



**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 2024/25. The FY 2024/25 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.

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 6:30 – 8 p.m.	Samar Diaz	Concerts in FY 2024/25 Central Park June 13 - Houserockers June 27 – Chrome Deluxe Concerts in FY 2025/26 Central Park July 11 - Sona July 25 - Orchestra Borinquen Live Oak Aug. 15 - Hitmen	Summer 2025-\$32,648 (GFI-\$30,148 + \$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	Work in Progress
Plan and Host the Street Dance	Samara Garg Diaz	Aug. 1, 2025 Neon Velvet	Plan for bike parking, free water, perhaps chalk art space \$9188 + 10,000 staffing + \$2,500 stage and \$1,700 road closures (\$23,388)
Plan and Host Friday Night Live Events	Garg Roy Samara	Search for additional sponsors to host Friday Night Live	In Progress for fall event at MCCPA
Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25		Sponsor Packages released in February 2025	Sponsor packet completed.

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	"Call for Artist" Feb/Mar	Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception
Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program	Diaz	Traffic box locations approved in Nov. 2024 Call for Artist released May.	Allocation to \$6,000 6 boxes \$1,000 (Now includes \$250 for insurance)
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 Completed.	Allocation for reimbursement of expenses up to \$750 \$350
Host Halloween Home & Holiday Home Decorating Contest and Recognition Consider: Redefine Rules and Process for upcoming contests: Previous year winners are not eligible for the same prize two years in a row – to include adding rubric for contestants (community) for 2025.	Garg Roy Marinar o	Completed.	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		Diaz to provide sites to City
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 Marinero Roy	In progress	Sub-committee met to discuss options in April.
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 Roy and Garg to attend. No one is attending — funds are being reallocated to Traffic Boxes and Sculpture Exhibit
Present work plan accomplishments and activities to City Council annually.	Chair or Vice Chair	Complete	Special Order of Business 4/29
Develop one new partnership and collaboration with an external organization.			Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider Holi Event Explore collaboration with SCUSD

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 Marinaro Garg		Outreach to contacts for partnerships and sponsorship
Review, comment, and assist with the implementation of a citywide Art Master Plan	von Huene Marinaro		Requested budget in FY 2025/26