

INSIDE

S A C R A M E N T O



Cecily Hastings
Publisher

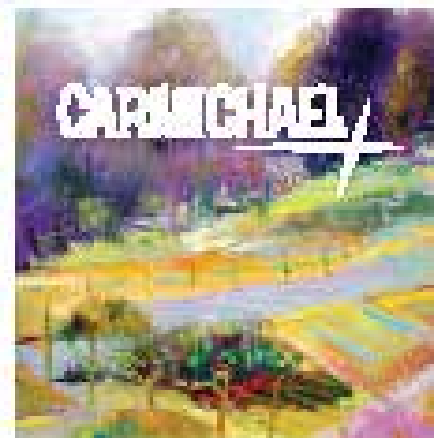
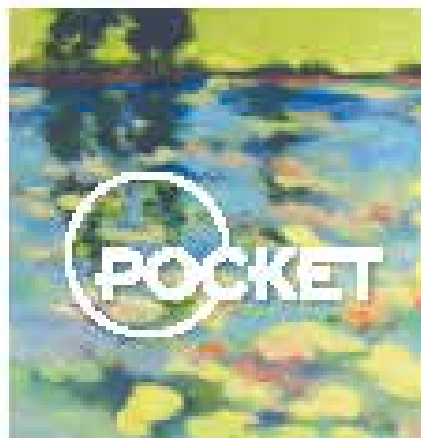
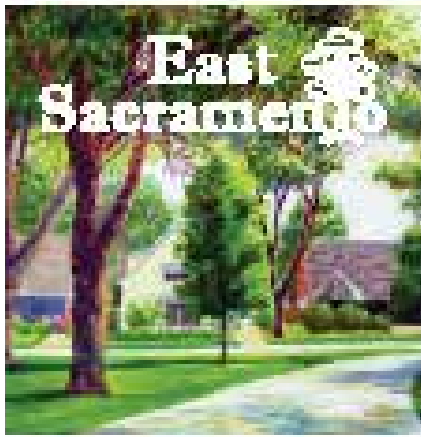
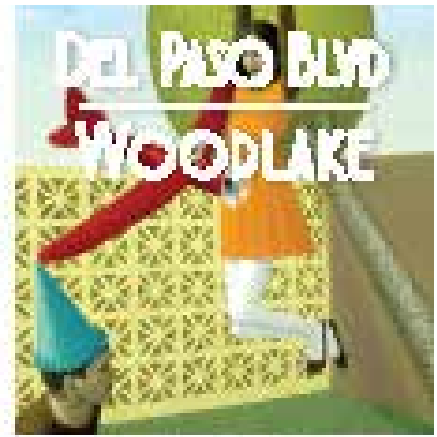
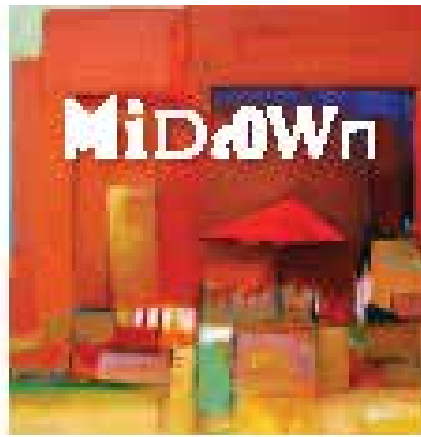
30 Years of Community-Centered Civic Journalism
Founded 1996

ORIGIN & MISSION

For three decades, **Inside Sacramento** has served as a trusted source of hyperlocal journalism, documenting the people, places, and policies that shape daily life in Sacramento's neighborhoods. Founded in 1996, the publication emerged to fill a critical gap in local media: consistent, in-depth reporting on neighborhood-level issues that were largely overlooked by metropolitan news outlets.

At a time when traditional newsrooms have dramatically reduced local coverage, **Inside Sacramento** has expanded its commitment to community-based reporting. The magazine remains focused on the experiences of residents—covering neighborhood businesses, schools, historic preservation, civic disputes, and the evolving character of Sacramento's districts—while maintaining free distribution to households throughout the city.





PRESERVING NEIGHBORHOOD IDENTITY & LOCAL HISTORY

One of **Inside Sacramento's** most significant contributions has been its long-term documentation of neighborhood identity during periods of rapid growth and change. Over 30 years, the publication has chronicled the transformation of Midtown, East Sacramento, Land Park, Curtis Park, and surrounding communities as Sacramento evolved from a government-centered city into a regional destination.

Through profiles, historical features, and architectural reporting, **Inside Sacramento** has preserved stories that would otherwise be lost—disappearing landmarks, early small businesses, and personal histories not captured by mainstream media. Collectively, these stories form an informal but invaluable archive of Sacramento's social, cultural, and civic development.

SUPPORTING LOCAL ARTS, CULTURE & SMALL BUSINESSES

Long before the concept of a “creative economy” gained prominence, **Inside Sacramento** was covering the artists, designers, restaurateurs, musicians, and nonprofit leaders who contribute to the city’s cultural vitality.

The publication has consistently elevated local creatives and entrepreneurs, offering visibility to independent businesses and organizations that often lack access to sustained media coverage. Its arts and culture reporting highlights gallery openings, public art installations, theater productions, music venues, and emerging designers—frequently years before broader recognition—helping strengthen Sacramento’s cultural ecosystem and local economy.



A core mission of **Inside Sacramento** is civic journalism that informs residents and promotes government accountability. The publication reports extensively on development proposals, zoning changes, park stewardship, transportation planning, homelessness policy, historic preservation, nonprofit funding, and local government decision-making.

In 2025, **Inside Sacramento** launched a monthly **Civic Dashboard**, published in print and online, to track major civic projects and policy initiatives. The Dashboard is designed to make complex government actions accessible to residents and encourage informed public engagement. Sacramento Mayor Kevin McCarty has publicly described the **Civic Dashboard** as his “mayoral to-do list.”

Current reporting projects include the siting of tiny homes for unsheltered residents, public access along the Sacramento River, pedestrian safety and traffic fatalities, conditions at the city’s animal shelter, and the destruction of American River levee habitat.



CIVIC REPORTING & PUBLIC ACCOUNTABILITY





COMMUNITY INSTITUTIONS & VOLUNTEERISM

Another defining aspect of **Inside Sacramento's** work is its sustained focus on nonprofit organizations, neighborhood associations, and volunteer-driven institutions.

From park conservancies and arts organizations to social service providers and historic preservation groups, the magazine documents the often-unseen civic infrastructure that supports community well-being and neighborhood resilience.

SUSTAINABILITY & THE NEED FOR PHILANTHROPIC SUPPORT

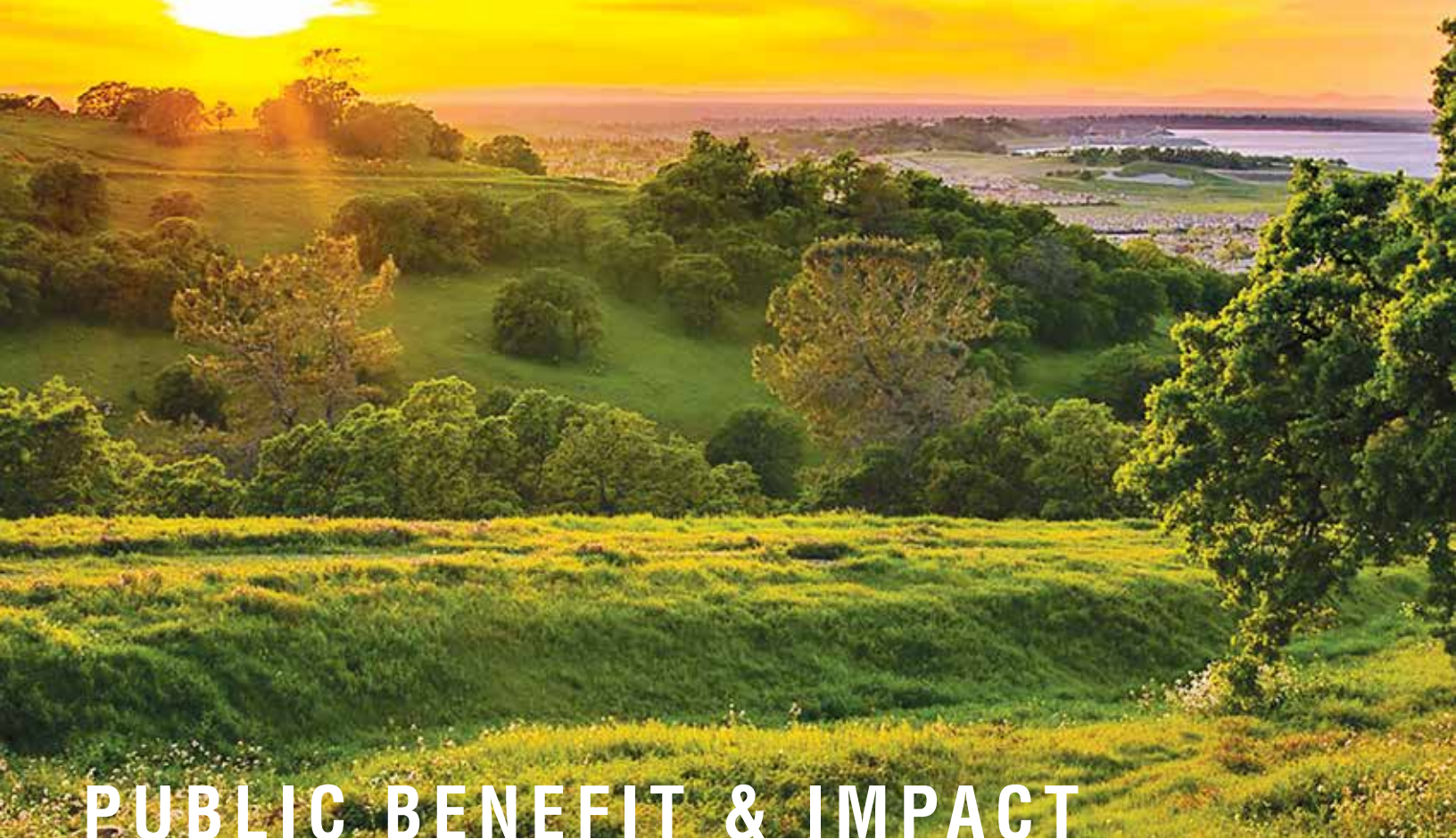
From 1996 through 2025, **Inside Sacramento** was entirely funded by small business advertising, covering all costs associated with writing, editing, design, printing, and direct-mail distribution. However, the local advertising environment has changed dramatically over the past decade, particularly following the COVID-19 pandemic.

Rising costs of goods, labor, and real estate—combined with retirements—have led to the closure of many locally owned businesses. They have increasingly been replaced by regional and national chains with limited interest in supporting local journalism through advertising. While advertising revenue remains an important funding source, it is no longer sufficient to sustain robust, independent local journalism.

In response, **Inside Sacramento** is expanding its business model through a nonprofit partnership: the **Sacramento Civic Journalism Project**. This initiative allows the publication to seek grant funding and charitable contributions to support in-depth civic reporting and maintain free distribution to 80,000 households.

INSIDE SACRAMENTO IS PUBLISHED THROUGH THE
SACRAMENTO CIVIC JOURNALISM PROJECT
A PARTNERHSIP WITH NONPROFIT FRIENDS OF EAST SACRAMENTO
SUPPORTING INDEPENDENT, COMMUNITY-CENTERED CIVIC REPORTING.





PUBLIC BENEFIT & IMPACT

For 30 years, **Inside Sacramento** has provided residents with reliable information, historical context, and civic insight essential to a healthy democracy. Its work strengthens community connection, promotes transparency, supports local culture and nonprofits, and preserves Sacramento's neighborhood history.

Grant support will ensure that this essential civic resource continues to serve Sacramento's residents—particularly at a time when local journalism is disappearing nationwide and community-based reporting is more critical than ever.

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Free, independent civic journalism for Sacramento neighborhoods.

PHOTOS COURTESY OF LINDA SMOLEK & ANIKO KIEZEL