

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR SEPTEMBER 2022

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

The Commission meeting will continue to not be physically open to the public and the members of the Arts Commission will be teleconferencing from remote locations.

Support Diverse Cultural Spaces & Places Throughout the Community

City-owned cultural facilities have fully reopened, including museums and theaters.

The Hammer Theatre has experienced a recent surge in visitors in August with 16 San Jose Jazz Summer Fest performances followed by nine days of Cinequest. During this two-week period, the Hammer Theatre team welcomed over 8,000 people.

Integrate High Impact Public Art & Urban Design throughout the Community

Thomas Fallon Statue - Public Works and public art staff are developing the construction bid set to de-install the statue, relocate it to City storage, and repair any demolition at the site. De-installation is expected to be completed in by Fall 2022.

Adobe Bridge – The Public Art Committee reviewed the Adobe bridge art enhancement concept design by artist Hou de Sousa at their February 1, 2022 meeting. Adobe received positive input as well as some prospective elements that could be improved upon in the design. Adobe is to continue to work out the details and refine the design. Bridge completion forecasted for 2023.

Airport Art:

- **XO** – Artist/General Contractor agreement signed. Contractor pursuing insurance and bonding required for installation.
- **Art Window** – Artist/curator Cynthia Cao is in the initial stages of designing an exhibit plan for a collection of 2D software generated works collected specifically for the airport's mezzanine Art Window located adjacent to the TSA Pre-Check lanes.

Artist Roster – Staff completed the process of a call for artists for a roster of pre-approved, artists who are *not* primarily muralists to most expediently support artist selection processes for the many projects that are upcoming as a result of Measure T Capital projects and other funding. The roster reduces the significant costs and labor involved in issuing and managing artist calls for individual artists, both for the City and for artists. Widespread outreach was done, resulting in 297 submittals; 221 were selected by a highly diverse panel comprised of local artists and arts professionals. The roster will be used for the coming five years; it may be updated if that is considered necessary. There will be a separate call for muralists for a Mural Artist Roster before the year end.

Bassett Park (AHSC Grant) – Parks department has reactivated the Bassett Park project. Included in the park design is artist Vicki Scuri's illuminated pedestrian light elements. The base construction project schedule is in the process of being reset which changes the completion date for the public art; its completion is now planned for 2025.

Emergency Operation Center & Fire Department Training Facility Relocation

(EOC/FDTF) – Project development is underway for major projects in these new co-joined facilities on Senter Rd. Construction documents for artist Johanna Poethig's artwork for the facility exterior have received building permits from the City. The first phase of the fabrication process is underway. The estimated project completion has been reset to early 2023 to align with base project. Artwork for the facility interior (Phase 2) will focus primarily on engaging local artists, with up to 30 two-dimensional artworks by San José artists to be selected for permanent display inside the facility. Facility completion is forecasted for 2023.

Environmental Services Department (ESD) Projects:

- **Co-Generation** – Several LED lighting strips have gone dark. Staff filed a claim against the warranty and is now working with Environmental Services Department (ESD) to resolve the failure.
- **Don Edwards National Wildlife Refuge and Guadalupe River (DENWR) and Guadalupe River Park/Children's Discovery Museum (GRP/CDM)** – The project by artist Mark Brest Van Kempen is substantially completed and GRP/CDM project is anticipated for completion by the end of 2022.
- **One Day One Action** – An environmental awareness project is in development with Bay area artists Trena Noval and Sue Mark, which will encourage residents to shift their habits, rituals, and behaviors to be better stewards of the environment. The artists are researching, interviewing, and engaging potential local community partner organizations. In March, a Social Media Specialist joined the team. In April and May, the artist engaged translators and a copy editor/writer. The artists' schematic design was reviewed and approved by the Public Art Committee on August 4th. On August 22nd, staff presented the project to City-wide Media Round Table for opportunities to amplify the campaign.
- **River Oaks Pump Station** – Project is in the planning stage. In consultation with the base project design team, artwork opportunities are focused on a perimeter fence treatment, which will inform artist selection. Artist selection expected in coming weeks.

End of Watch Police Memorial – Artist Gordon Huether's approved memorial design has been fabricated and key stakeholders are apprised of developments. Memorial installation/completion is presently forecasted by end of 2022.

Fire Station 14 – San José artist Bill Vujevich was selected for small mural project for the exterior of Fire Station 14 as part of the community budgeting process. The process of collaboration between the community and SJFD to develop a vision for the artwork is underway. Community, SJFD stakeholders, and SJFD senior management reviewed the concept prior to the presentation to the Public Art Committee on August 2.

Fire Station 32 – The first community outreach meeting was conducted on the evening of September 22, 2021. District 7 Councilmember and key stakeholder staff were present to

reveal prospective architectural designs. The public art component will be informed by community input and evaluation.

Fire Station 37 – Artist Sam Tubiolo’s artwork for the new fire station in Willow Glen, consisting of a combination of figurative tile work with the imagery extending into the window treatment, was celebrated as part of the fire station’s grand opening event on Wednesday, June 15, 10:30 AM.

Hummingbirds – Due to safety reasons, the pole mounted hummingbird sculptures by artist Todd Andrews on Park Ave. were dismantled in 2018. Installation of the hummingbird sculptures is currently scheduled for Saturday, October 22nd.

Japantown Heinlen Park/Plaza Art - San José artist Roger Stoller completed the sculpture for the park. The estimated completion date of Heinlen Park is Spring 2023, per Shea Properties (the site developer). A groundbreaking for the new park was held in Japantown on May 19, 2022.

Market/San Pedro Parking Garage – The project with artist Brian Brush is in construction documentation development. It is expected this process will go through Spring 2023.

Mayfair Community Center – Memorial Mural to Keyla Salazar – In response to requests from the family of Keyla Salazar, a Mayfair teen who was a victim in the 2019 mass shooting at the Gilroy Garlic Festival, the District 5 Council Office and Mayor’s Office have prioritized creation of a mural in memorial of Keyla at the Mayfair Community Center. Artist Jessica Sabogal was selected from the SJPA Mural Roster and has worked closely with the Salazar family and other key stakeholders in the design of the mural, which was approved by the PAC at its August 2nd meeting. The mural is slated for completion by the end of September 2022.

Neighborhood Galleries (4 largescale mural treatments) – This project is being placed on hold due to the artist’s health limitations. Staff are reassessing next steps.

The BART encroachment for the District 4 mural by artist Jason Jagel is complete as is the VTA license agreement. The artist is scheduled to begin work the last week of September.

Olinder Community Center Time Mural – Artist Juan Raul submitted the proposal to restore the 72’ long mural installed on the façade of Olinder Community Center. This will involve repainting the entire mural on robust materials appropriate for an outdoor installation. The mural is contingent upon the building condition assessment and repair, coordinated by PRNS and DPW.

Parade of Floats – Restoration of the up lights in these corner sculptures is in progress. The ceramic mountain atop the neighborhood float was replicated by a SJSU student and has been replaced. However, another icon has been stolen, which will also be replaced.

Pellier Park – Construction has commenced. Final text copy for the Feature Wall has been approved as have the ceramic plaques samples, allowing fabrication to proceed.

Sonic Runway – The OCA Events Team is working on a schedule of curated events at the site, which will be announced for the Fall of 2022.

St. James Park – Artist Mark Reigelman has been commissioned for artwork design services. The base project kick-off meeting was held on August 18th. The artist has been working with History San Jose to gather contextual information on the site and is considering strategic approaches to community engagement and concept development.

Thank You America – Artist Tuan Nguyen, who created the original Vietnamese memorial honoring South Vietnamese soldiers that fought on the American side during the Vietnam War, has agreed to develop a figurative maquette based on the San Jose South Vietnamese Veterans' design (which was based on Tuan's original design). The District 7 Council Office hosted a community meeting with public art staff and the artist on August 1, 2022 where the artist presented the maquette to the community for input. The concept will be brought before the Public Art Committee on October 2, 2022.

Urban Rooms – Public art staff are working on restoration efforts to this popular artwork/event venue including paint patterns and overhead shade.

Valley Medical Center – Artwork is in fabrication. Installation is planned for late 2023.

Valley Transportation Authority (VTA) - Eastridge to BART Regional Connector (EBRC) – Public Art staff is working with VTA on two large-scale projects associated with the EBRC. Community engagement meetings are planned for late fall.

VTA BART Phase II – During the February 3, 2022 VTA board meeting, Councilmember Peralez submitted a referral asking that VTA staff work on identifying a future source of funding for public art in the BART Phase II stations after learning that federal grant funding cannot be used. Furthermore, he asked that VTA staff work on developing a percentage for art policy similar to the 1% policy that the City of San José has on Capital Improvement Projects. VTA staff will provide an update before the end of the year.

Water Resources Administration & Operations Facility – Staff is working on artist selection on for the new ESD facility.

Weavers' Gifts – One of the major sculptural elements, the limestone basket, has been damaged beyond repair. OCA is working with a quarry to identify an appropriate stone to fabricate a replacement.

Strengthen the Cultural Community's Infrastructure

Cultural Funding Portfolio - Investments in Art, Creativity and Culture – The portfolio 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). Grant agreements for FY22-23 grant awards are currently being prepared and sent to all grantees using the SimpliGov platform for their review and electronic signature.

A survey, which will be sent out to all OCA grantees, is currently being developed. Based on trainings that OCA Arts Industry Support staff received from SMU Data Arts, the intent of the survey is to gather data to assess the current needs of our arts, culture, and creative ecosystem that will inform grant guideline evaluation and potential revisions.

Special One-Time Funding Grants - Several one-time funding projects were approved by Council as part of the FY 22-23 Mayor's Budget Messages (March and June). The following special grants have been assigned to OCA Arts Industry Support Team for preparation: Cinequest Re-Launch (\$75,000); School of Arts & Culture @ MHP (\$1M Challenge Grant - "Beyond the Plaza"); Children's Discovery Museum (\$175,500 for repairs to Bill's Backyard); History San Jose (\$30K for Cultural Expression Commemorative Marker Program); and City Lights Theater Company (\$50K for Moving and Transition Costs).

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 San Jose Creates and Connects initiative includes: The Creative License Ambassador Program, WeCreate408, and Make Music Day San Jose.

Creative Ambassadors - The 2022 Creative Ambassadors will be featured in this upcoming issue of Content Magazine launching on September 1st. 2022 Creative Ambassadors include Stephanie Barajas, Ricardo Cortez, Dana Harris Seegar, Eric Hayslett, Amy Hibbs, and Brandon Luu. To watch and read more about them, visit: <https://vimeo.com/showcase/9740314>

The OCA is currently seeking applications for 2023 Creative Ambassadors. The role of the Creative Ambassador is to champion the power of creative expression and engage members of the public in finding their own creative voice. The Creative Ambassador's efforts will seek to recognize, celebrate, and promote diverse creative experiences citywide. Up to four ambassadors will be selected to serve one-year terms from January 1, 2023 through December 31, 2023. Each of the ambassadors will receive a stipend of \$9,500 to produce a creative project that engages the public in creative expression. The ambassadors will also be expected to promote the importance of creative expression by utilizing social media, participating in interviews, and publishing articles as relevant. DEADLINE: Monday, October 10, 2022. Details can be found at: <https://www.sanjoseca.gov/your-government/departments-offices/cultural-affairs/participate/creative-ambassador>

WeCreate408 - The WeCreate408 Campaign is in strategy and design mode after two community sessions representing over a dozen cultural partners were present. This year's campaign will take place in October during National Arts and Humanities month. The event is

planned to take place at upcoming Google complex near the SAP Center in the first week of October. Working with Creative Ambassadors, local artists, creative businesses, and arts organizations, prompts will be sent out via social media and email starting October 1st designed to inspire creativity. These daily prompts include creative actions everyone can do along with links to events and activities taking place in San Jose that day.

Visit <https://www.wecreate408.org/> for more information.

Destination Events in San Jose

The OCA Special Events team members coordinate and authorize outdoor special events which drive our cultural, community and economic development goals. After two years, the number of events and attendees are climbing back towards pre-pandemic levels. In the calendar year of 2019, before mask-wearing and COVID-19 became a part of everyday life, there were 97 events held throughout Downtown San Jose with a total of 2,042,848 attendees. From 2020 – 2021, event planning was halted or extremely limited. From March 2020 through June 15, 2021, only nine events were allowed by the State of California and the County of Santa Clara's standards. Altogether, those nine events generated 642,939 attendees – showing that the city was still craving social interaction and experiences. On June 15, 2021, the requirements and guidelines affecting special events drastically changed and opened the door for many event organizers to return. Since the June 2022 announcement, 46 events have returned to Downtown San Jose and brought 1,616,714 attendees back to the public outdoor space.

August events kicked off with the STREET MRKT Series, taking place on the first Friday of August. An annual favorite, the festival fills So. First Street with over 50 local vendors comprised of artists, makers, and food trucks. The Yeonhee Korean Traditional Circus offered a free event in the Circle of Palms showcasing Korean culture through displays of traditional lamp shades, drumming, and masks. Assyrian food, music, and dance were highlighted at the annual Assyrian Food Festival, hosted by the Assyrian Church of the East. Developed as a fundraiser to assist local and international causes, the two-day festival gives attendees a small taste of Assyrian culture.

The Downtown Farmers' Market continues to be an important staple in the SoFA District on Wednesdays from 3 pm – 7 pm through mid-November. In August, the Downtown Association collaborated with the Culture Night Market to bring more artisan vendors and entertainment to 1st Street. Continuing the partnership with the San Jose Museum of Art, CityDance San Jose gave participants the opportunity to learn Cumbia and dance the night away at San Jose's premier free outdoor dance event. Several local arts leaders were invited to this past CityDance as a way to connect and embrace the dynamic arts scene that San Jose has to offer. Along with a full entertainment schedule, guests can also enjoy free admission to the Museum, talk with local arts organizations, and grab some food and drinks from El Cafecito by Mezcal. The next and final CityDance San Jose for 2022 is on September 15th, ending the series with K-Pop.

The globally recognized San Jose Jazz Summer Fest returned to downtown San Jose from August 12 – 14 with more than 90 acts spread throughout 12 venues. Headlines like Lee Fields, Ladysmith Black Mambazo, Leelea James, Stanley Clarke, and Ledisi brought the jazz world's focus to San Jose for the three-day festival.

Music in the Park closed out its popular summer series with live performances from War and Los Rakas on August 19, bringing out its largest crowd of the season and nearly two dozen classic cars.

And what would August be like without San Jose's celebration of Silicon Valley Pride Parade and Festival? The two-day event kicked off on Saturday, August 27 with an evening celebration at Plaza de Cesar Chavez, followed by the colorful parade and festival on Sunday, August 28 in downtown San Jose.

For a full list of upcoming events overseen by the Office of Economic Development and Cultural Affairs' Special Events team, please visit [SanJoseCulture.org](https://www.sanjoseculture.org).