



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Matching Funds
Salaries/Wages (in-kind only)			
		N/A	
Contracted Services			
	Teaching artists	\$1,500	
Materials/Supplies			
	Art supplies	\$500	
Printing/Reproduction			
	Marketing materials	\$1,000	
Rentals			
Other			
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B.
Total Project Cost (A+B)		\$ 2,500	

Other Funding Sources:

Funding Sources	Date Committed	Amount
County of Sonoma, District 3	2/4/26	\$2,000
County of Sonoma, Districts 2, 4, and 5 (combined)	pending	\$7,500
Exchange Bank	pending	\$24,000
Community Foundation Sonoma County	pending	\$24,000
Total		\$57,500



Community Improvement Grant Application February 2026

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.

At the Museum of Sonoma County, we believe that access to art and culture should be a right, not a privilege. When people can engage with arts and culture, they feel seen, valued, and connected, both to their community and to one another.

Second Saturdays is a free, community-based program that opens the doors of the Museum of Sonoma County to all. Held on the second Saturday of each month from 11 am to 5 pm, these inclusive events offer opportunities for people of all ages and backgrounds to engage with art, history, nature, and culture as well as interactive, free-choice learning experiences. Families can explore the Museum's exhibitions, participate in hands-on art activities led by professional teaching artists, and enjoy our outdoor garden.

Each month features a unique theme inspired by our current exhibitions, cultural celebrations, and local partnerships. Past themes have included *Post Office for a Day*, created in partnership with our local USPS, and our annual *Día de Los Muertos*, which celebrates Mexican and Mexican American traditions and features an altar workshop led by a local artist. Our most recent theme was *Birds and Wood*, highlighting our world-class *Artistry in Wood* exhibition and featuring partner agency the Bird Rescue of Sonoma County, and we are planning a zine-making workshop tied to our upcoming *Disturbing the Peace: Sonoma County Punk* exhibition.

The program's primary goal is to enhance the cultural diversity and richness of Sonoma County, and our objective is to double the number of attendees this year.

a. Include who will benefit from this project and how many people your project is expected to impact.

During the grant period, we expect 2,000 people to attend one or more Second Saturday events. This number includes families and children who might otherwise have limited exposure to museums or opportunities for creative expression and cultural learning. It also reaches those who could afford to visit but have not yet felt compelled to do so, offering welcoming, transformative experiences that demonstrate the Museum's value and inspire lasting curiosity.

b. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

The Museum is in compliance with all federal, state, and local requirements, and no additional permits are needed for our Second Saturday events.



Photos from our Lunar New Year Celebration, February 2026

c. Include a clear timeline outlining its start, implementation, and completion phases.

Our Second Saturdays are always held on the second Saturday of each month, from 11 am to 5 pm. Planning, marketing, and other activities take place on an ongoing, year-round basis.

Second Saturday events that will be held during the grant period include:

- April 11, 2026
- May 9, 2026
- June 13, 2026
- July 11, 2026
- August 8, 2026
- September 12, 2026
- October 10, 2026
- November 14, 2026
- December 12, 2026
- January 9, 2027
- February 13, 2027
- March 13, 2027

2. Describe the community support for your project. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project? What roles are they playing and how collaborative is the project? What other support exists for your project?

Partnerships are the key to our success. We are especially committed to culturally specific partnerships that reflect the full diversity of Sonoma County, including collaborations with Latinx organizations and other community groups. Through permanent and rotating exhibitions, as well as programs that elevate First Voices and celebrate a wide range of cultural traditions, we create opportunities for families from different backgrounds to interact, connect, and learn from one another.

Our annual Block Party and Community Resource Fair is one example of our collaborative nature. Timed with our Día de los Muertos exhibition, the event brings together Paquiyollotzin, Ballet Folklorico of Petaluma, Danza Xantotl, the Sonoma County Lowrider Council, and the Sonoma County Pomo Dancers, creating a vibrant celebration rooted in community connection. The day includes family-friendly activities such as face painting, a Trunk o' Treat, and a sugar skull workshop with artist Elsa Tapia. In addition, a group of local social service providers (including NAACP, Sonoma County Library, the City of Santa Rosa's Violence Prevention Department, and more) are onsite, strengthening connections and providing resources.



Photos from our Block Party, October 2025

In addition, these events also contribute to our local economy by drawing local residents and out-of-town visitors to downtown Santa Rosa. Their presence generates increased foot traffic, encouraging visitors to dine, shop, and explore nearby businesses, thereby boosting the local economy.

3. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

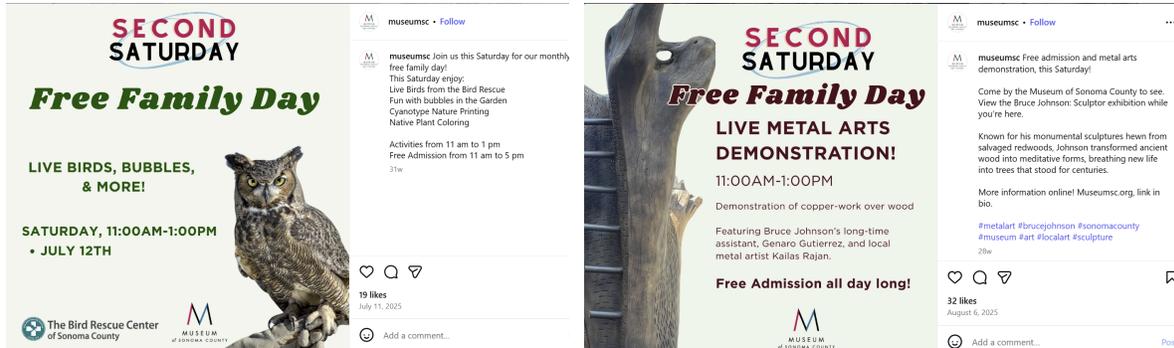
The Museum reaches a diverse target audience that includes families with children of all ages, underserved and underrepresented communities throughout Sonoma County, neighbors and local residents, Spanish-speaking and bilingual households, as well as first-time Museum visitors and returning guests.

To connect with this broad community, we are continually strengthening and expanding our outreach efforts. Our website, social media channels, and email marketing help us reach our audience digitally, while outreach through traditional media outlets, including earned media and advertisements, increases our visibility throughout the region. We also place flyers in local gathering places and organizations to ensure that information can still reach those who may not be connected digitally.

In 2026, we will strategically expand both digital and traditional advertising efforts as we deepen our understanding of our target audiences. These investments will help us reach more residents countywide and further strengthen the program's visibility and impact.

Partnerships play a central role in our outreach strategy as well. By working closely with local schools, government agencies, nonprofits, and business partners, we are able to extend outreach directly into neighborhoods and networks that benefit most from free, family-friendly programming. As part of this growing effort, we are expanding our bilingual marketing so that Spanish-speaking and bilingual households receive clear communication about these events.

This combination of digital and traditional outreach, community partnership, and bilingual engagement allows us to remove barriers and more effectively reach the communities and families we serve.



Recent Second Saturday social media posts

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

As this is an established, ongoing project, all program activities and maintenance are covered by Museum staff.

5. Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

Safety is a top priority in all aspects of our project implementation. At this time, masking is optional in accordance with current public health guidance. Many of our Second Saturday activities take place outdoors, which naturally supports participant wellbeing and safety. We continue to follow local health recommendations, maintain clean and well-ventilated spaces, and encourage anyone who is feeling unwell to stay home. Our staff are trained to support a safe, welcoming environment for all participants.

6. Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined and the status of matching funds. Please explain your plans to ensure the project's long-term sustainability. This section is supplemental information to the Cost Estimate Form.

Our Second Saturdays cost \$8,000 per event (\$96,000 annually). In addition to needing to offset lost income from being open for free, we also incur costs for honoraria for local bilingual teaching artists who design and facilitate programming; purchasing art supplies for participants of all ages; and covering staffing and logistical needs.

We are especially seeking City funds to support teaching artists' stipends, printed marketing materials, and art materials, to ensure these free, inclusive events are accessible and high quality. If awarded, we would allocate 100% of a city grant to non-personnel costs for the Second Saturdays program.

Matching Funds: We have already secured \$3,000 from the County of Sonoma (Districts 2 and 3) for Second Saturday expenses. We also have a number of pending funding requests for this program: we have requested \$24,000 each from the Community Foundation Sonoma County and Exchange Bank, and we have applications for \$2,500 each, pending with the County of Sonoma Districts 4 and 5.

7. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

The Museum is deeply committed to environmental sustainability across our operations and programming. Environmental themes are often integrated into our Second Saturdays programming. For example, a recent partnership with the Bird Rescue Center offered free educational family activities centered on habitat protection and local ecosystems, including nature-based art activities. Sustainability guides our program implementation as well. When selecting art supplies, we prioritize reusable and compostable materials whenever possible and work to minimize disposable items and single-use plastics. In addition, all Second Saturday events include our outdoor garden space, which inspires community members to consider how art, nature, and sustainability are intertwined.

Moreover, we are currently planning to install a solar panel system to conserve energy, along with interpretive elements that will create opportunities for visitors to learn about what sustainability means in practice.



Thank you for your consideration of this request. Together with our funders and partners, we are creating a hub where neighbors, families, and visitors can come together, engage in dialogue, and share experiences. As a growing part of Sonoma County's informal and free-choice learning offerings, Second Saturdays helps create a sense of connection for everyone who walks through our doors.