

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

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

The Santa Clara County Health Department has issued that the County has moved into the Orange 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 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 COVID-19 vaccinations or online learning/programming in other instances. However, many large organizations have announced or reopened 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.
- **Holding the Moment:** Part VI of the six-part exhibition is currently on view in the large showcases through mid-June 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 support our local artists. You can also follow #HoldingTheMomentSJ.
- **Showcase Permanent Artwork/Threshold:** Sculpture by Philip Beesley is in production in Toronto. Installation has been delayed by Canadian COVID restrictions.
- **XO:** The contract to commission XO at the airport has been executed. Staff is working with artists to advance design development.

**Bassett Park (AHSC Grant):** PRNS has reactivated the project to complete Bassett Park. The integration of Vicki Scuri's illuminated pedestrian light elements in the park construction is underway.

**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** – Artist recently completed photo documentation and maintenance manual for "*Methanogen Polyptych*." Identification plaque is in process.

- **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.
- **One Day One Action:** An environmental awareness project is in development with artists Trena Noval and Sue Mark, which will encourage residents to shift their habits, rituals, and behaviors. Contract is in development.
- **River Oaks Pump Station:** Project is in the very early planning stages, and a variety of opportunities have been explored within a design plan vetted by community.

**End of Watch Police Memorial** – Artist Gordon Huether's approved memorial design is in fabrication. Key stakeholders are apprised of developments. Construction documents are underway for the final site design.

**Hummingbirds** – Due to safety reasons, the pole mounted sculptures on Park Ave., were dismantled and will be retrofitted and reinstalled. Staff is in communication with the artist on the sculpture retrofit. This work is being funded through the Participatory District Funding process.

**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. On May 4, 2021 the Public Art Committee was presented with a recommendation to deaccession and remove the statue. The Public Art Committee unanimously approved the recommendation with an amendment to ensure that the statue will be permanently stored away and will not be displayed or sold in the future. The recommendation will be forwarded to the Arts Commission at its meeting on June 21, which will then be carried to the full City Council for approval in August or September.

**Fire Station 14** – A small mural project is planned for the exterior of Fire Station 14 as part of the community's budget process priorities. The process of collaboration between the community and SJFD to develop a vision for the artwork and to select a local artist is underway.

**Fire Station 37** – Artist Sam Tubiolo is fabricating the tile work and the window treatment for the new fire station in Willow Glen. Artwork installation is scheduled in coordination with the base project for late 2021 or early 2022.

**Havana Drive/Midfield Avenue Soundwall mural** – Artist Morgan Bricca's approved design is moving forward as the CalTrans maintenance agreement is now being processed.

**Japantown Heinlerville 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** – The project with artist Brian Brush is in construction documentation development.

**Neighborhood Galleries** - Murals in District 5 are pending Caltrans permits. A permit application has been approved by BART for the District 4 mural by Jason Jagel. Installation of the District 4 mural is pending direction from VTA.

**Olinder Community Center Time Mural** - Staff is in contact with the artist for a proposal to restore the 72' long mural installed on the façade of Olinder Community Center. This will involve repainting the entire mural on more stable and robust materials appropriate for an outdoor installation. In parallel, Parks is working with Public Works to assess the structural integrity, and repair of wood façade which has termite/wood rot damage.

**Pellier Park** – Council Award date occurred on May 4, 2021 with the start of construction anticipated mid-June.

**Right the Blight Hotspot Mural Project** - 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** – Fabrication is nearing completion and installation is currently scheduled for Fall 2021.

**Urban Confluence Silicon Valley** (*not a City project*) – City Council approved the recommendation of the finalist at its meeting on May 4, 2021. The finalist is an architect by trade, and the design is a building/structure. Public Art will no longer be involved in the project and consultation will only occur on an 'as needed' basis with staff time being funded by the Urban Confluence team.

**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 was released on April 26<sup>th</sup> and will close on July 2<sup>nd</sup>.

**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 FY 20-21 funds to the individuals and organizations that anchor our vitally important art communities. CRF allocations were 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.

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

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

**The Business of Art:** The OCA continues to partner with CCI to present CCI's signature program called *The Business of Art*, designed to enhance the business skills of artists and creative entrepreneurs. This nine-session program took place from March 4 to May 6 on Thursdays from 4-6pm (PST) for online presentations by arts and business leaders who shared innovative ideas and inspiration for sustaining or pivoting art business to meet challenging times. The program culminated on May 6 with "cluster counseling" to allow 1:1 or small group work with the workshop instructors. To supplement the program, participants received a copy of *The Business of Art: An Artist's Guide to Profitable Self-Employment*, a CCI publication. 25 San Jose artists and creatives representing a wide range of artistic disciplines and experience participated in the program. Complete details at [tinyurl.com/BOA-SJ-2021](https://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 are 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 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 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 began in March and will conclude in June 2021. Both programs are open to San Jose artists, creatives, 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.

The 2021 WeCreate408 challenge recently concluded on April 30, 2021. Run in conjunction with California's Arts, Culture, and Creativity Month in April, residents were invited to sign up for the month-long creativity challenge at [WeCreate408.org](http://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 featured one of the 27 WeCreate408 partner organizations. Over 1,500 people signed up for the challenge and OCA social media interactions increased by well over a 1000%. Further evaluation is currently taking place to understand the scope of the campaign's impact.

The 2021 Creative Ambassadorships are currently underway. The role of the Creative Ambassadors is to champion the power of creative expression and engage residents in finding their own creative voice. 2021 Creative Ambassadors include Cynthia Cao, Demone Carter, Ray Furuta, Elizabeth Jiménez Montelongo, and Chike Nwoffiah.

Funding for #WeCreate408 and the Creative Ambassadors is provided by the Packard Foundation.

**Cornerstone of the Arts** - The nomination guidelines for the 2021 Cornerstone of the Arts were released in early March and are available at [www.sanjoseculture.org](http://www.sanjoseculture.org). The deadline to submit a nomination was 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**

OCA continues to closely monitor the Santa Clara County Public Health Department Order and the State Department of Public Health as it pertains to Outdoor Special Events and Gatherings. On March 26, 2021, as we moved into the orange tier, the California Department of Public Health released an industry guidance on outdoor seated live events and

performances. The Blueprint for a Safer Economy was also updated on April 19, 2021, which also includes some language on capacity limitations and restrictions for outdoor gatherings. There remains to be separate guidance for religious services, cultural ceremonies, political protests, and other gatherings allowed by a State guidance document. As of April 30<sup>th</sup>, the guidance for cultural ceremonies is in the process of being updated. The Special Events team continues to work with County and State officials to provide clear guidance on what types of events are allowed and what event components can be permitted. These modifications continue to limit the types of special events typically conducted within the City of San Jose.

Gatherings for musical, theatrical, and artistic performances are permitted within the Orange Tier only if, in the exercise of their discretion, the relevant local or city health officer approves the precautions taken to ensure the safety of all participants. Performances may have no more than 50 persons in the audience and all non-performers are required to wear masks. For all permitted gatherings, a six-foot distance must be maintained between all present guests or households. Order modifications made by the County and the State of California will continue to be monitored by staff.

The Special Events Team continues to provide 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, while following the current State or County directives

**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. 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. This initiative was recently approved by San Jose City Council to continue until December 31, 2021 in Paseos and Plazas. With this extension, our team will continue to work with event organizers who are conditionally approved to use San Jose Al Fresco program locations to ensure their permitted will not be affected by Al Fresco use. More information on the San Jose Al Fresco Program can be found by visiting [here](#).

**Downtown Farmers' Market Moves to a New Temporary Location** - To help accommodate restaurants participating in San Jose Al Fresco on San Pedro Street, the Downtown Farmers' Market will temporarily relocate the weekly Friday market to South First Street between San Salvador Street and E. William Street. Starting Friday, May 7, 2021 and running through Friday, December 17, 2021, the Downtown Friday Farmers' Market will once again host a variety of food, agricultural and artisan vendors from 10:00AM – 2:00PM. Shoppers will be able to find fresh fruits, vegetables, breads, fish, gourmet foods, flowers and

handcrafted goods. The new location will bring welcomed foot-traffic to the vibrant SoFA District, while practicing the County's social distancing directives.