



**City of  
Santa Clara**

# **Cultural Commission**

**Mission, Priorities and Work Plan  
FY 2020/21**

# MISSION

*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

*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.

# PRIORITIES

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 FY2020/21 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:

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Host free, age-friendly events with diverse, musical acts  (Friday Night Live, Concerts in the Park, Street Dance)	Samara	TBD	<i>On hold based on COVID-19 Risk Reduction Orders.</i>

<b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City. FY 2020/21 Budget: \$10,850</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Advise and recommend public art to City Council	von Huene	Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Identify available boxes in FY 20/21.	
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia  Holiday – Samara, Diaz	October 30  Holiday Nov. 30-Dec. 21	Complete.  Complete.
Advocate for citywide Art	von Huene	By June 2021	Presentation 1/4/21

Master Plan			by SJ Art Advocate.
Recommend funding grants and support for community cultural groups	On hold FY 2020/21	On hold FY 2020/21	On hold FY 2020/21
Update City interactive web-based public art map	Mathur	By June 2021.	
Develop Art Exhibition (Sculpture & Survivors)	von Huene	TBD	Collaboration with Triton Museum in process.

<b>GOAL #3: Raise visibility of commemorative months.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Partner with community groups to host and promote commemorative month's honoree	Sulcer, Marinaro, Bhatia	Celebration of Seasons Oct-Jan Feb. BHM	Celebration of Seasons: Complete. In process.
Expand social media presence by sharing online cultural events	Bhatia	Regularly	
Develop a coloring book or shared diversity experience document that downloadable and interactive	Bhatia	By June 2021.	

<b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.</b>			
<b>FY 2020/21 Budget: \$7,333</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Presence at Parks & Recreation events	All	TBD	On hold FY2020/21
Ensure Cultural Commission	Samara	Ongoing	In process

events and reports are marketed and archived			
Present regularly to City Council	Chair or Vice Chair	As needed	Nov. 17, other dates TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	