

Fine Arts and Historical Preservation Commission
Parks and Recreation Department
City of San Bernardino
201 North E Street, Bldg. 201A
San Bernardino, CA 92401



September 1, 2022

Dear Grant Review Committee,

Thank you for taking the time to review the application and all supplemental materials for Arts Connection's request for the Visual and Performing Arts funding from the City of San Bernardino, Fine Arts and Historical Preservation Commission. Arts Connection has served the local arts community, being based in the city of San Bernardino as a nonprofit organization since 2013. We look forward to continuing to deepen these relationships and artist support activities described in our application, with a total request of \$ 8,300.

The following application materials are included as requested in the following order:

1. Grant application, in order provided
A copy of last year's financial statements will be attached following the signature and certification page. These are our publicly available 990s prepared and submitted by our CPA.
2. As requested in the application introduction, we are submitting copies of program information from events hosted or completed within the most recent fiscal year to date, following all other requests in the application checklist.

I look forward to getting to share more about our proposed project activities with the committee, if selected for the next round of interviews.

Sincerely,
Jennifer Kane
Executive Director, Arts Connection

VISUAL, PERFORMING AND LITERARY ARTS ---GRANT APPLICATION FORM

City of San Bernardino---Art and Historical Preservation Commission

I. Applicant Organization

Name of Organization: Arts Connection

Physical Address: 536 W 11th St San Bernardino CA 92410

Mailing Address: P.O. Box 1181 San Bernardino CA 92402

Telephone No.: 909 38 1900

Non-profit I.D. No: 46-308-8038

Website Address: www.artconnectionnetwork.org

Number of years in existence: 9

II. Contact Person: Jennifer Kane

Title: Executive Director

Telephone#: 909 381 1900

E-mail Address: Jennifer@artconnectionnetwork.org

- III. Program Category under which support is requested. Please indicate the appropriate category.
Refer to application guidelines for program category definition.

Visual art, literary art, and music

- IV. Period of Support Requested - The span of time necessary to plan and implement the proposed program for which funding is requested, to begin no earlier than July 1, 2020 and to be completed before June 30, 2021.

Assuming these dates are July 1, 2022 through June 30, 2022?

From (starting): October 1, 2022 Through (ending) June 29, 2022

Amount of Grant Requested: \$8,300

Total Organizational Budget for current fiscal year: 750,000 -

Percent of total Organization Budget Requested: 1.1% (not to exceed 50%)

- IX. Income of the organization**-- List grant awards received by the organization in the past 12 months, if any. Do not include pending requests. List other income for this project such as ticket sales, other sales, contributions, fundraisers, etc. **See example:**

Name of Funding Source	Amount committed to this project
Community Foundation (Grant for another project)	\$0
Ticket Sales	\$1025
Contributions	\$1700
Fundraisers	\$3225
TOTAL AMOUNT	\$5950

- X. Future Objectives** - Explain your plans and goals for additional supplemental funding (i.e., sponsorships, donors, fund raising events). Be as complete and accurate as possible. Explain supplemental fundraising plans and what your plans are if funding from the Art and Historical Preservation Commission is not received.
- XI. Brief History/ Background of Organization**-Explain history of your organization in the City of San Bernardino. Be as detailed as possible. Include fund level history and background for supplemental funding, as well as community support and subscriber and ticket sales levels.
- XII.** Include your organization's financial report for the past fiscal year, stating whether it has been audited or not.

V. Project Description/Need Statement (include plan for collaboration with a local business if you have one)

Arts Connection has a nine-year history of collaboration with local arts organizations, community groups and businesses in the City of San Bernardino to support multi-disciplinary arts, music, literary and community-centered events in downtown and across the city. For this grant-supported project from the Fine Art and Historic Preservation Commission, we are collaborating with **Creative Grounds**, a local artist studio and event space in Downtown San Bernardino, owned and operated by artists Duan Kellum and Jay McCary.

Since opening in Summer 2020 in the midst of the pandemic, Creative Grounds has not only been a space for new art work production from Duan and Jay but also an inclusive community gathering and learning space for workshops, exhibits, meetings and events. Duan and Jay have made Creative Grounds an incredibly open space for other artists and organizers to plan and host ever that bring the community together and provide another opportunity for reimagining downtown as an incubation space for creativity and nourishing grounds for the entire community.

In the City of San Bernardino, the community needs more spaces like this to gather, learn, share and celebrate their voices, their music and their art. There isn't enough of this cultivated city-wide, so studios and community spaces like Creative Grounds are doing what they can to support and develop the arts community for the residents as well as for the youth in the city. Connecting youth with opportunities to express themselves through poetry, open mics, painting murals, playing and listening to music, and witnessing this kind of production happening locally is going to help inspire and deepen their commitment to stay in and create in the city as well. For this reason, Creative Grounds, with support from Arts Connection, will host a series of 28 literary, music and visual arts events, videos and workshops over the next year.

Arts Connection and Creative Grounds will start a series of youth and community centered poetry events starting in September 2022. The literary arts events are an extension of and a local connection with some of the regional programming Arts Connection coordinates, namely Poetry Out Loud – a state and national poetry program that encouraged local high school students to discover their own voice and connections with poetry through recitation and creation.

Starting in September Arts Connection and Creative Grounds will host a series of free **TEEN OPEN MICS** in downtown at Creative Grounds every Thursday from 4:30-6:30pm. This will be a total of **5 Open Mics**, hosted by Micah Tasaka. These are monthly

Starting in late October/early November (depending on when grant funding is received), Creative Grounds will host a series of monthly music events, called Creative Sounds. These in person and live streamed events are similar to the TINY DESKTOP CONCERTS on NPR, but will interview and give a platform to local musicians. There will be one specifically dedicated to local youth performers as well. Creative Sounds events: Oct/Nov, Dec, Jan, Feb, March, April, May, June (**8 total**).

Keeping the same monthly schedule as Creative Sounds, there will be a series of **10 workshops offered** (in-person) and **5 instructional/informational videos** produced for half of these. Some months will have more than 1 workshop as they will often be two-part workshops. Topics to be covered include: screen-printing, DIY heat transfer process, Stenciling, History of mural making and practical process to get started (2), color theory and technical aspects of art for the non-artist, photographic techniques, the Politics of Art, Painting with Jaye, Sustaining a Career in the Arts.

Producing these workshops and events are intended to build community and extend professional development opportunities to local artists and youth in a less formal setting than traditional academic institutions. We are exposing the participants to potentially new

topics and also encouraging networking and mentorship within the community at the same time.

The content that is produced will be available online indefinitely and will continue to raise the visibility of our arts community in the City, which is growing and extremely talented!

VI. **Realistic number of persons expected to benefit from the program.** The total number of classes, performances or displays and the number of students, audience members or others who are expected to benefit directly.

- a) Number of persons paid by attendance 0 (all events will be free)
- b) Number of persons admitted by no fee 1650+ over the course of the year
- c) Number of classes and/or performances scheduled for the performing arts or length of display/exhibit for the visual arts 5 open mics, 10 workshops and 5 instructional/informational videos, 8 creative Sounds
- d) Total attending classes/performances/displays/exhibits 1650+

VII. **Intended Results:** Explain in measurable evaluation terms the intended results or the impact anticipated by your program funding request. If possible, please incorporate the requested data into a spreadsheet (See example). Identify the target group or groups you intend to benefit, setting a time frame for accomplishment and providing a realistic quantitative indicator of groups served, such as: senior citizens, number of performances, anticipated maximum audience. (See example) Sign-in forms of participants, audience members, etc. may be used to fulfill this requirement.

Target Groups	local youth (high school, pre-college and college-aged)	local and regional artists community	City of SB residents/community and surrounding areas
Time Frame	October 2022- June 2022	October 2022- June 2022	October 2022- June 2022
Number of performances / classes / exhibits	5 teen open mics, 1 Creative Sounds events (specific to youth musicians), 4 workshops (tailored for emerging artists in screen printing and production, all 5 informational videos	7 Creative Sounds events, 6 instructional workshops on the business of art and technical production of art, 5 instructional/informational videos	All of these events are open to the community, but the creative sounds events will be the most attractive to a wider audience - all 8 creative sounds events
Anticipated maximum audience, participants, etc.	150+	1000+	500+

Evaluation methods: We will be using a sign-in sheet for attendance at all events, which will also include a short survey to help understand where each participant is coming from - do they live in the city, do they go to school locally, is this their first time coming to downtown SB?

We will also be using these events to better understand what folks are looking for in terms of future events and professional development and support. Arts Connection and Creative Grounds are both working to support artistic production and development in the city and deepening connections between the existing artists community and the youth who need support and encouragement to pursue those same talents and career goals.

We will also be tracking the number of returning participants at each event to demonstrate deeper engagement.

The videos and live-streaming will reach a wider audience, even beyond the City itself. Metrics for number of viewers, length of view time and total reach will be tracked and included in our final report.

VIII. Project Budget: Using the form provided, list the expenses of the project for which you are applying, and give a brief description of each line item. Give the total amount that the project will cost per line item. Give the amount requested from the Arts and Historical Preservation Commission for that line item. Total the expense and amount requested columns.

Line Item Expenses	Brief Description of each line item	Total budget per line item for this project	Total amount requested from Arts & Historical Preservation Commission (Not to exceed 50% of budgeted projection)
artist / event host honorarium	For each open mic the host will be paid \$100 – we will host 5 Teen Open Mic events.	\$500	\$ 0
Artist/ musician workshop presenter honorarium	For each 2 hour workshop we will offer the presenter \$300 (Creative Sounds 8 x \$300) = \$2,400 Artist stipends for workshops (10 x \$250) = \$2,500 Instructional video presenters (5 x \$250) = \$1,250	\$ 6,150	\$ 3,150
Venue fees	For use of the Creative Grounds space (\$50/hour) 5 Open Mics (2 hours each (\$100 x 5) = \$500) Events/workshops (\$100 each x 23 = \$2,300). 8 Creative Sounds, 10 workshops and 5 instructional videos.	\$ 2,800	\$2300
Supplies for workshops, mounting exhibits etc	screen-printing supplies for instructional workshops and videos	\$ 850	\$100
Food and water for participants	to cover all 28 events (\$75 per event)	\$ 2,100	\$ 1,000
Video and photo documentation of events	Videographer to film/live-stream Creative Sounds events (8 x \$100) Photographer for 10 workshops/ events (\$50/each) = \$500	\$ 1,300	\$ 500
Marketing and design work	stipend for graphic designer to help promote events (\$100 per event flyer)	\$2,500	\$1,000
Equipment purchases	tripod and lighting to support instructional video filming	\$800	\$250
TOTAL EXPENSES AND AMOUNT REQUESTED		\$ 17,000	\$ 8,300

What are other sources of funding for this project? Grants, Contributions, Revenue (such as ticket sales, etc.)

Name of funding source	Amount committed to this project
California Arts Council	\$2,000
Inland Empire Community Foundation	\$6,000
National Endowment for the Arts	\$700
TOTAL of funding sources	\$ 8,700

IX. Future Objectives

Arts Connection is working with the SB City Unified School district to create a more formal network of teaching artists from the city to work the schools and in after school settings. We have already started this and are working at 12 schools in the city. Projects like this with Creative Grounds are directly connected to our work in the schools as we provide information and mentor the youth on how to pursue jobs in the creative fields we are exposing them to.

When we have events and opportunities outside of school hours, we share those with the youth we teach and encourage them to participate in other things happening in the city, to see themselves more connected to what's happening in the community and to get involved. This network building is helping to connect the resources more broadly and to give youth greater access to arts education and to creative outlets that are so needed here.

Arts Connection is also working to build and fund a local Creative Hub near Downtown San Bernardino through a collaboration of local CBO, the school district and county schools. This space will be a more permanent extension of the projects and programs we have been collaborating on with businesses and other nonprofits for the past five years, including the Garcia Center for the Arts, the Little Gallery, All Eyes on Me, and Creative Grounds. This network of creative spaces will be integrated into an internship/apprenticeship program we are working to fund and build right now through a city and county-wide workforce development project.

We have our mission set on establishing sustainable pathways for our youth and the existing local arts community to find work and get funding to pursue their creativity and make a living with the talents they have.

X. Provide a brief history/background of your organization and what you have done before in this category of the arts.

Arts Connection- the Arts Council of San Bernardino County - has been an essential advocate and organizer for arts and culture professionals in the region, and more specifically the City of San Bernardino where their office is based, for the past nine years. The organization was launched in 2013 as a result of a two-year planning process with over 70 arts professionals, convened at Ca State San Bernardino, and providing insight on what an arts council for the county should look like and how it should support the development of the diverse creative culture across this expansive geography.

Arts Connection has consistently drawn together the existing resources and embedded community leaders in order to build region networks that can address each of these area-specific needs and specifically the City of San Bernardino. From its inception Arts Connection has hosted an annual convening which has consistently brought together 100-200 artists, cultural producers, and business, community and civic leaders to discuss creative solutions to the problems most pertinent to our County's individual communities. This annual conference spurred conversations about creative, and at times even unconventional, approaches to problems facing the accessibility of health and human services, including education, literacy, nutrition and transportation, economic development, including ways to envision revitalizing vacant storefronts and land, and uplifting the diverse tapestry of voices that reside in the 29 cities and towns across San Bernardino County through consistent promotion of events, exhibitions and opportunities in each of these areas.

Arts Connection directs an ever-evolving ESRI-assisted Cultural Asset Map project, which community members continue to populate with cultural sites, present and historic, venues, galleries, community centers, and businesses that contribute to the life and character of the county. The organization has gone on to use this map and the connections made through its development to act as a consulting agency for larger planning projects initiated by the County. Within the last two years, Arts Connection staff has assisted in developing the Morongo Basin Strategic Plan for Culture and Arts and the Morongo Basin Active Transportation Plan. Artists and community leaders were involved in every stage of the planning process for these projects and included public engagement portions for each, which Arts Connection staff was instrumental in helping to produce. In the City of San Bernardino, Arts Connection has worked on Cultural Planning documents and more recently helped produce the People's Plan for Economic Inclusion, which details a 5-year plan for arts and cultural development needed in the City. Arts Connection is now working on education and entrepreneurship project development in the city and with the school district to build a greater network and funding infrastructure of arts education, and creative career development.

Through strategic partnerships with artists, artist collectives and other organizations, Arts Connection has been able to work in traditional gallery settings, as well as across the public sector. Recently, grant-supported projects with artist group Fallen Fruit supported the planting of 5 public fruit tree parks, with sites in Victorville, Crestline, Lake Arrowhead, and the City of San Bernardino. This included public fruit tree adoptions and education workshops at two sites; over the life of the project, more than 300 people participated in these events and countless more will benefit from the 5 dozen trees planted in publicly accessible locations across the county. This work in 2018 in San Bernardino helped lay the foundation for and inspire future community gardens now taking shape across the entire city.

Professional development for individual artists as well as organizations has always been a cornerstone of the organization's programming. Each year, Arts Connection offers - either through the support of its own staff or through hiring outside consultants free professional development classes, covering topics including grant writing, cultural planning, and marketing and business planning. In addition to these professional practice workshops, Arts Connection hosts community mixers, intended to bring together arts professionals, venue owners, producers and community members to share projects and exhibitions and to promote conversations about potential future collaborations. Arts Connection also funds and has developed the first Artist-in-Residence program at the Garcia Center for the Arts.

Arts Connection is committed to supporting innovative, community-driven projects that elevate arts and culture throughout the country and demonstrate the positive impact that the arts can make in every aspect of our lives. Through work in the City of San Bernardino, Arts Connection has helped sustain the work of local projects and businesses such as the Little Gallery of San Bernardino over the past four years, providing grant writing support, project development consultations and fiscal sponsorship. Through this project collaboration with Creative Grounds, Arts Connection continues to build on this model of scaffolding growth through structured fiscal and program support.

Creative Grounds opened during the Summer of 2020 in the midst of the pandemic. The goal of owners Duan Kellum and Jay McCary is to provide a community based arts studio and event space. In November of 2020 they held an art stroll to provide local artists a space to exhibit their art. This event was recognized by the California State Assembly (Eloise Reyes). The event was held outdoors and strict COVID protocols were instituted. From that point on CG has worked with a number of community organizations and artists, providing a platform for collaboration and creative expression. They have hosted a fundraiser for the Inland Coalition for Immigrant Justice, a Zine Festival and local artist exhibition. Their wall space in the alleyway outside the studio has become a rotating mural production lab of sorts. These 6x6 foot spaces are offered to local artists and youth to practice and learn the skills needed to paint larger murals. The temporary nature of these installations also keeps the community coming back again and again to see how the alley is changing and what's new!

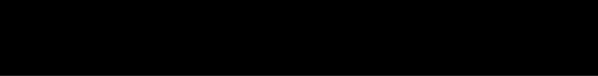
Creative Grounds is taking on new projects and turning their space into a learning and broadcasting space as well, inviting musicians to play and live stream from their space through a series called Creative Sounds.

- XI. Attach a copy of your last fiscal year financial report, audited or un-audited. Failure to submit this will result in rejection of your application.**

Attached following the certification and signature below.

- XII. Attach a list of your Board of Directors and Officers with either residential or business addresses.**

Kathryn Ervin, Board Chair, Programs and Events Committee



Employed as Professor, Department of Theatre Arts Cal State San Bernardino: 5500 University Parkway, San Bernardino CA

Dr. Anne Viricel, Treasurer

Executive Director



Sandra Espadas, Secretary

Senior Director, Community Development, National Core

- Works on the collective impact project with Uplift, through the Making Hope Happen Foundation, the nonprofit of the San Bernardino City Unified School District, 777 N F St, San Bernardino, CA

Victor Suarez

Teacher, Arroyo Valley High School

1881 W Base Line St, San Bernardino, CA 92411

Steve Thomas,

Ontario Arts and Culture Committee, Art at the Ontario Airport Coordinator, volunteer

- recent judge for the San Bernardino Art Association Open Art exhibit, at the Garcia Center for the Arts: 536 W 11th St San Bernardino CA, 92410

Marcia Geiger, Fund Development

Morongo Basin Cultural Arts Council

Joshua Tree, CA 92252

Margo Mullen

Coordinator of Library Services, Children's Museum

12505 Cultural Center Dr, Rancho Cucamonga, CA 91739