



**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

**Excellent City Government:** Valued City Services; Reliable Funding; Well-Managed Stadium; Trusted and Engaged City Government

**Reliable Infrastructure:** Resilient and Well-Maintained Infrastructure; Accessible Transportation Options

**Outstanding Quality of Life:** Affordable Housing and Supportive Services; Safe Community; Quality Parks Programming and Cultural Amenities

**Thriving Community:** Vibrant Local Community

## 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>
Plan and implement Summer Concerts in FY 2025/26  6:30 – 8 p.m.	Samara/Diaz/Roy	<b>Concerts in 2025</b> Central Park July 11 - Sona July 25 – Orchestra Borinquen  Live Oak Aug. 15 – Hitmen	Priorities 4 & 6  Summer 2025- \$32,648 (GFI- \$30,148 + \$2,500-1 stage)	Attendance Budget Feedback
		Concerts 2026: 7/10- Megatonnes; 7/17 – Pop Rocks; 7/24 – Patron Latin Rhythms; 7/31- Houserockers, 8/14 – Aja Vu @ Live Oak.	Put concert info in bill insert. (\$3k expense) Stage Live Oak (\$3,000)	

Street Dance	Samara/Diaz/Roy	August 1, 2025 Neon Velvet  August 7, 2026. David Martin's House Party	2025 Complete	Attendance: 3,000
Plan and Host Friday Night Live Events	Neetu/Diaz/Samara	Hold until FY 2026/27  MCCPA dates reserved tentatively 9/25, 10/9, 10/16	In Progress	
<del>Explore the feasibility of hosting a Group Wedding</del>		<del>Hold until FY 2026/27</del>	Priority 1	

Secure sponsors for Cultural Commission special events in FY 2025/26		2025: Concerts in the Park: \$12,500 2025: Street Dance: \$11,750	Priority 6 Release package February Packet Released 3/2	
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**GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.**

<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
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  Extended through 5/22/26  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	Held Zoom meeting with artists Oct. 22, 2025  2-are complete; 2 ready to go; 2 in insurance stage	Priority 4 Allocation to \$6,000 6 boxes \$1,000 4/6 – 3 are complete, 2 in process One to get started by summer.	6 Boxes get painted
Host Indoor Sculpture Exhibition		Hold Until 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. 30 Judging due; Announcements & Signs out.  Holiday – 11/24 Release Contest 12/19 Deadline for submissions 12/21 Judging due 12/22 Announcements made 12/22-12/23 Signs out	Priority 6	# of Entries  Feedback & Engagement  Visits to homes were successful. Schedule worked and having weekend to view homes was ideal.  Complete
Update and maintain City interactive web-based public art map	Diaz/von Huene/Samara	In progress/On-going. See Art Map.	Priority 4	
Make Music Day	Pontious/ Roy/ Das	Observe 2026 – prepare for 2027		

**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 which cultural holidays to celebrate and via what medium	Das/von Huene/ Garg	Plan approved November meeting  December 16 – Special Order of Business at Council – Human Rights Month – 7:00 p.m. MLK Event 1/14 @ Library Lunar New Year 1/31-2/1	Priority 4  Photo booth props for Tree Lighting.  Black History Month-Proclamation at 2/10 mtg. Milan Balinton, ED of the African American Community Service Agency to receive.  Public presentation to add Japanese American Day of Remembrance 2/19. Recommend including it in the list.  Seeking information on whether council will be presenting a proclamation	Library and School District will circulate the coloring pages in the month of December.

**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
Present accomplishments to City Council annually	von Huene	July 7, 2026	Priority 6	
Develop, maintain, and grow partnerships and collaborations with external organizations.	von Huene/Pontious/Das		<p>Priority 6 Mission College for Summer Concerts.</p> <p>Wednesdays, Jazz genre, offered commission collaboration for 6/3 concert. \$1500 – 2025</p> <p>Collaboration with Ding Ding TV for Lunar New Year event. Successful. Participate again in 2027.</p> <p>Korean Federation contacts/collaboration</p> <p>Developing partnership/relationship with library for MLK Choral reading and additional events TBD.</p>	

<b>GOAL #5: Prepare for Citywide Arts Master Plan Process.</b>				
<b>Activities</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Notes/Budget</b>	<b>Measurable Outcomes</b>
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 Garg		Priorities 4 & 6  Parks Master Plan presented to P&R commission in March and City Council May.  Arts Master Plan in Purchasing to be released April 9, 2026	Work with Parks & Recreation Department on community engagement and delivery projects.

May Agenda:

- Workplan update FY 2025/26
- Workplan discussion FY 2026/27
- Share: Concert Flyer, Mission College Line up, Art Master Plan update

June Agenda:

- Workplan update FY 2025/26
- Workplan discussion FY 2026/27
- Chair and Vice Chair Election