



**City of
Santa Clara**

Cultural Commission

Work Plan Fiscal Year 2025/26

CITY CHARTER SECTION 2.120.140

The Cultural Commission shall consist of seven members, who shall not hold any paid office or employment in the City government and shall have the following powers, functions and duties:

- (a) Act in an advisory capacity to the City Council in all matters pertaining to cultural enrichment and beautification of the City, sister city relationships and international exchanges.
- (b) Encourage the beautification of the City and programs for the cultural enrichment of the City.
- (c) Foster cultural events, activities and displays that celebrate the City's native and historic cultures and present diversity.
- (d) Assist in the planning and supervision of international exchange activities with our sister communities, sharing friendship, skills and concerns.
- (e) Develop individual contacts designed to enhance international communication and understanding.
- (f) Encourage educational, cultural, sports, technical and governmental exchanges to help acquaint citizens of Santa Clara with cultural and political diversity abroad.
- (g) Perform other such duties and exercise such powers as the City Council may impose or require. (Ord. 1908 § 4, 7-16-13).

COUNCIL PRIORITIES

1. Deliver and Enhance High-Quality Efficient Services and Infrastructure
2. Manage Strategically Our Workforce Capacity and Resources
3. Promote and Enhance Economic, Housing and Transportation Development
4. Enhance Community Sports, Recreational and Arts Assets
5. Ensure Compliance with Measure J and Manage Levi's Stadium
6. Enhance Community Engagement and Transparency
7. Promote Sustainability and Environment Protection

COMMISSION PRIORITIES

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 goals for the FY 2025/26. The annual budget projected for Commission activities for FY 2025/26 is \$57,541. 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.				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Plan and implement Summer Concerts in FY 2025/26 6:30 – 8 p.m.	Samara/Diaz/Roy	Concerts in 2025 Central Park July 11 - Sona July 25 – Orchestra Borinquen Live Oak Aug. 15 – Hitmen Concerts 2026 TBD	Priorities 4 & 6 Summer 2025- \$32,648 (GFI- \$30,148 + \$2,500-1 stage)	Attendance Budget Feedback
Street Dance	Samara/Diaz/Roy	August 1, 2025 Neon Velvet	Plan for bike parking, free water, perhaps chalk art space	Attendance Budget Feedback

			\$9188 + 10,000 staffing + \$2,500 stage and \$1,700 road closures (\$23,388)	
Plan and Host Friday Night Live Events	Garg/Samara/Pontious		In Progress for fall event at	
Explore the feasibility of hosting a Group Wedding		Table for 2025	Priority 1	Attendance Budget Feedback

Secure sponsors for Cultural Commission special events in FY 2025/26		Concerts in the Park: \$12,500 Street Dance: \$11,750	Priority 6	Packet is available
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GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Advise and recommend public art to City Council for public benefit	von Huene/Garg	Reception for Nebula Rider 7/17 at 11am. Exhibition 7/16 – 11/14/2025 Reallocate up to \$500 for vinyl banners to advertise exhibition.	Priority 4 Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception	Outdoor Temporary Exhibit
Support Traffic Box Program	Diaz		Priority 4 Allocation to	6 Boxes get painted

			\$6,000 6 boxes \$1,000	
Host Indoor Sculpture Exhibition		FY 2026/27	Priorities 4 & 6	Amount of entries Feedback Engagement
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Garg – Halloween Pontious – Halloween Roy – Halloween	Release Contest Oct.7, Oct. 27 Deadline for submissions, Oct. 29 Judging due; Oct. 30 Announcements & Signs out. Holiday – 11/24 Release Context 12/19 Deadline for submissions 12/21 Judging due 12/22 Announcements made 12/22-12/23 Signs out	Priority 6 Consider: Redefine Rules and Process for upcoming contests:	# of Entries Feedback & Engagement
Update and maintain City interactive web-based public art map	Diaz/von Huene/Samara		Priority 4	

GOAL #3: Raise the visibility of commemorative months.

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Identify a space to curate and facilitate the celebration of Commemorative Months and Develop proposal to present to Commission on which cultural holidays to celebrate and via what medium	Das/von Huene/ Garg		Priority 4	

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

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
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Present accomplishments to City Council annually	von Huene		Priority 6	
Develop, maintain, and grow partnerships and collaborations with external organizations.	von Huene/Pontious		Priority 6	

GOAL #5: Prepare for Citywide Arts Master Plan Process.

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene		Priorities 4 & 6	

Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene/Pontious		Priorities 4 & 6	Work with Parks & Recreation Department on community engagement and delivery of project.
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