



FOR IMMEDIATE RELEASE

\$80,000 in Arts Marketing Grants Now Available to Downtown San Jose Organizations

San Jose, CA – March 28, 2025 – The San Jose Downtown Association (SJDA), in partnership with the City of San Jose’s Department of Transportation and the Knight Foundation, is awarding \$80,000 in arts marketing grants to support local arts organizations and event producers. These grants will help increase marketing efforts, attract visitors to downtown San Jose, and promote the ParkSJ parking program.

“Events and the arts are a vital part of downtown San Jose’s culture and economy,” said Alex Stettinski, CEO of the San Jose Downtown Association. “Through these grants, we are investing in creative programming that attracts visitors, supports local artists, and highlights the vibrancy of our city.”

A total of sixteen (16) grants of \$5,000 each will be awarded—eight (8) to smaller programs (attendance between 500 and 2,500 attendees) and eight (8) to larger events (2,500+ attendees). Applications are due Friday, April 18, 2025, at 5 p.m., and recipients will be announced by May 5, 2025.

Who Can Apply?

Eligible applicants must be San Jose-based and host an arts-focused event, activation, or series within downtown San Jose’s Business Improvement District (BID) between April 18 and December 31, 2025. Arts disciplines include:

- Music (vocal, instrumental, bands)
- Dance
- Theater (plays, dramatic readings, musicals)
- Visual arts (galleries, museum exhibits, public art)
- Cultural arts

Applicants must have a marketing team or volunteers and agree to promote ParkSJ in their event marketing. One application per organization is allowed.

Grant Timeline

- **Application Opens:** Friday, March 28, 2025

- **Deadline:** Friday, April 18, 2025 (5 p.m. PST)
- **Awards Announced:** Monday, May 5, 2025

Apply Now

These grants support San Jose's vibrant arts scene while driving downtown engagement. Apply by April 18, 2025 at sjdowntown.com/2025-arts-marketing-grant/.

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About San Jose Downtown Association (SJDA): The San Jose 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 Jose. SJDA's mission is to support the members' vision of a vibrant Downtown San Jose for everyone.