



FACT SHEET

On January 10, 2017, the Sacramento City Council unanimously approved the Creative Economy Pilot Project. The Creative Economy Pilot Project consists of four strategies:

1. Make Sacramento a Platform for Experimentation
2. Build a Place-based Neighborhood Ecosystem around Food, Tech, and Art
3. Empower Individual Creators, Makers and Entrepreneurs
4. Practice What We Preach: Civic Engagement and Innovation in City Hall

These strategies provide policy direction to the City Manager to initiate testing and experimentation, data collection and analysis, policy development, and systems rethinking through funding offered under the program.

The purpose of providing Creative Economy Pilot Project grants is to support arts and culture projects that stimulate economic development and activity, as well as social impact. The City recognizes the significant impacts the creative economy contributes and is interested in testing a place-based approach to developing small-scale economic hubs through arts and culture to sustain or create investment and jobs in a targeted area.

Two types of grants are available under the program: (1) microgrants of up to \$5,000, and (2) grants of up to \$25,000. The 45-day application period closed on July 30 and the City received a total of 481 applications with \$7.6 million in funding requests. Approximately \$500,000 will be awarded under pilot project.

Grant Selection Process

Over the last several months, a nine-member Review Panel met to discuss and score all eligible applications. The application review process comprised the following steps:

1. Staff screened applications for completeness and eligibility.
2. In order to develop a consistent scoring methodology, the Review Panel met to discuss its interpretation of the review criteria and scored ten randomly selected applications together.
3. To manage the volume of applications received, staff divided the Review Panel into three groups and assigned one-third of the total pool of eligible applications for review and evaluation by each group.
4. Each group independently engaged in a deliberative process to review, score, and rank all applications within the assigned pool.
5. The Review Panel reconvened for one-and-a-half days to review and discuss the highest ranking applications within each group's pool and the Panel engaged in a

deliberative process to develop a list of preliminary award recommendations for the City Manager’s consideration.

Independent Review Panel

The panel comprised a diverse group of experts in economic development and the arts. Six members were appointed by the Mayor and three members were appointed by the City Manager:

Mayor’s Appointees

1. **Maya Wallace**, Sacramento Metropolitan Arts Commission
2. **Mary Kimball**, Center for Land-Based Learning
3. **Justin Knighten**, Lucas Public Affairs
4. **Veronica Delgado**, Sacramento State University
5. **Niva Flor**, Sacramento Region Community Foundation
6. **Monica Hernandez**, Sacramento Area Council of Governments

City Manager’s Appointees

1. **Carlos Eliason**, Office of the City Manager
2. **Lorrie Clark-Lowry**, Office of Innovation and Economic Development
3. **Jonathon Glus**, Department of Convention and Cultural Services

Final Award Recommendations

The final award recommendations consist of **57 projects (13 grants and 44 microgrants)** with just **12 percent of applications receiving funding**.

Each award is conditioned upon staff verification that projects are, in fact, feasible based on the amount of funding to be awarded and that each prospective grantee can meet City contracting requirements. Therefore, award amounts are not guaranteed and subject to change.

Contact

For more information on the Creative Economy Pilot Project, please contact:

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Creative Economy Pilot Project – Final Award Recommendations

Grant Awards (up to \$25,000)

APPLICANT	EMAIL	ORGANIZATION	PROJECT	DESCRIPTION	AMOUNT	LOCATION
Eric Ulrich	eric@hackerlab.org	SacMade	SacMade	The SacMade brand unifies and supports the Sacramento maker and manufacturing community.	\$25,000.00	n/a
Chinua Rhodes	sacramento@sofarsounds.com	Sofar Sounds LLC	Activation SAC	Activation Sac's goal is to activate Dist & areas of Sacto. Redirecting audiences into new spaces, new businesses and new neighborhoods.	\$25,000.00	D1, D3, D6, D7, D8
James Wheatley	celebrationarts@att.net	Celebration Arts	Street Corner Cabaret	An experimental project, Street Corner Cabaret will increase training, access, and engagement in the arts to help foster cultural equity.	\$24,460.00	D2, D5, D7, D8
Kathy Fleming	kafleming@fairytaletown.org	Fairytale Town	Pop-Up Adventure Play Days	Free fun! The Pop-Up Adventure Play Day offers fun & games for the whole community. Come over & play! Go home energized, inspired & dirty.	\$25,000.00	D1, D3, D7
Vincent M Damyanovich	vincent@vanguardfxstudio.com	Vanguard FX Studio	Living Colors: An interactive art experience	A beautifully moving mural of colored lights, that changes patterns when it senses people are near by. It is fun, dynamic and innovative!!!	\$24,588.99	D1, D2, D3, D6
Andrea Lepore	shellyw857@gmail.com	Food Factory	Food Factory	Produce 3 community workshops & architectural drawing for the Food Factory, a collaborative space for emerging food entrepreneurs & farmers.	\$25,000.00	D4
Danielle Vincent	danielle@firstfestivalsacramento.com	First Festival	First Festival	A festival feat. an all local lineup of music, art, & comedy focused on performances that fairly represent the diversity of our community.	\$25,000.00	D1
David L Covin	covindl@csus.edu	The Black Group	5th Annual Sacramento Black Book Fair	The Sacramento Black Book Fair celebrates Black literature along with related cultural productions such as music and art.	\$10,000.00	D5
Derrell Roberts	robertsfdc@aol.com	Roberts Family Development Center	District 2 Arts Expos	District 2 Arts Expos bring vital art engagement activities to North Sacramento/Del Paso Heights, where arts programs are severely lacking.	\$25,000.00	D2

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APPLICANT	EMAIL	ORGANIZATION	PROJECT	DESCRIPTION	AMOUNT	LOCATION
Marcus Crowder	marcus.crowderjr@gmail.com	Candlelight Project	The Candlelight Project	A play about a diverse group of people connected to a contemporary event performed in a community which rarely has theater created for them.	\$24,200.00	D8
Mindy Giles	mingiles@gmail.com	Swell Productions	Oak Park "Roots & Branches" Walkabout & Concert	Oak Park "Roots & Branches" Walkabout: live blues, spoken word, gospel & jazz. Self-guided Broadway Ave. event w/ live-cinema lightshow finale	\$8,000.00	D5
Sheree Meyer	meyers@csus.edu	California State University, Sacramento College of Arts & Letters	Sacramento CREATE	CREAtE: Community revitalization, economic advancement through entertainment. Arts and music--vehicles for racial healing & self-resilience.	\$24,539.00	D6
Tommy Young	tyoung@e3cainc.com	E3 CA, Inc.	The LaunchPad: A PlaceMaking Lab in Old North Sac	The Launch Pad is a greenspace R&D lab for creative placemaking. It has a beer treehouse, a ZNE bicycle cafe and a speedboat playground.	\$25,000.00	D2

Creative Economy Pilot Project – Final Award Recommendations

Microgrant Awards (up to \$5,000)

APPLICANT	EMAIL	ORGANIZATION	PROJECT	DESCRIPTION	AMOUNT	LOCATION
Jonathan Carabba	jonathan@submergemag.com	Submerge Magazine	Help local music and art magazine SUBMERGE grow!	Submerge, Sac's free biweekly arts & entertainment mag, needs more news boxes to reach and engage more readers around the city.	\$5,000.00	Citywide
Rose Mendonca	piecespeopleproductions@gmail.com	Pieces People Productions	Banned	Banned is a short narrative senior thesis film about the effect of the travel ban on one Muslim family. Written/directed by Jasmine Ali.	\$5,000.00	Citywide
Alex Trujillo	alex@visaomedia.com	Visao Media	Input Output - Light, Space, Sound	Input Output is a digital media showcase fusing art and technology through light, space and sound. A platform for multidisciplinary artists.	\$5,000.00	TBD
Christopher K. Biddle	ckbiddle@pacbell.net	Light23 Company (light23.com)	3D LED Cube Interactive	Large, interactive, three-dimensional, multi-color LED cube display.	\$5,000.00	TBD
Gioia Fonda	gioiafonda@gmail.com	Art Advice	Art Advice Booth	Art Advice is a pop-up community resource for artists or anyone with an art question. We are friendly, approachable, wise and earnest.	\$5,000.00	TBD
Mariah Lichtenstern	mariah@diversecityv.com	DiverseCity Ventures	#DiverseCitySummit - Videography	Videography for inaugural #DiverseCitySummit: Fostering cultural equity through the intersections of arts, technology, and entrepreneurship.	\$5,000.00	TBD
Michael E Vester	melijahv@gmail.com	Capital Dance Project	G.R.O.U.N.D	Using interlocking flooring and pressure sensors G.R.O.U.N.D collects data created by the interaction of performers and audience members.	\$5,000.00	TBD
Andy Colborn	andyc@rocketdept.com	Rocket Dept	Reflect	Reflect, a digital art experience connecting Sacramento and its citizens with windows into the communities around them.	\$4,906.00	D1, TBD
David Loret de Mola	DavidDemola@gmail.com	Zero Forbidden Goals (ZFG) & AndYesPoetry	Operation FreeSoul	Operation FreeSoul is the combination art and business, as young poets learn to make Sacramento a destination city for spoken word.	\$4,830.00	D1, D3, D5

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APPLICANT	EMAIL	ORGANIZATION	PROJECT	DESCRIPTION	AMOUNT	LOCATION
Eben Burgoon	ebenburgoon@gmail.com		City-Wide Comic Book Workshops	Create 8 free 2-session comic book workshops at a school in each district. Each spearheaded by Sacramento comic darling, Eben Burgoon.	\$5,000.00	D1, D2, D3, D4, D5, D6, D7, D8
Jesse S. Rodriguez	jessesrodriguez@live.com	Bachata on da Edge	Latin Dance with Bachata on da Edge	Latin Dance with Bachata on da Edge is a free outdoor community event where people learn and experience the diverse styles of latin dancing.	\$5,000.00	D2, D4, D6
Kimberly Garza	kimberly@atlaslab.net	ATLAS Lab Inc.	TOPOshare	TOPOshare is a temporary art installation that seeks to improve public life on Broadway and serve as community outreach tool for nonprofits	\$5,000.00	D4, D5
Lisa Ann Markuson	la@thehaikuguys.com	The Haiku Guys and Gals	Haiku for Everyone	We will bring short, inspiring custom poetry to community centers & overlooked areas throughout Sacramento. We'll write haiku for everyone.	\$5,000.00	D1, D2, D3, D4, D5, D6, D7, D8
Adrian Rehn	adrianrehn@hotmail.com	Sacramento Food Policy Council	South Oak Park CalFresh Sign	Commission local artist to create a 10 ft sign/art piece informing CalFresh users that they can use these benefits at local farmers markets.	\$5,000.00	D5
Amar Cid	amarazucena@gmail.com	Washington Neighborhood Center	BARRIO ART	To provide Barrio ART on a regular basis to the community; ensure cultural art is taught and practiced in the Sacramento Region.	\$5,000.00	D4
Ann Erpino	info@annerpino.com	Ann Erpino Fine Art	Wellspring Women's Center Mural	Wellspring's guests will design and sketch a mural together, paint it on panels, and install them on their building's north face.	\$5,000.00	D5
Anne Fenkner	annefenkner@yahoo.com		V-Street Garden	New jubilant plantings, irrigation, soil amendments, signage and art will give reason for community celebrations along the V Street Garden.	\$4,991.00	D5
Azizi Penn	zypenn@gmail.com		YouthArtCode: Tech is Art	In 6 days, youth ages 10-14 learn coding and electronics fundamentals to create a collaborative digital art piece for gallery display	\$5,000.00	D8

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APPLICANT	EMAIL	ORGANIZATION	PROJECT	DESCRIPTION	AMOUNT	LOCATION
Benwar Shepard	benwar@btuarts.org	Bigger Than Us Arts	Valley Hi Second Line Parade	Musicians of all ages and abilities will join for New Orleans Style Brass Band Clinic and Parade through the Valley Hi Community.	\$5,000.00	D7
Calidanza Dance Company	calidanzaco@gmail.com	Calidanza Dance Company	Noche de Muertos	Noche de Muertos will partner Calidanza with the Crocker to create an outdoor production at the museum's courtyard with community workshops.	\$5,000.00	D4
Casey McClellan	cmcclellan@gmail.com	Intrepid Theatre Lab	Intrepid Theatre Lab presents White Guy on the Bus	ITL presents White Guy on the Bus by Bruce Graham, a socially relevant new play, that ignites a disturbing and crucial exploration of race.	\$5,000.00	D5
Claudio Cisneros	cisnerosclaud@gmail.com	Día de los Muertos Oak Park	Día de los Muertos Oak Park 2017	Día de los Muertos Oak Park engages, educates, and connects thousands through lectures, workshops, and a culminating cultural celebration.	\$2,500.00	D5
Daniel Tran	dtran00@gmail.com		Kaleidoscope	Kaleidoscope is a Butterfly sanctuary & sculpture garden at the future @PowerhouseScienceCenter site	\$4,997.00	D4
Deborah Pittman	pittman@csus.edu		Small Shoulders/Big Dreams II	Performances Combining: music, projection, puppetry, narration/spoken word- explores hopes, dreams, of Rockwell inspiration, Ruby Bridges	\$4,750.00	D5
George William Holden	gwholden4u@gmail.com	George William Holden	Live-Cinema, Liquid Lightshow Performance Art	A free live cinema light show performance @ 34th-Broadway finale for Oak Park "Roots & Branches" Walkabout: live blues, spoken word, jazz.	\$4,995.00	D5
Jennifer Jackson	jenmjack@gmail.com	The Red Museum	Arts and Culture Events at The Red Museum	A year-long series of 18 music, performance, art, and food events in a Mansion Flats warehouse/artist space known as The Red Museum.	\$5,000.00	D4
Joel Smith	joel-smith@scusd.edu	Luther Burbank High School	Flowing multi-culture Ceramic tree mural	Ceramic multicultural three dimensional color tree mural design, created by students at Luther Burbank High School.	\$4,999.99	D8

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John Lizarraga	lizarraga@lovetaxi.biz		Sacramento Songwriter Showcase	Bilingual showcase where local songwriters will perform original Latin music to the general public in South Sacramento venues.	\$5,000.00	D5
Karen Ulep	karenkoehn@gmail.com	CADA (Capitol Area Development Authority)	10th Street Commercial/Roosevelt Park Mural	Art legend Gregory Kondos art directs muralists Jose Di Gregorio & Stephen V. Williams to create a massive mural across from Roosevelt Park.	\$5,000.00	D4
Katherine christene palacios	posturethecat@gmail.com	Peach house presents	Daydream festival	Peach house presents is a creative collaborative focusing on all inclusive and accessible art and music community to host ongoing events.	\$5,000.00	D4
Kellie Dockendorf	kellie@lifestepsusa.org	LifeSTEPS, Life Skills Training and Educational Program	Thriving in Sacramento's Creative Economy	Six workshops developed for First Friday Art Walk artists to gain skills they need to market their artwork and grow their customer base.	\$5,000.00	D4
Lawrence Dinkins	wordup@mywordout.com		Coffee and Poets	Coffee and Poets is a series of 12 events at Broadway Coffee in Oak Park. We'll interview poets for live audiences, then share videos online	\$4,300.00	D5
Lia Villados and Fiona Nies	Calicotapestry@gmail.com		Orchard Park Living Art Project	A living art installation of ecologically-derived materials native to the area built along the bike path at Orchard and Barandas Parks.	\$4,942.88	D4
Lisa Cordell	lcordell@stocktonblvdpartnership.org	Stockton Blvd Community Development Corporation	Stockton Blvd Mural	The Stockton Blvd CDC has partnered with Brown Issues to create a mural to introduce the arts to students and the community at large.	\$5,000.00	D6
Lori A DeLappe	lori@wildflowerensemble.com	Wildflower Women's Ensemble	Brown Bag Bard & Monday Night Shakespeare	All-female theatre company present free 80-minute productions of Shakespeare's plays in city parks in original practices format.	\$5,000.00	D4
Michael Brim	micb@cypherhiphop.com	The Cypher Hip Hop Workshops	The Cypher - Finding Your Voice Thru Hip Hop	The Cypher gives youth experiencing the difficulties of homelessness an opportunity to find their voice thru Hip Hop Culture.	\$5,000.00	D3

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Randy Stannard	rstannard@oakparksol.org	Oak Park Sol	Oak Park Food Collective: Micro Farms, Big Impacts	Oak Park Food Collective creates a networked and supportive micro-farm business development community that inspires new home-based farms.	\$5,000.00	D5
Saara Burga	brazilian_center@yahoo.com	Brazilian Center for Cultural Exchange	Brazilian Center - outdoor performance space	@brazilcenter916 makes outdoor performance space to expand existing programs & community engagement w/visual, performing, culinary artists.	\$5,000.00	D4
Seann Rooney	opbastaff@gmail.com	Oak Park Business Association	Dia de los Muertos Oak Park 2017	Dia de los Muertos Oak Park is quickly becoming one of the city's most important cultural events, engaging and educating thousands.	\$5,000.00	D5
Shonda Hutton	shonda.hutton@gmail.com	The Mahogany Urban Poetry Series	The Mahogany Festival	Bring the entire family with your blanket and lawn chairs to The Mahogany Festival! Enjoy live music, poetry, workshops, food, and vendors.	\$5,000.00	D5
Sierra Hersek	director@natomasartsandeducation.org	Natomas Arts and Education Foundation	Natomas - Youth Theatre for All	An opportunity for children ages 10 - 18 to audition, rehearse and perform a classic Broadway style musical.	\$5,000.00	D1
Stacey Lo	ask.kawm@gmail.com	Kawm	Kawm Book & Launch Event	Kawm is a book that focuses on creativity and inspirations from the Hmong community. We plan to host a book kickoff event in August 2018.	\$5,000.00	D5
Trent Dean	atrentd@gmail.com		Kaleidoscope	Kaleidoscope is a Butterfly sanctuary on & sculpture garden at the future @PowerHouseScienceCenter site.	\$4,990.00	D4
Unseen Heroes	info@unseen-heroes.com	Unseen Heroes	DISPLAY: Annex	DISPLAY: Annex was designed to give makers, designers, and artists the opportunity to take over 600 sq ft of retail for up to thirty days.	\$5,000.00	D5