



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

**SUBJECT: PROPOSED CREATIVE
INDUSTRIES INCENTIVE
FUND – ROUND 7 AWARDS**

DATE: January 16, 2019

Approved

Date

RECOMMENDATION

Recommend that the City Manager authorize the panel's recommendations for the Creative Industries Incentive Fund Round 7 awards.

BACKGROUND

On January 4, 2017, the Arts Commission approved the revised guidelines and funding allocation for Round 5 of the Creative Industries Incentive Fund (CIIF), a program that aims to catalyze San Jose's creative industries and arts-based commercial businesses involved in the production or distribution of the arts. Beginning with Round 5, the CIIF expanded to include a new funding category, CIIF Place-Based, to support place-based arts businesses to maintain or strengthen their roots in a specific neighborhood. The new category received funding support from The Knight Foundation to support CIIF – Round 5 place-based proposals in three San Jose cultural areas: Downtown, Japantown and East Side.

Project-based support is awarded to San Jose-based businesses through a competitive application process that includes a peer review panel. Projects supported through this program are aimed at growth and economic sustainability. Incentives can be provided for creative industries of all types such as manufacturers, service providers, presenters, and designers, among others.

The CIIF was implemented as a recommendation of *Cultural Connection: San Jose's Cultural Plan for 2011-2020* as detailed in Strategic Goal 8: Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector. One of the long-term recommendations is to facilitate access to funding for start-up and expansion of creative businesses.

This program is one of multiple initiatives of the Creative Entrepreneur Project (CEP) implemented by the Office of Cultural Affairs in alignment with the City of San Jose's goal to attract, retain, and support creative talent, entrepreneurs and small business owners. Funds were granted to the Center for Cultural Innovation (CCI), a 501c3, for management of the regrantee agreement and fund administration. Six funding cycles were offered: \$20,000 was allocated for the initial round for FY 2012-13; \$20,000 for Round 2 in FY 2013-14; \$40,000 for Round 3 in FY 2014-15; \$40,000 for Round 4 in FY 2015-16; \$70,000 for Round 5 in FY 2017-18 which included \$30,000 from the Knight Foundation; \$40,000 for Round 6; and \$45,000 for Round 7.

To date, 51 grants have been awarded in CIIF Rounds 1 through 6. (See [here](#) for awardees.)

ANALYSIS

CIIF – Round 7 Awards

Applicants were asked to complete a short form, online application by the deadline of November 5, 2018. (CIIF Guidelines and Application can be viewed [here](#)). A total of 19 eligible applications were received from a variety of San Jose independent arts-based businesses.

The review panel was comprised of the following members:

- ***Roan Victor***, Artist/Owner, *The Arsenal* (CIIF – Round 5 award recipient)
- ***Jannat Saxena***, Artist/Owner, *Sumsaara* (CIIF – Round 6 award recipient)
- ***Mazyar Lotfalian***, San Jose Arts Commission
- ***Omar Rodriguez***, Artist/Owner, *Kooltura Marketing*
- ***Laura Poppiti***, Grants Program Director, *Center for Cultural Innovation*

The review panelists provided individual scoring and evaluation of all eligible applications to CCI staff by December 4th. The panel convened on December 7th to deliberate on the preliminary aggregate scores and provide their recommendation for awards.

The panel recommended the following ten awards (NOTE: The full set of 19 eligible proposals can be viewed [here](#)) to the highest scoring proposals based on the [Review Criteria](#) for Category 1 and Category 2 proposals.

Category 1: CIIF Business Support (Five proposals recommended for funding) Scoring range of 24 – 72 points.

- 1) **Le Petit Elephant, Genevieve Santos** (Design, Arts/Crafts, Retail): Score: 64.4. Grant Request: \$7,224 Recommended Award: \$6,500
Le Petit Elephant creates artwork and gift items that celebrate the cultures, landmarks, and history of San Jose and California. <http://www.genevievesantos.com/about-me>
Proposed Project: Funds to support purchase of advance inventory for local, in-person sales events and online marketing and targeted sales funnel implementation.

- 2) **Ostri Studio, Martin Magana-Reyes** (Fashion/Art/Design, Retail): Score: 61.25.
Grant Request: \$7,500 Recommended Award: \$4,500
Ostri Studio creates one-of-a-kind products made from discarded leather scraps or samples, and focuses on using renewable, sustainable, and recycled materials. <https://www.ostri-studio.com/>
Proposed Project: Funds to support purchase of a laser cutter to increase the production of retail products and enable them to be made locally.

- 3) **studiosieg, Sieglinde Van Damme** (Fashion/Art/Design, Retail): Score: 61.2.
Grant Request: \$8,000
Recommended Award: \$4,500
studiosieg is an art and design business that creates and art-to-wear clothing and accessories line based on Sieglinde's photographic work. <https://www.studiosieg.com/>
Proposed Project: Funds to support the purchase of cutting-edge, mobile equipment and technology products to increase production as well as provide creative design workshops to enable other local small businesses to grow.

- 4) **Public Space Authority** (Public activation, events): Score: 60. Grant Request: \$8,000
Recommended Award: \$3,500
Public Space Authority blends community engagement, research, analysis and intentional design to curate meaningful public spaces that balance community-driven and commercially-driven programming. <https://www.publicspace.us>
Proposed Project: Funds to support the purchase of design tools and a large-format printer for use in public activation events.

- 5) **bobo design studio, Angie Chua** (Fashion/Art/Design, Retail): Score: 59.2.
Grant Request: \$8,000
Recommended Award: \$3,500
bobo design studio is a lifestyle brand that creates pins, patches, bags, and graphic apparel that are handcrafted and made right here in California. <https://bobodesignstudio.com/>
Proposed Project: Funds to support hiring of first skilled employee to help scale the business during a critical growth phase.

Category 2: CIIF Place-Based (Five proposals recommended for funding)
Scoring range of 30 – 90 points.

- 1) **Fractal Flora, Sarah Lim** (Event Production, Design): Score: 82.6. Grant Request: \$8,000
Recommended Award: \$7,000
Fractal Flora is on a mission to reconnect to a lost art, where people and plants coexist and benefit richly from one another. Fractal Flora encourages whimsical, mystical and ethereal storytelling through retail products and workshops to create customizable terrariums and more. <https://www.fractalflora.com>

Proposed Project: Funds to support costs to transition from a pop-up to a permanent space shared with other local makers in downtown San Jose.

- 2) **Quynh-Mai Productions, Quynh-Mai Nguyen** (Event Production, Design): Score: 82.
Grant Request: \$8,000
Recommended Award: \$6,500
Quynh-Mai Productions is an independent creative production company that offers event production, creative direction, design, marketing, curation, and programming for arts and cultural community organizations, creative entrepreneurs, and grassroots organizations.
Proposed Project: Funds to support maintaining a “home” for the Sonido Clash Music Fest as an annual, all-ages, alternative Latinx music festival at the School of Arts and Culture at MHP in East San Jose.

- 3) **PFOX35, Vanessa Palafox** (Photography, Event Production): Score: 81.25.
Grant Request: \$6,000
Recommended Award: \$3,000
PFOX35 is a sole proprietor photography business run by Vanessa Palafox. PFOX35 is also a partner in producing the Jtown Artwalk.
Proposed Project: Funds to support production of the Jtown Artwalk, a monthly event held during the summertime in San Jose’s historic Japantown neighborhood. The event corresponds with gallery openings, a mural walking tour, and collaborates with retail shops on Jackson Street to host pop-up vendors and live musical performances.

- 4) **UNGRAMR/Universal Grammar, Thomas Aguilar** (Music Presenter, Event Producer):
Score: 77.5. Grant Request: \$8,000
Recommended Award: \$3,000
UNGRAMR/Universal Grammar is a boutique production house that presents quality artistry from emerging contemporary musicians. <https://ungramr.com>
Proposed Project: Funds to support the curation and production of POW! WOW! SJ 2019.

- 5) **Black and Brown, Monisha Murray** (Fashion, Retail): Score: 76.6. Grant Request: \$8,000
Recommended Award: \$3,000
Black and Brown, LLC is an independent clothing buy-sell company serving San Jose since 2005. <https://shopblackandbrown.com>
Proposed Project: Funds to support costs for storefront improvements (security cameras, lighting, signage) and design for the exterior and interior of their building.

OUTREACH

The CIIF guidelines and program are announced at the onset of each round at events for San Jose artists and arts-based businesses; disseminated widely through our CEP distribution lists, OED Twitter account, work2future and Business Owner Space partners, San Jose Chamber of Commerce; and posted on OCA, CCI and Silicon Valley Creates social media sites as well as on

ARTS COMMISSION

January 28, 2019

Subject: Proposed CIIF Round 7 Awards

Page 5 of 5

the City website. OCA staff distributed flyers during South First Fridays events, at local arts businesses and cafes, and at the 2018 Festiv'ALL Small Business Resource Fair. Information workshops and technical assistance for potential applicants are provided by OCA arts program staff prior to the submission deadline for each funding round.

A handwritten signature in black ink, appearing to read "Kerry Adams Hapner". The signature is fluid and cursive, with a large initial "K" and "A".

KERRY ADAMS HAPNER

Director of Cultural

