

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR MARCH 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 issued that the County has moved back into the Red Tier allowing for more openings in the cultural sector.

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 twelve 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, many large organizations have announced forthcoming reopenings at their facilities including CDM, SJMA, and the Tech.

Integrate High Impact Public Art & Urban Design throughout the Community

Airport Art -

- **Feature Wall/A million times for San Jose:** Fabrication of the artwork is in process in Sweden. With the Corian face of the clocks complete, the artists are beginning work on the technology. The protective glass face is complete and is due to arrive in San Jose in late April. The artists have entered into an agreement with a local contractor for the remodel of existing airport wall. The structural steel to support the artwork has been initiated and on site work will be scheduled shortly.
- **Holding the Moment:** Part IV of the six-part exhibition is currently on view in the large showcases through March 20, 2021 at San José Airport Terminal B. The project can be further explored online at the [Holding the Moment](#) webpage. Every week the artwork and the artists' narratives are introduced on social media via the Office of Cultural Affairs Instagram (@sjculture) and Facebook (@sanjoseculture). Please follow and engage with the posts to show our local artists love! You can also follow #HoldingTheMomentSJ.
- **Showcase Permanent Artwork/Threshold:** Sculpture by Philip Beesley is in production in Toronto. Installation is expected to begin June 2021.
- **XO:** The contract to commission XO at the airport is under development. Negotiations with the artist are forthcoming.

Emergency Operation Center & Fire Department Training Facility Relocation (EMC/FDTF) – Project development is underway for major projects in these new, co-

joined facilities on Senter Rd. The 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. Facility completion is forecasted 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. In February, the Department of Environmental Services hosted a virtual ribbon cutting for the building.
- **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 design development was approved for the memorial element. The collaborating landscape architect vanderToolen & Associates' fully developed site plan for the memorial successfully underwent initial technical review by Public Works. The final design presentation is near completion and the project will be completed within the coming year.

Thomas Fallon Statue - On Friday, January 29, 2021, the Mayor and City staff hosted a [Public Forum](#)) to share community perspectives on public art in our city. The forum provided an opportunity for residents to share their views with City leaders and staff about specific works of art, including the *Thomas Fallon* Statue by artist Robert Glen. The community that attended the meeting overwhelmingly requested the removal of the *Thomas Fallon* Statue. In responding to this, and the notorious history of the statue, the Mayor issued a [memorandum](#) to the Rules and Open Government Committee recommending to begin the process on removing the Statue. The Rules and Open Government Committee discussed and unanimously approved of the Mayor's recommendation February 22, 2021. Staff is currently going through the deaccession process to present a recommendation to the Public Art Committee, the Arts Commission, and eventually to City Council.

Fire Station 37 – Artist Sam Tubiolo is in the process of fabricating the tile work and the 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 late 2021 or early 2022.

Havana Drive/Midfield Avenue Soundwall mural – The CalTrans maintenance agreement is now being processed. This allows the project to move forward through final permitting and then to creating the mural. A final schedule for completion is still depending.

Japantown Heinlenville Park/Plaza Art - San José artist Roger Stoller is in coordination with the park's construction to fabricate the sculpture for the park. An estimated completion date is planned for December 2021.

Lincoln Ave Art – Staff is working with the Willow Glen Business Association to determine which 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 is in construction documentation development, and weekly construction design meetings with key stakeholders are taking place.

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

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

Pellier Park – The construction documents are complete and the project is out for bid as on March 4th. Council Award date is anticipated on April 27th with the start of construction anticipated mid-June.

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 complete. The site location for the final mural at Meadowfair Park is infested with termites. Public Works will analyze whether the building needs to be replaced or repaired. The final mural for this pilot 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 the installation has been rescheduled until late 2021.

Urban Confluence Silicon Valley (not a City project) - Three finalists were selected by a jury to refine their design proposals. City Staff has been directed by the Council to provide consultation as the project continues to develop. Three final designs were presented to the Jury on January 30, 2021. The jury will select a finalist which is slated to be announced March 2021.

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

VTA-EBRC – Public Art is working with VTA on two large-scale projects associated with the Eastridge to BART Regional Connector. The RFQ and contract have been drafted and is being reviewed by VTA.

Weavers' Gifts – One of the major sculptural elements, the limestone basket, has been damaged beyond repair. Staff is working with the artist for perspective on replacement costs and logistics.

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 oversaw 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.

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 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. Each Ambassador will produce a creative project that encourages residents to join in as active creators. The first projects will begin in April 2021 and will be announced on OCA social media.

The 2021 WeCreate408 challenge will launch on April 1, 2021 as part of California's Arts and Creativity Month. Residents are invited to sign up for the month-long creativity challenge at WeCreate408.org to receive daily prompts for creative actions designed to inspire and celebrate San Jose. Participants are encouraged to post their response to the daily prompt on social media with the hashtag #WeCreate408. Each creative prompt will feature and promote a WeCreate408 partner, which includes local arts organizations and arts-aligned businesses. The WeCreate408 virtual kick off event will take place on Thursday, April 8 from 7:00 pm to 8:30 pm and will feature a poetry workshop, art and cooking demo, and creative conversations along with an expo room featuring all the creative partners. Funding for #WeCreate408 was provided by the Packard Foundation.

Cornerstone of the Arts - The nomination guidelines for the 2021 Cornerstone of the Arts were released in early and are available at www.sanjoseculture.org. The deadline to submit a nomination is Friday, May 7, 2021 at 5:00 p.m. The OCA team will work with the Arts Commission to develop the appropriate model for this event, whether virtual or in person for 2021.

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 March 2, 2021, the California Department of Public Health announced that the Santa Clara County will be entering the Red Tier, relaxing some capacity allowances for indoor stores. Outdoor

gatherings no longer have a capacity restriction but are 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. For all permitted gatherings, a six-foot distance must be maintained between all present 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 through the winter season, the Special Events Team provides technical expertise for other projects and programs that support local businesses, City speech, and economic revitalization. The team additionally continues to work with event organizers to cancel, postpone, or restructure their upcoming events and support them through next steps.

San Jose's Al Fresco Program

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 now 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 mid/late March 2021. OCA staff will keep the Commission apprised of staffing transitions.