



**City of  
Santa Clara**

# **Cultural Commission**

**Mission, Priorities and Work Plan  
FY 2019-2021**

# 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. Increased 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 their 2019-2021 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**
  - a. Host free, age-friendly events with diverse, musical acts
- 2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**
  - a. Advise and recommend public art to City Council
  - b. Host City Utility Box Program
  - c. Host Halloween and Holiday Home Decorating Contests and recognition
  - d. Support City Council to explore new funding sources for public art
  - e. Recommend funding grants and support for community cultural groups
  - f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations
  - g. Attend Americans for the Arts Conference
- 3. Raise visibility of commemorative months**
  - a. 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**
  - a. Presence at Parks & Recreation events
  - b. Ensure Cultural Commission events and reports are marketed and archived
  - c. Present regularly to City Council
  - d. Review calendar and find efficient ways to deliver Commission priorities and collaborate.

# 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.

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

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)	Samara/Mathur		

**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	Current Status
Advise and recommend public art to City Council	Von Huene / _____	Ongoing	
Host City Utility Box Program	Diaz	Due 10/30/19	Contracting in progress
Host Halloween and Holiday Home Decorating Contests and recognition	Von Huene / Marinaro	Halloween submission deadline 10/24/19  Holiday submission deadline 12/14/19	In Fall Inside SC  Council Presentation 11/05/19
Support City Council to explore new funding sources for public art	Von Huene		Commissioners attended State of Art in the City 11/10/19

**Goal #2 Continued:**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Recommend funding grants and support for community cultural groups	Von Huene		FY 19-20 Contracting Completed.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro		
Attend Americans for the Arts Conference	Diaz	June 25-28, 2020 Washington, DC	

**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	Marinaro/Bhatia		

**GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks & Recreation events	All		December 6 ,2019 Tree Lighting
Ensure Cultural Commission events and reports are marketed and archived	Mathur		
Present regularly to City Council	Chair or Vice Chair		Placemaking 10/22, 2019

**GOAL #4 Continued:**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Review calendar and find efficient ways to deliver Commission priorities and collaborate.			

## YEAR AT A GLANCE

Cultural Commission Events, Activities & Celebrations

July 2019-December 2020

\*All Dates/Times/Events are subject to change

2019		Meetings, Events, and Programs	Commemorative Month
	July	<b>7/12:</b> Concert in the Park - 6:30 p.m. Orquesta Latin Heat <b>7/21:</b> Concert in the Park – 2:00 p.m. Genevieve Goings <b>7/26:</b> Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	<b>8/2:</b> Street Dance – 6:00 p.m. House Rockers <b>8/11:</b> Concert in the Park- 5:30 p.m. LiveWire	Muslim Awareness
	October	<b>Halloween Home Decorating Contest</b> submission deadline 10/23	National Arts & Humanity Month
	November	City Council Halloween Decorating Contest Special Order of Business 11/05/19 Begin Holiday Home Decorating Contest	
	December	<b>12/6:</b> Tree Lighting <b>Holiday Home Decorating Contest</b> submission deadline 12/14 & electronic voting 12/14-16. People choice announcement 12/23. <b>12/15:</b> Bill of Rights	Bill of Rights

<b>2020</b>	January	City Council Dinner 1/28/19	
	February	<b>2/7:</b> Friday Night Live – Library – Tabia	Black History Month
	March	<b>3/6:</b> Friday Night Live – Triton TBA - Sculpture Exhibition	Women's History Month
	April	<b>4/3:</b> Friday Night Live – (CRC) City Council Meeting & Presentation– 7:00 p.m.	California Arts, Culture, and Creativity Month
	May	<b>5/8:</b> Friday Night Live – TBD (CRC)	
	June	American for the Arts Conference, Washington DC.	
	July	<b>7/10:</b> Concerts in the Park – Northside – Band TBD <b>7/17:</b> Concerts in the Park – Central Park – Band TBD <b>7/24:</b> Concerts in the Park – Central Park – Band TBD <b>7/31:</b> Concerts in the Park – Central Park – Band TBD	American Independence Santa Clara History
	August	<b>8/7:</b> Street Dance Band – Franklin Mall – Band TBD <b>8/14:</b> Concerts in the Park – Central Park – Band TBD	Muslim Awareness
	September	City Council Meeting & Presentation– 7:00 p.m.	
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November	TBA - Friday Night Live	
	December	TBA - Holiday Home Decorating Contest	Bill of Rights