



FOR IMMEDIATE RELEASE
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City of San Diego Announces Funding Opportunity to Elevate Arts-Based Projects

IMPACT PROGRAM FUNDS AVAILABLE TO COMMUNITIES OF CONCERN AND SAN DIEGO PROMISE ZONE NEIGHBORHOODS

SAN DIEGO – This week the City of San Diego launched a new opportunity for local artists and organizations to create change-making projects that reflect local communities through Impact, a funding program for artists and nonprofit organizations. Impact aims to address systemic challenges in arts and cultural ecosystems and forge new paths to transform communities through the arts, in alignment with City priorities and its adopted [Strategic Plan](#).

Guidelines for the pilot funding opportunity are available on the City's [Arts and Culture webpage](#), and the deadline to apply is 8 a.m. on Nov. 13.

The Impact pilot program will offer phased funding up to \$100,000 over 18 months from Jan. 1, 2024 – June 30, 2025, to 10 collaborations comprised of artists and organizations. Funding awards will serve as a resource for lead artists and nonprofit organizations based in San Diego [Communities of Concern](#) and the [San Diego Promise Zone](#) and its collaborative partners. The purpose is to develop and implement change-making innovative projects within these designated geographic boundaries connecting heritage, sustainability and justice – three areas identified by the City as having the most significant potential for impact and community value.

“In a time of increasing challenges in the arts and cultural ecosystems, the need for new ideas could not be more apparent. Accelerating costs of creating and producing work, growing threats to cultural heritage, and persistent injustices all underscore the need for shifts in approach,” said **Jonathon Glus, Executive Director of Arts and Culture**. **“Transforming the creative future of our city will require new voices and models for change-making, and this Impact pilot is a way to uplift this work in areas of the City prioritized for investment.”**

Impact is made possible by Transient Occupancy Tax (TOT), a tax collected from visitors who stay overnight in hotels, motels and other similar accommodations.

Each funded collaboration will produce a project to inspire others locally, regionally, nationally and bi-nationally. An essential outcome of Impact is that learnings and results can be shared with the

communities centered in the project and the arts, cultural and creative sectors. Awardees will also benefit from networking and learning opportunities throughout their project term.

“We know that artists and organizations are hard at work in the gaps between and often outside traditional systems. This is an opportunity for visionary artists and organizations doing unique work in the community to make a potentially significant, lasting impact on society’s most pressing challenges in the arts, cultural and creative sectors,” said Chief of Civic Art Strategies Christine Jones.

The pilot includes several features designed to streamline the application process and make the opportunity accessible to artists and small organizations in San Diego-designated Communities of Concern or the San Diego Promise Zone. This pilot does not require applicants to provide a funding match, and applications will be accepted through a shortened application process. Applicants will complete an eligibility survey before completing a full application for consideration.

Free online resources and assistance are available to potential applicants. Visit the Impact Resources [webpage](#) for resource offerings and an office hours calendar.

The City of San Diego advances and drives an equitable and inclusive creative economy and cultural ecosystem by investing in the work of artists and creatives and the institutions and systems that amplify creative work and experiences. To learn more, visit sandiego.gov/arts-culture.

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