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PRESS RELEASE

NEVADA COUNTY ARTS COUNCIL UNVEILS MIDPOINT IMPACT REPORT FOR UPSTATE CALIFORNIA CREATIVE CORPS, SHOWCASING PROGRESS AND ACHIEVEMENTS OF 80 GRANTEES

Nevada City, CA, May 15th, 2024 - [Upstate California Creative Corps](#), presents its Midpoint Impact Report, a comprehensive review highlighting creative achievement and economic impact in California's northernmost rural regions since the program's launch in October 2022. Upstate California Creative Corps is a program of [Nevada County Arts Council](#), who is administering a one-time \$3.38 million grant from the [California Arts Council](#).

Its [Midpoint Impact Report](#) serves as a testament to Nevada County Arts Council's unwavering commitment to creative economies, innovation, sustainable growth, and engaging underserved communities as measured through the California Healthy Places Index (HPI). Through diligent efforts and strategic initiatives, our Upstate California Creative Corps grantees have achieved significant milestones and made substantial contributions to advance social justice, support civic engagement opportunities and public health access, and uplift environmental issues and solutions.

The Upstate California Creative Corps investment of \$3.38 million dollars has been regranted **to help cultivate a vibrant creative economy**, empower artists and uplift individuals living within the Upstate Region. These funds have been re-invested across 19 counties—with the support of State Local Partner agencies, or county arts councils—to 80 grant recipients. **88% of these grant recipients are first-time awardees**, showcasing the commitment of local county partner agencies to fostering emerging talent and expanding inclusivity in the arts.

The pilot program has resulted in **the creation of 184 Upstate California jobs, totaling 17,783 workforce hours**. This not only fuels economic growth but also empowers individuals to make meaningful contributions to their communities.

Operating across 19 counties, Upstate California Creative Corps' reach includes 104 zip codes, covering 47,149 square miles and ensuring that historically underrepresented areas benefit from the program's investment.

Key highlights of the Midpoint Impact Report include:

1. **Strategic Initiatives:** A summary of the strategic initiatives undertaken by Upstate California Creative Corps grantees to address current challenges, move the needle in their issue area and engage communities through the arts.

2. Achievements: A detailed overview of the achievements of our grantees, including notable project benchmarks, successful collaborations, and recognition received from peers, community members and stakeholders.
3. Impact Metrics: Quantitative and qualitative assessments of the impact generated by Upstate California Creative Corps' initiatives, highlighting key performance indicators and metrics such as workforce hours and community listening sessions, demonstrating progress towards organizational and state-wide goals.

“As we reflect on the achievements of the past year, we are immensely proud of the progress our grantees have made locally in their communities and the positive impact we have generated within the arts and creative workforce,” said Sofia Vivanco Airaghi, Grants Manager at Upstate California Creative Corps. “The Midpoint Impact Report not only celebrates our collective successes but also reaffirms the importance of artists engaging with society’s most critical issues, fostering sustainability, and rural resilience.”

The Midpoint Impact Report is now available for download on the Upstate California Creative Corps website at upstatecreativecorps.org, and at nevadacountyarts.org. For more information about the report and to learn more about [Upstate California Creative Corps](#) and [Nevada County Arts Council](#)'s initiatives, please visit our websites or follow us on [Instagram](#) and [Facebook](#).

About Upstate California Creative Corps:

[Upstate California Creative Corps](#) is a program of [Nevada County Arts Council](#) administering a one-time \$3.38 million grant from the California Creative Corps, for the state agency for the arts, [California Arts Council](#). Within the Upstate Region, as the administering organization for the California Creative Corps, Nevada County Arts Council is one of a network of agencies who serve as State-Local Partners with California Arts Council. While each serves distinct communities, State-Local Partner agencies are connected through a coalition who benchmark, consult, and gain from peer learning and support, with equity at their core.

Upstate agency partners are Arts Council of Mendocino County, Arts Council of Placer County, Colusa County Arts Council, Del Norte Association for Cultural Awareness, Friends of the Arts in Butte, Humboldt Arts Council (and Ink People, working in partnership with Humboldt Arts Council), Lake County Arts Council, Lassen County Arts Council, Modoc County Arts Council, Nevada County Arts Council, Plumas County Arts Council, Shasta County Arts Council, Sierra County Arts Council, Siskiyou County Arts Council, Tehama County Arts Council, Trinity County Arts Council, and Yuba Sutter Arts & Culture.

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