



CURRENTS | NOVEMBER 2020

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GET NEWS: Stories and Updates



Transcendence Theater Company's *Broadway Holiday at the Drive-In*, taking place in December 2020 at SOMO Village and Sonoma Raceway.

Promote Your Holiday Arts Events and Offers with Creative Sonoma and Sonoma County Tourism

Our friends at Sonoma County Tourism (SCT) are launching a holiday-themed promotional campaign starting the week of Thanksgiving. The campaign will support both hospitality and arts offerings including art experiences and Sonoma-made gift giving ideas. We're working on this campaign with SCT so that our arts and culture makers have their work seen and supported by audiences from all over who love Sonoma County.

And the icing on the [fruit] cake is that the SCT website is viewed by tens of thousands of potential patrons - a number that is expanded by seasonal promotions like this upcoming campaign.

In addition to the potential for your event to be featured by SCT, Creative Sonoma is featuring a landing page on our website that we will promote throughout the holidays to highlight all the ways shoppers and event seekers can connect to you, our local arts producers and makers.

So...how do you get in on the action?

- Post your holiday events and offerings (including pop-up sales events, open studios, etc.) on our [Creative Calendar](#), either exactly as you originally conceived them, or reworked to be enticing to an outside eye.
- If you, your business, or organization has artwork, products, or services (memberships, season tickets, etc.) for sale for holiday gifting, update (or add) your profile in our [Artists & Creatives Directory](#) or the [Organizations & Enterprises Directory](#) tagged with the category "Holidays Shop Local".
- Make sure that your own social media sites are updated so potential patrons can find you when they are ready to buy.
- **BONUS HINT:** Partner with another hospitality or creative business to double your impact and increase the potential that your event or offer could be feature. It could be as simple and obvious as recommending a local wine and/or restaurant that pairs perfectly with your production or a recommendation for which craft beer to sip while using the functional art you sell.

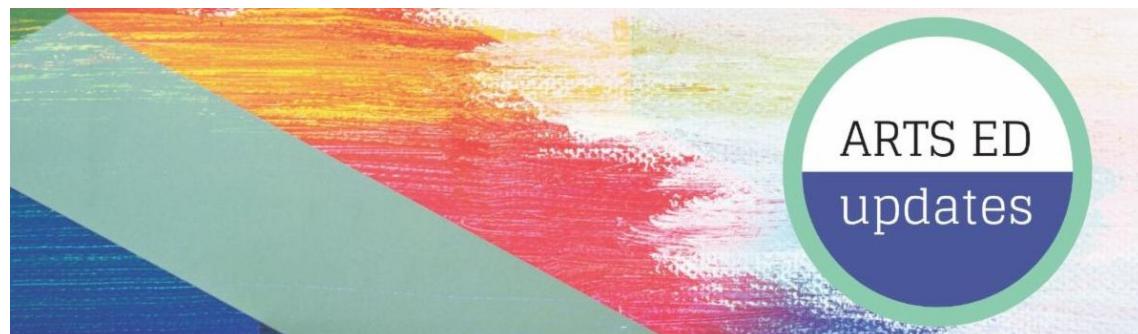
SCT will feature a link in its promotions to the "holidays" tagged listings on our site, as well as offer you the opportunity to post directly to their site if you are a partner (and if not, please consider becoming a partner).

For detailed instructions on how to participate, click on the button to get started!

[LEARN MORE](#)

WHAT WE'RE UP TO

ARTS EDUCATION



Arts Education Blog November 2020

The Sonoma County Arts Education Alliance (AEA) is calling for K-12 student artwork and performance submissions for a new monthly feature called "**Student**

Arts Spotlight". The purpose of this feature is to demonstrate, acknowledge, and celebrate students learning in and through the arts. Samples selected will be featured in the Creative Sonoma and Alliance channels. **Also in the blog** - teaching drama in distance learning, and a parents' guide to arts education in California schools. Read the blog [HERE](#).

NEW MEETUP: Funding in the Arts in the New Reality, LCAP, Title I, and Beyond (via Zoom) | Wednesday, December 2, 2020, 4:00-5:00pm

The AEA presents a meetup for district and school administrators, curriculum and instruction directors, trustees, and education funders to learn about "Funding the Arts in the New Reality, LCAP, Title I and Beyond," to explore another example of a local district's "Promising Practices in the Arts," and network with other advocates. The special guest presenter is Tom DeCaigny, Executive Director, of the California Alliance for Arts Education. Learn more and register for the meetup [HERE](#).

[LEARN MORE](#)

PROFESSIONAL DEVELOPMENT

Sonoma County Arts Administrators - Peer-to-Peer Meetups!

Join us in December for two free virtual meetups for Sonoma County arts organization professional staff and board members. We'll explore examples of work accomplished by local arts organizations as we all navigate how our organizations can be adaptive and flexible in our "new normal."

Each session will include brief presentations by local arts organizations on their recent experiences and programs, followed by facilitated discussions, idea sharing, and networking.

- [Virtual Fundraising Galas](#): Thurs., December 10, 2020, 12:00-1:00pm.
- [Technology and Programming](#): Thurs., December 17, 2020, 12:00-1:00pm

[REGISTER](#)

COVID-19 AND WILDFIRE RECOVERY

NEW GRANT: Creative Sonoma Recovery Fund Reopens

This new round of Recovery Fund grants are for individual creatives who experienced personal property loss or damages due to either the 2020 LNU Complex (Walbridge-Meyers) or Glass Fires. A minimum of \$500 will be awarded to eligible individuals.

The deadline to apply is **Sunday, January 3, 2021**, 11:59pm PST. Learn more and apply [HERE](#).

Burning Wild: A Community Listening Circle About Disaster, Place, and

the California Wildfires

Creative Sonoma Director, Kristen Madsen, will be a panelist for this foolsFURY Theater Company Climate ChangeSeries event presented in partnership with Brava! for Women in the Arts and Theatre Without Borders.

The event takes place on Saturday, December 5, 2020, 2:30-4:00pm PST. Learn more and register [HERE](#).

General Resources from Creative Sonoma:

- [Relief Funds for Creatives](#) - 50+ funds listed, updated November 2020, ranging from COVID-19 relief to fire and other emergencies
- [Reopening Arts and Culture](#) - best practices for safely reopening facilities and providing services through mitigating risks

From the Economic Development Board:

- **NEW:** [Sonoma County Economic Recovery Action Plan](#) - to support economic and community resiliency and recovery, based on feedback from over 500 community members.
- [SoCo Launch](#) - mitigation and compliance resources to help reopen local businesses as quickly and safely as possible (in English / en Español)
- [Business Recovery Tools](#) - targeted to those impacted by natural disasters



[LEARN MORE](#)

WHAT WE'RE READING

Selling Your Creative Work During the Holidays

As Creative Sonoma, Sonoma County Tourism, and our many partners that advocate to shop locally this holiday season, explore this quick list of holiday selling resources to consider new or expanded ways to sell and market your artwork or products.

[The Ultimate Guide to Holiday](#), from **Etsy**: Explore tools, tips, and holiday trends for shop owners of all experience levels (and contains great marketing tips applicable to any selling platform, not just Etsy).

[5 Creative Ways to Sell Your Arts and Crafts This Holiday Season](#), from **Artists Network**: Tips on creating custom bundles, to producing cards and prints, and more.

[How to Photograph Your Art for Instagram](#), from **Product Pic Tips**: Touches on all the basics of producing great photos of your work, with easy-to-implement recommendations, tips, and tricks.

[Digital Tools for Artists to Run a Remote Career During Coronavirus](#), from **Artwork Archive**: Includes excellent lists of tools for video-conferencing, for selling artwork online, to run your art business, to help you stay productive, and for tackling social media.

[18 Ways for Artists to Sell Their Creative Work Online](#), from **My Modern Met**: Explore this round-up of platforms on which to sell your artwork.

GET CONNECTED

Arts Events from our Creative Calendar

[SONOMA COMMUNITY CENTER: Event | 10th Annual Trashion Fashion Show](#)
Online (live stream). November 21, 2020.

[SANTA ROSA ARTS CENTER: Class | Write into Winter](#)
Online (via Zoom). December 2, 9, and 16, 2020

MORE [Events, Workshops, Classes](#)

Opportunities from our Marketplace

[A THEATER FOR CHILDREN: Call to Youth | Grades 3-12 Youth Playwriting Contest](#)
Santa Rosa, CA. Submit by December 1, 2020.

[CREATIVE WORK FUND: 2021 Grant Program for All Artistic Disciplines](#)
Bay Area, CA. Submit Letter of Inquiry by January 22, 2021.

MORE [Opportunities](#) (Auditions, Calls to Artists, Jobs, Grants, Professional Development, and more)

WITH SUPPORT FROM



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.



The e-newsletter CURRENTS is published monthly. Items listed under Events and Opportunities are drawn from our Calendar and Marketplace. To post items, login or register [HERE](#).

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