

City of San José Office of Cultural Affairs'
Creative Industries Incentive Fund – Round 7 (2018–2019)
In partnership with the Center for Cultural Innovation (CCI)



APPLICATION GUIDELINES

Applications are due by 5:00 pm on November 5, 2018.

PURPOSE

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

The City of San José 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 José by their ability to:

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

Last year CIIF expanded to include a new funding category targeted specifically at arts businesses in San José serving as cultural anchors and catalysts in their neighborhoods. This place-based expansion was 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.

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

INCENTIVE AWARDS 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: \$22,500

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: \$22,500

ELIGIBILITY CRITERIA

To be eligible for consideration, businesses must be:

- Commercial (*not* nonprofit) businesses, including small businesses and sole proprietorships;
- A San José–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 José.

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 by December 30, 2019.

Project support will be awarded to San José-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 José;

- Promote a positive San José 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 José.

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

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

HOW TO APPLY

Enterprises who meet the program eligibility may submit an online application form **by Monday, November 5, 2018 at 5:00 p.m. PST.**

The Creative Industries Incentive Fund online application can be accessed at:
<https://ccigrants.gosmart.org/>.

Applications will be accepted online **ONLY** through CCI’s GO™ system.

All applicants MUST register on the online grants system before they will be able to access grant application forms.

You will need to prepare the following information for the application:

Cover Sheet

- Your contact information
- Amount requested from CIIF
- One to two sentence summary of proposed project. (For example: *To purchase a high-quality printer to share with community members and take our business to the next level.*)

Demographics

We are committed to distributing resources equally, equitably, and fairly in ways that reflect the diversity of application pools and populations. To that end, we ask you to fill out demographic data so we better understand the communities we are trying to serve. Please note that while the panelists will see this information and may consider it in ensuring that the overall grantee pool is diverse in many ways (projects, enterprises, and demographics of all types), demographic information in itself is not being judged as a category of consideration. You may choose to answer demographic questions as an individual or as a reflection of the overall composition of your enterprise – up to you.

We will ask you to identify the following:

- Gender
- Ethnicity
- Do you or anyone in your enterprise identify as LGBTQ?
- Do you identify as a person or enterprise with a disability?
- Career Stage
- What is the highest degree or level of school you or your enterprise owners have completed?
- Number of years you have been creating art with the intent of earning income. If you are applying as an individual artist (Organizations/Enterprise enter N/A if not applicable).
- Estimated percentage of income derived from art.

Narrative Questions

A maximum 2- to 3-page (12pt font type) project proposal (Word doc or PDF [system does not accept .docx file type) that will be uploaded to the GO™ system] 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 José and/or promote a positive San José image or brand? Will it have an economic impact and/or generate jobs in San José?

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 José 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.

Project Budget

- Line itemized budget showing the expenses associated with your project
- Total cost of proposed project
- Total requested from CIIF

Income Budget

- Line itemized budget showing the income associated with your project
- Note whether source(s) of income for your project are committed or pending, if applicable

Please take into consideration when making your plans that partial funding may be awarded.

Budget Explanation (optional)

If necessary, please explain any items that need clarification, in order to help panelists interpret your budget.

Support Materials

Support materials (maximum of five pages – file sizes must not exceed 3.00 MB – that will be uploaded to the GO™ system) such as letters of support, letters of commitment, 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 José Arts Commission will review applications and forward a recommendation for awards to the Arts Commission in January or February 2019. The same group of panelists will review applications in both categories.

An initial information session will be held on Friday, September 28th from noon to 1 p.m. at San José City Hall. Please RSVP to arlene.biala@sanjoseca.gov or 408.793.4332.

For general information contact:

Arlene Biala, Arts Program Manager
San José Office of Cultural Affairs
408.793.4332 | arlene.biala@sanjoseca.gov
www.sanjoseculture.org

For information on submitting a grant application contact:

Laura Poppiti
Program Director, Bay Area
Center for Cultural Innovation
415.288.0530 | Laura@cciarts.org
www.cciarts.org