



FOR IMMEDIATE RELEASE
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City of San Diego Awards \$1 Million to Artists and Organizations Focused on Communities of Concern

IMPACT FUNDS SUPPORT ARTS-BASED PROJECTS WITH CHANGE-MAKING POTENTIAL

SAN DIEGO – Today the City of San Diego announced the 10 artists and organizations that will receive funding through the Impact pilot, a funding opportunity for arts-based heritage, sustainability and justice projects within San Diego Communities of Concern and the San Diego Promise Zone.

Following an application submission process, the recipients were selected based on their potential to make a lasting impact on challenges within the local arts and cultural ecosystems.

The recipients are:

- [All for Logan](#) in collaboration with Barrio Logan Association.
- [Asian Story Theater](#) in collaboration with William Virchis.
- [Kim Phillips-Pea](#) in collaboration with San Diego Sister Cities.
- [Little Saigon San Diego](#) in collaboration with the Indochinese Association of San Diego.
- [South Bay Alliance Association, Inc.](#) in collaboration with John Roy Sound.
- [The Aja Project](#) in collaboration with Fatuma Fadhil.
- [The Urban Collaborative Project](#) with Maxx Moses.
- [TuYo Theatre](#) in collaboration with Veronica Marquez.
- [WorldBeat Cultural Center](#) in collaboration with Centro Cultural de la Raza.

The 2024-25 awardees are making strides in critical areas such as preserving and innovating a neighborhood's unique cultural identity amid rapid gentrification, creating new models to address the lack of arts and culture spaces within neighborhoods, and reversing cultural erosion by fostering living traditional and folk-art practices and stories.

Each collaboration will receive phased funding of \$100,000 over 18 months to develop and implement innovative change-making projects within the Communities of Concern as identified in the City's [Climate](#)

[Equity Index](#) and San Diego Promise Zone to inspire others locally, regionally, nationally and binationally.

Awardees also join a resource network to support them through project development and implementation and benefit from peer learning and mentoring during their project term.

“This year's Impact recipients exemplify the creativity and ambition necessary to address the increasing challenges in the arts and cultural ecosystems,” said Jonathon Glus, Executive Director of Arts and Culture. “They represent new voices and models for change-making, and we are thrilled to foster collaboration among these local artists and organizations and to support their work in areas of the City prioritized for investment.”

The City's Impact funding 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 Impact funding category pilot were released last fall. In this inaugural Impact cycle, the City acknowledged post-pandemic challenges, historical imbalances in access to funding, and the need to recognize, encourage and preserve the arts in the following focus areas: Arts and Heritage, Arts and Sustainability, and Arts and Just City.

The 2024-25 [awardees](#) were selected through an evaluation process involving a panel of volunteers from the arts, culture and social sectors. Applications were considered based on project impact and public benefit, feasibility for planning and development and implementation, and advancing equity to benefit individuals and communities historically marginalized or who have been disproportionately impacted by inequities through an articulated theory of change.

Awardees are working to plan and develop their projects for implementation from July 2024 to June 2025.

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

“Impact offers a unique opportunity to uplift its awardees and the important work they do,” said Christine Jones, Chief of Civic Art Strategies. “This cohort of artists and organizations is poised to make a potentially significant, lasting impact within the arts, cultural and creative sectors with this support — these projects are not just ideas but actionable arts-based work in the community.”

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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