



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Nanci Klein

**SUBJECT: PROPOSED 2023-2024 ARTS  
AND CULTURAL DEVELOPMENT  
GRANTS**

**DATE:** May 31, 2023

Approved

Date: 5/31/2023

## **RECOMMENDATION**

Approve the proposed 2023-2024 funding allocations for arts and cultural development grants for a total amount of \$4,139,560.

## **BACKGROUND**

Fifteen percent (15%) of total annual Transient Occupancy (TOT) revenue is used to fund cultural arts grants in the Office of Cultural Affairs (OCA) division of the Office of Economic Development and Cultural Affairs. Per the Municipal Code, allowable uses of these funds include arts programs, grants, and services as well as OCA operating costs (including staff, administration, and public art maintenance). Each year, grant awards are recommended based on projected TOT revenues and a competitive application-based peer review process. As outlined in the 2023-2024 Proposed Operating Budget, TOT revenue estimates remain significantly lower than pre-pandemic levels. Due to the continued impact of COVID-19 on both TOT revenues and the cultural arts sector, grant recommendations reflect a combination of TOT and \$1.0 million of General Fund support, as recommended in the 2023-2024 Proposed Operating Budget.<sup>1</sup> The purpose of this memorandum is to outline the recommended grant awards in the 2023-2024 *Cultural Funding Portfolio: Investments in Art, Creativity, and Culture*.

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<sup>1</sup> The 2023-2024 Proposed Operating Budget includes an allocation of \$1.0 million for the Small Business Recovery – Supplemental Arts + Cultural Funding City-Wide Expenses appropriation, as well as \$5.4 million from the Transient Occupancy Tax Fund for OCA-managed initiatives, which include the arts and cultural development grants recommended in this Manager's Budget Addendum.

## **ANALYSIS**

Each year, in tandem with the development of the Proposed Operating Budget, the OCA develops recommendations for the allocation of funds for arts and culture grants. Among the most significant of the OCA's programs are the competitive grant programs that comprise the *Cultural Funding Portfolio: Investments in Art, Creativity, and Culture* which include Operating Grants; Festival, Parade, and Celebration Grants (FPC); and take pART Grants. These grants are aimed at promoting artistic vibrancy, economic development, and cultural diversity in San José. These grants also support broad-based, community-wide participation in a wide range of arts experiences across San José, including expressions of multicultural traditions of San José's diverse population.

The OCA releases annual guidelines and criteria for its grant programs that comprise the *Cultural Funding Portfolio*. Notices of the grant opportunities are publicized through multiple channels including the City's website, OCA's contact list and social media channels, community partners and in several local newspapers published in English, Spanish and Vietnamese. Each spring, peer review panels evaluate and score applications based on the guidelines and criteria. Peer review panels are open to the public and comprised of a diverse mix of Arts Commissioners, multidisciplinary nonprofit arts and culture professionals, and community representatives. The grant applications for these programs are usually accepted in January/February with public grant review panels held in March/April, leading to grant recommendations to the Arts Commission in May that are voted on by the City Council as part of the City's Operating Budget.

Of the 94 recommended grant awards listed in Attachment A, 44 (47%) of the grants are for organizations, programs or events that specifically serve San Jose's BIPOC (Black, Indigenous, People of Color) communities. This reflects a 3% increase in comparison to 44% of 2022-2023 arts and culture grants that specifically serve BIPOC communities.

### ***Arts and Culture Sector Recovery and Creative Economy***

The COVID-19 pandemic resulted in the closure of art organizations, resulting in a significant loss of earned income from programming, admissions, and fundraising events. With the continued reopening of public life, it will take time for San José's arts and culture sector to recover fully. While many San José residents are engaging in arts and cultural offerings and events, audiences and earned revenues have not returned to pre-pandemic levels for many arts and cultural organizations.

To support the arts and cultural sector in 2023-2024, the Proposed Operating Budget includes \$1.0 million of additional one-time funding from the General Fund for cultural grants as part of the City's continued community and economic recovery efforts. The total of \$4,139,560 in proposed art and culture grants in these three programs reflects a 9% increase over the \$3,795,726 awarded in 2022-2023. OCA also plans to continue technical assistance to support the arts and cultural ecosystem through the recovery phase.

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Additionally, any savings from 2022-2023 allocations for cultural grants and administrative costs will be rebudgeted into 2023-2024 for OCA-managed programs as part of the 2022-2023 Annual Report for reinvestment into the San José arts and culture sector.

At its May 16, 2023 meeting, the Arts Commission reviewed the proposed 2023-2024 grant recommendations under the OCA's *Cultural Funding Portfolio*. It is recommended that the Mayor and Council approve the 2023-2024 grant award recommendations listed in Attachment A.

/s/

NANCI KLEIN

Director of Economic Development and  
Cultural Affairs

For more information, please contact Kerry Adams Hapner, Director of Cultural Affairs, at [kerry.adams-hapner@sanjoseca.gov](mailto:kerry.adams-hapner@sanjoseca.gov).

Attachment A: Proposed 2023-2024 Arts and Cultural Grants Recommendations

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<b>Operating Grants</b>	<b>Grant Amount</b>
Abhinaya Dance Company of San Jose	\$30,549
Aimusic School	\$64,263
Bay Area Glass Institute	\$77,801
Cashion Cultural Legacy	\$28,360
Children’s Discovery Museum of San Jose	\$168,820
Children’s Musical Theater San Jose	\$208,205
Chinese Performing Arts of America	\$46,335
Cinequest Film Festival	\$125,699
City Lights Theater Company of San Jose	\$102,024
Kaisahan of San Jose Dance Company	\$19,902
Local Color	\$59,168
MACLA/Movimiento de Arte y Cultura Latino Americana	\$100,259
MOSAIC America	\$45,426
Opera San Jose	\$231,336
San Jose Chamber Orchestra	\$47,307
San Jose Choral Project	\$18,335
San Jose Institute of Contemporary Art	\$112,018
San Jose Jazz	\$190,369
San Jose Multicultural Artists Guild	\$28,823
San Jose Museum of Art	\$232,935
San Jose Museum of Quilts & Textiles	\$71,924
San Jose Stage Company	\$89,033
San Jose Symphonic Choir	\$14,686
San Jose Taiko	\$69,699
San Jose Youth Symphony	\$91,653
School of Arts and Culture at MHP	\$250,728
School of Visual Philosophy	\$19,621
sjDANCEco	\$21,968
Silicon Valley Shakespeare	\$31,683
Starting Arts	\$156,811
Steinway Society - The Bay Area	\$18,951
Symphony San Jose	\$184,411
Teatro Vision	\$38,347
The New Ballet School	\$124,590
Vivace Youth Chorus	\$33,461
<b>Total Operating Grants Proposed:</b>	<b>\$3,155,500</b>

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<b>Festival, Parade and Celebration (FPC) Grants</b>	<b>Grant Amount</b>
Almaden Fireworks Festival	\$5,000
Back to School Fest (ICAN)	\$5,000
Bark in the Park	\$15,954
Chile Mole Pozole	\$8,154
Chinese Dragon Boat Festival	\$6,027
Chinese Performing Arts of America Spring Festival Silicon Valley	\$14,359
Chopsticks Alley Art	\$5,495
Christmas in the Park	\$55,095
Cinequest Film Festival	\$55,095
Children's Discovery Museum Cultural Festival Series	\$21,201
Culture Night Market (Local Color)	\$12,763
Dia de los Muertos (San Jose Multicultural Artists Guild)	\$14,359
Dia de Portugal Festival	\$12,765
Dia San Jose (SJDA)	\$13,827
Downtown Ice	\$57,719
Enkulatash Ethiopian New Year Celebration	\$10,636
Fountain Blues and Brews Festival	\$19,570
Gay Pride Celebration	\$36,730
Guitar Fest	\$5,000
International Mother Language Celebration	\$5,318
Italian Family Festa	\$17,940
Jubilee Wellness Festival	\$5,850
Juneteenth 2024	\$19,570
Luna Park Chalk Art Festival	\$6,027
Mosaic Festival	\$21,201
Music in the Park	\$21,201
Nikkei Matsuri Festival	\$15,954
Pumpkins in the Park	\$5,318
Queer Afro Latin Dance Festival	\$16,309
Rose, White and Blue 4th of July Parade	\$13,827
San Jose Jazz Summer Fest	\$57,719
San Jose Poetry Festival	\$5,000
Shakespeare in the Park	\$23,399
Sikh Gurdwara - Hola Mohala	\$11,700
Silicon Valley African Film Festival	\$23,399
Silicon Valley Jewish Film Festival	\$11,416
SoFA Street Fairs 2023-24	\$8,154
South First Fridays/SubZERO Festival	\$14,678
Veggie Fest	\$10,636
Vietnamese American Roundtable (VAR)'s Black April Commemoration	\$5,673
Youth Music and Arts Cultural Festival	\$10,636
<b>Total FPC Grants Proposed:</b>	<b>\$705,674</b>

Attachment A: 2023-2024 Arts and Cultural Grant Recommendations  
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<b>take pART Grants</b>	<b>Grant Amount</b>
Alliance for Youth Achievement	\$24,500
Chopsticks Alley Art	\$23,750
Contemporary Asian Theatre Scene (CATS)	\$8,526
CreaTV	\$15,193
genARTS (SVCcreates)	\$3,221
La Raiz Magazine	\$3,920
Opera Cultura	\$24,500
PARTI Program	\$20,900
Playful People Productions	\$19,600
Red Ladder Theatre Company	\$25,000
San Jose Center for Poetry and Literature	\$14,700
San Jose Chamber Music Society	\$20,228
San Jose Downtown Foundation	\$15,000
SCVPAA for Mission Chamber Orchestra	\$14,250
South Bay Guitar Society	\$13,300
Voices of Silicon Valley	\$4,548
Winchester Orchestra	\$12,250
Works/San Jose	\$15,000
<b>Total take pART Grants Proposed:</b>	<b>\$278,386</b>

<b>GRAND TOTAL (pages 1-3)</b>	<b>\$4,139,560</b>
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