

CENTER FOR CULTURAL INNOVATION



ANNUAL REPORT

President's Message

Dear Friends,

When the Center for Cultural Innovation opened its doors in 2001, our dream was to create an entirely new kind of “arts service organization” – one that would bridge nonprofit and for-profit knowledge and sectors to address artists’ needs, one that would combine new technologies with old-fashioned, face-to-face relationships, and one that would produce useful and well-tested programs while constantly being open to risk-taking and new innovations.

Nine years later CCI has come a long way towards realizing that hybrid ideal, as reflected in the many programs and accomplishments that we are pleased to highlight in this 2010 Annual Report. In a year when the economy was still recovering, CCI produced more entrepreneurial training workshops, provided more direct grant funding, and incubated more new and potentially game-changing programs serving more individual artists than ever before.

Such prolific work does not happen by itself, and I would like to thank the staff of CCI – Lauren Bailey, Nancy Hytone Leb, Emily Sevier, Dzigbodi Djugba and Jayna Swartzman - for their incredible work as part of the FY’10 core staff team, and to welcome Katy Hilton and Nicole McGovern as its newest members. I am equally grateful to CCI’s board of directors, chaired by Angie Kim, who help to ensure that we are staying on course, in keeping with our organizational vision and mission, through their thoughtful guidance and support.

Partnerships are also key to our work, and I am grateful to the many funders, arts organizations and thought leaders who have become CCI advocates and collaborators to make new and exciting work happen for artists throughout California.

To all who have helped us to live up to our promise in 2010, thank you!



Cora Mirikitani
President and CEO

in·no·va·tion [in-uh-vey-shuhn]

–noun

The Introduction of Something New

At the Center for Cultural Innovation (CCI), “innovation” is much more than part of our name. Innovation is integral to every program, every gathering and every project we are involved with. Despite current economic challenges, we consistently examine every program we present and look for ways to improve, expand and create services for artists in California and beyond.

In FY 2010, CCI served over 4,500 artists throughout California. Artists and cultural workers had the opportunity to participate in multiple CCI programs including: workshops, grants and funding opportunities, research projects, discount programs and many convenings that provided occasions for artists to build community and gather insight from both their peers and leaders in the field. As we begin our 10th year of developing programs for individual artists, we’re proud of our leadership position in this important area but, most importantly, we look forward to new exploration and innovation to help improve the lives of working artists.

“CCI has proven itself to be a forward-looking, responsive advocate for the artistic community, and an exemplar of innovative leadership.”

Claire Peeps
Executive Director
The Durfee Foundation

Professional Development

Providing artists with professional development programs and giving them tools to both increase their sustainability and grow their arts business is critical to CCI's work. We continue to review, refine and reflect on our training offerings in order to best serve our artist constituency.

Highlights of our 2010 professional development program include:

- A total of 45 workshops were produced throughout California during the fiscal year, attended by over 1,812 artists across all disciplines. This translates into 183 hours of direct training support to artists.
- Our core workshop series, *Business of Art*, was expanded to 8 weeks and presented to 22 artists in San Jose in the fall of 2009 as part of the Creative Entrepreneur Project with the San Jose Office of Cultural Affairs. In the spring of 2010, 26 Los Angeles artists participated in the program.
- Our two and one-half day *Business of Art Boot Camp* was presented in Long Beach (in partnership with the Long Beach Arts Council) in November of 2009 and Berkeley (at the Kala Art Institute) in June of 2010.
- Subject specific workshops continued to be offered in Los Angeles and San Francisco. Popular topics included Web 2.0, Strategic Planning, Time Management, Grant Strategies, Marketing and Fundraising.



“The Center for Cultural Innovation has provided valuable and intelligent programs that have engaged me and helped identify and drive the focus of my creative work. It has encouraged the thoughtful establishment of a strong base and structure from which my projects, collaborations and creative work have been able to flourish. Through its programs, CCI has also provided access to first class mentors and advisers in all realms of the field, who are seasoned experts in entrepreneurship and the arts.”

Leah Curtis
Composer and Music Producer
Los Angeles, CA



- In collaboration with the California Community Foundation, we developed a professional development program to enhance their Fellowship for Visual Artists program. 10 mid-career artists and four emerging artists participated in a special *Business of Art* retreat at the UCLA Conference Center in Lake Arrowhead in September 2009. Follow-up gatherings with the group were held in Los Angeles in January and May 2010.



- We continued our collaboration with the Sacramento Region Community Foundation providing professional development programming for their Advancing Sacramento Art program, which focuses on capacity-building concerns.
- We continued to have a key presence at the Arts Tune-Up programs sponsored by the Los Angeles County Arts Commission. Over 300 artists and arts administrators attended information and technical assistance training sessions, which were held in Glendale, Woodland Hills and Pasadena.
- We co-presented a special professional development symposium at the California African American Museum in October 2009, featuring arts management guru Michael M. Kaiser, President of The John F. Kennedy Center for the Performing Arts. This Los Angeles program, attended by more than 400 artists and arts administrators, was organized on the heels of a previous CCI collaboration with Mr. Kaiser, who presented talks in Sacramento and San Francisco at The Commonwealth Club in May 2009.
- CCI's textbook, *The Business of Art: An Artist's Guide to Profitable Self-Employment*, continues to be a key resource for artists attending CCI's workshops as well as artists and arts administrators across the country. Over 1,500 books have been distributed through CCI and Amazon.com. In the second half of this fiscal year we began a planning process to develop a 2nd edition of our signature textbook, which we plan to publish in 2011.



“CCI has been a key partner for the City of San Jose Office of Cultural Affairs in working with our artist community. CCI has enabled us to improve the opportunity landscape for local artists through professional development grants offered through the Creative Capacity Fund, Business of Art workshops and convenings of our artist workforce. CCI’s policy and program recommendations as part of San Jose’s Creative Entrepreneur Project, an initiative that spotlights the importance of the working artist in San Jose, have helped pave the path to a robust creative life for artists of all disciplines in the capital of Silicon Valley.”

Kerry Adams-Hapner
Director, City of San Jose
Office of Cultural Affairs

Grantmaking Programs

CCI has taken a leadership role in providing artists throughout California with a variety of funding programs to support artists' ability to make work and to increase their overall financial stability.

Investing in Artists



CCI initially launched the *Investing in Artists* (IA) grants program in 2007 to enhance the working lives and strengthen the creative support system for California artists working in all disciplines. Supported by The James Irvine Foundation and The William and Flora Hewlett Foundation, the IA Grants program provides funding up to \$10,000 to artists in two categories: 1) Artistic Equipment & Tools; and 2) Artistic Innovation projects. In the three-year period from 2009-2011, CCI will award \$1million in IA grants to California artists to support their creative efforts.

In FY'10, CCI awarded \$400,000 in grants to 49 California artists in two categories: Artistic Equipment and Tools and Artistic Innovation. 23 artists were supported in Round IV of the program awarded in September 2009, which was followed by 26 artists in a fifth round of funding announced in April 2010.

"I lived in NYC for some time, and upon returning to the west coast immediately noticed the difference in the cultural infrastructure for creative work. The IA grants program takes a big step in balancing the equation."

Larry Karush
Musician
Los Angeles, CA

In the Artistic Equipment and Tools category, the following artists received grants:

For projects beginning October 1, 2009:

- Elaine Buckholtz (Multidisciplinary, San Francisco)
- Adam Greene (Music, San Diego)
- Ruth Gumnit (Video, San Francisco)
- Hirokazu Kosaka (Multidisciplinary, Torrance)
- John Jota Leaños (Theater, San Francisco)
- Allison Lowell (Music, Los Angeles)
- Rachel Rosenthal (Multidisciplinary, Los Angeles)
- Amelia Clara Rudolph (Dance, San Francisco)
- Mei Ann Teo (Film, Oakland)
- Jose Vences (Dance, Los Angeles)

For projects beginning April 1, 2010:

- Susan Avila (Craft, Oakland)
- Amy Balkin (Multidisciplinary, San Francisco)
- Chris Bell (Multidisciplinary, San Mateo)
- Cindy Bernard (Visual Arts, Los Angeles)
- James Buckhouse (Multidisciplinary, Palo Alto)
- Heather Bursch (Visual Arts, Los Angeles)
- Joshua Churchill (Multidisciplinary, San Francisco)
- Binh Danh (Photography, San Jose)
- David Gurman (Multidisciplinary, San Francisco)
- Taro Hattori (Visual Arts, Oakland)
- Packard Jennings (Multidisciplinary, Oakland)
- Larry Kline (Visual Arts, Escondido)
- Blaine Merker (Multidisciplinary, San Francisco)
- Kim Stringfellow (Multidisciplinary, Joshua Tree)

“The CCI Artistic Innovation Grant afforded me the time and resources to work with two collaborators to develop an eBook proposal for my new book. In a way, the Grant put us in the driver’s seat. Most of the innovation around eBooks is coming from heavily funded initiatives in big offices, not from authors. But when we presented our proposal to my publisher and others in the industry, we not only received a strong reception, we realized that we were ahead of the curve. We are really excited about the new possibilities that the grant has opened up for our creativity. And we hope to be able to help educate other writers about the possibilities the new electronic format may open up for them too.”

Jeff Chang
Literary Artist
Berkeley, CA

In the Artistic Innovation category:

For projects beginning October 1, 2009:

- Ana Maria Alvarez (Dance, Los Angeles)
- Ledoh (Dance, San Francisco)
- Natalie Bookchin (Video, Los Angeles)
- Charya C. Burt (Dance, Windsor)
- Linda Goldstein Knowlton (Film, West Hollywood)
- Kompiang Metri-Davies (Dance, Richmond)
- Danial Nord (Video, San Pedro)
- Julie Orser (Video, Los Angeles)
- Suzan L. Pitt (Animation, Los Angeles)
- Mythili Prakash (Dance, Los Angeles)
- Marcus A. Shelby (Music, San Francisco)
- Wayne Vitale (Multidisciplinary, El Sobrante)
- Kristina Wong (Theater, Los Angeles)

For projects beginning April 1, 2010:

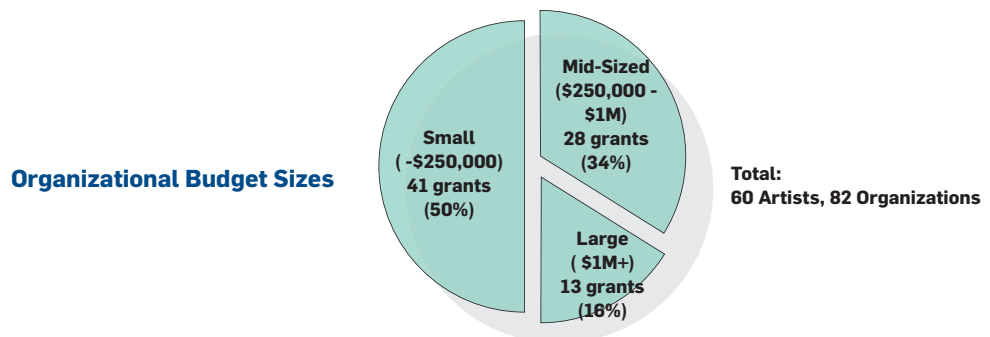
- Jeff Chang (Literary Arts, Berkeley)
- Sara Daleiden (Multidisciplinary, Los Angeles)
- Sergio de la Torre (Multidisciplinary, San Francisco)
- Amy Franceschini (Visual Arts, San Francisco)
- Guillermo Gomez-Pena (Multidisciplinary, San Francisco)
- Desiree Holman (Multidisciplinary, Oakland)
- Ali Liebegott (Literary Arts, San Francisco)
- Kelly Nipper (Multidisciplinary, Los Angeles)
- Scott Oliver (Visual Arts, Oakland)
- Alison Pebworth (Visual Arts, San Francisco)
- Jessica Rath (Visual Arts, Los Angeles)
- Philip Ross (Multidisciplinary, San Francisco)

Creative Capacity Fund – Quick Grant Program



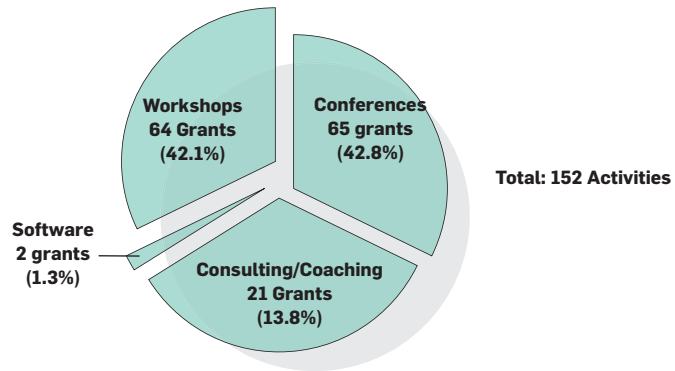
Originally conceived as a CCI incubator project in 2009, the Creative Capacity Fund is a collaborative funding effort now supported by multiple arts funders in California who are interested in supporting professional development and capacity building for individual artists and arts administrators during tough economic times in the nonprofit arts sector. Through its Quick Grant program, artists and cultural workers can receive between \$500-\$1,000 to support their attendance at workshops and conferences, or access to other capacity building resources. In FY'10, the Creative Capacity Fund expanded its size and scope to reach arts constituents in both the San Francisco Bay Area and Los Angeles.

Participating funders in FY'10 included the San Francisco Arts Commission, San Francisco Grants for the Arts/Hotel Tax Fund, the San Francisco Foundation, the Walter and Elise Haas Fund, the City of San Jose Office of Cultural Affairs and the Department of Cultural Affairs in Los Angeles.



Through the Creative Capacity Fund's Quick Grant program, small to mid-sized organizations have received significant support to help increase their organization's capacity building needs. A majority of the funding has been used to attend professional development workshops and industry conferences.

Activity Types



The Creative Capacity Fund website (www.creativecapacityfund.org) expanded in FY '10 and now includes Quick Grant applications, a statewide calendar of professional development events as well as peer-to-peer articles focused on key capacity building issues.

In the coming year, the Creative Capacity Fund is slated for further growth with support from additional funders including: The California Community Foundation, the Los Angeles County Arts Commission, and the Lia Fund.

“The 3- day conference I attended covered a broad range of musical theatre business matters and by the end of the weekend I was very clear about how to protect my work, pitch my work, and get my musical produced. It is no exaggeration when I say, by enabling me to attend this conference, this grant changed my life and catapulted me into realizing my full ‘creative capacity’.”

Tajma Beverly
Composer/Performer
Los Angeles, CA
Awarded June 2010

Encouragement Grants

As part of the Creative Entrepreneur Project, CCI, along with the City of San Jose Office of Cultural Affairs, continued the Encouragement Grant program for the San Jose-based artists enrolled in the Fall 2009 *Business of Art* program. Small grants were distributed to artists who defined “Next Steps” assistance on key projects that they had identified after completing the *Business of Art* course. Grants up to \$1,000, were awarded to 12 artists. Projects included: engaging a career coach, technology upgrades and creating marketing materials.

Benefits for Artists

The BOA program was started in 2005 in order to provide artists with group discounts and other benefits. Over 900 artists continue to participate in this program at a cost of \$19.95 per year. Program partners include travel-related resources, insurance providers and other non-profit, professional development providers.



Project Incubator

CCI's Project Incubator was established in 2007 to serve as both a “think tank” and research and development lab to explore new and innovative ideas to further advance support systems for artists. In collaboration with select teams of funders, artists, researchers, field practitioners and other partners, the Project Incubator works on specific problem-solving projects in the areas of arts research, partnership initiatives and advocacy.

Next Generation Arts Leadership Initiative



In late 2009, CCI received two grants totaling \$350,000 from The William and Flora Hewlett Foundation and The James Irvine Foundation to initiate a statewide Next Generation Arts Leadership Initiative in California. CCI will incubate this initiative to test solutions to the looming leadership deficit that is anticipated in California nonprofit arts organizations. In keeping with that goal, the “NextGen Arts” initiative will develop three program components:

- NextGen Professional Development Grants providing up to \$1,000 to emerging arts leaders to take workshops, attend conferences, or work with career coaches or management consultants to strengthen their administrative skills;
- NextGen Innovation Grants providing up to \$10,000 to arts organizations in California, by invitation, to explore new policies and practices that will advance next generation arts leadership in their institutions; and
- Convening of Emerging Arts Leadership Network leaders in California, including those under development in Los Angeles, San Diego, San Francisco and Silicon Valley.

In addition, CCI has commissioned noted research economist Ann Markusen to develop and analyze a baseline survey of next generation arts leaders in California. The grantmaking activities provided through the Next Gen Arts Initiative will be implemented through CCI's Creative Capacity Fund, an arts funding collaborative supporting professional development activities for artists and arts administrators in the Bay Area and elsewhere in California.

Administration and Finances

Center for Cultural Innovation continued its pattern of well-managed growth in FY'10, despite the lingering downside effects of the economic recession on the general nonprofit sector. CCI maintained a positive cash balance in FY'10, realizing income of \$1,417,282 against program and operating expenses of \$1,092,202 for the year. For further information on CCI's audited financial statements for fiscal year 2010, please contact the CCI Administrative Office at 244 S. San Pedro Street, Suite 401, Los Angeles, CA 90012.

CCI would like to thank the following foundations and governmental agencies that supported its programs and operations in 2010:

Arts Council of Long Beach
California Community Foundation
City of Los Angeles, Department of Cultural Affairs
City of San José, Office of Cultural Affairs
The James Irvine Foundation
Leveraging Investments in Creativity
The Lia Fund
Los Angeles County Arts Commission
Sacramento Region Community Foundation
San Francisco Arts Commission
The San Francisco Foundation
San Francisco Grants for the Arts/Hotel Tax Fund
The Walter & Elise Haas Fund
The William and Flora Hewlett Foundation

CCI would also like to thank the following individuals for their generous contributions in 2010:

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