

Purpose

To explore over the course of a year improving the opportunity landscape for individual artists—creative entrepreneurs—in San Jose by conducting a baseline needs assessment; providing pilot training programs, financial resources and convening opportunities; and developing recommendations on strategies, changes to policy and resources needed to advance the local environment for artists.

Project Objectives

Identify and establish effective communications and a positive relationship between the Office of Cultural Affairs and the full range of artists (across all disciplines in both the non-commercial and commercial arenas) living or working in San Jose

To clarify and understand the career-development challenges and opportunities that San Jose presents to artists living and working here.

To test preliminary technical assistance and funding programs, and to identify other strategic pathways—short-term and long-term—that can help San Jose become a much more 'artist-friendly' city, where artists can build and sustain significant parts of their careers.

To improve both City and external resource bases for the implementation of those pathways.

Key Elements

San Jose Artist Survey and Needs Assessment: In collaboration with noted research economist Ann Markusen, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota, the Center for Cultural Innovation will conduct a survey and needs assessment of working artists using an online survey instrument and secondary analysis of existing Census, employment and other data.

Pilot Programs to Build Artists' Capacity: Fieldwork and testing with local artists through—

Training Workshops, modeled on CCI's Business of Art entrepreneurial training workshop series, which will offer 18 hours of in-class training, followed by cluster counseling sessions on legal, financial, planning and marketing issues.

Encouragement Grants, which will award approximately 30 grants of between \$500 and \$1,000 to allow artists to take 'next steps' in their career planning and professional development.

Artist Convening—an Artist Town Hall meeting—to be held as a means to report back formally to the field on the Survey and Needs Assessment, and to acquire further artist feedback on the findings and CCI-OCA programs in progress.

The three-pronged test program approach will help to verify the scope of need and priorities for services to artists, and act as a practical 'proof of concept' for a final program toolkit for artist support in a future phase of work.



Steering Committee: A group of experienced leaders from the tech business sector, community development, higher education, small business development, philanthropy, and the artist community, will meet approximately four times to provide cross-sector advisory support and serve as the lens through which current work and future opportunities are assessed and advanced.

The results of the three key components described above will be reported and analyzed in a Final Report that will be issued as the culmination of the project. In addition to providing an evaluation, the report will make recommendations on strategies, changes to policy, and resources needed to advance the opportunity landscape for artists and further the City's goal of becoming, and being recognized as, a truly creative community.

Center for Cultural Innovation

CCI was founded in 2001 as a California public benefit, not-for-profit corporation. Its mission is to build knowledge sharing, networking and the financial independence of individual artists in California by providing business-related training, grants and loans, and incubating innovative tools and practices for the field.

CCI is led by an experienced team of professionals with backgrounds in business, the arts and philanthropy. Its programs are funded, in part, through grants received from: California Community Foundation, City of Los Angeles Department of Cultural Affairs, City of San Jose, The Durfee Foundation, East Bay Community Foundation, The James Irvine Foundation, Leveraging Investments in Creativity (LINC)/Ford Foundation, Los Angeles County Arts Commission, The San Francisco Foundation, and Sony Pictures.

San Jose Office of Cultural Affairs

The OCA is the City of San Jose's point agency for supporting the development of the arts and culture environment for the citizens of San Jose. Housed within the City's Office of Economic Development, the OCA provides grants to arts organizations and cultural and community-celebration event producers, provides arts education opportunities for children in K-12 schools, administers the City's extensive Public Art Program, coordinates City logistic support for festivals, parades and other community celebrations, and administers a variety of other initiatives aimed at improving the city's quality of life and contributing to the continuing development of the local economy.