

# PUBLIC ART REPORT

FEBRUARY 2017

- 1) Consolidation/Sustainability
- 2) Display Cases  
Art Wall  
Reactive Wall
- 3) New Commission
- 4) <sup>Ongoing</sup> Maintenance













1. Door Hanger / Flashcards



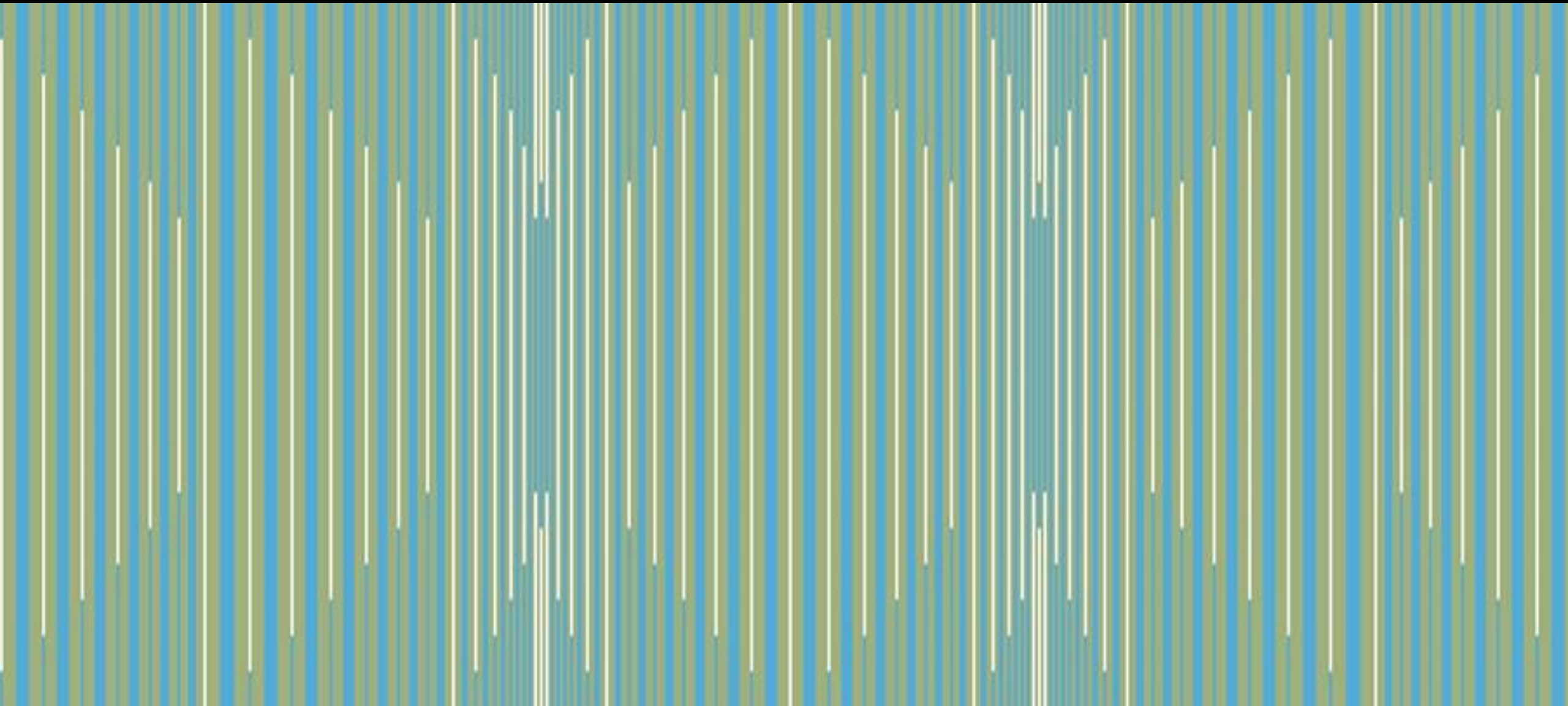
2. Manhole Markers



3. Truck Graphics



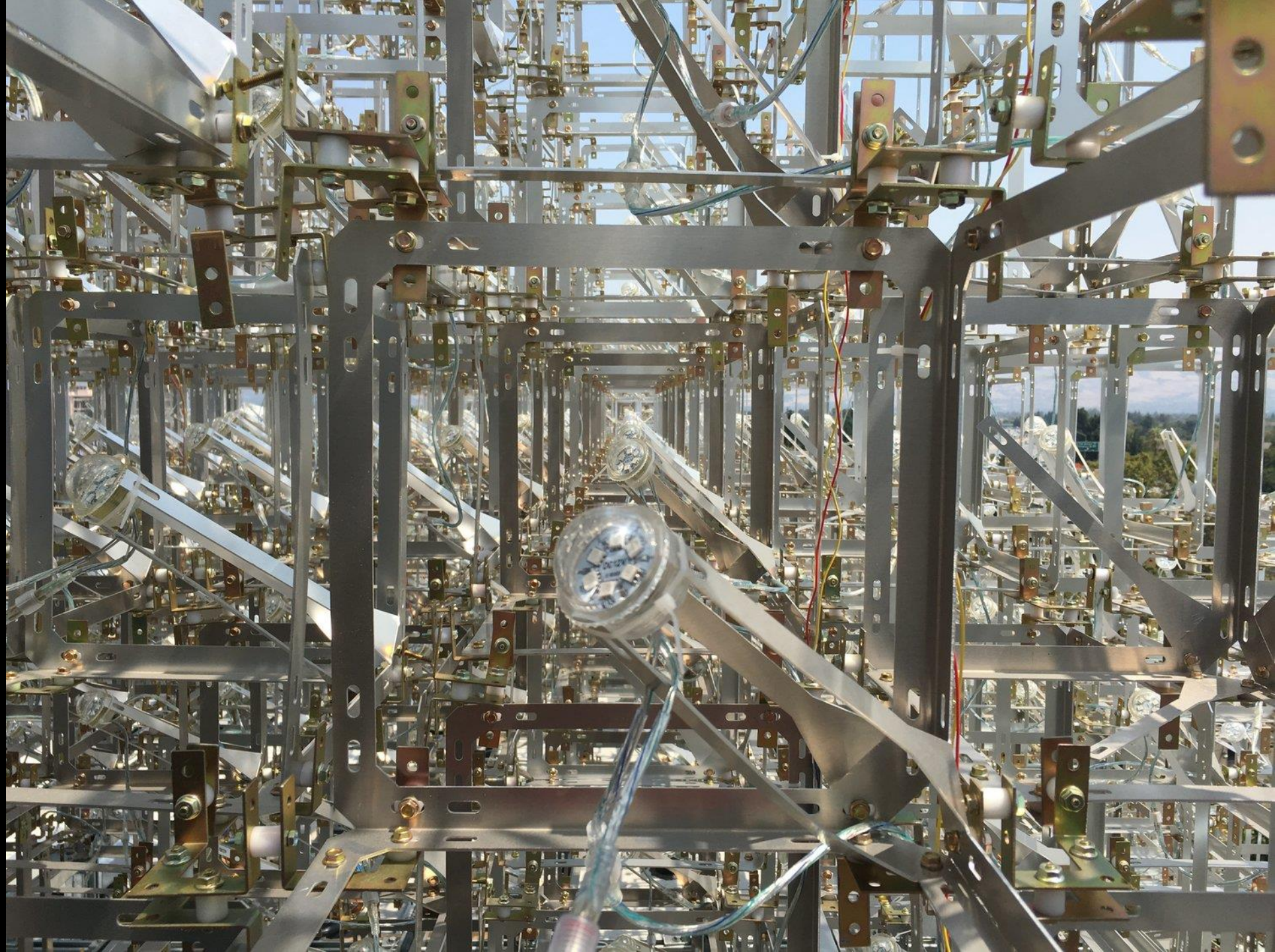














The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue, creating a modern, dynamic feel.

# ▶ Overview of City Budget:



# Special Funds

Airport Funds

Community Development Block Grant Fund

Housing Funds

Integrated Waste Mgmt Fund (Garbage Collection/Recycling)

Municipal Golf Course Fund

Municipal Water Fund

Parking Fund

Sanitary Sewer Funds

Storm Sewer Funds

**Transient Occupancy Tax (incl Convention and Cultural Affairs)**

Waste Water Treatment Plant Funds

Workforce Investment Act Fund

# Capital Programs

## **Community and Economic Development**

- ▶ Developer Assisted Projects

## **Environmental & Utility Services**

- ▶ Sanitary Sewer System
- ▶ Storm Sewer System
- ▶ Water Pollution Control Plant
- ▶ Water Utility System

## **Neighborhood Services**

- ▶ Library
- ▶ Parks & Community Facilities

## **Public Safety**

- Public Safety

## **Transportation and Aviation Services**

- Airport
- Parking
- Traffic

## **Strategic Support**

- Communications
- Municipal Improvements
- Service Yards

## **Public Art**



# Funding Sources for Arts and Culture

## 1. **Transient Occupancy Tax (TOT) – OCA 1.5%**

- ▶ Funds cultural programs, projects, public art maintenance & OCA admin

## 2. **TOT net new increment of 4%**

- ▶ Funds cultural facility capital repair/maintenance

## 3. **General Fund**

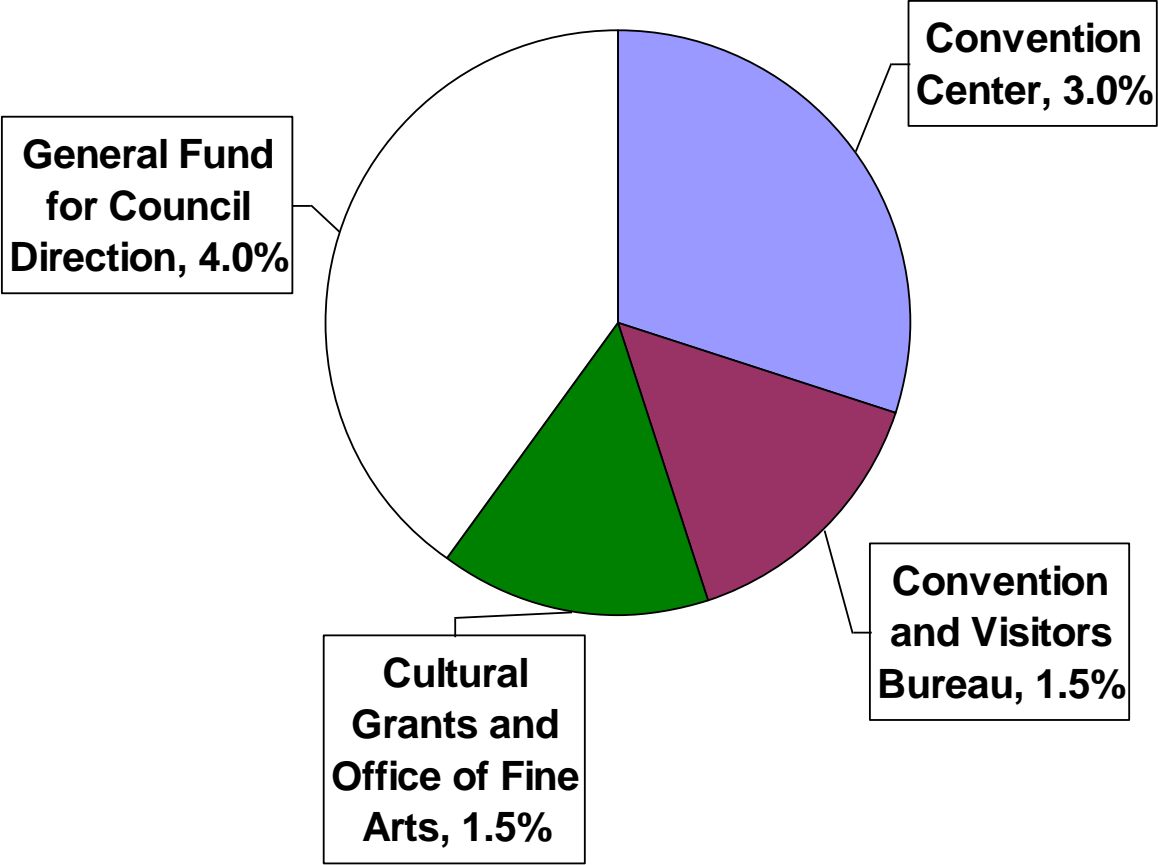
- ▶ Funds cultural facility O&M agreements

## 4. **1% for Public Art, sets aside 1% of City CIP Projects**

- ▶ Funds public art capital projects

# San Jose's 10% Transient Occupancy Tax

Does not include HBID 4% assessment





# Per Ordinance: How Arts TOT Can Be Spent

Section 4.72.060.2 Use of TOT Tax Revenue:

“Funding of the **cultural grant program** and **fine arts division programs**, including:

- a) **Funding of cultural grants**, including the San Jose Symphony and the San Jose Museum of Art, and a rental subsidy for cultural use of city facilities, and
- b) **Funding the expenses of the fine arts division** of the convention and cultural department, including but not limited to personal, nonpersonal, and equipment expenses, fringe benefits, and overhead.”

# Upcoming Key Budget Activities

## **March 2017**

- Mayor's March Budget Message Released
- City Council Final Review and Approval of Mayor's March Budget Message

## **April/May 2017**

- 2017-2018 Proposed Capital/Operating Budgets and Fees & Charges Released
- City Council Budget Study Sessions and Initial Budget Public Hearing
- Council Budget Document Proposals due to Mayor's Office
- City Manager's Budget Addenda released

## **June 2017**

- Mayor's June Budget Message Released
- Final Public Hearing
- Council Reviews Mayor's June Budget Message and Final Review of Budgets
- Council Approves 2017-2018 Capital/Operating Budgets and Fees & Charges

# Arts Commission – Budget Review

## March

- ▶ Recommended funding levels for Cultural Funding Portfolio (grants)

## May

- ▶ Recommended TOT appropriations for Cultural Development Programs & Projects, including grant awards
- ▶ May/June: Recommended Public Art CIP



Q&A

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.

**#408 CREATES**

The Power of Creative Expression



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# CREATING CONNECTION

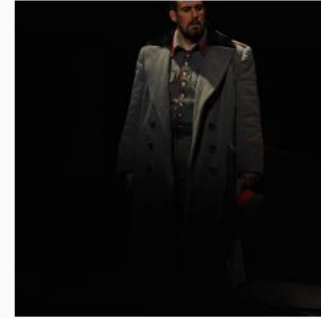
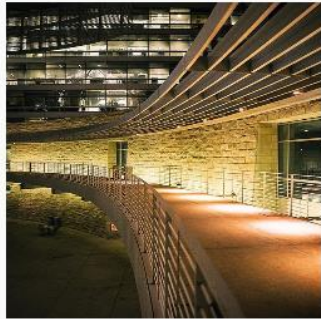
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Enriching lives through the  
power of **creative expression**

A leadership initiative of Arts Midwest  
in collaboration with Metropolitan Group

[creatingconnection.org](https://creatingconnection.org)

# #408Creates







## Strategy 2:

Develop and engage partners, assess opportunities, and fundraise.



# San Jose Creates and Connects Advisory Committee

**Elizabeth Castañeda**, San Jose Public Libraries

**Laura Chmielewski**, Team San Jose

**Daniel Garcia**, Content Magazine

**Nidia Gomez**, Office of Immigrant Affairs

**Elisabeth Handler**, OED, Public Information Officer

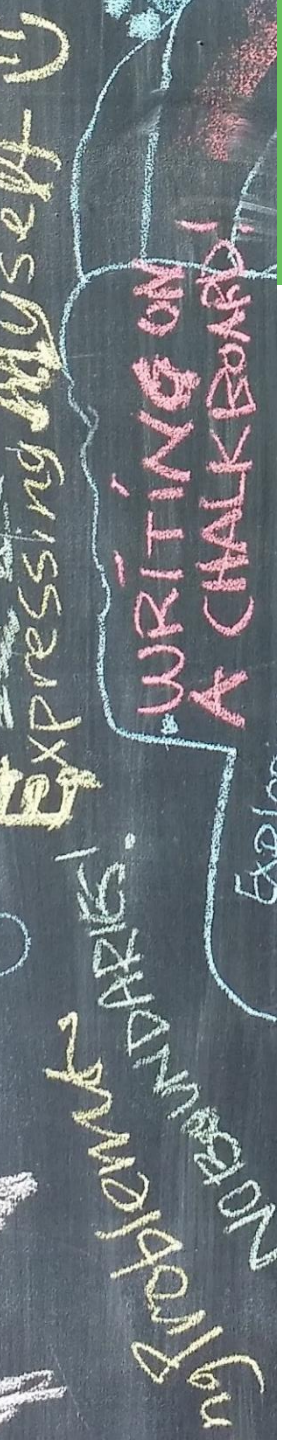
**Zulma Maciel**, Office of Immigrant Affairs

**Ron Muriera**, City of San Jose Arts Commission

**Neil Rufino**, PRNS

**Phil Solis**, PRNS

**Esther Tokihiro**, Santa Clara Office of Education



# #408 CREATES







Be a Young Placemaker and build your city. Application details are on the flipside of this card. Complete details can be found at [www.sanjose.gov/youngplacemakers](http://www.sanjose.gov/youngplacemakers).





# JOIN US FOR WELCOMING WEEK

*Welcoming Week 2017 is Sept. 15-24*

**WELCOMING WEEK**

## Grants Recommended

- National Endowment for the Arts:  
\$50,000
- Knight Foundation:  
\$30,000





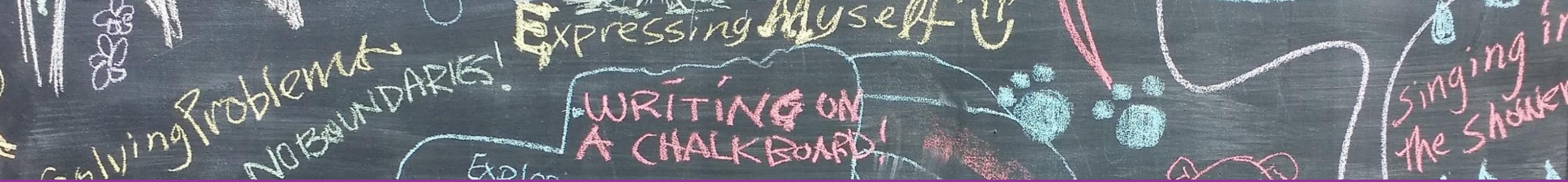
## Strategy 3:

Bolster current activity that encourages creative experiences citywide.



# Expanded CIIF Place-Based Arts Businesses





## Strategy 4:

Encourage and facilitate new creative experiences citywide.



# Neighborhood Gateway Galleries

## Phase 1: East San Jose





MAKE  
MUSIC

The logo features the word 'MAKE' in red and grey, and 'MUSIC' in blue and grey. A yellow dot is positioned above the 'I' in 'MUSIC'. A blue underline is drawn beneath the word 'MUSIC'.

JUNE 21