

## **OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR FEBRUARY 2021**

Selected activities organized by goals in *Cultural Connection: San Jose's Cultural Plan*

The City of San Jose has activated its Emergency Operations Center (EOC). The majority of OCA staff have been deployed to the EOC working in various capacities including the Community and Economic Recovery Branch of the EOC, supporting the resiliency of the arts sector. The Santa Clara County Health Department has now issued that the County is moving back into the Purple Tier.

### **Support Diverse Cultural Spaces & Places Throughout the Community**

Due to Shelter-in-Place orders and the prohibition of mass gatherings, City-owned cultural facilities have been closed for approximately eleven months. Operators of City-owned facilities have developed alternative business models, like the School of Arts and Culture at MHP which provides a venue for COVID19 vaccinations or online learning/programming in other instances. However, sustainable business models for which those facilities and partnerships were envisioned remain in subject to the pandemic and local County Health Department orders.

### **Integrate High Impact Public Art & Urban Design throughout the Community**

#### **Airport Art**

- **Feature Wall/A million times for San Jose:** With completion of the Department of Public Works technical and engineering review, the artists have been approved to proceed with fabrication. Fabrication of the artwork is in process in Sweden. The Artists have entered into an agreement with local General Contractor for the remodel of existing airport wall.
- **Holding the Moment:** Part III of the six-part exhibition is currently on view in the large showcases through February 14, 2021 at San José Airport Terminal B - adjacent to the baggage claim. This area is publicly accessible 24/7. The project can be further explored online at [www.sanjoseca.gov/HoldingTheMomentSJ](http://www.sanjoseca.gov/HoldingTheMomentSJ). These newly created web pages include general project information, statements about each of the artworks in the artists' own words ("Narrative Indexes"), and a gallery of all the artworks. Additionally, over the next seven months, the artwork and the artists' narratives will be introduced on social media via the Office of Cultural Affairs Instagram (@sjculture) and Facebook (@sanjoseculture). You can also follow #HoldingTheMomentSJ.
- **Showcase Permanent Artwork/Threshold:** Sculpture by Philip Beesley is in mass production in Toronto. Installation is expected to begin the beginning of June 2021. All prototypes and proofs are complete and ready for full production.
- **XO:** The contract to commission XO at the airport is under development and review.

**Bassett Avenue Park Streetscape Lighting** - The public art component of this project by artist Vicki Scuri, which is being developed in conjunction with the creation of Bassett Park beneath the Coleman Ave. overpass, was put on hold by the base project for a number of months. It is now moving forward again. The Bassett Park Master Plan which includes the public art was reviewed by the Parks and Recreation Commission on November 4, 2020 and will now proceed to City Council, the key step in moving towards construction.

**Convention Center** – Bay Area Artist Mona Caron completed her 3,300 square foot mural titled *Limonium* at the Parking Garage. The artwork has received significant press exposure. The lighting component for this project was completed early January.

**Emergency Operation Center & Fire Department Training Facility Relocation (EMC/FDTF)** – Project development is underway for major projects in these new, co-joined facilities to be built on Senter Rd. The approach to public art will focus primarily on engaging San Jose artists, with works by multiple artists to be featured within the facility interior and one or more major works on the facility exterior. The project will proceed in 2021; facility completion is forecast for Summer (FDTF) and Fall (EOC) 2022.

#### **Environmental Services Department (ESD) Projects**

- **CoGeneration** - Installation of artist screens were completed, and lighting connections are being configured by the base project contractor. A ribbon cutting for the building is underway.
- **Don Edwards National Wildlife Refuge and Guadalupe River (DENWR) and Guadalupe River Park/Children's Discovery Museum (GRP/CDM)** – Completion of the project is forecasted for 2021.

**End of Watch Police Memorial** – Artist Gordon Huether's final, approved design development for the memorial element and collaborating landscape architect vanderToolen & Associates' fully developed site plan for the memorial successfully underwent technical review by Public Works. It is in the process of final presentation with key City officials and stakeholders. The goal is to bring the project to completion within the coming year.

**Fire Station 37** – Artist Sam Tubiolo has begun initial preparation for fabricating the tile work and window treatment for the new fire station in Willow Glen, staying aligned with the base project schedule for this fast-tracked project. Artwork installation is scheduled in coordination with the base project for Summer/Fall, 2021.

**Havana Drive/Midfield Avenue Soundwall mural** – This project continues to be pending a CalTrans maintenance agreement and CalTrans permit approval.

**Japan Town Turnkey Park/Plaza Art** - San José artist Roger Stoller is in the process of starting fabrication of the sculpture project for the park, with a current completion date planned for December 2021, in coordination with the park construction.

**Lincoln Ave Art** – Staff is working with the Willow Glen Business Association to determine what final art projects they will undertake to complete the Lincoln Avenue Artworks project.

**Market/San Pedro Parking Garage** – A design-only contract with artist Brian Brush has been executed and a re-launch of this project occurred in July 2020. After six months of design development, Brian presented his concept schematic design to the Public Art Committee on February 2, 2021, and it was unanimously approved. The project now moves to construction documentation phase.

**Neighborhood Galleries** - Murals in District 5 are pending Caltrans permits. A permit application has been submitted to BART for the District 4 mural.

**Playa to Paseo** - Conversations about final installations underway with Burning Man.

**Pellier Park** – The construction documents are complete and the project is out for bid. Award date is anticipated on April 27<sup>th</sup> and the start of construction mid-June.

**Public Art Forum** – On January 29, 2021, the City held a public art forum for the public to share their sentiment regarding public art in San Jose, and specifically the recent AMERICANA controversy and the *Fallon Statue*. Approximately 162 members of the public attended, of which most of those that spoke did not support the *Fallon Statue*. Echoing a 30+ year history of protesting the statue, the public comments resoundingly called for the removal of the statue. The Mayor formally called to begin the process necessary to inform the removal of the statue on Monday, February 1, 2021, and submitted a memo to go before the Rules Committee on February 10, 2021. The Rules Committee approved that this item will be added to the Arts Commission workplan, which will be formally approved by the Community and Economic Development Committee at its regular meeting on February 22<sup>nd</sup>. Staff is following deaccession guidelines to prepare a report to present to the Public Art Committee, who will then make a recommendation to the Arts Commission, who will then make a recommendation to City Council about what to do with the statue.

**Right the Blight Hotspot Mural Project** - Jet Martinez has completed his mural at Capitol Park, and Carlos Perez has completed his murals at Seven Trees Community Center. Jesse Hernandez's murals at the Dupont Street underpass are near completion. The site location for Lila Gemellos's mural is infested with termites. Public Works will analyze whether or not the building needs to be replaced or repaired. The project is put on hold until a further determination can be made.

**Santa Clara County** – The City's Public Art Program has been contracted by the County as a consultant to the County to develop guidelines for their public art program and provide other consultation resources as needed, including project management. In addition, the City is also consulting on three large scale projects in development – Animal Services Center, Tasman Art Campus, and the Behavioral Services Center.

**Sonic Runway** – Due to safety measures related to COVID 19, installation has been rescheduled to late 2021.

**Urban Confluence Silicon Valley** – This is not a City project. The project originated by the Light Tower Corporation to re-create a significant City Landmark. The project evolved into an international competition that drew over 900 applicants worldwide. Three finalists were selected by a jury to refine their design proposals. Staff, Parks, Public Works, and Public Art staff have been directed by Council to provide consultation as the project continues to develop. Three final designs were presented to the Jury on 1/30/2021. The jury is to select a finalist which is slated to be announced March 6, 2021.

**Valley Medical Center** – Artist’s structural drawings are complete. The base project’s structural engineers are developing final site assessment and construction documents.

### **Strengthen the Cultural Community's Infrastructure**

#### **Cultural Funding Portfolio - Investments in Art, Creativity and Culture - City of San Jose Coronavirus Relief Fund: Nonprofit Arts Organizations**

As part of its designated CARES Act Coronavirus Relief Funds (CRF), the City allocated \$2,620,000 in funds to the individuals and organizations that anchor our vitally important art communities. These funds include administrative fees for implementation by third parties.

CRF allocations will be offered to the arts sector through three distinct programs:

- **City of San Jose Coronavirus Relief Fund: Nonprofit Arts Organizations**, grants supporting arts and cultural nonprofits with funds totaling \$2,320,000;
- **City of San Jose Coronavirus Relief Fund: Artists**, grants supporting individual creative entrepreneurs and sole proprietors with funds totaling \$235,000; and
- **Technical Assistance Program for the Arts**, comprised of timely workshops and facilitated cohorts with coaching in the amount of \$65,000.

Through its intermediaries the Silico Valley Community Foundation and the Center for Cultural innovation, the OCA will oversee grants to arts organizations, with contracting and disbursement administered quickly and efficiently.

### **Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector**

#### **Spring 2021 Professional Development Programs:**

**The Business of Art:** The Office of Cultural Affairs (OCA) continues in partnership with CCI to present CCI’s signature program, *The Business of Art*, designed to enhance the business skills of artists and creative entrepreneurs. This nine-session program will take place from March 4 to May 6 on Thursdays from 4-6pm (PST) for online presentations by arts and business leaders who will share innovative ideas and inspiration for sustaining or pivoting art business to meet challenging times. To supplement the program, participants will also receive a copy of *The Business of Art: An Artist’s Guide to Profitable Self-Employment*, a CCI publication now in its 3rd Edition. 24 San Jose participants representing a wide range of artistic disciplines and experience have been selected for the program. Complete details at [tinyurl.com/BOA-SJ-2021](http://tinyurl.com/BOA-SJ-2021).

***Each One Teach One:*** The OCA and the School of Arts and Culture at MHP are partnering to provide a model of professional development training that includes workshops and peer-to-peer mentorships to foster leadership opportunities in the local arts sector for San Jose BIPOC artists, art educators, and emerging and established arts leaders. This project proposal was awarded the maximum grant of \$20,000 from the [Government Alliance on Race and Equity \(GARE\)](#). Mentors and workshop leaders will be MALI alumni who have a diverse set of skills and experiences to share with artists, arts organizations and cultural practitioners in San Jose. Workshops and mentorships will focus on a specific content areas, all while recognizing that equity is the core no matter what the topic (fundraising, marketing and outreach, writing a business plan, event coordination, curation, etc.) OCA desires to expand their professional development training opportunities with the intent to foster leadership opportunities in the local arts sector for San Jose and its BIPOC artists, arts educators, and emerging and established arts leaders to consult in a variety of content issues related to the arts. A key goal is to advance the essential work of creating equity and inclusion in all communities. The mentorship program and workshops will take place during March through June 2021. Both programs are open to San Jose artists, creative, and arts organization staff.

### **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.

With support from the Packard Foundation, OCA engaged five Creative Ambassadors including Cynthia Cao, Demone Carter, Ray Furuta, Elizabeth Jiménez Montelongo, and Chike Nwoffiah. The role of the Creative Ambassadors is to champion the power of creative expression and engage residents in finding their own creative voice. The 2021 Ambassadorships began on January 1, 2021.

Planning is underway for the 2021 #WeCreate408 challenge, which will take place in April 2021 as part of California's Arts and Creativity Month. San Jose arts and arts-aligned organizations and businesses have been invited to participate as planning partners. Funding for #WeCreate408 was also provided by the Packard Foundation.

### **Destination Events in San Jose**

The Special Events Staff continues to monitor the directives from the Santa Clara County Public Health Department to determine allowable activities and events. On January 25, 2021, the California Department of Public Health announced that the Bay Area Region is no longer subject to the State's Regional Stay at Home Order. Outdoor gatherings are allowed up to 200 people per gathering, but subject to the limitations set forth by the State, which generally prohibit all gatherings except religious services, cultural ceremonies, political protests, other gatherings allowed by a State guidance document, and outdoor gatherings of up to three households. Order modifications made by the County and the State of California will continue to be monitored by staff.

The special events community continues to seek ways to celebrate safely and the Special Events Team vets their options as quickly as possible with County directives. Event

Organizers are encouraged to monitor the Santa Clara County Public Health Department website dedicated to COVID-19 with updates and guidance for workplaces, travel, schools, at-risk populations, and gatherings.

As the pandemic continues into the winter season, the Special Events Team provides technical expertise for other projects and programs that support local businesses, City speech, and economic revitalization. In January, a permit was expedited to allow the filming of a Lion Dance by the San Jose Museum of Art at the Circle of Palms to celebrate the upcoming Lunar New Year. OCA's Special Events Team additionally continues to work with event organizers to cancel, postpone, or restructure their upcoming events and support them through next steps.

### **Christmas in the Park “Drive-Thru” Provided a Safe Way to Celebrate a Local Tradition**

Christmas in the Park: A Drive-Thru Holiday at History San Jose and the event's use of the City's K4 and K2 Lots wrapped up in January. Event attendees came from the East Bay, North Peninsula, the San Francisco area, and other surrounding regions. Visitors bought tickets from 44 different states across the country and the event brought in a total of over 50,000 vehicles throughout the 38-day production. During January, post event reviews, including participation at the Town Hall Meeting hosted by District 7 Councilmember Esparza, were conducted. Event operations and impacts will continue to be analyzed to determine future operational changes at the same site.

### **San Jose's Al Fresco Program Extended**

The San Jose Al Fresco program, previously approved through Emergency Orders by City Manager in June, provides additional outdoor space, such as sidewalks, parklets, plazas, paseos, streets, surface lots, and parks to support hard-hit businesses during the pandemic. This initiative will continue until March 31, 2021 in Parks and Plazas. Through a simple registration process and with no costs, businesses may extend their operations at these outdoor venues to assist with compliance the County's Order and Social Distancing Protocol.

More information on this program is available here at the [San Jose Al Fresco webpage](#).

### **OCA Staff Announcements**

After decades of outstanding public service to the City and the OCA in particular, Special Events Director Tammy Turnipseed and Arts Program Manager Karen Park have announced their retirement effective early spring 2021. OCA staff will keep the Commission apprised of staffing transitions.