



**COMMISSION ON CULTURE & ARTS
REGULAR MEETING**

NOVEMBER 24, 2025



COMMISSIONERS

Daniel Weiss (Chair)
Dalia Vidor (Vice Chair)
Trevor Allen
Andrea Hernandez
Margaret Miller
Chris Thorson
Monique Shaifer

6:00 PM

HYBRID MEETING
www.Cityofvallejo.net

**Council Chambers
555 Santa Clara Street
Vallejo, CA 94590**

<p>NOTICE: Members of the Public will be able to participate in-person or remotely via Zoom</p>	<p>City Hall and the Council Chambers will be open to members of the public 30 minutes prior to the start of the meeting.</p>
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<p><u>Option to Join by Computer</u> From your browser go to https://ZoomRegular.CityofVallejo.net to launch and join the zoom application. Meeting ID: 914 0075 0676# Meeting Password: 131313</p>	<p><u>Option to Join by Phone</u> Dial (669) 900-6833 Enter Meeting ID: 914 0075 0676# Meeting Password: 131313 Press *9 to digitally raise your hand from the phone. Press *6 to unmute/mute</p>
<p>Any supplemental writing related to an agenda item for an open session of a regular meeting that is distributed to all or a majority of all members of the Commission less than 72 hours before the meeting will be posted concurrently on the City’s website at www.cityofvallejo.net/agendas Written material distributed during the meeting, will be available at the meeting if prepared by the City or after the meeting if prepared by someone else. Such materials may be obtained from the Commission Secretary.</p>	
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AGENDA

1 CALL TO ORDER

2 PLEDGE OF ALLEGIANCE

3 ROLL CALL

4 COMMUNICATIONS

A CITY COUNCIL LIAISON REPORT

B COMMISSION SECRETARY REPORT

5 PRESENTATIONS AND COMMENDATIONS

A None

6 COMMUNITY FORUM

Anyone wishing to address the Commission on any matter for which another opportunity to speak is not provided on the agenda, and which is within the jurisdiction of the Commission to resolve, is requested to submit a completed speaker card to the Commission Secretary. When called upon, each speaker should step to the podium, state his /her name, and address for the record. Each speaker is limited to three minutes pursuant to Vallejo Municipal Code Section 2.20.300.

7 CONSENT CALENDAR AND APPROVAL OF AGENDA

A APPROVAL OF AGENDA

Recommendation: Approval of November 24, 2025, agenda.

B APPROVAL OF MINUTES

Recommendation: Approval of minutes from the Regular Meeting of October 27, 2025.

8 ACTION CALENDAR

NOTICE: Members of the public wishing to address the Commission on Action Calendar Items are requested to submit a completed speaker card to the Commission Secretary. Each speaker is limited to five minutes pursuant to Vallejo Municipal Code Section 2.02.420.

A GOAL SETTING/WORK PLAN

Recommendation: Review and provide comments to the Work Plan Ad-Hoc Subcommittee's draft work plan.

B COMMISSION DRAFT POLICIES UPDATE

Recommendation: Receive an update from Chair Weiss on his meeting with the City Attorney's Office regarding the status of the three draft policies, Long Term Funding for the Arts, Loan Policy, and Gift Policy.

9 FUTURE AGENDA ITEMS

A None

10 ANNOUNCEMENTS

A NEXT MEETING JANUARY 26, 2026

11 ADJOURNMENT

ADDITIONAL CITY INFORMATION

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- Like us on Facebook and Instagram ([@cityofvallejo](#))
- Sign up to receive City Communications via e-mail (www.cityofvallejo.net/subscribe)
- Sign up for emergency alerts at: alertsolano.com

AFFIDAVIT OF POSTING: I Annette Taylor, do hereby certify that I have caused a true copy of the above notice and agenda to be delivered to each of the members of the City of Vallejo Commission on Culture & Arts, at the time and in the manner prescribed by law and that this agenda was posted at Vallejo City Hall, 555 Santa Clara Street, Vallejo, California at 3:00 pm, November 21, 2025.

Dated: November 21, 2025

Annette Taylor

Annette Taylor, Secretary



City Council Chambers
Vallejo City Hall
555 Santa Clara Street
Vallejo, CA 94590
www.cityofvallejo.net

MINUTES

COMMISSION ON CULTURE & THE ARTS REGULAR MEETING 6:00 P.M. October 27, 2025

CHAIR
Daniel Weiss
COMMISSIONERS
Dalia Vidor (Vice Chair)
Trevor Allen
Andrea Hernandez
Margaret Miller
Chris Thorson
Monique Shaifer

1. CALL TO ORDER – 6:00 p.m.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Present: Chair Daniel Weiss, Vice Chair Dalia Vidor, Commissioners Trevor Allen, Andrea Hernandez, Margaret Miller, Monique Shaifer (arrived 6:03)

Absent: Commissioner Chris Thorson

4. COMMUNICATIONS

- A. Councilmember Matias reported that the City Council is interviewing applicants for certain Boards and Commissions and invited anyone among the public interested in applying to one of the Boards or Commissions to do so. For October, the Council worked on the permanent supportive housing projects; approved funding for security guard program that is supplemental assistance to police department and public; received report from consultant on the efficiencies of the Boards and Commissions, will request information from each commission; reported that the Solano County Arts Council application for state cultural district designation was selected as a semi-finalist. Responded to questions from Commissioners
- B. Commission Secretary Report – Reminded Commissioners of the Boards and Commissions appreciation event; reported that Commissioner Thorson continues to work on refining the budget in the Measure P draft proposal and request assistance from other Commissioners.

5. PRESENTATIONS AND COMMENDATIONS

None.

6. COMMUNITY FORUM

None

7. CONSENT CALENDAR AND APPROVAL OF AGENDA

A. APPROVAL OF AGENDA

Commissioner Allen moved, and Vice Chair Vidor seconded to approve October 27, 2025, agenda. Approved 6-0.

B. APPROVAL OF MINUTES

Commissioner Hernandez moved, and Vice Chair Vidor seconded to accept the minutes of September 22, 2025, regular meeting. Approved 5-0, with 1 abstention.

8. ACTION CALENDAR

A. GOAL SETTING/WORK PLAN

Staff reported that Commissioner Thorsen and Vice Chair Vidor provided their list of ideas/suggestions to be considered as part of the work plan, lists included in agenda packet. Chair Weiss read the lists into the record; suggested supporting local artists as number one goal. Discussion followed. Commissioners commented on the list and provided other ideas for the work plan. The inclusion of the artist registry and what it may entail was discussed. Staff requested the Commissioners send their ideas to her no later than November 3rd to be included in next month's agenda packet. Discussion about creating a Work Plan Ad-Hoc Subcommittee.

Chair Weiss moved, and Commissioner Shaifer seconded to create a Work Plan Ad-Hoc Subcommittee. Approved 6-0. Chair Weiss, Vice Chair Vidor, and Commissioner Shaifer volunteered to be on the ad-hoc subcommittee.

Commissioners discussed adding webpage update and articles for the Vallejo Weekly be included as part of the work plan. Question about submitting articles to the Vallejo Sun; staff will check with the City Attorney's Office on the process. More discussion on the work plan.

9. FUTURE AGENDA ITEMS

No items added.

10. ANNOUNCEMENTS

Commissioner Allen announced the exhibits at the Vallejo Museum

Next meeting scheduled for November 24, 2025

11. ADJOURNMENT

Motion to adjourn by Chair Weiss at 7:15 pm

ATTESTED:

Daniel Weiss, CHAIR

ANNETTE TAYLOR, STAFF LIAISON

2025 Culture & Arts Commission Work Plan



2026-27 Work Plan

CULTURE AND ARTS COMMISSION – VALLEJO, CA

2025 Culture & Arts Commission Work Plan



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2025 Culture & Arts Commission Work Plan

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2025 Culture & Arts Commission Work Plan

INTRODUCTION

The Purpose of the Culture and Arts Commission, CAC

The Culture and Arts Commission was created with the following purposes:

- Serve the city of Vallejo as the official voice for the arts in the community.
- Stimulate and sustain participation in and community support for the visual and performing arts.
 - Serve as an advisory board in making referrals to appropriate groups and coordinating arts projects for the benefit of the community.
- Identify common problems in administration, promotion and/or audience development are shared by local culture and art organizations and suggest how they might be solved in part through more cooperative effort.

CAC Goals

- **Support, Promote, and Build Upon Vallejo's Place as a Center for Arts and Creativity:** Attract more artists and entrepreneurs to live and work in Vallejo.
- **Position Arts and Entertainment as Economic Drivers:** Foster a vibrant art community and strengthen Vallejo's position as a regional destination for arts and entertainment.
- **Collect, Conserve and Maintain Inventory of City Own Art:** Maintain an inventory list of all Public Art owned and maintained by the City of Vallejo.
- **Support the Local Arts Scene:** Promote arts and culture and integrate public art and performance spaces into public and private development.
- **Support Recreational and Cultural Activities:** Provide a full range of recreational, cultural and artistic activities that caters to the diverse interests of Vallejoans, including intergenerational opportunities.
- **Celebrate Vallejo:** Promote community events, festivals, and public art installations that highlight Vallejo's history, identity, and diversity while celebrating the interests of Vallejo residents and attracting visitors.

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STATE OF CULTURE AND ARTS IN VALLEJO

Vallejo has become a cultural and arts center that is positioned to be a popular tourist destination.

[The] Arts and Culture Master Plan is intended to promote and enrich arts and culture throughout the community based on surveys and other data to identify needs and priorities and identify public funding sources to ensure ongoing support for arts and cultural activities per the General Plan 2040 Update Arts and Culture Element.

This document seeks primarily to articulate the objectives of Vallejo's Public Art Policy and define a process by which these can be achieved including the creating of Arts and Culture Master Plan. As is already the case all decisions are made by the City Council and implemented by the city staff. However this policy takes into account the Commission on Culture and the Arts and includes the meaningful advisory role for this body. It is hoped that in this way citizen involvement can be encouraged, transparency maximized and broad agreement reached on many public art issues.

-Vallejo General Plan 2040 Final Amended Arts and Culture Element

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WORK TO DO

Promote Culture & Arts in Vallejo

- Define a vision for the arts and culture in Vallejo (involve the community).
- Install a digital billboard for *Art and Event Happenings in Vallejo* - to be displayed in a well-trafficked area.
- Create a brochure to highlight Vallejo culture and arts distributed throughout the city's events, such as Farmers' Market, 4th of July Parade, Mad Hatter Parade, Dock of Bay, etc. and beyond.
- Create a new Vallejo Culture and Arts Commission Website / App / Game

Potential Features:

- A virtual tour / map of Vallejo's art installations, places of interest for culture and the arts (important artists or cultural icons, events, etc.), both historical and current.
- The app or game could resemble Pokémon Go, offering information about locations where visitors discover specific areas of interest.
- Depending on the device and location the experience may be different:
 - On mobile devices as a visitor physically travels to a Vallejo area of interest, through GPS / geolocation technology entry to the Vallejo trigger would exhibit Augmented Reality images over the specific area, images, and/ or text would be displayed.
 - On a computer or a mobile device in a location outside of Vallejo, the visitor would be able to access an online mapped tour.

Position Arts and Culture as Economic Drivers

- Promote new ventures in artistic expression, such as Art & Health ([an initiative promoted in CA for the Arts Strategic plan](#)), which could be done in collaboration with Health and Arts organizations)
 - Attend / Become a member of CA for the Arts Advocacy
- Support the coordination of community festivals and events, includes working with local groups to market and publicized materials and volunteer resources, to promote Vallejo festivals and boost attendance.
- Continue the City's film permitting program to attract film and television projects that boost Vallejo's visibility and provide revenue for the City.
- Enhance commercial and neighborhood corridors to create a vibrant mix of places to live, work, shop and play.

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- Coordinate communication between local businesses and the arts community, including cooperation on branding, streetscape, activation initiatives, festivals, and events.
- Make Vallejo an important visitor destination in the Bay Area.
- Collaborate with *Visit Vallejo* to enhance the tourism economy, including multi-faceted strategy that includes art, culture, history, lodging and entertainment.
- Promote Vallejo's rich naval heritage and support development of naval tourist attractions on Mare Island.

Procure Funds for Culture & Arts Projects

- Secure \$200,000.00 Funding from the City of Vallejo for the Commission on Culture and the Arts Grants for Arts and Culture program to continue the work of getting grant money directly to artists and cultural institutions of Vallejo.
- Adopt a Long-Term Funding for the Arts and Cultural Benefit/Percent for the Arts Policy to provide a continuous stream of monetary support to arts and cultural projects.
- Establish a process for continuously researching funding opportunities and either applying for them or helping artists apply.
 - Apply for grants.
 - Make requests to Vallejo City Council, County, etc.
- Help artists, art and cultural organizations, and non-profits to be aware of potential local, state, federal, and private funding opportunities.
 - [California Arts Council](#)
 - Americans for the Arts
- Establish a process to search and request sponsorship for artists and events for arts and culture
 - [CA for the Arts has a sponsorship package for specific events.](#)
 - Develop a Grants listing with dates for submissions.
 - Develop a list of artists, art and cultural organizations, and non-profits that may be eligible for grants.

Support, Promote, and Advocate for Artists

- Host workshops / webinars for artists to get funding, and to share new opportunities and benefits available for artists, like new CA law SB 628: CA Creative Workforce Act

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- Involve and encourage young people, especially high schoolers, to be a player in Vallejo's culture and arts scene, learn about the business and funding of the arts, or to become an apprentice.
- Partner with Vallejo teaching artists to support youth development in the arts and help them join in the Creative Economy.

Collect, Conserve and Maintain Vallejo's Art Collections

Individual Pieces and Collections

- Identify and inventory art.
- Identify sites to exhibit art.
- Secure and insure the art.
- Grow the art collection.

Coordinate and Partner with Other Commissions and Organizations

(Businesses, Non-profits, and Education Institutions)

Promote, advise on policies related to, and procure funding for the arts and cultural awareness.

- Partner with the Economic Development Commission to promote a Creative Economy in Vallejo (as outlined in [Ca Arts Council Strategic Plan](#)).
 - Collaborate with EDC to support an arts event like the proposed Arts, Culture, and Creativity month event.
- Partner with college, business, and non-profits to establish apprenticeship programs with local artists and artisans, like muralists, graphic artists, etc.
- Partner with state, city, banks, and/or real estate developer companies to establish housing for artists and build art communities.

Align with CA State's Strategic Art Plans

- California Arts Council's Strategic Plan The full plan CreativeEconomy.arts.ca.gov/strategic-plan
- California for the Arts Strategy
 - Promote the new [Arts, Culture, & Creativity month](#), April, spearheaded by CA for the Arts in 2019 and recognizing artists as Second Responders in 2021.

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- Initiate a proclamation for Arts, Culture, & Creativity Month in Vallejo (CA for the Arts has [Proclamation Guide](#)) in alignment with the CA for the Arts strategy.
- Plan to host Arts, Culture, & Creativity Event
 - Plan budget requests for city's FY2027/28 and additional funding
 - Events could include a visual art, writers, music jam, dance, and/or theater camp, and/or a spoken word event. Perhaps, the creative work could be done over a week or a month-long period, and then on the last weekend, the works are showcased in a variety of venues like Open Studios.
 - This would be done in collaboration with EDC, Vallejo schools, GVRD, and other organizations.
 - The final works would be preserved for permanent display in Vallejo or published as Vallejo's collection of creative works.

Keep Commissioners Informed and Educated

- Attend webinars, conferences, and host subject-matter experts about current trends in culture and arts advocacy, promotion, and support, such as the CA Arts & Culture Summit.

2025 Culture & Arts Commission Work Plan

TIMELINE	
Month	Tasks & Activities
2026	
January	<ul style="list-style-type: none"> • Define process to acquire funding and sponsorships and related resources. • Begin budget planning for midyear budget request for website/app development • Advocate to proclaim April as Art, Culture, and Creativity month
February	<ul style="list-style-type: none"> • Begin brochure planning
March	<ul style="list-style-type: none"> • Finalize budget midyear budget request for website/app development • Begin planning (funding, sponsors, and budget requests) for 2027 Art, Culture, and Creativity month.
April	<ul style="list-style-type: none"> • Commissioners attend CA Arts & Culture Summit • Acknowledge It's <i>Art, Culture, and Creativity</i> month
May	
June	
July	<ul style="list-style-type: none"> • Begin website / app project planning
August	
September	<ul style="list-style-type: none"> • Finalize budget request for event and art reinstallation
October	
November	
December	

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2027	
January	
February	
March	
April	1 st Annual Culture, Arts and Creativity Event
May	
June	
July	
August	
September	
October	
November	
December	

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BUDGET

Item	Description	Quantity	Cost
CAC Grant for Arts & Cultural Programs	Funding for Vallejo artists and cultural institutions		200,000.00
Vallejo Arts & Culture Brochure Printing	Full-color brochures from PS Print	2000	360.00
Vallejo Arts & Culture Brochure Designer	@\$50/hr.	10 hrs.	500.00
Customized CAC rubber stamp			15.00
CA Arts and Culture Summit	\$275/ticket + Lunch \$23	7 Commission	2100.00
Reinstallation of Public Art	Silent Company	5 @ ~\$30k ea	150,000.00

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REFERENCES

Culture and Arts Commission Purpose and Duties

- .32.030 - Purposes.
Culture should be the concern of all people, a common language. Neither articulation nor support should come from the privileged elite alone. The purpose of the commission on culture and the arts shall be to:
 - A. Serve the city of Vallejo as the official voice for the arts in the community.
 - B. Stimulate and sustain participation in and community support for the visual and performing arts. Serve as an advisory board in making referrals to appropriate groups and coordinating arts projects for the benefit of the community.
 - C. Identify what common problems in administration, promotion and/or audience development are shared by local art organizations and suggest how they might be solved in part through more cooperative effort.
(Ord. 65 N.C.(2d) § 4.03, 1971; Ord. No. 1646 N.C.(2d), § 3, 5-24-2011)

- 2.32.040 - Duties.
The commission on culture and the arts shall:
 - A. Promote local visual and performing creative art organizations.
 - B. Participate in the publication and distribution of a calendar of cultural events.
 - C. Organize periodic workshops of visual and performing arts leaders, both within the community and in cooperation with other communities throughout the area.
 - D. Support the cooperative promotion of visual and performing arts in Vallejo and the surrounding area.
 - E. Assist organized groups working in the fields of visual and performing arts with information, advice, and volunteer services.
 - F. Advise the city council regarding public arts projects; and
 - G. Record deliberations and decisions adequately to reveal considerations significant to such decisions.

2025 Culture & Arts Commission Work Plan

- GOALS

1. Support, Promote, and Build Upon Vallejo's Place As a Center for Arts and Creativity: Attract more artists and entrepreneurs to live and work in Vallejo.

- a. Coordinate with arts, merchant and neighborhood groups to promote Vallejo as a great place to live and work as an artist.

- b. Work with private interests to seek funding to assist development projects that would rehabilitate existing buildings for arts and cultural uses where economically feasible.

- c. Update City regulations to allow and encourage art studios, galleries, community arts and cultural spaces and performing arts and night life venues in appropriate locations.

- d. Study feasibility of offering incentives for development that provides affordable opportunities for housing and studio spaces for creative workers in the Downtown/Waterfront District.

2. Position Arts and Entertainment as Economic Drivers: Foster a vibrant arts community and strengthen Vallejo's position as a regional destination for arts and entertainment.

- a. Promote the Downtown/Waterfront District as a music, theater, and entertainment district serving youth, visitors and the region.

- b. Attract new businesses to compliment existing music, theater and entertainment venues.

- c. Increase the visibility of local arts and artisans through citywide marketing and branding.

- d. Support the coordination of community festivals and events, including working with local groups to market and publicize materials and volunteer resources, to promote Vallejo festivals and boost attendance.

- e. Continue the City's film permitting program to attract film and television projects that boost Vallejo's visibility and provide revenue for the City.

1. Commercial and Neighborhood Corridors: Enhance corridors to create a vibrant mix of places to live, work, shop and play.

- a. Coordinate communication between local businesses and the arts community, including cooperation on branding, streetscape activation initiatives, festivals, and events.

2. Visitor Destination: Make Vallejo an important visitor destination in the Bay Area.

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- a. Collaborate with Visit Vallejo to enhance the tourism economy, including a multi-faceted strategy that includes art, culture, history, lodging and entertainment.
- b. Promote Vallejo's rich naval heritage and support development of naval tourist attractions on Mare Island.

3. Collect, Conserve and Maintain Inventory of City Own Art: Maintain an inventory list of all Public Art owned and maintained by the City of Vallejo.

a. Adopt a Public Art Gift and Loan Policy to insure and catalog Public Art owned by or loaned to the City of Vallejo.

b. The information requested is title, artist name, date of construction/creation, date of gifting, who gifted the item, type and source of materials, specifications (dimensions, weight, etc.), estimated market value, location, and any other pertinent information.

c. Ensure City owned Public Art is properly maintained and cared for through periodic review.

d. Ensure proper measures are taken to maintain, insure, assess and display or store Public Art.

4. Support the Local Arts Scene: Promote arts and culture and integrate public art and performance spaces into public and private development.

a. Adopt a Long-Term Funding for the Arts and Cultural Benefit/Percent for the Arts Policy to provide monetary support to arts and cultural projects.

b. Require new development and redevelopment over a certain threshold to incorporate public art or make an in-lieu contribution to the Public Art and Cultural Benefit Project Fund.

c. Support the Downtown Arts & Entertainment District consistent with the Downtown Specific Plan.

d. Create and Maintain an Online City Arts and Culture Events Calendar.

e. Develop Artist and Arts and Cultural Organization database for use by developers, organizations, organizers, and community at large to aid in collaboration with local arts and culture organizations.

5. Support Recreational and Cultural Activities: Provide a full range of recreational, cultural and artistic activities that caters to the diverse interests of Vallejoans, including intergenerational opportunities.

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- a. Collaborate with GVRD to periodically assess community needs, develop responsive and cultural programming and facilities and identify funding.
 - b. Pursue joint use agreements with VCUSD and other educational institutions that provide Vallejo residents with additional opportunities for cultural and recreational activities in school and college facilities.
 - c. Support community groups in providing recreational and cultural activities and programs for community members including afterschool and weekend programming for youth.
 - d. Assemble a volunteer task force to assist in developing teen programming and increasing participation rates.
6. Celebrate Vallejo: Promote community events, festivals, and public art installations that highlight Vallejo's history, identity, and diversity while celebrating the interests of Vallejo residents and attracting visitors.
- a. Support community festivals and events that promote diversity and build connections in the community.
 - i. Examples: Mad Hatter Festival, Independence Day Parade and Festival, Juneteenth Festival, National Night Out, farmers markets, tree-planting events, arts and cultural gatherings and clean-up days.
 - b. Work with community groups and local businesses to identify public and private spaces that may be used for Cultural awareness activities
 - i. Examples: Civic Plazas, Parks, Shopping Malls, Parking Lots.

List of Creative Economy Business Types

Examples of Creative Economy businesses include advertising and marketing agencies, design firms, fashion houses, film and video production companies, and software and game developers. Other examples are architecture, publishing, performing arts, music, radio and television stations, and various crafts and visual arts. The creative economy is a broad sector that also includes businesses in interactive leisure software, photography, and R&D.

Advertising, media, and marketing

- Advertising and marketing agencies
- Film and video production.
- Radio and television stations
- Music production and recording studios.
- Publishing (books, newspapers, magazines)

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- Software and video game development
- Design
 - Graphic design, logo design, and branding
 - Fashion design
 - Web and user experience (UX) design
 - Product and interior design
 - Architectural design
- Arts and culture
 - Performing arts (theater, dance)
 - Visual arts (painting, sculpture, photography)
 - Crafts (jewelry making, textiles, pottery)
 - Museums and galleries
 - Event design and management
- Other creative businesses
 - Research and development (R&D)
 - Interactive leisure software
 - Tattoo artistry
 - Educational services related to creative fields

2025 Culture & Arts Commission Work Plan

Excerpt from California Arts Council's Strategy for Creative Economy

Goals and Strategic Themes

California can strengthen its arts and culture ecology through strategic action by state and local governments, working in partnership with businesses and nonprofit organizations.

Together, these organizations can increase the number and quality of creative economy jobs available to Californians; improve access to education and training in arts and culture; and make it easier for individuals and all types of organizations to produce art, entertainment, and cultural goods in the state. By investing in artists, expanding creative infrastructure, and integrating the arts into key sectors, we can build a more prosperous and inclusive future for all Californians.

The following goals and strategic themes provide examples of specific, practical steps that state and local governments can take to strengthen California's creative economy.

NORTH STAR

Lead an inclusive and resilient creative economy that empowers artists, cultural workers, and entrepreneurs to drive culture, creativity, and innovation

GOALS

- 1 Prepare and support the workforce for creative economy sectors
- 2 Stabilize and grow creative economy businesses
- 3 Increase revenue to state and local areas through cultural identity and tourism
- 4 Leverage all state opportunities for local cultural and creative development
- 5 Define and track ROI for the creative economy and creative workforce
- 6 Develop capacity and infrastructure to support the creative economy

STRATEGIC THEMES

- Invest in a well-trained workforce and incentivize good jobs
- Ensure all creative economy workers have access to key benefits
- Explore ways to protect the intellectual property of individuals
- Ensure California's film and TV tax credits are globally competitive
- Support nonprofit organizations and live theatrical productions
- Fund Senate Bill 628, the Creative Workforce Act of 2021
- Provide assistance for businesses, create apprenticeships, and develop new financing models
- Ensure that every community has an artistic identity and arts within reach
- Reduce barriers for businesses to acquire spaces and put on events
- Increase exposure to arts and culture to fuel demand for creative products and events
- Support infrastructure development by collaborating with regional planning efforts
- Develop creative financial mechanisms to support arts, culture, and entertainment
- Support the integration of the creative workforce into other sectors
- Develop a definition of California's creative economy
- Build capacity for ongoing data collection, tracking, and reporting
- Support creative infrastructure to facilitate resource sharing and collaboration
- Integrate the creative workforce into state and local agencies