



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

**SUBJECT: 2021 CORNERSTONE OF THE
ARTS AWARDS**

DATE: June 10, 2021

Approved /s/
Nanci Klein

Date 6/10/2021

RECOMMENDATION

It is recommended that the Arts Commission approve the selections for the 2021 Cornerstone of the Arts Award and Creative Impact Award.

BACKGROUND

Inaugurated in September 2013, through a partnership between the City of San José Office of Cultural Affairs and the Arts Commission, the Cornerstone of the Arts awards and event program was established.

The awards have been bestowed annually at the Cornerstone of the Arts Event, during which Cultural Affairs grantees are also honored for their collective contributions. The event has been held in October and the program includes the following categories:

- **Cornerstone of the Arts Award;**
- **Creative Impact Award; and**
- **Business Support for the Arts Award.**

Nominated by community members and Arts Commissioners, honorees are selected according to the following eligibility and criteria for each award category:

- **Cornerstone of the Arts Award** - An individual(s) or creative entrepreneur who has provided effective leadership and/or support over time, leading to the betterment of San Jose's arts community and the quality of life for our citizens.

- a. Eligibility
 - 1. An individual or individuals (not an organization)
 - 2. Working in any sector (nonprofit, public, or private)
 - 3. Past honorees are ineligible
 - b. Criteria
 - 1. Significance
 - 2. Innovation
 - 3. Inclusiveness
 - 4. Timing of Recognition
- **Creative Impact Award** - A cultural or artistic project or program that has made a significant impact on the community.
 - a. Eligibility
 - 1. An individual or partnership of individuals (nonprofit or business sector)
 - 2. Must have produced a special cultural or artistic project or event that has significantly impacted the San José community
 - 3. Special cultural or artistic project or event does not have to be reoccurring
 - 4. Past honorees are ineligible
 - b. Criteria
 - 1. Significance of Project
 - 2. Community Impact
 - 3. Innovation
- **Business Support for the Arts Award** - Businesses that have made a significant impact in strengthening the vibrancy of San José through their leadership and support for the arts. It is envisioned that the selected honoree is a business that supports the arts philanthropically, through sponsorship, or programming and that it supports the arts outside of its core business.
 - a. Eligibility:
 - 1. Businesses that have established strong partnerships with the arts community in San Jose
 - 2. Demonstrated support of the arts in the form of financial, in-kind, promotional, or other types of support

3. Nonprofit organizations are ineligible to be nominated
 4. Past honorees are ineligible
- b. Criteria
1. Significance of Support
 2. Community Impact
 3. Duration of Support
 4. Collaboration

Last year, the Cornerstone of the Arts Awards was placed on hiatus due to COVID-19 restrictions on holding events in public. 2021 will mark the eighth year of the Cornerstone Award. Previous recipients include the late Irene Dalis, founder of Opera San Jose, late Mayor Susan Hammer, founders of the Castellano Foundation Carmen and Al Castellano, founders of San Jose Taiko Roy and PJ Hirabayashi, founder and former Artistic Director of Teatro Visión Elisa Marina Alvarado, founder Randall King and Executive Director Cathleen King of the San José Stage Company, and Artistic and Festival Director of San Jose Jazz Bruce Labadie.

The 2021 awards will be presented at the Cornerstone of the Arts event at the Hammer Theatre on October 15, 2021. FY 2020-2021 City of San José Office of Cultural Affairs' grantees will also be recognized for their contributions to San Jose's cultural life.

ANALYSIS

Applicants were asked to complete an online application by the deadline of May 7, 2021. (Cornerstone of the Arts Nomination Guidelines can be viewed [here](#)).

The 2021 Cornerstone of the Arts committee was comprised of the past honoree and Arts Commissioners.

- **Bruce Labadie**, *Artistic and Festival Director and past honoree*
- **Charlie McCollum**, *San José Arts Commission*
- **John Callison**, *San José Arts Commission*

The Committee convened on June 4, 2021 to review the 29 nominations. All the nominations identified leaders that have made a significant impact on San Jose's cultural landscape. Each nomination was carefully reviewed against each award's eligibility and criteria. For the Business Support for the Arts Award, the committee has recommended to not select an honoree due to insufficient nominations. As an alternative, the committee is recommending to award two

recipients for the Cornerstone of the Arts Award and one recipient for the Creative Impact Award.

- Andrew Bales, *Cornerstone of the Arts Award*
- Dr. Jerrold Hiura, *Cornerstone of the Arts Award (posthumous)*
- Multicultural Art Leadership Institute, *Creative Impact Award*

Cornerstone of the Arts Honoree (selected excerpt from nomination)

Andrew Bales first came to San Jose when he engineered the San Jose Cleveland Ballet joint venture. Thanks to his innovative thinking and ability to put partnerships together, he brought a world class, and fully professional ballet to our city, thus increasing San Jose's stature, visibility and creating hundreds of local jobs. When the Cleveland Ballet ceased operation, Andrew returned to the Ballet Company, and raised the necessary funds to bring the core artists and productions from Cleveland to San Jose, establishing the Ballet San Jose Silicon Valley and led it for its first three years.

When Andrew left the Ballet, he decided to take San Jose Arts to the next level. In the wake of San Jose Symphony's closure, Andrew stepped forward and filled the void by creating Symphony Silicon Valley. In true Silicon Valley tradition, he built a fully professional, world-class symphony using a new and innovative business model that, unlike its predecessor has flourished. His approach of using rotating conductors and giving the musicians more artistic control has resulted in a symphony that is artistically strong, financially stable and now starting its 20th season. Without his entrepreneurial vision, San Jose might not have a beloved professional symphony today; a symphony that enlivens our souls with quality classical music and keeps local musicians employed and in our community.

Since 1987, Andrew has been directly responsible for bringing the arts to tens of thousands of San Jose school children. His creation of the ArtSPARK program in 2011 brought together local museums, dance, theatre and music companies, employing artists and introducing San Jose grammar school children to arts in a professional setting. These settings included The Hammer Theatre Center, The Mexican Heritage Plaza, The Tech Museum of Innovation, San Jose Museum of Art, Montalvo Arts Center and the California Theatre. Students saw productions by San Jose Repertory Theatre, San Jose Taiko, Los Lupenos de San Jose and, of course, Symphony Silicon Valley. These performances were provided at no charge to the schools and included free busing to reduce this very real cost barrier for under-resourced schools. Working closely with the County Office of Education, the Symphony continues ArtSPARK today, with four sold-out children's concerts each year – at no charge, busing included - at the California Theatre.

Andrew's influence on, and service to, San Jose arts goes well beyond his own companies. A few years after the creation of the Ballet, he initiated and helped draft San Jose's first Cultural Plan. In the early 90's, he initiated the precursor to the Downtown Arts Series at the San Jose Stage Company, a multi-week performing arts series that went on for about a decade. The program gave emerging multicultural arts groups access to a professional downtown venue

and helped the Stage gain essential operating revenue by acting as the series producer and venue. He has helped countless smaller arts organizations, many of whom are culturally specific, have access to the California Theater, providing knowledgeable technical assistance and affordable back-office services like box office support.

And what a gift to the community were the eight years of Target Summer Pops concerts on the San Jose State University's campus! This was community-building across age groups and cultures at its finest! To his credit, Andrew never tried to monetize the concerts with vendors or gate fees. Another such gift was the instrumental role Andrew played in fundraising for, and overseeing the construction of, the Santa Clara/San Jose Veterans Memorial. The memorial honors the service to our country by members of the San Jose community. Andrew continues to steward the ongoing maintenance of this beloved monument.

Andrew has served on the San Jose Downtown Parking Board, the San Jose Theatre Preservation Board, the San Jose Rotary Foundation Board, The San Jose Stage Company Board, the San Jose Arts Roundtable and the Board of Team San Jose - just some of the civic organizations to which he has generously given his time and expertise.

Andrew Bales has been an under-recognized hero in the San Jose arts community for decades. It's time that he receives official appreciation for his role in shaping the San Jose arts community into what it is today.

The 2021 Cornerstone of the Arts Committee is pleased to recommend Andrew Bales as the recipient of the 2021 Cornerstone of the Arts Award.

Cornerstone of the Arts Honoree (selected excerpt from nomination)

Dr. Jerrold Hiura, for more than four decades, has illustrated with his activities that he is the ultimate definition of a Cornerstone. He has laid the foundation for many thriving artistic endeavors in his various roles as administrator, visionary, financial supporter, and public advocate.

Dr. Hiura has been a combination of right brain, left brain activism. On one hand, he is a successful dentist and businessman and, on the other, he is a dreamer with a passion for the arts. In the mix is his social conscience that propels him to be a charitable force for good in the community.

His early achievements in poetry, literary publication, jewelry design and as a curator at the San Jose Museum of Art heralded a new dynamic personality that would support and advance the arts in the San Jose community. That promise was met with his appointment to the Arts Commission of the City of San Jose, where he served as Chair. His civic duties continued as he was President of the Arts Council of Silicon Valley, a member of the California Association of Local Arts Agencies, on various Mayor's Task Forces on Diversity Selection, Historic Arts Advisory and 20/20. His influence widened statewide with his appointment to the California State Arts

Council. He was the Vice Chair and served with a fierce commitment to advance emerging artists, arts exposure and funding.

His contributions have continued in significant ways that are often not seen. He was active with San Jose Repertory Theatre and studying ways to reach and promote young Asian Americans. He was instrumental in persuading the Center for Asian American Media to expand the San Francisco International Asian American Film Festival to San Jose. He was a founding board member of First Voice and a board member of 1st Act and the American Leadership Forum and many others. For the San Jose Jazz Festival, he encouraged booking artists outside of the box, actively working to ensure their participation and creating a media campaign to ensure exposure and attendance.

His personal vision was realized when he co-founded Contemporary Asian Theater Scene, popularly known as CATS, an organization that was at the forefront of presenting Asian Pacific American artists and art disciplines to the South Bay community. Dr. Hiura recognized decades ago that Asian American artists were not mainstream or even on the radar of many presenting organizations. He also knew that even within the Asian American community, there were major differences and strong traditions that should be shared. So, he devoted his time within CATS and, most definitely, beyond CATS to discover, promote and present emerging artists and multi-cultural art. CATS is now 17 years old and Dr. Hiura can point with pride to the wide-ranging opportunities given to artists. Some of the programs were a Playwrights Workshop where plays were presented after mentoring by renown writer, Philip Kan Gotanda; Asian Comedy Night; collaborations with MACLA; authors' events; staged readings; J-Town (Japantown) Cinema (films enhanced by appearances by filmmakers and actors); and National Humanities Month multi-cultural programs.

Adjunct activities with the Asian American International Film Festival, San Jose portion, illustrated the bridging of diverse communities. Receptions, Q & A Sessions and other events affiliated with the various films brought together established principals in the arts community with multiethnic groups, many first time and/or first-generation Asian Americans. Partnerships with groups such as MACLA further extended inclusiveness.

Dr. Hiura has exhibited a dedication to promoting artistic endeavors in multidisciplinary ways. This has attracted the admiration of younger individuals who viewed Dr. Hiura as the one with knowledge, experience and contacts. Thus, he is already serving in a mentor capacity at CAAM, CATS and other groups.

The many opportunities presented to San Jose's citizens to enjoy, learn and appreciate wide-ranging cultural experiences shows the long-lasting impact on San Jose's art and cultural landscape by Dr. Hiura. Due to his never-ending pursuit of artistic endeavors of many disciplines, Dr. Hiura has enriched the cultural offerings within the city. Dr. Hiura's untimely death last December was devastating not just to the arts community, but the community in general.

The 2021 Cornerstone of the Arts Committee is pleased to recommend Dr. Jerry Hiura as the

recipient of the 2021 Cornerstone of the Arts Award.

Creative Impact Honoree (selected excerpt from nomination)

The School of Arts and Culture at MHP's Multicultural Arts Leadership Institute (MALI) is a free leadership development program for people of color deeply engaged in Silicon Valley's arts, culture, and entertainment sectors. Each year MALI brings together a remarkably diverse group of arts professionals for a year-long series of seminars, trips, and networking opportunities. The MALI program has four main goals:

- to identify future and emerging multicultural arts leaders;
- to develop and deliver a training program that will provide these individuals with the skills and knowledge necessary to stabilize or grow their organizations and businesses;
- to equip these leaders to successfully participate in community forums, initiatives, and boards, both to address specific community issues and to advocate for a strong and healthy multicultural arts community; and
- to build self-sustaining networks of multicultural arts leaders for the purpose of resource sharing, knowledge sharing, and potential artistic collaboration.

Based in East San Jose, MALI is a program of the School of Arts and Culture at MHP. MALI seeks to open spaces of power and influence to people of color by eliminating traditional barriers of access such as race, language, artistic marginalization, and income. MALI's influence is evident across San Jose, Silicon Valley, and the greater Bay Area. MALI graduates occupy positions of influence. Creative catalysts like Erin Salazar (Executive Director of Local Color/MALI Class 9), Wisu Uemura (Executive Director of San Jose Taiko/MALI Class 1), and Armando Castellano (Musician/Educator w/Quinteto Latino/MALI Class 1) are a few examples of dynamic arts leaders who have come through the program. By training and connecting cultural producers, MALI contributes greatly to the artistic and cultural vitality of San Jose. In addition, MALI alumni often connect, collaborate, and create together. This is the value of the MALI network. For instance, Sonid0 Clash members, Quynh Mai Nguyen (MALI Class 7) and Fernando Perez (MALI Class 10) activate the Mexican Heritage Plaza for their annual Sonido Clash Music Festival. Over the last few years, with help from the School, and the ability to access other MALI alumni, the Festival has seen its attendance grow and has secured additional support from institutional funders like the Knight Foundation. Also, several MALI grads played a key role in executing the POW WOW! mural festival including Juan Carlos Araujo (MALI Class 9), Jennifer Ahn (MALI Class 10), Thomas Roman Aguilar (MALI Class 1), and Lan Nguyen (MALI Class 10)

MALI has been an integral vehicle, critical voice, and advocate that ensures that marginalized communities are heard. As MALI Founder, Roy Hirabayashi states, "When leaders of color are cultivated and trained, voices frequently unheard become amplified." In other words, MALI's grounding philosophy is based on not merely providing arts leaders with technical management skills. Rather, MALI's approach surfaces the unspoken norms of what it means to lead as a person of color in predominantly white spaces. Ultimately, arts leaders in the MALI program are exposed to people of influence they would not otherwise meet. MALI participants are

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encouraged to get out of their cultural and artistic silos and collaborate in new and interesting ways that benefit the overall artistic vitality of San Jose and Silicon Valley. In this way, MALI sets itself apart as a leadership development program.

Since 2008, MALI has invested more than \$1 million into this network of leaders. The School of Arts and Culture's ongoing investment in leadership development for people of color contributes to Silicon Valley's increased artistic collaborations as well as the sustainability of creative businesses.

The 2021 Cornerstone of the Arts Committee is pleased to recommend Multicultural Arts Leadership Institute as the recipient of the 2021 Creative Impact Award.

PUBLIC OUTREACH

The nomination guidelines were posted on the City's website and dispersed through the Office of Cultural Affairs' distribution lists. Announcements of the nomination guidelines were also made through social media.

/s/

KERRY ADAMS HAPNER
Director of Cultural Affairs