



**City of
Santa Clara**
The Center of What's Possible

City of Santa Clara
Cultural Commission
1303 Fremont Street
Santa Clara, CA 95050

FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: Art Forum IRS 501 (c) 3: ☒ Yes ☐ No

Main Contact: Ambika Sahay

Address: 4358 Headen Way, Santa Clara CA 95054

Phone Number: 425.736.1779

Email: ambika.sahay@artforumsf.org

Date Organization Founded: Dec 11, 2012

Has the organization name changed?: ☐ Yes ☒ No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?

☒ Yes ☐ No

Principal Office and Base of Operations in the City of Santa Clara? ☒ Yes ☐ No

Proposed Use of Requested Funds:

We are seeking a grant for lecture- demonstration program by a Bangladeshi artists Yasmin Jahan Nupur for summer 2019. She is an artists that uses her art to highlight social issues for example labor in the home. During her residency at Montalvo Art Center sponsored by Art Forum, we will have 3 talks and demonstration one of which will take place in Santa Clara in May 2019

List Cultural Events & Programs Approved for Funding in 2018-19:

This is the first time we are apply for grants to the santa clara cultural commission

Previous Amount Granted by the Cultural Commission: \$ 0

Amount Requesting for Fiscal Year 2019-2020: \$ 4,231.75

Amount Requested is 100 % of Your Total Santa Clara Budget for 2019-2020

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 4

Estimated Annual Number of Patrons, Members, and/or Subscribers: 1345

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: Talk by best selling author from India: Amish Tripathi

Dates: Sept 15, 2018

Attendance: 30 Revenue: \$1500

Program/Fundraiser: Campus Series: Dr. Mallika Sarabhai Lecture & Performances

Dates: March - April 2019

Attendance: 10 events Revenue: \$12,000

Program/Fundraiser: Artists Residency: Artists from Bangladesh

Dates: Summer 2019

Attendance: 3 events - 30 each Revenue: \$5200

Program/Fundraiser: South Asian Literature and Art Event

Dates: October 5-6, 2019

Attendance: 2000 Revenue: \$30,000

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ 39,685

2018/19 \$ 108,700

2019/20 \$ 84,000

List of Monetary Assets (including reserves):

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

Total: \$ _____

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ 2000

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Our publicity channels are listed below

1. Event listings in newspapers, magazines and south asian community print

2. Social Media: Facebook, Google etc

3. Emails and outreach programs

Describe How Your Organization Contributes to the Santa Clara Community:

Art Forum's goal is to foster a more connected community in Santa Clara through a better understanding of one another's culture. We build a connected community through our art programs that promote dialogue and shared experiences

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in tis repertory choice:

Art Forum promotes all art forms emerging from South Asia and its diaspora. South Asians are a growing community in Santa Clara and we want to connect them better to the larger Santa Clara community through the universal medium of art. Our programs have brought the South Asian voice to a wider audience by working with academic institutions, civic bodies and community organizations.

Describe Your Organization's Marketing Strategies:

Our well- established outreach practices will entail email communications from Art Forum and our partners (mailing list of 1,000+), Social media, University bodies, Press Releases, Flyers and Posters, direct appeal to art patrons and thought leaders from the community etc

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Event insurance	\$ _____	\$ 300	\$ _____	\$ 682	\$ 1000
Documentation	\$ _____	\$ 200	\$ _____	\$ 500	\$ 2000
Website hosting	\$ _____	\$ 0	\$ _____	\$ 500	\$ 500
Email hosting	\$ _____	\$ 0	\$ _____	\$ 500	\$ 500
Admin costs	\$ _____	\$ 181.75	\$ _____	\$ 2000	\$ 3000
Subtotal	\$ _____	\$ 681.75	\$ _____	\$ 4,182	\$ 7000
Rentals					
Sound Rental	\$ _____	\$ 200	\$ _____	\$ 200	\$ 1000
Venue Rental	\$ _____	\$ 2000	\$ _____	\$ 2000	\$ 5000
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ 2200	\$ _____	\$ 2200	\$ 6000
TOTAL EXPENSES	\$ _____	\$ 4231.75	\$ _____	\$ 90,939	\$ 58,000

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

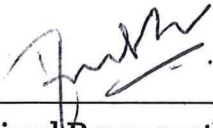
REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ _____	\$ _____	\$ _____	\$ 0	\$ 5,000
Foundation	\$ _____	\$ _____	\$ _____	\$ 15,000	\$ 15,000
Government	\$ _____	\$ _____	\$ _____	\$ 4,419	\$ 5,000
Individual Donation	\$ _____	\$ _____	\$ _____	\$ 7,000	\$ 10,000
Gate Receipts/Sales	\$ _____	\$ _____	\$ _____	\$ 2,281	\$ 35,000
Other: _____	\$ _____	\$ _____	\$ _____	\$ 80,000	\$ 4,000
Total	\$ _____	\$ _____	\$ _____	\$ 108,700	\$ 84,000

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Artists Fee	\$ _____	\$ 500	\$ _____	\$ 61,000	\$ 25,000
Graphic design	\$ _____	\$ 100	\$ _____	\$ 1,000	\$ 1,000
Artists stay &air	\$ _____	\$ 0	\$ _____	\$ 14,900	\$ 8,000
Accountant fee	\$ _____	\$ 0	\$ _____	\$ 1,500	\$ 1,500
Sales service fee	\$ _____	\$ 0	\$ _____	\$ 250	\$ 500
Visa fee	\$ _____	\$ 0	\$ _____	\$ 4,000	\$ 0
Adverts	\$ _____	\$ 0	\$ _____	\$ 500	\$ 2,500
Subtotal	\$ _____	\$ 600	\$ _____	\$ 82,650	\$ 38,500
Supplies, Materials	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Printing Costs	\$ _____	\$ 150	\$ _____	\$ 344	\$ 500
Banners	\$ _____	\$ 150	\$ _____	\$ 250	\$ 1000
Artists hospitality	\$ _____	\$ 450	\$ _____	\$ 1313	\$ 5000
Subtotal	\$ _____	\$ 750	\$ _____	\$ 1907	\$ 6500

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I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.



Authorized Representative Signature

Ambika Sahay

Printed Name

Director

Title

Dec 14, 2018

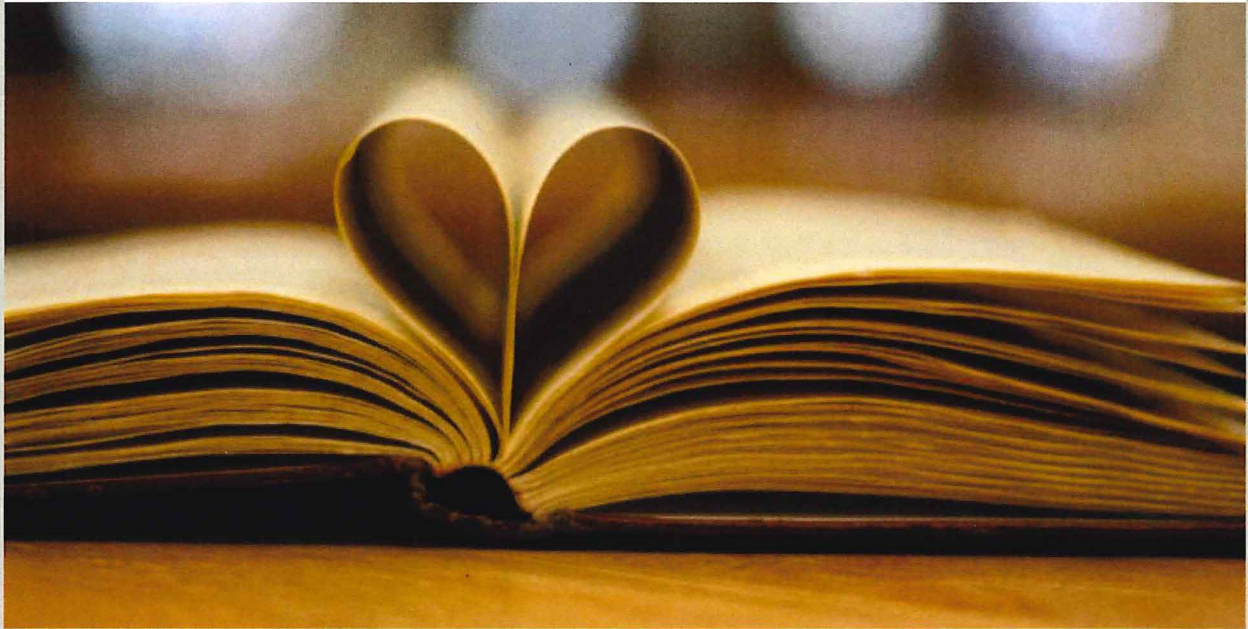
Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci
Recreation Supervisor | City of Santa Clara – Parks & Recreation Department
1303 Fremont Street, Santa Clara, CA 95050
Mpieracci@santacalaraca.gov | (408) 615-3192



**City of
Santa Clara**
The Center of What's Possible



An afternoon with Amish Tripathi

An exclusive offer for Art Forum members.

Come for this free and private event - an afternoon with **best selling author Amish Tripathi**. There are limited seats and reservation is on a first come first serve basis. Refreshment will be provided. There will be book sales too!

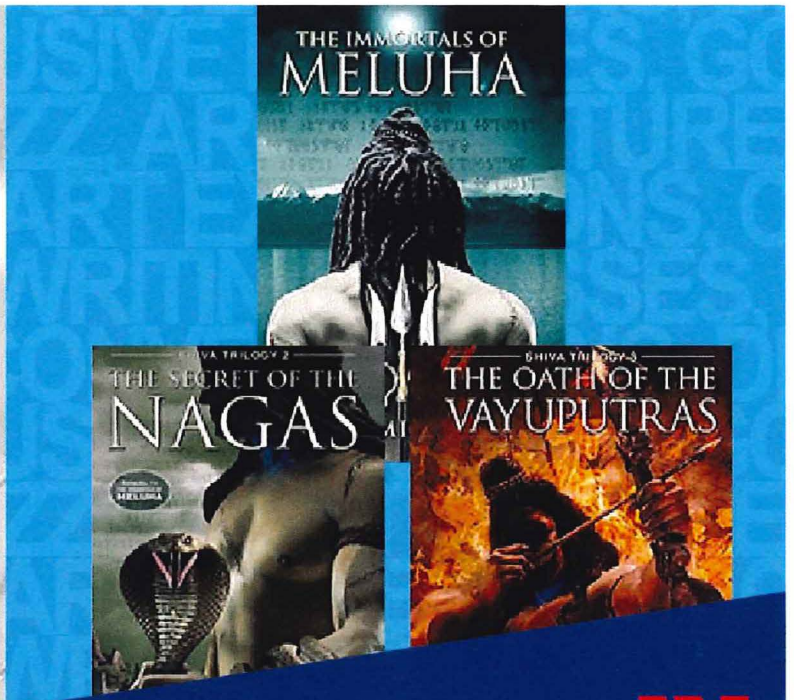
Venue: 45950 Sentinel PI, Fremont, CA 94539-6942

Date: Saturday, September 15th 2018

Time: 4-6 pm

[Register Here](#)





ARTFORUM PRESENTS

AMISH TRIPATHI *IN CONVERSATION*

Amish Tripathi is the top-selling selling author in India today and he has been listed amongst the 100 most influential celebrities in India by Forbes Magazine.

Venue:

India Community Center
525 Los Coches St. Milpitas, CA

Date:

Sunday, Feb. 4, 2018

Time:

11:00 a.m. - 12:30 p.m.
(Please be seated by 10:50 a.m.)

Book Signing by the author of:

The Immortals of Meluha (2010),
The Secret of the Nagas (2011)
The Oath of the Vayuputras (2013),
Scion of Ikshvaku (2015),
Sita – Warrior of Mithila (2017),
Immortal India – Young Country, Timeless Civilisation (2017)
(Amish's first non-fiction book)



scan to
buy tickets
on Eventbrite

Co-sponsored by:

INDIA CURRENTS



ARTFORUM

and



present

DARPA

Mallika Sarabhai's

Colours of the Heart

women's voices : silent no more

with words, music and vocals by
Samia Malik



2019 SPRING
US NATIONAL TOUR



Come see the exceptional work created by emerging artist/sculptor **Mrugen Rathod** during his month long residency



June 29th 2018



7:00 PM



Montalvo Arts



Mrugen Rathod



Sandhya Gajjar

□My attempts in my artistic practice in general and at residencies has been aware of its socio-political-cultural setting and have incorporated these to address the larger questions of ecology/environmental implications.□

Sandhya Gajjar will be documenting the creative process of sculptor Mrugen as he adapts to a new environment. Mrugen creates his sculptures using local environmentally friendly resources and material.

This is truly a unique opportunity to witness creation and the creator at their core!

Art Forum and Lucas Artists Residency Program are proud to sponsor this unique artistic expression and



