



Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

**SUBJECT: PROPOSED FY 2022-2023
TAKE PART GRANT AWARDS**

DATE: April 26, 2022

RECOMMENDATION

Propose that the Arts Commission recommend that the City Council approve the proposed FY 2022-2023 *take pART* Grant awards specified in Attachment A and subject to the availability of funds appropriated in the City's FY 2022-2023 Operating Budget.

BACKGROUND

The *take pART* Grants are a support resource for specific arts activities offered by non-professional arts organizations and community service organizations with continuing arts programs, as well as very small semi-professional and professional arts organizations seeking to secure City support for specific arts activities, rather than general operating support.

take pART Grants are intended to encourage:

- Opportunities for public participation in arts and cultural activities;
- Life-long arts and cultural education programs outside the school setting;
- Expressions of culturally-specific traditions of San Jose's diverse population;
- Opportunities to experience the arts in neighborhood and community settings; and
- Programs that serve the needs of the clients of health and social service institutions.

The *take pART* program is a competitive grants program. Prior success in receiving a *take pART* Grant award is no assurance that an organization will be awarded a grant in any given year.

ANALYSIS

The Office of Cultural Affairs (OCA) received 22 eligible applications in the FY 2022-2023 cycle of *take pART*. The applications included grant requests ranging between \$3,000 and \$15,000, the maximum possible individual grant amount in the program.

The Grant Review Panel met on March 24 & 25, 2022 to complete its evaluation of the *take pART* grant applications. The five-member panel considered each application against the four evaluation criteria established in the grant program guidelines: Project/Program Quality (40%); Organizational Capacity (30%); Appropriateness of Budget/Grant Request (20%); and Community Impact (10%).

The panel was comprised of the following experienced arts management professionals and a representative of the Arts Commission:

- **Tamara Alvarado**, *Program Officer, David & Lucile Packard Foundation*
- **Sarah Billings**, *Street Life Plan Manager, San José Downtown Association*
- **Valeria (Val) Miranda**, *Executive Director, Santa Cruz Art League, and Pajaro Valley Arts*
- **Ben Miyaji**, *Palo Alto Public Arts Commission*
- **Lynne Rosenthal**, *San José Arts Commissioner*

Overall scores for the 22 applications ranged from a high of 92.5 to a low of 62.0, out of a maximum of 100. The panel considered applications with similar scores by clusters. Due to the City's pending development of the proposed Operating Budget for FY 2022-2023, the panel did not have specific dollar amounts to recommend for distribution at the time of its meeting. Instead, the panel made recommendations for approximate funding percentages, to be adjusted proportionally, when the final amount for distribution was available.

The panel recommended funding for 21 of the 22 eligible applications based on the ranking of their scores in each budget category.

The percentage recommendations were translated into actual dollars after the specific funding amount was available. Given an increase over the previous year's funding for the *take pART* grants, adjustments to recommended percentages and specific dollar amounts were made that take into consideration panel evaluation/scoring, total funding available, and sustainability of program support over time. At its March 21, 2022 meeting, the Arts Commission recommended that 8.25% of the available funds in the Cultural Funding Portfolio be allocated to the *take pART* program. This recommendation results in \$322,333 being available for *take pART*. The recommended percentages for *take pART* for FY 2022-23 are changed from the prior years. The OCA takes a fluid approach to its recommended portfolio distribution based on applications across programs. In this upcoming FY cycle, there is a redistribution that emphasizes the *take pART* program due to previous Operating Grant grantees applying in this program. The recommendations are contained in Attachment A.

PUBLIC OUTREACH

Notices of granting opportunities were distributed to the OCA's e-mail contacts lists, posted on the OCA website, uploaded on the City of San Jose WebGrants platform, and shared via social media.

/s/
KERRY ADAMS HAPNER
Director of Cultural Affairs

Attachments

- A. List of FY2022-23 take pART Grant applicants, in descending order of scores, with proposed grant awards
- B. Project descriptions for *take pART* applicants recommended for funding (listed in alphabetical order)
- C. Grant review panel qualifications

ATTACHMENT A: FY 2022-2023 take pART Grant Recommendations

<u>Applicant</u>	<u>Review Score</u>	<u>Grant Request</u>	<u>Panel Recommendation**</u>	<u>Proposed Award**</u>
San Jose Downtown Foundation	92.5	\$13,000	Fund at <u>approx. 100%</u> of grant request	\$13,000
San Jose Center for Poetry & Literature	91.2	\$15,000		\$15,000
Chopsticks Alley Art	90.5	\$15,000		\$15,000
Red Ladder Theatre Company	88.7	\$15,000		\$15,000
Alliance for Youth Achievement	88.2	\$15,000		\$15,000
Chamber Music Silicon Valley	88.0	\$15,000		\$15,000
Mosaic America	87.0	\$13,500		\$13,500
Works San Jose	86.6	\$12,500		\$12,500
Winchester Orchestra	86.0	\$12,500		\$12,500
American Beethoven Society	85.2	\$10,750		\$10,750
SCVPAA for Mission Chamber Orchestra	85.2	\$12,500		\$12,500
P.A.R.T.I.	84.4	\$15,000		\$15,000
Opera Cultura	84.3	\$15,000		\$15,000
sjDANCEco	82.8	\$15,000		\$15,000
La Raiz Magazine (FS: SoAC)	82.6	\$3,000		\$3,000
More Mas Marami	82.4	\$12,500	\$12,500	
South Bay Guitar Society	79.8	\$8,780	Fund at <u>approx. 90%</u> of grant request	\$7,902
San Jose Chamber Music Society	75.8	\$15,000	Fund at <u>approx. 85%</u> of request amount	\$12,750
Vietnamese in San Jose	74.8	\$5,750	Fund at <u>approx. 80%</u> of grant request	\$4,600
Playful People Productions	73.5	\$15,000	\$12,000	
To Be Empowered	69.6	\$7,200	Fund at <u>approx. 70%</u> of grant request	\$5,040

TOTAL \$252,542

**** Final recommendations pending approval of funds by City Council.
 Proposed dollar amounts calculated based on total available funds.**

ATTACHMENT B: FY 2022-2023 *take pART* Grants Project Descriptions

Alliance for Youth Achievement

Grant will support the Art & Design Thinking Camp, an adventure in making and imagining. This project-based camp engages middle school youth in exploring design thinking processes, digital tools, and visual arts with a focus on arts and culture.

American Beethoven Society

Grant will support bringing the world-renowned, Grammy award-winning Takacs String Quartet to Downtown San José for a public concert and a free lecture recital.

Chamber Music Silicon Valley

Grant will support the 10th Annual Silicon Valley Music Festival on August 18-28, 2022 at San José Museum of Art's Circle of the Palms in Downtown San José. Over the course of ten days, five concerts and two youth workshops will be presented at Mexican Heritage Plaza serving a projected audience of 500.

Chopsticks Alley Art

Grant will support the creation of a Vietnamese American theatrical production in San José adapting famous and beloved Vietnamese folktales, myths, or legends. The play will be geared toward elementary school-age children and families.

La Raiz Magazine (FS: SoAC)

Grant will support La Raiz Magazine's six art and poetry workshops and four showcases in the community between July 2022 and June 2023. All events will be free to the public and promote work by women and BIPOC. Creative work will be collected from participants to be considered for digital and print publication.

More Mas Marami

Grant will support the production of *Dear Kitty*, *Querida Ana* by local playwright Enrique Muñoz in Fall 2022. This production will also feature a series of workshops for youth, and an audience tool kit to engage with the issues presented.

Mosaic America

Grant will support Mosaic America in collaboration with various community partners will curate and present a series of four free, place-based, intercultural arts performances, conversations and food that are designed to authentically include and celebrate San José's cultural diversity and foster a sense of community and belonging.

Opera Cultura

Grant will support the world premiere of Hector Armienta's chamber opera, *La Muerte*, at the School of Arts and Culture on May 13th, 14th, & 15th. Students (ages 16 - 22) from Opera Cultura's La Escuela program will perform alongside professional opera singers.

[P.A.R.T.I.](#)

Grant will support four cohorts, two months each, of African American historical stepping, Polynesian dance, and four youth-led community events which include youth painting and drawing exhibits.

[Playful People Productions](#)

Grant will support the production of the challenging, hilarious, and poignant play, *She Kills Monsters*, by Qui Nguyen, at the Historic Hoover Theater in San José in Spring 2023. Expected eight performances before an audience of approximately 120 each for a total of about 960 attendees.

[Red Ladder Theatre Company](#)

Grant will support Imagination Ignited - Creative engAGEMENT with Japantown Seniors is intended to provide an opportunity for seniors in San José's Japantown neighborhood to connect with their creativity and, using the tools of theatre, tell stories of their own devising.

[Santa Clara Valley Performing Arts Association \(Mission Chamber Orchestra\)](#)

Grant will support The Santa Clara Valley Performing Arts Association presentation of Mission Chamber Orchestra in a season of live classical orchestral music in San José between September 2022 and May 2023.

[San José Center for Poetry and Literature \(Poetry Center San José\)](#)

Grant will support poetry and spoken word community engagement projects including Bauchaar, Beautiful Black Books, Well-RED Reading Series, Veterans of Life Write outreach, SCC Youth Poet Laureate, SCC Poet Laureate, Red Wheelbarrow Poetry Prize, publishing Caesura and workshops at Markham House.

[San José Chamber Music Society](#)

Grant will support San José Chamber Music Society's 36th season - a series of six public concerts of classical chamber music [one-on-a-part, no conductor] by top quality local, national, and international performing ensembles - at St. Francis Episcopal Church, in the Willow Glen area of San José.

[San José Downtown Foundation](#)

Grant will support Downtown Doors, an award-winning competition/exhibit. The program provides students real-life experience to express themselves publicly through art. The program also enlivens downtown's urban spaces. The Downtown San José community has enjoyed 320+ works from 25 schools on 115 sites for over 20 years.

[sjDANCEco](#)

Grant will support sjDANCEco's 20th Annual Fall Season of World Premieres and Revivals. sjDANCEco serves the community through innovative Professional Dance performances of the highest artistic caliber, community festivals and outreach.

South Bay Guitar Society of San Jose

Grant will support the presentation of five ticketed concerts in San José and take artists out to San Jose schools that have guitar classes, and five masterclasses to be given by guitar artists that perform the concerts.

To Be Empowered

Grant will support a year-long series of Latin dance instruction for children, youth, adults, and seniors. Classes will be held at Overfelt High School.

Vietnamese in San Jose

Grant will support preserving Vietnamese heritage and culture via the arts. Music and photography are the frequent highlights with competitions.

Winchester Orchestra

Grant will support four classical/Pops concerts at Lincoln Glen Church in San José. The concerts will be performed October 2022, December 2022, March 2023, and May 2023.

Works/San Jose

Grant will support a year-long series of community exhibitions and performances in an exciting new Downtown San José collaborative arts center, with additional gallery activations with partners at the Mexican Heritage Plaza.

**ATTACHMENT C: FY 2022-2023 *take pART* Grants
Review Panelist Qualifications**

Tamara Alvarado

Program Officer, David & Lucile Packard Foundation

Tamara Alvarado serves as Program Officer with the David and Lucile Packard Foundation's Local Grantmaking Program in a new role leading the cultural and civic investments in the Vibrant Communities portfolio spanning the five Bay Area counties that the program serves: San Mateo, Santa Clara, Santa Cruz, Monterey, and San Benito. Ms. Alvarado joins the Packard Foundation after serving as executive director of the Leo M. Shortino Family Foundation, a San José, California-based foundation that focuses on youth and arts. She has held executive, board, and director positions at various local, regional, and national arts and community organizations, including the School of Arts and Culture at Mexican Heritage Plaza; the Multicultural Arts Leadership Institute at 1stAct Silicon Valley (now SVCcreates); MACLA/Movimiento de Arte y Cultura Latino Americana, and WESTAF (Western States Arts Federation).

Sarah Billings

Street Life Plan Manager, San Jose Downtown Association

Sarah Billings manages the San José Downtown Association's Street Life Plan and beautification projects which includes mural installations, greening and street tree initiatives, and other streetscape improvements that enhance downtown's vibrancy, attract investment, and encourage stewardship of downtown San José. Ms. Billings has a background in consulting utility forestry and assuring legal vegetation compliance as a contractor for a major utility company. She is fluent in Spanish and has experience in customer service, public interaction, and government relations. Ms. Billings has a bachelor's degree in Environmental Studies and Political Science from the University of California, Santa Barbara.

Valéria ("Val") Miranda

Executive Director, Santa Cruz Art League, and Pajaro Valley Arts

Valéria ("Val") Miranda is the Executive Director of Santa Cruz Art League and Pajaro Valley Arts, as well as a diversity, equity, and inclusion consultant. She is passionate about the power of the arts and culture to change individuals, communities, and society. Ms. Miranda has worked in and with arts organizations since 1992. Communities are central to the existence of any cultural organization and are an extremely important part of Valéria's professional and personal life. She is passionately committed to the sustainable power of collaborations and partnerships in leveraging cultural resources. Ms. Miranda was the Director of Education at the San José Museum of Art and at the Monterey Museum of Art. Her experience includes fundraising, curatorial practices, program development, management, and evaluation, and equity, diversity, and inclusion. She holds a MBA in Sustainable Management from Presidio Graduate School in San Francisco. A native of Rio de Janeiro, Brazil, Valéria's artistic practice is in dance and visual arts. She spends lots of time in the art spaces, beaches, and woods of Santa Cruz County with her 17-year-old son and many friends.

Ben Miyaji

Palo Alto Public Arts Commission

Ben Miyaji is an ardent advocate, supporter, and patron of the arts. He is a member and past chair of the Palo Alto Public Art Commission and has served on that commission since 2013. Mr. Miyaji also served on the San José Arts Commission from 1992 to 2014 and was chair for three consecutive years. He also served on the Arts and Culture Commission of Contra Costa County and was chair during his tenure. Ben was Chair of the Mineta San José International Airport Public Art Master Plan Steering Committee in 2004 and was Metro Newspaper's 2004 Public Art Person of the Year. Mr. Miyaji has served on numerous grants panels at the city, county, and state levels.

Lynne Rosenthal

San Jose Arts Commissioner

Lynne Rosenthal is a residential interior designer, and a former graphic designer who started a graphic design service through the Junior League of San José for non-profit agencies, offering design services at no cost. She is also an artist working in the mediums of collage, pastel, jewelry and mixed media. Since majoring in art, art has been her lifetime interest. Ms. Rosenthal has volunteered with many non-profits in Santa Clara County, and is currently serving on the San José Arts Commission representing Council District 4 to help further the arts in the multicultural community.