

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR FEBRUARY 2019

Selected activities organized by 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.

Integrate High Impact Public Art & Urban Design throughout the Community

PUBLIC ART PROJECTS:

Airport Art

Staff is advancing the amended Airport Art Activation Plan work plan. The repair of the e-cloud kiosk glass face is ongoing.

BART - Berryessa Station (via VTA)

Granite cladding and final bronze artwork element install started in January 2019; however, the BART station is not expected to open until end of 2019.

Coleman and Basset Underpass Illumination Project

Vicki Scuri and SWA Landscape architects, in collaboration with City's PRNS, met with the community to conduct a visioning meeting in November. The conceptual design was approved by the Public Art Committee on February 5, 2019.

Convention Center Artwork

A review panel comprised of stakeholders was formed and met on February 1, 2019 to select a muralist from the pre-qualified artist roster to create a mural in an identified inactive wall on the Convention Center. Mona Caron was selected as the artist and she was approved by the Public Art Committee on February 5, 2019.

Edenvale Library – Mural Project for Viva Calle

The artist is scheduled to begin painting the mural in April 2019.

Environmental Services Department (ESD) Projects:

1. *FOGwaste (Fats Oils and Grease waste)* A video documentation of the fleet has been completed and is being promoted.
2. *CoGeneration*: Construction documents are under review at this time. The contract amendment for scaled budget is being negotiated.
3. *Don Edwards National Wildlife Refuge and Guadalupe River (DENWR) and Children's Discovery Museum (CDM)*: The DENWR project is under construction and will be completed by January 2019. The CDM/Guadalupe River project is underway with an expected completion by early Summer 2019.

4. *Alviso Storm Pump*: The fabrication currently in process. The project is expected to be completed in late Spring/early Summer 2019.
5. *Litterature*: The Mayor will present a commendation for the project at the February 26th Council meeting at 6:00 pm.

End of Watch Police Memorial

The process of contracting a landscape architect is underway as a key step in securing additional support for the project and moving it towards implementation.

Havana Drive/Midfield Avenue Soundwall mural

The mural design is fully approved, but we are waiting on CalTrans final permit approval in order to proceed. This includes CalTrans requirement for amendments to the language in the City's agreement with the artist. The project is expected to proceed in Spring 2019.

JapanTown Turnkey Park/Plaza Art

City Council has approved the project to go forward, with a \$275,000 budget that is being provided by the developer. Staff will begin working with project team in early spring 2019.

Neighborhood Galleries

Murals in district 5 will begin in Spring 2019. The second phase of this project is to develop underpass murals in districts 2, 4, 6, and 8.

Parking Garage Art

Public Works has evaluated the tile cracking at the San Pedro/Market garage and is recommending removal. Staff is currently determining how this will impact the project.

Playa to Paseo

XO and HaHa, by artist Laura Kimpton with Jeff Schomberg, are installed at City Hall and in Hammer Theatre Plaza from October 21 through March 1, 2019. On February 14, Valentine's Day, the public had the opportunity to have their picture taken in front of XO by professional photographer Dave Lepori from 11:00 am to 1:00 pm and from 5:00 pm to 7:30 pm.

Pellier Park

Artist Norie Sato and SWA landscape architects are evaluating feedback from December 13th community meeting to incorporate into final design direction.

Sonic Runway

The contract for the Design Phase of a long-term installation of Sonic Runway has been signed with the artists Rob Jensen and Warren Trevezant. Initial research and planning meeting are underway along with fundraising for the Installation Phase.

St. James Park

Artist Mark Reigelman's Design Development proposal was approved by the Public Art Committee on October 2018. In the coming months, he will consult with the landscape architects on the paving design.

Valley Medical Center

Artist Christian Moeller's Concept proposal to be presented to the VMC Reviewing Bodies on January 23, 2019.

CITY HALL EXHIBIT PROGRAM

1. *Tower Lobby: Hidden Heritages* is presently on exhibit in City Hall Lobby, but it will be replaced in early Spring by another exhibit of artisan glass works curated by Bay Area Glass Institute.
2. *Council Wing Corridor: Salt Stained 2*, an exhibit by local artists from the Asian community and curated by Chopsticks Alley is presently on display. A reception took place on January 25th at 5:30 PM in the Rotunda.
3. *Rotunda 1st Fl. Lobby: The Okayama Sister Cities* exhibit of artwork from the 1960's created by Okayaman children will be de-installed in February. An exhibit of photography from San José's Sister City in Pune, India will be installed.

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). FY 2019-2020 application deadlines were January 23, January 28 and February 4, respectively. OCA provided six pre-application workshops (two duplicate workshops per grant program), a technical assistance workshop (grant writing), and one-to-one technical assistance for potential applicants upon request. Grant panel meetings will take place on February 28 – March 1 (FPC); March 14 – 15 (OpG); and March 27 – 28 (take pART).

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. Ten grants were awarded for the seventh funding cycle, CIIF - Round 7, providing a total of \$45,000 in support to ten arts-based businesses in San Jose. https://www.cciarts.org/San_Jose_CIIF.html

Professional Development Workshop: *Stand Out: Make Your Brand Memorable with Anthem Salgado*. March 21, 2019, 5:00 - 8:00 PM, City Hall. This workshop will help participants understand brand development and marketing strategy as it relates to their arts and business endeavors. Anthem Salgado is a Business Coach and Marketing Specialist whose experience spans 20 years across industries and has included clients representing leadership in arts and events, health and wellness, creative and professional services, finance and technology. His ART OF HUSTLE® program has been running for nine years

now and today ranks as the #1 search result for the keyword, “marketing,” for Yelp in San Francisco, having earned 60+ five-star reviews.

<https://www.cciarts.org/cgi/page.cgi/calendar.html?evt=815>

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.

A key strategy 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. Metropolitan Group has been contracted 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. Campaign development is currently in process and is scheduled to roll out over the summer.

In conjunction with the Creative Expression Campaign, OCA launched a Creative License Ambassador program. Creative License Ambassadors are creative professionals with community engaged practices who participated in the Creating Connection training. The first round of ambassadors are visual artist Corinne Okada Takara, Franco Imperial of San Jose Taiko, Barbara Day Turner of San Jose Chamber Orchestra, and Rodrigo Garcia of Teatro Visión. A physical “Creative License” was designed by Carlos Perez of Art Origin. This “License” will be given out at public events as a playful reminder for people to use exercise their creativity.

Corinne Okada Takara finished her ambassadorship in December and Franco Imperial started his ambassadorship this month. For his creative project, he will present the Japantown Immersive on April 6, focusing on participatory creative activities hosted by local Japantown businesses and arts groups.

Make Music San Jose will return on June 21, 2019. This citywide celebration of music is open to everyone. Venues can be anywhere and performers can be anyone. Registration opens March 1, 2019 at www.MkaeMusicSanJose.org/SanJose.

Cornerstone of the Arts - The nomination guidelines for the Cornerstone of the Arts will be released on Friday, March 1, 2019 on the OCA website. Deadline to submit a nomination is by Friday, May 3, 2019 by 5:00 p.m.

Destination Events in San Jose (February 26, 2019 to March 17, 2019)

Shamrock Run – March 17, 2019, 8:00 am to 12 noon. Location: San Pedro Street, Guadalupe River Trail and various downtown streets.

National Events Scheduled for March 2019

March Madness! 2019 NCAA Division I Men's Basketball Championship First and Second Rounds – March 22 & 24, 2019, various times. Location: SAP Center.