

City of Sacramento  
**Arts, Culture, and Creative Economy Commission**  
**Report**  
915 I Street Sacramento, CA 95814  
[www.cityofsacramento.org](http://www.cityofsacramento.org)

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**File ID:** 2026-00501

2/9/2026

### **2026 Arts, Culture, and Creativity Month Programming in Sacramento**

File ID: 2026-00501

**Location:** Citywide

**Recommendation:** Receive and comment.

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

**Presenter:** NeFesha Yisra'el, Director of Programs, California for the Arts

**Attachments:**

1-Description/Analysis

2-ACCM 2026 Presentation

#### **Description/Analysis**

**Issue Detail:** California for the Arts (CA for the Arts) promotes the annual recognition of April as Arts, Culture, & Creativity Month (ACCM)-a month of free events, resources, and advocacy opportunities across the state with the goal of engaging arts advocates and raising awareness of the impact of the arts within communities.

City of Sacramento, Office of Arts and Culture is providing support to CA for the Arts to present this year's CA Arts & Culture Summit at the SAFE Credit Union Convention Center on April 20, 2026 (<https://www.caforhearts.org/summit2026>). With the theme of "Boundless Culture & Creativity: The Essence of Freedom", this year's programming will explore how boundless imagination and cultural practice translate into tangible results: Joy (healing and thriving), Action (advocacy and organizing), and Power (collective voice and influence). From experiential sessions that embody creativity without limits to convenings that highlight knowledge sharing, coalition building, campaigns, and cultural organizing, ACCM 2026 will showcase arts in action as a force for civic engagement, movement building, and community transformation.

CA for the Arts will also present Advocacy Day at the California State Capitol on April 21, 2026.

The purpose of this item is to receive information from leading statewide arts advocacy organization

CA for the Arts, in the interest of staying an informed body on local opportunities to engage in conversations aiming to advance arts, culture, and the creative economy both regionally and statewide, and to stay an informed body on matters that may address and influence the continued implementation of the Creative Edge Plan.

**Policy Considerations:** Efforts spearheaded by CA for the Arts in the state legislature broadly align 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.

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 all six (6) Creative Edge goals:

Goal 1: Provide arts education to all Sacramento's children and youth; 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 all five (5) 2025 ACCEC Workplan goals:

Goal 1: Achieve greater clarity around ACCEC's purpose and role within the City of Sacramento government; 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 this item does not constitute a specific "project" subject to the California Environmental Quality Act (CEQA) as it will not cause a direct (or reasonably foreseeable indirect) physical environmental change, and in any event, is exempt as continuing policy and procedure making and administrative activity. (CEQA Guidelines § 15378 (a) and (b)(2) and (5)).

**Sustainability:** Not applicable.

**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** The purpose of the Sacramento Arts, Culture, and Creative Economy Commission 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.

**Financial Considerations:** None.

**Local Business Enterprise (LBE):** Not applicable.



8TH ANNUAL CALIFORNIA  
**Arts,  
Culture &  
Creativity  
Month**

APRIL 2026

**CA**  
For The Arts



Established 2007: Champions arts and culture as essential to vibrant CA communities through **statewide programming, services, and advocacy networks** that foster public awareness and generate resources to cultivate a thriving cultural sector and creative industries. [www.caforthearts.org](http://www.caforthearts.org)



Established 1996: A **comprehensive lobbying organization** for the arts, culture and creative industries, working to influence equitable and just systems change through public policy and public investment. [www.caartsadvocates.org](http://www.caartsadvocates.org)



# Meet the Team



**Amanda Sanchez**  
Communications Specialist



**Eduardo Robles**  
Director of  
Communications



**Jean Young**  
Communications  
Coordinator



**Jennica Bisbee**  
Field Engagement  
Coordinator



**Julie Baker**  
Chief Executive Officer



**L.T. Martínez**  
Executive Liaison



**NeFesha Yisra'el**  
Director of Programs



**Ted Russell**  
Program Consultant Lead



**Teri Ball**  
Senior Project Manager



**Tracy Hudak**  
Director of Field  
Engagement & Advocacy

# Board Chairs



**Felicia Shaw, CFTA President**  
Executive Director,  
San Diego ART Matters



**Josiah Bruny, CAA President**  
CEO and Founder,  
Music Changing Lives



**Jonathon Glus, CFTA Vice President**  
Executive Director, City of San Diego  
Commission on Arts and Culture



**Sean Fenton, CAA Vice President**  
Executive Director,  
Theatre Bay Area



**Cara Goger, CFTA Secretary**  
Executive Director,  
Mariposa County Arts Council



**Lyz Luke, CAA Secretary**  
Executive Director,  
Living Jazz



**Nurit Siegel Smith, CFTA Treasurer**  
Executive Director,  
Music Forward Foundation



**Alejandro Gutierrez Chavez, CAA Treasurer**  
Executive Director, Arts Connection - The  
Arts Council of San Bernardino County

# Board



**Alexandra Urbanowski**  
CEO, Silicon Valley Creates



**Alonso Escobar**  
Arts Advocacy and Policy Director,  
Mono Arts Council



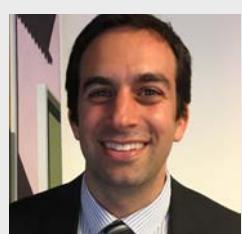
**Andrea Hansen**  
Executive Director  
Kern Dance Alliance (KDA)



**Anne Huang**  
Executive Director  
World Arts West



**Bob Lehman**  
Executive Director, San Diego  
Museum Council



**Daniel Tarica**  
General Manager, City of Los Angeles  
Department of Cultural Affairs



**Danny Feldman**  
Producing Artistic Director,  
Pasadena Playhouse



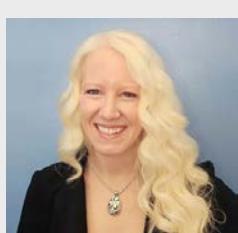
**Heather Heslup**  
Director of Public Art Programs,  
Destination Crenshaw



**Jim Brown**  
Executive Director, Arts Council  
Santa Cruz County



**Kale Cumings**  
President, Musicians Union Local 6,  
American Federation of Musicians



**Marleena Barber**  
Director, Orange County Arts  
and Disability



**Meg Shiffler**  
Director, Artist Space Trust



**Megan Van Voorhis**  
Director of Convention & Cultural  
Services, City of Sacramento



**Michelle Amador**  
Director of Development,  
Mark Morris Dance Group



**Natalie Johnson**  
Founder, Web3  
Uncut LLC



**Rafael González**  
CEO & President,  
Grand Performances



**Sarah Weber**  
Executive Director, Association of  
California Symphony Orchestras



**Shana Mathur**  
Independent Consultant  
Seva Strategies, LLC



**Shayla James**  
Director, San Diego Creative Youth  
Development Network



**Tamaira "Miss Tee" Sandifer**  
CEO, Studio T Arts Academy

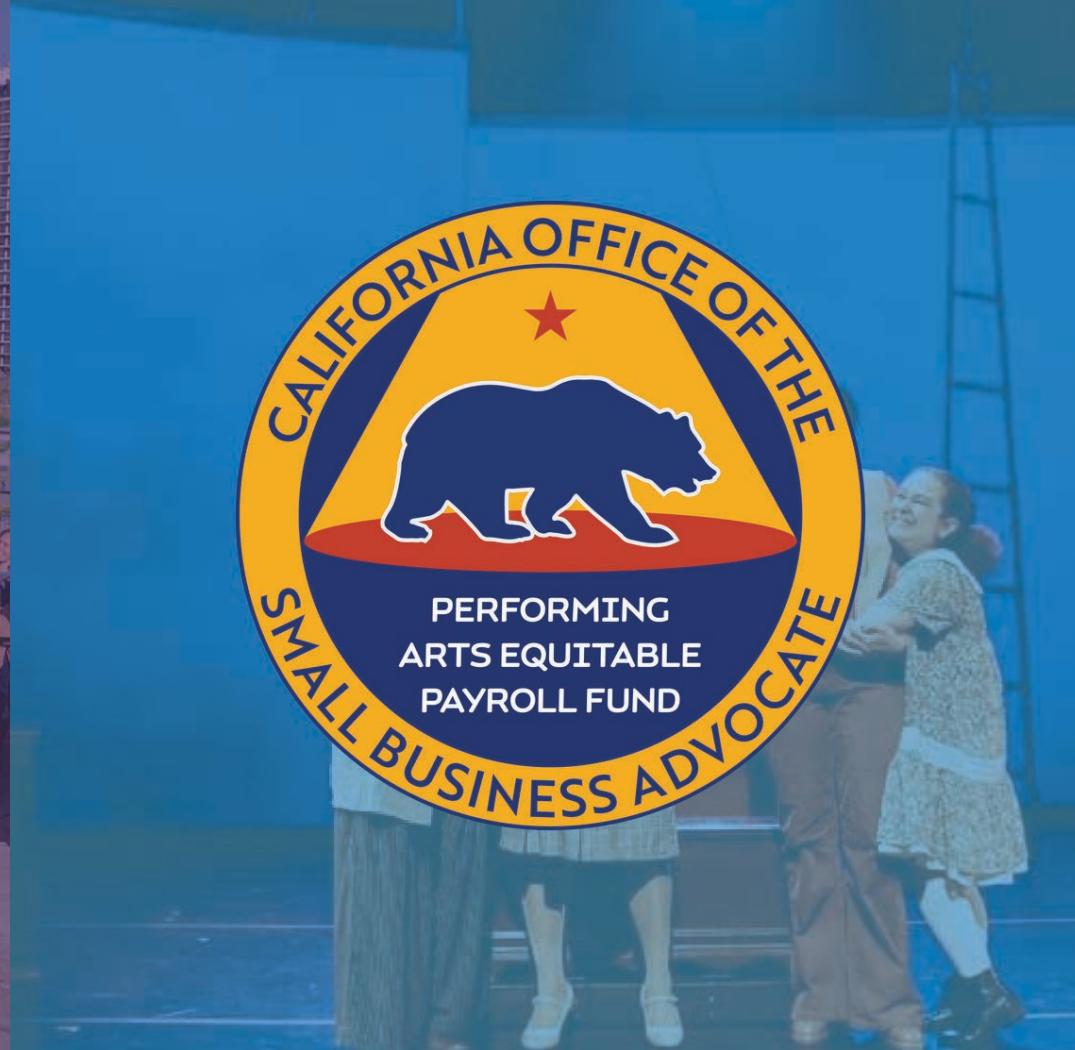
# Racial & Cultural Equity



We recognize that race has and continues to be a central form of inequity in systems that have used it to construct unjust practices. At the same time, understanding the structural elements of racism allows us to also understand other forms of exclusion and inequity based on the intersection of other identities and circumstances.

Racial equity is a foundational concept that guides our understanding of inequities in the arts and culture field, and at the same time, we apply this understanding to develop a cultural equity perspective that guides our work in the field.

# Programs



**155,985**

Total views on social media

**1,429**

Shares & Reposts

**415**

App downloads

**500+**

Attendees at CA Arts & Culture Summit

**7,578**

Likes & Reactions

**87,922**

E-marketing opens

**954**

Total Advocacy  
Toolkits/Resources  
Downloaded

**16**

Total ACCM 2025  
confirmed  
Proclamations

**75**

Pieces of Media  
Coverage

**231**

Advocates met with  
Legislators

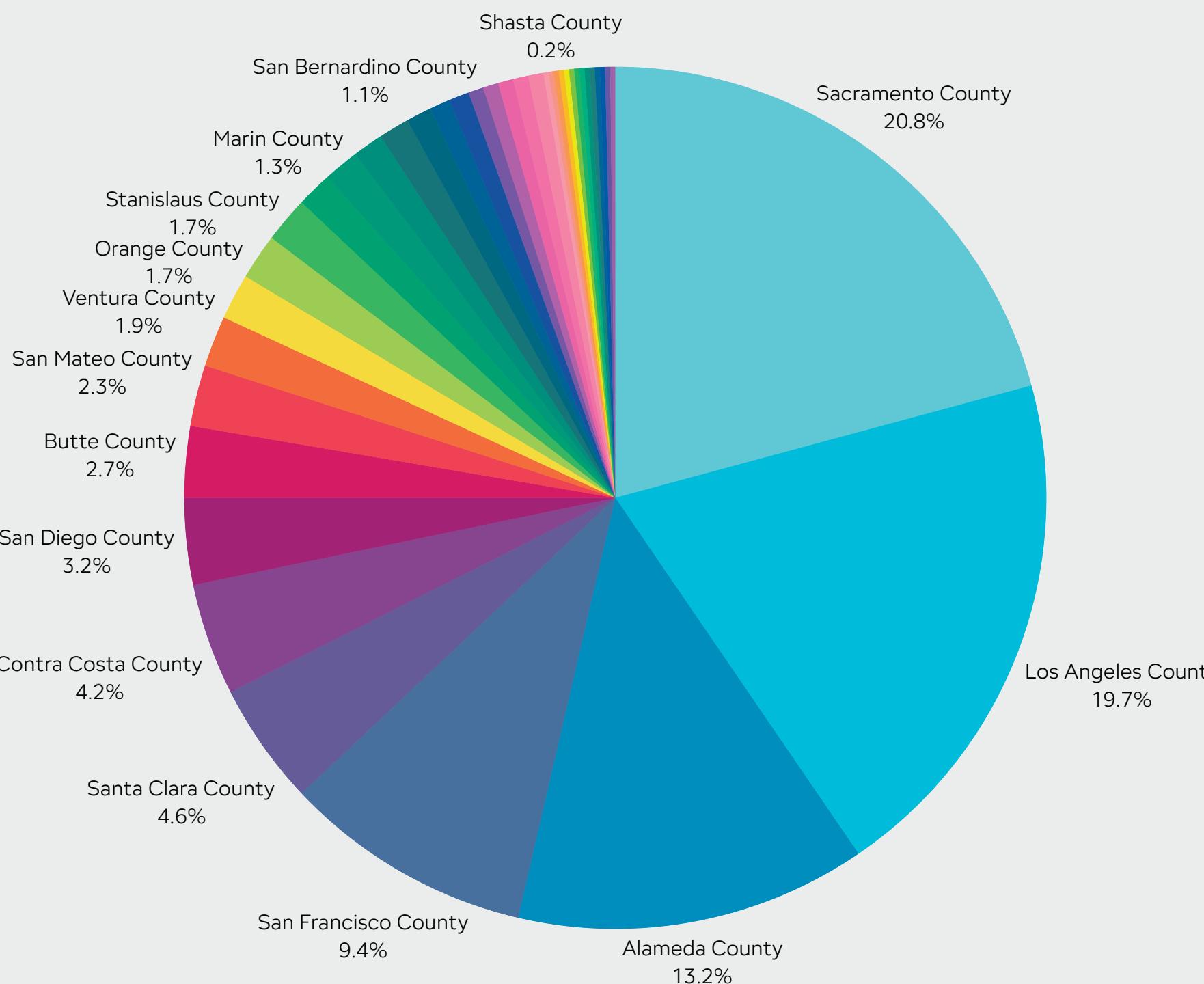
**3**

Legislative Arts  
Champion Awards

# ACCM 2025 AT-A-GLANCE

# Who's represented?

Take a look at which counties showed up for the Summit and Arts Advocacy Day!



# CA ARTS & CULTURE SUMMIT

## SAVE THE DATE 04.20.2026



The **CA Arts & Culture Summit** is a confluence of artists, cultural workers, advocates, and policymakers all united by a shared vision to connect and relate, guiding us into a space of belonging.

The summit offers a rich lineup of learning experiences, with panels and breakout sessions that explore key issues shaping the arts and culture sector today. It's also a vibrant space to network with passionate artists, art & culture workers, and culture bearers who share your vision and values.

# INTRODUCING OUR KEYNOTE SPEAKER



CA for the Arts is pleased to announce that we will be joined this year at our Summit plenary by Dolores Huerta, Founder & President of the Dolores Huerta Foundation and Co-founder of the United Farm Workers of America, a renowned American labor leader and civil rights activist.

Our Summit will feature an inspiring lineup of leading artists, activists, arts workers, cultural organizers, and culture bearers to discuss the current state of the arts and culture landscape in California.

# Numbers at a Glance

**500+**

attendees

**16**

panels, activations, and  
breakout sessions

**67**

presenters, speakers, and  
performers

**\$10k**

in Scholarships  
from the City of  
Sacramento

**20**

sponsors



## A Year of Firsts

- 1st time implementing a “Call for Proposals”, resulting in over 60 applications
- 1st time using event management app, Stova
- 1st time offering student/artists/creative worker half off tickets
- 1st time using GoSmart for Scholarship Applications

# Media Partnerships

The CA Arts & Culture Summit gathers practitioners from across the state for professional development, public dialogue, and storytelling. To make the Summit experience available to people unable to attend, we collaborate with diverse media teams to package content for digital audiences.

This year, we continued our partnership with **BAVC Media (Bay Area Video Coalition)** to produce high-quality videos of keynote conversations and selected breakout sessions. We also teamed up with Arturo Mendez from the San Francisco-based **Arts.Co.Lab** and **Gordon Lim**, a Sacramento-based videographer, to conduct backstage and field interviews with attendees and speakers.



[Watch Recordings](#)



Photo Credit: Doug Cupid

We interviewed arts and culture leaders, community organizers, funders, arts administrators, and arts educators. Some interviews were conducted in Spanish to serve our Spanish-speaking Latino audiences.



People responded to the question:

What comes to your heart  
and mind when you hear:  
Art is Health? Culture is Healing?  
Creativity is Hope?



Our interviews captured the essence, vibe, and inspiration the Summit provided. We recorded over fifty interviews, five mainstage recordings, and two breakout sessions. These videos are branded and shared on social media, our website, and YouTube, helping us extend the Summit experience to a wider audience beyond attendees and further uplift thought leadership in the field.



**Arts Advocacy Day** is an annual event held at the California State Capitol in Sacramento. It brings together arts organizations, creative workers, educators, and community advocates to raise the importance of the arts and culture sector with state law makers.

We'll kick off with an energizing rally featuring dynamic speakers and powerful performances before we march to the Capitol together.

# ARTS ADVOCACY DAY

## SAVE THE DATE 04.21.2026

# Numbers at a Glance

**350**

Advocate  
Registrations

**231**

Advocate  
Check Ins

**95**

Lawmakers  
met

**60**

Captains  
Launched Captain  
Corps!

**91%**

Advocates met with  
91%  
of key leadership in the legislature, e.g. Speaker,  
Pro Tem and all members of key budget and arts  
policy committees



# 2025-26 Policy Priorities

- RESTORE \$5 million to CAC budget that was cut in 24-25
- RESTORE \$5 million to Cultural Districts
- RESTORE Museum Grant Funding - perhaps through Climate Bond, Prop 4
- CO-SPONSOR SB-456 - Amend State Business & Professions Code for muralists
- Invest in CA Creative Corps - regional jobs initiative
- SUPPORT Ticketing AB-1349 - Consumer Protection; Ticket Sellers
- SUPPORT Film & Tax Credit Companion Bills
- SUPPORT Small business: AB 265 (Caloza) Small business recovery fund act

## Socializing Topics

- RESTORE INVESTMENTS in Arts Jobs
- Urge investment in Creative Youth Development
- Restore \$11 million to Arts in the Parks
- INCREASE FUNDING to California Arts Council
- 50 year anniversary in 2026
- ADDRESS need for social safety net programs for artists
- EXPAND awareness of the intersections between Arts and Health

# Advocacy Toolkits



## Activate Local Toolkit Webinar

This toolkit brings the arts & culture community together to engage local decision-makers in honoring April as ACCM.

January 23, 2025 | 138 Downloads | 128 Webinar Attendees



## Activate State Lawmakers

This Toolkit covers ways you can advocate for the arts with state lawmakers throughout ACCM.

February 20, 2025 | 53 Downloads | 59 Webinar Attendees



## Activate the Public Toolkit

This toolkit compiled all our animated GIFs, posters, printables, Op-ed samples, and press release templates.

March 20, 2025 | 258 Downloads | 90 Webinar Attendees



## Get Ready to Advocate Virtual Rally

This webinar discussed policy issues and advocacy strategies and overview this year's budget and legislative asks.

April 3, 2025 | 115 Webinar Attendees



## Introduction Guide to Arts & Health

This webinar designed to break down the essentials of the Arts & Health Initiative.

April 10, 2025 | 324 Downloads | 85 Webinar Attendees



## 2025 Proclamation Toolkit

This guide offers resources necessary to work with elected officials to pass a local proclamation in support of ACCM.

70 Downloads | 16 confirmed

# Advocacy Toolkits

**Our goal is to activate the state and make it easy and informative**

for you to participate in ACCM. In the months before ACCM 2025, we released FREE toolkits and resources to generate a social media campaign, get your local government to proclaim April as Arts, Culture, & Creativity Month, learn how to conduct a visit with your legislator and leverage local media to support getting your community talking about the value of the arts.

We encouraged downloads for our resources and our social media campaigns, and sign ups for advocacy opportunities across the state with the goal of raising awareness of the need to invest in creative workers and creative solutions.

Throughout the state, communities held press conferences, online conversations, and legislative meetings all month long!



# Toolkit Highlight: Activate the Public

A core component of our ACCM campaigns is to raise awareness about the issues impacting the arts sector and elevate them in the public imagination across California through effective communication strategies.

Each year, we craft a distinct visual vocabulary—complete with original designs and impactful slogans—that communicates the vital role of the arts to the broader community. These visuals are used consistently across platforms, with downloadable materials and themed swag items like stickers, tote bags, posters, and social media assets that help unify the message and expand its reach.



# KEY DATES 2026

**01.26.2026**

**Tickets for CA Arts & Culture Summit and Registration for Arts Advocacy Day Open**

**01.29.2026**

**#JoyActionPower Organizer's Toolkit Webinar**

This webinar offers a comprehensive overview of how to use the Organizer's Toolkit to convene the arts and culture community, engage local decision-makers, and activate the public in recognizing April as Arts, Culture, and Creativity Month.

**02.04.2026**

**Arts Advocacy Day Captain Info Session**

Ready to take your advocacy to the next level? Join us to learn how to lead meetings with lawmakers during Arts Advocacy Day on April 21, 2026, and during in-district meetings taking place March 27–April 3.

**03.05.2026**

**Amplify ACCM: Media Campaign & Toolkit Webinar**

The CA for the Arts Communications Team will unveil the campaign's creative vision and core messages and walk participants through a full suite of ready-to-use communications tools.

**04.01.2026**

**Get Ready to Advocate Webinar**

This webinar will cover current policy priorities, advocacy strategies, and this year's state budget and legislative requests. Participants will gain the tools and confidence to engage state legislators through visits, calls, and written outreach during Arts, Culture, and Creativity Month.

**04.20.2026**

**CA Arts & Culture Summit**

**04.21.2026**

**Arts Advocacy Day**

# Join the Celebration.

Sponsorship Opportunities

NeFesha Yisra'el | [nefesha@caforhearts.org](mailto:nefesha@caforhearts.org)

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Arts Advocacy Day

Tracy Hudak | [tracy@caforhearts.org](mailto:tracy@caforhearts.org)

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Become a Member!

Jennica Bisbee | [jennica@caforhearts.org](mailto:jennica@caforhearts.org)

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Plan a 2026 ACCM Launch Event

NeFesha Yisra'el | [nefesha@caforhearts.org](mailto:nefesha@caforhearts.org)

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Are you an artist or community organization and want to  
be a partner in amplifying the value and impact of our field?

Eduardo Robles | [eduardo@caforhearts.org](mailto:eduardo@caforhearts.org)

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Want to support this work?

Julie Baker | [julie@caforhearts.org](mailto:julie@caforhearts.org)

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# Thank You!

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