



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2021/22**

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 2021/22 (\$3921) and 2022/23 (\$48,138) 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 & Budget Allocation
Consider hosting free outdoor event in different districts.	Samara	Spring 2022	
Plan for summer concerts in 2022.	Samara	Planning begins Winter, 2021	Concerts can begin after July 1, 2022

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 & Budget Allocation
Advise and recommend public art to City Council	Samara/von Huene	Ongoing	Presentation for outdoor fitness cluster with mural.
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Call for Artist 4/19-5/3/21 Agreements completed. 3 out of 6 boxes completed.	\$750.00 stipend per artist allocated = \$4500.00 Paid in 20/21 Work to carry into 21-22.
Host Halloween and Holiday	Halloween – Diaz/Marinaro	Make interactive map	Six Districts plus Best of the Best. \$390.00

Holiday Home Decorating Contests and recognition	Holiday – Diaz/Marinaro		Encourage participation from historic home decorating contest and represent D5. = \$390
Update and maintain City interactive web-based public art map	Diaz/Garcia Vega	Ongoing Completed Utility Boxes will be added to the map	
Develop Breaking Free Sculpture Exhibition 2020	von Huene	Awards mailed Sept. 2021 “Breaking Free” winners on exhibition at Triton for 45 days	*Complete recognition and promotion for 2020 Sculpture Exhibit in 21/22
Complete Surviving COVID exhibition		Finalize awards, recognition, and publicity	\$2500 allocated from budget in 2021/22.

GOAL #3: Raise visibility of commemorative months. (Garcia & McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Partner with community groups to host and promote commemorative month's honoree	Sub-Committee to develop objectives		
Expand social media presence by sharing online cultural events	Sub-Committee to develop objectives		
Promote and create activities to promote coloring book or shared diversity experience.	Marinaro	Highlight a month at a time	Coloring Book posted on Commission page

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop a Marketing and Communication strategy to promote Cultural Commission events and activities with specific measurables	Garcia/McNamara		
Ensure Cultural Commission events and reports are marketed and archived	Chair or Vice Chair		Update website
Present regularly to City Council	Chair or Vice Chair	As needed	
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	Chair or Vice Chair		

GOAL #5: Prepare for Citywide Arts Master Plan Process (vonHuene/McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop partnership and stakeholders Interested in citywide Arts Master Plan	Von Huene/McNamara	August 2022	
Develop funding strategy for funding a citywide Arts Master Plan	Von Huene/McNamara	August 2022	Meetings with SCU, to discuss the work and interest for a joint application for National Endowment for the Arts

