



Multi-Cultural & Musical Events

- Friday Night Live
- Concerts in the Park
- Street Dance
- Tree Lighting



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Multicultural/Music Events (presented by Louis)

Friday Night Live cultural performances held over the winter, which reflect the multicultural character of the community and create an interactive and community building experience for residents

FY 19: 4 events (Grupo Folklórico @ CRC and Tabia @ Central Park Library; Broceliande & Charged Particles @ The Triton). Total attendance estimated at 600 people, and increase over FY18.

FY 20: March 6 Broceliande @ the Triton; April 3 Bossa Blue @ the Triton and a Korean Cultural Celebration is being planned for May.

Concerts in the Park held on Friday evenings over the summer, with a variety of musical performances including Latin, family-friendly Genevieve Goings, funk and pop.

FY 19: Approximately five thousand (5,000) people attended across all concerts. Concerts which were held on Sundays didn't not as well attended. All the concerts were managed with support of a contracted event producer and sound engineer.

The first concert on the North Side @ Live Oak Park. Approximately 2, 000 people attended just that North Side concert, and the Friday Central Park concerts were full.

FY20: The line up is confirmed and we will be back on the Northside and focus on Friday Nights our Summer Concert and Street Dance line up is confirmed:

7/10/2020	Live Oak Park	
Hitman		
7/17/2020	Pavilion	Latin Heat
7/24/2020	Pavilion	Phil'n the
Blanks		
7/31/2020	Pavilion	Glory
8/7/2020	Street Dance	
Neon Velvet		
8/14/2020	Pavilion	Pop Fiction

The Franklin Square Street Dance held on August 2, 2019 was amazingly even better than 2018! With the assistance of Parks & Rec we re-organized the way the space was used which proved to be very successful. The local food booths, chalk art and the bookmobile added to the interactivity and feedback was overwhelmingly positive. Estimated attendance was 5000, and we're planning to use more space next year.

Participation in the Tree Lighting Ceremony included display of the "What is Community" art mural as well as multi-cultural holiday decorations and "selfie" picture frames. Joy of Sewa also provided a turban-tying area which was busy all evening. The move to inside the CRC (due to expected rain) proved to be a good idea and we'd like to

recommend it be part of future years' Tree Lighting.

Art in Public Places

- Civic Art Installations
- Partnership with Triton
- Utility Box Program
- Home Decorating Contests



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“Re-Cyclone”, a sculpture which premiered at Burning Man in 2018, was displayed on the Santa Clara University campus from Apr 15-Jun 16, 2019. This was a joint effort between SCU-Presents and the Cultural Commission; but due to the fact that no direct funding came from the Cultural Commission for the installation itself, we were prohibited from providing marketing or social media support. However, the Cultural Commission did work with SCUSD’s New Valley High School to sponsor a field trip for at-risk youth for a “meet the artist” day, and also provided mural-making activities for elementary school students on Arbor Day. “Re-Cyclone” was intended to spark a community conversation around sustainability and eliminating the use of single-use plastics.

The Cultural Commission was approached by The Triton Museum to discuss a partnership on its inaugural “Midsummer Night’s Cultural

Celebration.” We offered to provide contact information for some of the multi-cultural performers that had previously been tapped for the “Celebrate/International Village” event in 2018, to suggest interactive components such as the ArtIsMobileUs, and to contribute marketing and social media support. However, we were once again informed that because no direct funding came from the Cultural Commission we were prohibited from providing City/Commission marketing support. Regardless, The Triton was able to have a successful first event and intends to continue to grow it each year.

We are working with Staff to get more clarity on when and how we can co-promote events with our partners.

Then-Chair von Huene and outgoing Commissioner Beavers attended the Americans for the Arts Conference in Minneapolis in June 2019. Debra’s trip report highlighted the need for a Master Plan, opportunities for grants from both NEA and AftA’s Urban Arts Federation, and a field trip to the Creative Enterprise Zone in St. Paul. This area has a federal tax designation as an “Opportunity Zone”. Best practices could be leveraged by Santa Clara if we get further direction from the Council on our role in Public Art.

Commissioners von Huene and Diaz have been selected to attend the Americans for Arts Conference in 2020 (June/Washington DC) – If anyone would like to join us, please let us know.

The Utility Box program was revived, following evaluation by the City Attorney and the new Risk Manager. This was an outcome from our meeting last year. Five applications were approved for the current fiscal year, and three have been completed. However, the personal insurance requirement set by the City proved to be a major hurdle, and in the end the cost of the insurance to some of the “grantees” was more than the stipend grant to the Utility Box artists. In future years, the Commission will share the insurance requirement with Utility Box applicants and evaluate the stipend. The Utility Box Program will be continued in 2021.

The Call for Artists for the 2020 Sculpture Exhibition has just been published. The theme is "Breaking Free." We are working on plans to display at all the City Library branches and the Senior Center as well as City Hall, and to hold a larger and more inclusive Artist Reception in April. The exhibition will run from Apr-Sept.

Commemorative Months



Feb - Black History Month
Mar – Women’s History Month
Apr – California Arts, Culture, and Creativity Month
May – South Asian and Asian Pacific Heritage Month
Jun – LGBTQ Pride Month
Jul – Santa Clara History
Aug – Muslim Appreciation & Awareness
Sept – National Hispanic Heritage
Oct – National Arts & Humanities Month
Nov – Sikh Appreciation & Awareness
Dec – Human Rights Day

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A graphic artist will be hired to develop “coloring pages” to highlight famous figures from Black History (for Black History Month) and renowned Jazz musicians (for Jazz Appreciation Month). Crayons in multi-hued skin tones were given away, as well as standard 8-color boxes of Crayolas with a Cultural Commission logo on them.

The commemorative subcommittee has also been changing the banner on our Facebook page to reflect the appropriate “month”. We have allocated funds to a graphic artist for development of this activity.

The Halloween House Decorating Contest was held in October (and will now be held on an annual basis). However, participation was very low (only 9 entries in 2019.) We will continue to review the processes and timeline (announce on social media *much* earlier,

and assess the timeline and incorporate the suggestion for accepting submissions by district. This contest has been a self nominated process.

The Holiday House Decorating Contest was held in December but also had low participation (only 6 entries in 2019.) Again, an early deadline and short window for submittals may have influenced this. The processes, including district-based contests, will be reviewed for next year.

Cultural Commission Requests

- “Special Orders of Business” time on City Council agenda, regularly
- Involvement with Sister Cities Association
- Involvement with Triton Museum
- Review of risk assessment vs. insurance burden on Utility Box program artists
- Provide direction for Commission involvement in Public Art and perhaps the development of an Art Master Plan

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In Summary, presented by Louis

Effective July 1, 2018, the Cultural Commission staff liaison position transitioned to the Parks and Recreation Department. At that time, our budgetary and relationship links to Sister Cities and The Triton were left undefined. The Cultural Commission would like to make ourselves available to support Sister Cities delegations visiting Santa Clara. The need for this became especially apparent when the request from the Silicon Valley Korean American Foundation engaged with the City Council to create a Friendship City agreement with Icheon, South Korea. We would like to continue to be involved with Sister City activities, delegations, meetings and the like.

Like with Sister Cities, the Cultural Commission used to participate in board meetings with The Triton Museum. In October 2019, The Triton planned a "State of the Arts in the City" which was funded by a grant from SVCCreates. This is an example of the kind of partnership where a museum/commission partnership makes lots of sense. For this reason, we have requested that a Commissioner be included in Triton board meetings.

Budget allocations include funding to Grantees; Cultural Events; Visual Arts; Marketing, Conferences, and Memberships. We approved grants to support the Santa Clara Ballet, Santa Clara Players, Santa Clara Chorale, and Art Forum. Santa Clara Players was not able to complete the agreement process because they could not provide non-profit designation.

Parks & Rec has been great at video taping our events, posting on social media, and cross-posting to other social medial accounts. We have seen more participation in our events as a result.

Updates in City Council meetings are ongoing and will continue.



Minus Niha ☺ Thank you for allowing us to serve and for your support.

Thank you for the opportunity to serve and we look forward to future collaboration in the community and with the Council.

