

EASTRIDGE

PACIFIC
RETAIL



EMBRACING THE BEST OF SAN JOSE

EASTRIDGE



PACIFIC RETAIL

2017 Development

- Gathering Spaces
- Family Amenities
- Center-wide updates



EMBRACING THE BEST OF SAN JOSE

EASTRIDGE

PACIFIC RETAIL



A CULTURAL HUB



41% Asian, primarily Vietnamese and Pacific Islanders
42% Hispanic
30% Caucasian & Everyone else!

Some Signature Events include: Moon Festival & Tet Festival, Bayanihan Festival, Las Posadas, multi-cultural Tree Lighting

Bilingual Messaging: Marketing and Wayfinding

[Eastridge 2017 Video](#)

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2017 MURAL PROJECT



- Eastridge completed the **world's largest collection of outdoor murals** on a shopping center.
- **20,000+ sqft** of murals by four California artists in March 2017
 - CYRCLE, Brendan Monroe, Lila Gemellos and Aaron De La Cruz.
- Pacific Retail's property in Salt Lake City is currently partnering with the city for the South Town Mural Project – opening nearly 15,000 sq ft of walls for artists.

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2017 MURAL PROJECT

[Eastridge Mural Short Film](#)



THE EFFECT —

- 1) Supporting Artists
- 2) Social Sharing & Inspiration
- 3) Community Connection

ADDITIONAL ARTIST VIDEOS:

[Lila Gemellos](#) [Cyrle](#) [Aaron De La Cruz](#) [Brendan Monroe](#)

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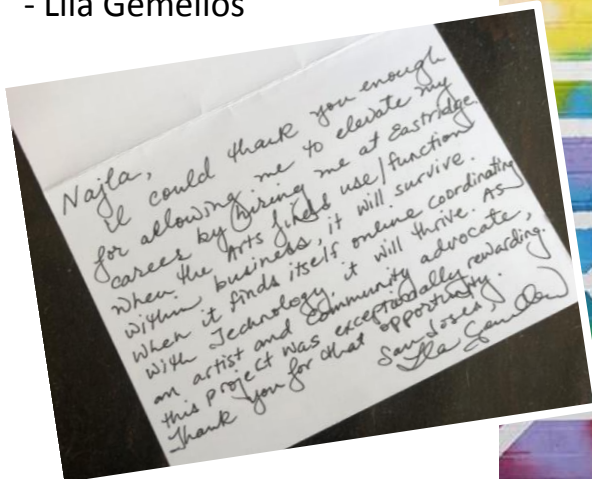
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2017 MURAL PROJECT

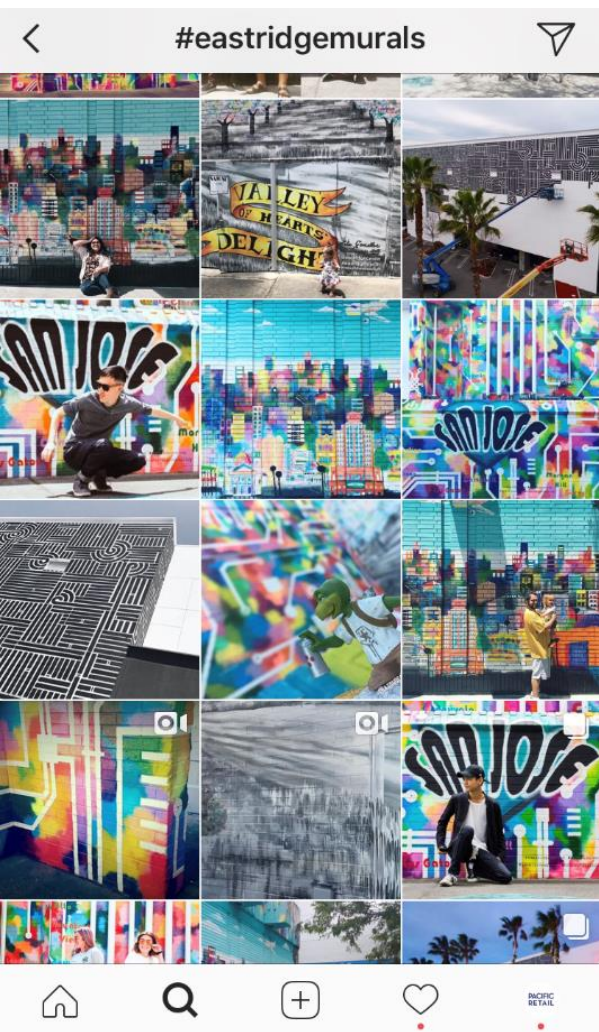
THE ARTISTS — The Eastridge murals replaced forgotten walls with street art that is bright, iconic, and resonates with the surrounding community. The Heart of the Valley mural, painted by Lila Gemellos of Evergreen, San Jose, specifically, features San Jose landmarks, landscapes, and neighborhoods.

"I can't thank you enough for allowing me to elevate my career by hiring me at Eastridge. When the arts field finds use and function within business, it will survive. When it finds itself online coordinating with technology, it will thrive. As an artist and community advocate, this project was exceptionally rewarding..."

- Lila Gemellos



SOCIAL SHARING & INSPIRATION —



Daily Social Media Posts

500+ Facebook Shares
10 Pieces of Media Coverage
12 Million+ Online Readership



The Eastridge murals have become both an exciting surprise and favorite destination for the South Bay, most significantly for residents within 3-miles of the center, in District 5 & District 8.

- Prom photos, family photos, and low riders.
- Dance and music videos, artist headshots, and even a mini-park.
- Instagram check-ins

Murals inspiring residents to share, connect, and create.

2017 TASTE FOR THE SPACE

CONNECTING COMMUNITIES —

Meet me at the mural!



- **Taste for the Space** in May 2017 was one of the first events hosted at an Eastridge Mural
- Food competition between 13 local chefs; public and judge panel voted
- Prize: \$50k start-up funds and a 6-months of free rent
- Event: 3,000 attendees, food tents, live music, and community gathering
- Winner: Trifecta Cooks

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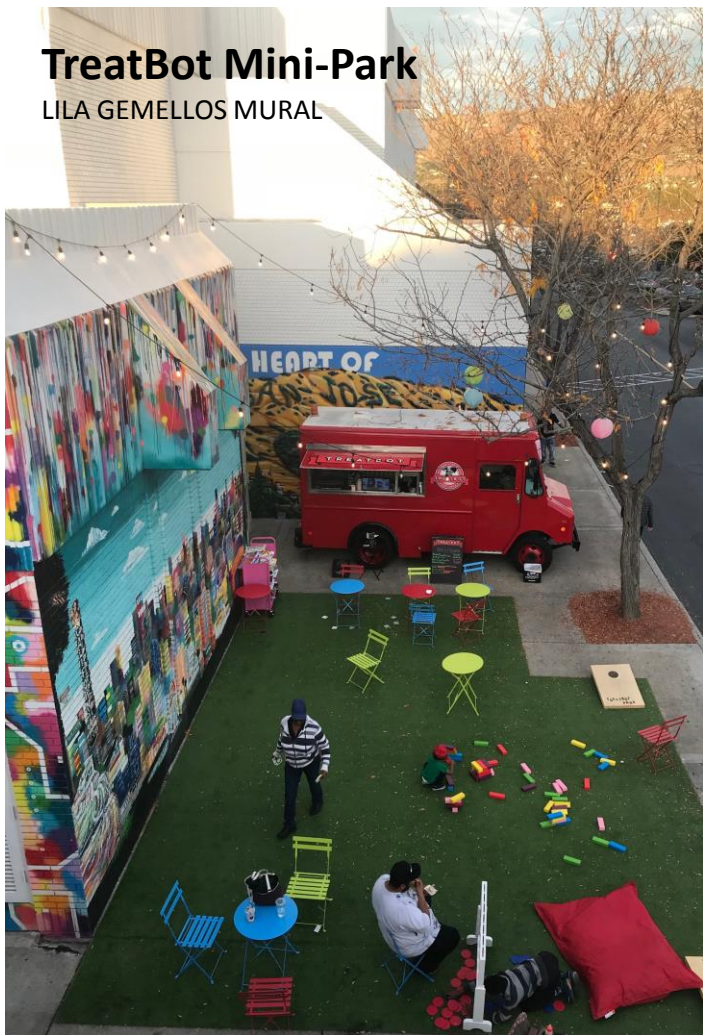
2018 // EASTRIDGE EVENTS


CONNECTING COMMUNITIES —

Meet me at the mural!

TreatBot Mini-Park

LILA GEMELLOS MURAL






 **Carla** My son and I had a great time! Good organization, yummy food, really fun vibe. And the mural was a great background for photos. Hope there are more events like this one!

Like · Reply · Message · 3w

time! Good organization, yummy food, really fun vibe. And the mural was a great background for photos. Hope there are more events like this one!

Like · Reply · Message · 3w

Write a comment...   

Car Show

ADLC MURAL

San Jose Library Maker [Space] Ship

BRENDON MONROE MURAL



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Now // ART

IN REAL LIFE



Lokahi Polynesian Dance Group



Mariachi Academy of Music



Open Space – Open Mic night for all creative expressions

2018 Weekly Programming #EastridgeArt Wednesdays

- Free art event every Wednesday
- Born out of the response to the mural project: Community need for creativity in the environment
- Also community need for access to art as both an audience and maker
- [Open Space video](#)

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NEXT // OPEN CALL!



Continue momentum Community feedback Call for Partners!

- Local organizations are invited to use new Eastridge Community Wing at no cost if they provide a free service to the community
- **Examples:** Yoga, meditation, fitness classes, grand-writing workshop, dance or music lessons, poetry slam, film festival, student art show – all this summer
- **3 Courtyards**
- **Community Room**
- **Full Marketing Program**

#EastridgeArt

GOALS

1. **Make art accessible**
2. **Celebrate multi-cultural voices**
3. **Start and sustain** community-driven programs, led by community members
4. **Ensure programming is accessible and engaging** for a diverse audience.
5. **Spotlight local artists** and organizations through leveraging Eastridge platforms

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REACH

- 80,000 visitors each weekend
- Community that is craving access to the arts
- 100,000+ digital reach
- Engaged online following
- Outstanding event turnout

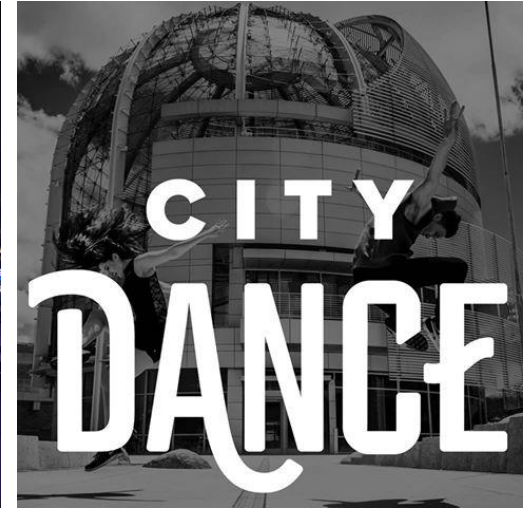
Use these reach and engagement opportunities to spotlight local voices.

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NEXT // OPEN CALL!

LET'S
COLLABORATE
CREATE
SHARE
BUILD
GROW
CONNECT
INSPIRE



THE GREAT 408

A campaign to celebrate the people, places, and events that have made San Jose a place we love.

A partnership between San Jose Mayor Sam Liccardo
and Mercury News Columnist Sal Pizarro

[TELL US WHAT'S COOL](#)

[VIEW THE LIST](#)

MAKE
MUSIC
SAN JOSÉ
JUNE 21

EASTRIDGE
PACIFIC
RETAIL

NEXT // GRAND OPENING WEEKEND
APRIL 6-8

EMBRACING THE
BEST OF
SAN JOSÉ

EASTRIDGE

3-DAY GRAND RE-OPENING WEEKEND!

FOOD

FRI 4/6

ART

SAT 4/7

FAM

SUN 4/8



EASTRIDGE

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Rah Riley

Marketing Manager

RRiley@eastridgemanagement.com

(408) 833-1031

John Petersen

General Manager

jpetersen@eastridgemanagement.com

(408) 833-1007

SAN JOSE
CREATES &
CONNECTS

Office of Cultural Affairs



San Jose Creates and Connects Goal:

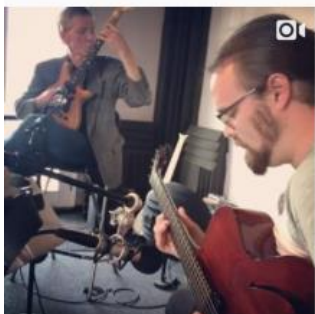
Connect San Jose residents across communities and within neighborhoods through creative, participatory experiences.



Strategy 1:

Recognize, celebrate, and promote diverse creative experiences under a unifying brand.

#408CREATES



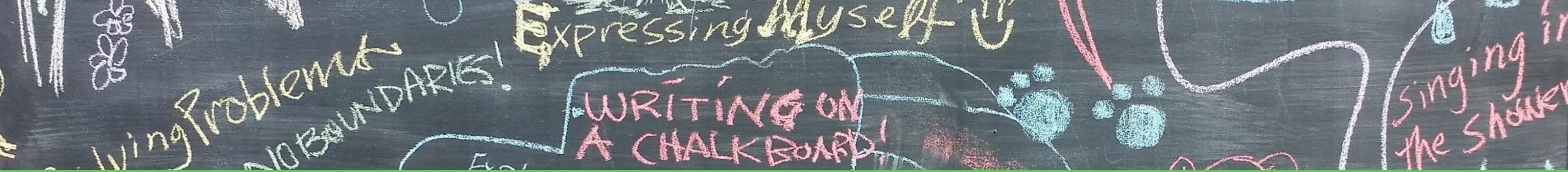
<https://www.instagram.com/explore/tags/408creates/>



Creative License

Artist/Ambassador-in-Residence celebrating the power of creative expression.

- Multidisciplinary
- Stipend
- Creative Project
- Media/Communications



Strategy 2:

Develop and engage partners, assess opportunities, and fundraise.

San Jose Creates and Connects Advisory Group

Dianne Antonopoulos, San Jose Earthquakes

Elizabeth Castañeda, San Jose Public Library

Laura Chmielewski, Team San Jose

Brian Clampitt, Parks, Recreation, and Neighborhood Services

Daniel Garcia, SV Creates, Content Magazine

Elizabeth Handler, Public Information Manager

Ron Muriera, City of San Jose Arts Commission

Sabrina Parra-Garcia, Office of Immigrant Affairs

Joey Reyes, MACLA

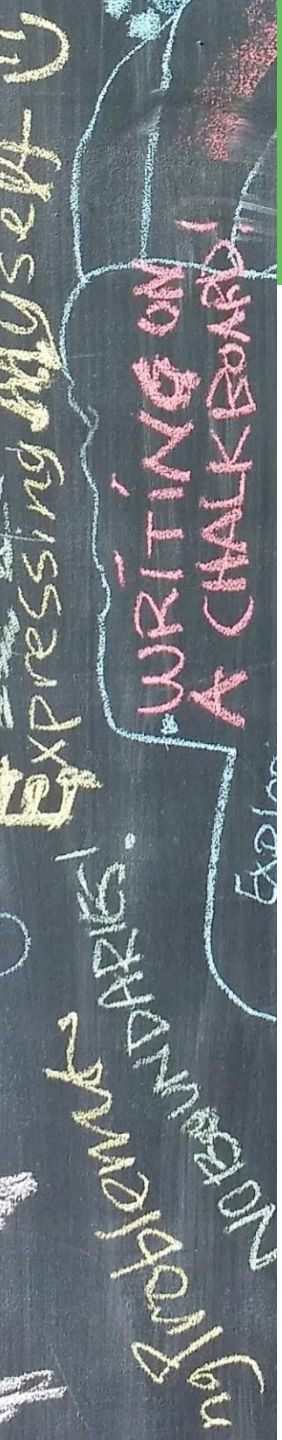
Jessica Smith, San Jose Earthquakes

Socorra, Musician

Israel Canjura, Parks, Recreation, and Neighborhood Services

Esther Tokihiro, Santa Clara Office of Education

Autumn Young, Imagination Playground (formerly of Children Discovery Museum)



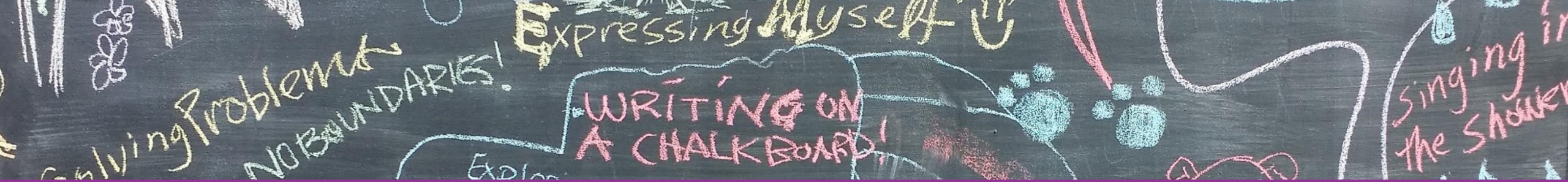


Strategy 3:

Bolster current activity that encourages creative experiences citywide.

Expanded CIIF Place-Based Arts Businesses Round 2

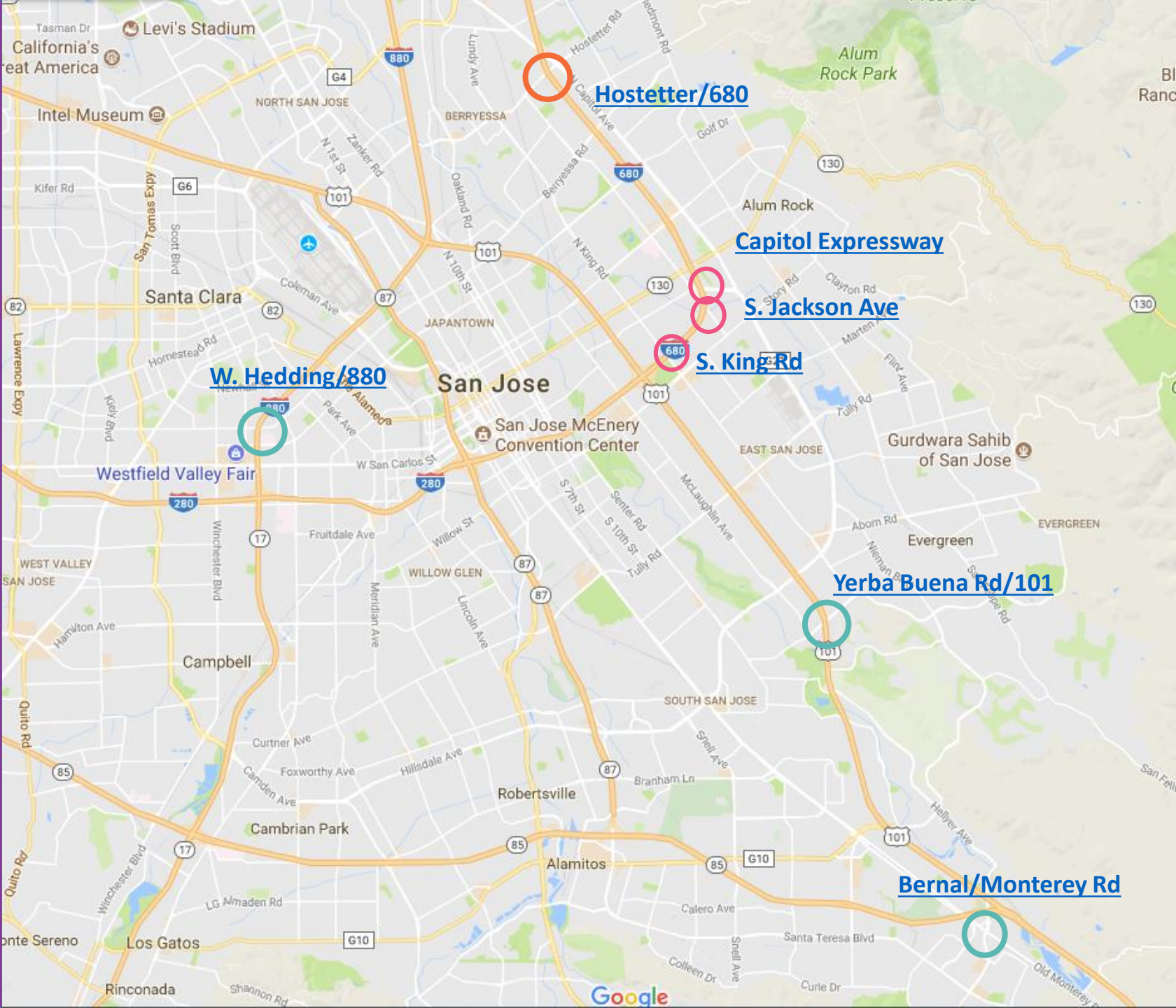




Strategy 4:

Encourage and facilitate new creative experiences citywide.

Neighborhood Galleries Locations



Sonic Runway: Experiments in Sound



Sonic Runway

Experiments in Sound Performances

November 17: Carla Dirlikov Canales of the Canales Project

November 29: Jessica Neideffer of Agada Energy Healing

December 7: San Jose Taiko, DJ Cutso, and shamisen player Kyle Abbott

December 14: Cellista

December 21: Vivace Youth Chorus

January 4: Containerher

January 11: Socorra

January 25: Alex Popoff

February 1: Alan Chen

February 8: Mariachi Tapatio and Grupo Folklorico Los Laureles

February 15: Will Calhoun (San Jose Jazz Winter Fest Opening Night)

February 21: Future Arts Now!

March 5: SJCO violinist Philip Brezina, with musical friends Rafa's One Man Band and accordionist Tony Quartuccio









SANJOSECULTURE.ORG

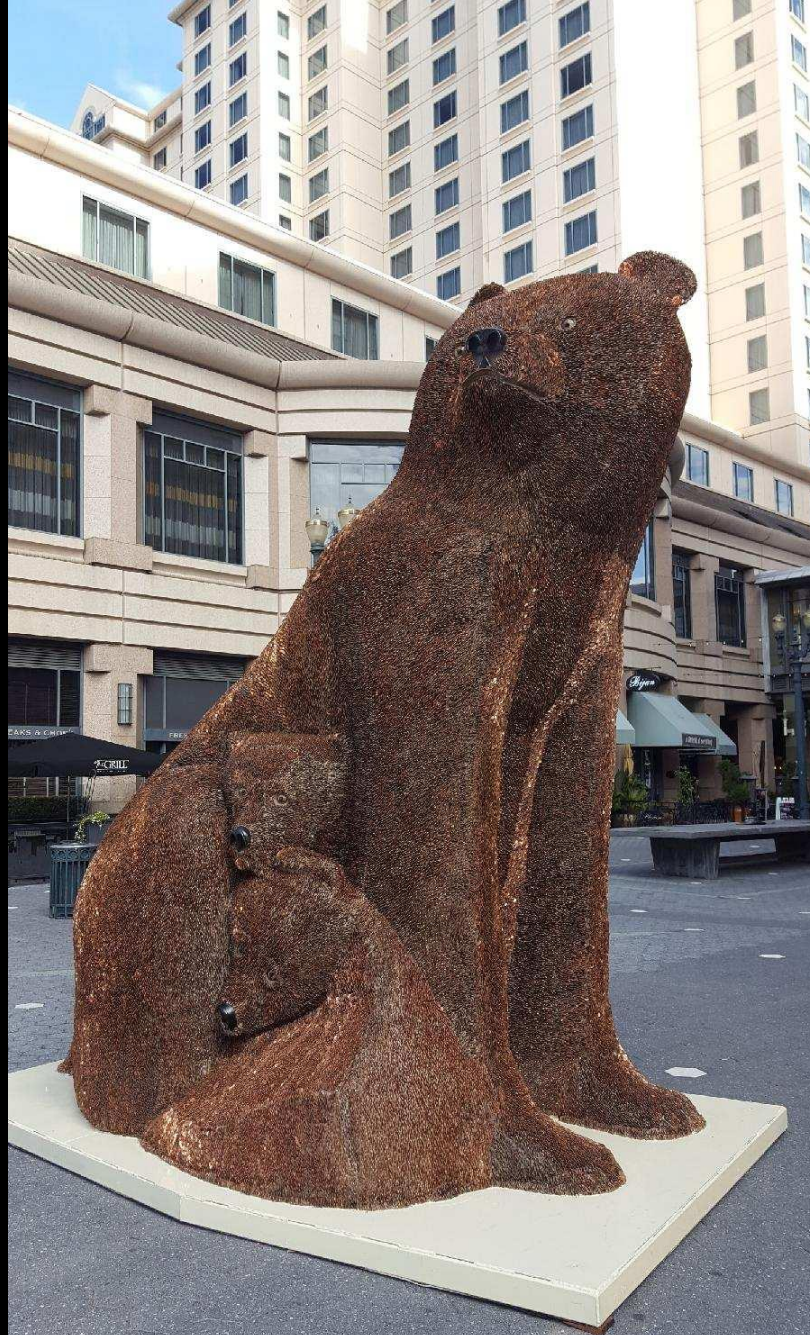


SONIC RUNWAY
CLOSING EVENT
FASHION SHOW &
FRIDAY, MARCH 9, 2018

6PM -10PM | MODELS WILL WALK THE RUNWAY AT 7:30PM
SAN JOSE CITY HALL, 200 E SANTA CLARA STREET, SAN JOSE

FREE MISS VELVET CREAM NEOCOUTURE • TAMO DESIGNS
EVENT A LINE CALLED K BY ATOUSA G • DOMINI ANNE
HMM HALVORSON MODEL MANAGEMENT





Ursa Mater
by Mr. and Mrs. Ferguson



Tara Mehani
By Dana Albany



MAKE
MUSIC

SAN JOSÉ

JUNE 21



SAN JOSE
CREATES &
CONNECTS

Office of Cultural Affairs

Environmental Services Department (ESD) Public Art Funding



Watershed, 2015, Peter Richards

GOOD NEWS: The Airport (which reached passenger levels of 12.3 million in November 2017) will be part of the 2019-2023 forecasted CIP. This will represent \$1.7 million dollars in public art funding over the course of the next five years.

OTHER NEWS: The City Auditor recommends eliminating “certain ratepayer-funded capital projects, including those related to underground utilities or the wastewater treatment process.” This violates the public art masterplan and subverts City Council and public will.

Environmental Services Department (ESD)
Public Art Projects in progress



SEWER OVERFLOW? CALL 408.794.1900 24 HOURS, 7 DAYS A WEEK
MORE AT WWW.SJENVIRONMENT.ORG JOIN THE CONVERSATION #FOGWASTE

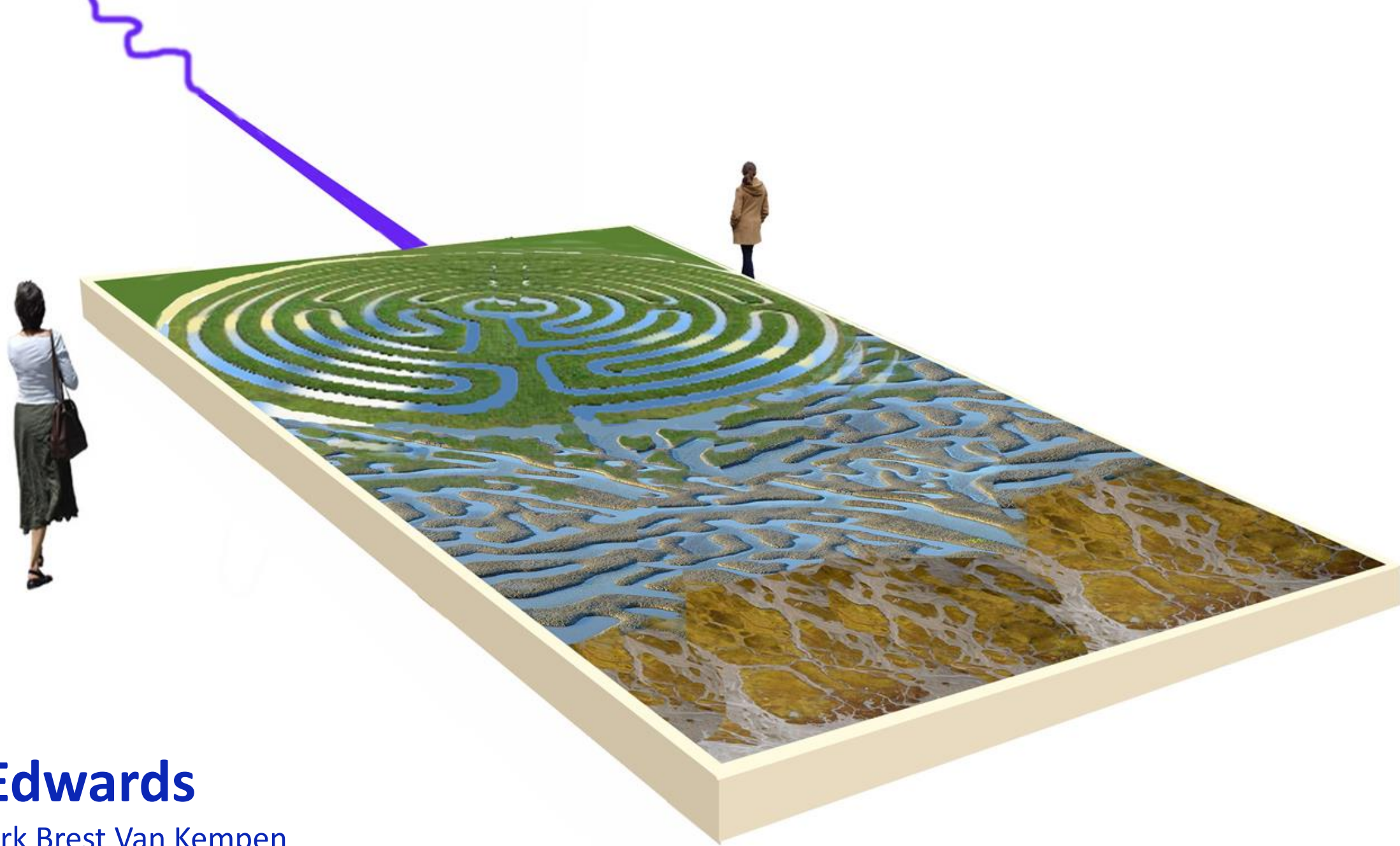
FOGwaste

Artists: Claire Napawan and Brett Snyder

Alviso Storm Pump Tile Mural



Artist: Sam Tubiolo

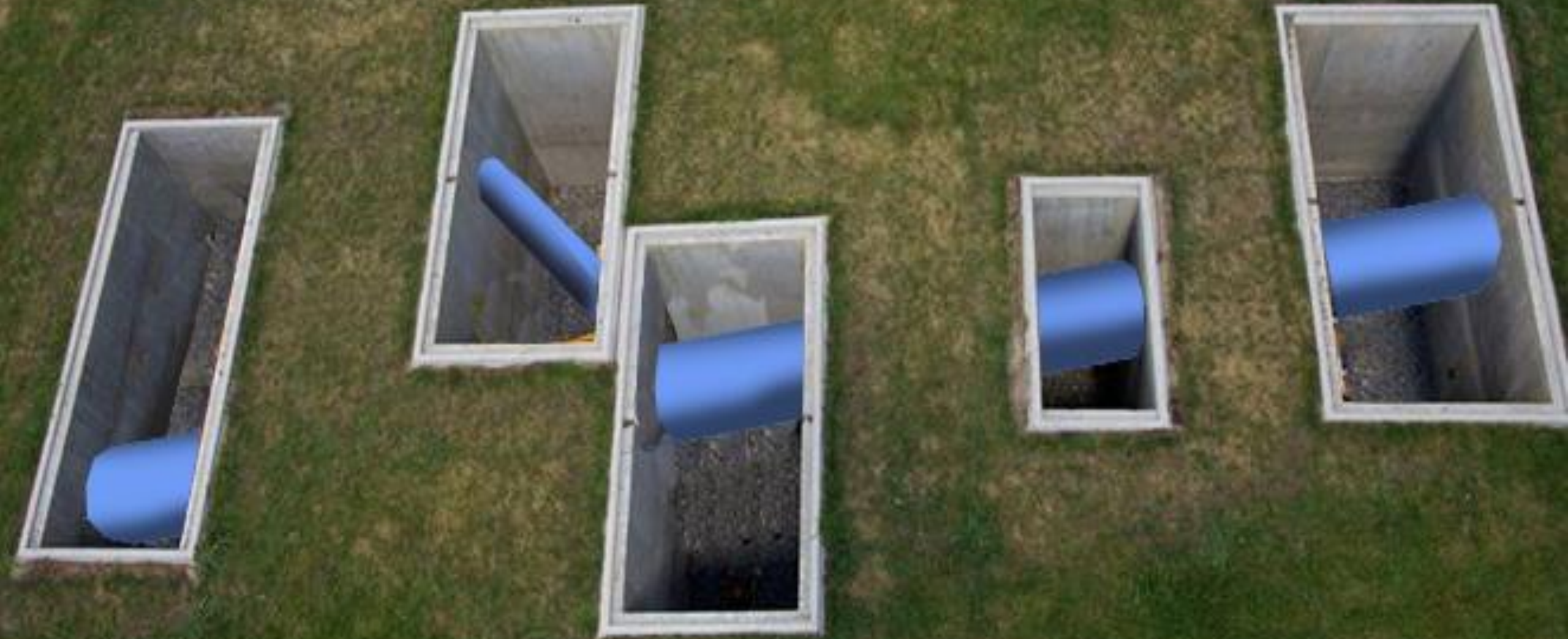


Don Edwards

Artist: Mark Brest Van Kempen

Discovery Museum Youth Environmental Awareness

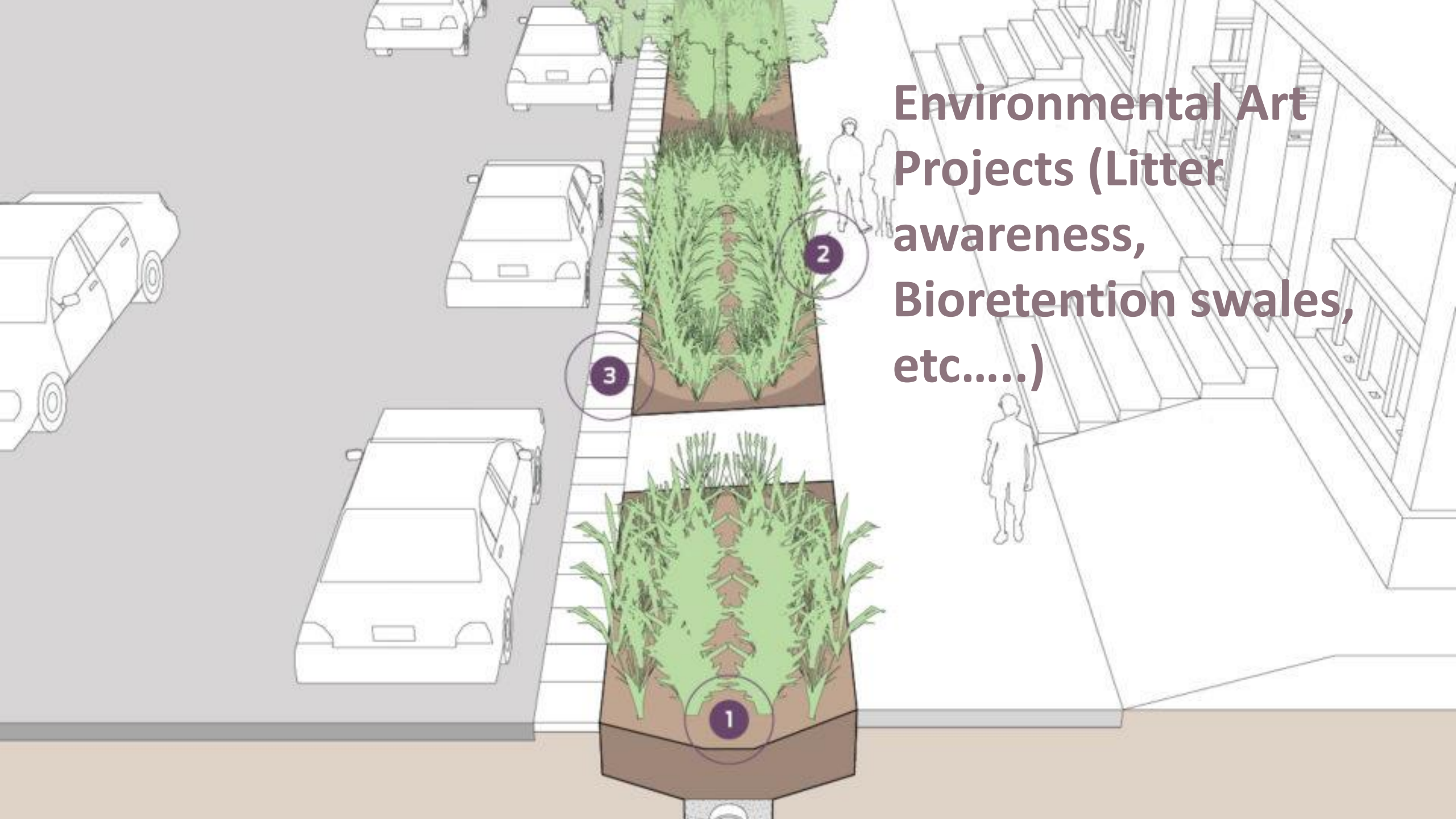
Artist: Mark Brest Van Kempen



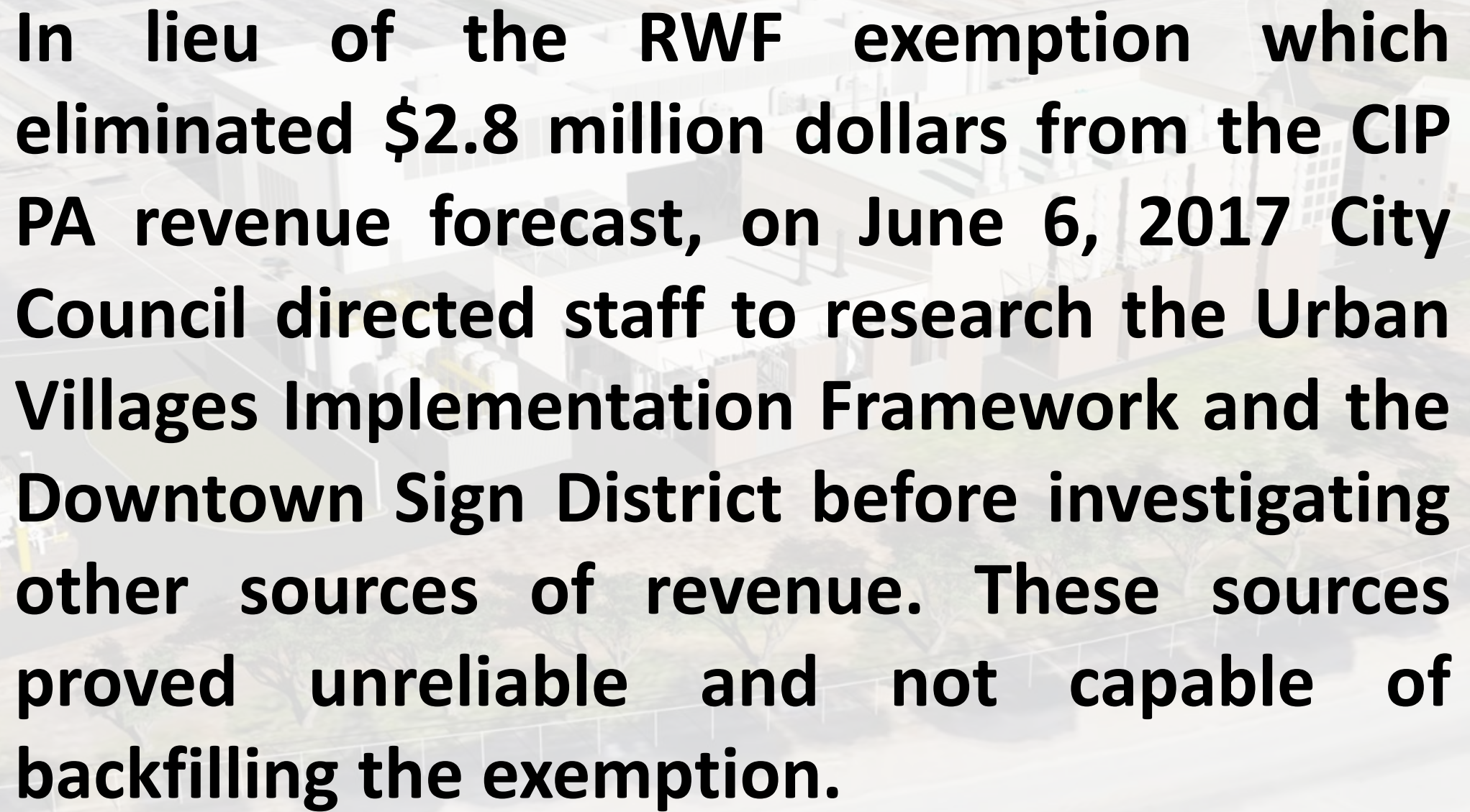


CoGeneration Powerplant

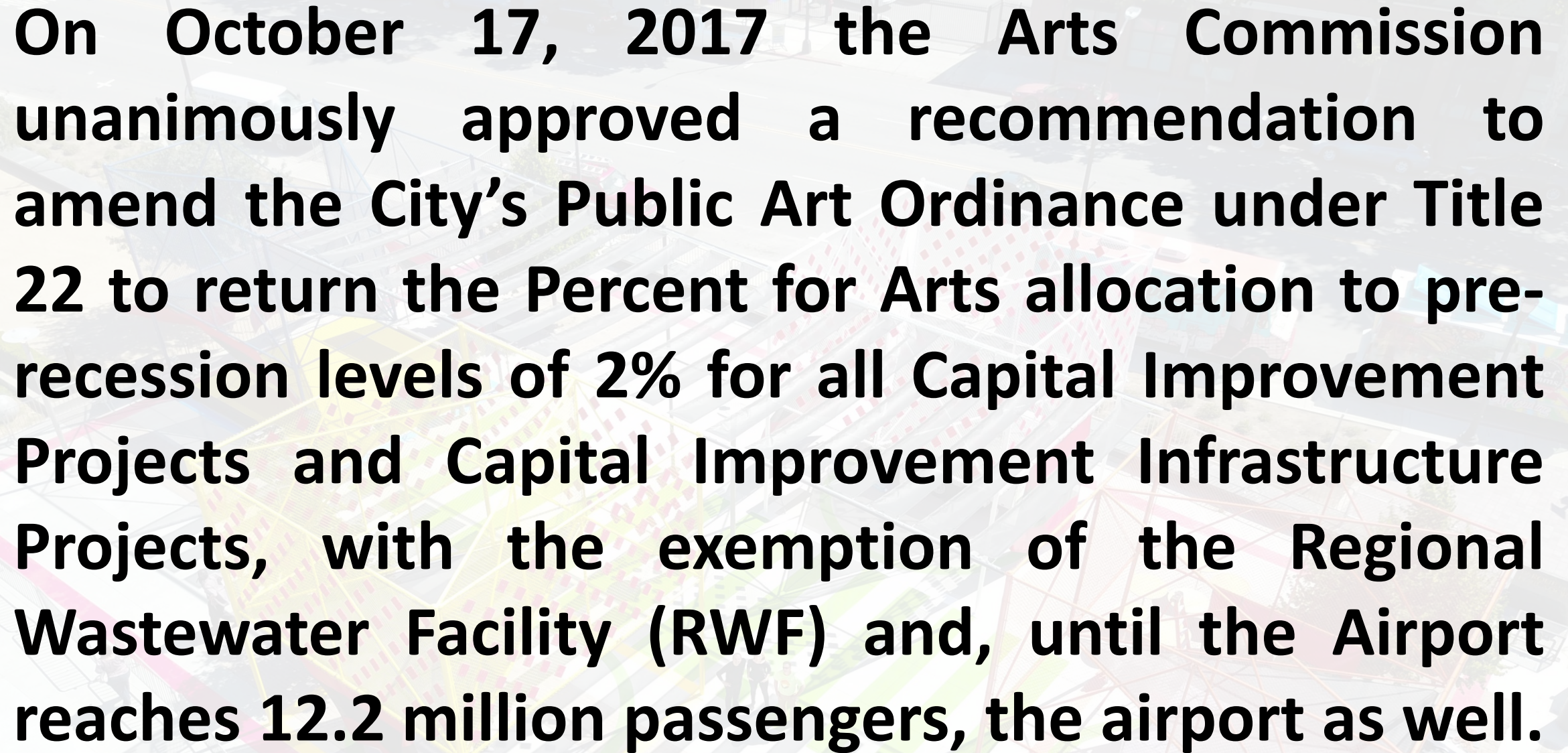
Artist: Buster Simpson



**Environmental Art
Projects (Litter
awareness,
Bioretention swales,
etc.....)**

An aerial photograph of a city street grid, showing buildings, trees, and roads. The image is faded and serves as a background for the text.

In lieu of the RWF exemption which eliminated \$2.8 million dollars from the CIP PA revenue forecast, on June 6, 2017 City Council directed staff to research the Urban Villages Implementation Framework and the Downtown Sign District before investigating other sources of revenue. These sources proved unreliable and not capable of backfilling the exemption.

An aerial photograph of an airport terminal building, overlaid with a complex network of colorful lines in red, yellow, green, and blue. The lines form a grid-like pattern across the terminal's footprint. The text is centered over this image.

On October 17, 2017 the Arts Commission unanimously approved a recommendation to amend the City's Public Art Ordinance under Title 22 to return the Percent for Arts allocation to pre-recession levels of 2% for all Capital Improvement Projects and Capital Improvement Infrastructure Projects, with the exemption of the Regional Wastewater Facility (RWF) and, until the Airport reaches 12.2 million passengers, the airport as well.

NEXT STEPS:

- **City Council Meeting March 27, 2018. Auditor will present an update on outstanding audit recommendations highlighting the ESD percent for art funding.**
- **Additional financial analysis from department staff is on going regarding this exemption and the Arts Commission's recommendation to return to 2%.**
- **Presentation to Council.**