

City of Sacramento
Arts, Culture, and Creative Economy Commission
Report
915 I Street Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2025-00326

2/10/2025

Discussion Item 3.

Arts, Culture, and Creative Economy Commission 2024 Annual Report and 2025 Workplan

File ID: 2025-00326

Location: Citywide

Recommendation: Pass a **Motion** approving the 2024 Arts, Culture, and Creative Economy Commission Annual Report and 2025 Workplan and forwarding it to the Personal & Public Employees (P&PE) Committee for consideration and approval.

Contact: Jason Jong, Cultural and Creative Economy Manager, Office of Arts and Culture, (916) 808 -5105, jjong@cityofsacramento.org, Convention and Cultural Services Department

Presenter: Jason Jong, Cultural and Creative Economy Manager, Office of Arts and Culture, (916) 808-5105, jjong@cityofsacramento.org, Convention and Cultural Services Department; Luisa Lavulo, Vice Chair, Arts, Culture, and Creative Economy Commission

Attachments:

1-Description/Analysis

2-2024 ACCEC Annual Report - Commission Draft

Description/Analysis

Issue Detail: Chapter 17 of the Council Rules of Procedure states that each city advisory body shall provide an annual report for review by the Personnel and Public Employees Committee (P&PE). At a minimum, reports should include the following:

- Highlights and accomplishments from the previous year and any resulting recommendations.
- Projects, priorities, and objectives for the upcoming year including resources required.

The purpose of this item is to review and discuss contents of the proposed 2024 Annual Report, to aid in communicating accomplishments, projects, priorities, and recommendations with the P&PE Committee and Sacramento City Council, and to pass a motion fulfilling the requirement that an annual report be presented to the P&PE Committee.

Policy Considerations: In addition to requirements outlined in aforementioned Chapter 17 of the Council Rules of Procedure, the production of an Annual Report is also in alignment with City Code section 2.84.040(H) which states one of the Commission’s powers and duties is to “develop an awareness of the needs of artists and the community and regularly update and evaluate progress against the Creative Edge Plan” and to submit an annual written report to City Council about such progress..

2024 activities and proposed activities within the included 2025 ACCEC Workplan align with Creative Edge: Arts, Culture and Creative Economy Plan, which was adopted by City Council on July 3, 2018, and serves as the guiding policy framework for the Office of Arts and Culture.

ACCEC serves, in part, to support and advance six goals identified within Creative Edge, intended to fulfill the Sacramento community’s vision for its arts, cultural and creative future.

Economic Impacts: Not applicable.

Environmental Considerations: None, as the recommendations in this report do not constitute a “project” under the California Environmental Quality Act (CEQA) as they involve government fiscal activities that do not involve any commitment to a specific project which may result in a potentially significant physical impact on the environment, as contemplated by Section 15378(b)(4) of the CEQA Guidelines (Cal. Code Regs., tit. 14, §15000 et seq.), and is, therefore, not subject to CEQA pursuant to Section 15060(c)(3) of the CEQA Guidelines.

Sustainability: Not applicable.

Commission/Committee Action: Receive and discuss.

Rationale for Recommendation: Council Rules of Procedure require that an annual report be submitted for review by the P&PE Committee.

Financial Considerations: None.

Local Business Enterprise (LBE): Not applicable.

Sacramento Arts, Culture, and Creative Economy Commission

Annual Report

January 2024 through December 2024



Foreground: *Hanami*, Jeffery Reed + Jennifer Madden, 2024;
Background: Sacramento Taiko Dan

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Introduction: Establishment, Commissioners, and Staff

The City of Sacramento Arts, Culture, and Creative Economy Commission (ACCEC) was established in 2019 by ordinance 2019-0028 and is codified in Sacramento [City Code Chapter 2.84](#).

The commission consists of eleven members which are nominated by the Personnel and Public Employees Committee, councilmembers, or the mayor, and appointed by the mayor with the concurrence of a majority of the city council.

Current Sacramento Arts, Culture, and Creative Economy Commission - Commissioners

The following commissioners are currently serving on the commission.

- Luisa Lavulo (Vice Chair)
- Roynell Anderson
- Kristen “Ten” Blair
- America Lomeli
- Justina Martino
- Nkiruka Ohaegbu
- Wellington Smith
- Robert Tocalino

2024 Commissioners

The following commissioners served on the commission in 2024.

- Priscilla Enriquez (Chair)
- Luisa Lavulo (Vice Chair)
- Roynell Anderson
- Kristen “Ten” Blair
- America Lomeli
- Justina Martino
- Cruz Naranjo
- Nkiruka Ohaegbu
- Wellington Smith
- Robert Tocalino
- Dr. Melinda Wilson Ramey
- Dr. L. Steven Winlock

Sacramento Arts, Culture, and Creative Economy Commission - Staff

The commission is supported primarily by the following staff members.

- Ryan Meyerhoff, Senior Deputy City Attorney, Office of the City Attorney
- Megan L. Van Voorhis, Director, Convention and Cultural Services Department
- Jason Jong, Cultural and Creative Economy Manager, Office of Arts and Culture
- Mannylyn Timoteo, Administrative Analyst, Office of Arts and Culture

Sacramento Arts, Culture, and Creative Economy Commission - Staff Contact Information

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Purpose, Powers and Duties of the Sacramento Arts, Culture, and Creative Economy Commission

Purpose of the Sacramento Arts, Culture, and Creative Economy Commission

The purpose of the commission is to provide advice and recommendations to the city council for promoting, encouraging, and fostering the arts, innovation, and tourism in the city, and is further described in the Sacramento [City Code, Section 2.84.030](#).

Powers and Duties of the Sacramento Arts, Culture, and Creative Economy Commission

The powers and duties of the commission are as follows:

- A. Foster the value, development, participation, and support of the arts.
- B. Provide recommendations and advice to the city council, the city manager, and the Department of Convention and Cultural Services on all matters concerning the arts, including the cultural arts awards grant program, cultural economy grant program, art-in-public-places program, film program, and the city's cultural amenities.
- C. Provide recommendations and advice to the city council, the city manager, and the Department of Convention and Cultural Services on the allocation of funds in support of the arts, to establish firm and equitable standards for such allocations, and to evaluate those allocations annually.
- D. Develop an awareness in the business community, in local government, and in the general public of the value of the arts and culture to the city. Except for artwork given to or purchased by museums, to review and make recommendations upon all artwork to be acquired by the city either by purchase or gift.
- E. Seek state, federal, or private funds in support of the arts on behalf of the city.
- F. Act as a liaison between the city, local artists, cultural groups, and the community at large.
- G. Develop an awareness of the needs of artists and the community, and regularly update and evaluate progress against Creative Edge: Arts, Culture, and Creative Economy Plan, dated June 2018, or as subsequently amended, for the growth of the arts in Sacramento. The commission shall submit an annual written report to council about such progress.
- H. Explore the future of the aesthetic quality of life in the community, with vision and imagination, and periodically report and give recommendations to the city council.

- I. Advise on the fair distribution of arts in each council district and throughout the city's neighborhoods.
- J. Provide input to the city council regarding policies, programs, and services to further the purposes of the commission.
- K. Advise on the policies and processes where artwork is included in capital improvement programs and ensure that artists are involved as early as possible in the pre-design or design phases for each eligible construction project (as defined in section [2.84.045](#)).
- L. Advise on the guidelines and procedures for the art-in-public-places program, cultural economy grant program, cultural arts awards grant program, or other programs relating to the coordination, sponsorship, or support of art programs or the nature, selection, and placement of artwork.
- M. Provide recognition and increased opportunities for artists through art-in-public-places projects.
- N. Advise on the quality, quantity, scope, and style of art in public places.
- O. Provide input and advice on maintenance and curating standards for exhibits or artwork.
- P. Advise and assist the city in other activities as may be referred to it by the city council.
- Q. Provide for the nature, selection, and placement of public art under section [2.84.045](#).
- R. Annually, report to and make recommendations to the city council regarding the status of the arts, culture, and creative economy in the city and the activities of the commission. (Ord. 2024-0035 § 1)

Message from the Sacramento Arts, Culture, and Creative Economy Commission Staff

Through the course of 2024, the Sacramento Arts, Culture, and Creative Economy Commission committed themselves to significantly advancing goals of the Creative Edge Plan through several key accomplishments identified in this annual report. Thoughtful conversations among commissioners and community voices reveal both challenges and opportunities that will inform the important and ongoing work of co-creating a robust artistic, cultural, and creative economy landscape that uplifts all.

As significant transitions mark the beginning of 2025, staff acknowledge the tremendous amount of hard work and dedication displayed by current and recent outgoing members. 2025 Workplan Goals, Objectives, and Outcomes evidence a forward-thinking, collaborative spirit—one that is focused on ensuring a strong foundation for commissioners in the coming year.

Jason Jong
Cultural and Creative Economy Manager, Office of Arts and Culture

Key Accomplishments

This report, with highlights and key accomplishments, covers the period since the last report, January 2024 through December 2024.

Grants and Programs Review

- Received an update from staff and passed a Motion recommending City Council to approve a two-year \$250,000 grant to the Solving Sacramento journalism collective for the purposes of supporting creative economy recovery by expanding awareness of, and engagement with, arts and cultural activities in the region (3/11/24).
- Received a update from staff highlighting the Capital Region Creative Corps program, a \$4.75 million project funded by the California Arts Council and serving artists and communities throughout a five-county region, with presentations from Sacramento artists hired as limited term City of Sacramento staff, enabling them to thrive in their artistic fields, and provide creative leadership in the community (8/12/24).
- Received an update from staff and passed a Motion recommending approval of a revised approach for supporting individual artists through the American Rescue Plan Act Arts and Creative Economy program which modified the initial guaranteed basic income approach to that of a fellowship model; to include regular \$850 monthly payments to 200 artists over the 12-month funding period (through a third-party fund administer), combined with program elements provided by local contractors that will offer expanded professional development supports for the selected cohort, and provide program assistance with communications, outreach, reporting, and documentation (10/7/24).
- Received an update and presentation led by Roshawn Davis, Executive Director of CLTRE, administrators of EveryDay Creative, an eight-month immersive program for creative entrepreneurs developed in partnership with the Office of Arts and Culture, which includes a six-week training course and a 12-week accelerator along with mentorship, tailored training, networking opportunities, a storefront residency, and access to financial support through grants or business investments (11/4/24).

Art in Public Places Review

- Received an update from staff and passed a Motion recommending approval of the Temporary Public Art Policy (draft approved by ACCEC 3/13/23), which clarifies the purpose, goals, scope, considerations, and process for proposing and installing temporary public art projects on city owned or controlled property (8/12/24).

Policy Review and Recommendations

- Reviewed and discussed preliminary draft of 2023 ACCEC Annual Report and 2024 Workplan (1/8/24).
- Received an overview of the Creative Edge Plan, including reflections from Commissioner Winlock and Chair Enriquez, and a progress update from Convention and Cultural Services Director Megan Van Voorhis (2/12/24).
- Reviewed and recommended approval of the 2023 ACCEC Annual Report for forwarding to the Personal & Public Employees (P&PE) Committee for consideration and approval (3/11/24).

- Discussed how the ACCEC and Office of Arts and Culture can improve the climate for creative vitality in Sacramento (3/11/24, 5/13/24, 6/10/24).
- Reviewed and discussed planned Commission priorities for the remainder of calendar year 2024, expanding on the 2023 ACCEC Annual Report (4/8/24).
- Reviewed and discussed 2025 ACCEC Workplan Draft (12/9/24).
- Reviewed and discussed preliminary draft of 2024 ACCEC Annual Report and 2025 Workplan (10/7/24).
- Reviewed and discussed 2025 ACCEC Workplan Draft—including goals, objectives, and outcomes—for future incorporation into the 2024 Annual Report (12/9/24).

Additional Presentations

- Received a presentation from Sacramento Film + Media Film Commissioner Jennifer West regarding the development of a rebate program to provide incentives for film and media projects to come to the City of Sacramento, thereby supporting increased production and revenue within the local creative sector (1/8/24).
- Received a presentation from Christopher Smith, Curator of History with Center for Sacramento History, who shared information about the We Are Who We Are exhibit at City Hall, a partnership with American Legion High School and Office of Arts and Culture featuring stories of high school youth and visual interpretations by local artists (3/11/24).
- Received a briefing from Allison Cagley, Executive Director, Friends of Sacramento Arts, highlighting the organization's relation to the Creative Edge Plan, with an update on current work involving a consortium of regional arts education partners (4/8/24).
- Received from Mindy Cuppy, City Clerk, update and presentation on City of Sacramento board, commission and committee orientation and training (5/13/24).
- Received a presentation from Commissioner Winlock in role as Executive Director, School of Education, Sacramento County Office of Education, regarding California Proposition 28 and its provision for statewide arts education within public and charter schools from pre-K through 12th grade (8/12/24).
- Received an update from Convention and Cultural Services Assistant Director Dustin Hollingsworth on the establishment of the Entertainment Services Division which merges Sacramento Film + Media, Entertainment Permitting, and Special Events, and brings related business functions under one entity to increase efficiency, reduce ambiguity, and allow the City to standardize its approach to servicing these activities, noting significant and ongoing opportunities for cross-division collaboration and enhanced support for shared elements of Sacramento's creative industries (10/7/24).

Commission Resources Expended

The estimated cost to support the Arts, Culture, and Creative Economy Commission in 2023 was \$36,957.

The estimated cost to support the Arts, Culture, and Creative Economy Commission in 2024 was \$33,989.

In 2023 the Arts, Culture, and Creative Economy Commission held eleven (11) meetings, and in 2024 held ten (10) meetings. Below is a breakdown of expenditures made to support the commission during this review period.

The estimated cost per meeting is as follows:

	Meetings	Hours	Rate	Total
Staff report creation and review – department staff	10	4	varies	\$3,135
Staff report review – city attorney staff	10	3	\$216	\$6,480
Agenda review, preparation, and publishing – city clerk	10	10	\$35	\$3,500
Meeting presentation preparation	10	2	\$117	\$2,340
Meeting attendance – department staff	10	2	\$70	\$1,400
Meeting attendance – city attorney staff	10	2	\$216	\$4,320
Meeting attendance – city clerk staff	10	4	\$58	\$2,320
Meeting attendance – IT staff	10	4	\$53	\$2,120
Meeting attendance – building security	10	4	\$33	\$1,320
Post meeting tasks: minutes, legislative document processing, attendance tracking	10	5	\$35	\$1,750
Commissioner stipend processing (quarterly)	n/a	12/year	\$42	\$504
Commissioner stipends (12 commissioners at \$50 per attended meeting)	varies	varies	\$50	\$4,800
TOTAL MEETINGS COST				\$33,989

Total Meetings Cost Notes:

Meetings are typically two (2) hours in duration; in 2024, this totaled approximately 20 hours of meeting time.

Commissioners receive a stipend of \$50 per attended meeting. Based on attendance in 2024, this totaled \$4,800, reflected above.

Workplan for Upcoming Year

The City of Sacramento's Arts, Culture, and Creative Economy Commission identifies the following five (5) Goals for 2025 with accompanying Objectives and Outcomes. The commission acknowledges the ongoing nature of several Goals and Objectives and encourages consideration of the Workplan as an iterative roadmap for the upcoming year.

Goal 1: Achieve greater clarity around ACCEC's purpose and role within the City of Sacramento government.

I. Objectives:

- **Understand** the Purpose of the Advisory Body: "The purpose of the commission is to provide advice and recommendations for promoting, encouraging, and fostering the arts, innovation, and tourism in the city..."
- **Clarify** commissioner roles, responsibilities, and the desired impact of the commission.
- **Revisit** the commission's adopted race and cultural equity statement.
- **Learn** about city structure and processes, including governance, budgeting, and decision-making.
- **Build** collaborative relationships with the Mayor's office, Commissioner District council members, other City of Sacramento departments and commissions to understand how its role intersects with other departments and commissions.
- **Improve** internal ways of working among Commissioners and between the Office of Arts and Culture.
- **Encourage** interdepartmental support and alignment of arts and creative economy initiatives with broader city goals.

2. Outcomes:

- An internally focused outcome where Commissioners better understand their roles and responsibilities, thereby increasing ACCEC efficiency and effectiveness, ability to foster greater levels of collaboration, and capacity to support arts, culture, and the creative economy.

Goal 2: Enhance community awareness and understanding of ACCEC as a supportive, accessible resource dedicated to arts and culture.

I. Objectives:

- **Increase** community engagement by pursuing opportunities for learning and listening that support the public in connecting with the commission's purpose and initiatives.
- **Amplify** the roles and responsibilities of ACCEC commissioners, establishing them as visible, supportive advocates within the arts and culture community.
- **Build** relationships with community partners, such as arts and culture organizations, small businesses, young people, and artists, as well as the general public, in order to advance ACCEC's goals and enhance its presence in the creative landscape.

- **Encourage** the Convention and Cultural Services Department to ensure that its Race Equity and Culture Statement and values are upheld in programs, operations, and in all areas.

2. Outcomes:

- An **externally focused** outcome where community members experience an increased awareness and understanding of ACCEC’s role and relationship to supporting arts, culture, and the creative economy, thereby supporting increased interaction and engagement with the Commission.

Goal 3: Advocate for City of Sacramento policies and initiatives that value, support, and build the arts and cultural community and ecosystem.

1. Objectives:

- **Advocate** for increased visibility and growth of the arts and cultural sector by encouraging targeted communications highlighting the creative economy’s value.
- **Recommend** policies that ensure fair treatment, adequate compensation, and the sustainability of creative work across Sacramento's arts community.
- **Foster** collaboration and generate new opportunities for creative professionals, create and strengthen partnerships between arts organizations, government agencies, and community stakeholders.
- **Collaborate** with the Office of Arts and Culture to provide regular status updates on the progress of the Creative Edge Plan, its implementation of the Race Equity and Culture Statement and ensure its alignment with ACCEC’s advocacy efforts.

2. Outcomes:

- ACCEC is seen as a valued resource, playing an increased role in enhancing cultural competence, fostering community engagement, and recognizing the economic and cultural contributions of the creative sector.

Goal 4: Collaborate with the Office of Arts and Culture to address a variety of infrastructure needs required to sustain a thriving and sustainable arts ecosystem.

1. Objectives:

- **Develop** a broader understanding of arts and cultural community needs around safe, affordable, and sustainable spaces (including, but not limited to: brick-and-mortar arts and cultural facilities, workspaces for artists and creatives, and digital/virtual spaces).
- **Engage** with regional experts in inclusive economic development, small business development, collective ownership, and community wealth-building to share valuable insights and strategies with community.
- **Identify** city departments and community-based organizations in Sacramento working toward similar goals to find alignment and potential partnerships.

2. Outcomes:

- ACCEC serves as a convener of thought-leadership and a facilitator in identifying trends and opportunities to strengthen and advance Sacramento’s arts ecosystem.

Goal 5: Continue to work with the Office of Arts and Culture in uplifting the goals of the Creative Edge Plan.

I. Objectives:

- **Examine** the state of the nonprofit arts and culture ecosystem.
- **Partner** with the Office of Arts and Culture to provide regular Creative Edge Plan updates.
- **Explore** with the Office of Arts and Culture the feasibility for a new cultural planning process and/or opportunities to revisit, reaffirm, and/or update Creative Edge Plan goals and priorities.
- **Support** the integration of community and artists’ voice in cultural planning efforts, processes, or related assessment of the nonprofit arts and culture ecosystem.
- **Identify** synergistic opportunities for collaboration or funding that may exist in aligned areas, such as education, healthcare, parks and recreation, youth engagement, or workforce development. ACCEC will begin to explore the intersection of arts, health, and well-being, to provide future recommendations.

2. Outcomes:

- ACCEC is guided by a clear strategic direction, informed by and responsive to a diversity of community voices and needs, thereby ensuring the sustainability, vitality, and protection of the local arts and culture ecosystem as a valued community and civic asset.

Resources Required for 2025 Workplan Goals, Objectives, and Outcomes

The Arts, Culture, and Creative Economy Commission is likely to continue meeting roughly the same number of times in 2025 as it did in 2024, so demands on Office of Arts and Culture staff and meeting support staff will be roughly the same in the upcoming year. Community engagement activities by individual Commissioners may increase, resulting in additional convenings in community and/or virtual settings.

Estimated 2024 Costs:

Commission and combined staff costs for meetings to be held in 2025:	\$36,857
<u>Community Listening Sessions in calendar year 2025 (est \$3,000 x 3):</u>	<u>\$9,000</u>
Total Estimated 2025 Costs:	\$45,857