

Transient Occupancy Tax Fund

2023-2024 CULTURAL GRANT AWARDS

By Ordinance, the Transient Occupancy Tax (TOT) Fund provides funding for Convention Facilities Operations and Maintenance, Cultural Development, and the San José Convention and Visitors Bureau. TOT revenues allocated for Cultural Development provide funding for the cultural grant and Office of Cultural Affairs (OCA) programs. Each year, the OCA promotes grant opportunities and solicits applications. Applications for funding are evaluated based on guidelines and criteria approved by the City Council. Grant awards are made based on a competitive application-based peer review process and available funding.

The City Council-adopted *Cultural Connection: San José's Cultural Plan* reflects the strategic goals and top priorities for cultural development in San José. A key strategy to advance the goals of *Cultural Connection* is through partnerships and grant agreements with community-based organizations and creative entrepreneurs across grant program areas aimed at promoting cultural vibrancy, cultural diversity, and economic development in San José, including:

- 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 arts activities offered by volunteer-driven arts organizations, community service organizations, and small semi-professional and professional arts organizations.
- Capitalization and Sustainability Grants support activities of nonprofit art organizations that will increase their working financial capital and promote fiscal soundness.
- Programmatic Partnerships advance the goals and recommendations outlined in *Cultural Connection*.

Grant awards are based on available funding and cultural development funding priorities. Initial recommendations are reviewed by a panel of Arts Commissioners, arts and culture professionals, and community representatives; forwarded to the Arts Commission for formal review; and then submitted for the City Council's approval as part of the annual budget process.

San José's arts and culture sector continues to recover from the COVID-19 pandemic that caused significant revenue losses from programming, admissions, and fundraising events, even leading to the closure of some arts organizations. Transient Occupancy Tax revenue, the primary funding source for City support, continued to rebound in 2022-2023 but remains significantly lower than pre-pandemic levels.

To support the City's arts and cultural partners, the 2023-2024 Adopted Operating Budget includes \$1.0 million of supplemental funding from the General Fund for Small Business Recovery – Supplemental Arts + Cultural Funding initiatives as part of the City's continued community and economic recovery efforts, as well as \$5.4 million from the Transient Occupancy Tax Fund for grants and initiatives managed by the Office of Cultural Affairs. Of this amount, \$4.1 million is allocated toward individual grant awards, as recommended by the Arts Commission on May 16, 2023 and detailed below.

Transient Occupancy Tax Fund

2023-2024 CULTURAL GRANT AWARDS

Remaining funds will support other cultural development programs and initiatives managed by the Office of Cultural Affairs, including: technical assistance grant programs for nonprofit art organizations and creative entrepreneurs; Creative License Ambassador commissions; arts marketing; City Hall exhibits; Cornerstone of the Arts Awards; special events like CityDance and Make Music Day; and public art maintenance, among others.

Organization	Grant Amount
Operating Grants	
Abhinaya Dance Company of San Jose	\$30,549
Aimusic School	\$64,263
Bay Area Glass Institute	\$77,801
Cashion Cultural Legacy	\$28,360
Children's Discovery Museum of San Jose	\$168,820
Children's Musical Theater San Jose	\$208,205
Chinese Performing Arts of America	\$46,335
Cinequest Film Festival	\$125,699
City Lights Theater Company of San Jose	\$102,024
Kaisahan of San Jose Dance Company	\$19,902
Local Color	\$59,168
MACLA/Movimiento de Arte y Cultura Latino Americana	\$100,259
MOSAIC America	\$45,426
Opera San Jose	\$231,336
San Jose Chamber Orchestra	\$47,307
San Jose Choral Project	\$18,335
San Jose Institute of Contemporary Art	\$112,018
San Jose Jazz	\$190,369
San Jose Multicultural Artists Guild	\$28,823
San Jose Museum of Art	\$232,935
San Jose Museum of Quilts & Textiles	\$71,924
San Jose Stage Company	\$89,033
San Jose Symphonic Choir	\$14,686
San Jose Taiko	\$69,699
San Jose Youth Symphony	\$91,653
School of Arts and Culture at MHP	\$250,728
School of Visual Philosophy	\$19,621
sjDANCEco	\$21,968
Silicon Valley Shakespeare	\$31,683
Starting Arts	\$156,811
Steinway Society - The Bay Area	\$18,951
Symphony San Jose	\$184,411
Teatro Vision	\$38,347
The New Ballet School	\$124,590
Vivace Youth Chorus	\$33,461
Total Operating Grants	\$3,155,500

Festival, Parade and Celebration (FPC) Grants	
Almaden Fireworks Festival	\$5,000
Back to School Fest (ICAN)	\$5,000
Bark in the Park	\$15,954
Chile Mole Pozole	\$8,154

Transient Occupancy Tax Fund

2023-2024 CULTURAL GRANT AWARDS

Festival, Parade and Celebration (FPC) Grants (cont'd.)	
Chinese Dragon Boat Festival	\$6,027
Chinese Performing Arts of America Spring Festival Silicon Valley	\$14,359
Chopsticks Alley Art	\$5,495
Christmas in the Park	\$55,095
Cinequest Film Festival	\$55,095
Children's Discovery Museum Cultural Festival Series	\$21,201
Culture Night Market (Local Color)	\$12,763
Dia de los Muertos (San Jose Multicultural Artists Guild)	\$14,359
Dia de Portugal Festival	\$12,765
Dia San Jose (SJDA)	\$13,827
Downtown Ice	\$57,719
Enkulatash Ethiopian New Year Celebration	\$10,636
Fountain Blues and Brews Festival	\$19,570
Gay Pride Celebration	\$36,730
Guitar Fest	\$5,000
International Mother Language Celebration	\$5,318
Italian Family Festa	\$17,940
Jubilee Wellness Festival	\$5,850
Juneteenth 2024	\$19,570
Luna Park Chalk Art Festival	\$6,027
Mosaic Festival	\$21,201
Music in the Park	\$21,201
Nikkei Matsuri Festival	\$15,954
Pumpkins in the Park	\$5,318
Queer Afro Latin Dance Festival	\$16,309
Rose, White and Blue 4th of July Parade	\$13,827
San Jose Jazz Summer Fest	\$57,719
San Jose Poetry Festival	\$5,000
Shakespeare in the Park	\$23,399
Sikh Gurdwara - Hola Mohala	\$11,700
Silicon Valley African Film Festival	\$23,399
Silicon Valley Jewish Film Festival	\$11,416
SoFA Street Fairs 2023-24	\$8,154
South First Fridays/SubZERO Festival	\$14,678
Veggie Fest	\$10,636
Vietnamese American Roundtable (VAR)'s Black April Commemoration	\$5,673
Youth Music and Arts Cultural Festival	\$10,636
Total Festival, Parade and Celebration Grants	\$705,674

take pART Grants	
Alliance for Youth Achievement	\$24,500
Chopsticks Alley Art	\$23,750
Contemporary Asian Theatre Scene (CATS)	\$8,526
CreaTV	\$15,193
genARTS (SVCreates)	\$3,221
La Raiz Magazine	\$3,920
Opera Cultura	\$24,500
PARTI Program	\$20,900
Playful People Productions	\$19,600
Red Ladder Theatre Company	\$25,000
San Jose Center for Poetry and Literature	\$14,700

Transient Occupancy Tax Fund

2023-2024 CULTURAL GRANT AWARDS

San Jose Chamber Music Society	\$20,228
take pART Grants (cont'd.)	
San Jose Downtown Foundation	\$15,000
SCVPAA for Mission Chamber Orchestra	\$14,250
South Bay Guitar Society	\$13,300
Voices of Silicon Valley	\$4,548
Winchester Orchestra	\$12,250
Works/San Jose	\$15,000
Total take pART Grants	\$278,386