

DEADLINE: JUNE 30, 2026 5:00 P.M. PT

SAN DIEGO ARTIST INCUBATOR GUIDELINES

WHERE ART AND BUSINESS COLLIDE



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

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Section 1: San Diego Artist Incubator Round 2 Introduction

The City of San Diego (City) seeks applications from eligible individual artists to participate in San Diego Artist Incubator (SDAI) Round 2. SDAI is a countywide professional development and presentation program designed to strengthen the capacity of artists to participate successfully in the creative economy.

While many artist programs focus primarily on the creation of artwork, SDAI focuses on the systems, strategies, and partnerships that allow artists to successfully present, produce, and monetize their work in real-world contexts. Artists today are navigating a complex and evolving landscape of exhibition, performance, installation, and presentation opportunities. Traditional gallery models are only one part of the ecosystem. Artists increasingly present work in community venues, outdoor sites, creative businesses, pop-up markets, cultural institutions, independent spaces, and other nontraditional settings.

SDAI Round 2 equips artists with tools to design, negotiate, produce, promote, and evaluate public presentations of their work in a wide range of venues. Participants will work with the City, peer artists, and program partners to develop a presentation plan, strengthen their professional systems, and participate in public-facing presentation opportunities during the program period.

Participants will collaborate with a network of cultural institutions, independent venues, community spaces, and creative businesses that will share their pathways for artist collaboration and host public presentations of artist work. Anticipated partners may include San Diego Made, Dear Tomorrow, Bread & Salt, All For Logan, and other cultural, community, and creative partners.

SDAI stems from the City's Creative City cultural plan and supports strategies and actions intended to help artists in San Diego participate in a thriving creative ecosystem.

This iteration of SDAI is funded, in part, by the California Arts Council.

These guidelines describe the program, eligibility requirements, application process, review process, and conditions for participation.

Section 2: Program Summary

Program Duration: Approximately August 2026 through December 2026.

Cohort Size: Up to five artists.

Training: Structured professional development curriculum focused on public presentation, venue partnerships, project planning, budgeting, marketing, and sustainability.

Partner Learning: Workshops, venue case studies, and practical guidance from cultural institutions, independent venues, community spaces, and creative businesses.

Presentation Planning: Support to develop a public presentation concept, project budget, marketing strategy, and venue collaboration plan.

Public Presentation Opportunities: Participants will work with program partners to present, exhibit, perform, install, or otherwise share work with public audiences.

Networking Opportunities: Participants will connect with peer artists, City staff, cultural workers, venue partners, and creative entrepreneurs across the regional arts ecosystem.

Funding: Selected participants will receive a \$5,000 stipend. The stipend is intended to support both participant time and program-related expenses, including supplies, materials, transportation, and presentation-related costs.

Program Overview

SDAI Round 2 is designed for artists who have completed work or a developed body of work ready for public presentation, exhibition, performance, installation, or activation during the program period. The program is not intended to support the creation of entirely new work from the beginning. Instead, it supports artists in translating existing or presentation-ready work into public-facing experiences in collaboration with venues and community partners.

Participants will learn how different types of spaces collaborate with artists and how those relationships may vary across cultural institutions, independent venues, creative businesses, community organizations, and nontraditional presentation settings. Through partner-led learning, coaching, and presentation planning, artists will explore how to match their work with appropriate spaces, build realistic production plans, communicate with potential partners, and develop sustainable presentation models.

The lineup of anticipated Partner Organizations and facilitators includes:

- **San Diego Made:** A creative business and maker-centered organization that supports local artists, designers, and creative entrepreneurs through markets, retail opportunities, events, and community-based programming.
- **Dear Tomorrow:** A North County creative space and community-centered organization supporting artists, cultural programming, and public engagement through exhibitions, events, and collaborative projects.
- **Bread & Salt:** A multidisciplinary arts and cultural venue that supports exhibitions, performances, artist projects, and public programming in a flexible, artist-centered space.

- **All For Logan:** A community-based organization rooted in Logan Heights that supports local artists, cultural workers, neighborhood activation, and community-centered creative programming.
- **And More!**

The program will include the following components:

- Structured professional development curriculum
- Partner-led workshops and venue case studies
- Artist presentation planning and coaching
- Pitch and feedback sessions
- Venue-based public presentations
- Collaborative marketing support
- Partner-hosted presentations
- Documentation and reflection activities
- Culminating celebration event

Program Goals

SDAI Round 2 is designed to:

- Strengthen artist capacity to present work in public settings.
- Demystify how artists collaborate with different venue and organization types.
- Expand opportunities for artists to present work in traditional and nontraditional spaces.
- Provide artists with real-world experience producing public presentations of their own work.
- Strengthen negotiation, budgeting, outreach, and project planning skills.
- Strengthen relationships between artists, San Diego cultural institutions, and creative businesses.
- Encourage artists to think entrepreneurially about presenting their work.
- Expand artist access to nontraditional exhibition and performance spaces.
- Increase visibility and public engagement with San Diego-based artists.

Program Outcomes

Through SDAI Round 2, selected artists will work toward the following outcomes:

- Develop a comprehensive presentation plan for their work.
- Gain experience communicating, negotiating, and collaborating with venues.
- Learn how to create budgets and financial plans for public presentations.
- Produce at least one public presentation, exhibition, performance, installation, activation, or related public-facing experience per venue.
- Strengthen marketing and audience development skills.
- Expand professional networks within the regional arts ecosystem.
- Better understand contract structures, revenue splits, commission models, cost structures, and other practical considerations related to public presentation.
- Reflect on how public presentation opportunities can support long-term sustainability and future career growth.

Anticipated Curriculum Areas

The curriculum will be adapted to best serve the selected fellows, their artistic practices, proposed public presentations, and the needs that emerge through the cohort. The program is expected to include learning areas such as:

Understanding the Creative Economy

Artists will explore the creative economy, arts markets in San Diego, revenue streams, audience development, market positioning, and examples of artists presenting work outside traditional gallery or performance models.

Designing a Presentation Plan

Artists will identify presentation goals, possible formats, audience experience, venue types, and the relationship between artistic vision and public engagement.

Pitching to Venues and Partners

Artists will learn how venues identify artists, how to prepare pitch materials, how to communicate with potential partners, and how to build relationships with curators, venue directors, collaborators, and community partners.

Contracts and Agreements

Artists will explore common artist contracts, venue agreements, revenue splits, commission structures, liability, insurance, intellectual property, and formal or informal partnership expectations.

Budgeting and Financial Planning

Artists will build realistic presentation budgets and consider materials, equipment, installation, venue costs, marketing expenses, ticketing, sales, collaborator support, and artist compensation.

Marketing and Audience Development

Artists will develop strategies for branding a presentation, collaborative marketing with venues, press outreach, social media, grassroots promotion, email list building, and audience engagement.

Installation and Production Logistics

Artists will consider load-in and load-out planning, equipment and technical requirements, installation timelines, lighting, staging, sound, safety, and communication with venue staff.

Revenue Generation and Sales

Artists will explore ticketing models, artwork sales, commission structures, merchandise, limited edition works, workshops, artist talks, and other income-generating opportunities connected to public presentation.

Evaluation and Sustainability

Artists will learn how to document and evaluate public presentations, maintain relationships with partners and audiences, leverage press and engagement, and plan future presentation opportunities.

Section 3: Program Benefits

Artists selected for SDAI Round 2 will receive:

- **Professional Development:** Practical training focused on public presentation, venue partnerships, production planning, budgeting, marketing, audience development, and sustainability.
- **Public Presentation Experience:** Support to develop and present work through public-facing opportunities with program partners.
- **Partner Access:** Opportunities to learn directly from cultural institutions, independent venues, creative businesses, and community spaces about how they collaborate with artists.
- **Presentation Planning Support:** Guidance to create a presentation concept, project budget, marketing strategy, and implementation plan.
- **Peer Learning:** A small cohort experience that allows artists to share ideas, receive feedback, and build relationships with other artists.
- **Stipend Support:** A \$5,000 stipend to support participant time, labor, supplies, materials, transportation, and presentation-related expenses.
- **Professional Network Building:** Expanded relationships with venues, arts professionals, City staff, creative entrepreneurs, and other artists in the regional creative ecosystem.

Section 4: Key Program Dates

The program is expected to take place between approximately August 2026 and December 2026. Final dates are currently being developed and will be shared with selected participants upon fellowship offer.

Participants should expect a mix of virtual and in-person engagement, including workshops, coaching or feedback sessions, partner meetings, planning activities, public presentation opportunities, and a culminating event.

Because SDAI Round 2 involves partner venue collaborations and public presentations, participation requirements may vary from week to week. Most weeks may require approximately 5–10 hours of participation. Some higher-intensity weeks may require up to 40 hours of participation, particularly during presentation weeks, installation periods, production timelines, or public events.

Some evening and weekend availability will be required.

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.

- Full-time students are not eligible to apply.
- This program is intended for artists who do not currently operate, own, or have regular access to a dedicated gallery, venue, or public presentation space for their work.

- Applicants must meet the City's definition of Artist:
 - **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.

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 applicants who meet the eligibility requirements will move forward to the application.

Section 6: Additional Requirements

Artists selected to participate in SDAI Round 2 must:

- Attend and actively participate in required program workshops, training sessions, partner meetings, venue collaborations, and feedback sessions.
- Develop and submit a detailed presentation plan.
- Create a project budget and marketing strategy.
- Participate in pitch sessions or feedback sessions with partners.
- Collaborate with a partner venue or organization to produce public-facing presentation opportunities.
- Participate in collaborative marketing and promotional efforts.
- Present work at approximately five public-facing program opportunities or events.
- Transport artwork, materials, equipment, or presentation elements to and from program sites and venues.
- Submit documentation of their presentation, such as photos or video.
- Participate in reflection, evaluation, and the culminating program event.
- Complete any required pre-program or post-program assessment activities.

Selected participants will receive a finalized program schedule upon fellowship offer and will be required to formally commit to the schedule as part of signing their artist agreement and accepting the \$5,000 stipend.

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.

<https://sandiegoarts.fluxx.io/>

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 move forward in the process and be invited to create an applicant account or access the full application.

Applicants should carefully review all program expectations, required attachments, work sample requirements, and participation commitments before submitting an application. Incomplete applications will not be reviewed.

Application Review

Applications that are complete and meet eligibility requirements will be evaluated by City staff and/or a peer advisory panel composed of artists, arts professionals, cultural workers, and other individuals with relevant experience. Reviewers may represent diverse disciplines, backgrounds, communities, and geographic areas.

Applications will be reviewed using an evaluation framework that considers the overall strength of responses in alignment with the criteria below:

- **Artistic Quality:** The submitted work samples demonstrate artistic quality, creative voice, technical skill, cultural practice, or artistic point of view.
- **Clarity of Project Concept:** The applicant clearly describes the work, experience, or presentation they hope to develop through SDAI Round 2.
- **Feasibility of Presentation:** The proposed presentation appears realistic for the program period, available work samples, anticipated budget, and potential venue contexts.
- **Alignment with Program Goals:** The application aligns with SDAI Round 2 goals related to public presentation, venue collaboration, artist sustainability, audience development, and participation in the creative economy.
- **Potential for Professional Growth:** The applicant demonstrates how participation in SDAI Round 2 may strengthen their artistic practice, presentation capacity, professional systems, relationships, or long-term sustainability.

The City will review recommendations to ensure that the review process was followed consistently and fairly. Final approval and award authorization will be made by the City.

Agreements and Stipends

Each applicant selected to participate must receive an executed agreement before participating in the program and before any stipend funds are released. Participants will complete an agreement that outlines participation in SDAI Round 2 activities, program requirements, public presentation expectations, stipend requirements, and any obligations connected to the award.

The \$5,000 stipend is intended to support both:

- Supplies, materials, transportation, and presentation-related expenses; and
- Compensation for participant time, labor, and engagement throughout the program.

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.

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 . Addenda will be posted on the website a <https://www.sandiego.gov/economic-development/cultural-affairs>. 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. 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).
9. Each selected applicant must receive an executed agreement before any funds are released.
10. Applicants should anticipate up to one month to complete an agreement and funds are only distributed after successful execution of the agreement.
11. Funds are **not** taxable income to the funding recipient. Funding recipients should consult their accountant or financial advisor on how to report the income to the IRS.
12. 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.
13. 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.
14. 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.
15. Through an award agreement, the funding recipient 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.

Conditions for Submission Explained

We want to acknowledge the Conditions above were written and approved by our legal team and are required in some form for every City program. We know that legal language can feel dense, so we created this section to translate each point and help you understand exactly what these conditions mean for *you* as an artist and how they show up in practice.

Nothing in this section replaces the formal conditions, but it does give you an explanation of what you're agreeing to. Each number below matches the legal version directly so you can reference them one by one. We hope this makes the process easier! Additional questions can be discussed in technical assistance

#	Legal Language	What This Means for You
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.	The City may change direction, adjust the process, or decide not to move forward.
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 . Addenda will be posted on the website at INSERT SITE. It is the applicant's responsibility to check the website up to the final submission date for any possible addenda.	If anything changes, the official update will be posted on the listed website. It's your responsibility to check for updates before you submit.
3	The City accepts no financial responsibility for any costs incurred by applicants.	Time, supplies, images, and anything you spend while preparing the application is fully your responsibility.
4	The City is not responsible for the loss or damage of any materials submitted.	Please maintain copies of your completed application submission. If something is deleted, lost, or damaged, the City can't replace it.
5	The submission of an application to this opportunity does not guarantee participation or funding.	Applying is the first step, but it doesn't promise an award. Panels make recommendations and the City finalizes decisions.
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.	If we email you with a question, request, or update, it's your responsibility to answer. Missing communications can affect your participation.
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.	Once decisions are made, they are final. There is no appeal pathway for this program.
8	Elected officials, commissioners, board members, committee members, agents, officers, and employees of the City and their business partners or their	To keep the process fair, people connected to City leadership and staff cannot apply. If you're selected, any

	immediate family members are not eligible for participation under this call for submissions. 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).	public announcements about your award need to be reviewed first.
9	Each selected applicant must receive an executed agreement before any funds are released.	There is a contract process. Funding recipients cannot receive payment until everything is signed by both you and the City.
10	Applicants should anticipate up to one month to complete an agreement and funds are only distributed after successful execution of the agreement.	Don't expect immediate payment after being selected. City staff will need time for administrative processing.
11	Funds are not taxable income to the funding recipient. Funding recipients should consult their accountant or financial advisor on how to report the income to the IRS.	This grant is not considered taxable income but confirm with your accountant or tax advisor about how to report it correctly.
12	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.	Your application could be seen by the public if someone formally requests it. This is standard for public agencies in California.
13	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.	You must agree that neither you nor your project will discriminate against anyone. This aligns with City values and state and federal law.
14	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.	Be honest, be accurate, and only submit one application. Providing incorrect or misleading information can remove you from consideration.
15	Through an award agreement, the funding recipient 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.	This does NOT mean the City owns your work. You keep full ownership of your art. What this clause allows is: <ul style="list-style-type: none"> • The City may share images, descriptions, or documentation of the work you create through this program without paying a fee. For example, in social media posts, reports, newsletters, or presentations. • The license is nonexclusive, meaning you are free to use, sell, license, or publish your work anywhere else without restrictions. • Anytime the City shares your work, you will be properly credited. Think of it like giving permission to show-and-tell, not giving away your rights or copyright.

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

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

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: Program Commitment and Availability

SDAI Round 2 is a highly collaborative, cohort-based program with limited capacity. Due to the depth of engagement and the small number of participating artists, it is imperative that applicants have the time, flexibility, and capacity to fully commit to the program.

The program will run between approximately August–December 2026. While this is not a full-time program, participation requirements will fluctuate throughout the experience depending on workshop schedules, venue collaborations, installation timelines, and public presentation opportunities.

Most weeks will require approximately 5–10 hours of participation. However, there may be up to five (5) higher-intensity weeks that require as much as 40 hours of participation, particularly during presentation weeks, installation periods, or collaborative production timelines.

Participation will include a mix of virtual and in-person engagement and will require some evening and weekend availability.

Participants selected for the program will receive a finalized program schedule upon fellowship offer and will be required to formally commit to the schedule as part of signing their artist agreement and accepting the \$5,000 stipend.

The stipend is intended to support both:

- Supplies, materials, transportation, and presentation-related expenses
- Compensation for participant time, labor, and engagement throughout the program

Please carefully review each commitment below before applying. To move forward in the process, you must check each box to confirm that you understand and agree to the program expectations.

Participation Commitments

By applying to SDAI Round 2, I understand and agree that:

- ✓ I am available to actively participate in the program between approximately August–December 2026.
- ✓ I understand that participation requirements will fluctuate throughout the program and may include evenings and weekends.
- ✓ I understand that while most weeks may require approximately 5–10 hours of participation, some weeks may require up to 40 hours of participation during intensive collaboration, installation, or presentation periods.
- ✓ I understand that selected participants will be expected to attend and actively participate in all required program activities, workshops, venue collaborations, and feedback sessions.
- ✓ I understand that participants will be expected to participate in and present work at approximately five (5) public-facing program opportunities or events.

- ✓ I understand that due to the limited cohort size and individualized support provided through this program, full participation and reliability are essential.
- ✓ I understand that the final program schedule is currently being developed and will be shared upon fellowship offer.
- ✓ I understand that participation in the program schedule will be a required condition of signing the artist agreement and receiving the \$5,000 stipend.
- ✓ I currently have completed work available and ready for public presentation, exhibition, performance, or installation during the program period.
- ✓ I understand that I will be responsible for transporting my artwork, materials, equipment, or presentation elements to and from program sites and venues.

Additional Availability Notes

Please share any known scheduling conflicts, travel plans, accessibility needs, or other considerations that may impact your participation between August–December 2026.

Section 3: Artistic Practice

Which artistic discipline(s) best describes your practice? This list reflects common categories used across arts councils, foundations, and public agencies, but it is not exhaustive. Additional subcategorization will appear in the application only if a larger category is selected.

Select all that apply. If your discipline is not listed, choose “**Other**” and describe your practice.

- VISUAL ARTS
- CRAFTS & TRADITIONAL ARTS
- DESIGN
- MEDIA ARTS
- LITERARY ARTS
- PERFORMING ARTS
- MUSIC & SOUND
- COMMUNITY-BASED & SOCIAL PRACTICE ARTS
- MULTIDISCIPLINARY/INTERDISCIPLINARY
- WRITING FOR PERFORMANCE & SCREEN
- URBAN / STREET / PUBLIC REALM ARTS
- HERITAGE & CULTURAL PRACTICES

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) \
 - a. If yes or partially, approximately what percentage of your total income comes from your artistic practice? (0-25%, 26-50%, 51-75%, 76-100%)
4. Do you have a business entity established for your artistic practice? (Yes/No)
 - a. 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? (1,000 Character max)
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? (1,000 Character max)

3. Why is this the right moment in your career to take part in SDAI? (1,000 Character max)
4. What specific outcomes do you hope to achieve through this program? (1,000 Character max)
5. How will the public presentation of your work help grow your artistic practice? (1,000 Character max)
6. Rate your current understanding (1 = beginner, 5 = advanced):

Topic	Rating (1–5)
Public presentation of your work (exhibitions, galleries, concert, performance, etc)	<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

Section 5 Public Presentation Proposal

A core component of SDAI Round 2 is the development and presentation of a public-facing artistic project in collaboration with partner venues and organizations across San Diego County.

Selected participants will work alongside spaces such as San Diego Made, Dear Tomorrow, Bread & Salt, All For Logan, and other cultural, community, and creative partners to refine, develop, and publicly present work during the program period.

This proposal section is intended to serve as the starting point for that collaboration. Your ideas do not need to be fully finalized at the time of application. Selected participants will have time throughout the program to refine, evolve, and adapt their concept in collaboration with program partners, fellow participants, and City staff.

Applicants should approach this section as an early pitch for the type of work, experience, or presentation they hope to develop through the program.

1. Describe the project, work, or experience you would like to publicly present through SDAI Round 2. Please describe the work you intend to share and the overall vision for the presentation. This may include visual artwork, performance, installation, literary presentation, experiential work, multidisciplinary programming, or another format. (2,000 Character max)
2. What type of presentation format are you envisioning? Exhibition, performance, installation, interactive or experiential activation, workshop or community-centered presentation, or other format. (1,000 Character max)
3. Who is the intended audience for this presentation. Please describe who you hope will engage with this work and why. (1,000 Character max)
4. How might this project engage audiences in San Diego County. Please describe how this work may connect with communities, audiences, or spaces across the region. (1,000 Character max)
5. What types of partnerships would support the success of this project. Please describe any types of collaborators, technical support, audience engagement, or partnerships that would strengthen this presentation. (1,000 Character max)

Preliminary Presentation Budget

Applicants must submit a simple preliminary budget outlining anticipated costs and potential revenue opportunities related to the proposed presentation.

Budgets do not need to be final or fully developed. This is intended to help us understand how you are thinking about producing and sustaining a public presentation.

Applicants may include the \$5,000 SDAI participant stipend as part of the projected project support.

There is budget template available to you: <https://www.sandiego.gov/sites/default/files/2026-06/sdai-round-2-preliminary-presentation-budget-template.xlsx>

Potential expenses may include:

- Materials and supplies
- Printing or fabrication
- Equipment rental
- Transportation
- Installation or production costs
- Marketing and promotional materials
- Performer or collaborator support

Potential revenue opportunities may include:

- Ticket sales
- Artwork sales
- Merchandise
- Workshops or community programming
- Donations or commissions

Section 6 : Required Attachments and Work Samples

To submit a complete application, applicants must upload all required materials listed below. Incomplete applications will not be reviewed.

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. **Preliminary Presentation Budget:** Applicants must submit a simple preliminary budget outlining anticipated costs and potential revenue opportunities related to the proposed presentation. *(Upload as PDF)*
4. **Work Samples:** Applicants must submit a minimum of five (5) and no more than ten (10) total work samples.

Work samples should directly reflect the work you intend to present through SDAI Round 2. All submitted materials should consist entirely of artwork, performances, writing, or projects you are realistically prepared to include in your proposed public presentation.

Accepted formats include:

- Image: .jpg or .png format
- Documents: PDF format only Maximum three (3) pages total
- Audio: .mp3 format, Maximum one (1) minute per audio clip
- Video, .mp4, .mov, or similar format, Maximum one (1) minute per video clip

External links to websites, streaming platforms, portfolios, or social media will not be reviewed. Only materials uploaded directly to the application will be considered.

5. Annotated Work Sample List: Applicants must upload a PDF annotated work sample list that clearly identifies and describes each submitted work sample.

The annotated list may include:

- File name
- Medium or format
- Dimensions or duration, if applicable
- Any relevant presentation or exhibition information, if applicable

The annotated work sample list should correspond directly to the uploaded files and help reviewers understand how the submitted materials connect to the proposed presentation concept.

Section 7: Optional 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)

- American Indian or Alaskan Native
- Asian
- Native Hawaiian/Other Pacific Islander
- Black/African/African American
- Hispanic
- White
- Two or more races/ethnicities (please specify)
- Other (please specify)
- Prefer not to answer

2. What is your age? (Please select one)

- 18-24

- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to answer

3. What is your gender identity? (Please select one)

- Female
- Male
- Non-Binary
- Gender not listed here
- Prefer not to answer

4. In what branch(es) of the U.S. military have you served? (select all that apply)

- Did not serve in the military
- Air Force
- Army
- Coast Guard
- Marines
- 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, including 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 [Healthy Places Index online map](#).

Appendix 3: SDAI Round 2 Program Calendar

All dates are approximate and subject to change. Visit the program website for timeline updates.

Date	Activity
June 1, 2026	Guidelines and online application form become available Virtual technical assistance office hours available with City staff
June 26, 2026	Last day for questions regarding application
June 30, 2026, 5PM, PST	Applications due via Fluxx
July 6-10, 2026	City and/or panel review and selection process
July 15, 2026	Results announced to applicants
Late July, 2026	Agreements awarded, signed, and returned
August 2026–December 2026	SDAI Round 2 program period <ul style="list-style-type: none"><li data-bbox="873 810 1073 840">• Workshops<li data-bbox="873 854 1198 884">• Public Presentations<li data-bbox="873 898 1170 928">• Culminating event

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.

Creative Economy: The network of artists, creative workers, cultural organizations, businesses, venues, events, services, and audiences that support the creation, presentation, circulation, and economic activity of arts and culture.

Public Presentation: A public-facing opportunity to share artistic work with an audience. This may include an exhibition, performance, installation, reading, concert, workshop, community-centered presentation, activation, pop-up, screening, artist talk, or another format appropriate to the artist's practice.

Partner Venue or Partner Organization: A cultural institution, independent venue, community space, creative business, artist-run space, or other organization collaborating with SDAI Round 2 to support artist learning, planning, or public presentation opportunities.

Presentation Plan: A working plan that may include the artist's public presentation concept, goals, intended audience, venue needs, budget, marketing approach, timeline, technical requirements, collaboration needs, and documentation strategy.

Preliminary Presentation Budget: A simple budget that outlines anticipated expenses and potential revenue opportunities related to the applicant's proposed public presentation. The budget does not need to be final at the time of application.

Appendix 5: Technical Assistance

City staff are available to offer guidance and clarification in preparing your application. Technical assistance may include office hours where applicants can ask questions and receive guidance. Applicants may also send questions via email to City staff. Responses will be provided within two business days whenever possible.

More information about technical assistance opportunities will be available under “Application Resources” on the program website.

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, and disability-related modifications or accommodations. Applicants are encouraged to contact staff well in advance of the deadline to help ensure access needs can be accommodated.

For application questions or access support, contact City staff at arts@sanidiego.gov.