

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR OCTOBER 2022

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

The Arts Commission meeting will continue to convene through teleconferencing from remote locations.

Support Diverse Cultural Spaces & Places Throughout the Community

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

Integrate High Impact Public Art & Urban Design throughout the Community

The City of San José Public Art Program inspires community through artworks and exhibitions. We expand community participation opportunities and impact the economic and visual dynamics of the city. Our priorities are guided by the goals and values of project partners and the community. Through active engagement between artists and project stakeholders, we celebrate diversity, innovative spirit, rich history, , present and envisioned future. The program facilitates projects that are recognized nationally and internationally for innovative programming. For the most recent update on current and on-going public art projects, please visit:

<https://www.sanjoseca.gov/home/showdocument?id=89857&t=637999118066918392>

Upcoming Dedications

- District 4 Underpass mural by Jason Jagel: October 24 at 1:30p or October 26, 2022 at 1:30 PM. Council office is to hopefully confirm a date by end of week.
- District 5 Mayfair memorial mural dedicated to Keyla Salazar by Jessica Sabogal: October 28, 2022 (*tentative*) 5:00 PM-10:00 PM

Strengthen the Cultural Community's Infrastructure

Cultural Funding Portfolio - Investments in Art, Creativity, and Culture

Grantee Survey – A survey was sent out to all OCA grantees on September 27th to gather feedback and comments on proposed revisions to the FY 23-24 Grant Guidelines for the Operating (OpG), Festival, Parade, and Celebration (FPC), and take pART Grant Programs. The survey closed on October 9, 2022.

Grantee Convening – The OCA held a community meeting on Thursday, October 6th via Zoom. The purpose of the meeting was to present and receive input from grantees on the proposed revisions to OCA's FY 23-24 Grant Guidelines for the OpG, FPC, and take pART Grant Programs. Comments and feedback from grantees will help staff with finalizing the FY23-24 grant guidelines which will be presented to the Arts Commission for review and approval at their November meeting.

Support Residents' Active, Personal Participation in Arts and Culture

Creative Ambassadors – The deadline to submit an application for the 2023 Creative Ambassadors was on October 10, 2022. 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 Ambassadors' will seek to recognize, celebrate, and promote diverse creative experiences citywide. Up to four ambassadors will be selected to serve one-year terms in 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.

WeCreate408 – OCA's WeCreate408 Campaign kicked off on October 1, 2022 with the prompt, "LANDMARKS". Coinciding with National Arts and Humanities month, WeCreate408 prompts will be sent out for 31 days via email and through OCA's social media platforms to encourage creative actions that everyone can do along with links to events and activities taking place in San Jose on that day. Prompts and more information can be found at <https://www.wecreate408.org/> for more information.

Cornerstone of the Arts Award – The Cornerstone of the Arts Award will take place on Friday, October 21, 2022 at the Hammer Theatre Center. Chike Nwoffiah will receive the Cornerstone of the Arts Award, Mosaic Festival of Silicon Valley will receive the Creative Impact Award, and Rotary Club San Jose will receive the Community-Based Support of the Arts Award. To RSVP for the event, please visit the [Hammer Theatre Center's website](#). The event will also be streamed live through the [City of San Jose's YouTube Channel](#).

Destination Events in San Jose

In September, new events served to benefit various social causes while providing family-friendly fun. A three-day concert event titled Pete Be Presents: Summer Bash was held at Plaza de Cesar Chavez on Labor Day Weekend. Artists such as Color Me Badd, All-4-One, Klymaxx, and many more took to the stage to benefit abused children. The SoFA district also welcomed a brand-new Salsa Fest event hosted by Opening Doors 2020, a local non-profit providing services to low-income families, unhoused individuals, seniors and veterans. The event featured Latin-themed music, non-profits, vendors, food and beverages. Attendees were given the opportunity to donate lightly-used sweaters, jackets, and shoes upon entry.

San Jose also welcomed back many beloved annual events. The Ethiopian New Year Festival made its return to Discovery Meadow to celebrate Ethiopian Community. Ethiopian cultural vendors set up their booths, distinct traditional attire was welcome, and food was shared. Volunteer cultural poets, dancers and singers shared their talents until sunset.

Bark in the Park welcomed thousands of furry friends to William Street Park on September 17th with food, vendors, and beverages. Entertainment consisted of costume contests, silly tricks, pet/owner look alike contests, and happy dog tail wagging contests. There was also a free dog agility course for pups to freely enjoy. Hosted by the Naglee Park neighborhood's

Campus Community Association, all proceeds benefit the CCA, Humane Society Silicon Valley, and San Jose Animal Care Center.

Veggielution brought their San Jose Veggie Fest to Discovery Meadow with live multicultural performances, shop vendors, games, community resources, and vegan food. The event promotes and partakes in making healthy lifestyle choices in today's global climate. That same weekend, Viva Calle SJ held their last Viva Calle SJ event of 2022. Stretching from Japantown, to SoFA, Arena Green, and Happy Hollow Park and Zoo, participants were back on their bikes to enjoy the open ride.

The end of September wrapped up with many more events, such as the SJMA 2022 Gala + Auction, the SoFA Street Fair, BBQ in the Glen, the Grand Opening Celebration for the Best Buy Teen Tech Center at MACLA, and Viva Escuela SJ to name a few. Meanwhile, the Downtown Farmers' Market continues to be an important staple in the SoFA District on Wednesdays from 3:00pm – 7:00pm through mid-November.

Behind each event, the OCA Special Events Team supports event organizers through an extensive permitting process that engages the San Jose Police Department, Fire Department, Public Works Department, Environmental Services Department, Special Park Use Unit, Santa Clara Valley Transportation Authority, Santa Clara County Department of Environmental Health, and many other agencies depending on the scale of the event. Beyond interacting with city and county organizations, the Special Events team outreaches to local businesses, communities and council district offices to mitigate any community concerns. The team performs on-site walkthroughs and are made available on the day of the scheduled event, if time permits. The OCA Special Events team is proud to be the support and center point of communication for each event's organization.

The OCA team also worked on the annual services report that showed how busy this past fiscal year's event season has been. In FY 21-22, the OCA events team permitted 109 events, totaling 394 event days with a total attendance of over 1.8M. Events continue to thrive in San Jose through the OCA Special Events' teamwork with new and returning event organizers.

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).