



# Memorandum

**TO:** EXECUTIVE COMMITTEE

**FROM:** Kerry Adams Hapner

**SUBJECT:** Proposed Creative Industries  
Incentive Fund – Round 6 Awards

**DATE:** May 3, 2018

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## **RECOMMENDATION**

Recommend that the Arts Commission recommend that the City Manager authorize the panel's recommendations for the Creative Industries Incentive Fund Round 6 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 regranting agreement and fund administration. Five 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; and \$70,000 for Round 5 in FY 2017-18 which included \$30,000 from the Knight Foundation.

To date, 42 grants have been awarded in CIIF Rounds 1 through 5. (See [here](#) for awardees.)

## **ANALYSIS**

### **CIIF – Round 6 Awards**

Applicants were asked to complete a short form, online application by the deadline of March 12, 2018. (CIIF Guidelines and Application can be viewed [here](#)). A total of 15 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)
- **Sarah Adeel**, Lead for San Jose & The Peninsula, *Kiva Foundation*
- **Tamiko Rast**, San Jose Arts Commission
- **Jim Fonseca**, Designer/Entrepreneur, *Jimmy Paints* (CIIF – Round 5 award recipient)
- **Laura Poppiti**, Program Director – Bay Area, *Center for Cultural Innovation*

The review panelists provided individual scoring and evaluation of all eligible applications to CCI staff by April 6<sup>th</sup>. The panel convened on April 13<sup>th</sup> to deliberate on the preliminary aggregate scores and provide their recommendation for awards.

The panel recommended the following nine awards (NOTE: The full set of 15 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) **Splendid Colors** (Design, Jewelry/Crafts, Retail): Score: 58.5. Grant Request: \$8,000  
Recommended Award: \$6,000  
Splendid Colors creates laser-cut jewelry and gift items that celebrate the cultures, landmarks, and history of San Jose and California.  
Proposed Project: Funds to support purchase of a large laser cutter to share with the San Jose artist community, and to bring production of goods back to San Jose from Santa Cruz.
- 2) **Mayberry Workshop, LLC** (Design, Architecture): Score: 52.2. Grant Request: \$7,916  
Recommended Award: \$4,000

Mayberry Workshop is an architectural design firm with over 17 years of experience designing homes, food service facilities and more.

Proposed Project: Funds to support purchase of equipment and software as well as training of new staff.

**3) Sumsaara (Fashion/Art/Design, Retail): Score: 51.75. Grant Request: \$8,000**

Recommended Award: \$4,000

Sumsaara is a design business that creates products that combine functionality and aesthetics using renewable, sustainable, and recycled products. Primary materials are cork fabric and wood for sustainable fashion accessories.

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) Talk of the Town (Music, Arts Education): Score: 50.8. Grant Request: \$5,160**

Recommended Award: \$4,000

Talk of the Town: Urban Arts and Life Skills offers a variety of cultural enrichment, performance, and artistic services including Hip-Hop, Afro-Latin drumming/percussion, and visual arts to schools, community organizations, private and public events.

Proposed Project: Funds to support tools and materials to increase fabrication and improve quality of services and products, and to provide paid training to new and current employees.

**5) Vida Flow Yoga & Wellness (DBA Be the Change Yoga) (Yoga, events): Score: 46.**

Grant Request: \$5,500

Recommended Award: \$2,000

Be the Change Yoga & Wellness provides accessible and inclusive yoga & wellness practices to schools, local parks, community centers and more. Events include visual arts, music and other art forms in addition to yoga.

Proposed Project: Funds to support launch of a new business brand, including marketing collateral, website update and launch event.

**Category 2: CIIF Place-Based (Four proposals recommended for funding)**

**Scoring range of 30 – 90 points.**

**1) Quynh-Mai Productions (Event Production, Design): Score: 78.4. Grant Request: \$7,500**

Recommended Award: \$7,000

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 creating 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.

**2) PFOX35 (Photography, Event Production): Score: 78.3. Grant Request: \$6,000**

Recommended Award: \$6,000

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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.

**3) San Jose Made (Makers, Retail): Score: 77.6. Grant Request: \$8,000**

Recommended Award: \$5,000

San Jose Made creates opportunities for local makers and creative small businesses to grow their businesses and brands through: 1) Partnering with high-traffic, high-visibility spaces to connect local makers and creative small businesses to affordable high-growth business opportunities, and 2) Connecting makers to other makers, ultimately cultivating a collaborative and collective spirit for the local maker scene in San Jose.

Proposed Project: Funds to support signage and design for the exterior and interior of "Moment", a set of four dynamic micro-retail spaces in San Jose Pedro Square. "Moment" converts a section of the Market/San Pedro parking garage into viable and robust micro-retail units.

**4) UNGRAMR/Universal Grammar (Music Presenter, Event Producer): Score: 71.2.**

Grant Request: \$8,000

Recommended Award: \$2,000

UNGRAMR/Universal Grammar is a boutique production house that presents quality artistry from emerging contemporary musicians.

Proposed Project: Funds to support the curation and production of the Jazz Beyond Series in collaboration with San Jose Jazz for the SJ Jazz Summer Fest in August 2018.

## 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 the City website. Information workshops and technical assistance for potential applicants are provided by OCA arts program staff prior to the submission deadline for each funding round.

  
KERRY ADAMS HAPNER  
Director of Cultural Affairs