

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

File ID: 2026-01468

8/10/2026

City of Sacramento ARPA Creative Venues Grant

File ID: 2026-01468

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: Melissa Cirone, Grants and Programs Manager, Office of Arts and Culture, (916) 808-3983, mcirone@cityofsacramento.org, Convention and Cultural Services Department

Attachments:

1-Description/Analysis

2-Creative Venues Grant Overview

Description/Analysis

Issue Detail: The purpose of this item is to receive information from Office of Arts and Culture (OAC) staff regarding the administration and outcome of the Creative Venues Grant, as part of its American Rescue Plan Act (ARPA) framework of support for creative businesses. The OAC launched the 2024-26 Creative Venues Grant providing funding to independent venues (e.g. performance venues, art galleries, and bookstores) that regularly support, present and or cultivate Sacramento-based talent.

Independent venues are vital to ensuring opportunities for Sacramento-based musicians, authors, and artists. These businesses are critical to our local economy, as employers, tourism destinations, and revenue generators for neighboring businesses such as restaurants, hotels, and retail. They also add vibrancy to our retail corridors and entertainment districts. The object of this grant program was to preserve and nurture the cultural life of our community by supporting these independent cultural spaces, and it is consistent with the ARPA objective of providing aid to impacted industries and supporting economic recovery.

The first round of funding in July 2024 was focused on venues in areas of the city that had been identified as most adversely affected by the Covid-19 pandemic. These included venues in the

central city core (downtown and midtown Sacramento) and two priority corridors that are part of the city's neighborhood development action plans - Marysville-Del Paso Blvd and Stockton Blvd corridors. A second round was opened in October 2024 to include venues in all city neighborhoods.

Policy Considerations: Discussions regarding ARPA-funded programs that support independent venues, the local communities they serve, and expanded opportunities for creatives are in alignment 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 four (4) 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; and Goal 5: Celebrate and infuse all Sacramento neighborhoods and districts with arts and culture.

This item also addresses the following two (2) 2026 ACCEC Workplan goal:

Goal 2: Enhance community awareness and understanding of ACCEC as a supportive, accessible resource dedicated to arts and culture; and Goal 3: Advocate for City of Sacramento policies and initiatives that value, support, and build the arts and cultural community and ecosystem.

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, discussions, and presentations around programs, partnerships, or initiatives that are developed through or involve the Office of Arts and Culture, address goals of the Creative Edge Plan, or involve matters relating to the advancement of arts, culture, and the creative economy provide important opportunities for ACCEC to be an informed and engaged body.

The 2024-26 Creative Venues Grant provided funding to independent venues (e.g. music venues, art galleries, and bookstores) that regularly support, present, and/or cultivate Sacramento-based talent in selected Sacramento neighborhoods.

Financial Considerations: None.

Local Business Enterprise (LBE): Not applicable.



August 10, 2026

Creative Venues Grants

Creative Venues

- Music Venues
- Bookstores
- Art galleries
- *For profits only*



What qualifies as a venue?

- Mission or primary purpose and revenue is through live performance, books sales, or art gallery sales.
- Website and social media sites are consistent with your purpose.
- Documentation of business activities are related directly to your purpose.



Geographic Areas of Grant Support

Del Paso Blvd. Corridor

Stockton Blvd. Corridor

Midtown

Downtown

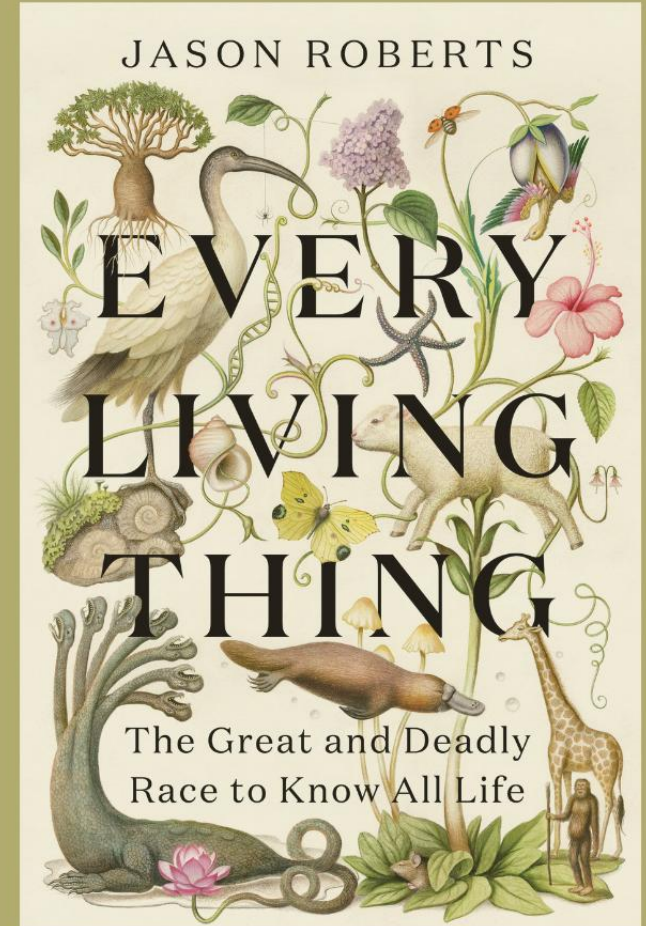
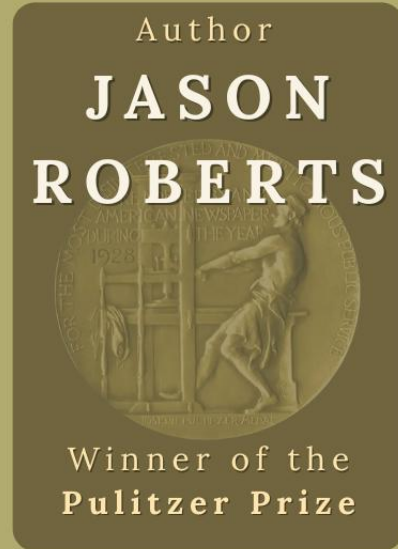
Second Round:

All neighborhoods in City of Sacramento

Grant Award Amounts

- \$25,000 – music, comedy, and live performance.
- \$10,000 – bookstores, art galleries
- \$20,000 – performance (Round 2)
- \$7,500 – All prior qualified venues

BEERS BOOKS PRESENTS



OCT. 18, 7PM
712 R STREET



Cider and wine
donated by
Twisted Culvert
Vineyard and
Orchard

Live Performance Venues

- For-profit venue
- Regularly program original performances
- Provide fair pay to performers
- Employ venue personnel
- Paid ticket or cover charge
- Advertise you schedule
- In business for one-year prior
- City of Sacramento
- Program local artists



Art or Craft Galleries

- For profit business
- Sale of work
- Support artists and craftspeople
- Program onsite public events
- Promote events through advertising
- In business for at least one-year
- Are currently open for business
- In City of Sacramento





Bookstores

- For profit business
- Support local artists and independent presses
- Hold on site readings or events
- Promote events through advertising
- In City of Sacramento

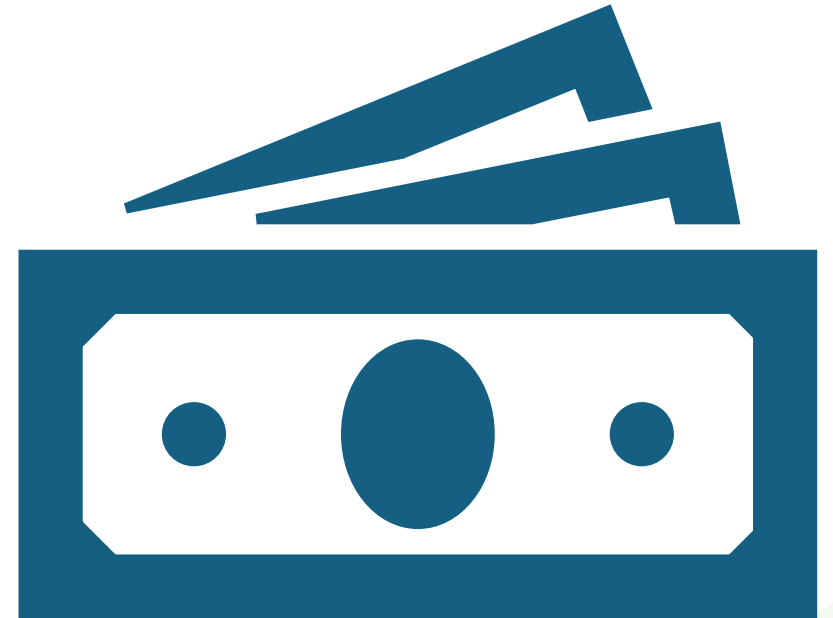
Non-Eligible

- Non-priority neighborhoods (Round 1)
- Public traded or national businesses
- Venues owned in more than one state
- Sporting, karaoke, exotic dancing, fitness, event, schools, private homes, chain movie theater venues
- Event spaces
- Pop-up or temporary spaces
- Retail stores
- Cafes



How Funds Could Be Spent

- Venue rent costs
- Insurance premiums
- Marketing & communication
- Website development or maintenance
- Ticketing systems
- Event permitting
- Security fees
- Support for live events (payments to artists)



Total Funds Disbursed:

10 Venues @ \$25,000	\$250,000
8 Venues @ \$10,000	\$ 80,000
4 Venues @ \$ 20,000	\$ 80,000
20 Venues @ \$ 7,500	\$ 150,000
TOTAL GRANT FUNDS	\$560,000

Creative Venue Grantees 2024-2026

- Amatoria Fine Art Books
- Axis Gallery
- b Sakata garo gallery
- Beers Bookstore
- Café Colonial
- Capital Books
- Casa de Espanol
- Demo Art and Books
- Fox & Goose Public House
- Goldfield Trading Post
- Harlow's

- Laughs Unlimited Comedy Club
- Limelight Bar and Café
- Lucid Winery
- Malt & Mash
- Press Club
- Sacramento Torch Club
- STAB Comedy Theater
- Stoney's Rockin' Rodeo
- The Gallery by We Are Sacramento
- The Golden Bear
- The Rink Studos

What Creative Venue Grant Supports

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- *Thanks to the aid we received from the City of Sacramento to pay our rent, Café Colonial was able to host another 46 live events, many if not all of them including local artists. In that period, we sold 2,309 tickets.*
 - *Our website is finished and it is spectacular. We are getting inquiries from artists and potential clients.*
 - *To date, we have hosted 14 events attracting over 3,000 attendees. These events provided employment opportunities for more than 30 local artists.*

QUESTIONS??

