

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR MARCH 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 steering committee has now transitioned to the board which will move forward with business planning and fundraising to develop a Levitt Pavilion performance venue in St. James Park. Funded through its Parks, Recreation, and Neighborhood Services Department (PRNS), the City recently conducted a national design competition for St. James Park, which will include the pavilion. CMG Architects was selected by the City. Per Council direction, the design will be phased with the Levitt Pavilion as a priority of the overall project. The City is working with the design firm and Friends of Levitt San Jose to discuss costs and funding for the project. The Friends of Levitt San Jose is conducting a fundraising feasibility report.

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

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 has transitioned to 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.

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. The disbursement and project timeline has been executed, and the Request for Qualifications (RFQ) was released on January 5, 2018. Staff is recruiting artists, fielding inquiries, and putting together a neighborhood review panel. The RFQ deadline closed February 27, 2018 and 84 applications were received. A review panel is being put together to select an artist.

Airport Art

The Airport officially announced that [passenger count](#) hit 12.3 million in November 2017. Per the 2010 deferral ordinance, the percent for art funding in FY 2018-19 budget should include the public art allocation for that fiscal year plus the previously deferral amounts. Staff is working with the Budget office and the Airport finance team to determine forecasted amounts.

The Carlos Rolon/MACLA artwork *Dreaming in Paradise* sited in the Terminal B Display Cases is installed. Staff will be working with MACLA to plan an on-site dedication. Date to be determined.

BART - Berryessa Station (via VTA)

The iconic bronze sculpture created by artist Larry Kirkland is complete - installation of the first portion of the sculpture occurred on January 28, 2018. Staff coordinating the remainder of the installation. BART will determine the station's opening date within the coming week; it is expected to be June, 2018 or shortly after; that will determine the artwork dedication schedule.

Environmental Services Department (ESD) Projects:

1. *FOGwaste (Fats Oils and Grease waste)* Production and application of the artist designed truck wraps for the entire fleet is in progress.
2. *CoGeneration*: Buster Simpson was in town on January 22, 2018 kicking the project off with RWF staff and is currently developing a concept scheduled to be presented to the Public Art Committee in April.
3. *CDM and Don Edwards* (two projects): The City-owned Children's Discovery Museum's 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, is expected to start construction during February; 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; installation and project completion is in early 2019.

EOW Police Memorial

Artist Gordon Huether's memorial design was unanimously approved by the Public Art Committee on October 3, 2017. Gordon submitted schematics and design development documents which were unanimously approved by the Public Art Committee on December 5, 2017. An update regarding the design and budget for was presented to City Council on February 27, 2018. City Council voted unanimously to accept the report and allow for fundraising to proceed.

Galleries

Hidden Heritages has been installed in City Hall Lobby. This exhibit will highlight contributions of French pioneers to the history and culture of San José. The exhibit committee met on November 14, 2017 and future exhibitions were approved. *Blue Tarp* was installed in January 2018 in the council wing walkway. The Exhibits Committee met on Tuesday 3/6/2018 and approved a proposal from the City Department of Transportation, History San José, and SPUR for a mass transit exhibit.

Iris Chang Park

The artist and landscape architects are currently completing construction documents. The project is expected to start construction late summer.

Midfield and Havana Soundwall Mural

A neighborhood review panel met on Tuesday March 6, to select a mural artist for the soundwall mural project. The artist selected by the panel was Morgan Bricca. Staff to negotiate a contract and timeline with Morgan.

Paul Moore Park Mural

A neighborhood review panel met on October 17 to review muralists from the pre-qualified artist roster and unanimously selected bay area artist Mona Caron to perform the work. Mona has been contracted and made her first community presentation on March 7, 2018.

Parking Garage Art

In conjunction with the Department of Transportation (DOT), and initially utilizing their façade enhancement dollars, a project to enhance the San Pedro Parking Garage is underway. An RFQ was released on January 5, 2018. It has received a tremendous response, with over 7,500 views nationwide. Staff is recruiting, fielding inquiries, and organizing a review panel. The deadline for the RFQ closed on February 20, 2018, and 93 applications were received. A review panel meeting is being scheduled to select an artist.

Pellier Park

Funding has been allocated to include an artist on the future redesign of Pellier Park. Artist Norie Sato was selected as the consultant to this project and a contract is being negotiated.

Playa to Paseo

Sonic Runway, the first project as part of the Playa to Paseo initiative, concluded on March 9th with a closing event and fashion show featuring Bay Area designers. *Sonic Runway* has been incredibly successful and has been activated by local artist performance, and the backdrop for residents' and visitors' own creative expression, with almost 3,000 social media tags. It has been the site for marriage proposals, fashion shoots, and the San Jose Earthquakes' introduction of new players to the community.

The next two works being commissioned as part of this partnership with Burning Man Project include *Tara Mechani* by Dana Albany and *Ursa Mater* by The Fergusons. *Ursa Mater* was installed in the Paseo De San Antonio on March 6, 2017, and *Tara Mechani* is to be installed by the end of March.

SJ Creates and Connects: Neighborhood Galleries II

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 which is up for approval at the February 6, 2018 PAC meeting. Staff has reached out to Somos Mayfair leadership to discuss feedback from their youth group. The second phase of this project is to fund underpass murals in districts 2, 6, and 8. Additional funding is being provided via the Mayor's Budget message to also fund underpass art in district 4. Locations have been selected in 2,6, 4 and 8 is being scoped. The next step will be to create a neighborhood review panel comprised of district representatives.

St. James Park

Artist Mark Reigelman was in San Jose in early February to meet with community and CMG Landscape Architecture. Collaboration is ongoing. Concept strategies are scheduled to be presented to the Public Art Committee in April.

TJ Martin and Fontana Park murals

A visioning process has occurred with the park board and neighborhood representatives in June. The neighborhood review panel met on November 9, 2017 and selected the six finalist artists from the pre-qualified artist roster to enhance the 12 water retention vaults in the park. All six artists have been contracted and met with the community on February 10, 2018 to dialogue about intent and outcomes. Artists are creating designs which will be unveiled at the 'Heart at the Park' event on Saturday May 19, from 1-3pm.

Valley Medical Center

Project is currently on hold until further direction from the hospital board transpires.

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). Grant review panels for each program are meeting in March.

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. Deadline for CIIF - Round 6 submissions is March 12, 2018. For more information and to view the CIIF guidelines: https://www.cciarts.org/San_Jose_CIIF.html. Eligible applications will be reviewed by a peer panel in mid-April.

Arts and Cultural Exchange Grant: Through the Arts and Cultural Exchange Grant program, 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.

Increasing Support for Arts and Cultural Development

Creating Connection (formerly known as Building Public Will) is a national movement to change social norms so creative expression, arts, and culture are embraced as a recognized, valued, and expected part of everyday life. In addition to the 12 arts organizations in the first implementation cohort, another 9 organizations are part of the current cohort who are learning about and implementing personally tailored Creating Connection projects. The last convening took place on Sept 29th. This final convening was a joint convening with selected members of the first cohort. Convenings and technical assistance work is being generously funded by the David and Lucile Packard Foundation.

Cornerstone of the Arts

Nomination guidelines for the 2018 Cornerstone of the Arts Awards were released on March 5, 2018. To submit a nomination or for more information, please visit <http://www.sanjoseculture.org/index.aspx?NID=4486>. The official deadline to submit the application is Friday, May 11 by 5:00 pm.

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. The #408Creates social media campaign is still going strong. Averaging about 200 posts a month on Instagram, with over 3,700 posts to date. Posting remains steady on Facebook and Twitter. In November, the Packard Foundation awarded OCA a grant in the amount of \$140,000 to support a citywide communications campaign around creative expression. This campaign will launch in spring 2018

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 February 28, 2018 for its regularly scheduled meeting. As part of the *Playa to Paseo* partnership with Burning Man Project, OCA installed the audio-activated, light installation Sonic Runway in front of City Hall on November 3, 2017. This exhibition closed on March 9, 2018 with a closing celebration and fashion show. Throughout the run of Sonic Runway, on Thursday evenings the “Sonic Runway Experiments in Sound” series featured local and internationally renowned musicians playing the runway. The next artworks in the *Playa to Paseo* series, Ursa Mater and Tara Mechani were installed Paseo de San Antonio and Plaza de Cesar Chavez respectively.

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. Applications for this grant program are currently being accepted. The deadline is March 12, 2018 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 initial concept design was accepted by the Public Art Committee at the February 6 meeting. Planning is underway to expand the program to four additional sites, including locations in District 2, 4, 6, and 8. Artists for Phase 2 will be selected from the roster of mural artists recently compiled by the Public Art Program. Registration for Make Music San Jose opened on March 1 for the June 21, 2018 event.

Fostering Destination Events in San Jose (March 20, 2018 to April 15, 2018)

Upcoming Outdoor Special Events:

50th Anniversary Celebration-Robert Kennedy – March 24, 2:00 pm to 8:00 pm. Location: St. James Park.

Sharks Street Rally – March 24, 3:30 pm – 5:00 pm. Location: Autumn Street at SAP Center.

Lam Research Heart & Soles Run – March 24, 7:00 am– 11:00 am. Location: Avaya Stadium, Coleman Avenue & various streets.

March for Our Lives San Jose – March 24, 11:00 am to 3:00 pm. Location: Arena Green & various downtown streets.

Hellyer Half Marathon– March 25, 8:30 am to 12:30 pm. Location: 800 Embedded Way & Coyote Creek Trail.

Eastridge Mall Carnival – March 30, 31 & April 1, various times. Location: Eastridge Mall Parking Lot.

South First Friday Fiesta – April 6, 7:00 pm to 10:00 pm. Location: Parque de los Poblodares.

Walk MS: Silicon Valley – April 14, 8:00 am to 12:00 pm. Location: Arena Green West & Guadalupe River Trail.

Silicon Valley Half – April 14 & 15, various times. Location: Arena Green East, St. James Park & various streets.