

Petaluma General Plan Update

Background Report for Arts and Culture

Updated September 2022

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Executive Summary

Petaluma's Current Creative Environment

Current Role of the City

City government has a longstanding but limited role in arts and culture, primarily through its public art program and Parks and Recreation program offerings.

Public Art Program

During the GPU planning process, Public Art Committee members, staff and stakeholders identify program issues that could be addressed through the GPU and/or an updated public art master plan. These issues include improving community engagement, “opening up” the diversity of types of artworks in the collection, increasing the diversity of artists, streamlining the decision-making process, and enhancing coordination with other City functions.

Petaluma's Cultural Assets

Petaluma has a vital and diverse collection of cultural assets. These include 34 nonprofit arts and cultural organizations, the public art collection numbering at least 28 works throughout the city, and more than 200 creative businesses. These are supplemented by the many artists, creative professionals, artisans, makers, and creative entrepreneurs who live and/or work in the city.

Creative Identity

Petaluma's creative identity is defined by its diverse arts scene, music scene, and its established professional artists and young emerging artists. Artists, creatives, makers and artisans span a broad range of disciplines, with careers in the fine as well as commercial arts. These include major artists with national and international careers, a community of creative professionals – photographers, stylists, designers – who live and work in Petaluma, Burning Man artists/makers, and highly individualistic creative entrepreneurs starting new businesses in Petaluma. Culture is broadly defined to include the holistic experience of living in Petaluma and the arts are often integrated into community events. Cultural diversity is reflected in organizations and events produced by groups rooted in communities of color. The nonprofit arts and cultural community is vital but primarily smaller and often community-based, so the creative sector is less institutional than it is individual.

Creative Economy

Petaluma has over 3,000 creative jobs in the city, which represents approximately 10% of all employment in the city. The top creative sector occupations are: 1) software developers, 2) writers and authors, 3) musicians and singers, 4) photographers, 5) graphic designers, and 6) fine artists (including painters, sculptors, and illustrators). The top creative industries reported are: 1) breweries 2) independent artists, writers, and performers, 3) software publishers, 4) graphic design services, 5) commercial photography and 6) motion picture/video production.

Petaluma has more than 200 creative businesses. They span a range from design services – architecture, graphic design, photography and advertising – to retail – book and music stores, art galleries, jewelry – to wineries and brewing, recording studios, and more. In addition to the creative businesses there are 144 restaurants in Petaluma, some but not all of which are considered to be creative businesses within the culinary field.

Market for Arts and Culture

Petaluma's consumer demand for arts and cultural activities is very strong across multiple areas and population segments. Within a 10-minute drive of downtown Petaluma, household indexes are exceptionally high for visual arts/museums, performing arts, lifelong learning, and literary arts (more than 20% above the national average). Demand is also high within the region, defined as a 30-minute drive time. This suggests the potential for meeting community demand through strategic targeting of activities and audience segments, both through City programs and venues, as well as through private and community efforts.

Petaluma's Issues and Opportunities

This background report suggests a range of key issues and opportunities related to arts and culture to be considered through the GPU.

Broader City Focus on Arts and Culture: The City's past and current arts focus has concentrated on the public art program and Public Art Committee. The City can consider expanding its arts and cultural functions, potentially to include developing a citywide cultural plan and assessing the possibility of a Cultural Affairs Commission.

Updated Public Art Program and Policies: The Public Art Committee and staff cite opportunities to better meet community interests through updates to the program, including an updated Public Art Master Plan.

Enhanced City Coordination of Arts and Culture: The City currently lacks the capacity to coordinate and take best advantage of its vibrant cultural resources. Staff flags the need for greater integration among City functions with the public art program and other community cultural activities.

Equity and Connectivity: The community believes arts and culture serve as a means of community connection in Petaluma and can be further developed to increase connectivity across the city and among its diverse populations.

Arts in Everyday Life: Community members express the desire for arts and creativity to be more visible in their everyday life, e.g., more informal, accessible, and enlivening vacant spaces across the city.

Artists in City Government: US cities are increasingly incorporating artists into the work of city government, creating positions where artists define a role within a department or planning effort, bringing their creative ability to contribute to improving city function and addressing community issues.

Creative Economy: While Petaluma creative vitality is higher than the national average, ample opportunity exists to build on the existing arts and cultural activities, music scene, and businesses. There is potential for increased economic activity through strategic targeting of activities both through City programs and venues, and private and community efforts.

Arts Learning: There is a need to continue efforts to support and expand arts learning opportunities in schools and community settings, building on existing resources and policies.

City Investment in Petaluma's Cultural Strengths: Petaluma has arts and cultural strengths that can be leveraged with City leadership and investment, such as its music scene and its community of professional artists and artisans. Each has prospered to an extent and would benefit from recognition, leadership, and strategic investment.

Becoming a Regional Cultural Center: Both Petaluma and the region (30-minute drive time) have high levels of demand for arts and cultural events and activities. The City has the potential to become more of a regional cultural center, drawing on its market strength and enhancing its brand as a uniquely creative community.

Current City Role in Arts and Culture

City government has a longstanding but limited role in arts and culture, primarily through its public art program and Parks and Recreation program offerings. In addition, the City provides support to community festival and events through the provision of city services and use of public venues.

Public Art Program

The oldest artwork listed in the City's public art collection is the 1998 *Petaluma Heritage Mural*, located downtown at Washington and Petaluma Boulevards. However, the public art program was established by City Council through a 2005 ordinance. The [ordinance](#) created a 1% art requirement for public and private development projects in specified zones (with certain exceptions). It provides for the creation, purchase and display of public art projects as a part of or in conjunction with the development project. The ordinance also created the Public Art Committee to review and determine compliance with the program, and a Public Art Fund to accept in-lieu funds from developers whose private construction projects are subject to the public art requirement and who opt to pay fees in lieu of installing public art within their projects.

The Public Art Committee further defined the program through a master plan process beginning in 2006 and completed with the plan adoption in 2013. The comprehensive plan engaged the community and stakeholders to address program goals plus policies and procedures for administration, maintenance and conservation of the collection, sites for future artworks, and other issues.

The collection now has more than 28 artworks throughout in Petaluma, including many commissioned by the Public Art Committee using developer in-lieu fees, and select installations by developers as part of their projects. As is typical of city public art programs, there are additional works created in the public realm outside the formal program processes. As shown in the map of the collection (page 23), works are concentrated in and near downtown, with several on North MacDowell Blvd. There are fewer located in the eastside of the city and several other areas and neighborhoods have few or no artworks. Works are primarily outdoor sculptures in a range of materials, outdoor murals, and additional types such as a Vietnam memorial and decorative infrastructure. There are artworks currently in the process of selection, commissioning and/or production, including a call for small artworks intended to make the program more diverse, accessible, and quicker. The collection includes several works by Petaluma and regional artists, such as David Best, Bryan Tedrick, and Ryan Petersen, plus works by national artists living outside of Petaluma, such as Robert Ellison and Marco Cochrane. At least 15 of the works are by male artists and at least six are by women artists, with several projects done by "various" and "unknown" artists.

The public art program is staffed by a part-time coordinator, who is the liaison to the Public Art Committee and administrator of the program. This part-time position is the city's sole professional arts administrator staff.

During the GPU planning process, Public Art Committee members, staff and stakeholders identify program issues that could be addressed through the GPU and/or an updated public art master plan. These issues include improving comment engagement, "opening up" the diversity of types of artworks in the collection, increasing the diversity of artists, streamlining the decision-making process, and enhancing coordination with other City functions.

Parks & Recreation

The City's Parks and Recreation Department provides a range of arts and cultural programs to the community in a variety of venues.

The Department provides Recreation classes and camps for children, youth and adults. These include dance, music, art, game design, cooking and more in parks and the Community, Seniors and Teen Centers. Specific offerings have been adapted during the pandemic. These programs provide the community with accessible, affordable, and introductory instruction. They also provide part-time employment to arts instructors.

The City makes use of classrooms, a multipurpose room and a small performing arts hall in its community centers but does not operate more formal cultural facilities, such as a performing arts center, arts studios, or outdoor amphitheater. The City does own the Petaluma Historical Library and Museum, operated by the nonprofit Museum Association, and located in an historic Carnegie Library building. An amphitheater is planned for Shollenberger Park for the purpose of wetlands education (not as a concert or arts venue). Even without formal facilities, parks are frequent venues for community events and gatherings, including cultural events.

Staff notes that there is a public desire and opportunities for more public art in parks, including temporary, pop-up and community-initiated art projects. One impediment is the review process, which can be lengthy and where authority is not always clear between the Recreation, Music and Parks Commission and the Public Art Committee.

Petaluma's Creative Environment

Petaluma's Creative Identity

"Let's move the language of art through our whole community."

Petaluma's creative identity is defined by its diverse arts scene, music scene, and its established population of professional artists and young emerging artists. Artists, creatives, makers and artisans span a broad range of disciplines, with careers in the fine as well as commercial arts. These include major artists with national and international careers, a community of creative professionals – photographers, stylists, designers – who live and work in Petaluma, Burning Man artists/makers, and highly individualistic creative entrepreneurs starting new businesses in Petaluma. The work and careers of many are located in Petaluma but often also connected to the wider Bay area and beyond. The nonprofit arts and cultural community is vital but primarily smaller and often community-based, so the creative sector is less institutional than it is individual.

Creative leadership and other residents describe *Petaluma Pride* in local history, agriculture, food craft, artistic craft and more. They view "culture" as broader than the arts, encompassing the holistic experience of living in Petaluma. This breadth also means that the arts – whether visual, performing, or maker arts – are infused into city and community events, such as the Rivertown Revival. Petaluma's cultural diversity is reflected in organizations such as Ballet Folklorico Paquiyollotzin and events that include Dia de los Muertos and Black History Month programs produced by Petaluma Blacks for Community Development. Petaluma residents are civically engaged and are typically involved in city planning processes and public art engagement opportunities. They want at all costs to keep Petaluma and its culture from becoming "Anytown USA."

Residents and leadership recognize the face of Petaluma is shifting and reflecting this change in arts and creative opportunities is part of the future creative identity of the city. For creative leadership this means promoting arts as part of the everyday life of the community, enlivening spaces with local creatives and businesses, and supporting the creative culture through city initiatives and policies.

Petaluma's Creative Economy

Overview

The creative economy¹ is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge, and technology. It is the knowledge-based economic activities upon which the 'creative industries' are based.

The creative industries – which include advertising, architecture, arts, design, fashion, film, video, photography, music, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the foundation of the creative economy. They are also an important source of commercial and cultural value.

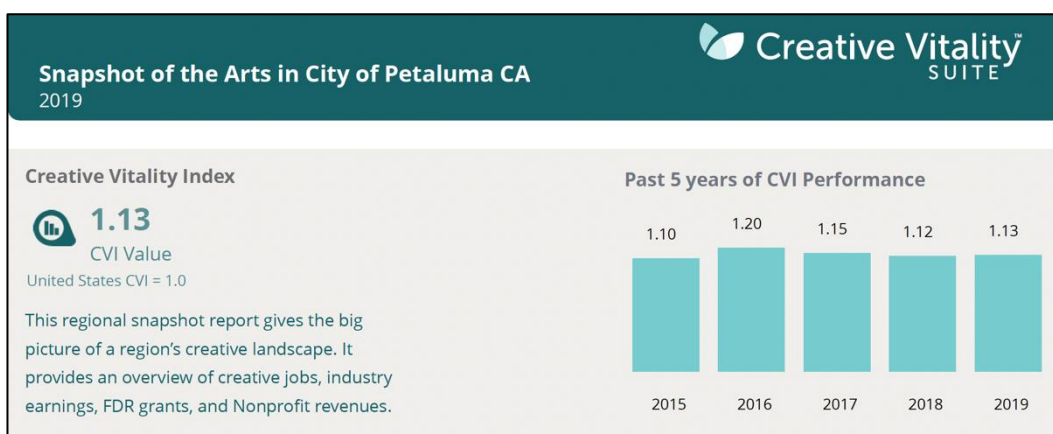
¹ <https://unctad.org/topic/trade-analysis/creative-economy-programme>

The creative economy is the sum of all the parts of the creative industries, including trade, labor and production. Today, the creative industries are among the most dynamic sectors in the global economy and are a vital force in individual and community development. They empower people to take ownership of their own development and stimulate the innovation that drives inclusive sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation and innovation.²

The term, creative economy, may be misunderstood to mean commercial or profit-driven arts activity. In actuality, it is an inclusive term, encompassing the full range of fine arts, arts as social justice, and commercially successful creative businesses and the entertainment industry. Creative economy is defined by its creative dimension, not its artistic motive or profit motive.

Petaluma Profile

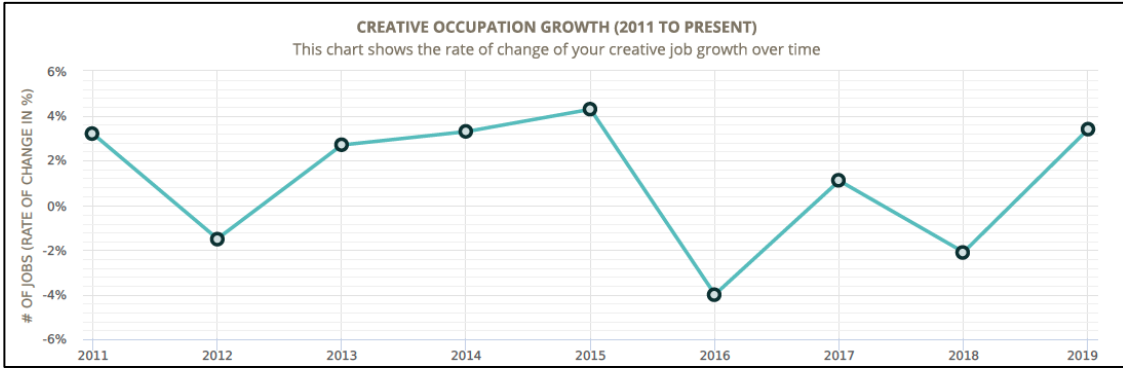
The Creative Vitality™ Index (CVI), a data source provided by WESTAF, ³provides a portrait of Petaluma's creative economy. Petaluma holds a CVI score of 1.13, which is slightly above the national average, and almost equal to Sonoma County's CVI of 1.14. Petaluma's index has slightly increased in the last year, from 1.12 to 1.13, with the County increasing very slightly from 1.13 to 1.14.



In 2019, CVI reported a high total of 3,001 creative jobs in the city, which represents approximately 10% of all employment in the city, and 42% of all creative occupations. The top creative sector occupations are: 1) software developers, 2) writers and authors, 3) musicians and singers, 4) photographers, 5) graphic designers, and 6) fine artists (including painters, sculptors, and illustrators). Many creative jobs in Petaluma are classified as self-employed (498 jobs) and extended proprietorship⁴ (1,542 jobs) representing 68% of the total creative employment.

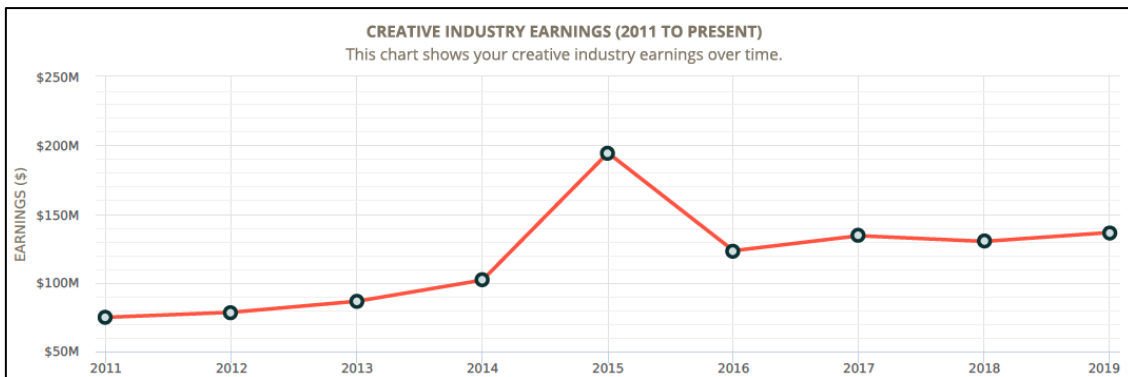
³ Creative Vitality™ Suite is an industry standard data solution for measuring the for-profit and nonprofit arts, culture, and creative sectors provided by Western States Arts Federation.

⁴ Extended Proprietors jobs represent miscellaneous labor income for people who do not consider their creative work a primary job.



Creative industry earnings increased 5% for 2019, with total earnings of \$137 million for the Petaluma creative industries, and total sales of over \$662 million. It should be noted Petaluma brewery earnings and sales are included in the above totals, as it is considered a creative industry business. Lagunitas Brewery, located in Petaluma, would contribute significantly to overall sales and earnings. With the brewery category excluded, creative industry earnings are \$94 million, and sales are \$217 million.

The top creative industries are reported are: 1) breweries 2) independent artists, writers, and performers, 3) software publishers, 4) graphic design services, 5) commercial photography and 6) motion picture/video production.



Community Comparisons

The table below compares the CVI and past performance of three cities to the City of Petaluma. The cities – Santa Rosa CA, Laguna Beach CA, and Santa Fe NM – were chosen for their similarity and/or aspirational value to Petaluma’s creative economy. During the GPU arts and culture interviews and discussion groups, many Petaluma residents spoke of Santa Rosa as an aspirational creative environment. Laguna Beach, CA and Santa Fe, NM are communities that are standard benchmarks as they both have robust creative sectors with individual artists, creatives, and arts-related businesses.

Data from creative occupations, cultural nonprofit revenues, performing arts participation, bookstore electronic media store sales, music instrument sales, and art gallery sales/individual artist sales are indexed using a population-based calculation (please see Appendix A for complete comparison table).

When compared to the national index of 1.00, Petaluma indexes slightly higher at 1.13. When compared to the benchmark cities, and again using a per capita concentration of creative activity, Petaluma indexes lower than all the comparison cities.

Creative Vitality Index Comparison 2019	
Petaluma CVI = 1.13	
Laguna Beach, CA	3.53
Santa Fe, NM	3.22
Santa Rosa, CA	1.31
National CVI Benchmark	1.00
<i>For purposes of this comparison, each city is compared to the national benchmark of 1.00. The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.</i>	

Creative Vitality Index Comparison 2019	
Comparison City (1.00)	Petaluma
Santa Rosa	.93
Laguna Beach	.49
Santa Fe	.44
<i>For purposes of this comparison, Petaluma is compared to each of the cities, which are rated as 1.00. The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.</i>	

While the City of Petaluma is slightly higher than the national index, it is lower than the comparison cities, and closest to Santa Rosa. Although Santa Rosa is a much larger city by population, its cultural arts revenues and art gallery/individual artists sales are very close in value to Laguna Beach, CA – a much smaller community. In comparison to Petaluma, Santa Rosa and Laguna Beach excel in cultural nonprofit revenues, performing arts participation, and art gallery/individual artist sales. The City of Santa Fe, NM shows significantly higher cultural nonprofit revenues and art gallery/individual artist sales than any of the cities. Both Laguna Beach and Santa Fe have long histories of cultivating their artist and nonprofit arts communities, and their status as art marketplaces.

Benchmark City Comparison of CVI Sales 2019				
Area	Petaluma	Laguna Beach	Santa Rosa	Santa Fe, NM
Population (approx.)	61,000	23,000	179,000	84,000
Creative Occupations	3,001	1,482	7,779	5,751
Cultural Nonprofit Revenues	\$2,016,349	\$26,018,877	\$33,297,597	\$62,524,085
Performing Arts Participation	\$2,268,470	\$6,002,611	\$28,638,954	\$13,204,655
Bookstore and Electronic Media Store Sales	\$3,802,601	\$1,108,970	\$18,970,472	\$8,840,723
Music Instrument Sales	\$886,650	\$0	\$1,472,074	\$2,230,409
Art Gallery/Artist Sales	\$26,459,231	\$25,346,295	\$31,333,788	\$119,374,866

When comparing employment categories, all cities have high percentages of extended proprietor creative workers. This category represents those who have another primary job.

Benchmark City Comparison of Creative Occupations 2019				
Area	Petaluma	Laguna Beach	Santa Rosa	Santa Fe
Population (approx.)	61,000	23,000	179,000	84,000
All Creative Occupations	3,001	1,482	7,779	5,751
% Extended Proprietor (not a primary job)	53%	50%	60%	61%
% Self-employed	17%	19%	16%	19%
% Full-time	29%	31%	24%	20%

Consistently, all benchmark cities surpass Petaluma in the arts and cultural metrics used to measure the creative vitality of a community. What are the implications of these comparisons and what can be done to improve them? Petaluma has an opportunity to benefit from a renewed focus on the arts and cultural sector. Most creative workers – except for software developers – are either self-employed or do their craft as a supplement to a full-time job.

Petaluma's Market for Arts and Culture

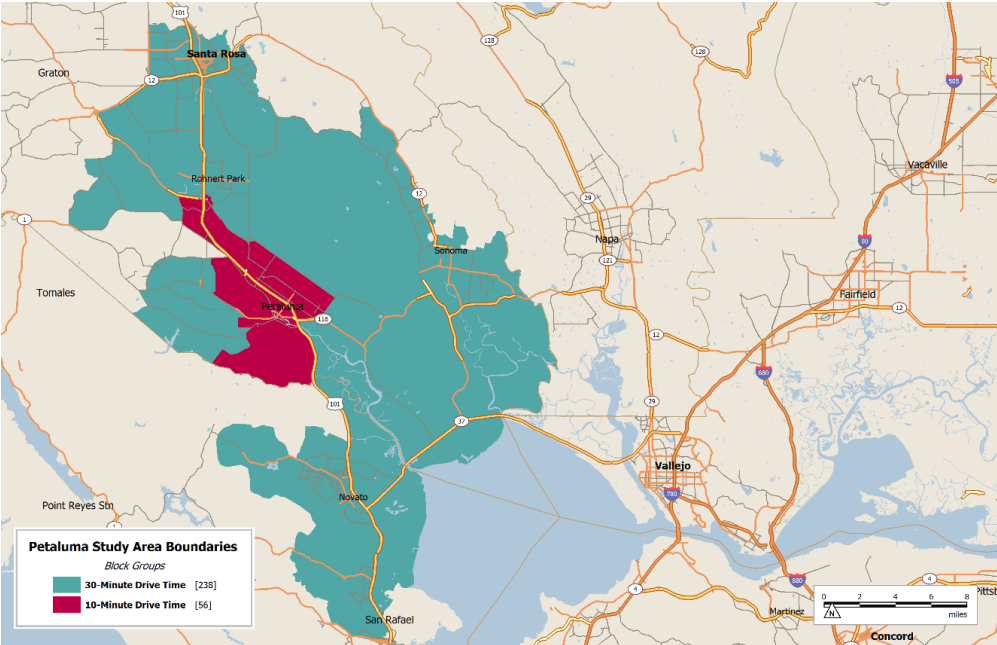
This market demand study summarizes the strength and character of consumer demand for arts and cultural activities in Petaluma and the surrounding area. It is one gauge of how important arts and culture are to residents of Petaluma and nearby areas, and how actively they participate these activities. Measuring the market informs an understanding of the community's interests and future City policies for arts and culture. Data for this study is from 2020 and does not include future projections; however, such data generally stays consistent for approximately five years or more.

The overall conclusion of the market study is that Petaluma's consumer demand for arts and cultural activities is very strong across multiple areas and population segments. It suggests the potential for meeting community demand through strategic targeting of activities and audience segments, both through City programs and venues, as well as through private and community efforts.

Study Area Boundaries

Geographic boundaries for this analysis include areas within a 30-minute drive from downtown Petaluma (regional market) and the immediate neighborhoods within a 10-minute drive (local market). The data used for this analysis include Esri Market Potential Indexes (MPI)⁵ at the block group⁶ level and dominant MosaicUSA⁷ household segment profiles.

The map below illustrates the red 10-minute drive time area (local market) and the 30-minute drive time area (regional market) in teal. These geographic areas are from which Petaluma draws for arts and cultural activities and venues located in the city. [Source: Scan/US]



⁵ [Esri MPI](#) data is an index that compares demand for a product or service relative to a national average of 100. MPI data also estimates the number of adult buyers in an area for a specific product or service. Click on the link for complete product information. The Esri data variables used for this study are in the endnotes.

⁶ [Block group definition](#) per the U.S. Census.

⁷ [MosaicUSA](#) is a product of Expérian that segments consumer households into distinct groups and segments useful for marketing. Click on the link for complete product information.

Consumer Market Potential

Petaluma's consumer demand for arts and cultural activities is above average and higher in the immediate area than regionally. Within a 10-minute drive of downtown Petaluma, household indexes are exceptionally high for visual arts/museums, performing arts, lifelong learning, and literary arts (more than 20% above the national average).

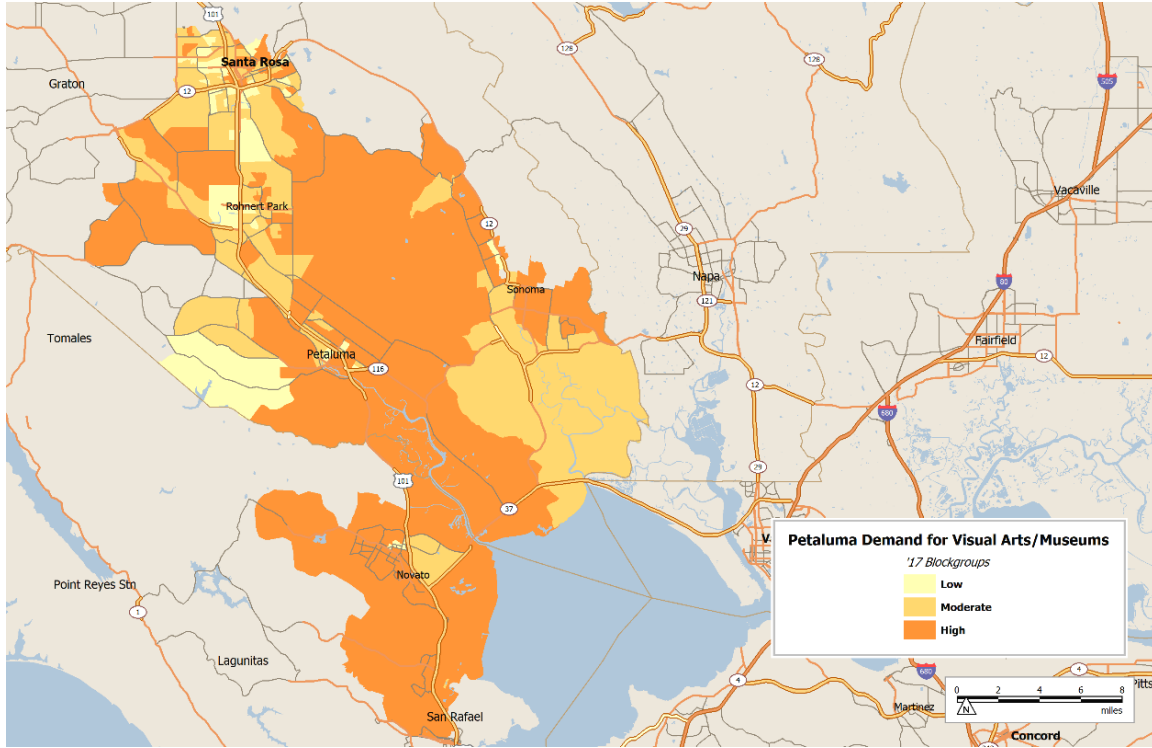
Consumer Market Potential Index (100 = National Average)		
Arts Activity	Local Households (10-Minute Drive)	Regional Households (30-Minute Drive)
Visual Arts/Museums	136	128
Performing Arts	129	123
Lifelong Learning	122	117
Literary Arts	120	115
Personal Creativity	115	114
Nightlife	110	108
Commercial Concerts	106	100

Notes: Esri variables included live performing arts (attends theater, dance, classical music/opera), commercial concerts (attends country, rock music), personal creativity (plays instrument, draws or paints), night life (goes out to bars/nightclubs, dancing), visual arts/museums (visits art galleries or museums), literary arts (reads books, has a book club), lifelong learning (takes adult education classes/workshops).

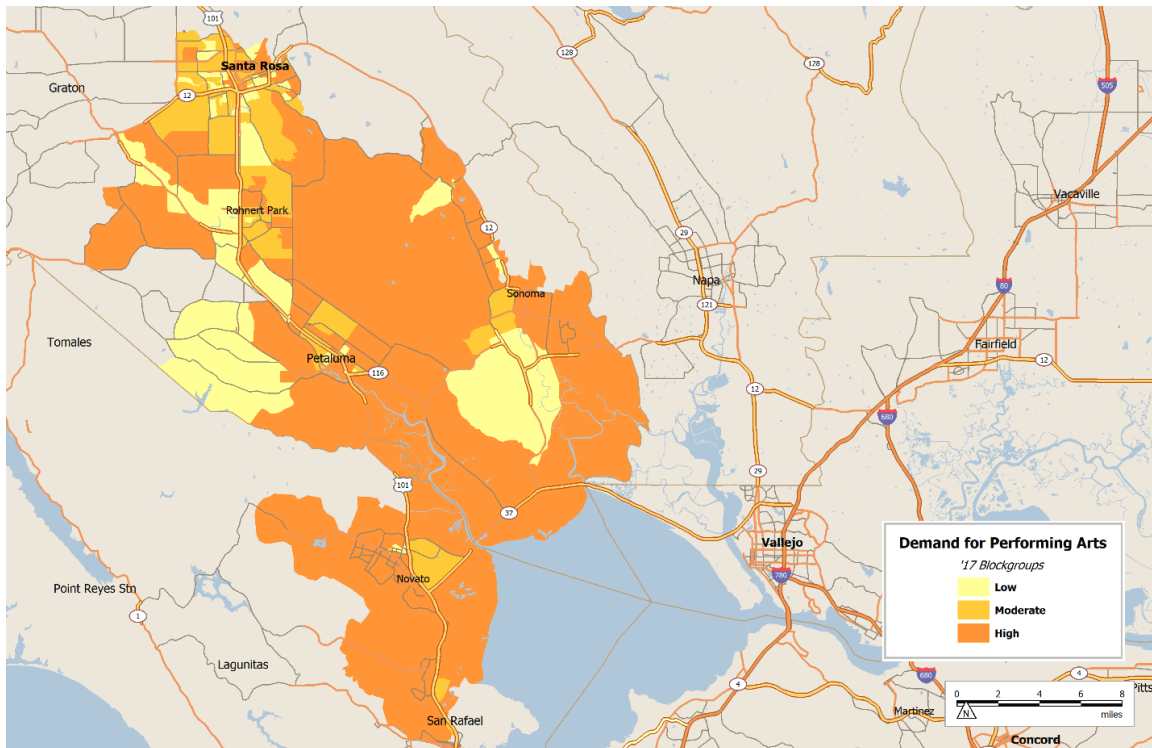
Source: Esri, 2020.

The maps below illustrate the demand geographically. The shapes outlined in grey represent block group boundaries. The smaller the shape, the denser the population in that area. Areas showing high demand (over 120) appear in dark orange.

Map 1: Demand for Visual Arts/Museums (Source: ScanUS, Esri, 2021)



Map 2: Demand for Performing Arts (Source: ScanUS, Esri, 2021)



Mosaic Lifestyles

Mosaic groups – their names and descriptions – provide a snapshot of consumer household characteristics. We have organized Mosaic groups with similar profiles in Petaluma into five Target Lifestyles: 1) Affluent Boomers and Elite Singles, 2) Families with Youth & Teens, 3) Young Singles & Starter Families, 4) Retirement Lifestyles, and 5) Middle and Lower Income. These Target Lifestyles can be used when planning cultural policies and programs that may appeal to these households. Each represents a percentage of the market – from 10% to 45% - dominant in a geographic area and will index differently for certain creative activities.

Lifestyles and Indexes

Understanding the lifestyle makeup of the market helps ensure that programs of interest are available and accessible to different types of consumers, taking into account their ability to travel to them, pay for them, participate with peers or with family members. Adding a demand index for each cultural activity type for each group aids in understanding. For example, the chart below shows that Affluent Boomers and Elite Singles households in Petaluma are more than 50% more likely than average to attend performing arts and visual arts/museums experiences. Still, they also index high for lifelong learning and personal creativity. Families with Youth and Teens fall in line with, or just below the national average, meaning that demand is not as high among these households in Petaluma. For Young Singles and Starter Families, demand is above average and highest for visual arts/museums and literary arts.

When considering demand, keep in mind that availability contributes to a variable's demand score. For example, a geographic area may index low for attending movies in a cinema if there are no movie cinemas in the area. Developing one would likely increase the demand score if the goal were to increase demand for movies in cinemas.

Consumer Market Potential Index (100=National Average)	Lifestyle 1: Affluent Boomers and Elite Singles	Lifestyle 2: Families with Youth and Teens	Lifestyle 3: Young Singles and Starter Families	Lifestyle 4: Retirement Lifestyle	Lifestyle 5: Middle and Lower Income
Performing Arts	151	98	128	114	98
Commercial Concerts	117	84	120	97	86
Personal Creativity	127	89	115	105	107
Nightlife	116	100	116	98	105
Visual Arts/Museums	155	100	131	117	106
Literary Arts	123	107	131	116	109
Lifelong Learning	138	88	130	122	95

Sources: Esri, 2020; Experian, 2021.

Lifestyles and Buyer Counts

Another way to measure opportunity for arts and cultural development is to look at buyer counts (buyer counts are simply the number of potential customers for an activity, based on the market demand). A lifestyle group may index high for an activity but may only be a small portion of the market. The charts below list estimated buyer count for the Esri data variables used by the two study areas and five Target Lifestyles. For example, there are an estimated 8,330 live theater buyers within a 10-minute drive of downtown Petaluma and another 37,572 within 30-minutes. The following page chart shows that most of those buyers, regardless of where they live in the region, are Affluent Boomers and Elite Singles, and Middle and Lower Income Target Lifestyle households.

Estimated Buyer Counts in Market	All Households in 10-Minute Drive	All Households in 30-Minute Drive
Performing Arts		
Live theater performance	8,330	37,572
Live dance performance	2,984	13,645
Live classical music or opera	2,987	14,343
Commercial Concerts		
Country music	3,525	15,895
Rock music	6,363	28,898
Personal Creativity		
Plays musical instrument	4,998	24,231
Paints or draws	5,350	25,204
Nightlife		
Goes to bars/nightclubs	10,931	50,552
Goes out dancing	4,423	21,929
Visual Arts/Museums		
Visits museums	10,597	47,943
Visits art galleries	6,187	28,167
Literary Arts		
Reads books	20,517	97,022
Belongs to book club	2,261	10,058
Lifelong Learning		
Takes adult education courses	5,485	25,452

Source: Esri, 2020.

Estimated Buyer Counts (100=National Average)	Lifestyle 1: Affluent Boomers and Elite Singles	Lifestyle 2: Families with Youth and Teens	Lifestyle 3: Young Singles and Starter Families	Lifestyle 4: Retirement Lifestyle	Lifestyle 5: Middle and Lower Income
Performing Arts					
Live theater performance	25,272	3,188	646	5,002	11,794
Live dance performance	8,425	1,358	237	1,670	4,939
Live classical music or opera	10,123	1,146	192	1,626	4,243
Commercial Concerts					
Country music	10,143	1,409	301	1,988	5,579
Rock music	18,607	2,696	553	3,530	9,875
Personal Creativity					
Plays musical instrument	15,258	2,207	370	2,953	8,441
Paints or draws	14,678	2,179	383	3,093	10,221
Nightlife					
Goes to bars/nightclubs	30,526	4,488	893	6,128	19,448
Goes out dancing	12,253	2,624	362	2,495	8,618
Visual Arts/Museums					
Visits museums	31,828	4,311	776	5,516	16,109
Visits art galleries	18,671	2,319	415	3,565	9,384
Literary Arts					
Reads books	60,609	8,584	1,635	12,569	34,142
Belongs to book club	6,776	820	178	1,451	3,094
Lifelong Learning					
Takes adult education courses	14,849	2,724	479	3,358	9,527

Sources: Esri, 2020; Experian, 2021

Petaluma's Cultural Assets

Petaluma has a vital and diverse collection of cultural assets. These include nonprofit arts and cultural organizations, the public art collection, and creative businesses. These are supplemented by the many artists, creative professionals, artisans, makers, and creative entrepreneurs who live and/or work in the city. This section describes and maps the locations of the assets.

Nonprofit Arts and Cultural Organizations

Petaluma is home to 34 nonprofit arts and cultural organizations focusing on a very broad range of disciplines. The greatest number, nearly one-third, are music organizations and there are five museums. Other organizations focus on arts education, dance, festivals, film, multimedia, theater, visual art, crafts, history, and literature. Many offer specific programs for children and youth. Several have a national reach through partnerships and internet programming. The mission of some organizations combines art with environmental causes.

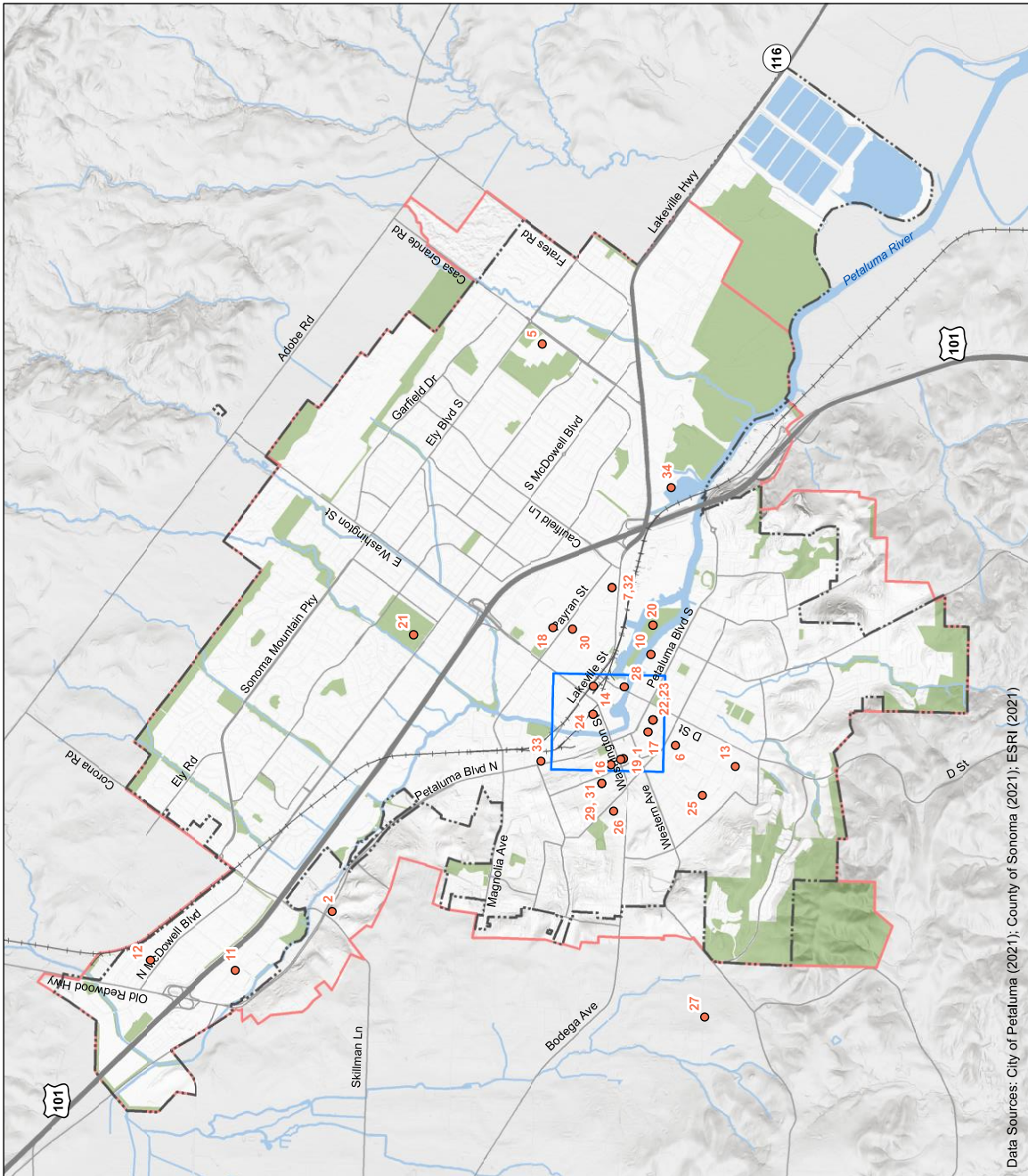
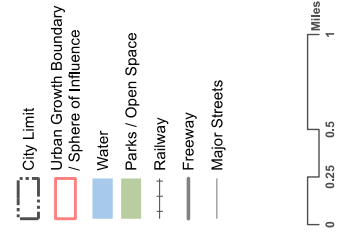
This nonprofit community does much with few resources – there are no large institutions, and five organizations have annual operating budgets between about \$900,000 and \$250,000. Six have budgets between \$250,000 and \$100,000 and fully two-thirds have budgets less than \$100,000. This suggests that few organizations have more than one paid professional staff and that many rely on significant volunteer and donated resources. The nonprofits are relatively young, with most formed since 2000 and only one established before 1980.

The overall portrait reflects aspects of Petaluma's creative community. Petaluma is less institutional, less formal, and more community-based. It has a vibrant range of artistic disciplines, reflecting the varied interests of the community. Some organizations appear to combine the arts across disciplines and sectors, self-defining their identities and not always adhering to traditional definitions. There is one organization that self-identifies as culturally-specific, although there are additional groups rooted in communities of color that operate outside the nonprofit structure.

The map (next page) shows a concentration of nonprofits in and near downtown, with few located on the eastside. A table of these organizations is in the appendix (page 33). Note that the map omits two organizations with Petaluma mailing addresses but located outside the map area, as well as three organizations with post office box addresses.

Nonprofit Arts and Culture Organizations

● Nonprofit Arts & Culture Organizations



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Public Art Collection

As described in Public Art Program, above (page 7), the current collection numbers at least 28 artworks. As the map on the following page illustrates, artworks are concentrated in and near downtown, with several on North MacDowell Blvd. There are fewer located in the eastside of the city and a number of other areas and neighborhoods have few or no artworks. Since public artworks are almost always located outdoors and are free and accessible to the public (even and especially during the pandemic), they represent an opportunity to serve all areas and populations in the city. They also offer an opportunity to better reflect the community's diversity through not only their location, but also the type of art and community engagement in their creation. A table of artworks in the public art collection is included in the appendix (page 33).

Creative Businesses in Petaluma

Petaluma has more than 200 creative businesses. They span a broad range from design services – architecture, graphic design, photography, and advertising – to retail – book and music stores, art galleries, jewelry – to wineries and brewing, recording studios, and more. There is some overlap with the list of nonprofits arts and cultural organizations, but the majority do not appear on the business list. The map on the following page shows that creative businesses are dispersed broadly throughout the entire city, including the eastside, indicating that they are highly integrated into Petaluma's multiple areas, neighborhoods and communities. A table of the creative businesses is included in the appendix (page 36).

In addition to the creative businesses there are 144 restaurants in Petaluma, some but not all of which are considered to be creative businesses within the culinary field (the restaurants are not included in the map).

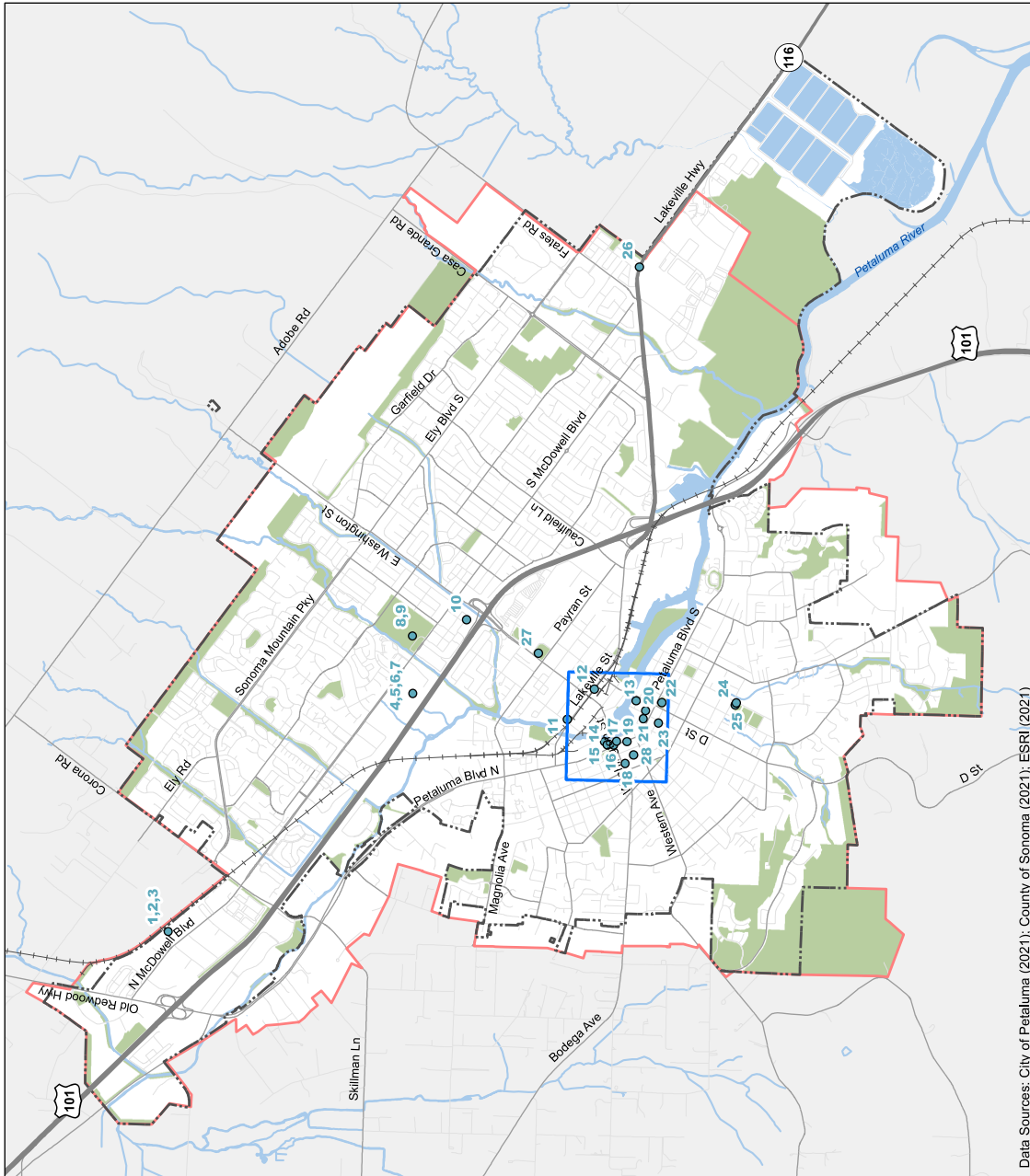
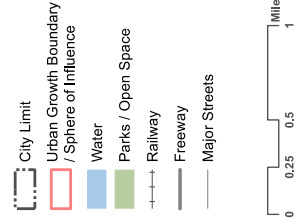
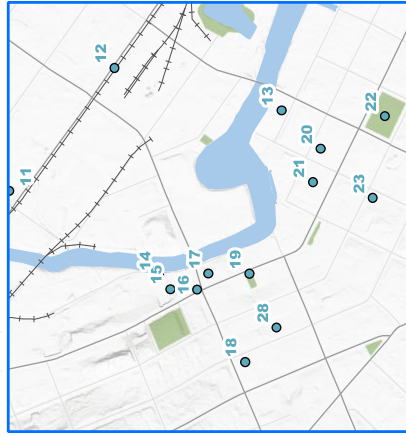
The businesses include those with a primarily local focus and market, such as flower shops. There are others with a regional or national market, such as Lagunitas Brewing and Stantec.

Creatives

As noted, Petaluma's creative identity is defined in part by its presence of many individual artists, creative professionals, artisans, makers, creative entrepreneurs and others. There is no census of these individuals (and thus no mapping); however, the Creative Vitality Suite counts more than 3,000 creative jobs in Petaluma, in occupations spanning a large range. Creative people living and/or working in the city are a collective asset that can be convened, activated and potentially leveraged for the benefit of the community.

Public Art Collection

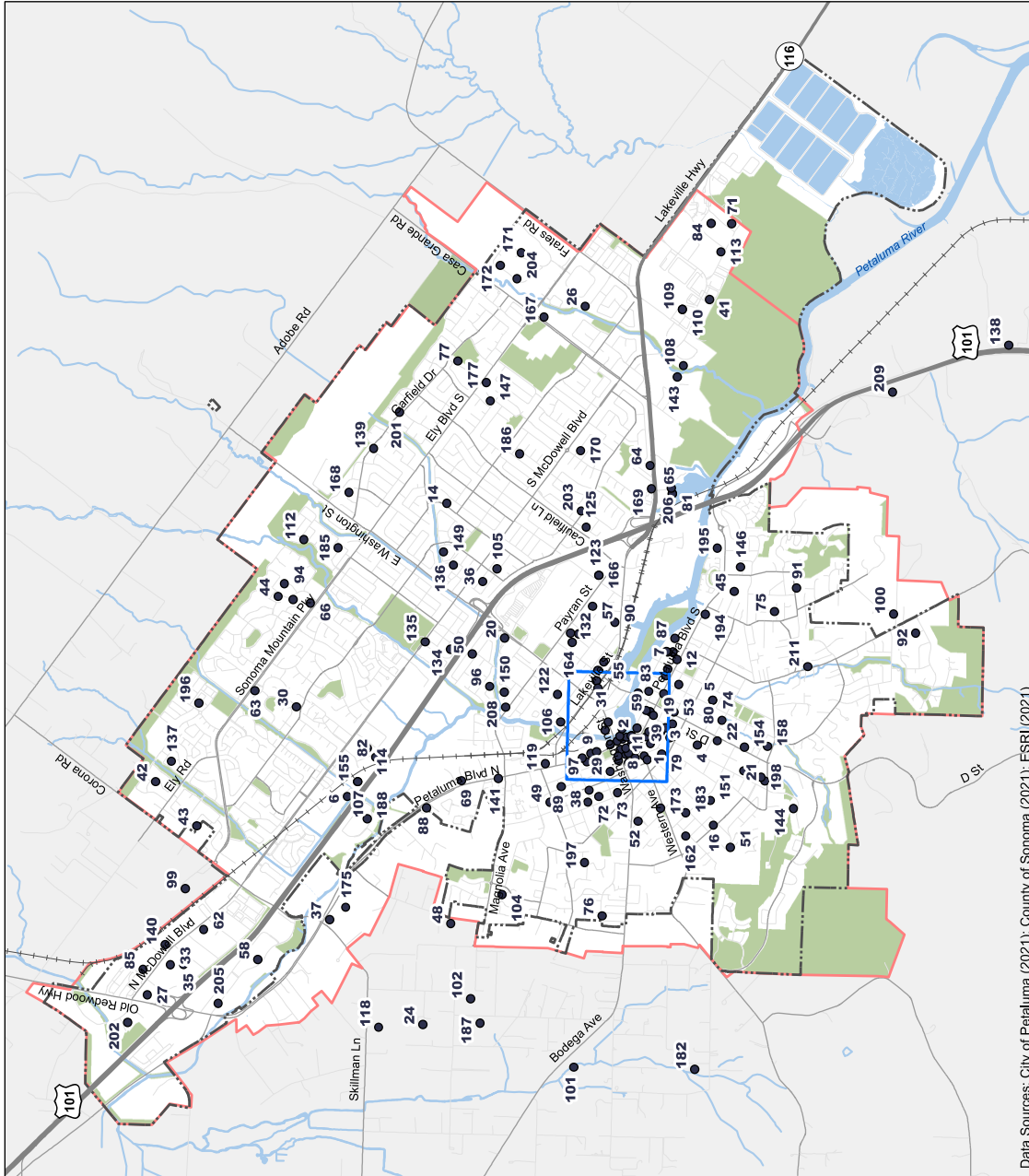
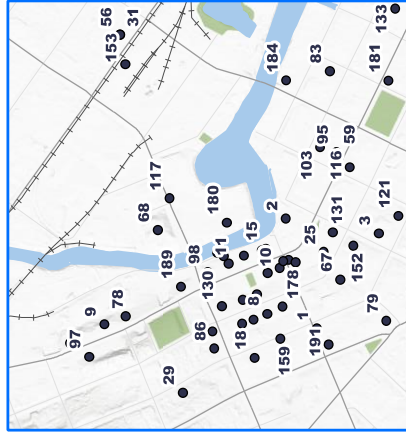
● Artwork



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Creative Businesses

● Business



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Existing Plans

Petaluma has several existing plans that address arts and culture and form a useful context for the current General Plan Update. They recognize the importance of arts and culture to Petaluma and provide the basis for past and continuing city arts support.

General Plan (2008)

The most recent General Plan (2008) contains a section, The Arts, that conveys a broad understanding of the multiple roles they play in the community and a commitment to cultural development.

The arts play an important economic, educational and social role in the life of Petaluma. Art can be defined as music, theater, dance, visual, and/or literary pursuits. Public art and community cultural activities contribute to Petaluma's identity and livability as well as boosting the economy through tourism. Arts and cultural programs celebrate and build on the city's rich mix of cultural and ethnic diversity. Art in educational programs provide skills to develop creative and critical thinking in the work force and contribute to guiding the city's youth in positive directions. Centralized cultural facilities enhance the city's image, pride, and identity. These gathering places contribute to a vital business climate and serve as a draw for tourism. Arts facilities help revitalize and strengthen the historic downtown and bring increased tax revenue to the City.

Arts policies include a range of city functions:

- Support arts programs in the community (6-P-26).
- Utilize the Public Art Committee to implement the public art program (6-P-27).
- Support events through city services (6-P-28).
- Integrate arts into city planning and capital projects (6-P-29).
- Place public art in areas that are interactive and publicly accessible (6-P-30).
- Support centrally located cultural facilities and outdoor venues (6-P-31).
- Work with school district and community groups to encourage lifelong learning (6-P-32).
- Dedicate a percentage of TOT for cultural arts (6-P-33).
- Offer opportunities for partnerships among arts organizations (6-P-34).

Action in some form was taken on nearly all policies, especially relating to the Public Art Program and support for community events. Some, such as dedication of TOT funding for the arts, were not accomplished.

The arts are also mentioned in the Economic, Health & Sustainability chapter, where arts businesses are mentioned as one component of the downtown retail strategy and the availability of arts and cultural attractions and venues is identified as important to downtown success.

City Goals and Priorities (2019)

Developed through a community process, these goals are for the City as an organization. Objectives related to arts and culture include:

- Spaces and Places That Inspire (Objective 3): Create inspirational spaces with diverse public art installations.
- An Economy That Prospers (Objective 1): Attract and retain businesses that generate revenues and provide jobs that pay [living wages]. This addresses small and start-up businesses, which can include arts-related businesses.
- An Economy That Prospers (Objective 2): Promote Petaluma as a destination for both locals and visitors. This objective includes City support for cultural and entertainment events, and related tourism promotion.

Petaluma Public Art Master Plan (2013)

As described in Public Art Program, above (page 7), this plan defined the program through a master plan process beginning in 2006 and completed with the plan adoption in 2013. The comprehensive plan engaged the community and stakeholders to address program goals plus policies and procedures for administration, maintenance and conservation of the collection, sites for future artworks, and other issues. It has served as the guiding policy and procedural framework since that time.

Issues and Opportunities

Broader City Focus on Arts and Culture

The City's past and current arts focus has concentrated on the public art program and Public Art Committee. This understandably arises from the community's longstanding interest in art in public places, as well as the existence of an ordinance, funding source and governing structure for the program. The Public Art Committee and staff report that, over a period of years, the community has requested that it broaden its focus to include other aspects of arts and culture, although its mandate remains public art. Given the community's broad artistic interests and the breadth of the local creative sector, it is natural for the City to consider expanding its arts and cultural functions. This might include developing a citywide cultural plan and assessing the possibility of a Cultural Affairs Commission.

Updated Public Art Program and Policies

The Public Art Committee and staff cite opportunities to better meet community interests through updates to the program. Staff and community members identify the need for streamlined decision-making, since the City's process is slow and some artists are discouraged from proposing projects. Enhanced community engagement will improve community support and buy-in for art projects and de-escalate controversy. There is a desire to diversify the artworks and artists in the collection and place them in more locations in the city. Aside from program "fixes," the community's creative identity suggests the potential for the program become nationally prominent. An updated public art master plan is one way to address these and other needs and ground the program in an updated community vision. As part of the update, public art policies addressing murals, maintenance, conservation, artist selection, and other areas are critical to align the program with national best practices.

Enhanced City Coordination of Arts and Culture

Petaluma has recently experienced an increased volume of arts and cultural events, activities, art projects and related developments. While the vibrancy is welcome, the City currently lacks the capacity to coordinate and take best advantage of these cultural resources. Staff flags the need for greater integration among City functions with the public art program and other community cultural activities. They would like an ongoing way to share information, coordinate efforts, identify and plan opportunities, and have larger dialogues about the role of art in development and in the community. One specific mentioned was a missed opportunity in planning Petaluma River Park, which will have a cultural hub. This highlights the need to consider appropriate staffing for arts and culture, and their relationship to other City functions.

Equity and Connectivity

Petaluma's public art collection, cultural assets, and events are concentrated in and near downtown and in a few other areas of the city. The Eastside and other neighborhoods have less access to cultural resources. Conversely, Petaluma's creative businesses are found throughout all areas of the city. There exist barriers to inclusion and access in Petaluma's cultural scene that include language, cost, and feeling welcome. The community believes arts and culture serve as a means of community connection in Petaluma and can be further developed to increase connectivity across the city and among its diverse populations. This is true for the public art collection and other programs such as arts learning for children and youth.

Arts in Everyday Life

Community members express the desire for arts and creativity to be more visible in their everyday life. Referring to public art, creative events, celebration and support of local talent and local businesses, quality creative urban design, and more offerings citywide, residents are looking for their environment to reflect the creativity of the residents. All want creativity to be more informal, accessible, and to enliven vacant spaces across the city. Creativity is a defining and desirable feature of Petaluma. It can be deliberately enhanced as a competitive advantage for the city to retain its creative workforce and enhance quality of life for residents.

Artists in City Government

US cities are increasingly incorporating artists into the work of city government. While cities have often had honorary positions, such as a Poet Laureate, for decades, the trend is to create positions where artists define a role within a department or planning effort, bringing their creative ability to contribute to improving city function and addressing community issues. Artists thrive in community leadership roles, on boards or as partners with community organizations. The City can consider creating structures and permissions for artists to take on new leadership roles inside city government and in the community.

Creative Economy

While Petaluma creative vitality is higher than the national average, ample opportunity exists to build on the existing arts and cultural activities, music scene, and businesses. Petaluma's creative workers are diverse and successful, and consumer demand for arts and cultural activities is very strong across multiple areas and population segments. It suggests the potential for increased economic activity through strategic targeting of activities both through City programs and venues, and private and community efforts. A renewed focus by the city to the arts and cultural sector will help to support and grow the sector for substantial economic impact.

Arts Learning

There is a need to continue efforts to support and expand arts learning opportunities in schools and community settings. Students cite the desire for opportunities to create projects in and for the community, beyond what is currently available in schools. Some local nonprofits offer youth arts learning programs in the visual arts, music, theater, dance and other disciplines, and seek to expand their scope. Adults in the immediate area show a strong demand for continuing education. Petaluma's 2008 General Plan called for the City to work with school district and community groups to encourage lifelong learning (6-P-32), and this policy appears to remain relevant.

City Investment in Petaluma's Cultural Strengths

Petaluma has arts and cultural strengths that can be leveraged with City leadership and investment. Two examples are its music scene and its community of professional artists and artisans. Each has prospered to an extent and would benefit from recognition, leadership, and strategic investment. The music scene can be cultivated through small business assistance in maintaining affordable venues, enhancing their marketing capability, and favorable regulations. This is done in other cities, such as Austin, Denver and smaller communities. A similar approach can be taken with artists. By declaring Petaluma as a music city and/or an artist city, it can become even more culturally vibrant, grow sectors of the economy, and engender a reputation for innovation.

Becoming a Regional Cultural Center

Both Petaluma and the region (30-minute drive time) have high levels of demand for arts and cultural events and activities. The city already serves to some extent as a regional draw for retail, dining, and cultural events. Downtown development strategies already acknowledge the role of arts and culture as one driver of success. The City has the potential to become more of a regional cultural center, drawing on the regional demand and enhancing its brand as a uniquely creative community.

Appendices

Definitions

The various terms used in this report are inclusive of *artists*, the *arts*, and the *culture* within Petaluma. The definitions draw an indistinct circle around the central domain of the arts sector and expand to encompass the unique culture of the City, its residents, and its *creative economy*.

Artist⁸

The title of “Artist” is traditionally applied to a person who engages in an activity deemed to be an art – creating, practicing, and/or demonstrating an artistic practice, typically within a discipline such as visual, performing, or literary arts, music, or dance. Today, the definition of an artist is broader, running the gamut from an individual, traditional artist to the commercially oriented creative worker. Artists are moving across business, industrial, and creative sectors working in collaboration with the commercial world and are significant drivers of economic growth and innovation. In *Living with Art*, Mark Getlein proposes five activities, services or functions of today’s artists: They create places for human purpose; they create extraordinary versions of ordinary objects; they record and commemorate; they give tangible form to the unknown and to emotion; and they refresh our vision and help us to see the world in new ways.⁹

With the vast changes in the technology sector, the artist is working in a more collective, team-based model, especially in design fields. Although some studio and performing artists still work more traditionally, digital artists do not. Digital artists are part of the fastest growing working groups in the world and are in the forefront of creative industries.

Creative Worker¹⁰

Creative workers, like artists, are very diverse. They are responsible for creative output in the areas of design, media and the arts whereby the production process is reliant on creativity both as an individual skill and as an organizational source of competitive advantage. The occupation categories typically include writing, design, theater, television, radio, motion pictures, related crafts, advertising, marketing, scientific research and development, product development, digital media, software development, engineering, and more. Individual communities may define creative workers either more broadly or narrowly depending on their specific creative sectors.

Arts¹¹

The term *arts* traditionally meant the fine arts: visual arts, music, theater, dance and literature. The recent shift in the definition of artist affects the current definition of the arts. Choreographer Liz Lerman, a MacArthur Genius Award recipient, describes the shift to a modern definition as a vertical hierarchy

⁸ *What Do We Mean by Art, Artists, Culture, and Industry? The evolution of meaning in relation to changing patterns of work*, Ann M. Galligan, 2007.

⁹ *Living with Art*, Mark Getlein, 10th edition, 2012.

¹⁰ WESTAF <https://cvsuite.org/learn-2/creative-industries/#workers>

¹¹ *What Do We Mean by Art, Artists, Culture, and Industry? The evolution of meaning in relation to changing patterns of work*, Ann M. Galligan, 2007.

becoming a level playing field, with all art forms holding parallel value with a different focus, from the mural artist doing community-engaged work to the classically trained musician on stage.

Culture

Historically, the term culture described tending to the earth and fostering growth, or cultivation and nurture, and then evolved to culture as a thing in and of itself. It is most often defined in anthropological terms: “*An integrated pattern of human knowledge, belief, and behavior. The outlook, attitudes, values, morals, goals, and customs shared by a society or group...*” (Cultural Anthropology, McGraw Hill, 1990). It includes the characteristics and knowledge of a community, encompassing language, religion, cuisine, social habits, music and arts.

Culture is understood to be broad and inclusive, although for a specific community, the definition is idiomatic and is defined by the place and the people who live there.

"Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other things," (Cristina De Rossi, Anthropologist, London, 2017).

Creative Economy¹²

Economic systems where value is based on imaginative qualities rather than the traditional resources of land, labor and capital. Compared to creative industries, which are limited to specific sectors, the term is used to describe creativity throughout a whole economy.

Creative Industries¹³

Creative industries are the types of business enterprises – for profit, nonprofit and sole proprietor – comprising the creative economy. Individual urban areas may define their creative sectors to include a different set of industries, although business types commonly included are:

- Fine Arts – Venues for the Arts, Museums, Performing Arts, Music, Visual Arts, Arts Organizations
- Design – Engineering, Architecture, Manufacturing Technology, Fashion
- Support Services for Creative Industries – R&D Services, Consulting, Post-Secondary Education
- Media/Communications – Advertising, Graphic Design, Marketing, Public Relations, Publishing, Broadcasting
- Entertainment – Media, Educational and Training Film Development, Post-Production, Recreation, Video Gaming Development
- Data Sciences – Communications, Internet, Telecomm
- Software and Hardware – Manufacturing and Retail Software, Healthcare Devices

¹² WESTAF Creative Vitality Suite <https://cvsuite.org/learn-2/creative-economy/>

¹³ WESTAF Creative Vitality Suite, <https://cvsuite.org/learn-2/creative-industries/#industries>

Cultural Asset Lists

Petaluma Nonprofit Arts and Cultural Organizations

Table 2: Petaluma’s Nonprofit Arts and Cultural Organizations (2020)

Map #	Name of Organization
1	Artaluma
2	Cinnabar Arts Foundation
3	Composers and Schools in Concert*
4	Eames Institute*
5	East Side Friends of Music
6	Himalayas Fiddle Adventures
7	Historical Rescue Foundation
8	Lexicon of Sustainability*
9	Lusitania Band of North Bay*
10	Magic Shop Studios
11	North Bay Performing Arts Association
12	North Coast Ballet California
13	Pacific Empire Chorus (Sweet Adelines International)
14	Petaluma Arts Center
15	Petaluma Blacks for Community Development*
16	Petaluma Community Access
17	Petaluma Historical Library & Museum
18	Petaluma Music Festival
19	Petaluma Phoenix Center
20	Petaluma River Park Foundation
21	Petaluma Quilt Guild
22	Petaluma Readers Theater
23	Petaluma Shakespeare Company
24	Petaluma Trolley
25	Petaluma Wildlife and Natural Science Museum
26	Peter Forakis Art Foundation
27	Rancho Obi-Wan
28	Rivertown Revival (Friends of the Petaluma River)
29	Riverwalk Jazz
30	Rocking Causes
31	San Francisco Traditional Jazz Foundation
32	Sonoma Bach
33	Sonoma County Blues Society
34	Storybook Children’s Theatre Creative Arts Academy

*These organizations have post office box addresses or are located outside the map area, and therefore are not shown on the map.

Sources: IRS, 2020; Creative Sonoma Directory, 2021.

Petaluma Public Art Collection Inventory

Table 1: Petaluma Public Art Collection (2021)

Map #	Artwork	Artist	Location	Year	Medium
1	<i>*Hands & Balls</i>	Peter Crompton, Robyn Spencer-Crompton	Lagunitas Brewing Company	2012	Mosaic on reinforced concrete
2	<i>*Goddess</i>	Michael Cullen	Lagunitas Brewing Company	2017	Reclaimed redwood
3	<i>*Spark 9.12.15</i>	Victoria Helena Mihatovic	Lagunitas Brewing Company	2016	Reclaimed steel
4	<i>*Whale of a Good Time</i>	Terrence L. Martin	Deer Creek Village	2014	Scrap metal
5	Tree Sculpture	Unknown	Deer Creek Village	2014	Steel and glass
6	<i>*Seating for Deer Creek</i>	David Duskin, Terrence Martin	Deer Creek Village	2014	Various materials: (Steel, cedar, salvaged railroad track, etc.)
7	Bridge Rail Artworks	Unknown	Deer Creek Village	2014	Steel
8	<i>Red Teepee</i>	Peter Forakis	Petaluma Community Center	2000	Painted Steel
9	Lucchesi Park Tower Sculpture	Unknown	Petaluma Community Center		Metal
10	<i>*Heron & Reeds Wall Relief Sculpture</i>	Unknown	Raley's Grocery	2009	Copper
11	<i>*Petaluma Friends</i>	Dale Rogers Studio	Adobe Animal Hospital	2015	Cor-Ten Steel
12	<i>Dubull Eagull</i>	Peter Forakis	Petaluma Arts Center	2001	Steel
13	<i>Outlet, Plug & Cord</i>	Basal Ganglia Studios	PG&E Substation	2015	Steel, fiberglass, wood, auto paint, clear coat
14	<i>*Garden Portal</i>	Bryan Tedrick	Brewster's Beer Garden	2016	Steel and redwood
15	Rooster Mural	Maxfield Bala	Worthy of Love Furniture Store (Back Wall)	2014	Paint on corrugated metal
16	<i>Wrist Wrestling Champions</i>	Rosa Estebañez	E Washington Street and Petaluma Boulevard North	unknown	Bronze

17	Petaluma Heritage Mural	Steve Della Maggiora	Exterior wall, East Washington St. side of Old Shanghai Décor (Tyler Building)	1998	Paint
18	Phoenix Theater Mural	Ricky Watts	Phoenix Theater	2013	Paint
19	O+ Murals	Various Artists	American Alley	2016, 2017	Paint
20	<i>Faces of Petaluma</i> Fountain	Donna Billick	Theater Square	Unknown	Tile and multiple materials
21	<i>Cherry Soda</i>	Robert Ellison	Corner of 2nd and C streets	2003	Painted steel
22	Vietnam Veteran's Memorial	Rosa Estebañez	Walnut Park (by bandstand)	1969 (rededicated 2013)	Bronze
23	Heart Sculpture	Unknown	Mail Depot		Painted Wood
24	" <i>Mentor Me</i> " Mural	"The SVHS Art Angels"	Cavanaugh Recreation Center Pool (exterior wall)	2016	Paint
25	<i>Millennium Arch</i>	Nicolas van Krijdt	McNear Park	2003	Steel, paint
26	Home Stretch	Donna Billick	Corner of Lakeville Highway (CA-116) & Frates Rd.	Unknown	Tile and multiple materials
27	BLACK LIVES MATTER Mural	Various Artists	Fairground Drive in front of the Petaluma Library and Fairgrounds	2020	paint (temporary)
28	Abstractions	Ryan Petersen	Telephone Alley Between the Golden Concourse and Western Avenue	2021	acrylic and aerosol paint

Source: City of Petaluma, 2021.

Petaluma Creative Businesses

Table 3: Petaluma Creative Businesses

Map #	Category	Name of Business
1	Advertising Agencies	Imagine Promotional Group
2	Advertising Agencies	Bizx LLC
3	Advertising Agencies	Creative Research Systems Inc
4	Advertising Agencies	Conti Print-Design
5	Advertising Agencies	Promoco
6	Advertising Agencies	Petaluma Argus-Courier
7	Amusement Places	Sonoma Portworks
8	Antiques Stores	Yankee Girl Antiques
9	Antiques Stores	Heather & Co Antiques
10	Antiques Stores	Old Settlers
11	Antiques Stores	Chelsea Antiques
12	Antiques Stores	White Rose Antiques
13	Antiques Stores	Victorias Fashion Stables
14	Antiques Stores	JRS Antiques Bottle
15	Architects & Architectural Services	Vra -Architects
16	Architects & Architectural Services	Brent Russell
17	Architects & Architectural Services	John Knueppel Solar Design & Drafting
18	Architects & Architectural Services	Mary Dooley Architect
19	Architects & Architectural Services	Steve Charlip Architect
20	Architects & Architectural Services	Adr-Architectural Design & Restoration Inc
21	Architects & Architectural Services	Marley & Wells Architects
22	Architects & Architectural Services	Marjanne Pearson & Associate
23	Architects & Architectural Services	Houseplans
24	Architects & Architectural Services	Don Hutchins Architect
25	Architects & Architectural Services	Green Building Architects
26	Architects & Architectural Services	Mark Albertson
27	Architectural Designers	Stantec
28	Art Associations Councils Foundations & Institutes	Windrush Farm Fiber Arts
29	Art Galleries	Children's Museum-Sonoma County
30	Art Galleries	Connexions Gallery
31	Art Related Services	Studio Atomique LLC
32	Art Related Services	Artmondo
33	Arts & Crafts Stores	Michaels
34	Assembly & Fabricating Services Mfg	Ronald G Campbell Co
35	Audio-Visual Consultants	Nine Eighteen Med
36	Balloon Artists	Twist N Designs

37	Bands Orchestras Actors & Entertainers & Entertainment Services	Cinnabar Theater
38	Bands Orchestras Actors & Entertainers & Entertainment Services	Jubilee Klezmer Ensemble
39	Bands Orchestras Actors & Entertainers & Entertainment Services	Wilson Events Inc
40	Bands Orchestras Actors & Entertainers & Entertainment Services	California Non Stop
41	Book Publishing	Marilyn Burns Education Associates
42	Book Publishing	Sidi Muhammad Press
43	Book Stores	Quinnessentials Books & Printing Inc
44	Book Stores	A Likely Story
45	Bowling Centers	Amf Boulevard Lanes
46	Business & Trade Organizations	Two Rock Trading Co
47	Business Services	Blue Revolution
48	Business Services	Castalia Publications
49	Business Services	Morphonix Co
50	Business Services	Turnkey
51	Business Services	LM Production Service
52	Business Services	Rochelle Interiors
53	Business Services	Switchback Productions Inc
54	Business Services	Maggie Arbino
55	Business Services	Crespi Woodworking
56	Business Services	Business Design Services
57	Business Services	Ace Shirt & Cap Printing
58	Business Services	Rhodehouse Woodworks
59	Business Services	Design Into Vision
60	Business Services	Design In Wood Inc
61	Business Services	Blackfoot Dutch Productio
62	Business Services	Dewarne Janine
63	Business Services	Breakthrough Llc
64	Business Services	Goplay
65	Business Services	Synergy
66	Business Services	Ditto Interpreters
67	Cafes	Cbc Cafe
68	Caterers	Romeo's Catering
69	Caterers	Oyster Girls
70	Cheese Wholesale	Pugs Leap Cheese and White Whale
71	Coffee & Tea Products Production	Revive Kombucha
72	Commercial Art & Graphic Design	Fledglingdesign
73	Commercial Art & Graphic Design	Graphic Productions
74	Commercial Art & Graphic Design	Michele Rosett Fine Art
75	Commercial Art & Graphic Design	Pete McDonnell Caricature Artist
76	Commercial Art & Graphic Design	Marie L Scarpa
77	Commercial Art & Graphic Design	Nancie West Swanberg

78	Commercial Photography	Dan Mills Productions
79	Commercial Photography	Erickson Productions Inc
80	Commercial Photography	Scott Hess Photography
81	Commercial Photography	Erickson Productions
82	Commercial Photography	Aftertec Advanced Imaging - Drone Company
83	Computer Graphic Design Services	Design Guild
84	Dance Studios Schools & Halls	Studio C Dance Academy
85	Dancing Instruction	Petaluma School of Ballet
86	Distilled & Blended Liquors Production	Barber Lee Spirits Llc
87	Distilled & Blended Liquors Production	Stillwater Spirits
88	Durable Goods Wholesale	Justin Link Music
89	Durable Goods Wholesale	Marin West Dairy Distr Inc
90	Durable Goods Wholesale	Petaluma Junk Co
91	Durable Goods Wholesale	Mark Cheavacci CSTM Cabinetry
92	Durable Goods Wholesale	Emh Shop
93	Durable Goods Wholesale	Robin Allen Nosecchi
94	Durable Goods Wholesale	Blue Ribbon
95	Editorial Services	Erickson Editorial
96	Embroidery	Elaine's Embroidery
97	Embroidery	Rags To Stitches Embroidery
98	Exposition Trade Shows & Fairs	Peking Bazaar
99	Fabricated Metal Products Mfg	Eclipse Design Inc
100	Florists	Rhapsody Floral Design
101	Florists Wholesale	Neve Brothers Wholesale Cut Flowers
102	Flowers Nursery Stock & Florists Supplies Wholesale	Robert Neve Wholesale
103	Flowers Nursery Stock & Florists Supplies Wholesale	Second Street Flowers
104	Food & Beverage Consultants	Small Batch Gourmet
105	Food & Beverage Consultants	Trader Jim's
106	Food Preparations	Clover Sonoma
107	Food Preparations	Zoe's Meats
108	Food Preparations	Amys Kitchen Inc
109	Food Preparations	O Olive Oil
110	Food Preparations	North Bay Foods
111	Furniture Designers & Custom Builders	Michael Cullen Design
112	Graphic Designers	Brad Reynolds
113	Graphic Designers	Carrie Sloat Design
114	Graphic Designers	Headgear Plus Promotional Marketing
115	Groceries & Related Products Wholesale	The Equine Cookie Company
116	Groceries & Related Products Wholesale	Local Honey
117	Groceries & Related Products Wholesale	J M Rosens Cheesecake Wholesale
118	Groceries & Related Products Wholesale	Della Fattoria Wholesale Bread
119	Instrumental Music Instruction	Petaluma School of Music

120	Interior Decorators Designers & Consultants	Fantasma Home Decor
121	Interior Decorators Designers & Consultants	MWS Design
122	Interior Decorators Designers & Consultants	Sonoma Reflections
123	Interior Decorators Designers & Consultants	Pezzolo Designs
124	Interior Decorators Designers & Consultants	Numi Inc
125	Interior Decorators Designers & Consultants	Interior Impressions
126	Jewelry Stores	Palmgrens Engravables & Fine Jewelry
127	Jewelry Stores	Robindira Unsworth Studio
128	Jewelry Stores	Rocklin Jewelry
129	Jewelry Stores	Spiral Jewelry & Artisery
130	Jewelry Stores	Gold Star Jewelry
131	Jewelry Stores	Hollingsworth Jewelers Galler
132	Jewelry Stores	Time & Materials
133	Jewelry Stores	Novedades Bricia
134	Jewelry Stores	Joyeria Santa Rosa
135	Jewelry Stores	Gold N Time Jewelers
136	Jewelry Stores	Gold Rush Jewelers
137	Jewelry Watches Precious Stones & Precious Metals Wholesale	Pacific Coast Pearls
138	Wineries	Reis River Ranch Winery & Tasting Room
139	Wineries	Stephen Vincent Wines Inc
140	Malt Beverages & Beer Mfg	Lagunitas Brewing Company
141	Masquerade & Theatrical Costumes Stores	Custom Costumes
142	Misc Homefurnishings Stores	Quilted Angel
143	Misc Homefurnishings Stores	Wine Country Cabinetry & Design
144	Misc Publishers	Manchester Music Library
145	Misc Publishers	Sophia Perennis
146	Misc Publishers	Zeego Media
147	Misc Publishers	J & J Publishing
148	Motion Picture & Video Tape Production	San Francisco Bay Area Video Production Company
149	Motion Picture & Video Tape Production	Rua Reporting Service
150	Motion Picture Producers & Studios	Loften Productions
151	Museums	Petaluma Wildlife & Natural Science Museum
152	Museums	Petaluma Historical Library & Museum
153	Museums	Petaluma Arts Center
154	Museums	Ams Planning & Research
155	Music Dealers	KALA Brand Music Co
156	Music Schools	Pacific Empire Chorus
157	Musical Instrument Retail Stores	Tall Toad Music
158	Musical Instrument Retail Stores	Grubaugh & Seifert Violins
159	Personal Services	Blue Lotus
160	Personal Services	Preferred Sonoma Caterers
161	Personal Services	Quilters Studio Sonoma

162	Photographic Studios & Services	Danielle Fletcher Photography
163	Photographic Studios & Services	Murray Rockowitz Photographer
164	Photographic Studios & Services	J Dunham Photography
165	Photographic Studios & Services	Abigail Huller Photography
166	Photographic Studios & Services	Gary Segraves Photography
167	Photographic Studios & Services	Studio 7 Photography
168	Photographic Studios & Services	Mary Jean Murphy Photography
169	Photographic Studios & Services	Jack Hecker Photography
170	Photographic Studios & Services	Whitney Rick Photography
171	Photographic Studios & Services	Blue Vines Photography
172	Photographic Studios & Services	Jim Coda Photography
173	Pottery	Family Tree Pottery
174	Pottery Mfg	Diana Crain Porcelain
175	Recording Studios	TempoBright Entertainment
176	Recording Studios	Must Hatch Studio
177	Recording Studios	Grizzly Studios
178	Sewing Needlework & Piece Goods Stores	Fiber Circle Studio
179	Sewing Needlework & Piece Goods Stores	YS France
180	Shoe Repair Shops & Shoeshine Parlors	Petaluma Shoe Repair
181	Shoe Repair Shops & Shoeshine Parlors	Petaluma Fast Shoes Repair
182	Software Publishers	Galecia Group
183	Software Publishers	Npi Software
184	Software Publishers	Carium
185	Software Publishers	Infomark Software Corporation
186	Translators & Interpreters	Ronald Masi Technical Translations
187	Used Merchandise Stores	Lutz Bag Co
188	Used Merchandise Stores	Thriftique
189	Used Merchandise Stores	Thrifty Hippy Thrift Store
190	Used Merchandise Stores	Books As Issued
191	Used Merchandise Stores	Alphabet Soup Thrift Store
192	Used Merchandise Stores	Kid Exchange & Zoe Womens Clothes
193	Used Merchandise Stores	Copperfields Books
194	Used Merchandise Stores	Silly Strings Guitar Shop
195	Used Merchandise Stores	Heritage Salvage
196	Used Merchandise Stores	Jaylinas
197	Video Production & Taping Services	Kristine L Rebillot
198	Video Production & Taping Services	Purple Motion Pictures
199	Video Production & Taping Services	Berkley Integrated Audio
200	Violins Retail Stores	Anthony Lane Violin
201	Website Design Services	Hankins Consulting Inc
202	Website Design Services	Business Website Center
203	Wine & Distilled Alcoholic Beverages Wholesale	Jt's Mom & Pop Wine Tours
204	Wine & Distilled Alcoholic Beverages Wholesale	Lombardi Wines

205	Wine Stores	Aabalat Fine & Rare Wines
206	Wine Stores	Wine Library
207	Wines Brandy & Brandy Spirits Production	Barber Cellars
208	Wines Brandy & Brandy Spirits Production	Whipsmart Wine Company
209	Wines Brandy & Brandy Spirits Production	Parum Leo Winery & Vineyard
210	Wines Brandy & Brandy Spirits Production	Pyramids Winery
211	Woodworking Machinery Wholesale	Keller & Co
212	Writers	Duane Big Eagle

Source: Database USA, 2021.