



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2024/25 & FY 2025/26**

MISSION STATEMENT

The Cultural Commission acts in an advisory capacity to the City Council in matters pertaining to the enhancement of multi-cultural experiences and beautification of the City through art.

VISION STATEMENT

Enriching the lives of our residents and beautifying the City with an inclusive variety of multicultural and relevant programs and the arts.

VALUES

- We are inclusive and diverse.
- We are stewards of the quality of life in our community.
- We are accessible to all demographics, age groups, income levels, and abilities.
- We are collaborative with the community and innovative in our exploration of arts & culture.

PRIORITY

1. Provide inclusive, diverse, multicultural programs for the Community.
2. Increase collaboration and outreach with the community, other civic and corporate Santa Clara organizations, and interdepartmentally to further the mission of the Commission and build on our knowledge base for future leadership.
3. Develop and preserve a variety of art forms and interactive, expressive programming events that complement each other.

GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for FY 2024/25 and FY 2025/24. The annual budget allocated for Commission activities is \$56,200. 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 as follows:

| GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity. | | | |
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| Objectives | Ad Hoc Sub-Committee | Timeline & details | Notes & Financials <i>Budget \$44,000</i> |
| Plan and implement Summer Concerts in FY 2024/25 & FY 2025/26 | Samara Diaz | Concerts in FY 2024/25 July 12 @ Central Park- July 26 @ Central Park- Aug. 16 @ Central Park- June 13 & 27 Central Park Concerts in FY 2025/26 Central Park July 11 & 25 Live Oak August 15 | Summer 2024-\$30,500 (GFI-\$28,000 + \$2,500-1 stage) June 4, 2025, collaborate with Mission College (Allocated \$1,500.) |
| The Commission will explore the feasibility of hosting a Group Wedding | Samara | 2026 | |
| Plan and Host the Street Dance | Samara Garg Diaz | Aug. 8, 2025 | Plan for bike parking, make free water available, perhaps chalk art space |
| Plan and Host Friday Night Live Events | Garg Roy Samara | Search for additional sponsors to host Friday Night Live | Feb. & April 2025 perhaps at Triton Oct. 2025 perhaps at MCCPA |
| Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25 | | Sponsor Packages released in February 2025 | |
| GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City. | | | |
| Objectives | Ad Hoc Sub-Committee | Timeline | Notes & Financial <i>Budget \$12,200</i> |
| Advise and recommend public art to City Council | von Huene Garg | Prepare "Call for Artist" Nov/Dec | Outdoor Temporary Art Installation, allocate \$10,000 |

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| Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program | Diaz | Request box location Nov. | Possible collaboration with SCUSD, 6 boxes at \$750/box total allocation \$4,500 |
| Host Sculpture Exhibition “One world, one hope” common human yearning as we reflect on the state of the world.” | Garg von Huene Marinaro | Installation September – November, 2024 | Allocation for reimbursement of expenses up to \$750 |
| Host Halloween Home & Holiday Home Decorating Contest and Recognition | Garg Roy Marinaro | | Halloween Release contest 10/3, Submission deadline 10/28 Winners announced & signs delivered 10/30 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best Holiday Release context 11/25 Submission deadline 12/20 In person judging 12/21-22 Winners announced & signs delivered 12/23 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best Allocation \$1,100 |
| Update and maintain City interactive web-based public art map | Diaz | Ongoing | |
| GOAL #3: Raise the visibility of commemorative months. | | | |
| Objectives | Ad Hoc Sub-Committee | Timeline | Notes & Financial |
| Identify a space to curate and facilitate the Commemorative Months | von Huene Marinaro Roy | | |

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| Promote monthly commemorative months through social media and Special Events to raise awareness and cultural competency. | Diaz Garg | Monthly | Recycle the Coloring Book for 2025. |
| GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission. | | | |
| Objectives | Ad Hoc Sub-Committee | Timeline | Notes & Financial |
| Send two representatives to attend the Americans for the Arts Conference. | | June 2025 Ohio, Cincinnati | Allocated \$5,000 for Commissioners Diaz and Garg to attend. |
| Present work plan accomplishments and activities to City Council annually. | Chair or Vice Chair | | Schedule Special Order of Business. |
| Develop one new partnership and collaboration with an external organization. | | | Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider planning Holi Event in 2025. |
| GOAL #5: Prepare for Citywide Arts Master Plan Process. | | | |
| Objectives | Ad Hoc Sub-Committee | Timeline | Current Status & Budget Allocation |
| Develop private/public partnerships to invest and promote the Arts in Santa Clara | von Huene Marinero Garg | | |
| Review, comment, and assist with the implementation of a citywide Arts Master Plan. | von Huene Marinero | | |