



FOR IMMEDIATE RELEASE
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City of San Diego Awarded \$4.75 Million to Creatively Increase Awareness of Local Issues

NEW PROGRAM WILL SUPPORT ARTISTS AND CULTURAL PRACTITIONERS IN SAN DIEGO AND IMPERIAL COUNTIES

SAN DIEGO – The City of San Diego, through the Commission for Arts and Culture, was awarded \$4.75 million to administer a new [pilot California Creative Corps arts program](#). Through the City's "Far South/Border North: Artists and Cultural Practitioners in Community" initiative, grant funds will financially support artists and cultural practitioners to develop artistic content that increases local awareness of public health, civic engagement, climate and conservation, and social justice within Imperial and San Diego counties.

Funds will be allocated following San Diego City Council approval. The grant funding is part of [\\$60 million in grants recently awarded](#) to 14 statewide administering organizations by the California Arts Council (CAC).

"This is exciting news for artists and communities of need in San Diego," said Mayor Todd Gloria. "The power of art helped us all during the worst of the COVID-19 crisis, yet unfortunately, arts and culture were among the hardest-hit sectors during the pandemic. This funding is a recognition of the important role artists and cultural practitioners play in our communities, and we're deeply appreciative to the California Arts Council for their support."

"Far South/Border North: Artists and Cultural Practitioners in Community" is a City initiative that will be implemented in partnership with the [San Diego Foundation](#), [San Diego Regional Arts and Culture Coalition](#) and the [Catalyst of San Diego & Imperial Counties](#). The partnership combines government, foundation and community collaboration, providing financial support to artists and cultural practitioners to:

- Help support the health and well-being of communities in the lowest quartile of the [California Healthy Places Index](#) in San Diego and Imperial Counties.
- Incubate and carry out public campaigns that raise awareness, engage and inspire change.
- Continue enriching their creative, artistic and cultural practice.

The City and its partners are developing guidelines, requirements and the process for awarding CAC Creative Corps funds to qualified applicants. The City plans to release the first round of grant applications for individual artists and cultural practitioners by early next year, followed by a subsequent round later next year for organizations and local and tribal governments to subgrant to artists.

“Assisting the City in granting funds that support creative workforce needs is critical to our regional recovery,” said San Diego Foundation Chief Impact and Partnerships Officer Pamela Gray Payton. “Together, we will foster the regional prosperity of artists and cultural practitioners while also collectively advancing health and climate equity and change as part of our vision for just, equitable and resilient communities.”

The City’s investments in artists, cultural practitioners and organizations, both large and small, reflect a deep commitment to making San Diego a more dynamic place to live, work, and play and contribute to a more equitable, inclusive, accessible and sustainable arts and culture ecosystem that amplifies creative work and experiences. To learn more, visit sandiego.gov/arts-culture.

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