

DATE: April 10, 2024

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: **Presentation on SVCcreates**

PURPOSE

Visual Arts Committee Chair Susi Merhar and staff will provide an update to the Visual Arts Committee on the Memorandum of Understanding with SVCcreates.

Attached is a presentation shared at the SVCcreates Municipal Roundtable event on March 28, 2024 (Attachment 1).

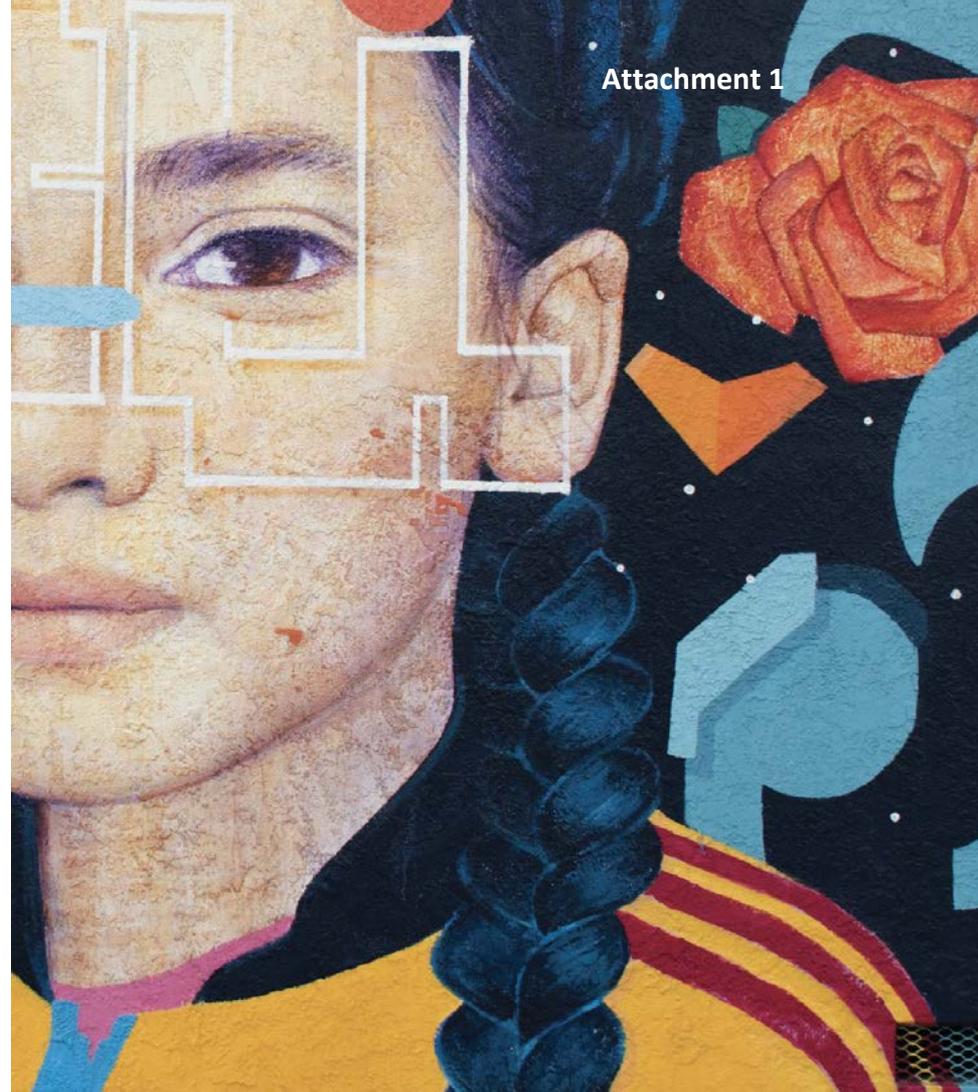
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Attachment: 1. Presentation from SVCcreates

Municipal Arts Roundtable

Google “Huddle” in Mountain View
March 28, 2024

Connie Martinez
SVCreates



Attachment 1

SVCcreates 101

Who We Are: A 501c3 non-profit with a \$3M budget on a *mission to elevate the arts in Silicon Valley*

What We Do:

- ❑ Build the **Capacity of our Arts Ecosystem** through grants, programs, research, workshops, conferences, peer learning and coaching
- ❑ Raise the **Visibility and Voice** through Content Media platform, events, Poet Laureate, state and federal advocacy
- ❑ Increase **Access to the Arts** for high need communities through Arts Access Grants and arts education programs

Municipal Strategy

- Create a network of people who care about the arts
- Leverage our collective strength for advocacy
- Learn from each other and share SVC resources
- Strengthen our unique story and the impact of the arts
- Customize support to meet cities needs and priorities



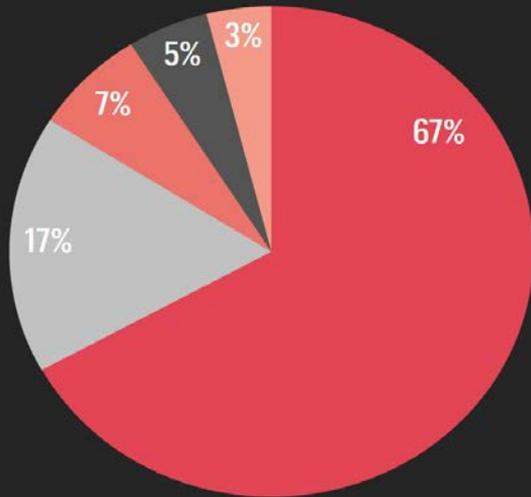
Timeline

- Launched in 2021
- Formed Roundtable in 2022
- Presented to City Managers in 2023
- Signed MOUs with Gilroy, Milpitas, Palo Alto, San Jose, Sunnyvale, Los Gatos, Mountain View, Cupertino, Morgan Hill (Santa Clara MOU in motion)
- Working to close on 5 remaining



SILICON VALLEY NONPROFIT ARTS LEAN SMALL

Only 8% have budgets over \$500k



Total number of organizations in 2019 = 1,063

Under \$50K \$50K-\$200K \$200K-\$500K \$500K-\$1.5M Over \$1.5M

Source: CCB 2019 Study

The number of 501c3 arts organizations grew from 659 to 1063 over past ten years.

The collective budgets of the entire Silicon Valley arts ecosystem is less than two to three large budget arts organizations in places like New York, San Francisco and Chicago.

Note: Size does not equate to value and relevance.

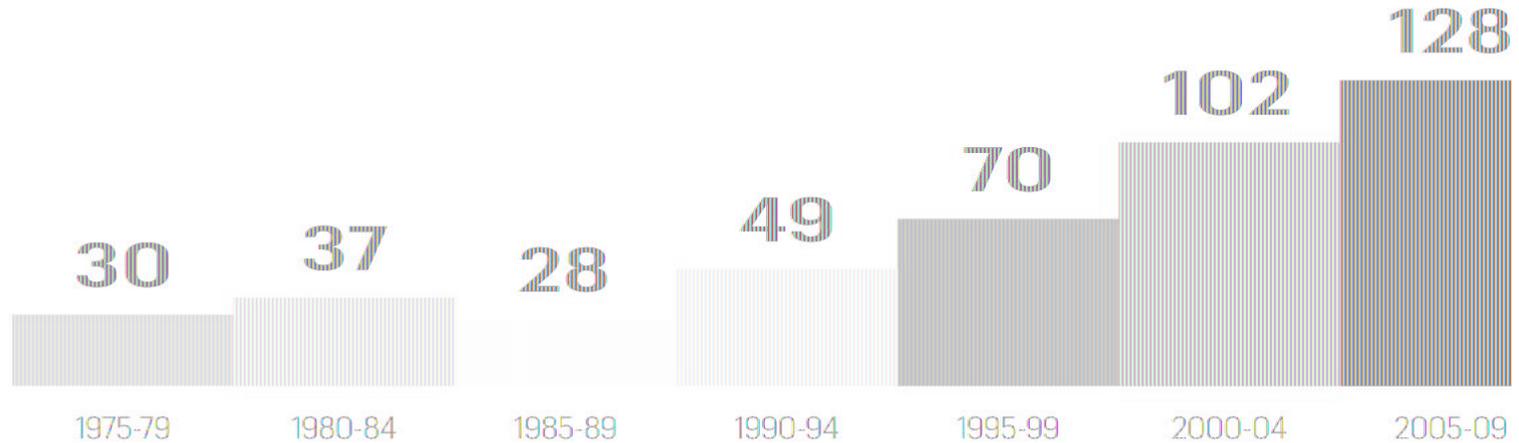
**SAN JOSE HAS
WIDENY FIELDS
LARGE CULTURAL
INSTITUTIONS
CONCENTRATED TO
OTHER CITIES**



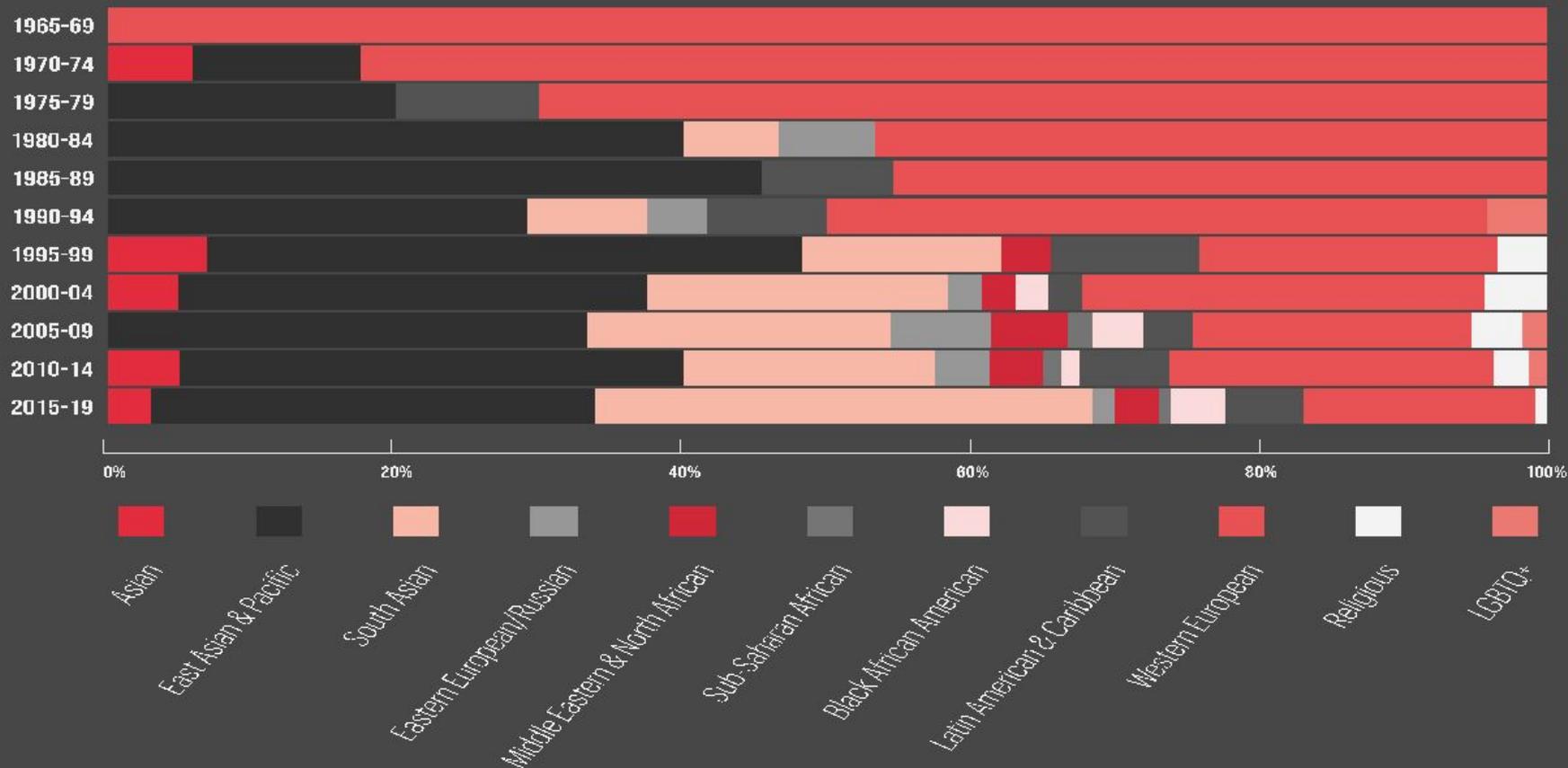
While large budget arts organizations in other cities grew in number, San Jose's contracted and geographically dispersed over the past decade.

Silicon Valley tech-centric cultural institutions grew the most.

RATE OF NEW ARTS ORGANIZATIONS REFLECT SILICON VALLEY'S START-UP CULTURE



THE UNITED SHADES OF SILICON VALLEY





**SILICON VALLEY ARTS & CULTURE
EARLY ADOPTER OF THE 21ST CENTURY**

From 20th Century Industrial Economy To 21st Century Creative Economy

Hierarchical Leadership	—————	Entrepreneurial Leadership
Prominent Structures	—————	Decentralized Creative Spaces
Observing Art	—————	Creative Expression
Centralized Power	—————	People Power
Highly Capitalized	—————	Scrappy Great
Social Elitism	—————	Inclusivity
Status	—————	Cultural Identity
Excellence	—————	Relevance

Funding Climate Context

Headline: In our valley of abundant wealth, 90% of philanthropic giving leaves the region

Drivers:

- Age, speed and location
- Valley of immigrants
- Global philanthropy
- Development pattern
- Silicon Valley culture

Implications for Arts Funding:

- In a multicultural community, the role of government funding changes and its importance increases

What Can We Do?

3 Local Examples

A Grass Roots Approach in Gilroy

SVCcreates Regional Collective

**San Jose's Investment in Creative
Expression and Building Public Will**

Next Up:

Ruben Darío Villa



La Ofrenda Festival

Gilroy's Case Study on the Power of
Mission-Driven, Interdependence





Ruben Dario Villa, Director, La Ofrenda Festival

60

60 sponsors and community partners across public and private sectors

60

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\$75k

Total amount fundraised not including \$32,000 in in-kind donations

60

60 sponsors and community partners across public and private sectors

\$75k

Total amount fundraised not including \$32,000 in in-kind donations

8k

Festival attendees throughout the day in Downtown Gilroy

60

60 sponsors and community partners across public and private sectors

\$75k

Total amount fundraised not including \$32,000 in in-kind donations

8k

Festival attendees throughout the day in Downtown Gilroy

\$315k*

Economic impact to local businesses in a single day

*Attendees at Santa Clara County's nonprofit arts and culture events spend an average of \$39.56 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging. *Arts and Economic Prosperity 6*, Americans for the Arts

How Might We...

**How might we foster,
promote and engage in
collaboration across sectors
to scale our collective impact
in the name of arts, culture
and ultimately the good of the
community?**

Your Mission

Cross-sector collaboration has
to be built in by design, not
added as an afterthought.

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Your Approach

Collaboration is by definition co-creation and must be approached as such.

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Your Execution

How you deliver on your mission and approach is everything. It's where theory meets practice.

Your Mission







Gilroy's Inaugural Dia de Muertos Festival & Wellness Fair



Gilroy's Inaugural Dia de Muertos Festival & Wellness Fair

Your Approach



Thank you for supporting Downtown Gilroy!

gilroy
 DOWNTOWN
 BUSINESS ASSOCIATION

Thank you for supporting Downtown Gilroy!

Ruben Dario Villa, Director, La Ofrenda Festival





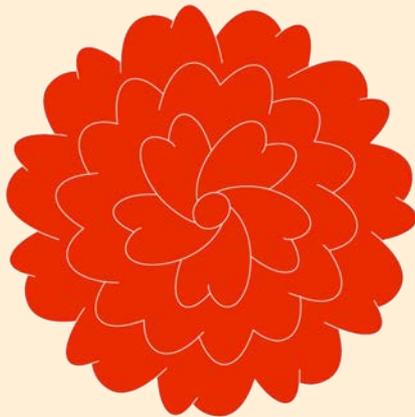


Your Execution









**MARIGOLD
LEGACY
SCHOLARSHIP
FUND**

Empowering First-Gen, Latinx Scholars in Arts and Education



¡Gracias!

www.mrfuchila.com

Next Up:

**Alexandra
Urbanowski**

CONGRATULATIONS

CALIFORNIA ARTS COUNCIL 2023 INDIVIDUAL ARTIST FELLOWS

Central California Region

The Santa Clara County Fellows



ROY HIRABAYASHI
Legacy Artist



PILAR AGÜERO-ESPARZA
Established Artist



IVAN DEL ACORDEON
Established Artist



AMY HIBBS
Emerging Artist



ALICE HUR
Emerging Artist



ANH LE
Emerging Artist



SIANA SMITH
Emerging Artist

To learn more about all the California Arts Council Individual Artist Fellows from the Central California region, visit bit.ly/CACIAF_ArtistFellows23.



Next Up:

Kerry Adams
Hapner



city of san José

office of

cultural

affairs

participate:create:connect





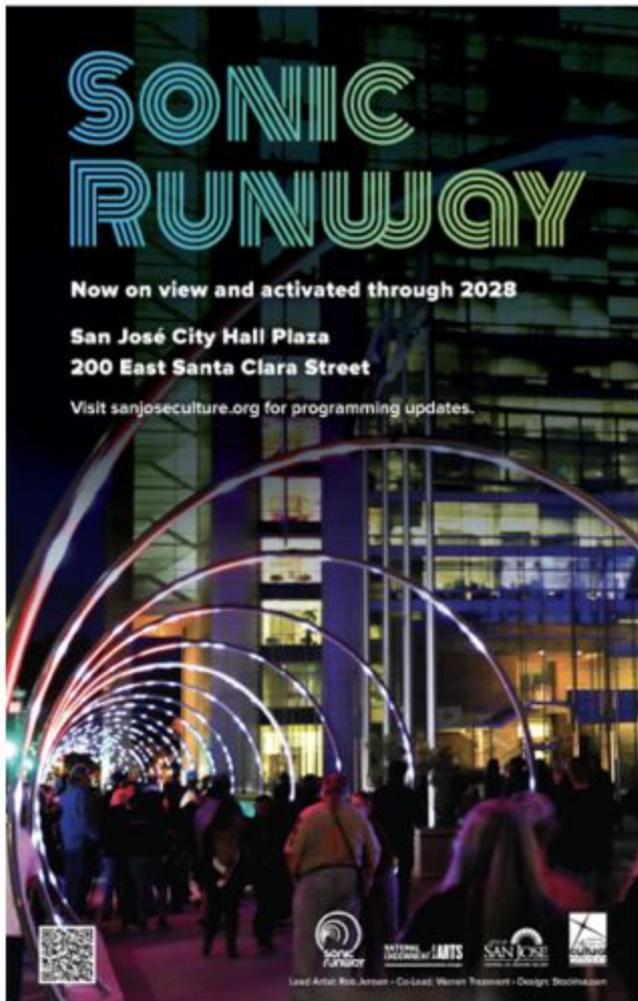


SONIC RUNWAY

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 Aronson - Co-Lead: Warren Teppert - Design: Studiohaus





SAN JOSE
CREATES &
CONNECTS

Office of Cultural Affairs





MAKE
MUSIC
JUNE 21

ISAN JOSÉ!



MAKE
MUSIC
JUNE 21

ISAN JOSÉ!





SAN JOSÉ'S

CREATIVITY CHALLENGE



#WeCreate408

April 2021

Sign up now!

[WeCreate408.org](https://www.wecreate408.org)



Creativity Every Day

2021

San José Office of
Cultural Affairs



City of San José Office of Cultural Affairs
in partnership with the
San José Museum of Art
presents

CITY
DANCE
SAN JOSÉ



DANCE NOW THINK LATER

Third Thursdays @ 6 p.m.
June 16, July 21,
Aug. 18, and Sept. 15

Circle of Palms
Downtown San Jose

 citydancesj



City of San José Office of Cultural Affairs
in partnership with the
San José Museum of Art
presents

CITY DANCE SAN JOSÉ

Free
Third Thursdays
6–9 p.m.

June 15 Country Line Dancing
July 20 K-Pop
Aug. 17 Salsa
Sept. 21 World Dance Mosaic

Circle of Palms
Downtown San José

Free Museum Admission
Dance Lessons
Live Music
Beer Garden

Food & beverages available at
El Cafecito by Mezzal

 citydancesj

#408Creates | #DTSJ | #CityDanceSJ

Envision Pro BV
San José Downtown Association
City of San José Department of Transportation
Santa Clara Valley Transportation Authority



**DANCE NOW
THINK LATER**

Photo: Lepori Photography



#408 CREATES

sanjoseculture.org

That's All Folks
