

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR MARCH 2024

Selected activities organized by goals in *Cultural Connection: San Jose's Cultural Plan*

The Arts Commission meetings are convening in person at City Hall and virtually on Zoom for members of the public.

Support Diverse Cultural Spaces & Places Throughout the Community

The Community and Economic Recovery Task Force recommended several arts-related recovery strategies to the City Council, including removing cost barriers for small and mid-sized art organizations access to venues. The Council appropriated \$100,000 to implement this recommendation. OCA staff coordinated with City-owned theater operators to develop criteria and a process to provide partial venue rental subsidies. OCA allocated \$25,000 respectively to the operators of the Montgomery Theater, California Theatre, Hammer Theatre and Mexican Heritage Plaza Theatre for FY 23-24.

Integrate High Impact Public Art & Urban Design throughout the Community

The City of San José Public Art Program inspires community through artworks and exhibitions. We expand community participation opportunities and impact the economic and visual dynamics of the city. Our priorities are guided by the goals and values of project partners and the community. Through active engagement between artists and project stakeholders, we celebrate diversity, innovative spirit, rich history, present and envisioned future. The program facilitates projects that are recognized nationally and internationally for innovative programming. For the most recent update on public art projects, please visit: <https://www.sanjoseca.gov/home/showdocument?id=108621&t=638422402785746121>

Strengthen the Cultural Community's Infrastructure

Cultural Funding Portfolio: Investments in Art, Creativity, and Culture

FY 24-25 Cultural Grants: Grant panels for OCA's three (3) core grant programs are scheduled throughout the month of March:

- take pART Grant – March 7, 2024
- Festival, Parade, and Celebration Grant (FPC) – March 14 & 15
- Operating Grant (OpG) – March 28, 2024

Thank you to those Arts Commissioners who have offered their time to serve on one of these grant panels. Grant recommendations will be presented to the Arts Commission for review at the regular meeting in May.

City of San José Climate Art Program: The City of San José Climate Art Program and Environmental Resilient Artist Cohort is launching with the support of the Bay Area Creative Corps Program (BACC) of the San Francisco Foundation and the California Creative Corps (CCC) of the California Arts Council. The collective goal of these programs is to use creativity

to advance equity and well-being in key sectors and drive support for priority communities that are facing some of the highest barriers to environmental safety. The objective of the City of San José Climate Art Program's is to build energy and community support around the City's 2030 goal of carbon neutrality by enlisting the support of and reducing the carbon impact of the San José arts and culture sector.

The San José Climate Art Program, managed by OCA, selected in February fifteen (15) artists through a competitive panel process to participate in the 2024 Resilient Artist Cohort. The Arts Commission reviewed and approved the recommended Resilient Artist Cohort fellows at their February 26 retreat meeting.

Support Residents' Active, Personal Participation in Arts and Culture

San José Creates and Connects: Launched in 2016, the San José Creates and Connects initiative aims to connect San José residents across communities and within neighborhoods through creative, participatory experiences. The initiative includes Make Music Day San José, #WeCreate408, and the Creative Ambassadors Program.

#WeCreate408: Join us for the opportunity to showcase the neighbors and creativity in your neighborhood through the #WeCreate408 Challenge coming April 2024. Please see wecreate408.org to learn more about this year's campaign and how to participate.

Destination Events in San Jose

Outdoor Event Highlights: The Events Team is seeing the outdoor special event applications roll in as event organizers get ready for another year of festivals, races, concerts, and more. February was a busy month for the Lunar New Year Celebrations, San Jose was full of engaging festivities including the annual Tet Festival at Eastridge Mall, another Tet Festival in District 8, and a community day at the San Jose Museum of Art. 2024 marks the 50th Anniversary for the San Jose Earthquakes and they kicked off their celebration with a block party in San Pedro Square, we're looking forward to more 50th Anniversary events from the Quakes! The month ended with the Silicon Valley Black Family Day event at Parque de los Pobladores.

Upcoming Outdoor Events: The Shamrock Run is back in San Jose and this year they have added a 10K route. Join thousands of runners on March 16th to celebrate St. Patrick's Day with the Shamrock Run or cheer on your friends at the post-race festivities at San Pedro Square. San Jose will receive one of the largest tech conferences since before the pandemic as NVIDIA hosts their annual GPU Tech Conference at the Convention Center on March 17-21. The Events Team has been supporting the group for their street closure component to allow over 12,000 people safely walk, get across to the light rail station, or catch their bus on the 18th for their key note speaker presentation at SAP Center. Also in March, the Events Team will be supporting the first Downtown Vibrancy Event Initiative application. An event organizer will be producing a series of vendor markets through this initiative at Parque de los Pobladores. Come support the vendors every Friday during this month. San Jose will also welcome back the beloved Holi Festival at Discovery Meadow on March 23rd. A lot more events coming in for the community to enjoy!

On-Going Outdoor Event Support: The Special Events team is heading into the new year full steam ahead, continuing to work to evolve our services and best practices to accommodate the ever-changing needs of event organizers. As the outdoor event industry continues to evolve, so do the services that are established to support our event organizers. Our work to develop monthly Brown Bag Event Permitting Series is making headway, and we expect to begin offering the meeting early in the year. The team is also working on how to support event organizers navigate the increasingly changing City which prompts for new event layouts, new routes, or in some cases understanding updates to policies or guidelines from other city or county departments that provide permits or services to these events. Additionally, work to expand Downtown Vibrancy Event Initiative, which is aimed at facilitating increased vibrancy in the public realm through the removal of barriers to activation at dedicated plazas and parks, continues as we seek to figure out how to extend the benefits of the program beyond Downtown. We look forward to sharing more details as our processes develop.

For a full list of upcoming events overseen by the Office of Economic Development and Cultural Affairs' Special Events team, please visit SanJoseCulture.org.

Arts, Destination Marketing, and Destination Events Funding City Council Study Session

As part of the FY 23-24 Operating Budget the City Council approved the cultural art grant recommendations as well as \$1 M from the General Fund to augment the available TOT resources. In response to [Manager's Budget Addendum 58 on Arts, Culture, and Hospitality Funding](#) as part of the adoption of the [Mayor's June Budget Message for FY 23-24](#), the Mayor and Council approved a [recommendation from Councilmember Torres](#) that the Administration should report back to the full Council as part of a study session on different possible models for additional arts and tourism funding including those that may require being placed on a ballot measure for Council consideration. The City Council Study Session is planned for immediately after the City Council regular meeting on Tuesday, February 6, 2024. The OCA has engaged the Cultural Planning Group to research funding models, with community stakeholder input, and will present their report for consideration by the City Council. As an outcome, the [Mayor's March Budget Message for FY 24-25](#), to be presented to the City Council for approval on March 19th, included direction for the Administration to return to the full Council evaluating the establishment of an Admissions Fee and other funding strategies.

2023 Arts and Economic Prosperity 6 Study

The newly released [Arts & Economic Prosperity 6 Study \(AEP6\)](#) is an economic and social impact study of the local nonprofit arts and culture industry conducted by Americans for the Arts in partnership with the City of San José's Office of Economic Development and Cultural Affairs (OEDCA) and SVCREATES. The report highlights that San José's nonprofit arts and culture sector generated \$292 million in economic activity in 2022 – nearly \$100 million in spending by San José arts and culture organizations and an additional \$192 million in event-related expenditures by their audiences.

Other key figures include:

- Nonprofit arts and culture organizations in San José support 4,738 jobs, from direct support of employing staff and artists to indirect support of printers, hospitality staff, graphic designers and more.
- These arts and culture organizations generated \$18.1 million in local, state and federal government revenue.
- The typical attendee spends \$43.88 per event in San José, not including the cost of admission.
- 23.7% of arts and culture attendees were from outside Santa Clara County. They spent an average of \$65.69, vital income for local businesses.
- 86.4% of San José respondents agreed that the activity or venue they were attending was “a source of neighborhood pride for the community.”
- 85.2% said they would “feel a sense of loss if that activity or venue was no longer available.”