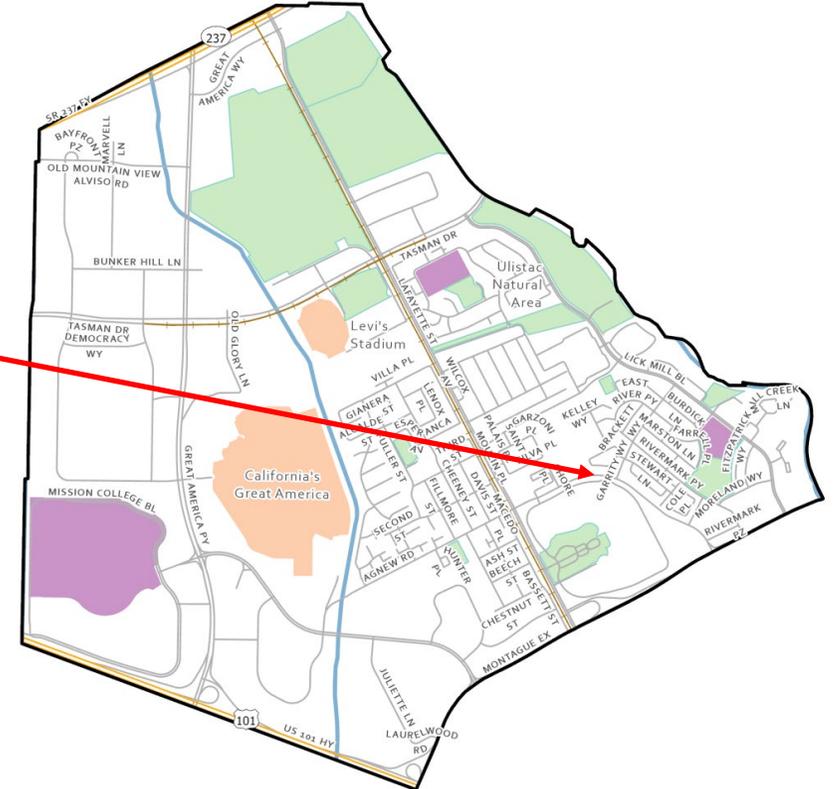


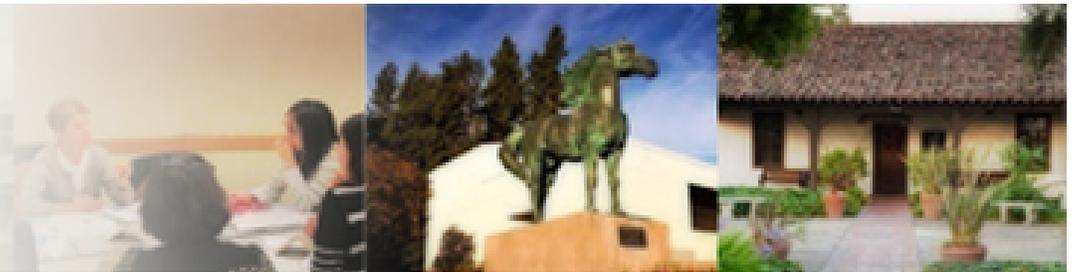
Utility Art Box Presentation Goal #2

Location

- District 1:
 - Agnew/Harrigan



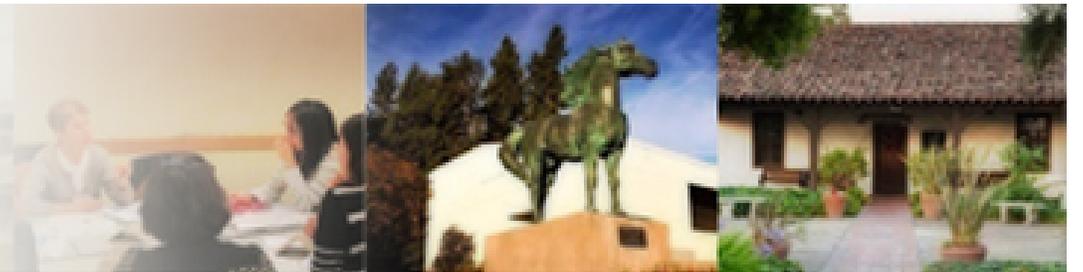
CULTURAL COMMISSION



District 1: Agnew/Harrigan

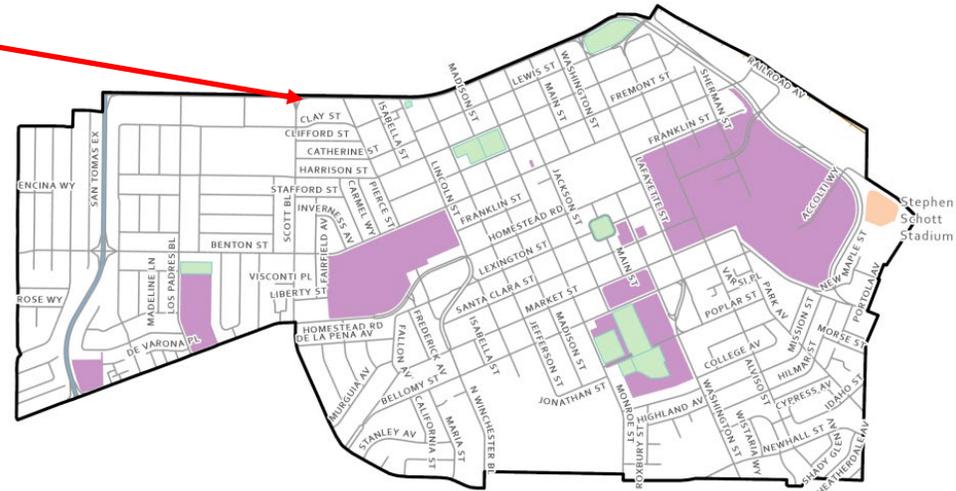


CULTURAL COMMISSION

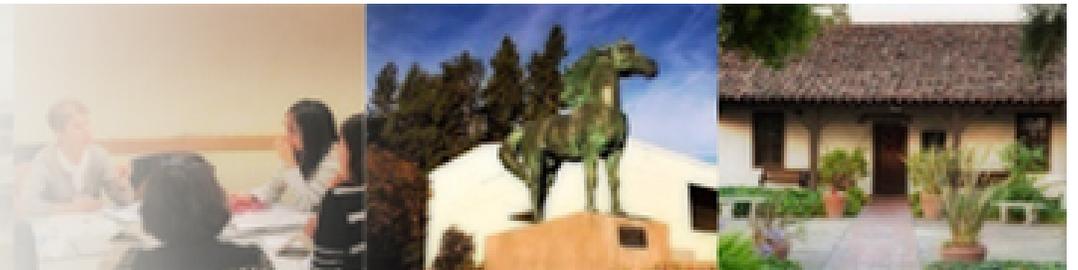


District 5: El Camino Real/Scott

- District 5:
 - El Camino Real/Scott
 - In front of Chick-fil-A



CULTURAL COMMISSION



Goal #3,4

Cultural Commission Comms & Media Strategy Draft



**City of
Santa Clara**

Objectives

1. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
2. Raise Visibility of Commemorative months



Audience and Commemorative Months

Audience

- All Santa Clara Citizens

Commemorative Months that aligned with the coloring book

- National Staying Healthy Month (Jan.)
- African American History Month (Feb.)
- Women's History Month (March)
- **Error in Coloring book (April)**
- South Asian and Asian Pacific Heritage Month (May)
- LGBTQ Awareness Month (June)
- American Independence (July)
- Muslim Awareness & Appreciation (Aug.)
- National Hispanic Heritage Month (Sept.)
- National Breast Cancer Awareness Month (Oct.)
- American Indian Heritage Month (Nov.)
- National Human Rights Month (Dec.)



**City of
Santa Clara**

Event Strategy

Create and publish a Cultural Commission Events Calendar

Create and publish a monthly digital newsletter or paragraph to include in a newsletter

Commissioners are to attend or host a booth at partnering city events quarterly/monthly?

Partner with community, taskforces or clubs once a month to celebrate commemorative months.



**City of
Santa Clara**

Communication Channels

- Facebook & Instagram
- Youtube
- Poster/Flyers
- Digital Newsletter
- Mail
- City's Events Calendar
- Commissioners personal social page



**City of
Santa Clara**

Communications Strategy

The Cultural Commission will implement a consistent presence on social media by following a social media content calendar. The committee will post relevant art and cultural content and it will introduce new ideas such as meet the artist video clips, cross-posting/sharing city partnerships art, and cultural events and reuse content leading up to an event to spread awareness.

Commissioners are encouraged to share one cultural committee post a month on their personal social media accounts to help drive traffic and increase awareness of our communications channel.

We will increase social media engagement by launching an Instagram, posting more regularly and promoting our social media handles on traditional print marketing.



**City of
Santa Clara**

Comms Strategy Continued

To increase social media followers and engagement we will introduce new policies to traditional marketing materials.

When using traditional media to advertise events the committee will include a footer. The collateral should include The City of Santa Clara Logo and one or a few he following:

1. “Follow City of Santa Clara’s Cultural Commission @santaclaraculturalcommission”
2. “ To learn more about the Culture Commision visit,
<https://www.santaclaraca.gov/our-city/government/boards-commissions/cultural-commission>”

Our Traditional Marketing Channels

- Santa Clara Physical Calendar
- Coloring Book
- Flyers



**City of
Santa Clara**

2021 & 2022 Program Description

Commissioners are encouraged to share one cultural committee post a month on their personal social media accounts to help drive increase awareness of our communications channel.

1. Increase community awareness of the Cultural Commission through a communication and media strategy.
 - a. #SantaClaraArts & #SantaClaraCulture Campaign
 - i. Content-driven digital outreach that aligns with commemorative months and coloring book including video
 - ii. Launch Instagram account and use story and poll features to engage audience
 - iii. Adding social media handles or our website to print documents such as the coloring book and any flyers we print out.
2. Raise Commemorative Months Visibility
 - a. Activities focused on audience engagement
 - b. In-person and Online activities
 - c. Content-driven outreach
 - d. Create an events calendar



**City of
Santa Clara**

#SantaClaraArts & #SantaClaraCulture Campaign

Kick-Off

Week of Jan. 3rd

- Kickstart the Art and Culture Hashtag Campaign with an email announcement launching our new coloring book's first commemorative month, and the announcement of our new Instagram social media page.
- Stay in know by using our new hashtags #SantaClaraArts #SantaClaraCulture #SantaClaraCommemorativeMonths



**City of
Santa Clara**

National Staying Healthy Month

Week of Dec. 27th

Teaser of new coloring book, instagram challenge and happy New Year post

Week of Jan. 3rd - 31st

Email announcement launching our new coloring first commemorative month, social media challenge #stayingheathly.

- Poll: Story Poll: Did you set a healthy new year's resolution this year?
- Social Post: Download our coloring page and tell us how you stay healthy all month long using or #stayinghealthy for a chance to be featured on our page!
- Second Social Post our #stayinghealthy coloring page and tag @santaclaraculturecomission to be featured on our page all month long!
- Re-post in the story feature tags.
- Encourage commissioners to post on their stories.



**City of
Santa Clara**

African American History Month

Week of Jan 31st

Social Media Post

Today is the first day of African American History Month. Help us celebrate by downloading, coloring, and sharing your artwork with us for a chance to be featured on our page! #SantaClaraCulture

Event or Video

Opportunity to partner with DEI taskforce to make a video celebrating African American local heroes or historic Santa Clara leaders.

Black Joy parade
(Oakland Event)

Black Artist Virtual Artshow/Gallery?

Let's Talk About Race
Community Talk led by an author or professor at City Hall

Black Lives Matter Virtual Talk?



**City of
Santa Clara**

Women's History Month - #SantaClaraWomen

Week of Feb 28th

Social post:

To celebrate women's history month, we invite you to download, color, and draw your hero on this month's featured coloring page! Tag us for a chance to be featured on our page! #SantaClaraWomen

Social engagement post - Story Questions Feature.

It's women's history month. Tell us who's your hero. For a chance to be featured in our story.

Video or Event Opportunity

Meet the women of the Culture Commission, City of Santa Clara, Etc.? #SantaClaraWomen Campaign

Silicon Valley Business Journal Opportunity



**City of
Santa Clara**

#SantaClaraArts - Utility Boxes in the City for Artist Utility Box Program

Week of (4/19-5/3/21)

Social Media Post and Flyers at Blank Utility Boxes

Call for Artists - Graphic | Your artwork could be featured on our next Utility Box! Click/Scan here to learn more (link to the application.) #SantaClaraArts

Event or Video Opportunity

Once winners are finalized shoot a “Meet the artist” Video to talk about the idea behind their inspiration for the box. Announce the winner and a couple of days later post the video. On the cultural website include the artist’s name and district and link to the Cultural Commision youtube video. #SantaClaraArts



**City of
Santa Clara**

South Asian and Asian Pacific Heritage Month

Social Media Post

Event and Video Opportunity

Submit a video of someone in the community you're proud of and who identifies as South Asian or Asian Pacific using the hashtag #SantaClaraCulture and tagging us @santaclaraculturecommission. Three Lucky winners will be interviewed and featured on our page!



**City of
Santa Clara**

LGBTQ Awareness Month

Social Media

Happy LGBTQ Awareness Month! Join us in celebrating by downloading our Pride Coloring Page! Upload your art and tag us to be featured on our social media page all month long! One lucky winner will be interviewed for our “Meet the artist” Youtube Series. #SantaClaraCommerativeMonths #SantaClaraLGBTQ+ #SantaClaraMeetTheArtist & Promote local city events

Events or Video

Submit a video of someone in the community? | Partner with the City’s library for a read and color LGBTQ Day?

Raise the Flag Activity | Video series featuring LGBTQ+ owned business and clubs in Santa Clara?



**City of
Santa Clara**

American Independence & Summer Concert Series

Social Media Post & Newsletter & Mail in Flyer

- Week of 6/27 post old videos of summer concerts to get folks ready and excited about the new series
- Calendar Graphic Art of upcoming Summer Series
- 7/4 Post and coloring page announcement
- 7/22 & 7/29 Concert Live Oak
 - Join us for our first/second summer concert series. Enjoy music from xxx, local food vendors, sponsored booths, and xxx
 - Post throughout the event using the story feature on social media.
 - Live streaming?/Budget for a recap video to post on social post-event?



**City of
Santa Clara**

Muslim Awareness & Appreciation - Summer Concert Series

Events

Could we somehow incorporate Muslim activity or dance here in summer series?

- 8/5 Street Dance & 8/12 Concert Central Park
 - Join us for our third/last summer concert series. Enjoy music from xxx, local food vendors, sponsored booths, and xxx
 - Post throughout the event using the story feature on social media.
 - Live streaming?/Budget for a recap video to post on social post-event?
- Opportunity to invite DEI Taskforce and Clubs to have booths?

Social and Video

- Coloring Page post
 - Help us celebrate Muslim Awareness and Appreciation month by downloading, coloring, and sharing our coloring page with your friends and family.
- In celebration of #MuslimAwareness&AppreciationMonth, we're highlighting local Muslims living in our community. To feature someone in the community you admire please submit a video of a Muslim artist or leader in the community.



**City of
Santa Clara**

National Hispanic Heritage Month & Art & Wine Festival

Social & Video

In celebration of #HispanicHeritageMonth we're highlighting our Council Members with Hispanic heritage. Today, meet District X Council Member XXX

#SomosSantaClara

Hispanic Heritage Coloring Page Announcement and feature all month long

Events

Art & Wine Festival

- We include a Hispanic Heritage activity. I.G celebrating Hispanic Art Culture Corner, or a coloring table for the kiddos with our coloring pages up to this month
- Invite local hispanic clubs to perform or have a booth



**City of
Santa Clara**

National Breast Cancer Awareness Month

Events

- Halloween Home Decorating Contest

Additional Commemorative Month

- National Arts & Humanity Month

Commemorative Month Event Ideas

- National Arts and Humanity Artwalk? Use the Utility Map and Halloween Decor Map to encourage folks to get outside and check out new places. Create a passport in something if you submit completed passport of selfies?
- Sponsor a Pink Ribbon/Bow around light poles at city hall, central park etc. Dedicated to those who have lost loved ones to Breast Cancer.

Social

- Breast Cancer Awareness Coloring Page - Download this month's coloring page and share your stories!
- Halloween Decor announcement share previous winners / Share Map of Houses / add a Halloween Contest hall of Fame on website to add photos throughout the years and drive traffic/awareness
- Share Utility Map (aligns w/ arts and humanity)



American Indian Heritage Month

Events

- 11/11 FNL – Mariachi @ CRC?
- Thanksgiving

Additional Commemorative Month

- Sikh Awareness Month (we can save and have coloring book the next year?)

Social

- Santa Clara history with American Indian Heritage
- American Indian Heritage coloring page



National Human Rights Month

Events

Holiday Home Decorating Contest - maybe the theme could be National Human Rights?

Tree Lighting Ceremony - Include event focused on National Human Rights Month, or celebrate other holidays, have a kiddo coloring station for December coloring page.

Social

Coloring Page announcement

Month Long video focus on different holiday in the season.



**City of
Santa Clara**