

**SONOMA COUNTY ARTS + CULTURE**  
**BENCHMARK STUDY**

APRIL 2020



Made possible with support from





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# EXECUTIVE SUMMARY

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Sonoma County takes great pride in its reputation as a place that cultivates creativity, where artistry flourishes. There are many shining examples that support that premise from high art to popular culture, from chamber music halls and coffee houses to pop-up galleries and film festivals, and everything in between. And Sonoma County boasts extensive public art offerings including internationally known sculptors and idiosyncratic yard artists.

**At Creative Sonoma, we have challenged ourselves to dig under the surface of our diverse, visible arts output to gain a data-driven understanding of our creative community in order to best serve it.**

Because the ways in which the creative sector contributes to any community can be hard to quantify, creative activities can be underreported and undervalued. This study was designed to help us test our assumptions to determine which are valid and which may need to be reconsidered.

This study provides data to understand the economics of the arts and culture sector, its reach within the community, and the breadth of specific programs offered. The study also points out the sector’s strengths and areas of opportunities. Additional focus was placed on two sub-sectors of interest: culturally specific groups and groups that provide programming for youth.

The first draft of this report was completed in March 2020, a few weeks before the Covid19 Shelter-in-Place order that upended our lives and livelihoods. While the path forward is still uncertain, this baseline of information, gathered just ahead of the Covid19 inflection point, offers us important data on which to construct our course into the new normal.

## HOW CAN THIS BE USED?

- The findings in this report will be valuable to Creative Sonoma and to the arts and culture groups in several key ways:**
- to help us strategically allocate our resources to best serve our community
  - to monitor the trends in the sector to adapt our responses effectively
  - to demonstrate the value of the arts and culture sector to government leaders, community funders, and all Sonoma County residents
  - to guide arts and culture investments with data-driven strategies
  - to help groups within the sector measure their position relative to the sector
  - to help all of us who are working to advance the sector better forecast the needs and challenges of the future

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## KEY TAKEAWAYS

1. The economic impact of the arts is growing. Despite the number of arts and cultural organizations remaining relatively flat over the past ten years, the economic impact increased significantly from \$60 million in 2005 to \$80 million in 2015.
2. Arts and culture organizations are undercapitalized. At first glance, the collective net assets of all respondents indicates that the financial health of the group appears strong. However, a closer look uncovers a very different picture. Just 8 organizations, or about 14% of all survey respondents, hold 95% of the total assets.
3. While there are a larger number of arts and culture groups located in Central and North County, the services provided by the sector are broadly distributed across the county.
4. The County's arts and culture groups track closely with their for-profit peers in terms of size. Small businesses account for 95% of all Sonoma County businesses and 100% of all of the county's arts and culture groups. We can extrapolate that the spirit of entrepreneurialism is equally valid in the for-profit and non-profit communities of Sonoma County.
5. Culturally-specific groups are predominantly grassroots as opposed to incorporated nonprofits, in inverse proportion to non-culturally specific groups. Investigating the reasons behind that data point will help both serve the constituency better, and perhaps offer innovative learnings to the broader sector.
6. The larger the group, the more likely it is to directly feel negative impacts of Sonoma County's macro inter-related issues: housing, workforce and cost of living. Countering that concern to a small degree, a majority of groups report positive impacts from increased collaboration among themselves.

## WHAT ARE THE CHALLENGES AND OPPORTUNITIES AHEAD?

The macro issues facing our county and state will impact every sector, including arts and culture. These issues are all amplified by the Covid19 impacts. The economic drivers in our County are under significant pressure. Demands on public and private funding for solutions to social issues (homelessness, environmental sustainability, health care costs) will strain the philanthropic and discretionary spending of our residents. The arts will have to re-double their efforts to demonstrate their value within the social sector as invaluable collaborators, not as competitors. The arts possess a unique capacity to bring cross-cultural understanding and awareness. They can channel expressions of human needs and aspirations into productive outputs. Helping the community leaders who will chart Sonoma County's future to recognize, and then call upon, the creative community to partner in creative problem solving will benefit us all.

This study is the final of five reports that Creative Sonoma has produced and released over the past three years. The others include two assessments of the state of arts education in our K-12 schools, a county-wide arts education framework, an economic impact of the arts study, and a survey of the existing public art programs across the county. Utilized collectively, these reports present a blueprint for Sonoma County to build a more artful, inclusive and creative community well into the future.

# RESEARCH INTRODUCTION & METHODOLOGY

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In 2019, Creative Sonoma contracted with arts consultant Olivia Everett Dodd to design and implement a study to gather baseline information about Sonoma County’s arts and culture sector. Working with Creative Sonoma staff, and Isabel Lopez from the Raizes Collective, the “2019 Arts + Culture Study” framework was created. Information gathering for the study took two forms: a survey tool for arts and culture groups to gather self-reported data points, and a review of existing sources on the same data points. Finally, a review was completed of regional and national data to provide important context for our local findings.

This study focused on “Sonoma County-based groups whose primary purpose is to serve the community through presenting, producing, educating, and/or creating in the fields of arts, culture, or media regardless of business structure.” The study did not include individuals. Through an assimilation of Creative Sonoma’s communications lists, grantee information, and prior sector research as well as peer-to-peer referrals, a list of 160 community-serving groups was compiled. This data is the most up to date available.

**Information gathering for the study took two forms: a survey tool for arts and culture groups to gather self-reported data points, and a review of existing sources on the same data points.**

The survey was open from September through October 2019. Potential survey respondents were reached through Creative Sonoma’s newsletters, social media, and official website as well as individual emails and phone calls. Through those efforts, survey responses were received from 65 groups—40% of prospects—which exceeded the target response rate of 50 groups.

All survey participants provided basic profile information: group name\*, business structure\*, year founded, district\*, total individuals participating, total number of paid staff, primary service type, and primary discipline<sup>1</sup>.

Groups with budgets of \$50,000 or more were asked to provide additional operational information about their most-recently completed fiscal year, staffing, volunteers, and audience profiles as well as information on youth activities and facilities.

**DATA INSIGHT**  
Where findings are comprehensive of all known groups, data is labeled as “All Groups”. Findings inclusive only of self-reported study data is labeled “Survey Respondents.”

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<sup>1</sup> \*Indicates a data point that is available for all 160 known groups, regardless of survey participation. These data points were collected through staff research using Creative Sonoma’s grantmaking records, Guidestar.org, and self-reported information on organization websites.

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Additionally, all survey participants were invited to respond to a series of qualitative questions on professional development interests, satisfaction with Creative Sonoma services, and opinions on the economic environment. All opinion responses have been kept anonymous.

Data gathered beyond what was submitted through the survey included information collected via Creative Sonoma grant applications and a previously commissioned economic impact study of Sonoma County arts nonprofits. Additional comparison data was gathered from a variety of sources, which can be found in the Sources section of the Appendix. **In the instances where no comparative data was available, the 2019 information will become the baseline for future periodic studies.**

For a list of terminology referenced throughout this report, please see the Definitions section in the Appendix (pg 20).

## KEY FINDINGS SECTIONS

1. Local Arts + Culture Sector Profile (pg 8)
2. Culturally-Specific Groups Breakout (pg 11)
3. Creative Sonoma Past Grantees Comparison to Overall Prospective Applicants (pg 13)
4. District by District Breakdown of Arts + Culture Offerings (pg 15)
5. Opinions of the Sector (pg 18)

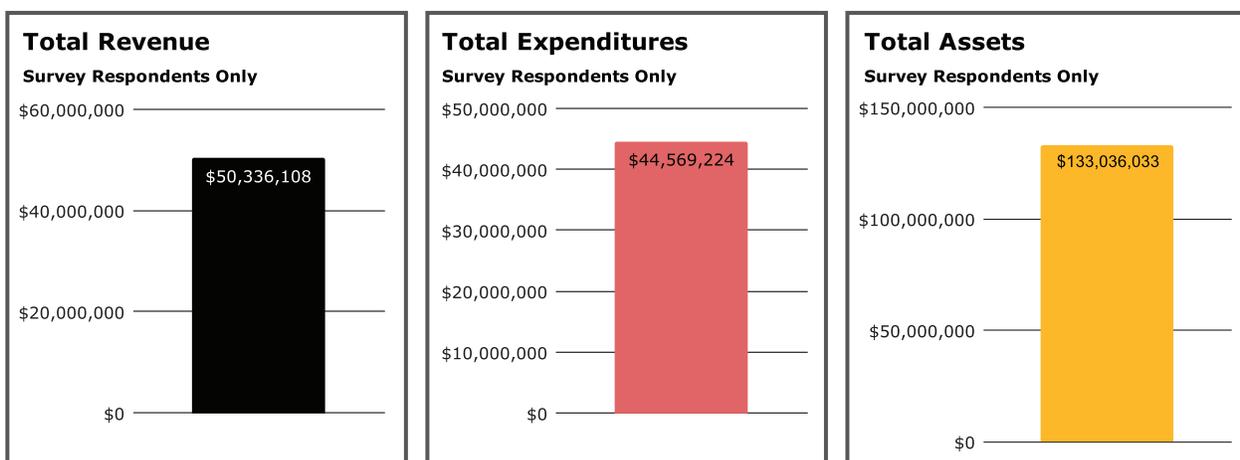


Fire Recovery Grantee Art Escape

# LOCAL ARTS + CULTURE SECTOR PROFILE

The Sonoma County Arts + Culture sector is robust boasting 160 distinct groups with strong representation of music, multidisciplinary programs, visual arts and theater distributed across the county. The survey respondents collectively represent more than 1.37 million audience members and/or participants and provide more than 950 local jobs. Since survey respondents represented just 40% of the total pool, we know the actual number of participants and jobs created are far greater.

In the 2019 Sonoma County Arts + Culture Study survey respondents reported collectively holding nearly \$133 million in net assets and generating over \$50 million in revenue annually. These groups generate both direct and indirect economic impact; together they directly spent \$46 million in 2018 and attracted over 320,000 visitors. And the sector demonstrates staying power—57% of survey respondents reported having been in business for ten or more years and 24% own their own space. <sup>2</sup>



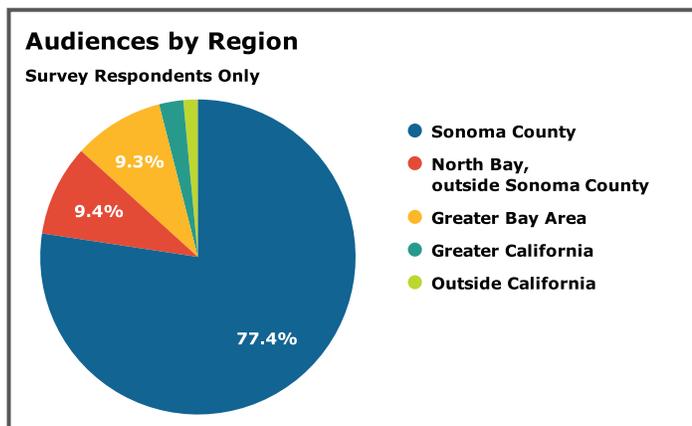
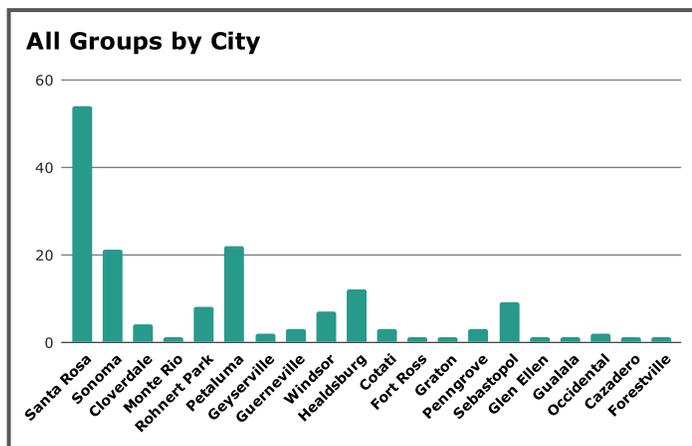
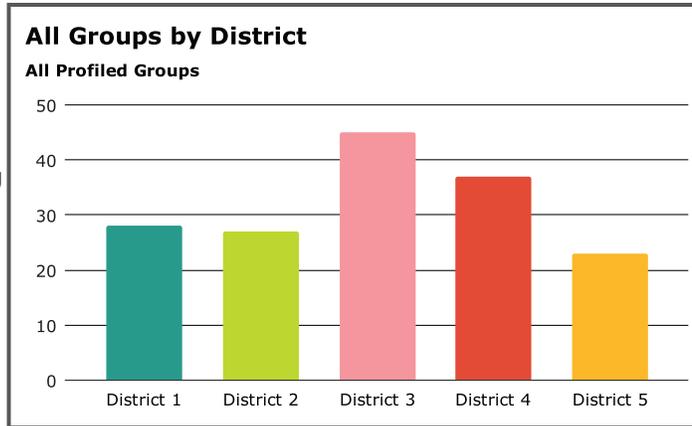
While the home base of the 160 arts and culture groups can be found in all five districts and twenty of Sonoma County’s communities, the largest concentration of groups are located in the 3rd and 4th Supervisorial Districts and, specifically, in the cities of Santa Rosa (home to over 30% of all groups), Sonoma, Healdsburg and Sebastopol. Many arts and culture groups serve areas of the county outside their home base location. **As a point of reference, more than 50% of the Creative Sonoma 2019–20 Cultural Arts Grant awardees were providing programs in multiple districts and/or outside their home location.**

<sup>2</sup> Figures represent survey responses by groups with a budget of \$50,000 or more.

A majority of the 160 groups are nonprofits (67%) or grassroots (16%), indicating that there is a strong community-impact focus. Additionally, with the 64 survey respondents reporting 3,207 volunteers and 458 board members, it is clear that these groups, and the County, maintain a strong volunteer culture.

A very high majority of respondents (88%) provide youth-serving programs with a strong emphasis in music and visual arts and target ages of Pre-K and middle school age groups. **In total, survey respondents reported serving at least 115,000 non-discrete youth in the 2018 fiscal year.**

Twenty-three percent of all participants in Sonoma County-based programs originate from outside of the county including out of state visitors.



### TRENDS IN SONOMA COUNTY ARTS + CULTURE NONPROFITS<sup>3</sup>

The economic impact of Sonoma County's arts community has been researched in 2005 and again in 2015. Both studies were conducted by Americans for the Arts which allows for measuring trends over time. Each study had approximately 45 respondents, though they were not identical groups. In comparing the economic impact reports to the 2019 Study:

1. The most salient takeaway is that **the economic impact of the nonprofit arts and cultural sector grew by approximately \$20 million over the ten year period** from \$60 million to \$80 million. That 25% growth occurred at the same time that Sonoma County's population grew by just 7%, from 463,210 in 2005 to 502,096 in 2015.
2. The number of full-time equivalent employees (FTEs) grew at comparable rates as did total revenue generated to local and state governments.
3. Total participation numbers among nonprofit and nonprofit-sponsored groups has increased modestly since 2015, from 1.2 million to 1.27 million.
4. Number of volunteers is down 500 individuals from 2015 figures in the *Arts & Economic Prosperity* report.

## QUICK FACTS

- On average, 42% of all revenues of respondents are earned from program-related sales. 35% derive from donations (corporate, individual and in-kind), 16% from government grants or contracts, and 7% from other sources (including unrelated business income).
- 18.8% of all groups' primary discipline is music, but multidisciplinary takes a close second with 17.5% of all groups.
- Groups with a budget of less than \$100,000 per year are an important constituency in the sector, comprising 49% of all groups.
- The two groups reporting the highest number of overall employees (full and part-time), both have heavy seasonal demands: Transcendence Theater (350) and Cazadero Performing Arts Camp (196).

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<sup>3</sup> 2015 Arts & Economic Prosperity 5 Report in Sonoma County, Americans for the Arts

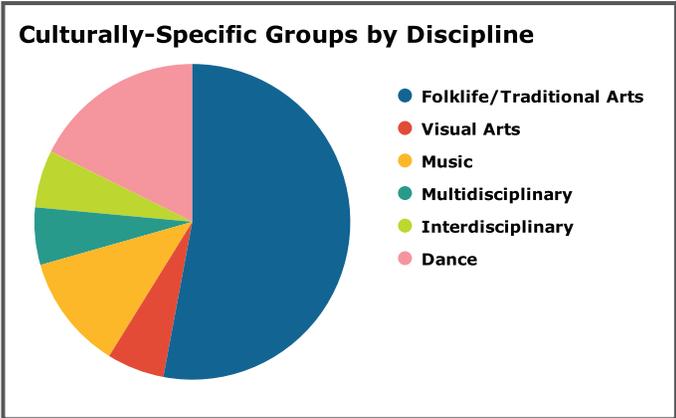
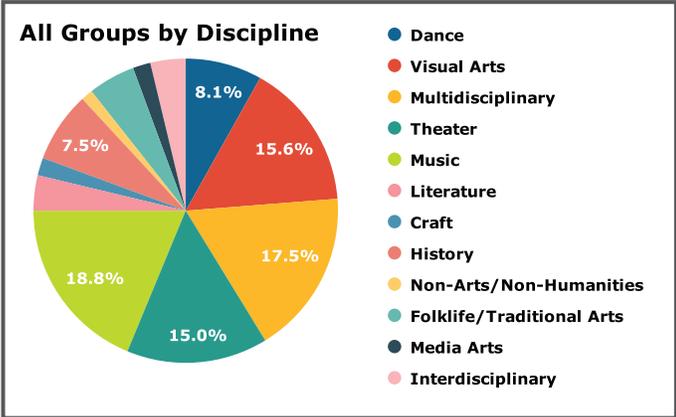
# CULTURALLY-SPECIFIC GROUPS

In order to be more inclusive of creative voices that have traditionally been underrepresented in government-funded programs, the study looked at the unique profile of culturally-specific groups in our community. **Nineteen culturally specific groups were identified, 12 of which participated in our study.** Special thanks to Isabel Lopez, Executive Director of the Raizes Collective, for her outreach and information gathering.

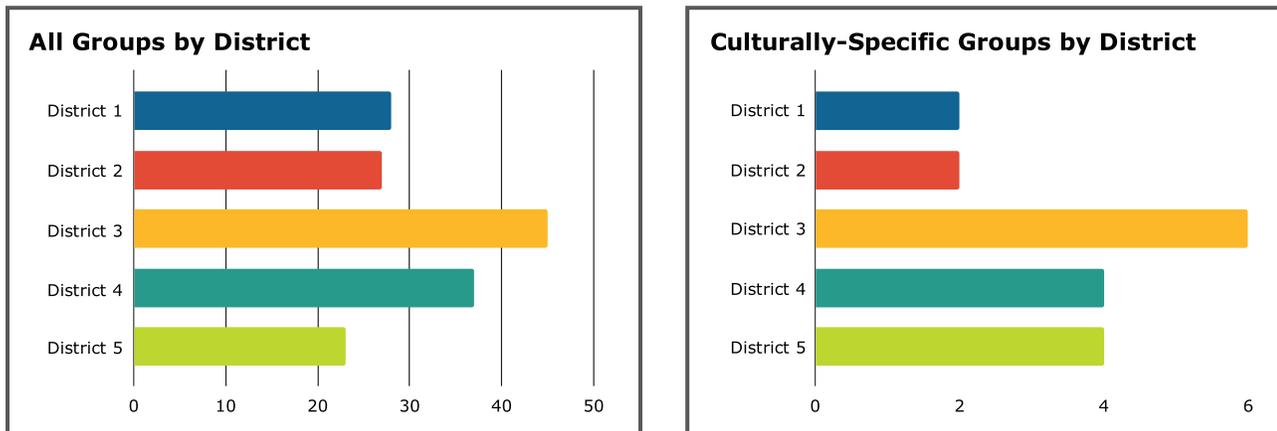
**Here are some takeaways of how this subsector compares to the sector overall:**

Of the 160 groups identified for this study, 19 are culturally-specific groups serving a non-Anglo and/or non-Western European tradition. Thirteen (8%) of the groups serve a mission to advance Latinx culture, four (2.4%) represent Asian cultures, and two (1.2%) represent Native American/American Indian cultures. According to the Sonoma County EDB 2016 Economic and Demographic Profile, 26.1% of the Sonoma County population is Hispanic or Latino, 3.9% is Asian alone, 1.3% is African American or Black alone, 0.3% is American Indian or Alaska native alone, and 0.4% is Native Hawaiian/Pacific Islander alone.

- 9 of the 19 culturally-specific groups' primary discipline is folklife/traditional practices. The second predominant discipline is dance, followed by music.



## CULTURALLY-SPECIFIC GROUPS (cont.)



- 33% are headquartered in District 3 and 23% in Districts 4 and 5. Santa Rosa hosts the majority of culturally-specific groups (58%). Windsor serves as home to three groups (16%) and Petaluma to two.
- **Culturally-specific groups have a legacy dating back to the last generation. The oldest culturally specific organization was founded in 1988.** Four more were founded in the 1990s, three in the 2000s, and six in the 2010s (20% were founded in the past decade). The average length of time in operation for culturally-specific groups in Sonoma County is 13 years as compared to 9 years for All Groups.
- The majority of culturally-specific groups are Grassroots Groups (57%) as compared to 16% of All Groups; 43% are incorporated as nonprofits vs. 67% of All Groups. **Counter to our assumptions, longevity of a group does not necessarily determine its organizational structure.** Several groups founded more than a decade ago remain grassroots.

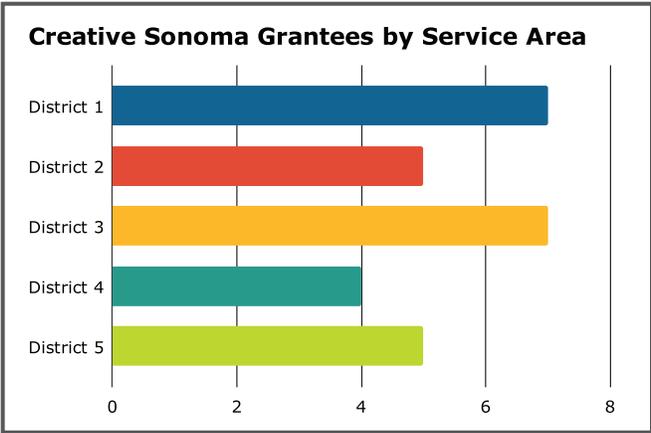
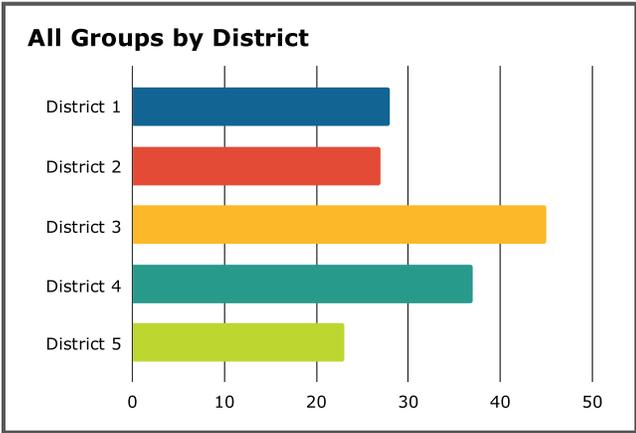
10 out of the 11 surveyed groups reported annual revenue of less than \$100,000; one culturally-specific organization reported revenue in the Large range (\$500,000-\$999,999). In comparison, on average, more than half of the total groups surveyed reported income greater than \$100,000 in the last fiscal year.

# CREATIVE SONOMA GRANTMAKING

Creative Sonoma has provided \$787,422 in support to nonprofit organizations and fiscally sponsored groups for arts and culture programming serving local participants since 2014.<sup>4</sup> Of the 57 county arts agencies in Creative Sonoma’s “peer group” statewide, 10 (like Creative Sonoma) are units of county government. Twelve percent of these county entities receive some funding from their county’s Transient Occupancy Tax revenue, and 23% of that group use a portion of their county funds for re-granting purposes.<sup>5</sup> The 2018 national per capita average of arts funding by local agencies is \$2.63.<sup>6</sup> **As of fiscal year 2017-2018, Sonoma County invested \$1,095,575 through Creative Sonoma, which equates to \$2.19 per capita (based on a population estimate of 499,942).** Sixty-five percent of the total funding distributed has been dedicated to youth-serving arts and culture programs, specifically.

**65% of the total funding distributed has been dedicated to youth-serving arts and culture programs, specifically.**

In order to investigate the countywide impact of dollars and further refine grantmaking strategies, we isolated all eligible organizations (nonprofits) for Creative Sonoma grants and compared this pool of potential applicants to survey responses from the grantee list. With a total of 116 nonprofits and fiscally sponsored groups eligible in Sonoma County, Creative Sonoma has received requests from 78 and funded more than 42% of all eligible nonprofits over the last 5 years.



<sup>4</sup> Creative Sonoma awarded an additional \$287,458 to individuals since inception. This study focused solely on organizations and groups.

<sup>5</sup> California Arts Council 2019 State-Local Partner Study

<sup>6</sup> Government Funding for the Arts, Americans for the Arts, americansforthearts.org

## CREATIVE SONOMA GRANTMAKING (cont.)

| Creative Sonoma Grants Awarded FY20 YTD<br>Impact Area Adjusted* |                   |             |                      |             |
|--|-------------------|-------------|----------------------|-------------|
|  | Direct            |             | Impact Area Adjusted |             |
| <b>District 1</b>  | \$ 65,000         | 15%         | \$ 77,533            | 18%         |
| <b>District 2</b>  | \$ 47,500         | 11%         | \$ 70,783            | 16%         |
| <b>District 3</b>  | \$ 155,000        | 35%         | \$ 90,704            | 21%         |
| <b>District 4</b>  | \$ 108,000        | 25%         | \$ 89,116            | 20%         |
| <b>District 5</b>  | \$ 63,000         | 14%         | \$ 110,365           | 25%         |
|  | <b>\$ 438,500</b> | <b>100%</b> | <b>\$ 438,500</b>    | <b>100%</b> |

\*Assigns grant dollars to the districts in which the programs occur or from which the program draws its audiences.



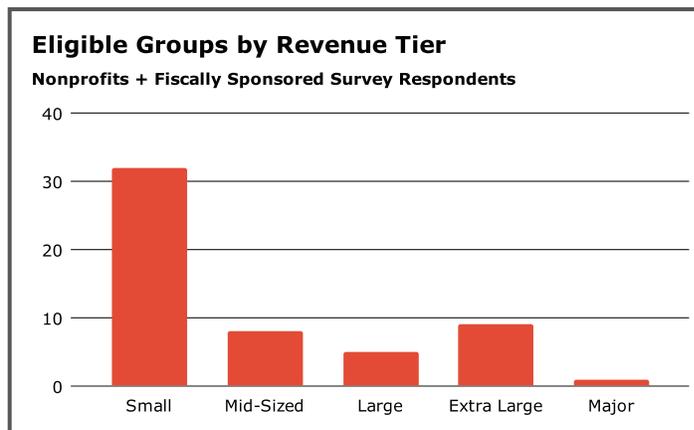
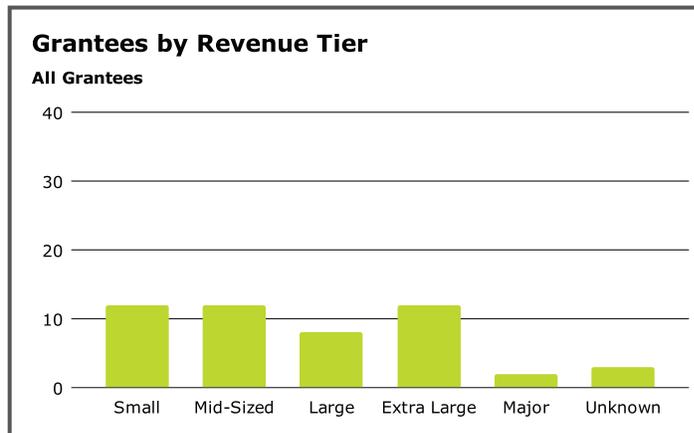
Arts Education Innovation Grantee Felta Education Foundation

# FACTS

27 GRANTEES' SURVEYED

- 4% of all grantees are culturally-specific vs 12% of all eligible organizations
- A majority of Creative Sonoma grants are made for youth serving programs. The high volume of grantees from District 3 correlates to its large number of youth serving arts organizations..
- 25% of grantees are Small Groups, with a budget under \$100,000, as compared to 49% of all survey respondents.

Creative Sonoma has been gathering data from grantees on the geographic areas that their grant funded programs serve for several years. The graph above reflects that information for the most recently completed fiscal year (2019–2020). The “Direct” figures represent the districts in which the grantees home-base is located. The “Impact Area Adjusted” represent the districts in which the grant funded activities occur. For grantees who serve the entire county, the calculation applied 1/3 of their grant fund to the district in which they are located, and 1/6 in each to the other four supervisorial districts.



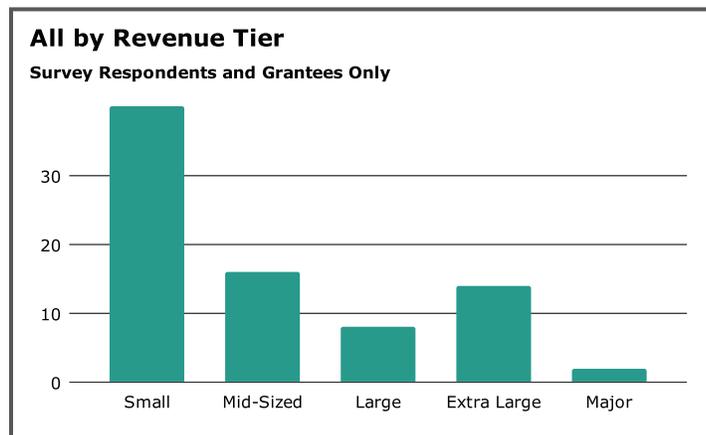
## CREATIVE SONOMA GRANTMAKING (cont.)

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### DISTRICT PROFILES OF ELIGIBLE GROUPS

For the purposes of this study, groups were tiered by revenues as follows:

|                    |                         |
|--------------------|-------------------------|
| <b>Small</b>       | Under \$100,000         |
| <b>Mid-Sized</b>   | \$100,000-\$499,999     |
| <b>Large</b>       | \$500,000-\$999,999     |
| <b>Extra Large</b> | \$1,000,000-\$4,999,999 |
| <b>Major</b>       | \$5,000,000 and up      |



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#### DISTRICT 1 | 18 GROUPS

**Primary Disciplines:**

- Music (6)
- Visual Arts (5)
- Folklife (4)

**Top Youth-Programs:**

- Camps (8)
- Presentations (6)
- Discounted Tickets (6)
- 11,727 Youth Served

**Revenue Size:**

- Small (36%)
- Large (36%)
- Mid-Sized (18%)

#### DISTRICT 2 | 16 GROUPS

**Primary Disciplines:**

- Music (8)
- Visual Arts (4)
- History (4)

**Top Youth-Programs:**

- Camps (3)
- Discounted Tickets (3)
- 935 Youth Served

**Revenue Size:**

- Small (50%)
- Mid-Sized (25%)

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### DISTRICT 3 | 20 GROUPS

**Primary Disciplines:**

- Multidisciplinary (11)
- Dance (7)
- Visual Arts (7)
- Theater (7)

**Top Youth-Programs:**

- Camps (7)
- Presentations (7)
- Occasional Programs in Classrooms (7)
- After School Class (6)
- Youth Components of Regular Activities (6)
- Discounted Tickets (6)
- 61,810 Youth Served (74% by two orgs)

**Revenue Size:**

- Small (44%)
- Extra Large (39%)

### DISTRICT 4 | 24 GROUPS

**Primary Disciplines:**

- Theater (8)
- Music (7)
- Multidisciplinary (6)

**Top Youth-Programs:**

- Youth Components of Regular Activities (8)
- After School Class (8)
- Presentations (8)
- Camps (7)
- Discounted Tickets (6)
- 40,079 Youth Served (88% by one org)

**Revenue Size:**

- Small (53%)
- Mid-Sized (21%)

### DISTRICT 5 | 11 GROUPS

**Primary Disciplines:**

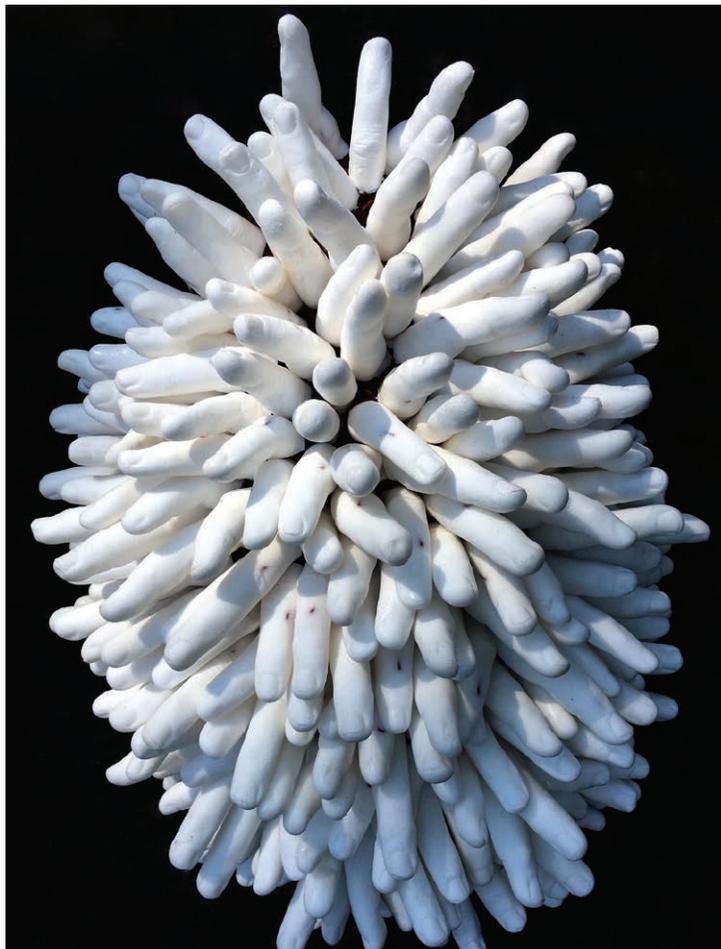
- Multidisciplinary (5)
- Visual Arts (4)
- Theater (4)

**Top Youth-Programs:**

- Presentations (3)
- After School Class (3)
- 489 Youth Served

**Revenue Size:**

- Small (78%)
- Extra Large (22%)



Anemone, Annette Goodfriend, 2019 Discovered Artist

# SECTOR OPINION ON THE ECONOMY

In order to understand the creative sector’s sentiments on the economic environment, the survey asked how changes in the following areas are impacting groups.

## HOUSING ENVIRONMENT

- 52% of respondents reported a Negative Impact; 36% reported No Impact; and none reported a Positive Impact.
- Of the groups reporting No Impact, fifteen (65%) have 3 or fewer employees and seventeen (74%) report an annual total revenue of less than \$50,000.
- Responses commonly noted that the rising cost of housing resulted in difficulties in hiring and retaining employees and artists as well as in serving low income audiences and clients.

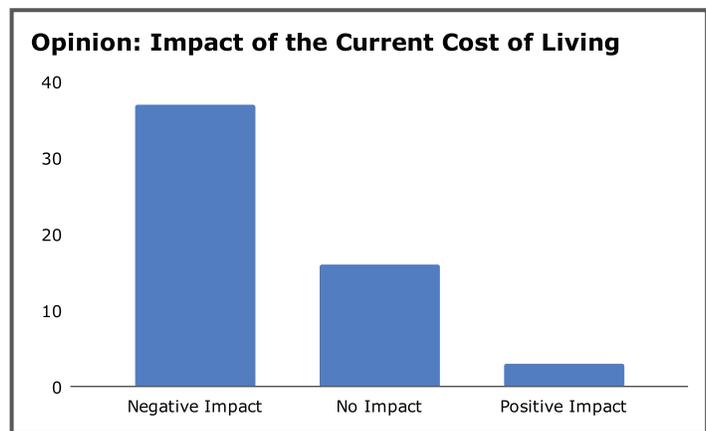
## WORKFORCE

- 63% of respondents reported No Impact on their organization from the current workforce environment; 22% reported a Negative Impact.
- For groups reporting No Impact, 55% have 3 or fewer employees and 48% are Small organizations with revenue under \$100,000.

## COST OF LIVING

- 59% of respondents reported a Negative Impact
- 25% reported No Impact
- 5% reported a Positive Impact

*On all three topics, groups with a budget greater than \$50,000 were more likely to report a Negative Impact.*



## CHANGES IN THE COUNTY

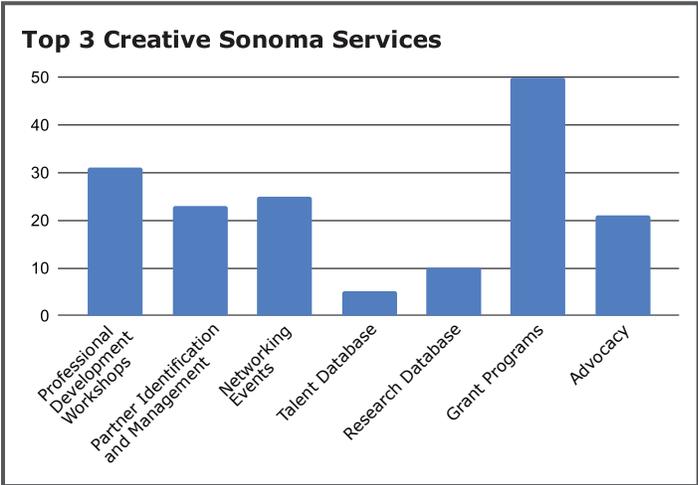
Surveyed groups were asked to share if any recent changes are having a positive or negative impact.

**Positive Impact:** 14 out of the 22 specifically point to the growth of arts/culture funding and establishment of Creative Sonoma as having a positive impact on their groups. Other responses addressed the increased collaboration among groups and the stabilization of the local economy generally as having a positive impact.

**Negative Impact:** Additional negative responses include the physical and philanthropic impact of the recent wildfires, cuts in TOT funding, and an increased homeless population.

# CREATIVE SONOMA SERVICES

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**1. Top 6 overall issues impacting sustainability in respondents:**

- 1) Individual Giving
- 2) Foundation/Grantmaking
- 3) Corporate Giving
- 4) Audience Development
- 5) Board Recruitment
- 6) General Cost of Living

**2. Training and/or Resource Topics of Interest:**

- 1) Grant Seeking
- 2) Corporate Fundraising
- 3) Individual Donor Fundraising
- 4) Marketing & Communications
- 5) Community Engagement
- 6) Program Evaluation
- 7) Arts Education: Building Public-Private Partnerships
- 8) Governance/Board Training

**3. Creative Sonoma Services:**

- 1) Grant Programs (80%)
- 2) Professional Development Workshops (49%)
- 3) Networking Events (40%)

# CONCLUSION

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**1. Resiliency takes center stage.** Arts and cultural nonprofits have a certain level of resiliency baked into their operations. Necessity is clearly the mother of nonprofits’ inventiveness in producing an alchemy of remarkable programs and services on unimaginably small budgets. When that balancing act is impacted by firestorms, floods, and pandemics, the need to be nimble becomes even more critical. Regular preparedness and contingency planning must now become part of the regular cycles of business. As groups think through their next year, their next event, their next project, the question of how to prepare for an emergency must now be among the puzzles to solve before moving forward.

**2. Innovation and vigilance, long the calling cards of arts and cultural nonprofits, will be required moving forward.** In order to maintain, much less grow, revenue streams for arts and cultural organizations over the next five to ten years we will need to bring our “A game.” Competition for resources and attention continues to grow. And we have learned that traditional distribution and exhibition channels can be closed off to us by external circumstances. The immediacy of access to high quality creative content requires our sector to pay close attention to our audiences—current and future—and their evolving interests.

**In a community with a high number of worthy nonprofits and a relatively low number of corporate and foundation supporters, our ability to connect must become a strength.**

Crafting programs that are respectful of and responsive to our audiences, while also laying the pathway to adventurous and exploratory work, will be challenging, but inevitably pay dividends in our consequence, reputation, and more.

The same is true for our work with arts and culture funders—private and public. Heightening our ability to use the inherently creative storytelling medium to make connections with our supporters has never been more important. Breaking through the

onslaught of “messaging” that is part of all of our daily routines, with the simple truths of the power and value of the arts, is at the core of any successful partnership, sponsorship and relationship. In a community with a high number of worthy nonprofits and a relatively low number of corporate and foundation supporters, our ability to connect must become a strength.

Building on the stated positive impacts of increased collaboration among arts and culture groups, the sector will benefit from new models in sharing intellectual and human capital, searching out economies of scale, and expanding the regular sources of input and counsel to include greater diversity—ethnic, geographic, inter-sector, and more.

**3. Attention must be paid to building bridges with all of our community residents.** There is much to be done to expand access to resources and participation in arts and cultural opportunities for our minority communities—whether defined by race, ethnicity, gender, sexual orientation, age or other. We have first-hand knowledge in Sonoma County that

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natural disasters are not equalizers, but amplifiers of what already existed. As a starting point, our work should include supporting groups that are engaged in producing, presenting and preserving arts and cultural activities in communities of color and working to develop new audiences for all of our rich and diverse programming.

- 4. Awareness and advocacy related to legislation—the AB-5 effect.** While there is movement toward exceptions from compliance to this legislation for certain artists and organizations, there is no question that arts groups are among the sectors that are being disrupted. Though “disruption” is an overused description for a circumstance of disorder, it certainly applies here. Regardless of how this piece of legislation plays out, arts and culture groups have been served a wake-up call to the need for thoughtful attention to sustainability, which in turn may call for thoughtful attention to internal change and external advocacy. AB-5 is far from the first legislative action that has significant impact on our sector, nor will it be the last.

**The Creative Sonoma staff thanks the members of the three boards which have a hand in fostering and guiding our success.**

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# APPENDIX

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## DEFINITIONS

**All Groups:** Refers to the collective information of all 160 arts and culture groups identified by Creative Sonoma.

**Arts & Culture Groups:** Any group whose primary purpose (51% or more of activities) is to promote appreciation for and enjoyment and understanding of the visual, performing, folk, literary, design, and media arts; the humanities (archaeology, art history, modern and classical languages, philosophy, ethics, theology, and comparative religion); history and historical events; and/or communications (film, video, publishing, journalism, radio, television). The Study Team identified 160 arts & culture organizations in Sonoma County.

**Arts Education:** Refers to programs supporting the K-12 grade course of study adopted by the California State Board of Education, including the disciplines of dance, music, theatre, visual arts, and media arts.

**Business Structure:** The category of legal entity that the organization files business licenses and taxes as, such as private corporations like LLCs and Sole Proprietorships or 501c3 tax-exempt nonprofits.

**Culturally-Specific Groups:** Ethnic- or identity-specific organizations developed by and with individuals from the community being served.

**Economic Impact:** The financial effect that groups have on the greater community. According to Americans for the Arts, “What makes the economic impact of arts and cultural organizations unique is that, unlike most other industries, they induce large amounts of event-related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. These expenditures have a positive and measurable impact on the economy.”

**Eligible Organizations:** Refers to any and all Sonoma County-based nonprofits and fiscally-sponsored groups whose primary purpose is to produce arts and culture programs. The Study Team identified 116 Eligible Organizations.

**Full Time Equivalents (FTE):** A calculation used to convert hours worked by all employees (full and part-time) into the equivalent in individual full-time workers, an average of 40 hours per week or 2080 hours per year.

**Grantees:** Refers to organizations who have applied for and received funding from Creative Sonoma in support of their programs and projects. The Study Team drew data from 48 Creative Sonoma grantees.

**Grassroots Group:** Groups of individuals who have not filed as an official legal entity, such as a nonprofit or private business. For the purposes of this report, survey respondents who are fiscally sponsored by a nonprofit as well as unincorporated groups are referred to as “Grassroots”.

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**Interdisciplinary:** Pertaining to art forms/art works that integrate more than one arts discipline to form a single work (e.g., collaboration between/among the performing and/or visual arts). Include performance art.

**Multidisciplinary:** Pertaining to two or more of the arts disciplines above (do not include interdisciplinary activities or events).

**Participants:** The number of individuals taking part in an arts and culture group's programs throughout the most recently completed fiscal year; the sum total is inclusive of both estimated and actual figures reported by survey respondents.

|             |                         |           |
|-------------|-------------------------|-----------|
| Small       | \$0-\$99,999            | 40 groups |
| Mid-Sized   | \$100,000-\$499,999     | 16 groups |
| Large       | \$500,000-\$999,999     | 8 groups  |
| Extra Large | \$1,000,000-\$4,999,999 | 14 groups |
| Major       | \$5,000,000 and up      | 3 groups  |

**Revenue Tiers:** The categories designated by the Creative Sonoma study to establish relative financial scale of individual groups.

**Sector:** Refers to the collective of all arts and culture groups in Sonoma County.

**Survey Respondents:** Refers to all groups who submitted a response to the 2019 Arts + Culture Study questionnaire. The Study reflects the responses of 65 organizations.

**Total Assets:** The cumulative gross sum of all survey respondents' items of financial value (e.g., cash, investments, accounts receivable, equipment, real property, etc.).

**Total Expenditures:** The cumulative sum of all survey respondents' reported spending in the most recently completed fiscal year.

**Total Revenue:** The cumulative sum of all survey respondents' earned and contributed revenue in the most recently completed fiscal year.

**Youth Activities:** Any programming designed to serve individuals who are 18 years or younger.

## APPENDIX (cont.)

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### **ORGANIZATION LIST** *\*Indicates groups who responded to the 2019 Survey*

|   |  |
|---|--|
| 180 Studios   | Cloverdale Performing Arts Center, Inc   |
| 428 Collective  | *Cloverdale Sculpture Trail (Program of Cloverdale Historical Society)         |
| *6th Street Playhouse                                   | Cotati Accordion Festival  |
| *A Theater For Children                                 | Creative Sonoma  |
| *Alchemia   | Curtain Call Theater Company   |
| *Alexander Valley Film Society                          | *Danza Azteca Ohtli Yoliliztli   |
| Arlene Francis Center for Art, Politics, & Spirituality | *Danza Azteca Xantotl  |
| Art and Soul School of Creative & Performing Arts       | *El Dia de Los Muertos Petaluma  |
| *Art Escape   | Felta Education Foundation   |
| Artists of Guerneville                                  | *Fire Circle Theater   |
| Artquest  | First Look Sonoma  |
| Arts Guild of Sonoma                                    | Flamenco Arts Co   |
| ArtStart (Start Soco)                                   | Fort Ross Conservancy/State Historic Park                                      |
| *As You Are   | *Geyserville Sculpture Trail (program of the Geyserville Community Foundation) |
| Ballet Folklorico Qui Yolotzin                          | Graton Gallery   |
| Becoming Independent                                    | *Green Music Center, Sonoma State University                                   |
| Brave New Music   | Gualala Arts Center  |
| *California Indian Museum and Cultural Center           | Guerneville Art Association  |
| *California Poets in the Schools                        | H.E.A.T. Collective  |
| *Cazadero Performing Arts Camp                          | Hand Fan Museum  |
| Chalkboard Players (Child Parent Institute)             | Healdsburg Chorus  |
| Charles M. Schulz Museum and Research Center            | Healdsburg Community Band  |
| *Children's Museum of Sonoma County                     | *Healdsburg Jazz Festival, Inc.  |
| *Chimera Art Space                                      | Healdsburg Museum & Historical Society   |
| Chop's Teen Club  | *Healdsburg Performing Arts Theater, Inc (DBA Raven Performing Arts Theater)   |
| *Cinnabar Theater                                       | Kampuchean Bhuddist Association  |
| *City of Healdsburg: Community Services Department      | *KRCB (Rural California Broadcasting Corp)                                     |
| *City of Santa Rosa Public Art Program                  | *Latino Alliance   |
| *Cloverdale Arts Alliance                               | Left Edge Theater  |
|   | *Luther Burbank Center for the Arts (Luther Burbank Memorial Foundation)       |

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Main Stage West  
 (Performing Artists Coalition for Theater, Inc.)  
 Movimiento Cultural de la Unión Indígena  
 \*Museum of Sonoma County  
 \*Music to My Ears, Inc.  
 Musicians Coop  
 New World Ballet Center  
 North Bay Air Museum  
 North Bay Cabaret  
 North Bay Performing Arts Association/  
 Contessi Ballet  
 North Bay Stage Company  
 \*North Coast Ballet California  
 \*Oaxaca Tierra del Sol  
 Occidental Center for the Arts  
 \*On The Move  
 Pacific Coast Air Museum  
 \*Pegasus Theater Company  
 Penggrove Power and Implement Museum  
 Petaluma Adobe State Historic Park  
 \*Petaluma Arts Association  
 \*Petaluma Arts Center  
 Petaluma Historical Library/Museum  
 Petaluma Museum Association  
 Petaluma Music Festival  
 Petaluma Small Craft Center Coalition  
 Petaluma Trolley Museum  
 Petaluma Wildlife and Science Museum  
 Petaluma Wine Jazz and Blues Festival  
 Phoenix Theater  
 \*Play It Forward Music Foundation  
 \*Play Marimba  
 Pomo Project of Sebastopol  
 \*Pulse Arts  
 \*Railroad Square Music Festival  
 \*Raizes Collective  
 \*Ready, Set, Sketch!  
 Redwood Arts Council  
 \*Redwood Empire Chinese Association  
 Redwood Writers  
 Rivertown Revival  
 Roustabout Theater  
 Salmon Creek Art Walk  
 \*Santa Rosa Arts Center  
 Santa Rosa Children's Chorus  
 Santa Rosa Dia De Los Muertos  
 Santa Rosa Jr. College-Summer  
 Repertory Theatre  
 Santa Rosa Junior College Theatre Arts  
 Santa Rosa Quilt Guild  
 \*Santa Rosa Symphony  
 Santa Rosa Symphony Guild  
 \*Santa Rosa Urban Arts Partnership  
 \*Sebastiani Theatre Foundation  
 \*Sebastopol Center for the Arts  
 SoCo Dance Beat  
 SoMo Mountain Village Concert Series  
 Sonoma Academy of Dance & Arts  
 Sonoma Arts Live  
 \*Sonoma Bach  
 \*Sonoma Community Center  
 \*Sonoma Conservatory of Dance  
 Sonoma County Blues Society  
 Sonoma County Dance Guild  
 Sonoma County Dance Theater  
 Sonoma County Dancers United  
 Sonoma County Library  
 \*Sonoma County Matsuri Festival

## APPENDIX (cont.)

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|  |   |
|--|---|
| *Sonoma County Philharmonic                                | The Sitting Room  |
| *Sonoma County Taiko                                       | *The Theater School, Inc.                                   |
| Sonoma County Writers Camp                                 | Threshold Choir   |
| Sonoma Hometown Band                                       | *Transcendence Theatre Company                              |
| Sonoma International Film Festival                         | *University Art Gallery,<br>Sonoma State University         |
| Sonoma Latin Arts  | UPSide Dance Theater  |
| Sonoma Plein Air Foundation                                | Valley of the Moon Art Association                          |
| Sonoma Shakespeare Avalon Players                          | Valley of the Moon Historical Society                       |
| Sonoma State University Center for<br>Performing Arts      | *Voigt Family Sculpture Foundation                          |
| Sonoma Valley Chorale                                      | Walking Elephant Theatre Company                            |
| Sonoma Valley Education Foundation                         | West County Museum  |
| Sonoma Valley Historical Society Inc/<br>Depot Park Museum | West Side Stories   |
| *Sonoma Valley Jazz Society                                | Western Sonoma County Historical Society                    |
| *Sonoma Valley Museum of Art                               | Windsor Arts Council  |
| Spreckels Performing Art Center                            | *Windsor Bloco  |
| *The Imaginists<br>(Knights of Indulgence Theatre)         | *Dia de los Muertos Committee<br>(program of Windsor Bloco) |
| *The Nest community art center/<br>SNAG Magazine           | *Windsor Performing Arts Academy                            |
|  | *Young Actors Studio<br>(H-Town Youth Theatre)              |

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## SOURCES

*2005 Arts & Economic Prosperity Study in Sonoma County, Americans for the Arts*  
*2015 Arts & Economic Prosperity Study in Sonoma County, Americans for the Arts*  
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