

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR APRIL 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 Work Plan. Artists are being sought for the show cases and feature wall. The repair of the e-cloud kiosk glass face is ongoing.

BART - Berryessa Station (via VTA)

Installation is underway. The BART station is expected to open in the fall of 2019.

Basset Avenue Underpass Illumination Project

Artist Vicki Scuri's conceptual design was approved by the Public Art Committee on February 5, 2019. Held in collaboration with SWA Landscape Architects and PRNS, the third of three community engagement meetings was held at City Hall on Tuesday, March 26.

Convention Center Mural

A contract is being developed with artist Mona Caron.

Edenvale Library – Mural Project for Viva Calle

The artist, Samuel Rodriguez, is scheduled to begin painting the mural on April 8, 2019.

Environmental Services Department (ESD) Projects:

1. *FOGwaste (Fats Oils and Grease waste)*: The final truck has been wrapped.
2. *CoGeneration*: Artist released to begin fabrication. Coordination with base project ongoing. Installation is anticipated in late summer.
3. *Don Edwards National Wildlife Refuge and Guadalupe River (DENWR) and Children's Discovery Museum (CDM)*: The DENWR project is near completion, with just landscape enhancements and interpretive signage remaining. A dedication event will be forthcoming. The Guadalupe River Park/CDM project is underway with an expected completion by Fall 2019.

4. *Alviso Storm Pump*: The fabrication of the tile work is currently in process. Installation will begin by late May and completion of the project is expected by early summer 2019.
5. *Litterature*: Enhanced public litter cans are being assembled and installation in business districts in progress. First installations are in downtown adjacent to City Hall

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.

Iris Chang Park

First sculptures are being installed end of March.

Havana Drive/Midfield Avenue Soundwall mural

Currently waiting on approval of CalTrans permits. The project is expected to proceed in Spring/early Summer 2019.

Japan Town Turnkey Park/Plaza Art

The kickoff meeting for project occurred Monday, March 4, 2019. Project planning is currently underway.

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.

Playa to Paseo

XO and *HaHa*, by artist Laura Kimpton with Jeff Schomberg, are installed at City Hall and in Hammer Theatre Plaza through May 10, 2019.

Pellier Park

Artist Norie Sato and SWA landscape architects are evaluating feedback from December 13th community meeting to incorporate into final design direction. The final community meeting is scheduled for April 10th

Sonic Runway

Research, planning, preliminary design, and fundraising are underway for a long term installation.

Valley Medical Center

Artist Christian Moeller's Concept proposal to be presented to the VMC Executive Staff and was favorably received. Additional approval meeting is scheduled for April 20th

CITY HALL EXHIBIT PROGRAM

1. *Tower Lobby: Hidden Heritages* is presently on exhibit in City Hall Lobby, but it will be replaced in 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.
3. *Rotunda 1st Fl. Lobby: An exhibit of photography from San José's Sister City in Pune, India* has been installed.

Strengthen the Cultural Community's Infrastructure

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). 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 took place on: February 28 – March 1 (FPC); March 14 – 15 (OpG); and March 27 – 28 (take pART). The panel recommendations will be on the agenda of the May Arts Commission meeting.

Capitalization and Sustainability Grant guidelines (Round 3) have been released and applications were due on April 4, 2019. Grants are intended to be catalytic investments that improve the capitalization and long-term sustainability. Grants are focused on Operating Grantees with budgets over \$500,000 in recognition of the City's significant financial investment in these organizations that offer year-round programs and provide employment to large numbers of professional artists, technicians and administrators. After review by a panel, the recommendations will be brought forward to the Arts Commission at its May meeting.

Conference on Best Practices in Access, Inclusion and Equity: April 25th from 9:00 am to 3:00 pm

OCA provides an annual grant to SVCREATES to support their capacity-building workshops and conferences for the arts sector. As an extension of the Arts Commission's discussions about cultural equity during its retreat last year, OCA worked closely with SVCREATES to envision a program for the sector to dive deeply into this important issue. From broad topics

like national trends in building equity, to helpful tips on diversifying boards, this conference will be of interest to small and large arts organizations, individual artists, and volunteers in the arts. Arts Commissioners are welcome to attend this conference which will take place at Mexican Heritage Plaza on April 25th from 9:00 am to 3:00 pm. Please let Karen Park know if you are interested in attending so that she can pre-register you.

Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector

Professional Development Workshop: Stand Out: Make Your Brand Memorable with Anthem Salgado. Thirty artists, creatives and local arts organization staff participated in this "sold out" workshop. The workshop was designed to 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.

<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.

Franco Imperial will conclude his ambassadorship with the Japantown Immersive on April 6, from 4:30 pm to 8:30 pm, which will focus on participatory creative activities hosted by local Japantown businesses and arts groups. The next ambassador, Barbara Day Turner will be

accepting submissions of original song compositions from community members to be performed by San Jose Chamber Orchestra on Make Music San Jose at City Hall.

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 is now open at www.MakeMusicSanJose.org/SanJose.

Cornerstone of the Arts - The nomination guidelines for the Cornerstone of the Arts were released on Friday, March 1, 2019 and are available at www.sanjoseculture.org. The deadline to submit a nomination is by Friday, May 3, 2019 at 5:00 p.m.

Destination Events in San Jose (April 16, 2019 to May 20, 2019)

SoFA Street Fair-Spring Edition – April 21, 2019, 2:00 pm to 9:00 pm. Location: South First Street & Parque de los Pobladores.

10th Annual Children’s Festival– April 27, 2019, 11:00 am to 5:00 pm. Location: Discovery Meadow.

MACLA’s Family Art Day – April 27, 2019, 12:00 pm to 4:00 pm. Location: Parque de los Pobladores.

Silicon Valley Half Marathon & Food Truck 5K – April 27 & 28, 2019, various times. Location: Arena Green East & city streets.

Downtown Farmer’s Market – May 3, 2019, 10:00 am to 2:00 pm. Location: San Pedro Street.

Hola 5K Fun – May 4, 2019, 8:00 am to 1:00 pm. Location: Discovery Meadow, Guadalupe River Trail and downtown city streets.

Walk MS: Silicon Valley – May 4, 2019, 8:00 am to 2:00 pm. Location: Jackson Street and various city streets.

Nikkei Matsuri – May 5, 2019, 9:00 am to 4:00 pm. Location: Arena Green West & Guadalupe River Trail.

2019 Nihonmachi Fun Run/Walk – May 5, 2019, 9:00 am to 12:00 pm. Location: 4th Street and various other streets.

Willow Glen 5K Race/Walk for Education – May 11, 2019, 9:00 am to 10:30 am. Location: Lincoln Avenue & various other streets.

Amgen Tour of California – May 14, 2019, 10:00 am to 4:00 pm. Location: Bailey and Monterey Roads.

Saint John Vianney Parish Fiesta – May 17, 18 & 19 2019, various times. Location: Saint John Vianney Church.

Quetzalcoatl Celebration – May 18, 2019, 10:00 am to 3:00 pm. Location: Circle of Palms.

Viva CalleSJ Spring 2019 – May 19 2019, various times. Location: Various city streets.