

DRAFT –

Especially in a state as diverse and culturally rich as California, the arts serve to give voice to our many communities, spark individual creativity, foster empathy and understanding, spur civic engagement, and serve as a continual source of personal enrichment, inspiration and growth.

Californians for the Arts
February 7th, 2019

Contents

1. Executive Summary	2
2. Mission & Vision Statement, Values, and Priorities.....	3
3. Goals & Objectives	5
4. Scope of this RFP	8
5. Timeline of this RFP	8
6. Deliverables.....	9
7. Desired Research and Analysis.....	11
8. Desired Program Recommendations	11
9. Desired Policy Recommendations.....	12

1. Executive Summary

Reference: We are a “minority-majority” city per Census figures:

https://www.sccgov.org/sites/phd/hi/hd/Documents/City%20Profiles/Santa%20Clara_final.pdf

Demographic snapshot	City of Santa Clara	Santa Clara County
Population size	116,468	1,781,642
Race/ethnicity		
African American	3%	2%
Asian/Pacific Islander	38%	32%
Latino	19%	27%
White	36%	35%
Foreign-born	41%	37%
Speaks a language other than English at home	52%	52%

City Web Page - Cultural Commission

Reference: <https://santaclaraca.gov/culturalcommission>

Cultural Commission Facebook page

Reference: <https://facebook.com/culturalcommission>

Reference: City Calendar of Cultural Commission events (Concerts in the Park, Friday Night Live, Sculpture Exhibition, Franklin Street Dance, Art & Wine festival, Holiday tree lighting, Silicon Valley BBQ, weekly Farmer’s Market, grantee events [e.g. SCU•Presents, Triton Museum])

Reference: City Art Map

<http://missioncity.maps.arcgis.com/apps/MapTour/index.html?appid=35d9e229cb2f4292be590201f75d2d18> (needs to be updated with at least 2 new murals, SCU Arts Paseo, etc.)

2. Mission & Vision Statement, Values, and Priorities

Mission Statement

City Web Page	Proposed
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.	To enable city-wide events, programming and the arts which reflect the history, diversity, experience and culture of our residents through our own programs and community partners.

Vision Statement

Current (2018 Special Commission Meeting)	Proposed
Enriching the lives of our residents and beautifying the city with inclusive, diverse, variety of multicultural and relevant programs and the arts.	Enriching the lives of our residents and beautifying the city with an inclusive variety of multicultural and relevant programs and the arts. (minor grammatical correction)

Values

Current (2018 Special Commission Meeting)	Proposed
Inclusive	We are ... inclusive and diverse
Diverse	
Community Input	We are ... curators of the value and quality of life in our community
Quality and Value	
Variety	
Accessible	We are ... accessible to all demographics, age groups, income levels, and disabilities
Collaborative	We are ... collaborative with the community and innovative in our exploration of arts & culture
Innovative	

Priorities

Current (2018 Special Commission Meeting)	Proposed
Inclusive Programming: Need Inclusive, Diverse, and Multicultural Programs	Inclusive, diverse, multicultural Programs
More Engagement and Collaboration: Engaging and increasing collaboration with other city departments, commissions, help build complimentary programming, community orgs, city orgs, etc.	Increase collaboration and outreach with the community, other civic and corporate Santa Clara organizations, and internally within City government to further the mission of the Commission
Communication Process and Knowledge Base: Clear process for interfacing the internal city	Benefit from a clear process for interfacing with internal city staff and external

staff and external community orgs, documenting process and building on our knowledge base	community orgs, documenting processes, and building on our knowledge base for future leadership
Variety of Art Forms and Interactivity: Various forms of expressions and interactivity programming	Variety of art forms and interactive, expressive programming that complement each other
Enhance Existing programming	Enhance Existing programming

3. Goals & Objectives

Current Workplan (2018 Special Meeting)	Proposal #1	Proposal #2
#1 Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad Objectives: • Host free, age-friendly events with diverse musical acts • Attend annual Sister Cities Conference	Same goal as current, different objectives: • Music Programming • Concerts in the Park • Friday Night Live • Franklin Street Dance • Art & Wine Festival (with Parks & Recreation Department) • Commemorative Months & Events (Asian/Pacific Islanders' month, Human Rights month, etc.) • Grantee events (Triton Museum, Art Forum, Parade of Champions, etc.) • Pattern Events (not sure what this means?) • Dance Events and Other Performing Arts • Eliminate Sister Cities Conference	Same goal as current, different objectives: • Permanent calendar (e.g. Concerts in the Park, FNL, Franklin Street Dance, Art & Wine Festival) • Temporary calendar (e.g. grantee events: Triton Museum, Art Forum, Parade of Champions, etc.) • Review list of current grantees and partnerships for opportunities for inclusion in future events • Eliminate Sister Cities Conference
#2 Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and permanent art in the city Objectives: • Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC, County) • Recommend funding and support for community	Same goal as current, different objectives: Existing initiatives: • Utility Box Program • Sculpture Exhibition • City's Art Map page: https://tinyurl.com/SantaClaraCityArtMap (Obsolete – needs to be updated) New programs or initiatives: • Participate in Arts initiatives through grantees or partners (e.g. SCU-Presents' Arts Paseo and Re-Cyclone) • City Hall Plaza temporary Art Pad and possible temporary art installations • Santa Clara County Art Alliance • Local Color or similar art space • Funding source initiatives • Art grants (City, County, State, NEA, others) • Art Impact Fee • Identify activation locations/public art creative zones	Same as Proposal #1

cultural groups • Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza art, Triton, SCU Art Paseo) • Advise and recommend public art additions to City Council and staff • Attend Americans for the Arts Conference	• Leverage best practices to enliven neighborhoods, downtown, and small business districts with visual arts and cultural offerings • Incentivize developers to include art as a feature in new projects of all kinds • Monitor the care and condition of art on public property created or placed through City funds • Attend Americans for the Arts Conference	
#3 Raise visibility of commemorative months Objectives: • Partner with community groups to host and promote commemorative month's honoree	Same	Same
#4 Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission Objectives: • Presence at	Same	Same

Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4 th of July) • Ensure Cultural Commission events and reports are marketed and archived • Present regularly to City Council		
	#5 Create more cultural and geographically diverse programming and temporary/pop-up spaces (reflecting new districts, activate new spaces e.g. Agrihood, Rivermark, SCU Arts Paseo, SCU foundry, Mobile Maker Lab, STEAM, etc.)	Same
	#6 Continue insightful planning: 3Yr Strategic Plan and Annual Work Plan	Same
	#7 Develop a Master Calendar of Events for the past 2 years and upcoming 3 years of forecasted events for the City departments, commissions, and organizations	#7 Review calendar and find inefficiencies and duplicate effort with other City departments (e.g. Library)

4. Scope of this RFP

- Integrate our priorities, goals, and various programming workstreams and forms of the arts
- Look at expanding programming, locations, demographics, and expanding our influence into future development projects/placemaking in the City
- Refine or lead Cultural Commission strategy/visioning workshops and community engagement workshops
- Budget - pending grants from City/County/State/Fed

5. Timeline of this RFP

- Post RFP – April 1, 2019
- Apply for grant to support Master Plan – Apr/May 2019
- RFP Responses Due – May 31, 2019
- Response review/recommendations by Master Plan subcommittee – June 2019
- RFP Evaluations & recommendations in Cultural Commission Meeting– July 1, 2019
- Consultant award – July 2019
- Master Plan subcommittee engagement begins with consultant – July/Aug 2019
- Consultant observation and fact gathering –Jul/Aug 2019
 - Examples: Concerts in the Park, Franklin St Dance
 - Library Events
 - Other City Departments' and Commissions' Events
- First community engagement: Art & Wine Festival – Sept 2019
- Other forms of research & engagement – Oct 2019-Jan 2020
 - Individual and team interviews with City Councilmembers, the Mayor, City Manager, Department leadership, business people, artists and arts representatives
 - Public outreach meetings and advisory committee groups
 - Information distributed at events
 - Television and YouTube channel coverage
 - Signs in public places
 - Interactive website that allowed individuals to map places where they want to see art and events, describe possible types of art and events, and enter comments
- Analysis of outreach results – Feb 2020
- Long term plan due to Cultural Commission Visioning Subcommittee – Feb 2020
- Request for City budget/Grant applications – Mar 2020
- Implementation – Jul 2020

6. Deliverables

(what work we expect the consultant to do, or recommendations to be made by them)

Identify Opportunities:

Proposal #1	Proposal #2
Music • Explore opportunities to find diverse music sources and forms • Identify lists of music sources and forms to leverage as a catalog or other source • Recommend a combination of programming and schedule that would leverage the existing programs such as concerts, and introduce new forms • Provide physical venues/locations for music to be played or encourage schools to play at • Identify a list of musicians amateur and professional to engage for our events • Share best practices on how to incorporate music, dance, and cultural performing arts into existing programming, future activation, and placemaking • Highlight overlooked venues, demographics, and culturally significant dates to include in future programming • Identify opportunities to develop historical heritage celebrations	Cultural Events • Suggest potential activation of event venues we currently use or have access to • Leverage best practices from similarly sized and funded cities • Share best practices on how to incorporate music, dance, and cultural performing arts into existing programming, future activation, and placemaking (Defer other points in Proposal #1 to GFI or Cultural Events subcommittee)
Dance and Other Performing Arts • Explore opportunities to find diverse dance/performing arts sources and forms • Identify lists of sources and forms to leverage as a catalog or other source • Provide physical venues/locations for presenting or engaging, encouraging schools to participate etc. • Identify a list of amateur and professional to engage for our events	(Do not break out from Cultural Events category; defer recommendations to GFI or Cultural Events subcommittee)
Art in Public Places • Identify activation locations/public art creative zones (Civic Plaza, Rivermark, Agrihood, Oracle Building 18, BART transit center, Franklin Street/Downtown, others) • Integrate art in all new projects the City builds including parks, streets and civic structures.	Art in Public Places • Share best practices and trends on ways to employ temporary art and arts programming throughout Santa Clara neighborhoods and downtown to test new ideas and activate public spaces • Share best practices and trends on ways to partner with local developers to integrate art and placemaking principles in new

• Employ temporary art and arts programming throughout Santa Clara neighborhoods and downtown to test new ideas and activate public spaces. • Incentivize developers to include art as a feature in new projects of all kinds. • Monitor the care and condition of art on public property created through the Urban Art Program or City funds. • Use the Urban Art Fund to support Santa Clara’s arts and cultural infrastructure. • Recommend how to build a Commission to sustain, grow, inspire and catalyze the city to adopt the culture and arts into their programs: Example grants, scholarships, joint programs with schools, corporations, etc.	neighborhoods and civic centers • Share examples of other cities’ success in creating and implementing an “Urban Art Fund” • Review City Art Map and suggest maintenance, end of life plans, and contractual commitments for City-owned art
---	---

7. Desired Research and Analysis

Proposal #1	Proposal #2
• Provide a list of all multicultural organizations in Santa Clara and surrounding area that could be leveraged • Provide a list of other non-profit and cultural organizations in the City representing various aspects of culture • Provide a list of language learning orgs, tech organizations, government, and other cultural organizations, in the broader definition of culture • Provide sources and opportunities on how to engage the regional history into our programing • Provide a heritage map of the cultures of today's Santa Clara from before it was founded, and when it was founded in 1852 • Provide best practices and successful programming of neighboring cities	← Suggest most of these are outside the core competency of an external/non-local consultant; defer to GFI or Cultural Event subcommittee • Provide best practices and successful programming of neighboring cities ← Suggest using local resources such as SCU or City demographics, rather than expecting a consultant to have access
• Provide an analysis of our City's cultural engagement and immersion within the City, and specifically the Cultural Commission against the benchmark's and leading edge	• Provide opinion on ways to increase the City's cultural engagement within the City, based on benchmarks and trends in other cities
• Provide analysis of other funding sources that could be considered and leveraged	• Provide analysis of available funding sources and grants other than City Budget

8. Desired Program Recommendations

- Articulate conclusions and recommendations on how to best propose and adopt an "Arts & Culture Master Plan" to reflect the City's vision as a safe and prosperous community, rich in cultural offerings.
- Suggest ways to expand the strong arts culture in Santa Clara by supporting local artists and promoting high quality, publicly-accessible arts and cultural activities.
- Funding Recommendations (City, County, State, Federal, and Corporate sources, and non-profit foundations)
- Recommend Cultural Commission identity/marketing branding & campaigns
- Highlight sustainability and succession planning opportunities for the Cultural Commission

9. Desired Policy Recommendations

- Suggest path towards implementing an Art Impact Fee/Developer's Impact Fee/Transient Occupancy Tax Fee to support the City's Arts & Culture Master Plan
- As stewards of that Art Impact Fee, provide examples of the best way to create a Cultural Affairs Division as a City Department while maintaining the Cultural Commission as advisors
- Recommend staffing and budgeting for a Cultural Affairs Division to be led by a Senior Level Urban Arts & Culture program supervisor
- Provide recommendations on how various City departments can incorporate Cultural Commission programming, initiatives, heritage, and art in all ways