



Creative Entrepreneur Project

SAN JOSÉ

Final Report – Discovery Phase

June 22, 2009



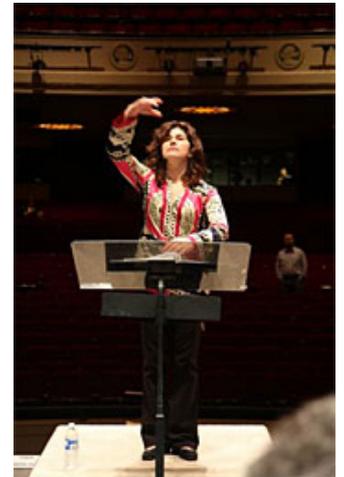
**CENTER FOR
CULTURAL
INNOVATION**



Artists and the Creative Economy

○ 2003 Economic Development Strategy Vision for San Jose

- Leading world region for innovation
- Creative community
- Entrepreneurial environment
- Place of opportunity
- Most livable big city



○ Creative community helps realize vision

- Arts providers (commercial and non profit)
- Commercial businesses
- Cultural consumers / participants
- Artists of all disciplines

The Project

- ID the needs and opportunities for artists in San Jose
- Partners: Center for Cultural Innovation, Dr. Ann Markusen
- Steering Committee



The Process

- Artist Needs Assessment / Survey
- Artist Town Hall
- Business of Art Training Pilot Project
- Encouragement Grants
- Final report: Policy and Program Recommendations





Key Findings

- Housing costs pose particular challenge for artists who want to remain in area
- Heavily subsidizing own work—63% not covering creative work cost from artwork income; 85% not making living
- Nearly half say inadequate access to needed tools and work space

Key Findings

- Strong majorities want to be entrepreneurs—seek training, resources and space
- Prefer to rely on market income, but are frustrated by lack of knowledge of and access to grant opportunities
- Want training—hampered by cost, lack of information, scheduling, time



Program / Policy Recommendations

- 1 Create web-based resources
- 2 Convene artists
- 3 Offer trainings
- 4 Support artist fellowships, scholarships, and/or technical assistance programs



Program / Policy Rec's cont'd

- 5 Explore public/private artists' spaces for live, work, presentation and commercial activity
- 6 Explore an artist taught "Innovation Institute" for business executives to help catalyze creativity and innovation





Beyond Discovery - Next Steps

Near term

- Develop web-based resources
- Creative Capacity Fund to provide SJ artists access to regional professional development scholarships
- Additional business training/grants for SJ artists
- Meet with area artists & orgs to identify potential partnerships

Beyond Discovery - Next Steps

Mid-term

- Partner to incentivize:
 - Commercial galleries
 - Re-purposed underutilized commercial space for multi-/single-tenant artist studio/retail spaces & arts support businesses
 - Venues that offer performance opportunities for local artists



Beyond Discovery - Next Steps

Long-term

- Partner to facilitate development of well-designed and affordable artist live-work and artist-work spaces





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