, deal with coordinating all classes, workshops and programs and recruiting artist instructors. Coordinates with Gallery Director on calendaring and aligning Outreach efforts with the Gallery work. [Email](#)

EXPENSES			Quantity	SIZE	Cost
ADVERTISING					2023
Alameda/Oakland Magazine					\$0
East Bay Mag/East Bay Express	Lori Lieneke,	510-306-9545			\$400
Plein Air Magazine	Dave Bernard		1/2PG		\$375
			BANNER ADS		\$1,500
				1/6 V	
				1/2 H	
				Bannerx2	
Alameda Post					
Hill Newspapers: Alameda Journal, ElCerritto Journal, Montclairaon, Piedmonter	Paula Cochrane, pcochrane@bayareanewsgroup.com		1/2 PG 10x4.75		\$593
Posters Sun Insert			15,000	2-1/4 pg ads	\$747
Insert fee	38.50/1000		14,000		\$0
Flyers	5.5x8.5		5,000	200 8.5x11	\$102
Postcards		1000		5x7	\$79
Online Juried Shows brochures					\$450
	ADVERTISING	sub total			\$4,246
SUPPLIES					
Signage for Southshore Handouts etc.					\$298
50 Artist Handbooks					\$150
blue paper		500 (ream)	500 (ream)		\$22
3 Outdoor Banners 3'x12'					\$139
Demonstrations	5 @ \$200			3	\$600
Live Music					\$400
Display Panel storage					\$2,340
Credit card fee					\$923

Artist Sale commision			\$19,892
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TAX			\$3,273
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SUPPLIES**sub total****\$28,036****AWARDS**

Best of Show	ad	\$1,000
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Frank Bette Award	ad	\$500
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FRAnk Bette Award Honorable Mention		\$225
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Frank Bette Award of Merit		\$100
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Alameda Award		\$500
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Alameda Award Honorable Mention		\$225
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Alameda Award of Merit		\$100
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Island Award		\$500
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Island Award Honorable Mention		\$225
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Island Award of Merit		\$100
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Papo Award		\$425
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Quick Draw Artists' Choice Award		\$400
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People Choice Award		\$225
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AWARDS**subtotal****\$4,525**

Coffee truck		\$500
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EXPENSES**Total****\$37,306**

10% Contingency		
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Signage (fedex)		\$26
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paper		\$22
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SIGNS (FEDEX)		\$62
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SIGNS (FEDEX)		\$186
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SIGNS (FEDEX)		\$1
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\$298

INCOME**2018****2019****2021**

Event Application Fees \$60

3865

2,520

2640

SPONSORS

Alameda city arts grant

0

3,751

2000

Alameda Municipal Power

750

1000

Rotary Club

0

1,500

1000

Perforce

1000

1,000

2000

AEC Living

1000

1,000

Trabocco

250

200

\$200

Hearing Zone

650

650

\$600

Gavin Scott

600

Chevron Matching Funds

600

\$550

Cerde Zein

350

300

Bay Ship & Yacht

500

Engine Works

50

Encinal True Value Hardware

0

Andiamo/SHM Classic Motors

\$300

FRIENDS OF FRANK

Faye Wilson

100

250

\$750

BZ Meyers

100

100

\$100

Jan Mason

200

\$250

Joan Barbera

250

\$300

Margaret Fago

250

000000PAPO BUDGET

Nancy Brandt		500	\$1,000
Nancy Brandt		300	
Andrew McFarland			\$300
Steve Cresys			\$100
John McNulty			\$100
In the name of Pat			\$100
Gavin Scott			\$550
Elizabeth Kuney			\$250
Bettie Laird			\$350
Maryanne Mock			\$300
Cyan Design			\$200
David & Karen			\$200
	subtotal	12,771	\$15,140

Artist sales~ southShor	3-Aug	20,435	\$25,842
Artist sales ~gallery 8/8 - 9/26		6,235	\$3,917
Gallery Sales			\$3,394
GROSS SALES		26,670	\$33,153
TOTAL INCOME		39,441	\$48,293
Expenses		#REF!	\$37,306
Profit/Loss		#REF!	\$10,987

IN KIND DONATIONS

Plein air magazine		2,630	\$3,575
Jack Richeson		375	
Guerulla painters			
RayMar Art			\$125
FLAX Art & Design		50	

000000PAPO BUDGET

Dragon Rouge	800	\$800
Cucina Kitchen design	1,800	
Alameda/oakland Magazine		
EB Mag/EB Xpress		\$1,995
Island press		
Kind Bars	208	
crispian Bakery		
southshore starbucks	sat coffee	
AEC Living ~ the lodge	500	
Oat Cusine	100	
knobhill	25	
Pacific Fine Food		\$660
Margaret Fago		\$119
IN KIND VALUE	\$6,488	\$6,495

2024

0

\$500

\$450

\$1,250

\$500

\$175

\$500

\$750

\$140

\$100

\$450

\$307

\$5,122

\$358

\$180

\$27

\$165

\$600

\$500

\$2,340

\$900

000000PAPO BUDGET

\$20,000

\$3,300

\$28,370

\$1,000

\$500

\$225

\$100

\$500

\$225

\$100

\$500

\$225

\$100

\$425

\$400

\$225

\$4,525

\$500

\$33,395

\$3,400

2022 ART SALES

7-Aug \$15,505.20 60%
AUG 2-6 \$2,350.20
\$2,036.40

\$19,891.80 artist commision

5145 PLEIN AIR MAGAZINE ADS

	QUANTITY	VALUE	COST
1/2 PAGE	1	2150	375

000000PAPO BUDGET

PLEIN AIR BANNERS	4	1100	1000
FINE ART CONNOISUER	2	550	500
OUTDOOR PAINTER	2	1650	0
		5450	1875
	DIFFERENCE		3575

20th Annual Frank Bette Plein Air Paintout

July 28–August 2

The Frank Bette Plein Air Paintout hosts up to 40 juried artists for a week of painting tree-lined streets; stately Victorian homes and shops; picturesque marinas; historic naval ships and naval air station; as well as beaches, lagoons, parks, and San Francisco and Oakland skylines in the island city of Alameda, CA. The week includes a welcome reception, a luncheon and a quick draw and an outdoor exhibit and sale of all the paintings on Saturday. A selection of the unsold paintings from the sale are exhibited and for sale in the Frank Bette Center for the Arts Gallery through September.



Chasing the Light by Steve McDonald

TO ENTER

2025 Juror

RICHARD LINDENBERG

My truth lies somewhere between a life well lived thus far... and the dreams of what can still be.

The discovery and joy of painting came to me quite late in my life path, but not unexpectedly. Landscape photography was my chosen creative medium for thirty years after attending Brooks Institute in Santa Barbara. Large, medium and small format cameras... using primarily black and white images and the magic of polaroid transfers on watercolor paper. Most of my adult career was spent as an entrepreneur importer and graphic designer. Then in 2006 I became more heavily involved in the art industry as the product manager for Savoir Faire, the exclusive importer of Sennelier fine art materials where the history from the French manufacturer opened my eyes to the impressionist



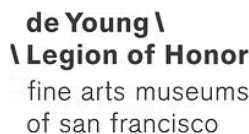
era and to art materials in general. Eight years as the volunteer Co-Chairman of the California Art Club Bay Area Chapter, now retired. In 2010 I became part of the newly revived PleinAir Magazine as their Marketing Manager for Vendors/Suppliers and have since retired Aug. 2019. Recently awarded Signature Artist status with the Laguna PleinAir Painters Association.

In 2001, after taking a painting class in soft Pastels to enhance my Polaroid transfers...I was swept away by the possibility of actually being able to paint. After years of painting landscapes in pastel, my passion now is painting the landscape en plein air exclusively with oils.

RICHARD LINDENBERG

Painting is a friend that always brings me great joy and peace. I paint primarily because it constantly allows me to open my heart. The little moments looking out a car window at an extraordinary sight, or seeing the way a strip of late afternoon light streaks across the meadow. If my paintings can allow the viewer access into a world that is always present, but often taken for granted... then I have contributed something.

2024 Frank Bette Plein Air Paintout Sponsors



Address



Hours



Phone



Email



Connect



THE IMPRESSIONISTS AS WELL AS CONTEMPORARY WATERCOLORISTS AND PAST TEACHERS INFORM ALAMEDA ARTIST MARGARET FAGO'S STYLE.

Alameda painter Margaret Fago has been drawing outside the lines since she was a child. As the daughter of art lovers — her mother was a working artist — she, along with her siblings, was encouraged to explore her creative talents. She loved coloring books and the feel of pushing thick finger paint around on paper.

“I got my first set of oil paints as a Christmas present when I was 12, and I’ve been painting ever since,” said Fago, who grew up in Redding, where she loved playing under the trees and observing the world. “My art continues that sense of looking out into the world.”

Fago moved to Alameda in 1974 with her boyfriend after graduating from UC Davis with a degree in biology. From a studio with a view into the treetops surrounding her Victorian home in Central Alameda, she works in watercolor and oils, painting scenes of the natural world around her. Her images are primarily water and boats — she loves to sail and worked as a sailmaker and maker of canvas products for boats for 25 years — though her repertoire also includes flowers, birds, animals, and people. She is inspired by the Impressionists as well as contemporary watercolorists and past teachers from classes at Laney and Chabot colleges.

Fago starts by drawing from source photographs or sketches. “When I travel or I am waiting in a cafe or for an appointment, I draw with ink in my sketchbook. I look for shapes, lights and darks, frequently working in a contour drawing style then filling it in,” she said. Fago believes the crisp edges and luminous washes of the watercolor medium are exciting but work best when approached boldly. “Watercolor is worked from light to dark with the paper left unpainted for the whites in the final painting. Planning where those whites will be is the first step to making a good composition and a great painting,” she added.

As a teacher since 2006, she credits her demos for students at the Frank Bette Center for the Arts, where she is also volunteer director and exhibits regularly, and the Feather River Art Camp for keeping her fresh and on her toes. And she explores plein-air painting to hone her ability to see changing light. Fago is part of the race committee for local sailboat racing at Encinal Yacht Club, enjoys gardening, reading, and writing fiction. She has recent exhibited at Jay’s Coffee Tea and Treats in Alameda and Atomic Tuna Yachts in San Francisco. For more information, visit her website at [MargaretFago.com](#).