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FOR IMMEDIATE RELEASE

Arts Activation Grants to Add Cultural Energy to Downtown San Jose

San Jose Downtown Association Announces 2025 Grant Recipients

San Jose, CA – May 15, 2025 – The San Jose Downtown Association, a leader in driving initiatives to advance growth in Downtown San Jose through creative placemaking, local culture, and arts, is proud to announce the recipients of its 2025 Arts Marketing Grant. Designed to contribute to the fabric of Downtown San Jose through arts-focused programming, this year's grants will support a diverse range of creative projects that enrich the downtown community.

The Arts Marketing Grant was created to stimulate foot traffic and draw residents and visitors alike to experience the cultural richness of Downtown San Jose. The selected projects will bring thoughtful and engaging experiences to Downtown San Jose, with activations to be completed throughout the year. Submissions were required to identify a venue and demonstrate alignment with at least one of the following disciplines: musical performance, dance, theater, visual arts, or cultural arts.

"The creative community in Downtown San Jose continues to inspire us with its talent and resilience," said Julie Carlson, Director of Marketing, San Jose Downtown Association. "All grant submissions represent the best of what Downtown San Jose has to offer—diverse voices, bold ideas, and a shared commitment to cultural enrichment. We're thrilled to support projects that will transform our public spaces into vibrant stages for creativity and connection."

The 2025 recipients reflect the cultural and artistic diversity that makes Downtown San Jose unique. The events are designed not only to entertain, but also to foster community engagement, support local artists, and activate Downtown San Jose with fresh energy.

Arts Grant Recipients

Small events (500–2,500 attendees)

The Creekside School
The Tech Interactive
Starting Arts
PowerHouse
For the Mamas
Local Color
MOMENT
Project MORE Foundation Inc.

Large events (2,500+ attendees)

Christmas in the Park
Silicon Valley Pride
CURATUS
Urban Vibrancy Institute
Silicon Valley Arts Coalition
Guadalupe River Park Conservancy
Children's Musical Theater San Jose
Together We Create (TWC)

This program is made possible with support from the Knight Foundation and the City of San Jose, whose continued investment in Downtown San Jose helps cultivate a more connected downtown community.

Visit sjdowntown.com/2025-arts-marketing-grant for more details about the program.

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About San Jose Downtown Association (SJDA): The San José Downtown Association is a membership-based nonprofit organization created in 1986 to provide marketing, advocacy, public art, and clean and safe initiatives on behalf of 2,000+ member businesses and property owners in Downtown San José. SJDA's mission is to support the members' vision of a vibrant Downtown San José for everyone.