

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

File ID: 2026-00372

1/12/2026

California Arts Council Creative Economy Presentation

File ID: 2026-00372

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: Megan Morgan, Race & Equity Manager, California Arts Council, megan.morgan@arts.ca.gov

Attachments:

1-Description/Analysis

Description/Analysis

Issue Detail: The purpose of this item is to receive information from California Arts Council staff regarding the first strategic plan for California's creative economy, released in October 2025, and to share information regarding the Creative Economies in Action: Statewide Engagement Tour - Sacramento Townhall to be held in Sacramento on February 4, 2025.

Titled "California's Future Is Creative: Strategies for Cultural Resilience, Economic Growth, and Global Leadership" (https://view.publitas.com/ca-arts-council/ca_creativeconomy_strategicplan_2025), the plan presents a vision to bolster and grow the state's \$288 billion creative sectors and support its over 820,000 creative workers.

Developed by Institute for the Future, the plan was informed over an 18-month planning process by the appointed members of the Creative Economy Workgroup of California, a 30-plus member subject matter advisory body that collectively reflects the diversity of California's creative economy including arts leaders, culture bearers, elected officials, as well as state agency representatives for labor, business, education, and workforce development.

To support the second phase of the plan's implementation, California Arts Council (CAC) has launched the Creative Economies in Action: Statewide Engagement Tour-a series of free town halls

will gather community input and shape the implementation of California's new strategic plan for the creative economy.

CA for the Arts, regional partner for Creative Economies in Action Statewide Engagement Tour, is partnering with the City of Sacramento Office of Arts and Culture to host a convening on the State's first Creative Economy Strategic Plan on February 4, 2026, at Memorial Hall (1515 J Street, Sacramento, CA 95814).

Representatives from the Creative Economy Workgroup, the CAC and other community leaders will be part of the presentation, followed by a question and answer session and small break out groups to discuss aspects of the plan and its impact on the creative economy in the Sacramento region. Input gathered will directly inform the development of a comprehensive plan addendum, which will be submitted to the Governor's Office and State Legislature in spring of 2026. More information is available at creativeeconomy.arts.ca.gov.

Policy Considerations: Discussions regarding the status and development of the statewide, regional, and local creative economy are aligned with Creative Edge: Sacramento's Arts, Culture and Creative Economy Plan (Creative Edge), which was adopted by Sacramento City Council on July 3, 2018, and which 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: The purpose of the ACCEC is to provide advice and recommendations for promoting, encouraging, and fostering the arts, innovation, and tourism, in the city. One of its many charges is to act as a liaison between the city, local artists, cultural groups, and the community at large. This includes discussing matters that may address and influence the continued implementation of the Creative Edge Plan.

Briefings and discussions around programs and partnerships that are generated through or involve the Office of Arts and Culture, address goals of the Creative Edge Plan, and/or 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.