

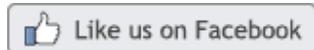
CREATIVE SONOMA

Currents

April 2016



Stay Updated!



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.

CONTACT

CREATIVE SONOMA

General Information

creativesonoma@sonoma-county.org

Kristen Madsen, Director

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

Samantha Kimpel, Coordinator

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

Marguerite Hearn, Intern

Marguerite.Hearn@sonoma-county.org
(707) 565-6135

IN THIS ISSUE

[GET NEWS: Stories and Updates](#)

[*Sonoma County's Year of the Entrepreneur](#)

[*Musicians as Entrepreneurs: NEXT LEVEL](#)

[*Artists as Entrepreneurs](#)

[GET KNOWLEDGE: Trainings and Conferences](#)

[GET MONEY: Calls to Creatives, Grants, Jobs & More](#)

GET NEWS: Stories and Updates

Celebrating the Year of the Entrepreneur in Sonoma County Through Creativity



Creative Sonoma is celebrating **Sonoma County's Year of the Entrepreneur!** A project of the Sonoma County Economic Development board, the Year of the Entrepreneur (YOTE) is an initiative to broadly engage local entrepreneurs and business owners while promoting Sonoma County as "the place to be" for people who think beyond traditional boundaries and envision new solutions to complex problems. (Does this sound familiar, artists and creative innovators?!)

YOTE supports the belief that our County holds a tremendous source of talent and inspiration for innovators, and is an ideal environment for incubating and developing new ideas, products and solutions. Creative Sonoma has aligned with YOTE to cross-promote our professional development and related events that will help artists and creatives to gain skills needed to succeed.

Rachel Jeffries, Intern
Rachel.Jeffries@sonoma-county.org
(707) 565-6121

LOCATION
141 Stony Circle, Suite 110
Santa Rosa, CA 95404

The e-newsletter CURRENTS is published on the first Thursday of each month: please submit potential items a week in advance to creativesonoma@sonoma-county.org.

IN CELEBRATION OF



WITH SUPPORT FROM



WE RECOMMEND



[Business of Art: An Artists Guide to Profitable Self Employment, 2nd edition](#), published by the Center for Cultural Innovation: a basic yet comprehensive, easy-to-follow workbook with exercises, resources and business essentials templates.

Connect to the [YOTE website](#) to find out more about the activities planned for the year (from a Speakers Series to Hackathons and more), like their [Facebook page](#), and sign up for the [YOTE newsletter](#).

Below are two Creative Sonoma events that focus on the artist as entrepreneurs. The first is **Next Level**, coming up next week, which includes a conference for musicians, and a 3-workshop series on **Arts Entrepreneurship** that takes place in May and June. We will be excited to see lots of our creative community at these and other events!

GREAT LINK: [CREATIVZ](#) is a research project from the Center for Cultural Innovation and the National Endowment for the Arts. They are exploring how artists in the United States live and work and what they need to sustain and strengthen their careers. **CREATIVZ would love for you to [Add Your Voice to the project](#).**

Musicians as Entrepreneurs



Creative Sonoma and [The North Bay Hootenanny](#) are co-presenting the **Next Level Showcase and Conference** on April 15-17, 2016. The Showcase is designed to celebrate the musical talent and exploration occurring across the County ([get tickets!](#)), and the Conference provides advice and expertise to help local musicians move their careers forward ([register!](#)).

The Conference **keynote speaker is Griff Morris**, senior manager of artist and industry strategy at Amazon Music, who will speak about the state of independent music, music industry trends, and recent music initiatives at Amazon music.

"Music is an exciting industry because it brings people together, changes lives, and generally makes the world a more informed and exciting place. Working with musicians to help them engage with more people is rewarding for a lot of reasons, but the essence of it is that the more people discover music and artists that make it, the richer their lives will be."

-Griff Morris (pictured with Macklemore and Ryan Lewis)



The Conference will also feature regional musician **Lia Rose**, whose music has been heard on ABC-TV's *Nashville*, in conversation with her producer/engineer **Stephen Hart**. Other presenters include Al Evers (A-Train Entertainment) and Chris Faville (Mongrel Agency) in a session titled **Getting the Gig**, and Josh Norek (Regalias Digitales/Latin Alternative Music Conference), and Julie Schuchard (Tricycle Records) talking about **Getting Heard**.

The last sessions of the day will be focused on how musicians connect to local and regional resources. Creative Sonoma will announce a **mini-grant opportunity** for Sonoma musicians (all genres), which will include 10 hours of consulting and \$2,500. Josh Windmiller will discuss North Bay Hootenanny's work in building a strong and supportive community for music in the County. And to close, representatives from the GRAMMYS, West Coast Songwriters Association, Balanced Breakfast, performing rights organizations and others will

give brief descriptions of what they offer Sonoma musicians and then be available at round tables for one-on-one questions.

Artists (all kinds!) as Entrepreneurs



Creative Sonoma and the [Napa-Sonoma Small Business Development Center](#) have developed a series of three Arts Entrepreneurship workshops for this spring, beginning May 12. These workshops are designed to explore how to turn your art and your passion into your business, and/or develop skills that you need to grow your business.

The classwork will be drawn from the book [Business of Art: An Artists Guide to Self Employment, 2nd Edition](#), which is suggested but not required. The classes may be taken separately or as a series. Also, the series is offered in both Santa Rosa and Sonoma: if you want to take the series but cannot do all three dates in one location, please contact us to substitute a date.

ARTS ENTREPRENEURSHIP 1: Statements of Purpose: Why am I Pursuing my Passion Understanding and learning how to explain why you have chosen to be a creative professional is a critical tool in building your passion into a business.

ARTS ENTREPRENEURSHIP 2: Business Plans: Crafting and Building Your Strategies Like any other business, artists and creative organizations need a well-designed plan to move forward - but how do you go about constructing and then implementing one?

ARTS ENTREPRENEURSHIP 3: Financial Management: From Bookkeeping to Expanding Income This workshop introduces creatives to key aspects of financial management Such as budget development, profit and loss analysis, and cash flow projections.

Visit the [Arts Entrepreneurship Series registration page](#) for more information on each of the workshops, and for the dates, times, and locations (also below).

PRESENTER: Richard Andrews has over 18 years of experience in arts management and specializes in fundraising, project management, marketing and organizational development. He has taught Arts Entrepreneurship courses at UC Berkeley and , and has lectured at numerous universities in San Francisco, throughout the U.S., and in France. He and his wife reside in Healdsburg.

**GET KNOWLEDGE:
Trainings and Conferences**

CREATIVE SONOMA WORKSHOPS & EVENTS

SPRING 2016

Next Level Showcase and Conference / www.nextlevelsonoma.com

(In collaboration with the [North Bay Hootenanny](#))

SHOWCASE DATES: Friday, April 15 (7pm doors) & Saturday, April 16 (5pm doors), 2016 - see lineup [here](#).

SHOWCASE LOCATION: Arlene Francis Center, Santa Rosa

SHOWCASE TICKETS: \$16.99-\$32

[Get Tickets!](#)

CONFERENCE DATE/TIME: Sunday, April 17, 2016, 10:00am-5:00pm

CONFERENCE LOCATION: Chop's Teen Center, Santa Rosa

CONFERENCE FEE: \$15 (includes beverages and lunch)

[Register Now!](#)

Arts Entrepreneurship: A 3-Workshop Series

Co-presented by the [Napa-Sonoma Small Business Development Center](#)

DATES/TIMES:

May 12 & 19, 2016, 5:30-7:30pm: Statement of Purpose

May 26 & June 2, 2016, 5:30-7:30pm: Business Plans

June 16 & 23, 2016, 5:30-7:30pm: Financial Management

PRESENTER: Richard S. Andrews

LOCATIONS: May 12, 26, and June 16: Finley Community Center, Santa Rosa; and May 19, June 2 and 23: Sonoma Community Center, Sonoma.

FEE: \$25 per workshop, or \$60 for the 3-workshop series

[More Information](#)



Coffee & Conversation Series: Sea Ranch/Gualala

Co-hosted by [Gualala Arts](#)

DATE/TIME: Friday, May 13, 2016, 1-3pm

LOCATION: Gualala Arts Center, Gualala

FEE: Free

[Please RSVP!](#)

An Evening with Terry Tempest Williams

In collaboration with [Landpaths](#) and the [Luther Burbank Center for the Arts](#)

DATE/TIME: Friday, June 10, 2016, 8pm (with reception in LBC Sculpture Garden at 6pm)

LOCATION: Luther Burbank Center for the Arts, Santa Rosa

TICKETS: \$8

[More Information](#)

Creative Sonoma workshops and events are published via this and other email blasts, and on our [Facebook Events Page](#). For questions, contact Samantha Kimpel, 707-565-6134 or Samantha.Kimpel@Sonoma-County.org.

OTHER NORTH BAY WORKSHOPS

NAPA-SONOMA SMALL BUSINESS DEVELOPMENT CENTER

napasonomasbdc.org

Online Marketing 1 - Online Strategy & Diagnostic

Wednesday, April 13, 2016, 1:00-4:00pm

Online Marketing 2 - High Impact Websides

Wednesday, April 20, 2016, 1:00-4:00pm

Online Marketing 3 - Making Your Business More Visible Online

Wednesday, April 27, 2016, 1:00-4:00pm

Visit SBDC's [Events Listings](#) for registration links for all of the above.

VOLUNTEER CENTER OF SONOMA COUNTY

volunteernow.org

Visit the Volunteer Center's [Events webpage](#) to register for future workshops, as well as for regularly occurring Roundtables for nonprofit Social Media Professionals, Volunteer Managers, Financial Managers and Executive Director Forums, among other events!

CONFERENCES / WEBINARS / RESOURCES

Americans for the Arts 2016 Annual Convention

June 17-19, 2016 in Boston, MA

[More Information](#)

California Lawyers for the Arts

Attend workshops or conferences in the Bay Area, as well as access resources on arts and copyright legal issues and dispute resolution.

[More Information](#)

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

CALLS TO CREATIVES

Valley of the Moon Vintage Festival: Poster Contest

For the poster design contest, the committee looks for a design that displays the colorful history, heritage or scenic environment of the Valley of the Moon, as well as the theme chosen for the year (2016 is "The Grape Gatsby"). The winning artist will receive a \$500 honorarium and the winning art will be featured at the festival. Deadline is **April 15, 2015**.

[More Information](#)

City of Berkeley: RFQ for Public Art Project

The City of Berkeley, in collaboration with San Francisco BART, is issuing this RFQ to California-based artists interested in designing artwork for long-term but potentially non-permanent placement on selected architectural features in the Downtown Berkeley BART Station Plaza. Deadline is **April 22, 2016 5pm PST**.

[More Information](#)

City of Sebastopol: RFQ for Public Art Project

The City of Sebastopol Public Arts Committee is seeking qualifications from California-based artists for the design, fabrication, and installation of permanent, durable, and low-maintenance original public art suitable for placement on City-owned property. Deadline is **May 16, 2016**.

[More Information](#)

NAPA / County of Napa: State Capitol Display Diorama

Artists who are residents of Napa County are invited to create a new diorama for the Capitol Display representing the County. The diorama will be part of an exhibit representing all 58 counties. Deadline is **May 27, 2016**.

[More Information](#)

6th Street Playhouse: General Auditions for 2016/2017 Season

General auditions for adult and child actors/singers for roles in the upcoming 2016/2017 season (season to be announced March 13) of plays and musicals will be held **Saturday, May 28, 2016**, and **Sunday, May 29, 2016**, by appointment only.

[More Information](#)

Connect to Calls to Artists (and more) at local Arts Centers:

ARTescape Sonoma: [Call to Artists](#) / **What 'Bugs' You? Deadline 4/13**

Healdsburg Center for the Arts: [Artist Opportunities](#)

Occidental Center for the Arts: [Writers](#) and [Gallery](#)

Petaluma Arts Center: [Call to Artists](#)

Sebastopol Center for the Arts: [Call for Entries](#)

Sonoma County Literary Update: Calls for Submissions

The Calls for Submissions page of the Sonoma County Literary Update [website](#) includes regularly updated opportunities, from local to beyond.

[More Information](#)

GRANTS

California Arts Council: Arts in Corrections RFP

The California Arts Council and the California Department of Corrections and Rehabilitation (CDCR) are seeking arts organizations to implement rehabilitative arts programs at prisons statewide. Deadline is **April 11, 2016**.

[More Information](#)

National Endowment for the Arts: Challenge America

To support projects that extend the reach of the arts to under-served populations. Submit to Grants.gov by **April 14, 2016**.

[More Information](#)

The Ross McKee Foundation: Piano Performance Grants

The mission of the Ross McKee Foundation is to support piano performance and education in nine San Francisco Bay Area counties. Toward this end, the Foundation supports piano-related expenses - typically artist fees, piano rental, moving and tuning fees - for performance organizations large and small in the Bay Area. Grant applications are reviewed quarterly. Deadlines are **April 15, July 29, and October 29, 2016**.

[More Information](#)

Professional Development and Consulting Grants

Funding will support professional growth and leadership training opportunities for individual staff members, artists, arts administrators or arts educators, or will support the hiring of consultants to work with staff to enhance the programmatic, administrative, financial or technical capabilities of the applying organization. Deadline is **April 21, 2016, 5:00 PM PST**.

[More Information](#)

WESTAF/IMTour.org: California Music Presentation Grants

WESTAF (Western States Arts Federation) invites nonprofit presenting organizations in California to apply for a special one-time funding opportunity to support the presentation of California independent musicians producing original and/or innovative work. Deadline is **May 23, 2016**.

[More Information](#)

Arts and Accessibility Technical Assistance Grants Program

The California Arts Council, in partnership with the National Arts and Disability Center, is pleased to announce that funds are now available for the 2016-17 Arts and Accessibility Technical Assistance Grants Program. Funds are available effective **January 2016 - June 2016**.

[More Information](#)

Alliance for California Traditional Arts: Living Cultures Grants Program

The Living Cultures Grants Program seeks to sustain and strengthen the folk and traditional arts in the state of California with grants of \$5,000 to California-based nonprofits, as well as other organizations who work with fiscal sponsors. Deadline is **July 15, 2016**.

[More Information](#)

Fleishhacker Foundation: Small Arts Grants

The particular emphasis of the Small Arts Grants Program is to support the development and presentation of the work of living Bay Area artists; arts organizations with budgets of \$100,000-\$750,000 are eligible to apply. Deadline is **July 15, 2016**.

[More Information](#)

Local, National and International Arts Grants Listings

List curated by the California Arts Council of current arts grants available to California artists and organizations, all disciplines.

[More Information](#)

JOBS & MORE

Santa Rosa Symphony: Marketing Associate

The Marketing Associate works directly with the Director of Marketing & Communications and Patron Services Manager in planning marketing campaigns and creating marketing materials including: direct mail, advertising and print publications. Posted 3/31/16.

[More Information](#)

Transcendence Theatre Company: Operations Associate

The Operations Associate will work closely alongside the Events Manager and the Transcendence Teams to ensure key and necessary elements of the overall operation are happening in a timely and appropriate manner to ensure successful shows and events. Posted 4/3/16.

[More Information](#)

Luther Burbank Center for the Arts: Marketing/Social Media Coordinator

The Marketing Coordinator manages day-to-day workflow and provides administrative support for the Marketing & Patron Services Department. This position is part-time, averaging 20 hours per week. Posted 4/4/16.

[More Information](#)

MARIN / Bay Area Discovery Museum: Foundation & Government Relations Manager

This manager will take an active, leading role in the Bay Area Discovery Museum's future success by securing the grants and resources that enable us to realize our mission. Posted 4/4/16.

[More Information](#)

NAPA / Robert Louis Stevenson Museum: Administrative Assistant

Located in St. Helena, the administrative assistant works under the supervision of the Executive Director in order to fulfill the museum's mission "to connect human experiences with the works and times of Robert Louis Stevenson." Deadline is **April 20, 2016**.

[More Information](#)

VOLUNTEER / Nueva School for the Performing Arts at Windsor H.S.

The school seeks arts educators, theatre professionals, alumni, and community members to serve as interview panelists for senior jury assessments and interviews, 1 hour commitment (or more). Panels held **April 25-29, 2016**.

[More Information](#)

Want to share your passion for art making? Think SenseiScout.



Do you have a passion for arts and crafts that you'd like to teach? [SenseiScout](#) is a new place to connect with and learn from experts and enthusiasts. We provide a happy medium between you, the teaching artist, and individuals seeking to learn a new craft. With SenseiScout, artists get a free personal page with advertising support and a platform with a low service fee to manage workshop registration. All you have to do is tell us what you want to teach, when you want to host a workshop, name your price, and we'll take care of the rest for you! For more information about SenseiScout, contact Alec Weeks at alec@senseiscout.com and connect on [Facebook](#).

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. 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 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.

California Arts Council, Arts Jobs Listings

Listing of current arts job openings from throughout California.

[More Information](#)

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



"If only life could be more tender and art a little more robust."

-Alan Rickman, Actor



Copyright © 2015. All Rights Reserved.



Try it FREE today.

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