



**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)

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

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)

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-Stravaganza, 4th 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)	Commissioner Diaz & Vice Chair Samara	Monthly Events - Ongoing	• Four (4) Friday Night Live • One (1) Street Dance • Five (5) Concerts in the Park
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	Commissioner Diaz attended in 2018.

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)	Chair von Huene, Commissioner Beavers, & Commissioner Bhatia		
Recommend funding and support for community cultural		February 2019	Application for 2019-2020 Grants released

groups			on November 7, 2018 Applications submitted on December 14, 2018 Commission reviewed applications on January 7, 2019. Commission made recommendations on February 4, 2019.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)	Art in Public Places		April 11, 2019 – Will host 50 youth for an art mural workshop at the CRC, in conjunction with the SCU Re-Cyclone Unveiling. April 25, 2019 – Will host an art mural workshop & booth at the Arbor Day Celebration, in conjunction with the SCU Re-Cyclone Unveiling.
Advise and recommend public art additions to City Council and staff			
Attend Americans for the Arts Conference		June 14-16, 2019	Nominate a 1-2 commissioners to attend in March 2019.

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	Commissioner Bhatia & Commissioner Marinaro	Monthly	Reposted CAIR "Valuing Our Story" event on Social Media. Created "National Hispanic Heritage Month", "Sikh Appreciation & Awareness Month", & Black History Month image and posted on Social Media. Co-hosted turban tying event at Tree Lighting with Joy of Sewa – December 7, 2018
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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-Stravaganza, 4 th of July)		Ongoing	Hosted a table with interactive art activity & displayed mural at Art & Wine Festival. Hosted a table at Tree Lighting.
Ensure Cultural Commission events and reports are marketed and archived	Commissioner Mathur		Social Media Presence
Present regularly to City	Chair von Huene & Vice Chair	Ongoing	Presented on November 13, 2018,

Council	Samara		December 4, 2018 & February 5, 2019
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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	7/2: Cultural Commission Meeting - 7:00 p.m. 7/13: Concert in the Park – Orquestra Latin Heat – 6:30 p.m. 7/22: Concert in the Park- Lyratones – 2:30 p.m. 7/27: Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	8/2-8/4: Sister Cities International 61 st Annual Conference in Aurora, CO 8/3: Street Dance – 6:00 p.m. 8/6: Cultural Commission Meeting - 7:00 p.m. 8/12: Concert in the Park – Funky Souls Dance Band – 2:30 p.m.. 8/17: 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> 9/11: Cultural Commission/City Council Dinner – 5:00 p.m. 9/15: Art & Wine Festival- 10:00 a.m. 9/16: Art & Wine Festival- 10:00 a.m. 9/29: Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October	10/1: Cultural Commission Meeting - 7:00 p.m. 10/31: Children’s Halloween Party- 3:00 p.m.	Native American History Breast Cancer Awareness National Arts & Humanities Month

	November	11/5: Cultural Commission Meeting - 7:00 p.m. 11/9: Friday Night Live – Los Laureles & Mariachi- 7:00 PM 11/13: City Council Meeting & Presentation– 7:00 p.m.	Sikh Awareness and Appreciation
	December	12/3: Cultural Commission Meeting - 7:00 p.m. 12/4: City Council Meeting & Presentation– 7:00 p.m. 12/7: Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	1/7: Cultural Commission Meeting - 7:00 p.m.	
	February	2/4: Cultural Commission Meeting - 7:00 p.m. 2/5: City Council Meeting & Presentation– 7:00 p.m. 2/15: Friday Night Live – Tabia	Black History
	March	3/1: Friday Night Live – Broceliande 3/4: Cultural Commission Meeting - 7:00 p.m.	Women's History Disabilities Month
	April	4/1: Cultural Commission Meeting - 7:00 p.m. 4/5: Friday Night Live – Charged Particles 4/20: Egg Extravaganza TBD: City Council Meeting & Presentation– 7:00 p.m.	Jazz
	May	5/6: Cultural Commission Meeting - 7:00 p.m.	Asian Heritage Jewish Heritage
	June	6/3: Cultural Commission Meeting - 7:00 p.m. 6/14: Concert in the Park - 6:30 p.m. The Hitmen 6/21: Silicon Valley BBQ Championships - 4:00 p.m.	LGBTQ Awareness Juneteenth

		6/22: Silicon Valley BBQ Championships - 11:00 a.m. 6/29: Midsummer Cultural Celebration at the Triton Museum TBD: City Council Meeting & Presentation– 7:00 p.m.	
	July	7/12: Concert in the Park - 6:30 p.m. Orquesta Latin Heat 7/21: Concert in the Park – 2:00 p.m. Genevieve Goings 7/26: Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	8/2: Street Dance – 6:00 p.m. House Rockers 8/11: Concert in the Park- 5:30 p.m. LiveWire TBD: City Council Meeting & Presentation– 7:00 p.m.	Muslim Awareness
	September		
	October	TBA - Friday Night Live – MCCPA TBA - Korean Federation Day TBA - Halloween Contest	National Arts & Humanity Month
	November		
	December	12/6: Tree Lighting 12/15: Bill of Rights	Bill of Rights
2020	January		
	February	TBA - Friday Night Live	
	March	TBA - Friday Night Live TBA - Sculpture Exhibition	

	April	TBA: SCU Presents – Arts Paseo TBA - Friday Night Live	California Arts, Culture, and Creativity Month
	May		
	June	TBA – Concerts in the Park	

*Dates/Times/Events are subject to change

Cultural Commission
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	
Grantees	Santa Clara Ballet Santa Clara Players Santa Clara Chorale		\$ 20,850.00		
			\$ 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
Cultural Events	Street Dance / Concerts in the Park / FNL		\$ 42,640.00		
		Water/Ice		\$ (10.72)	
		Grupo Folklorico		\$ (2,130.00)	
		Tabia		\$ (800.00)	
		Broceliande		\$ (701.00)	
		Charged Particles		\$ (1,000.00)	
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)	
		Togos		\$ (120.00)	
		Stuart Rental (Stage & Dance Floor)		\$ (2,911.25)	
		Promotional Material for Concerts in the Park		\$ (517.28)	
		Pre- Concert Entertainment			
		Remaining Budget	\$ 9,449.75	\$ (33,190.25)	Total Expenditures
Visual Arts	Chalk Art Utility Art Box Art in Public Spaces		\$ 7,500.00		
			\$ -		
			\$ 2,250.00		
			\$ 8,250.00		
		April 11 & 25 Youth Art Workshops		\$ (1,757.50)	
		April 11 - Bus		\$ (154.42)	
		April 11 - Food		\$ 170.02	
		Workshop Supplies		\$ 101.87	
		ArtMobilus		\$ (2,000.00)	
		Remaining Budget	\$ 3,859.97	\$ (3,640.03)	Total Expenditures
Marketing, Conferences, and Memberships	Misc Travel, Conferences, and Memberships		\$ 7,330.00		
			\$ 1,475.00		
		T-Shirts		\$ (518.57)	
		Table Cloth		\$ (269.56)	
		Crayons		\$ (449.86)	
		Multicultural Crayons		\$ (324.28)	
			\$ 5,855.00		
		SCI- Hotel		\$ (717.60)	
		SCI - Expenses		\$ (221.12)	
		AAC - Conference		\$ (1,150.00)	
		AAC - Hotel		\$ (1,800.00)	
		AAC- Expenses		\$ (500.00)	
		AAC - Airline		\$ (1,100.00)	
		Remaining Budget	\$ 279.01	\$ (7,050.99)	Total Expenditures
			\$ 78,320.00	\$ (64,731.27)	

Remaining Budget: \$ 13,588.73