



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

**SUBJECT: ARTS AND CULTURAL
EXCHANGE GRANT
PROPOSED ROUND 5 AWARDS**

DATE: October 30, 2019

Approved

Kim Walsh

Date

10/31/19

RECOMMENDATION

That the Arts Commission review and accept the panel's recommendations for the Arts and Cultural Exchange Grant, Round 5 awards.

BACKGROUND

On January 25, 2016, the Arts Commission reviewed the guidelines for the Arts and Cultural Exchange Grant program. This program seeks to promote cross-cultural understanding and relationship-building through international artistic exchange.

Project-based support is awarded on a competitive basis to San Jose-based nonprofit organizations, artists, and arts professionals for arts-related activities abroad or to bring international artists to San Jose for arts-related activities.

Priority is given to exchanges that advance the relationship between the City of San Jose and cities with significant ties to San Jose, including its Sister Cities, cities connected to San Jose via direct international flights, and cities culturally reflected in the population of San Jose. All projects, including those taking place abroad, must include documentation that is shared with the public in San Jose.

All applicants, whether their proposed project is taking place in San Jose or abroad must articulate the relevance of the project to San Jose residents. In particular, they are asked to explain the significance of the project to San Jose. Applicants must identify the specific communities in San Jose they seek to engage and how they plan on engaging these communities.

Four previous rounds of funding have been offered through the Arts and Cultural Exchange Grant program since 2016. The grants awarded in the first four rounds can be viewed [here](#).

ANALYSIS

Arts and Cultural Exchange Grants – Round 5 Awards

A total of \$25,000 was available for Round 5 of the Arts and Cultural Exchange Grant program. Applicants could request between \$2,500 and \$5,000 in grant funding. A total of 10 eligible applications, requesting a total of \$48,000 were received from San Jose nonprofits and artists. These applications were reviewed by a panel on October 25, 2019.

The review panel was comprised of community members with cultural exchange experience and a member of the Arts Commission. These individuals included:

- *Julia Canavese, Arts Marketing Professional and Performing Artist*
- *Jim Fung, Founder, Captivate Artists and Executive Producer, Arts SV 360*
- *Smita Garg, Member, San Jose Arts Commission*
- *Leigh Henderson, Managing Director, Teatro Visión*
- *Pantea Karimi, Visual Artist*

Proposals were evaluated according to the following published criteria:

1. **Artistic track record** of applicant artist or organization and invited artist(s) as applicable.
2. **Strength and feasibility** of project, including ability to leverage city funds with additional financial support and the likelihood of implementation as planned.
3. **Uniqueness and timeliness** of the artistic or professional opportunity represented by the exchange.
4. **Depth of cross-cultural exchange** and interaction among participants including artists, audiences, and sponsoring organizations.
5. **Relevance** of the exchange to San Jose residents and relevance of local public programming component.
6. **Demonstrated international support** for the project, including support from international sponsor organization, consulate or similar entity.
7. **Priority** given to high scoring applicants that have not yet received an Arts and Cultural Exchange Grant.

After careful deliberation, the panel recommended awards to the five highest scoring proposals for a total funding recommendation of \$25,000. Their decision was based on the review criteria and a scoring range of 0 – 54. The following grants were recommended:

1) San Jose Taiko

City and Country of Exchange: Tokyo, Japan

Score: 46.0 Recommended Award: \$5,000

Proposed Project: To attend the World Taiko Conference in November 2020, as invited representatives of North American taiko. The World Taiko Conference will bring the international taiko community to Tokyo for workshops, performances, and culture for the first time in taiko history.

2) Blood Moon Orchestra

City and Country of Exchange: Hanoi and Hue, Vietnam

Score: 45.2 Recommended Award: \$5,000

Proposed Project: For the Songs of Strength (S.O.S) music workshop series, during which, Blood Moon Orchestra will lead community groups in Vietnam in the co-creation of original music based on themes of strength and resilience.

3) DVDance

City and Country of Exchange: Cabo San Lucas, Mexico

Score: 41.0 Recommended Award: \$5,000

Proposed Project: To connect the next generation of dance artists to professionals through an exchange of master dance classes in San Jose, CA, and Cabo San Lucas.

4) Cashion Cultural Legacy

City and Country of Exchange: Morelia, Mexico

Score: 39.5 Recommended Award: \$5,000

Proposed Project: To bring maestro José Felipe Martínez Baez to San José to develop a dance suite for Los Lupeños de San José and give public lectures and a public dance workshop based in Día de los Muertos dance traditions of Michoacán.

5) Alliance for Youth Achievement

City and Country of Exchange: Villefranche-sur-Mer (Nice), France

Score: 38.4 Recommended Award: \$5,000

Proposed Project: To share new research on how climate change is affecting the world's oceans through the Phytoplankton Project, a youth-oriented, educational science and art project that culminates in public participatory art installations in Villefranche-sur-Mer and San Jose.

Funded projects are required to submit a final report with documentation of project activities at the end of the grant period. Evaluation of outcomes will be based on a review of final reports and will assess the depth and reach of funded activities in their ability to further cross-cultural exchange among participants and audiences, and the impact of the exchange on the career of applicant artist or organization.

ARTS COMMISSION


November 18, 2019

Subject: Arts and Cultural Exchange Grant Proposed Round 5 Awards

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PUBLIC OUTREACH

The guidelines were posted on the City's website and disseminated through the Office of Cultural Affairs distribution lists and with the assistance of San Jose's Sister Cities program staff. The application opportunity was also promoted on Facebook and Instagram. A public information session for potential applicants was held at City Hall on August 28, 2019.


KERRY ADAMS HARNER
Director of Cultural Affairs

Attachments:

Full List of Arts and Cultural Exchange Program Round 5 Applicants and Scores (in alphabetical order)