

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR APRIL 2023

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

The Arts Commission meetings are 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. TSJ reported to the Community and Economic Committee 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 is working with City-owned theater operators to develop criteria and a process to provide a partial or full subsidy for venue costs. OCA will 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 public art projects, please visit: <https://www.sanjoseca.gov/home/showdocument?id=95785&t=638152813116203962>

Strengthen the Cultural Community's Infrastructure

Cultural Funding Portfolio - Investments in Art, Creativity and Culture includes three large grant programs: Operating Grants (OpG) provides partial funding support to San Jose arts organizations with professional staff and year-round programming; Festival, Parade and Celebration Grants (FPC) provides partial funding support for community events held in San Jose and organized by nonprofit organizations; and take pART Grants provide partial funding support for publicly-accessible San Jose arts activities by San Jose nonprofit organizations.

Grant panels for FY 2023-24 took place virtually via Zoom on March 16-17 (FPC); March 23 (take pART); and March 29-30 (OpG). The panel recommendations will be on the agenda for the May 2023 Arts Commission meeting.

Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector

After a hiatus during the pandemic, the OCA is pleased 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 announced soon in partnership with the Center for Cultural Innovation.

Support Residents' Active, Personal Participation in Arts and Culture

San Jose Creates and Connects - 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

Outdoor Event Highlights: Despite torrential down pours and cyclone-like winds, OCA's Special Events Team supported and permitted six culturally vibrant and divisively inclusive events in the month of March, engaging with over 8,000 Bay Area residents. Early in March, students, teachers, and families weaved through Cambrian neighborhoods during the annual Moreland Kids 5K Run/Walk, raising funds for the Moreland School District. The following weekend proved to be the busiest event day of the month, with three events celebrating Irish heritage and Indo American culture. The annual San Jose Shamrock Run on March 11 brought hundreds of runners and walkers dressed in various shades of green to the streets of downtown San Jose. Just a few hours later, thousands of residents celebrated two separate Holi Festivals: one at Discovery Meadow and the other on Barack Obama Boulevard in collaboration with the San Jose Sharks. Although separate events, both Holi Festivals celebrated Indo American culture, peaking with a vibrant Festival of Color. Rounding out the month, our Special Events Team facilitated the permitting of a City-owned parking lot at the Billy DeFrank Community Center for the Silicon Valley Pride Health Fair.

Upcoming Outdoor Events: April tends to be the beginning of the busy event season and April 2023 is proving to be no different. With 13 permitted events through the month, residents will have multiple outdoor events to choose from almost every weekend, providing an opportunity to engage with over 120,000 individuals. Returning favorites like Viva CalleSJ, the Japantown Fun Run, Nikkei Matsuri Festival, MACLA Family Art Day and the SoFA Street Fair celebrate what makes San Jose a vibrant city through local art, diverse cultures, and engaging inclusivity. New organizers to San Jose's permitted outdoor event scene include the Evergreen Valley High School Senior Prom in Circle of Palms and the Midtown Immersive vendor market on McEvoy Street off San Carlos Street.

On Saturday, April 15th at 7 pm, in honor of the late singer Selena Quintanilla's birthday, a "Selenabration" will be held at *Sonic Runway* with the multi-disciplinary local artists of Sonido

Clash. This special event is being presented by OCA in partnership with and support from the office of Councilmember Omar Torres.

On-Going Outdoor Event Support: As the outdoor event industry continues to evolve, so do the services that are established to support our event organizers. Our team remains focused on facilitating the permitting process and have been very supportive in working through updates to the Regulatory Permit background-check process for events with carnival rides or games, as well as informing organizers of fee increases to various department permitting and staffing costs. Our Special Events Team also continues to develop an opportunity to connect event organizers with various event and permitting professionals through a monthly Brown Bag Event Permitting Series. In addition, our team is also taking the lead role in the Mayor's Transition Committee's recommendation to pilot "permit-free zones" within Downtown San Jose. Through a multi-phased approach, the Easy Urbanism 2.0 pilot is aimed at facilitating increased vibrancy in the public realm through the removal of barriers to activation at dedicated plazas and parks. We look forward to sharing more details in the coming month.

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