



**City of  
Santa Clara**

# **Cultural Commission**

**Priorities and Work Plan  
FY 18-19**

# GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2018-19 work plan. 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:

**1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity**

Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance, and International Festival)

**2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**

Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)

Recommend funding and support for community cultural groups (past cultural groups included: Chorale, Ballet, and Santa Clara Players)

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication, and Downtown Parade of Champions)

Advise and recommend public art additions to City Council and staff

Attend Americans for the Arts Conference

**3. Raise visibility of commemorative months**

Partner with community groups to host and promote commemorative month's honoree

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

Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4<sup>th</sup> of July)

Ensure Cultural Commission events and reports are marketed and archived

Present regularly to City Council

# WORK PLAN

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

## **GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)	Commissioner Diaz & Vice Chair Samara	Monthly Events - Ongoing	<ul style="list-style-type: none"> <li>• Four (4) Friday Night Live</li> <li>• One (1) Street Dance</li> <li>• Five (5) Concerts in the Park</li> </ul>
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	

## **GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and permanent art in the city**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)	Chair von Huene & Commissioner Beavers	Application released November 2018	
Recommend funding and support for community cultural groups (past cultural groups included: Chorale, Ballet,		January 2019	Application for 2019-2020 Grants released on November 7, 2018 Applications due on

Santa Clara Players)			December 14, 2018  Commission will review applications on January 7, 2019.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication, and Downtown Parade of Champions)			
Advise and recommend public art additions to City Council and staff			
Attend Americans for the Arts Conference		June 14-16, 2019	Nominate a commissioner to attend in January 2019

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

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Partner with community groups to host and promote commemorative month's honoree	Commissioner Bhatia & Commissioner Marinaro	Monthly	Reposted CAIR "Valuing Our Story" event on Social Media.  Created "National Hispanic Heritage Month" & "Sikh Appreciation & Awareness Month" image and posted on Social Media.

			Co-hosted turban tying event at Tree Lighting with Joy of Sewa – December 7, 2018
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**GOAL #4: Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4 <sup>th</sup> of July)		Ongoing	Hosted a table with interactive art activity & displayed mural at Art & Wine Festival.
Ensure Cultural Commission events and reports are marketed and archived	Commissioner Mathur		Social Media Presence
Present regularly to City Council	Chair von Huene & Vice Chair Samara	Ongoing	Presented on November 13, 2018 & December 4, 2018

# YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings\*  
Fiscal Year 2018-19 (July 2018-June 2019)

		Meetings, Events, and Programs	Commemorative Month
2018	July	<b>7/2:</b> Cultural Commission Meeting - 7:00 p.m. <b>7/13:</b> Concert in the Park – Orquestra Latin Heat – 6:30 p.m. <b>7/22:</b> Concert in the Park- Lyratones – 2:30 p.m. <b>7/27:</b> Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	<b>8/2-8/4:</b> Sister Cities International 61 <sup>st</sup> Annual Conference in Aurora, CO <b>8/3:</b> Street Dance – 6:00 p.m. <b>8/6:</b> Cultural Commission Meeting - 7:00 p.m. <b>8/12:</b> Concert in the Park – Funky Souls Dance Band – 2:30 p.m.. <b>8/17:</b> Concert in the Park – Houserockers – 6:30 p.m..	Muslim Awareness
	September	<i>Please Note: No Regular Cultural Commission meeting due to official city holiday</i> <b>9/11:</b> Cultural Commission/City Council Dinner – 5:00 p.m. <b>9/15:</b> Art & Wine Festival- 10:00 a.m. <b>9/16:</b> Art & Wine Festival- 10:00 a.m. <b>9/29:</b> Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October	<b>10/1:</b> Cultural Commission Meeting - 7:00 p.m. <b>10/31:</b> Children’s Halloween Party- 3:00 p.m.	Native American History  Breast Cancer Awareness  National Arts & Humanities Month

	November	<b>11/5:</b> Cultural Commission Meeting - 7:00 p.m. <b>11/9:</b> Friday Night Live – Los Laureles & Mariachi- 7:00 PM <b>11/13:</b> City Council Meeting & Presentation– 7:00 p.m.	Sikh Awareness and Appreciation
	December	<b>12/3:</b> Cultural Commission Meeting - 7:00 p.m. <b>12/4:</b> City Council Meeting & Presentation– 7:00 p.m. <b>12/7:</b> Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	<b>1/7:</b> Cultural Commission Meeting - 7:00 p.m.	
	February	<b>2/4:</b> Cultural Commission Meeting - 7:00 p.m. <b>2/5:</b> City Council Meeting & Presentation– 7:00 p.m. <b>2/15:</b> Friday Night Live – Tabia	Black History
	March	<b>3/1:</b> Friday Night Live – Broceliande <b>3/4:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Women's History Disabilities Month
	April	<b>4/1:</b> Cultural Commission Meeting - 7:00 p.m. <b>4/5:</b> Friday Night Live – Charged Particles <b>4/20:</b> Egg Extravaganza <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Jazz
	May	<b>5/6:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Asian Heritage Jewish Heritage

	June	<b>6/3:</b> Cultural Commission Meeting - 7:00 p.m. <b>6/14:</b> Concert in the Park - 6:30 p.m. <b>6/21:</b> Silicon Valley BBQ Championships - 4:00 p.m. <b>6/22:</b> Silicon Valley BBQ Championships - 11:00 a.m. <b>6/29:</b> Midsummer Cultural Celebration at the Triton Museum <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	LGBTQ Awareness Juneteenth
	July	<b>7/12:</b> Concert in the Park - 6:30 p.m. <b>7/21:</b> Concert in the Park – 2:00 p.m. <b>7/26:</b> Concert in the Park - 6:30 p.m.	
	August	<b>8/2:</b> Street Dance – 6:00 p.m. <b>8/11:</b> Concert in the Park- 5:30 p.m.	

\*Dates/Times/Events are subject to change



Cultural Commission  
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	
Grantees	Santa Clara Ballet Santa Clara Players Santa Clara Chorale		\$ 20,850.00		
			\$ 10,000.00	\$ (10,000.00)	
			\$ 5,850.00	\$ (5,850.00)	
			\$ 5,000.00	\$ (5,000.00)	
		Remaining Budget	\$ -	\$ (20,850.00)	Total Expenditures
Cultural Events	Street Dance / Concerts in the Park / FNL / International Festival		\$ 39,640.00		
		Water/Ice		\$ (10.72)	
		Grupo Folklorico		\$ (2,130.00)	
		Tabia		\$ (800.00)	
		Broceliande		\$ (525.00)	
		Charged Particles		\$ (1,000.00)	
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)	
		Togos		\$ (120.00)	
		Remaining Budget	\$ 10,054.28	\$ (29,585.72)	Total Expenditures
		Visual Arts	Chalk Art Keep Santa Clara Clean (Utility Box) Art in Public Places		\$ 10,500.00
	\$ 1,000.00				
	\$ 1,500.00				
	\$ 8,000.00				
ArtMobilus				\$ (2,000.00)	
Remaining Budget	\$ 8,500.00			\$ (2,000.00)	Total Expenditures
Marketing, Conferences, and Memberships	Misc  Travel, Conferences, and Memberships		\$ 7,330.00		
			\$ 1,475.00		
		T-Shirts		\$ (518.57)	
		Table Cloth		\$ (269.56)	
			\$ 5,855.00		
		SCI- Hotel		\$ (717.60)	
		SCI - Expenses		\$ (221.12)	
		Remaining Budget	\$ 5,603.15	\$ (1,726.85)	Total Expenditures
					\$ 78,320.00

Remaining Budget: \$ 24,157.43