

Creative Industries Incentive Fund (CIIF) Awards

CIIF – Round 1 Awards

Selected from a total of 19 eligible applications received from a variety of San Jose independent arts-based businesses, the following five awards were granted:

- 1) **Two Fish Design** (Visual Art, Design & Multi-disciplinary Arts): \$5,000
Project: Produce Village Savant, a printed resource guide of independent creative retailers and spaces.
- 2) **Content Magazine** (Multimedia, Art/Publication): \$5,000
Project: Implement a direct mailing campaign in conjunction with local arts organizations.
- 3) **Empire Seven Studios** (Visual Art): \$5,000
Project: Create a store front to gallery.
- 4) **San Jose Stock** (Art/Merchandise): \$2,500
Project: Expand product line of San Jose themed art/merchandise.
- 5) **Interactive Cine Parlors, Inc.** (Film/Media): \$2,500
Project: File patent application for interactive cinema parlors.

CIIF - Round 2 Awards

Selected from a total of nine eligible applications received from a variety of San Jose independent arts-based businesses, the following seven awards were granted:

- 1) **Future Arts Now!** (Multi-disciplinary Arts & Arts Education): \$2,175
Project: A comprehensive marketing campaign aimed at increasing local awareness of their brand and upcoming programs.
- 2) **Moveable Feast Concert Series** (Music): \$3,000
Project: Moveable Feast Concert Series.
- 3) **Mayberry Workshop/Die Hard Co.** (Design, Apparel): \$4,000
Project: Design and production of new apparel for San Jose and the Bay Area sports fans.
- 4) **C2SV** (Music/Media): \$3,300
Project: Launch of the C2SV Creative Convergence Conference 2014 event, including a presentation deck, three-minute video and redesigned website.
- 5) **Cafe Frascatti** (Music): \$3,300
Project: Purchase of a replacement sound system for performers.
- 6) **The Sign Artist** (Visual Art/Design): \$3,000

Project: Purchase of a new plotter and software upgrades to stabilize the business.

7) **Universal Grammar** (Music): \$1,525

Project: Launch of Universal Grammar's first full-scale website, universal-grammar.com

CIIF - Round 3 Awards

Selected from a total of 14 eligible applications received from a variety of San Jose independent arts-based businesses, the following seven awards were granted:

1) **Empire Seven Studios** (Visual Art): \$8,000

Project: Funds to support the building of taller gallery walls to accommodate larger installations and to build out a second gallery called "The Project Space."

2) **Future Arts Now!** (Multi-disciplinary Arts): \$5,823

Project: Funds to support the launch of a year-long video project documenting and showcasing FAN's programming. This is part of a comprehensive marketing campaign aimed at increasing local awareness of their brand and upcoming programs.

3) **Ghisallo Cyclery** (Bicycle/Craft Retail): \$8,000

Project: Funds to support physical improvements to the appearance, conditions and security of the historic building housing their cycling boutique and cafe.

4) **Petite Galleria** (Art/Craft Retail): \$3,127

Project: Purchase of materials and equipment for documenting, promoting and packaging artwork as the business expands to a web-based store including "print on demand" art products.

5) **The Sign Artist** (Visual Art/Design): \$3,000

Project: Purchase software upgrades to replace outdated software that puts her business at risk, and to increase her apprentice's hours for large-scale projects.

6) **SLG Publishing/The Art Boutiki** (Publishing/Retail/Arts Venue): \$8,000

Project: Funds to support the 2015 Alternative Press Expo (APE) in San Jose. APE began in San Jose in 1994 by SLG Publishing owner Dan Vado.

7) **Noon Arts & Lectures** (Performing Arts): \$4,050

Project: Funds to support a series of performing arts concerts and events at various venues in downtown San Jose during lunchtime on Fridays. The series will consist of 43 events during February – December, 2015.

CIIF - Round 4 Awards

Selected from a total of 26 eligible applications received from a variety of San Jose independent arts-based businesses, the following nine awards were granted:

1) **Akoma Arts** (Performance: Music, Dance, Spoken Word; Arts Education) \$8,000

Project: Funds to support the production and video documentation of a West African and African American cultural arts showcase. Documentation will be used for marketing and outreach as well as be included as part of the education component for teachers.

- 2) **Black and Brown, LLC** (Fashion, Visual Art): \$5,000
Project: Funds to support the construction of custom storefront signage and to convert to a contemporary Point of Sale (POS) system.
- 3) **Circle-A Skateboards** (Visual Art, Design): \$6,148
Project: Funds to support construction of two 100” x 100” window “Art Screens” with lighting to display artwork as the location expands its art shows to become part of the First Fridays Art Walk.
- 4) **DESMADRE** (Media, Production): \$2,667
Project: Funds to support purchase of a camera to improve both workload capacity and production quality.
- 5) **Frances Marin** (Visual Art, Design): \$2,355
Project: Funds to support creation of a line of merchandise (tote bags) with San Jose designs.
- 6) **Future Arts Now!** (Multi-disciplinary Arts, Arts Education): \$2,191
Project: Funds to support purchase of a portable dance floor surface for use at public outdoor events and festivals.
- 7) **Local Label dba SJMADE** (Maker, Craft): \$7,000
Project: Funds to support the next stage of the CreateSpace location, focusing on exterior signage and the interior spatial design.
- 8) **Lorde & Grayson Productions** (Performance: Dance, Multi-disciplinary Arts): \$2,139
Project: Funds to support purchase of a portable dance floor surface for production of the Flamenco Series and the All Womyn’s Showcase.
- 9) **Seeing Things Gallery** (Visual Art): \$4,500
Project: Funds to support design and construction of a new shelving system, table and bench for visitors, and to develop inventory marketing materials.

CIIF – Round 5 Awards

Selected from a total of 20 eligible applications received from a variety of San Jose independent arts-based businesses, the following 14 awards were granted:

Category 1: CIIF Business Support Awards

- 1) Mighty Threads Creative Agency (MTCA) (Design): \$5,600**
Project: Incubate an internship program for aspiring designers and illustrators that will bridge the gap between school and employment by working with MTC in three- to six-month intervals.
- 2) le animalé (Ceramics): \$2,500**
Project: Purchase of a kiln to maximize production, including the creation of twenty ceramic animal figurines that get placed at diverse creative drop points throughout San Jose for anyone to find and keep.
- 3) Jimmy Paints (Visual Art/Design): \$3,300**
Project: Purchase of a printing press, dryer, hardware and other items to facilitate access to screen printing materials, machinery, supplies and studio space for professional use by local artists.
- 4) KALEID Gallery (Art/Craft Retail): \$4,800**
Project: Purchase of a scanner, digital printer and computer to run the files and make printing services available to the resident artists at prices below the industry-standard printing rates.
- 5) Giant Creative Services (Event Production): \$3,000**
Project: To continue work with a consultant to more efficiently and effectively leverage business resources for greater impact and sustainability.
- 6) Mark Edwards Publishing Company (Music): \$1,300**
Project: Replication of CDs and DVDs of “The Remake and Beyond of Eddie Gale’s Ghetto Music” and music from the “Concerts for Inner Peace in America” as part of the production launch.

Category 2: CIIF Place-Based awards

- 1) Public Space Authority (Multi-disciplinary): \$8,000**
Project: Transformation of a parking lot into a lush playground entitled “SoFA Playground” in the heart of San Jose’s arts district by creating a unique social gathering space.
- 2) Filco Events (Events): \$8,000**
Project: To produce SoFA Sundays, an arts and culture series of events that will take place at the newly remodeled Parque de los Pobladores in downtown San Jose.
- 3) Empire Seven Studios (Visual Arts): \$8,000**

Project: To make physical improvements to space, including either creation of smaller galleries within the large gallery space; creation of a storefront to sell artist merchandise; or artist residency studios.

4) Aloha Roller Rink (Events): \$6,000

Project: Activation of Roosevelt Park with festival highlighting all roller sports, including skateboarding, roller derby, roller hockey, artistic figure skating, jam skating (skate dancing), and more.

5) Petite Galleria (Art/Craft Retail): \$4,680

Project: Physical improvements to the shop, including creation of a “curiosity”, a creative street side marketing piece that doubles as a work of subtle secret public art.

6) Fuzzy Lollipop (Mixed Media Sculpture): \$6,000

Project: Video documentation, Piñata Festival and community classes.

7) The Arsenal (Multi-disciplinary): \$4,660

Project: Build-out of a modular space that can accommodate art workshops, classes and events.

8) Akoma Arts (Multi-disciplinary): \$4,660

Project: Production and video documentation of a two-day interactive West African Drum and Dance Workshop and Performance at the School of Arts and Culture at Mexican Heritage Plaza.

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
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.

CIIF - Round 7 Awards

Category 1: CIIF Business Support (Five proposals recommended for funding)

- 1) Le Petit Elefant, Genevieve Santos** (Design, Arts/Crafts, Retail): Score: 64.4. Grant Request: \$7,224 Recommended Award: \$6,500
Le Petit Elefant 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)

- 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.