



Creative Sonoma's **mission** is to support and **advance the creative community** of Sonoma County.

We define the creative community as individuals, organizations, and businesses whose work is **centered in creativity**.

It is our vision that creativity become a **defining characteristic** of Sonoma County alongside wine, food, and natural beauty.

Our core values are **excellence, engagement,** and **equity**.

Annual Report 2017–2018



Looking Back

2017–18, Creative Sonoma’s fourth year of existence, will forever be marked with the asterisk that the **fires** have **imposed** on our **collective experience**—challenges that we are all still sifting through. Early on, Creative Sonoma recognized that the arts would have a unique role to play in our community’s recovery—that **artists are our Second Responders**.

A section of this report is dedicated to our efforts to participate in the **rebuilding** of our community’s **heart and soul** while laying out a safety net of **critical services** to the individual members of the creative community. While there are many lessons learned through this wrenching experience that can be applied even in the best of times, it is our sincere hope that we won’t soon have to draw upon that new knowledge.

Meeting face to face, looking into **each other’s eyes** to ground ourselves in our recovery became an important element of our work in 2017–18. Layered on top of our regular slate of professional development gatherings was a series of **convenings** of arts and cultural organizations. While focused for this year on our shared responses to the fires, the **ritual of coming together** quickly built its own momentum and the coalition has committed to continuing the networking gatherings into the foreseeable future.

Imagining Forward

As we begin the 2018–19 year, we are challenged to continue our **growth trajectory** and to strengthen and deepen our **root system** in our creative community. Questions we know we will face in the coming year include: who are the community members who most need the arts, and perhaps have the least **access** to them? How do we define, and therefore encourage creativity? If Sonoma County is proud of being a place where the arts and creativity **thrive**, how can we better manifest that for our residents and for visitors?

What we do know, is that in 2018–19, we will turn an eye toward expanding our **visibility** in the community at large, always leading with the knowledge that creativity is in us all. If we take the time to look a little more carefully, **listen** a little more thoughtfully, we’ll be on our way to exercising our own **creative muscles**.

GRANT MAKING



Creative Sonoma awarded \$400,715 in grants to 173 individuals, organizations and businesses in 2017-18, through seven separate categories.

This total reflects an increase over 2016-17 of 52% in total dollars and 77% in grants awarded. Our fire response grants are the largest factor in that increase, however, without that work we still increased our grant-making by 21% in total dollars and 15% in awardees.

Arts Education Innovation Grants

\$88,000

Arts Education Innovation Grants were awarded to 14 nonprofit organizations that provide Sonoma County students, ages 2-18, with opportunities to participate in high-quality arts learning programs.

Projects ranged across creative disciplines from poetry and writing to music instruction, photography, theater, crafts, filmmaking, and more. Projects were produced in a variety of venues from schools to youth centers to juvenile justice facilities. These projects will occur in 2018-19.

Grantees

Locations listed are where the predominance of the project took place.

ART ESCAPE

The Springs

BOYS & GIRLS CLUBS OF CENTRAL SONOMA COUNTY

Roseland

BOYS & GIRLS CLUBS OF SONOMA VALLEY

Sonoma

CALIFORNIA POETS IN THE SCHOOLS

Petaluma

Windsor

Roseland

The Springs

Santa Rosa

CAZADERO PERFORMING ARTS CAMP

Cazadero

“When I play my violin I am instantly able to channel all my emotions through the music and it makes me happy. When I feel stressed with school, I just take a moment to find a place to play and it makes me relaxed.”

—Sonoma Valley Education Foundation Valley Vibes participant



Sonoma Valley Education Foundation—Valley Vibes



Imagine Bus Project—Los Guilicos Juvenile Justice Center

CHILD PARENT INSTITUTE

Phoenix High School, Rohnert Park

CHOP'S TEEN CLUB

Santa Rosa, Roseland

FELTA EDUCATION FOUNDATION

Healdsburg

IMAGINE BUS PROJECT

Los Guilicos Juvenile Hall, Santa Rosa

LUTHER BURBANK CENTER FOR THE ARTS

Bellevue Elementary School, Santa Rosa

SONOMA COUNTY DANCERS UNITED

Windsor Unified School District

SOCO REGIONAL PARKS FOUNDATION

Santa Rosa

SONOMA VALLEY EDUCATION FOUNDATION

El Verano Elementary, Sonoma

WALKING ELEPHANT THEATRE COMPANY

Chop's Teen Center and Village Elementary, Santa Rosa
 Roseland Elementary, Roseland
 Credo High School, Rohnert Park

ARTS EDUCATION'S INNOVATION GRANTS

Next Level Grants

\$12,500

Next Level grants celebrate the musical talent and exploration occurring across the county and help local musicians move their careers forward.

The program recognized five Sonoma bands and/or musicians with \$2,500 grants for projects designed to advance their careers. Grantees also receive 10 hours of one-on-one consulting time with professional experts in areas that align with the applicant's needs.

Grantees

ALAN HALL

Jazz • Sebastopol

MARSHALL HOUSE PROJECT

Soul-Funk • Santa Rosa

DYATRIBAL

World Music • Sebastopol

ODDJOB ENSEMBLE

World Music • Santa Rosa

MANZANITA FALLS

Indie Rock • Santa Rosa



OddJob Ensemble

“Sometimes, as a local musician, the hardest part isn't always whether or not an artist is making the right decisions to further their career, but having the encouragement and confidence that the decisions they want to make are the right ones.”

—Next Level Grantee

NEXT LEVEL GRANTS



Sonoma Conservatory of Ballet

Summer Arts Youth Program Grants **\$100,000**

In its third year, Summer Arts Youth Program Grants supported 12 Sonoma County creative organizations who foster creativity in local youth while giving them opportunities to maintain learning while school is out of session, as well as providing opportunities to attend high-quality cultural arts summer programs.

Grantees

6TH STREET PLAYHOUSE

Santa Rosa

ART ESCAPE

The Springs

ARTSTART

Santa Rosa

CINNABAR ARTS

Petaluma

MAIN STAGE WEST

Sebastopol

HEALDSBURG CENTER FOR THE ARTS

Healdsburg

THE IMAGINISTS

Santa Rosa

LUTHER BURBANK CENTER FOR THE ARTS

Santa Rosa

PETALUMA ARTS CENTER

Petaluma

SANTA ROSA SYMPHONY

Sheppard Accelerated Elementary,
Roseland

SONOMA CONSERVATORY OF DANCE

Sonoma

SEBASTOPOL CENTER FOR THE ARTS

Sebastopol

YOUTH SUMMER ARTS
PROGRAM GRANTS

BY THE NUMBERS 2018

323
ARTISTS

paid through Creative Sonoma and partners



447

Creative profiles on
www.CreativeSonoma.org

458
INDIVIDUALS

attended 25
workshops and convenings



85%
of survey respondents
would **recommend**
workshops to a friend



67 different **creative**
professions reached



\$518,827

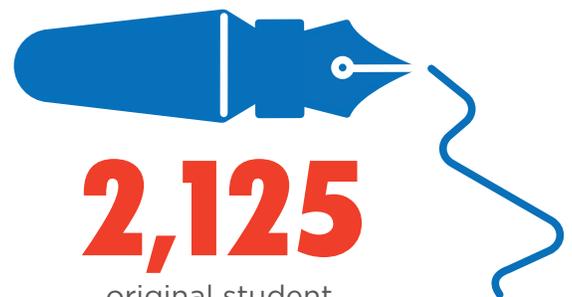
in **revenue** for the
creative community



\$400,715

distributed to 173 **creative**
individuals and organizations in 11
cities and towns across the County

5,624



2,125

original student
poems written



Providing the tools to help creatives make a business from their art is a critical priority for Creative Sonoma.

In 2018, 21 workshops were hosted on a variety of topics across the county to help the creative community advance its knowledge on topics including financial and legal issues, marketing, nonprofit management, and program development.

Professional Development Workshops

Finance and Legal Issues

- Bookkeeping the Easy Way
- Budgeting for Cash Flow
- Income Taxes
- Legal Issues for Musicians
- Non Profit Business Structures
- Sales and Local Tax Issues
- Tax Law Changes and Charitable Giving Impact

Marketing

- Photographing Your Artwork: Artists and Creatives (2 sessions)
- Photographing Your Work: Architects and Interior Designers
- Selling Your Creative Work 101: Make a Plan
- Selling Your Creative Work 101: Get Tools
- Selling Your Creative Work 101: Panel and Discussion
- Wix 101: Website Development for Creatives (2 sessions)

Nonprofit Management

- Creative Resources Recovery Workshop
- Hiring Employees and Subcontractors
- Nimble Arts Organizations

Program Development

- Addressing Trauma through the Arts (2 sessions)
- Public Art and Crowdfunding



Tyler Chartier: Photographing Your Artwork Workshop

Our Reach

A total of 350 attendees came from more than 16 communities across the county to workshops in five different locations:

ATTENDEES

Cloverdale	Kenwood	Sebastopol
Cotati	Monte Rio	The Springs
Forestville	Occidental	Sonoma
Glen Ellen	Petaluma	Windsor
Guerneville	Rohnert Park	
Healdsburg	Santa Rosa	

LOCATIONS

Jenner	Santa Rosa	Sonoma
Petaluma	Sebastopol	

One-on-one consulting services are offered for individuals and organizations who are facing a creative business challenge such as assessing the benefits and challenges of forming a nonprofit.

In conjunction with every grant offered, **Creative Sonoma hosts informal sessions** designed to de-mystify the process of grant writing and help potential applicants increase their ability to present their case in the best possible light. Individuals and organizations learn from staff, and from their peer cohort about how to create and measure programs of impact for the community. **Additionally, Creative Sonoma hosted four gatherings of arts organizations, on a bi-monthly basis, to network and collaborate on post-fire activities.**

“Learning about Creative Sonoma gives tools, possibilities and vision to an emerging artist, one that sees herself becoming a well-respected ‘established artist’ in future years.”

—Consulting Client

PROFESSIONAL
DEVELOPMENT

CONNECTIONS



In January 2017, www.CreativeSonoma.org was launched as the key communications platform to share digital information and resources.

In addition to news, resources and stories, important features on the site include creative profiles where individuals, organizations, and businesses can show off who they are and what they are doing.

The site also includes the **Marketplace**—a “Craigslist” for creatives as well as a growing registry of the extraordinary collection of public art that lives in Sonoma County.

Connecting Creatives to Work

Community members are using the site as a source for creative work. More than 100 people responded to a call for extras for a local film shoot after it was advertised in the **CreativeSonoma.org Marketplace**. An artist who had recently lost everything in the fires was hired to produce summer workshops for the Sebastopol Center for the Arts after being discovered on the **Creatives at Work** page. And a new song was commissioned for a local film based on a connection made through the website.

CreativeSonoma.org is a growing resource to the entire community.

2018 saw the total number of Creative Profiles on CreativeSonoma.org grow from 174 to 447, an increase of 157%, and overall website traffic has increased by 250%. The number of creative genres represented by **Creatives At Work** profiles is more than 65.



Creatives at Work profiles at www.CreativeSonoma.org



Arts Education

Creative Sonoma believes that all students who want access to arts education should have access to arts education. Toward that end, Creative Sonoma supports organizations that provide arts education both in and out of school settings. Additionally, Creative Sonoma has been a partner for three years in the **Arts Education Alliance (AEA)**, a coalition of school teachers and administrators, arts organizations, and arts education funders, who are working to assess the state of arts education in the county in order to uncover areas for improvement. Supported by a grant from the Hewlett Foundation, the AEA has conducted a **survey of teachers, administrators, parents, and arts organizations on their perception of arts education in the county.** The group is also incorporating information from the California Department of Education database. As the picture of the current state of affairs comes into focus, the AEA will determine a course of action to advance the goal of equity in access across the county to quality arts education.

Public Art

In 2017-18, Creative Sonoma participated in a number of public art projects and initiatives across the county. Staff served as advisors to **Sonoma County Regional Parks** on its process to solicit and hire artists to contribute to the Andy Lopez Unity Park. A public art workshop, focused on best practices, was presented to arts and community centers in West County in advance of a public art project that is slated to occur in 2018-19. Finally, staff also worked with **Sonoma County Department of Transportation and Public Works** to solicit an artist to help solve a vexing traffic problem surrounding the Laughlin Road Bridge with a unique piece of public art. The new art was installed on October 31, 2018. And Creative Sonoma has contracted with a consultant to develop a compilation of percent-for-art programs that are in place across Sonoma County and in neighboring communities in order to develop a “Best Practices” document for consideration in moving forward.

FIRE RESPONSE



Creative Sonoma is grateful to all of the donors to the Recovery Fund who were so generous in a moment of great need in our county. Key among those donors are the Hewlett Foundation, Redwood Credit Union, donors to the Creative Sonoma Recovery Fund, and the County of Sonoma.

On October 12, 2017, three days after the wine country wildfires started, Creative Sonoma launched the first of what became a four-pronged response in support of the creative community.

An online network of resources for the creative community was established including listings of funders who provide emergency financial assistance specifically to members of the creative community. The list grew to include local, state, and federal resources for anyone who was impacted by the fires. Additional resources such as emergency preparedness tools for visual and performing artists and organizations were also provided.

Creative Sonoma Recovery Fund

\$220,000

Creative Sonoma established a Recovery Fund to collect and disburse donations for our local creative community. Established with just a few hundred dollars, the fund ultimately grew to \$220,000 with support from foundations, individuals, and benefit events from 10 states across the country. The generosity of donors in the early days of the fires afforded us the opportunity to provide a short-term safety net to carry our artist families through their earliest moments of need. Our relief funds became the backbone of our recovery activities. As of June 30, we provided grants to 126 creative individuals and organizations totaling \$159,375. Grantees were awarded up to \$1,500 to use for immediate needs including food, clothing, and shelter. More than 75% of our grantees reported that their homes were a total loss and 44% lost both their homes and their studios/offices. Many of our recipients told us that our grant was the “permission” they needed to replace the tools of their trade including cameras, arts supplies, computers, and more. Our average turnaround time from application to award was under a week. Our ability to react quickly and raise early funds definitely helped provide “gap” funding for the months between the fire and a FEMA or insurance check.

“In this time of financial uncertainty, where building costs far exceed insurance payouts, it is difficult to justify spending money on photographic equipment...Applying for this grant forced me to reflect on the importance of my camera to my career, my service to others, myself, and the way I walk through life.”

—Fire Response Grantee



Christina Klauenburch art and trauma residency at Cesar Chavez Elementary

Art Response Grants for Organizations **\$36,000**

Creative Sonoma allocated \$36,000 in existing grant funds to a “Fire Response” program for cultural organizations that were developing art projects in response to the fires. Many of these projects were designed to debut on the anniversary of the fires in October 2018. Grants were awarded to eight organizations and ranged from \$3,000 to \$5,000 each.

“I am very touched that so many have gone to such lengths to help ensure the continuing of creativity following a natural disaster that has affected so many artists such as myself. This grant is a symbol of hope for me.”

—Fire Response Grantee

Grantees

ART ESCAPE

The Springs

KRCB

Rohnert Park

MUSEUMS OF SONOMA COUNTY

Santa Rosa

PETALUMA ARTS CENTER

Petaluma

RIVERTOWN REVIVAL

Petaluma

SANTA ROSA SYMPHONY

Rohnert Park

SONOMA VALLEY MUSEUM OF ART

Sonoma

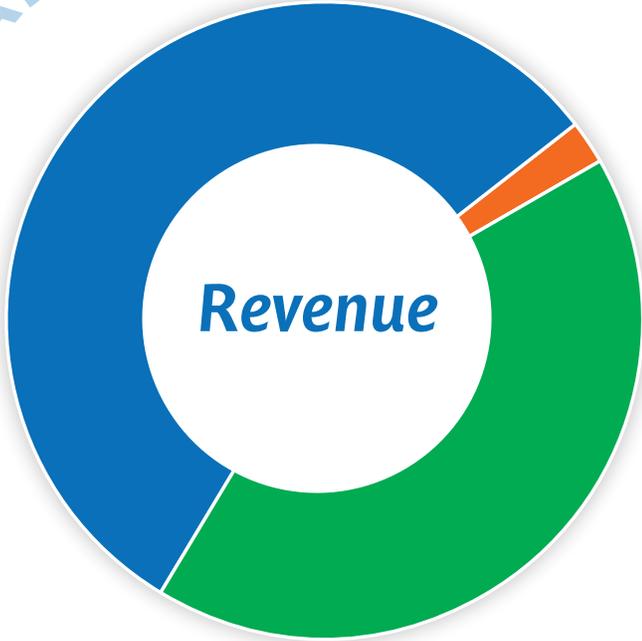
WALKING ELEPHANT THEATRE COMPANY

Santa Rosa

Art and Trauma Residencies for Students

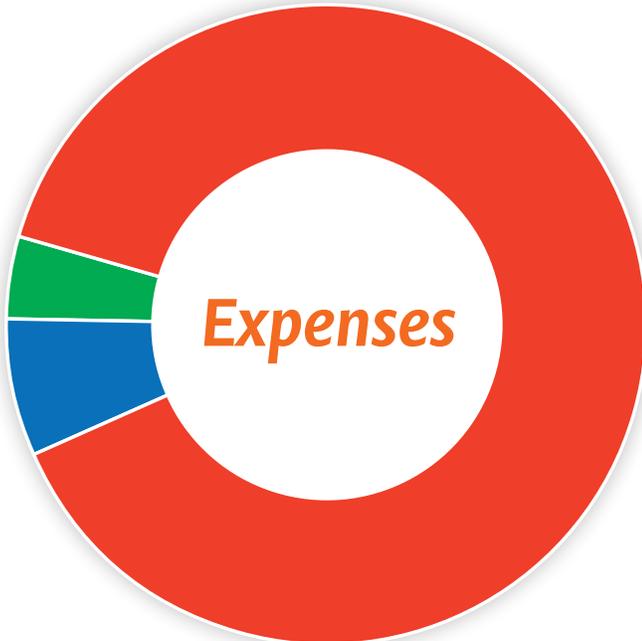
In February, Creative Sonoma provided a two-day intensive training session for teaching artists to learn to use the arts specifically with students who have experienced trauma. A roster of those artists was then compiled and made available for K-12 schools and other student-serving nonprofits for residencies at no cost. During this fiscal year, 13 residencies were completed with an additional 35 scheduled to occur through Fall 2018. Teaching artists span many art genres and residency activities are widely varied. Examples include mask making where students consider who their private and public selves are and who they want them to be; interactive theater activities that help develop skills for coping when circumstances seem beyond their control; the creation of “monsterpieces” which helped students learn that understanding what frightens them can help them cope with their emotions.

2017-2018 FINANCES



- Government 56%
- Foundations 42%
- Individuals 2%

Creative Sonoma is a division of the Economic Development Board, a Department of the County of Sonoma. Operating revenues, totaling \$1,095,575, were provided by the County and are supplemented by other fund development activities of Creative Sonoma. Expenses, including Temporarily Restricted Funds, totaled \$1,095,575. Expense categories follow IRS nonprofit organizational reporting standards.



- Program Expended 89%
- Administration 7%
- Fundraising 4%

Thank You!

Creative Sonoma Donors*

\$100,000-\$300,000

William and Flora Hewlett Foundation-Menlo Park,

\$50,000-\$99,999

Redwood Credit Union Community Fund

\$25,000-\$49,999

California Arts Council

\$1,000-\$24,999

The Angora Ridge Foundation-Whitefish, MT

Beesley Family Foundation-St. George, UT

Blatt Family Foundation-Fairfield, CT

Cinnabar Theater

Morgan & Matt Devine

The Engine Is Red

Fleishhacker Foundation-San Francisco, CA

Chad Hostetler & Jay Hunsberger

Laura Lackey's Rhythm Revue-Berkeley, CA

Living History Centre Fund

@Marin Community Foundation-Novato, CA

Cecil & Lois C. Mark-Carmichael, CA

John McGuirk

North Bay Fire Aid Concert

North Bay Artists Benefit

Patrick Rhodes Art Benefit

Sonoma Arts Live Benefit

Elisa Stancil

Stephanie Breitbard Fine Arts-San Francisco, CA

Volti San Francisco Benefit Concert-San Francisco, CA

\$500-\$999

A. Bright Idea Advertising and PR-Bel Air, MD

Artspace-San Francisco, CA

Zoe Brester-Pennings

Curtains Up Youth Theatre-Concord, CA

Elmhurst History Museum-Elmhurst, IL

Guitar Player Magazine "Play It Forward"

Hip-Hop United Benefit

Susan Karp & Paul Haahr-San Francisco, CA

Kristen Madsen

Petaluma Valley Rotary Club

Peter and Valerie Pustorino

The Thomas Kinkade Museum-Los Angeles, CA

Violet World Foundation-San Francisco, CA

UP TO \$499

Cindy A. Abbott-Pacifica, CA

Mimi Abers-Berkeley, CA

Lea Aschkenas-Fairfax, CA

Katie Baird & Michael Halsted-San Francisco, CA

Katherine Ballard-Ryan-Laporte, MN

Margaret Betchley

Bird & Beckett Benefit Event

Teresa Book & Steve Wax

Martha D. Borst

Carole Brandon-Hillsborough, NC

Wanda M. Brester

Bart Bridge

Travis Hayes Busse-San Francisco, CA

Christine Buth Furness-Brookfield, WI

Carol Ann Carollo-San Carlos, CA

Chris Chandler-Oakland, CA

Helen Cohen & Mark Lipman-San Francisco, CA

Catherine Davis

Kaitlin Decker-Woodland, CA

Ted Desmarais-San Francisco, CA

Double Shot Creative-Redwood City, CA

Steve Egelman-San Francisco, CA

Lynne Eggers-San Francisco, CA

Cathryn Fairlee

George Lawson Gallery-San Francisco, CA

Barbara Goldstein-San Jose, CA

Hot Bachata Nights Dance Community Benefit

Marsha Klein Illgen

Melissa Kaplan

Samantha Kimpel & Marc Pisan

Nancy Knoles-San Anselmo, CA

Juliane & Kenton Lewis

Carol & Gordon Madsen-Salt Lake City, UT

Marin Museum of Contemporary Art-Novato, CA

Rachel Murray Meyer-San Francisco, CA

Hank Neuberger-Evanston, IL

Rich Owens-Sunnyvale, CA

Darcey Rosenblatt-Tiburon, CA

Gloria Rubio

Sarah & Ruby Design Studio-Danville, CA

Michael Schwager-Oakland, CA

John & Sandra Sebastian

Maureen A. Shea

Viki Dyan Shusterman & Ernest Ezeoha-San Rafael, CA

Sonoma City Colored Pencil Artists

Southern Exposure Kids Art Project Benefit

-San Francisco, CA

Stephan Stubbins

Suzy Locke & Associates-Oakland, CA

Symbolic Dance & Fitness-San Francisco, CA

Kaylan Thornhill-San Diego, CA

Virginia Tominia

Samuel Tubiolo-Napa, CA

Richard Valones-Reston, VA

Nancy Wakeman-San Francisco, CA

Jake Ward

Wildflowers Nature School

Helene S. York

*Donor locations outside Sonoma County are listed.



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