



**City of
Santa Clara**

Cultural Commission

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

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 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**
 - a. 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**
 - a. Advise and recommend public art to City Council
 - b. Host City Utility Box Program
 - c. Host Halloween and Holiday Home Decorating Contests and recognition
 - d. Support City Council to explore new funding sources for public art
 - e. Recommend funding grants and support for community cultural groups
 - f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations
 - g. Attend Americans for the Arts Conference
- 3. Raise visibility of commemorative months**
 - a. 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**
 - a. Presence at Parks & Recreation events
 - b. Ensure Cultural Commission events and reports are marketed and archived
 - c. Present regularly to City Council
 - d. Review calendar and find efficient ways to deliver Commission priorities and collaborate.

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
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)	Samara/Mathur	2/7/20 – Cancelled 3/7/2020 – Triton Broceliande 4/3/2020 –Triton Bossa Blue	March scheduled & contracted; April in progress Summer Concert Series booked.

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
Advise and recommend public art to City Council	Von Huene	Ongoing	
Host City Utility Box Program	Von Huene/Diaz	Due May, 2020	3 of 5 Completed
Host Halloween and Holiday Home Decorating Contests and recognition	Von Huene / Marinaro	Halloween submission deadline 10/24/19 Holiday submission deadline 12/14/19	Halloween Completed Holliday Completed
Support City Council to explore new funding sources for public art	Von Huene		Commissioners attended State of Art in the City 11/10/19
Recommend funding grants and support for community cultural groups	Von Huene	March 2020 for FY 20/21	FY 19-20 Contracting Completed.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro	Ongoing	

Attend Americans for the Arts Conference	Diaz & Von Huene	June 25-28, 2020 Washington, DC	
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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	Marinaro/Bhatia		Developed scope of work 1/2020 Suggest discussion with Economic Development & Marketing Committee

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks & Recreation events	All	December 6 ,2019 Tree Lighting	Complete
Ensure Cultural Commission events and reports are marketed and archived	Mathur	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair		Jan. 28, 2020; April 2020
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	

YEAR AT A GLANCE

Cultural Commission Events, Activities & Celebrations

January 2020-December 2020

*All Dates/Times/Events are subject to change

2020	January	Recognition of Holiday Home Decorating Contest Winners	
	February	2/7: Friday Night Live – Library – Cancelled Sculpture Exhibition Call for Exhibitors -2/28 City Council Dinner 2/25	Black History Month
	March	3/6: Friday Night Live – Triton – Broceliande	Women's History Month
	April	4/3: Friday Night Live – Bossa Blue City Council Meeting & Presentation– 7:00 p.m.	
	May	5/8: Friday Night Live – TBD (CRC)	South Asian and Asian Pacific Heritage Month
	June	American for the Arts Conference, Washington DC.	LGBT Pride Month
	July	7/10: Concerts in the Park – Live Oak Park – Hitman 7/17: Central Park – Latin Heat 7/24: Central Park – Phil'n the Blanks 7/31: Central Park – Glory	American Independence Santa Clara History
	August	8/7: Street Dance Band – Franklin Mall – Neon Velvet 8/14: Central Park – Pop Rocks	Muslim Awareness & Appreciation
	September	City Council Meeting & Presentation– 7:00 p.m.	Constitution Day & Citizenship Day National Hispanic Heritage Month
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November	TBA - Friday Night Live	American Indian Heritage Month Sikh Awareness Month
	December	TBA - Holiday Home Decorating Contest	Human Rights Day