



Progress Report and Looking Forward July 2017

Creative Sonoma was established by the Board of Supervisors following a county-wide cultural assessment completed by the Cultural Planning Group. The assessment resulted in a three-year plan of action which was adopted by the Supervisors in June of 2014. Creative Sonoma is now in its third year of operation. Its focus is to advance the creative sector of the economy by providing access to resources that help grow and stabilize their endeavors: funding, information, visibility and special opportunities. This document offers a progress report of our activities in each of those areas and makes recommendations for going forward.

The work of invigorating and growing the creative entrepreneurs and businesses of the County is a central function of EDB and Creative Sonoma. Building programs and incentives that support the development of creative activities while also ensuring broad access to those programs, is best and most appropriately served through leadership at the government level. Creative Sonoma is just scratching the surface of harnessing the creative spirit of the county's residents and businesses toward advancing a more vibrant community.

Creative Sonoma has been housed within the Economic Development Board for its first three years. This position has offered many benefits:

- a. **Shared Services.** Currently Creative Sonoma has access to the staff, systems and structures of an existing County Department (fiscal and administrative personnel, administrative services, physical facilities, etc.). The economies of scale for a small start-up division like Creative Sonoma are essential -- managing overhead costs and services independently from the EDB would be significantly more expensive and crippling at this stage of development.
- b. **Visibility.** Utilizing the existing audiences and targeted research that EDB has been building for more than two decades is invaluable to Creative Sonoma to gain traction for its own services.
- c. **Heft.** Positioning Creative Sonoma within the Economic Development Board signals that Sonoma County believes that the arts and creativity are economic drivers, not drains, and are critical to the health and vitality of the County.
- d. **Access.** Being a division of County government facilitates inter-departmental partner possibilities.

The County has benefitted from having Creative Sonoma within its structure as well:

- a. **Constituent Services.** Even though Creative Sonoma's program and services slate is still growing its audience, the presence of an agency designed to serve a targeted community demonstrates a responsiveness to the entire sector.
- b. **Forward Thinking.** Sonoma is among the early Counties nationally to recognize the contribution of the creative sector to the overall economy and community. The existence of Creative Sonoma establishes Sonoma as a future-focused County.
- c. **Extension of EDB Services.** Creative Sonoma has seamlessly integrated into the slate of services currently being offered by the EDB through sharing clients and extending its sector-specific activities.
- d. **Expanded Revenues.** Among the grants that Creative Sonoma has received so far, a majority of the funds come from outside the County, therefore directly contributing to the economy.
- e. **Ready Response to Sudden Opportunities: Summer Arts Youth Program Grant administration.** Creative Sonoma was prepared to and successfully executed the Summer Arts Youth Program Grants with limited notice; the program is now completing into its 3rd year.
- f. **Research, counsel and potential resource development on key issues such as arts districts, public art, etc.**
- g. **Visibility for County-supported activities.** Creative Sonoma has garnered a reasonable amount of media coverage for its activities, as have the individuals and organizations who have received grants and other resources. Grantees are required to include Sonoma County branding in their marketing materials.

In its short history, Creative Sonoma has established a slate of programs and services that out-pace those envisioned in the preliminary plan and has successfully generated more than \$250,000 in outside funds to help expand the resources that support the creative community of Sonoma. In addition, Creative Sonoma has become a credible and consistent provider of professional development and training, financial and informational resources, and visibility for the remarkable activities of the creative sector. In summation, Creative Sonoma is providing the unified voice and support that was so central to the concerns of the constituency.

Future plans for Creative Sonoma include maintaining and potentially expanding the current slate of activities while selectively bringing new programs and services on board based on available resources. A brief review of Creative Sonoma's Activities Year-to-Date, a Progress Report Matrix of activities against the initial plan, and Preliminary Ideas for New Initiatives follow.

ACTIVITIES YEAR TO DATE

RAISING FUNDS AND MANAGING GRANTMAKING ACTIVITIES

- Raised \$253,500 in new revenues for programs; \$400,000 in grant applications that are currently pending from outside sources
- Entrusted with \$100,000 new funds in 2015, 2016 and 2017 from the county for Summer Arts Youth Program Grants
- Awarded \$304,770 in direct grants to arts organizations and individual creatives since inception

INCREASING KNOWLEDGE

- Offered 38 workshops and events to 2,082 attendees
- Conducted 35 one-on-one consultations
- Provide a robust listing of creative resources on CreativeSonoma.com
- The average attendee rating, in post-event surveys, is 4.5 out of 5

MAKING CONNECTIONS

- Launched CreativeSonoma.org, already home to nearly 200 profile pages for creative business and individuals; also home to an active Marketplace for classified listings
- Hosted 28 regional town hall meetings with 359 attendees
- Monthly e-newsletter distributed to 2,500 subscribers
- 1500 followers and friends on social media

CREATING COLLABORATIVE PARTNERSHIPS

- Collaborative partners to date include Landpaths, Sonoma County Library, Sonoma County Office of Education, Community Foundation Sonoma County, Luther Burbank Center for the Arts, Petaluma Arts Center and multiple creative organizations.
- Initiatives in discussion include Artful Aging, Art and Agriculture, and Arts and Healing

LOOKING FORWARD

Youth Initiatives

In addition to the Summer Arts Youth Program Grants we have awarded, Creative Sonoma is co-directing a County-wide assessment of the state of arts education in our K-12 schools. The assessment will be completed by the end of July 2017 and a report will be presented to the community. Phase two of this project will include the development of a comprehensive planning process to determine the best course of action to move forward, based on existing and/or potential community resources to address the key goal of closing any gaps in access for all county students. The planning process will launch in October 2017 and continue through to a plan document to be completed by April 2018.

Creative Initiatives

We have produced several rounds of funding and training resources which, with continued and/or expanded funding, we will continue in the future:

- [Next Level Grants](#) awarded \$2500 to 5 bands paired with 10 hours of one-on-one business consulting to help musicians advance their careers. The second round of these grants will be awarded in July 2017.

- [Discovered: Emerging Visual Artists](#) program awarded \$2000 to 5 emerging visual artists together with a professionally curated exhibition and a full-color catalogue to help establish them as artists to watch. This is a bi-annual program of the Community Foundation of Sonoma County which we hope to expand upon in 2018.
- [Pop Up Creativity Grants](#) launched, in a pilot program, in June 2017 to encourage businesses and individuals to produce creative experiences, installations or objects that are accessible to the public, and that will foster our residents' sense of the amazing creative spirit of the County. Nine grants were awarded totaling \$35,000
- [Arts Education Innovation Grants](#) awarded 7 grants totaling \$49,000 were awarded to nonprofit organizations engaged in arts education activities in- and out-of-school across the school year. This program was produced in partnership with Community Foundation Sonoma County who contributed an additional \$31,220 to 5 organizations.
- [Summer Arts Youth Program Grants](#) awarded 12 nonprofit arts organizations with a total of \$100,000. This is the third year of the program which has already provided thousands of hours of arts programming to young people, helping alleviate a level of summer learning drop-off and engage students in all corners of the County.



Progress Report Matrix

2014-2017

| Priorities (From Initial Cultural Plan) | Activities | | |
|---|--|-----------------|-----------------|
| | Yr 1 2014-15 | Yr 2 2015-16 | Yr 3 2016-17 |
| Convening around issues of importance to the arts community/creative sector; networking | X | X | X |
| Compiling an inventory of Sonoma County cultural and creative sector resources | | X | X |
| Management of a countywide arts website and events information portal | | X | X |
| Overseeing the distribution of funding for arts, culture and the creative sector (including participating in distribution of Advertising Funds to arts) | | X | X |
| Providing technical assistance to artists, organizations, creative businesses | X | X | X |
| Promotion of arts education and lifelong learning in the arts | | X | X |
| Countywide arts and cultural marketing program | | | X |
| Development of a creative place making projects | X | X | X |
| Develop institutional structure (Advisory Board, Bylaws, etc.) | | X | X |
| Community Cultural Planning (Creative Economy, Economic Impact, etc.) | | X | X |
| Act as advisory on related County policies - as appropriate | As needed | | |
| Initiate/Coordinate local & regional arts/cultural festivals | To be considered based on assessment of unmet needs and/or opportunities | | |

| Activities Not Conceived in Initial Plan | | | |
|--|---|---|---|
| Generate new revenues for the creative community (\$253,000 YTD from non-County sources; \$224,000 additional to grant from County) | | X | X |
| Collaborations and Special Partnerships: Programs have been launched with Sonoma County Library, Landpaths, Sonoma County Office of Education, Community Foundation of Sonoma County, and multiple creative organizations. | X | X | X |
| Arts Education Initiative (assessing state of arts education in K-12 schools) | | X | X |
| One-on-one consultations with individuals, start-ups, existing nonprofits | X | X | X |
| Town hall meetings across the County | | X | X |
| Communications strategies (social media, e-newsletter, etc.) | | X | X |



Creative Sonoma: Beyond 2017

| Preliminary Plans for New Initiatives | Activities | | |
|--|-------------------|----------------|----------------|
| | 2017-18 | 2018-19 | 2019-20 |
| Develop new County agency and private collaborations (Community Development Commission, Tourism, etc.) | X | X | X |
| Research and make recommendations for potential consolidation with Sonoma Film Board; assume appropriate role, if any. | | X | X |
| Research and make recommendations for a County Public Art Program; assume appropriate role, if any. | | X | X |
| Work with County/Local partners to pursue state designation for a Cultural Arts District. | X | X | X |
| Pursue Recommendations from County-Wide Arts Education Plan (to be completed in 2017-18). | | X | |
| Research and develop Sonoma County Artist/Creative Awards and Fellowships. | | X | X |



Three Year Revenues and Expenses: FY16 -Y18*

| | 2015-16 | 2016-17 | 2017-18 |
|---|-------------------|-------------------|-------------------|
| Account Name | Actuals | Actuals | Budgeted* |
| REVENUES | | | |
| County of Sonoma Allocation** | \$ 432,000 | \$ 624,000 | \$ 624,000 |
| Total County Revenues | \$ 432,000 | \$ 624,000 | \$ 624,000 |
| EXPENSES | | | |
| Administrative - Staff | | | |
| Salary/Benefits Regular | \$ 192,234 | \$ 196,877 | \$ 203,426 |
| Extra help | \$ 24,111 | \$ 71,401 | \$ 155,000 |
| Agency Extra/Temp Help | | \$ 10,083 | |
| Subtotal | \$ 216,345 | \$ 278,361 | \$ 358,426 |
| Administrative - Other Operating | | | |
| Insurance - Liability | | | \$ 605 |
| Accounting/Auditing Services | | | \$ 630 |
| County Counsel - Legal Advice | | \$ 572 | \$ 3,600 |
| Rents and Leases - Equipment | \$ 10,650 | \$ 25,824 | \$ 700 |
| Rents and Leases - Bldg/Land | | | \$ 13,672 |
| Telecommunication Data Lines | \$ 1,800 | \$ 1,800 | \$ 1,600 |
| ISD | \$ 19,559 | \$ 10,000 | \$ 14,634 |
| Other Overhead | \$ 2,094 | \$ 595 | \$ 16,367 |
| Subtotal | \$ 34,103 | \$ 38,791 | \$ 51,808 |
| Programs and Services | | | |
| Advertising/Marketing Svc | \$ 3,929 | \$ 4,148 | \$ 500 |
| Training Services | \$ 575 | \$ 4,865 | \$ 15,500 |
| Consulting Services | \$ 39,713 | \$ 53,304 | \$ 37,079 |
| Outside Printing & Binding | \$ 13,427 | \$ 2,665 | \$ 5,000 |
| Other Professional Services | | | \$ 4,500 |
| Training/Conference Expenses | \$ 288 | \$ 1,386 | \$ 2,500 |
| Business Travel/Mileage | \$ 6,772 | \$ 5,140 | \$ 3,000 |
| Other supplies | \$ 552 | \$ 614 | |
| Office Supplies | \$ 2,375 | \$ 1,633 | \$ 3,500 |
| Books/Media/Subscriptions | \$ 50 | | \$ 353 |
| Memberships/Certifications | \$ 550 | \$ 300 | \$ 1,000 |
| Computer Software/Licensing | \$ 5,945 | \$ 12,251 | \$ 2,300 |
| Community Grants | \$ 100,000 | \$ 182,000 | \$ 138,500 |
| Subtotal | \$ 174,175 | \$ 268,306 | \$ 213,732 |
| Total | \$ 424,623 | \$ 585,458 | \$ 623,966 |
| Net | \$ 7,377 | \$ 38,542 | \$ 34 |

Budget Notes:

* 2017-18 is the first year in which Creative Sonoma's budget is being tracked independent of EDB's budget. As a result, expenses that were pooled with other accounts are more fully broken out from previous years.

** In addition to the allocation, Creative Sonoma has also received a number of outside grants for our programs. These grants are 100% restricted and do not follow our fiscal year. A complete list of grant funds since inception is attached.



Creative Sonoma Outside Grant Revenues

| Source | Purpose | Amount |
|-----------------------------|---------------------------|-------------------|
| California Arts Council | General Operating | \$ 24,137 |
| California Arts Council | General Operating | \$ 34,100 |
| Community Fdn Sonoma County | Arts Education Assessment | \$ 20,000 |
| Community Fdn Sonoma County | Discovered Visual Artists | \$ 35,000 |
| Hewlett Foundation | Next Level Musicians | \$ 50,000 |
| Hewlett Foundation | Arts Education Planning | \$ 90,000 |
| TOTAL | | \$ 253,237 |