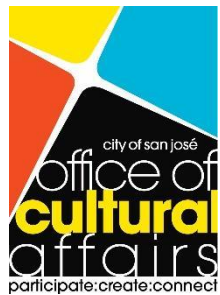


# CREATIVE INDUSTRIES INCENTIVE FUND

**2019 APPLICATION – Round 8 (2019–2020)**  
Applications are due by 5:00 p.m. on November 1, 2019.

**City of San José Office of Cultural Affairs**  
In partnership with the Center for Cultural Innovation (CCI)



## **PURPOSE**

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

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 financial sustainability.

CIIF also supports arts businesses in San José serving as cultural anchors and catalysts in their neighborhoods. This place-based focus was developed 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. 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.

## **CIIF GRANT 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:** \$27,500

### **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:** \$27,500

## 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.

### For previous CIIF grantees:

- Businesses that have previously been awarded fewer than two CIIF grants are eligible to reapply if they have completed their CIIF project and submitted their final grant report.
- **NEW IN 2019: If your business has received more than two CIIF grants, you are not eligible to apply for this funding round.**

**Only one application per business is allowed. Projects must be completed by December 31, 2020.**

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 San José’s cultural vibrancy;
- 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.

## TIMELINE

Guidelines issued: September 13, 2019

Application deadline: November 1, 2019 at 5:00 p.m. PST

Award notifications: Late January 2020

## HOW TO APPLY

Enterprises who meet the program eligibility may submit an online application form **by Friday, November 1, 2019 at 5:00 p.m. PST**. The 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 the grant application form.

## APPLICATION

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

### Cover Sheet

The online application will provide a section where you will enter the following:

- 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.*)

### Narrative

You will upload a 2 – 3 page (12pt font type) project proposal as a .doc or .pdf file only. Do not upload more than 3 pages—excess pages will be deleted.

**Your narrative MUST address the following components:**

#### **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 (e.g. 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 in the "Support Materials" section of the application.

#### **b) Proposed Outcomes**

Please describe how the proposed project will build the capacity and/or financial 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**

The online application will provide expense and income budget templates for your project. You will enter the expense line items associated with your project, as well as any income you are raising if your budget exceeds the maximum grant award of \$8,000.

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

**Budget Notes** (optional)

In order to help panelists interpret your budget, a “Budget Notes” section is provided for any expense or income items that need clarification.

**Support Materials**

Support materials will accompany the review of applications and must be uploaded to the GO Smart™ system using the “Work Samples” section of the online portal.

In general, it is best to select examples of recent work and, if applicable, work that relates to your project such as letters of support, letters of commitment, media/press releases, brochures, or other collateral.

**Support materials can be uploaded individually or as a single document but only 5 pages of support materials will be reviewed by panelists.** For example, you might submit a 2-page press release, a 2-page brochure, and a 1-page letter of support.

*We strongly recommend submitting support materials. 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 2020. The same group of panelists will review applications in both categories.

**An initial information session will be held on Friday, September 27 from noon to 1 p.m. at San José City Hall in Room 1254. Please RSVP to [arlene.biala@sanjoseca.gov](mailto:arlene.biala@sanjoseca.gov) or 408.793.4332.**

**For general information contact:**

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**For information on submitting a grant application contact:**

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