



LA PLAZA ES / LA PLAZA IS

CREATIVITY | HERITAGE | INCLUSION | PLACE | SERVICE





School of Arts & Culture
Mexican Heritage Plaza

OUR VISION

We envision a world where creativity inspires compassion and vibrant communities.

OUR MISSION

The School of Arts and Culture at MHP catalyzes creativity and empowers community.

A large crowd of people is gathered in a courtyard in front of a school building. The crowd is dense and diverse, with many people sitting on the ground. In the foreground, there are several colorful circular objects on the ground. The building has a red-tiled roof and large windows. The scene is bright and sunny.

School of Arts & Culture

Mexican Heritage Plaza

The School of Arts and Culture (**SOAC**) is the permanent operator of the Mexican Heritage Plaza. We have a long-term lease with the City of San Jose and our charge is to activate the space with community-based programs and events.

OUR COMMUNITY



CREATIVE SECTOR

LOCAL ARTISTS
MULTICULTURAL GROUPS
REGIONAL & STATEWIDE

SOAC | MHP



LOCAL COMMUNITY

MAYFAIR | EAST SAN JOSE
IMMIGRANT
LATINO & VIETNAMESE



PROGRAMS

ARTS ED



1,000 students annually

16 teaching artists

MALI

Multicultural Arts Leadership Institute



\$1M invested in MALI since 2008

10,000 hours of instruction

140 alumni

40 alumni are small business owners

8 artists laureates

CEP

Community Engagement Program



60 CEP partners

\$200K in subsidies annually

40 productions annually

20 community celebrations

150,000 people accessing La Plaza

FOOD



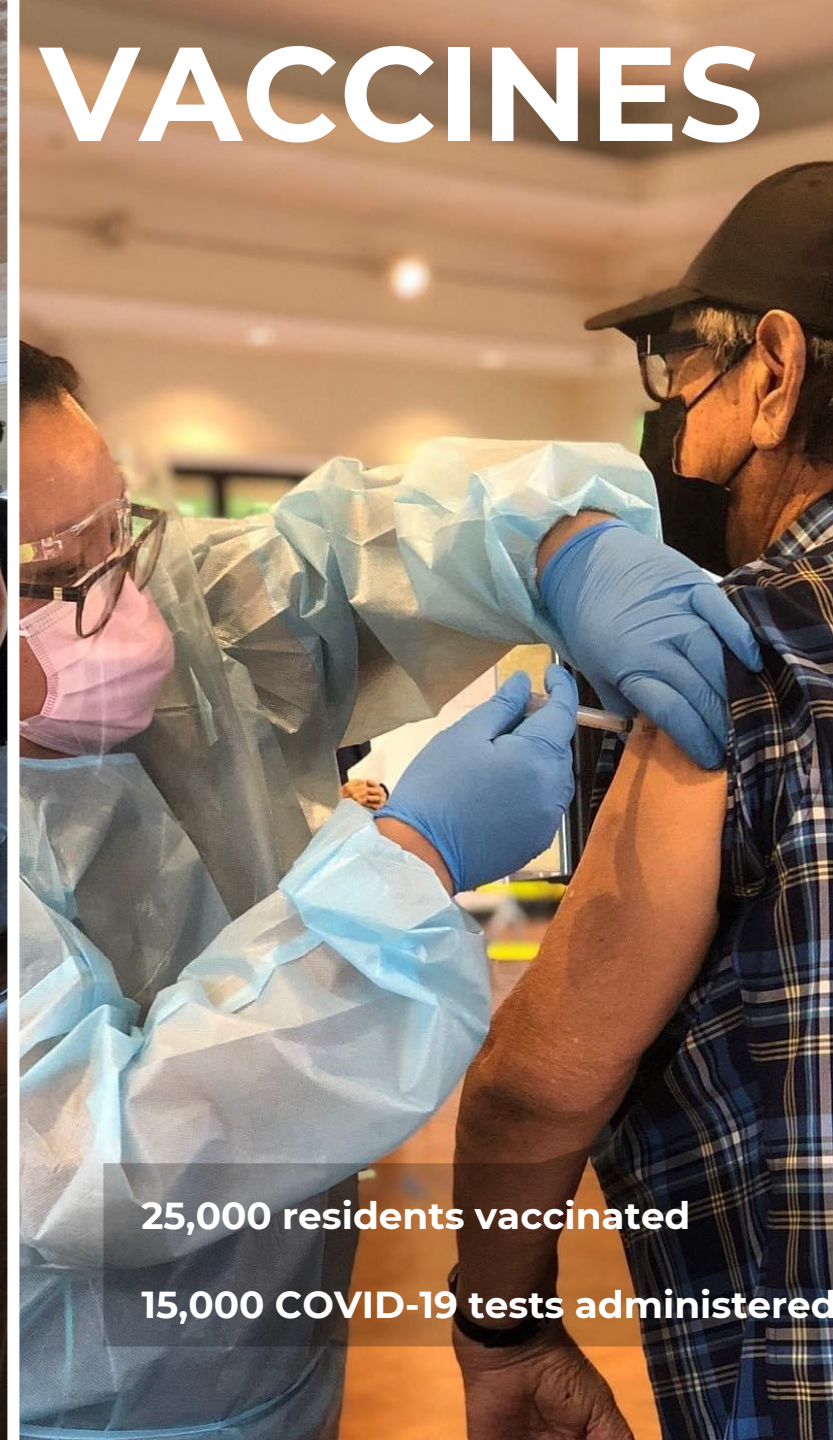
52,000 individuals served
208,000 food boxes distributed

DIGITAL



50,000 people reached
12 CEP partners trained

VACCINES



25,000 residents vaccinated
15,000 COVID-19 tests administered

LEADERSHIP



Vanessa Shieh
Co-Executive Director

Operations and Financial Strategy



Jessica Paz-Cedillos
Co-Executive Director

Programs & Fund Development Strategy

THE OPPORTUNITY



COMMUNITY DEVELOPMENT

Commercial Space & SOAC Office Space

Parking Garage

Mixed Use & Affordable Housing

SOAC Program Expansion



WHY

PRESERVATION
CULTURES
TRADITIONS
IDENTITIES



WHY NOW?

PRESERVATION OF CULTURES, TRADITIONS, AND IDENTITIES

Opportunity to establish a **cultural district** in East San Jose with LA PLAZA at the center.

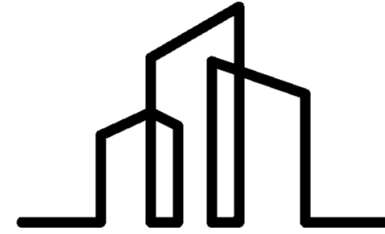
Opportunity to make ESJ a cultural destination that **fuels the local economy** through active place-keeping.

Opportunity to shift the **decision-making power** in the neighborhood to preserve cultures and traditions via property ownership.

PROJECT DEVELOPMENT EXPERTS



CAST
COMMUNITY ARTS
STABILIZATION TRUST



venturapartners

Cooley

ecb | equity
community
builders

**steinberg
hart**

**BERGMAN
and ALLDERDICE**
ATTORNEYS AT LAW

PRIORITY PROJECT A

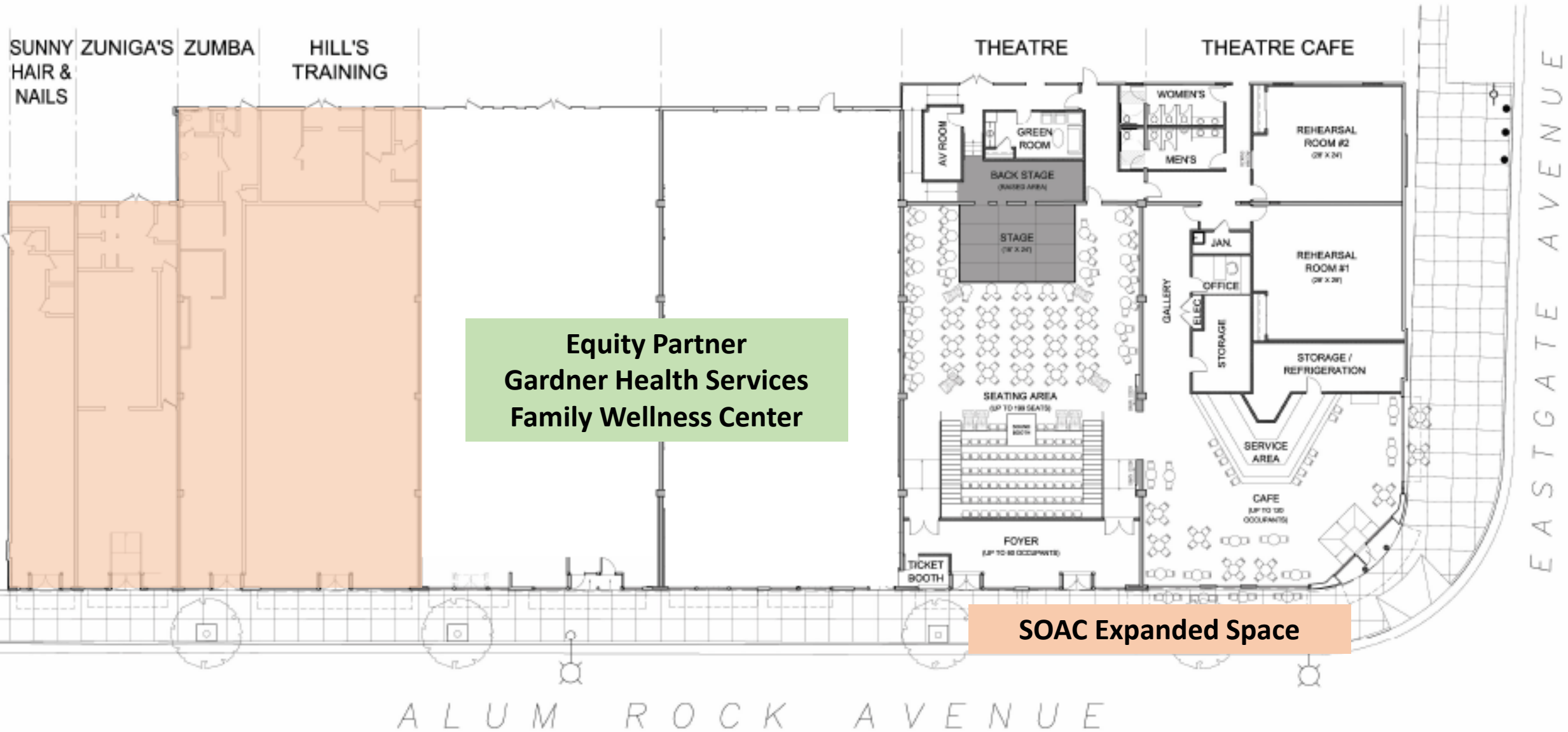
7-minute drive to downtown San Jose

**(Transit Corridor)
BART IS COMING**





1747 - 1785 Alum Rock Avenue



PROJECT A



PROJECT A





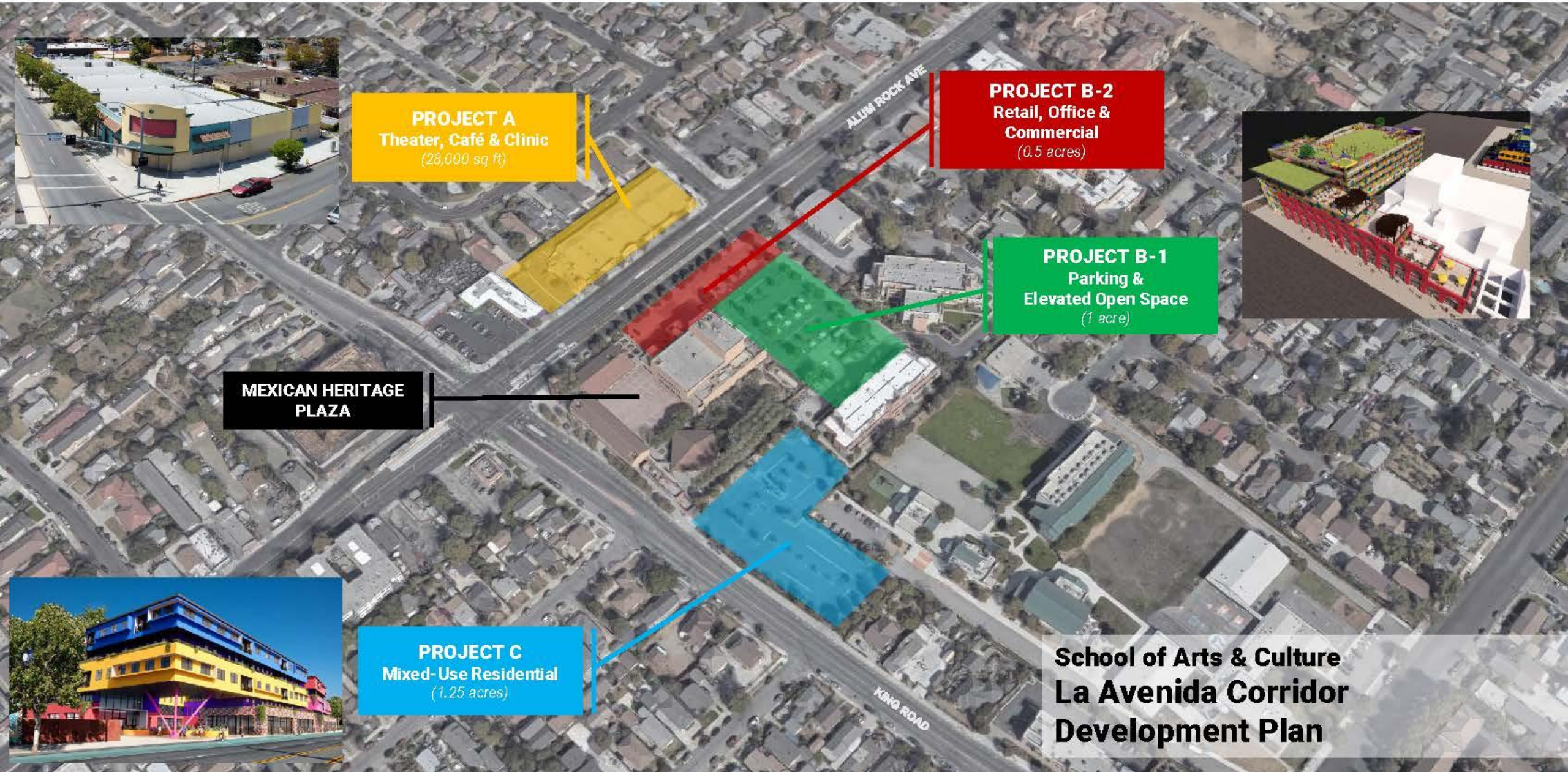
PROJECT B

Commercial & Office Space

PROJECT C

Mixed Use & Affordable Housing





PROJECT A
Theater, Café & Clinic
(28,000 sq ft)

PROJECT B-2
Retail, Office & Commercial
(0.5 acres)

PROJECT B-1
Parking & Elevated Open Space
(1 acre)

MEXICAN HERITAGE PLAZA

PROJECT C
Mixed-Use Residential
(1.25 acres)

**School of Arts & Culture
La Avenida Corridor
Development Plan**



Q&A DISCUSSION

