



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

**SUBJECT: ARTS AND CULTURAL
EXCHANGE GRANT
PROPOSED ROUND 3 AWARDS**

DATE: November 9, 2017

Approved

Kin Walsh

Date

Nov. 13, 2017

RECOMMENDATION

That the Arts Commission review and accept the panel's recommendations for the Arts and Cultural Exchange Grant, Round 3 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.

Two previous rounds of funding have been offered through the Arts and Cultural Exchange Grant program since 2016. Round 1 grants were reviewed by the Arts Commission on April 18, 2016, awarding a total of \$20,000 for projects in taking place between May 1, 2016 and April 30, 2017. Round 2 grants were reviewed by the Arts Commission on November 28, 2016, awarding a total of \$22,150 for projects taking place in calendar year 2017. The grants awarded in the first two rounds can be viewed [here](#).

ANALYSIS

Arts and Cultural Exchange Grants – Round 3 Awards

A total of \$25,000 was available for Round 3 of the Arts and Cultural Exchange Grant program. Applicants could request between \$2,500 and \$5,000 in grant funding.

A total of 7 eligible applications, requesting a total of \$34,300 were received from San Jose nonprofits and artists. These applications were reviewed by a panel on October 30, 2017.

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

- *Ray Furuta, Artistic Director, Chamber Music Silicon Valley*
- *Smita Garg, Member, San Jose Arts Commission*
- *Cathleen King, Executive Director, San Jose Stage*
- *Corinne Okada Takara, Artist/Educator, Alum Rock Educational Foundation*

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.

After careful deliberation, the panel recommended awards to the five highest scoring proposals for a total funding recommendation of \$23,300. Their decision was based on the review criteria and a scoring range of 0 – 54. The panel recommended the five highest scoring applications for funding. The following grants were recommended:

- 1) [Calpulli Tonalehqueh](#)
City and Country of Exchange: Veracruz, Mexico
Score: 49.5 Recommended Award: \$5,000

Proposed Project: To broaden and deepen the bonds among native cultures of Mexico and the Americas by supporting the participation of Voladores de Papantla from Veracruz City, Mexico at Aztec New Year Ceremony to be held the weekend of March 10-11, 2018 in San Jose, California.

2) [San Jose Museum of Quilts & Textiles](#)

City and Country of Exchange: Tainan, Taiwan

Score: 47.5 Recommended Award: \$5,000

Proposed Project: To bring Wu Yu Jung, a Tainan textile artist, to San Jose for a citywide arts outreach project where she bikes around and mends people's clothing with a sewing machine and hand-stitching, and exhibits her experiences and interactions as an exhibition both at the Museum and back in Tainan.

3) [Future Arts Now](#)

City and Country of Exchange: Hà Nội and Hồ Chí Minh, Việt Nam

Score: 39.5 Recommended Award: \$5,000

Proposed Project: To explore the progress hip hop culture has made in Việt Nam, exchange ideas with the dance community through workshops, and document the journey so that it can be shared with the current hip hop generation of Vietnamese Americans in San Jose.

4) [Opera Cultura](#)

City and Country of Exchange: Guadalajara, Mexico

Score: 36.5 Recommended Award: \$4,300

Proposed Project: To collaborate with Guadalajara's Camerata Ensemble in exchanging ideas and best practices for engaging new audiences for Latino inspired classical music.

5) [San Jose Jazz](#)

City and Country of Exchange: Koblenz, Germany/London, England/Montreal, Canada

Score: 35.3 Recommended Award: \$4,000

Proposed Project: To bring three acclaimed guitarists to San Jose for a performance and educational workshop during the two-week period of San Jose Jazz's Winter Fest programming.

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 exchange on the career of applicant artist or organization.

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

ARTS COMMISSION

November 20, 2017

Subject: Arts and Cultural Exchange Grant Proposed Round 3 Awards

Page 4 of 4

application opportunity was also promoted on Facebook. A public information session for potential applicants were held at City Hall on August 22, 2017.

The recommendations for Round 3 Arts and Cultural Exchange Grants were presented as an agenda item at the November 6, 2017 Arts Commission Executive Committee meeting. The Executive Committee motioned to move the recommendations forward to the full Arts Commission.



KERRY ADAMS HAPNER

Director of Cultural Affairs

Attachments:

Full List of Arts and Cultural Exchange Program Round 3 Applicants and Scores (in alphabetical order)

Arts and Cultural Exchange Applicant List - Round 3

#	Applicant	website	Score	Request	Country of Exchange	Project Description
1	April Gee	www.containher.com	29.8	\$5,000	Guadalajara, Mexico	Spend a week creating music inspired by Guadalajara, Mexico with The Lucid Dreamers, perform one large show in Guadalajara in collaborations with Mexican Artists/Dancers/Musicians and one show in San Jose, California (with the new music that has been inspired by Mexico).
2	Calpulli Tonalehqueh	www.facebook.com/calpullitonalehqueh	49.5	\$5,000	Veracruz, Mexico	To broaden and deepen the bonds among native cultures of Mexico and the Americas by supporting the participation of Voladores de Papantla from Veracruz City, Mexico at Aztec New Year Ceremony to be held the weekend of March 10-11, 2018 in San Jose, California.
3	Future Arts Now	www.futureartsnow.org	39.5	\$5,000	Hà Nội and Hồ Chí Minh, Việt Nam	To explore the progress hip hop culture has made in Việt Nam, exchange ideas with the dance community through workshops, and document the journey so that it can be shared with the current hip hop generation of Vietnamese Americans in San Jose.
4	Opera Cultura	www.operacultura.org	36.5	\$4,300	Guadalajara, Mexico	To collaborate with Guadalajara's Camerata Ensemble in exchanging ideas and best practices for engaging new audiences for Latino inspired classical music.
5	Quynh-Mai Productions	www.quynh-mai.com	33.0	\$5,000	Hà Nội and Hồ Chí Minh, Việt Nam	To document and collaborate with existing art spaces in Hà Nội and Hồ Chí Minh that have come together through grassroots efforts to build a prominent and influential arts culture and space for their community in hopes to bring back a visual presentation and working cultural model to San José that can be used to build a prominent arts culture for youth and bridge the gap through art between younger and older Vietnamese generations in Vietnam Town.
6	San Jose Jazz	www.sanjosejazz.org	35.3	\$5,000	Koblenz, Germany/London, England/Montreal, Canada	To bring three acclaimed guitarists to San Jose for a performance and educational workshop during the two-week period of San Jose Jazz's Winter Fest programming.

Arts and Cultural Exchange Applicant List - Round 3

#	Applicant	website	Score	Request	Country of Exchange	Project Description
7	San Jose Museum of Quilts & Textiles	www.sjqUILTmuseum.org	47.5	\$5,000	Tainan, Taiwan	To bring Wu Yu Jung, a Tainan textile artist, to San Jose for a city - wide arts outreach project where she bikes around and mends people's clothing with a sewing machine and hand-stitching, and exhibits her experiences and interactions as an exhibition both at the Museum and back in Tainan.