

CREATIVE SONOMA

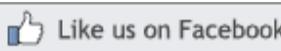
Currents

September 2015



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Creative Sonoma's vision is that creativity is a defining characteristic of Sonoma County alongside wine, food and natural beauty. Our mission is to support and advance the creative community in support of that vision. We define the creative community as individuals, organizations and businesses whose work is creative at its core. This includes artists, nonprofit cultural organizations, and creative enterprises such as design firms, galleries, recording and video studios, and more.

CONTACT

CREATIVE SONOMA

General Information

creativesonoma@sonoma-county.org

Kristen Madsen, Director

Kristen.Madsen@sonoma-county.org
(707) 565 6120

Samantha Kimpel, Administrative Aide

Samantha.Kimpel@sonoma-county.org
(707) 565 6134

LOCATION

141 Stony Circle, Suite 110
Santa Rosa, CA 95404

GET KNOWLEDGE: Trainings and Conferences

CREATIVE SONOMA WORKSHOPS ARE BACK!

Nine professional development workshops and trainings developed by Creative Sonoma are set to occur this fall at multiple locations across the county. All times and locations will be confirmed soon, so stay tuned for emails and future newsletters with details. In the meantime, please save these dates if any pique your interest or meet current needs. These free fall sessions are introductory in content, with deeper dive workshops to follow in the winter and spring.

The first two confirmed workshops are:

Shaking the Money Tree: Development and Fundraising Basics Wednesday, October 7, 2015 (2 times and locations)

This is a repeat of the popular session led last spring by Audrey Wong. The workshop is suited for any nonprofit arts organization interested in learning how to craft an effective fund development strategy.

Presenter: Audrey Wong, Independent Arts Professional

October 7 morning: Sonoma Community Center, 10-11:30am [REGISTER](#)

October 7 afternoon: Sebastopol Center for the Arts, 2:30-4pm [REGISTER](#)

Essentials for Effective Nonprofit Management

Wednesday, October 14, 2015 (2 times and locations)

No need to reinvent the wheel. Get the practical nuts and bolts on what to do (and not to do) to manage effective nonprofit arts organizations.

Presenter: Nancy Glaze, Nonprofit Professional with over 30 years experience in leadership at regional and national levels.

October 14 morning: Sonoma Community Center, 10-11:30am [REGISTER](#)

October 14 afternoon: Sebastopol Center for the Arts, 5:30-7pm [REGISTER](#)

UPCOMING CREATIVE SONOMA WORKSHOPS

When Art is Your Business: Workshop 1

Part 1 of a 2-part series, this workshop is designed for independent artists (in all genres) interested in turning the art they make into a sustainable enterprise. You will receive a step-by-step guide to starting your own business.

Facilitator: Nancy Glaze, Nonprofit Professional with over 30 years experience in leadership at regional and national levels.

Presenter(s): TBD

Date: Late October TBD

Care and Feeding of Donors

How exactly do you prospect, solicit, and then keep donors for your cause? Learn from a panel of experts who share from their hands-on experience bringing funders together with projects that move them to donate.

Facilitator: Carol Beattie, former Development Director at San Jose State University and nonprofit development consultant, and now a resident of Healdsburg.

Panelists: TBD

Date: Late October TBD

Getting the Word Out and the Audience In: Marketing for Nonprofit Arts Organizations

The workshop will provide an overview of strategies and tools to increase organizational visibility and attract and engage audiences.

When Art is Your Business: Workshop 2

Now that you have a business plan, what are the next steps in a DIY world to be successful? Topics will include how to set prices, establish an online presence and leverage social media. For individual artists - all genres??

To Be or Not To Be ... a 501(c)(3): Using a Fiscal Agent vs. Incorporating as a Non-Profit

The many benefits of incorporating as a nonprofit can be outweighed by the burden of reporting responsibilities and paperwork. Use of fiscal agents is an alternative, but should also be weighed carefully. This workshop will explore the pros and cons of each option.

Who's in Charge Anyway? Governance Basics for Nonprofits

This is a repeat of the popular session led last spring by Nancy Glaze. It will cover the fundamentals of board development and engagement, and the respective roles and responsibilities of staff and board.

Photographing Your Work in its Best Light

You've created something wonderful, but somehow it doesn't translate to online screens or portfolio documentation. Learn from professional photographers who will share their techniques for effectively photographing artwork.

OTHER SONOMA COUNTY WORKSHOPS

NAPA-SONOMA SMALL BUSINESS DEVELOPMENT CENTER

napasonomasbdc.org/

Patents, Copyrights and Trademarks: Protecting your Intellectual Property

Wednesday, September 23rd 5:30-8:30pm

[More Information](#)

Business Plan Financials and Cash Flow Analysis

Wednesday, September 30th 5:30-7:30pm

[More Information](#)

Build a Better Business-Business Start-Up Orientation

Wednesday, October 7th 12-3pm

[More Information](#)

VOLUNTEER CENTER OF SONOMA COUNTY

volunteernow.org

The Differences Between Sponsorship & Fundraising

Thursday, September 24th 8-9:30am

[More Information](#)

Top 10 HR Legal Risks and How to Avoid Them

Wednesday, September 29th 8-9:30am

[More Information](#)

Nonprofit Financial Book Camp

Tuesday, October 6th 4-6:30pm

[More Information](#)

CONFERENCES

Arts Reach: National Arts Marketing, Development & Ticketing

Conference: The 2015 Conference theme is *Ignite Your Patrons' Passions*, and takes place **October 22-24, 2015** at the Kabuki Hotel in San Francisco. Uncover what your audiences and donors truly find exciting about your organization.

Register by **September 30** and get 2-for-1 registration rates.

[More Information](#)

Americans for the Arts: National Arts Marketing Project (NAMP)

Conference: Registration is now open for the 2015 National Arts Marketing Project (NAMP) Conference. This **November 6-9, 2015** in Salt Lake City, Utah, dive into topics ranging from digital strategy and branding to technology and engaging new audiences at the largest arts marketing conference in the United States. Early registration deadline is **October 23**.

[More Information](#)

GET NEWS: Stories and Updates

SUMMER ARTS YOUTH PROGRAM GRANTS AWARDED

Creative Sonoma administered \$100,000 in grants for summer arts youth programs in July of this year, thanks to an allocation made by the Board of Supervisors. Arts programs took place at art centers, schools, community centers, and parks and are finishing up this month.

Projects served students ranging in age from 2 to 18 and included programs that teach young people arts skills in music, theater, dance, painting, photography and more. Some programs also included training in the business skills necessary to

have a career in a creative field and in life skills such as communication, working in teams and developing self-confidence.

To see photos, videos, and press from grantees, follow the [Creative Sonoma Facebook page](#).

2015 AWARDEES

6th Street Playhouse
ARTescape
Artstart
California Poets in the Schools
Healdsburg Center for the Arts
H-Town Youth Theatre
The Imaginists
Petaluma Arts Center
Santa Rosa Symphony
Sebastopol Center for the Arts
Transcendence Theatre Company
Wells Fargo Center for the Arts

GET MONEY: Calls to Artists, Grants, Jobs & More

CALLS TO ARTISTS

Microcosmos

Small work can be art that gently whispers. Or it can boldly shout, energetically bursting through its boundaries to explore a world of possibilities. All artists, residing in the U.S.A. are invited to submit work to be considered for this juried exhibition at the popular Gallery 621 located in Benicia, CA. Gallery 621 is a vibrant center that attracts collectors and art lovers throughout Northern California. It is in the heart of Benicia which has long been the center of some of the country's most exciting art practices. This tradition still continues today. Deadline is

September 23rd, 2015.

[More Information](#)

Freeze Frame: A National Art Photography Competition

Blue Line Arts is proud to present Freeze frame: A National Art Photography Competition! This is an open photography competition juried by Bruce Temuchin Brown. The show is open to anyone using a camera to make art. Digital, film and altered are welcome. Deadline is **October 14, 2015.**

[More Information](#)

Aqua, 31st Annual Juried Show 2016, Gallery Route One

Aqua is an open call to all Northern California artists in all media except video, crafts, installations. All interpretations of the theme of Aqua, which is latin for water, which we badly need here in California, are encouraged. Our juror this year is Susan Snyder, director, Caldwell Snyder Gallery in San Francisco. There is \$250 Best of Show Award, and 3 non-cash Awards of Merit. Gallery Route One is in Point Reyes, California. Show dates are January 22- February 14, 2016. Deadline is **October 15, 2015.**

[More Information](#)

GRANTS

The Kresge Foundation: Arts & Culture

Pioneering New Approaches: The Kresge Foundation is a \$3.5 billion private, national foundation that works to expand opportunities in America's cities through grantmaking and investing in arts and culture, education, environment, health, human services and community development. This is a rolling arts grant through the County of Sonoma Funding Opportunity and The Kresge Foundation.

On-going basis through 2015.

[More Information](#)

Target Field Trip Grants

Learning opportunities extend far beyond the classroom. But schools are finding it more and more difficult to bring students to museums, historical sites and cultural organizations. Field Trip Grants help give children these unique, firsthand learning experiences. Deadline is **September 30, 2015**.

[More Information](#)

National YoungArts Foundation Young Artists Prize

The National YoungArts Foundation provides emerging artists (ages 15-18 or grades 10-12) with opportunities to work with renowned mentors, access to significant scholarships, national recognition, and other opportunities to help ensure that the nation's most outstanding young artists are encouraged to pursue a career in the arts. Support is offered in ten artistic disciplines: cinematic arts, dance, design, jazz, music, photography, theater, visual arts, voice, and writing. Deadline is **October 16, 2015**.

[More Information](#)

Super Bowl 50 Playmaker Grants

The Super Bowl 50 Host Committee is giving back to Bay Area communities. Playmakers, a program that is part of the 50 Fund grant program, will provide 50 separate \$10,000 Playmaker grants to Bay Area nonprofits. Applications for the last round of funding will be accepted in November, and should include how the project helps to close the opportunity gap for children, youth and young adults. The application period is open **November 3-30, 2015**.

[More Information](#)



**SUPER BOWL 50
HOST COMMITTEE**

National Endowment for the Humanities (NEH): Media Projects and Development Grants

NEH's Division of Public Programs supports activities that engage millions of Americans in understanding significant humanities works and ideas. At the center of every NEH-funded public humanities project is a core set of humanities ideas developed by scholars, matched to imaginative formats that bring those ideas to life for people of all ages and all walks of life. Deadline is **January 13, 2016**.

[More Information](#)

JOBS & MORE

EDB Services Program

The Economic Development Board offers a wide range of business assistance programs in which for-profit, non-profit and individual entrepreneurs can participate. In this issue, we are featuring the "On the job" training program that may be applicable to assist in your staffing and training needs. The "On-the-job" training (OJT) helps subsidize the onboard and training costs for new hires by reimbursing employers 50% of a new hire's wage for six months or \$10,000 (whichever comes first). Eligible costs for reimbursement also include production losses and supervision time. EDB staff work with the workforce Investment board and Job Link on this program, providing a 360 degree service for the employer and potential employees including candidate screenings and specialized trainings. To learn more about this program please contact the EDB Business Services Program Manager, Heather LoBue at heather.lobue@sonoma-county.org or (707) 565 6414.

Creative Sonoma is a Division of the [Economic Development Board](#) of [Sonoma County](#).



"My responsibility as a poet, as an artist, is to not look away."
-Nikki Finney, 2011 National Book Award Winner



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Creative Sonoma | 141 Stony Circle | Suite 110 | Santa Rosa | CA | 95401