



8TH ANNUAL CALIFORNIA
**Arts,
Culture &
Creativity
Month**
APRIL 2026

JOY
ACTION
POWER

**Boundless Creativity:
The Essence of Freedom**



2017—14 inaugural California Cultural Districts

Our Cultural District partners include Cities of Grass Valley and Nevada City, Greater Grass Valley Chamber of Commerce, Grass Valley Downtown Association, and Nevada City Chamber of Commerce; The Town of Truckee, Truckee Tahoe Arts Alliance, Truckee Downtown Merchants Association, and Truckee Chamber.



December 2025 —10 new California Cultural Districts





**Culture Forward
Arts and Culture
Action Plan
Nevada County**

Arts, heart and soul

"The arts are not just a critical component of our economy, they are where healing occurs, new ideas emerge, and peace is made. We know investing in the arts is an investment in the wellbeing of our residents, we want our communities to be a place where families thrive and those who visit feel at home."

—Steve Frisch, President, Sierra Business Council

 **CULTURE
FORWARD**
nevada county

\$66 million

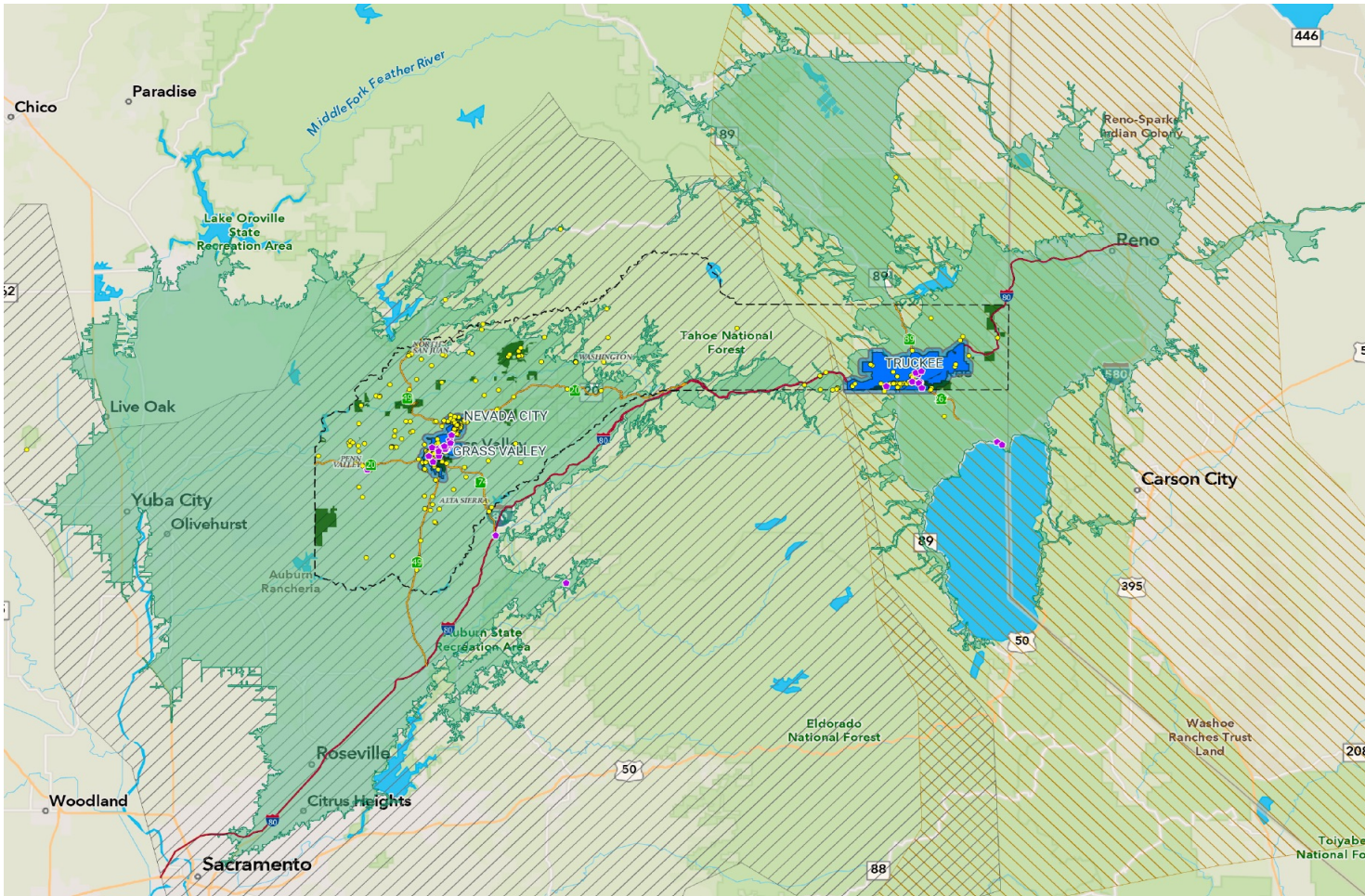
Generating an estimated in total economic activity.

+1,400

Full-time equivalent jobs

\$13 million

Tax revenue to local, state, and federal governments.



Asset Type	Count of Assets
Art in Storefront	10
Nisenan Cultural Sites	11
Parking	13
Preservation & Cultural Organization	24
Performing Space	25
Public Art	42
Fair or Festival	52
Gallery / Studio / Museum	52
Cultural Resource / Media	58
Arts Organization	67
Artisan Place to Eat, Drink or Stay	90
Historical Landmarks	244
Total in Transportation-shed	688

Population within 1-hour drive transportation-shed:
1,521,517

- Cultural Assets
- Affordable Housing
- Cultural District Boundaries
- 1-Hour Drive Transportation-shed
- AB812 Affordable Housing for Artists Zone
- Parks
- Nisenan Territory
- Washoe Territory

0 5 10 20 Miles



Geographic Influence & Impact of Nevada County's Cultural Districts



The Process Phases

01



DISCOVERY AND FRAMING

Initial planning and understanding of project scope and context.

- An Economic and Social Impact Study of Arts and Culture Organizations and Their Audiences over a five-year time-frame
- Nevada County Office of Education's Strategic Plan for Arts Education in Schools 2020-25
- Upstate California Creative Corps' Impact Report
- The County of Nevada's Economic Development Action Plan 2024-2026
- Nevada County's Recreation and Resiliency Master Plan

12

Expert interviews in a broad range of areas/topics.

2

Collaborative work sessions to establish a unified vision for the sector.

12

In-person listening sessions

9

Local leaders focus groups

629

Respondents to bilingual survey

The Process Phases

01



DISCOVERY AND FRAMING

Initial planning and understanding of project scope and context.

- Visit California's High Sierra and Gold Country Regional Strategic Tourism Plans
- Sierra Business Council's Comprehensive Economic Development Strategy 2023-2027 (CEDS)
- ... and the unincorporated Area Plans for Greater Higgins, Loma Rica Industrial, North San Juan, Penn Valley, and Soda Springs.

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Respondents to bilingual survey

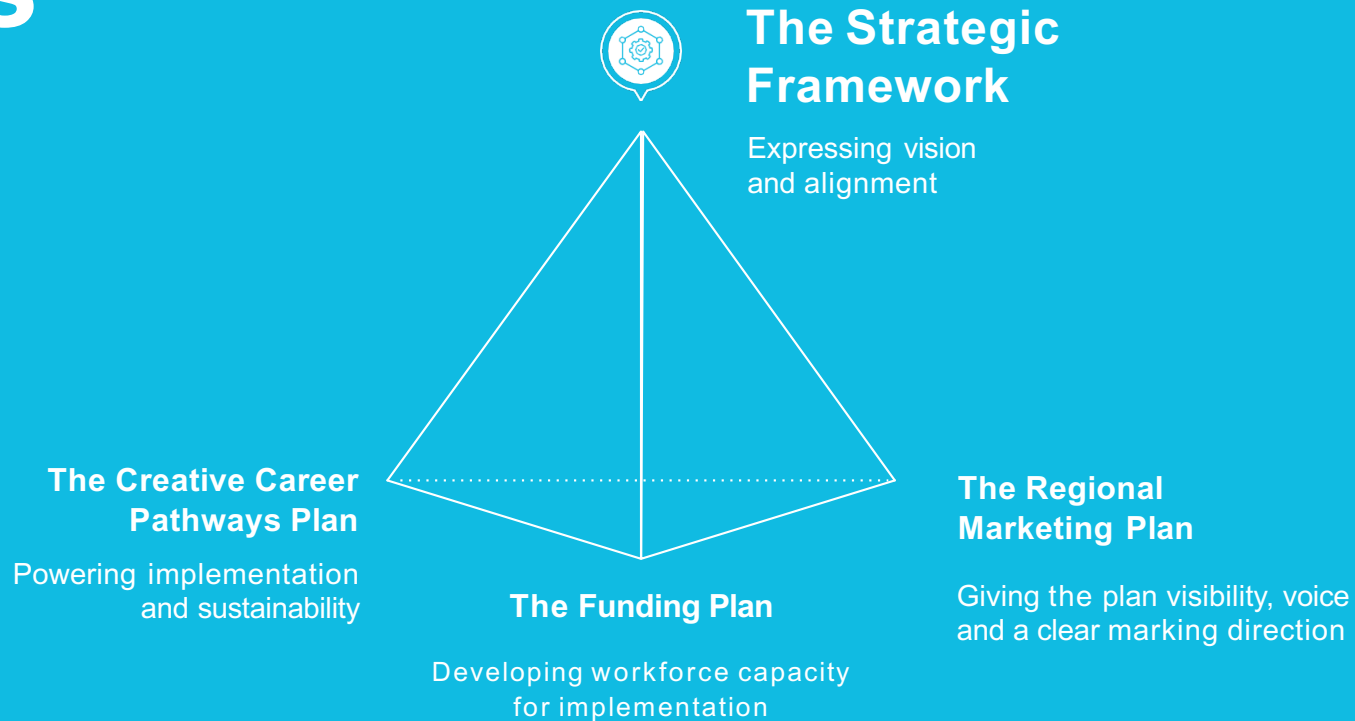
Twelve key priorities

for arts and culture were identified in the community engagement process:



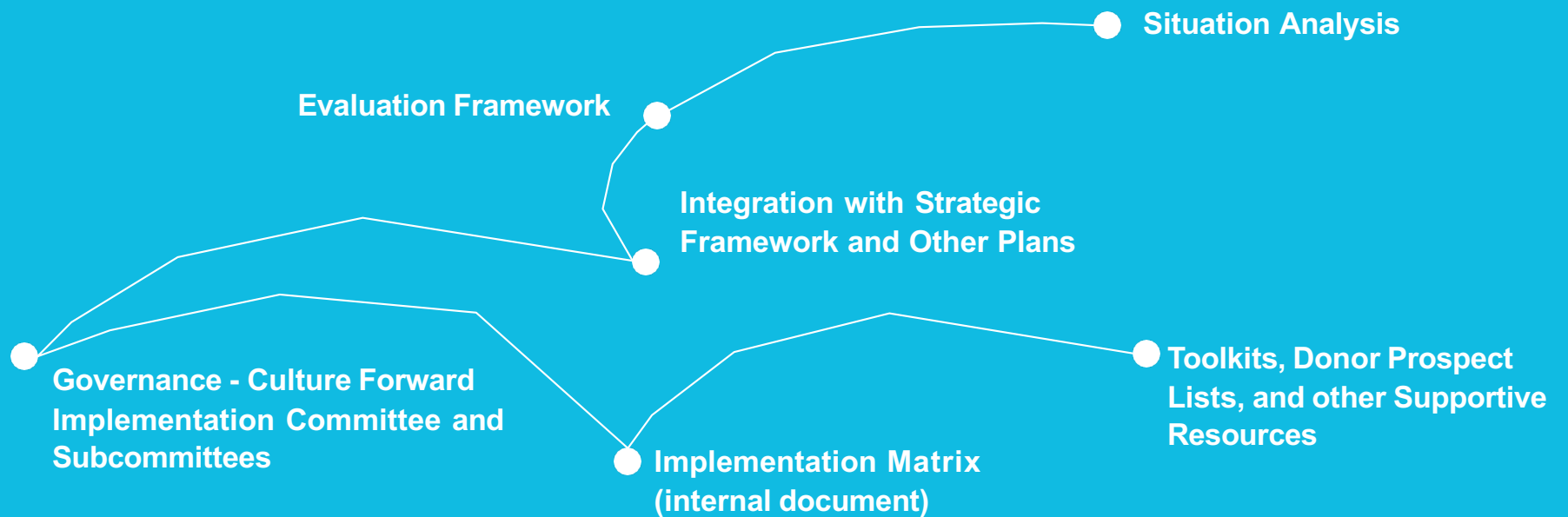
Implementation Plans

The Culture Forward Action Plan includes 3 implementation plans that provide direction and focus.



Cross-Cutting Areas

All implementation plans include the following areas, plus an implementation matrix to aid the Culture Forward partners in creating specific activities to accomplish the Action Plan



Indicative Evaluation Framework

The Culture Forward Implementation Committee will evaluate the Culture Forward Action Plan, through an assessment of Objectives and Key Results (OKRs). This committee will be composed of diverse stakeholders, including representatives from the Nevada County Arts Council, Grass Valley-Nevada City and Truckee Cultural Districts, local government, arts and culture organizations, community leaders, and members from historically underserved populations.

1. Activation, Recreation, and Engagement.

Cultural life across Nevada County through arts programming and accessible creative experiences for residents and visitors.

- Number of cultural ambassadors engaged annually
- Year-over-year growth or sustainability in overall attendance
- Percentage increase in engagement from historically underrepresented or marginalized communities (including elder adults)
- Increase in the number of cultural spaces and programming submissions to the Cultural Asset Map
- Number and diversity of partnerships established between Nevada County Arts Council and local/regional stakeholders

2. Learning, Skills, and Career Pathways.

Support a lifelong journey in the arts—from early exposure and education to mentorship, professional development, and sustained careers.

- Percentage increase in arts education programs in TK-14 schools
- Number and percentage increase of internship, fellowship, or apprenticeship programs in arts organizations
Indicators defined in the Workforce Development Plan
- Retention rate of cultural workers within local arts organizations over time
- Number of creative jobs created or sustained in the county

How to reach us:



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