

OFFICE OF CULTURAL AFFAIRS (OCA) REPORT FOR JUNE 2023

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

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

Support Diverse Cultural Spaces & Places Throughout the Community

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 organizations 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 for FY 23-24.

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=98768&t=638210638010286376>.

At its June 20th meeting, the City Council approved entering into a five-year agreement with the County of Santa Clara for public art management project services. Upon approval by the County Board of Supervisors, the OCA staff will begin to offer project management support to the County for its burgeoning public art program.

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 José arts organizations with professional staff and year-round programming); Festival, Parade, and Celebration Grants (provides partial support for community events held in San José and organized by nonprofit organizations); and take pART (provides partial support for publicly accessible San José arts activities by San José organizations). Grant recommendations were approved on June 13th in June as part of the FY 2023-24 Operating Budget. Grantees have been notified and staff is beginning the development of grant agreements.

Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector

This year OCA brought back two popular programs supporting San José creative entrepreneurs. The Creative Economy Fund (formerly known as the Creative Industries Incentive Fund) opened applications on May 21st and will close on July 12th. Applicants can apply for up to \$8,000 in funding for a total of \$40,000 in available funds. This opportunity is administered by the Center for Cultural Innovation. More info at:

https://www.cciarts.org/San_Jose_CEF.html

“Artrepreneurs” are invited to apply to the *Business of Art* ten-week course starting in September 2023. Applications are open until July 12th. There are 25 opening spots for San José creative practitioners. This is a free program valued at \$14,000. The Business of Art is administered by the Center for Cultural Innovation in partnership with OCA. More information can be found at: <https://www.cciarts.org/cgi/page.cgi/calendar.html?evt=1024>

San José Climate Art Program

OCA launches the San José Climate Art program this fall with a call for a Creative Strategist in Environmental Resilience to engage San José artists and cultural space operators in the City’s Climate Art Program, the goal of which is to build energy and community support around the City’s 2030 goal of carbon neutrality by enlisting the help of and reducing the carbon impact of the San José arts and culture sector. As part of this Climate Art Pilot year, OCA will invite selected artists to participate in a paid participation as a Resilient Art Cohort. This will include participating in workshops, a sustainability assessment and taking steps towards decarbonization environmental resilience in their practice. This San José Climate Art program will be funded through a \$200,000 grant from the California Arts Council and San Francisco Foundation through the Bay Area Creative Corps Grant Program.

Support Residents’ Active, Personal Participation in Arts and Culture

San José Creates and Connects - Launched in 2016, the San José Creates and Connects initiative aims to connect San José residents across communities and within neighborhoods through creative, participatory experiences. The initiative includes Make Music Day San José, #WeCreate408, and the Creative Ambassador Program.

Make Music Day San José - San José will celebrate its fifth Make Music Day on June 21, 2023, with over 80 performances at nearly 30 venues across San José and reaching each district. This year had three hub sites at San José City Hall Plaza, Mexican Heritage Plaza and Eastridge Center. Strong partnership participation with the City of San José Parks and Recreation (PRNS) Department and San José Public Libraries. To see more on Make Music Day check out www.makemusicday.org/sanjose.

Creative Ambassadors Program - On May 21st two Creative Ambassador events were held in San José. *Together We Create* held the Urban Peace Community event Mayfair Skatepark. Inviting youth to participate in permanent and temporary live painting with multiple San Jose artists. Participate in a dance and skateboard battle for cash prizes. This Creative

Ambassador event was in partnership with the Community Peace Project and San José PRNS. Creative Ambassador Suhita Shiridokar took us for a “ride” in the SoFA district to sketch the lowrider show as part of La Raza Unida Festival. Former Creative Ambassador Ricardo Cortez provided a history and context on lowrider culture in San José, while Suhita provided sketchbooks and tools for participants. Find out more about this year’s Creative Ambassadors by visiting: <https://www.sanjoseca.gov/your-government/departments-offices/culturalaffairs/participate/creative-ambassadors/2023-creative-license-ambassadors>.

Destination Events in San Jose

Outdoor Event Highlights: On Cinco de Mayo weekend, East San José welcomed an all-new car show event at Eastridge Center’s parking lot. This first-ever Cinco de Mayo event consisted of a 150+ car display, food truck, and an award ceremony. During this same weekend, Salsa Fest returned for its second year on South First Street. This community festival, brought on by Opening Doors 2020, is filled with arts and crafts, business booths, nonprofit booths and Latin musical talent. Throughout the month, the Historic District, Japantown, Oakridge, Eastridge, Willow Glen, and Leigh High School in West San José held fun events for their communities. From races, to markets, to festivals, and more, the event season is beginning to ramp up in San José.

June and Upcoming Outdoor Events: The event season is very vibrant this June with events scheduled every week. A brand-new event called the O.M.G. Family Festival occurs this June and is a family-friendly festival celebrating Children’s Day. Filled with cultural activities, a full day of scheduled performances, 80+ vendors, and a kid’s zone, this festival is expected to bring in large crowds over the weekend of June 3rd and 4th. VivaCalle SJ was back and better than ever with a new route and hub locations on June 11th. On June 10th and 11th, San José had its first Art, Zine & Book Fair on 7th Street between Jackson Street and Empire Street. The San Jose Fountain Blues and Brews Festival returned on June 17th with more music and unique brews. A new Pobladores Night Market will be held in the SoFA district on South First Street between William Street and Reed Street. CityDance opened its 2023 series in partnership with the San Jose Museum of Art on June 15th, the third Thursday, at the Circle of Palms with Country Line Dancing. On the third Thursday in July from 6 to 9 pm, CityDance will showcase the K-Pop dance genre.

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. Lastly, 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 Downtown Vibrancy Event pilot is aimed at facilitating increased vibrancy in the public realm through the removal of barriers to activation at dedicated plazas and parks.

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

Operating Budget for FY 23-24

As part of the FY 23-24 Operating Budget the City Council approved the cultural art grant recommendations as well as \$1 M from the General Fund to augment the available TOT resources. In response to [Manager's Budget Addendum 58 on Arts, Culture, and Hospitality Funding](#) as part of the adoption of the [Mayor's June Budget Message for FY 23-24](#), the Mayor and Council approved a [recommendation from Councilmember Torres](#) that the Administration should report back to the full Council as part of a study session on different possible models for additional arts and tourism funding including those that may require being placed on a ballot measure for Council consideration.

CODASummit Scholarships Available for San Jose Creative Professionals

CODASummit will be held in San Jose at the Hammer Theatre Center on October 4 – 6th, 2023. Through the OCA, full registration scholarships are being made available to 16 San Jose creative professional community members, a value of \$750. The application can be found [here](#). The deadline to apply is July 15th.

New Art Commissioners

At its June 13th City Council meeting, several Art Commission applicants were appointed to the Art Commission. They include: Steven Martinez (D3), Alexander Nguyen (D8), and Karen Adamski (D9). The new Commissioners will participate in a new Commissioner orientation in July and join the August Art Commission meeting. To learn more and review the memo to the Council and the applications, see [here](#).