

Creative Sonoma Arts Action Plan

Adopted by the Sonoma County Board of Supervisors June 24, 2014



Table of Contents

Introduction 1

Findings 1

Recommendations 1

 Establishment of a Local Arts Agency: Creative Sonoma 1

 Draft Vision Statement 1

 Goals of Creative Sonoma 1

 Functions of Creative Sonoma 1

 Funding for Creative Sonoma 1

 Major Initiatives of Creative Sonoma 1

 Structure and Governance of Creative Sonoma 1

 Initial Priorities for Creative Sonoma 1

Appendices 1

 Creative Economy Memo 1

 Cultural Tourism Memo 2

 Planning Participants 2

 Sonoma County Nonprofit Arts and Cultural Organizations 2

Stakeholders Review Group

Lindsay Austin, Tech Sector
 Pam Chanter, Vantreo Insurance, EDB Board Chair
 Raissa de la Rosa, City of Santa Rosa / Economic Development
 Karin Demarest, Community Foundation Sonoma County
 Kate Eilertsen, Sonoma Valley Museum
 Linda Galletta, Sebastopol Center for The Arts
 Andy Gravelle, EMG Pickups
 Caleb Haye, Chimera Arts/Touchfab
 Warren Hedgpeth, Architect
 Khysie Horn, Quicksilver Art Gallery / Retired
 Vicky Kumpfer, Fulton X Gallery
 Brent Lindsay, The Imaginists Theater
 Karen Peterson, SRJC / Artist / Petaluma Arts Center
 Rhoann Ponseti, First Community Bank
 Thaine Stearns, Sonoma State University
 Susan Upchurch, Board of Supervisors Staff
 Mario Uribe, Artist
 Dana Woodman, Chimera Arts

EDB Staff

Ben Stone, Executive Director
 Al Lerma, Program Manager
 Collette Thomas, Secretary
 Francesca Schott, Project Coordinator

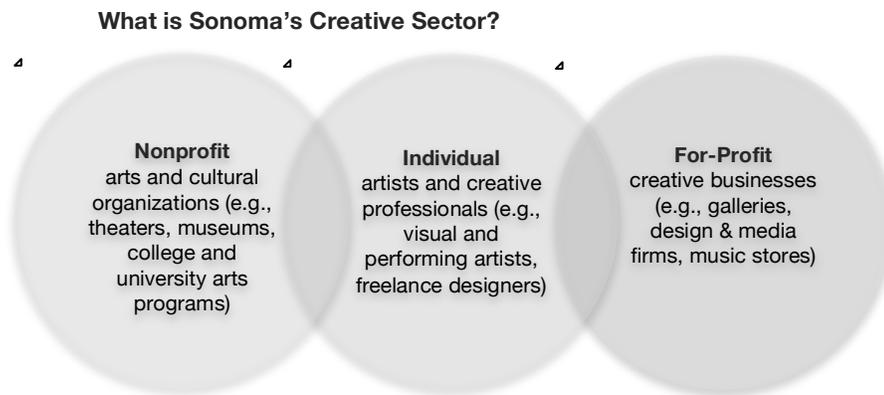
Consultants

The Cultural Planning Group
 David Plettner–Saunders, Partner
 Jerry Allen, Partner
www.culturalplanning.com

Introduction

The Sonoma County Board of Supervisors commissioned the Economic Development Board with development of the *Creative Sonoma Arts Action Plan* to advance its arts sector, both nonprofit and commercial, throughout the county and beyond. The primary purpose of this project is to identify what type of arts and creative sector leadership is needed and appropriate for the county. The county’s many creative people and organizations now offer powerful but often under-recognized contributions to the county’s economy and its diverse communities. There is strong potential for greater collective impact from this resource, and *Creative Sonoma* is intended to identify and catalyze the actions needed to fulfill this goal.

Creative Sonoma starts from the point of view that arts and culture are among a community’s most powerful assets. They distinguish each community and allow residents to better understand and celebrate the uniqueness of their lives. As the “Smart Cities” movement illustrates, arts and culture are also a competitive tool, strengthening many elements of civic life, including the economy, tourism, education, youth development, neighborhoods, sustainability, civic participation and cultural equity. Sonoma County believes that its creative sector has long fulfilled these roles to a certain extent, with limited resources and without the benefit of sufficient coordination.



What is the creative sector? In Sonoma County, it includes the nonprofit arts community, individual artists and other creative professionals, and for-profit creative businesses. This creative sector contributes to tourism and other economic development, in partnership with the county’s viticulture, agriculture, outdoor recreation and natural beauty. Together, they form a culture that uniquely defines Sonoma County as a desirable place.

Tourism, including culinary, arts, and cultural experiences, is an especially desirable form of economic activity because it functions as an export, selling assets created within the county to customers from outside. Sonoma County has made great strides towards achieving its full identity as a place and a cluster of experiences that define it as one of the most attractive destinations in the world. Like other places blessed with natural and cultural abundance, Sonoma County has invested in marketing and supporting its assets and been rewarded with an increase in visitorship, greater business retention, and a high quality of life. Much more can be achieved when its abundant creative assets are fully coordinated in support of this effort.

Sonoma County’s arts community faces a transition in the recent disbanding of its local arts agency (the Arts Council of Sonoma County). This unfortunate discontinuity in leadership, along with the findings of a 2012 arts assessment conducted by the Community Foundation Sonoma County, underscore the imperative for *Creative Sonoma* to define an effective and sustainable leadership agency for Sonoma County’s creative sector. *Creative*

Sonoma aims to address the priority question of what agency or partnership would best provide leadership for cultural and economic development in Sonoma County, what its focus should be, and how it can be structured and funded. There is also a desire to recalibrate leadership to better reflect a larger vision of integrated cultural and economic development.

Creative Sonoma is the result of a four-month planning process that engaged a total of more than 220 stakeholders from throughout the county. A review group representing a cross-section of leadership from the arts, creative business, and tourism sectors oversaw creation of the plan, with the assistance of EDB staff and a consulting team. Approximately 135 people attended a countywide forum to identify and discuss critical issues and develop potential solutions. Discussion groups and interviews were held in nearly all communities in the county, often in arts venues. In addition, two specialist consultants visited the county for a preliminary assessment of cultural tourism and the creative economy. Their observations are presented in memos appearing in the Appendices (page 17 and 20).

The original scope of this planning process was broader, including specific issues such as cultural tourism, development of the creative economy, public art, etc. It also included a broader public engagement of the county's many communities in visioning and defining priorities. For the sake of efficiency and to control costs, the project was redefined to focus on *stakeholder* outreach to the most relevant people and organizations. Stakeholders include the arts community, economic development and tourism agencies, leaders of creative businesses, funders, and elected, and other decision-makers and "influentials." Accordingly this plan includes recommendations for potential follow-up projects, building on the current one to create a comprehensive and more effective approach in service of the overall purpose.

Findings

Stakeholder engagement produced a number of findings, expressed here as themes. In addition, review of available data on Sonoma County provides useful perspectives on these themes.

Sonoma County has a broad, shared sense of its cultural identity.

Stakeholders express a clear sense of the county’s cultural identity and broader quality of life. There is an expansive definition of culture and creativity, including art forms (e.g., visual art, music, theater) as well as participatory arts experiences, ethnic cultures, and contemporary artistry expressed through technology. Culture in Sonoma County encompasses a strongly independent and entrepreneurial spirit, especially among younger people. There is an emphasis on self-reliance, DIY (do-it-yourself) and an inclusive definition of creativity, such as non-arts expressions of creativity through technological and conceptual invention. Creativity spans those participating in the alternative *Burning Man Festival* to “maker fairs.”

Sonoma County’s distinct character goes beyond arts and creativity to the beauty of the landscape, the agricultural heritage along with its current vital resurgence, and of course the world-renowned wine industry. There is a value placed on a more casual way of life than neighboring Napa and Marin counties.

Stakeholders share a pride in the county’s existing arts and cultural assets, such as its museums, performing arts venues, art galleries, artist communities, the SOFA district, outdoor sculpture collections, community arts centers, festivals, and events, among many others. At the same time, some express a desire to elevate the level of artistic quality and interest, in part in recognition of the standards set by San Francisco and the Bay area. There is a strong but less publically visible collection of ethnically specific cultural communities and artists, including a large and diverse Hispanic population. There is limited multicultural representation in the larger arts community, although the demographic trends predict a majority Hispanic population in the county by 2040.

There is a rich and varied collection of arts and cultural organizations in Sonoma County.

There are more than 200 nonprofit arts and cultural organizations in the county, with more than 100 contributing actively to the cultural scene (reporting regularly to the IRS). While there are five organizations with operating budgets greater than \$1 million, e.g., the Wells Fargo Center for the Arts, the Charles M. Schultz Museum and the Santa Rosa Symphony, the great majority have small budgets a few paid professional staff (see list, page 25).

Nonprofit Arts and Cultural Organizations in Sonoma County

<i>Organizational Counts</i>		<i>Organizational Finances</i>	
Total number of nonprofit arts and cultural organizations	210	\$8,737,810	Largest budget (total revenues)
Total reporting income last year (= active)	103	\$1,712	Smallest budget (total revenues)
Total number in:			
Santa Rosa	39	\$76,594	Median budget
Petaluma	17	\$55,417	Median assets
Sonoma	13		
Healdsburg	9	\$36,596,487	Total Revenues (all organizations)
Sebastopol	7	\$98,559,121	Total Assets (all organizations)
Cloverdale	3		
Cotati	3		
Guerneville	2		
Glen Ellen	2		
Penngrrove	2		
Occidental	2		
Rohnert Park	2		
Jenner	1		
Windsor	1		
		<i>Comments</i>	
		Excludes Green Music Center at Sonoma State, whose budget falls within the overall budget of the university.	
		Excludes organizations reporting to the IRS after 2012.	

Source: National Center for Charitable Statistics (based on IRS filings)

In addition to independent nonprofits arts and cultural organizations, as described above, Sonoma County is also home to a rich collection of arts programs and venues on the campuses of colleges and universities. For example, the Green Music Center at Sonoma State University is a major venue and a large budget organization that is not reflected in the figures above, because its budget is reported to the IRS as a portion of the university's budget under a different category. Similarly, organizations classified by the IRS as a private foundation, like the Voigt Family Sculpture Foundation and Community Foundation Sonoma County, does not appear on the above list, but are important contributors to the county's cultural ecosystem.

Needs of arts organizations include funding, communication within the arts community and with the business community, marketing and audience development, public visibility, and advocacy about the role and value of the arts in the community.

There is a strong and growing community of individual artists in Sonoma County.

Artists in the county span a range of visual arts, music, theater, dance, digital/media, design and multidisciplinary practices. The visual arts community is perhaps the largest and most visible and there are a number of nationally or internationally successful artists living in the county. In addition, there are active artists' scenes for other art forms, including a growing number of younger artists who choose the county specifically for its creative character. Needs of individual artists include recognition, promotion, marketing, the removal of barriers (e.g., permitting and zoning for arts spaces), encouraging the expansion of the art market, an artists directory, artists mixers/networking, business training (professional practices training), exhibition and performing opportunities, colocation of artists, and live/work spaces.

The for-profit creative sector in Sonoma County has growth potential.

The Sonoma County Economic Development Board recently identified three economic sectors with potential for growth and development: 1) craft food and beverage, 2) outdoor recreation and bicycling, and 3) creative enterprises. While there is no formal inventory, the creative sector in the county includes architectural, advertising, marketing, animation, music, artist studio, and art gallery enterprises. The EDB convened a focus group of creative sector businesspeople in February 2014 to begin an assessment of their needs and interests, in anticipation of better assisting them within the agency's existing focus on small business support. Interviews with creative sector stakeholders revealed a growing but somewhat hidden collection of creative businesses, with little interconnection and networking. They often choose to locate in Sonoma County for its highly desirable quality of life, favorable business climate and access to qualified employees (although some specific job categories are more difficult to fill). These are small businesses, relatively nimble, growth oriented and "green." There appears to be strong potential for growth in this sector, and specifically to add high value jobs and people to the community. For additional observations, see Creative Economy Memo, page 17.

There is a strong need and potential for improved communication, marketing and promotion of the county's creative sector.

While Sonoma County's creative community is abundant, it needs more effective communications with the public and among members of the sector. Stakeholders express the nearly unanimous opinion that there is a lack of information about, and awareness of, arts and cultural activities throughout the county. The need for improved communications encompasses residents, visitors and workers. Better communications with each of these groups can help increase participation and public visibility.

Some of this is the understandable result of a large county with numerous small communities, each of which has a strong local interest and focus. For example, a local community may have strong attendance at its downtown summer events, but few outside the immediate community are aware of them and they too often are not effectively promoted well to visitors. There is a strong perceived potential for "moving people around the county" to attend events in nearby communities.

Stakeholders also identify the need for better internal communications among artists, arts organizations, creative professionals and creative sector businesses. These people and enterprises have interests in common and, as with any field, there is much to be gained from better networking, convening and cooperation. There simply are few mechanisms to convene people around common creative sector interests.

There is strong interest throughout the county in leveraging arts and culture as part of the tourism brand. There is nearly universal acknowledgement of the power of cultural tourism, which generally means longer stays and greater spending per visit. This is already a part of the county's visitation, which is growing. However, cultural tourism has not yet been quantified

and its evident potential for growth has not been planned. A key finding is the broad acceptance of tourism as a part of the Sonoma County cultural experience and a willingness on the part of both tourism and creative industries to explore ways to expand and enhance cultural tourism.

For many, cultural tourism includes "heads in beds" as well as increased participation by county residents at events within the county. Increasing the number of hotel stays is an achievable goal but there is a larger potential to elevate the county's brand, to engage visitors staying with residents, and to better serve local residents. In fact, the level of hotel occupancy is so high in recent years that increasing visitation will involve planning targeted at filling specific gaps, such as lower occupancy in the offseason.

Stakeholders are often responsible for marketing their own creative events and products. As marketing professionals, they see the need and potential for strategic marketing, cross-promotion, and integrated branding. They have many specific tactical suggestions for such efforts.

Finally, it should be noted that there is interest in programming that integrates and builds on existing local offerings, such as a themed communitywide festival that allows artists, arts organizations and creative businesses to coordinate their offerings. This is seen as a way to accomplish several related objectives: coordinated marketing, greater visibility, countywide cooperation, enhanced visitation, and increased local tax revenues.

There is a priority placed on improving arts education throughout the county, K-12 as well as lifelong learning.

Many stakeholders make a connection between audience development and arts education. The single most important predictor of arts participation is engagement at an early age. Stakeholders reason that better arts education is essential to the future audiences as well as skill development for a 21st Century workforce. Arts education needs include increasing the public understanding of the role and value of arts education within education of the "whole child," advocacy to decision makers, a call for countywide leadership (including the Board of Supervisors and the County Office of Education), professional development for teachers, opportunities to celebrate student achievement in the arts in community settings, stronger connections between schools and the arts community, and support for including arts in implementation of the new Common Core curriculum standards.

There is wide agreement that the County has a role to play in arts leadership, including providing funding.

There is a strong need for more effective leadership for the arts and the broader creative sector, one which redresses the weaknesses of the Arts Council of Sonoma County. The interest of the Board of Supervisors in defining a new leadership role is widely welcomed. This is based in part on the success of efforts in leading the county, such as Sonoma County Tourism, as well as the gap left by the loss of the Arts Council. However, many stakeholders express cautions about a leadership role. It should be representative and neutral, avoid direct competition with stakeholders for funding or audiences, not produce public programming, and not dictate artistic taste.

Stakeholders widely endorse the need for county arts funding. The philanthropic environment for the county is described as unusually challenging, with few major patrons, many of whom have preexisting philanthropic commitments and little capacity for expansion. The Community Foundation Sonoma County includes arts as an area

of interest but has modest resources to invest. Also, while there is significant wealth in the county, many observe that affluent residents often have homes and interests in communities outside the county. Therefore, their donations are frequently directed to organizations and causes elsewhere. In addition, there are few major corporations located in Sonoma County, limiting this sector as a source of funding and sponsorships.

Despite relative affluence in the county, public sector contributions are lower than national averages. Individual cities provide small or no arts grants. The County's arts funding, which comes primarily from the Advertising Fund (see below), is small in relation to the scale of the nonprofit arts community. While the private philanthropic culture and practice can be developed over time, increased county funding is seen as not only welcome but also an effective strategy for sustainability of the county's nonprofit arts and cultural sector.

The County's Advertising Fund can be more effective as a tool for creative sector development.

Stakeholders often expressed the need for changes to the County's arts funding. They view this as a strategic investment as well as a leadership action that can leverage additional growth and resources. The County's current arts funding is primarily made through its Advertising Fund. The Advertising Fund, funded by TOT revenues, is divided into 15 subcategories that range from tourism and economic development to affordable housing. The total fund in FY2014 was \$8,320,587. Grants to arts and cultural organizations totaled \$278,360, less than 3% of all funding. In addition to its small scale, arts grants through the Fund are restricted to marketing purposes, reflecting the "bed tax" funding source.

Sonoma County Advertising Grants (2013/14)

- Major Events/Organizations, \$234,000
- Historical Commissions, \$30,000
- Visitor Wayfinding and Signage, \$14,360
- Total Arts & Cultural Grants, \$278,360
- Total Advertising Fund Allocations, \$8,320,587
- Arts Percentage of Total Advertising Fund Allocations, 3%
- Advertising Fund Arts Grants as Percent of Sonoma County Nonprofit Arts Budgets, <1%
- National Average of Local Government Support for Nonprofit Arts Organizations, 4%
- National Average of All Government Support for Nonprofit Arts Organizations, 9%

Stakeholders express the need for additional County funding support, as well as less restrictive funding. In fact, the national average of local government support in the budget of a nonprofit arts and cultural organization is 4% of total revenues and all government support totals 9%¹; in Sonoma County, the Advertising Fund arts grants total less than 1%. Furthermore, County arts grants through the Advertising Fund are nearly the only source of government arts support. There is little or no support from city, State and Federal sources. This means that the County is the main source of government funding. While increased support from cities with the county is desirable, the County can exercise leadership by meeting this need. It has much to gain from such an increase; according to longitudinal research by Americans for the Arts, each \$1 of local government support generates an average of \$3 in increased local tax revenues.² Accordingly, arts investments by local government are highly leveraged, returning increased tax revenues and other community benefits.

¹ Source: Americans for the Arts, *Sources of Revenues for Nonprofit Arts Organizations*, 2014, http://www.americansforthearts.org/sites/default/files/pdf/2014/by_program/research_studies_and_publications/one_pagers/1.%20Source%20of%20Revenue%20for%20Nonprofit%20Arts%20Organizations.pdf

² Source: Americans for the Arts, *Arts and Economic Prosperity IV*, 2010, <http://www.americansforthearts.org/byprogram/reportsanddata/researchstudiespublications/artseconomicprosperityiv>

Recommendations

The purpose of the *Creative Sonoma Arts Action Plan* is to address the question of what agency or partnership would best provide leadership for cultural and economic development in Sonoma County, what its focus should be, and how it can be structured and funded. There is also a desire to calibrate this leadership to reflect a vision of integrated cultural and economic development. This report contains one overall recommendation—to establish a countywide local arts agency—and associated recommended strategies. Also, this project was originally conceived as a first phase of planning, to be expanded once the threshold questions had been addressed. There are additional recommendations for follow-up planning and development that will best fulfill the intent of the County’s creative sector leadership.

Establishment of a Local Arts Agency: Creative Sonoma

Overall Recommendation: Create an agency, “Creative Sonoma”, to promote the development of the entire creative sector, including the nonprofit arts sector, the creative for-profit sector of the economy, and individual artists and creative professionals.

There is overwhelming stakeholder support for the formation of a countywide arts agency in Sonoma County. As detailed in the findings, there are compelling reasons to provide countywide coordination and support for the arts and the entire creative sector of the economy.

This recommendation aligns with national best practices. There are more than 6,000 local arts agencies that serve cities and counties in the United States. These agencies go by different names – arts commission, cultural council, civic arts board, arts and humanities council. They can be government agencies or nonprofit agencies. There are even some quasigovernmental agencies, having both public and private aspects. They all, however, have one overarching purpose, to promote the development of the arts within their city or county jurisdiction. The needs identified by Sonoma County stakeholders all fit within this purpose. Also, with the demise in 2013 of the Sonoma County Arts Council, there ceased to be an organization to serve the broad interests of arts and culture in Sonoma County.

Draft Vision Statement

The Review Group developed a draft vision statement for the future of the arts, and the entire creative sector, in Sonoma County. This draft statement also functions as a vision statement for the recommended new agency, Creative Sonoma. Because of the relatively short time frame in developing this plan, the draft statement should be revisited and refined by the new agency’s Board, once it is created.

Creative Sonoma will value and provide value to the arts in Sonoma County, identifying art in its varied forms and genres as an essential component of the region and promoting its arts and artists within the communities and for the constituents of the county and beyond its borders. Creative Sonoma is a sustained and valued economic and cultural driver to and for Sonoma County, empowering bold, inclusive art and programming as an integrated element of the varied locales and identities in the County. Furthermore, Creative Sonoma advocates for policy and structural development, ever improving access to the arts at every opportunity.

Goals of Creative Sonoma

- Represent the creative sector of the community, effectively advocating for its growth and development.
- Advise the County Board of Supervisors on matters relating to the creative sector and arts/cultural development.
- Liaise with various County and City departments and agencies, educational institutions, business groups, and other leadership groups.
- Oversee cultural planning and policy development, identifying countywide needs and priorities.
- Foster communications and collaboration among the creative community.
- Promote economic development through increased cultural tourism and growth of the County's creative clusters.
- Adopt a neutral and representative stance, balancing the delivery of programs and services to Sonoma County's communities and to its creative stakeholders.
- Avoid competition with stakeholders for funding and audiences.
- Avoid the appearance of being the arbiters of artistic taste in Sonoma County.

Functions of Creative Sonoma

- Community cultural planning, researching the needs and aspiration of the residents, visitors and cultural stakeholders in Sonoma County, including:
 - Creative Economy planning
 - Cultural Tourism planning
 - Public Art master planning
 - Cultural Facilities planning
- Convening around issues of importance to the arts community and the creative sector and creating opportunities for networking.
- Compiling an inventory of Sonoma County cultural and creative sector resources, updating regularly (this could be part of a community-based cultural plan).
- Management of a countywide arts website and events information portal.
- Overseeing the distribution of funding for arts, culture and the creative sector, including basic operating support, project funding, artist fellowships and other kinds of support.
- Implementing a public art plan and program for the County.
- Initiating and coordinating of local and regional arts and cultural festivals, including planning for a Sonoma County National or International Festival of Creativity.
- Providing technical assistance to artists, cultural organizations and small creative businesses, including professional practices (business or career) training for artists.
- Promotion of arts education and lifelong learning in the arts.
- Developing policy recommendations for the County government, including such issues as zoning and permitting.

Funding for Creative Sonoma

Startup funding for Creative Sonoma during the first three years should come from County Transit Occupancy Tax (TOT) funds. Start-up funding of approximately \$250,000 for the first year and increasing to approximately \$500,000 at the end of three years would be sufficient to establish initial programs, undertake additional planning, and allow for development of other sources of funding.

During the first year, a financing plan should be prepared by the County, with a goal of developing sustainable funding streams in support of the arts, and guidelines should be drawn up to set priorities and qualifications regarding projects and programs seeking funding from Creative Sonoma. Funding sources to be considered could include federal and state grants, community and private foundations, an increase in TOT assessed on lodging, partnerships with the nine cities, and support through business community and corporate sponsorships.

The use of Transit Occupancy Tax revenues to support arts and cultural activities is permitted by California law, both for the purpose of expanding visitorship and for the purpose of supporting programs and activities that offer amenities for visitors. This is a widely utilized source of funding for the arts by cities and counties in California and across the nation. Some communities, notably San Diego, San Jose and San Francisco, allocate substantial portions of their TOT revenues to support arts and culture, without a requirement that recipients of these funds demonstrate direct impact on hotel occupancy.

Other potential funding sources include the California Arts Council's State Local Partnership Program and the National Endowment for the Arts. Nongovernmental funding support could be sought for specific projects and programs from such sources as the Community Foundation Sonoma County, major statewide foundations like Irvine, Hewlett and Packard, and sponsorships of major projects like a major festival from local businesses, corporations and individuals. However, Creative Sonoma should be careful to avoid directly competing with the arts and cultural organizations for local funding.

Major Initiatives of Creative Sonoma

The following sections describe several key functions of Creative Sonoma, as listed above. Most will require additional planning and development into specific program plans.

Services for Artists

Sonoma County is blessed with an extraordinary concentration of working artists, producing very high quality artworks. In most instances, these artists are working in isolation out of their home or garages. They often are employed at other jobs to support their art-making. They often lack sophisticated business and marketing skills. They have few opportunities to exhibit and sell their work locally. Creative Sonoma can play an important role in supporting this important artistic resource. Technical assistance in the form of professional practices training (training in business or career skills, such as marketing, grant writing and proposal development) would improve their abilities to be self-sustaining, be in charge of their own careers, and to direct their creative efforts more successfully. Such training can build on the existing resources provided by the Economic Development Board. Creative Sonoma can also generate new opportunities to exhibit or perform, through the creation of cultural centers or through negotiation with owners of vacant commercial properties. A County public art program would create opportunities for both permanent and temporary display of artworks in public settings. Development of artist studio and live-work spaces could attract new artists to Sonoma County and retain those that already reside here. A program of artist fellowships could give recognition to the most talented artists in Sonoma County.

Community Cultural Assessment

One of the limitations of the *Creative Sonoma Arts Action Plan* process is the reliance on stakeholder engagement, as opposed to the community at large—residents, workers and visitors. An early priority for Creative Sonoma should be to expand the planning process to embrace the larger community, assessing their cultural needs and aspirations. This typically utilizes an outside consultant and reaches out through a variety of means: citizen and visitor surveys, community town hall meetings, interviews and focus group meetings with community leaders and persons representing the business, faith organizations, schools and universities, neighborhood associations, developers, design professionals, and others. This broad-based assessment will refine the strategies and priorities of Creative Sonoma as it begins its operations.

Marketing

Throughout this planning process, marketing and promotion has been identified as a critical need for artists and cultural institutions in Sonoma County. While Sonoma County Tourism currently includes the arts in its marketing program, it is not emphasized or incorporated into the county’s brand. Stakeholders perceive room for major expansion of arts and cultural marketing to visitors, and the reshaping of tourism product to include more arts and cultural experiences. Also, the focus of the Tourism Board has been on filling hotel rooms and promoting the wine industry. This is not surprising, considering the makeup of their governing board and their desire to focus on what they feel are the region’s strongest tourism assets.

Sonoma County active and vibrant creative sector is an underutilized tourism asset. An effort needs to be made to integrate the arts into the brand of the County. Some have suggested that this effort be branded SonomArts. This can be done in part by shifting the priorities of the visitor marketing program. However, there are other important initiatives that can be undertaken to reach residents and workers. A comprehensive arts and events calendar can be developed and maintained. An app for smart phones can be developed to give visitors easy access to information about venues, events and arts-related businesses. A County-sponsored website could provide an overview of arts and cultural offerings in Sonoma County as the information resources for a social media program (links to event, venue and business information). Regular convenings of arts providers could allow for information exchange and coop marketing initiatives. Consideration should be given to seeking partnerships with other North Bay counties—Marin, Napa and Mendocino—to determine whether joint regional marketing would be feasible.

Creative Placemaking

There is a growing realization that cities and counties are in competition with one another—competition for talented, well-educated young professionals, and the business development that follows them. The 20th Century model of economic development was business attraction and retention. The emerging 21st century model is workforce attraction and retention. Young professionals are choosing first where they want to live and then finding employment in that locale. And where they want to live are places that have many amenities and choices—places that offer the cultural and recreational amenities that make a community interesting and exciting. This effort may take the form of creating districts and zones that support an active nightlife with clubs, restaurants and arts concentrations. It could mean promoting walkable neighborhoods where most of daily needs are available without getting into an automobile. The arts alone cannot achieve these conditions, but can play a significant role in developing creative places. There are, in fact, already a number of arts districts in Sonoma County, such as the SOFA (South of A Street) Arts District in Santa Rosa, and interest in developing more, such as the Springs area in the Sonoma Valley.

Cultural Tourism Development

Leisure travelers seeking, as a significant part of their trip, arts, cultural, or heritage experiences, make up a sizable and desirable niche market of affluent travelers, measured in the range of 13% to 20% of leisure trips in different studies. But such experiences are also an important factor in many more trips, in which they are not the principle purpose of the trip but still add attraction and value. In fact, a cluster of activities in the realm of arts, culture, and heritage rank behind shopping and dining as travel activities, but ahead of sports events and other experiences. Travelers who engage in multiple arts, cultural, and heritage activities on leisure trips tend to be more highly educated and more affluent than the average traveler.

Sonoma County has a large, affluent, educated regional population (in the Bay area) to draw from, and integrating arts, cultural, and heritage experiences into tourism offerings, and sometimes offering those experiences as principle trip motivators, can be a winning strategy for Sonoma County Tourism. Sonoma County Tourism has recognized the influence of such experiences and has incorporated them into its marketing efforts to an extent. Still, much more can be done. There are two primary opportunities: 1) broadening the brand appeal of the county and 2) filling gaps in visitation and occupancy during the offseason (generally, November to March).

How can these opportunities be leveraged? In conjunction with the ongoing, generalized marketing of the arts, the County should consider the development of a specific cultural tourism development program. This can best be accomplished by developing a Cultural Tourism Plan. Many useful promotional tools can emerge from such an effort. Suggestions emerging from stakeholders during the planning process include:

- Create an “Arts Map,” mirroring the existing Wine Map.
- Use art-related signage to direct visitors to local cultural resources.
- Strategically placed arts and event kiosks can direct people to nearby offerings.
- Arts-related collateral materials should be systematically developed and placed in local hotels.
- Periodic meetings with hotel concierges would keep these important tourist ambassadors fully informed about available arts programs.
- Zoning changes could encourage artists and creative businesses to sell from their home.
- Permitting and regulatory changes could make it easier to mount festivals and special celebrations.
- Develop new tourism products (packaged experiences, festivals, tours, trails, cross-promotions, etc.) that would be especially attractive to visitors.

Creative Economy Planning

There is a growing awareness among local governments that economic development and cultural development are deeply interrelated and that the focus of cultural planning should embrace the entire creative sector – the tradition realm of artists and cultural organization PLUS the for-profit creative sector. The Economic Development Board should commission a Creative Economy plan that develops strategies for this important and growing sector. The plan would define the creative clusters that have emerged locally and suggest areas for further development. It would work with public agencies and local educational institutions to create workforce development programs. It can suggest creative business incubators and establish clusters that would encourage collaboration and crosspollination of ideas. It can promote a “buy local” strategy for creative enterprises, art galleries and other arts-related businesses. It could develop a creative sector clearinghouse, including an electronic portal, event information, and an inventory of creative businesses and funding opportunities. The plan would include research on successful models and “best practice” approaches to creative economy development.

Festival of Creativity

One specific program initiative that has been mentioned by numerous participants in this planning process has been the development of a national or international festival of the arts. This initiative, if undertaken, should go beyond the arts and be a Festival of Creativity, inclusive of the entire creative realm. This strategy can be a powerful adjunct to the effort to rebrand Sonoma County as a destination for the arts. The Spoleto Festival has drawn international attention to Charleston. Likewise, the New Orleans Jazz and Heritage Festivals, the Ashland Shakespeare Festival, and the Sundance Film Festival have all become closely associated with the image of their communities.

These festivals did not become successful overnight. They all began small and grew in size, artistic quality and reputation over time. The point is, they did begin, often building on existing local resources and showcasing local and regional talent. Over time, a Sonoma Festival of Creativity could become a magnet for national and international cultural tourists, in the same way the Edinburgh Festival, Documenta and the Venice Biennale attract 100s of thousands annually. By embracing the larger creative sector, it could distinguish itself among the many global arts celebrations.

Arts Education

One of the casualties of the public school funding crisis in California since the recession has been severe reductions in arts education. That, coupled with the emphasis on standardized testing, has deprived young people from opportunities to experience and participate in the arts. This is also counter to the State's educational goals and mandates, and means that many students have less opportunity to develop the skills and understanding they need to succeed in the 21st Century economy. Decades of research have thoroughly demonstrated the desirable outcomes of arts involvement by young people. Students of music perform better on math tests. Drama students exhibit greater empathy toward others and are more likely to be engaged civically. Dance students are more likely to commit to lifelong fitness. Visual arts students display greater special skills and a greater tolerance for ambiguity. Unfortunately, these are largely unrealized benefits.

According to the Sonoma County Office of Education, arts education in the county's 40 school districts has declined in recent years. Access to arts education is uneven from school to school and often depends on the ability of parents in a community to provide supplemental funding. California has mandated curriculum standards for the visual and performing arts (VAPA standards) but this as yet remains an unfunded mandate. There are additional barriers to implementation of statewide arts education requirements, such as the priority based on preparation for standardized testing, and drastic budget reductions over the past seven years necessitated by the state's fiscal crisis. To quote a district official, "Arts education in Sonoma County is an equity issue." In general terms, more affluent students are much more likely to receive arts education, while less affluent students receive less. Despite this disparity, there are willing partners to improve arts education, including the arts organizations that provide education programs, funders, teaching artists, the County Office of Education, local colleges and universities, creative businesses, city recreation programs, and others.

While arts education is not a responsibility of the County, Creative Sonoma can play a critical leadership and convening role for arts education stakeholders to explore collaborative efforts. It can advocate to elected officials as well as the general public. It can also provide funding for the education programs of local arts organizations, underwriting artist residencies in the school, professional development, technical assistance to school districts, and other efforts.

Public Art

Public art can serve many purposes in the community. It can beautify public spaces. It can support creative placemaking, community identity and wayfinding. It can commemorate local history and give expression to differing cultural heritages. It can transform functional elements – benches, sound walls, paving patterns, bike racks, kiosks, bridges, lighting fixtures – interesting and engaging. Since the first percent for art program in 1959 in Philadelphia, more than 600 U.S. cities and counties have established public art programs. Only the City of Santa Rosa has developed a public art program in Sonoma County. It is currently developing a public art master plan to guide its efforts.

Sonoma County should consider enacting a percent for art ordinance to ensure that art is incorporated into new and renovated capital projects. It should also consider extending the public art requirement to new private commercial, industrial and major residential development. Creation of this program would best be accomplished by developing a County public art master plan that includes mandates as well as incentives (state-of-the-art public art ordinances often include incentives for developers to contribute to an in lieu fund, for example). This plan would draft program policies, guidelines and procedures. It would establish artist selection processes and standards and would ensure meaningful community engagement. The plan would identify appropriate themes and sites for public art placement.

Cultural Facilities Development

The opening of the Green Music Center at Sonoma State University has been an exciting and welcome addition to the cultural landscape in Sonoma County. It is a state-of-the-art, acoustically superior performance hall, with the added flexibility for outdoor performances. Soon the MasterCard Amphitheater with a capacity of 10,000 will be added. Unfortunately, this standard of quality does not extend to the other performance and exhibition venues in Sonoma County. While there are notable exceptions like the Wells Fargo Center for the Arts, Sebastopol Center for the Arts, Sonoma County Museum, and the Sonoma Valley Art Museum, most cultural facilities in Sonoma County are limited in their capacity to support high quality performance and exhibition.

Creative Sonoma should undertake long-term planning to provide venues that are commensurate with the excellent arts being produced locally. Two specific projects ought to be considered. The first is the creation of one or more artist studio and live-work developments. This could begin to address the challenges many artists face in living and working in Sonoma County—the high cost of real estate and the affordability of rental space. Creative Sonoma could work with one of the national nonprofit artist space developers, such as ArtSpace or PLACE (Projects Linking Arts, Community and the Environment), to assess the feasibility of such a development.

The second project that has been suggested is the development of a Latino Cultural Center. Latinos represent a large and growing segment of the local population. One County supervisor noted that a large majority of the under-18 age population in Sonoma County is Latino. At the same time, while there are many Hispanic artists and vibrant cultural activities, Latino culture is a less-public presence in the mainstream arts ecology. Creation of a Latino Cultural Center would create a focal point and gathering place for this largely invisible demographic segment. It has been suggested that a possible site for such a Center would be the recently acquired Albertson's Store in Santa Rosa. Another suggestion would be one of the seven Veterans' buildings in the County, similar to the Sebastopol Center for the Arts.

Grantmaking

One of the most common activities of local arts agencies is granting funds to support artists and the operations and programming of arts and cultural organizations. Support for arts in this country rests on a three-legged stool: *earned income* (tickets, memberships, sales of merchandise), *contributed income* (from foundations, corporations, individual patrons) and *public support*, mostly from local government. On the average, an arts group will receive 60% of its revenues from earned income, 31% from contributed sources and 9% from government. The figure of 9% government support includes 4% from local government, slightly less than half. In Sonoma County, arts groups receive higher than average earned and contributed revenues and a much smaller proportion of total government support. If Sonoma County's support of arts and culture mirrored the national average of 4%, County arts grants

would be approximately \$1.5 million. As described above in the section on the County’s Advertising Fund (page 7), the County’s current arts funding is less than \$278,360. This constitutes less than 1% of total revenues for all arts and cultural organizations in the county. Also, arts organizations Sonoma County receive little or no support from city, State and Federal sources. The magnitude of need is therefore greater than the local government share, which at 9% would be approximately \$3.3 million.

What is the Need for Sonoma County Arts Grants?

All Nonprofit Arts and Cultural Organizations in Sonoma County

\$36,596,487	Total Revenues (all organizations)
\$1,463,859	4% of Total Revenues (national benchmark for local government support)
\$3,293,684	9% of Total Revenues (national benchmark for all government support)

Notes

Excludes Green Music Center at Sonoma State, whose budget falls within the overall budget of the university.
 Excludes organizations reporting to the IRS after 2012.
 For additional detail, see Table: Sonoma County Nonprofit Arts and Cultural Organizations, page 25.
 Data Source: National Center for Charitable Statistics (based on IRS filings)

Grantmaking should be spread among several categories. *Basic Operating Support* is intended to underwrite the basic operation of a cultural organization, without the expectation that the funding is tied to particular programs or activities. This category of funding is usually reserved for larger, professionally managed organizations. This is a particularly valuable form of support that when granted, should be stable or growing from year-to-year. Dramatic annual fluctuations in operating support can be a destabilizing factor in arts budgets. *Project Support* is appropriate for smaller organizations and volunteer-led groups. It is applied for annually and funds specific projects, programs and activities. *Development Support* underwrites major initiatives by organizations to develop and produce programs that are innovative. This type of support would be especially helpful in the kind of product development that will be needed to successfully promote cultural tourism. *Advancement Support* assists arts groups and artists to develop organizationally and artistically. Organizational advancement grants can support improvements in fundraising, audience development, strategic planning and leadership development, among others.

Structure and Governance of Creative Sonoma

Initially, Creative Sonoma should be incubated as a public entity under the auspices of the Economic Development Board, providing administrative support and office space. A fulltime professional arts administrator should staff Creative Sonoma, with appropriate support staff and resources. A partnership with Sonoma County Tourism can be explored for specific activities, such as arts marketing and cultural tourism. After a startup period of two or three years, the County Administrator’s Office will evaluate its ongoing structure and whether it should continue as a public entity or become a separate nonprofit organization. The initial board should be comprised of nine members, selected by the Director of the Economic Development Board through an open application process and based on qualifications, and then confirmed by the Board of Supervisors. Applicants should have demonstrated knowledge and experience in the arts, culture, humanities, education, and/or the creative economy. Every effort should be made to develop a diverse board, balancing expertise with representation. Representation in this context means a board that collectively reflects County geography, ethnicity, age and other demographic factors. It is essential that the Board avoid the appearance of any conflict of interest; board members must place the interests of the community above their individual commitments to an organization. Members should serve three-year terms, with a maximum service of two consecutive terms. Initial appointments to the board should be for staggered terms.

Initial Priorities for Creative Sonoma

Years One and Two

- Development of internal operating policies, committee structure, etc.
- Grantmaking program, beginning with administration of the Advertising Fund
- Services for artists
- Community-based cultural assessment
- Countywide arts and cultural marketing program
- Research and planning for a potential ballot initiative to create a dedicated funding source
- Cultural tourism planning and program development
- Creative economy planning

Year Three and Beyond

- Initiation of a Countywide Festival of Creativity
- Development of an arts education program
- Planning for a County public art program
- Development of a creative placemaking strategy
- Expansion of the grantmaking program
- Planning for new cultural facilities

Appendices

Creative Economy Memo

The following memo contains the observations of Steve Nivin, Ph.D., Assistant Professor of Economics at St. Mary's University. Dr. Nivin is also the Chief Economist for the San Antonio Hispanic Chamber of Commerce, Director of the SABER Research Institute at St. Mary's, and Director of the St. Mary's Neighborhood Revitalization Project. This memo is based on Dr. Nivin's preliminary background research on the county's creative economy and a site visit on May 12.

Developing The Creative Economy in Sonoma County: Initial Findings and Recommendations

In general, our philosophy of economic development is to create a stable ecosystem that fosters the overall development of the creative industry. This is different than just focusing on raw economic growth, mainly captured by raw employment growth of the industry. Growth is a good thing, but it is different than economic development from our perspective. Economic development is growth plus structural change that will take the industry to fundamentally new heights. Economic development goes beyond the typical focus of attracting new companies to a region; it requires creating an ecosystem that will advance the industry and the economy to new heights. This ecosystem consists of ten components:

1. Infrastructure
2. Quality of life
3. Marketing
4. Housing
5. Education/workforce development
6. Health
7. Social capital
8. Governance
9. Finance
10. Entrepreneurship

In order for any industry to thrive within a local economy, it needs to be positioned within an ecosystem where all of these components are a functioning network so as to act as a catalyst for its growth.

The creative industry is somewhat unique in that it not only needs such an ecosystem to thrive, but it helps foster the growth of many other industries within the region, much more so than many other industries. For example, the creative industry is a major component of the quality of life in many communities; it plays an increasingly important role in attracting and retaining workers; it helps improve the health (both mentally and physically) of the workforce and thus, can enhance their productivity; and it additionally plays a key role in the growth of many other industries by providing many of the creative services like graphic design, photography, advertising, marketing, and many other creative services that any industry requires to thrive. In that sense, it is a fundamental industry to the economic development of any local economy.

The creative industry is defined by each community to reflect the unique sectors of the industry within that community; the definition reflects the unique culture and creativity of the community. But from our perspective, it generally includes the non-profit arts, for-profit creative commercial enterprises, and individual artists. Within this framework, planning for the creation of an effectively functioning creative industry ecosystem is best achieved with a market analysis and in coordination and collaboration with planning for public art and cultural tourism. This is best achieved within the structure of a full cultural plan, as all of these components can best be synchronized for the maximum benefit of both the arts and economic development.

As an initial effort to explore the current status and opportunities within the creative industry in Sonoma County and to help inform the creation of a new arts agency with respect to its potential role in fostering the growth of the creative industry, I

visited the county on May 12 to collect information through a series of meetings with key stakeholders. The rest of this brief document outlines the meetings held and a summary of the general findings of these meetings. It will conclude with suggestions for how the newly created arts agency might assist with the development of the creative industry and the need for future planning.

Meetings attended:

- Petaluma Arts Center – about a dozen people in attendance
- Sonoma County Tourism Bureau – Mark Crabb and Beth Snow
- Jeffrey Schmidt – Sebastopol Entrepreneurs Project
- Caleb Adam Heye – Chimera Arts
- Lind Kelly – City of Windsor, Town Manager
- Christine Tevini – Windsor Chamber of Commerce
- Tara Thomson – City of Santa Rosa
- Mayor Scott Bartley – City of Santa Rosa
- Councilwoman Julie Combs – City of Santa Rosa
- Raissa De La Rossa – City of Santa Rosa

Summary of findings:

- There is a need for more collaboration among the various communities in Sonoma County.
- There are many parallels between art and wine upon which can take advantage to develop both.
- Agricultural tourism is a big opportunity.
- International tourism markets are growing.
- Tourism stakeholders are interested in promoting arts beyond current efforts but such an effort needs to be provided in a package format.
- It would be very helpful if there were a restaurant association but no one is willing to take leadership at this point.
 - Wine Road very good example of how this can be successful.
- Regarding entrepreneurial activity, zoning restrictions, lack of space, and lack of funding are key hurdles. There is also a need for incubator space.
- Smaller cities in the county have more arts activities and infrastructure than many realize and thus, may not be taking full advantage of it. These communities have a quality of life that is attractive to “creatives” but have very few artists and creative firms located in town.
- Residents often times take visitors to San Francisco because don’t realize the activities and arts venues they have in their own backyard. Indicative of an internal marketing issue.
- There is a need to coordinate efforts through a public art master plan.
- Several opportunities may exist for using arts and the creative industry to help revitalize some neighborhoods.
 - This may especially be the case around the train station in downtown Santa Rosa.

- As is typically the case, most creative enterprises within the county are small with a sprinkling of medium sized organizations.

In summary, there are some opportunities for the new arts agency (Creative Sonoma) to facilitate the development of the creative industry, such as working with existing organizations and partners to provide more space for creative firms and artists, expanding funding opportunities, and providing seminars and other educational opportunities focused on operating a small business.

The discussions also indicated that there are some good building blocks in place on which to develop the creative industry ecosystem, but more planning is necessary to garner a more in-depth understanding of the current state of the ecosystem and how it might be further developed. As mentioned earlier, this is best achieved in the context of a general cultural arts plan that includes a market analysis and components for cultural tourism, public art, and the creative industry.

The process of planning for the creative industry would begin with a brief exercise to define the exact nature and scope of the creative industry in Sonoma County. With this information in hand, an analysis of the underlying economic data about the industry and the various pieces of the ecosystem (e.g., labor market, supply chain) would be undertaken. Additional research may be beneficial to help understand specific components such as the role of public art as a catalyst for development in the area. With the market analysis, these analyses help inform the discussions with stakeholders and development of pertinent strategies. It is then necessary to have in-depth conversations with various stakeholders throughout the Sonoma County economy to better understand the various aforementioned links within the ecosystem. In order to provide viable recommendations, it is vital to understand the strengths and weaknesses within these ten different components and their current role within the network of links that form the ecosystem.

Cultural Tourism Memo

The following memo contains the observations of Gary Esolen, Principal Consultant of PLACES. Mr. Esolen's central interest is in enabling richer lives in better communities through placemaking, economic development and tourism, and the arts. He is expert in tourism development and marketing; he is trained and accomplished in the most effective techniques of strategic planning, and he is a skilled communicator. This memo is based on Mr. Esolen's preliminary background research on the county's tourism industry and a site visit on May 12.

Enhancing Cultural Tourism in Sonoma County

Sonoma County Tourism is doing so well right now that there is little room for growth within the existing infrastructure. Some growth in room rates is possible and new hotel construction might be embraced as a growth strategy. At the present time, in-season hotel occupancies often reach 80%, and that is, practically speaking, a ceiling; higher levels begin to create their own problems. Strong visitor counts have spread into what were the shoulder seasons, narrowing the period of need to the first quarter of the year. Developing cultural tourism is not now perceived as a need for the tourism industry, and that is not likely to change soon.

However, two cultural tourism opportunities do exist: in season, artists, artisans, and cultural attractions can strategize to take advantage of the robust tourism market by marketing and presenting their offerings to visitors; and during the off-season they can make alliances with the tourism industry around creative events aimed to attract visitors. While pursuing both of those opportunities, Sonoma arts and cultural organizations and their constituents should also concentrate on filling out their "ecosystem" by developing their capacity and capabilities, creating a more mature market.

It is important that the tourism industry, and in particular the Sonoma County Convention and Visitor Bureau, and the similar bureaus in Santa Rosa and the Sonoma Valley, be actively involved in any strategy to build cultural tourism in the county. Otherwise divergent interests may remain hidden while a strategy is developed, and then may emerge to undermine development plans. Forging such alliances may well encounter obstacles, and one way to get things started is to invite leaders from each community (tourism, and arts and culture) to familiarize themselves with the other. The tourism industry regularly offers familiarization tours to journalists, tour companies and others; they could readily offer the same to the leadership of the arts and culture community, and the arts and culture community could reciprocate. Call this a familiarization strategy.

Discussions and even workshops should be held to educate the arts and culture community as to how to offer and market their product to visitors, a market development strategy.

Finally, a strategy to develop off-season events to attract visitors should be implemented, in a collaborative planning process: an events strategy.

Sonoma County has reasonably healthy tourism but is lacking in a strong sense of identity, though it has the landscape, the interesting culture, and the built environment to underpin such a sense of identity. Having a stronger destination identity would protect Sonoma from becoming too specialized as wine country, allowing it to adapt as other markets learn to compete with their presently dominant offerings. Developing a clear sense of identity will further foster shared love of place, already a major asset, one of the most powerful forms of social capital. It will help to shape local policy as well as building a foundation for tourism growth. PLACES can conduct a collaborative process to develop what we call an identity matrix, which is a visual tool that identifies the qualities of place, which lead people to form bonds of affection with Sonoma County, and develop lasting attachments to the place. If undertaken, such a process might precede the details of developing cultural tourism, providing a context for that work.

Planning Participants

The following list includes the communities, organizations and people that participated in development of the Creative Sonoma Arts Action Plan. During the three months of stakeholder engagement for this project, the consultants endeavored to meet with and visit a broad and representative set of stakeholders in the county's arts community and creative sector. The consultants held three work sessions with the Review Committee, conducted interviews and discussion groups with the individuals listed, and visited the communities and organizations. In all, more than 220 individuals participated directly in planning meetings. This list represents our best efforts to identify each person and organization with whom we had the pleasure to meet.

Organizations and Communities Visited

City of Petaluma
 City of Santa Rosa
 Cloverdale Arts Alliance
 Cloverdale Chamber of Commerce
 Cloverdale Historical Society
 Cloverdale Performing Arts Center
 Community Foundation Sonoma County
 Green Music Center
 Healdsburg Center for the Arts
 Healdsburg Chamber of Commerce
 North Bay Leadership Council
 Santa Rosa Chamber of Commerce
 Santa Rosa Symphony
 Sebastopol Center for the Arts
 Sonoma County Museum
 Sonoma County Tourism Bureau
 Sonoma Valley Museum of Art
 Sonoma Valley Visitors Bureau
 South A Street, Santa Rosa
 The Imaginists Theater
 Towers Gallery
 Transcendence Theater Company
 Wells Fargo Center for the Arts
 Workforce Investment Board

Countywide Arts Forum

Wells Fargo Center for the Arts
 April 16, 2014

Approximately 135 people attended this town hall meeting. According to an informal poll taken at the start of the meeting, the majority of attendees were artists and other creative professionals. Other participants represented creative businesses, nonprofit arts organization staff and board members, arts educators, funders and patrons.

Individual Interviewees

County Supervisors

Efren Carillo
 Shirlee Zane
 Susan Gorin
 David Rabbitt
 Mike McGuire

Stakeholders

Sherry Alderman – Director, Workforce Investment Board
Ingrid Alverde – Economic Development Manager, City of Petaluma
Robert Bailey – Board Member, Petaluma Arts Center
Robert Barnum – Chief Operations Officer, Transcendence Theatre Company
Scott Bartley – Mayor, City of Santa Rosa
Don Bennett – Petaluma Chamber of Commerce
Todd Bressi – Public Art Consultant to City of Santa Rosa
Vesna Breznikar – President, Healdsburg Center for the Arts
Beth Brown – President/CEO, Community Foundation Sonoma County
Holly Butler – Interim Director, Petaluma Arts Center
Jonathan Coe – President/CEO, Santa Rosa Chamber of Commerce
Bruce Cohn – BR Cohn Winery
Julie Combs – Councilwoman, City of Santa Rosa
Mark Crabb – Chief Sales Officer, Sonoma County Tourism
Karin Demarest – Vice President, Community Foundation Sonoma County
Jim de Priest – Artistic Director, Cloverdale Performing Arts Center
Kate Eilertsen – Executive Director, Sonoma Valley Museum of Art
Diane Evans – Executive Director, Sonoma County Museum
Olivia Everett – Executive Director, Arts Council Napa Valley
Veronica Ferguson – Sonoma County Administrator
Abigail Ferris – Petaluma Arts Center
Ken Fischang – President/CEO, Sonoma County Tourism
Linda Galletta – Executive Director, Sebastopol Center for the Arts
David Glass – Mayor, City of Petaluma
Barbara Harris – past Executive Director, Sonoma County Arts Council
Libby Harvey FitzGerald – Board Member, Economic Development Board
Michelle Heston – Regional Director of Public Relations, The Fairmont Sonoma Mission Inn & Spa
Caleb Adam Haye – Chimera Art Space
Khysie Horn – Owner, Quicksilver Mine Co. Gallery
Carla Howell – Executive Director, Healdsburg Chamber of Commerce
Ty Jones – Artist
Jonathan Kadlec – Assistant Treasurer, Sonoma County
Linda Kelly – Town Manager, Town of Windsor
Annee Booker Knight – Petaluma Public Art Commission
Elly Lichtenstein – Cinnabar Theatre
Brent Lindsay – Executive Director, The Imaginists
Daniel Lopez – Professor, Sonoma State University
Pat Maloney – Director of Guest Services, Green Music Center,
Candace Mackey – Occidental Center for the Arts
Marie McCusker – Petaluma Downtown Association & Visitors Center
Karen McGahey – Director of Common Core and RSDSS, Sonoma County Office of Education
John McGuirk – Director, Performing Arts Program, Hewlett Foundation
David Mickaelian – Assistant City Manager, City of Healdsburg
Jennifer Milligan – Administrative Analyst, Sonoma County
Elissa Morrash – Executive director, Cloverdale Historical Society
Cynthia Murray – President, North Bay Leadership Council
Richard Nowlin – Executive Director, Wells Fargo Center for the Arts
Danielle O’Leary – Economic Development Manager, City of Santa Rosa
Nancy Persons – Interim Dean of Instruction, Arts & Humanities, Santa Rosa Junior College
Karen Peterson – Board Member, Petaluma Arts Center
Wendy Peterson – Executive Director, Sonoma Valley Visitors Bureau
Kelley Rajala – Owner, Local Works
Katherine Rinehart – Sonoma County Library
Robin Seltzer – Development Director, Wells Fargo Center for the Arts
Alan Silow – Director, Santa Rosa Symphony
Beth Snow – Marketing Manager, Sonoma County Tourism
Carolyn Stark – Executive Director, Sonoma County BEST
Stephan Stubbins – Executive Director, Transcendence Theatre Company
Sherry Swayne – Board Chair, Wells Fargo Center for the Arts

Christine Tevini – President/CEO, Windsor Chamber of Commerce and Visitors Center
Tara Thompson – Arts Coordinator, City of Santa Rosa
Mario Uribe – Artist, Cofounder of SOFA Arts District,
Christine Walker – Petaluma Design Guild
Tom Whitaker – CEO, Motion Analysis
Robin Wilkerson – Manager, Cloverdale Chamber of Commerce

Arts Patrons Discussion Group

Corrick Brown
Pam Chanter
Chris Costin
Ellen De Martini
Kate Ecker and John Mackie
Kathleen Eckert
Steven Oliver
Marne Olson
Jack Stuppin
Cairenn and Che Voigt
Judy Voigt

Creative Economy Focus Group

Don Bies, White Room Artifacts
Rob Cary, Chimera Art Space
Liz Crawford, Roto Factory
Bryce Dow-Williamson, Chimera Art Space
Bill Dunphy, Pacific Coast Multimedia
Caryn Fried, Valley of the Moon Pottery
Linda Galletta, Sebastopol Center for the Arts
Andy Gravelle, EMG Pickups
Caleb Haye, Chimera Art Space
Daedalus Howell, CMedia Labs
Brian Howlett, Brian Howlett Consults
Holly Jordan, Clay Wood Cloth
Tom Lombardo, Novelist
Spring Maxfield, Maxfield Arts
Virginia May, Petaluma Arts Center
John Augustine Moran, McRory-Mioran
Marcus Owen, EMG Pickups
Carlos Pereira, Carlos Pereira
Robyn Pereira, The Mentor Group
Carolyn Reed, CPR Photography
Greg Retsinas, The Press Democrat
Wayne Reynolds, Valley of the Moon Pottery
Baker Sally , Sally Baker Watercolors
Joshua Simmons, Web and Interactive Media Professionals (WIMP), & O'Reilly Media
Michael Slater, Webvanta
Jack Stuppin, Artist
Don Tomasi, TLCD Architecture
Dana Woodman, Chimera Art Space

Stakeholders Review Group

Lindsay Austin, Tech Sector
Pam Chanter, Vantreo Insurance, EDB Board Chair
Raissa de la Rosa, City of Santa Rosa / Economic Development
Karin Demarest, Community Foundation Sonoma County
Kate Eilertsen, Sonoma Valley Museum
Linda Galletta, Sebastopol Center for The Arts
Andy Gravelle, EMG Pickups
Caleb Haye, Chimera Arts/Touchfab
Warren Hedgpeth, Architect
Khysie Horn, Quicksilver Art Gallery / Retired
Vicky Kumpfer, Fulton X Gallery
Brent Lindsay, The Imaginists Theater
Karen Peterson, SRJC / Artist / Petaluma Arts Center
Rhoann Ponseti, First Community Bank
Thaine Stearns, Sonoma State University
Susan Upchurch, Board of Supervisors Staff
Mario Uribe, Artist
Dana Woodman, Chimera Arts

Sonoma County Nonprofit Arts and Cultural Organizations

This list includes nonprofit arts and cultural organizations reporting to the IRS in certain categories. While it includes a large portion of the county’s arts and cultural community, it is not exhaustive. For example, it does not include private foundations that serve the arts or arts programs, such as college and university arts programs, which are included in educational nonprofits.

Nonprofit Arts and Cultural Organizations in Sonoma County

From IRS Records (National Center for Charitable Statistics)

As of FY2012

Data Summary

<i>Organizational Counts</i>		<i>Organizational Finances</i>	
Total number of nonprofit arts and cultural organizations	210	8,737,810	Largest budget (total revenues)
Total reporting income last year (= active)	103	1,712	Smallest budget (total revenues)
Total number in Santa Rosa	39	76,594	Median budget
Petaluma	17	55,417	Median assets
Sonoma	13		
Healdsburg	9	36,596,487	Total Revenues (all organizations)
Sebastopol	7	98,559,121	Total Assets (all organizations)
Cloverdale	3		
Cotati	3	1,463,589	4% of Total Revenues = national average of local government support
Guerneville	2		
Glen Ellen	2		
Penngrove	2		<i>Comments</i>
Occidental	2		Excludes Green Music Center at Sonoma State, whose budget falls within the overall budget of the university.
Rohnert Park	2		Excludes organizations reporting to the IRS after 2012.
Jenner	1		
Windsor	1		

Nonprofit Arts and Cultural Organizations in Sonoma County

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Access Healdsburg	Healdsburg	CA	A32 Television	26,878	48,395	2011	2003
Alliance Francaise de Santa Rosa	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	82,092	23,072	2012	1993
American Composers Forum of San Francisco Inc	Petaluma	CA	A68 Music	151,367	136,209	2010	2004
American Philharmonic Association	Cotati	CA	A69 Symphony Orchestras	143,771	5,604	2011	2002
American Society of Church History	Santa Rosa	CA	A80 Historical Organizations	203,808	322,922	2011	1964
Arts Guild of Sonoma	Sonoma	CA	A40 Visual Arts	93,478	34,419	2011	1977
Bilingual Broadcasting Foundation Inc Kbbf Fm	Santa Rosa	CA	A30 Media & Communications A53 Folk Arts	84,754	67,503	2011	1971
California Indian Museum and Cultural Center	Santa Rosa	CA	Museums(Draft Code not for internal IRS use)	580,410	716,999	2011	1996
California Martial Arts Institute	Sonoma	CA	A20 Arts & Culture	142,391	7,471	2011	1997
Cambodian Community Cultural Center	Santa Rosa	CA	A20 Arts & Culture	83,086	6,053	2008	1993
Center for Creative Arts Therapies	Santa Rosa	CA	A20 Arts & Culture	35,018	19,546	2011	2000
Charles M Schulz Museum and Research Center	Santa Rosa	CA	A50 Museums	4,674,841	35,307,499	2012	1999
Childrens Museum of Sonoma County	Santa Rosa	CA	A50 Museums	139,504	116,794	2011	2005
Cinnabar Arts Corporation	Petaluma	CA	A65 Theater A01 Arts, Culture & Humanities: Alliances & Advocacy	598,069	117,749	2012	1987
Cloverdale Arts Alliance	Cloverdale	CA	A82 Historical Societies & Historic Preservation	97,421	58,019	2011	2001
Cloverdale Historical Society	Cloverdale	CA		80,831	1,676,994	2012	1988
Cloverdale Performing Arts Centerinc	Cloverdale	CA	A61 Performing Arts Centers	58,071	759,751	2012	2008
Commitment and Sacrifice Foundation	Sonoma	CA	A31 Film & Video	30,008	6,523	2011	2009
Community Guild	Petaluma	CA	A20 Arts & Culture	25,142	82,548	2011	2010
Concerts Grand	Santa Rosa	CA	A68 Music	8,700	900	2011	2003
Cotati Accordion Festival	Cotati	CA	A68 Music	1,712	20,396	2011	1995
Country Dance and Song Society Inc North Bay	Sebastopol	CA	A24 Folk Arts	58,971	41,935	2011	1993
Country Dance Society	Santa Rosa	CA	A26 Arts & Humanities Councils & Agencies	440,560	124,770	2010	1984
Cultural Arts Council of Sonoma County			A1168 Arts, Culture & Humanities: Single Organization Support				
East Side Friends of Music	Petaluma	CA	A23 Cultural & Ethnic Awareness	160,156	123,809	2012	2003
Finnish American Home Association	Sonoma	CA	A82 Historical Societies & Historic Preservation	254,336	1,785,486	2012	1972
Fort Ross Conservancy	Jenner	CA		507,027	521,519	2012	1977
H Town Youth Theatre	Healdsburg	CA	A65 Theater	65,234	14,026	2012	2011
Healdsburg Center for the Arts	Healdsburg	CA	A20 Arts & Culture	174,972	58,476	2011	2004
Healdsburg Jazz Festival Inc	Healdsburg	CA	A6C Bands & Ensembles	301,489	39,132	2011	2003
Healdsburg Museum and Historical Society	Healdsburg	CA	A82 Historical Societies & Historic Preservation	135,617	842,373	2011	1977
Healdsburg Performing Arts Theater Inc	Healdsburg	CA	A60 Performing Arts	281,162	985,243	2012	2002
Historic Railroad Square Association	Santa Rosa	CA	A54 History Museums	25,786	33,932	2012	2005

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Jack London Foundation Inc	Glen Ellen	CA	A70 Humanities	12,315	144,274	2012	1984
Japanese American Citizens League Sonoma County Chapter	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	74,917	1,097,364	2011	1964
Knights of Indulgence Theatre United States, the Imaginists	Santa Rosa	CA	A65 Theater	114,027	22,254	2011	2002
Lincoln Holding Company Inc	Santa Rosa	CA	A60 Performing Arts	65,241	1,771,419	2011	2004
Listening for A Change	Santa Rosa	CA	A40 Visual Arts	57,406	9,394	2011	1999
Luther Burbank Memorial Foundation	Santa Rosa	CA	A61 Performing Arts Centers	8,737,810	14,122,528	2012	1979
Marin Experimental Teaching Training and Advising Center	Petaluma	CA	A70 Humanities	128,419	52,814	2012	1984
Martial Arts Youth Institute M A Y I	Santa Rosa	CA	A25 Arts Education	160,737	39,608	2011	2010
Moonlight Quilters of Sonoma County	Santa Rosa	CA	A40 Visual Arts	44,024	24,181	2010	1994
Mr Music Foundation	Sebastopol	CA	A68 Music	31,355	21,860	2010	2009
National Womens History Project Womens History Project	Santa Rosa	CA	A80 Historical Organizations A1134 Arts, Culture & Humanities: Single Organization Support	117,144	164,531	2011	1985
New Dimensions Foundation	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	19,870	2,100,881	2011	1974
North Bay Italian Cultural Foundation	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	290	266,093	2011	1984
North Bay Performing Arts Association	Petaluma	CA	A62 Dance	16,748	21,803	2011	1996
Northwestern Pacific Railroad Historical Society Inc	Santa Rosa	CA	A82 Historical Societies & Historic Preservation	46,580	186,853	2011	1992
Occidental Center for the Arts	Occidental	CA	A20 Arts & Culture A30 Media & Communications	90,544	319,383	2011	2012
Outer Voices	Healdsburg	CA	A30 Media & Communications	74,765	435	2011	2008
Pacific Coast Air Museum	Santa Rosa	CA	A54 History Museums	472,501	791,338	2011	1990
Pegasus Theater Company Incorporated	Guerneville	CA	A65 Theater	36,115	6,051	2011	2001
Penngrove Power and Implement Museum Inc	Penngrove	CA	A50 Museums A26 Arts & Humanities Councils & Agencies	2,120	2,022	2011	2006
Petaluma Arts Council	Petaluma	CA	A26 Arts & Humanities Councils & Agencies	167,114	947,426	2011	2002
Petaluma City Ballet Ballet Brilliant	Petaluma	CA	A63 Ballet	63,945	9,352	2012	1989
Petaluma Community Access Inc	Petaluma	CA	A32 Television	242,263	239,373	2012	1997
Petaluma Holy Ghost Society	Petaluma	CA	A23 Cultural & Ethnic Awareness A1154 Arts, Culture & Humanities: Single Organization Support	116,095	753,075	2012	2003
Petaluma Museum Association	Petaluma	CA	A1154 Arts, Culture & Humanities: Single Organization Support	62,380	180,183	2012	1984
Petaluma Phoenix Center Inc	Petaluma	CA	A6E Performing Arts Schools	90,878	694,424	2011	2003
Petaluma Small Craft Center	Petaluma	CA	A40 Visual Arts	69,252	41,718	2012	2011
Petauma Small Craft Center Coalitio	Petaluma	CA	A40 Visual Arts	69,252	41,718	2012	2011
Petaluma Wildlife and Natural Science Museum	Petaluma	CA	A56 Natural History & Natural Science Museums	78,271	227,119	2011	1995
Petaluma Wine Jazz and Blues Festival Inc	Petaluma	CA	A6C Bands & Ensembles	44,061	8,752	2011	2009
Rancho Obi Wan Inc	Petaluma	CA	A50 Museums	3,894	3,883	2011	2012
Redwood Empire Chinese Association	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	51,950	1,375,933	2011	1996

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Rohnert Park Historical Society	Rohnert Park	CA	A82 Historical Societies & Historic Preservation	1,796	702	2011	2011
Roustabout Theater Inc	Santa Rosa	CA	A65 Theater	173,430	3,768	2011	2005
Rural California Broadcasting Corp Krcb TV Channel 22	Rohnert Park	CA	A32 Television	3,106,770	4,082,129	2011	1981
Russian River Sisters	Guerneville	CA	A20 Arts & Culture	89,965	20,208	2010	2004
Perpetual Indulgence Inc	Cotati	CA	A30 Media & Communications	33,189	510	2011	2000
Sacred Arts Communications	Cotati	CA	A30 Media & Communications	33,189	510	2011	2000
San Francisco Artspace	Sebastopol	CA	A20 Arts & Culture	59,300	27,378	2011	1995
Santa Rosa Childrens Chorus	Santa Rosa	CA	A19 Arts, Culture & Humanities: Support N.E.C.	88,653	16,961	2011	1990
Santa Rosa Community Media Access Center Inc	Santa Rosa	CA	A30 Media & Communications	857,738	429,964	2012	1996
Santa Rosa Players	Santa Rosa	CA	A65 Theater	864,528	828,666	2012	1972
Santa Rosa Quilt Guild	Santa Rosa	CA	A40 Visual Arts	31,678	42,017	2011	1984
Santa Rosa Symphony Association	Santa Rosa	CA	A69 Symphony Orchestras	5,688,019	11,193,817	2012	1988
Santa Rosa Symphony League	Santa Rosa	CA	A1169 Arts, Culture & Humanities: Single Organization Support	30,106	9,496	2012	1962
School for the Arts	Santa Rosa	CA	A25 Arts Education	73,340	27,979	2012	2008
Community Organization	Santa Rosa	CA	A1923 Arts, Culture & Humanities: Support N.E.C.	480,149	481,091	2011	1991
Scottish Fiddlers of California	Santa Rosa	CA	A1265 Arts, Culture & Humanities: Fund Raising & Fund Distribution	480,149	481,091	2011	1991
Sebastiani Theater Foundation Inc	Sonoma	CA	A1265 Arts, Culture & Humanities: Fund Raising & Fund Distribution	15,537	44,185	2011	2008
Sebastopol Center for the Arts	Sebastopol	CA	A20 Arts & Culture	410,635	443,055	2011	1989
Society for the Advancement of the Arts and Film	Glen Ellen	CA	A31 Film & Video	41,098	743	2011	1991
Sonoma City Opera	Sonoma	CA	A6A Opera	1,867	1,141	2011	1985
Sonoma County Bach Society	Santa Rosa	CA	A68 Music	121,015	19,808	2012	2009
Sonoma County Chamber Singers	Santa Rosa	CA	A6B Singing & Choral Groups	6,790	692	2011	2004
Sonoma County Museum Foundation	Santa Rosa	CA	A6B Singing & Choral Groups	6,790	692	2011	2004
Sonoma League for Historic Preservation	Santa Rosa	CA	A51 Art Museums	1,132,844	6,815,505	2011	1978
Sonoma Plain Air Foundation	Sonoma	CA	A82 Historical Societies & Historic Preservation	21,061	875,694	2011	1974
Sonoma Theater Alliance	Sonoma	CA	A12 Arts, Culture & Humanities: Fund Raising & Fund Distribution	252,448	34,275	2011	2003
Sonoma Valley Chorale Inc	Sonoma	CA	A65 Theater	34,150	39,859	2011	2010
Sonoma Valley Film Society	Sonoma	CA	A6B Singing & Choral Groups	57,504	49,098	2012	1976
Sonoma Valley Historical Society Inc Depot Park Museum	Sonoma	CA	A31 Film & Video	539,355	51,496	2012	1999
Sonoma Valley Museum of Art	Sonoma	CA	A82 Historical Societies & Historic Preservation	44,956	417,613	2011	1977
Start Soco	Sonoma	CA	A51 Art Museums	426,704	1,858,630	2011	1998
Sturgeons Mill Restoration Project Inc	Santa Rosa	CA	A20 Arts & Culture	73,041	72,012	2011	2001
Sweet Adelines	Sebastopol	CA	A50 Museums	58,576	365,299	2012	2003
International Pacific Empire Sweet Adelines	Petaluma	CA	A50 Museums	58,576	365,299	2012	2003
International Song of Sonoma Chapter	Petaluma	CA	A6B Singing & Choral Groups	43,525	49,225	2012	1966
The Crandall Brothers Music With A Message Inc	Santa Rosa	CA	A6B Singing & Choral Groups	5,219	1,130	2011	1955
Windsor	CA	A68 Music	48,559	124,625	2011	1994	

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
The Redwood Arts Council	Occidental	CA	A26 Arts & Humanities Councils & Agencies	55,323	14,635	2012	1982
Threshold Choir	Sebastopol	CA	A6B Singing & Choral Groups	146,947	49,557	2011	2010
Tile Heritage Foundation Universal Ship Cancellation Society	Healdsburg	CA	A0582 Arts, Culture & Humanities: Research Institutes & Public Policy Analysis	153,478	97,093	2011	1992
	Healdsburg	CA	A99 Arts, Culture & Humanities N.E.C.	44,790	152,766	2012	1979
Voice of Roma	Sebastopol	CA	A23 Cultural & Ethnic Awareness	163,704	58,051	2010	1999
Walking Elephant Theatre Company	Penngrove	CA	A65 Theater	40,787	905	2011	2012
Wings Martial Academy of Fine Arts	Santa Rosa	CA	A25 Arts Education	38,800	4,952	2010	2010
Organizations Reporting No Income (too small for reporting requirements or inactive)							
Actors Basement Theater Company	Santa Rosa	CA	A65 Theater	0	0	2011	2011
Actors Theater for Children	Santa Rosa	CA	A65 Theater	0	0	2012	1975
Alliance for Contemporary Art	Santa Rosa	CA	A25 Arts Education	0	0	2010	2001
American Guild of Organists 906 Redwood Empire Chapter	Santa Rosa	CA	A0368 Arts, Culture & Humanities: Professional Societies & Associations	0	0	2012	1960
Annapolis Historical Society	Annapolis	CA	A82 Historical Societies & Historic Preservation	0	0	2012	1980
Art Everywhere	Forestville	CA	A25 Arts Education	0	0	2012	2000
Art Takes A Village Inc	Healdsburg	CA	A25 Arts Education	0	0	2012	2007
Artistic Wonders Society	Santa Rosa	CA	A90 Arts Services	0	0	2012	2012
Association of Traditional Hooking Artists Wine Country Rug Hookers	Sebastopol	CA	A0340 Arts, Culture & Humanities: Professional Societies & Associations	0	0	2012	2004
Blue Wing Adobe Tr	Sonoma	CA	A80 Historical Organizations	0	0	2012	2011
California Directors Theatre	Santa Rosa	CA	A65 Theater	0	0	2012	1998
California Wine Museum	Healdsburg	CA	A50 Museums	0	0		2012
Camp Rose Players Inc	Healdsburg	CA	A65 Theater	0	0	2012	1979
Cantiamo Sonoma	Santa Rosa	CA	A6B Singing & Choral Groups	0	0	2012	2005
Clan Cochrane in North America	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	0	0	2012	2013
Clan Maclean Association California Branch	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	0	0	2010	1994
Communication Schools Taxpayers Academics Results	Windsor	CA	A30 Media & Communications	0	0	2012	2005
Cotati Historical Society	Cotati	CA	A82 Historical Societies & Historic Preservation	0	0	2012	2007
Council for Community Television	Petaluma	CA	A32 Television	0	0	2012	2001
Curtain Call Theatre at the Russian River Curtain Call Theatre	Sebastopol	CA	A65 Theater	0	0	2012	2010
Daughters of the British Empire in Northern California Robert L Stevenson Chapter	Sonoma	CA	A23 Cultural & Ethnic Awareness	0	0		1990
Dreamweather Foundation	Sebastopol	CA	A99 Arts, Culture & Humanities N.E.C.	0	0	2012	2004

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Dry Creek Valley Association	Healdsburg	CA	A23 Cultural & Ethnic Awareness	0	0	2012	2009
El Molino Friends of Music Foundation	Forestville	CA	A1168 Arts, Culture & Humanities: Single Organization Support	0	0	2012	2007
Embroiderers Guild of America Inc Redwood Stitchers Chapter	Santa Rosa	CA	A40 Visual Arts	0	0		1976
Expanding Your Horizons Sonoma County	Santa Rosa	CA	A25 Arts Education	0	0	2012	1993
Eye Music Filmworks Series Incorporated	Sebastopol	CA	A31 Film & Video	0	0	2012	1976
Federacion de Michoacanos Del Norte de California	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	0	0	2012	2010
Fepo Theatre Company	Santa Rosa	CA	A65 Theater	0	0	2012	2011
Flamenco Universal Elizabeth Bortolotto	Santa Rosa	CA	A20 Arts & Culture	0	0	2012	2001
Forestville Historical Society	Forestville	CA	A82 Historical Societies & Historic Preservation	0	0	2011	2001
Friends of Artquest Incorporated	Santa Rosa	CA	A1161 Arts, Culture & Humanities: Single Organization Support	0	0	2012	2012
Glen Ellen Historical Society	Glen Ellen	CA	A82 Historical Societies & Historic Preservation	0	0	2012	2000
Green Music Foundation	Petaluma	CA	A68 Music	0	0	2012	2008
Gulf of the Farallones	Annapolis	CA	A65 Theater	0	0	2012	1982
Haiku North America	Santa Rosa	CA	A70 Humanities	0	0	2012	2005
Healdsburg Community Chorus	Healdsburg	CA	A6B Singing & Choral Groups	0	0	2012	2007
Himalayas Fiddle Adventures Inc	Petaluma	CA	A68 Music	0	0	2012	2010
Historical Preservation of Glen Alpine Springs Inc	Glen Ellen	CA	A82 Historical Societies & Historic Preservation	0	0	2012	1992
Hubbub Music Society	Sebastopol	CA	A68 Music	0	0	2012	2012
Independent Eye Ltd	Sebastopol	CA	A65 Theater	0	0	2012	1975
Intuition Network	Santa Rosa	CA	A33 Printing & Publishing	0	0	2011	1979
Kings Chapel the Chapel Notes Las Manitas de Petaluma	Petaluma	CA	A68 Music	0	0		1991
Spanish English Dual Immersion Inc Las Manitas	Petaluma	CA	A23 Cultural & Ethnic Awareness	0	0	2012	2012
Literary Arts Guild Inc	Santa Rosa	CA	A20 Arts & Culture	0	0	2011	2002
Lovemanifest Inc	Santa Rosa	CA	A68 Music	0	0	2012	2012
Metaintegral Foundation Inc	Sebastopol	CA	A33 Printing & Publishing	0	0	2011	2012
Monans Rill Institute Inc	Santa Rosa	CA	A70 Humanities	0	0	2011	1976
Mozarts Amazing Musicians	Cotati	CA	A68 Music	0	0	2012	2003
Narrow Way Stage Company	Cotati	CA	A65 Theater	0	0	2011	2009
National Society of the Daughters of the American Revolution Caymus DAR	Santa Rosa	CA	A80 Historical Organizations	0	0	2012	1969
National Society of the Daughters of the American Revolution Santa Rosa DAR	Petaluma	CA	A80 Historical Organizations	0	0	2012	1958
New Horizons Band of Sonoma County	Santa Rosa	CA	A6C Bands & Ensembles	0	0	2012	2005
North American Folk Music and Dance Alliance Connecticut Folklife Project Inc	Sebastopol	CA	A62 Dance	0	0	2012	1996

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Occidental Community Choir	Occidental	CA	A6B Singing & Choral Groups	0	0	2012	1985
One World Peace Foundation	Santa Rosa	CA	A99 Arts, Culture & Humanities N.E.C.	0	0	2012	1995
Otto Hitzberger Foundation	Sonoma	CA	A20 Arts & Culture A12 Arts, Culture & Humanities: Fund Raising & Fund Distribution	0	0	2012	1996
Pelican Art Foundation	Petaluma	CA		0	0	2011	2010
Performing Artists Coalition for Theater Main Stage West	Sebastopol	CA	A60 Performing Arts	0	0		2011
Petaluma Quilt Guild	Petaluma	CA	A40 Visual Arts	0	0	2012	1994
Petaluma Readers Theatre	Petaluma	CA	A65 Theater A80 Historical Organizations	0	0	2012	2012
Petaluma Trolley	Petaluma	CA		0	0	2012	2001
Piner High School Athletic Hall of Fame Inc	Santa Rosa	CA	A50 Museums	0	0	2012	2007
Play on Foundation	Sonoma	CA	A65 Theater	0	0	2012	2005
Rancho Bodega Historical Society Inc	Bodega Bay	CA	A82 Historical Societies & Historic Preservation	0	0	2012	1996
Realize Dance	Graton	CA	A62 Dance	0	0	2011	2010
Redwood Empire Handweavers and Spinners Guild	Petaluma	CA	A40 Visual Arts	0	0	2011	1991
Redwood Empire Live Steamers Inc	Santa Rosa	CA	A50 Museums	0	0	2012	2005
Redwood Region Ornithological Society Inc	Petaluma	CA	A70 Humanities	0	0	2012	1988
Rohnert Park Seniors Craft Shoppe	Rohnert Park	CA	A40 Visual Arts	0	0	2012	1992
Ronwallace Org	Rohnert Park	CA	A62 Dance	0	0	2012	2012
Russian River Chamber Music Society	Healdsburg	CA	A6C Bands & Ensembles	0	0	2012	1994
Russian River Historical Society	Monte Rio	CA	A82 Historical Societies & Historic Preservation	0	0	2007	1986
San Francisco Concerto Orchestra	Guerneville	CA	A69 Symphony Orchestras	0	0	2012	1995
San Francisco Jazz Dance Company	Petaluma	CA	A62 Dance	0	0	2012	1985
Santa Rosa Photographic Society	Santa Rosa	CA	A40 Visual Arts	0	0	2012	1987
Santa Rosa Sonoma County Ballet Guild Inc	Santa Rosa	CA	A63 Ballet	0	0	2012	1964
Santa Rosa Symphonic Chorus	Santa Rosa	CA	A6B Singing & Choral Groups A1240 Arts, Culture & Humanities: Fund Raising & Fund Distribution	0	0	2012	1996
Shona Artist Fund Inc	Glen Ellen	CA		0	0	2011	2009
Silver Moon Theatre	Sonoma	CA	A65 Theater	0	0	2010	2010
Sirens Studio for Youth and the Arts	Petaluma	CA	A25 Arts Education	0	0	2012	2001
Society for Philosophy Dept of Languages and Philosophy	Rohnert Park	CA	A70 Humanities	0	0	2012	1985
Society for Preservation and Encourmt of Barbershop Quartet							
Singing Amer D008 Santa Rosa Society for Technical	Petaluma	CA	A68 Music	0	0	2012	1946
Communication Northbay Chapter	Sonoma	CA	A30 Media & Communications	0	0	2011	1961
Sonoma County Genealogical Society Inc	Santa Rosa	CA	A80 Historical Organizations	0	0	2012	1975
Sonoma County Model Railroad Society	Santa Rosa	CA	A54 History Museums	0	0	2010	2002
Sonoma Hometown Band Inc	Sonoma	CA	A6C Bands & Ensembles	0	0	2010	1993

Nonprofit Arts and Cultural Organizations in Sonoma County continued

Name	City	State	Type of Cultural Organization	Total Revenue	Total Assets	Tax Period*	Year Obtained Nonprofit Status
Sonoma Theatre Company	Sonoma	CA	A65 Theater	0	0		2012
Sonoma Valley Arts Alliance Inc	Sonoma	CA	A26 Arts & Humanities Councils & Agencies	0	0	2011	1989
Sonoma Valley Jazz Society	Sonoma	CA	A6C Bands & Ensembles	0	0	2012	1995
Sonoma Valley Music Society	Sonoma	CA	A68 Music	0	0	2012	2004
Sonoma Vietnamese Association	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	0	0	2012	2011
Sophias Garden and Healing Arts Center Inc	Sebastopol	CA	A20 Arts & Culture	0	0	2012	2009
Southwest Section of the Ninety Nines Inc Santa Rosa Chapter	Geyserville	CA	A70 Humanities	0	0	2012	1977
Traditional Ragtime and Dixieland Jazz Appreciation Strutters Societ	Rohnert Park	CA	A6C Bands & Ensembles A03 Arts, Culture & Humanities: Professional Societies & Associations	0	0	2012	1990
Valley of the Moon Art Association Inc	Boyes Hot Springs	CA	A82 Historical Societies & Historic Preservation	0	0	2011	1992
Venado Historical Society	Healdsburg	CA	A82 Historical Societies & Historic Preservation	0	0	2012	2013
Vietnamese Msrtyrs Community	Santa Rosa	CA	A23 Cultural & Ethnic Awareness	0	0		1946
West County Film Society	Sebastopol	CA	A31 Film & Video	0	0	2011	2008
Western Sonoma County Historical Society	Sebastopol	CA	A82 Historical Societies & Historic Preservation	0	0	2012	1978
Windsor Arts Council	Windsor	CA	A26 Arts & Humanities Councils & Agencies	0	0	2011	2001
Windsor Historical Society	Windsor	CA	A82 Historical Societies & Historic Preservation	0	0	2012	2009
Wine Country Opera Inc	Santa Rosa	CA	A6A Opera	0	0	2011	1999
Women on the Inner Journey Foundation	Sonoma	CA	A23 Cultural & Ethnic Awareness	0	0	2011	1995
World Music in Schools Foundation	Sebastopol	CA	A6E Performing Arts Schools	0	0	2011	1988
Yronwode Institution Yippie	Forestville	CA	A33 Printing & Publishing	0	0		2012
Yuris Night	Santa Rosa	CA	A84 Commemorative Events	0	0	2011	2011