



Press Release

For Immediate Release
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Center for Cultural Innovation Awards Support to San José Creative Enterprises

San Francisco – The Center for Cultural Innovation (CCI) today announced seven grantees of the **San José Creative Economy Fund** (formally known as the Creative Industries Incentive Fund). The Fund awards 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 supports projects and activities aimed at building successful arts, cultural, and creative-based small businesses in San José.

For the 2023 grantmaking round, grants of up to \$8,000 were awarded through a competitive grant application process that assessed proposals for their ability to contribute to the city's cultural vibrancy, demonstrate readiness for project implementation, grow and achieve greater financial resilience, and demonstrate economic impact (e.g., attracting visitors, generating sales tax, creating jobs) in the City of San José.

The **San José Creative Economy Fund** is an initiative of the City of San José Office of Cultural Affairs (OCA) as part of their Creative Entrepreneur Project (CEP). Administration of the Fund was provided by CCI.

We are pleased to announce the following grantees who received a total of \$40,000 in this funding round:

Kooltura Marketing (*Multidisciplinary, Media Arts, Humanities/Literary Arts*), \$8,000: To support Kooltura Marketing's production of EASTSIDE Magazine, a bilingual community-driven platform that centers storytelling as advocacy by building the collective capacity of communities of color throughout East San José by way of a free distribution model that compensates contributors, coordinators, translators, transcribers, and photographers.

Moveable Inc. (*Multidisciplinary*), \$7,000: To support Moveable Inc.'s production of their second annual SJMade Fest, a celebration dedicated to promoting local creativity across various sectors including arts, music, and food, taking place at History Park in May 2024. Building on the inaugural event's success, which attracted 34,000 attendees, the goal is to further spotlight and bolster creative small business growth in San José.

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Empire Seven Studios (*Placemaking Gallery*), \$6,000: To support Empire Seven Studios' internship program, enabling emerging artists to learn on the job. Learning outcomes include how to manage gallery operations, curate exhibitions, and event programming. Empire Seven Studios (E7S) is a venue and small business that creates opportunities for artists to display and sell artworks in a professional setting, which contributes to the local economy by building sustainable careers in the arts.

Grupo Folklorico Los Laureles (*Folk/Traditional Arts, Music Dance*), \$5,500: To support the creation of a storefront that excites the community visually and engages future students to want to learn the cultural arts of Mexico at the newly established Mariachi & Folklorico Academy. Funds will go towards signage, creating a colorful entrance, and developing safety measures to protect students in their learning environment.

Lowrider Fever LLC (*Dance/Education*), \$5,500: To support the final stages in the production of a first-of-its-kind children's book, *The ABCs of Lowriding*. The book serves as an introduction to lowriding through illustrated historical representations and alphabetic knowledge. This early learning book facilitates a bridge between generations, as the depictions of the alphabet will appeal to all ages while explaining the concepts of lowriding in simple yet contemporary terms.

Familiar Things, LLC (*Folk/Traditional Arts, Visual Arts, Design*), \$4,000: To support Familiar, a small shop and gallery that sells and showcases the work of local artists. Funding will go directly into expenses for the next six months—helping to ensure that artists are able to not only showcase their work but become profitable, reach a wider audience, and grow in their craft.

1Culture (*Event Production, Design*), \$4,000: To support 1Culture, a San José art gallery that hosts quarterly art shows featuring local artists. Funding will help 1Culture grow its business and will support its production of murals throughout the city of San José.

Applications to the **San José Creative Economy Fund** were evaluated by a three-person review panel that included Anthony Cordova, San José Arts Commissioner; Paloma Concordia, Public Relations Consultant; and Stephanie Barajas, artist and CCI Program Officer.

San José Office of Cultural Affairs Arts Industry Support Director Ron Muriera shared, “The Office of Cultural Affairs is thrilled to bring back the Creative Economy Fund, after its brief hiatus due to COVID-19. The City’s creative entrepreneurs contribute significantly to the region’s arts and culture ecosystem and our local economy; supporting them is an investment writ large in the health and vitality of San José.”

“Supporting arts, cultural, and creative entrepreneurs is part of CCI’s DNA,” said CCI Deputy Director, Laura Poppiti. “We’re excited to help get funding into the hands of San José’s creatives and their small businesses, and to support their unique business needs.”

About Center for Cultural Innovation

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. For more information, please visit cciarts.org.

About San José Office of Cultural Affairs

The Office of Cultural Affairs is a division of the Office of Economic Development and Cultural Affairs (OEDCA) in the City Manager's Office and is the City's lead for stewarding a vibrant arts sector. It fosters cultural development through cultural funding programs, cultural workforce development, cultural facilities, special event services, and public art. For more information, visit www.sanjoseculture.org.

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