City of San Jose Office of Cultural Affairs'

Creative Industries Incentive Fund – Round 5 (2017–2018)

In partnership with the Center for Cultural Innovation (CCI)
with support from The Knight Foundation

APPLICATION GUIDELINES
Applications are due by 5:00 pm on March 6, 2017.

PURPOSE

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

The City of San Jose Office of Cultural Affairs' Creative Industries Incentive Fund (**CIIF**) provides project support to arts-based commercial businesses involved in the production or distribution of the arts. Incentive awards are for creative industries of all types, such as manufacturers, service providers, presenters, and designers, among others. The CIIF seeks to support projects aimed at building successful small arts businesses in San Jose by their ability to:

- Increase community support and marketability,
- Leverage CIIF funding with other funding support, and
- Grow and achieve greater economic sustainability.

CIIF has expanded to include a new funding category targeted specifically at arts businesses in San Jose serving as cultural anchors and catalysts in their neighborhoods. This place-based expansion is in response to a growing number of applications to CIIF from neighborhood-based arts businesses as well as nomadic enterprises seeking physical space to anchor themselves in a specific neighborhood. The requests have ranged from storefront improvements to neighborhood activation. The new category, Category 2: CIIF Place-Based, is in addition to the original CIIF category of business support that was offered in CIIF Rounds 1 through 4.

Investing in the economic sustainability of neighborhood arts businesses helps keep creativity alive in San Jose neighborhoods and maintains the unique qualities of place in a city challenged by increasing rents and the homogenizing effects of gentrification.

INCENTIVE AWARDS NOW OFFERED IN TWO CATEGORIES

Category 1: CIIF Business Support

For projects and activities that help your business be sustained or to grow.

EXAMPLES: (***You define your creative business needs; projects are not limited to these examples.)***

- Seed money for a marketing launch for a particular arts-related service or product.
- Development of a fundraising model that utilizes social media and crowdsourcing.
- Hiring a mentoring team, coach, or consultant for capacity-building, strategic/business planning, or marketing support to grow an enterprise or build sustainability.
- Purchase of equipment or technology products to bring your business to the next level.

Grant award range: $2,000–$8,000 each. Total Funds available in this category: $20,000

Category 2: CIIF Place-Based

Open to arts-based businesses serving as cultural anchors and catalysts in specific neighborhoods AND nomadic enterprises seeking physical space to anchor themselves in specific neighborhoods. This category is to help increase your business's relevance and presence in a specific neighborhood.

EXAMPLES: (***You define your creative business needs; projects are not limited to these examples.)***

- Build out of exhibition space/galleries.
- Storefront improvements.
- Pop-Ups, neighborhood festivals or wayfinding projects.

Grant Award range: $2,000–$8,000 each.

Total Funds available in this category: $50,000

$30,000 available for arts businesses in Downtown, Japantown, and East San Jose.

$20,000 available for arts businesses located in all other areas of San Jose.

ELIGIBILITY CRITERIA

To be eligible for consideration, businesses must be:

- Commercial (***not*** nonprofit) businesses, including small businesses and sole proprietorships;
- A San Jose–based business that provides a cultural or arts-related service or product that generates a public value; and
- In good standing with City of San Jose.

To be eligible for consideration, projects must:

- Not already be funded through another Office of Cultural Affairs grant program.

Only one application per business is allowed. Businesses that have previously been awarded CIIF funding are eligible to reapply if they have completed their CIIF project and submitted their final grant report.

Projects must be completed between May 1, 2017 – June 30, 2018.

Project support will be awarded to San Jose-based businesses through a competitive application process that includes a peer review panel.

EVALUATION CRITERIA

Priority will be given to applications from businesses that:

- Contribute to cultural vibrancy in San Jose;
- Promote a positive San Jose image or brand;
- Demonstrate previous related experience aimed at growing or stabilizing a creative business;
- Show evidence or "signs of readiness" for project launch or implementation; and
- Demonstrate an economic impact and/or generate jobs in the City of San Jose.

Additional evaluation criteria for Category 2: CIIF Place-Based proposals:

- Contribute to and showcase the cultural vibrancy of a distinct and specific San Jose neighborhood;
- Demonstrate the potential to attract residents and visitors to a distinct San Jose neighborhood.

HOW TO APPLY

Applications are due by 5:00 p.m. on March 6, 2017.

To apply, please submit the following via email to ciif@cciarts.org. In the subject heading write: "CIIF Application Submission."

1) **CIIF Cover Sheet** with your contact information:
   Your Name & Title
   Company Name Business Address
   Daytime Phone Email
   Please state the category for which you are submitting your application (Category 1: CIIF Business Support or Category 2: CIIF Place-Based)

2) **A 2–3 page (maximum; 12pt font type) project proposal** (Word doc or PDF) that addresses the following items:

   a) Project Description
   Please provide a brief description of your project. Include specific information such as:
   - Type of Service/Product;
   - Service Provider, if hiring a consultant*;
   - Stage of Development (Preparing for launch, already in implementation, etc.);
   - Timeline; and
   - Scope of Work/Specific Goals

   *If hiring a consultant, please submit a Letter of Commitment from the consultant.

   b) Proposed Outcomes
   Please describe how the proposed project will build the capacity and/or economic sustainability of your business. How will it contribute to cultural vibrancy in San Jose and/or promote a positive San Jose image or brand? Will it have an economic impact and/or generate jobs in San Jose?

   If applying for Category 2, please describe how your business acts as a cultural anchor (i.e., how it is important and relevant to the community). How will the project specifically benefit the neighborhood where you are located? Also specify which neighborhood/community in San Jose your business serves.

c) Company Profile/Description
Please provide a profile or description of your company, as well as brief bios of the project team or staff. Include relevant experience of project team or staff for this project, as well as related experience aimed at growing or stabilizing a creative business.

3) Project Budget

a. Total cost of proposed project
b. Total requested from **CIIF**
c. Line Itemized Project Budget
d. Additional committed and pending source(s) of funding for your project, if needed. Please note clearly which funds are already committed.
e. Please take into consideration when making your plans that partial funding may be awarded.

4) Attachments: Support materials (maximum of five pages and/or 3MB file) such as letters of support, media/press releases, etc. *Support materials can help strengthen the application and provide greater detail of the importance of your business and your project.*

Application Review & Selection
A selection panel comprised of individuals with expertise in arts-based business development and a member of the San Jose Arts Commission will review applications and forward a recommendation for awards to the Arts Commission in April or May 2017. The same group of panelists will review applications in both categories.

An information session will be held on Friday, February 10th from noon to 1 p.m. at San Jose City Hall. Please RSVP to arlene.biala@sanjoseca.gov or 408.793.4332.

For general information contact:
Arlene Biala, Arts Program Manager
San Jose Office of Cultural Affairs
408.793.4332 I arlene.biala@sanjoseca.gov
www.sanjoseculture.org

For information on submitting a grant application contact:
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Managing Director, Bay Area
Center for Cultural Innovation
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