

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Welsh
Jennifer A. Maguire

SUBJECT: CULTURAL AFFAIRS
SPECIAL PROJECTS

DATE: August 20, 2012

Approved

Date

8/25/12

RECOMMENDATION

It is recommended that the City Council adopt the following:

A. Resolution authorizing the City Manager to:

1. Accept a grant from ArtPlace for the "Illuminating Downtown" project in the amount of \$600,000;
2. Ratify execution of a grant agreement and any documents necessary to effectuate the grant; and
3. Execute any subsequent amendments to the grant agreement subject to appropriation of funds.

B. Amendments to the 2012-2013 Appropriation Ordinance and Funding Sources Resolution for the General Fund to receive grant and private development funds to support cultural development activities:

1. Increase the City-wide Cultural Affairs Special Project appropriation in the amount of \$642,500; and
2. Increase the estimate for Revenue from Local Agencies by \$642,500.

OUTCOME

With the receipt of grant and private development funds of \$642,500, the City will be able to support cultural development activities that reinforce Downtown San José as Silicon Valley's Cultural Center through the development of public art, commission new art for the Evergreen area, Mirassou development, and promote creative entrepreneurship and creative placemaking.¹

¹ "Creative placemaking" is described by the National Endowment for the Arts as a situation in which "partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired."

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BACKGROUND

In February 2011, Council adopted *Cultural Connection: San Jose's Cultural Plan for 2011-2020*. One of the recommendations in *Cultural Connection* is to "integrate high impact public art and urban design throughout the Community." The Office of Cultural Affairs (OCA), a division of the Office of Economic Development, has sought grants and partnerships in fulfillment of that goal.

ANALYSIS

In June 2012, OCA's Public Art Program was awarded a grant of \$600,000 and received the funds from ArtPlace for a project entitled "Illuminating Downtown." OCA staff inadvertently signed the funding agreement without seeking prior City Council approval, which is required for any grant agreement with a value higher than \$250,000. Therefore, this memorandum recommends ratification of the funding agreement. Funding in the amount of \$600,000 from ArtPlace will support the implementation of the Illuminating Downtown project. The Illuminating Downtown project will create four pilot projects downtown: a permanent, interactive lighting project under SR 87 at Santa Clara and San Fernando; a "beacon" project at the top of a building in partnership with a private developer; new interactive programming for the "Show Your Stripes" project at the 88 building at Second and San Fernando; and a wayfinding project. In addition, OCA staff will conduct public outreach to bring public attention to this project. The \$600,000 will be used for artist design fees, fabrication contracts, engineering services, permits, materials and installation costs.

Through the Public Art Program, the OCA also executed a contract with Summerhill Homes in the amount of \$40,000 for OCA staff time to create public art for the Mirassou project. The Mirassou housing development project will provide a pleasing streetscape on Aborn Road and Ruby Avenue, as well as provide both wayfinding and project identity. OCA has contracted with SummerHill Homes to create public art for the Mirassou project. OCA staff will guide the artist/concept selection process, contract development with the finalist, and project coordination.

Another strategic goal of *Cultural Connection* is to "enhance support for creative entrepreneurs and the commercial creative sector," with the short term recommendation to convene a creative economic forum, including a resource fair for creative businesses. The OCA was awarded a \$2,500 grant from the California Arts Council which will support a Transient Occupancy Tax funded forum entitled *PLATFORM: Building Networks to Catalyze Creative Urban Culture* on September 14, 2012. In conjunction with the *2012 ZERO1 Biennial: Seeking Silicon Valley*, the OCA is inviting artists, creative entrepreneurs, arts-rooted businesses in the non-profit and commercial sectors, arts and civic leaders, and funders to engage in dialogue about creative placemaking and creative entrepreneurship. As part of the event, a creative entrepreneur resource fair will promote: access to available community resources, available small business services, and communications and connections. This free event will be held in the San José City Hall and is estimated to attract 200 to 250 attendees.

EVALUATION AND FOLLOW UP

Updates on the projects developed with the Cultural Affairs Special Project Fund will be reported to City Council as part of the Public Art Program's annual report to the City Council and through monthly updates to the Community and Economic Development Committee.

PUBLIC OUTREACH

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

While this action does not meet any of the above Criteria, this memorandum will be posted on the City's website for the September 11, 2012 Council Agenda.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

FISCAL/POLICY ALIGNMENT

This project aligns with the City's Economic Development goal of advancing Downtown San José as Silicon Valley's cultural center. It also aligns with the Council-adopted *Cultural Connection: San Jose's Cultural Plan for 2011-2020* and the goals of high impact public art and urban design and support for creative entrepreneurs and the commercial creative sector.

COST SUMMARY/IMPLICATIONS

The recommended actions will increase the City-wide Cultural Affairs Project Appropriation and the estimate for Revenue from Local Agencies by \$642,500 to recognize various grant awards and private development funds. OCA was awarded \$600,000 by ArtPlace for its "Illuminating Downtown" project and \$2,500 by the California Arts Council for the *PLATFORM: Building Networks to Catalyze Creative Urban Culture* event. OCA also executed a contract with Summerhill Homes in the amount of \$40,000 for the Mirassou project. To date, \$610,000 of funding has been received. These funds will allow the OCA to expand its cultural development work and implement the recommendations of *Cultural Connection: San Jose's Cultural Plan for 2011-2020*.

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CEQA

CEQA: Not a Project, File No. PP10-067(b), Appropriation Ordinance.

/s/

KIM WALESH

Director of Economic Development

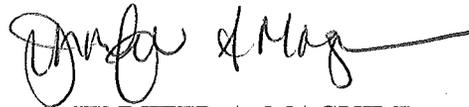
Chief Strategist



JENNIFER A. MAGUIRE

Budget Director

I hereby certify that there will be available for appropriation in the General Fund in the fiscal year 2012-2013 monies in excess of those heretofore appropriated there from, said excess at least \$642,500.



JENNIFER A. MAGUIRE

Budget Director

For questions, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.