



CREATIVE ECONOMY

PILOT PROJECT

“THE PURPOSE IS TO SUPPORT ARTS AND CULTURE PROJECTS THAT STIMULATE ECONOMIC DEVELOPMENT AND ACTIVITY, AS WELL AS SOCIAL IMPACT”



AUGUST 12, 2019

Reviewing the Pilot Project

The Grants

- ▶ \$500,000 available
- ▶ Awarded: 57 projects
 - ▶ 13 = \$25,000
 - ▶ 44 = \$5,000
- ▶ Project Date:
January 10, 2017-
November 2018

The Four Strategies

- ▶ Make Sacramento a Platform for Experimentation
- ▶ Build a Place-based Neighborhood Ecosystem around Food, Tech, and Art
- ▶ Empower Individual Creators, Makers and Entrepreneurs
- ▶ Practice What We Preach: Civic Engagement and Innovation in City Hall



THIRDPLATEAU

SOCIAL IMPACT STRATEGIES



Daniel Kaufman



Marie Huber



Whitney Caruso

The FINDINGS

EFFECTIVENESS

- ▶ The CEPP projects occurred across the city
 - ▶ At least three per District
 - ▶ Five were City-Wide
 - ▶ Most projects in District 5

PROJECT CATEGORIES

- | | |
|-------------------------|-------------|
| ▶ Performing Arts/Music | 21 Projects |
| ▶ Arts & Installations | 15 Projects |
| ▶ Temporary Activations | 13 Projects |
| ▶ Education | 10 Projects |
| ▶ Marketing | 5 Projects |
| ▶ Pop-Ups | 4 Projects |
| ▶ Farm-to-Fork | 1 Project |
| ▶ Multi-Use Space | 1 Projects |

The FINDINGS

IMPACT

- ▶ Total event participation: 35,000
- ▶ Grantees earned \$124, 215
- ▶ Sacramento-based spending: \$384,223
- ▶ Salaries: \$214, 326

SUSTAINABILITY

- ▶ 71% of projects continued after grant period
- ▶ Net Surplus of \$448,575

OVERALL: CEPP demonstrated potential for replicability, scalability and long-term sustainability of impact.

The RECOMMENDATIONS

- ▶ Develop a Theory of Change to Clarify Goals
- ▶ Revise applications to match goals of program
- ▶ Create a better communication and information-gathering system
 - ▶ Research and clarify definition of Creative Economy
 - ▶ Continue the Spirit of Experimentation and Testing
 - ▶ Maintain or Increase Funding
 - ▶ Increase staffing

The Resources



CULTURAL
EQUITY
AUDIT

Observations and Recommendations

Creative Economy Grants 2020

PROGRAM OUTCOMES:

1. Recognize and support revenue-generating creative enterprises
2. Contribute positively to the economic development of Sacramento
3. Make a positive social impact on a community, with priority for cultural hubs or economically disadvantaged, underserved communities
4. Increase and elevate the creative sector in Sacramento

CREATIVE EDGE GOALS:

- ▶ 2: Advance Cultural Equity
- ▶ 3: Build on Creative Economy
- ▶ 4: Artists and Creatives Thrive
- ▶ 5: Neighborhood infusion
- ▶ 6: Invest in Arts and Culture

Creative Economy Grants 2020



PURPOSE

Projects with economic and social impact in underserved communities

- ▶ \$300,000 total administered by Metro Arts
- ▶ \$15,000 and \$25,000 project grants
- ▶ ELIGIBLE: Individual artists, enterprise/business, nonprofit, public institution
- ▶ NOTE: City continues to define Creative Economy; these grants adapt recommendations on a department level to allow us to get another grant into the community

Cultural Equity Investment Grants 2020-2024

Equity Audit Recommendations:

- ▶ Invest in strengthening a network of six to eight legacy organizations that represent the cultural expression of Sacramento's diverse community
- ▶ Develop a three-year timeline for organizational capacity building
- ▶ Design learning opportunities to prepare this cohort for more funding opportunities
- ▶ Provide regular management assistance workshops that support small and emerging organizations (and artists)

Cohort 1	2020	2021	2022	2023	2024	TOTAL
Cycle 1						
Org 1	75,000	50,000	30,000	Non-financial support	Non-financial support	\$155,000
Org 2	75,000	50,000	30,000	Non-financial support	Non-financial support	\$155,000
Org 3	75,000	50,000	30,000	Non-financial support	Non-financial support	\$155,000
Cycle 2						
Org 4		75,000	50,000	30,000	Non-financial support	\$155,000
Org 5		75,000	50,000	30,000	Non-financial support	\$155,000
Org 6		75,000	50,000	30,000	Non-financial support	\$155,000
Cycle 3						
Org 7			75,000	50,000	30,000	\$155,000
Org 8			75,000	50,000	30,000	\$155,000
Org 9			75,000	50,000	30,000	\$155,000
MENTOR	50,000	50,000	50,000	50,000	50,000	\$250,000
TOTAL COSTS:	\$275,000	\$425,000	\$515,000	\$290,000	\$140,000	\$1,645,000

Cultural Equity Investment Grants 2020

PURPOSE:

To Infuse support for capacity building and sustainability in inclusive, culturally diverse organizations

- ▶ \$225,000 total administered by Metro Arts
- ▶ \$75,000 + Mentor for Capacity Building
- ▶ ELIGIBLE:
 - ▶ Nonprofit organizations
 - ▶ Operating Budgets of \$500,000 or less
 - ▶ In operation for three or more years
 - ▶ Board & Staff combined includes a diverse representation

CREATIVE EDGE GOALS:

- ▶ 2: Advance Cultural Equity
- ▶ 6: Invest in Arts and Culture

Cultural Equity Grants 2020

PURPOSE:

To Support new and emerging organizations that support inclusive, culturally diverse communities consistent with prior grants

- ▶ \$100,000 total administered by Metro Arts
- ▶ \$5,000 and \$10,000 project grants
- ▶ ELIGIBLE:
 - ▶ Nonprofit organizations (including Fiscal Sponsor)
 - ▶ Operating Budgets of \$500,000 or less
 - ▶ In operation for three or more years

CREATIVE EDGE GOALS:

- ▶ 2: Advance Cultural Equity
- ▶ 5: Neighborhood infusion
- ▶ 6: Invest in Arts and Culture

Informational Workshops

Tuesday September 10, 2019

300 Richards Boulevard

- ▶ For Current Grantees
 - ▶ DataArts Workshop: SPEAKING OF DATA
 - ▶ 10 am- 12 pm

- ▶ For Prospective Grantees
 - ▶ Informational workshop
 - ▶ 12:30 pm-2:30 pm

Tuesday, September 17, 2019

The Brickhouse Gallery and Art Complex

- ▶ For Prospective Grantees
 - ▶ Informational workshop
 - ▶ 5:00 pm-7:00 pm

Wednesday, September 18, 2019

City Hall, 915 I Street, Room 1119

- ▶ For Prospective Grantees
 - ▶ Informational workshop
 - ▶ 1:00 pm-3:00 pm