



The Creative Industries Incentive Network (CIIN) is a three-year pilot program in partnership with the Surdna Foundation. The goal is to incubate experimental projects that hold the promise of catalyzing creative economies through investments in artists and arts workers in five distinct California communities. As a result of this effort, CCI hopes to develop new models for sustaining artists and creative entrepreneurs as well as shine a spotlight on our partners' efforts to incorporate artists into their local economies. Partnering organizations are required to match CCI's contributions 1:1 for the first two years of the three year commitment, with the final year funded entirely by the partners.

### **Creative Economic Development Fund (CEDF), Los Angeles**

*Encouraging the development of uniquely LA creative triple-bottom line enterprises that are artistic practices using a market-based strategy to realize social impacts.*

CEDF is a newly launched program with the **City of Los Angeles Department of Cultural Affairs** that provides funding for projects that will help launch startup ventures; enable temporary, pop-up activities; or expand micro-sized creative enterprises with five or fewer employees. The program provides \$100,000 in grants of up to \$12,500 each. CEDF is unusually entity-agnostic supporting a range of independent creative businesses, self-employed artists or cultural producers, artist collectives, or nonprofit arts organizations with earned income activities; the unifying criteria is their use of commercial strategies and their intent to have a positive social or community impact.

### **Creative Industries Incentive Fund (CIIF), San José**

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

A partnership between CCI and the **City of San José Office of Cultural Affairs**, CIIF provides project support to local commercial businesses—such as manufacturers, service providers, presenters and designers, among others—involved in the production or distribution of the arts.

### **RichmondDESIGNS, Richmond**

*Workforce development for low-income residents to be employed in locally based creative design and fabrication industry.*

CCI will collaborate with the City's Workforce Investment Board's **RichmondWORKS** program to design and implement a new project based on their Direct Entry to Employment model. This new program will match local young adults—ages 18–24 who have a career interest in the arts—with local commercial arts and design businesses involved in manufacturing, production, or fabrication. The program will provide pre-employment training, subsidized work hours, and support to local community partners serving as employers for the next generation of Richmond's arts workers.

### **California College of Art (CCA), San Francisco**

*To seed an experimental development fund of impact investors that will support CCA students and alumni's art and design projects that address social and environmental problems.*

Like so many art and design colleges, CCA's donor base is primarily composed of those who gift altruistically or who contract for students' designs. CCA's participation is to experiment with a new development model of attracting, for the first time, impact investors based on the merits of supporting art and design projects that will have tangible social, environmental, civic, or community benefits. CCI is partnering with CCA because of their interest in experimenting with developing new types of donors who are investing based on principles other than on profit. The larger implication of this effort, if proven fruitful, is the ability to demonstrate the usefulness of including art and design in impact investors' portfolios.

### **Santa Ana**

*Investment in local, migrant-based, Latino cooperativos that both generate income and sustain cultural practices and expressions.*

The City of Santa Ana in Orange County is a primarily Hispanic/Latino population that is undergoing significant changes through gentrification efforts. Such changes have made Santa Ana a new and exciting hub for contemporary arts but have concurrently presented challenges to immigrant-based residents. CCI is partnering with artists and community workers Ana Siria Urzua and Melody Gonzalez and the California Endowment to invest in traditional cooperative-based businesses generating products and services that are intrinsically cultural and artistic. These efforts are meant to strengthen locally based, micro-community economies that afford sustainability to residents and legitimate their voice in policy discussions governing the future of the City. This project is also an experiment in challenging grantmaking practices that have traditionally and inadvertently precluded such projects by investing in artists outside of a 501(c)3 structure, by allowing for the process of discovery as they and the cooperativos experiment in new lines of businesses, and by allowing for proposal and reporting processes (sometimes in Spanish) wherein the burden of discovery is on the grantmaker (CCI) and not on the grantee.

Check out this video about the program:

<https://www.facebook.com/KCET28/videos/10153593997914142/>