



City of San Jose
OFFICE OF CULTURAL AFFAIRS

**CREATIVE LICENSE AMBASSADOR
2020 - 2021 APPLICATION GUIDELINES**

DEADLINE: 5:00 PM, MARCH 9, 2020
INFORMATION SESSION: 5:30 – 6:30 PM, JANUARY 29, 2020
CITY HALL ROOM #1254

PURPOSE:

The role of the Creative License Ambassador is to champion the power of creative expression and engage members of the public in finding their own creative voice. The Creative License Ambassador's efforts will seek to recognize, celebrate, and promote diverse creative experiences citywide.

BACKGROUND:

The Creative License Ambassador Program was launched in 2018 as a pilot project under the Office of Cultural Affairs' (OCA) San Jose Creates and Connects initiative to connect San Jose residents across communities and within neighborhoods through creative participatory experiences. Through San Jose Creates and Connects, OCA seeks to make the arts integral to residents' everyday lives by focusing on place-based opportunities for creative expression and connection throughout San Jose, showcasing the rich texture of its cultural landscape. The development of this initiative was informed by the national *Creating Connections* research on the role of creative expression in fostering meaningful connections with people, our community, and ourselves. OCA's objectives with San Jose Creates and Connects are for residents to see the arts as a way to celebrate their neighborhoods, connect with their neighbors, and have their voices heard. This initiative also celebrates the role of arts and cultural organizations, artists, and artist-run businesses in communities as cultural producers, teachers, neighborhood anchors, and community organizers.

SCOPE OF WORK:

Creative License Ambassadors will serve a one-year term, between July 1, 2020 and June 30, 2021, during which time they will complete the following scope of work:

- 1) Promote the importance of creative expression in everyday life. The Ambassador is expected to:
 - a) Have an active social media presence using the #408Creates hashtag and @sjculture to promote creative expression.
 - b) Partner with OCA in promoting participation in the month-long WeCreate408 challenge.
 - c) Contribute an article on the topic of creative expression to OCA's newsletter.
 - d) Participate in media interviews as requested.
 - e) Act as a representative of cultural expression at local events and meetings to engage with residents as requested (up to 5 events).
 - f) Jointly publish, with OCA, an article, blog post, and/or op ed on the power of creative expression in local and/or national publications.
- 2) Produce a creative hands-on project in San Jose that engages the public in creative expression. Project must be open to the public and be participatory in nature. A proposal for the creative project must be presented to OCA for approval before implementation.
- 3) Attend one half-day *Creating Connections* training and quarterly San Jose Creates and Connects meetings.

ELIGIBILITY:

- Applicant must have a current business or residential address within the city of San Jose and had a professional presence in the city of San Jose for at least two (2) years.
- Applicant must be a practicing artist in the performing, visual, literary, and/or media arts with at least a five (5) year track record of exhibiting, performing, publishing, or otherwise sharing their artwork with the public.
- Must be available and willing to fulfill the Creative License Ambassador duties between July 1, 2020 and June 30, 2021.
- Applicant must be in good standing with respect to prior grants from the City of San Jose.

NOT ELIGIBLE:

- Applications from students. While students may be involved in creative projects, the applicant may not be a student.
- Artists that have previously served as Creative License Ambassadors.
- Current San Jose Arts Commissioners and City of San Jose staff.
- Incomplete applications, including failure to respond to application questions and/or to submit requested attachments.

COMPENSATION:

Up to four Creative License Ambassadors will be selected for the 2020-2021 term. Each Ambassador will receive a stipend of \$10,000 to develop and implement an approved creative project within the Ambassador's term. Expenses for the proposed creative project will be drawn from the stipend. Funds will be released upon meeting deliverables as set forth in the contract between the Ambassador and OCA. The stipend may be received on behalf of the Ambassador by an organization with which they are closely affiliated or a nonprofit fiscal sponsor.

Please note: If recommended as an Ambassador, applicant or applicant's fiscal sponsor must have a valid business license on file with the City of San Jose and provide proof of current liability insurance in order for payment to be issued. Lack of required documentation can significantly delay payment. Artists that are not already directly affiliated with a nonprofit organization are highly recommended to secure a nonprofit fiscal sponsor.

Ambassadors will be selected on a competitive basis.

Creative Projects supported through the Creative License Ambassador program are not eligible to receive support under another grant administered by the San Jose Office of Cultural Affairs.

REVIEW CRITERIA:

- **Artistic Track Record** including work sample, public presentation history, and professional achievement.
- **Community Engagement Track Record** including demonstrated initiative in directly launching and coordinating creative projects involving community and responding to the cultural diversity of San Jose.
- **Communication Experience** with demonstrated ability to effectively communicate with the public both in person and in writing.
- **Professionalism** reflecting the values of the City of San Jose, including a commitment to honor diverse views and backgrounds.
- **Creative Project Plan** including understanding of the project's target cultural communities, innovation of proposed creative strategies, depth of community engagement, and opportunity for creative participation.

When selecting the final cadre of Ambassadors, diversity of the overall cohort will be considered so that diverse disciplines and communities in San Jose are engaged.

HOW TO APPLY:

Applications are due by 5:00 PM PST on Monday, March 9, 2020.

To apply, submit a completed application form and required attachments including resume via email to arts.program@sanjoseca.gov. In the subject heading write: "Creative License Ambassador Submission." Applicants must use the application form.

Finalists will be contacted by OCA staff to schedule interviews.

REVIEW PROCESS:

After an eligibility review by staff, applications will be reviewed by a panel consisting of representatives from the Arts Commission and individuals with arts, community engagement, and marketing expertise. The panel will select finalists to move forward to the interview stage.

After the interviews, the panel will recommend up to four finalists to serve as Creative License Ambassadors in 2020 -2021. Recommendations will then be forwarded to the Arts Commission in May 2020.

A brief information session will be held on Wednesday, January 29 from 5:30 pm to 6:30 pm at San Jose City Hall Room 1254. Please RSVP to emily.sevier@sanjoseca.gov or 408.793.4347.

TIMELINE:

Thursday, January 9, 2020: Guidelines Released

Wednesday, January 29, 2020: Info Session

MONDAY, MARCH 9, 2020: APPLICATIONS DUE BY 5:00 PM PST

Monday, April 6, 2020: Notification of Finalists

Week of April 20, 2020: Finalist Interviews

May 2020: Creative License Ambassadors Announced for 2020-2021

July 1, 2020 through June 30, 2021: Creative License Ambassador Term

CONTACT INFORMATION:

For information on the Creative License Ambassador Program, please contact:

Emily Sevier, Senior Arts Program Coordinator

San Jose Office of Cultural Affairs

Phone: 408.793.4347 or Email: emily.sevier@sanjoseca.gov

www.sanjoseculture.org