Arts are an integral part of the fabric of our community. Arts are a convener of people, a conveyer of culture and an outlet for expression and innovation. Arts not only provide residents with recreational and entertainment options, arts act as a unifying force and lead to greater civic engagement. Arts also contribute significantly to economic vitality, quality of life and the education of our children.

In Sacramento, we know the desire to support the arts runs deep, even in these difficult economic times. We also know that effectively supporting the arts requires a strategic approach that bridges city and county boundaries.

Michael Kaiser, president of the Kennedy Center for the Performing Arts in Washington, D.C., said it best when he addressed a packed audience of community leaders last May. When it comes to strengthening the arts community, it is all about unity.

In June 2009, based on Mr. Kaiser’s inspiration and my own passion for the arts, I launched a regional arts initiative called “For Arts’ Sake.” I challenged arts organizations, artists, civic leaders, businesses and residents from across the Sacramento community to be bold, to work collaboratively and reinvent the way the arts are defined and supported.

The purpose of “For Arts’ Sake” is to raise the profile of Sacramento’s arts scene locally and nationally, establishing Sacramento as a major metropolitan destination while strengthening the local community. More specifically, the initiative seeks to unify the arts community around a shared vision and goals for strengthening the region’s cultural infrastructure, improving access to arts and arts education, and investing in talent and the creative economy.

Over the last year, more than 400 citizens came together to express their passion and dedication to revitalizing Sacramento arts. The Action Plan you are holding is the product of their unified dream and efforts – a clear set of recommended goals and steps for moving forward over the next three years.

Despite the struggling economy, now is not the time to become timid. Arts can be a catalyst for economic recovery. By failing to address the challenges facing our arts community, we place our creative sector at risk.

Thank you to everyone who participated in Phase One of “For Arts’ Sake.” Now that we have our vision and goals, there is much work ahead. I ask residents to help fulfill the Action Plan that follows in these pages. Let’s come together to strengthen arts and culture, improve the quality of life and build regional pride and economic vitality in our Creative Capital.
STRENGTHEN OUR CULTURAL INFRASTRUCTURE

**GOAL 1**

**A. IMPROVE PUBLIC FUNDING**
Assure the long-term sustainability of arts and culture in the region through a dedicated public funding mechanism that will yield $15-20 million per year.

**B. INCREASE PRIVATE SECTOR GIVING**
Leverage public funds to stimulate more giving from the private sector; build awareness of the values and benefits of the arts throughout our community.

**C. HELP ARTS & CULTURE SPACES FLOURISH**
Support public and private efforts that make our region’s performance and exhibition venues, rehearsal and office spaces, studios, and live/work sites more exciting, more affordable and more accessible.

IMPROVE ACCESS TO THE ARTS AND ARTS EDUCATION

**GOAL 2**

**A. ACCESS TO THE PUBLIC**
Promote wide participation, including offering more free and reduced cost arts and culture experiences for the citizens of the region.

**B. STRENGTHEN & SUPPORT ARTS EDUCATION**
Integrate arts learning into the education of every student in the region and broaden arts learning throughout the community, thereby cultivating lifelong connections to the arts.

**C. BUILD THE BRAND**
Position the Sacramento metropolitan region as a center of excellence for the arts.

INVEST IN TALENT AND THE CREATIVE ECONOMY

**GOAL 3**

**A. SUPPORT ARTISTS**
Eliminate barriers and support the basic needs of artists and other creative professionals so that the region will become a mecca for artists. Capitalize on the arts as an economic and creative driver.

**B. DEVELOP PROFESSIONALLY**
Create opportunities for artists to network with other creative professionals, supporters, and consumers – locally, nationally and internationally.

**C. BUY LOCAL**
Increase the purchase of locally produced art and create more cultural consumers. Support collaborations that help the entire creative services sector thrive.

APPENDIX AND CREDITS
Sacramento has a robust arts and cultural landscape responsible for a multi-million dollar “creative economy” and contributes significantly to the well-being of the Sacramento region. However, due to the challenging economic times, many of Sacramento’s artists and arts organizations are at risk.

In May 2009, Michael Kaiser, the president of the Kennedy Center, shared his insight with the Sacramento community about how to keep arts organizations healthy. It was obvious from the audience’s enthusiastic reaction that now is the time to create a unified approach to ensuring arts and culture not only survive, but thrive.

Based on this call to action, Mayor Kevin Johnson launched “For Arts’ Sake” as a means to bring the community together to develop a collective vision and direction for arts across the region. The initiative was guided by a leadership team that represented large, medium and small arts organizations and reflected the diversity of arts, including visual, performing, and literary arts. Business, philanthropy and artists were also included.

Over the last eleven months, more than 400 people attended monthly meetings and participated in one of five committees: Funding, Facilities, Arts Education, Marketing and Film. The meetings served to convene key stakeholders and monitor the initiative’s progress. Additionally, the Mayor showcased artistic talent, bringing in nationally renowned performers Wynton Marsalis and Lee Greenwood as well as featuring local artists.

The committees met monthly as well. They started by collecting input from artists, business leaders, educators and creative professionals to better understand the local challenges and opportunities. The committees next researched best practices and national models. Finally, they synthesized their learning into a set of goals and recommendations for the Sacramento region, which were posted on the “For Arts’ Sake” website for public comment. Staff from arts organizations and government entities across the region also reviewed the information.

Based on feedback, the goals and recommendations were further refined, resulting in this Action Plan. Work is currently underway to identify the organizations and structures that will play a critical role in attaining the goals highlighted in this Action Plan and ensure regional collaboration. Don Roth, executive director of the Mondavi Center, Sam Garry Maier, president and CEO of Western Health Advantage, have volunteered to serve as co-chairs. They will be supported by a newly formed Leadership Team and three committees of skilled volunteers. A project manager is also being hired who will work out of Mayor Johnson’s office. The project manager will oversee and support execution of the Action Plan, coordinate the efforts of participating entities and monitor progress. Central to success will be the establishment of yearly benchmarks and measurable results for each goal. To this end, baseline data will be collected and after 12 – 18 months, a midterm assessment will occur. The assessment will be the foundation for re-evaluating the goals and strategies, producing a progress report and releasing an updated Action Plan at the two year point. To follow the progress of “For Arts’ Sake” and the implementation of the Action Plan, please visit www.forartsake.org.

**Who’s Who**

American for the Arts (www.artsusa.org)

AFTA is focused on building environments where arts and arts education can flourish, creating meaningful public and private sector policies for the arts, and spreading awareness and appreciation.

Arts and Business Council of Sacramento (ABAC) www.abac.com

A chapter of American for the Arts, ABAC promotes partnerships between businesses and arts organizations to enhance the economy and enrich quality of life.

California Arts Council (CAC) www.cac.ca.gov

With the mission to advance California through creativity and the arts, CAC supports arts awareness, public participation in the arts, local arts organizations, professional development for arts leaders, and arts programs for children and communities.

Department of Convention, Culture and Leisure (DCCCL)

www.cityofsacramento.org

The mission of DCCCL is to promote and preserve Sacramento’s unique culture and heritage by delivering arts, leisure, and educational experiences that enrich people’s lives and enhance the metropolitan area.

For Arts’ Sake Sacramento (FAS) www.forartsake.org

FAS is a regional initiative launched by Mayor Kevin Johnson in June 2009. The purpose of the initiative is to create a collective vision and approach for making the full potential of the arts across Sacramento, ensuring a vibrant future for this region’s cultural assets.

Metropolitan Arts Partnership (MAP) www.mappnexx.com

MAP is an arts and cultural federation that increases awareness and raises funds for its 40+ affiliate members through workplace giving programs.

National Endowment for the Arts (NEA) www.arts.gov

NEA is a public agency and the nation’s largest annual funder of the arts. It is dedicated to supporting excellence in the arts, providing leadership in arts education and bringing the arts to all Americans.

Regional Arts Collaboratives

Staff from arts organizations and government offices across the six county region met to discuss “For Arts’ Sake.” The group affirmed the need for regional cooperation and their desire to participate in the efforts moving forward.

Sacramento Area Commerce and Trade Organization (SACTO) www.sacto.org

SACTO facilitates economic development in Sacramento, bringing together organizations, information, and resources to generate and support jobs, talent, and investment needed to ensure regional prosperity and global competitiveness.

Sacramento Convention and Visitors Bureau (SCVB) www desnagol d

SCVB strives to positive the Standing of the City and County of Sacramento as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community.

Sacramento Metropolitan Arts Commission (SMAC) www.sacmetarts.com

SMAC is a public agency devoted to supporting, promoting and advancing arts in the Sacramento region. SMAC provides programming, funding, and other resources for artists and arts organizations.

Sacramento Metropolitan Chamber of Commerce www.metrochamber.org

The Metro Chamber promotes economic strength and serves as a unified voice of business throughout Sacramento. Their office brings business interests to the forefront of civic and community leaders’ agendas, inspiring economic development projects, important public policy issues, and business growth.

Sacramento Region Community Foundation (SRCF) www.srcf.org

SRCF connects people who care with charitable causes through activities such as awarding grants to address a variety of current and long-term community issues.

The John F. Kennedy Center for the Performing Arts www.kennedy-center.org

The Kennedy Center hosts a variety of arts performances, nurturing new artists, and serving the nation as a leader in arts education.

**ORGANIZING FOR SUCCESS**

Successful implementation of this Action Plan is a collective responsibility. However, support structures are being put in place to manage the process, coordinate efforts and progress to results.

Co-Chairs will lead the effort with continuous support from the Mayor.

A Leadership Team and Three Committees, one for each goal, will meet bi-monthly. Ad hoc committees will be established as needed.

A Project Manager will be hired to drive implementation, monitor progress and align work.

Baseline data will be collected and tracked. Yearly benchmarks will be set for each goal.

A midterm assessment will be conducted after 12 – 18 months. At this point, goals and strategies will be re-evaluated.

An updated Action Plan will be released at the two-year mark based on the midterm assessment.

Central to success will be the establishment of yearly benchmarks and measurable results for each goal. To this end, baseline data will be collected and after 12 – 18 months, a midterm assessment will occur. The assessment will be the foundation for re-evaluating the goals and strategies, producing a progress report and releasing an updated Action Plan at the two year point. To follow the progress of “For Arts’ Sake” and the implementation of the Action Plan, please visit www.forartsake.org.
California receives the least public funding for the arts in the United States and these monies are on the decline. In 2009, local and state government funding fell 3.0 percent and 4.6 percent, respectively.

Rapid growth in program activity suggests high demand for cultural programming and services. 64% of Sacramentans polled believe that arts and creative learning are both essential to our community.

Contributed income includes funding from corporations, foundations and individuals. Government includes local, state and federal funding.

Number of arts related businesses in the Greater Sacramento area as of 2008, employing more than 7,061 people.

Public funding to support the region’s $350 million nonprofit arts and culture economy. (Current amount is 1.35 million.)
GOAL 1
STRENGTHEN OUR CULTURAL INFRASTRUCTURE

By most measures, Sacramento arts organizations are under-resourced when compared nationally. For example, arts organizations are underperforming in contributed revenue. Likewise, few arts organizations have endowment, reserve funds, or other forms of capital that bring stability and long-term sustainability. Additionally, Sacramento has a high demand for usable real estate and performing arts facilities and related venues such as rehearsal and set construction space. The supply, however, is limited or inaccessible, and no “master plan” for cultural facility development exists.

As the public arm for the arts, SMAC’s number one function is to provide funds to arts organizations and artists through its variety of programs. SMAC continues to seek more public and private resources to bring to the arts. Friends of the Arts Chamber of Commerce also seeks grants, donations, bequests and gifts.

SRCF serves as a leader in the pursuit to increase private sector giving to the arts. SRCF not only provided funding to support the “For Arts’ Sake” initiative, they recently launched Advancing Sacramento Arts, an initiative supporting small to medium-sized arts organizations through grants and capacity building workshops. The initiative will also work with arts supporters to understand their value in helping to create an arts endowment.

MAP seeks funding support for affiliated arts organizations through participation in public and private sector workplace giving programs. All donors receive a Passport to the Arts card which allows the bearer to attend six events at a reduced cost.

SCVB, ABC, and the Sacramento Metropolitan Chamber of Commerce all strive to promote the importance of a vibrant future for the region’s cultural assets and strengthen awareness of the City and County as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community. The arts community helps to define Sacramento and that definition becomes a powerful lure with which to target potential visitors.

Improved cultural facilities are underway through projects such as renovation of the Community Center Theater, expansion of the Crocker Art Museum and development of the E. Claire Raley Studies for the Performing Arts, the Folsom Lake College Regional Performing Arts Center, the new B Street Theatre and the West Sacramento amphitheater. Plans are also moving forward to make the Entertainment and Sports Complex a reality.

WHERE WE ARE

IMPROVE PUBLIC FUNDING

Maintain or increase current public investments in the arts. Identify preferred viable dedicated funding mechanism(s).

SMAC: Serve as a resource about public and private grants, including the National Endowment for the Arts and other federal programs. Support arts advocacy efforts at the state level.

FAS, City and County Officials: Support efforts to maintain or increase SMAC’s budget.

INCREASE PRIVATE SECTOR GIVING

Support efforts to motivate and increase private sector giving to the arts by 5%.

Project Manager, SMAC and SRCF: Provide relevant research on local and national arts funding. Establish benchmark data for current levels of private contributions and track future changes.

MAP: Encourage regional businesses and municipalities to participate in workplace giving programs that benefit the arts, generating $250K or more annually in donations.

SMAC and SRCF: Help local arts organizations secure more support from national foundations. Advocate for more corporate and foundation giving to the arts. Recruit more business and civic leaders to be strong voices for arts giving.

Infrastructure Committee: Support the efforts of SMAC, SRCF and MAP to position the arts as an important benefactor.

FAS, SMAC, SRCF and other arts organizations: Identify collaborative and innovative fundraising strategies. Find opportunities to leverage city and county funding to motivate private giving.

HELP ARTS AND CULTURE SPACES FLOURISH

Develop public incentives for private development of arts spaces. Coordinate needs of artists and arts organizations with goals of planners and developers.

SMAC and FAS: Conduct venue needs assessment and update inventory of arts facilities. Post inventory online as a searchable database. Develop a method by which artists and arts organizations could be matched with city-owned or private properties.

Infrastructure Committee: Work with regional cities and counties to explore potential incentives and funding sources for more private development of art spaces and revitalization of blighted areas.

FAS: Develop regional arts facility master plan that includes: identifying vacant spaces with the potential to be used as arts venues; expanding existing downtown arts and entertainment district; creating additional sub-districts, developing more live/work spaces for artists and supporting the development of a new Entertainment and Sports Complex. Prioritize a wish list of facilities.

CREATE

A vibrant arts community will inspire public and private support by individuals and organizations that fosters continued expression and creation.

RESOLVED TO

GOVERNMENT SUPPORT

Amount local governments invest per person in each metropolitan region

PRIVATE SECTOR

Percentage of the average arts budget that is received from charitable sources:

PUBLIC ART

The arts are visible throughout our community. In 1977, City and County ordinances established 2% of eligible City and County capital improvement project budgets be set aside for the commission, purchase, and installation of artworks.

Number of permanent and portable public artworks throughout the city and county

2014 RESULT

Establish plan for a dedicated, sustainable public funding mechanism that generates $15-20 million per year.

Increase total private sector giving to the arts by 10 - 20%.

Generate $500K or more annually through workplace giving.

500k

25% of vacant spaces in master plan are occupied by arts organizations, art and performances.

25%

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500k

25% of vacant spaces in master plan are occupied by arts organizations, art and performances.

25%
Sacramento Market Statistical (MSA) data indicates that Sacramento has positive market conditions for strong community participation in the arts. Sacramentoans have higher than average education levels, which is the number one predictor of participation in the arts, and household incomes are just slightly below the State median, which is the number two predictor of participation in the arts. Additionally, Sacramento households have a higher presence of school-aged children, indicating a fairly strong family market. Despite a solid core of support for the arts, survey data indicates that the region has limited awareness of arts activities, organizations and opportunities.

Sacramento arts organizations are committed to providing more access to the arts, offering many free and reduced-cost arts opportunities including free museum days, performances in parks, and discount tickets underwritten by corporate sponsors. Arts organizations are also doing their part to ensure that Sacramento's landscape includes artistic elements. In addition, the region's arts organizations offer a wide variety of effective arts education programming that has restored some activities that schools can no longer afford to provide.

Arts Open Daily is a recently launched public service campaign run by SMAC. The campaign includes ads on super king bus sides, on billboards, J Street banners, print ads, radio spots, and television PSAs.

SMAC oversees The Art in Public Places (APP) program, which uses a portion of construction dollars from City, County or Redevelopment projects for public art. The collection currently includes 650 pieces. There are 26 artworks in some stage of development, including 10 works for the Sacramento International Airport.

SCVB offers the Sacramento Gold Card free to visitors staying at participating hotels. The Sacramento Gold Card provides exclusive discounts for dining, shopping and entertainment.

Where We Are

STRENGTHEN ARTS EDUCATION & SUPPORT WHERE WE ARE

TO THE ARTS AND ARTS EDUCATION

GOAL 2

WHERE WE ARE

Identify and promote affordable arts opportunities to the public and explore options to expand public arts programs in the region by 10%.

SMAC: Inventory and create a comprehensive listing of free and reduced-cost arts events. Promote these events on Sacramento365.com and other event calendars throughout the region.

Project Manager: Work with SMAC to measure current levels of public participation in arts programs and establish baseline data for growth measurement.

Arts Access Committee: Work with arts organizations and artists to increase free and affordable arts and cultural opportunities. Work with SMAC, cities and counties to explore incentives for private developers to participate in the Art in Public Places program. Explore creation of an “Arts Card” and/or “Art Samplers.”

Arts Access Committee: Develop a coordinated marketing plan that includes: creating or utilizing an existing central information site; expanding online capabilities of existing resources such as SMAC and the SCVB; connecting to new audiences through interactive, digital and online media; and supporting SMAC’s multi-media marketing campaign Arts Open Daily.

Integrate arts learning into the education of every K-8 student in the region and support arts education throughout the community.


SMAC: Work with local arts organizations to inventory and promote all existing arts education programs being offered in the region.

Arts Access Committee: Increase visibility of arts education offerings across the region by: developing an Arts Advocacy Council; creating an arts education advocacy plan; and establishing a website for sharing best practices and a calendar of activities.

Arts Access Committee and SMAC: Strengthen the capacity of arts educators and providers by promoting professional development for teaching artists, classroom teachers, administrators and arts providers; exploring the creation of an arts resource center and library; and reinstating an Arts Education Conference & Symposium in conjunction with an “Arts Week” or “Arts Month.” Expand teaching artist workshop series.

Establish the Sacramento Region as a center for arts excellence and promote this status broadly. Increase cultural tourism and media visibility.

Arts Access Committee, DCCCL, SCVB, SMAC and other partners: Create a comprehensive marketing plan that promotes Sacramento as a national arts and cultural destination, an artist-friendly community and a prime location for film production.

Leadership Team, SCVB, SMAC and other partners: Create a month-long festival of creativity. Identify a steering committee, develop a business plan in collaboration with key partners including SCVB and seek funding. Consider bringing film festivals together into a coordinated annual event.

Film Commissions: Establish a regular ongoing meeting to coordinate, align and leverage efforts.

SCVB and SMAC: Seek to have statewide and national arts and arts education organizations hold annual meetings and conferences in Sacramento.

SCVB, Arts Access Committee and arts organizations: Expand the arts and cultural offerings included on the Sacramento Gold Card and the number of visitors utilizing the card.

STRENGTHEN & SUPPORT ARTS EDUCATION

ACTION BY FALL 2012

ACCESS TO THE PUBLIC

Strategy

Build the Brand

Increase visibility of the arts in the Sacramento region.

SCVB: Develop an annual event.

Arts Access Committee: Increase visibility of arts education offerings across the region by: developing an Arts Advocacy Council; creating an arts education advocacy plan; and establishing a website for sharing best practices and a calendar of activities.

Arts Access Committee and SMAC: Strengthen the capacity of arts educators and providers by promoting professional development for teaching artists, classroom teachers, administrators and arts providers; exploring the creation of an arts resource center and library; and reinstating an Arts Education Conference & Symposium in conjunction with an “Arts Week” or “Arts Month.” Expand teaching artist workshop series.


design by: www.merlotmarketing.com
Accessibility is a top priority in making arts and culture more visible in our community. Most importantly, it begins in the classroom with our children. Today’s youth are tomorrow’s arts patrons. A complete education that includes arts learning experiences is critical to a child’s success, both socially and academically.

**ART IN SCHOOLS**

- **93%** of teachers believe integrating more arts into education will help them meet some of their classroom challenges.

- **71%** of schools surveyed through “Any Given Child” do not provide arts education programs.

**AUDIENCE**

- **47%** of performing arts attendees come from outside the City of Sacramento.

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**Community-centered activities** will make arts and culture more accessible to citizens; increasing participation, building social connections and fostering neighborhood pride.

**RESULT BY 2014**

- Expand public participation by 25% in arts and cultural activities by increasing the number of free and reduced-cost opportunities.
- Double the number of regional K-8 schools that offer the “Any Given Child” program.
- Increase participation in arts education programs by 20%.

**SOURCE:** Economic Research Associates
GOAL 3 INVEST IN TALENT AND THE CREATIVE ECONOMY

Artists struggle with many of the same challenges that affect other citizens in our community – finding affordable health insurance, being priced out of their residence, understanding safety codes and navigating permitting procedures. Additionally, regional artists report having limited opportunities to network, share knowledge and effectively market their products.

WHERE WE ARE

SMAC and the SCVB are partnering to expand the capabilities of Sacramento365.com to help meet the needs of artists in the city, county and region. SMAC and CAC offer a listing of local, regional and national funding, management and professional development resources on their websites.

Cities throughout the region have flourishing gallery scenes and monthly “arts nights” to attract consumers. Sacramento’s “Second Saturday” is a popular outlet for galleries and artists to share their work with the community.

PROFESSIONAL SUPPORT

Stimulate the creative economy by creating more cultural consumers and cultural tourism, increasing the purchase of locally produced art and growing arts businesses.

SMAC, SCVB and SACTO: Develop metrics to track the impact of the creative sector on the economy.

Leadership Team, ABC, Metro Chamber and City and County Development/Planning Departments: Facilitate stronger connections and ongoing discussions linking arts with economic development and community revitalization.

Access Committee, SCVB, SMAC and other partners: Include strategies to promote local artists and the purchase of their work as part of the comprehensive marketing plan. Include creative businesses and professionals in technology solutions.

SRIF offers capacity building workshops that help artists learn to market their products and services and run sustainable businesses through the Advancing Sacramento Arts initiative.

SMAC provides funding, fellowships, resources and technical assistance to city and county arts and cultural organizations such as the Teaching Artist Workshop series, Artist Residency and ArtScapes. SMAC established the Sacramento Post Laureate Program in 2000 to celebrate the high caliber of talent among Sacramento’s poets.

SurrealEstates is a unique artist live-work project located in North Sacramento. SurrealEstates is comprised of 11 affordable single family homes with detached studios. The project strives to create a dynamic environment suited to making high quality visual art and generate wide-spread positive attention for the participating artists.

Issues of health insurance for artists and others employed in creative industries.

SMAC is working to secure Artists Insurance program membership in the Bay area, working with the Irvine and Hewlett Foundations. The Actors Fund recently published a health care guide for Sacramento that explains health care options in the area and answers questions specifically geared towards artists.

ACTION BY FALL 2012

Eliminate barriers and support the basic needs of artists and other creative professionals in the region.

SMAC: Survey artists and creative professionals to learn about barriers, unmet needs, tools and resources desired.

SMAC and FAS: Identify and prioritize the challenges facing creative individuals. Create a comprehensive plan to address barriers and unmet needs, which includes strategies for helping artists achieve savings on housing and other basic living expenses.

Help the creative services sector thrive by offering professional learning, networking and recognizing opportunities.

FAS, SMAC, SRCF and Nonprofit Resource Center: Evaluate technical assistance needs of artists and creative individuals in the region. Create more professional development, fellowship, residency and grant opportunities. Research the feasibility of a scholarship program and travel fund to send artists to learn from other artists and communities.

City and County Governments: Explore incentives for working artists (e.g. subsidies). Establish collaborations between housing organizations to identify opportunities for more live/work spaces and to address other artist housing needs.

SMAC and ABC: Consider development of a real and/or virtual networking forum for artists to connect with their peers as well as arts supporters and consumers. Expand programs that already exist such as Sacramento365.com.

Film Commission: Develop opportunities for apprenticing with out-of-town film crews.

SMAC, FAS and Regional Elected Officials: Explore expansion of Resolution program, reinstatement of SMAC’s artist merit award program and increased awards from elected officials for arts excellence.

SMAC and ABC: Promote hiring of regional artists first, including encouraging regional corporations to choose local artists as part of events, celebrations, meetings and conferences and for creation of marketing materials.

Office of the Mayor: Establish an annual award recognizing a regional business that has made exemplary use of the creative sector.

FAS: Help galleries learn to use “Second Saturday” as a means to strengthen their businesses.

SCVB, Film Commissions and City and County Governments: Increase film production by exploring incentives, actively pursuing opportunities, and marketing Sacramento’s assets and competitive advantages. Build a website that identifies labor resources and skills existing in the region.
Create a menu of professional development, technical assistance and networking opportunities for artists and art organizations.

Document a measurable increase in revenue for artists and arts organizations as well as revenue generated by arts businesses.

Get involved! Visit us at www.forartsake.org

Local, Regional and State

Arts & Culture in the Sacramento Region: A Summary of Research and Planning Documents, 1990-2010

A Snapshot View of Nonprofit Organizations in the Sacramento Region
http://www.sac365.org/docs/16Nonprofit%20Org
anization%20Survey%20Sacramento%20Region%2
0Sept%202009.pdf

For Arts’ Sake Sacramento
https://www.forartsake.org/

For Arts’ Sake – Education Initiative Survey, by Meta Research, Inc.


Sacramento Region Economic Profile 2009-2010
http://www.sacto.org/?LinkServID=4C5E8986-9F5A-2366-EAF51D021668E9B&showMeta=0

The Arts: A Competitive Advantage for California II

The Creative Industries in Sacramento, California 2010
http://www.sacmetroarts.com/arts-research.html

National and International

Art-Goers in Their Communities: Patterns of Civic and Social Engagement
http://www.nea.gov/research/Notes/98.pdf

Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development
http://www.nga.org/Files/pdf/0901ARTSANDECONOMY.PDF

Arts Participation 2008: Highlights from a National Survey

How the United States Funds the Arts

National Arts Index 2009: An Annual Measure of the Vitality of Arts and Culture in the United States

Soul of the Community
http://www.soulsoftheneighborhood.org/

The Qualities of Quality: Understanding Excellence in Arts Education

CELEBRATE
Sacramento will nurture creativity and celebrate artistic and cultural endeavors by providing economic opportunities, offering professional development and encouraging innovation for artists and the private sector.

RESULT BY 2014
Implement new strategies for helping artists achieve savings on housing and other basic living expenses.
Your community, covered.