

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR JUNE 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. To speak to any item or speak during Public Comment, speakers must be physically present.

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 San Jose's 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=112060&t=638519949425864969>

The Public Art Collection GIS Map is now live on the Cultural Affairs website. The GIS map features the artworks in San Jose's large and varied collection of public art. The map provides a range of ways to explore the collection. Features on the map include options to filter the search by the type of location such as public art at a particular kind of facility (fire stations, libraries, parks, etc.), by types of artworks (murals, sculptures, etc.), Council districts, by artist, and more. There are also options to print the searches. To view the map, visit the Cultural Affairs webpage at <https://www.sanjoseca.gov/your-government/departments-offices/cultural-affairs/public-art/public-art-map>

Strengthen the Cultural Community's Infrastructure

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

FY 24-25 Cultural Grants – Proposed recommendations for FY 24-25 grant awards for our three core grant programs (take pART, FPC, and Operating Grants) were presented and approved by the Arts Commission at their May 20, 2024, meeting and will be incorporated into the FY24-25 City Budget to be adopted at the June 18, 2024 City Council 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.

Make Music San José – Mark your calendars for Make Music San José 2024, a free community-curated celebration of music held on the summer solstice on Friday, June 21st. Keep updated on this year's locations and opportunities to engage musically by checking out www.makemusicday.org/sanjose/

San José Creative Economy Fund – The San José [Creative Economy Fund](#) is a partnership with the Center for Cultural Innovation (CCI) and provides grants to local, small arts-based businesses involved in the production or distribution of the arts, contributing to the City of San José's cultural vibrancy. Competitive applicants will reflect the City's diverse cultural communities and creative-based commercial landscape. Grants are up to \$8,000. Applications close June 17, 2024.

San José Climate Art Program

Supported through a grant from the California Arts Council, the San José Climate Art Program's objective 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 San José's arts and culture sector. To help build momentum and community support around the City's 2030 goal of carbon neutrality, fifteen San José artists have been selected to join an Environmental Resilient Artist Cohort (RAC) to participate in a pilot program aimed to measure, assess and adapt artistic practices to be more resilient to climate effects and lower in GHG emissions. Artists will participate intensive workshop learning from experts from around the globe alongside locals in San José encompassing an art-centered approach to environmental resilience. RAC workshops are scheduled for June 8, 15, 22, 29, at the School of Arts and Culture at MHP.

Destination Events in San Jose

Outdoor Event Highlights: May started with an eventful weekend as San Jose celebrated Cinco de Mayo weekend with multiple permitted events. A truck and car show kicked off the weekend with a display of amazingly designed trucks and cars on Santa Clara St. around the SAP Center. The Eastside saw the return of a once beloved Cinco de Mayo Parade as the District 5 team coordinated a Cinco de Mayo Parade and Celebration at King Rd. and Emma Prusch Farm Park. Over 50,000 people gathered to watch over 300 lowriders join dancing horses, walking participants, tractors, and much more walk down King Rd. from the Mexican Heritage Plaza to Story Rd. The District 3 team also coordinated a Cinco de Mayo Parade in the heart of downtown starting at City Hall and ending with a celebration at Plaza de Cesar Chavez.

May also included two 5k Run/Walks in the Willow Glen and Burbank Neighborhoods. MACLA's 25th Annual Latinx Art Now! Auction in Parque de los Pobladores on the same day as a cultural celebration of Quetzalcoatl in Plaza de Cesar Chavez, and the Guadalupe River Park Conservancy's Spring Culture Night Market in Discovery Meadow Park. The church festival season kicks off with the St. John Vianney Fiesta in the Eastside of San Jose. A few event series also kicked off in May like the Urban Vibrancy Institute's Block Party taking place on the third Thursday of each month highlighting different areas of downtown San Jose, the Levitt Spring Concert Series that provides free concerts at St. James Park on every Sunday until June 9th, and the Pobladores Night Market that takes place at Parque de los Pobladores every Thursday night for 10 weeks.

Additionally, following the successful implementation of the Friday Artisan Market, the first event permitted using the new DVEI guidelines, the Special Events team has been working hard to reimagine the Downtown Vibrancy Event Initiative (DVEI) program for the official launch of the pilot this month. The special events team has renamed the program SJ PLACES (Public Life and Community Event Spaces) and are excited to begin promoting the opportunity for one-off or series events to apply for free access to public spaces in the Downtown.

Upcoming Outdoor Events: The Special Events team is look forward to working with event organizers to facilitate more events taking place across San Jose. June continues the running momentum with three half marathons during the first weekend, including the returns of the San Jose Half Marathon & 8K, VIBHA Dream Mile, and the Beer City San Jose Half Marathon, 5K and 10K. More exciting returns this month include Music in the Park starting on June 21st, Fountain Blues and Brews at Plaza de Cesar Chavez, Juneteenth in the Streets at SoFA, and CityDance San Jose, produced by the Office of Cultural Affairs, kicking off the summer series at the Circle of Palms on June 20th. Some new events to highlight are a new festival, Gordo, at Discovery Meadow and Dia de San Juan at Parque de los Pobladores. June will end how it started with another running opportunity, the Bloom Energy & Tarana Wireless Stars and Strides Run/Walk will take place in downtown San Jose and will kick off the 4th of July festivities.

On-Going Outdoor Event Support: The Special Events team is heading into the summer full steam ahead, continuing to work to respond to the ever-evolving event industry. We press on with efforts to ensure our services and best practices to accommodate the changing needs of event organizers. Our work to develop monthly Brown Bag Event Permitting Series is making headway, and we hope to begin offering the chance to meet with our team to learn about producing public events in San Jose in the near future. The team is also working on how to support event organizers navigating 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, as we work to reimagining the former Downtown Vibrancy Event Initiative (DVEI) as the SJ PLACES program, which is aimed at facilitating access to public spaces through the removal of barriers to activation at dedicated plazas and parks in the Downtown to increased vibrancy in the public realm, we continue to seek ways to support series activations

and 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

The [Mayor's March Budget Message for FY 24-25](#) included direction for the Administration to return to the full Council evaluating the establishment of an Admissions Fee and other funding strategies. Staff is developing a process to approach this initiative. The proposed Operating Budget for FY 24-25 recommends \$500,000 for the arts from the General Fund and \$500,000 for destination marketing. The Mayor's June Budget Message for FY 24-25 will be presented to the full Council for approval on June 11, 2024.

2023 Arts and Economic Prosperity 6 Study

Released in November 2023, the [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.”