

Impact

Awards and Project Descriptions

The City's Impact funding category supports excellence, innovation, and creativity within the San Diego arts, cultural, and creative sectors through targeted City funding initiatives. It 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. This inaugural cycle of the Impact category focuses on transforming the future of San Diego through new models for creative change-making. It responds to the Strategic Plan and its commitment to bringing resources to every neighborhood, recognizing the historical underinvestment in some city areas. Impact provides ten collaborations of artists and organizations with \$100,000 in phased funding for an 18-month activity. Projects will occur in the San Diego Promise Zone or Communities of Concern in the following focus areas: Arts and Heritage, Arts and Sustainability, and Arts and a Just City.

Funded Projects: 10

| Lead Awardee | Primary Collaborator | Project Description |
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| All for Logan | Barrio Logan Association | In a community that faces rapid threats of gentrification and the lack of spaces for arts and culture, the organization will host monthly art shows showcasing as many as 50 local artists along the main business corridor. The corridor space will act as a gallery and multifunctional community space as a part of the ongoing "Barrio Art Crawl," it will be open to host workshops, artist "platicas," and artwork sales. The organization is also creating a database of active Barrio Logan artists that will not only serve as a rolodex-type tool to pull from when approached by agencies, property owners, institutions, and other businesses as candidates to create work for designated projects. The project intersects with all three of the Impact focus areas. |

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| Asian Story Theatre | William Virchis | This performance project aligns with Arts + Just City. It will be developed from personal experience with the United States Census and explore if prejudice or disinformation discourages or prevents people from participating in the Census, creating a self-perpetuating disadvantage. There are deeply held and reasonably argued differences of opinion surrounding the Census. How you answer the question of race can affect the Census experience. The organization’s producing director was a 2020 Census door-to-door enumerator assigned to nearby San Diego Promise Zone addresses; he heard both comic and troubling reasons for avoiding the Census. |
| Kim Phillips-Pea | San Diego Sister Cities | The New Avenue: Digital Archives of African American & Chicano Heritage in Logan Heights is a transformative initiative aligned with the belief that art can catalyze change. This project aims to redefine Logan Heights' cultural landscape, addressing cultural erosion and responding to the neighborhood's unique challenges, including those within the San Diego Promise Zone and San Diego Communities of Concern. By documenting untold stories, particularly from elders outside traditional archives, the project breathes life into forgotten narratives, inspiring pride in predecessors and historic buildings. Community members share stories through lived experiences and an interactive archive, fostering healing, reconnection, and rediscovery of common bonds. This initiative transcends conventional arts projects, laying the foundation for a vibrant, connected, and just community. The project intersects with the Impact focus areas Arts + Heritage and Arts + Sustainability. |
| Little Saigon San Diego | Indochinese Association of San Diego | At twenty historical sidewalk markers in the Little Saigon District and City Heights featuring the rich history, stories, and events of early Vietnamese people and businesses and visitors can learn stories of those who helped shape the community. Visitors are encouraged to explore further with links to websites that offer in-depth visual storytelling with embedded elements like images, data illustrations, videos, and blogs. The project will intersect with Arts & Heritage and Arts & Just City by bringing history and heritage alive to promote loving kindness and empathy. |

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| <p>San Diego Made</p> | <p>Space 4 Art</p> | <p>“My Creative Journey” “Mi Viaje Creativo” is a new initiative that will enhance the visibility of creative success models through free public events and opportunities centered around a unique quarterly residency for four local artists. These artists will connect deeply to the San Diego Promise Zone communities and embody traditional art practices and cultural insights. It is anticipated that each selected artist will receive free studio space at the Made Factory for their quarter of residency, a living wage stipend to facilitate their work, and the support of both collaborating organizations' teams and resources. Each selected artist's residency will produce a public speaking event, a visit for local students, weekly 'office hours' for community engagement, and a final event presenting an art project. The project embodies Arts + Just City by uplifting local artists.</p> |
| <p>South Bay Alliance Association, Inc.</p> | <p>John Roy Sound</p> | <p>This project will produce art, music, and health wellness events at local parks that are free to the public. The project is to feature a full production-managed stage for local and regional musical acts, poets, songwriters, and composers to perform on and to provide a SafeZone for the public to gather, for artists to exhibit artwork for sale, for HIV/HCV/HARM REDUCTION outreach, health testing, linkage to care and other services, promote environmental stewardship, civic engagement, and art and music education. The project will create an environment to foster living traditional and folk-art practices through these events in response to the Arts and Heritage Impact focus area.</p> |
| <p>The AjA Project</p> | <p>Fatuma Fadhil</p> | <p>This collaborative project aims to nurture and amplify the hyperlocal culture emerging from the experiences of young immigrants in City Heights. The collaboration envisions itself as a professional mentorship program, artistic incubator, and cultural asset mapping/community learning initiative contributing to preserving and innovating City Heights' unique cultural identity amidst rapid gentrification. While this project is a new initiative, it builds on the foundation of AjA's Back Alley Poetry Club and aligns with the "Arts + Sustainability" and "Arts + Just City" focus areas.</p> |

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| <p>The Urban Collaborative Project</p> | <p>Maxx Moses</p> | <p>“Shine Forever” encompasses the broader vision of what the organization feels is imperative for the success of our young people within the community. The project involves recruiting twenty-four teenagers who reside in the San Diego Promise Zone from Lincoln Park and Encanto. To develop participants into global citizens, the organization will teach them cultural competency and invite them to explore outside their current identities across the city’s diverse landscape to embrace cultural differences and varied art forms. It will conclude with a youth-led community exhibition with diverse local community members. The project aligns with the Impact focus areas Arts+Sustainability and Arts + Just City.</p> |
| <p>WorldBeat Cultural Center</p> | <p>Centro Cultural de la Raza</p> | <p>This project will engage the community in designing the Cultural Plaza between the WorldBeat Cultural Center and Centro Cultural de la Raza. Programming and events will engage the local community and encourage cultural exchange. Strategic partnerships with local businesses and community organizations can provide support and increased visibility. Ensuring communities from throughout the city traditionally underrepresented in Balboa Park will prioritize Arts + Heritage and the sustainability of living traditional and folk-art practices by gathering these communities at the Cultural Plaza.</p> |
| <p>TuYo Theatre</p> | <p>Veronica Marquez</p> | <p>The "Mitos" project is a dynamic fusion of immersive theater, historical research, and community engagement that aims to create a visual counter-history of community cultural wealth in San Diego's Communities of Concern. The organization conducts in-depth research into pivotal moments in the community's struggle for justice and equity that will serve as the foundation for the immersive theatrical experience and an accompanying exhibition. Audiences will be transported into the heart of historical events such as The Lemon Grove Incident, the Founding of Chicano Park, and local activism by members of the Asian American and Pacific Islander community. “Mitos” intersects with the Impact focus area of Arts + Sustainability in several significant ways.</p> |