

## ***The Museum Store & Art Gallery Social Enterprise Overview***

The Museum Store & Art Gallery is a new venture of the California Indian Museum & Cultural Center (CIMCC). The Museum Store will serve as a Native marketplace designed to provide an entrepreneurial platform for California Indigenous artists to showcase and sell their items. Most significantly, the social enterprise serves as a training ground for graduates of The Museum Store's sister endeavor, the Native Youth Employment Training Program (NYETP), which provides culturally-relevant educational support and job skills training to Native youth in order to connect them to the workforce and/or secondary education attainment.

### **The Museum Store & Art Gallery is being developed for the purpose of:**

1. Realizing CIMCC's mission of contributing to the development of contemporary lives of the Indigenous peoples of California, as well as culturally enriching and benefiting the people of California and the general public.
2. Scaling the museum's educational and outreach programs to influence a larger audience of local Indigenous youth.
3. Sustaining the NYETP so that the epidemic of disconnected Native youth may be combatted, and an increase of Native youth who enter the workforce and pursue higher education may be achieved.

### **Benefits:**

- Creates a centralized Native marketplace for California Indigenous artists and the public
- Supports and funds the NYETP; makes visible the often ignored or overlooked need for culturally-specific workforce training programs
- Connects the local community of employers and businesses to skilled candidates, resulting in a more educated and diversified workforce

### **Customers:**

- Local Indigenous community (including artists/vendors)
- Visitors and tourists
- Sonoma County locals

### **Social Outcomes:**

- Through the NYETP, 72 or more disconnected Native youth receive classroom-based workforce training; 44 or more youth complete the 6 months of complete training (classroom + onsite training in The Museum Store & Art Gallery)
- Increased candidacy for employment, income opportunities, and self-sufficiency for NYETP graduates

### **Financial Outcomes:**

- Full financial stability for NYETP program by Operational Year 5
- Over \$43,00 of earned income by end of Year 3