

SPECIAL EVENTS

ARTS COMMISSION QUARTERLY REPORT



January 27, 2025

Melina Iglesias, Director of Events

Office of Economic Development & Cultural Affairs

HIGHLIGHTS



ABOUT OUR WORK



UPDATES & TRENDS



EVENT DATA

CULTURAL AFFAIRS

PARTICIPATE : CREATE : CONNECT



PUBLIC ART



GRANTS PROGRAM



SPECIAL EVENTS



CULTURAL FACILITIES



CULTURAL CONNECTION



PARTICIPATE

The Office of Cultural Affairs is the champion of San José's artistic and cultural vibrancy, resources, and vision.

WHAT WE DO



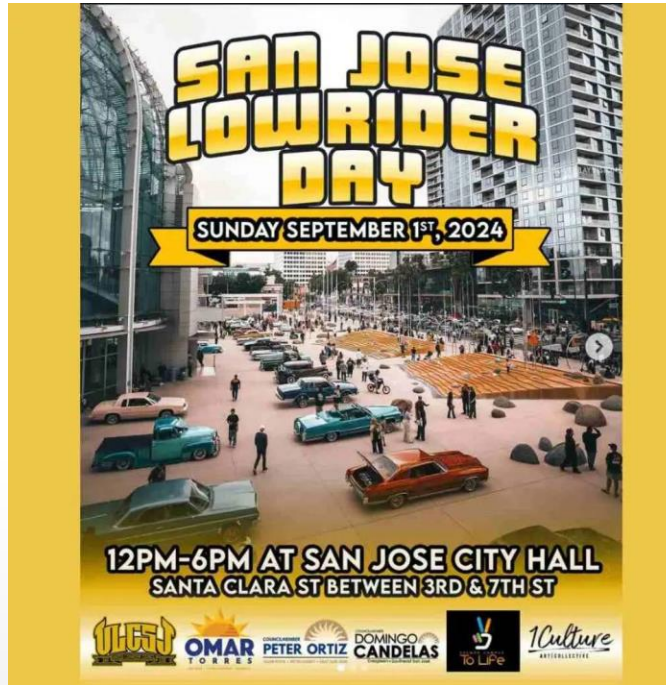
Facilitate,
Coordinate,
Mitigate,
Engage,
Support,
Celebrate





SAN JOSE
CINCO DE MAYO
EMMA PRUSCH PARK
PARADE, LOWRIDERS, VENDORS & MORE!

PARADE: 10 AM- 12 PM
ON KING RD. FROM ALUM ROCK TO STORY RD.
FESTIVAL: 12 - 4 PM
EMMA PRUSCH FARM PARK



SAN JOSE
LOWRIDER
DAY
SUNDAY SEPTEMBER 1ST, 2024

12PM-6PM AT SAN JOSE CITY HALL
SANTA CLARA ST BETWEEN 3RD & 7TH ST



KING
OF THE
STREETS
SAN JOSE

SAP center



City of San José
Office of Cultural Affairs presents

CITY DANCE SAN JOSÉ

Third Thursdays
6–9 p.m.

- June 20 Salsa
- July 18 Bollywood
- Aug. 15 Vogue/Waacking
- Sept. 19 Country Line Dancing

Circle of Palms
Downtown San José

- Free Museum Admission
- Free Dance Lessons
- Free Live Music

Food & Beer Garden provided by
El Cafecito by Mezcal

In partnership with

SAN JOSE MUSEUM OF ART



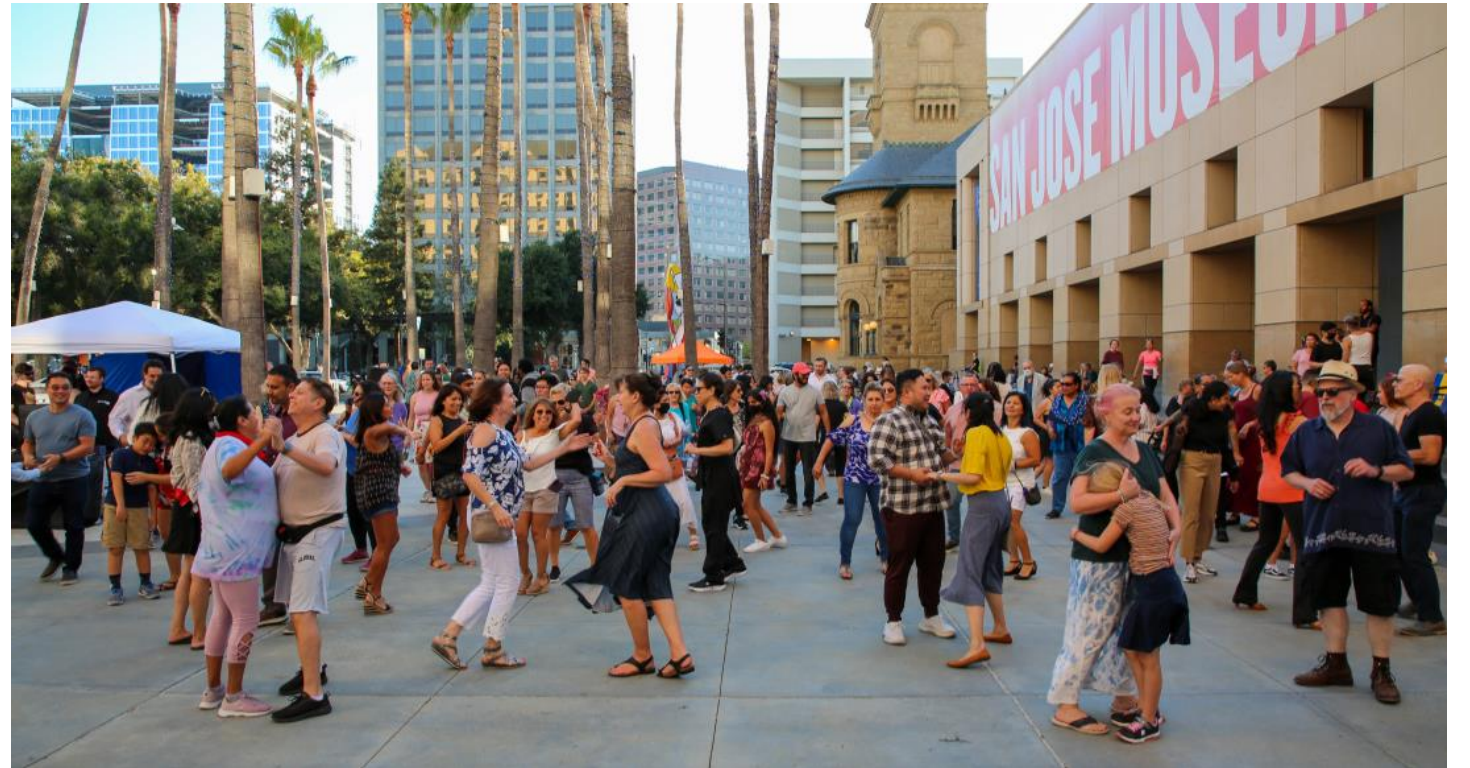
citydancesj

#408Creates | #DTSJ | #CityDanceSJ



DANCE NOW THINK LATER

Photo courtesy of SJMA/Frederick Liang






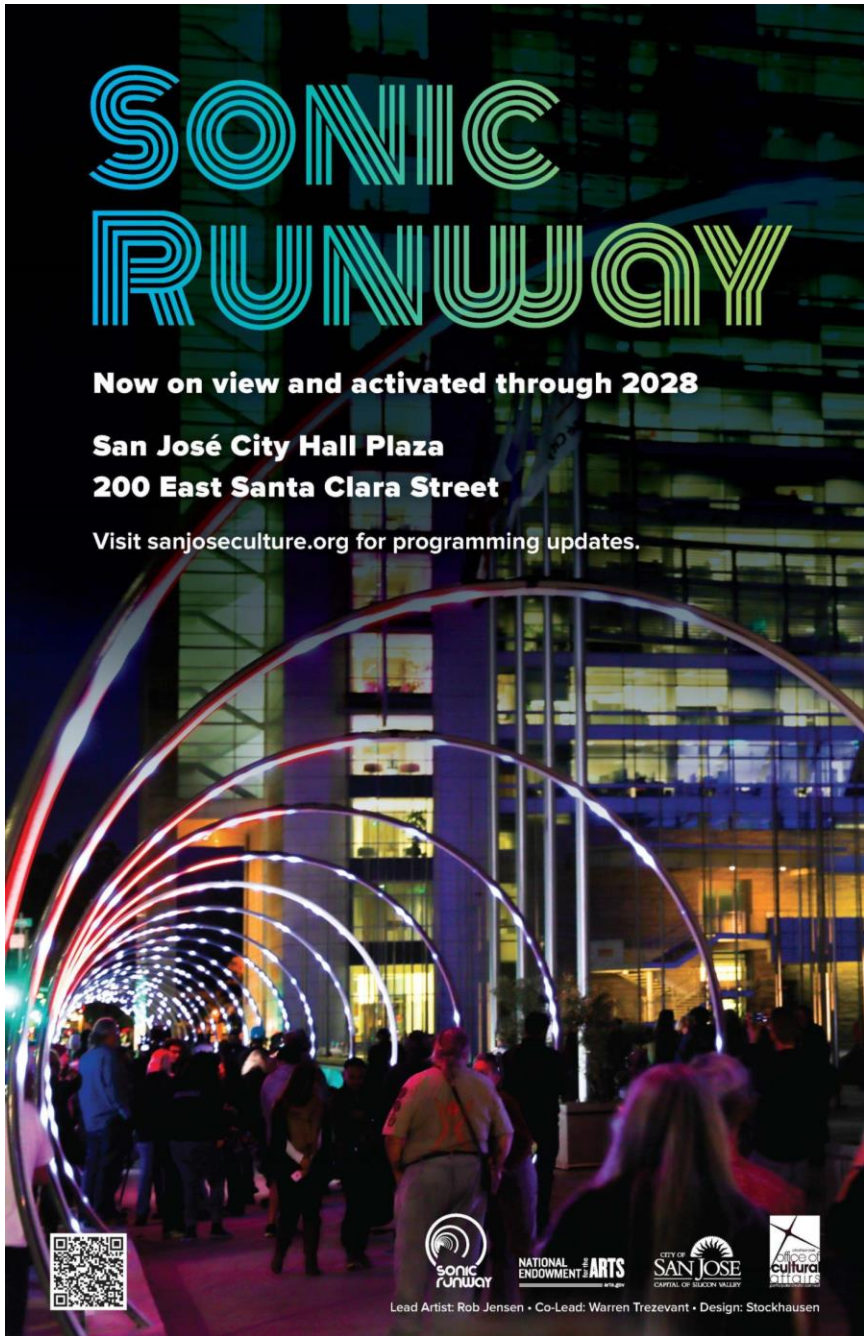


SONIC RUNWAY

Now on view and activated through 2028

San José City Hall Plaza
200 East Santa Clara Street

Visit sanjoseculture.org for programming updates.



Lead Artist: Rob Jensen • Co-Lead: Warren Trezevant • Design: Stockhausen





Friday, February 14 5-8PM

Sonic Loveway!

Hosted by the San José Office of Cultural Affairs in partnership with Opera San José, Symphony San Jose Chorale, Camp Rock, and the Silicon Valley Youth Harp Ensemble.

Mark your calendar! 

#SonicLoveway #ValentinesVibes #SanJoseScene #LoveAndMusic

UPDATES

On the Policy Side

- Road to 2026

Super Bowl LX: February 8, 2026,

NCAA Basketball West Regional Games: March 26-28, 2026,

FIFA World Cup 26: June 11 – July 19, 2026;

Policy work to prepare our City to Shine: Showcasing excellence today, sustaining community benefits for tomorrow



On the Policy Side

- Road to 2026
- Pedestrian Malls

San Pedro Street

Post Street

On the Policy Side

- Road to 2026
- Pedestrian Malls
- **Downtown for the Holidays**
Adjusting with changing Downtown landscape
Safety and enjoyment for public
Addressing unpermitted vendors





Winter Wonderland

Winter Gift Market, Food Trucks, Buskers, Carnival Rides

Park Avenue, Paseo de San Antonio, Market Street Parking Lane

Load In: Monday, 12/9 to Thursday, 12/12

Winter Gift Market

- Friday – Sunday: 11/29 to 12/1 & 12/6 to 12/8
- 5:00 PM to 10:00 PM

Food Trucks

- Daily November 29 – January 1
- 12:00 PM – 10:00 PM

Buskers

- Monday – Thursday: 12/2 to 12/5 & 12/9 to 12/12
- 6:00 PM to 8:00 PM

Carnival Rides (Schedule Varies)

- Friday, 12/13 to Wednesday, 1/1
- 12:00 PM to 11:00 PM
- *Park Avenue Ferris Wheel* - Thursday, 11/29 to Tuesday, 1/1

Load Out: by Saturday, 1/4



Veterans Day Parade

Monday, November 11

11:00AM Start Time

Silicon Valley Turkey Trot

Thursday, November 28
(Thanksgiving Day)

8:30AM Start Time

Santa Run Silicon Valley

Sunday, December 15

8:00AM Start Time



On the Policy Side

- Road to 2026
- Pedestrian Malls
- Downtown for the Holidays
- **SJ PLACES**
(Public Life and Community Event Spaces)

SJ PLACES

PUBLIC LIFE AND COMMUNITY EVENT SPACES HOST SMALL-SCALE PUBLIC EVENTS IN SAN JOSÉ

QUALIFYING LOCATIONS:

A PROJECT OF THE OFFICE OF ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS, DEPARTMENT OF PARKS, RECREATION AND NEIGHBORHOOD SERVICES, AND DEPARTMENT OF PUBLIC WORKS



ACCEPTING EVENT APPLICATIONS NOW!

Are you interested in hosting a small-scale event in San José's Downtown?

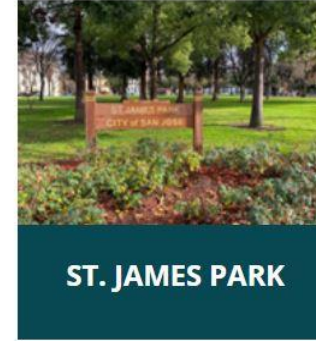
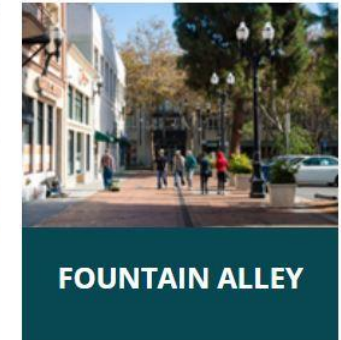
SJ PLACES is a pilot program that removes permitting fees and simplifies the application process to activate public spaces in Downtown.



QUESTIONS? PLEASE CONTACT:
SJPLACES@SANJOSECA.GOV
OR
ZACHARIAS.MENDEZ@SANJOSECA.GOV



CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY



The Events



Event Data

Year	FY 18-19	FY 21-22	FY 22-23	FY 23-24
Events Days	415	390	401	376
Attendance	2.2M	1.4M	1.92M	2.4M
Events (apps)	-	112	127	152

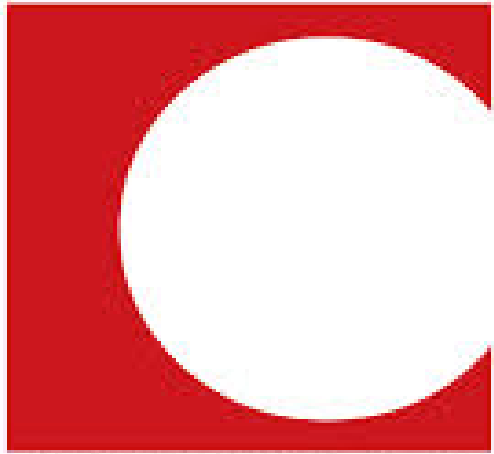
THANK YOU!



January 27, 2025

Melina Iglesias, Nelly Torres, Zak Mendez, and Sherina Guimmond

Office of Economic Development & Cultural Affairs



SVCREATES

SJ Arts Commission

January 2025

SVCcreates' Journey



STRATEGIC
FRAMEWORK



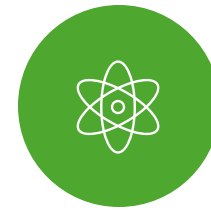
EQUITY ASSESSMENT &
STATEMENT



CREATIVE COMMUNITY
BUILDERS ECOSYSTEM
RESEARCH



GRANTEE PERCEPTION
SURVEY



ARTSWEB PILOT

Vision

A vibrant community fueled by a dynamic and diverse arts and culture ecosystem.

Mission

Elevating Silicon Valley's creative culture.

BELIEFS

The arts:

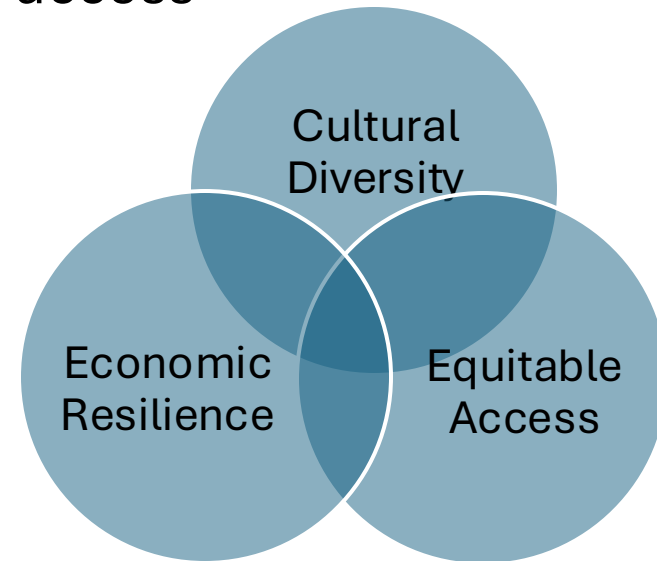
- Have the power to heal, transform lives, and drive social change
- Connect us to our heritage, humanity, and each other
- Help shape and define our community
- Fuel creativity, innovation, and self expression
- Are vital to our social and economic well-being
- Are integral to the healthy development of our children

STRATEGIES

- Build the capacity of our arts and culture ecosystem
- Raise the visibility and voices of our creative sector
- Increase access to the arts for high-need communities

Program Goals

1. Cultivate, preserve and advance an arts ecosystem that reflects and embraces the diversity of our region.
2. Catalyze capacity and resilience in our historically under-resourced arts ecosystem, with a particular emphasis on arts organizations led by, employing, and serving communities disproportionately impacted by limited access to resources.
3. Provide access to arts experiences to historically under-served audiences or population.



ArtsWeb

- Grants
- Roundtables
- Workshops
- Town Halls
- Coaching
- Consultant Referrals

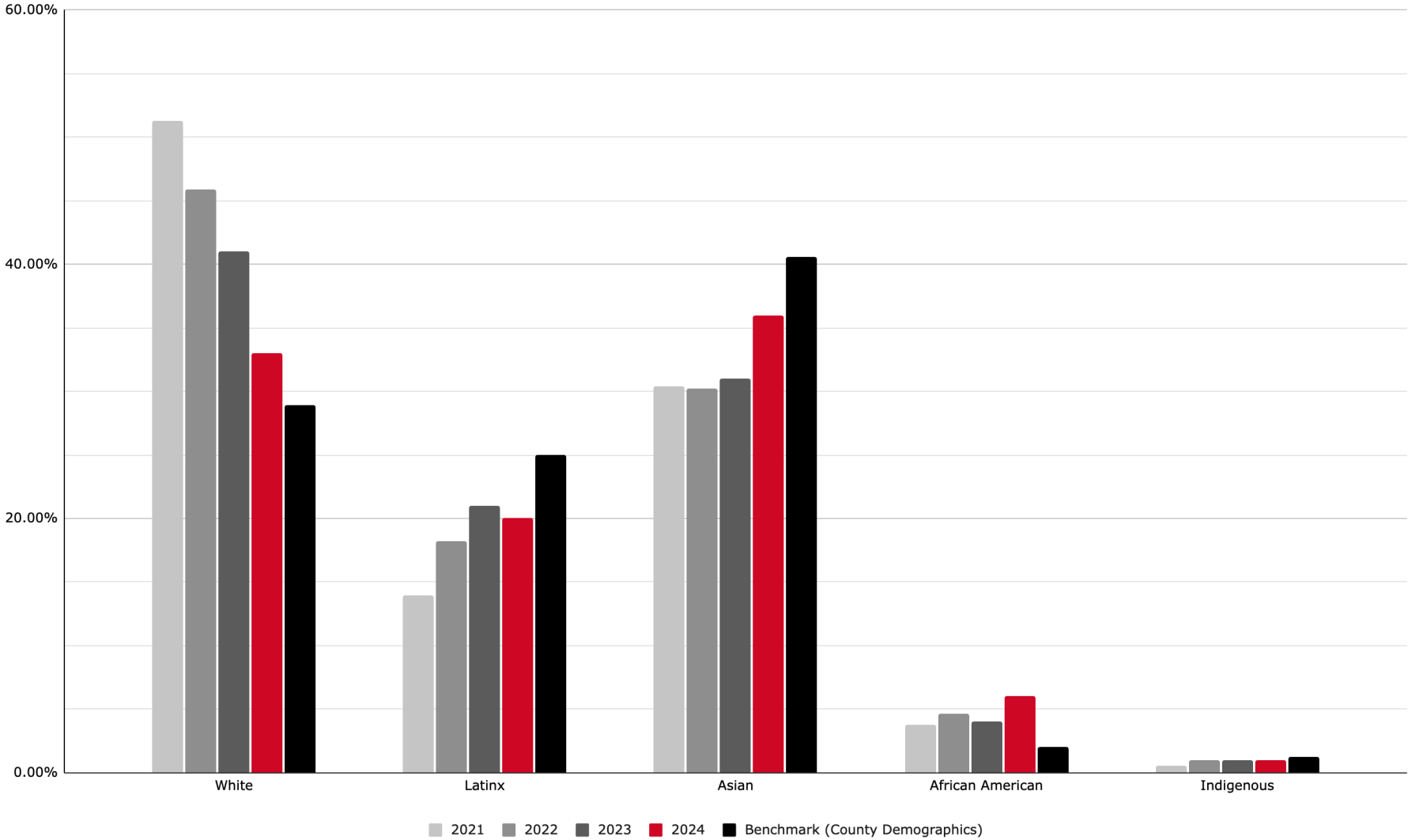
Content Media

- Print Magazine
- Weekly e-bulletin
- Podcasts
- Events
- Emerging Artist Awards

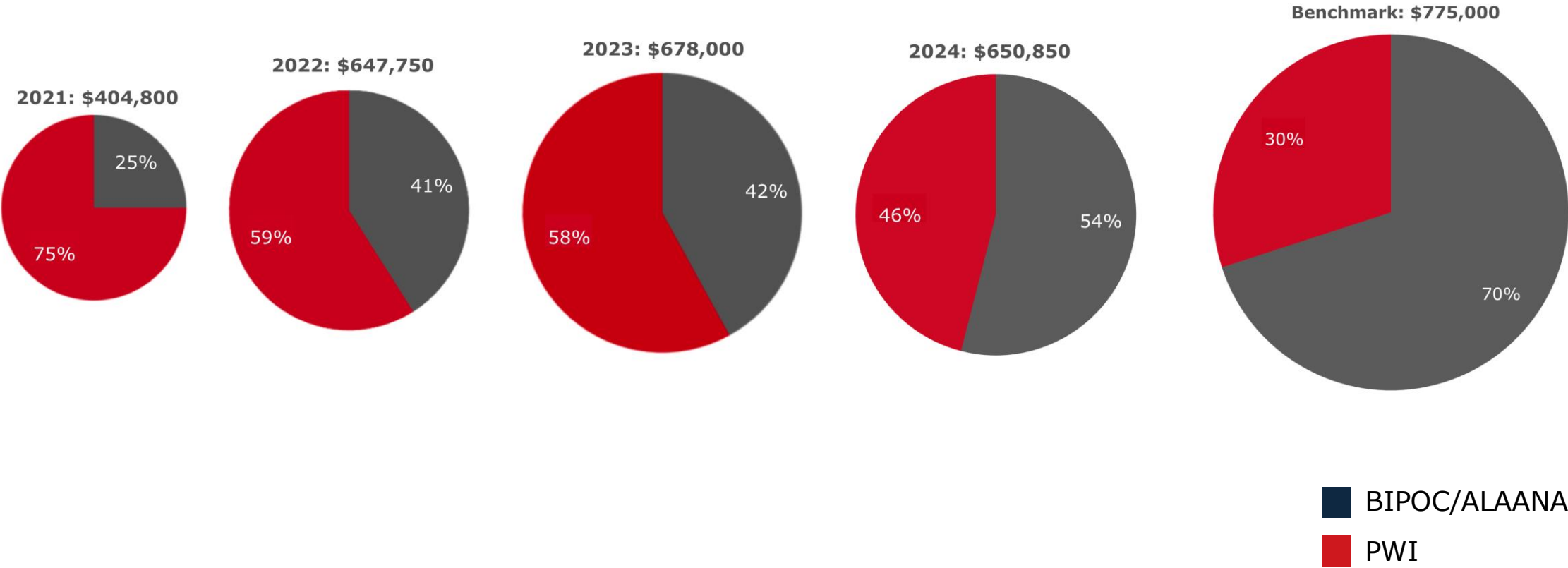
Community Access

- ArtsEdConnect
- Arts Access Program
- Poetry Out Loud
- Poet Laureate
- Municipal Arts Roundtable
- Research & Advocacy

Grantmaking moves toward better alignment with regional demographics

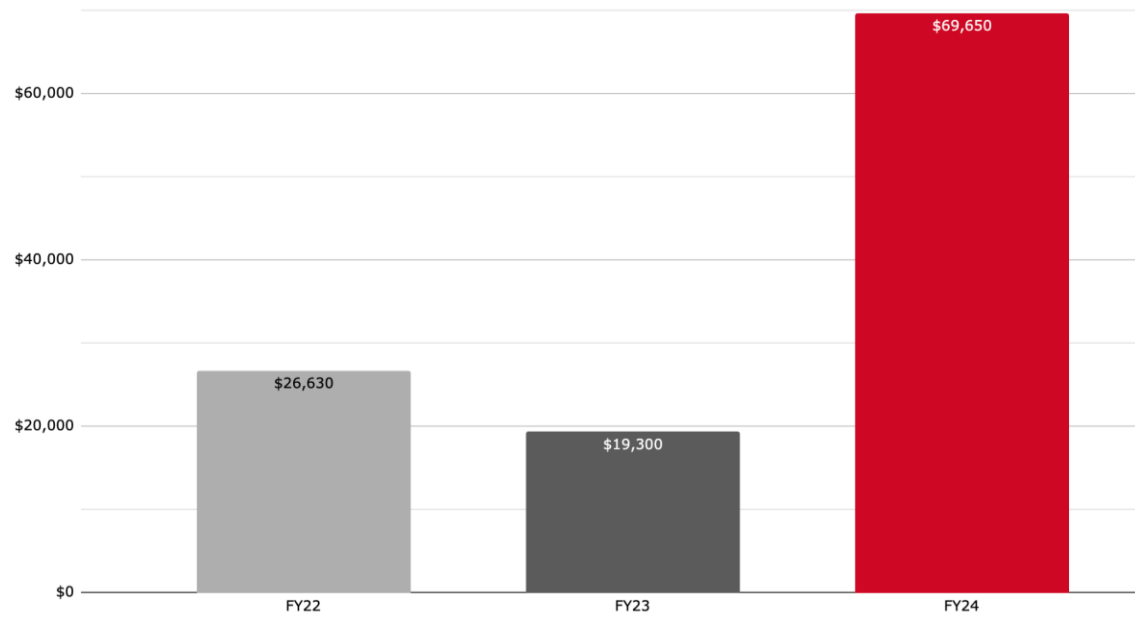


Grant funding for BIPOC/ALAANA centered organizations increases & trends toward benchmark

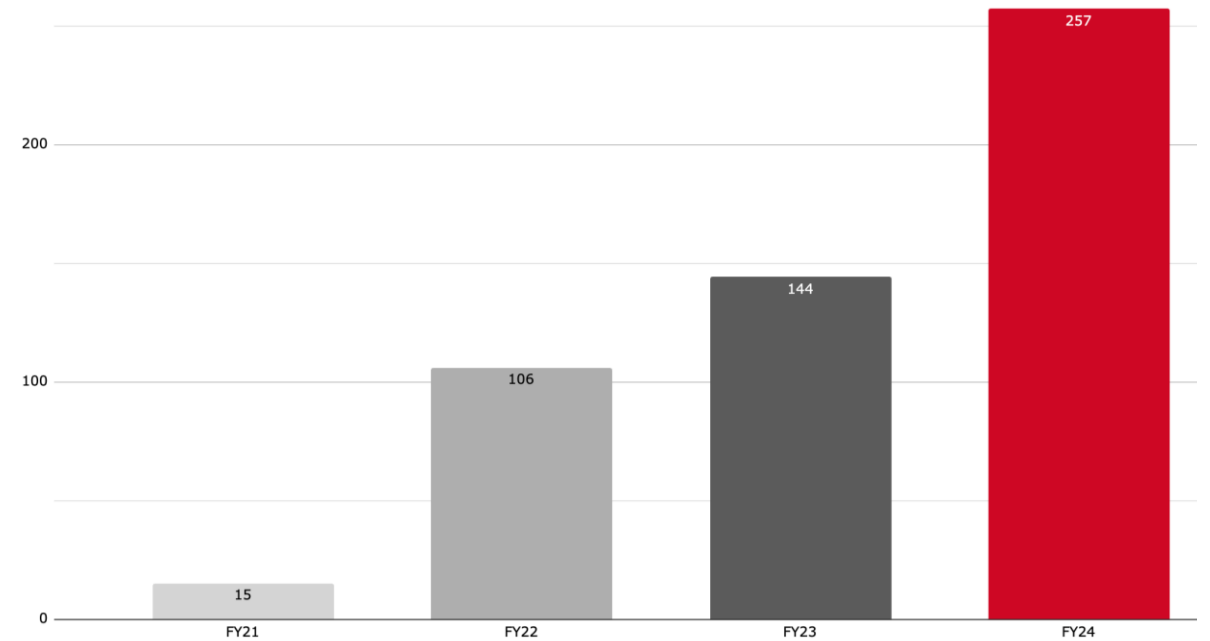


Support to historically under-resourced geographic communities has increased

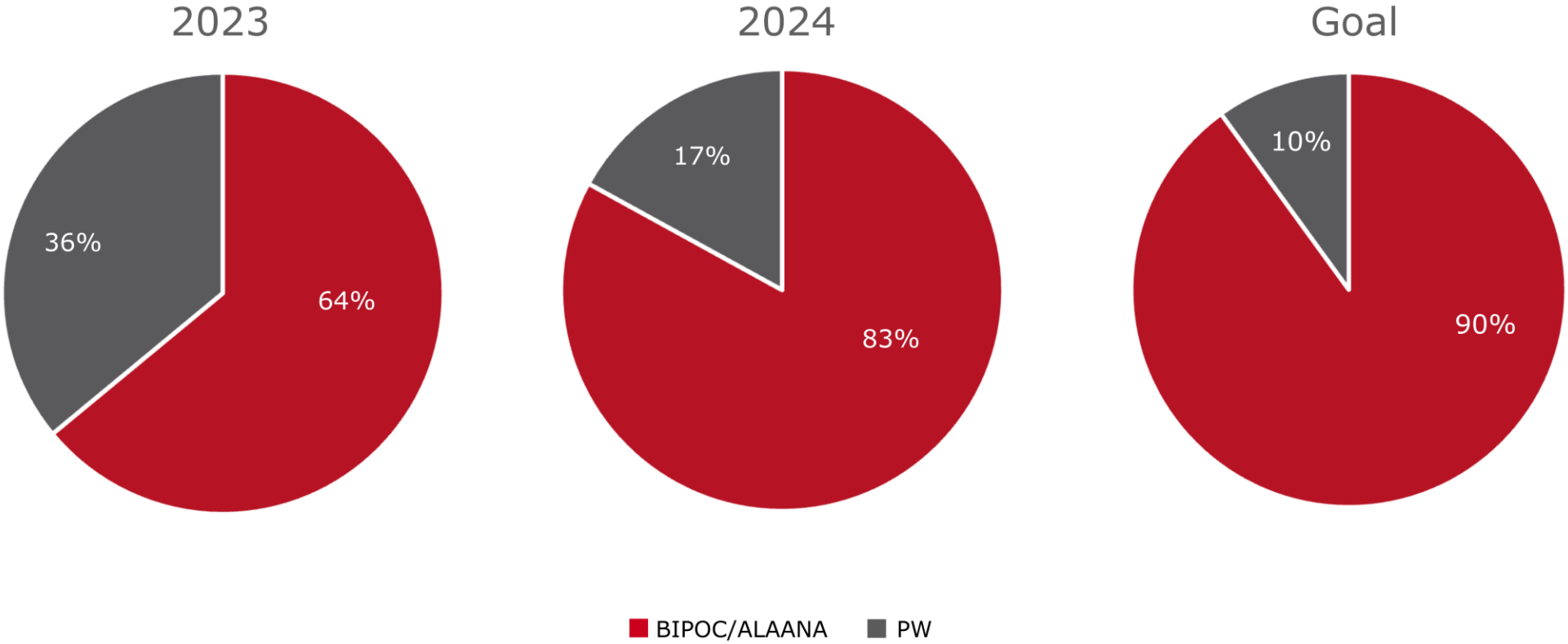
Direct Funding



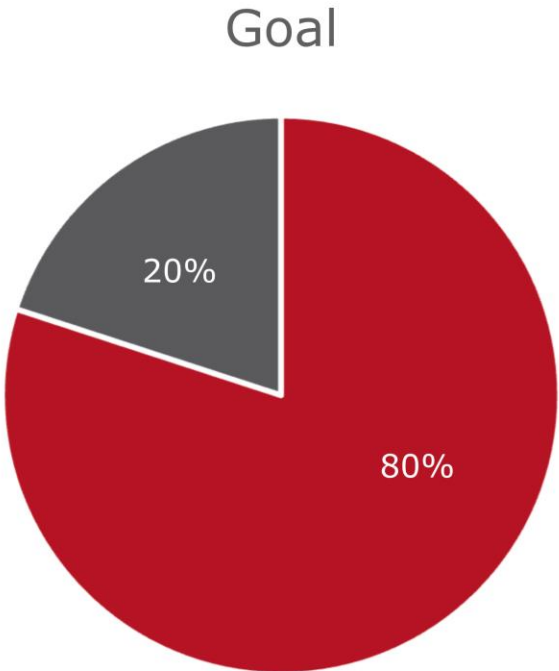
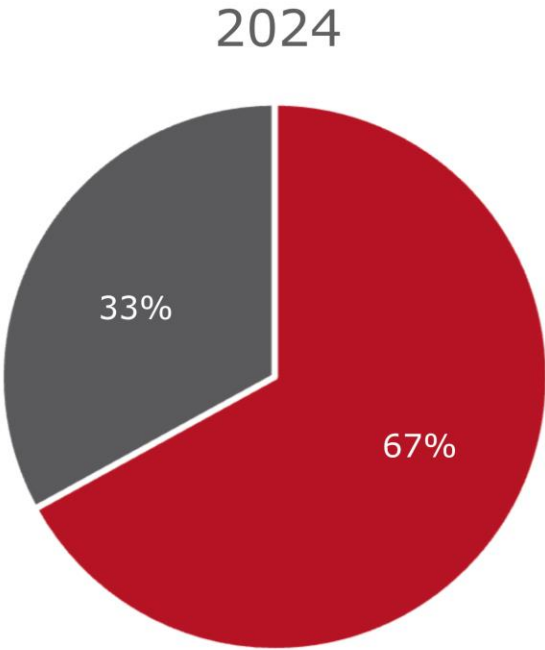
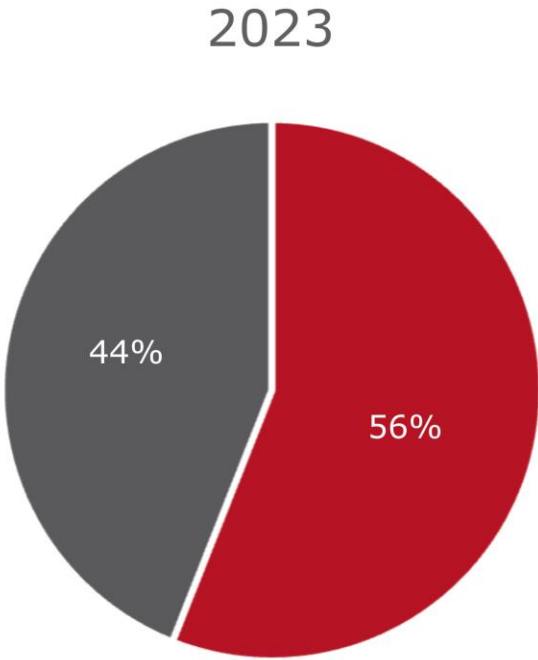
Participation



Representation of BIPOC Featured Artists Increasing



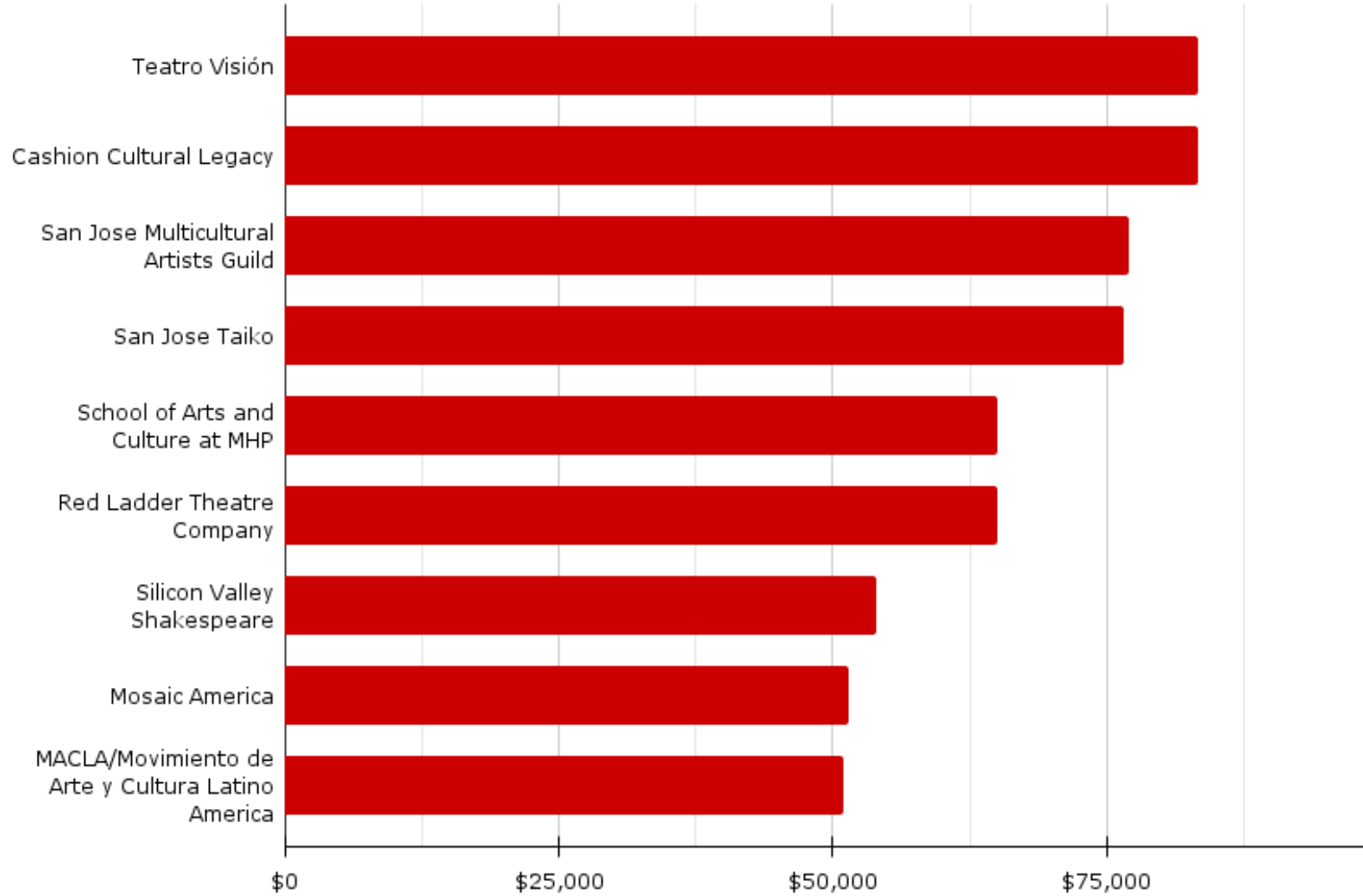
More BIPOC Contributing Artists



■ BIPOC/ALAANA ■ PW

Top Nine Grantees

FY22-24



Questions?