

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR June 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 with Vicki.

Airport Art

After 8 years, artist Camille Utterback's temporary artwork *Shifting Time*, has been dismantled. In anticipation of Phase II funding, artist and Airport Art Activation Planner Matt Gorbet, was in town to work with staff to assess an amendment to the original activation strategy and recommendation for future commissioning.

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.

Edenvale Library – Mural Project for Viva Calle

In partnership with the Office of Councilmember Jimenez, Parks, Recreation and Neighborhood Services (PRNS) and the Library, the public art team put together a review panel to select an artist from the pre-qualified artist roster to paint a mural on the west wall facing Monterey Road. The review panel, comprised of five neighborhood residents, a library representative, and an artist, met on June 6, 2018 and selected artist Samuel Rodriguez to perform the work. The city is negotiating a contract with the artist. The goal is to unveil the mural concept design at Viva Calle, on September 23, 2018 for the community to see, engage in dialogue with the artist, and perhaps be part of the volunteer team that helps to paint the mural.

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*: Artist Buster Simpson's presented his Conceptual Design to the Public Art Committee on June 5th. Working with the large 10' wide by 40' high panels designed by the base project to screen the Co-Gen's exhaust stacks, he depicts the family of microbes that "do the work" to produce the facility's energy. Images of the organisms will be fabricated from perforated aluminum similar to the pattern found in half tone images.
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.

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 and has been extended through Summer 2018.

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.

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. The design was presented to the PAC at the June 5 meeting and unanimously approved. The forecasted completion by the end of the summer.

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 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 in March. *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. *Ursa Mater* was deinstalled on June 1, 2018 to go to another location. *Tara Mechani* has been installed until August.

Pellier Park

Norie Sato's contract has been executed. Project start anticipated in early summer.

St. James Park

Schematic design has been completed and currently being estimated by the design team.

TJ Martin and Fontana Park murals

A visioning process has occurred with the park board and neighborhood representatives in June. The six selected artist designs were unveiled at the Heart of the Park event on May 19, 2018, where over three hundred residents attended. Their designs were approved by the Public Art Committee on June 5, 2018. The artists will begin painting in August.

Valley Medical Center

Artist Christian Moeller's contract was approved by the County Board of Supervisors on June 5th. Scheduling is underway for artist to meet with hospital staff.

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 Arts Commission reviewed panel recommendations for 97 grants (29 OpG; 44 FPC; 24 take pART) which are in the proposed FY2018-19 Operating Budget and be voted on by the City Council at its meeting on June 12, 2018 as part of the Mayor's June Budget Message. Grant agreements after Council approval. .

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. At its May meeting, the Arts Commission approved a recommendation that the City Manager approve the panel recommendation for nine CIIF awards to be granted to San Jose arts-based businesses.

Five awards were approved for Category 1: CIIF Business Support, and four awards were approved for Category 2: CIIF Place-Based projects.

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. In response to community feedback, the designs for the King Rd underpass are being revisited. The Jackson Ave and Capitol Expressway are moving on to design development. 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.

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 4,500 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 summer 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 May 30, 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.

Strategy 4 is to encourage and facilitate new creative experiences citywide. Phase 1 of the Neighborhood Gallery public art initiative in East San Jose continues for move forward with artist Scape Martinez. Phase 2 in district 2, 4, 6, and 8 will launch over the summer.

The second annual Make Music San Jose will take place on June 21, 2018 with performances and music related events in all ten council districts at 37 venues featuring 47

artist groups with over 300 participants. Listings for Make Music San Jose 2018 are online at www.MakeMusicDay.org/SanJose.

Destination Events in San Jose (June 18, 2018 to August 19, 2018)

Make Music Day – June 21, various times. Location: Various locations throughout downtown & the city.

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

Music in the Park – June 22 & July 12, 6:00 pm – 9:15 pm. Location: Plaza de Cesar Chavez Park.

Dilli Haat Food & Fashion Festival – June 23, 10:00 am – 5:00 pm. Location: Discovery Meadow.

Fountain Blues Festival – June 23, 11:00 am– 8:00 pm. Location: Plaza de Cesar Chavez Park.

Mutual Rescue Film Festival – June 24, 5:00 pm to 6:30 pm. Location: Paseo de San Antonio Three & Theater Plaza.

Holy Spirit Parade & Festival– June 22 through 24, various times. Location: IES Hall & Santa Clara Street between 27th & 34st.

Rose, White & Blue Parade – July 4, 10:00 am to 3:00 pm. Location: The Alameda & various surrounding streets.

CD 10 July 4th Family Fun Festival & Fireworks Show – July 4, 2:00 pm to 11:00 pm. Location: Almaden Lake Park.

Rotary Fireworks Show – July 4, 6:00 pm to 11:00 pm. Location: Discovery Meadow.

Obon Festival – July 14 & 15, various times. Location: 5th Street between Jackson & Taylor.

Latin America Salsa Festival – July 22, 11:00 am to 6:30 pm. Location: Discovery Meadow.

Street Market Summer Series – August 3, 7:00 pm to 11:00 pm. Location: South First Street & Parque de los Pobladores.

San Jose Renaissance Faire & Fantasy Fest – August 4, 10:00 am to 4:00 pm. Location: Plaza de Cesar Chavez Park.

CMT's 50th Anniversary Celebration in the Park – August 4 & 6, various times. Location: Discovery Meadow.

San Jose Summer Jazz Fest – August 10,11 & 12, various times. Location: Downtown City Streets & Plaza de Cesar Chavez Park.

CityDance 2018 – August 16, 5:00 pm to 9:00 pm. Location: Plaza de Cesar Chavez Park.

District 2 Village Fest – August 16, 11:00 am to 3:00 pm. Location: Coronado between Cottle & Charlotte

Sevathon 2018 – August 19, 6:00 am to 2:00 pm. Location: City streets & Arena Green East.