



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

SUBJECT: 2019 CORNERSTONE OF THE
ARTS AWARDS

DATE: June 5, 2019

Approved

Date

June 6, 2019

RECOMMENDATION

It is recommended that the Arts Commission approve the selections for the 2019 Cornerstone of the Arts Award, Creative Impact Award, and Business Support for the Arts Award.

BACKGROUND

Inaugurated in September 2013, through a partnership between the City of San José Office of Cultural Affairs and the Arts Commission, the Cornerstone of the Arts awards and event program was established.

The awards have been bestowed annually at the Cornerstone of the Arts Event, during which Cultural Affairs grantees are also honored for their collective contributions. The event has been held October in the early evening and the program includes the following categories:

- **Cornerstone of the Arts Award;**
- **Creative Impact Award;** and
- **Business Support for the Arts Award.**

Nominated by community members and Arts Commissioners, honorees are selected according to the following eligibility and criteria for each award category:

- **Cornerstone of the Arts Award** - An individual(s) or creative entrepreneur who has provided effective leadership and/or support over time, leading to the betterment of San Jose's arts community and the quality of life for our citizens.

- a. Eligibility
 - 1. An individual or individuals (not an organization)
 - 2. Working in any sector (nonprofit, public, or private)
 - 3. Past honorees are ineligible

- b. Criteria
 - 1. Significance
 - 2. Innovation
 - 3. Inclusiveness
 - 4. Timing of Recognition

- **Creative Impact Award** - A cultural or artistic project or program that has made a significant impact on the community.
 - a. Eligibility
 - 1. An individual or partnership of individuals (nonprofit or business sector)
 - 2. Must have produced a special cultural or artistic project or event that has significantly impacted the San José community
 - 3. Special cultural or artistic project or event does not have to be reoccurring
 - 4. Past honorees are ineligible

 - b. Criteria
 - 1. Significance of Project
 - 2. Community Impact
 - 3. Innovation

- **Business Support for the Arts Award** - Businesses that have made a significant impact in strengthening the vibrancy of San José through their leadership and support for the arts. It is envisioned that the selected honoree is a business that supports the arts philanthropically, through sponsorship, or programming and that it supports the arts outside of its core business.
 - a. Eligibility:
 - 1. Businesses that have established strong partnerships with the arts community in San Jose
 - 2. Demonstrated support of the arts in the form of financial, in-kind, promotional, or other types of support

3. Nonprofit organizations are ineligible to be nominated
 4. Past honorees are ineligible
- b. Criteria
1. Significance of Support
 2. Community Impact
 3. Duration of Support
 4. Collaboration

2019 marks the seventh year of the Cornerstone Award. Previous recipients include the late Irene Dalis, founder of Opera San Jose, former Mayor Susan Hammer, founders of the Castellano Foundation Carmen and Al Castellano, founders of San Jose Taiko Roy and PJ Hirabayashi, founder and former Artistic Director of Teatro Visión Elisa Marina Alvarado, founder Randall King and Executive Director Cathleen King of the San José Stage Company.

The 2019 awards will be presented at the Cornerstone of the Arts event at the Hammer Theatre on October 18, 2019. FY 2019-2020 City of San José Office of Cultural Affairs' grantees will also be recognized for their contributions to San Jose's cultural life.

ANALYSIS

Applicants were asked to complete an online application by the extended deadline of May 17, 2019. (Cornerstone of the Arts Nomination Guidelines can be viewed [here](#)).

The 2019 Cornerstone of the Arts committee was comprised of the past honorees and Arts Commissioners.

- **Elisa Marina Alvarado**, *founder and former Artistic Director of Teatro Visión and past honoree*
- **Cathleen King**, *Executive Director of San Jose Stage Company and past honoree*
- **Charlie McCollum**, *San José Arts Commission*
- **Smita Garg**, *San José Arts Commission*

The Committee convened on June 3, 2019 to review the 26 nominations. All the nominations identified leaders that has made a significant impact on San Jose's cultural landscape. Each nomination was carefully reviewed against each award's eligibility and criteria. After significant discussion, the committee is recommending the following as award recipients:

- Bruce Labadie, *Cornerstone of the Arts Award*
- San Jose Downtown Foundation's Downtown Doors, *Creative Impact Award*
- Southwest Airlines, *Business Support for the Arts Award*

Cornerstone of the Arts Honoree (selected excerpt from nomination)

For the last 40 years, Bruce Labadie has been a foundational to the existence of live music and civic events that has given San José such character and vibrancy. Bruce is best known for curation and direction of some of the most prestigious institutions in the region including San José Jazz, Saratoga's Mountain Winery, and Montalvo Arts Center. He's a well-known figure in the live music industry serving as the president of the California Presenters and on the Board of the Association of Performing Arts Presenters, the world's largest association of arts presenting professionals. Along the way, he has created, supported and curated dozens of public events in San Jose.

One of his first projects was logistics for the first two editions of one of San Jose's most fondly remembered events: Tapestry in Talent, first held in 1976. Bruce was there to help when the San Pedro Square area was being redeveloped as a dining and shopping destination. He helped produced its Oktoberfest and Christmas Faire in 1978 and its Art & Wine Festival in 1979. He also was the director of the America Festival in celebration of the Fourth of July from 1992–1996.

Bruce was an early supporter of Music in the Park and curated the wildly popular event from 1992 until it was briefly canceled; he was then seminal in re-inventing it as a shorter, ticketed series and has continued to curate it up to the present day. Bruce ran the logistics of ZER01's first two Biennials in 1998 and 2000, and produced the accompanying street festival SubZero for its first three years. The list goes on: Brew-Ha-Ha (1992–96), the Highway 87 Inauguration and the first Downtown Ice (1994), San José Mariachi Festival (2005–07) and Music After Dark on Post Street (2009).

Bruce's generosity is legendary, and he has stepped in many times to help maintain important events that were in danger of going away. A few years ago, it seemed that San Jose's venerable Fountain Blues Festival would need to be canceled due to financial and logistical problems. Bruce stepped in and offered his expertise and resources to find the festival a new venue and help it to solid financial footing. Fountain Blues celebrates its 38th year in 2019.

Perhaps Bruce's most important project is San Jose Jazz Summer Fest, celebrating its 30th year in 2019. Bruce created the festival from scratch when a friend suggested that San Jose's developing downtown deserved a public live music event. It was started on a shoestring and

financed on Bruce's credit cards. It was a modest, one-stage affair, but with Bruce's stewardship, acumen and taste, the San Jose Jazz Summer Fest has grown into a 14-stage, three-day extravaganza that draws 42,000 people from all over the world to an event that uniquely reflects the community of San Jose.

In a world where giant corporations drive most festivals, Summer Fest is special because Bruce mentors and shares his taste making duties with many local curators. A few examples: Tommy Aguilar of Universal Grammar for the Jazz Beyond Stage; Poor House Bistro's Jay Meduri for the Blues/Big Easy Stage; and local collective Sonido Clash for this year's Latin alternative stage. The festival thrives through the partnerships that Bruce can forge, and the way he's able to enroll diverse people in the importance of arts and culture in people's lives.

The 2019 Cornerstone of the Arts Committee is pleased to recommend Bruce Labadie as the recipients of the 2019 Cornerstone of the Arts Award.

Creative Impact Honoree (selected excerpt from nomination)

In 2003, The San Jose Downtown Foundation started the Downtown Doors program with the intention of fostering art and culture downtown. The program brings high school students' artwork to utility doors and boxes throughout downtown. Since the inception of the Downtown Doors, over 290 works of art have been on display in the downtown area from artists representing 25 different schools within the city.

Each year, high school teachers select students from their art classes and submit their artwork to the Downtown Doors program to compete for a canvas in the public realm. Once all the artworks are submitted by the deadline, a panel of judges reviews each submission and chooses which artwork will be digitized, transferred to vinyl coating and affixed to downtown's service and utility boxes. The San Jose Downtown Foundation currently occupies 110 sites located mostly on busy pedestrian routes through the downtown core. In 2019, a record of 206 artworks was submitted and only 20 were selected from students from 13 different schools.

Students who are selected as the winners are invited, along with their families, to attend an award reception where they are each honored for their artwork work. In addition, each of the student receives a bag full of items which includes Adobe Photoshop Elements and Premiere Elements to further their skills. All the items are donated each year by Adobe Systems.

The Downtown Doors program impacts the community in a multitude of ways. First, it has engaged hundreds of students in submitting their artwork and nurtured their creativity as artists. As there are students who take art class as an elective or for other various reasons, some believe they need a skill for art. However, throughout the course, the student develops an appreciation for art. The art teachers are cultivating the appreciation and encouraging them along the way to enjoy the process of simply being creative. In addition, students who are selected as winners from the Downtown Door program receives an honorarium of \$300. This shows that the students are being compensated for their artwork and that art can be a viable way to earn income. In addition, the student's teacher receives a \$650 honorarium to purchase the needed art supplies for the art programs. This helps support art teachers in public schools with funding for supplies projects they can do in their classrooms throughout the year.

The second impact relates to how the artwork influences the community. The artwork adds beauty to the dull doors and utility boxes. Also, the artwork is free and accessible to everyone who walks or drives by it. The Downtown Doors program also makes an impact local downtown businesses who often sponsor a door on their building at a cost of \$2500. Every year, businesses donate to the program so that The San Jose Downtown Foundation can provide 20 doors to the students. The business' name is listed as a sponsor on the door along with the artist name and school they attend.

Lastly, it engages our City Councilmembers. Councilmembers support the art teachers and student artists in their districts by providing them with honorariums. The donation reflects their support of art classes in the schools.

The Downtown Doors program is innovative because the art is digitized and transferred to a vinyl coating so that it can adhere to a door. This makes it easy to remove when the artwork is changed out over the years. The Downtown Door is a unique program and it has received a Pinnacle Award from the International Downtown Association in 2012. Thus, the San José Downtown Foundation began doing webinars and panels about the process of adhering artwork to a door. It is also student art focused and a diverse representation of students of various cultural backgrounds from throughout the entire city. The Downtown Doors Program has been in existence for the past 16 years, internationally recognized, and is continuing to make impact in the downtown.

The 2019 Cornerstone of the Arts Committee is pleased to recommend Downtown Doors as the recipients of the 2019 Creative Impact Award.

Business Support for the Arts Honoree (selected excerpt from nomination)

Since December 2013, Southwest Airlines has been a strong business partner with Movimiento de Arte y Cultural Latino Americana (MACLA). From 1993-2008 they were the “Presenting Sponsor” of the San Jose Jazz Festival. From 2017-2019 they made a three-year commitment as the “Presenting Sponsor” in celebration of the 40th anniversary of Christmas in the Park in 2019.

Through the partnership with Southwest Airlines, it has allowed MALCA to present visual and performing artists from across the United States, provided teenagers the opportunity to participate in Brave New Voices (for many youth this is the first time they have flown in an airplane), and supported the staff’s professional development by attending trainings and conferences outside of the area.

Southwest Airlines’ support has positively impacted the community by serving as a national corporation who values local arts and culture organizations such as MACLA, San Jose Jazz and Christmas in the Park. By having the support of a well-recognized business, it has helped MACLA leverage and grow partnerships with other businesses. Also when other businesses mention that Southwest Airlines is associated with MACLA, it helped others recognize the organization’s work.

In addition, when Southwest Airlines became a sponsor of MACLA’s Latino Art Auction, the organization has grown their corporate sponsorship from approximately \$8K annually in 2014 to more than \$25K annually in 2019. MACLA attribute this success, in part to the partnership with Southwest Airlines. Southwest Airlines is a leader in the arts community due to their long-time investment in arts and culture organizations.

Additionally, when MACLA presents musicians, the musicians appreciate their partnership with Southwest Airlines since they can check in their instruments as luggage without paying additional fees (on Southwest you can check-in two bags for free). In December 2018, Southwest Airlines presented a free, intimate concert with Grammy Awards nominee Khalid at the Glass House in downtown San José. Partnerships such as the Khalid concert shows that Southwest Airlines understands it is important to support the arts ecosystem at every level.

In addition, when MACLA was looking to increase their organizational visibility, Southwest Community Affairs and Grassroots Regional Leader Kim Delevett connected the organization with the marketing team to include them in a scavenger hunt to help promote the newly opened *Urban Rooms* public art project by Teddy Cruz. By having a national airline to promote the organization on their social media, several hundreds of people showed up in person to learn about MACLA. Also, MACLA received more followers on social media. Southwest Airlines continues to expand their services at the Mineta San José International Airport and invest in the community.

The 2019 Cornerstone of the Arts Committee is pleased to recommend Southwest Airlines as the recipient of the 2019 Business Support for the Arts Award.

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PUBLIC OUTREACH

The nomination guidelines were posted on the City's website and dispersed through the Office of Cultural Affairs' distribution lists. Announcements of the nomination guidelines were also made through social media.

A handwritten signature in black ink that reads "Kerry Adams Hapner". The signature is written in a cursive style with a large initial 'K' and 'H'.

KERRY ADAMS HAPNER
Director of Cultural Affairs