



**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 2025/24. The 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.	Samara Diaz	Concerts in FY 2024/25 July 11 @ Central Park- July 25 @ Central Park- Aug. 15 @ Central Park- June 13 & 27 Central Park Concerts in FY 2025/26 Central Park July 11 & 25 Live Oak Aug. 15	Summer 2024-\$30,500 (GFI-\$28,000 + \$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	
Plan and Host the Street Dance	Samara Garg Diaz	Aug. 1, 2025	Plan for bike parking, make free water available, perhaps chalk art space
Plan and Host Friday Night Live Events	Garg Roy Samara	Search for additional sponsors to host Friday Night Live	Feb. & April 2025 perhaps at Triton in progress – hire jazz band Oct. 2025 perhaps at MCCPA
Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25		Sponsor Packages released in February 2025	
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	Prepare “Call for Artist” Feb/Mar	Outdoor Temporary Art Installation, allocate \$10,000 – City Hall Plaza option – site visit in Jan.

Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program	Diaz	Traffic box locations approved Jan 2025	6 boxes at \$750/box total allocation \$4,500
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	Allocation for reimbursement of expenses up to \$750 \$350 spent. Completed.
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Garg Roy Marinaro	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	Ongoing	Map removed due to broken link– 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 Marinaro Roy		

Promote monthly commemorative months through social media and Special Events to raise awareness and cultural competency.	Diaz Garg	Monthly	Recycle the Coloring Book for 2025.
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.
Present work plan accomplishments and activities to City Council annually.	Chair or Vice Chair	Pending new council but maybe in spring	Schedule Special Order of Business.
Develop one new partnership and collaboration with an external organization.			Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider planning Holi Event in 2025. CUSD von Huene and Garg – put on Agenda for Feb.
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	On hold	
Review, comment, and assist with the implementation of a citywide Art master Plan.	von Huene Marinaro		