



Business Plan 2022



Our Purpose
Vision

**Creativity is a defining economic driver
for Sonoma County.**



Our Purpose
Mission

Creative Sonoma's mission is to
support and advance the creative
community of Sonoma County.



Guiding Principles

- Art is essential.
- The arts are additive.
- Equity drives creativity.
- Artists are left AND right brained.
- Creativity is a muscle.
- Culture workers must be paid.
- Adaptability fuels impact.



Programs & Services

Creative Sonoma's mission is to support and advance the creative community of Sonoma County.

Demand-Focused
Program & Service
Offerings

Supply-Focused
Program & Service
Offerings

Creativity is a defining economic driver for Sonoma County.



Demand-Focused

Programming that drives **demand** for creative services

Online Resource Bank

Consultancy

Policy Development

Thought leadership



Program & Service Offerings

Supply-Focused

Programming that increases the quantity and quality of the **supply** of creative services.

Capacity Building for Artists and Arts Organizations

Arts and Equity Fellowship

Networking

One-off and short-series workshops

Creative Engineers

Inspiring and Developing Local Talent

TK-12 arts education

Equitable access to arts education

Grant Making



Immediate Next Steps

- **Hire contracted staff to support new programs**
 - Key bodies of work that will be enabled through this contract position include:
 - Development and marketing of online resources and enhancements to Creative Sonoma's website
 - Building of a prospective client base for business and government consulting
 - Planning for the launch of the Creative Engineers program and consulting services
- **Secure consultant for Public Art initiative**
 - Source and contract a consultant to develop a recommended public art/percent-for-art program, with a goal of passing the ordinance by Dec. 2022.

