



**Creative Heart of Stockton
Cultural District
Winter 2022- Summer 2023**

Executive Letter

Data is a double edged sword. Despite any attempts to functionally wield it, there exists the potential to cut with every movement. This report has been created with the goal of concision, to slice the data in such a way to highlight a structural truth. As a sharpened tool is key to good woodworking, finely honed data is key to good community work.

In the years I've been in Stockton, I've had the privilege of learning an extraordinary amount about community building generally, and Stockton specifically. I've come to see that access to data is a barrier itself, as is the comfortability with such data to make functional and informed decisions. Institutional knowledge bears a weight. This report is built in the effort of collectivizing around both data and planning, with the goals of shared ownership of institutional knowledge, and mutual strategies across our community.

When we first conceived of this report, we imagined hiring a consultant (probably from out of town) to create it. However, realizing how important it is to keep the lens of this data locally informed, we brought on a young talented creative to immerse in the data, learn InDesign, and create a first draft of this report. Acknowledgments and praise go to Mars Gerardo for their commitment to the process, hard work, and results delivered. We are proud to present a report that was entirely developed in Stockton, by Stockton, for Stockton. Printing credit for the glossy physical copies goes to Tokay Press.

This report was created through the Canvas United subgroup of The Embers Project. Canvas United would like to strengthen Stockton's creative community and develop sustainable public services by acquiring land and driving ethical pricing and usage through a shared ownership model. Canvas United includes Jessica Fong, JR Arimboanga, Kathy Hart, Evai Dellafosse and David Sengthay. Special thanks to Karmen Cortes for her support role and coordination with Canvas United.

The Embers Project is dedicated to the objective of community wealth by creating a collaborative forum for community engagement, planning, and resource allocation. The Embers Project is incubated by the Edge Collaborative, which seeks to catalyze economic resilience across the region. Special thanks to Ann Rogan, Jairius Matthews, Taylor Williams, and the rest of the Edge Collaborative team, as well as Allison Albee and GroundWorks Consulting.

We've also been grateful for the support of Community Vision, with special thanks to Saul Ettlin, Kevin Feeney, and Jacqueline Carlisle. All of this work has been housed at the San Joaquin Community Foundation, where we'd like to thank the whole team for their hard work and commitment to economic development in the region. The funding for this work came from The Irvine Foundation, as a part of their Priority Communities Initiative.

And most importantly, thank you, reader. There is no progress without engagement, and this is meant to be engaged with. Somebody recently told me ideas are the true wealth, and it's an honor to bring these ideas to you.

In Community,
Elazar Abraham
Co-Founder & Executive Director at HATCH Workshop
elazar@hatchworkshop.org

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HATCH Workshop
40 S Union St
Stockton, CA 95205

HATCH Workshop is a 501(c)(3) nonprofit organization. We seek to awaken and empower the craftsperson in everyone through open access to equipment, resources, and training. This is accomplished by offering training and education in fine craft, design, and entrepreneurship for students and the Stockton community, while also providing affordable workspace and shop access for emerging artists and makers. Our vision is an artistically vibrant and independently wealthy Stockton, owned by its residents.

Report Summary

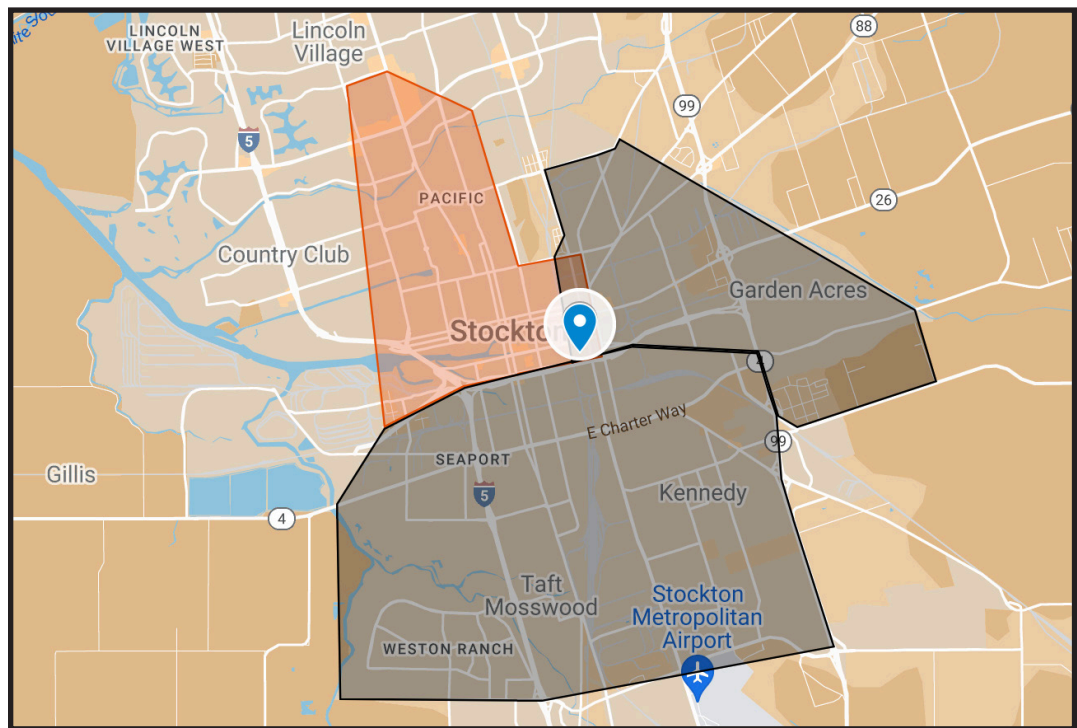
With this report, we are presenting an overview of data both about the city of Stockton as well as the economic potential of local arts.

Stockton is a city of segregated wealth, and has a history of disinvestment that reflects at a regional level. (PART ONE)

We believe that regenerative economies require active engagement to grow, and that arts are an essential driver of these behaviors. (PART TWO)

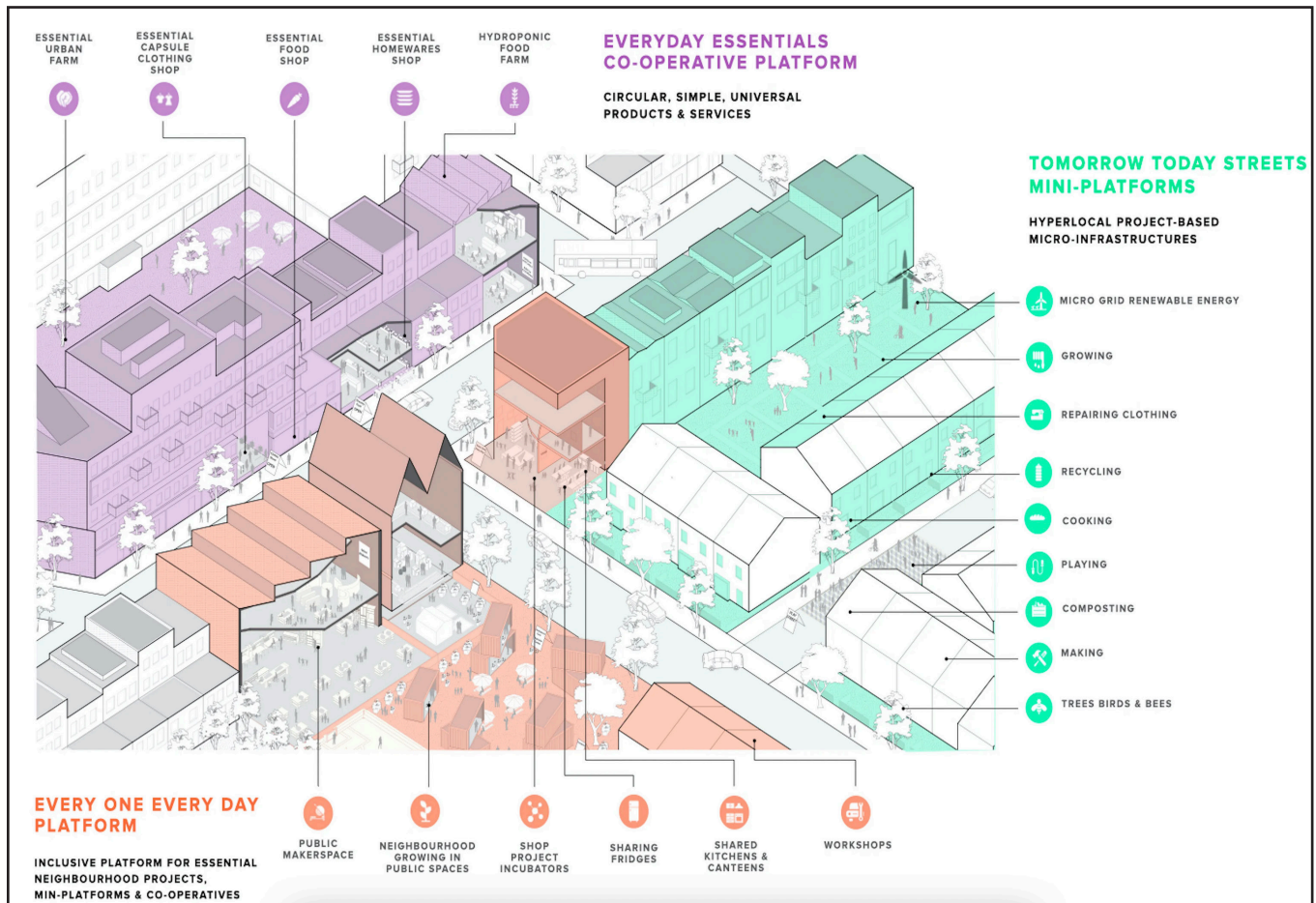
Within the “Creative Heart of Stockton”, there already exists a relative density of public facing creative services. (PAGE 6)

We hope to see more creative services in this region, with an intentional focus on keeping resources local.



San Joaquin County, CA	50	66	44	56	54	
	Arts Providers	Arts & Culture Employees	Arts & Culture Organizations	Arts, Culture & Entertainment Firms	Independent Artists	
47	50	45	43	54		
Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation		
13	17	13	46	47		
Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants		
50	52	36	81	43	37	
Socio-economic	% Employment	% Bachelor's Degree	% of Households > \$150k	Per capita income	% Not in Poverty	
52	31	53	62	61	93	48
Other Leisure	Hotel Rank	Restaurant Rank	Zoo & Botanical Rank	Cinema Rank	Professional Sports	Bar Rank

Stockton is the Seat of San Joaquin County. When “arts vibrancy” is viewed at the county level, we can see significant room for improvement, as well as particular strengths. (PAGES 27-28)

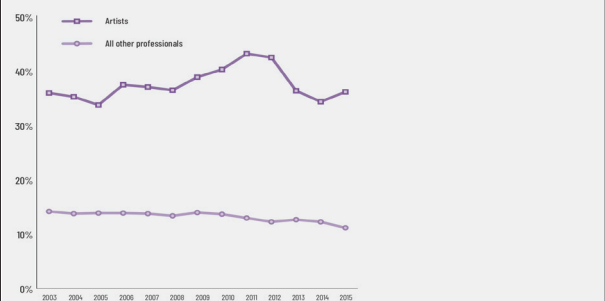


Internationally, there have been models developed that center local economies. (PAGE 24)

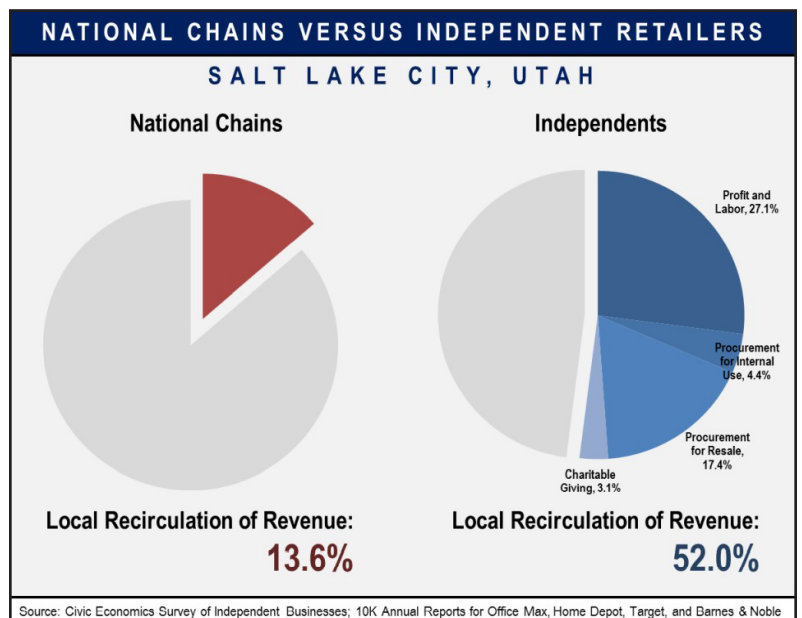
Data clearly shows the value of keeping dollars local, and independent businesses as a core driver of this behavior. (PAGES 21-22)

Artists are a key part of the “independent business” demographic. (PAGES 25-26)

Figure 3b. Self-employment rates for artists and all other professional workers: 2003-2015



Source: Reprinted from Joanna Woronkiewicz and Douglas S. Noonan, "Who Goes Freelance? The Determinants of Self-Employment for Artists," Entrepreneurship Theory and Practice, (September 2017), 7.



Source: Civic Economics Survey of Independent Businesses; 10K Annual Reports for Office Max, Home Depot, Target, and Barnes & Noble

Developing strategies for community development best happens from the bottom, up. This report is meant to serve as an educational tool, a vehicle for discussion, and a living document to be built upon.

It is the responsibility of Stockton to fill the data gap effectively.

Part 1: Stockton By the Data

We are developing this report to highlight economic conditions in Stockton.

This will be seen both by Stocktonians as well as institutional partners and funders.

The intention behind this report is to address the following gaps:

The mechanisms of institutions are often inaccessible to the general public.

Technical language often functions as an institutional barrier.

Institutional knowledge is often encoded in the data.

We are here addressing these gaps by providing data that is easily understood by all and representing Stockton's experience.

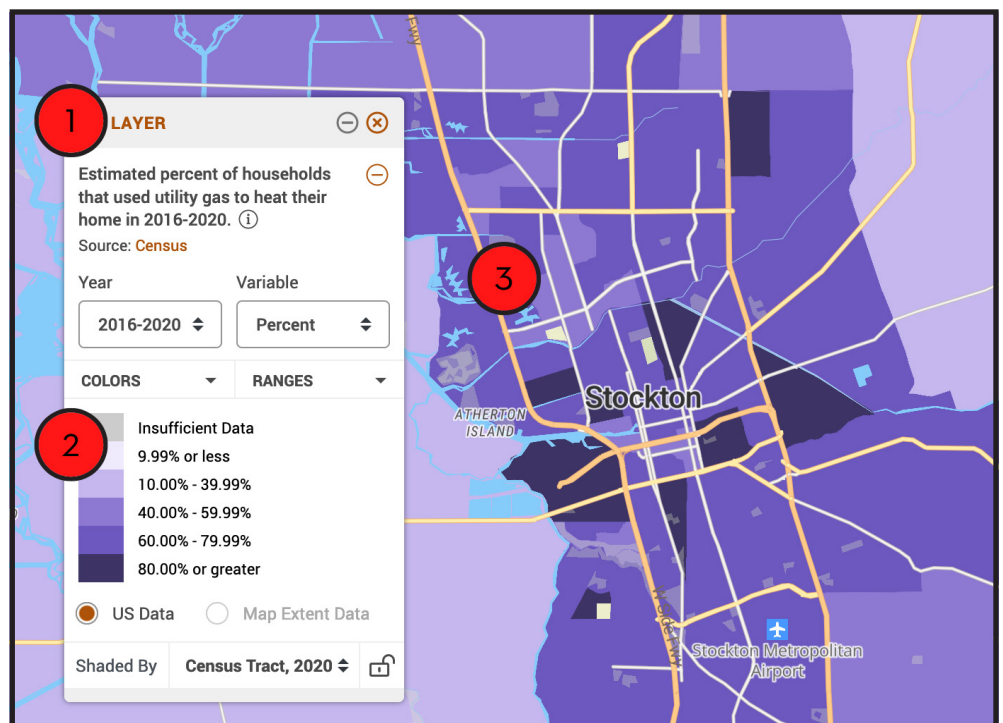
By bridging these gaps we aim to build a unified narrative and discussion, in order to collectively pursue development goals.

Providing accessible data is crucial.

How to Read PolicyMap:

1. Data being shown is labeled at the top, alongside a time range and source.
2. Ranges of data being shown are categorized by shades of purple (darker purple is a higher number)
3. Ranges of data are shown as colors in the map, based on selected data. This report primarily looks at census tract data.

*** Pay attention to the scale in the ranges displayed**



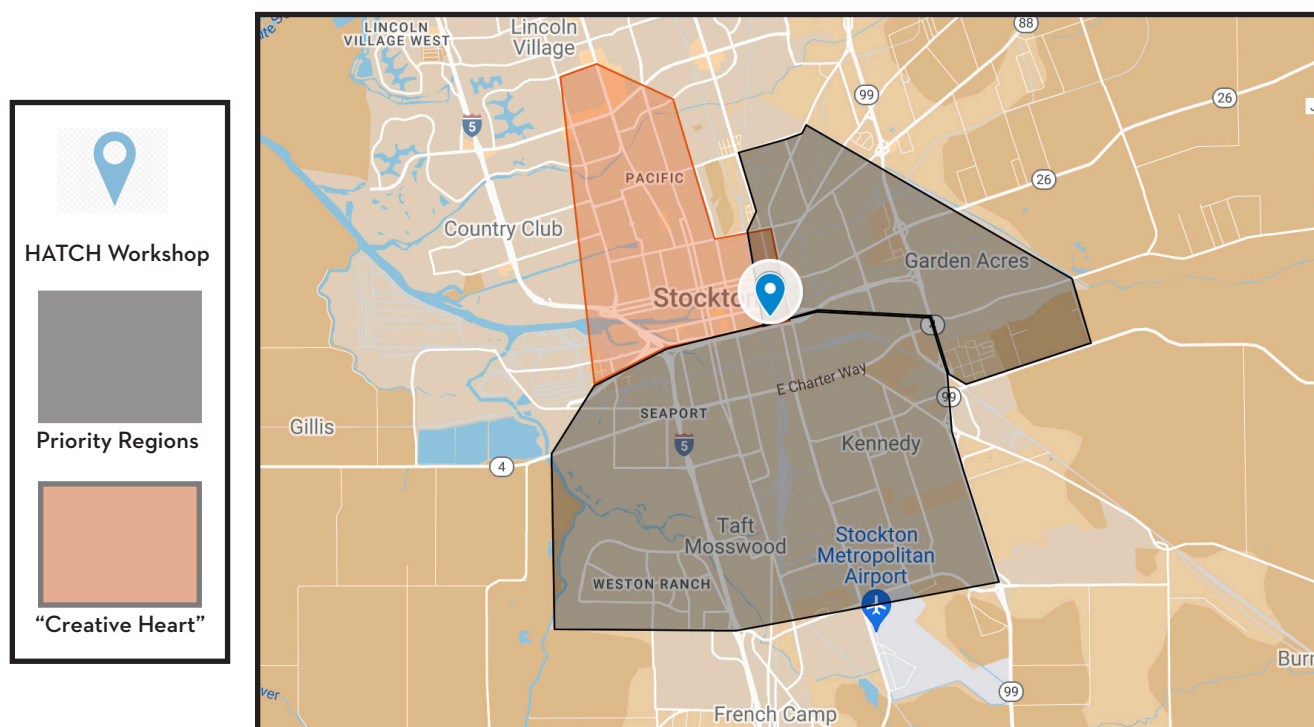
All maps on pages 7-15 (except where noted) are created in PolicyMap.

“Creative Heart of Stockton”

Within this “Heart”, the majority of Stockton’s existing public facing creative services are offered.

The “Priority Regions” describe areas which have been subject to the greatest historical, geographic, and environmental harms.

This model provides a framework of connectivity and growth, while also outlining a distinct “Heart” of resources provided by the local arts community.



The purpose of defining this region is to provide data that will inform strategies to strengthen Stockton’s creative community. Additionally, collectively framing the various creative cornerstones of Stockton allows for greater shared visioning on actions, events, and growing density.

We aim to shine light on the structures and patterns of inequality and disinvestment within Stockton. Arts, locally-driven and empowered, hold power in shifting this paradigm.

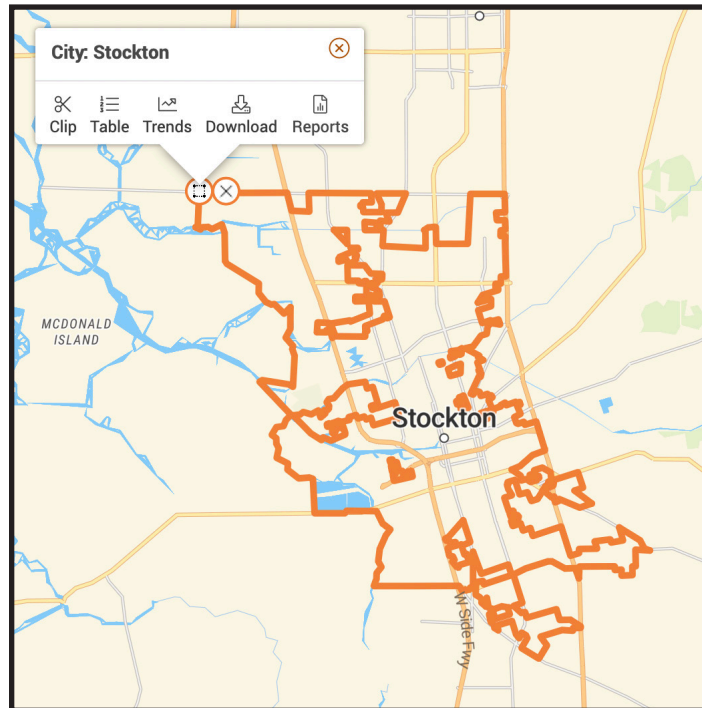
The goal is to develop sustainable public facing creative services by elevating community investment and involvement through the arts. We are currently prototyping these practices with the process of purchasing HATCH Workshop, located at the intersection of Downtown, Eastside, Southside.

Examples of public facing creative services include makerspaces, galleries, community gardens, flexible use venues, and community theaters.

Regions that invest into a recognizable arts district provide their communities an identity, as well as long-term opportunities for economic and creative development.

Defining Stockton Geographically

Unincorporated/undeveloped areas remaining across “Stockton” reveal these striking city limit borders.



Locals experience these complex borders in both access to support programs, but also in tax rates. Some of these regions are exploited for lower tax rates and more lenient building codes.

Below are the commonly understood boundaries of the city.



Sphere of Influence



Within a half-hour drive of Downtown Stockton roughly defines the sphere of influence for creative events and services.

Regional View



Stockton sits at the intersection between Sacramento and The Bay Area (San Francisco, Oakland, San Jose). Because of its location, some believe Stockton is a place to “drive-through” but never stop in.

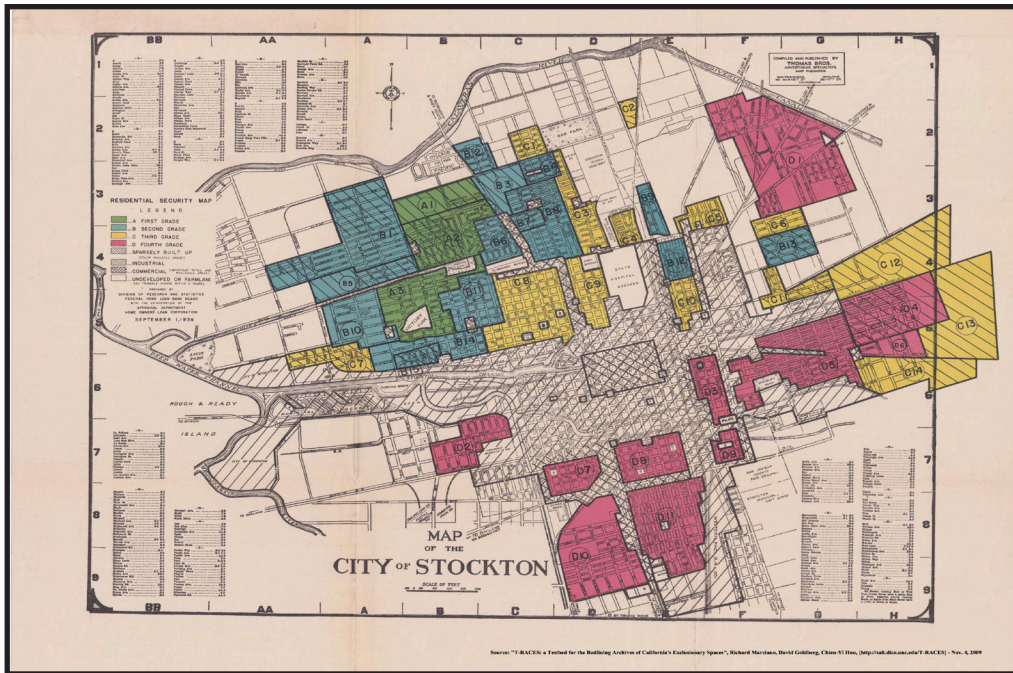
Concentric Circles of Disinvestment



The Center for Community Investment describes “disinvested” as ‘communities that have lost (or never had) sufficient investment to meet the economic, educational, health, and social needs of their residents.’

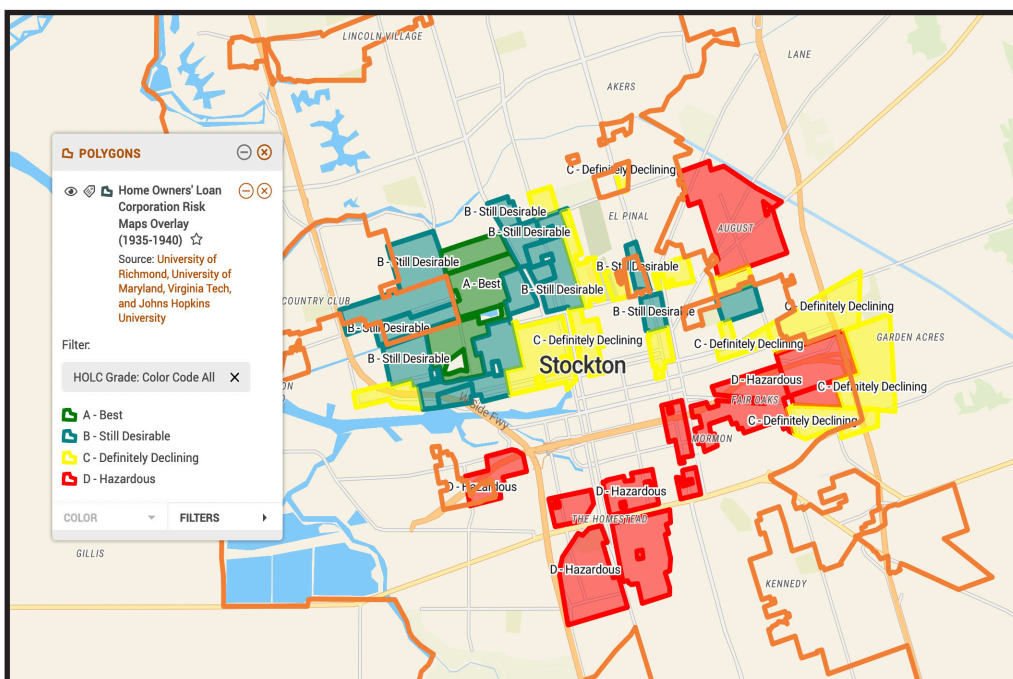
Disinvestment is a key to the narrative of San Joaquin County and the entire Central Valley. As one looks more closely to Stockton and the Downtown region, those issues are more pronounced. In this way, we recognize there is a concentric circle effect, where the symptoms are starker as one moves to the center of the diagram.

Historical Disinvestment in Stockton



Dating back to at least the 1930's, unequal access to loans has plagued Stockton residents. Many of the districts denied equal housing opportunities are in Downtown, Southside, and Eastside. This was a literal moment of disinvestment, where dollars entering Stockton were intentionally directed away from specific areas.

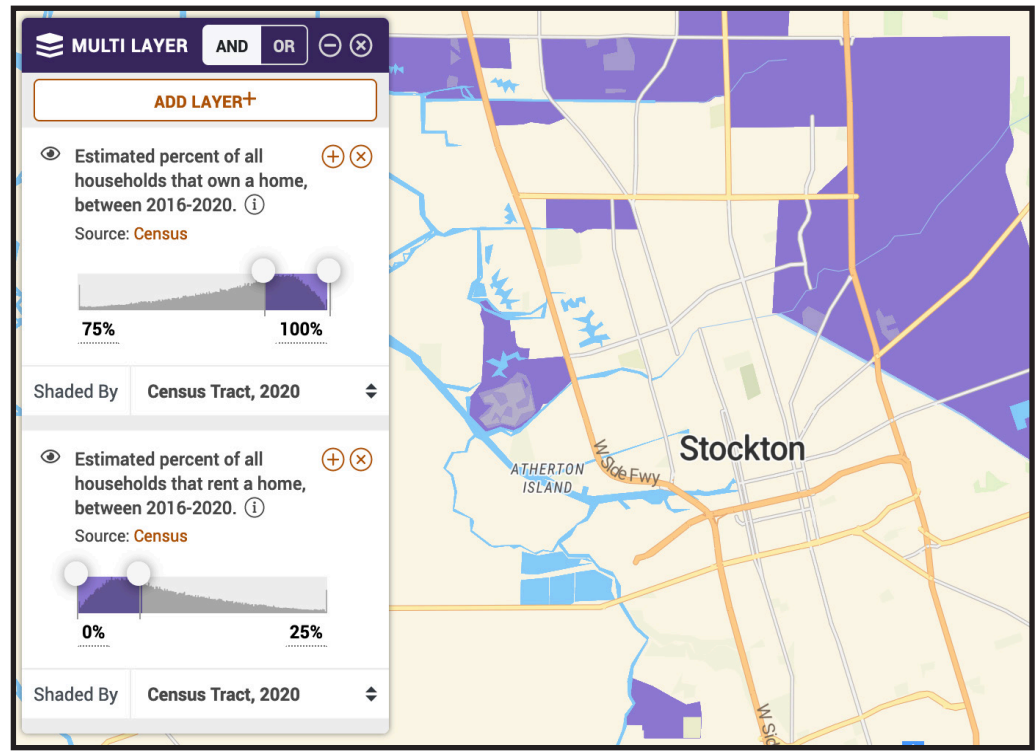
(Home Owners Loan Corporation (HOLC) "Redlining" Map)



HOLC' Risk Maps Overlay (1935-1946): PolicyMap Format

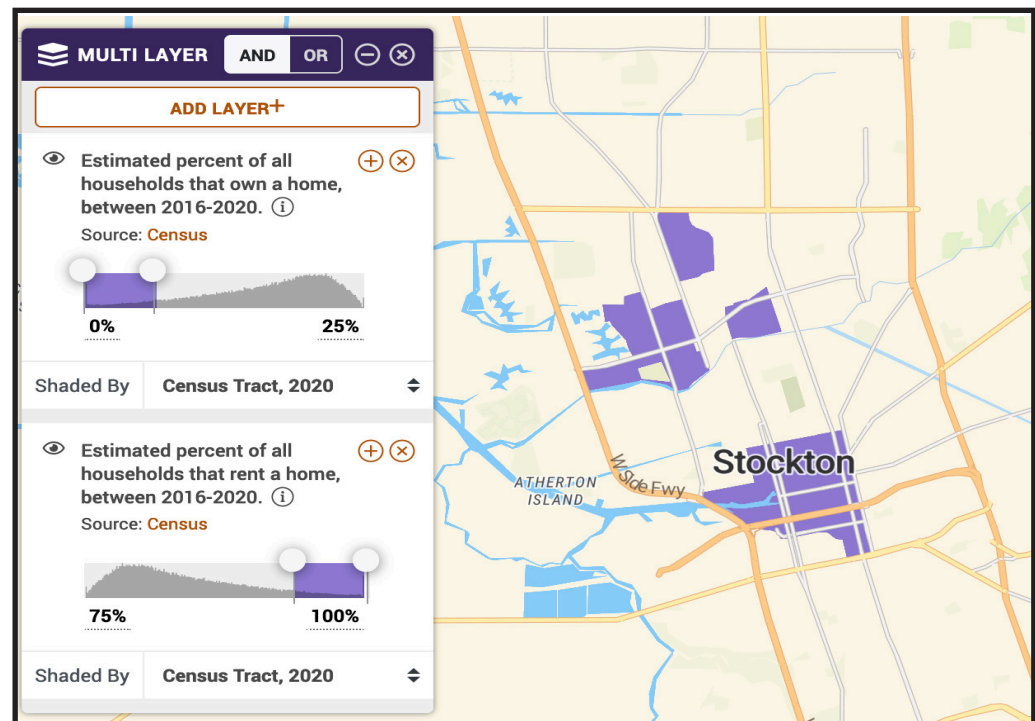
Echoes of these boundaries are still seen in the data today.

Here we see where most people own their homes and only some people rent.

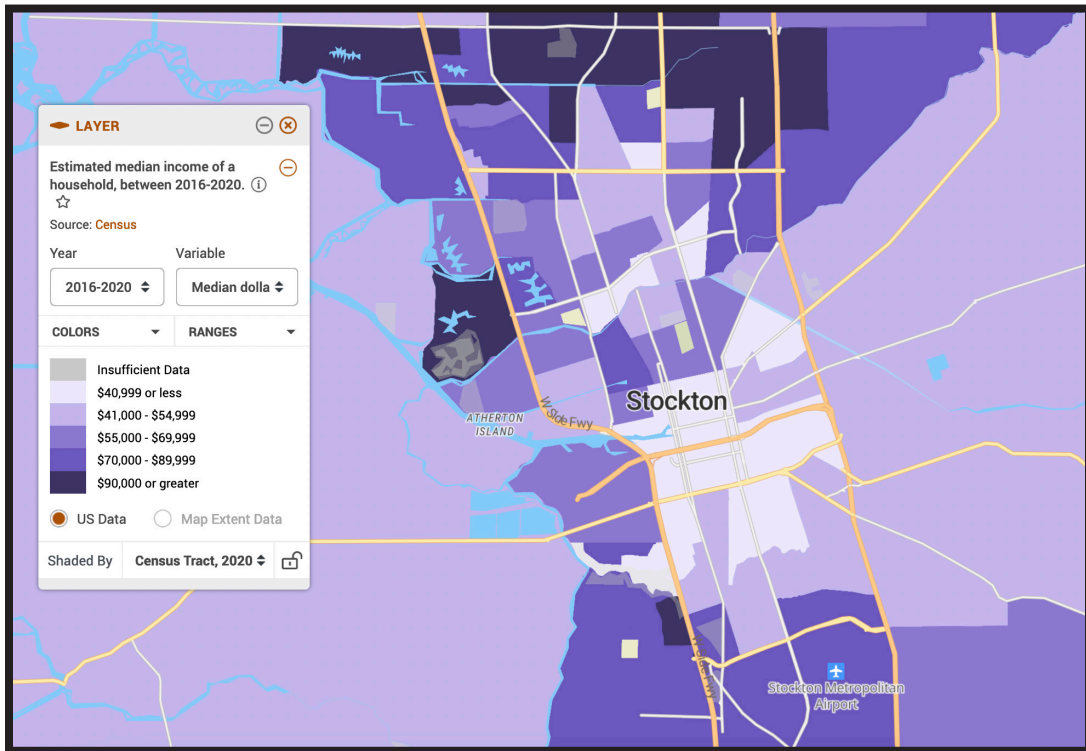


These two maps show the locations where most people own their homes (above) and most people rent (below).

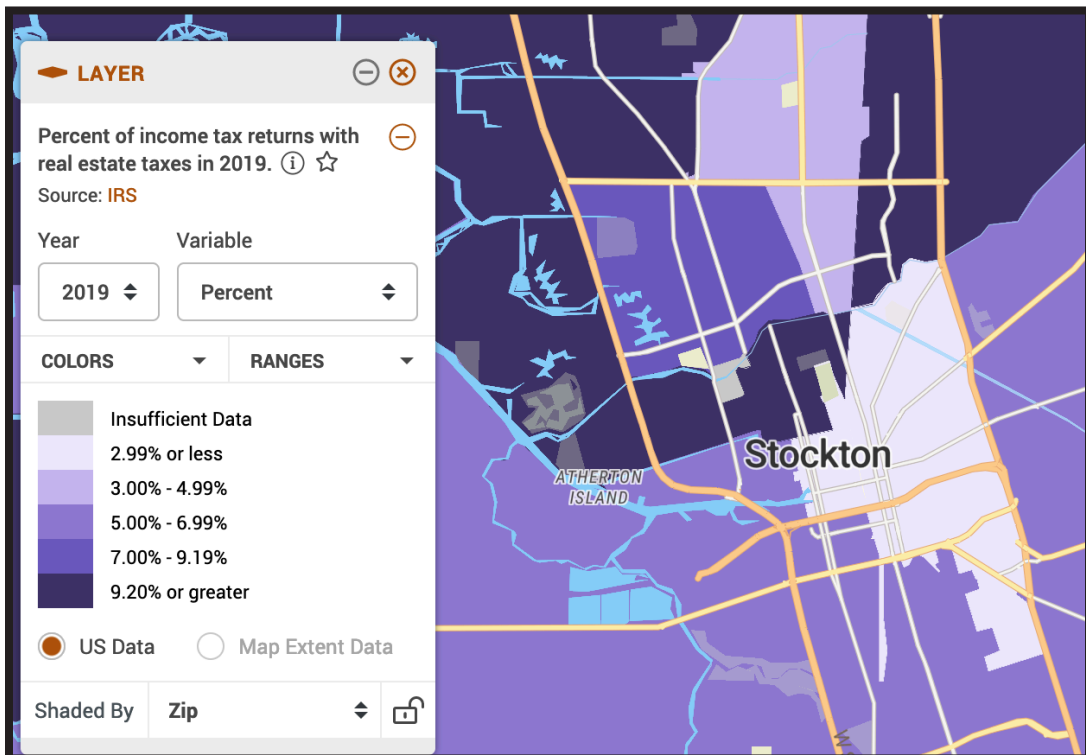
Here we see the opposite: where most people rent their homes and only some people own.



Income Data



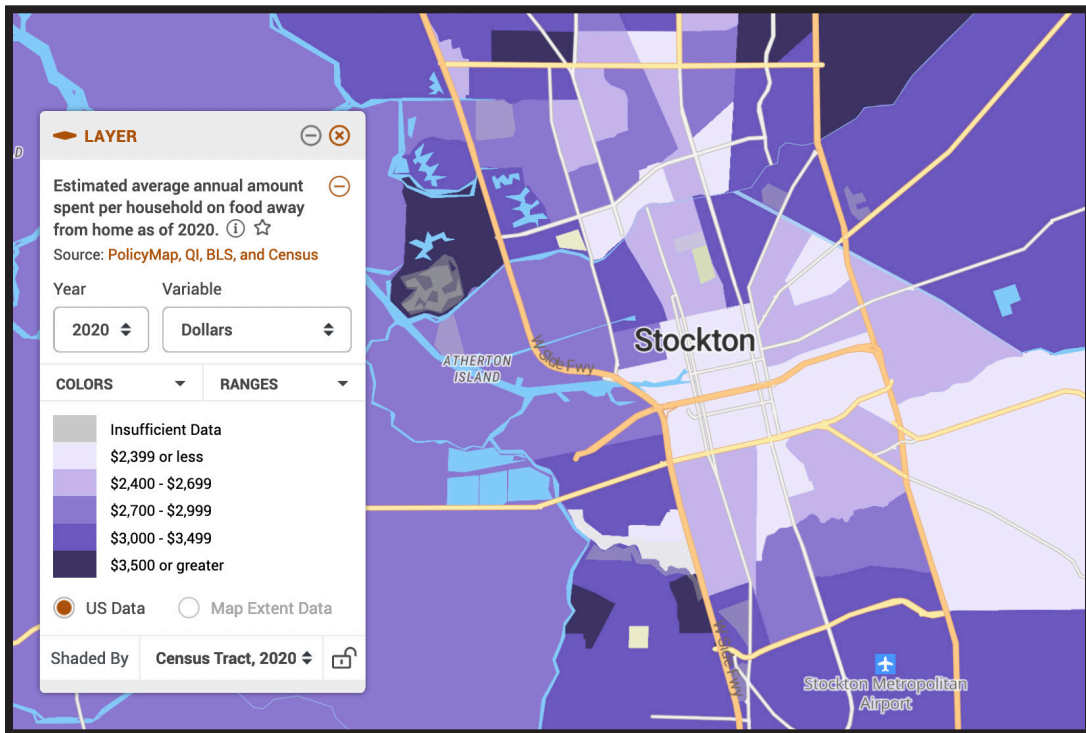
This demonstrates the distribution of income.



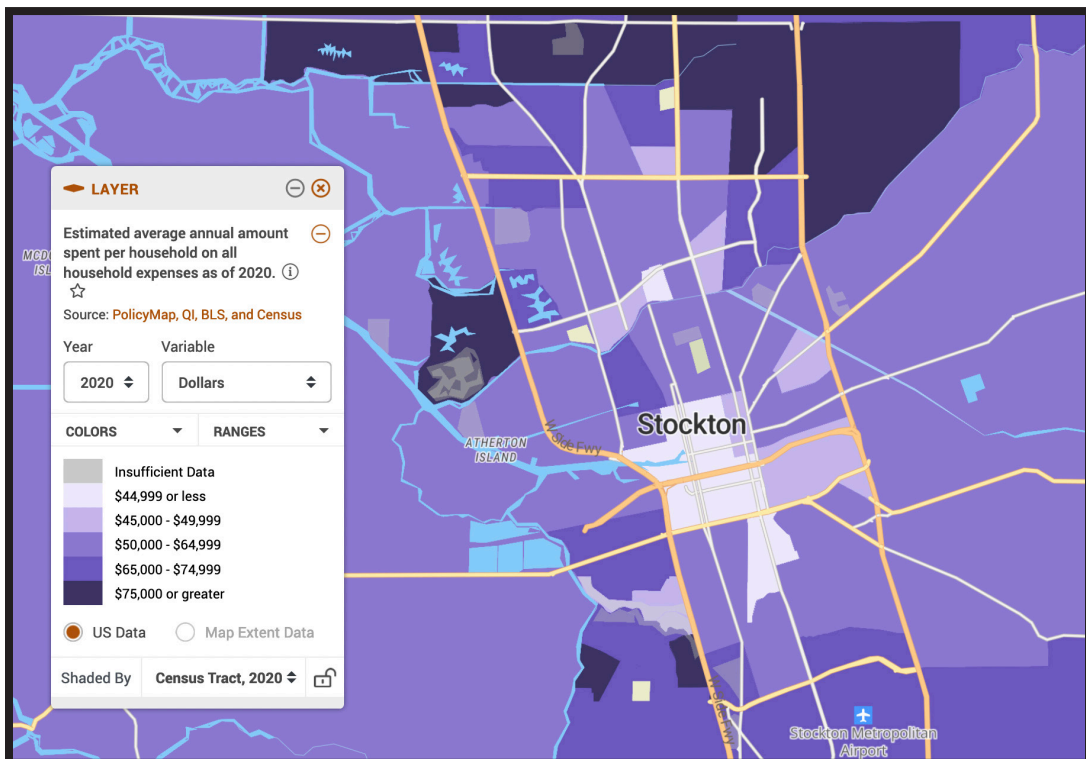
This demonstrates distribution of wealth through income from real-estate investments.

Income vs Wealth:

Income is the amount of money earned over a period of time. Wealth is the value of assets, such as property, investments and savings.

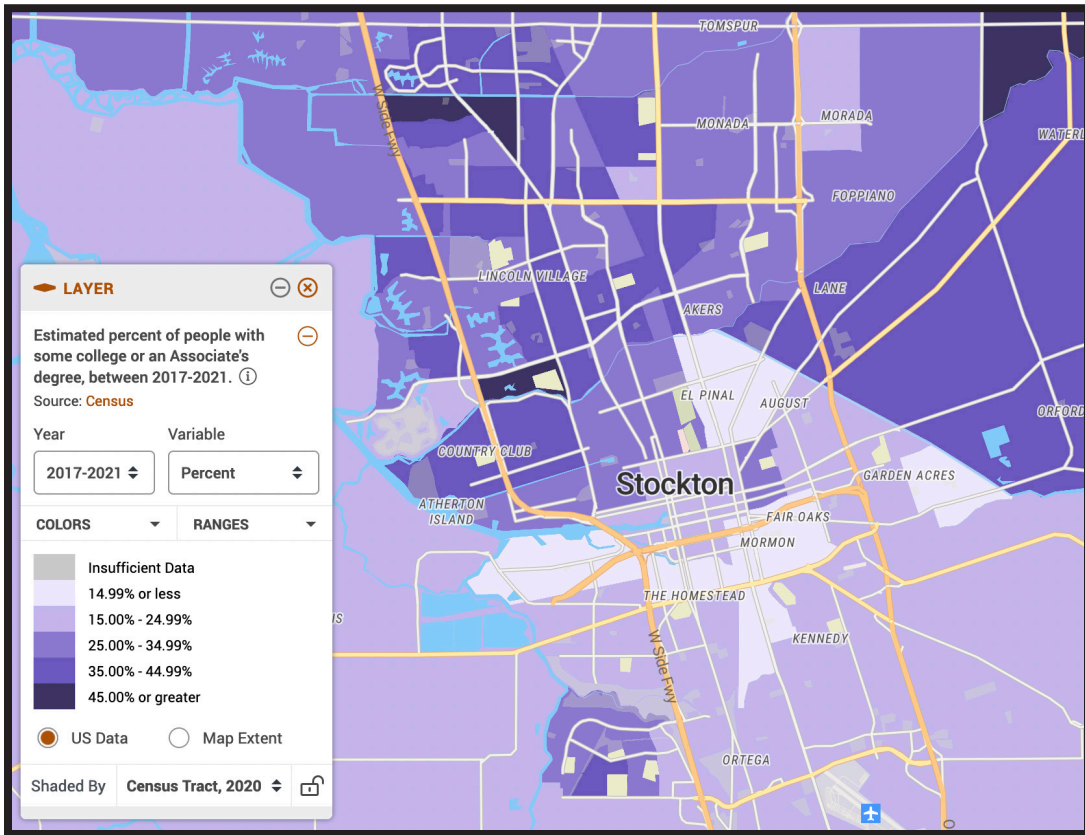


This demonstrates the distribution of dollars spent at restaurants.

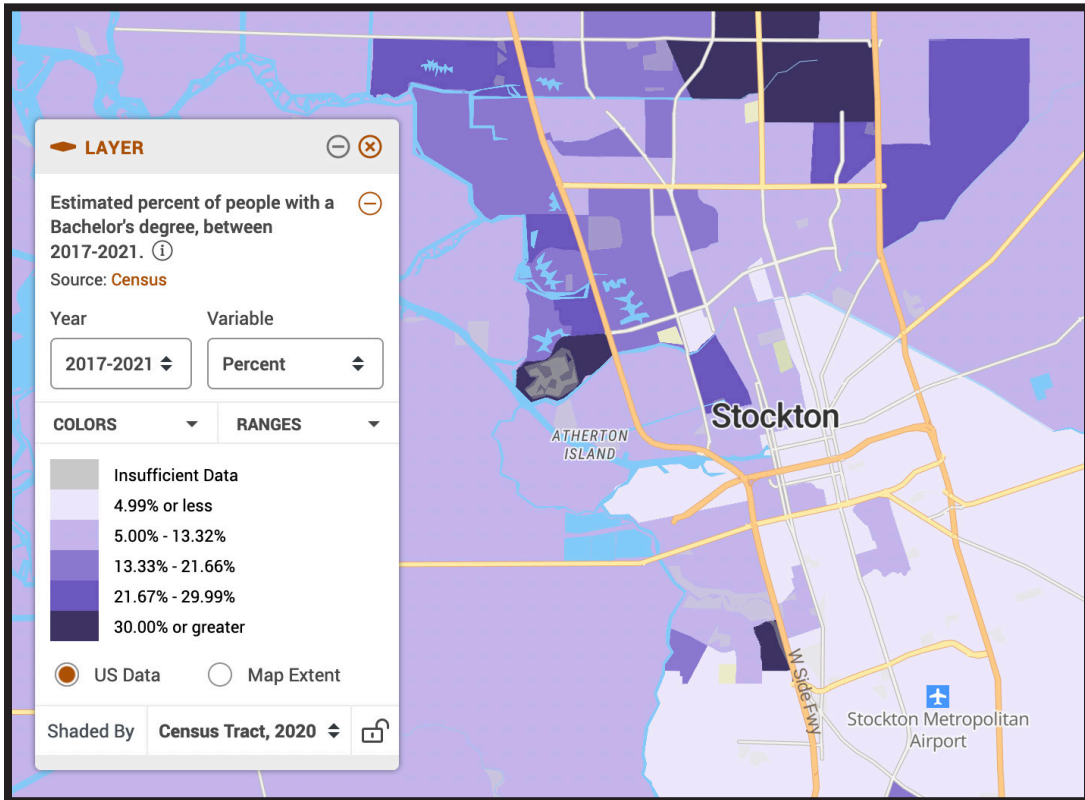


This demonstrates the distribution of dollars spent on household expenses.

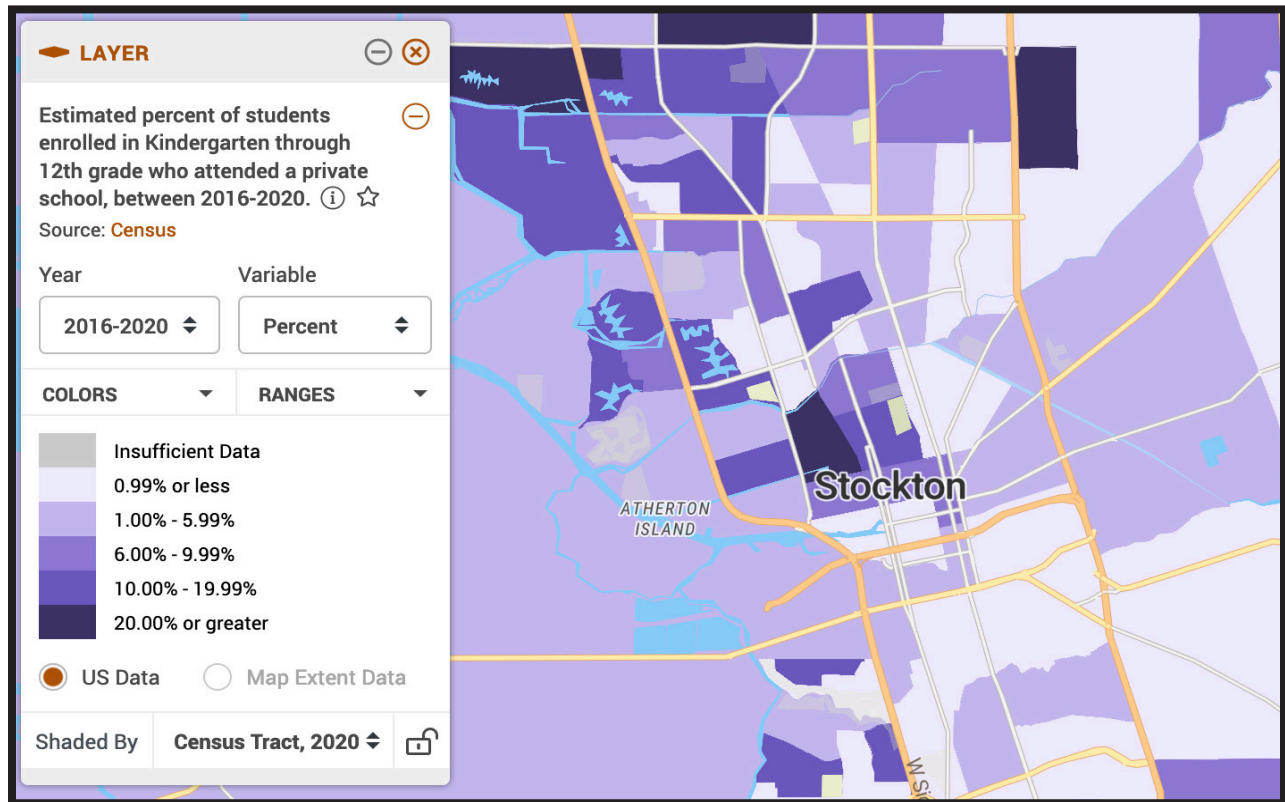
Educational Data



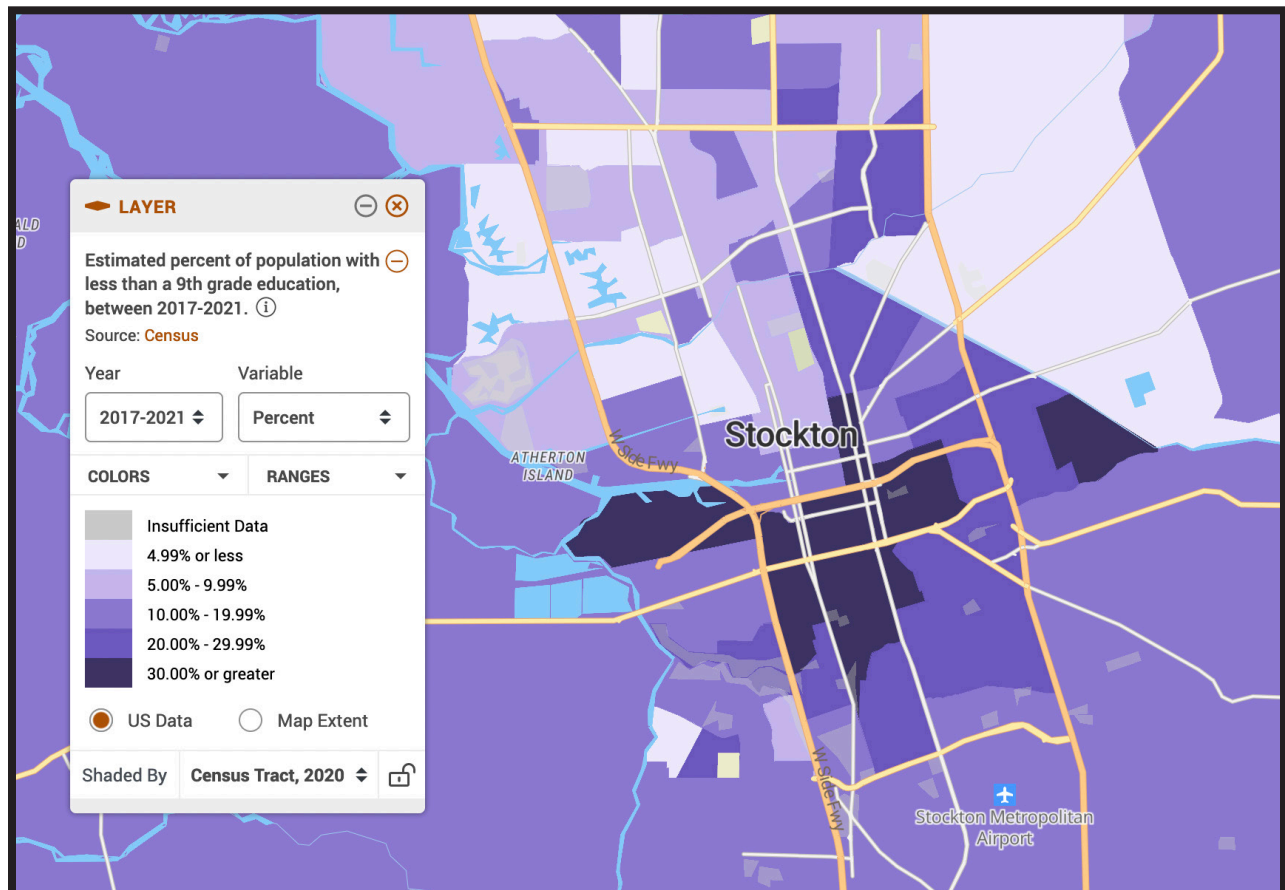
This demonstrates the distribution of residents with at least an Associates degree.



This demonstrates the distribution of residents with at least a Bachelor's degree.



This demonstrates the distribution of access to private schooling.



This demonstrates the distribution of residents who have less than a 9th grade education.

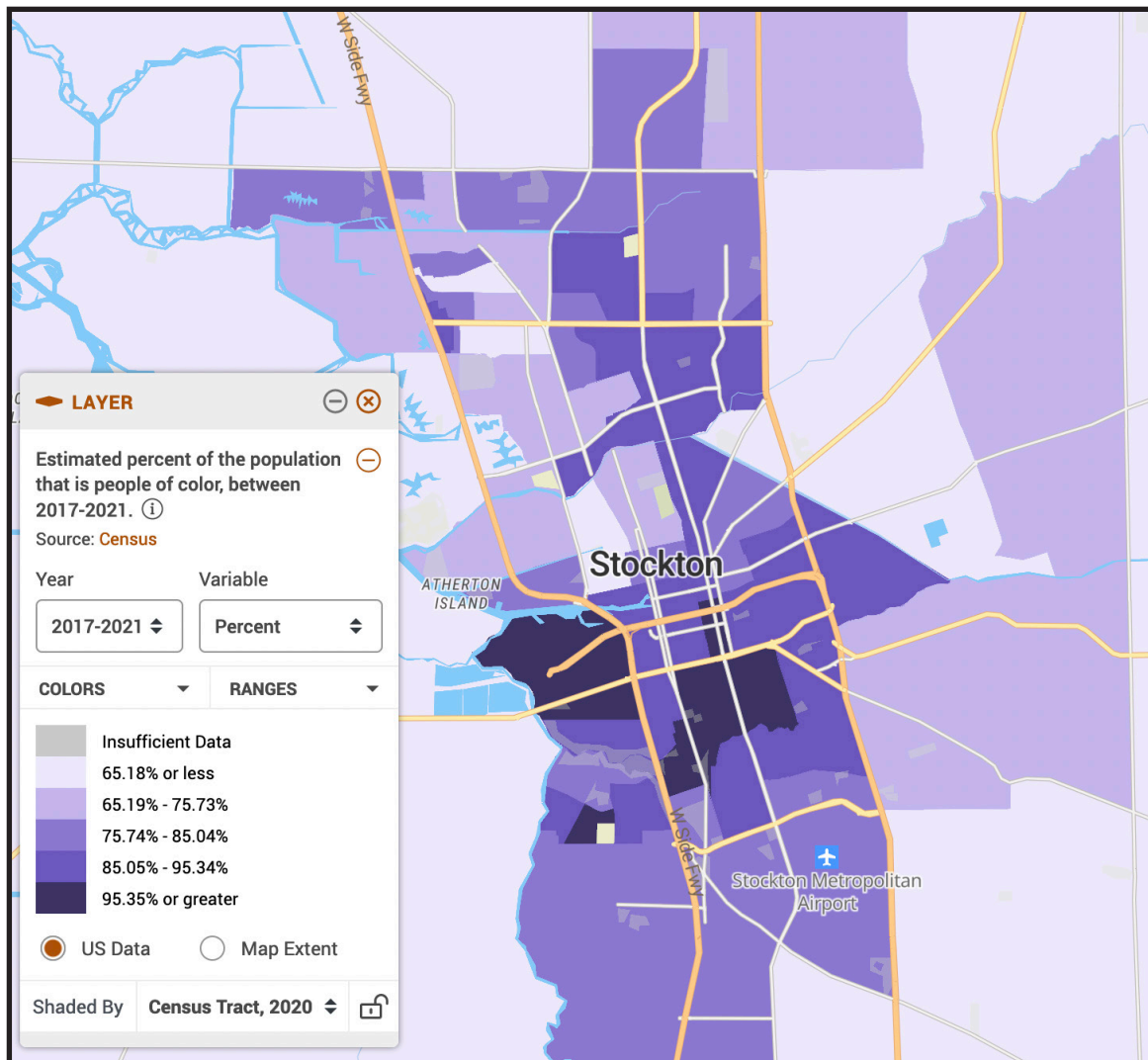
Demographic Data

Stockton is a uniquely diverse city, with various cultures well represented in the population. Many of these communities have historical roots going back to the origins of the Stockton. And, of course, native populations (particularly the Miwok and Yokuts) predate the origins of Stockton itself.

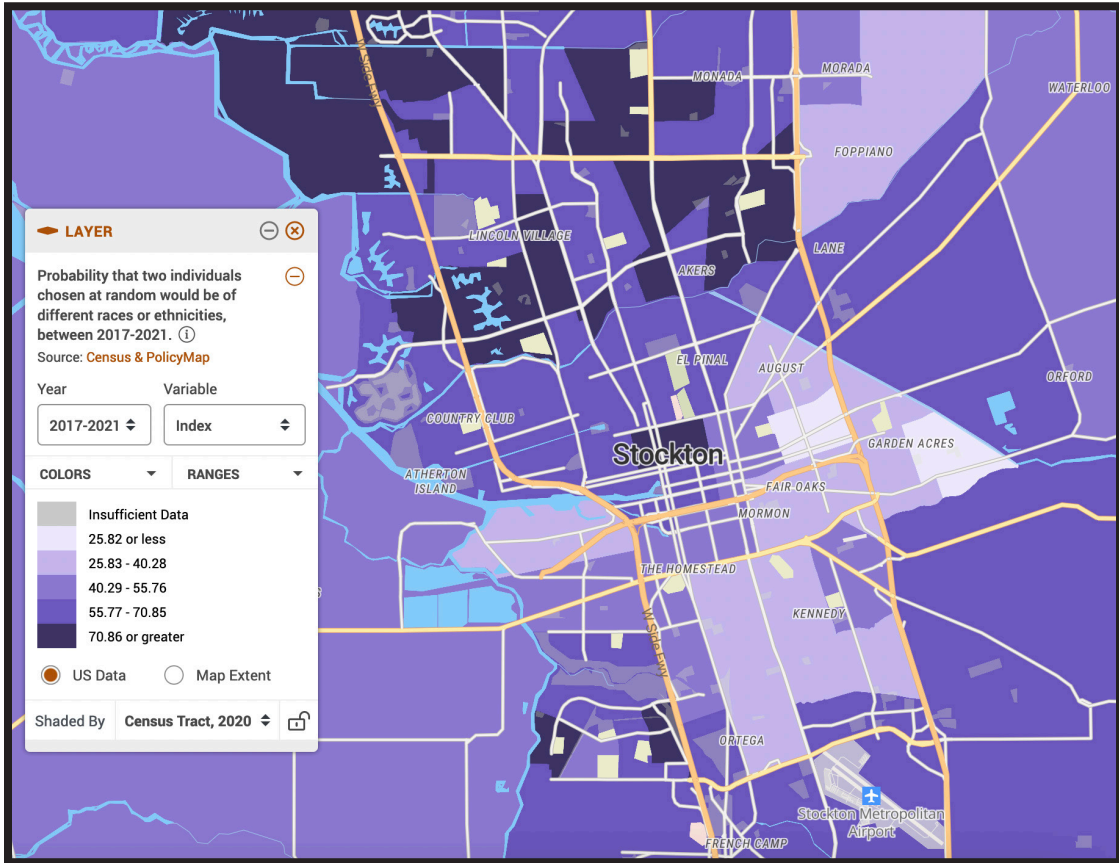
In developing this document, we recognized that the scope of discussion necessary to address the diverse nature of Stockton was beyond this report. We are developing a follow-up report with a focused look at the demographics in Stockton.

Meanwhile, here we present a high-level view of local demographic conditions.

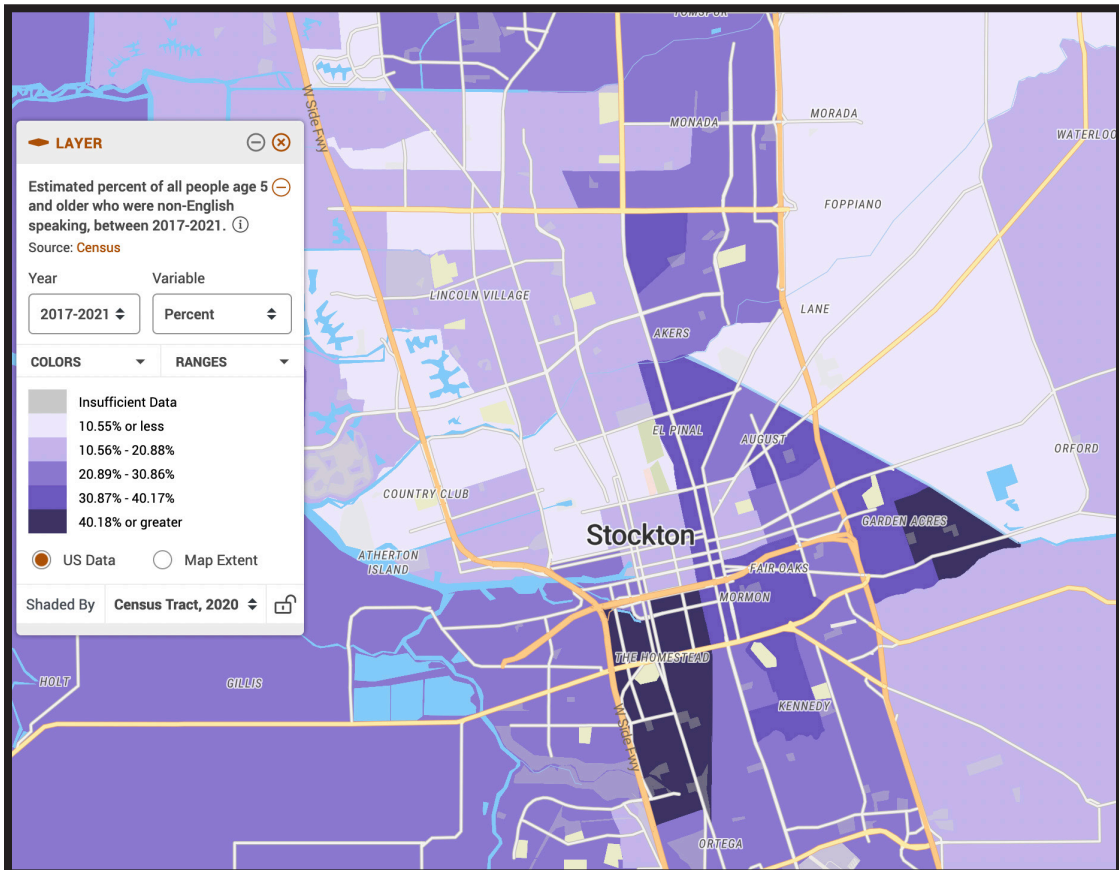
It is important to note that diversity and segregation are often difficult to parse when viewed at this level of data alone.



This demonstrates the density of people of color. Note the range on this map start at 65%, and the darkest regions are greater than 95%.

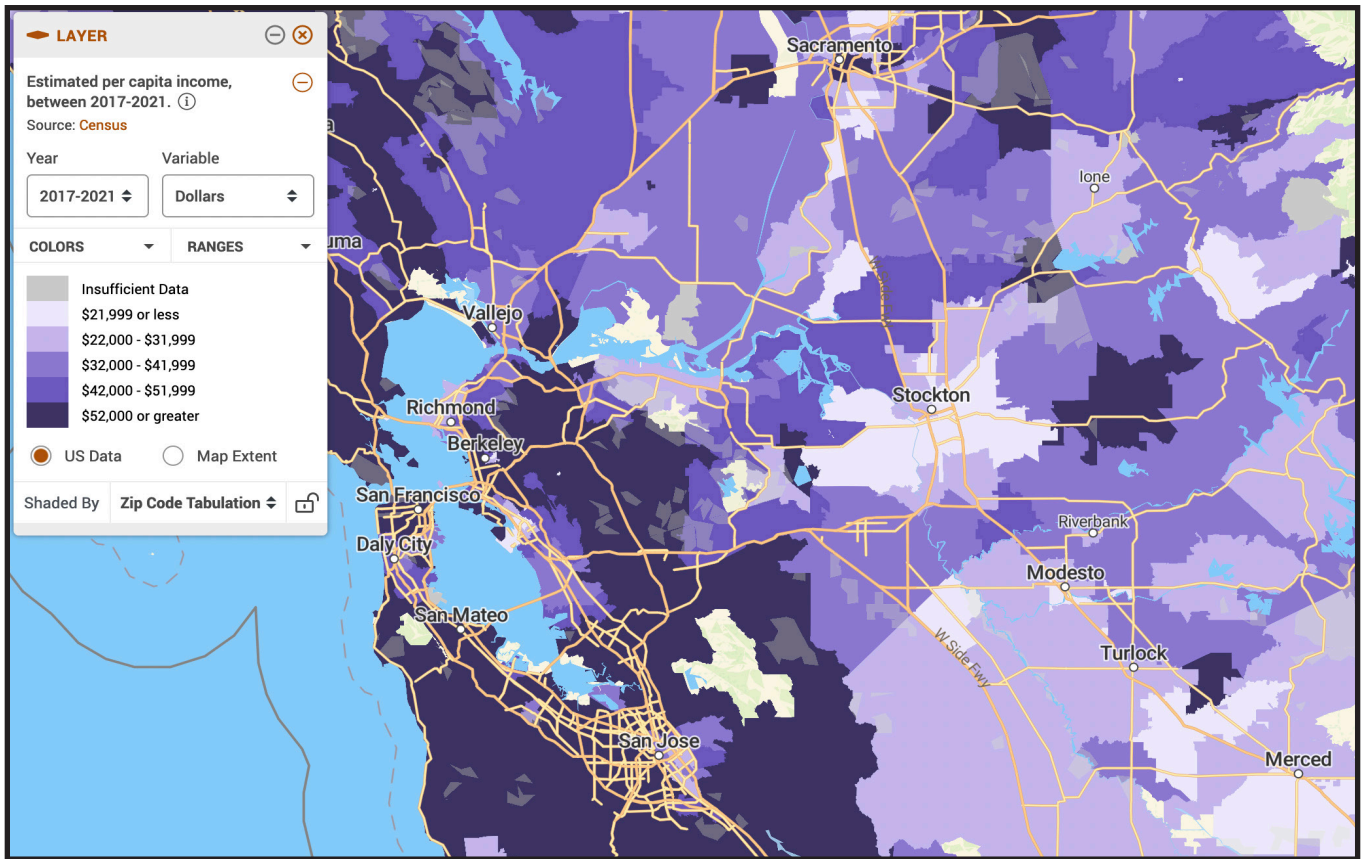


This shows the probability that two individuals chosen at random would be of different races or ethnicities.



This highlights distribution of diverse communities by percentage of non-English speakers.

Regional Perspective



This demonstrates the distribution of income on a regional scale.

Rank	Name	2022 Pop.	2020 Census	Change (since 2020)	Density (mi ²)	Area (mi ²)
1	Los Angeles	3,919,973	3,898,747	0.54%	8,359	468.96
2	San Diego	1,402,838	1,386,932	1.15%	4,305	325.88
3	San Jose	1,026,700	1,013,240	1.33%	5,774	177.81
4	San Francisco	887,711	873,965	1.57%	18,927	46.90
5	Fresno	551,595	542,107	1.75%	4,808	114.72
6	Sacramento	536,635	524,943	2.23%	5,491	97.73
7	Long Beach	467,638	466,742	0.19%	9,224	50.70
8	Oakland	450,630	440,646	2.27%	8,062	55.89
9	Bakersfield	414,649	403,455	2.77%	2,769	149.76
10	Anaheim	348,936	346,824	0.61%	6,934	50.32
11	Irvine	326,730	307,670	6.19%	4,979	65.62
12	Stockton	326,624	320,804	1.81%	5,254	62.17
13	Riverside	317,224	314,998	0.71%	3,904	81.26

Stockton stood as the 12th most populated city in California as of 2022 population data.

Filling the Gaps

Agency:

A driven community actively working towards improving Stockton, empowering residents with tools to sustain their community work and attract funding.

Economic Empowerment:

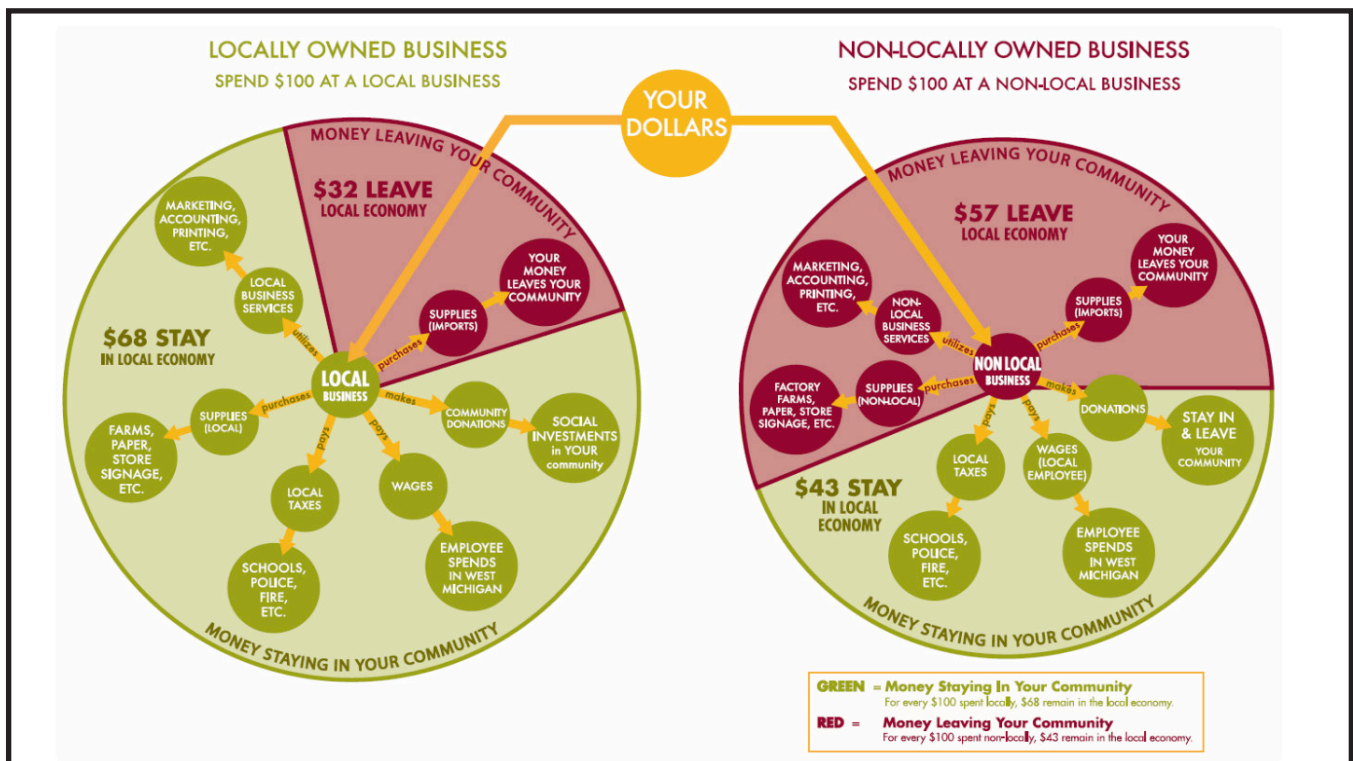
Developing a restorative economy that empowers citizens and invests in the local community. This includes economic support for local freelancers, independent contractors and underserved creatives, while centering women, the LGBTQIA+ and BIPOC communities.

Recirculation of Revenue:

Money and resources compound when invested into the local economy. We are building a collaborative to promote local circulation of dollars and resources.

Respect and Recognition:

Acknowledging collective trauma that many residents share, while promoting a shift towards positive narratives, and claiming the data as a tool of community benefit.



(“LOCAL WORKS! Examining the impact of local business on the West Michigan Economy”)

The Creative Heart of Stockton, a locally driven and recognizable arts district, plays an active role in developing the local community by providing a platform and context for local voices and initiatives.

Building connections is vital in the development of local economic power.

Part 2: Why Local Arts?

Creatives are a primary resource of community wealth. This section presents a selection of data from across the international landscape focused on local economies and the arts. We will highlight the importance of elevating locally owned spaces, and the tactical benefits of arts investment.

We are connecting the dots between local investment and creative communities.

Businesses hold the power to recirculate revenue back to their communities. Compounding revenues contribute to a thriving economy. When these spaces are locally owned and supported, community power is cultivated.

The creative community, while directly linked to cultural vibrancy, is also linked to economic advantages. Cities that embrace creative development see their local economies strengthened through talent and culture. When the arts are supported, more locally owned spaces thrive, and talented individuals are attracted to stay in the community.

By elevating local ownership among art institutions and solidifying a recognizable arts district, we are encouraging long-term engagement with community driven economics.

Stockton has a long-standing creative community, with a rich history of independent voices and tremendous talent.

Cultivating space for the existing community to develop and flourish is key.





Measuring Local Benefits

Local Advantage - Page 21

Supporting a local business has a compounding effect when that business also keeps its dollars local.

Land Stewardship - Page 23

Empowering residents with their land allows for collective impact, which in turn has various social benefits.

The Power of the Creative Community

Arts as Economic Driver - Page 25

While not always clear-cut, the arts have the capacity to generate income, build wealth, and sustain communities.

Arts Vibrancy - Page 27

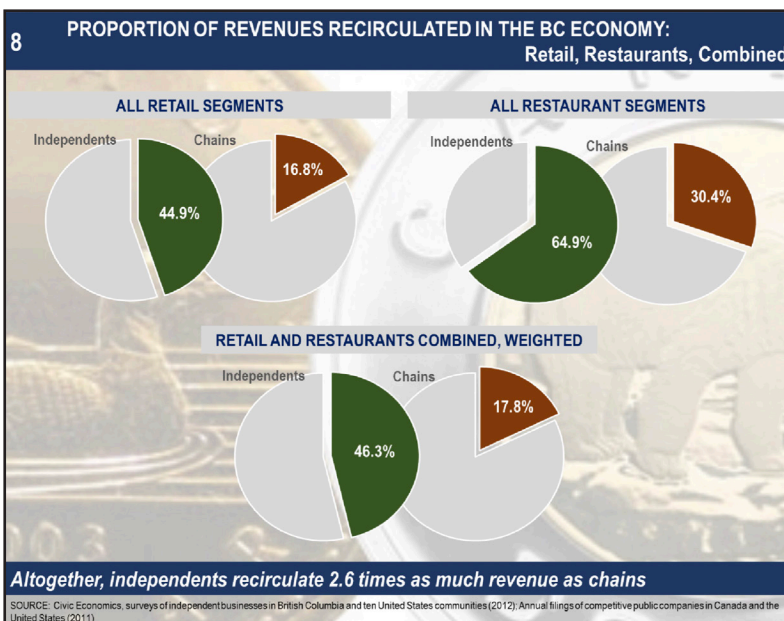
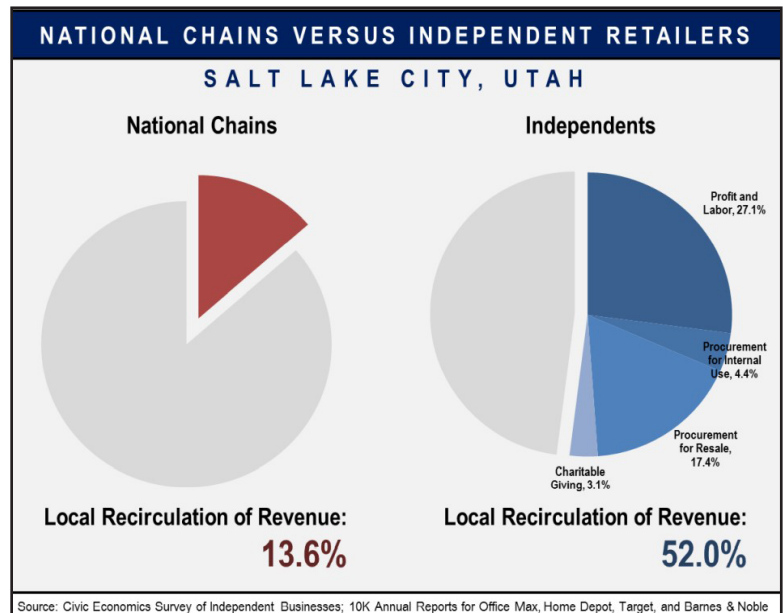
Measured arts vibrancy across our region reveals insights into areas of improvement, as well as strengths and weaknesses.

Local Advantage

Money that is spent locally may not stay local. When dollars intentionally stay local, the benefits and impacts are defined as Local Advantage. The compounding effect of the same dollar being spent multiple times in a local economy is known as the Recirculation of Revenue.

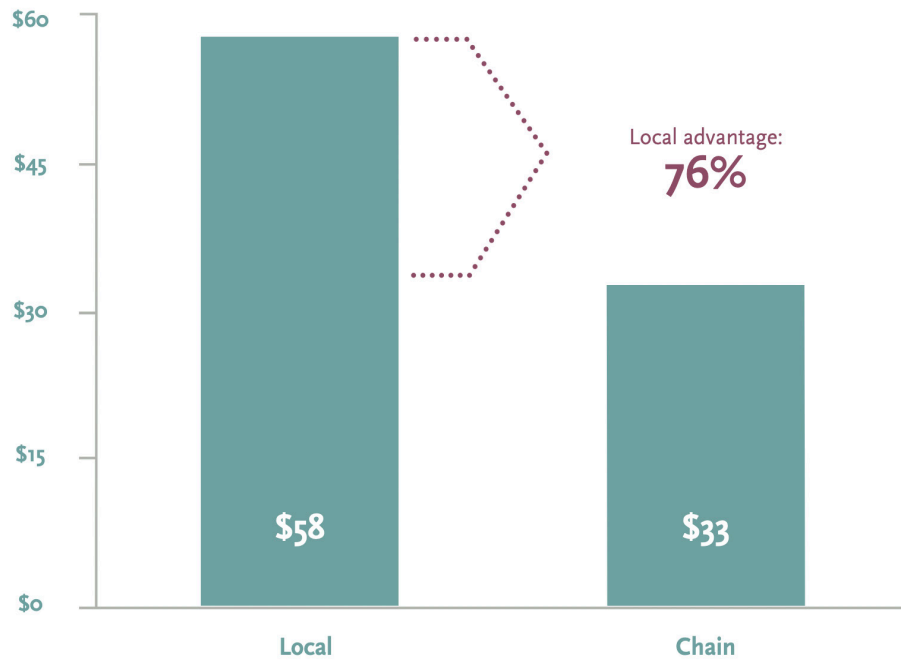
Local spaces that buy supplies from local sources, use local services, and hire community residents are investing significantly into their community. Dollars, when compounded, support friends and families of the community, develop a self-sustaining economy among residents, and affirm agency.

This compares the Recirculation of Revenue between national chains and local retailers in Salt Lake City, Utah.



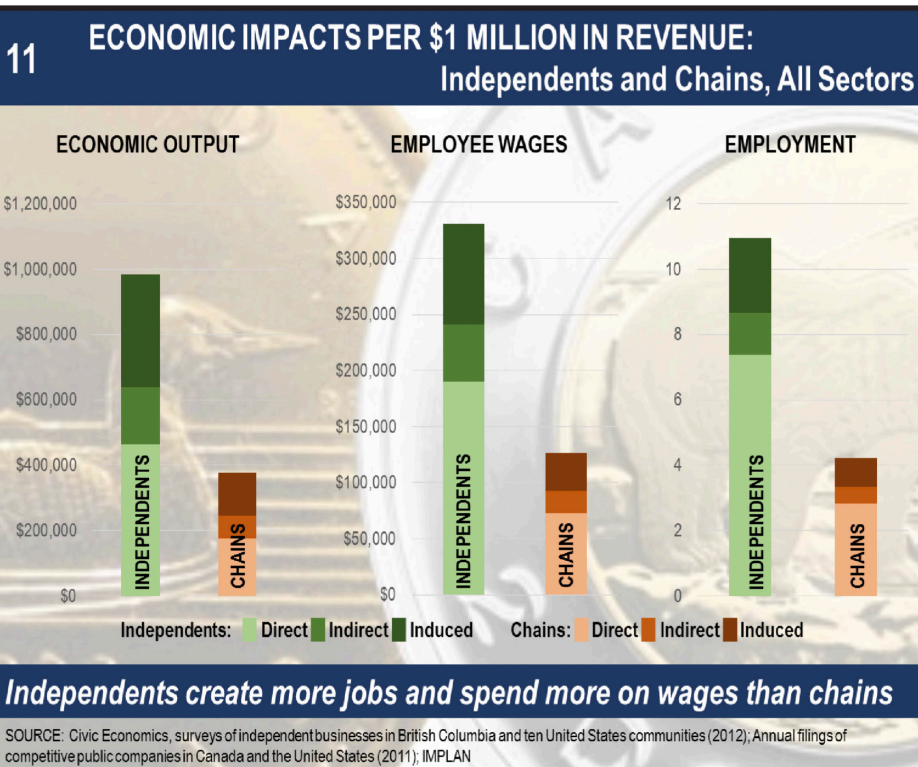
Comparing the Recirculation of Revenue between chain restaurants and local restaurants in British Columbia, Canada.

Chart 1: Additional Impact on Portland's Economy per \$100 in Consumer Spending by Business Ownership



Source: MECEP analysis of business surveys, IMPLAN, Dollar Tree 10-K for 2010.

This compares the Local Advantage in \$100 spent at a local store vs chain stores in Portland, Oregon.



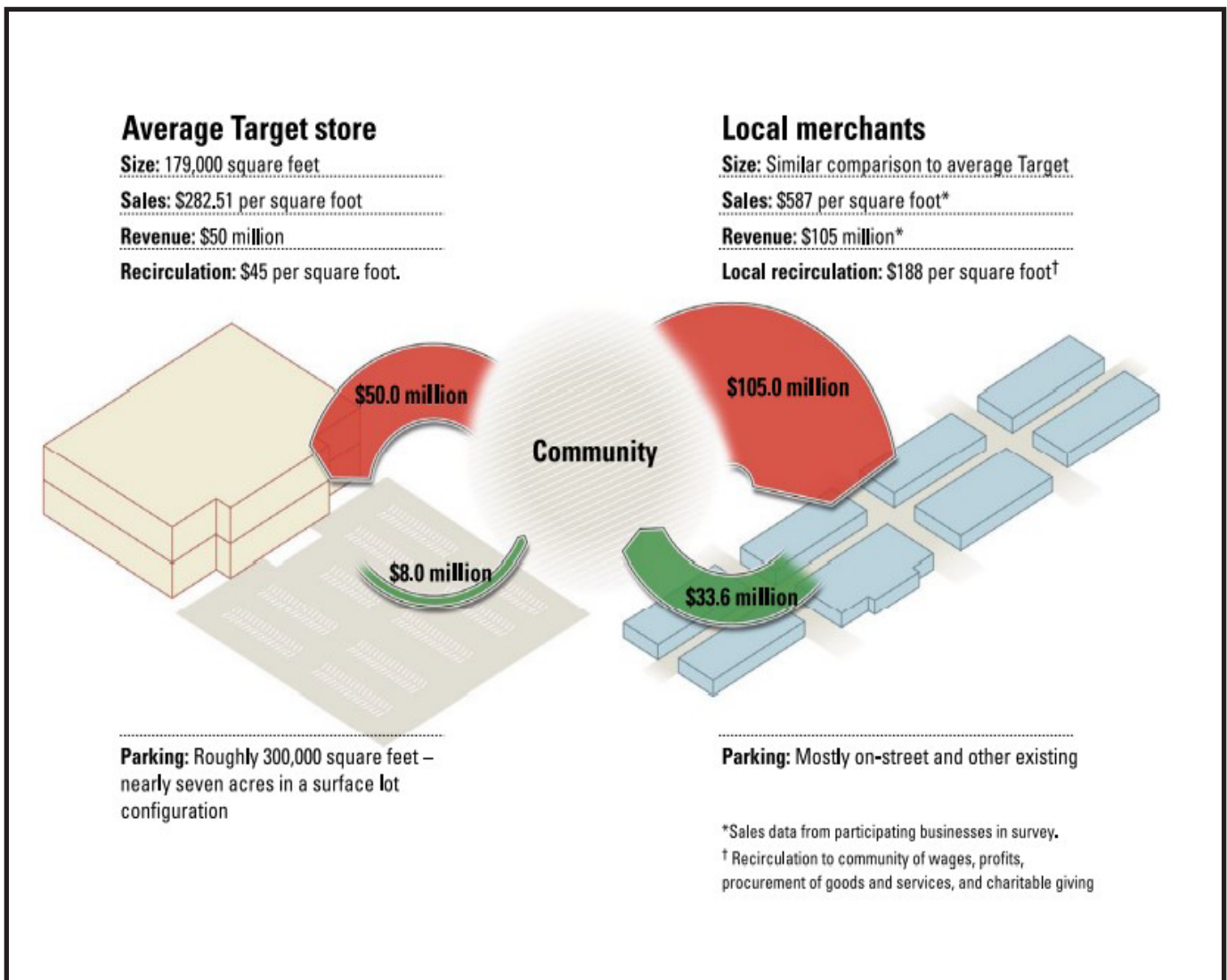
Visualizing Recirculation of Revenue in independent vs chain stores in British Columbia, Canada.

Land Stewardship

Land Stewardship refers to the conservation of a space's resources and relationship with pre-existing communities. Local spaces in non-local hands tend to strip the land of its natural and/or pre-existing resources, while also gating its community.

Spaces that are properly owned, supported, and elevated by the local community care for their resources in symbiosis with the local culture.

Land Stewardship, driven by local ownership, is the active conservation of the community's shared space and strengths.

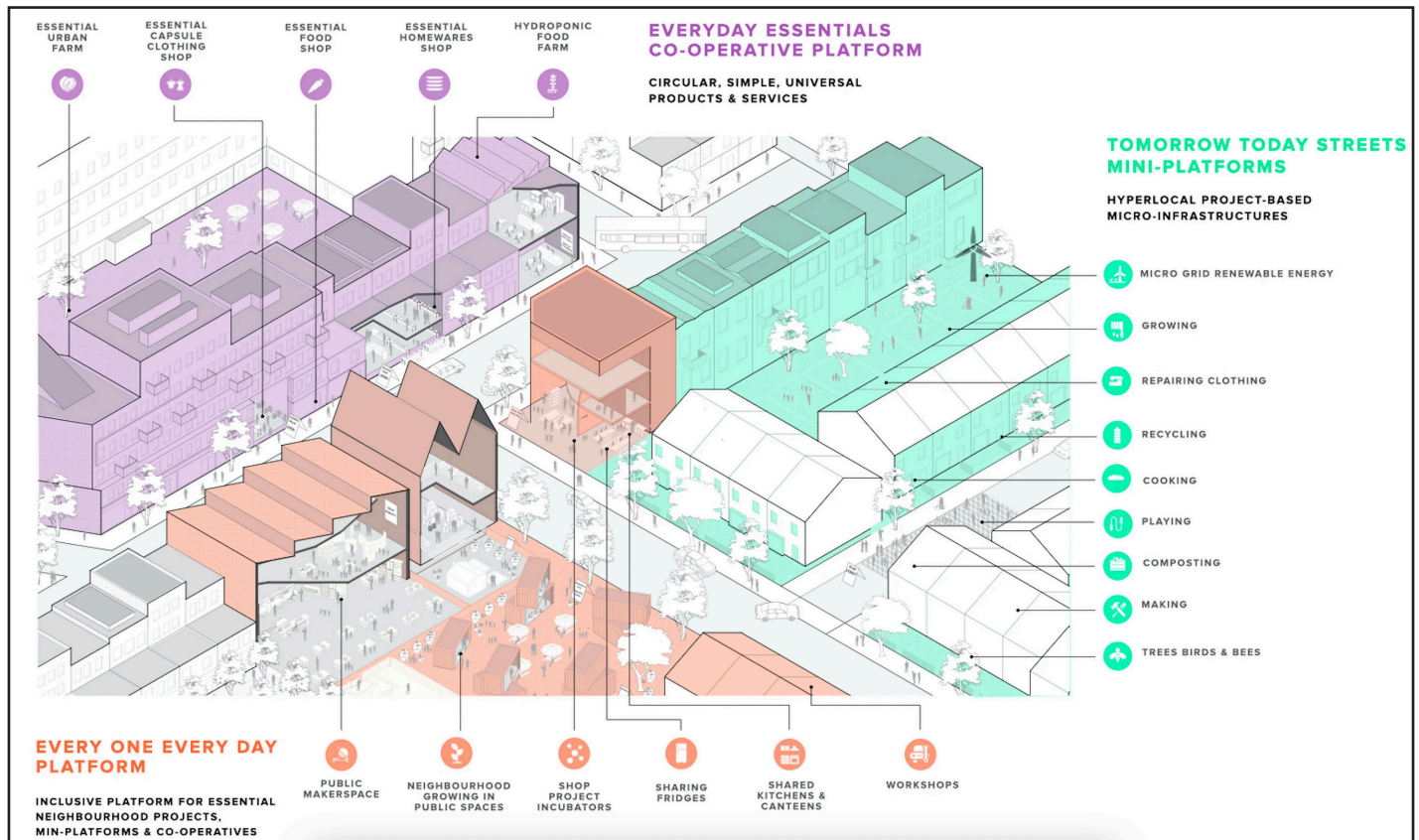


This compares the usage of land by an Average Target store and local merchants, in terms of Size, Sales, Revenue, and Recirculation. Paved parking is also considered. (“A Report on Independent Merchants and the New Orleans Economy, September, 2009” by The Urban Conservancy in partnership with Civics Economics)

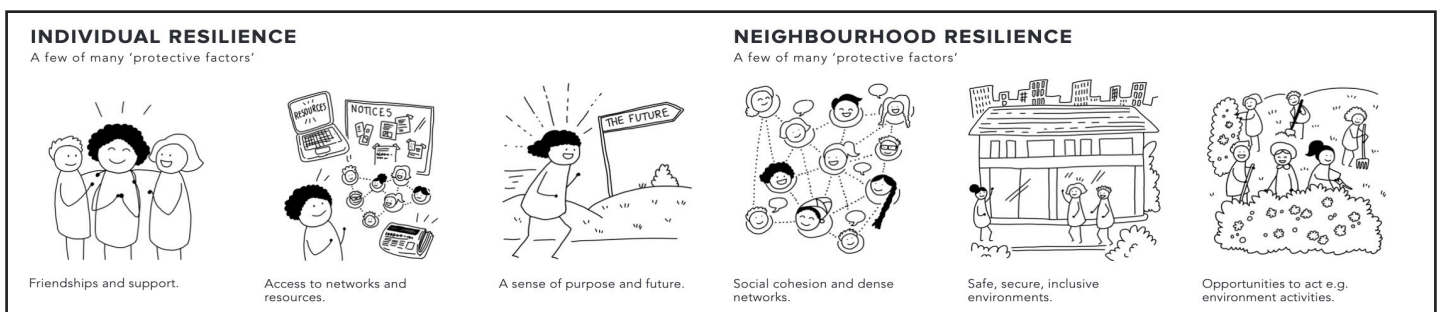
The relationship between localized land stewardship and institutional funding is actively being explored today, and sits at the cutting edge of resiliency-centered economic development models.

If we take an international view, we can find examples of research and reports as well as implementation of these ideas.

The Participatory City Foundation launched the “Every One Every Day” Initiative in the Barking and Dagenham Borough of London, UK. Their approach centered locals and the creative voices, and the Participatory City Foundation has an abundance of information available.



(“Universal Basic Everything” -- Tessy Britton)



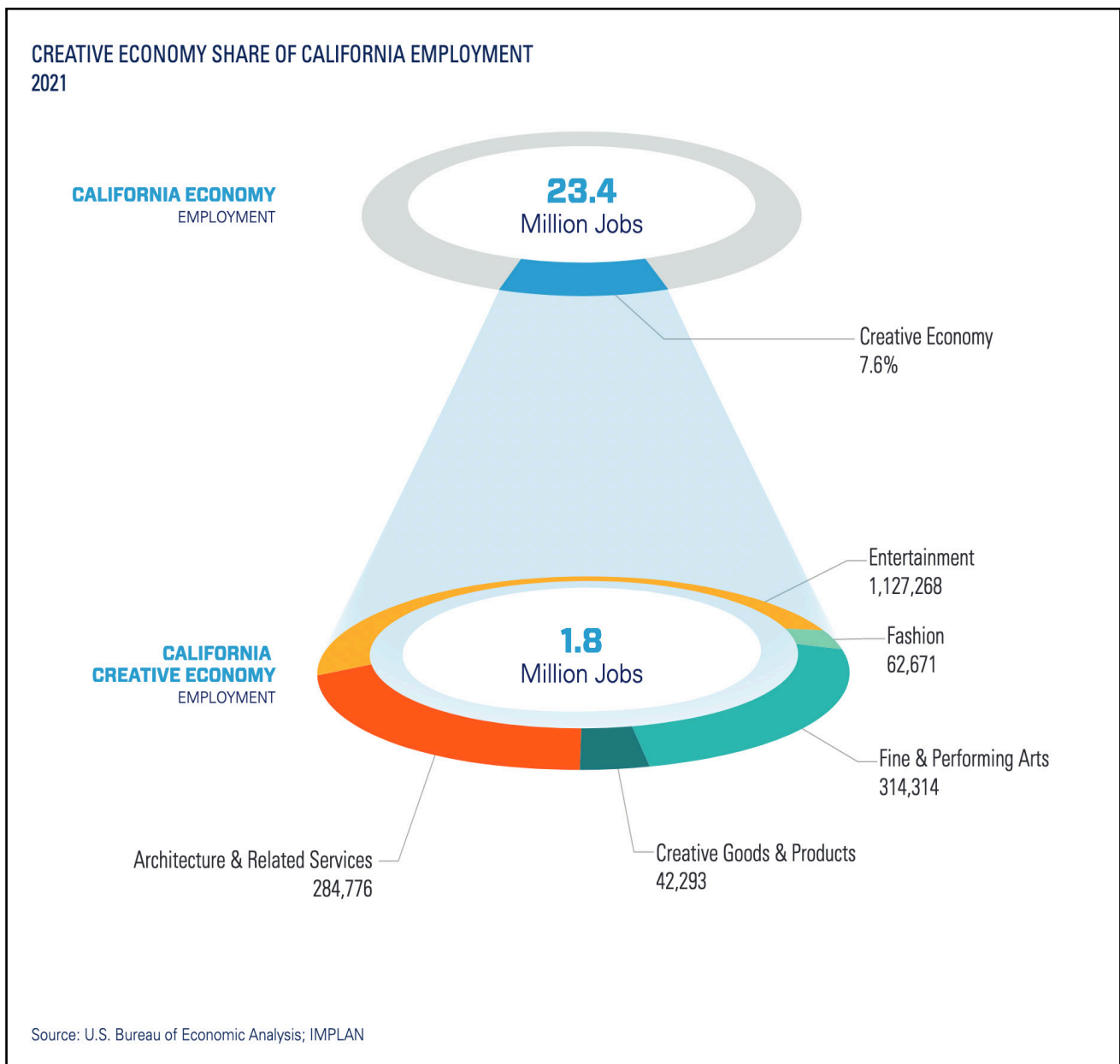
We highly recommend “The Illustrated Guide to Participatory City” by Tessy Britton. (“Illustrated Guide to Participatory City”)

Arts as an Economic Driver

Arts and the creative community are an economic driver for cities, their local economies, and community development overall.

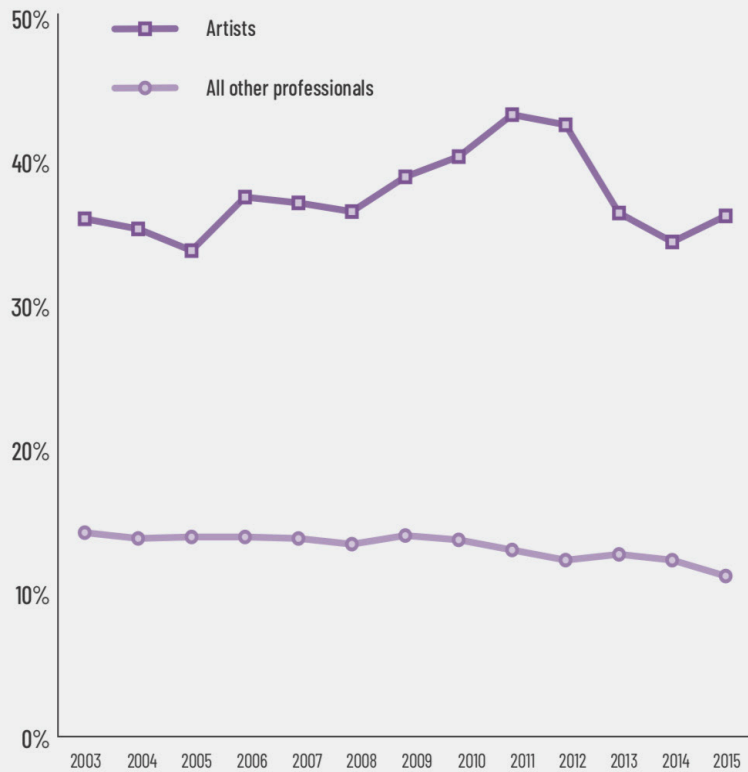
While data to show this isn't always clear, there have been effective attempts to define the financial impact of arts and artists.

Pathways to high wage arts careers begin in communities. It is essential to promote the development of local art spaces in order to make these pathways clear and accessible.



This chart shows a rough breakdown of the creative economy's scale statewide. (Otis College Report on the Creative Economy 2023)

Figure 3b. Self-employment rates for artists and all other professional workers: 2003-2015



Source: Reprinted from Joanna Woronkovic and Douglas S. Noonan. "Who Goes Freelance? The Determinants of Self-Employment for Artists." Entrepreneurship Theory and Practice, (September 2017), 7.

A complicating factor in measuring arts in workforce and broader economies is the preference of artists to be self-employed. The above line graph shows the relative self-employment rates in artists vs other professionals. (Otis College Report on the Creative Economy 2023)

State	Name of Study Region	Type of Region	2015 Population	Estimated Spending by Nonprofit Arts and Cultural Organizations	Estimated Spending by Cultural Audiences	Total Spending by the Nonprofit Arts and Culture INDUSTRY	TOTAL ECONOMIC IMPACT			
							Full-Time Equivalent Jobs Supported	Resident Household Income Generated	Local Government Revenue Generated	State Government Revenue Generated
CA	City of Laguna Beach	City	23,341	\$40,118,691	\$55,244,985	\$95,363,676	2,512	\$58,914,000	\$4,046,000	\$4,788,000
CA	City of Benicia	City	27,930	\$2,902,134	\$1,760,159	\$4,662,293	149	\$2,730,000	\$174,000	\$240,000
CA	City of Walnut Creek	City	67,673	\$21,097,821	\$20,432,138	\$41,529,959	1,036	\$23,587,000	\$1,491,000	\$2,142,000
CA	City of Thousand Oaks	City	129,342	\$8,609,672	\$4,203,069	\$12,812,741	450	\$8,370,000	\$461,000	\$646,000
CA	San Luis Obispo County	County	279,083	\$13,693,022	\$14,029,567	\$27,722,589	916	\$16,842,000	\$1,101,000	\$1,650,000
CA	City of Riverside	City	319,504	\$17,575,088	\$25,414,927	\$42,990,015	1,268	\$28,968,000	\$1,784,000	\$2,746,000
CA	Santa Barbara County	County	440,668	\$126,303,269	\$72,295,776	\$198,599,045	5,857	\$131,421,000	\$8,326,000	\$10,737,000
CA	Sonoma County	County	500,292	\$45,118,213	\$35,290,315	\$80,408,528	2,684	\$47,873,000	\$3,167,000	\$4,210,000
CA	City and County of San Francisco	County	852,469	\$780,613,098	\$667,740,510	\$1,448,353,608	39,699	\$1,006,718,000	\$53,862,000	\$77,227,000
CA	City of San José	City	1,015,785	\$73,462,553	\$117,746,926	\$191,209,479	4,255	\$91,719,000	\$5,866,000	\$7,612,000
CA	City of San Diego	City	1,381,069	\$553,563,393	\$546,370,965	\$1,099,934,358	35,914	\$894,406,000	\$48,122,000	\$67,871,000
CA	Balboa Park Cultural District	Cultural District	1,381,069	\$380,437,910	\$289,710,435	\$670,148,345	22,578	\$555,306,000	\$28,904,000	\$40,591,000
CA	Sacramento County	County	1,482,026	\$82,336,356	\$84,387,257	\$166,723,613	5,888	\$133,213,000	\$8,856,000	\$10,998,000
CA	Santa Clara County	County	1,894,605	\$112,342,340	\$138,697,159	\$251,039,499	5,816	\$127,837,000	\$9,434,000	\$11,667,000
CA	Riverside County	County	2,329,271	\$63,975,017	\$61,196,927	\$125,171,944	3,683	\$80,448,000	\$5,653,000	\$7,162,000

Americans for the Arts developed a national list of cities, counties, and districts showing the economic impact of arts. Highlighted are the cities and counties within a three hour drive of Stockton. Note that neither Stockton nor San Joaquin County participated in the study. (Arts and Economic Prosperity 5, Americans for the Arts, 2017)

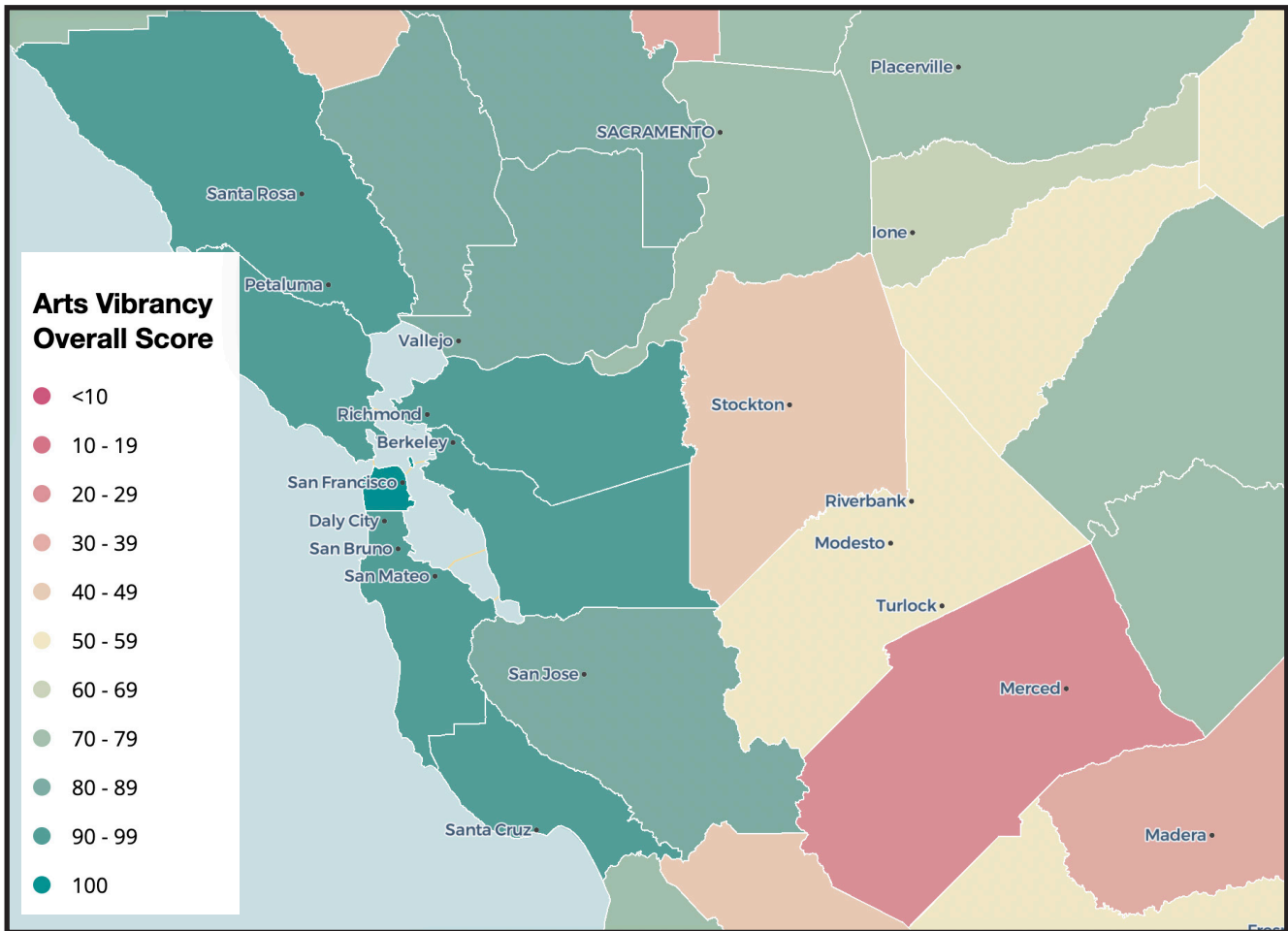
Measuring Arts Vibrancy

Arts Vibrancy is generally defined by a strong presence of local creatives, culture, and platforms alongside recognizable arts districts, but also includes other systematic qualities.

Neighboring regions like San Francisco stand as examples of Arts Vibrancy: a strong presence of locally-based voices, economic benefits, a driver for local businesses, while also attracting talented individuals to the city. The link between Arts Vibrancy and Economic Prosperity is clear in the dollars. Across our region we can see a spectrum of data revealing existing inequalities.

Below, we see one measurement of Arts Vibrancy on a regional scale. Regions are rated on a variety of metrics, with the least vibrant seen as red and the most vibrant as dark green.

On the opposite page we can see the breakdown for 4 representative counties in our region. The ratings are a weighted percentile, and we highly recommend following up on the website to further understand how these ratings were generated.



("Arts Vibrancy Map" by SMUDataArts)
<https://sites.smu.edu/Meadows/ArtsVibrancyMap/>

San Francisco County, CA	100	100	98	100	96	
	Arts Providers	Arts & Culture Employees	Arts & Culture Organizations	Arts, Culture & Entertainment Firms	Independent Artists	
100	100	100	100	100		
Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation		
99	80	80	99	100		
Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants		
100	95	100	100	100	82	
Socio-economic	% Employment	% Bachelor's Degree	% of Households > \$150k	Per capita income	% Not in Poverty	
100	96	99	97	81	100	98
Other Leisure	Hotel Rank	Restaurant Rank	Zoo & Botanical Rank	Cinema Rank	Professional Sports	Bar Rank

San Francisco sets the gold standard across the board through this lens of arts vibrancy. This itself helps inform what this data is showing.

As the capital of California, Sacramento sits comfortably in this data, besides (interestingly) in "state art dollars".

Sacramento County, CA	76	86	67	68	69	
	Arts Providers	Arts & Culture Employees	Arts & Culture Organizations	Arts, Culture & Entertainment Firms	Independent Artists	
78	82	74	73	81		
Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation		
46	28	22	86	81		
Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants		
79	61	82	90	80	42	
Socio-economic	% Employment	% Bachelor's Degree	% of Households > \$150k	Per capita income	% Not in Poverty	
75	49	71	83	75	95	60
Other Leisure	Hotel Rank	Restaurant Rank	Zoo & Botanical Rank	Cinema Rank	Professional Sports	Bar Rank

San Joaquin County, CA	50	66	44	56	54	
	Arts Providers	Arts & Culture Employees	Arts & Culture Organizations	Arts, Culture & Entertainment Firms	Independent Artists	
47	50	45	43	54		
Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation		
13	17	13	46	47		
Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants		
50	52	36	81	43	37	
Socio-economic	% Employment	% Bachelor's Degree	% of Households > \$150k	Per capita income	% Not in Poverty	
52	31	53	62	61	93	48
Other Leisure	Hotel Rank	Restaurant Rank	Zoo & Botanical Rank	Cinema Rank	Professional Sports	Bar Rank

Stockton accounts for roughly 40% of San Joaquin County's population. The authors found notable the high rating for "professional sports", and reflected on the nature of the "other leisure" category.

Merced County, being deeper in the Central Valley, is subject to many of the same socio-economic pressures as San Joaquin County.

Merced County, CA	23	34	34	22	43	
	Arts Providers	Arts & Culture Employees	Arts & Culture Organizations	Arts, Culture & Entertainment Firms	Independent Artists	
48	55	43	47	56		
Arts Dollars	Program Revenue	Contributed Revenue	Total Expenses	Total Compensation		
24	35	24	45	46		
Government Support	State Arts Dollars	State Arts Grants	Federal Arts Dollars	Federal Arts Grants		
21	47	11	56	10	13	
Socio-economic	% Employment	% Bachelor's Degree	% of Households > \$150k	Per capita income	% Not in Poverty	
30	21	26	68	66	52	41
Other Leisure	Hotel Rank	Restaurant Rank	Zoo & Botanical Rank	Cinema Rank	Professional Sports	Bar Rank

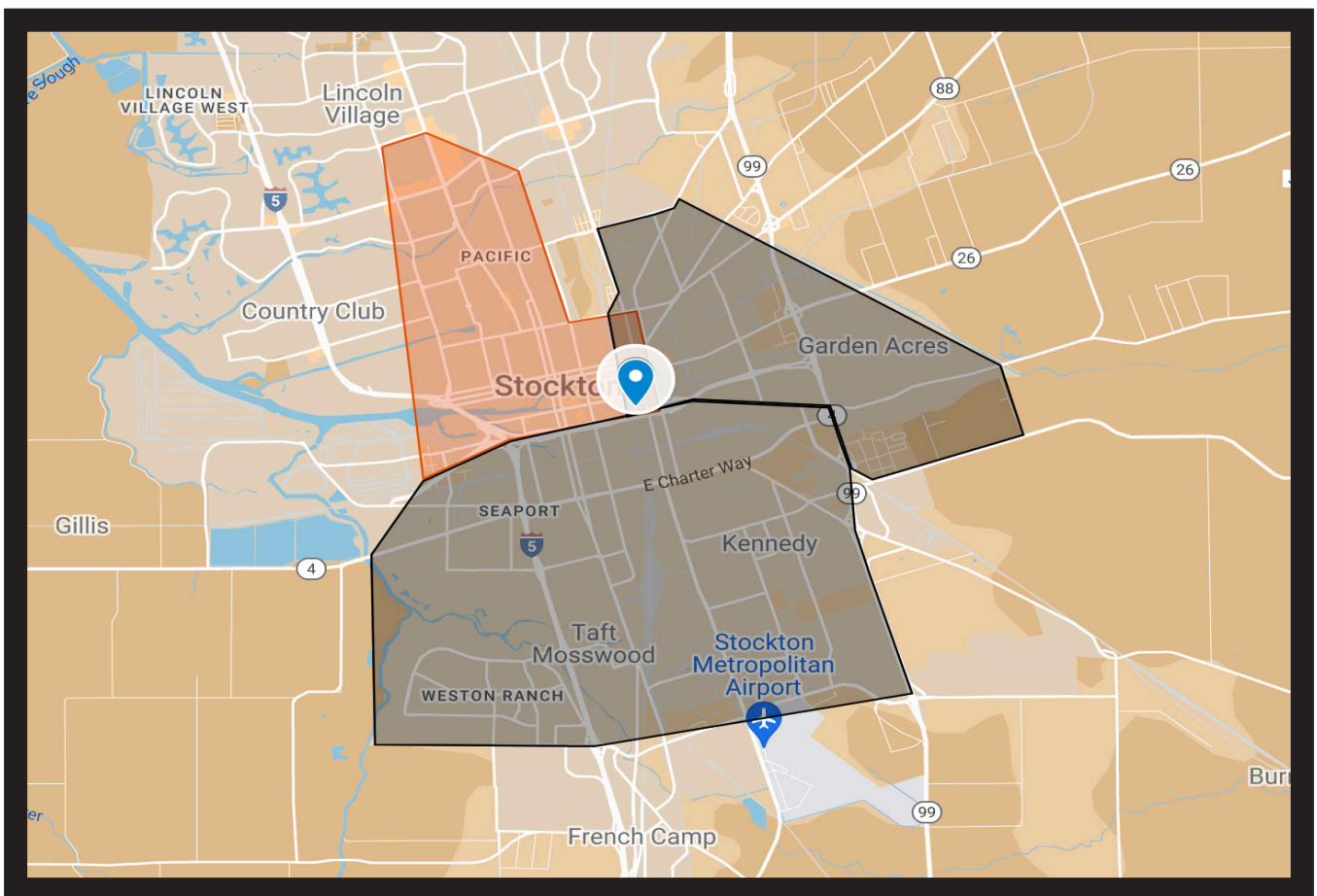
Conclusion

The research has already been done, data exists to support arts investment.

Stockton's creative community (and any creative community) has the ability to develop itself, when properly resourced.

Supporting the emergence of a local arts district will build collective strength between various local arts efforts and cultivate future local arts initiatives.

HATCH Workshop is geographically positioned to be a cornerstone of the "Creative Heart", and provides a key resource for the further creative growth of the community through equipment access and affordable space.



Keeping dollars in community requires a discussion about land ownership.

Purchasing HATCH Workshop is a step toward developing public facing mechanisms that ensure the sustainability of creative services in Stockton.

Proposed Next Steps

HATCH Workshop:

- Purchase building and surrounding site at 40 S Union St.
- Continue developing independent base of creative local power while maintaining accessibility.
- Increased focus on training programs, focused learning objectives, and intersectional tactics.
- Follow-up on this Report with additional reports and documents, starting with demographics.

Stockton's Creative Community:

- Continue learning and developing skills in expressing your art, your community, yourself.
- Recognize your professional capacity, work to contribute to an economically viable art scene.
 - Attend local events, support local artists, and present your own work!
 - Consider volunteering with a local nonprofit or community organization.
- Connect the regions of the "Creative Heart of Stockton" together (or just focus on your neighborhood) with art activism and beautification.

Government Entities and Philanthropists:

- Continue developing strategies to fund Stockton's Downtown/Eastside/Southside.
 - Support a Stockton entity intent on purchasing property with capital investment.
- Consider an unrestricted donation to, or develop programs to fiscally support an artistic or creative nonprofit or institution.

Data Makers:

- Identify metrics against which to measure baseline engagement with keeping dollars local.
- Identify positive correlation between historically multiracial communities and creative hubs.
 - Identify positive correlations between public art investment and economic output.
- Investigate further the patterns of inequality which keep investments into Stockton from reaching the Eastside and Southside.

Everybody:

- Keep dollars local while holding local leaders accountable.
 - Support local artists, businesses, and nonprofits.
- Research regional solutions, and identify gaps in local capacity. That's a potential business!
 - Continue pursuing information and connections that elevate Stockton.
 - Express yourself, and trust the process.



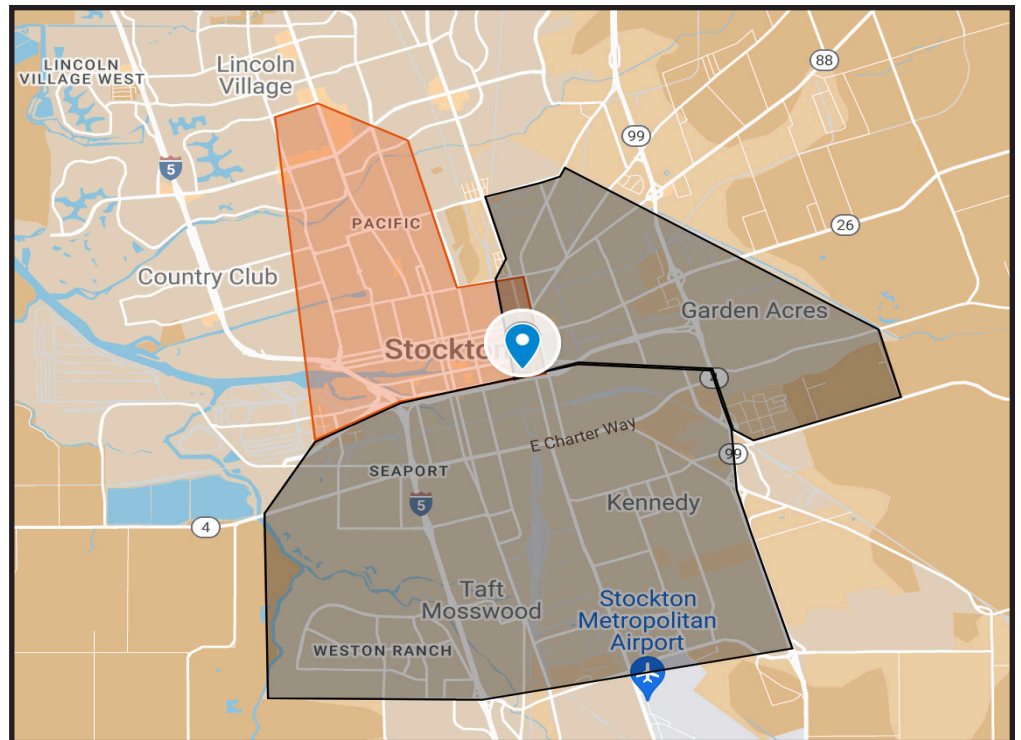
The mechanisms of institutions are often inaccessible to the general public.

Technical language functions as an institutional barrier.

Institutional knowledge is encoded in the data.

We are connecting the dots between local investment and creative communities.

Cultivating space for the existing community to develop and flourish is key.



HATCH Workshop
40 S Union St
Stockton, CA 95205

HATCH Workshop is a 501(c)(3) nonprofit organization. We seek to awaken and empower the craftsperson in everyone through open access to equipment, resources, and training.

This is accomplished by offering training and education in fine craft, design, and entrepreneurship for students and the Stockton community, while also providing affordable workspace and shop access for emerging artists and makers. Our vision is an artistically vibrant and independently wealthy Stockton, owned by its residents.