

SVCREATES 2024 ANNUAL REPORT

JANUARY 2025



THE CHALLENGE

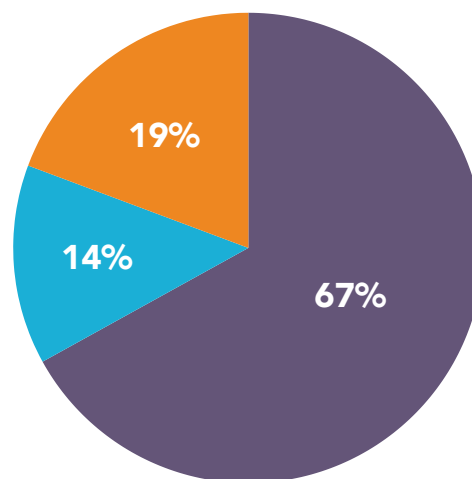
Silicon Valley's arts ecosystem is a dynamic, organically grown network of hundreds of multidisciplinary arts and cultural organizations and thousands of artists, creative entrepreneurs, volunteers, and individual participants distributed across a broadly diverse region. Our nonprofit arts groups lean small—only 8% have annual budgets over \$500,000, and the average annual income for a culture sector worker in Silicon Valley is less than \$50,000. Despite our region's wealth, 90% of philanthropic giving leaves the region, and a history of economic and racial disparities, plus a high cost of living, has exacerbated the systemic inequities experienced in our local arts sector.

OUR APPROACH

SVCREATES' approach to supporting this ecosystem is based on the idea that customization of resources and authentic relationships help us amplify and expand the peer network and intertwined ecosystem that is the foundation of our arts community. We are in partnership with our portfolio of grantees to co-create capacity building programs, uplift hidden wisdom, and build the autonomy of our local arts ecosystem. We are committed to advancing the artists and cultural organizations that build equity, drive social change, and advance healthy outcomes for residents in our county.

IN 2024, SVCREATES INVESTED **\$3.06M** IN THE LOCAL ARTS ECOSYSTEM

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



Capacity: \$2,043,000

Visibility: \$419,000

Accessibility: \$589,000

OUR MISSION

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

BUILDING THE CAPACITY OF OUR ARTS ECOSYSTEM

IN 2024 WE:

- Awarded **75** operating grants to a range of arts organizations with annual budgets under **\$1.2M**.
- Supported **178** diverse local arts leaders through facilitated peer roundtables, including our expanded Folk & Traditional Arts Roundtable.
- Conducted online workshops, in-person town halls, and professional development events for **over 370** artists, arts leaders, and cultural workers.
- Invested **over \$55,000** in a community-designed grant program to elevate the arts in Gilroy.
- Launched the **seventh year** of SVMindshare, **SVCREATES'** arts leadership roundtable program, which now boasts a network of **over 60** alumni.

SPOTLIGHTS

Collaborating for Impact

SVCREATES programs are designed in collaboration with artists, thought leaders, and the community we serve. In 2024, we formed new partnerships to offer new resources and share knowledge with our local art community.



The Zoo Labs crew at SVCREATES Arts Town Hall & Conference, May 2024

ANNUAL TOWN HALL

SVCREATES partnered with Zoo Labs, a preeminent Bay Area artist incubator, to design and lead a series of workshops for our annual Arts Town Hall. By engaging in design thinking, myth-busting, and using a value proposition canvas tool, participants were empowered to consider business models, audiences, and organizational value in new ways. Participants came together to build the networked web of arts groups that make our community strong.

FOLK & TRADITIONAL ARTS ROUNDTABLE

Our Folk & Traditional Arts Roundtable was designed in partnership with Alliance for California Traditional Arts (ACTA) and a team of local artists deeply invested in uplifting cultural traditions. With ACTA's expertise convening traditional artists, we were able to expand our reach and deepen relationships with artists throughout the region. Artists, community leaders, and culture bearers gathered to engage in conversation about cultural transmission, sustainability, and legacy in the folk and traditional arts field.

"I'm delighted that SVCREATES is dedicating support to the folk and traditional arts, and that we were able to seed this important partnership around the event with you all. I look forward to getting into more good trouble with you in the future!"

Amy Kitchener, Executive Director, Alliance for California Traditional Arts (ACTA)

RAISING THE VOICE AND VISIBILITY OF OUR CREATIVE CULTURE

IN 2024 WE:

- Produced **21** featured artist videos and **20** *Content Magazine* video podcasts.
- Grew *Content*'s social media footprint to **24,123** followers.
- Published **four** *Content Magazine* issues which featured **50** artists, with **73%** being artists of color.
- Engaged **three** interns, **two** videographers/editors, **20** writers/editors, **11** photographers, and **three** designers in production of the magazine.
- Continued to develop an "Art Patrons" promotional package with Triton Museum (Santa Clara), Pacific Art League (Palo Alto), First Friday Santa Cruz, Institute of Contemporary Art (ICA) San José, and Palo Alto Arts Center.

SPOTLIGHTS

Uplifting Our Partners

Content Media raises the voices and visibility of local artists, and allows creatives to grow and use their skills. We do this in partnership with artists and with mission-aligned organizations throughout our region.



Content Magazine, Issue 17.1: "Discover"

1CULTURE GALLERY

Partnerships provide access and a deeper connection to creative subcultures. Our Winter 2024/25 issue highlighted the historic South Bay graffiti scene. The collaboration with 1Culture Gallery included a weekend exhibition at the Santa Clara County Fairgrounds, featuring over 20 local artists. The issue paid tribute to the "O.G.s" of South Bay graffiti, whose significant contributions to the area's artistic culture have only recently begun to receive wide recognition.

TARAN ESCOBAR-AUSMAN

Content is a platform to tell the stories of South Bay creatives and a medium for artists to develop their craft by contributing to the publication's production. Taran Escobar-Ausman, an educator by day and a freelance writer with *Content* since 2018, finds inspiration and a deeper connection to his creativity and community by conducting interviews and writing artist features.

"1Culture Gallery would like to thank Content Magazine for a wonderful experience working together on the release of Issue 17.1. This has been in the works for over nine months, and my entire experience working with Content has been amazing. The love and dedication I experienced firsthand, and I feel very honored to have worked beside them. They allowed input, creativity, and transparency throughout the project. Once again, thank you for everything you do for the art community."

Andrew Espino, Owner, 1Culture Gallery in San José

INCREASING THE ACCESSIBILITY OF THE ARTS

IN 2024 WE:

- Provided arts education opportunities for **over 9,000** children through ArtsEdConnect for Santa Clara County K-12 schools, awarding **73%** of the grants to Title I schools.
- Delivered quality arts programming to court and community schools through teaching artists from our Studio program.
- Invested **\$224,850** across **13** organizations to provide arts programs to historically underserved communities through Arts Access Grants.
- Engaged **over 200** students in Santa Clara County with custom curriculum and participation in poetry recitation competitions through the statewide Poetry Out Loud program.
- Appointed Yosimar Reyes as the 2024-25 Santa Clara County Poet Laureate.

SPOTLIGHTS

Leveraging Partnerships

SVCREATES is a network of leaders who care about the resilience of our arts ecosystem and its impact in our community. Long-time partnerships and new collaborations allow us to exponentially increase access to the arts throughout our county.



Santa Clara County Poet Laureate Yosimar Reyes at Content Magazine Pick-Up Party

SANTA CLARA COUNTY POET LAUREATE

For over 16 years, **SVCREATES** has partnered with the County of Santa Clara and the Santa Clara County Library District to select, through a competitive nomination process, and support the county's Poet Laureate, an honorary post that acts as an advocate for poetry, literature, and the arts. In 2024, we were thrilled to welcome Mexican-born poet and activist Yosimar Reyes to the post.

ARTS IN EDUCATION

SVCREATES collaborates with the Santa Clara County Office of Education to increase access to the arts for youth from historically underserved communities through multiple programs. ArtsEdConnect provides grants to schools so that teachers can bring diverse arts experiences directly to their students. Our Studio program provides arts education classes to disenfranchised youth at the County's community and court schools.

"Our enduring partnership with SVCREATES, the ArtsEdConnect program, and arts organizations fuels transformative programs, enriching classrooms for students in our county with a strong focus on high-needs students."

Sofia Fojas, Ed.D., Arts Coordinator, Santa Clara County Office of Education

ADVANCING STRATEGIC PRIORITIES

IN 2024 WE:

- Established a Core Faculty model to bring more voices and lived experiences to the design of our programs and services.
- Grew our Municipal Arts Roundtable to **35** participants, meeting quarterly for peer learning and expert panel presentations to build a network of mutual support for civic leaders who care about the arts in Silicon Valley.
- Expanded *Content's* regional reach with featured artists from Gilroy, Santa Clara, Mountain View, Sunnyvale, Milpitas, Campbell, and Los Gatos.
- Convened Arts Ed Strategies Working Group to examine the impact of California's Prop 28 on local arts education, schools, and arts organizations.
- Led a state-wide study of county arts agencies to assess county funding levels for the arts across California.

SPOTLIGHT

Leadership Matters

SVCREATES believes that entrepreneurial, innovative, and collaborative leadership is key to a thriving local arts ecosystem. By expanding our own networks and including more voices in our own decision-making, we are better positioned to advance our program goals to:



SVCREATES/Content team with 2024 Emerging Artists honorees Elba Raquel and Esther Young and SVLaureate Joe Miller

- Cultivate, preserve, and advance an arts ecosystem that reflects and embraces the diversity of our region.
- Catalyze capacity and resilience in arts organizations led by, employing, and serving communities disproportionately impacted by limited access to resources.
- Provide access to arts experiences to historically underserved populations.

Through the work of our Equity Council, Board of Directors, Core Faculty, staff, and the many artists engaged in our programs, we have made progress to institutionalize and move toward identified benchmarks, including increasing the percentage of our grant dollars going to BIPOC/ALAANA-centered arts groups from 25% to 54%, while at the same time increasing the total dollars awarded annually to the local arts sector.

"I am so grateful to have had the privilege of partnering with you over the years to support, nurture, and empower our arts sector...Thank you again for all that SVCREATES does. Your work not only supports the arts but enriches our entire community, connecting us through creativity and helping to shape a more inclusive and culturally dynamic future."

Supervisor Cindy Chavez, Santa Clara County Supervisor, District 2

OUR WORK IN 2024 WAS MADE POSSIBLE WITH MAJOR SUPPORT FROM



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