

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR MARCH 2023

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

The Arts Commission meetings will convene in person at City Hall and virtually on Zoom for members of the public.

Support Diverse Cultural Spaces & Places Throughout the Community

City-owned cultural facilities have fully reopened, including museums and theaters. Team San Jose (TSJ) has reported an increase in theater occupancy rates. The next TSJ report to the CEDC will be on March 27th.

The Community and Economic Recovery Task Force recommended several arts-related recovery strategies to the City Council, including removing cost barriers for small and mid-sized art organization access to venues. The Council appropriated \$100,000 to implement this recommendation. OCA staff will be working with City-owned theater operators to develop criteria and a process to provide a partial or full subsidy for venue costs. OCA staff have had an immediate meeting with the operators with the plan to allocate \$25,000 respectively to the operators of the Montgomery Theater, California Theatre, Hammer Theatre and Mexican Heritage Plaza Theatre.

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=94249&t=638107897977850893>

Strengthen the Cultural Community's Infrastructure

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

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).

OCA provided three virtually pre-application workshops via Zoom. Each pre-application workshops were recorded and are posted on www.sanjoseculture.org. Grant panel meetings are: March 16 – 17 (FPC); March 23 – 24 (take pART); and March 29 – 30 (OpG). OCA will

convene the OpG, take pART, and FPC panel meetings as a virtual meeting conducted via Zoom.

Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector

After a hiatus during the pandemic, the OCA is please to announce that it is relaunching its Creative Industries Incentive Fund grants, a grant program aimed to support arts-based commercial small businesses. The grant program is in the process of being freshened and will be announce shortly in partnership with the Center for Cultural Innovation.

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 OCA is currently seeking partners for the 2023 Make Music San Jose to be held on June 21st.

Cornerstone of the Arts - The nomination guidelines for the 2023 Cornerstone of the Arts were released in early March and are available at www.sanjoseculture.org. The deadline to submit a nomination is Friday, May 12, 2023, at 5:00 p.m. The event is tentatively scheduled to take place on Thursday, October 19 at the Hammer Theatre Center.

Destination Events in San Jose

To start off 2023, the OCA Special Events team drafted and emailed dozens of event organizers to remind them to submit their event applications for the new year. So far, 60+ event applications have been submitted for 2023, with many more anticipated in the coming months. Preliminary discussions with city departments and county agencies are underway in preparation for a busy Spring, Summer, and Fall. January and February activities consisted of filming permits, an unforgettable Black History Month event, annual TET Festivals to celebrate the Lunar New Year, vendor markets, Sonic Runway activations, and process improvement efforts.

Santa Clara University filmed an upcoming promotional video on the downtown streets of San Jose and Northern California Honda also featured the city for an upcoming commercial. The Northern California Honda TV Commercial starred Jasmine Wu, otherwise known as Miss Silicon Valley, in the heart of downtown San Jose. The Special Events team worked with the San Jose Police Department to guide a mounted camera car through the streets of downtown to film City Hall and other city landmarks as a backdrop to the latest 2023 Honda vehicles.

February celebrated Black History Month and the Special Events team worked with the Santa Clara County Department of Public Health, Silicon Valley Black Leadership Kitchen Cabinet, and Silicon Valley African Film Festival on 2023's Black Family Day at Parque de los Pobladores. This year, Black Family Day expanded their footprint from 1st Street to the additional use of William Street, so the team worked closely with the Department of Transportation to equip and staff street closures safely. The full event day was filled with live

performances, food, vendors and community resource booths. The Special Events team guided the event organizers through the permitting processes with Santa Clara Department of Environmental Health, the Department of Transportation, and the San Jose Police Department.

The Special Events Team also worked with the San Jose Sharks to permit a very special Patrick Marleau "Patty Fest" Street Rally in front of SAP Center on February 25th, celebrating the legendary Shark. Highlighting his 23-year career in the NHL, the "teal carpet" rally brought together hockey fans, former teammates, and other Bay Area sports legends like Barry Bonds, Chris Mullins, and Rollie Fingers. The special event culminated inside of SAP Center where Marleau's #12 jersey was retired, making him first player in franchise history to have his number retired.

Sonic Runway activations engaged downtown San Jose throughout the month of February. From emotional live performances to spirited DJ's, the rings of Sonic Runway attracted many audiences into the art space. February 15th kicked off *Sunset Sounds at Sonic Runway* – a program designed to engage City Hall employees by asking them to submit their favorite songs to play through the runway. Local artist, DJ Rhythm, shuffles all submitted songs and organizes playlists that are shared every other Wednesday until March 15th. On Saturday, February 18th, Sonic Runway hosted Cellista, a former San Jose arts commissioner who now resides in Los Angeles, with her beautiful performance of the cello. Lastly, on February 24th, the City of San Jose showed solidarity with Ukraine by hosting a Flag Raising ceremony. This largely attended and impactful event welcomed Ukrainian leaders with many activities, including Sonic Runway. The Ukrainian Flag raising ceremony that took place on February 24th at City Hall also engaged Sonic Runway in its activities. Ukrainian artists, Igor Osypov and Yakiv Tsvietinski, performed alongside the sound-reactive Sonic Runway light installation for all to hear. More Sonic Runway activations are anticipated in the coming months.

Aside from special events, the team is working on a request for proposal to find the Event and Production Manager for CityDance 2023. The team has reached out to numerous organizations and bids are currently underway. To improve existing processes, the Special Events team met with the San Jose Police Department to discuss the Regulatory Permit process, a permit obtained when operating an event with carnival rides and/or carnival games. This application must be approved through multiple departments with the assistance of the Special Events team. Lastly, the Special Events team met with the City of Sunnyvale Events Team to have a deeper discussion about processes, resources, and how we can better improve the event application process for all.

The OCA Special Events Team guides event organizers through an extensive permitting process and facilitates the coordination among multiple city departments, county and state agencies. Beyond facilitating the permit process, the Special Events team leads outreach and engagement with local businesses, communities, council district offices, and stakeholders to mitigate community concerns and impacts. The team supports event organizers through each step of the process, coordinating meetings, conducting site inspections and being onsite on the day of the scheduled event. The OCA Special Events team is proud to be the support and center point of communication for each event's organization.

For a full list of upcoming events overseen by the Office of Economic Development and Cultural Affairs' Special Events team, please visit SanJoseCulture.org.