



**City of  
Santa Clara**

# **Cultural Commission**

**Priorities and Work Plan  
FY 18-19**

# GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2018-19 work plan. These goals incorporate the combined theme of civic leadership, multicultural diversity, visible public art, and improved communication with the community as the fundamental platform upon which more cultural and arts activities can take place in Santa Clara. The goals are:

**1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity**

Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance, and International Festival)

**2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**

Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)

Recommend funding and support for community cultural groups (past cultural groups included: Chorale, Ballet, and Santa Clara Players)

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Triton Summer Art Series, SCU Franklin Arts Walk, and Downtown Parade of Champions)

Advise and recommend public art additions to City Council and staff

Attend Americans for the Arts Conference

**3. Raise visibility of commemorative months**

Partner with community groups to host and promote commemorative month's honoree

**4. Enhance communication and media strategy to increase community awareness of the Cultural Commission**

Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4<sup>th</sup> of July)

Ensure Cultural Commission events and reports are marketed and archived

Present regularly to City Council

# WORK PLAN

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

**GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)		Monthly Events - Ongoing	<ul style="list-style-type: none"> <li>• Four (4) Friday Night Live</li> <li>• One (1) Street Dance</li> <li>• Five (5) Concerts in the Park</li> </ul>
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	
Promote and coordinate International Festival		Spring 2019	

**GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and permanent art in the city**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)		Application released November 2018	
Recommend funding and support for community cultural		January 2019	

groups (past cultural groups included: Chorale, Ballet, Santa Clara Players)			
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Triton Summer Art Series, SCU Franklin Arts Walk, and Downtown Parade of Champions)			
Advise and recommend public art additions to City Council and staff			
Attend Americans for the Arts Conference			

**GOAL #3: Raise visibility of commemorative months**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Partner with community groups to host and promote commemorative month's honoree		Monthly	Reposted CAIR "Valuing Our Story" event on Social Media.  Created "National Hispanic Heritage Month" image and posted on Social Media.

**GOAL #4: Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4 <sup>th</sup> of July)		Ongoing	Hosted a table with interactive art activity & displayed mural at Art & Wine Festival.
Ensure Cultural Commission events and reports are marketed and archived			Social Media Presence
Present regularly to City Council			

# YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings\*  
Fiscal Year 2018-19 (July 2018-June 2019)

		Meetings, Events, and Programs	Commemorative Month
2018	July	<b>7/2:</b> Cultural Commission Meeting - 7:00 p.m. <b>7/13:</b> Concert in the Park – Orquestra Latin Heat – 6:30 p.m. <b>7/22:</b> Concert in the Park- Lyratones – 2:30 p.m. <b>7/27:</b> Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	<b>8/2-8/4:</b> Sister Cities International 61 <sup>st</sup> Annual Conference in Aurora, CO <b>8/3:</b> Street Dance – 6:00 p.m. <b>8/6:</b> Cultural Commission Meeting - 7:00 p.m. <b>8/12:</b> Concert in the Park – Funky Souls Dance Band – 2:30 p.m.. <b>8/17:</b> Concert in the Park – Houserockers – 6:30 p.m..	Muslim Awareness
	September	<i>Please Note: No Regular Cultural Commission meeting due to official city holiday</i> <b>9/11:</b> Cultural Commission/City Council Dinner – 5:00 p.m. <b>9/15:</b> Art & Wine Festival- 10:00 a.m. <b>9/16:</b> Art & Wine Festival- 10:00 a.m. <b>9/29:</b> Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October	<b>10/1:</b> Cultural Commission Meeting - 7:00 p.m. <b>10/31:</b> Children’s Halloween Party- 3:00 p.m.	Native American History Breast Cancer Awareness
	November	<b>11/5:</b> Cultural Commission Meeting - 7:00 p.m.	Sikh Awareness

		<b>11/9:</b> Friday Night Live – Los Laureles & Mariachi- 7:00 PM <b>11/13:</b> City Council Meeting & Presentation– 7:00 p.m.	
	December	<b>12/3:</b> Cultural Commission Meeting - 7:00 p.m. <b>12/7:</b> Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	<b>1/7:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	
	February	<b>2/4:</b> Cultural Commission Meeting - 7:00 p.m. <b>2/15:</b> Friday Night Live – Tabia <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Black History
	March	<b>3/1:</b> Friday Night Live – Broceliande <b>3/4:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Women’s History Disabilities Month
	April	<b>4/1:</b> Cultural Commission Meeting - 7:00 p.m. <b>4/5:</b> Friday Night Live – Charged Particles <b>4/20:</b> Eggstravaganza <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Jazz
	May	<b>5/6:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Asian Heritage Jewish Heritage
	June	<b>6/3:</b> Cultural Commission Meeting - 7:00 p.m. <b>6/7:</b> Street Dance -6:00 p.m. <b>6/14:</b> Concert in the Park -6:30 p.m.	LGBTQ Awareness Juneteenth

		<b>6/21:</b> Silicon Valley BBQ Championships - 4:00 p.m. <b>6/22:</b> Silicon Valley BBQ Championships - 11:00 a.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	
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\*Dates/Times/Events are subject to change

Cultural Commission  
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	
<b>Grantees</b>	Santa Clara Ballet Santa Clara Players Santa Clara Chorale		<b>\$ 20,850.00</b>		
			\$ 10,000.00	\$ (10,000.00)	
			\$ 5,850.00	\$ (5,850.00)	
			\$ 5,000.00	\$ (5,000.00)	
		Remaining Budget	\$ -	\$ (20,850.00)	Total Expenditures
<b>Cultural Events</b>	Street Dance / Concerts in the Park / FNL / International Festival		<b>\$ 39,640.00</b>		
		Water/Ice		\$ (10.72)	
		Grupo Folklorico		\$ (2,130.00)	
		Tabia		\$ (800.00)	
		Broceliande		\$ (525.00)	
		Charged Particles		\$ (1,000.00)	
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)	
		Togos		\$ (120.00)	
		Remaining Budget	\$ 10,054.28	\$ (29,585.72)	Total Expenditures
		<b>Visual Arts</b>	Chalk Art Keep Santa Clara Clean (Utility Box) Art in Public Places		<b>\$ 10,500.00</b>
	\$ 1,000.00				
	\$ 1,500.00				
	\$ 8,000.00				
ArtMobilus				\$ (2,000.00)	
Remaining Budget	\$ 8,500.00	\$ (2,000.00)	Total Expenditures		
<b>Marketing, Conferences, and Memberships</b>	Misc  Travel, Conferences, and Memberships		<b>\$ 7,330.00</b>		
			\$ 1,475.00		
		T-Shirts		\$ (518.57)	
		Table Cloth		\$ (269.56)	
			\$ 5,855.00		
		SCI- Hotel		\$ (717.60)	
		SCI - Expenses		\$ (221.12)	
Remaining Budget	\$ 5,603.15	\$ (1,726.85)	Total Expenditures		
		\$ 78,320.00	\$ (54,162.57)		

Remaining Budget: \$ 24,157.43