

# SAN JOSÉ

## CREATIVE ECONOMY FUND INFORMATION SESSION

May 8, 2024





# SAN JOSÉ OFFICE OF CULTURAL AFFAIRS

**The Office of Cultural Affairs is the champion of San José's artistic and cultural vibrancy, resources, and vision.**

We are the City of San José's lead agency for supporting the development of a rich arts and cultural environment for this diverse city's one million residents and its many visitors. The arts and culture are essential elements in the character and quality of life in the vibrant San José community. As the largest city in northern California and the capital of Silicon Valley, San José is the hub of a wide array of arts and cultural opportunities.

Arts and culture in San José connects people, provides rich opportunities for participation, and fosters creativity.

To learn more about the San José Office of Cultural Affairs (OCA), visit [sanjoseca.gov/your-government/departments-offices/cultural-affairs](https://sanjoseca.gov/your-government/departments-offices/cultural-affairs).



# ABOUT CENTER FOR CULTURAL INNOVATION

The Center for Cultural Innovation (CCI) was founded in 2001 as a California 501(c)3 nonprofit corporation. Its mission is to support individuals in the arts—artists, culture bearers, and creative entrepreneurs—to realize greater self-determination so as to unfetter their productivity, free expression, and social impact, which contributes to shaping our collective national identity in ways that reflect the diversity of society.

We support arts workers through professional development workshops and grants, special research, and programs including *AmbitioUS* and the Sol Center for Liberated Work.

Learn more at [cciarts.org](https://cciarts.org).



# ABOUT THE CREATIVE ECONOMY FUND

The **San José Creative Economy Fund** will award project grants to arts, cultural, and creative-based commercial businesses that are located in the City of San José and involved in the production or distribution of the arts, including manufacturers, service providers, presenters, and designers, among others.

**Funding will support projects and activities aimed at building successful arts, cultural, and creative-based small businesses in San José. Applicants can request \$1,000 - \$8,000. A total of \$40,000 is available.**

# ELIGIBILITY

To be eligible for Creative Economy Fund consideration, businesses must meet the following criteria:

- Be a commercial enterprise, including small businesses (defined by the City of San José as businesses with 35 employees or less) and sole proprietorships (Note: businesses do not have to be brick and mortar; they can be online storefronts or nomadic enterprises);
- Be based in San José;
- Primarily provide a cultural, creative, or arts-related service or product;
- Be in good standing with the City of San José, evidenced through possession of an active San José business tax certificate (aka business license, business permit)\* and fulfillment of OCA or any other City department's funding requirements, if applicable; and
- Cannot have a conflict of interest (family or financial relationships) with the boards, staff, and directors of CCI or OCA.

*\*Applicants will be required to upload a copy of their active San José business tax certificate. To register your business or renew your business certificate, visit the City of San José's website [here](#).*

# ELIGIBILITY – CONTINUED

**Businesses can apply only once.** In other words, businesses cannot submit separate applications for different projects. Similarly, individuals who own or operate multiple businesses can apply only once for only one business. **We will not accept multiple applications from the same proprietor.** This is so we can support as many unique applicants as possible in a competitive application process.

**Past CIIF and current Creative Economy Fund grantees are eligible to apply if a final report has been submitted to and approved by CCI prior to the deadline of June 17, 2024. Please note that first-time applicants may be prioritized.**

The following are **ineligible** for funding consideration:

- Nonprofits;
- Individuals, organizations, or projects that will use a fiscal sponsor to receive grant funds if funding is approved;
- Businesses that are not arts, culture, or creative-based;
- Projects that are already funded through another Office of Cultural Affairs grant;
- Projects that have already taken place (funding can only be applied to expenses accrued during the grant period); and
- Incomplete Creative Economy Fund applications.

# PROJECT EXAMPLES

- Storefront or other commercial space improvements that enhance a business's curb appeal, safety, and/or economic vitality
- Seed money for a marketing launch for a particular arts-related service or product
- Hiring additional staff/team members to support the holiday season
- Purchase of a new HVAC to address safety protocols
- Hiring a mentor, coach, or consultant for capacity-building, strategic/business planning, or marketing support to grow an enterprise or build financial resilience
- Purchase of equipment or technology products to bring business to the next level
- Production of pop-ups, festivals, or other events that center local artists/arts-based micro-businesses

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

Learn about previously supported San José creative entrepreneur projects by searching CCI's online [Past Recipient Directory](#) and selecting "Creative Industries Incentive Fund - San José" from the dropdown menu of Program options. You can also read the [2023 Grantee Press Release here](#).



# EVALUATION CRITERIA

Panelists will evaluate businesses and their proposed projects by their ability to:

- Contribute to San José’s cultural vibrancy;
- Show evidence or “signs of readiness” for project launch or implementation;
- Grow and achieve greater financial resilience; and
- Demonstrate an economic impact (e.g., attracting visitors, generating sales tax, creating jobs) in the City of San José.

Panelists will also aim to ensure that recommended grantees reflect the City’s diverse cultural communities and creative-based commercial landscape. To that end, the panel will seek to balance the final grantee pool across factors, which include: geography, disciplines, communities served, and cultural form and/or tradition represented.



# APPLICATION

- **Business Information**  
*Year established, brief description, # of workers, pervious City funding, revenue, tax certificate*
- **Primary Contact Information**  
*Name, phone, email*
- **Proposal Details**  
*Amount requested, summary of request*
- **Narrative**  
*Business description, project description, project outcomes, team bios*
- **Budget**  
*Income and expense line items; budget notes; project budget template available [here](#) (while project budgets are required, using CCI's template is optional)*
- **Support Materials**  
*Only one required, applicants can submit up to three*
- **Award Administration Information**  
*Recipient contact information and representative image of business*

\*A full **Application Preview** is available [here](#) (.doc and .pdf versions available). Applications will only be accepted through Submittable, CCI's online grant platform.

# APPLICATION – SUPPORT MATERIALS

- **Only one support material is required**; however, applicants can submit up to three.
- We will accept **video** (up to five minutes) **and text/image-based (up to five pages)** support materials.
- **Panelists will review materials for up to 5 minutes in total.** If you are submitting more than one type of support material, **you cannot submit the recommended total for each type.** For example, you can submit 3 minutes of video and two pages of text or image-based materials but NOT 5 minutes of video and five pages of text/image-based materials.
- **Support materials must be uploaded directly to the Submittable platform.** We will not accept documents that link to an outside platform.
- Each uploaded support material must be accompanied by a **one to two-sentence description** that provides contextual information and viewing/playback instructions (if applicable)
- For technical assistance, request support at <https://www.submittable.com/help/submitter/>. Submittable’s business hours are 9 am – 5 pm MT. They aim to respond within 24 business hours.

# TIMELINE

<b>Application Opens</b>	April 24 at 9:00 a.m. PT
<b>Information Session</b>	May 8 from 12:00-1:00 p.m. PT.
<b>Drop-in Q&amp;A's</b>	May 17 from 12:00-1:00 p.m. PT. <a href="#">Register Here</a> May 28 from 5:00-6:00 p.m. PT. <a href="#">Register Here</a> June 6 from 10:00-11:00 a.m. PT. <a href="#">Register Here</a>
<b>Application Deadline</b>	June 17 at 11:59 a.m. PT
<b>Panel Review</b>	Week of August 12
<b>San José Arts Commission Meeting</b> <i>(per approval of recommended grantees)</i>	September 16 at 5:30 p.m. PT
<b>Notifications</b>	September 17 by 5:30 p.m. PT
<b>Period of Support</b>	September 2024 – September 2025

# APPLICATION TIPS

- Review all ephemera—Guidelines, FAQs, Application Preview, and this Info Session!
- Attend a Drop-in Q&A Drop-in and receive support from staff in real time:
  - May 17 at 12 p.m. (noon) PT. [Register Here](#).
  - May 28 at 5 p.m. PT. [Register Here](#).
  - June 6 at 10 a.m. PT. [Register Here](#).
- Be clear and to the point—avoid responses that are overly technical or dense/abstract.
- Have a friend, etc. look over your application to see if any important details were left out or whether anything is unclear.
- Reach out to CCI staff with questions! We're available at [grants@cciarts.org](mailto:grants@cciarts.org) (include SJ Creative Economy Fund in the subject line) or call us at 415.288.0530. You may also schedule a time to speak [here](#).



**THANK  
YOU!**