

Memorandum

TO: EXECUTIVE COMMITTEE

FROM: Kerry Adams Hapner

SUBJECT: CORNERSTONE OF THE ARTS

DATE: January 31, 2018

RECOMMENDATION

Forward a recommendation to the Arts Commission to review and accept the revised nomination guidelines for the Cornerstone of the Arts awards.

BACKGROUND

Inaugurated in September 2013, through a partnership between the City of San Jose 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. In 2016, the program was expanded in two important ways. Community members may now submit nominations, and the awards have expanded to include two new categories, Business Support for the Arts Award and Creative Impact Award.

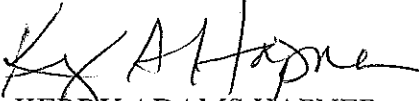
- **Cornerstone of the Arts** - To award an individual or individuals who have provided enduring and effective leadership and/or support that has led to the betterment of the San Jose's arts community and thus improved the quality of life for our citizens.
- **Creative Impact Award** – To award an individual or individuals who (nonprofit, business sector, or individual) have led a cultural or artistic project or special event that has made a significant impact on the community.
- **Business Support for the Arts Award** - To award a business that has demonstrated a strong support of the nonprofit arts sector in San Jose.

ANALYSIS

Based on the five years of success of the Cornerstone of the Arts program along with feedback and observations, the Office of Cultural Affairs staff recommends revising the nomination guidelines allowing San José City staff to nominate candidates to each award category. From the previous years of expanding the nominations to the public, the Office of Cultural Affairs only received a few nominations for each of the award categories. In 2017, only eight nominations were received for the Cornerstone of the Arts Award, two nominations were received for the Creative Impact Award, and three nominations were received for Business Support for the Arts Awards. Because of the small number of nominations, the deadline was extended to allow for additional nominations. All nominations will be considered by the evaluation panel and forwarded to the Arts Commission for approval.

In addition, the Office of Cultural Affairs recommends on revising the descriptions of the Cornerstone of the Arts and Creative Impact awards to be more explicit that creative entrepreneurs are eligible for the Cornerstone of the Arts and Creative Impact awards. Since the beginning to the program, the Office of Cultural Affairs has had the same comments from the public and Commission to include an additional award category for artists. Details of the revisions to the guidelines are in the attached memo.

With the revisions to the guidelines of the program, it is the intention of the Office of Cultural Affairs and Arts Commission to work jointly to create a successful program and event that promote the arts in San Jose and recognize those that have made a longstanding impact on our cultural landscape.


KERRY ADAMS HAPNER
Director of Cultural Affairs

Attachment: Cornerstone of the Arts Guidelines



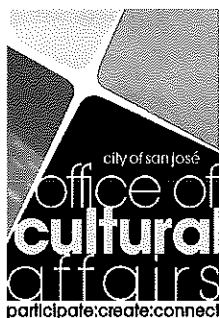
2018 Cornerstone of the Arts Awards

NOMINATION GUIDELINES

DEADLINE: May 11, 2018 by 5:00 p.m.

The San Jose Office of Cultural Affairs and the Arts Commission are pleased to announce this year's nomination process for honoring exemplary art leaders.

Join us in celebrating the value that the arts bring to our community by nominating an inspiring person, organization, or business that has made a cultural impact. Awards will be presented at the annual Cornerstone of the Arts event in October 2018. Nomination guidelines are available in this packet and on Office of Cultural Affairs website: www.sanjoseculture.org



2018 Award Categories

This year's award categories shine the spotlight on individuals, creative entrepreneur, organizations, and businesses who have made a significant impact in strengthening the vibrancy of San Jose through their leadership and support for the arts.

- **Cornerstone of the Arts** – An individual(s) or creative entrepreneur who have 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.
- **Creative Impact Award** - An individual(s) or creative entrepreneur from either the nonprofit or business sector who have led a cultural or artistic project or special event that has made a significant impact on the community.
- **Business Support for the Arts Award** - Businesses that have made a significant impact in strengthening the vibrancy of San Jose through their leadership and support for the arts. It is envisioned that the selected honoree is a business that support the arts philanthropically or through a sponsorship.

Nomination Process

Nominations are welcome from public, current members of the San Jose Arts Commission, and San José City staff. **Self-nominations & current Arts Commissioners are not eligible for nominations.**

Applications must include the following:

- Nomination cover form
- Nominator's statement

Nominations will be reviewed by a panel comprised of members of the Arts Commission, Office of Cultural Affairs staff, community representatives, and past award winners. The award recommendations of the panel will be submitted for approval by the Arts Commission. For each award, both the nominator and the honoree will be notified. In non-award cases, only the nominator will be notified.

Important Dates

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|---------------------------|----------------------------|
| ➤ May 11, 2018 | Nomination Deadline |
| ➤ June 18, 2018 | Awards Notification |
| ➤ October 12, 2018 | Awards Presentation |

Submission Guidelines

Packets must be received by Friday, May 11, 2018 at 5:00 p.m.

We will confirm receipt of all nominations promptly. Late or incomplete nominations will not be considered by the review panel.

E-mail nominations to: culturalaffairs@sanjoseca.gov

Staff contact: Tina Iv, Arts Program Coordinator, (408) 793-4348

Office of Cultural Affairs, 200 E. Santa Clara Street, 12th Floor

** Supporting materials are optional and can be provided as attachments, links, or in hard copy form.*

NOMINATION COVER FORM

Nominees are not required to be residents of San Jose, however a majority of their artistic activities must have taken place within the City. Standing Arts Commissioners, public, and San José City staff can nominate candidates. Nominators are requested to abstain from nominations that may result in a perceived conflict of interest. It is suggested that the nominator contact the nominee for their consent.

****Self-nominations & current Arts Commissioners are ineligible for nominations****

AWARD CATEGORY | Please check only ONE category per nomination. See definitions on p. 2.

- Cornerstone of the Arts
- Creative Impact Award
- Business Support for the Arts Award

NOMINEE INFORMATION | Please type directly into the fields below.

Name of Nominee:		
Nominee's Position or Title:		
Address:		
City:	State:	Zip:
Telephone:		
E-mail:		

NOMINATOR INFORMATION | Anonymous nominations will not be accepted.

Name of Person Making Nomination:		
Relationship to Nominee:		
Position or title:		
Organization:		
Address:		
City:	State:	Zip:
Telephone:		
Email:		

NOMINATION CHECKLIST | Incomplete nomination packets will not be reviewed.

- Nomination Cover Form (this page)
- Narrative

Please note: Nominators will be contacted directly with any follow-up questions and with the results of the panel review process. The Office of Cultural Affairs will not contact nominees unless they receive an award. Names of declined nominees will not be publicized.

NARRATIVE GUIDELINES AND PROMPTS

The written narrative should clearly address the prompts below in the category for the nominee. Please use a standard 12-point font with 1" margins, not to exceed 2 one-sided pages.

Cornerstone of the Arts Award

Description: An individual(s) or creative entrepreneur who have provided enduring and effective leadership and/or support that has led the betterment of San Jose's arts community and the quality of life for our citizens.

Former Honorees:

- **Late Irene Dalis, Founder of Opera San Jose**
- **Susan Hammer, former Mayor of San Jose**
- **Carmen and Al Castellano, founders of the Castellano Family Foundation**
- **Roy and PJ Hirabayashi, founders of San Jose Taiko**
- **Elisa Maria Alvarado, founder and former Artistic Director of Teatro Vision**

Eligibility:

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

Narrative:

1. Significance:

The nominee's contribution has had a significant and long lasting impact on the San Jose art and cultural landscape. This may be measured, but not limited to, organizational development, fund development, audience size, artistic achievement, branding, stewardship, service, and commitment. The nominee has been highly effective in achieving positive change. His or her work/support has had a measurable record of accomplishment and has brought local, regional or national recognition to San Jose.

- **Please describe the nominee's contributions that have had a significant and long lasting impact on the San Jose art and cultural landscape.**

2. Innovation:

- The nominee has helped advance an innovative strategy that directly improves the cultural environment of San Jose. The work represents a leap in creativity or a fundamental departure from usual practice.

- **How has the nominee advanced innovative strategies that directly improved the cultural environment of San Jose?**

3. Inclusiveness:

- The nominee helps build bridges among people with differing viewpoints or different backgrounds. The nominee's work has had a positive influence on San Jose's diverse and underrepresented populations, and has created a legacy of cultivating greater visibility and understanding of the value of the arts. The nominee has demonstrated an interest in mentorship and collaboration, sharing their ideas and ideals with the arts and culture community.
- **How has the nominee helped build bridges among people with differing viewpoints or backgrounds?**

4. Timing of Recognition:

- The nominee's accomplishments are at a stage at which this recognition could substantially enhance its probability to inspire replication or emulation.
- **Are the nominee's accomplishments at a stage at which this recognition could substantially enhance its probability to inspire replication or emulation? If so, please explain.**

Creative Impact Award

Description: An individual(s) or creative entrepreneur from either the nonprofit or business sector who have led a cultural or artistic project or special event that has made a significant impact on the community.

Former Honorees:

- **Anne and Mark's Art Party**
- **Content Magazine**

Eligibility:

- An individual or individuals from either the nonprofit, or business sector.
- Produced a special cultural or artistic project or event that has significantly impacted the San Jose community.
- Special cultural or artistic project or event does not have to be reoccurring.
- Past honorees are ineligible.

Narrative:

- 1. Significance of Project:**
 - Provide an overview of the nominee's cultural or artistic project or special event. Why is this project or event significant to the community? Please provide samples or examples of the project or event.
- 2. Community Impact:**
 - Describe how the nominee's project or event has impacted the community.
 - How did the nominee's project or event engage the community as a whole?
 - Please list the district where the project or event was produced.
- 3. Innovation:**
 - How innovative was the nominee's cultural or artistic project or special event?
 - How is this project or event unique from other various cultural or artistic projects or special events in the community?
 - What kind of techniques did the nominee use to make this project or event innovative to the community?

Business Support for the Arts Award

Description - Businesses that have made a significant impact in strengthening the vibrancy of San Jose through their leadership and support for the arts. It is envisioned that the selected honoree is a business that support the arts philanthropically or through a sponsorship.

Former Honorees:

- **Steve Borkenhagen, former owner of Eulipia restaurant.**
- **Applied Materials Foundation**

Eligibility:

- Businesses that have established strong partnerships with the arts community in San Jose.
- Demonstrate support for the arts in the form of financial, in-kind, promotional, or other types of support.
- Nonprofit organizations are ineligible to be nominated.
- Past honorees are ineligible.

Narrative:

- 1. Significance of Support:**
 - Provide an overview of the nominee's support for the arts and its significance to the arts community.
 - 2. Community Impact:**
 - Describe how the nominee's support has impacted the community.
 - How has the nominee demonstrated arts leadership in the community?
 - 3. Duration of Support:**
 - How long has the nominee been supporting the arts community? Please state the total amount of years the nominee has been supporting the arts community.
 - 4. Collaboration:**
 - Please describe how the nominee has collaborated with the arts community. Please provide examples.
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