THE CHALLENGE
Change swirls around the arts as digital culture makes the world smaller, we become more diverse and audiences prefer to curate their own experiences. Some things, however, do not change. We still need spaces to create and gather, artists to inspire and teach, and resources to refuel and engage our creative culture. SVCREATEES cares deeply about the support, skills, services and space needed to succeed in a Valley of high rents, global philanthropy, suburban development and constant churn. The challenges of doing "the business of the arts" remain, as does our commitment of resources to address them.

OUR MISSION
SVCREATEES works to strengthen the resilience and relevance of small multi-cultural and multi-disciplinary arts groups and individual artists who bring our international community together, nurture the joy and creativity of the people who live here, raise the burning questions of our time, and drive social change.

Our mission is to accelerate Silicon Valley’s creative culture by building the capacity, visibility, and accessibility of the arts.

IN 2019 SVCREATEES INVESTED $2.5M IN THE LOCAL ARTS ECOSYSTEM

Capacity: $1,424,000  Visibility: $536,000  Accessibility: $540,000

While there are many powerful forces that divide us, the arts connect us.

Connie Martinez, Chief Executive Officer, SVCREATEES

Arts Ecosystem: The interconnected and interdependent network of artists, funders, venues, organizations, students, teachers, connoisseurs, and audience members who make up our creative community.
IN 2019 WE:

• Awarded **70** operating grants and **19** impact grants

• Recognized **4** XFactor Arts winners and **5** XFactor Arts finalists

• Awarded **7** SVArts Awards, including **6** Artist Laureates plus the Content Emerging Artist Award

• Conducted **13** conferences and workshops for over **450** artists and arts leaders

• Engaged **14** diverse arts leaders in SVMindshare professional development

• Held a genARTS Creative Conversation for emerging leaders in collaboration with Americans for the Arts

**SPOTLIGHTS**

**Chamber Music Silicon Valley**

Chamber Music Silicon Valley recently produced “Primal Reboot” a music festival that exemplified our region’s innovative and diverse programming by engaging its audience in classical music, conceptual art, and new media technology. This XFactor funded festival included Happy Hours, DJs, a pop up visual art gallery, multicultural dances, performance artists and the talent of our local “rock star of the flute” and SVLaureate Ray Furuta — all in a single event.

**City Lights Theater Company**

Seed funded by XFactor, City Lights Theater Company produced *Eurydice* and received national recognition for its uniquely integrated and visually beautiful bilingual approach to “signing” and spoken word. Concord Theatricals’ Breaking Character blog said, “Located in San Jose, California, City Lights Theater Company embodies both the innovation of Silicon Valley and the diversity of the Bay Area. Rather than having interpreters off to the side, *Eurydice* placed speaking and signing actors on stage together as equals, in simultaneous storytelling.”

**BUILDING THE CAPACITY OF OUR ARTS ECOSYSTEM**

SVMindshare is the single most influential professional development program I have attended. Mindshare boosted my confidence as a leader and I no longer feel alone. The program brought peers together to listen, discuss, and learn from our facilitator, guest speakers, and each other. I am a better leader today because of it.

Joshua Lanam, Executive Director, Vivace Youth Chorus

*Silicon Valley Creates nourishes the arts in Santa Clara County. We have taken advantage of their grants, financial seminars, donor development workshops, peer-to-peer cohorts, and 1-on-1 executive counseling. No doubt, Los Lupeños is stronger today because of their support.*

Tony Ferrigno, Executive Director, Cashion Cultural Legacy/Los Lupeños
IN 2019 WE:

• Published 6 issues of Content Magazine featuring 135 stories about our creative culture

• Connected 1,860 creative people at 6 Content Pick-Up Parties and 2 Creative Industry meet-ups

• Highlighted over 200 cultural events and increased social media followers by over 10%

• Hosted a Knight Foundation dinner with property owners, venture capitalists and funders to explore ideas for activating downtown San Jose

• Facilitated a dialog between Google and arts leaders to help shape their new campus

SPOTLIGHTS

Content Magazine showcases our local creatives, innovators, and artists through a bi-monthly magazine and online community, and builds community through special events and networking experiences.

Invitation Only

In addition to our bi-monthly Pick-Up Parties, we launched a new event called “Invitation Only.” This intimate gathering took place at the home of Content donor and subscriber Maryles Casto. We came together over a meal to build relationships and exchange stories between six of our Content featured artists. As a result, a collaborative project between a local musician and poet is in the works. One example of the “power of the network.” We look forward to hosting many more.

Content Emerging Artist Award

Our inaugural Content Emerging Artist Award went to Poet Jarvis Subia. Jarvis’ writing draws on influences from music to visual arts to photography and while he will always call the world of slam poetry his home, he aspires to create literary work as well, bringing “a new fierce voice to an older practice.” Jarvis shared the SVArts stage with five other Artist Laureates last spring and expressed his delight in being recognized for his work in his hometown. Congratulations Jarvis!
IN 2019 WE:

• Provided over **1,500** hours of arts education for at-risk youth

• Provided arts education for over **11,000** children through ArtsEdConnect grants to K-12 teachers, with over **60%** of the grants awarded to Title I schools

• Connected over **5,500** children to arts and cultural experiences through events and scholarships at the School of Arts and Culture in San Jose

• Launched Arts Access Grants and invested **$150,000** in **11** organizations to increase access to the arts for high-need communities ranging from foster kids to juvenile hall to LGBTQ teens

Art has opened my mind to new things. It has uncovered talent I did not know I had and has helped me to understand the true meaning of ‘patience.’

**Student, Blue Ridge School, one of SVCREATES’ Studio Sites**

The County of Santa Clara is committed to increasing arts access for high need communities and is thrilled to be partnering with SVCREATES on their new grant program to do just that. We believe in the transformative power of the arts and share SVCREATES’ value of cultural equity.

Cindy Chavez, Supervisor, Santa Clara County

**SPOTLIGHTS**

**Arts Access Grants**

The cultural equity divide has grown in Silicon Valley as school funding for the arts has decreased and income inequality has widened. In response, we co-created a new grant program with the County of Santa Clara that “called” for ideas to increase access to the arts for high need populations. Over 30 arts organizations answered our call, 10 were chosen by a panel of civic leaders and funded.

**ArtsEdConnect**

ArtsEdConnect is SVCREATES’ grant-funded “marketplace” for Silicon Valley K-12 teachers to access local arts education opportunities and ensure students have access to educational arts programs. Since its inception in 2013, over 70,000 children have experienced the joy and learning that emanates from the arts — ranging from theater experiences to hands-on puppet making to museum visits and everything in between. In 2019, we expanded our partnership with the Santa Clara County Office of Education to grow program quality and quantity. Thank you to Charmaine Warmenhoven for her vision, seed funding and on-going investment in making ArtsEdConnect a reality.

We are proud to announce our new partnership with SVCREATES to strengthen and grow ArtsEdConnect. This work deepens our commitment to increasing access to arts enrichment for students from high need communities and builds on our multifaceted and multi-year partnership with SVCREATES that has brought thousands of hours of arts curriculum to at risk youth in our alternative schools.

Mary Ann Dewan, Superintendent of Schools, Santa Clara County
INCUBATION OF COLLABORATIVE INITIATIVES

IN 2019 WE:

• Re-scoped the Creative Center for the Arts in Japantown to adjust to Silicon Valley’s cost escalations and the loss of new market tax credits

• Forged a partnership with Urban Community and Non Plus Ultra to activate the Historic Armory in downtown San Jose and explore the possibility of future art spaces

• Opened new offices in the SoFA District, compliments of Urban Community, that provide collaborative spaces for nine “arts centric” organizations

• Began the refresh of Silicon Valley Arts Ecosystem research, first published in 2010; the next edition is planned for Fall 2020

The journey for permanent arts space in Japantown continues, as does the roller coaster ride. Thank you to SVCREATES for giving us a very real shot at finally getting this one over the finish line.

Roy Hirabayashi, Founder, San Jose Taiko

The arts are integral to the vibrancy of downtown San Jose. Jeff Arrillaga and I can not imagine navigating the cultural landscape without SVCREATES to help us.

Gary Dillabough, Founder, Urban Community

SPOTLIGHT

Arts Space

No surprise to anyone living in Silicon Valley that affordable space is hard to come by and that our unprecedented economic success has “crowded out” or displaced many arts organizations. As arts leaders struggle for their next and often temporary home, certainty goes down while the price tag goes up. Business cycles will continue to produce ups and downs but the economic forces behind “the Silicon Valley engine” are not likely to change any time soon. In consideration, our strategy has shifted from a centralized approach to solving space needs to a distributed model of space solutions that leverages the opportunities at hand and embraces our start-up culture. Examples include the development opportunities of the Google campus, the success of Sobrato Centers for Nonprofits, and the goodwill and vision of developers like Urban Community and Shea Properties.

Enlightened self-interest does play an important role in Silicon Valley where “wealth” envisions a “social” return on community investment and expects “the market” to do some of the lifting. Several of our “chess moves” for arts space will play out over the next several months and years. So in the words of Rachel Maddow, “watch this space.”

Sangam Arts is “hoteling space” in the SoFA district with SVCREATES and what a difference it makes. I feel energy, comfort and joy to be in a space with people who understand and respect what we do and why we do it.

Usha Srinivasan, Founder and Executive Director, Sangam Arts
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