



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Kim Walesh

**SUBJECT: PROPOSED 2019-2020 TRANSIENT  
OCCUPANCY TAX FUNDED ARTS  
AND CULTURAL DEVELOPMENT  
GRANTS**

**DATE:** May 24, 2019

Approved

Date

5/24/19

## RECOMMENDATION

Approve the proposed 2019-2020 funding allocations for Transient Occupancy Tax (TOT) funded arts and cultural grant awards for a total amount of \$5,493,700.

## BACKGROUND

Fifteen percent (15%) of the collected TOT is used to fund cultural arts grants and the Office of Cultural Affairs (OCA) in the Office of Economic Development. Per the Municipal Code, allowable uses are arts programs and arts grants, and OCA operating costs (staff and administration). Each year, grant awards are recommended based on projected TOT and a competitive application-based peer review process. The purpose of this memorandum is to outline the recommended grant awards in the 2019-2020 *Cultural Funding Portfolio: Investments in Art, Creativity and Culture*.

## ANALYSIS

Each year, in tandem with the development of the Proposed Operating Budget, the OCA develops recommendations for the allocations of TOT funds for arts and cultural development programs and services. Programs and services are prioritized based on available funding and cultural development funding priorities. Among the most significant of the competitive grant programs that comprise the *Cultural Funding Portfolio: Investments in Art, Creativity and Culture* are: Operating Grants; Festival, Parade and Celebration Grants; *take pART* Grants; and *Capitalization and Stabilization* Grants. Cultural arts grants awarded to arts and community-based organizations enhance the cultural vitality of San José and contribute to its continued economic development.

### ***Cultural Development Funding Priorities***

Grant investments are aligned with the goals of the Council-adopted *Cultural Connection: San José's Cultural Plan for 2011-2020*.

*Cultural Connection* strategic goals include:

- Support residents' active, personal participation in arts and culture;
- Support the availability of diverse cultural spaces and places throughout the community;
- Strengthen Downtown San José as the creative and urban center of the Silicon Valley;
- Integrate high impact public art and design throughout the community;
- Expand residents' access to arts and cultural learning opportunities;
- Foster destination quality events in San José;
- Strengthen community-wide marketing and audience engagement;
- Enhance support for creative entrepreneurs and the commercial creative sector;
- Strengthen the cultural community's infrastructure; and
- Increase funding for cultural development.

### ***Recommended Grant Awards for the Cultural Funding Portfolio***

A key strategy to advance the goals of *Cultural Connection* is through partnerships and grant agreements with community-based organizations. *Cultural Funding Portfolio: Investments in Art, Creativity and Culture* is comprised of grants across core grant programs aimed at promoting cultural vibrancy, cultural diversity, and economic development in San José.

- Operating Grants provide financial support for selected San Jose 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 specific arts activities offered by volunteer-driven arts organizations, community service organizations, and very small semi-professional and professional arts organizations.
- Capitalization and Sustainability Grants supports activities of nonprofit art organizations that will increase their working financial capital and promote fiscal soundness.

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Annually, the OCA releases Council-adopted guidelines and criteria for its grant programs that comprise the Cultural Funding Portfolio. Notices of the grant opportunities are publicized through multiple channels including the OCA's website, OCA's contact list, and in several local newspapers published in English, Spanish and Vietnamese. Each spring, peer review panels evaluate and score applications based on the guidelines and criteria. Peer review panels are comprised of a diverse mix of Arts Commissioners, multidisciplinary nonprofit arts and culture professionals, and community representatives. The peer review panels' recommendations are forwarded to the Arts Commission for review in May, and then the recommended grants are integrated into the City's operating budget for the next fiscal year.

In addition to the aforementioned grants, several additional grants are proposed for programmatic partnerships that support the City's cultural plan goals and are administered by community-based organizations:

- Creative Industry Incentive Fund supports the sustainability of arts-rooted small businesses involved in the production and distribution of the arts (administered by Center for Cultural Innovation).
- Creative Entrepreneur Program supports professional development and training for artists and arts administrators (administered by Center for Cultural Innovation).
- Capacity-building and organizational development activities for nonprofit arts organizations (administered by SVCcreates).
- Local Arts Marketing through Content Magazine (administered by SVCcreates).
- Local nonprofit arts ecosystem research study (managed by SVCcreates).

In the 2019-2020 Proposed Operating Budget, the recommended grant awards total \$5,493,700. The recommended grants include:

- Thirty-two (32) Operating Grant awards in the amount of \$3,912,396;
- Fifty-two (52) Festival, Parade & Celebration Grant awards in the amount of \$759,689;
- Thirty-one (31) *take pART* Grant awards in the amount of \$351,615;
- Four (4) Capitalization and Sustainability grants in the amount of \$160,000;
- Two (2) Fourth of July Celebration Grants in the amount of \$65,000; and
- Five (5) grants for programmatic partnerships in the amount of \$245,000.

Cultural pluralism, using culture as a connector and fostering a "cultural commons" through arts and culture, is a guiding principle of the grant programs that comprise the Cultural Funding Portfolio. Aimed to provide access to all people regardless of income, background and abilities, grants support broad-based, community-wide participation in a wide range of arts experiences across San José, including expressions of multicultural traditions of San José's diverse population. Of the recommended grant awards for 2019-2020, 39% are for programming produced by culturally-specific organizations, and many of the grantees conduct targeted outreach to diverse communities in San José.

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***Arts Commission Recommendation***

At the May 20, 2019 meeting, the Arts Commission reviewed the proposed 2019-2020 funding allocations for Arts and Cultural Development Programs and Services, including recommended grants. The Arts Commission recommended that the City Council approve the recommended 2019-2020 grant awards.

Upon Council approval of these grants, grant agreements with the respective organizations will be developed.

/s/

KIM WALESH

Deputy City Manager

Director of Economic Development

For more information, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.

Attachment: Proposed 2019-2020 Cultural Funding Portfolio Grant Awards

Attachment: FY2019-20 Arts and Cultural Grant Recommendations  
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<b>Operating Grants</b>	<b>Grant Amount</b>
Abhinaya Dance Company of San Jose	\$48,569
Aimusic School	\$67,286
Bay Area Glass Institute	\$92,776
Cashion Cultural Legacy	\$36,376
Children's Discovery Museum of San Jose	\$285,694
Children's Musical Theater San Jose	\$257,490
Chinese Performing Arts of America	\$86,150
Cinequest Film Festival	\$157,373
City Lights Theater Company of San Jose	\$102,045
Kaisahan of San Jose Dance Company	\$34,148
MACLA/Movimiento de Arte y Cultura Latino Americana	\$119,733
Opera San Jose	\$295,389
San Jose Chamber Orchestra	\$65,503
San Jose Institute of Contemporary Art	\$112,588
San Jose Jazz	\$250,512
San Jose Multicultural Artists Guild	\$28,225
San Jose Museum of Art	\$336,740
San Jose Museum of Quilts & Textiles	\$104,542
San Jose Stage Company	\$132,231
San Jose Symphonic Choir	\$28,481
San Jose Taiko	\$92,994
San Jose Youth Symphony	\$116,505
School of Arts and Culture at MHP	\$233,386
Silicon Valley Shakespeare	\$35,131
sjDANCEco	\$33,713
Starting Arts	\$136,655
Steinway Society - The Bay Area	\$29,523
Symphony Silicon Valley	\$305,010
Teatro Vision	\$38,156
The New Ballet School	\$102,329
The Tabard Theatre Company	\$98,316
Vivace Youth Chorus	\$48,827
<b>Total Operating Grants Proposed:</b>	<b>\$3,912,396</b>

<b>Festival, Parade and Celebration (FPC) Grants</b>	<b>Grant Amount</b>
Aimusic International Festival	\$14,329
Almaden Art & Wine Festival	\$20,000
Anne and Mark's Art Party	\$5,820
Bark in the Park	\$20,000
Chili Mole Pozole	\$6,885
Chinese Performing Arts of America Spring Festival Silicon Valley	\$10,796
Christmas in the Park	\$55,000
Cinequest Film Festival	\$65,000

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Festival, Parade and Celebration (FPC) Grants (Continued)	Grant Amount
Conscious San Jose	\$5,000
Debutante Ball 2019	\$5,000
Dia de los Muertos (Catholic Cemeteries)	\$3,845
Dia de los Muertos (San Jose Multicultural Artists Guild)	\$15,000
Dia de Portugal Festival	\$10,000
Dia San Jose	\$17,519
Downtown Ice	\$65,000
El Dia de San Juan	\$5,000
Fiesta Navideña	\$6,125
Folkloreada	\$5,000
Folksi Festival	\$6,885
Fountain Blues and Brews Festival	\$21,774
Guitar Solo & Ensemble Festival	\$4,000
International Children's Festival	\$5,000
Italian Family Festa	\$16,000
Juneteenth	\$13,873
Korean Culture and Arts Festival	\$2,500
Luna Park Chalk Art Festival	\$7,000
Music in the Park	\$21,774
Nikkei Matsuri SJ Japantown	\$5,365
Post Street Jubilee	\$6,885
Pumpkins in the Park	\$6,885
Rose, White and Blue 4th of July Parade	\$19,000
Rotary Fireworks	\$12,202
San Jose Jazz (SJZ) Boombox Concert Series	\$22,078
San Jose Jazz Summer Fest	\$65,000
San Jose Jazz Winter Fest	\$15,500
San Jose Poetry Festival	\$5,000
Santa Clara County Fairgrounds TET Festival	\$5,820
Sevathon 2019	\$7,947
Silicon Valley African Film Festival	\$24,964
Silicon Valley Jewish Film Festival	\$21,774
Silicon Valley Pig Jig	\$5,000
Silicon Valley Pride Parade and Festival	\$22,837
sjDANCEco Dance Festival	\$6,125
SoFA Street Fairs 2019-20	\$18,000
Street Market/SubZero	\$12,847
Summer in the Park	\$5,000
Trung Thu Children's Moon Festival	\$3,845
Veterans Day Parade	\$15,924
Vietnamese American Roundtable (VAR)'s Black April Commemoration	\$3,000
Viet Summer Fest	\$7,721
Youth Music and Arts Cultural Festival	\$3,845
Youth Science Institute Wildlife Festival	\$3,000
<b>Total FPC Grants Proposed:</b>	<b>\$759,689</b>

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<b>take pART Grants</b>	<b>Grant Amount</b>
Alliance for Youth Achievement	\$15,000
American Beethoven Society	\$14,250
Bay Area Showcase Chorus	\$4,275
Cambodian American Resource Agency	\$9,500
Cambrian Symphony	\$3,400
Chamber Music Silicon Valley	\$15,000
Chopsticks Alley Art	\$7,500
College of Adaptive Arts	\$13,300
CreaTV San Jose	\$7,225
East Side Community Arts	\$12,000
Gilbert & Sullivan Society of San Jose	\$12,000
ICAN (International Children Assistance Network)	\$14,250
Kala Vandana Dance Company	\$7,790
Noon Arts and Lectures	\$5,100
Northern California Chinese Chorus Alliance	\$12,000
Northside Theatre Company	\$14,250
Opera Cultura	\$15,000
PARTI Program	\$12,325
Sangam Arts	\$15,000
San Jose Center for Poetry and Literature	\$12,500
San Jose Chamber Music Society	\$14,250
San Jose Choral Project	\$14,250
San Jose Downtown Foundation	\$15,000
San Jose Youth Ballet	\$7,500
San Jose Youth Shakespeare	\$11,875
SCVPAA for Mission Chamber Orchestra	\$14,250
SJSURF for Center for Literary Arts	\$15,000
South Bay Guitar Society	\$12,825
Villages Music Society	\$2,500
Winchester Orchestra	\$10,625
Works/San Jose	\$11,875
<b>Total take pART Grants Proposed:</b>	<b>\$351,615</b>

<b>Capitalization &amp; Sustainability Grants</b>	<b>Grant Amount</b>
City Lights Theater Company	\$40,000
San Jose Institute of Contemporary Art	\$40,000
San Jose Museum of Art	\$40,000
School of Arts and Culture at MHP	\$40,000
<b>Total Capitalization &amp; Sustainability Grants Proposed:</b>	<b>\$160,000</b>

<b>July 4th Celebration Grants</b>	<b>Grant Amount</b>
Rotary Fireworks	\$50,000
6th Family Fun & Fireworks	\$15,000
<b>Total July 4th Celebration Grants Proposed:</b>	<b>\$65,000</b>

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<b>Programmatic Partnerships</b>	<b>Grant Amount</b>
Center for Cultural Innovation (Creative Industries Incentive Fund, 2yr)	\$110,000
Center for Cultural Innovation (Creative Entrepreneur Program, 2yr)	\$60,000
SVCcreates (Capacity-building and Organizational Development)	\$20,000
SVCcreates (Arts Marketing through Content Magazine)	\$25,000
SVCcreates (Nonprofit Arts Ecosystem Study)	\$30,000
<b>Total Programmatic Partnership Grants Proposed:</b>	<b>\$245,000</b>

  

<b>GRAND TOTAL (pages 1-4)</b>	<b>\$5,493,700</b>
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