THE CHALLENGE
In March 2020, 60% of our cultural sector's income evaporated when COVID-19 threatened the sector's central mission of "gathering people together" through the arts. The sector tightened its belt, applied for PPP (paycheck protection program) and pivoted to new ways of connecting with audiences and donors. And as our country witnessed the social and economic devastation of a global pandemic, the pent up demand for a racial reckoning and the divisiveness of the 2020 presidential election, we were reminded of the power of the arts to heal, hold truth, and inspire change. The challenges of doing "the business of the arts" remain strong during and after the pandemic, as does SVCREATES' commitment of resources to help the sector recover and be a force for positive change.

OUR MISSION
SVCREATES 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.

Our country needs the healing power of the arts now more than ever.

Connie Martinez, Chief Executive Officer, SVCREATES

IN 2020 SVCREATES INVESTED $2.7M IN THE LOCAL ARTS ECOSYSTEM

Capacity: $1,950,000
Visibility: $344,000
Accessibility: $415,000

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 2020 WE:

• Awarded **82** operating grants to a diverse range of small & mid-sized local arts organizations

• Awarded **26** donor development grants to arts organizations building stronger fundraising programs

• Awarded **$413,700** in Relief & Recovery grants to **29** organizations and **94** individual artists impacted by the COVID-19 pandemic

• Awarded **5** SVArts Awards, including **3** Artist Laureates plus two Content Emerging Artist Awards

• Conducted **16** conferences and workshops for nearly **600** artists and arts leaders

• Supported **68** diverse local arts leaders through ongoing facilitated peer support roundtables and individual coaching

• Held a **genARTS** Creative Conversation for **42** emerging leaders celebrating the triumphs of our fellow artists, creators, and arts administrators during this challenging year

Thank you so much! I am honored and extremely grateful to be a recipient of this grant. It has surely been complex to keep my work going amidst the pandemic. These funds will help me for the time being, as I work on creative strategies to share music and make art moving forward.

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**SPOTLIGHT**

**Collaboration**

Isolated from audiences, artists and each other in 2020 our arts leaders expressed a desire to meet regularly in facilitated conversations to share opportunities, provide mutual support, and brainstorm solutions to address short- and long-term challenges. In response, SVCREASES launched the **ArtsWeb Network** which provides local arts leaders a forum to discuss urgent issues facing our community during COVID-19 and beyond. These group conversations are facilitated online by SVCREASES staff and include subject matter experts and one-on-one coaching and network-building for leaders during this period of recovery.

**A FEW HIGHLIGHTS:**

The ArtsWeb Theater Cohort worked together to secure clarification on County safety guidelines for live streaming and then teamed up to support each other in delivering online programming to our local community.

The ArtsEducation Cohort participated in a workshop hosted by SVCREASES with the Santa Clara County Office of Education on best ways to continue youth arts programming during the pandemic – a critical piece of engaging youth in learning during this time.

The **SVMindshare** Arts Leaders Roundtable dug deep into an exploration of what inclusion and equity might look like as part of our community recovery.
IN 2020 WE:

• Advocated for arts funding at the local, state, and national levels

• Featured 58 artists and art groups in Content Magazine

• Partnered with SJSU and West Valley College to feature 26 “up and coming” design students

• Produced and showcased 20 artist profile videos on social media as a complement to print

• Created 41 Content podcast interviews with cultural leaders and local artists

• Launched a new Content website to better promote and showcase our cultural sector

We look to the leadership of arts partners like SVcreates to help us increase funding and resources for the creative industries in California. We simply cannot “move the needle” without our partners.

Julie Baker, Executive Director, Californians for the Arts

SVcreates is an arts agitator and investor in change. We are learning a lot through our partnership and deepening our understanding of how the arts build better communities.

Mauricio Palma, Director of Initiatives, Silicon Valley Community Foundation

SPOTLIGHT

Arts Advocacy

Great things don’t just happen. Leadership and hard work are always behind accomplishments, even when the journey looks easy – which it never is. Two examples come to mind.

As the San Jose Convention Center went dark and the majority of San Jose arts funding from the “bed tax” on hotel rooms disappeared, arts leaders from American Leadership Forum came together in conversation with San Jose’s mayor, councilmembers and staff to help drive $2M of Federal CARES funding to the arts. This same group nurtured a relationship with Silicon Valley Community Foundation resulting in more funding for the arts. We now have a seat at the table, arts are part of the Foundation’s new strategic framework and we are working together to strengthen the sector and its contribution to building community.

During the Great Recession of 2008, arts funding in the State of California just about disappeared. Leaders came together under Californians for the Arts (CFTA) and decided “they were mad as hell and were not going to take it anymore.” With a per capita investment in the arts near the bottom of all 50 states, cultural leaders from across the state partnered with CFTA to increase state funding from $3M to $25M annually, then helped to add one time project funding of $25M and now, championed by CFTA, the Governor has proposed $15M in his budget for CA Creative Corp to put artists back to work. Our intention is to find matching funds locally to do the same.
IN 2020 WE:

• Pivoted from “Access Grants” to “Relief and Recovery” funding of over $400k to bridge the loss of revenue tied to the pandemic

• Provided ~800 hours of online arts programming for at-risk youth in our community schools

• In partnership with Santa Clara County Office of Education (SCCOE), launched our 6th annual ArtsEdConnect grant cycle for teachers to access online arts education modules for their students

• Co-curated a workshop with the Santa Clara County Office of Education for educators at local arts organizations to develop online delivery of arts programming

• Commissioned at-risk youth from community schools to create a mural that celebrates 100 years of women’s suffrage

• Installed Like a Multivitamin at Santa Clara Valley Medical Center

SPOTLIGHT

Santa Clara Valley Medical Center

Our vision for the Women and Children’s Center at Valley Medical Center has always been to bring a touch of magic to the cold spaces within the hospital. One of these spaces was the 3rd floor public courtyard used by staff, patients, families, and visitors. Its imposing skylights and angular metal and concrete structures were not welcoming until a grant from the National Endowment for the Arts, and in partnership with the Valley Medical Center Foundation and Montalvo Arts Center, helped to reimagine the space as a respite of joy and discovery for staff and patients. This public art installation transformed the courtyard with color and haikus. The colors speak to the range of emotions that visitors may experience — from celebration to sorrow. And as a multivitamin provides various sources of nourishment, each color responds to different emotions, harnesses its healing power and lights the space as a sanctuary for reflection and connection. The colors and corresponding haikus transcend language and bring solace to those experiencing the space.

Artist Leah Rosenberg shares her inspiration behind this installation here: https://youtu.be/SR4tnNJeJx4

ArtsEdConnect grants have brought arts education to every single one of our students at our elementary school. It is the one thing that children have missed during the pandemic. Inspiration matters.

Allison Pruitt, Intervention Specialist, Washington Elementary, San Jose, CA

Teaching music to at-risk youth at Santa Clara County’s court and community schools is a passion of mine. And connecting with the students during shelter-in-place has been even more meaningful as it has provided opportunities for self-expression during these challenging times.

Jerry Dalalo, Teaching Artist
IN 2020 WE:

• Completed a Diversity, Equity and Inclusion Audit

• Formed an Equity Council to guide our equity statement and changes to our program offerings

• Championed the rescoped Creative Center in Japantown in partnership with San Jose Taiko, Shea Properties, and City of San Jose

• Formed a Steering Committee for ArtsWeb and Regional Advisory Councils in Santa Clara and Alameda Counties

• Enrolled a braintrust of arts and civic leaders in an arts ecosystem research project to be published as an insert to the Business Journal

In our long overdue season of racial reckoning it is easy to post an equity pledge, but much harder to live it. What I love about SVCREATES is that they are carefully planning “the doing” of their commitment to equity and are willing to do the hard work that drives real change.

Tamara Mozahuani Alvarado, Program Officer, Packard Foundation

When we considered collaborative partners to co-create ArtsWeb, SVCREATES was at the top of our list. They are deeply-rooted in the South Bay and we knew we could leverage our collective experiences to incubate an innovative shared services network for the arts. 2020 has not only proven the strength of our partnership but a great demand for the ArtsWeb initiative.

Risa Blumlein Keeper, Managing Consultant, Community Vision

SPOTLIGHTS

Incubating ArtsWeb

ArtsWeb is a network of locally-rooted ecosystems designed to provide business navigation, peer support, and investment for under resourced artists and arts groups. This project was developed with support from Kenneth Rainin Foundation and in collaboration with Community Vision to advance the work of artists and arts groups by reducing their administrative burdens. Throughout 2020, SVCREATES and Community Vision worked with local arts leaders to develop a pilot that tests this model. In 2021, we will begin working with a cohort of local artists and arts organizations to prototype this initiative by providing customized, culturally relevant administrative support, business services, and other “back office” resources that build capacity and advance the mission of these artists and organizations. Stay tuned for more as we see what our test teaches us about our plans to scale the impact of ArtsWeb!

Standing Up for Social and Racial Justice

SVCREATES began our journey to stand up for social and racial justice in 2018 at our annual board retreat. Inspired by wanting to do the right thing and eliminate any unintentional bias in our work, we hired Equity Arts to conduct a Diversity, Equity and Inclusion (DEI) audit. Interviews, surveys and learning workshops were conducted, and SVCREATES programs and systems were reviewed. In February 2020, Equity Arts presented their findings to the SVCREATES board and recommended that we form an Equity Council to guide our next steps. We are grateful to Roy Hirabayashi, Tamara Alvarado, Chike Nwoffiah, Fred Ferrer, and Rosanna Alvarez for joining our inaugural Equity Council. We will be publishing an Equity Statement in early 2021 and will continue to make organizational and programmatic changes based on our commitments to equity.
OUR WORK IN 2020 WAS MADE POSSIBLE WITH SUPPORT FROM

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