



**City of
Santa Clara**

Cultural Commission

Mission, Priorities and Work Plan

FY 2022/23

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 2022/23 (\$48,138) work plan. Approximate year-to-date expenses: \$31,031. 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 | Current Status & Budget Allocation |
| Plan for summer concerts in FY 2022/2023 | Samara | 6/9/23-Central Park-David Martin House Party Band 6/23/23 – Live Oak-Fog City Swampers 7/21/23-Central Park-Neon Velvet 8/18/23-Central Park-Orchestra Borinquen 9/29/23 – Live Oak-Megatonnes | \$26,500 Summer 2023: Sundaram, Diaz, Samara |
| Street Dance | Samara | 8/4/23- Pop Rocks | \$13,500 Summer 2023: Sundaram, Diaz, Samara |
| Secure sponsors for Cultural Commission special events in FY 2022/2023 | All | Application and packages on City website and emailed to Commission. Patelco and CEFU are confirmed for the Concerts. | |
| 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 | Current Status & Budget Allocation |
| Advise and recommend public art to City Council | Von Huene | Mechanical horse installation at SCU targeted for Fall 2023 | |
| Identify available Utility Boxes in the City for Artist Utility Box Program | Diaz | 6 boxes Completed. 2/23 | \$750.00 stipend per artist allocated = \$4500.00 approved June 6. \$500-Anti-Graffiti paint. |

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| Host Halloween Home Decorating Contest and Recognition | Sundaram, von Huene, McNamara | Complete. 10/22. | Six Districts plus Best of the Best. \$390. |
| Holiday Home Decorating Contests and Recognition | Marinara, von Huene, McNamara | Complete. 12/22. | Six Districts plus Best of the Best. \$390 |
| 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 | Samara/Diaz | In progress. Artist identified. Artist Contract in progress. | \$1,200 approved 1/23, for artist commission for new Coloring Book. |
| Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency. | von Huene | 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 |
| Ensure Cultural Commission events and reports are marketed and archived | Marinara and McNamara | Ongoing | Update Google Drive with Activities and Photos from Events |
| Present regularly to City Council | Chair or Vice Chair | As needed. | March 21, 2023-presented to Council as special order of business |
| GOAL #5: Prepare for Citywide Arts Master Plan Process | | | |

| Objectives | Ad Hoc Sub-Committee | Timeline | Current Status & Budget Allocation |
|--|---------------------------------|-----------------|--|
| Participate in the Community Outreach process for the development of the Community Art Center – in Patrick Henry Drive Development | von Huene/ McNamara | Through FY | |
| Develop partnerships and stakeholders Interested in citywide Arts Master Plan | von Huene/ McNamara/Marinaro | | Meetings with potential partners (SV Creates) to discuss the work and shared interest. |
| Develop a funding strategy for funding a citywide Arts Master Plan | von Huene/ McNamara/Marinaro | | Meetings with potential partners to discuss the work and shared interest. |