

OVERVIEW

INVESTING IN CREATIVE ENTREPRENEURS

Creative industry development—when properly supported—can curb inequality and help local communities achieve stronger, more resilient economies. Creative entrepreneurs, often motivated equally by market opportunity and community need, can transform the economic fabric of regions **when adequately equipped with the human, social, and financial capital necessary to scaling their ventures.**

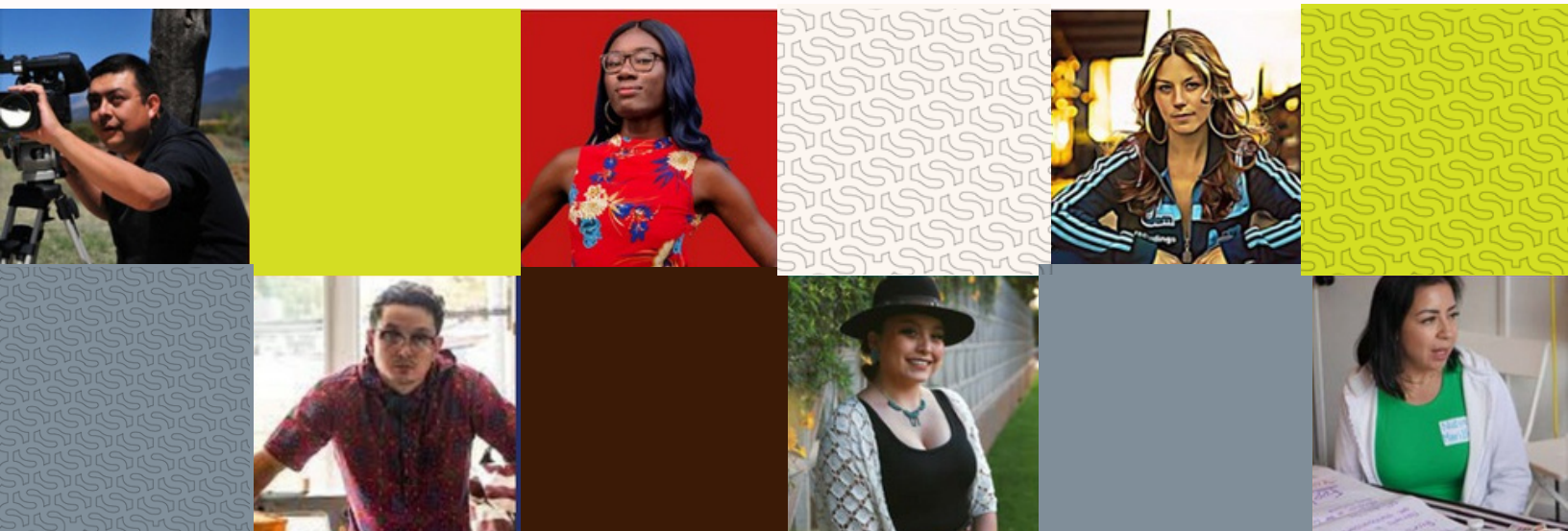
The City of Sacramento has wisely prioritized investing in creative entrepreneurs toward the City's efforts to engender more diversity and equity in the entrepreneurship ecosystem, more democratized private investment, more connection to global markets, more engaged and employed youth, and more celebration of historically underrepresented cultural legacies.

Building on the success of the 2023 pilot program hosted by CLTRE and Creative Startups, the city has invested in a three-pronged strategy to deploy \$750,000 in funding to achieve the following over the next two years:

1. Strengthen and expand 60+ creative businesses in four strategic sectors: (1) digital media, (2) design and fashion, (3) creative events and festivals, and (4) public services and civic infrastructure;
2. Pilot an integrated impact capital fund for diverse creative entrepreneurs demonstrating growth potential and future scalability;
3. Leverage City funding to engage sustainable funding sources -- both regional and national.

"The best part of this program is you leave alone on this journey and together we can go further. It meant a lot to build a network of creative entrepreneurs in the creative field."

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PARTNERSHIP

PROVEN SUCCESS

Economic development work centered on culture and creativity is most effective when designed and delivered in partnership. Working together in the spring and summer of 2023, Culture and Creative Startups built and delivered a 6-week entrepreneurship program that matched Creative Startups' unparalleled expertise in accelerating creative entrepreneurs with Culture's exceptional skills in fostering culture within underserved -- yet culturally rich -- neighborhoods throughout Sacramento.

The resulting program attracted a strong pool of 50+ applicants, demonstrating great need.

16 companies were selected to participate and the resulting program successfully addressed the unique needs of Sacramento's diverse creative communities. The outcomes of this pilot project are detailed in the linked [Impact Report](#) and summarized as follows:

9.77 NET PROMOTER
SCORE

84% PARTICIPANTS SELF
REPORT AS BIPOC

92% INCREASED
FAMILIARITY
with the concept of innovating
within their market space/industry

85% INCREASED
CONFIDENCE
in their ability to build a
profitable business model

WATCH WHAT THE
ENTREPRENEURS SAY
ABOUT THE
PROGRAM



// The whole program was much needed and helped clarify a lot of my own understanding of starting a business, the actual ins and outs of running a business. //

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