

DEADLINE: JUNE 24, 2025, 5:00 P.M. PT

SAN DIEGO ARTIST INCUBATOR GUIDELINES

WHERE ART AND BUSINESS COLLIDE



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This activity is funded in part by the California Arts Council, a state agency.

SAN DIEGO ARTIST INCUBATOR
where art and business collide
GUIDELINES

[Application Page Link](#)

Applications due by June 24, 2025, at 5 PM PDT

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Questions?

Contact: ojones@sandiego.gov

Section 1: Introduction

The City of San Diego (City) seeks applications from eligible individual artists to participate in the *San Diego Artist Incubator* (SDAI). SDAI is a program series designed to help San Diego artists hone business skills and strengthen the financial resilience of their artistic practice, while building mutually supportive networks, sharing knowledge and tools for career sustainability and self-determination, and supporting them to build power and make meaningful contributions in their local communities.

For the inaugural incubator, up to 30 artists will participate in a progressive series of scheduled cohort gatherings and workshops designed to provide practical skills for artists living and working in San Diego. The focus will be on enhancing artist development in the areas of business marketing and communication, specifically in Financial Planning, Branding & Storytelling, and Communication & Marketing allowing artists to lead their practices with greater impact.

The incubator will follow a *Focus-Reinforce-Implement* framework, supporting foundational knowledge through virtual workshops and self-paced digital learning. This will explore essential concepts in marketing, branding, storytelling, and finance. Information will be further reinforced through individualized one-on-one coaching with industry experts and guest speaker sessions that cover topics such as positioning, audience development, relationship building, and budgeting.

SDAI also offers micro-investments of \$1,200 to artists who successfully complete the SDAI program and present a well-thought-out plan for how they will use the funds to support early-stage marketing and communications initiative for their art business, thereby elevating their artistic practice.

SDAI program stems from the City's Creative City cultural plan, implementing strategies and actions to ensure artists in San Diego are a part of a thriving ecosystem. This iteration of SDAI is funded, in part, by the California Arts Council.

These guidelines describe the program, the eligibility requirements, and how to apply.

Section 2: San Diego Artist Incubator (SDAI)

Program Summary

Program Duration: An eight-week progressive training series with partner You Belong Here, including 9 cohort sessions (6 virtual sessions and three in-person immersive workshops).

Training: Receive insights and guidance from seasoned industry experts.

Networking Opportunities: Connect with peers and potential collaborators.

Individualized Support: Coaching with industry experts in service of artistic practice business goals.

Tools and Resources: Access business resources and tools to support artistic practice. Self-paced digital learning on *StartHere*. Six-month platform access includes featuring monthly group coaching, learning modules for professional, skills development resources, and a community forum.

Funding: Micro-investments (\$1,200) to artists after successful completion of the program to support early-stage marketing and communications initiative for their art business, thereby elevating their artistic practice.

Program Overview

SDAI is led by the City in partnership with You Belong Here. The program is guided by creative entrepreneurs and supported by a rotating roster of experienced coaches, facilitators, and guest speakers from San Diego's thriving creative sector.

Participants will journey through an engaging three-phase curriculum focused on marketing and communications to develop sustainable artistic practices and arts-based businesses:

- **Phase 1: Branding Principles**
Explore brand positioning and audience development through hands-on workshops and real-world case studies.
- **Phase 2: Marketing & Communications**
Learn how to build partnerships, craft authentic storytelling, and develop engaging content that connects with your community.

- **Phase 3: Owning Your Worth**
Gain tools to price your work confidently, understand your value, and create a financial roadmap for long-term growth.

Each phase features expert-led presentations and implementation workshops. Artists will also receive individualized coaching to support their specific goals, with dedicated guidance in business development, branding, marketing, and financial strategy.

Coaches and facilitators from local creative businesses will share foundational knowledge and actionable insights. Guest speakers may include designers, strategists, and cultural workers who bring diverse perspectives on how to thrive as an artist in today's evolving landscape.

The lineup of anticipated facilitators and guest speakers include:

- **Allan Manzano** (Dynamo Design Group): Workshop on brand clarity and visual identity.
- **Alyssa Mopia** (Futures Past Co.): Specialist in partnerships, storytelling, and content creation.
- **April Moralba** (Crash Boom Designs): Guest speaker and branding coach offering design insight and implementation strategies.
- **Brandon Johnson** (BSJ Brands): Real-world budgeting and financial planning guidance.
- **Daniel Hopkins (aka Maxx Moses)** (I Live to Create): Guest speaker on pricing, value, and sustaining an art-based business.
- **Erika Rodriguez** (Nadi Marketing): Expert on communications and marketing, with a focus on cultural storytelling and brand growth.
- **Gabriella Layne-Avery** (Strut Communications): Workshop on storytelling strategies and marketing.
- **Nic Roc** (You Belong Here): Expert presentations across all three phases, providing foundational strategy and business development guidance.

The strength of SDAI lies in its unique blend of peer learning, expert mentorship, and practical application. Each phase starts with a "Focus" session to introduce core concepts, followed by "Reinforce" session to deepen learning through discussions and coaching. It concludes with an "Implement" workshop to create deliverables like brand guides, marketing plans, and financial roadmaps.

Artists will create a personalized Participant Handbook, which will evolve alongside them throughout the series. They will also have access to resources on the

StartHere Digital Platform. By the end of the series, artists will gain more than just knowledge: they will have a clear strategy, a supportive network, and the confidence to position their practice as financially resilient, well-connected, and deeply embedded in the artistic community.

Section 3: Program Benefits

- **Hybrid Experience:** Engage in face-to-face and digital learning experiences that fosters deeper understanding of these artist business marketing and communications development areas Financial Planning, Branding & Storytelling, and Communication & Marketing.
- **Business Growth:** Acquire actionable strategies for marketing and communications, relationship building and engagement to grow and expand your artistic practice.
- **Peer Networking:** Work alongside fellow artists, exchange ideas, and gain new perspectives to support professional development and opportunities for network building.

Section 4: Key Program Dates¹

Participants are required to attend all program sessions. The program includes a mix of virtual evening sessions and in-person Saturday workshops in San Diego.

Kickoff:

- July 30 (Wed) – *Orientation & Community Introductions* (Virtual), 5:30–8:00 PM.

Virtual Sessions (Wednesdays, 5:30–8:00 PM):

- August 6, 13, 20, 27 and September 3, 10.

In-Person Workshops (Saturdays, 10:00 AM–3:00 PM):

- August 16, 30 and September 20. Workshops will take place in central San Diego locations.

¹ Dates are subject to change.

Section 5: Who is Eligible to Apply

Any artist residing in San Diego County who is 18 years of age or older is eligible to apply.²

Artists residing or working in the lowest quartile of the California Healthy Places Index (HPI) within San Diego County are encouraged to apply. This includes the following ZIP codes: 91906, 91910, 91911, 91917, 91945, 91950, 92004, 92020, 92021, 92025, 92027, 92028, 92054, 92057, 92058, 92060, 92061, 92069, 92070, 92078, 92084, 92102, 92104, 92105, 92111, 92112, 92113, 92114, 92124, 92154, 92173.

Only those who meet the eligibility requirements will move forward to the application.

Section 6: Additional Requirements

Artists selected to participate in SDAI must:

- Complete a brief pre-assessment before the start of the program and post-assessment after the program ends.
- Participate in-person workshops, virtual sessions and digital learning activities listed in Section 2-3 above.
- Schedule and participate in one-on-one coaching.

Section 7: How to Apply

Online Application:

Eligible applicants must apply online during the open application period. The program only accepts electronic submissions through the [SDAI Fluxx online application portal](#). Interested individuals must first complete the Eligibility Survey and be deemed eligible within Fluxx before gaining access to the full application. Once eligibility is confirmed, applicants will immediately move forward in the process and be invited to create an applicant account.

² The City adheres to definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.. An individual generally recognized by critics and peers as a professional practitioner of the visual, performing, media, or language arts, or a combination thereof, based on that professional practitioner's body of work, educational background, experience, past commissions, exhibition/performance record, publications, and production of artworks. Applicants are required to provide verification of age and current residence in San Diego County as part of the application process.

Application Review

Applications that are complete and meet eligibility requirements will be evaluated by both City staff and a peer advisory panel composed of artists and arts professionals from diverse disciplines, backgrounds, and geographic areas. The panel will assess each application utilizing the criteria below.

- **Professional Capacity and Readiness.** Applicant's professional capacity and readiness to participate in SDAI.
- **Sustainable Practice.** Applicant effectively communicates how SDAI will help build a satisfying and sustainable arts-based business and practice.
- **Geographic Priority:** Evidence of creative and technical skill to positively impact communities in the lowest quartile of the California Healthy Places Index (HPI) in San Diego County.
- **Aesthetic Excellence.** Artist work or examples of art practice demonstrate strong alignment with the Attributes of Excellence in Arts for Change³, including commitment, communal meaning, disruption, openness, coherence, resourcefulness, and stickiness.
- **Program Engagement:** Demonstrated commitment to participating in the program and implementing new strategies.

Applications will be reviewed using an evaluation framework that utilizes a point scale to assess the overall strength of responses in alignment with the criteria above. The City will review the recommendations to ensure that the panel followed the review process consistently and fairly. Final approval and award authorization will be made by the City.

Agreements and Micro-investments

Each applicant selected to participate must receive an executed agreement before the start of the program and any micro-investments are released. Participants will complete an agreement that will outline participation in SDAI activities and obligations to receive micro-investment after successful completion of the program.

³ See "Aesthetic Perspectives," Americans for the Arts, 2017.
<https://www.americansforthearts.org/sites/default/files/Aesthetic%20Perspectives%20Full%20Framework.pdf>

Section 8: Conditions for Submissions

With the submission of a response to this application, the applicant acknowledges, understands, and accepts the following conditions:

1. The City reserve the right to reject, in whole or in part, any responses to this call for submissions, to not accept a response submitted after any applicable cut-off time or date, to not accept an application recommended by any panels, to initiate an alternate process, to reissue this call for submissions and/or cancel this call for submissions, in whole or in part, at any time without prior notice and make no representation that any agreement will be awarded to any applicant. Additionally, the City expressly reserves the right to postpone opening responses to this call for submissions and/or to waive for its own convenience informalities or irregularities in the responses received.
2. The City reserves the right to revise these guidelines by addendum. The City is bound only by what is expressly stated in these guidelines and any authorized written addenda thereto Addenda will be posted on the website at <https://www.sandiego.gov/economic-development/cultural-affairs/funding/artist-incubator>. It is the applicant's responsibility to check the website up to the final submission date for any possible addenda.
3. The City accepts no financial responsibility for any costs incurred by applicants.
4. The City is not responsible for the loss or damage of any materials submitted.
5. The submission of an application to this opportunity does not guarantee participation or funding.
6. The applicant is solely responsible for responding to any required or optional updates related to this call for submissions or the award resulting from this process.
7. The applicant acknowledges that appeals of the review process and outcome will not be accepted for applications in response to this call for submissions.
8. Elected officials, commissioners, board members, committee members, agents, officers, and employees of the City and their business partners or their immediate family members are not eligible for participation under this call for submissions.

9. The applicant agrees that, if selected, the City will review and approve all news releases pertaining to this call for submissions and/or subsequent agreement(s).
10. Each selected applicant must receive an executed agreement before any funds are released.
11. Applicants should anticipate up to one month to complete an agreement and funds are only distributed after successful completion of the program to ensure accountability.
12. Funds are taxable income to the funding recipient. Funding recipients should consult their accountant or financial advisor on how to report the income to the IRS.
13. The applicant acknowledges that information submitted as part of their application may be disclosed to the public pursuant to a request under the California Public Records Act.
14. Funds will not be provided to any applicants or activities that discriminate against any person based on race, gender, gender expression, gender identity, religion, national origin, ethnicity, sexual orientation, age, or disability.
15. Applicants are solely responsible for the accuracy and truth of the submitted information. Any applicant found to have 1) provided false information and 2) submitted more than one application may be immediately disqualified from program participation and funding.
16. The funding recipient retains all rights to the recipient's project as the sole artist and author of the project for the duration of the copyright. Through an award agreement, the grantee will be required to grant to City and other parties duly authorized by City a nonexclusive, irrevocable, and royalty-free license to reproduce any intellectual property.

Appendix 1: Application Worksheet

This worksheet will help you gather and prepare the necessary information before completing the online application. This document is **for your preparation only** and does not replace the [required Fluxx application form](#).

ELIGIBILITY SURVEY

Section 1: Eligibility Questions

Question	Response
Are you 18 years of age or older?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you a resident of San Diego County?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you an Artist residing or working in the lowest quartile of the California Healthy Places Index (HPI) within San Diego County? This includes the following ZIP codes: 91906, 91910, 91911, 91917, 91945, 91950, 92004, 92020, 92021, 92025, 92027, 92028, 92054, 92057, 92058, 92060, 92061, 92069, 92070, 92078, 92084, 92102, 92104, 92105, 92111, 92112, 92113, 92114, 92124, 92154, 92173.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you meet the definition of an Artist as defined by the City of San Diego? ARTIST: An individual generally recognized by critics and peers as a professional practitioner of the visual, performing, media, or language arts, or a combination thereof, based on that professional practitioner's body of work, educational background, experience, past commissions, exhibition/performance record, publications, and production of artworks.	<input type="checkbox"/> Yes <input type="checkbox"/> No
If selected, can you commit to attending the program from July 30–September 20, 2025?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section 2: Applicant Information

1. Applicant Legal Name
2. Alias/Nickname (if applicable)
3. Primary Residence Address: (Street, City, State, Zip Code)
4. Other Contact Information:
 - a. Email
 - b. Phone

5. Artistic Practice: Please select from the [U.S. Labor Statistics](#) list of occupations under 27-0000 (Arts, Design, Entertainment, Sports, and Media Occupations) and enter the occupation number that best aligns with your work as an artist.

Note: Only those who meet the eligibility requirements will move forward to the application. Thank you for your interest.

APPLICATION QUESTIONS

Section 1: Applicant Information

1. Legal Name
2. Alias/Nickname (if applicable)
3. Address for Primary Residence: (Street, City, Zip Code)
4. Address for Place of Business (if not place of Residence) e.g., workshop or studio (Street, City, Zip Code)
5. Other Contact Information:
 - a. Email
 - b. Phone
6. Online/Social Media Information:
 - a. Website
 - b. X
 - c. Instagram
 - d. Facebook
 - e. Other
7. Artistic Practice: Please select from [the U.S. Labor Statistics list of occupations under 27-0000 \(Arts, Design, Entertainment, Sports, and Media Occupations\)](#) and enter the occupation number that best aligns with your work as an artist.

Section 2: Session Commitment

Please indicate your availability:

Session	Yes	No	Maybe
July 30 – Orientation (Virtual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 6 – Branding (Virtual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 13 – Brand Positioning (Virtual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Session	Yes	No	Maybe
August 16 – Building Brand (In-Person)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 20 – Marketing & Comms (Virtual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 27 – Marketing & Comms (Virtual)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 30 – Marketing & Comms (In-Person)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September 3 – Virtual Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September 10 – Virtual Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September 20 – Final Session (In-Person)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. If you selected “No” or “Maybe,” please explain which sessions you cannot attend and why. (100 words):
2. One-on-one coaching is a key component of this program. Are you able to schedule and attend three one-hour coaching sessions between Aug 7–Sept 22, 2025?
☐ Yes ☐ No
3. Can you commit 2–3 additional hours per week to complete assignments between sessions, to build your marketing and communications plan?
☐ Yes ☐ No
4. The program requires active participation in group work and implementation activities. Are you willing to engage in group work and collaborative exercises?
☐ Yes ☐ No

Section 3: Artistic Practice

1. Please describe your artistic practice and the work you create. Include the mediums you work with, themes you explore, or communities you engage with. (150 words max)
2. How many years have you been active in your artistic practice? (Short answer)
3. Do you currently earn income from your artistic work? (Yes/No/Partially)

4. If yes or partially, approximately what percentage of your total income comes from your artistic practice? (0-25%, 26-50%, 51-75%, 76-100%)
5. Do you have a business entity established for your artistic practice? (Yes/No)
6. If yes, what type? (Optional: Sole Proprietorship, LLC, Corporation, Other)

Section 4: Program Alignment

1. What interests you about participating in the San Diego Artist Incubator (SDAI) program? (250-word maximum)
2. How will participating in SDAI strengthen your artistic practice and support its long-term sustainability? What impact do you envision now and in the future?
3. Why is this the right moment in your career to take part in SDAI?
4. What specific outcomes do you hope to achieve through this program? (150 words max)
5. How will a marketing and communications plan will help grow your artistic practice? (150 words max)
6. Rate your current understanding (1 = beginner, 5 = advanced):

Topic	Rating (1-5)
Branding fundamentals	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Marketing strategies	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Communication Strategies	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Financial management for artistic practices	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Growth roadmap development	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

7. Areas where you need most support (Select up to 2):
 - a. ☐ Develop strong brand positioning
 - b. ☐ Creating effective storytelling marketing strategies
 - c. ☐ Communications Strategies
 - d. ☐ Building a sustainable financial growth plan
 - e. ☐ Pricing
 - f. ☐ Relationship building, partnerships, and collaborations
 - g. ☐ Growth roadmap development
 - h. ☐ Other (please specify)

Section 5: Required Attachments and Work Samples

To submit a complete application, you must upload all of the following documents. Incomplete applications will not be reviewed or allowed to make amendments after submission. Please ensure each required item is attached before submitting your application.

1. **Age Verification:** Submit your age verification. Accepted documents include: Driver's License, State or United States Federal Identification Card (e.g., Passport), or a birth certificate. *(Upload as JPG or PDF)*
2. **Proof of Residency:** Submit evidence of residency. Accepted documents include current utility or similar bills in your name (water, electricity, gas), a signed copy of a current lease/rental agreement, a scanned copy of a state-issued ID showing your current address, or a current telephone account bill for a physical landline. *(Upload as PDF)*
3. **Work History:** Submit a current artist resume or curriculum vitae (CV) *(Upload as PDF)*
4. **Work Samples:** Submit examples of past work (such as artistic work, programmatic collateral, critical reviews) including a minimum of 3 and no more than 10 total images/documents/videos. External links to websites or videos will not be reviewed; only materials included in the application will be considered.
 - a. Submit images in .jpg or .png format, maximum file size 3 MB each.
 - b. Submit documents (maximum three pages) in .pdf format.
 - c. Submit videos in .mp4, .mov, or similar format. The total combined running time for all videos may not exceed three minutes.
5. **Annotated Work Sample List:** Attach an annotated list in PDF format clearly describing each example of past work submitted. Annotations may include: title/project name, location, commissioning agency (if applicable), project budget, completion date, medium, dimensions (if applicable), and a brief description.

Section 6 – Demographics

OPTIONAL: Responses to questions below are voluntary, collected to provide data for internal program assessment and development needs, and are not part of the application. Demographic information in this section will not be shared with the panel, but information may be shared after the selection process ends and final

approval of the award agreements for reporting purposes in aggregate form only, with no responses attributable to any individual.

1. Which race/ethnicity listed below best describes you? (Please select one)
 - a. American Indian or Alaskan Native
 - b. Asian
 - c. Native Hawaiian/Other Pacific Islander
 - d. Black/African/African American
 - e. Hispanic
 - f. White
 - g. Two or more races/ethnicities (please specify)
 - h. Other (please specify)
 - i. Prefer not to answer

2. What is your age? (Please select one)
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65+
 - g. Prefer not to answer

3. What is your gender identity? (Please select one)
 - a. Female
 - b. Male
 - c. Non-Binary
 - d. Gender not listed here
 - e. Prefer not to answer

4. In what branch(es) of the U.S. military have you served? (select all that apply)
 - a. Did not serve in the military
 - b. Air Force
 - c. Army
 - d. Coast Guard
 - e. Marines
 - f. Navy

5. Do you have a longstanding illness, disability, or infirmity? (The Equality Act of 2010 defines a person as disabled if they have a physical or mental impairment that has a substantial long-term (i.e., lasted or is expected to last 12 months) and an adverse impact on the person's ability to carry out normal day-to-day activities.) (Yes/No/Prefer not to answer)
6. Which of the following best describes your current place of residence?
 - Urban
 - Suburban
 - Rural
 - American Indian Reservation

Appendix 2: About the Healthy Places Index and Health Equity

SDAI prioritizes communities with the highest levels of need and that specifically rank in the lowest quartile of the California Healthy Places Index (HPI) in San Diego County.

The HPI is a project of the Public Health Alliance of Southern California, a collaboration of the executive leadership of 10 local health departments in Southern California, representing more than 60% of the state's population.

The main goal of the HPI is to advance health equity through open data. It provides community leaders, policymakers, academics, and other stakeholders with the tools to identify inequity, prioritize equitable investment, and strengthen community voices with sound, validated data. It is a go-to data tool for hundreds of state and local government agencies, foundations, advocacy groups, hospitals, and other organizations that want to apply a health equity lens to their work.

Health equity is the state where everyone has a fair and just opportunity to attain their highest level of health. Achieving this requires ongoing societal efforts to:

- Address historical and contemporary injustices
- Overcome economic, social, and other obstacles to health and health care; and
- Eliminate preventable health disparities.

Where we live and our racial and ethnic backgrounds are strongly tied to well-

being and life expectancy measures – even more so than genetics. Decades of research have demonstrated how health outcomes are strongly tied to neighborhood environments and community conditions, which are, in turn, linked to race. However, conditions that support health – access to education, good job opportunities, and healthy food and water – vary drastically by neighborhood.

Healthy Places Index (HPI) within San Diego County: 91906, 91910, 91911, 91917, 91945, 91950, 92004, 92020, 92021, 92025, 92027, 92028, 92054, 92057, 92058, 92060, 92061, 92069, 92070, 92078, 92084, 92102, 92104, 92105, 92111, 92112, 92113, 92114, 92124, 92154, 92173.

Communities in the lowest quartile of the California HPI and located in San Diego County can be explored through the following link:

<https://map.healthyplacesindex.org/?redirect=false>

Appendix 3: *SDAI Program Calendar

May 22, 2025:	Guidelines and online application form becomes available for applications
June 3, 2025 – June 23, 2025	Virtual technical assistance office hours available with staff (via videoconferencing or telephone). More information is available at https://www.sandiego.gov/economic-development/cultural-affairs/funding/artist-incubator
	Some evening and weekend availability
June 23, 2025	Last day for questions regarding application
June 24, 2025, at 5:00 p.m. Pacific Time:	Applications due via Fluxx
June 25 – 27, 2025:	City and panel review and selection process
June 30, 2025:	Results announced to applicants
July 2 – 12, 2025:	Agreements awarded, signed, and returned.
July 28, 2025:	Results announced to the public.
July 30 – Sept. 30, 2025:	Program; see Key Dates in Section 3

*All dates are approximate and subject to change. See Appendix 5 for technical assistance schedule. Visit the website for timeline updates.

Appendix 4: Definitions

Artist: An individual generally recognized by critics and peers as a professional practitioner of the visual, performing, media, or language arts, or a combination thereof, based on that professional practitioner's body of work, educational background, experience, past commissions, exhibition/performance record, publications, and production of artworks.

Focus Sessions: Focus sessions center on basic and easy-to-understand teachings on topics that will be further developed throughout the capacity building program.

Refine Sessions: A deeper understanding of topics and application in real time. REFINES sessions are specifically for guest speakers and industry experts to share their expertise on specific topics.

Implement Sessions: Moving participants into understanding how to take their learnings and turn them into actionable steps that apply to their artistic practices. At these sessions participants will do hands-on activities, group work, reflection work, and update their participant handbook.

StartHere Digital Platform: All participants will have access to the StartHere Digital Platform, where they will access assignments, and can watch recordings of each session and explore extra resources like worksheets, workbooks, and online courses to support them throughout the capacity building series. We'll also host weekly office hours—1 hour each week—as a drop-in space for additional support.

Participant Handbook: This is the Marketing and Communications Plan template. The handbook is a living document. As participants move through the program, they'll continue adding new insights and reflections, connecting foundational lessons to the development of their personalized marketing plan.

Appendix 5: Technical Assistance

City staff are available to offer guidance and clarification in preparing your application. Technical assistance will include office hours where applicants can ask questions and receive guidance. Applicants may also send questions via email to staff at any time at ojones@sandiego.gov. Responses will be provided within 2 business days.

Standard office hours will be offered Monday through Friday between 9:00AM - 5:00PM. You can schedule a meeting at the following link: [Book time with Jones, Olivia: San Diego Artist Incubator Office Hours](#)

Limited weekend and evening office hours may be provided upon request. Please include at least two date and time options in your request via email to ojones@sandiego.gov. Responses will be provided within 2 business days.

The City is committed to providing an equitable and inclusive environment for all individuals. Consistent with these principles and applicable laws, the City reasonably provides translation, interpretation, alternative formats, disability-related modifications or accommodations. We recommend that you contact staff well in advance of the deadline to ensure your needs can be accommodated. Requests for these services for the application phase may be made by email.

More information will be available under "Application Resources" on the website. For further assistance, contact related to application or access: City staff at arts@sandiego.gov.