



Press Release

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

San Francisco Bay Area – The Center for Cultural Innovation (CCI) today announced the seven grantees of the **San José Creative Economy 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 2024 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, and grants are made possible through, the City of San José Office of Cultural Affairs (OCA) as part of its Creative Entrepreneur Project (CEP). Administration of the Fund is provided by CCI.

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

Art Builds Community (*Public Art Consulting Firm*), \$6,000: To support Art Builds Community's move into a larger office space in the Movimiento de Arte y Cultura Latino Americana (MACLA) building, which will serve as their main working and gallery space. Funding will cover painting, cleaning, lighting, and additional furniture costs.

Artesanias Mexicanas Morelia (*Folk/Traditional Arts*), \$3,575: To support Artesanias Mexicanas Morelia hire a marketing consultant to support marketing efforts and maintain their website. Funding will also support a mural outside the business storefront, and the production of a new clothing line featuring Mariachi, XV, and Mexican wedding dresses.

Casita de las Artes (*Folk/Traditional Arts*), \$6,100: To support Casita de las Artes production of three educational, community fandangos in the traditional Mexican Son Huasteco, Son Jarocho, and Son Mariachero styles. The fandangos will be open to the public at no cost and feature a lecture/demo about the history and significance of the event.

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Convergence Arts Center (*Dance, Multidisciplinary*), \$7,500: To support space improvements of the Converge Arts Center space to diversify artistic presentations and enhance visibility along The Alameda. Funding will support the purchase of a marley dance floor, carpeting, upgraded signage for the storefront window and lobby, and marquee frames to advertise upcoming programs in their shared ground-floor lobby.

DoViet (*Design, Ceramics*), \$5,625: To support DoViet's "From the South" project, which will showcase Vietnamese folklore through ceramics and be available at SJMade Fest and other handmade marketplaces in 2025.

Elba Raquel (*Visual Arts*), \$5,200: To support Elba Raquel's creative business infrastructure through artist representation and marketing efforts. Funding will support an updated website and promotional materials for outreach such as postcards, newsletters, magazines, business cards, and pamphlets.

Universal Grammar (*Event Production, Music*), \$6,000: To support Universal Grammar's event production and marketing and promotion staffing needs. Funding will be used to cover marketing costs including design, audiovisual documentation, and print and digital media advertising.

San José's Director of Cultural Affairs Kerry Adams Hapner says, "These seven 2024 Creative Economy Fund grantees reflect the innovation of San José's creative sector and its authentic diversity of culture and disciplines. The San José Office of Cultural Affairs is proud to support their next level of sustainable success, which will contribute to San José's local economy while invoking a sense of cultural curiosity and place through the arts."

San José Office of Cultural Affairs Arts Industry Support Director Ron Muriera remarked, "The successful return of the Creative Economy Fund has been incredibly rewarding. Our creative entrepreneurs are essential to the cultural fabric of San José, and investing in their work reinforces our commitment to a vibrant community and robust local economy."

"Empowering artists and cultural leaders is fundamental to our mission," shared Stephanie Barajas, CCI Program Officer. "We're thrilled to continue our partnership with the City of San José and to support creative businesses in this second round of the Creative Economy Fund. As a San José resident myself, I am honored to be able to support this important work."

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.