

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR FEBRUARY 2020

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. Project costs and a funding strategy are being explored. 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

2020 Census Poster Contest - OCA, in partnership with the City's census efforts and VTA, invited Santa Clara County college students to submit original poster designs to promote participation in the 2020 Census. The design submitted by Tran Minh Tien Le, a student at Evergreen Valley Community College, was selected as the winning design in the 2020 Census Poster Contest. Le's design will promote the 2020 Census on VTA operated buses, trains, and transit real estate. Honorable Mentions include designs by Fiona Morris of Santa Clara University and the collaborative team of Andy Ngo and Richard Dinh of San Jose State University. The artwork will be installed in late February and a reception will be held in the City Hall Rotunda on March 4th from 5:00 pm to 6:30 pm.

3rd Street Parking Garage

The Public Art Committee (PAC) reviewed and approved artist Patrick Hofmeister's mural design on February 4, 2020. Mural logistics are in planning stages.

Airport Art

- Art Window:** Working with artist Scott Draves, a proposal for the selection of six artworks is being developed. ~~negotiated.~~ Curatorial considerations are being investigated. A final proposal is forthcoming next month.
- Feature Wall:** Artists have been working with staff to develop protection strategy for the artwork. Currently negotiating the Airport's new process of internal reviews. Final proposal forthcoming next month.
- Showcases:** Design Development was approved by PAC on December 10, 2019/12/10/19. Artist is currently revisiting fabrication/installation schedule.

Anti-Graffiti Mural Project

Four local artists were selected from the pre-qualified artist roster. The artists currently have a Right of Entry agreement with the City for artwork on utility boxes. A project launch meeting took place on January 7, 2020.

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Lincoln Ave Art -

Two more mural projects are being planned and coordinated with the Willow Glen Business Association and will hire local artists.

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Market/San Pedro Parking Garage - -

The base project estimated budget and scope are under review as demolition cost estimates were revised. The Department of Transportation is ~~Parking~~ requesting additional funds to submit budget request to increase budget to cover demolition costs as well as the illuminated aesthetic enhancement. Budget request and contract amendment to artist contract will need to be approved by Council, and is anticipated to ~~will~~ go before Council in spring.

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Neighborhood Galleries -

Murals in District 5 are pending Caltrans permits. The second phase of this project will take place in District 4.

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Playa to Paseo -

The aluminum-plated shark fin, *No Swimming*, by Oleg Lobynkin is currently on view at the SAP Center through April 4th. The installation of the bead-covered dinosaur skeleton, *Ichiro*, *Sacred Beings*, at Children's Discovery Museum was installed on February 3 and will be on view until November 1, 2020.

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Pellier Park -

The park ~~m~~Master Plan was reviewed and approved by City Council in December. On January 23, a meeting was held to kick off the construction documents phase, ~~which that~~ will run through August 2020.

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Sonic Runway -

Designs have been approved by Public Works and the contract for the Fabrication/ Installation has been executed. ~~Install~~Fabrication is scheduled to take place in ~~Fall~~Spring 2020.

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Valley Medical Center -

Design ~~D~~development documents ~~hasve~~ been submitted to the County. A meeting took place in early February between the hospital's new facility manager and SV-Creates (SJPA client) to advance the approval process.

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VTA Light Rail

Staff met with VTA regarding public art opportunities on the new VTA Light Rail line. A contract between City and VTA for services is in negotiation.

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VTA BART PHASE II

Public Art Director met with the BART Director of Business Operations to discuss BART Silicon Valley Phase II Extension Art Program. Internal kick off meeting to be scheduled to work on logistics.

~~3rd Street Parking Garage—A pre-design meeting occurred on September 24, 2019 with the three local artist curator teams to go over guidelines, determine a presentation date, and field any inquiries. Artist curator design presentations will occur on Monday, December 9, 2019, 6:30pm in City Hall, Council Chambers.—~~

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~~Anti-Craffiti Mural Project—Four local artists have been selected from the pre-qualified artist roster. The artists currently have a Right of Entry agreement with the City for artwork on utility boxes. Contracts are being developed.—~~

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~~BART—Berryessa Station (via VTA)—Installation of the artwork has been completed. The BART station is expected to open in the late fall of 2019.—~~

~~Bassett Avenue Underpass Illumination Project—Artist Vicki Scuri's final design work is under development for her "lanterns" on Bassett Ave. The final design for the total project is expected by January 2020 with construction to start later in 2020.—~~

~~Convention Center Mural—Artist Mona Caron will present a conceptual design on November 15, 2019 to the review panel.—~~

~~Environmental Services Department (ESD) Projects—~~

~~1. **CoGeneration:** Fabrication is in progress.—~~

~~2. **The Don Edwards National Wildlife Refuge and Guadalupe River (DENWR) and Children's Discovery Museum (CDM):** The DENWR project is almost complete. A dedication event will be forthcoming. The Guadalupe River Park/CDM project was commenced in August, with an expected completion early 2020.—~~

~~3. **Alviso Storm Pump:** The installation of the nearly 1,100 sq. ft. of handmade tile work by Bay Area artist Sam Tubiolo is complete. A dedication event for the Storm Pump Station occurred on Saturday, September 21, with over fifty people in attendance.—~~

~~4. **Clean Energy Program:** Bay Area artists Trena Noval and Sue Marks presented their proposal for a project to the Clean Energy Department on October 25th.—~~

~~End of Watch Police Memorial—Public Works is completing their site evaluation and utility survey assessment. The artist contract and the landscape architect contract are complete, and work is underway.—~~

~~Iris Chang Park—Well attended, the park dedication took place on Saturday, November 9.—~~

~~Havana Drive/Midfield Avenue Soundwall mural—This project is pending CalTrans' maintenance agreement and permit approval.—~~

~~Japan Town Turnkey Park/Plaza Art—The artwork will be a major sculpture element as a focal point in the park. Project visioning is currently underway; the review panel of local residents and artists have met. It has been determined that an invitational would be the best approach. Staff has researched and reviewed more than three hundred artists for this project.—~~

~~Artists that will be recommended for the invitation list will be presented to the review panel in the coming months.—~~

~~**Lincoln Ave Art**—One of the sculptures along Lincoln Avenue was damaged by a vehicle in Spring of 2018. A new artwork was selected and installed by the public art conservator and the Willow Glen Business Association in August 2019. Two more mural projects are being planned and will hire local artists.—~~

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Market/San Pedro Parking Garage—The base project estimated budget and scope are under review as demolition cost estimates were revised. The project is undergoing value engineering.—~~

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Neighborhood Galleries—Murals in District 5 are pending due to Caltrans permits. The second phase of this project will take place in District 4.—~~

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Playa to Paseo—The aluminum plated shark fin, *No Swimming*, by Oleg Lobykin was installed at the SAP Center on September 19 and will be on display through April 4, 2020. The installation of the bead covered dinosaur skeleton, *Ichiro, Sacred Beings*, at Children's Discovery Museum will be from early December through late March 2020.—~~

~~**Pellier Park**—The park's master plan will be reviewed by City Council at a future meeting.—~~

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Sonic Runway—A contract for the fabrication and installation phase is being finalized with Bay Area artists Rob Jensen and Warren Trezevant.—~~

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Valley Medical Center—Artist Christian Moeller's schematic design has been approved by the County.—~~

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Fire Station 37—Project planning is underway for this project. The San Jose Fire Department (SJFD) held a preliminary community meeting on Wednesday, May 22. Bay Area artist Sam Tubiolo is collaborating with the design team and SJFD in visioning for the artwork as well. A concept proposal is expected in November/December 2019.—~~

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CITY HALL EXHIBITS—**Rotunda 1st Fl. Lobby:** *Pune India Sister Cities* exhibit of colorful photography from Pune, India is now on display. The exhibit was created with an Arts & Cultural Exchange grant from the Office of Cultural Affairs.—~~

Strengthen the Cultural Community's Infrastructure

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). OCA provided six pre-application workshops (two duplicate workshops per grant program), a technical assistance workshop (grant writing), and one-to-one technical assistance for potential applicants upon request. Grant panel meetings are scheduled to take place on: February 27 - 28 (FPC);

March 12 – 13 (OpG); and March 26 – 27 (take pART). The panel recommendations will be on the agenda of the May 18 ~~a~~Arts ~~e~~Commission meeting.

~~**Arts and Cultural Exchange Grants - Guidelines for the 2020 Arts and Cultural Exchange Grants were released on July 31, 2019 for projects in calendar year 2020. A total of ten applications were received on the September 30th deadline. The panel met on October 25, 2019 to review applications and recommended five applications, requesting total of \$25,000. The recommended grants were reviewed and accepted at November 2019 Arts Commission meeting.**~~

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~~Through the Arts and Cultural Exchange Grants, 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.~~

~~**Live and Local SJ - OCA met with t**The San Jose Downtown Association recently presented an update to the OCA on the to discuss opportunities to revamp the Live and Local SJ marketing campaign goals and strategies aimed at positioning website and to strategize marketing concepts to advertise Downtown San Jose as a live music hub (see attached). Planning is currently underway to provide more information about upcoming events, concerts, and exclusive content about artists through the Live and Local SJ website and social media.~~

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~~**Hammer Theatre Center Operations and Maintenance (O&M) Agreement -** recommended to transition to long-term. At its February 24th meeting, T~~
The City Council's Community and Economic Development Committee (CEDC) is scheduled ~~at its February 24th meeting~~ to review a ~~new~~ longer-term agreement with San Jose State University (SJSU) to operate the Hammer Theatre. After SJSU's successful four-year experience of incubating a new model for Hammer Theatre programming, a new agreement is proposed effective July 1, 2020 for up to 35 years with an annual subsidy of \$315,000. This City-SJSU partnership has revitalized the Hammer Theatre, bringing high quality diverse arts experiences that engage new audiences, honor the building's history and original design for professional theater, and promote long-term sustainability. In addition to high quality SJSU-sourced programming, the venue has strong utilization from arts and community groups who rent the theater at discounted nonprofit rates. SJSU brings substantial resources to assist in the operations and maintenance of the iconic theater, and it provides SJSU the ability to use a modern fully equipped professional theater in a highly visible location just outside its campus. SJSU's operation of the Hammer Theatre also provides valuable arts education opportunities for the next generation of arts professionals, participants, and patrons.

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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 eighth funding cycle, CIIF -

Round 8, granted a total of \$55,000 to nine San Jose arts-based businesses. The review panel met on December 6th to review sixteen eligible applications. The panel recommendation was approved by the ~~a~~Arts ~~e~~C Commission at its January 27, 2020 meeting. https://www.cciarts.org/San_Jose_CIIF.html

Professional Development Workshop: The Art of Fundraising - ~~with Krista Smith, January 16, 2020, 5:00 – 8:00 PM, City Hall.~~

~~On January 16th, 35 artists, creatives and local arts organization staff participated in this "sold out" workshop. Led by Krista Smith, the interactive workshop provided an overview of funding strategies available to individual artists, arts organizations, and creative entrepreneurs, from foundation and government grants to crowd-sourced fundraising (like Kickstarter and Patreon) and earned income streams. Participants engaged in the practice of telling their stories and missions, learning what makes a good project budget or artist statement, and connecting the dots between funding strategies and engaging their communities. This workshop was offered as part of the Creative Entrepreneur Project series of workshops for FY 2020-21.~~

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Support Residents' Active, Personal Participation in Arts and Culture

San Jose Creates and Connects - 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.

~~Renewed funding was received from the Packard Foundation to repeat the WeCreate408 creativity challenge in the fall of 2020; a second round of Creative License Ambassadors in 2020-21; and a convening to train new and returning groups in the Creating Connections messaging.~~

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~~The guidelines for the second round of Creative License Ambassadors were released on January 9, 2020 with applications due on March 9, 2020. An information session was held on January 29, 2020.~~

~~Planning is currently underway for Make Music San Jose 2020, which will be celebrated on Sunday, June 21, 2020. Registration will open to the public on March 16, 2020 and will close on May 21, 2020.~~

~~The reception honoring the 2020 Census Design Poster contest winners will be held on March 4, 2020 from 5:00 pm to 6:30 pm at the City Hall Rotunda. The first place design will be installed on Valley Transportation Authority (VTA) real estate in late February to promote participation in the 2020 Census. This contest was open to students currently enrolled in a public or nonprofit Santa Clara County college or university. Through the month of October 2019, OCA and 31 create partners promoted the WeCreate408 campaign to inspire create expression and celebrate San Jose. Taking the form of a 31-day creativity challenge, WeCreate408 launched on October 1, 2019. Participants were invited to sign up to received daily prompts for creative actions that they can do on their own, along with the information~~

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~~about related events by one of our creative partners. Over 1,000 people signed up to participate. Through the OCA's and our partners' social media and distribution lists, the campaign reached an estimated 200,000 people. The #WeCreate408 campaign was supported by a generous grant from the David and Lucile Packard Foundation.~~

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~~The Packard Foundation has recommended renewed funding for the WeCreate408 campaign in the fall of 2020; a second round of Creative License Ambassadors in 2020-20; and a convening of the previous *Creating Connections* cohort and new groups to receive training in the *Creating Connections* messaging. The grant will be going forward to the Packard Foundation Board in November 2019.~~

~~Application are due on November 21, 2019 for the 2020 Census Design Poster contest with the Valley Transportation Authority (VTA). The contest is open to students currently enrolled in a public or nonprofit Santa Clara County college or university.~~

Destination Events in San Jose (~~October 22, 2019 to November 17, 2019~~February 25, 2020 to March 22, 2020)

San Jose Sharks' Street Rally – February 29, 2020, 3:30 pm to 7:00 pm. Location: Autumn Street.

Villas on the Park Grand Opening – March 6, 2020, 10:00 am to 12:00 pm. Location: 290 North 2nd Street.

SaaStr 2020 – March 10, 2020, 5:30 pm to 9:30 pm. Location: South 1st Street & side streets.

The San Jose Shamrock Run 2020 – March 14, 2020, 8:00 am to 1:00 pm. Location: San Pedro Street, Guadalupe Trail & city streets.

Char Shanbeh Soori – March 17, 2020, 7:00 pm to 9:00 pm. Location: 4125 Blackford Avenue.