



Art Budget for FY 2022-2023

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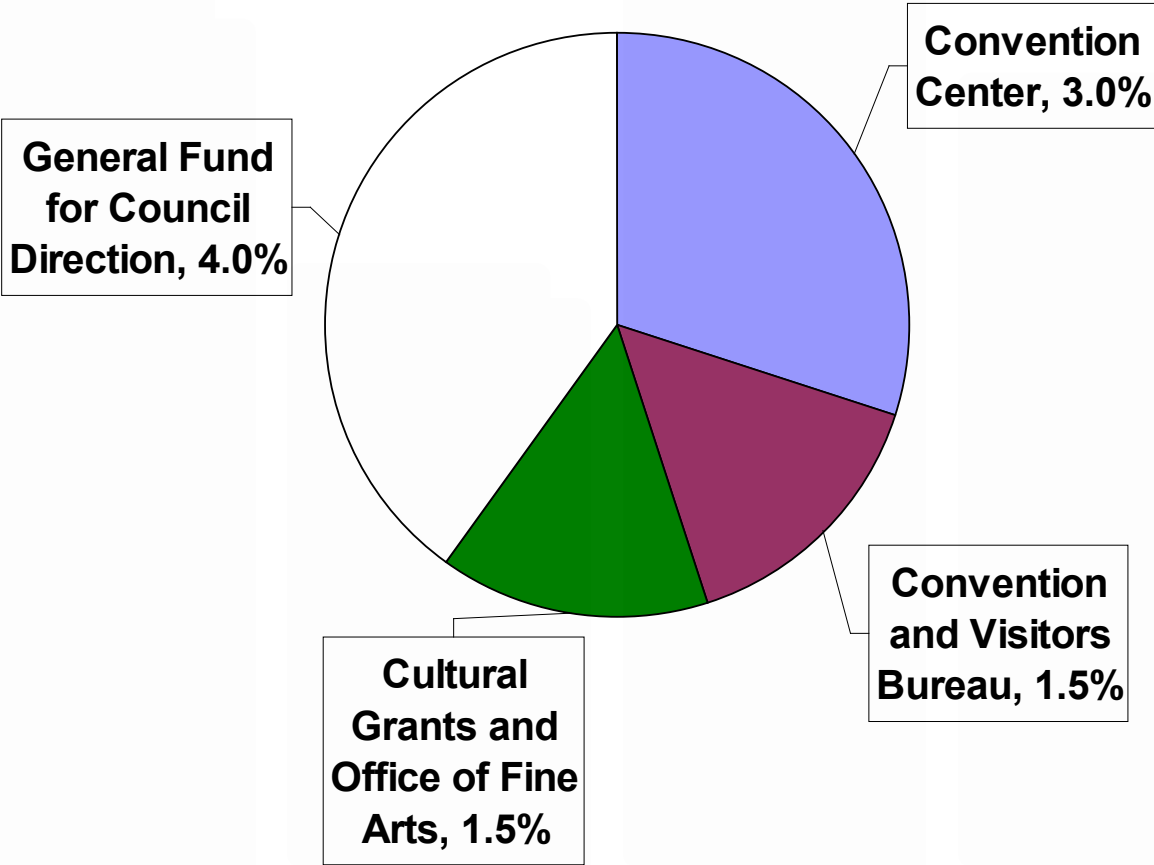
How Arts and Culture are Funded & Annual Funding Process

Primary Municipal Funding Sources for Arts, Culture, & Cultural Facilities

- 1. 10% Transient Occupancy Tax (TOT) – of which OCA receives 15%**
 - Funds cultural programs, projects, public art maintenance & OCA admin
- 2. 1% for Public Art, sets aside 1% of eligible City CIP Projects (RWF exemption)**
 - Funds public art for designated capital projects
- 3. 10% TOT – of which 40% goes to General Fund**
 - Funds City-owned cultural facility capital repair/maintenance - \$400k annually
- 4. 10% TOT – of which 45% goes to Team San Jose**
 - Funds Team San Jose managed City-owned convention and cultural facilities (four theaters)
- 5. General Fund – City-Wide**
 - Funds 6 City-owned cultural facility O&M agreements with nonprofit partners

San Jose's 10% Transient Occupancy Tax

Does not include HBID 4% assessment



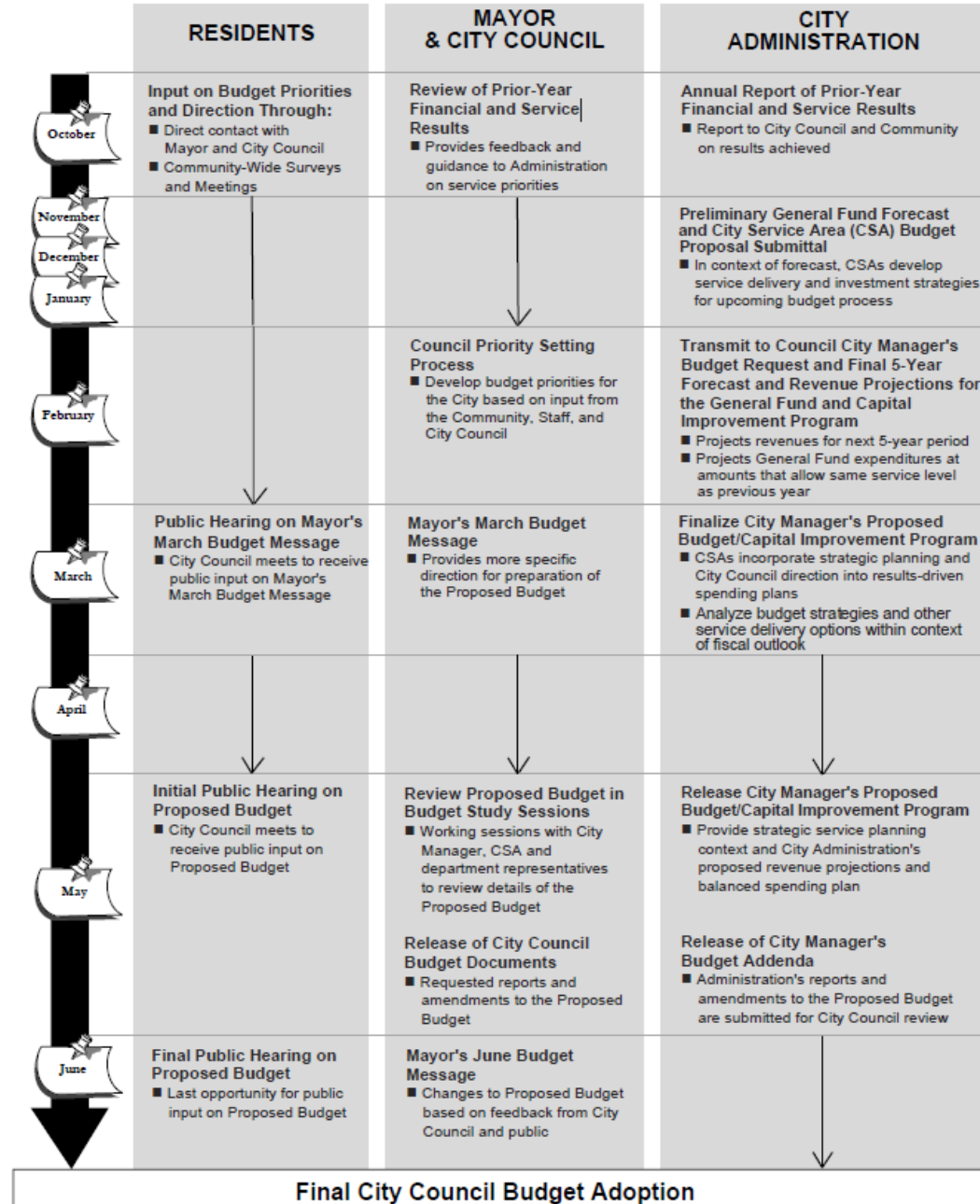
Per Ordinance: How Arts TOT Can Be Spent

Section 4.72.060.2 Use of TOT Tax Revenue:

“Funding of the cultural grant program and fine arts division programs, including:

- a) **Funding of cultural grants**, including the San Jose Symphony and the San Jose Museum of Art, and a rental subsidy for cultural use of city facilities, and
- b) **Funding the expenses of the fine arts division** of the convention and cultural department, including but not limited to personal, nonpersonal, and equipment expenses, fringe benefits, and overhead.”

CITY OF SAN JOSE ANNUAL BUDGET PROCESS



FY 2022-2023 Direction and Allocations

Direction in Mayor's March Budget Message

- ▶ Buttress Cultural Funding Portfolio with 1 x allocation
- ▶ \$1 M 1:1 challenge grant to School of Arts and Culture at MHP for expansion
- ▶ \$100,000 for Downtown Ice capital improvements (Parking Fund)
- ▶ \$75k special grant to relaunch Cinequest Film Festival
- ▶ Allocate \$1.2 M for Abierto for festivals/arts groups and partnerships - to be managed by PRNS (March)
- ▶ Allocate 1 x funding to support Abierto supporting arts and cultural organizations (specific criteria provided)

Proposed Available Funding

Estimated Projected and Reserved TOT \$5,465,570

Projected ARP Funds \$2,000,000

Less Admin Costs \$2,325,247

Less 15% Contingency \$647,158

\$4,818,412 in estimated available funding

Proposed FY 2022-2023 TOT and ARP Allocations for OCA Cultural Programs and Services

Funding Sources:

American Relief Plan	TOT Funds (Includes One Time Reserve Funds)	2022-2023 TOTALS
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CULTURAL FUNDING PORTFOLIO

Competitive Grant Programs

1	Festival, Parade & Celebration Grants	0	517,864	517,864
2	Operating Grants	2,000,000	1,018,212	3,018,212
3	take pART Grants	0	259,650	259,650
4	Fiscal Capitalization Tech. Assist. Grants	0	200,000	200,000
5	Creative Entrepreneur Grants (CCI) - 2 Yr	0	50,000	50,000
6	Creative Industries Incentives (CCI) - 2 Yr	0	50,000	50,000
7	Grant Review Expenses	0	20,000	20,000
8	Internat'l Art Exchange Grants Suspend 22-2	0	0	0
<i>Sub-Total Competitive Grants</i>		2,000,000	2,115,726	4,115,726

CULTURAL DEVELOPMENT AND CULTURAL CONNECTION IMPLEMENTATION (INITIATIVES/GRANTS)

9	Arts Marketing (Content Magazine)		20,000	20,000
10	City Hall Art Exhibits		10,000	10,000
11	CODASummit 2023		25,000	25,000
12	Cornerstone of the Arts Award/Arts & Leadership Event		30,000	30,000
13	Creative Ambassadors		50,000	50,000
14	Creative Expression WeCreate408 Campaign/Program		100,000	100,000
15	Cultural Arts Grants Funding Policy & Strategies		25,000	25,000
16	Long Term Reserve		87,686	87,686
17	Make Music Day (SJ Creates & Connects)		40,000	40,000
18	Special Events (City Dance series)		100,000	100,000
19	SV Creates Partnership: Economic Impact Study		25,000	25,000
20	Technical Assistance		25,000	25,000
<i>Sub-Total Cultural Development Impl.</i>			537,686	537,686

PUBLIC ART

21	Conservation/Maintenance, Public Outreach, and Policy		80,000	80,000
22	Sonic Runway Performance Series		75,000	75,000
<i>Sub-Total Public Art</i>		0	155,000	155,000

SPECIAL ACTIVITIES

23	Arts Commission Activities		10,000	10,000
<i>Sub-Total Special Projects / Activities</i>		0	10,000	10,000
Totals		2,000,000	2,818,412	4,818,412

Questions