

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR OCTOBER 2018

Selected activities organized by 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 board is moving forward with business planning, communications and fundraising to develop a Levitt Pavilion performance venue in St. James Park. The City is working with the Friends of Levitt San Jose and Levitt Foundation to negotiate a three-way agreement.

Integrate High Impact Public Art & Urban Design throughout the Community

PUBLIC ART PROJECTS:

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. Artist Vicki Scuri will participate in the project's design team and a community engagement meeting in October is planned.

Airport Art

The Airport Art Activation Plan was presented to, and approved by, the Public Art Committee on September 4, 2018. Staff will begin advancing the work plan in the coming weeks.

BART - Berryessa Station (via VTA)

The final installation details are expected to be completed by early October. The Berryessa Station opening date is now anticipated to be in the later part of 2019 and the station will not be open to the public until then.

Edenvale Library – Mural Project for Viva Calle

Selected artist Samuel Rodriguez's mural design was unveiled at Viva Calle on September 23, 2018. Over two hundred people came by the booth to check the design and ask questions. The artist will begin painting the mural once the rainy season subsides (April 2019).

Environmental Services Department (ESD) Projects:

1. *FOGwaste* (**F**ats **O**ils and **G**rease waste) ESD estimates 2 final trucks are in the queue for completion. Staff is working on photo documentation of project.
2. *CoGeneration*: Artist Buster Simpson presented his Design Development Proposal to the Public Art Committee on September 4th and it was approved. Buster in conjunction with staff will move forward with Construction Documents.

3. *Don Edwards National Wildlife Refuge and Guadalupe River/CDM* (two projects): The federal Don Edwards National Wildlife Refuge (DENWR) in Alviso is one site, and the Discovery Meadows Park and City-owned Children's Discovery Museum's new exterior environmental garden, both adjacent to the Guadalupe River is the other; each of these projects will inform youth and their families about an aspect of water stewardship and infrastructure. The DENWR project which examines the City's sanitary sewer systems into the Bay, is under construction and will be complete by October 2018; the CDM/Guadalupe River project which looks at the storm water system, is expected to get underway in the Fall 2018 with completion by Spring 2019.
4. *Alviso Storm Pump*: Fabrication of the tile work for an environmental and community-themed tile mural on an Alviso storm pump station is in progress. Project completion is expected in early 2019.
5. *Litterature*: A partnership project with ESD to enhance 500 trashbins going into multiple business districts with poetry, this project is an educational outreach project, where workshops and a poetry contest will be conducted by Santa Clara County Poet Laureate Mike McGee. From the outreach a select number of poems will be used and implemented onto the trashbins in a way to be designed by Artist Carlos Perez.

End of Watch Police Memorial

Fundraising by the San Jose Police Officers Association (SJPOA) and the San Jose Police Foundation (SJPF) is underway to help raise funds for implementation of the fully-enhanced design of the project. To procure in-kind donations, the SJPOA and SJPF have asked for landscaping and construction documents to be developed for line item pricing. The process of contracting a landscape architect is underway and is key to further progress on the project.

Havana Drive/Midfield Avenue Soundwall mural

At the June 5 PAC meeting, artist Morgan Bricca's design was approved, by the Public Art Committee and was presented to CalTrans (the property owner) in July for their feedback/approval. CalTrans approval was attained, however various agreements regarding maintenance and ownership need to be worked out with CalTrans before work is permitted to proceed. CalTrans continues to have requirements that must be met in the permitting process, making it difficult to determine the schedules for the projects such as this one that require their permits.

Neighborhood Galleries

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 were revisited. The Jackson Ave and Capitol Expressway locations are in the permitting phase with Caltrans. The second phase of this project is to develop underpass murals in districts 2, 4, 6, and 8.

Paul Moore Park Mural

Artist Mona Caron completed the mural July 31 and a public dedication event was held Wednesday, September 19, 6:30pm at the Paul Moore Park facility at which the artist and District 9 Councilmember Don Rocha together ceremonially painted the exposed front edge of the top beam as a final touch.

Parking Garage Art

In conjunction with the Department of Transportation (DOT), and using their façade enhancement dollars, a project to enhance the San Pedro Parking Garage is underway. Selected artist Brian Brush conducted an expansive site visit, met with DOT representatives, and was provided with extensive planning documents of the parking structure on August 22, 2018. An artist community/visioning meeting was held on September 26, 2018 with about 30 people attending.

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. Two new installations from artist Laura Kimpton, *XO* and *HaHa*, are to be installed at City Hall and in Hammer Theatre Plaza from early fall/late October at City Hall and the Hammer Theatre Plaza through March 1.

Pellier Park

Artist Norie Sato and SWA landscape architects facilitated a community / visioning meeting” on September 17, 2018. They will now be working in collaboration toward a conceptual approach to the park design.

St. James Park

Artist Mark Reigelman’s Design Development proposal will be presented to the Public Art Committee on October 2, 2018.

TJ Martin and Fontana Park murals – 12 MURALS

Expected mural completion date for all murals is November 30, 2018.

Valley Medical Center

Artist Christian Moeller’s met with hospital stakeholders on August 22; his Concept proposal will be submitted in November.

CITY HALL EXHIBIT PROGRAM

Tower Lobby: Hidden Heritages is presently on exhibit in City Hall Lobby. This exhibit highlights contributions of French pioneers to the history and culture of San José; it will be

replaced in early December 2018 by an exhibit of artisan glass works curated by Bay Area Glass Institute.

Council Wing Corridor: The current *Blue Tarp* photographic exhibit was extended through early Fall 2018. The City Hall Exhibits Committee met on August 29, and approved *Salt Stained 2*, an exhibit by local artists from the Asian community and curated by Chopsticks Alley – the exhibit will be installed in late October and is expected to open at the beginning of November.

Rotunda 1st Fl. Lobby: The Okayama Sister Cities exhibit of artwork from the 1960's created by Okayaman children will be deinstalled in late October; an exhibit of photography from San José's Sister City in Pune, India will be installed.

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). The 97 grants (29 OpG; 44 FPC; 24 take pART) were approved by Council as part of the FY 18-19 Operating Budget.

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. The seventh funding cycle, CIIF - Round 7, will offer a total of \$45,000. Guidelines and application were released on September 7th and an information session was held on September 28th at City Hall. Another information session will be held prior to the submission deadline on November 5th. https://www.cciarts.org/San_Jose_CIIF.html

Professional Development Workshop: Financial Literacy and Money Consciousness for Artists with Yesenia Sanchez. November 29, 2018, 5:00 - 8:00 PM, City Hall Room T-1446:

This workshop will help reduce the “fear factor” that artists struggle with when dealing with their money management concerns. Yesenia Sanchez will help participants understand general financial terminology as it relates to their art practice and personal finances. Participants will gain confidence around organizing and managing money through filing systems, software and other solutions, and become familiar with financial reports. The workshop will introduce concrete tools and systems to track financial progress and cash flow, as well as programming opportunities and commitments.

<https://www.cciarts.org/cgi/page.cgi/calendar.html?evt=806>

Arts and Cultural Exchange Grant

Guidelines for the 2019 Arts and Cultural Exchange Grants were released on July 25, 2018 with applications due October 1, 2018 for projects in calendar year 2019. 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.

A key strategy is to recognize, celebrate, and promote diverse creative experiences under a unifying brand. In November, the Packard Foundation awarded OCA a grant in the amount of \$140,000 to support a citywide communications campaign around creative expression. Metropolitan Group has been contracted to develop the campaign. Metropolitan Group is the social change agency that lead the Creating Connection research and subsequent training with San Jose arts organizations. The first workshop meeting to kick off campaign development will be held on October 9, 2018.

In conjunction with the campaign, OCA launched a Creative License Ambassador program. Creative License Ambassadors are creative professionals with community engaged practices who participated in the Creating Connection training. The first round of ambassadors are visual artist Corinne Okada Takara, Franco Imperial of San Jose Taiko, Barbara Day Turner of San Jose Chamber Orchestra, and Rodrigo Garcia of Teatro Vision. A physical "Creative License" was designed by Carlos Perez of Art Origin. This "License" will be given out at public events as a playful reminder for people to use exercise their creativity.

Another strategy 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 September 26, 2018 for its regular monthly meeting. Participatory art activities were also featured at Viva Calle on September 23, where Creative License Ambassador Corinne Okada Takara conducted an art activity using stickers of objects representative of San Jose past and present.

The second annual Make Music San Jose took place on June 21, 2018 with 65 performances and music related events at 35 venues featuring over 200 participants in all 10 districts. Listings for Make Music San Jose 2018 are online at www.MakeMusicDay.org/SanJose.

Destination Events in San Jose (October 15, 2018 to November 18, 2018)

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

Everyone at the Table Community Supper– October 19, 5:00 pm to 8:00 pm. Location:
Theater Plaza & Paseo 3.

Dia San Jose – October 20, 11:00 am to 8:00 pm. Location: Plaza de Cesar Chavez Park.

South Bay Out of the Darkness– October 21, 9:00 am to 2:00 pm. Location: Arena Green
Park West.

Wonder Woman Run Series– October 21, 7:00 am to 1:00 pm. Location: Guadalupe River
Park & downtown streets.

Making Strides Against Breast Cancer– October 27, 7:30 am to 12:30 pm. Location: Arena
Green Park East and downtown streets.

Halloween Costume 5K– October 27, 9:00 am to 2:00 pm. Location: Kelley Park.

San Jose Fire Fighters Stickball Tournament – October 28, 9:30 am to 4:00 pm. Location:
Circle of Palms.

Halloween in Japantown– October 31, 9:30 am – 4:00 pm to 8:00 pm. Location: Jackson
Street.

Purple Stride Silicon Valley – November 3, 9:00 am – 1:00 pm. Location: Arena Green Park
East.

Veteran's Day Parade– November 11, 11:00 am – 2:00 pm. Location: Santa Clara Street to
Market Street.

Downtown Ice – November 16 thru January 27, various times. Location: Circle of Palms.