



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Kim Welsh

**SUBJECT: PROPOSED 2015-2016 TRANSIENT
OCCUPANCY TAX FUNDED ARTS
AND CULTURAL DEVELOPMENT
GRANTS**

DATE: May 20, 2015

Approved

Date

5-20-15

RECOMMENDATION

Approve the proposed 2015-2016 funding allocations for Transient Occupancy Tax (TOT) funded arts and cultural grant awards for a total amount of \$3,456,792.

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 2015-2016 *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 are three core grant programs that comprise the *Cultural Funding Portfolio: Investments in Art, Creativity and Culture* - Operating Grants; Festival, Parade and Celebration Grants; and *take pART* Grants. Cultural arts grants awarded to arts and community-based organizations enhance the cultural vitality of San Jose and contribute to its continued economic development.

Cultural Development Funding Priorities

As part of the implementation of the Council-adopted *Cultural Connection: San Jose's Cultural Plan for 2011-2020*, a 2014-2016 Prioritized Workplan has been developed that reflects the top

priorities for cultural development in San Jose. With the support of the Arts Commission and Community and Economic Development Committee, the *Cultural Connection* 2014-2016 Prioritized Workplan was adopted by the City Council on May 20, 2014.

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 Jose 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 Jose;
- 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 three core grant programs aimed at promoting cultural vibrancy, cultural diversity, and economic development in San Jose.

- Operating Grants provide financial support for selected San Jose arts organizations of various sizes and stages of development.
- Festival, Parade & Celebration Grants enable access for all City residents to a wide range of 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.

Annually, the OCA releases Council-adopted guidelines and criteria for the three grant programs that comprise the Cultural Funding Portfolio. Notices of the grant opportunities were 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, professional peer review panels evaluate and score applications based on the guidelines and criteria. 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 Proposed Operating Budget for the next fiscal year.

In the 2015-2016 Proposed Operating Budget, the recommended grant awards total \$3,456,792. The recommended grants include:

- 30 Operating Grant awards in the amount of \$2,675,534 (Attachment A);

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- 33 Festival, Parade & Celebration Grant awards in the amount of \$454,158 and three additional Fourth of July Celebration Grants (Mayor's March Budget Message for Fiscal Year 2015-2016) in the amount of \$65,500 (Attachment B); and
- 21 *take pART* Grant awards in the amount of \$261,600 (Attachment C).

The above grants include Fourth of July Celebration Grants as directed in the Mayor's March Budget Message for Fiscal Year 2015-2016, as approved by the City Council. These grants are included in Attachment B as are other festival and celebration grants.

At the May 13, 2015 meeting, the Arts Commission reviewed the proposed 2015-2016 funding allocations for Arts and Cultural Development Programs and Services, including recommended grants. The Arts Commission recommended that the City Council approve the recommended 2015-2016 grant awards.

/s/

KIM WALESH
Deputy City Manager and
Director of Economic Development

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

Attachment A: Proposed 2015-2016 Operating Grant Awards

Attachment B: Proposed 2015-2016 Festival, Parade and Celebration Grant Awards

Attachment C: Proposed 2015-2016 *take pART* Grant Awards

**Attachment A:
FY2015-16 Operating Grant Recommendations**

Organization (Alphabetical Order)	Grant Amount
Abhinaya Dance Company of San Jose	\$31,684
Ballet San Jose	\$241,807
Bay Area Glass Institute	\$49,242
Chinese Performing Arts of America	\$48,293
City Lights Theater Company of San Jose	\$56,642
Firebird Youth Chinese Orchestra	\$29,183
Kaisahan of San Jose Dance Company	\$24,265
MACLA/Movimiento de Arte y Cultura Latino	\$79,549
Mexican Heritage Corporation	\$37,053
Opera San Jose	\$269,279
San Jose Chamber Orchestra	\$37,891
San Jose Institute of Contemporary Art	\$60,806
San Jose Multicultural Artists Guild	\$17,724
San Jose Symphonic Choir	\$15,983
San Jose Taiko	\$57,952
San Jose Youth Symphony	\$66,772
School of Arts and Culture at MHP	\$120,274
Shady Shakespeare Theatre Company	\$10,000
Steinway Society - The Bay Area	\$14,600
Symphony Silicon Valley	\$213,741
The Tabard Theatre Company	\$38,282
Vivace Youth Chorus	\$23,354
ZERO1	\$95,358
Children's Discovery Museum of San Jose	\$206,186
Children's Musical Theater San Jose	\$171,011
Cinequest Film Festival	\$107,629
San Jose Jazz	\$130,773
San Jose Museum of Art	\$273,849
San Jose Museum of Quilts & Textiles	\$61,049
San Jose Stage Company	\$85,303
TOTAL GRANTS PROPOSED:	\$2,675,534

**Attachment B:
FY 2015-16 Festival, Parade and Celebration Grant Recommendations**

Event	Grant Amount
AIMusic International Festival	\$3,778
Almaden Art & Wine Festival	\$12,904
Bark in the Park	\$16,475
CAAMFest San Jose	\$3,778
Christmas in the Park	\$41,587
Cinequest Film Festival	\$43,284
CPAA Spring Festival Silicon Valley	\$12,904
Dancin' on the Avenue	\$16,930
Dia de los Muertos	\$6,397
Dia de Portugal Festival	\$8,142
Downtown Ice	\$41,587
Ethiopian New Year - Enkutatash	\$6,397
Guitar Solo & Ensemble Festival	\$6,555
Italian Family Festa	\$15,872
Luna Park Chalk Art Festival	\$6,555
Music in the Park	\$17,459
Nikkei Matsuri SJ Japantown	\$3,500
Pumpkins in the Park	\$6,555
Rose, White and Blue 4th of July Parade	\$15,285
Rotary Fireworks	\$7,936
San Jose Fountain Blues Festival	\$8,994
San Jose Jazz Summer Fest	\$43,284
San Jose Jazz Winter Fest	\$15,285
San Jose Sriracha Festival	\$6,878
sjDANCEco 12th Annual Dance Festival	\$6,397
SoFA Street Fairs 2015-16	\$5,000
Street Market/SubZero	\$16,475
SV Jewish Film Festival	\$15,343
Target Summer Pops Festival	\$16,401
Veterans Day Parade	\$5,762
Fiesta Navideña	\$6,555
Viva Fest!	\$8,142
Willow Glen Founders' Day Parade	\$5,762
Total FPC Grants Proposed:	\$454,158

Fourth of July Celebration Grants	Amount
July 4th Family Fun Festival (District 10)	\$15,000
Rose, White and Blue 4th of July Festival	\$500
Rotary Fireworks	\$50,000
Total Fourth of July Celebration Grants Proposed:	\$65,500

**Attachment C:
FY 2015-16 take pART Grant Recommendations**

Organization	Grant Amount
Alum Rock Educational Foundation	\$7,000
American Beethoven Society	\$12,750
Cambodian American Resource Agency	\$10,000
Dancing Sun Foundation	\$3,825
Gilbert & Sullivan Society of San Jose	\$15,000
Media Poetry Studio	\$8,400
Northside Theatre Company	\$15,000
Opera Cultura	\$15,000
San Jose Center for Poetry and Literature	\$8,500
San Jose Chamber Music Society	\$15,000
San Jose Choral Project	\$15,000
San Jose Downtown Foundation	\$15,000
San Jose International Piano Competition	\$15,000
San Jose Youth Shakespeare	\$10,625
SCVPAA for Mission Chamber Orchestra	\$15,000
sjDANCEco	\$15,000
SJSURF for Center for Literary Arts	\$12,500
South Bay Guitar Society	\$13,000
Teatro Vision	\$15,000
Winchester Orchestra	\$12,500
Works/San Jose	\$12,500
Total take pART Grants Proposed:	\$261,600