



**City of  
Santa Clara**

# **Cultural Commission**

**Mission, Priorities and Work Plan  
FY 2023/24**

# 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 the FY 2023/24. The annual Commission budget is \$56,000 to execute the 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:

**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
Plan for summer concerts in FY 2023/24	Samara/Diaz	2023-completed. 5 bands (3 at Central and 2 at Live Oak)  2024-5 Concerts (4 at Central and 1 at Live Oak June 14 @ Live Oak- Houserockers June 28 @ Central Park- The Peelers July 12 @ Central Park- The Megatones July 26 @ Central Park- Orquesta Borinquen Aug. 16 @ Central Park- Pop Fiction	2023: \$33,000 (\$28,000-GFI + \$5000-2 stages) (Need to Add in payroll and supplies)  Summer 2024-\$30,500 (GFI- \$28,000 +2500-1 stage)  Dates sent to Mission College for co-collaboration and cross marketing.
Street Dance	Samara/Garg/Diaz	2023 completed.  Aug. 2, 2024 Band-Neon Velvet-potential new site. Staff walked route. Will share new site with PD	2023 event: \$13,500 allocated Spent-\$15,675 (need to add personnel and supplies)
Plan and Host Friday Night Live Events:	Samara	Search for additional sponsors to host Friday Night Live October: Hispanic Heritage Month	Triton can provide space and will start sharing dates and genres. Youth Band targeted in April 2025. Korean Event with Parks & Recreation Commission will be moved to 2025.
Secure sponsors for Cultural Commission special events in FY 2023/2024	All	New Sponsor Package is available for 2024 events and sent to commissioners for Concert and Street Dance	2023-Sponsorship  Total \$15,050 (\$8,800 concert; \$6,250 Street Dance)
<b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.</b>			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation

Advise and recommend public art to City Council	von Huene Garg	Sept.25, 2023-Jan 21-2024. Project completed. Inspired STEAM Challenge with students. Display -Jan 24	Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the Mechanical Horse art project at SCU-Discuss the Pegasus at Triton Museum (sponsorship and logistics). Completed.
Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)		On hold FY 23/24	Artists have been inquiring about the Utility Boxes. Other Cities pay artists more to participate. Possible collaboration with SCUSD
Host Sculpture Exhibition  “One world, one hope” common human yearning as we reflect on the state of the world.”	Garg  von Huene  Marinaro	FY 23/24 sub-committee created a theme. Library onboard. Call for artists. March. (Staff approved Contract) Judges need to be determined.  8 entries received. Need min. of 16. Extended to March 24 Install: May  Artist Reception in June	Budget: Pedestals, install costs, award costs (\$2,500)  Awards: \$2,500, \$1,500, \$750 (increase approved at March 4 meeting)  Balance for Pedestal or installation -\$750
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Marinaro	Halloween Contest ended with 11 entries Holiday Home in Dec. ended. Commissioner Marinaro made a marketing piece to distribute to decorated homes to	Six Districts plus Best of the Best. \$900  Notice week of Nov. 27. Deadline:12/18, Judging: 12/19. Signs delivered 12/20. Holiday – a Group Entry that is separate for Best of Best and Districts – for FY 24/25.  Holiday Home decorating

		increase participation and increase Council involvement. Signs and contests are completed.	Contest received 22 entries.
Update and maintain City interactive web-based public art map	Diaz	Ongoing	Up to date

**GOAL #3: Raise the visibility of commemorative months.**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Update Coloring Book to honor Commemorative Months according to Federal Calendar	Diaz	Artist in contract- 12 of 12 are completed (through June) April and May pages will be revised by the artist	\$1,200 approved 1/23, for artist commission for new Coloring Book. \$300 Paid for in FY 22/23.
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene Marinaro	Ongoing	

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

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Commissioners to attend the Americans for the Arts Conference		On hold FY23/24. 2022 was hybrid	
Present regularly to City Council	Chair or Vice Chair	As needed.	Dinner March 19, 2024 Draft presentation approved by Commission @ March meeting

Develop, maintain, and grow partnerships and collaborations with external organizations.	McNamara Marinaro	Subcommittee will meet.	Mission College is interested in cross promotion.  Meetings with the President on Concert Collaboration. New facilities coming online and invite to be a Sculpture Exhibit judge (with new judging date).
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#### **GOAL #5: Prepare for Citywide Arts Master Plan Process.**

<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene Marinaro McNamara		Meetings with potential partners (SV Creates) to discuss the work and shared interest.  Commissioners von Huene and McNamara attended a luncheon to develop a countywide network of cultural and arts commissioners. SVCF funded luncheon.
Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene Marinaro McNamara	Commission to advocate @ Council Priority Setting Session in March/April. Target date for July	Asst. City Manager/Acting Parks & Recreation Director attended Dec. meeting about the next steps. She provided information and expertise. Subcommittee met with her to receive additional information.

#### **GOAL #6: Identify and expand on Arts Education in the City of Santa Clara.**

<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Identify potential partnerships with schools/local organizations to expand arts and art education	McNamara	Two (2) Commissioners attended the SCUSD Arts in Education Breakfast.	Chair Diaz will see if the School District is interested in partnering with the Commission on the Utility Box Art Project.