



**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:

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b>				
<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
A. Plan and implement Summer Concerts in FY 2025/26  6:30 – 8 p.m.		<b>Concerts in 2025</b> Central Park July 11 - Sona July 25 – Orchestra Borinquen  Live Oak Aug. 15 – Hitmen  <b>Concerts 2026 TBD</b>	Priorities 4 & 6  Summer 2025- \$32,648 (GFI- \$30,148 + \$2,500- 1 stage)	Attendance Budget Feedback

B. Street Dance		August 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)	Attendance Budget Feedback
C. Explore the feasibility of hosting a Group Wedding			Priority 1	Attendance Budget Feedback
D. Secure sponsors for Cultural Commission special events in FY 2025/26			Priority 6	
<b>GOAL #2: Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and public art in the City.</b>				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
A. Advise and recommend public art to City Council for public benefit			Priority 4 Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception	Outdoor Temporary Exhibit
B. Support Traffic Box Program			Priority 4 Allocation to \$6,000	6 Boxes get painted

			6 boxes \$1,000	
C. Host Indoor Sculpture Exhibition		FY 2026/27	Priorities 4 & 6	Amount of entries Feedback Engagement
D. Host Halloween Home & Holiday Home Decorating Contest and Recognition  i. 1 winner per Council District, 1 group entry winner, 1 Best of the best			Priority 6  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.	# of Entries  Feedback & Engagement
E. Update and maintain City interactive web-based public art map			Priority 4	

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

<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
A. Engage the public with commemorative months according the Federal Calendar			Priority 4	
B. Identify a space to curate and facilitate the celebration of commemorative months				
C. Promote monthly commemorative months through social media and special events to raise awareness and cultural competency				

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

<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
A. Commissioners to attend the American for the Arts Conference				
B. Present regularly to City Council			Priority 6	
C. Develop, maintain, and grow partnerships and collaborations with external organizations.			Priority 6	

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

<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
A. Develop public/private partnerships to invest and promote the Arts in Santa Clara	von Huene		Priorities 4 & 6	
B. Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene		Priorities 4 & 6	Work with Parks & Recreation Department on community engagement and delivery of project.