

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR MAY 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 recruited artists, fielded inquiries, and put together a neighborhood review panel. The RFQ deadline was February 27, 2018. 83 applications were received. The neighborhood review panel met on April 11, 2018 and selected artist Vicki Scuri. An artist contract is currently being negotiated.

Airport Art

MACLA's installation of the Carlos Rolon/MACLA artwork for Terminal B Display Cases is complete. Plans for a dedication are being discussed with MACLA.

BART - Berryessa Station (via VTA)

Staff is coordinating the remainder of the installation including granite cladding and additional bronze accents. BART is still determining the station opening and this will determine the artwork dedication schedule.

Environmental Services Department (ESD) Projects:

1. *FOGwaste (Fats Oils and Grease waste)* Phase II continues. Production and application of the artist designed truck wraps for the entire fleet is in progress. Of the trucks that will be addressed, there are 4 more to be completed.
2. *CoGeneration*: The artist is coordinating exploring design opportunities focused on the exterior equipment screens. Conceptual design expected in June.
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, will start construction by April; 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

An update regarding the design and budget for this project was presented to City Council on February 27, 2018 and Council approved the design. Fundraising by the San Jose Police Officers Association and the San Jose Police Foundation is underway to help raise funds for implementation of the fully-enhanced design of the project. The goal is to report back to the City on progress by early June, to allow time for any related FY 2018-2019 budget activity in support of the project.

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 and future exhibitions were approved. *Blue Tarp* was installed in January 2018 in the council wing walkway.

Havana Drive/Midfield Avenue Soundwall mural

Artist selection for this District 7 project was on March 6. Artist Morgan Bricca was selected for this project. Community engagement activities will begin shortly and it is expected that the artist will present a design proposal at the June 5 PAC meeting. Anticipating a design concept to come to the PAC for approval in June and for the project to proceed over the Summer, pending any necessary approvals by CalTrans.

Iris Chang Park

The artist and landscape architects are completing construction documents May. The project is expected to break ground late summer

Paul Moore Park Mural

Artist design has been presented to the review panel for feedback, and posted at the Paul Moore Park Community Center for the wider community of park users to submit input. Thus far the response has overwhelmingly positive.

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 received a tremendous response, with over 7,500 views nationwide. The RFQ deadline closed on February 20, 2018, and 94 applications were received. The review panel met on April 19, 2018 and selected artist Brian Brush. Staff are in contract negotiations with artist.

Playa to Paseo

The Playa to Paseo partnership between the City of San José and Burning Man Project will site temporary artworks throughout San José as an invitation to play, engage, and participate in art-making city-wide. The light-art installation *Sonic Runway* by Rob Jensen and Warren Trezevant, which opened to the public on November 3, 2017, closed on March 9, 2018 after a wildly successful four-month exhibition period in front of City Hall. The newest artworks in the initiative, *Ursa Mater* by Mr. and Mrs. Ferguson, and *Tara Mechani* by Dana Albany were install on March 5, 2018 and March 19, 2018 respectively. Located on Paseo de San Antonio at Market Street, *Ursa Mater* is a 12-foot statue of a mother bear and cubs made of pennies. Located in Plaza de Cesar Chavez, *Tara Mechani* is a 15-foot figurative sculpture made from recycled machine parts. A dedication occurred on May 4th. Hundreds attended or visited during the event.

Pellier Park

A meeting with key stakeholders took place May 3rd and all were pleased with the selection of Norie Sato as the artist for this project and the direction the project is taking. Contracting is in progress.

St. James Park

The artist has been collaborating with the landscape architects on artistic design strategies to enhance the social experience of St. James Park. The artist was in town on April 3rd for community meetings and presentation to the Public Art Committee. His design strategies were well received by both groups. Additional design meetings with CMG Landscape Architects are ongoing.

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. The designs will be unveiled at the Heart of the Park event on May 19, 2018 from 1:00 pm -3:00 pm.

Valley Medical Center

Contract negotiations are currently underway with an alternate artist with plans to go to the Board of Supervisors for approval in June.

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 all three programs were held in March. The panel recommendations will be on the agenda for the May Arts Commission meeting.

A special grant will be made to the Rotary Club of San Jose for the 2018 Rotary Fireworks event to be held on July 4, 2018. The funding source for the 2018 Rotary Fireworks will be provided through the Transient Occupancy Tax in the amount of \$80,000 and \$40,000 from the Parking Fund. While this funding was directed in the Mayor's March Budget Message for FY 18-19, the City Manager is supporting the event with FY 17-18 funds so that the Rotary has the capital to proceed with event planning.

Applications for the second round of the **Capitalization and Sustainability Grant** pilot were due April 5, 2018. Grants are intended to be one-time catalytic investments that improve the capitalization and long-term sustainability of an organization. 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 the May meeting.

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. Fourteen eligible applications were received by the CIIF - Round 6 deadline on March 12th. After review by a panel, the recommendations will be brought forward to the Arts Commission at the May meeting.

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 was presented at the February 6, 2018 PAC meeting. Staff has reached out to Somos Mayfair leadership to discuss feedback from their youth group, and a meeting is being scheduled for late April. 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.

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.

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 4,000 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 April 25, 2018 for its regularly scheduled meeting.

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. The deadline was 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.

Planning for Make Music San Jose is well under way. Make Music San Jose is about celebrating the joy of making music on the summer solstice, June 21. It is open to anyone who wants to take part. Venues can be anywhere and performers can be anyone. Online registration for Make Music San Jose opened on March 1 and the deadline to register is May 21, 2018.

Destination Events in San Jose (May 21, 2018 to June 17, 2018)

Upcoming Outdoor Special Events:

Saint Christopher Parish 60th Annual Parish Festival – Jun 8, 9 & 10, various times.
Location: Saint Christopher Parish.

Downtown Farmer's Market – Every Friday May 4 thru November 16, 10:00 am to 2:00 pm.
Location: San Pedro Street.

Color Run Motion 5K – May 26, 8:00 am – 12:00 noon. Location: Arena Green.

SubZERO Festival – June 1 & 2, 6:00 pm – 12:00 am. Location: Parque de los Pobladores & South First Street.

Moving Day San Jose – June 2, 9:00 am– 1:00 pm. Location: Evergreen Creek Trail.

San Jose Giants Race – Jun 2, 7:30 am to 9:00 am. Location: Kelley Park & surrounding streets.

Silicon Valley Kidney Walk– June 3, 8:00 am to 1:00 pm. Location: City View Plaza & downtown streets.

Vibha Dream Mile – June 3, 6:00 am to 2:00 pm. Location: Embedded Way & surrounding streets.

Juneteenth in the Park Festival – June 6 & 7, various times. Location: Plaza de Cesar Chavez Park

Christian Evangelical Services – Jun 16, 4:30 pm to 7:00 pm. Location: St. James Park.

Dancin' on the Avenue – June 16, 2:00 pm to 8:00 pm. Location: Lincoln Avenue.