



# WELCOME

We'll get started in a few minutes!

# SAN JOSÉ

# OPPORTUNITIES INFORMATION SESSION

June 7, 2023





# 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](http://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).



SAN JOSÉ

# BUSINESS OF ART

ENTREPRENEURIAL TRAINING  
FOR ARTISTS



# SAN JOSÉ BUSINESS OF ART

CCI's signature program, the **Business of Art**, is designed to enhance the business skills of artists and entrepreneurs working across the creative disciplines. Past participants have come from the visual, performing, literary, and media arts, film, music, fashion, VR, social practice, arts administration, and more. Many are multi-hyphenates with multiple sources of income.

Business of Art curriculum is rooted in the idea that your art business is driven by two elements: **your core values & the people who value what you do.**

Participants learn key concepts involved in goal-setting, business models, marketing and self-promotion, money management, legal issues, strategic planning, and project financing.

Peer learning and relationship building is cultivated in small group breakouts.



# ELIGIBILITY & SELECTION CRITERIA

The **2023 San José Business of Art** will prioritize arts and culture workers with strong ties to the San José/South Bay arts & culture community.

25 applicants will be selected to participate at no cost, courtesy of the Office of Cultural Affairs.

Selection criteria:

1. Lives in, or has a strong tie to, the San José/South Bay arts & culture community;
2. Can commit to workshop schedule;
3. Program fit (their expectations & needs match what the program is designed to deliver);
4. Demographic, artistic discipline, and career stage (early/emerging, mid- and late-career) mix.



# PROGRAM GOALS

- Learn key concepts and strategies for marketing and self-promotion, money management, planning and project financing.
- Get clear on your core values and who values your work. Assess your strengths and available opportunities.
- Create structures to meet your goals.
- Meet local peers from across the creative disciplines; share knowledge and build relationships to support you as you grow.



# STRUCTURE & SCHEDULE

The 10-week program meets on Thursdays 2:00 - 5:00pm Pacific from September 14 - November 16, 2023. We will connect on Zoom where your live presence is important, as much peer learning takes place in breakout rooms that cannot be recorded.

Session 1: September 14 - Presenting Yourself as an Artist

Session 2: September 21 - Identifying Your Values & Setting Goals

Session 3: September 28 - Designing Your Business Model & Building a Business Plan

Session 4: October 5 - Promoting Yourself & Your Work

Session 5: October 12 - Legal Issues

Session 6: October 19 - Managing Your Money

Session 7: October 26 - Funding Your Art Project or Business

Session 8: November 2 - Moving Forward with Strategic Planning

Session 9: November 9 - Cluster Counseling

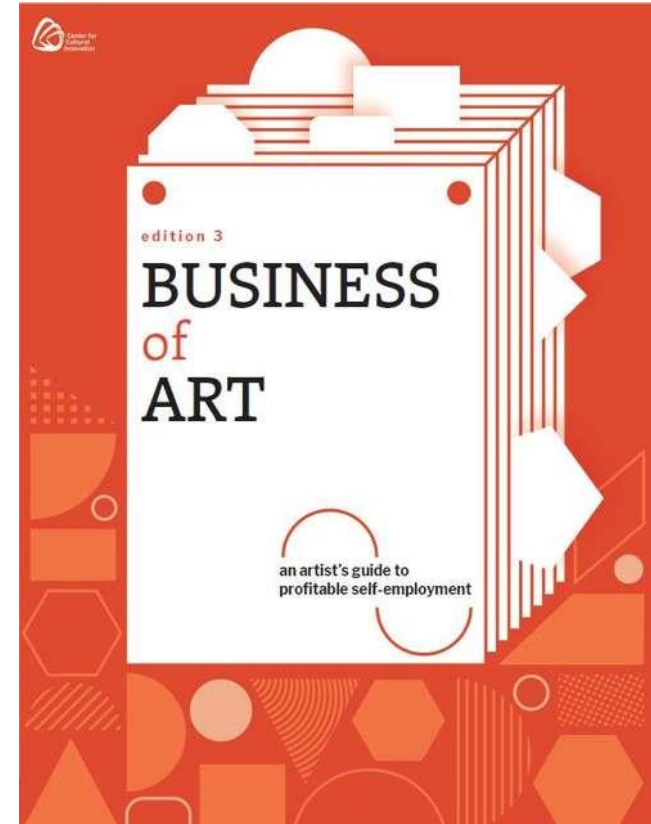
Session 10: November 16 - Final Art Business Presentations & Graduation!



# WORKBOOK

Workshop participants will receive a free copy of the 3rd Edition book, *Business of Art: An Artist's Guide to Profitable Self-Employment*.

Each week's seminar corresponds with a chapter in the book—and is often presented by the chapter's author.



# INSTRUCTORS



**Jeremiah Olayinka Oko**



**Amy Kweskin**



**Sue Bell Yank**



**Amy Smith**



**Jonathan Tobin**



**Elaine Grogan Luttrull**



**Jennelyn Bailon**



# FAQ

**Can I miss classes?** Priority is given to those who can commit to attending every session.

## **Is there homework?**

Weekly homework assignments will include reading chapters from the workbook and completing worksheets. We recommend allocating at least 1-2 hours each week for homework.

## **What are the tech requirements to participate?**

Computer, Zoom, strong wi-fi.

Materials will be shared via Google Drive, but a Gmail account is not necessary.

## **Is this program relevant to multidisciplinary artists?**

YES! This curriculum is designed for artists and creatives working in any discipline and you can expect your cohort to represent a diversity of artistic disciplines.



# Thank You!

## **Application Deadline:**

Wednesday, July 12th at 12:00 PM (noon) PDT

## **Questions about the workshop?**

Please reach out to Jennelyn Bailon at [jennelyn@cciarts.org](mailto:jennelyn@cciarts.org)

## **For Technical Assistance with the application:**

Go to [www.submittable.com/help/submitter](http://www.submittable.com/help/submitter)

We look forward to supporting your learning!

Thank You!



# SAN JOSÉ

# CREATIVE ECONOMY FUND



# ABOUT

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;
- Provide a cultural, creative, or arts-related service or product;
- 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 board directors of CCI or OCA.

*\*To register your business or renew your business tax 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.

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.



# 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>	May 31, 2023 at 9 am PT
<b>Drop-in Q/A</b>	June 14, 2023 12 pm - 1 pm PT <a href="#">Register Here</a>
<b>Application Deadline</b>	July 12, 2023 at 12 pm PT (Noon)
<b>Grant Panel</b>	Week of August 14, 2023
<b>Funding Notifications</b>	September 19, 2023 by 5 pm PT
<b>Grant Period of Support</b>	September 2023 - September 2024

# APPLICATION TIPS

- Review all ephemera
  - [Guidelines](#)
  - [Application Preview](#) (.pdf and .doc versions are available)
  - [Frequently Asked Questions](#)
  - ...this webinar!
- Answer the question :)
- Be clear and to the point—avoid responses that are overly technical or dense/abstract.
- Have a friend look over your application to see if any important details were left out or whether anything is unclear.
- Apply early!
- Reach out to CCI staff! Email us at [grants@cciarts.org](mailto:grants@cciarts.org) or call 415.288.0530 during our office hours on Wednesdays and Fridays, from 10am - 2pm. Appointments aren't required, but encouraged! Grab a spot [here](#).





**THANK  
YOU!**