

2015 ANNUAL REPORT

 CENTER FOR
CULTURAL
INNOVATION





PRESIDENT'S MESSAGE

Dear Friends,

It's an exciting time to be an artist in America. I am happy to see so many instances of a growing appreciation of artists—STEAM as a more important combination of science, technology, engineering, arts, and math skills than simply STEM instruction; tech companies valuing creativity; and government officials turning to artists for solutions to civic problems, such as Los Angeles Mayor Eric Garcetti's Creative Catalyst Artist in Residence

Program to hire artists to reduce deadly traffic accidents on city streets. Today's public appreciation for

artists is a far cry from 12 years ago when the seminal Urban Institute report *Investing in Creativity: A Study of the Support Structure for U.S. Artists* cited a national poll that showed that artists as a profession was viewed as unpopularly as that of an elected official.

Before I stepped in as the Interim President and CEO this fiscal year, I have been a longtime supporter and board member of CCI with an even longer history as an individual artist funder. Over those years, not much changed in popular perceptions of artists as "nice to have" but not valued. Fast forward to more recent years, and new markets and demands for artists have emerged for their contributions as cohesive glues for community identity, as inventors and problem solvers tackling civic and environmental issues, and as stimulators of arts-centered economies. So much has changed that CCI embarked on a yearlong research project, in partnership with the National Endowment for the Arts and supported by the Doris Duke Charitable Foundation and the Sundra Foundation, to generate current knowledge about changing artistic practices and implications for their systems of support. We know that artists are

finding new ways to fundraise using social media, are developing new socially minded artistic businesses as alternatives to 501(c)(3) organizing structures, and are making a difference as community-based artists. This opportunity to refresh our knowledge of artists' needs can influence investments in artists and their activities. The possibilities and value of such a contribution to artists' sustainability thrills me and contributed to my

agreeing to make my role permanent at CCI.

CCI IS COMMITTED TO INCLUSION AS THE DIVERSITY OF ARTISTS AND THEIR PRACTICES CONTRIBUTE TO RICHLY TEXTURED AND MEANINGFUL HUMAN EXPERIENCE.

Under my leadership, CCI is committed more than ever to promoting support for individual artists

as they directly contribute to producing cultural meaning and catalyzing change. In addition, we will continue to support a widening spectrum of artistic activities without judgement. We will work to ensure that popularity of certain types of artistic practices don't crowd out support for all types of artists and arts workers—studio artists, community-based and social practice artists, cultural producers, and independent creative entrepreneurs. CCI is committed to inclusion as the diversity of artists and their practices contribute to richly textured and meaningful human experience. Moreover, CCI will continue to bridge nonprofit, proprietary, and public sectors to better serve artists who have traditionally fallen outside of the nonprofit sector's systems of support, including independent commercial creative entrepreneurs and culturally specific arts producers. I concluded this year energized and looking ahead, and I look forward to bringing my passion for supporting artists in innovative, unbounded, and ambitious ways for years to come at CCI. Join us!

Angie Kim
President and CEO



MISSION & VISION

The Center for Cultural Innovation (CCI) was founded in 2001 as a California 501(c)(3) nonprofit corporation. Its mission is to promote knowledge sharing, networking, and financial independence for individual artists and creative entrepreneurs by providing business training, grants, and by incubating innovative projects that create new program knowledge, tools, and practices for artists in the field.

CCI believes that by linking the natural creativity and tolerance for risk of artists and creative entrepreneurs to the latest business tools and practices, and by helping to connect them to new financial resources, and to one another, CCI can give artists the knowledge and economic independence needed to bring their work and ideas into the marketplace, and establish a new voice for artists based on their collective clout. This is our vision. Knowledge is power. Personal networks build community. And financial independence supports creative freedom. This is what drives our work at the Center for Cultural Innovation.

GRANT & FUNDING PROGRAMS

Providing artists and creative entrepreneurs with financial resources to help them advance their careers is cornerstone to CCI's work. Through our innovative grant programs, *Investing in Artists*, *Creative Capacity Fund*, *Creative Industries Incentive Network*, and the *NextGen Arts Leadership Initiative*, artists and arts administrators have the opportunity to increase their sustainability, advance their professional development, and expand their art practice.

The Artistic Innovation grant enabled me to initiate the "Means of Exchange" project and build artistic partnerships with storefronts in the 25th and Telegraph neighborhood of Oakland including Telegraph Cleaners, EconoJam Records and the Alan Blueford Center for Justice. With CCI support, I was also able to leverage other opportunities for my artistic practice including an artist-in-residence at Mills College and a newly commissioned installation at Montalvo Arts Center. The CCI grant has enabled me to have one of the most productive periods of my professional practice.
—Weston Teruya, Visual Artist, Berkeley





INVESTING IN ARTISTS

The *Investing in Artists* grants program was established by CCI in 2007 to enhance the working lives and strengthen the creative support system for California artists working in all disciplines. Since that time, with the support of The James Irvine Foundation and The William and Flora Hewlett Foundation, CCI has awarded over \$2 million to 290 diverse artists working in various disciplines across the state.

2014 VISUAL ARTS, CRAFTS AND LITERARY ARTS 12 ARTISTIC EQUIPMENT AND TOOLS GRANTS:

- S.A. Bachman (LOUDER THAN WORDS) (Visual Arts, Los Angeles)
- Jeff Cain (Visual Arts, Los Angeles)
- Dino Dinco (Multidisciplinary, Los Angeles)
- Mark Flores (Visual Arts, Los Angeles)
- Micol Hebron (Multidisciplinary, Los Angeles)
- Kenyatta A. C. Hinkle (Visual Arts, Los Angeles)
- Olga Koumoundouros (Visual Arts, Los Angeles)
- Janis Crystal Lipzin (Multidisciplinary, Sebastopol)
- Richard Montoya (Literature, Los Angeles)
- Maria Porges (Visual Arts, Oakland)
- Isaac Resnikoff (Visual Arts, Los Angeles)
- Chris Thorson (Visual Arts, Oakland)

2014 VISUAL ARTS, CRAFTS AND LITERARY ARTS 11 ARTISTIC INNOVATION GRANTS:

- Stephen Berens (Visual Arts, Los Angeles)
- Guillermo Bert (Visual Arts, Los Angeles)
- Jacqueline Gordon (Multidisciplinary, Los Angeles)
- Suzanne Lacy (Visual Arts, Marina del Rey)
- Rebecca Lowry (Visual Arts, Los Angeles)
- Susan Mogul (Visual Arts, Los Angeles)
- Alison O'Daniel (Multidisciplinary, Los Angeles)
- Michele O'Marah (Multidisciplinary, Los Angeles)
- Erica Lorraine Scheidt (Literature, Berkeley)
- Tracey Snelling (Visual Arts, Oakland)
- Weston Teruya (Visual Arts, Berkeley)

In September 2014, CCI awarded a total of \$160,000 in grants through the 2014 Visual Arts, Crafts and Literary Arts round of the program to 23 California artists in two categories: **Artistic Equipment and Tools** and **Artistic Innovation**.

Through the continued support of The William and Flora Hewlett Foundation, CCI is pleased to offer an additional three rounds of funding (2015-2017) for the Investing in Artists program for Bay Area performing and media artists.

The grant helped me create a new website and acquire storage space for high-resolution quality images for film and audio editing programs. I was able to put my best foot forward as far as representing "The Kentifrica Project," from digital scans, graphic design, and compiling documentation into a winning proposal for the Fulbright! Thanks to the Artistic Equipment and Tools grant I was able to make my dreams come true.

—Kenyatta A.C. Hinkle, Interdisciplinary Visual Artist, Writer, & Performer, Los Angeles



CREATIVE CAPACITY FUND'S QUICK GRANT PROGRAM

Thank you for awarding me the Quick Grant. I was able to attend the Open Engagement conference which was extremely beneficial to my professional development. I presented my current project to a national audience and made meaningful connections with other colleagues from New York, Ohio, and Virginia which may lead to opportunities outside of California.

*–Nuttaphol Ma,
Visual Artist, Los Angeles*

In 2009, CCI launched the *Creative Capacity Fund* in partnership with the San Francisco Arts Commission and the San Francisco Grants for the Arts/Hotel Tax Fund with the intention of establishing a collaborative funding initiative to strengthen the support system for artists and arts administrators. Now in its seventh year, the Creative Capacity Fund includes ten funding partners jointly invested in providing professional development scholarship funding. Participating funders in this fiscal year included San Francisco Arts Commission, San Francisco Grants for the Arts/Hotel Tax Fund, San Francisco Foundation, City of San José Office of Cultural Affairs, City of Los Angeles Department of Cultural Affairs, Los Angeles County Arts Commission, California Community Foundation, Lia Fund, RSF Social Finance, and The William and Flora Hewlett Foundation.

The Quick Grant program provides \$500 in reimbursement funding to individual artists and nonprofit arts workers in the Bay Area and Los Angeles to engage consultants or participate in workshops and conferences that will develop their business and administrative skills. In FY'15, the Creative Capacity Fund awarded 196 Quick Grants to 135 individual artists and 61 nonprofit arts organizations totaling \$82,894 in professional development reimbursement funding. Nonprofit administrators of small and midsize organizations used the support to build their management capacity, and artists used the funds to participate in professional development workshops, conferences, and coaching/consulting to hone business skills necessary to sustaining their careers.

NEXTGEN ARTS LEADERSHIP INITIATIVE

A collaborative initiative of The James Irvine Foundation and The William and Flora Hewlett Foundation, CCI's NextGen Arts Leadership Initiative received renewed support for 2012-2015 for the following activities: 1) *NextGen Professional Development Grants*, 2) *NextGen Organizational Grants*, and 3) *communications and outreach activities* for emerging arts leaders statewide.

NextGen Professional Development Grants provides funding of up to \$1,000 to individual California emerging arts leaders for professional development.

This year, the NextGen Professional Development program awarded 74 emerging arts leaders a total of \$57,836. Grantees represented a diversity of California regions from Los Angeles and San Francisco to the southern border, Central Coast, and San Joaquin Valley. The types of activities supported reflect the myriad leadership and professional development opportunities the program was designed to support, including mentorships with field leaders, job shadowing, and studies abroad.

The grant I was awarded by NextGen was a dream-come-true for me professionally. I have wanted to expand my grant proposal skills for years, and a workshop proved to be the perfect opportunity. Thank you so much for the opportunity. I cannot express how much it means to me and am extremely pleased that NextGen exists in this capacity to support so many people like me.

—Reina Heinz, The Nile Project, San Francisco





NEXTGEN ARTS LEADERSHIP INITIATIVE (CONT.)

NextGen Organizational Grants totaling \$75,000 provided California arts and cultural organizations up to \$15,000 each over an 18-month period between January 2014–January 2015 to support the development of new programs and policies to cultivate and sustain NextGen leadership within their organizations. Their final projects were completed in January 2015, and their reports showed strong evidence of the transformational impact these grants had on the grantees. The following small and midsize organizations received a NextGen Organizational Grant:

- Cal Presenters
- Dancers' Group
- Palo Alto Art Center
- Santa Monica Museum of Art
- Mexican Heritage Plaza School of Arts and Culture
- World Arts West

In addition to our online efforts, CCI shared information and resources through in-person presentations at the 2015 Art/Life Forum at the Multicultural Arts Leadership Institute in San José and at statewide emerging arts leaders convenings, including a “Meet the Funders” panel in partnership with The William and Flora Hewlett Foundation.

Professional development for the Museum’s young leaders is critical, especially at this moment of major institutional transition and expansion. More than half of our full-time staff is under the age of 35. For each of these “next generation” individuals, the Museum is the first or second full-time position in an arts organization, and most came directly from an undergraduate or graduate program. The CCI project empowered next generation leaders across departments to explore new approaches to audience engagement, to shape programming, and to inform SMMoA executive staff’s decisions on organizational practices. –Santa Monica Museum of Art

NextGen Communications and Outreach activities continued throughout the year. CCI staff engaged our rich and diverse network of emerging arts leaders in California both online and in-person. Through dedicated Facebook and Twitter accounts, CCI pushed information and opportunities out to promote leadership opportunities and resources. In addition, CCI’s *NextGen News*—a bi-monthly electronic newsletter—offered a platform for engaging this community. With over 1,400 subscribers, *NextGen News* profiles grantees, is a source for local and national professional development opportunities, and connects visitors to latest insights and articles on leadership development in the field.

CREATIVE INDUSTRIES INCENTIVE NETWORK

The *Creative Industries Incentive Network (CIIN)* is a three-year pilot program in partnership with the Surdna Foundation. The goal is to incubate experimental projects that hold the promise of catalyzing creative economies through investments in artists and arts workers in five distinct California communities. As a result of this effort, CCI hopes to develop new models for sustaining artists and creative entrepreneurs as well as shine a spotlight on our partners' efforts to incorporate artists into their local economies. Partnering organizations are required to match CCI's contributions 1:1 for the first two years of the three year commitment, with the final year funded entirely by the partners. The following activities took place in four communities this fiscal year (the fifth and final community will be added in FY'16):

1) CREATIVE ECONOMIC DEVELOPMENT FUND (CEDF), LOS ANGELES

Encouraging the development of uniquely LA creative triple-bottom line enterprises that are artistic practices using a market-based strategy to realize social impacts.

CEDF is a newly launched program with the City of Los Angeles Department of Cultural Affairs that provides funding for projects that will help launch startup ventures; enable temporary, pop-up activities; or expand micro-sized creative enterprises with five or fewer employees. The program provides \$100,000 in grants of up to \$12,500 each. CEDF is unusually entity-agnostic supporting a range of independent creative businesses, self-employed artists or cultural producers, artist collectives, or nonprofit arts organizations with earned income activities; the unifying criteria is their use of commercial strategies and their intent to have a positive social or community impact.

OUT OF 90 APPLICANTS, THE EIGHT INAUGURAL CEDF GRANTEEES ARE:

- **Big City Forum** (Pacoima) to launch a pop-up artistic, community-based, and retail residency—Talleres Públicos—within Pacoima City Hall.
- **GEO's Synaesthetic Emporium** (Eagle Rock and Highland Park) to expand business of artisanal sausages that are custom made to reflect personal, ethnically specific experiences presented as pop-up performances.
- **Leadership for Urban Renewal Network (LURN), Inc.** (Boyle Heights) to launch "AYE Boyle Heights" that will operate a monthly Street Tacos and Art Night event benefiting street vendors and in-residence local artist entrepreneurs.
- **Mi Vida Boutique** (Highland Park) to expand a family-run store of locally produced, handmade goods.
- **Otherwild** (Echo Park) to create three new lines of queer and feminist-specific products: a gender-neutral fragrance, androgynous bathing suits, and jewelry.
- **Piece by Piece** (South LA) to open a storefront at Mercado La Paloma selling mosaic wares designed and handmade by those living in poverty whose participation puts them on a path to earned income.
- **Public Matters LLC** (Historic Filipino Town) to train the next generation of community leaders to take visitors on historic-cultural tours of HiFi conducted by foot or by jeepny.
- **River Wild LLC** (Elysian Valley of LA River) to establish LA River Café as a permanent, place-based storefront anchoring the community.

CREATIVE INDUSTRIES INCENTIVE NETWORK (CONT.)

2) CREATIVE INDUSTRIES INCENTIVE FUND (CIIF), SAN JOSÉ

Investing in the success of small arts businesses in San José.

A partnership between CCI and the City of San José Office of Cultural Affairs, CIIF provides project support to local commercial businesses—such as manufacturers, service providers, presenters and designers, among others—involved in the production or distribution of the arts. In early 2015, \$40,000 was awarded for business-related improvements and enhancements, including facility upgrades, a public programming series, video promotions, and the relaunch of an alternative press expo. These seven San José arts businesses received project support grants of between \$2,000 and \$8,000:

- Empire 7 Studios
- Ghisallo Cyclery
- Petit Galleria
- SLG Publishing / Art Boutiki
- Future Arts Now (FAN!)
- Noon Arts & Lectures
- The Sign Artist

The CIIF Grant helped us to build awareness about (FAN!) services with parents, youth, school administrators, city officials, and Silicon Valley residents in general. Being able to get new signage and marketing collateral helped to build legitimacy with our core group of clients and attract new business. –Demone Carter, Future Arts Now (FAN!)

3) RICHMONDDESIGNS, RICHMOND

Workforce development for low-income residents to be employed in locally based creative design and fabrication industry.

Through an innovative cross-sector partnership, CCI welcomed the City of Richmond to the Creative Industries Incentive Network in early 2015. Over the next three years, CCI will collaborate with the City's Workforce Investment Board's RichmondWORKS program to design and implement a new project based on their Direct Entry to Employment model. This new program will match local young adults—ages 18-24 who have a career interest in the arts—with local commercial arts and design businesses involved in manufacturing, production, or fabrication. The program will provide pre-employment training, subsidized work hours, and support to local community partners serving as employers for the next generation of Richmond's arts workers.

4) CALIFORNIA COLLEGE OF ART (CCA), SAN FRANCISCO

To seed an experimental development fund of impact investors that will support CCA students and alumni's art and design projects that address social and environmental problems.

Like so many art and design colleges, CCA's donor base is primarily composed of those who gift altruistically or who contract for students' designs. CCA's participation is to experiment with a new development model of attracting, for the first time, impact investors based on the merits of supporting art and design projects that will have tangible social, environmental, civic, or community benefits. CCI is partnering with CCA because of their interest in experimenting with developing new types of donors who are investing based on principles other than on profit. The larger implication of this effort, if proven fruitful, is the ability to demonstrate the usefulness of including art and design in impact investors' portfolios.






TRAINING & PROFESSIONAL DEVELOPMENT PROGRAMS

Since its inception, CCI's professional development training programs and workshops have helped thousands of California artists acquire current and necessary business skills to help them advance their artistic careers. With a roster of business professionals with experience working with artists and nonprofit organizations, the program continues to positively impact the financial viability of individual artists throughout the state.

PROFESSIONAL DEVELOPMENT PROGRAM HIGHLIGHTS FOR FY'15 INCLUDE:

- CCI provided its signature professional development program "Business of Art" in spring 2015 to 14 artists ranging from emerging to mid-career and representing a diversity of artistic mediums including mixed media, visual arts, and performing arts.
- CCI presented a thirteen-week "Business of Art" entrepreneurial training as a semester-long credit course at California Institute of the Arts. Sixteen Bachelor and Master of Fine Arts students enrolled and received instruction and learned through interactive and collaborative projects practical knowledge that will be useful in embarking on their careers.
- In spring 2015, CCI began a partnership with Intersection for the Arts to design and implement a new program called The Accelerator, which provides incubation, professional training, peer-to-peer learning, and individualized coaching sessions to 10 arts enterprises fiscally sponsored by Intersection. This unique collaboration helps Intersection for the Arts accelerate the development of promising organizations in their portfolio and provides CCI with a unique opportunity to tailor our entrepreneurship-focused training curriculum for a more enterprise-focused incubation lab.
- CCI presented standalone workshops, including Social Media Strategies, Tax Tips for Artists, Selling Your Art, Time Management for Artists, Strategic Planning, Financial Literacy, and a two-part workshop series on "It's Just Capitalism: Applying for Grants and Maintaining Sanity."
- CCI participated in various community art events that, in total, served over 100 artists, including participation at the Artists Resource Fair, Dancers Career Conversations, and the Arts Tune-Up session held at the San Gabriel Mission Playhouse.

In total, CCI provided and participated in over 35 events that served more than 500 California artists in FY'15.

A top-down view of various art supplies scattered on a white surface. In the center is a long, flexible stainless steel ruler with markings in inches and centimeters. To the left are several pencils, including a green one and a red one with 'ROBERT SIMMONS' and '786 USA' written on it. There are also two brushes with wooden handles and bristles. A black USB drive is positioned near the center. To the right, a fan of colorful paper samples is visible, with a blue card in the foreground. A pair of black-handled scissors is in the upper right corner. A roll of white tape is in the upper left. A palette with white paint is in the lower right.

CCI always provides a learning experience with clear understanding. I found the workshops and the material to be very useful. They always cover the main points; the path is clear and helpful for the artists' process.

–David G. Brown, Multi-disciplinary Artist, Los Angeles

I learned the tools and skills necessary to advance my artistic endeavors. It was great to find others in similar situations. I had such a great time networking. This workshop has given me the inspiration to successfully start up a launch for my long-term success. I will be forever grateful for this [Business of Art] training. So wonderful, generous, and incredibly useful for any artist serious about taking their career to the next level.

–Hannah Maximova, Visual Artist (mosaics), Los Angeles



ADMINISTRATION & FINANCE

Center for Cultural Innovation continued its pattern of well-managed growth in FY'15, with income of \$1,053,920 received against program and operating expenses totaling \$840,476.

For further information on CCI's audited financial statements for FY'15, 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 GOVERNMENT AGENCIES THAT SUPPORTED ITS PROGRAMS AND OPERATIONS IN FY'15:

Bloomberg Philanthropies
California Community Foundation
California Institute of the Arts
City of Los Angeles Department of Cultural Affairs
City of San José Office of Cultural Affairs
Doris Duke Charitable Foundation
Intersection for the Arts
The James Irvine Foundation

Los Angeles County Arts Commission
National Endowment for the Arts
RSF Social Financial
San Francisco Arts Commission
The San Francisco Foundation
San Francisco Grants for the Arts/Hotel Tax Fund
Surdna Foundation
The William and Flora Hewlett Foundation

CCI WOULD ALSO LIKE TO THANK THE FOLLOWING INDIVIDUALS FOR THEIR GENEROUS CONTRIBUTIONS IN FY'15:

Stephen Berens
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Karen Constine
Cultural Odyssey
Joelle Dobrow

Sally Jo Fifer
Carla Gordon
Edgar Hirst
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Lorna Lathram
Markusen Research
Cora Mirikitani
Alison Pebworth

Kira Perov
Mari Riddle
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Sri Susilowati
Koji Takei

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