



**City of  
Santa Clara**

# **Cultural Commission**

**Priorities and Work Plan  
FY 2019-2021**

# GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2019-2021 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

**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

Recommend funding and support for community cultural groups

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations

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

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.

## **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)			

## **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)			
Recommend funding and support for community cultural groups			
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations			
Advise and recommend public art additions to City Council and staff			

Attend Americans for the Arts Conference			.
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**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			

**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			
Ensure Cultural Commission events and reports are marketed and archived			
Present regularly to City Council			

# YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings\*  
July 2019-June 2020

		Meetings, Events, and Programs	Commemorative Month
	July	<b>7/12:</b> Concert in the Park - 6:30 p.m. Orquesta Latin Heat <b>7/21:</b> Concert in the Park – 2:00 p.m. Genevieve Goings <b>7/26:</b> Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	<b>8/2:</b> Street Dance – 6:00 p.m. House Rockers <b>8/11:</b> Concert in the Park- 5:30 p.m. LiveWire <b>TBD:</b> City Council Meeting & Presentation– 7:00 p.m.	Muslim Awareness
	September		
	October	TBA - Friday Night Live – MCCPA TBA - Korean Federation Day TBA - Halloween Contest	National Arts & Humanity Month
	November		
	December	12/6: Tree Lighting 12/15: Bill of Rights	Bill of Rights
2020	January		
	February	TBA - Friday Night Live	
	March	TBA - Friday Night Live TBA - Sculpture Exhibition	

	April	TBA: SCU Presents – Arts Paseo TBA - Friday Night Live	California Arts, Culture, and Creativity Month
	May		
	June	TBA – Concerts in the Park	
	July	TBA – Concerts in the Park	American Independence Santa Clara History
	August	TBA – Concerts in the Park	Muslim Awareness
	September		
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November		
	December		Bill of Rights
2021	January		
	February	TBA - Friday Night Live	
	March	TBA - Friday Night Live	
	April	TBA - Friday Night Live	California Arts, Culture, and Creativity Month
	May		
	June	TBA – Concerts in the Park	

\*Dates/Times/Events are subject to change