

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR AUGUST 2018

Activities organized by strategic goals in *Cultural Connection: San Jose's Cultural Plan*

Support Diverse Cultural Spaces & Places Throughout the Community

The community-based Friends of Levitt Pavilion San Jose has been established with nonprofit status and a 20-person board. The board is moving forward with business planning, communications and fundraising to develop a Levitt Pavilion performance venue in St. James Park. The City is working with the Friends of Levitt San Jose and Levitt Foundation to negotiate a three-way agreement.

Strengthen Downtown San Jose as the Creative & Cultural Center of the Silicon Valley

San Jose Stage Company's facility acquisition and development: The Mayor's March 2016 Budget Message directed the City Manager to support the San Jose Stage Company in its efforts of acquire and develop their facility located at 490 South First Street, with designated funds per City Council direction for capital improvements and maintenance of City cultural facilities (TOT Cultural Facilities Maintenance Reserve Fund). The Stage is in the process of finalizing the purchase the property for the appraised value of \$2.3M from the Successor Agency to the Redevelopment Agency (SARA), which was tasked with the disposition of the former Redevelopment Agency properties in the San Jose. Council will take action on a \$1M grant, which will be leveraged by significant private sector support to acquire and develop this anchor cultural institution in the SoFA district.

Hammer Theatre Center Partnership: SJSU is actively presenting a range of diverse offerings in dance, theater, and music at the Hammer Theatre as well as renting the facility out to community-based groups. The advisory working group is meeting biannually to provide feedback on the development of the new model. Commissioner James serves on that committee. Based on the positive results of the programming model to date, OCA and SJSU will begin discussions to prepare for contract renewal during 2018. It is expected that there will be an 18-month extension to the current three-year contract in order to study best options for a future long-term contract. OCA and SJSU have begun discussions to prepare for the contract extension in 2018 with a recommendation will be coming forward in October.

Integrate High Impact Public Art & Urban Design throughout the Community

AHSC Coleman and Basset Underpass: In conjunction with Parks, Recreation and Neighborhood Services (PRNS) and the Housing Department, a grant of \$200,000 is being matched with public art dollars to create an artistically designed energy efficient illuminated underpass. After a competitive artist selection process, artist Vicki Scuri was selected for the project. An artist contract is in the process of finalization.

Airport Art

After eight years, artist Camille Utterback's temporary artwork *Shifting Time*, has been dismantled. In anticipation of Phase II funding, artist and Airport Art Activation Planner Matt Gorbet with staff is assessing the activation strategy and recommendation for future commissioning. Based on the successes and challenges of the airport art program since it launched in 2010, an Amended Art Activation Strategy has been developed. This plan was presented to the Airport's Director and Senior Staff in July and will be presented to the Public Art Committee on September 4, 2018.

BART - Berryessa Station (via VTA)

Staff is coordinating the remainder of the installation including granite cladding and additional bronze accents. BART is still determining the station opening and this will determine the artwork dedication schedule.

Edenvale Library – Mural Project for Viva Calle

In partnership with the Office of Councilmember Jimenez, Parks, Recreation and Neighborhood Services (PRNS) and the Library, the public art team put together a review panel to select an artist from the pre-qualified artist roster to paint a mural on the west wall facing Monterey Road. The review panel, comprised of five neighborhood residents, a library representative, and an artist, met on June 6, 2018 and selected artist Samuel Rodriguez to perform the work. The City is negotiating a contract and timeline with the artist. The goal is to unveil the mural concept design at Viva Calle, on September 23, 2018 for the community to see, engage in dialogue with the artist, and perhaps be part of the volunteer team that helps to paint the mural.

Environmental Services Department (ESD) Projects:

1. *FOGwaste (Fats Oils and Grease waste)* ESD estimates that the final 4 trucks will be available for the graphic application in August.
2. *CoGeneration*: Artist Buster Simpson is advancing his proposal for 10' wide by 40' high to screen the Co-Gen's exhaust stacks. His Design Proposal will be reviewed by the Public Art Committee on September 4th.
3. *CDM and Don Edwards* (two projects): The City-owned Children's Discovery Museum's (CDM) new exterior environmental garden that connects to the nearby Guadalupe River, and the Don Edwards Wildlife Refuge – each of which will inform youth and their families about an aspect of water stewardship and infrastructure – are underway. The Don Edwards Wildlife Refuge project which examines the City's sanitary sewer systems into the Bay, will start construction by April; the CDM/Guadalupe River project which looks at the storm water system, is expected to get underway later in the Spring 2018.

4. *Alviso Storm Pump*: Fabrication of the tile work for an environmental and community-themed tile mural on an Alviso storm pump station is beginning along with the construction of the new storm pump station facility. Project completion is expected in early 2019.

End of Watch Police Memorial

An update regarding the design and budget for this project was presented to City Council on February 27, 2018 and Council approved the design. Fundraising by the San Jose Police Officers Association (SJPOA) and the San Jose Police Foundation (SJPF) is underway to help raise funds for implementation of the fully-enhanced design of the project. To procure in-kind donations, the SJPOA and SJPF have asked for landscaping and construction documents to be developed for line item pricing. Staff is working with artist Gordon Huether and his team to hire a Landscape Architect to design.

Galleries

Hidden Heritages has been installed in City Hall Lobby. This exhibit highlights contributions of French pioneers to the history of San José. The exhibit committee met on November 14 and future exhibitions were approved. *Blue Tarp* was installed in January 2018 in the council wing walkway and has been extended through Fall of 2018.

Havana Drive/Midfield Avenue Soundwall mural

After multiple District 7 community engagement activities, artist Morgan Bricca presented her a design proposal to the neighborhood review panel for feedback and to the Public Art Committee at the June 5 PAC meeting, which was approved. CalTrans (the property owner) also approved the design; however agreements regarding maintenance and ownership need to be finalized before work is permitted to proceed.

Neighborhood Galleries

As part of the first phase of this project, artist Scape Martinez and staff conducted 18 outreach meetings, workshops, and sessions with the local community. From this activity, Scape has created preliminary designs and a concept proposal was presented at the February 6, 2018 PAC meeting. In response to community feedback, the designs for the King Road underpass are being revisited. The Jackson Ave and Capitol Expressway locations are in the permitting phase with Caltrans. The second phase of this project commission underpass murals in districts 2, 4, 6, and 8. The next step will be to create a neighborhood review panel comprised of district representatives.

Paul Moore Park Mural

With an overwhelmingly positive community response, the design was presented to the PAC at the June 5 meeting and unanimously approved. The artist completed the mural July 31 and a dedication is being planned/coordinated for early fall.

Parking Garage Art

In conjunction with the Department of Transportation (DOT), and using their façade enhancement dollars, a project to enhance the San Pedro Parking Garage is underway. The review panel selected artist Brian Brush. Because of the dollar amount of the project, City Council approved the artist contract on August 7.

Playa to Paseo

The Playa to Paseo partnership between the City of San José and Burning Man Project sites temporary artworks throughout San José as an invitation to play, engage, and participate in art-making city-wide. The light-art installation *Sonic Runway* by Rob Jensen and Warren Trezevant closed on March 9, 2018 after a wildly successful four-month exhibition period in front of City Hall. The most recent artworks in the initiative, *Ursa Mater* by Mr. and Mrs. Ferguson, and *Tara Mechani* by Dana Albany were extremely well received. Two additional projects are being planned for fall 2018, and a formal announcement is forthcoming.

Pellier Park

Norie Sato's contract has been executed. Project start is anticipated in summer.

St. James Park

Schematic design has been completed and currently being estimated by the design team.

TJ Martin and Fontana Park murals

A visioning process has occurred with the park board and neighborhood representatives in June. The six selected artist designs were unveiled at the Heart of the Park event on May 19, 2018, where over three hundred residents attended. Their designs were approved by the Public Art Committee on June 5, 2018. The artists will begin painting in late summer after the water district permits and notice to proceed have occurred.

Valley Medical Center

Artist Christian Moeller's contract was approved by the County Board of Supervisors on June 5th. Scheduling is underway for the artist to meet with hospital staff.

Strengthen the Cultural Community's Infrastructure

Cultural Funding Portfolio - Investments in Art, Creativity and Culture: Cultural Funding Portfolio - Investments in Art, Creativity and Culture includes three large grant programs: Operating Grants (provides partial support to San Jose arts organizations with professional staff and year-round programming); Festival, Parade and Celebration Grants (provides partial support for community events held in San Jose and organized by nonprofit organizations); and take pART (provides partial support for publicly-accessible San Jose arts activities by San Jose organizations). The Arts Commission reviewed panel recommendations for 97

grants (29 OpG; 44 FPC; 24 take pART) which were approved by Council as part of the FY 8-19 Operating Budget.

Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector

The Creative Industries Incentive Fund (CIIF) provides project support to arts-based commercial businesses involved in the production or distribution of the arts. Incentive awards between \$2,000 - \$8,000 are for creative industries of all types, such as manufacturers, service providers, presenters, and designers, among others. At its May meeting, the Arts Commission approved a recommendation that the City Manager approve the panel recommendation for nine CIIF awards to be granted to San Jose arts-based businesses. Five awards were approved for Category 1: CIIF Business Support, and four awards were approved for Category 2: CIIF Place-Based projects.

Arts and Cultural Exchange Grant

Guidelines for the 2019 Arts and Cultural Exchange Grants were released on July 25, 2018 with applications due October 1, 2018 for projects in calendar year 2019. San Jose-based artists and arts organizations are eligible to apply for grants in the amount of \$2,500 - \$5,000 to support international cultural exchange activities in San Jose or abroad. Eligibility is not limited to any particular country, but priority is given to exchanges that advance the relationship between the City of San Jose and cities with significant ties to San Jose, including San Jose Sister Cities, cities connected to San Jose via direct international flights, and cities culturally reflected in the population of San Jose.

Cornerstone of the Arts

The 2018 Cornerstone of the Arts event will take place on Friday, October 12 at the Hammer Theatre Center from 6:00 pm to 8:00 pm. The program will begin at 6:30 pm. This year's honorees are: Cathleen and Randall King, Cornerstone of the Arts honorees; Eastridge Center, *Business Support for the Arts honoree*; and Sophie Holding the World Together, a mural by El Mac and The Propeller Group, commissioned by San José Museum of Art in partnership with Empire Seven Studios and the Children's Discovery Museum, Creative Impact honoree.

Support Residents' Active, Personal Participation in Arts and Culture

Launched in 2016, the San Jose Creates and Connects initiative aims to connect San Jose residents across communities and within neighborhoods through creative, participatory experiences. The San Jose Creates and Connects work plan is organized around four key program strategies.

Strategy 1 is to recognize, celebrate, and promote diverse creative experiences under a unifying brand. In November, the Packard Foundation awarded OCA a grant in the amount of \$140,000 to support a citywide communications campaign around creative expression. A contract is being processed with Metropolitan Group to develop the campaign. Metropolitan

Group is the social change agency that lead the Creating Connection research and subsequent training with San Jose arts organizations. In conjunction with the campaign, OCA will launch a Creative License Ambassador program. Creative License Ambassadors are creative professionals with community engaged practices who participated in the Creating Connection training. Carlos Perez of Art Origin is also designing a physical “Creative License” as a playful reminder for people to use exercise their creativity.

Strategy 2 is to develop and engage partners, assess opportunities, and fundraise to establish the foundation of future programming and community engagement. The Community Advisory group met on June 27, 2018 for its regularly scheduled meeting.

Strategy 3 is to bolster current activity that encourages creative experiences citywide. The expanded Creative Industries Incentive Fund was expanded to include a place-based category. In the most recent grant cycle, four grants were award in the place-based category for projects taking place between May 1, 2018 and June 30, 2019.

Strategy 4 is to encourage and facilitate new creative experiences citywide. Phase 1 of the Neighborhood Gateway Gallery public art initiative in East San Jose continues for move forward with artist Scape Martinez.

The second annual Make Music San Jose took place on June 21, 2018 with 65 performances and music related events at 35 venues featuring over 200 participants in all 10 districts. Listings for Make Music San Jose 2018 are online at www.MakeMusicDay.org/SanJose.

Destination Events in San Jose (August 20 to September 16, 2018)

Downtown Farmer’s Market – Every Friday May 4 thru November 16, 10:00 am to 2:00 pm. Location: San Pedro Street.

Music in the Park – August 24, 6:00 pm – 9:15 pm. Location: Plaza de Cesar Chavez Park.

Silicon Valley Pride Festival & Parade – August 25 thru 26, various times. Location: Plaza de Cesar Chavez Park & Downtown Streets.

CityDance San Jose 2018 – Every Thursday August 16 thru October 4, 5:30 pm to 9:00 pm. Location: Plaza de Cesar Chavez Park.

Street Market Summer Series – September 7, 7:00 pm to 11:00 pm. Location: South First Street & Parque de los Pobladores.

The Mastermind Hunt – September 8, 9:30 am to 1:30 pm. Location: Circle of Palms.

Bark in the Park – September 15, 10:00 am to 5:00 pm. Location: Williams Street Park.

Ethiopian New Year Festival – September, 2:00 pm to 8:00 pm. Location: Arena Green-West.

42nd Annual Almaden Valley Art & Wine Festival – September 16, 10:00 am to 6:00 pm.
Location: Almaden Lake Park.