

CURRENTS | May 2021

In this issue:

- **Our Top Story:** Celebrating Local Business Owners: Intersecting Tourism, Hospitality and Artists
- **Our Work:** Get Listed in Creative Sonoma Directories Webinars, Arts Education, Relief Resources
- **Featured Posts:** Creative Calendar and Opportunities

OUR TOP STORY



Table Culture Provisions restaurant paired with Ceramics by Kala Stein, for the "Out of the Ordinary" story in the Resiliency Showcase.

CELEBRATING LOCAL BUSINESS OWNERS: INTERSECTING TOURISM, HOSPITALITY, AND ARTISTS

The first week of May 2021 was National Travel and Tourism Week. To mark the occasion, **Sonoma County Tourism (SCT)** created an online feature, titled the **2021 Resiliency Showcase**, to recognize some of the remarkable people who contribute to the hospitality industry in Sonoma County.

The feature highlights the resiliency and inventiveness that have become defining characteristics of Sonoma County residents. And with a little help from Creative Sonoma, the project features some of our Sonoma County artists as well, each of whom was paid a license fee for the use of their work.

SCT and Creative Sonoma staff brainstormed how to "pair" five artists with five small business owners. We explored intersections between arts and other industries finding literal connections and more interpretative crossovers. Then we introduced SCT to the Creative Profiles section of our website to browse

through the abundance of artists and cultural workers represented there.

In the end, SCT made some inspired choices putting together a poet and a fisherman, restaurant owners and a ceramicist, a winemaker and a photographer, a yoga instructor and a collage artist, and an events business owner and a textile artist. Dig into the videos and artists statement and you can find parallel themes and subtexts. As is true with all art, there will as many different interpretations as there are viewers.

If you are a creative in Sonoma County and do not have an individual profile on our website yet, please put one up now so your work and contribution will be included in this snapshot of our creative community. **See below for free webinars on how to create your profiles on May 26 and June 2!**

Special thanks to Kelly Bass Seibel at Sonoma County Tourism for her thoughtful shepherding of this project.

[Read the Feature](#)

OUR WORK

FREE WEBINARS: Creative Sonoma Online Directories



Creating Listings in the Education Programs for Schools Directory

Learn how to craft your teaching artist or arts organization educator profiles, along with developing your program descriptions for the [Arts Education Programs](#) directory. The free webinars take place on **Wednesday, May 26, 2021** at 12pm or 5:30pm.

[Learn More and Register](#)



Creating Individual and Organization Profile Listings

Learn how to craft your individual, band, organization or business profiles, for the [Artists & Creatives](#) or the [Organizations & Enterprises](#) directories. The free webinars take place on **Wednesday, June 2, 2021** at 12pm or 5:30pm.

[Learn More and Register](#)

ARTS EDUCATION

May 2021 Student Arts Spotlight

This month's Student Arts Spotlight features Theater Arts Students of **Analy High School (Sebstopol)** and teacher, Joseph Myers, for their production of *Clue*. Congratulations!



ANNOUNCING 2021 Arts Education Framework Consultancy Awards

Congratulations to **Guerneville and Horicon (Annapolis) School Districts**, selected as Arts Education Framework Consultancy Award recipients!

ALSO IN THE BLOG:

- **Looking for Summer Camps?** Our Creative Calendar leads to arts fun for everyone this summer!
- **iAspire Arts Integration Summit** Sonoma County Professional Development for classroom teachers in its 3rd year
- *Plus even more!*

[Read the Blog](#)

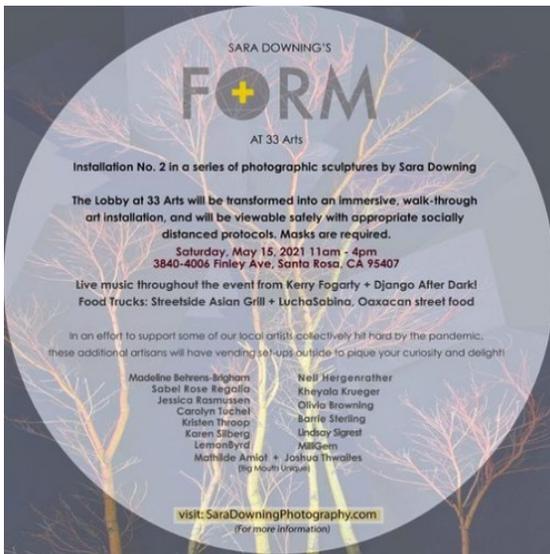
RELIEF FUNDING: COVID-19 Resources and Deadlines

Note these important relief opportunities and deadlines for organizations, businesses and individuals!

- SBA Shuttered Venue Operations Grant, **opened April 26, 2021**
- SBA Paycheck Protection Program (including sole proprietors and gig workers), deadline extended to **May 31, 2021**
- Artist Relief, apply by **June 23, 2021**

[Learn More](#)

Creative Calendar & Opportunities



From our Creative Calendar:
[+FORM at 33 Arts](#) (Santa Rosa) opening with artists, food, and music.
May 15, 2021, 11am-4pm

[MORE Events](#)

From our Opportunities:
Healdsburg Jazz (Healdsburg) is hiring an [Office Operations Manager](#).
Posted May 3, 2021.

[MORE Opportunities](#)

*Would you like to your event or opportunity featured in this spot?
Add your items to our online calendar or opportunities listings! Login or Register [HERE](#).*

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.



For General Information

creativesonoma@sonoma-county.org
(707) 565 6121

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

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

Bernadette Marko, Administrative Operations Coordinator
Bernadette.Marko@sonoma-county.org
(707) 565 6121

Debbie Yarrow, Arts Education Manager
Debbie.Yarrow@sonoma-county.org
(707) 565 6123

