

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

File ID: 2025-01836 11/3/2025

11/3/2025

EveryDay Creative Program Update - Fall 2025

File ID: 2025-01836

Location: Citywide

Recommendation: Receive and discuss.

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: Roshaun Davis, Executive Director, CLTRE, roshaun@cltre.org

Attachments:

1-Description/Analysis

Description/Analysis

Issue Detail: The purpose of this item is to receive information from CLTRE staff regarding the progress of support provided to creative entrepreneurs through the EveryDay Creative program, in the interest of staying an informed body on matters that may address and influence the continued implementation of the Creative Edge Plan.

On September 14, 2021, Sacramento City Council adopted the mayor's proposed American Rescue Plan Act (ARPA) Framework and Funding Priorities and directed the City Manager, City Attorney, City Auditor, City Treasurer, and City Clerk to implement City Council direction consistent with the adopted ARPA Framework. The recommendations contained in the ARPA Framework and Funding Priorities allocate \$10 million of those funds to critical projects and programs needed to address the impact of the pandemic on the creative economy.

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Designed by CLTRE in partnership with Creative Startups and the Office of Arts and Culture, the EveryDay Creative program employs a three-pronged strategy to ensure creative entrepreneurs in

Sacramento are a part of a thriving ecosystem:

1. Strengthen and Expand the Creative Ecosystem: Within a two-year timeframe, strengthen and expand the ecosystem of creative entrepreneurs in the Creative Economy.
2. Develop a Creative Impact Capital Fund: Design and pilot an integrated impact capital fund for diverse creative entrepreneurs demonstrating growth potential.
3. Establish a Sustainable Funding Model: Leverage funding to engage regional and national sustainable funding sources.

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Along with partners Creative Startups, CLTRE offers program participants: mentorship, tailored training, networking opportunities, a storefront residency, and access to financial support through grants or business investments for promising graduates of the program.

Policy Considerations: The recommendations in this report align with Creative Edge: Sacramento's Arts, Culture and Creative Economy Plan, which was adopted by Sacramento City Council on July 3, 2018, and serves as the guiding policy framework for the Office of Arts and Culture.

The Arts, Culture and Creative Economy Commission (ACCEC) serves, in part, to support and advance the six goals identified within Creative Edge, intended to fulfill the Sacramento community's vision for its arts, cultural and creative future.

This item addresses the following five (5) Creative Edge goals: Goal 2: Advance cultural equity for all Sacramento's diverse populations; Goal 3: Build upon and expand Sacramento's unique creative economy; Goal 4: Enable Sacramento artists and creatives to thrive in their work and to provide creative leadership in the community; Goal 5: Celebrate and infuse all Sacramento neighborhoods and districts with arts and culture; and Goal 6: Expand and solidify Sacramento's investment in arts and culture.

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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: Not applicable.

Rationale for Recommendation: Briefings and discussions around programs that are generated through the Office of Arts and Culture, address goals of the Creative Edge Plan, and involve matters relating to the advancement of arts, culture, and the creative economy provide opportunities for ACCEC to be an informed and engaged body.

Financial Considerations: None.

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Issue Detail: The purpose of this item is to receive information from CLTRE staff regarding the progress of support provided to creative entrepreneurs through the EveryDay Creative program, in the interest of staying an informed body on matters that may address and influence the continued implementation of the Creative Edge Plan.

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Policy Considerations: The recommendations in this report align with Creative Edge: Sacramento's Arts, Culture and Creative Economy Plan, which was adopted by Sacramento City Council on July 3, 2018, and serves as the guiding policy framework for the Office of Arts and Culture.

The Arts, Culture and Creative Economy Commission (ACCEC) serves, in part, to support and advance the six goals identified within Creative Edge, intended to fulfill the Sacramento community's vision for its arts, cultural and creative future.

This item addresses the following five (5) Creative Edge goals: Goal 2: Advance cultural equity for all Sacramento's diverse populations; Goal 3: Build upon and expand Sacramento's unique creative economy; Goal 4: Enable Sacramento artists and creatives to thrive in their work and to provide creative leadership in the community; Goal 5: Celebrate and infuse all Sacramento neighborhoods and districts with arts and culture; and Goal 6: Expand and solidify Sacramento's investment in arts and culture.

This item also addresses the following four (4) 2025 ACCEC Workplan goals: Goal 2: Enhance community awareness and understanding of ACCEC as a supportive, accessible resource dedicated to arts and culture; Goal 3: Advocate for City of Sacramento policies and initiatives that value, support, and build the arts and cultural community and ecosystem; 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; Goal 5: Continue to work with the Office of Arts and Culture in uplifting the goals of the Creative Edge Plan.

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: Not applicable.

Rationale for Recommendation: Briefings and discussions around programs that are generated through the Office of Arts and Culture, address goals of the Creative Edge Plan, and involve matters relating to the advancement of arts, culture, and the creative economy provide opportunities for ACCEC to be an informed and engaged body.

Financial Considerations: None.

Local Business Enterprise (LBE): Not applicable.

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

File ID: 2025-01836

11/3/2025

EveryDay Creative Program Update - Fall 2025

File ID: 2025-01836

Location: Citywide.

Recommendation: Receive and discuss.

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: Roshaun Davis, Executive Director, CLTRE, roshaun@cltre.org.

Attachments:

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