



**City of
Santa Clara**

Cultural Commission

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

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 2020/21 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:

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	TBD	<i>On hold based on Risk Reduction Orders.</i>

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			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Advise and recommend public art to City Council	von Huene	Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Boxes have been identified. Diaz mapped available boxes to districts and prepared an artist theme for 2021 project.	Staff will determine two alternative boxes and prepare call for artists application to be released in April/May.
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia Holiday –	October 30 Holiday Nov. 30-	Complete. Complete.

	Samara, Diaz	Dec. 21	
Advocate for citywide Art Master Plan	von Huene	By June 2021 Presentation 1/4/21 by SJ Art Advocate. Recommendation to apply for NEA “any town” grant.	Staff will prepare Report to Council – Date TBD.
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.	Google draft map provided at Feb. and an update at the March meeting.
Develop Art Exhibition (Sculpture & Survivors)	von Huene	Virtual sculpture exhibit planning is underway. Artist agreements will route for execution April.	Survivor artist project has been released and will close in early April.

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	Sulcer and Marinaro	Celebration of Seasons Oct-Jan Feb. BHM	Celebration of Seasons: Complete. In process.
Expand social media presence by sharing online	Sulcer	Regularly	

cultural events			
Develop a coloring book or shared diversity experience document that downloadable and interactive	Marinaro	By June 2021.	

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