

Basic Information

Category: Design - Our Town

Deadline: 01/14/2013

Field/Discipline: Design

Applicant (GMS): City of San Jose, California
San Jose, CA

Popular Name: Office of Cultural Affairs

Web Address: www.sanjoseculture.org

For this application, the applicant is serving as a: Parent of a Component

For: MACLA/Movimiento de Arte y Cultura Latino Americano

Project: "SoFA Creates & Connects," a series of public art installations and dynamic arts programming that will activate San Jose's chief cultural district, SoFA (South First Street Area).

Summary:

To support "SoFA Creates & Connects." In partnership with MACLA/Movimiento de Arte y Cultura Latino Americano, the City of San Jose proposed project, "SoFA Creates & Connects," aims to increase livability in San Jose through innovative arts programming that fosters community interaction in downtown's SoFA district. Building on recent accomplishments in the SoFA and downtown areas, "SoFA Creates & Connects" will consist of a series of public art installations and dynamic arts programming that will highlight San Jose's authentic assets as the Capital of Silicon Valley and as an ethnically diverse city with a burgeoning community of creative entrepreneurs.

Project Director: Mrs. Kerry Adams Hapner, Director of Cultural Affairs

Period of Support: 09/01/2013 - 08/31/2015

Intended Outcome: Livability: American communities are strengthened through the arts.

Budget Summary

Amount Requested: \$200,000

Total Match: \$400,000

Total Project Costs: \$600,000

Total organizational operating expenses for year ending 06/2012: (b) (4)

This duplicate of a previously funded application is intended for reference only.

Detailed Information

Category: Design - Our Town

Deadline: 01/14/2013

Field/Discipline: Design

Applicant (GMS): City of San Jose, California
Applicant (SF424): City of San Jose
 200 East Santa Clara Street
 Office of Cultural Affairs, 4th Floor
 San Jose, CA 95113-1905
 www.sanjoseculture.org

CID: [Redacted]

[Redacted] on, the applicant is serving as a: Parent of a Component
 For: MACLA/Movimiento de Arte y Cultura Latino Americano

Project: "SoFA Creates & Connects," a series of public art installations and dynamic arts programming that will activate San Jose's chief cultural district, SoFA (South First Street Area).
 Period of Support: 09/01/2013 - 08/31/2015
 Outcome code: H

Contact Info:

Authorizing Official: Jennifer Easton
 Sr. Project Manager
 Phone: [Redacted]
 Fax: [Redacted]
 Email: [Redacted]
 Date signed: 01/13/2013

Project Director: Mrs. Kerry Adams Hapner
 Director of Cultural Affairs
 Phone: [Redacted]
 Fax: [Redacted]
 Email: [Redacted]

Primary Contact: Jennifer Easton
 Sr. Project Manager
 Phone: [Redacted]
 Fax: [Redacted]
 Email: [Redacted]

Individuals Compensated:

Artists	13
Teachers	
Others	10
Total	23

Audiences:

	Live Arts	Broadcast	Materials
Adults	60,000		
Children	15,000		
Totals	75,000	500,000	

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City of San Jose Office of Cultural Affairs
Attachment 1: Organizational Background Statement

About the Office of Cultural Affairs:

Date organization was incorporated. The San José Office of Cultural Affairs (OCA) was established in 1990.

Mission/purpose of your organization: The City of San José (CSJ) recognizes that the arts and culture are essential elements in the character and quality of life in a vibrant community and seeks to ensure that San Jose is an effective hub of a wide array of arts and cultural opportunities throughout Silicon Valley. The OCA, a division of Economic Development in the City Manager's Office, is the lead CSJ agency for stewarding a vibrant arts sector.

Organization Overview.

a. With a professional staff of 11, the OCA advances its mission through art industry stewardship, cultural funding, public art and creative placemaking, special event services, creative entrepreneur support, cultural facility oversight, and cultural policy development. In 2011, it led the adoption of *Cultural Connection: San Jose's Cultural Plan for 2011-2020*, which identifies 10 strategic cultural development goals.

b. Previous activities. There are more than 225 works in the San Jose Public Art collection. Over the past decade, the San Jose Public Art program of OCA (SJPA) oversaw public art for 38 new or expanded libraries, community centers and parks, fire and police stations. Major projects include the Art+Technology Program for the San Jose International Airport, resulting in innovative artworks that utilize new technologies and serve as a gateway to Silicon Valley. SJPA with ZERO1: the Art and Technology Network just completed the successful development and implementation of a 2011 Our Town grant entitled Silicon Valley Inside/Out (SVI/O)

c. Community/region/audience. San Jose is the 10th largest US city with just under one million residents. San Jose's cultural diversity is reflected in its demographics: 32% Hispanic/Latino, 31% White, 30% Asian, 3% African American, and 1% Native American. In just a few decades, San Jose's economy has dramatically shifted into a global center of innovation. Considered capital of Silicon Valley, San Jose is home to more than 6,600 technology companies. It is also home to a growing creative industries sector comprised of 2,451 commercial and nonprofit organizations that employ 7,722 people, which results in San Jose being the arts and cultural center of Silicon Valley. A driving force behind San Jose's success is that more than 43% of adults in the San Jose metro area have a bachelor's degree or higher, compared with 28% of all U.S. adults.

d. Special efforts to reach a broad segment of the community. Considered a national model for its innovative approaches to civic engagement and public participation, the OCA executes numerous outreach strategies including: www.sanjoseculture.org; *San Jose Public Art e-News* and *Cultural Connection e-News*; project specific social media use including Facebook, Twitter, Flickr, and YouTube; project-specific webpages; multilingual newspaper advertising; community meetings; community advisory groups; public art tours; published collection maps and materials; and targeted public relations and media placement.

Primary Partner. Founded in 1989, Movimiento de Arte y Cultura Latino Americano (MACLA) is a contemporary arts organization that has been a tenant at 500 So. First Street for 20 years and is an anchor institution in San Jose's downtown South of First Area (SOFA) district. Its contemporary arts programs are grounded in Chicano/Latino experience and aimed towards creating opportunities for interaction between cultures, experiences, audiences, new art forms, and emerging artists. Visual arts, performing arts, as well as literary arts programs offered by MACLA annually reach approximately 30,000 people. MACLA works extensively with at-risk youth, providing art training opportunities, such as its notable Peapod Academy, a partnership between the Black Eyed Peas Foundation and Adobe Youth Voices. In December 2012, MACLA purchased its current building from the City of San Jose. With design being led by artist/architect Teddy Cruz, MACLA's vision for the property includes an expanded space for exhibitions and performances, and a reconfigured second floor consisting of a "Creative Entrepreneur Incubator" where multidisciplinary artists and arts-based businesses can create their work in a vibrant space. MACLA aims to serve the space and small business needs of the local creative sector, with a focus on creative entrepreneurs of color. MACLA's project will enable access to resources specific to their needs, supporting cultural equity and economic prosperity.

A. Major project activities. In partnership with MACLA/Movimiento de Arte y Cultura Latino Americano, the City of San Jose's (CSJ) proposes, *SoFA Creates & Connects*, a project to increase livability in San Jose through innovative arts programming that fosters community interaction in the downtown SoFA (South First Street Area) district, San Jose's chief cultural district. Building on recent accomplishments in SoFA, *SoFA Creates & Connects* will consist of a three-pronged integrated approach to placemaking that will include public art & architecture installations, dynamic arts programming that supports nascent creative entrepreneurs, and design development of the expansion of a critical cultural space in the SoFA district that will highlight San Jose's authentic assets as the Capital of Silicon Valley and as an ethnically diverse city with a burgeoning community of creative entrepreneurs.

Downtown San Jose is identified as Silicon Valley's creative center in a number of recent City planning documents: *Envision San Jose 2040* (San Jose General Plan), *Economic Strategy 2010*, *Cultural Connection: San Jose's Cultural Plan for 2011-2020*, and *Public Art Next!*. The City's *Economic Strategy 2010* calls for the development of a distinctive set of sports, arts, and entertainment offerings aligned with the City's diverse, growing population; continuing to position downtown as Silicon Valley's city center; nurturing the successes of local small businesses; and creating more walkable, vibrant, mixed-use environments to spur interaction and attract talent. Within the downtown, the SoFA district is identified as the chief cultural district because of its density of cultural organizations, arts-based businesses, performing arts venues, regular arts events, and opportunities for cultural participation and production. Several of the SoFA resident organizations offer participatory activities the district has adopted the "Inspiration Lives Here" moniker.

There have been significant strides made in SoFA through the collaborative efforts of resident organizations, CSJ, and the generosity of funders. Yet, there remains the need to create better and sustained connectivity with the adjacent residents, corporate workforce, and convention attendees to increase its everyday vibrancy. SoFA is a destination for events such as First Fridays, yet lacks regular visitors, due in part to its lack of connectivity to the convention center and other downtown corridors, the lack of retail, and a lack of food options particularly in the southern blocks of SoFA near MACLA and Parque de los Pobladores (Parque), an adjacent urban park. There is a need to activate the district with opportunities for art, retail, commerce, food, and a sense of discovery.

Significant recent steps have been made in achieving the goals for downtown, SoFA and the arts sector. With support from ArtPlace America, ZERO1: The Art and Technology Network opened the ZERO1 Garage in SoFA in September 2012, a gallery and studio for artists in residence working on innovation challenges in partnership with the technology sector. Also in September, ZERO1 held its fourth biennial, *Seeking Silicon Valley*, with The Garage as the hub. The biennial showcased the NEA Our Town funded, *SV//O*, a series of public art installations that wed artists and Silicon Valley technology.

The proposal for this grant will build on 3 specific activation projects that, when collectively implemented, will enhance significantly the impact of the individual opportunities. In December 2012, MACLA purchased its 38,000 square foot facility from CSJ to develop an expanded cultural facility, to be designed by internationally acclaimed artist/architect Teddy Cruz. In addition to existing teaching, visual and performance spaces, MACLA will house a robust creative entrepreneur program, with a focus on artists and entrepreneurs of color. The purchase agreement includes \$750,000 of in-kind programming to further the engagement of the community and activation of the district. Second, in September 2012, with the support of ArtPlace America, 1stACT Silicon Valley in partnership with CSJ and SoFA cultural organizations, renovated Parque to create an "urban living room for the arts." The renovation included a 9,600 s.f. plaza that can accommodate performances, events, and art installations. And third, in June 2012, CSJ received a \$600,000 ArtPlace America grant for *Illuminating Downtown*, an initiative to activate the San Jose skyline and streetscape through light and technology art installations.

In addition to providing operating and project support to nonprofit art organizations, OCA is placing an increased emphasis on facilitating the success of creative entrepreneurs and arts-based commercial businesses through its Creative Entrepreneur Program. This new emphasis is a direct response to the increasing number of San Jose-based creative industries that are catalyzing creative urban culture.

SoFA Creates & Connects will provide a multi-layered approach to infrastructure and activation of “pop-up urbanism” in the SoFA district focusing on Parque and MACLA, creating a unique creative environment through art production and presentation in unexpected places. The project will develop a set of community assets that can generate immediate and ongoing vibrancy. Through these creative placemaking strategies of arts engagement, development of opportunities for creative hub development, and expansion and enhanced design of a critical cultural destination, the unique SoFA environment will engage participants through the generation of feelings of relevance and interactivity. The specific project elements that will comprise *SoFA Creates & Connects* are:

- An illuminated public art installation that serves as a way finding system to the SoFA district from the San Jose Convention Center and other high traffic corridors. This type of pedestrian level improvement was identified as part of the planning process for *Illuminating Downtown*, in which a series of illumination project types were envisioned for downtown San Jose to activate public space. CSJ will serve as the lead on this element.
- As part of the development of exploration of creative retail and social platforms for SoFA, in the Parque plaza a “Pop-up Tienda” will be designed by Teddy Cruz, which will include mobile pods and an iconic shade structure that can be utilized when the pods are not installed. The mobile pods, urban moveable furniture, will range from carts to more flexible spaces with power and lighting and will be able to transition to indoor use at MACLA. The shade structure will be used for cultural performances, outdoor events and exhibits. The pods will be opportunities for creative entrepreneurial economic and social projects. MACLA will manage and maintain these pods. This element will help inform MACLA’s conceptual design development of its building with Teddy Cruz, providing the greatest response to the needs for flexible performance, art display and retail space for creative entrepreneurs. MACLA will serve as the lead on this element.
- An event series focused on the Parque that showcases the district’s cultural organizations, arts-based businesses, and creative entrepreneurs through a changing array of pop up exhibitions, education programs, entertainment, artisanal food and commerce, all of which give the area a dynamic and accessible atmosphere. MACLA will serve as the event organizer.

Concurrent with *SoFA Creates & Connects*, CSJ aims to develop and revise public policies and processes that will encourage downtown activation and significantly reduce regulatory barriers. Among the public policy initiatives include: streamlined permit procedures, including low cost street closures and permit fees, the development of a framework and process to enable the installation of quality temporary public art by third parties in the public realm concurrent with the activation of the site through events.

B. Goals and impact. The goal of the project is to increase downtown livability as expressed through greater participation in creative offerings, increased economic activity and improved quality of life. Participating arts partners will develop simple tools to track increased engagement with target communities (e.g., membership, sponsorship, and social media engagements). This project can serve as a model for other communities and cultural districts on how, through a series of creative placemaking strategies that include cultural infrastructure, innovative arts programming, and creative entrepreneurship, cultural vibrancy and increased livability can be achieved.

C. Outcome(s) and measurements. The primary outcome for *SoFA Creates & Connects* is “Livability: Strengthening Community through the Arts.” The goal of this project is community transformation, including cultural vibrancy as evidenced by numbers of visitors and visitor experience surveys. A secondary outcome is “Creation: The Portfolio of American Art is Expanded,” achieved through innovative public art, increased cultural production by creative entrepreneurs, and participatory arts experiences. A measure of cultural entrepreneurship will be the number of creative industries in San Jose and as documented in the annual Americans for the Arts Creative Industries Report.

D. Budget. The City of San Jose is requesting \$200,000 to complete this project.

Attachment 2: Details of the Project Narrative Page 3
SoFA Creates & Connects: A Project Proposed by the City of San Jose and MACLA

Expenses		Income	
Illuminated Wayfinding Public Art Design, Fabrication & Installation	\$200,000	City of San Jose Project & Staff Support	\$200,000
Pop Up Tienda Design & Fabrication	\$195,000	NEA Grant	\$200,000
<i>SoFA Creates & Connects</i> Events	\$50,000	ArtPlace Grant (Illuminating Downtown Project)	\$100,000
Marketing	\$20,000	City of San Jose	\$200,000
Project Management/Staff Support	\$135,000	MACLA Project & Staff Support	\$50,000
		Grants & Corporate Sponsorships	\$50,000
Total Expenses	\$600,000	Total Income	\$600,000

E. Schedule. The project term will be September 1, 2013 – August 31, 2015. Planning and design will be September 2013 – June 2014. Fabrication, installation and activation will occur July 2014 - August 2015.

F. Partners, key organizations, individuals and works of art. CSJ, through its local art agency – the Office of Cultural Affairs (OCA), will be partnering with MACLA. OCA and MACLA have a strong record of partnership and collaboration. CSJ and MACLA will provide leadership and hands-on management of the project. Both organizations will work to develop partners for the project and build stakeholder consensus and awareness. Likely additional partners include: San Jose Downtown Association (SJDA) (corporate/business engagement and marketing), Team San Jose (convention center and marketing), San Jose Institute of Contemporary Art (programming), ZERO1 (programming), San Jose Quilts and Textiles Museum (programming), Symphony Silicon Valley (programming), Cinequest (programming), Arts Council Silicon Valley (marketing), and CSJ's Office of Economic Development (creative entrepreneur/small business support). An important aspect of *SoFA Creates & Connects* will be working with the SoFA Committee (SOFAC) that is convened monthly. CSJ and MACLA will work with SOFAC to guide sustainable collaborations between artists, arts organizations, businesses, property owners and downtown companies. In addition to SOFAC, MACLA's Design Council will provide oversight to the Pop Up Tiendas. The San Jose Arts Commission, through its Public Art Committee, will provide public art project design review and oversight. Artist selection will be based on recommendations from art organizations or open competition. MACLA has engaged Teddy Cruz, who has done extensive community process and will serve as MACLA's lead designer.

G. Target Community. The target community is three-fold to build a sustainable activation of the downtown through the arts: 1) visitors – particularly attendees at the Convention Center (est annual attendance 450,000), and visitors to the SoFA district (50,000); 2) downtown employees and residents to grow the sense of downtown as continually changing and engaging increasing its desirability as a place to work and live; and 3) multidisciplinary artists and owners of arts-based organizations involved in cultural production, in particular creative entrepreneurs of color. Downtown residents & employees include a wide cross-section of the population in all income and age ranges, and many ethnic communities particularly Latino and Vietnamese. CSJ, MACLA and potential partners have worked with many of these groups previously.

H. Plans for promoting and publicizing. This project will be marketed and promoted as part of the robust audience engagement campaign called *Discover the Unexpected* and LiveSV. CSJ has invested \$50,000 in this campaign led by Arts Council Silicon Valley and will invest an additional \$20,000 in phase 2 of this campaign to support *SoFA Creates & Connects*, which will target the next generations of audiences and corporate employees through digital and social platforms. Communication strategies will be traditional social media outlets, the LiveSV website. Opportunities to promote the SoFA district will be sought through partnerships with the SJDA and Team San Jose, San Jose's convention and visitor bureau.

I. Plans for documenting and evaluating. On-site qualitative assessments (e.g, photographs, visitor surveys), stakeholder interviews (artists, participants), measures in cultural commerce, and an assessment of ongoing, sustainable activation by CSJ, MACLA, and SOFAC.

J. Accessibility. As with all CSJ projects, this project will be accessible to individuals with disabilities and in compliance with the Americans with Disabilities Act.

NEA Application Project Budget, Page 1 of 2

Read the instructions for this form before you start.

OMB No. 3135 0112
Expires 11/30/2013

Applicant (official IRS name): City of San Jose

INCOME

1. **Amount requested from the Arts Endowment:** \$ 200,000

2. **Total match for this project** Be as specific as possible. Asterisk (*) those funds that are committed or secured.

Cash (Refers to the cash donations, grants, and revenues that are expected or received for this project)	AMOUNT
City of San Jose Office of Cultural Affairs Project and Staff Support *	200,000
ArtPlace America*	100,000
MACLA Project and Staff Support*	50,000
Grants and Corporate Sponsorships	50,000

Total cash a. \$ 400,000

In-kind: Donated space, supplies, volunteer services (These same items also must be listed as direct costs under "Expenses" below or in Page 2 of the Project Budget form; identify sources)

Total donations b. \$ 0

Total match for this project (2a. cash + 2b. donations) \$ 400,000

3. **Total project income (1 + 2)** \$ 600,000

EXPENSES

1. **Direct costs: Salaries and wages**

TITLE AND/OR TYPE OF PERSONNEL	NUMBER OF PERSONNEL	ANNUAL OR AVERAGE SALARY RANGE	% OF TIME DEVOTED TO THIS PROJECT	AMOUNT
CSJ Project Mgr	1	(b) (6)	.20***	(b) (6)
CSJ Program Mgr	1	(b) (6)	.05**	(b) (6)
CSJ Director	1	(b) (6)	.10**	(b) (6)
MACLA Exec.Dir.	1	(b) (6)	.15**	(b) (6)
MACLA Program Mgr	2	(b) (6)	.14**	(b) (6)

**Reflects estimated average for 2 years

Total salaries and wages a. \$ (b) (6)

Fringe benefits **Total fringe benefits b. \$** 27,000

Total salaries, wages, and fringe benefits (a. + b.) \$ (b) (6)

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NEA Application Project Budget, Page 2 of 2

Read the
instructions for
this form before
you start.

OMB No. 3135 0112
Expires 11/30/2013

Applicant (official IRS name): City of San Jose

EXPENSES, CONTINUED

2. Direct costs: Travel (Include subsistence)

# OF TRAVELERS	FROM	TO	AMOUNT
1	San Diego, CA (three trips by Teddy Cruz)	San Jose, CA	3,000
Total travel \$			3,000

3. Direct costs: Other expenses (Include consultant and artist fees, contractual services, promotion, acquisition fees, rights, evaluation and assessment fees, access accommodations, telephone, photocopying, postage, supplies and materials, publication, distribution, translation, transportation of items other than personnel, rental of space or equipment, and other project-specific costs)

	AMOUNT
Design: Artist and architect design fees	82,000
Fabrication and installation: Artist, fabricator, and installer fees	310,000
Event series street closures, permits, security, equipment, etc	20,000
Event series part time staff contracts	10,000
Event series artist fees (exhibitions and performances)	15,000
Event series promotions	5,000
Overall SoFA Creates & Connects audience engagement campaign	20,000

Total other expenses \$ 462,000

4. Total direct costs (1. from Project Budget, Page 1 +2.+3.) \$ 600,000

5. Indirect costs (if applicable)

Federal Agency: Rate (.0000) x Base = \$ 0

6. Total project costs (4.+5.) \$ 600,000
Must equal total project income (3. From Project Budget, Page 1)

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NEA Application Financial Information

Read the instructions for this form before you start.

OMB No. 3135 0112
Expires 11/30/2013

If you are a parent organization, this information should refer to the component on whose behalf you are applying.

Applicant (official IRS name): City of San Jose, Office of Cultural Affairs

OPERATING BUDGET	MOST RECENTLY COMPLETED FISCAL YEAR		CURRENT FISCAL YEAR (ESTIMATED)		NEXT FISCAL YEAR (PROJECTED)	
	(7 /1 /11 -- 6 /30/12)	(7 /1 /12 -- 6 /30/13)	(7 /1 /12 -- 6 /30/13)	(7 /1 /12 -- 6 /30/13)	(7 /1 /13 -- 6 /30/14)	(7 /1 /13 -- 6 /30/14)
	START DATE	END DATE	START DATE	END DATE	START DATE	END DATE
Income:						
Earned	\$	(b) (4)	\$	(b) (4)	\$	(b) (4)
Contributed	\$		\$		\$	
Total Income	\$		\$		\$	
Expenses:						
Artistic salaries and fees	\$		\$		\$	
Production/exhibition/ service expenses	\$		\$		\$	
Administrative expenses	\$		\$		\$	
Total Expenses	\$		\$		\$	
Operating surplus/(deficit)	\$		\$		\$	

In the space below, discuss the fiscal health of your organization. You must explain 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount):

(b) (4)

[Redacted content]

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**City of San Jose Office of Cultural Affairs
Attachment 5: Biographies of Key Project Personnel**

Kerry Adams Hapner, Director, City of San Jose Office of Cultural Affairs

Kerry Adams Hapner leads the City of San Jose Office of Cultural Affairs (OCA) within the Office of Economic Development. Under her direction, the OCA catalyzes cultural vitality in the nation's 10th largest city. Adams Hapner oversees an 11-member staff working in six primary areas: public art, special events, cultural funding, cultural facilities, creative entrepreneur support, arts industry support, and cultural policy. Under her direction, the Office of Cultural Affairs has developed significant policy and programs including: cultural development goals for *Envision San Jose 2040* (general plan update); *Cultural Connection: San Jose's Cultural Plan for 2010-2020*; the *Creative Entrepreneur Project*, policy and programmatic initiatives aimed to improve the opportunity landscape for San Jose artists; and *New Pathways for the Arts / San Jose*, an innovation in arts management peer learning program delivered in partnership with EmcArts. She has chaired local host committees for the Amgen Tour of California, the National Arts Marketing Project 2010 Conference, and the Grantmakers in the Arts 2011 Art and Technology Conference. In addition to her work at the City of San Jose, she serves as the Vice President of the United States Urban Arts Federation, an Americans for the Arts (AFTA) alliance of the chief executives of local arts agencies in the nation's 60 largest cities. She also serves on the newly formed 15-member Cultural/Arts and Entertainment District Advisory Committee of AFTA. She also serves as a member of ArtTable, and as a board member of Californians for the Arts and California Arts Advocates. Previously, Kerry was Cultural Affairs Manager for the City of Ventura. She earned a bachelor of art degree in art history with a minor in business administration from the University of California at Los Angeles (UCLA).

ROLE: Kerry will provide leadership to *SoFA Creates & Connects*, its development and visioning, as well as its community development, fundraising, outreach, and public policy strategies and improvements.

Teddy Cruz, Artist/Conceptual Architect, estudio teddy cruz

Teddy Cruz's work dwells at the border between San Diego, California and Tijuana, Mexico, where he has been developing a practice and pedagogy that emerge out of the particularities of this bicultural territory and the integration of theoretical research and design production. Teddy Cruz has been recognized internationally in collaboration with community-based nonprofit organizations such as Casa Familiar for its work on housing and its relationship to an urban policy more inclusive of social and cultural programs for the city. He obtained a Masters in Design Studies from Harvard University and a Bachelor degree in Architecture from California State University Polytechnic. He has received the prestigious Rome Prize in Architecture from the American Academy in Rome. He has recently received the 2004-05 James Stirling Memorial Lecture On The City Prize and also the USA Artists Fellowship. Teddy is currently a Professor in public culture and urbanism in the Visual Arts Department at UCSD in San Diego. In 2010 he received the United States Artist Fellowship and in 2011 he was named one of the Ford Foundation's Visionary Award for his innovative approach to urban design and architecture.

ROLE: Teddy will serve as the lead designer to MACLA and overall advisor to the project on design aspects. Teddy will oversee the design and fabrication of the Parque Pop Up Pods, and be a lead on community engagement and creative entrepreneur programmatic development.

Anjee Helstrup-Alvarez, Executive Director, MACLA

Anjee has worked as a curator, writer, cultural worker and arts administrator in the San Francisco Bay Area for the past seventeen years. She began her involvement with MACLA in 1994, serving as associate director/curator from 2004-2008 and as executive director since 2008. She has institutionalized MACLA's commitments to commission one significant new work by an artist annually and to run a fiscally sound

**City of San Jose Office of Cultural Affairs
Attachment 5: Biographies of Key Project Personnel**

organization. She has also served as a nominator, juror and panelist for projects with Creative Capital, Alliance of Artists Communities' Visions from New California project, the San Francisco Arts Commission and the City of Oakland Arts program. In 2009, she received regional recognition for her leadership with the "40 under 40" award from the Silicon Valley/San José Business Journal. In acknowledgment of MACLA's position as a leader in the arenas of multicultural arts, community engagement and social transformation through the arts, Anjee was selected to participate in two panel discussions at the national Grantmakers in the Arts Conference: in 2009, she offered insights about how arts organizations can authentically integrate civic participation into their programming; and in 2011, she spoke about the effective use of technology in audience engagement. In 2012, she was appointed to the Knight Foundation's National Arts Advisory Committee which guides the foundation on the best ways to promote artistic excellence that engages, inspires and brings communities together. Anjee earned a BFA in pictorial studies from San José State University and holds a MA in Visual Criticism from California College of the Arts.

ROLE: Anjee will serve as the lead on MACLA's participation in *SoFA Creates & Connects*, leading outreach, vision and strategy. She will also be the lead in MACLA's fundraising, MACLA program development and design, implementation, and engagement.

Jennifer Easton, Senior Project Manager – Public Art, City of San Jose Office of Cultural Affairs

Jennifer has an extensive career in both project and program management in the visual and performing arts. She has curated numerous exhibitions, published articles and lectured in the field of contemporary art. On behalf of the City of San Jose she has co-directed with Barbara Goldstein two significant creative placemaking programs: *Silicon Valley Inside/Out* – funded in part by a \$250,000 grant from the National Endowment for the Arts Our Town Grant, and *Illuminating Downtown* – funded in part by a \$600,000 grant from Artplace America. She also authored sections of the San Jose High Speed Rail design guidelines related to the incorporation of art, lighting and landscape to enhance the customization of the line to neighborhoods impacted by the alignment, these guidelines have been adopted by other cities of the alignment. She also directed the public art design guidelines of the Station Area Plan for San Jose High Speed Rail. She also manages the public art programming for the environmental services in the City.

Additionally she has broad marketing experience for government, non-profit and technology sectors, including market identification, expansion and retention utilizing traditional and new media. Past positions include Director, Marketing & Development, Berkeley Symphony; Sr. Marketing Manager for an Internet media company, Curator for the City of Los Angeles, and research associate at the Los Angeles County Museum of Art. For the past 8 years she has been a member of the City of Oakland Public Art Committee. Jennifer holds a dual MA from the University of Southern California in Museum Management and Art History (contemporary art emphasis).

ROLE: Jennifer will assist in project development, management, implementation, outreach and marketing. She will also manage the grant reporting.

Arlene Galindo, Director of Programs, MACLA

Arlene has been an arts and cultural advocate for private business, government institutions and non-profit organizations for the past 15 years. She has worked in marketing, program development and education. She has a special interest in Latino audience development strategies and donor engagement. In 2007, she participated in the prestigious Smithsonian Fellowship program. In this capacity, she worked with the Smithsonian Latino Center and at the National Museum of Natural History. She is a founding Board Member of the San Joaquin International Film Festival and an Arts Program Advisor for Charros Federation

**City of San Jose Office of Cultural Affairs
Attachment 5: Biographies of Key Project Personnel**

USA. She has served as a volunteer and mentor for the League of United Latin American Citizens (L.U.L.A.C.) and the national award-winning program The Puente Project, which addresses California's educationally underrepresented students in higher education. In 2012, she developed the Amigos Del Museo membership program at the Haggin Museum, Stockton, CA and worked as an advisor for the Stockton Symphony. She holds an MA in Museum Studies from JFK University, BA in History and a BA in Liberal Arts from the University of the Pacific.

ROLE: Arlene will oversee the development, implementation and evaluation of MACLA'S Creative Entrepreneur program and regular *SoFA Creates & Connects* activation events.

Jose "Joey" Reyes, Curatorial Coordinator, MACLA

In his capacity at MACLA, he works closely to implement the visual, literary and performance programs. Reyes has over 10 years of experience in the museum and gallery field with a background in donor development, museum education, volunteer management, youth mentorship and exhibition coordination. For MACLA, he has overseen the development of several high-profile projects which included the commissioning of new work, including the music performance *Voces de Desierto (Voices of the Desert)* featuring Guillermo Galindo and Quinteto Latino, *PLACAS: The Most Dangerous Tattoo* a new theater production written by Paul S. Flores, featuring Ric Salinas of Culture Clash, and *City Portraits (Retratos de Ciudad)* a solo exhibition by Tijuana-based artist Marcos Ramirez ERRE. In addition to his curatorial duties, he serves as MACLA's representative to the National Performance Network and Visual Artist Network.

Reyes holds a BFA from San Jose State University with two years of additional study at Syracuse University's School of the Visual Arts. While at Syracuse he taught an undergraduate course on the fundamentals of drawing and painting and assisted in recruiting internationally recognized artists as guest speakers including Jose Parla (2009) and Ali Banisadr (2010).

ROLE: Joey will be responsible for coordination of the activation of the art-pods and the engagement of the creative entrepreneur community.

Tammy Turnipseed, Special Events Director, City of San Jose Office of Cultural Affairs

Tammy Turnipseed brings more than 25 years of experience in the events and facility management industry. As Events Director for the Office of Economic Development/Cultural Affairs Division in the City of San Jose, Tammy is responsible for the management and coordination of events held within the City of San Jose, policy development and implementation and strategic planning to enhance the economic and cultural vitality of San Jose. Previously, she was the Facility Services Manager for the San Jose Convention & Cultural Facilities responsible for management of the event staff, facility service contracts and technical support. She is a graduate of Texas State University and the Public Facility Management School at Oglebay and a 3 year student at the Senior Executive Symposium at Cornell University. She is a member of the International Association of Venue Management, International Festival and Events Association and CalFest. She has served on the Board of Directors for International Association of Venue Management and the Membership Committee of this organization.

ROLE: Tammy will collaborate on the design development of the Parque Pop Up Pods to ensure they are compliant with local, state, and federal regulations for use at outdoor events. Tammy will also oversee key components of the downtown activation public policy changes and oversee the coordination of City services for the *SoFA Creates & Connects* regular event series.

City of San Jose Office of Cultural Affairs
Attachment 6: List of Current Board Members

**MACLA/Movimiento de Arte y Cultura Latino Americana
Board of Directors 2012-2013**

Eva Terrazas, Board Chair
Director of Public Policy & Government Affairs, EMQ Families First

Efrain Coria, Vice-Chair
Chief Operating Officer, Gardner Family Health Network

Bob Brownstein, Board Treasurer and Chair of Finance Committee
Policy Director, Working Partnerships USA

Lourdes Andrade
Assistant Director, Academic Progress & Policy, Stanford University, Undergraduate Advising & Research

Alyssa Byrkit
Principal, Consultation in Philanthropy & Development

Nicolas Holguin
Solution Development Executive, Document Management Solution/Western US, Iron Mountain

Kyra Kazantzis
Directing Attorney, Law Foundation of Silicon Valley

Linda Mendez-Ortiz
Retired Manager, La Biblioteca Latinoamericana

Jonathon Noble
Government Affairs Manager, Microsoft

Basil Robledo
Former Director of Programs, Services Immigrant Rights & Education Network

Margaret Tamisiea
Philanthropy Consultant, Ebay

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NEA Application
Consortium Partner Information
 (For official Consortium Applications only)

Read the
 instructions for
 this form before
 you start.

OMB No. 3135 0112
 Expires 11/30/2013

To be completed only by the one primary consortium partner and included in the application package.

Lead Applicant for Consortium
 (official IRS name): The San José Office of Cultural Affairs

Primary Consortium Partner's IRS name: Movimiento de Arte y Cultura Latino Americana de San Jose

Popular name (if different): MACLA

Primary Consortium Partner's Authorizing Official
 Mr. Ms. First: Anjee Last: Helstrup-Alvarez

Email Address: [REDACTED]

Address: 510 S. First Street

City/State/Zip Code (9-digit number): San Jose, CA 95113-2806

Consortium Partner's Taxpayer ID Number (9-digit number): 77 0251774

Web Address: http:// www.maclaarte.org

Contact: Mr. Ms. First: Anjee Last: Helstrup-Alvarez

Title: executive director

E-mail: a [REDACTED]

Telephone: 4 [REDACTED] ext. [REDACTED] Fax: (4 [REDACTED])

Organization's Total Operating Expenses for the most recently completed fiscal year (unaudited figures are acceptable): \$ 710,078

Mission/purpose of your organization:

MACLA is an inclusive contemporary arts space grounded in the Chicana/o experience that incubates new visual, literary and performance art in order to engage people in civic dialogue and community transformation.

Briefly describe your organization's involvement in planning and executing the consortium project including programming, management, finances, and any responsibilities for matching the Arts Endowment's grant. Be specific; do not provide a general statement of support for the project. Use this space only.

This proposal is the culmination of many years of planning and recalibrating the goals and strategies to increase livability in the SoFA District. Leadership from MACLA and the OCA met to jointly develop the proposed SoFA Creates & Connects project, which builds upon the current momentum in our cultural corridor. We selected programming areas and management responsibility based on organizational strengths and capacity to implement, with the idea that each organization would be a true partner to the other to support the success of the overall project. We also see fund development as a partnership, that together we are able to leverage opportunities and bring additional resources to the project.

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Year	Producer	Title/Event Type	Key Artists	Location	Date(s)/ # of performances	Attendance	Fees/Design Budget**
2012	CSJ	Alum Rock/Mayfair Cultural History Corridor Public Art	Valerie Raps, Maria de la Rosa (cultural historian), Sayako Dairiki, Jonathan Hammond	East San Jose	Completed December 2012	Est. 2,500 viewers/day	\$100,000
2012	CSJ	<i>Silicon Valley Inside/Out</i> , a series of technology art platforms and installations	BIOS, REBAR, Future Cities Lab, Mona El-Khafif, Manifest AR, Soo-in Yang	SoFA	September – December 2012	30000	\$220,000
2010	CSJ	San Jose Airport Art+Technology Public Art – Permanent Installations	Nik Hafermaas, Dan Goods, Aaron Koblin, Bjorn Schulke, Christian Moeller, Gorbet + Banerjee,	San Jose Airport	Permanent installations (4)	8.3 million*	\$210,000
2010	CSJ	San Jose Airport Art+Technology Public Art – Changeable Installations	Gorbet + Banerjee, Margaret Orth, Camille Utterback, Ben Hooker & Shona Kitchen, Bill Fontana	Airport	2010-2013	8.3 million*	\$170,000 Design & Fabrication
		Select Artist Sector and Creative Entrepreneur Service Programs					
2012	CSJ	Creative Industries Incentive Fund, a grant program for San Jose arts-based commercial businesses	In partnership with the Center for Cultural Innovation		Launched December 2012		\$20,000
2012-2009	CSJ	Creative Capacity Fund, a grant program to offer professional development to San Jose multidisciplinary artists	In partnership with the Center for Cultural Innovation				\$75,000
2012	CSJ	<i>Platform: Building Networks to Catalyze Creative Urban Culture</i> symposium with a focus on growing influence of creative entrepreneurs on creative placemaking	Local creative entrepreneurs (Content magazine, NextSpace, SJMADE...) and creative placemaking & arts leaders (Bob Lynch, Jason Schupbach, Josephine Ramirez, Craig Watson...)	San Jose City Hall	September 14, 2014	300	\$20,000

Attachment 9: List of Selected Programmatic Activities for City of San Jose Office of Cultural Affairs and MACLA Page 2

2012	CSJ	Taller Profesional de Desarrollo para Artists (professional development workshops for bilingual, Spanish and English, artists.	Presented in partnership with Creative Capital and MACLA	MACLA	March 17 and July 19, 2012	50	\$10,000
2012	CSJ	Art of Being an Artist, visual artist professional development workshop		Institute of Contemporary Art	January 2012	50	\$8,000
2010	CSJ	Public Art 101, a primer workshop series for public artists	Presented in partnership with San Francisco Bay Area Public Art Programs	varied	2010	50	\$2,000
2009 and 2010	CSJ	The Business of Art, professional development course for multidisciplinary artists	12 week course presented in partnership with Center for Cultural Innovation	Work2future	2009		\$50,000
2010-2011	MACLA	Lineas: New Work of Contemporary Urbanism exhibition	Teddy Cruz, Tanya Aguiniga	MACLA	8/25/10-10/16/10	3,650/90%	\$8,000
2010-2011	MACLA	A Body Parted, commission payment 1	Victor Cartagena, Violeta Luna, Roberto Varea, David Molina, Antigone Trimis	MACLA	2/1/11, 6/1/2011	n/a	\$16,000
2010-2011	MACLA	Voces del Desierto, commission payment 1	Guillermo Galindo & Quinteto Latino	MACLA	3/1/11, 6/1/2011	n/a	\$10,000
2011-2012	MACLA	A Body Parted, payment 2 – digital mural, performances	Victor Cartagena, Violeta Luna, Roberto Varea, David Molina, Antigone Trimis	MACLA, DCP Alameda, Outside of MACLA	08/5/11-10/25/11	300/100% - performances Digital mural – 10,000 estimate	\$17,000
2011-2012	MACLA	PLACAS Commission	Paul S. Flores,	MACLA	8/1/2011	n/a	\$2,000 (matched for a total of \$14K by NPN and our partners)
2011-2012	MACLA	PLACAS staged workshop	Paul S. Flores, Ric Salinas, Michael John Garces	MACLA	2/4/2012	65/90%	\$5,000

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2011-2012	MACLA	Noche Electrica (nighttime outdoor video projections)	Eugene Rodriguez, Ana Teresa Fernandez, etc.	MACLA façade (dust to dawn)	various	10,000 estimate	\$2,000
2011-2012	MACLA	Voces del Desierto, commission payment 2 & performances	Guillermo Galindo & Quinteto Latino	MACLA, Gardner Elementary School, DCP, etc.	03/11/12-03/18/2012	769	\$30,000
2012-2013	MACLA	City Portraits exhibition	Marcos Ramirez ERRE	MACLA	08/17/12-10/20/12	2,887	\$3,000
2012-2013	MACLA	PLACAS: The Most Dangerous Tattoo residency, performances	Paul S. Flores, Ric Salinas, Michael John Garces	MACLA, DCP – Alum Rock, Alameda, Mt. Pleasant HS, etc.	09/30/12-10/14/12	1,272	\$15,000
2012-2013	MACLA	MACLA Facility Design, conceptual	Teddy Cruz, estudio teddy cruz, Garcia Teague Architecture + Interiors	MACLA	7/1/2012-ongoing	n/a	\$26,500

*2009 Airport usage figures

**Design fees typically include development of construction documentation. Artists payments for fabrication/installation vary significantly by project. Note, where program is an OCA service project or grant program, amount reflects funds awarded or cost of program.

KEY
 CSJ = City of San Jose Office of Cultural Affairs (lead)
 MACLA = Movimiento de Arte y Cultura Latino Americana (Partner)

This duplicate of a previously funded application is intended for reference only.

January 11, 2013

Acting Chairman Joan Shigekawa
National Endowment for the Arts
1100 Pennsylvania Avenue NW
Washington DC, 20506

Dear Ms. Shigekawa,

Please accept my letter as an endorsement of the application that the City of San Jose is submitting for the *Our Town* Grant Program of the National Endowment for the Arts.

San Jose and Silicon Valley are synonymous with innovation. I am confident that our project, *SoFA Creates & Connects*, will become an international model for innovation, artistic excellence and cultural development.

The Office of Cultural Affairs (OCA) is the City of San Jose's lead agency for fostering a rich cultural environment in San Jose. OCA will expand its successful partnership with the local nonprofit organization Movimiento de Arte y Cultura Latino Americana (MACLA) to activate SoFA, San Jose's downtown cultural district, through innovative arts programming that will highlight the creativity, innovation and entrepreneurship for which San Jose as the Capital of Silicon Valley is known throughout the world.

Your positive consideration of San Jose's application is appreciated.

Best wishes,



Mayor Chuck Reed

This duplicate of a previously funded application is intended for reference only.



Jason Schupbach
 Director of Design Programs
 National Endowment for the Arts
 1100 Pennsylvania Ave NW
 Washington, DC 20506

RE: Letter of Commitment - City of San Jose for Our Town Grant

Dear Mr. Schupbach:

This letter is to confirm MACLA/Movimiento de Arte y Cultura Latino Americana's commitment to the partnership with the City of San José's Office of Cultural Affairs for the NEA's 2013 Our Town program. We are thrilled to share with you our proposed project, *SoFA Creates & Connects*, which aims to increase livability in San José's chief cultural district. Our organizations have worked closely together over the past few years on numerous projects – from co-hosting the 2010 National Association of Latino Arts & Culture conference, to ensure that Latino, immigrant and other artists of color are aware, engaged and participants in the numerous offerings and policy work of the Office of Cultural Affairs, to co-hosting a bilingual (Spanish-English) Creative Capital artist professional development workshop last year, to our most recent collaboration which includes a purchase agreement for MACLA's building from the City.

Our shared vision for increasing downtown San Jose's livability and making sure that cultural equity is at the forefront of the dialogue, make MACLA and the City of San Jose ideal partners. Beyond our shared vision, our organizations' employ an entrepreneurial approach to the creative sector and making a difference in San José. We each value and practice good communication, equitable partnerships, thought leadership, and the ability to leverage resources to ultimately build community.

I am MACLA's contact for this grant. Please let me know if I can provide any additional information. Kerry Adams-Hapner is the contact person for the City of San Jose. She can be reached at [REDACTED]

Regards,

[REDACTED]

Anjee Helstrup-Alvarez
 Executive Director
 MACLA/Movimiento de Arte y Cultura Latino Americana

[REDACTED]

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City of San Jose Office of Cultural Affairs
Attachment 11: NEPA/NHPA

Project Site Descriptions:

For *SoFA Creates & Connects*, 3 structural components will be implemented: 1) a series of temporary pop-up structures that will be able to be used on the Parque Plaza as well as within the MACLA space at 500 S. 1st Street; 2) a shade structure for the Parque Plaza; and 3) a permanent public art piece at some location within the SoFA district.

Following are the details:

1. Location: 500 S. First Street.

Artist/Architect: Teddy Cruz

Project Scope: The scope of the project to be impacted by any funds provided by this grant would be supplemental design for temporary structures that would be shared within the facility and the adjacent park. This building is over 50 years, but does not have any historic designations (local, state or national). It was recently sold by the City to MACLA and all required historical documentation was done at that time. The structures created for this site will be moveable, and as necessary, will be reviewed as part of any required EIR or CEQA as necessary as part of the design review process.

2. Location: Parque de los Pobladores (S. 1st Street @ William St)

Artists: Teddy Cruz

Project Scope: For this recently renovated urban park, a series of tienditas (small, flexible architectural furniture) and an accompanying shade structure will be designed and built for this location. All will be temporary and removable. As part of the permitting process, all required CEQA will be completed.

3. Location: SoFA

Artists: TBD

Project Scope: The artwork is intended as a long-term (permanent) public artwork with the intent to act as a wayfinding element for the district. Likely the work will have a lighting component. The neighborhood is not a historic overlay zone. Project will be required to undergo CEQA review when the design is finalized, and at this time it can also be reviewed by EPA as required.

Temporary projects and events created under *SoFA Creates & Connects* – No locations, projects or project “platforms” have been determined for this project. We will coordinate with EPA as necessary to determine if any environmental review is required for temporary projects, or if the projects result in the siting of permanent platforms that might have environmental impact. Additionally, we will review the projects with our local historic preservation oversight board for any potential impact as necessary.



Office of Cultural Affairs
Office of Economic Development

January 11, 2013

I, Jennifer Easton, grant permission to share City of San Jose's application with other funders.

Thank you.

Jennifer A. Easton
Sr. Project Manager
Office of Cultural Affairs
City of San Jose

This duplicate of a previously funded application is intended for reference only.