Stay Updated!

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GET NEWS:
Stories and Updates

Could Coworking Work for You?

Musician, poet, freelance writer and web SEO/designer Christian Lane frequently works in his home studio, a transformed garage space. "As so many creative people can identify with, I work odd hours in my studio, often late at night, but I definitely thrive on bouncing ideas off other creative people." Christian has rented desk space and attended a few drop-in co-work sessions at both WIMPspace and SOCO Coffee in Santa Rosa. He reported that he enjoyed being among other artists and entrepreneurs who were "self- or under-employed, battling creative blocks, lonely for collaboration, or needing a quick peer solution to a problem. Or even tired of wearing pajamas!" He remarked that "spaces like these can truly be energizing and inspiring - I came away from a co-working session with a new way of looking at a project that I had sidelined."

An affordable alternative to renting a dedicated office space, Sonoma County entrepreneurs and creative industry freelancers are leading the way in embracing coworking, a new form of business operation. A world-wide movement, coworking has come to Sonoma County in the form of seven coworking facilities: some have greater arts and maker focus than others, but all are collaborative in nature. In addition, the Economic Development Board (EDB) is helping the Coworking Alliance of Sonoma County in its efforts to encourage more coworking in the county. The EDB published a report in September 2015 on the facilities: both the report and the established coworking spaces are linked below. Enjoy exploring these emerging and valuable resources.

CONTACT

The mission of Creative Sonoma is to support and advance the creative community of Sonoma County. 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.

couldcoworkingworkforyou.org
REPORT: Coworking in Sonoma County: Emerging Entrepreneurial Spaces

Chimera Arts
Santa Rosa Share Space
Sebastopol Entrepreneurs Project
Soco Nexus
SpherePad
WIMPspace
WORK Petaluma
and
The Coworking Alliance of Sonoma County

GET KNOWLEDGE: Trainings and Conferences

CREATIVE SONOMA WORKSHOPS

UPDATE: New details on content and presenters for these FREE fall sessions!

CARE AND FEEDING OF DONORS
Thursday, October 22, 2015, 5:30-7pm
Spreckels Performing Arts Center (Rohnert Park)
Relationships are critical in fundraising - explore what it takes to create and foster lasting and authentic relationships with donors that are tailored to their philanthropic needs and motivations. This workshop is ideal for those interested in building a strong base of individual donors, including planned giving. This topic is also apropos to individual artists who are building long-term relationships with clients and patrons. REGISTER

Presenters: Carol Beattie, former Development Director at San Jose State University and nonprofit development consultant, and now a resident of Healdsburg; and Chris Chang Weeks, formerly in development at the Triton Museum of Art in Santa Clara and the Santa Rosa Junior College.

WHEN ART IS YOUR BUSINESS: WORKSHOP 1
Wednesday, October 28, 2015, 5:30-7pm
Sebastopol Center for the Arts (Sebastopol)
Making a living as an artist and being your own boss - gain an overview of the basic tenets of business that apply to any independent venture and some that apply specifically to art businesses. Learn about existing resources, such as the Napa-Sonoma Small Business Development Center and others created to inform, connect, and support independent artists. This workshop is designed for
independent artists who either run their own business or are interested in starting one. **REGISTER**

**Presenter:** Nancy Glaze, nonprofit professional with over 30 years experience in leadership at regional and national levels.

**GETTING THE WORD OUT AND THE AUDIENCE IN: MARKETING FOR NONPROFIT ARTS ORGANIZATIONS**
**Thursday, November 5, 2015, 5:30-7pm**
**Raven Theater WINDSOR (Windsor)**
How to tell your story and engage your audience - the fundamentals of marketing and public relations for the arts will be covered as well the specifics of crowd funding individual arts projects. This workshop is appropriate for non-profit arts and cultural organizations and independent artists working in all genres. **REGISTER**

**Presenters:** Danielle Smith, Co-Founder of [FRAMEWORK](http://framework.com), a San Francisco based PR, marketing and strategic communications agency specializing in the arts, as well as manager of the Napa Valley Arts in April project; and John Harden, an award-winning local writer and director of independent films who successfully ran two crowd funding campaigns for his latest film. [Johnfilms.com](http://www.johnfilms.com).

**OTHER SONOMA COUNTY WORKSHOPS**

**FIRST PEOPLES FUND**

**Native Artist Professional Development Training**
**Wednesday, October 21 & Thursday, October 22 9am-4:30pm**
Held at the California Indian Museum & Cultural Center in Santa Rosa, Native Artists will learn how to price and market art, create a portfolio and manage art business budgets. Free and Open to Native Artists. Call 605-348-0324 or register at firstpeoplesfund.org.

**NAPA-SONOMA SMALL BUSINESS DEVELOPMENT CENTER**
[napasonomasbdc.org/](http://napasonomasbdc.org/)

**How to Write a Business Plan**
**Saturday, October 24, 9am-3pm**
[More Information](http://napasonomasbdc.org/)

**Access to Capital: Funding Resources for Your Small Business**
**Wednesday, October 28, 5-7pm**
[More Information](http://napasonomasbdc.org/)

**Build a Better Business-Business Start-Up Orientation**
**Wednesday, November 4, 5:30-8:30pm**
[More Information](http://napasonomasbdc.org/)

**VOLUNTEER CENTER OF SONOMA COUNTY**
[volunteernow.org](http://volunteernow.org)

**Practical Public Relations**
**Wednesday, October 21, 8:30-10am**
[More Information](http://volunteernow.org/)

**Planned Giving Programs**
**Thursday, October 22, 8:30-10am**
[More Information](http://volunteernow.org/)

**How Mobile, Social and Technology are Changing Nonprofits**
**Tuesday, October 27, 8:30-10:30am**
CONFERENCES & WEBINARS

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. 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, 2015**. More Information

California Arts Council Online Convening: Self-Promotion for Artists Attention artists: Here’s your chance to learn about the best techniques for getting your work out into the world. Presenters will explore creative strategies for marketing and self-promotion, with an expanded focus on community partnerships. FREE webinar, **Tuesday, November 3, 2015, 10:30-11:30am**. More Information

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

CALLS TO ARTISTS (ALL DISCIPLINES)

Lagunitas Brewing Company - Public Art Street Project
Lagunitas Brewing Company has announced a public art project, in partnership with the City of Petaluma, to beautify their neighborhood and highlight some of the talented artists in the community. Several sculptures from local artists will line Lagunitas' new walkway along North McDowell Road. They are accepting submissions from Bay Area artists for projects at $10,000 and $20,000 levels (to include time, materials and installation). Deadline is **October 19, 2015**. More Information

Call for Nominations: Sonoma County Poet Laureate
Nominations are open for Sonoma County's 9th Poet Laureate. The Poet Laureate is a Sonoma County resident, whose poetry manifests a high degree of excellence, who has produced a critically acclaimed body of work, and who has demonstrated a commitment to the literary arts in the County. Download the the submission requirements and application form from the Sebastopol Center for the Arts website, [www.sebarts.org](http://www.sebarts.org), email lindag@sebarts.org, or call 707-829.4797. Deadline is **October 31, 2015**. More Information

GRANTS AND CONTESTS

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.**

6th Annual Art of Education Contest
Americans for the Arts is once again teaming up with their corporate partner Kris Wine to provide resources to schools for their arts programs. The annual the "Art of Education" campaign has supported K-12 public schools across the country by awarding more than $300,000 in grants to classrooms in need of art supplies and instructors since the program’s inception in 2010. Each year, a total of 16 grants are awarded to the schools with the most votes at the end of the campaign. You can vote once a day for your favorite school at the Art of Education website, [http://voteforthearts.com](http://voteforthearts.com). The deadline is **October 31, 2015.**

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.**

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.**

Fleishhacker Foundation Small Arts Grants
Organizations residing and offering programming in the greater San Francisco Bay Area (including Sonoma County), with annual budgets between $100,000 and $750,000, are eligible. Grants between $1,000 and $10,000 are made to support a range of artistic efforts within the following disciplines: dance, film and media arts, interdisciplinary arts, music, theater, and visual arts. Grants are typically for: artists’ fees for creative time, production costs performances, exhibition/installation costs for visual, media, or interdisciplinary arts, post production costs for films, and projects which aid an arts organization’s overall artistic development. Organizations may not apply more than once a year. Deadlines for grant proposals are **January 15, 2016** for spring decisions.

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 hires 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 healther.lobue@sonoma-county.org or (707) 565 6414.

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