

Transient Occupancy Tax Fund

2024-2025 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 2023-2024 but remains significantly lower than pre-pandemic peak levels.

To support the City's arts and cultural partners, the 2024-2025 Adopted Operating Budget includes \$500,000 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 \$6.0 million from the Transient Occupancy Tax Fund for grants and initiatives managed by the Office of Cultural Affairs. Of this amount, \$4.15 million was initially allocated toward individual grant awards, focusing on the Operating Grants, Festival, Parade & Celebration Grants, and take pART Grants programs, as recommended by the Arts Commission on May 20, 2024 and detailed below.

Transient Occupancy Tax Fund

2024-2025 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.

Operating Grants	Grant Amount
1. Abhinaya Dance Company of San Jose	\$35,421
2. Aimusic School	\$63,012
3. Bay Area Glass Institute	\$78,081
4. Cashion Cultural Legacy	\$37,182
5. Children's Discovery Museum of San Jose	\$161,570
6. Children's Musical Theater San Jose	\$208,018
7. Chinese Performing Arts of America	\$45,442
8. Cinequest Film Festival	\$124,279
9. City Lights Theater Company of San Jose	\$109,565
10. Kaisahan of San Jose Dance Company	\$19,675
11. Local Color	\$68,970
12. MACLA/Movimiento de Arte y Cultura Latino Americana	\$101,194
13. Mosaic America	\$57,626
14. Opera San Jose	\$223,959
15. San Jose Chamber Orchestra	\$50,448
16. San Jose Institute of Contemporary Art	\$107,947
17. San Jose Jazz	\$182,895
18. San Jose Multicultural Artists Guild	\$28,710
19. San Jose Museum of Art	\$242,267
20. San Jose Museum of Quilts & Textiles	\$78,255
21. San Jose Stage Company	\$90,787
22. San Jose Symphonic Choir	\$15,560
23. San Jose Taiko	\$77,750
24. San Jose Youth Symphony	\$95,313
25. School of Arts and Culture at MHP	\$218,966
26. sjDANCEco	\$26,113
27. Silicon Valley African Film Festival	\$25,580
28. Silicon Valley Shakespeare	\$39,135
29. Starting Arts	\$154,062
30. Symphony San Jose	\$184,381
31. Teatro Vision	\$48,162
32. The New Ballet School	\$125,815
33. Vivace Youth Chorus	\$35,377
Total Operating Grants:	\$3,161,517

Transient Occupancy Tax Fund

2024-2025 CULTURAL GRANT AWARDS

Festival, Parade, and Celebration Grants	Grant Amount
1. African American Community Services Association (AACSA)	\$15,285
2. Aimusic Festival	\$35,848
3. Almaden Valley Women's Club – 4 th of July Fireworks Show	\$10,000
4. Campus Community Association	\$11,091
5. Cashion Cultural Legacy	\$15,250
6. Children's Discovery Museum of San Jose	\$19,652
7. Chinese Performing Arts of America	\$15,285
8. Chopsticks Alley Art	\$4,159
9. Christmas in the Park	\$50,662
10. Cinequest	\$47,470
11. Contemporary Asian Theater Scene (CATS)	\$5,000
12. Culture Night Market	\$9,913
13. Curatus	\$9,827
14. Eastside Magazine	\$10,398
15. Ethiopian Community Services, Inc.	\$10,398
16. Fountain Blues Festival	\$8,734
17. Friends of Levitt Pavilion San Jose	\$13,101
18. Gay Pride Celebration Committee of San Jose	\$32,146
19. Guadalupe River Park Conservancy	\$5,200
20. History San Jose	\$4,175
21. Italian American Heritage Foundation	\$12,010
22. Latina Coalition of Silicon Valley	\$4,575
23. Local Color	\$5,000
24. Luna Park Arts Foundation	\$6,100
25. Mosaic America	\$19,652
26. Nikkei Matsuri	\$12,477
27. Portuguese Heritage Society of California	\$6,932
28. Positive Alternative Recreational Teambuilding Impact (PARTI)	\$15,285
29. Project MORE	\$11,091
30. Rose, White, & Blue Parade	\$8,318
31. San Jose Center for Poetry & Literature	\$9,913
32. San Jose Downtown Association (SoFA St. Fair)	\$10,398
33. San Jose Downtown Association (Dia San Jose)	\$9,705
34. San Jose Downtown Association (Downtown Ice)	\$52,717
35. San Jose Downtown Association (Music in the Park)	\$17,468
36. San Jose Jazz	\$52,717
37. San Jose Multicultural Artists Guild (SJMAG)	\$12,129
38. School of Arts & Culture at MHP	\$6,100
39. Silicon Valley African Film Festival	\$19,652
40. Silicon Valley Jewish Film Festival	\$8,734

Transient Occupancy Tax Fund

2024-2025 CULTURAL GRANT AWARDS

Festival, Parade and Celebration Grants	Grant Amount
41. Silicon Valley Shakespeare	\$19,652
42. SJ Walls	\$13,101
43. sjDANCEco	\$10,398
44. South Bay Guitar Society of San Jose	\$3,466
45. Vietnamese American Organization	\$5,338
46. Vietnamese American Roundtable	\$4,575
Total Festival, Parade and Celebration Grants: \$691,097	

Take pART Grants	Grant Amount
1. Alliance for Youth Achievement	\$16,750
2. Contemporary Asian Theatre Scene (CATS)	\$4,745
3. Chopsticks Alley Art	\$15,250
4. Chamber Music Silicon Valley	\$13,500
5. CreaTV San Jose	\$9,596
6. genARTS (SVCreates)	\$6,068
7. History San Jose	\$4,800
8. HomeFirst	\$8,750
9. International Children's Assistance Network (ICAN)	\$12,814
10. La Raiz Magazine	\$5,760
11. Lyric Theatre	\$15,750
12. More Mas Marami	\$11,700
13. Opera Cultura	\$16,000
14. Positive Alternative Recreational Teambuilding Impact (PARTI)	\$13,420
15. Playful People Productions	\$14,000
16. Recovery Café	\$18,750
17. Red Ladder Theatre	\$21,500
18. San Jose Center for Poetry & Literature	\$11,250
19. San Jose Chamber Music Society	\$11,238
20. San Jose Downtown Foundation	\$13,050
21. Santa Clara Valley Performing Arts Association	\$9,150
22. South Bay Guitar Society of San Jose	\$8,400
23. Together We Create (TWC)	\$6,411
24. Voices of Silicon Valley	\$8,235
25. Winchester Orchestra	\$8,500
26. Works/San Jose	\$12,000
Total take pART Grants: \$297,386	