

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

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, 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.caforthearts.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



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



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



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



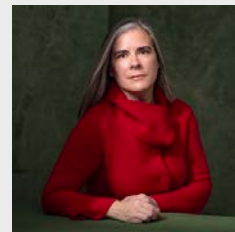
Kale Cumings
President, Musicians Union Local 6,
American Federation of Musicians



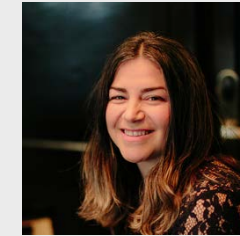
Marleena Barber
Director, Orange County Arts
and Disability



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

Arts,
Culture &
Creativity
Month

 Arts &
Health



Regional
Advocacy
Infrastructure
Network

GAAAP

GRASSROOTS ARTISTS ADVOCACY PROGRAM



Regional
Conversations

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

**ACCM 2025
AT-A-GLANCE**

231

Advocates met with
Legislators

3

Legislative Arts
Champion Awards

954

Total Advocacy
Toolkits/Resources
Downloaded

16

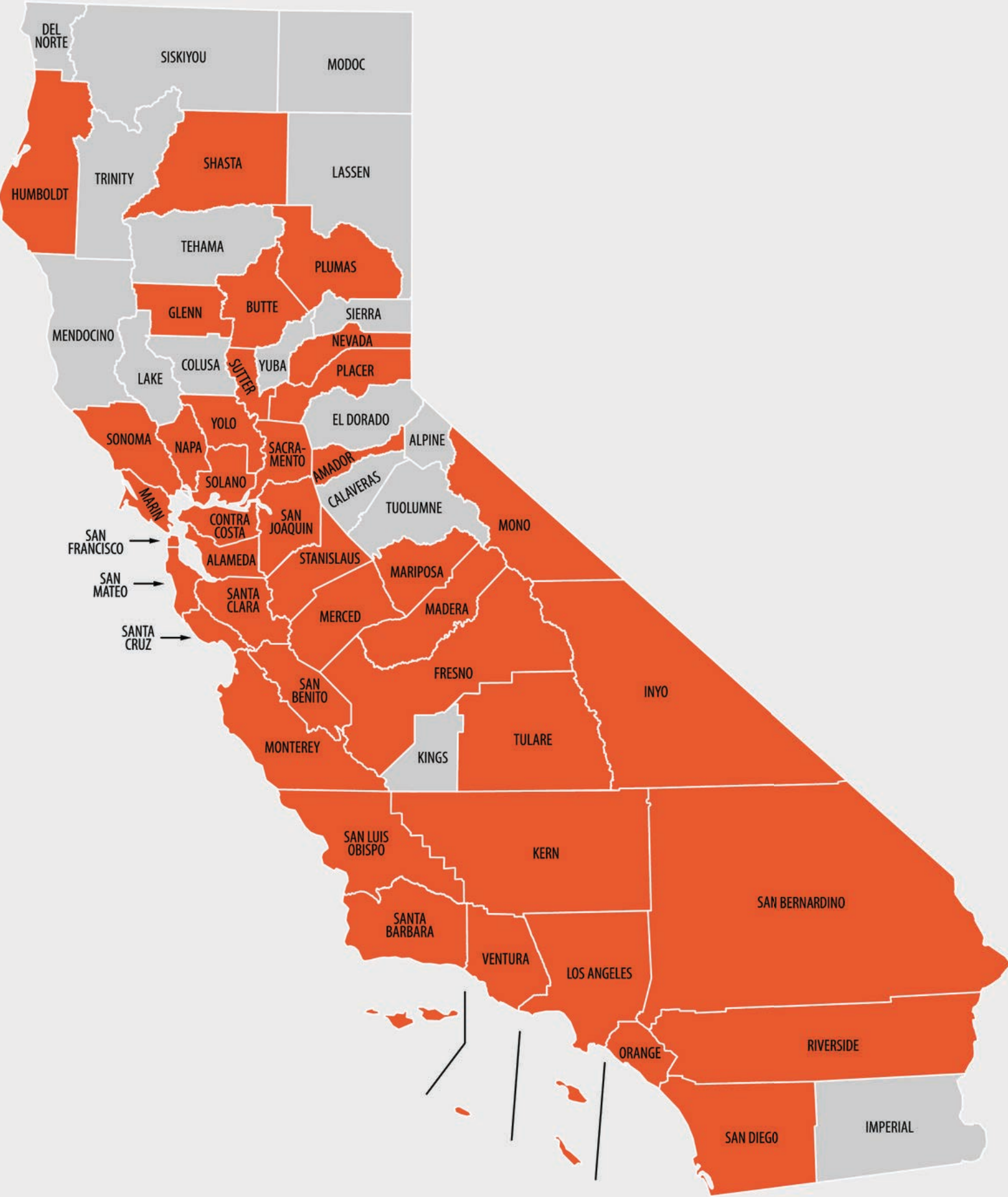
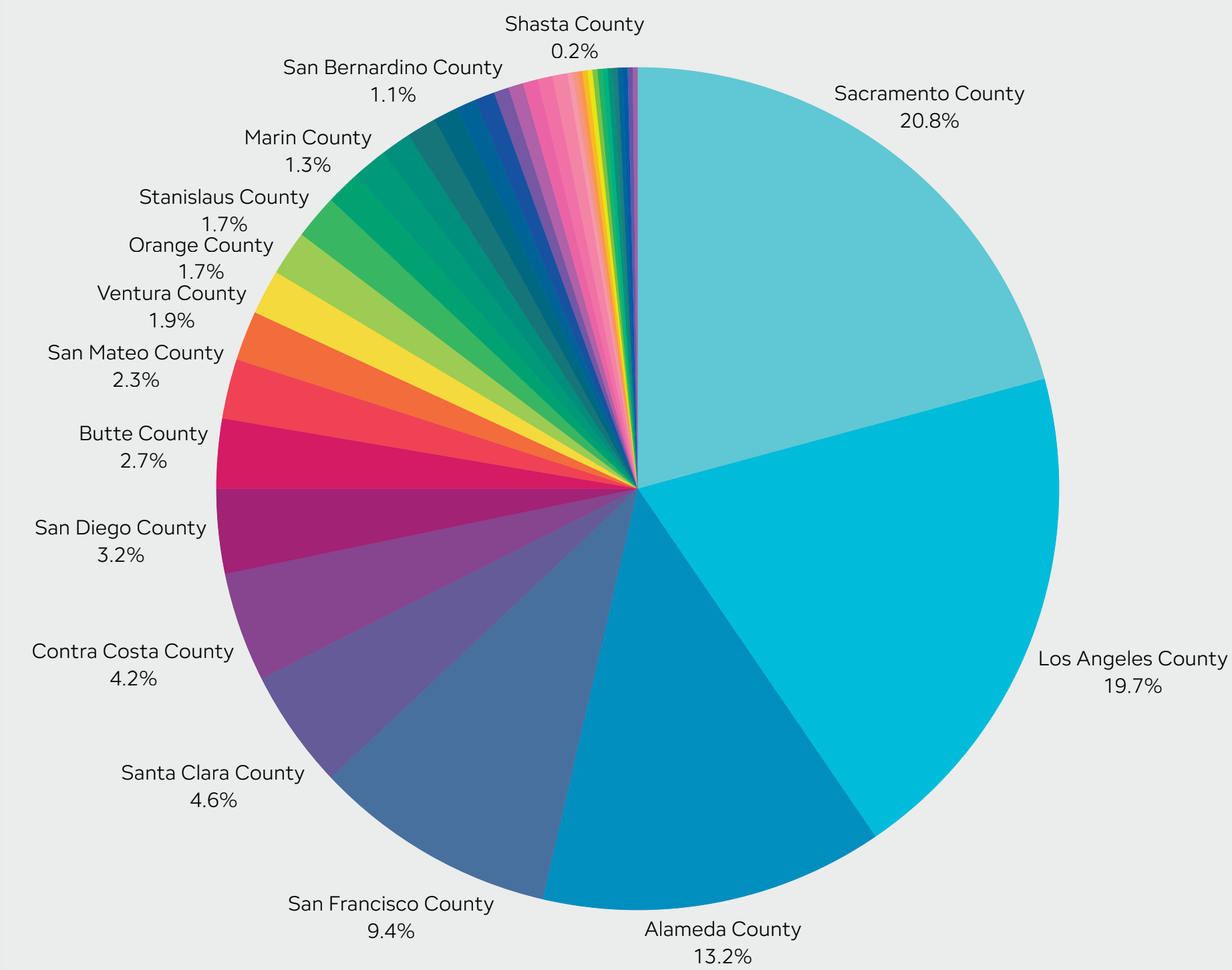
Total ACCM 2025
confirmed
Proclamations

75

Pieces of Media
Coverage

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.



Indeed is healing



CREATIVITY IS HOPE.



MAKING MUSIC TOGETHER,



AS PART OF WHAT MAKES US HUMAN, WHAT MAKES US

People responded to the question:

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



THE WORK THAT WE'VE BEEN DOING AT LA COUNTY



COMMUNITY, RIGHT?



TO EXPAND OUR HORIZONS



Stay true to you.



MY COMMUNITY ALWAYS FIRST THROUGH THE ARTS

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
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



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



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



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



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



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.

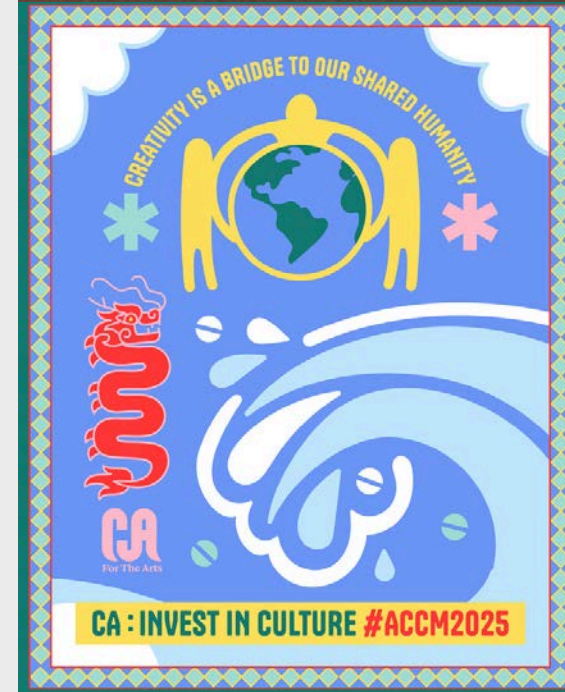
Throughout the state, communities held press conferences, online conversations, and legislative meetings all month long!



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@caforthearts.org

Arts Advocacy Day

Tracy Hudak | tracy@caforthearts.org

Become a Member!

Jennica Bisbee | jennica@caforthearts.org

Plan a 2026 ACCM Launch Event

NeFesha Yisra'el | nefesha@caforthearts.org

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@caforthearts.org

Want to support this work?

Julie Baker | julie@caforthearts.org



Thank You!

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