

Memorandum

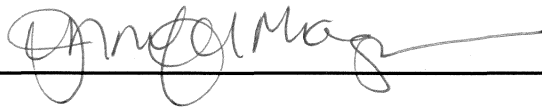
TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Kim Welsh

**SUBJECT: PROPOSED 2016-2017 TRANSIENT
OCCUPANCY TAX FUNDED ARTS
AND CULTURAL DEVELOPMENT
GRANTS**

DATE: May 25, 2016

Approved



Date

5-25-16

RECOMMENDATION

Approve the proposed 2016-2017 funding allocations for Transient Occupancy Tax (TOT) funded arts and cultural grant awards as outlined in Attachments A, B and C to this memorandum for a total amount of \$3,827,840.

BACKGROUND

Fifteen percent (15%) of the collected TOT deposited in the TOT Fund is used to fund cultural arts grants and the Office of Cultural Affairs (OCA) in the Office of Economic Development. Per the Municipal Code, allowable uses are arts programs and arts grants, and OCA operating costs (staff and administration). Each year, grant awards are recommended based on projected TOT and a competitive application-based peer review process. The purpose of this memorandum is to outline the recommended grant awards in the 2016-2017 *Cultural Funding Portfolio: Investments in Art, Creativity and Culture*.

ANALYSIS

Each year, in tandem with the development of the Proposed Operating Budget, the OCA develops recommendations for the allocations of TOT funds for arts and cultural development programs and services. Programs and services are prioritized based on available funding and cultural development funding priorities. Among the most significant are three core grant programs that comprise the *Cultural Funding Portfolio: Investments in Art, Creativity and Culture* - Operating Grants; Festival, Parade and Celebration Grants; and *take pART* Grants. Cultural arts grants awarded to arts and community-based organizations enhance the cultural vitality of San José and contribute to its continued economic development.

Cultural Development Funding Priorities

As part of the implementation of the Council-adopted *Cultural Connection: San Jose's Cultural Plan for 2011-2020*, a 2014-2016 Prioritized Workplan has been developed that reflects the top priorities for cultural development in San José. With the support of the Arts Commission and Community and Economic Development Committee, the *Cultural Connection 2014-2016 Prioritized Workplan* was adopted by the City Council on May 20, 2014.

Cultural Connection strategic goals include:

- Support residents' active, personal participation in arts and culture;
- Support the availability of diverse cultural spaces and places throughout the community;
- Strengthen Downtown San José as the creative and urban center of the Silicon Valley;
- Integrate high impact public art and design throughout the community;
- Expand residents' access to arts and cultural learning opportunities;
- Foster destination quality events in San José;
- Strengthen community-wide marketing and audience engagement;
- Enhance support for creative entrepreneurs and the commercial creative sector;
- Strengthen the cultural community's infrastructure; and
- Increase funding for cultural development.

Recommended Grant Awards for the Cultural Funding Portfolio

A key strategy to advance the goals of *Cultural Connection* is through partnerships and grant agreements with community-based organizations. *Cultural Funding Portfolio: Investments in Art, Creativity and Culture* is comprised of grants across three core grant programs aimed at promoting cultural vibrancy, cultural diversity, and economic development in San José.

- Operating Grants provide financial support for selected San José arts organizations of various disciplines, sizes and stages of development.
- Festival, Parade & Celebration Grants enable access for all City residents to a wide range of diverse cultural events, large and small. These events are often held in public spaces and are always open to the public.
- take pART Grants support specific arts activities offered by volunteer-driven arts organizations, community service organizations, and very small semi-professional and professional arts organizations.

Annually, the OCA releases Council-adopted guidelines and criteria for the three grant programs that comprise the Cultural Funding Portfolio. Notices of the grant opportunities are publicized through multiple channels including the OCA's website, OCA's contact list, and in several local newspapers published in English, Spanish and Vietnamese. Each spring, peer review panels evaluate and score applications based on the guidelines and criteria. Peer review panels are comprised of a diverse mix of Arts Commissioners, multidisciplinary nonprofit arts and culture professionals, and community representatives. The peer review panels' recommendations are

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forwarded to the Arts Commission for review in May, and then the recommended grants are integrated into the City's proposed operating budget for the next fiscal year.

In the 2016-2017 Proposed Operating Budget, the recommended grant awards total \$3,827,840. The recommended grants include:

- 30 Operating Grant awards in the amount of \$2,944,426 (Attachment A);
- 38 Festival, Parade & Celebration Grant awards in the amount of \$519,044 and two additional Fourth of July Celebration Grants (per City Council's approval of the Mayor's March Budget Message for Fiscal Year 2016-2017) in the amount of \$65,000 (Attachment B); and
- 25 *take pART* Grant awards in the amount of \$299,370 (Attachment C).

The above grants include Fourth of July Celebration Grants as directed in the Council-approved Mayor's March Budget Message for Fiscal Year 201-2017. Funded through the TOT Cultural Facilities Reserve Fund, these grants are included in Attachment B with other festival and celebration grants.

At the May 16, 2016 meeting, the Arts Commission reviewed the proposed 2016-2017 funding allocations for Arts and Cultural Development Programs and Services, including recommended grants. The Arts Commission recommended that the City Council approve the recommended 2016-2017 grant awards.

/s/

KIM WALESH
Deputy City Manager and
Director of Economic Development

For more information, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.

Attachment A: Proposed 2016-2017 Operating Grant Awards

Attachment B: Proposed 2016-2017 Festival, Parade and Celebration Grant Awards

Attachment C: Proposed 2016-2017 *take pART* Grant Awards

**Attachment A:
2016-2017 Operating Grant Recommendations**

Organization	Grant Amount
Abhinaya Dance Company of San Jose	\$40,306
Bay Area Glass Institute	\$64,558
Children's Discovery Museum of San Jose	\$230,233
Children's Musical Theater San Jose	\$190,716
Chinese Performing Arts of America	\$58,538
Cinequest Film Festival	\$137,900
City Lights Theater Company of San Jose	\$79,478
Firebird Youth Chinese Orchestra	\$38,640
Kaisahan of San Jose Dance Company	\$31,325
MACLA/Movimiento de Arte y Cultura Latino Americana	\$93,920
Mexican Heritage Corporation	\$32,948
Opera San Jose	\$277,996
San Jose Chamber Orchestra	\$48,431
San Jose Institute of Contemporary Art	\$82,152
San Jose Jazz	\$154,249
San Jose Multicultural Artists Guild	\$23,818
San Jose Museum of Art	\$285,191
San Jose Museum of Quilts & Textiles	\$71,336
San Jose Stage Company	\$118,523
San Jose Symphonic Choir	\$22,740
San Jose Taiko	\$74,565
San Jose Youth Symphony	\$91,354
School of Arts and Culture at Mexican Heritage Plaza	\$141,606
Silicon Valley Shakespeare	\$26,834
Starting Arts	\$80,336
Steinway Society - The Bay Area	\$19,285
Symphony Silicon Valley	\$229,242
The Tabard Theatre Company	\$66,839
Vivace Youth Chorus	\$31,475
ZERO1	\$99,892
Total Operating Grants Proposed:	\$2,944,426

**Attachment B:
2016-2017 Festival, Parade and Celebration Grant Recommendations**

Event	Grant Amount
AIMusic International Festival	\$7,112
Almaden Art & Wine Festival	\$12,090
Bark in the Park	\$13,512
CAAMFest San Jose	\$4,143
Christmas in the Park	\$46,671
Cinequest Film Festival	\$48,576
The Commons	\$3,584
CPAA Spring Festival Silicon Valley	\$12,090
Dancin' on the Avenue	\$17,906
Dia de los Muertos	\$6,378
Dia de Portugal Festival	\$14,224
Downtown Ice	\$46,671
Fiesta Navideña	\$5,819
Guitar Solo & Ensemble Festival	\$4,701
Italian Family Festa	\$16,116
La Ultimada Parada	\$4,701
Luna Park Chalk Art Festival	\$5,819
Music in the Park	\$19,100
Nikkei Matsuri SJ Japantown	\$4,701
Opera in the Park	\$3,584
Pumpkins in the Park	\$6,378
Rose, White and Blue 4th of July Parade	\$12,090
San Jose Fountain Blues Festival	\$17,310
San Jose Jazz Summer Fest	\$48,576
San Jose Jazz Winter Fest	\$15,646
San Jose Poetry Festival	\$5,819
Silicon Valley African Film Festival's Cinema Café Series	\$17,068
Silicon Valley Bikes! Festival and Bike Show	\$3,584
Silicon Valley Jewish Film Festival	\$14,325
sjDANCEco Dance Festival	\$4,143
SJZ Boombox Concert Series	\$7,112
SoFA Street Fairs 2016-17	\$11,379
Street Market/SubZero	\$17,310
Symphony Summer Pops Festival	\$17,310
TET Festival	\$4,978
Veterans Day Parade	\$12,090
Wildlife Festival	\$3,584
Willow Glen Founders' Day Parade	\$2,844
Total FPC Grants Proposed:	\$519,044
4th of July Celebration Grants	
Almaden Valley Women's Club	\$15,000
Rotary Fireworks	\$50,000
Total 4th of July Celebration Grants Proposed:	\$65,000

**Attachment C:
2016-2017 take pART Grant Recommendations**

Organization	Grant Amount
Alum Rock Educational Foundation	\$9,500
American Beethoven Society	\$7,500
Cambodian American Resource Agency	\$9,595
College of Adaptive Arts	\$2,500
East Side Community Arts	\$6,375
Exhibition District	\$12,750
Gilbert & Sullivan Society of San Jose	\$12,750
Media Poetry Studio	\$10,200
Northside Theatre Company	\$15,000
Opera Cultura	\$14,250
P.A.R.T.I. Program	\$11,875
Sangam Arts	\$14,250
San Jose Center for Poetry and Literature	\$10,450
San Jose Chamber Music Society	\$12,750
San Jose Choral Project	\$15,000
San Jose Downtown Foundation	\$15,000
San Jose International Piano Competition	\$15,000
San Jose Youth Shakespeare	\$9,500
SCVPAA for Mission Chamber Orchestra	\$14,250
sjDANCEco	\$12,750
SJSURF for Center for Literary Arts	\$15,000
South Bay Guitar Society	\$15,000
Teatro Vision	\$15,000
Winchester Orchestra	\$10,625
Works/San Jose	\$12,500
Total take pART Grants Proposed:	\$299,370