



Agenda
Monday, March 5, 2018, 7:00 P.M.

1. Call to Order and Roll Call
2. Public Presentation
This portion of the meeting is reserved for persons to address the Cultural Commission on any matter on the agenda. The law does not permit Cultural Commission action on, or extended discussion of, any item not on the agenda except under special circumstances. Commissioners or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.
3. Approval of February 5, 2018 meeting minutes.
4. Correspondence & Announcements
5. Approval of Consent Calendar
The items listed on the CONSENT CALENDAR are considered routine and will be adopted by one motion. There will be no separate discussion of the items on the CONSENT CALENDAR unless discussion is requested by a member of the Commission, staff, or public. If so requested, that item will be removed from the CONSENT CALENDAR and considered under CONSENT ITEMS PULLED FOR DISCUSSION.
 - A. Updates to note and file
 1. Sub-committees
 2. External Boards and Committees
6. New Business
 - A. Santa Clara Ballet
 - i. Request for reimbursement of \$10,000 for December 2018 Nutcracker Performances
 - B. Recorded meetings starting in April 2018
7. Old Business
 - A. Tasman utility box results update
8. Ongoing Business
 - A. Insurance for events update
 - B. Current budget status
 - C. Meeting assignments
 - i. Santa Clara Players board, Monday, March 12, 7:30 p.m, Headen-Inman House
 - ii. Triton Museum board, Thursday, March 15, 4:30 p.m., Triton Conference room
 - iii. Sister Cities Association board, Thursday March 15, 7:00 p.m, Headen-Inman House
 - iv. City Council presentation, Tuesday, March 20, 7:00 p.m, Council Chambers
 - v. Friday Night Live: Charged Particles, Friday April 13, 7:00 - 9:00 p.m, Triton Museum
 - D. Celebrate! International Village update
 - i. Public statement regarding event
 - ii. Dissolution of Celebrate! 2018 sub-committee

- iii. Formation of Celebrate! 2019 sub-committee
 - E. Friday Night Live! update
 - F. Street Dance 2018 update
 - G. Summer Concert Series update
 - H. Sculpture Exhibition Artist Reception/Community Mixer update from staff
 - I. Trophy cases for March
9. New Business
- A. Activate! Santa Clara
10. Consent items pulled for discussion
11. Commissioner reports
12. Adjournment to next meeting: Monday, April 2, 2018, 7:00 P.M.



Commissioners Present: Niha Mathur, Debra von Huene, Candida Diaz, Harbir Bhatia, Loretta Beavers, Louis Samara

Staff: Christine Jung

Guests: Frank Lemmon
Rob Jerdonek

Matters for Council Action: Request City Council for allocation of \$\$2,729 to pay for insurance coverage of Friday Night Live, Concerts in the Park, and Street Dance events.

1. Call to Order and Roll Call
 - A. Meeting called to order at 7:00pm
 - B. Roll Call: Six commissioners present for quorum
2. Public Presentation
3. Approval of January 8, 2018 Meeting Minutes
 - A. Change 3. A. to read "Motion to allocate \$1,500 for marketing and promotional support for Art in Public **Spaces** from the Art in Public **Places** budget. Seconded and approved."
 - B. Change 8. C. ii. to read "Commissioner Fehrer motions to approve the \$3,600 budget previously discussed plus an additional \$750 for marketing, all of which is allocated in the Arts in Public **Places** line item. Motion seconded and approved."
 - i. Commissioner Samara motions to approve the minutes with corrections, motion seconded and passed.
4. Approval of Consent Calendar (2 minutes)
 - A. Updates to Note and File:
 - i. Sub-committees
 - ii. External Boards and Committees
 - Pull Sculpture & Friday Night Live
 - Commissioner von Huene motions to approve the agenda with the items pulled, as amended. Motion seconded and approved.
5. Correspondence & Announcements (3 minutes)
 - A. The commission welcomes Frank Lemmon as a friend of the Commission.
 - B. Commissioner Bhatia to meet with Santa Clara Players to work on marketing.
6. Old Business
 - A. Tasman Utility Box Discussion
 - i. Commissioner Bhatia motions to request the artist to either 1) Remove the wording, in line with some recommendations we have; 2) opportunity to submit a proposal to

- paint over with a new design; or 3) leave it to the City to paint over it, to be completed within 3 months. Motion seconded and passed.
 - ii. Commissioner Bhatia motions that we need to add guidelines as to end of life of artwork, and ensuring that the artwork is monitored and validated once completed, and that once complete it becomes the property of the city. Motion seconded and passed.
7. On-going Business
- A. Insurance for Concerts in the Park, Street Dance, and Friday Night Live
 - i. Quoted insurance cost of \$2,729 to cover 6,600 attendees (which is 10% of our budget)
 - ii. Request City Council for allocation of funds to cover the cost of insurance that the Cultural Commission requires for the events
 - iii. Is it possible to pay only cost of insurance to cover events up through end of June 2018.
 - iv. Research when insurance requirement will go into effect.
 - B. Meeting assignments
 - i. Santa Clara Players board, Monday, February 12, 7:30 p.m, Headen-Inmann House
 - Commissioner Bhatia will attend
 - ii. Sister Cities Association board, Thursday, February 15, 7:00 p.m., Headen-Inmann House
 - No one can attend
 - iii. Triton Museum board, Thursday, February 15, 4:30 p.m., Triton Museum Conference room
 - No one can attend
 - iv. City Council Presentation, Tuesday, February 20, 7:00 p.m., Council Chambers
 - Commissioner Bhatia will attend
 - v. Friday Night Live, Friday, March 2, 7:30 - 9:30 p.m., Triton Museum
 - Commissioner Samara will attend
 - C. Santa Clara University Global Village event update
 - i. No update
 - D. Celebrate! International Village update
 - i. Need logistical support and marketing assistance. Need to verify if we may accept 49er sponsorship. (49ers previously funded Santa Clara Library Foundation & Firehouse Run). West Valley will assist Mission College with security if need be.
8. Consent items pulled for discussion
- A. Sculpture Exhibit
 - i. Entries Close Feb 16. Finalists will be informed March 1.
 - Commissioner Bhatia motions to combine the community mixer and Sculpture Artist Reception to be held in April, and at City Plaza if possible. Motion seconded and approved.
 - Artist reception date to be changed to Saturday, April 14 in the afternoon. Motion seconded and approved.
 - B. Friday Night Live
 - i. Need to do better marketing for Fright Night Live events; need to promote to our own personal networks; need to promote on Triton newsletter; need to promote to our grantees.

9. New Business
 - A. Dissolution of Tree Lighting sub-committee
 - i. Commissioner Diaz motions to dissolve the tree lighting sub-committee. Motion seconded and approved.
 - B. Formation of Utility Box 2018 season sub-committee
 - i. Commissioner Bhatia motions that Chair Beavers, Commissioners von Huene and Diaz to be members of Utility Box 2018 sub-committee. Motion seconded and approved.
 - C. Americans for the Arts Conference attendance, Denver, CO, June 15-17, 2018
 - i. Commissioners von Huene and Bhatia agree to investigate logistics for attending.
 - D. Sister Cities International Conference attendance, Aurora, CO, August 2-4, 2018
 - i. Commissioners Diaz and Bhatia agree to investigate logistics for attending.
 - E. Trophy cases for March 2018
 - i. Commissioners von Huene and Bhatia will coordinate and supply decorations for the trophy cases.
10. Commissioner Reports
 - A. Santa Clara City Council is recommending that the Cultural Commission look into bringing a permanent space for temporary art pads for art exhibits.
 - B. February 16 is the Lunar New Year
 - C. Commissioner Bhatia was a judge for Miss Santa Clara Outstanding Teen, Miss Santa Clara & Miss Silicon Valley
11. Adjournment to next meeting: Monday, March 5, 2018, 7:00 p.m.
 - A. Commissioner Bhatia motions to adjourn. Motion seconded and approved. Meeting adjourned 9:26pm.

5A.i. 03/05/18 Sub-committee updates

Art in Public Spaces FY 2017-2018 sub-committee update

See attached update for the Sculpture Exhibit.

Commemorative Month sub-committee update

March is Women's History Month

Community Mixer FY 2017-2018 sub-committee update

Planning with Sculpture Artist Reception

Keep Santa Clara Clean 2018 sub-committee update

Application being revised

5A.ii. 03/05/18 External boards and committees updates

City Marketing Committee update

February meeting cancelled

Santa Clara Sister Cities meeting update

No commissioner attended.

Santa Clara Players meeting update

Commissioner Harbir Bhatia attended the meeting. The members discussed upcoming plays and the planning. Helen on Wheels will be playing in March. Much focus discussion on ways to include and engage more community. Also discussed ways to improve marketing. They are open to opportunities and ideas. I proposed the following, which they are looking into: free short plays for families at the Libraries, increasing their presence at local events, a more active social media page, add CC as a co-host, improving their website, and also ticketing through Eventbrite or better tools. In addition they are all aware that the sponsorship by commission is to be added to every collateral item.

Triton Board meeting update

No commissioner attended.

Santa Clara Cultural Commission
Art in Public Spaces Subcommittee Update
March 2018

The Call for Entry closed on February 16th. A total of 46 entries, along with high-resolution .jpg images of the artwork, were submitted by the artists directly into our Google Form. Of interest is that 14 of the 46 entries have "light art" elements similar to Burning Man art pieces, and a search of the CVs of the artists shows that at least 4 of the 40 artists who submitted sculptures have also displayed art at Burning Man.

On Friday, Feb 23rd Commissioners von Huene and Bhatia surveyed City Hall and City Plaza to determine possible placement sites for the sculptures. In the afternoon, Commissioner von Huene met with City Librarian Hilary Keith and her Support Manager Lee Hagan at the main Library to complete a similar walk-through.

On Tuesday, Feb 27th our judging panel met to select semi-finalists. The judging panel consisted of:
Councilmember Debi Davis
City Librarian Hilary Keith
Commissioner Bhatia
Commissioner von Huene

We will ask that a representative from Triton to join in the judging of the three finalists in April and be present at the artist reception and City Council recognition events.

The jury selected 28 sculptures for display, 13 of which have some kind of "light" element and will need to be placed near an electrical outlet.

On March 1st, Commissioner von Huene will notify all artists of the jury's decision to accept or decline their sculptures for display in the City. The artist contact information will be forwarded to Christine to develop the Art Loan Agreements that must be signed off by the City Manager and City Attorney as well as the artist. Once the Art Loan Agreements are completed, final placement decisions will be made and the layout for the brochures can be started.

Next steps:

Month of March –

- a) Debra will provide Christine with names and details for Art Loan Agreements (to be signed by City Manager, City Attorney and Acting City Clerk)
- b) Christine facilitates conversations with maintenance to match artwork to pedestals
- c) Christine to confirm date and permit status of Artist Reception
- d) Christine to book Artist Reception on calendars for Mayor, Council Members, Hillary and Preston
- e) Debra and Harbir decide on placement of the sculptures, mark on maps, and develop layout for brochures
- f) Begin to work with Marketing Committee on flyers, billboards for April, etc.



A Non-Profit Corporation
EIN: 23-7335347

Founding Artistic Director
Josefa Villanueva- Reyes

February 13, 2018

Santa Clara Cultural Advisory Commission
1500 Warburton Avenue
Santa Clara, CA 95051

Thank you for your wonderful support every year in our quest to enrich the cultural lives of our residents and the people of Santa Clara County.

We are kindly requesting disbursement of the grant for \$10,000 which was previously approved by the Cultural Advisory Commission for the Santa Clara Ballet Association Fiscal Year 2017-2018.

For the Fiscal Year 2017-2018, the approved funding request included support in the amount of Four Thousand Dollars (\$4,000) for production expenses and Six Thousand Dollars (\$6,000) for the theater rental subsidy at the Santa Clara Convention Center. The total amount of this funding request is Ten Thousand Dollars (\$10,000).

Please see the attached Financial Statement of Revenue and Expenditures as well as the invoices and support documentation for the expenses incurred for the use of the Santa Clara Convention Center facilities.

The Santa Clara Ballet Association appreciates your continuous and invaluable support to our artistic mission as we strive to provide performance opportunities, cultural enrichment and community outreach to the residents of the City of Santa Clara as well as to all the people of Santa Clara County.

With warmest regards

Dennis Mullen
President
Santa Clara Ballet Association

Santa Clara Ballet, 3086 El Camino Real, Santa Clara, CA 95051 408-247-9178
A 501(c)3 non-profit performing arts organization, funded in part by the City of Santa Clara

The Santa Clara Ballet includes the Santa Clara Ballet School,
The Santa Clara Ballet Company, and the Santa Clara Ballet Association.

Santa Clara Ballet Association

Statement of Revenue & Expenditures Nutcracker Performances-December 9-10, 2017

REVENUE

Earned Income:

Ticket Sales/Gross Receipts **\$17,361.00**

Total Earned Income**Contributed Income:**

Memberships and Donations \$7,100.00

Contributed Support from Dancers \$8,220.00

Special Events & Fundraising \$3,265.00

Total Contributed Income \$18,585.00

TOTAL REVENUE \$35,946.00

EXPENDITURES

Theatre Expenses:

S.C.Convention Ctr. Facility Rental \$1,800.00

S.C.Convention Ctr.-PSAV Eqpt Rental \$1,412.00

Insurance \$532.00

Lighting Design \$2,500.00

Technical Support \$700.00

Stage Supplies \$248.00

\$7,192.00

Production Expenses:

Videographer \$600.00

Advertising \$1,440.00

Printing (Program & Tickets) ??

Fundraising & Special Events \$641.00

Set Transport & Repairs \$161.00

Costumes/Shoes (donated)

Consultation and Artists Fees \$10,550.00

Staging, Choreography, & Rehearsal Fees \$10,000.00

Choreographic Royalties \$2,200.00

Administrative Services \$2,500.00

Rehearsal Space Rental and Storage \$4,400.00

Travel Expenses, & Food \$1,076.00

\$33,568.00

Total Expenditures \$40,760.00

Net Revenue/(Loss)



Santa Clara Convention Center
 5001 Great America Pkwy
 Santa Clara, CA 95054
 Tel: 408-748-7026 Fax: 408-748-7089

Currency: USD

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Quote # 1675-6147

Santa Clara Ballet Company
 Attn: Josefa Reyes
 3123 Millar Ave
 Santa Clara, CA 95051

Contact Name:	Josefa Reyes	Show Date(s):	12/08/2017 - 12/10/2017
Contact Phone:	408.248.3997	Show Name:	Santa Clara Ballet
Email:	santaclara.ballet@sbcglobal.net	Show Location:	Santa Clara Convention Center 5001 Great America Pkwy Santa Clara, CA 95054
Quote No:	1675-6147		
Master Account:	1712001	Conveyance Method:	Pickup
Sales Representative:	Bri Wagner	Billing Method:	COD

	Ext. Price
Equipment Rental	\$1,762.00
Subtotal	\$1,762.00
Loss Damage Waiver	\$70.48
Tax	\$158.58
Total Estimate	\$1,991.06

*Service Charges are NOT gratuities and are not paid in whole or in part to employees of PSAV or employees of any other party.

Theater (12/08/2017 10:00AM - 12/10/2017 7:00PM)
 Job# 1675-15890

Equipment And Sales

Qty	Item Description	Days Billed	Rate	Subtotal
<i>Audio</i>				
1	Single Disc CD Player	1	\$70.00	\$70.00
1	14 Channel Analog Audio Mixer	1	\$135.00	\$135.00
1	Wired Handheld Microphone	1	\$60.00	\$60.00
1	GAV Cable Lot	1	\$200.00	\$200.00
1	A - Computer Audio Kit	1	\$75.00	\$75.00
1	<i>Passive Direct Box</i>			
1	<i>3' Mini M-M Stereo Cable</i>			
1	A - Table Microphone	1	\$75.00	\$75.00
1	<i>Microphone Table Stand (Black)</i>			
1	<i>Wired Handheld Microphone</i>			
1	A - Stage Monitor Package	1	\$295.00	\$295.00
2	<i>12" 2-Way Powered Speaker</i>			
1	<i>150' 16 Channel (12x4) Mic Snake</i>			
1	A - Intercom Package (Single Channel)	1	\$310.00	\$310.00
3	<i>Lightweight Intercom Headset</i>			
3	<i>Single Channel Intercom Belt Pack</i>			
1	<i>Intercom System Interface</i>			
1	A - 2-Speaker Sound System	1	\$262.00	\$262.00
2	<i>Tripod Speaker Stand</i>			
2	<i>12" 2-Way Powered Speaker</i>			
			Audio Subtotal	\$1,482.00
<hr/>				
<i>Lighting</i>				
1	L - Client Controlled Theater Lighting Package	1	\$280.00	\$280.00
1	<i>Lighting Controller Module</i>			
			Lighting Subtotal	\$280.00
<hr/>				
Equipment And Sales Subtotal				\$1,762.00
Theater (12/08/2017 10:00AM - 12/10/2017 7:00PM) Subtotal:				\$1,762.00

Job Note:

*Client would like to meet with tech between 10am-12pm for audio testing. (Molly Barber)

*SAT/SUN need cable for videographer who is recording each show to ensure a direct audio feed from the sound booth with XLR cable to video camera.

PSAV

Prepared For: Santa Clara Ballet Company

Quote No: 1675-6147

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Total Estimate: \$1,991.06

	Ext. Price
Subtotal	\$1,762.00
Loss Damage Waiver	\$70.48
Tax	\$158.58

Total Estimate

\$1,991.06

*Service Charges are NOT gratuities and are not paid in whole or in part to employees of PSAV or employees of any other party.

Thank you for your business.

GENERAL TERMS and CONDITIONS

1. **ACCEPTANCE.** This Proposal will be valid for a period of thirty (30) days from the Proposal Date ("Acceptance Period"). In the event this proposal is not accepted, signed and returned to PSAV within the Acceptance Period, it will be void. All prices are subject to change without notice following the Acceptance Period.

2. **ESTIMATE.** This proposal was developed based upon information provided by the undersigned customer ("Customer"). This proposal is only an estimate of equipment and services to be provided in connection with the applicable event ("Event"). In the case where the actual amount of equipment, services and labor provided in connection with the Event is greater than the amount specified in this proposal, Customer shall be charged for such additional equipment, services and/or labor (including rental fees and freight) at prevailing standard rates. Unless otherwise itemized on the proposal, all pricing excludes sales tax, freight, shipping/handling and electrical charges (if applicable to the Event) which will be charged and due upon final invoice. Sales tax exempt entities must submit sales tax exemption certificates prior to the commencement of the Event. In the event tax exemption certificates are not received prior to the billing of the Event, sales tax will be due and payable at the time of final invoice.

3. **LABOR RATES.** Hourly labor rates, minimum calls, overtime labor rates, daily labor rates and per diems apply and are based upon prevailing rates and practices at the venue where the Event is being held and the business division providing the equipment and services. Labor estimates were developed based on information provided by the Customer. All Labor calls are subject to a minimum charge period based on local venue rules, servicing division policies, and or Union rules, as they may apply. In the event that the employee works more hours than estimated in the proposal, the Customer will be billed the appropriate prevailing or premium rate for the additional hours worked.

4. **SERVICE CHARGES.** Service Charges are billed in association with an event. Service Charges are NOT gratuities that are paid in whole or in part to PSAV (or other) employees in connection with the event and amounts comprising Service Charges are NOT otherwise shared with PSAV employees.

5. **EQUIPMENT RATES.** Unless otherwise noted, all rates are based upon per-room, per-day calculations with the minimum rental period being one calendar day. A day rental period consists of all or any portion of each 24-hour period starting at 12:00am and continuing through 11:59pm. Customer agrees to pay the rental fees described in this proposal for the stipulated period. Any equipment that is used and/or retained by Customer for a longer period shall be subject to PSAV's prevailing rates until the equipment is returned.

6. **EQUIPMENT HANDLING.** All equipment must be handled by PSAV personnel only. Equipment may not be moved, stored, or serviced by Customer or any other party. Customer may not operate the equipment unless authorized by PSAV. Customer will incur additional charges if equipment is moved or relocated by Customer or any other party. Customer agrees that PSAV shall be permitted free access to the equipment at any time before, during and/or after the Event for purposes of set/strike, maintenance and routine checks. PSAV retains all title and rights in and to the equipment and all related accessories.

7. **DAMAGE & SECURITY.** Customer shall be responsible for all equipment that is damaged, lost or stolen (whether by use, misuse, accident or neglect), unless caused by PSAV's negligence. In addition to amounts due to PSAV in connection with this proposal, Customer agrees to pay PSAV upon demand for all amounts incurred by PSAV on account of lost, damaged and stolen equipment, based upon repair costs for reparable equipment or full replacement cost for lost or irreparable equipment. In addition, Customer shall be responsible for rental fees while equipment is being repaired and/or replaced, as the case may be. If security is required by Customer or deemed necessary by PSAV to protect the equipment during the Event, Customer shall be responsible for all costs in connection with the provision of security.

8. **EQUIPMENT FAILURE.** PSAV maintains and services its equipment in accordance with the manufacturer's specifications and industry practice. PSAV does not, however, warrant or guarantee that the equipment or services being provided will be free of defect, malfunction or operator error. If the equipment malfunctions or does not operate properly during the Event for any reason whatsoever, Customer agrees to immediately notify a PSAV representative. PSAV will attempt to remedy the problem as soon as possible so that the Event is not interrupted. Customer agrees and acknowledges that PSAV assumes no responsibility or liability for any loss, cost, damage or injury to persons or property in connection with the Event as a result of inoperable equipment or otherwise.

9. **PAYMENT. Master Account** - Customer may be required to establish a Master Account with the venue under the terms as set forth by the venue and prior to the commencement of the Event. Customer must notify PSAV if a Master Account has not been secured with the venue so that pre-payment or other payment arrangement can be made with PSAV for equipment and services in connection with the Event. Upon conclusion of the Event, Customer shall be required to make full and final payment via Customer's Master Account with the venue. **Direct Bill** - Customers that seek to be direct billed for equipment rental, labor and other services must establish credit with PSAV by completing a credit application at least 30-days prior to the first day of the Event or at signing of the contract if that date is within 30 days of the Event start date. Based on review of the credit application, the Customer may be required to make a deposit at least 30-days prior to the first day of the Event or at signing of the contract if such date is within 30days of the first day of the Event. The deposit received will be credited to the final invoice for the Event. Customer shall be required to make full and final payment to PSAV within the terms determined based on the credit application.

10. **EVENT CANCELLATION.** If Customer cancels the Event or the provision of audiovisual equipment and services by PSAV more than **30days** prior to the first day of the Event, no cancellation charges shall apply except for any expenses actually incurred by PSAV. Cancellations received at least **15days** prior to the first day of the Event, shall be subject to a cancellation charge equal to **50%** of the entire estimate of charges contained in the most recent version of this proposal. Cancellations received **72 hours or less** before the first day of the Event, or after equipment has departed from its storage facility will be subject to a cancellation charge equal to **100%** of the total estimate of charges described on the most recent version of this proposal. Customer agrees and acknowledges that the cancellation charges described in this paragraph are reasonable and appropriate under the circumstances if Customer cancels the Event and/or cancels the provision of audiovisual equipment and services by PSAV. Cancellation fees, including fees to cover any incurred costs, shall be due immediately upon any such cancellation by Customer.

ALL CANCELLATION NOTICES MUST BE IN WRITING AND RECEIVED BY PSAV'S ON-SITE REPRESENTATIVES BEFORE BECOMING EFFECTIVE. IF APPLICABLE - IF ANY CUSTOM SETS, GOBOS OR OTHER CUSTOM MATERIALS ARE REQUIRED FOR AN EVENT, AN ADDITIONAL CANCELLATION FEE WILL BE APPLICABLE AND DUE TO PSAV REGARDLESS OF THE DATE OF CANCELLATION IN AN AMOUNT EQUAL TO THE DIRECT AND INDIRECT COSTS INCURRED BY PSAV OR ITS AFFILIATES IN SECURING AND/OR CONSTRUCTING SUCH CUSTOM MATERIALS PLUS A 15% RESTOCKING FEE.

11. **CHANGES TO CUSTOMER PROPOSAL.** Customer may make changes to equipment or services specified in the proposal and the above cancellation charges shall not apply if Customer requests changes to equipment or services within 24 hours of the Event so long as the overall charges in the revised proposal are within 10% of the original agreed proposal.

12. **INDEMNIFICATION.** Customer and PSAV each hereby forever agree to indemnify, defend and hold harmless the other for any and all claims, losses, costs (including reasonable attorneys fees and costs), damages and/or injury to property and persons (including death) as a result of the negligent acts, errors or omissions of each party and their respective employees, agents, representatives and contractors. Customer also agrees to indemnify, defend and hold harmless PSAV against all claims for copyright, patent or other intellectual property infringement including claims for licenses and royalties, as a result of PSAV's use of any and all, without limitation, Customer provided materials, recordings, transmissions, videos, software, hardware etc., in connection with the Event.

13. **LIMITATION OF LIABILITY.** Under no circumstances will PSAV be responsible for any indirect, special or consequential damages (including, but not limited to, loss of profits, interest, earnings or use) whether arising in contract, tort or otherwise in connection with the Event.

14. **FORCE MAJEURE.** Performance under this Agreement may be delayed due to unforeseeable and unavoidable delays caused by federal, state or municipal actions, statutes, ordinances or regulations; acts of god, hurricanes, earthquakes, other adverse weather conditions; war or terrorism; strikes or other labor disputes; or other unforeseeable incidents outside of any responsible party's control which shall make such performance impossible and/or impractical. The party whose performance is so delayed shall give notice of the delay and its cause to the other party to whom performance is owed within five (5) days of the commencement of such delay.

15. **LOSS DAMAGE WAIVER (LDW).** If LDW applies and is quoted in the Event order and Customer does not elect to decline LDW for the Event, Customer understands that charges for loss or damage to PSAV owned equipment will be waived by PSAV. Customer further acknowledges and understands that if any loss or damage occurs, Customer will be required to participate in any investigation by PSAV, facility security and/or other authorities. If it is determined that the loss or damage was intentionally caused by Customer or its representatives, this LDW shall not apply and Customer will be fully responsible for all such loss or damage.

16. **MISCELLANEOUS.** This proposal shall be governed and interpreted in accordance with the laws of the state where the Event is located. Time is of the essence with respect to each party's obligation hereunder. The individuals signing this proposal each represent and warrant to the other that they have the proper authority to bind their respective parties to the provisions of this proposal. The provisions of this proposal may only be modified by written agreement signed between the parties.

17. **ADDITIONAL TERMS AND CONDITIONS.** From time to time, additional Event-specific terms may also be included throughout the proposal. Customer understands and agrees to any additional provisions contained within the Event Proposal.

Acknowledged, Agreed and Accepted:

Approved By: _____
Name: _____
Title: _____
Date: _____

These T&C's must be acknowledged and signed prior to the set-up and delivery of equipment for the Event.

PSAV

Prepared For: Santa Clara Ballet Company

Quote No: 1675-6147

Total Estimate: \$1,991.06

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Approved By: _____

Printed On: 11/15/2017 03:57 PM

Prepared By: Bri Wagner

Prepared For: Santa Clara Ballet Company (Josefa Reyes)

Signed Acceptance must be received prior to delivery of equipment to Customer/show site.

Signature as Acceptance of the Proposal and Terms

Date of Acceptance

Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
408-748-7000

Date: October 9, 2017

Event #: 1712001

USE AGREEMENT

The Santa Clara Convention Center, a subsidiary of the Santa Clara Chamber of Commerce, Inc., a non-profit corporation, hereafter called the "Center" does hereby grant to:

Ms. Josefa Reyes
Santa Clara Ballet Company
3123 Miller Avenue
Santa Clara, CA 95051
Telephone: 408-247-9178

herein called the "licensee" permission to occupy those areas of the Center described below on the date(s) and at the time(s) specified for the following purpose: Santa Clara Ballet

The term of this Agreement shall be: 8:00 AM 12/ 8/2017 through 11:59 PM 12/10/2017

Space covered by this Agreement is detailed in the attached **Location Schedule**.

1. **PAYMENTS:** Licensee shall pay the Center for use of the area(s) described above a License Fee of \$1,800.00 according to the following payment schedule, all payable in U.S. funds by instrument drawn on a U.S. bank: Any returned checks are subject to a \$20.00 service charge.

Final Payment of: \$1,800.00 due 11/1/2017

FAILURE TO MAKE PAYMENTS ACCORDING TO THE SCHEDULE MAY RESULT IN CANCELLATION OF THE EVENT.

2. **CANCELLATION:** Any cancellation by the Licensee must be in writing. Receipt by the Center of a cancellation within two (2) years of the event will result in cancellation charges and forfeiture of a portion of the License Fee and/or anticipated food and beverage revenue as follows whether or not any moneys have actually been paid to and received by the Center:

TIME BEFORE EVENT	FORFEITURE %	TIME BEFORE EVENT	FORFEITURE %
Less than 2 years but, more than 1 year	25%	Less than 9 months but, more than 3 months	75%
Less than 1 year but, more than 9 months	50%	Less than 3 months	100%

Such cancellation charges and forfeiture shall be in the nature of liquidated damages because the parties agree that the fixing and determining of actual damages would be difficult to ascertain.

3. **INDEMNIFICATION:** Licensee agrees to indemnify and hold harmless the Center, the City of Santa Clara, the Redevelopment Agency of the City of Santa Clara, the Santa Clara Chamber of Commerce and their respective governing bodies, officers, directors, employees and/or agents from all loss, damage or liability resulting from the use of the Center by Licensee, its contractors, subcontractors, employees, exhibitors and/or agents except to the extent that such loss, damage or liability is caused by the negligent or intentional acts or omissions of the Center, the City, the Redevelopment Agency of the City or the Santa Clara Chamber of Commerce and their respective governing bodies.

of the Licensee; architectural, communication and transportation barriers other than those created by or within the control of Licensee, its agents, representatives or contractors and, the provision of wheelchair seating spaces in assembly areas.

Licensee shall be responsible for compliance with the Act with respect to its policies, practices, procedures and eligibility criteria; the provision of auxiliary aids and services in areas designated for the exclusive use of or within the control of Licensee, including audio visual; and, architectural, communications and transportation barriers created by or within the control of Licensee, its agents, representatives or contractors.

33. **ADDENDA:** Additional provisions, if any, are listed below and made a part hercof.

Parking Notice: The Center cannot guarantee parking availability in the adjacent City owned parking garages due to major events that may potentially be held in Levi's Stadium. All reasonable efforts will be made to locate alternative parking for the use of the Licensee. Parking fees will apply based upon the rates charged at the time of the program.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed this 30 day of October in the year 2007 APPROVED AND AGREED TO:

SANTA CLARA BALLET ASSOCIATION
Licensee
By [Signature]

Santa Clara Convention
Center
[Signature]
General Manager

**CERTIFICATE OF INSURANCE
SPECIAL EVENT LIABILITY GROUP INSURANCE TRUST, A RISK PURCHASING GROUP**

		Certificate #	76139
FACILITY OWNER: (Additional Insured)		PRODUCER:	CA License #0757776
Santa Clara Convention Center 5001 Great America Parkway Santa Clara, CA 95054		HUB International Insurance Services Inc. P.O. Box 4047 Concord, CA 94524-4047 PH: 925 609 6500 FX: 925 609 6550 specialevent@hubinternational.us	
EVENT HOLDER: (Named Insured)		EVENT INFORMATION	
Ms. Josefa Reyes Santa Clara Ballet Company 3123 Miller Ave Santa Clara, CA 95051		TYPE OF EVENT:	Public/Ballet
		EVENT DATE(S):	December 8-10, 2017
		EVENT LOCATION:	Santa Clara Convention Center 5001 Great America Parkway Santa Clara, CA 95054 Theatre/Meeting Room "201"
		ATTENDANCE:	2,500
		CLASS:	II

This is to certify that the policies of insurance listed below have been issued to the insured named above for the event date(s) indicated above. Notwithstanding any requirement, term or condition of any contract or other document with respect to which this certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies.

INSURER A:		COLONY INSURANCE COMPANY				
INSR LTR	Type of Insurance	Policy Number	Effective	Expiration	Policy Limits	
A	Commercial General Liability	AR6360147	1/1/2017	1/1/2018	Each Occurrence	\$1,000,000
					General Aggregate	\$2,000,000
					Personal & Advertising Injury	\$1,000,000
					Products/Completed Operations Aggregate	\$2,000,000
					Damage to Premises Rented to You	\$500,000
					Medical Payments	\$5,000
					Liquor Liability Each Occurrence	NOT INCLUDED
					Liquor Liability Aggregate	NOT INCLUDED

COVERAGE TERMS:

Occurrence Form (CG 0010)
 Host Liquor Liability **Included**.
 Full Liquor Liability Included **when a separate premium has been charged**.
 All participants in athletic activities are **required** to sign Release and Waiver of Liability forms.

The coverage afforded by this insurance is primary and not contributing with any insurance held by the "ADDITIONAL INSURED", WHEN REQUIRED BY WRITTEN CONTRACT. The limits of insurance apply separately to each event insured by this policy as if a separate policy of insurance has been issued for that event. Who is an insured is amended to include as an additional insured the "Facility Owner - Additional Insured" above and any person or organization shown in the schedule below. This insurance does not apply to: any "occurrence" which takes place after the event holder ceases to be a tenant in that premises. This insurance applies only to: an "occurrence" which takes place during the dates indicated under "Event Information" above.

COVERAGE EXCLUSIONS: (REFER TO POLICY FOR COMPLETE LISTING OF EXCLUSIONS)

- Sexual Abuse & Molestation
- Terrorism

Specific Events are excluded from coverage. Please see second page for list of excluded events.
 On behalf of the Risk Purchasing Group and each Member, the Trustee has declined coverage for the Terrorism Risk Insurance Act (TRIA).

OTHER ADDITIONAL INSURED:

The Santa Clara Convention Center, The City of Santa Clara, The Santa Clara Chamber of Commerce and their Respective Governing Bodies, Officers, Directors, Employees and/or Agents.

Event #: 1712001

CANCELLATION: Should the above described policy(s) be canceled before the expiration date thereof, the issuing company will endeavor to mail 30 days written notice to the insured event holder and additional insureds listed.

AUTHORIZED REPRESENTATIVE:		DATE ISSUED:	11/17/2017
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P.O. Box 2704
Gilroy, CA. 95021-2704
www.slcdesign.com

(p) 408-988-0877
(f) 408-842-2631

Invoice #4267

To: **Santa Clara Ballet**
Josefa Reyes
office: 408.247.9178
mbi
3123 Millar Ave
Santa Clara, CA, 95051

date: 12/6/2016
install-p/u: 12/09/2016
dismantle-rtn: 12/11/2016
Project I.D.Nutcraker 2016
generated by: Craig D.

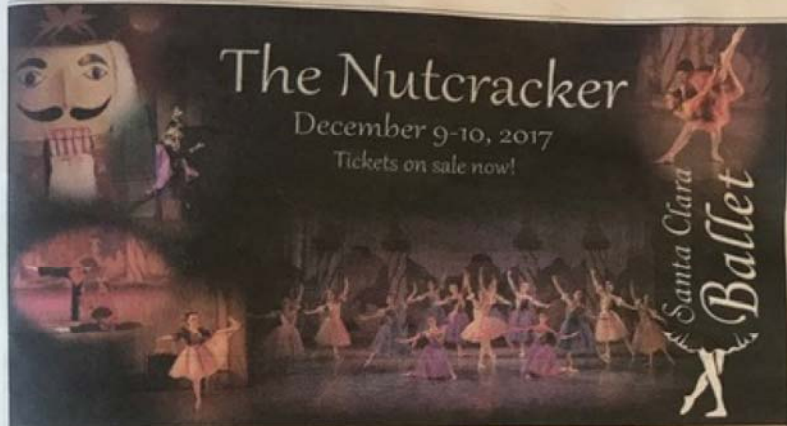
Qty	Description	Unit	Ext.
1	Production Services as Specified: Lighting Design Lighting & Expendables Labor & Logistics	\$2500.00	\$2500.00

**Deposit
waived**

Balance \$2,500.00
due 12/18/16 12/9/2016

Subtotal	\$2,500.00
Discount	\$0.00
Tax	\$0.00
Total	\$2,500.00

THURSDAY, NOVEMBER 23, 2017



Santa Clara Ballet Company's 44th annual production
of Josefa Villanueva-Reyes' full-length, traditional version of the Nutcracker
4 Performances, 1 weekend only

Tickets on Sale Now
www.santaclaraballet.com

Santa Clara Convention Center Theater
5001 Great America Parkway, Santa Clara

Welcome the season with Chanticleer's profound and joyful mix
of holiday music, from the Renaissance to spirituals and carols



A Chanticleer Christmas

Dec 10 at 6pm
Cathedral of Christ the Light
2121 Harrison Street, Oakland

Dec 18 at 8pm
First Congregational Church
2345 Channing Way, Berkeley

Additional performances in Carmel, Petaluma, Sacramento,
Santa Clara & San Francisco

CULTURAL COMMISSION REMAINING BUDGET FOR FY 17-18

	Final Budget	Actual	Accurals	Forecast	Balance
Santa Clara Ballet	\$ 10,000	\$ -		\$ 10,000.00	\$ -
Santa Clara Chorale	\$ 5,000	\$ -		\$ 5,000.00	\$ -
Santa Clara Players	\$ 5,850	\$ 2,925.00		\$ 2,925.00	\$ -
Santa Clara Art in Public Places	\$ 8,000	\$ 35.43	\$ 75.00	\$ 1,500.00	\$ 6,390
Chalk Art	\$ 1,000	\$ -			\$ 1,000
Event Development/International Village	\$ 15,108	\$ -	\$ 170.00	\$ -	\$ 14,938
Keep Santa Clara Clean	\$ 1,500	\$ -	\$ -		\$ 1,500
Performing Arts	\$ 13,200	\$ 1,461.35	\$ 3,550.00	\$ 1,690.00	\$ 6,499
Street Dance	\$ 11,332	\$ 10,033.08	\$ -	\$ 1,500.00	\$ (201)
Supplies and Miscellaneous	\$ 1,475	\$ 157.61	\$ 519.72		\$ 798
Travel, Conferences and Memberships	\$ 12,514	\$ 1,609.02	\$ 5,742.00		\$ 5,163
SUBTOTAL	\$ 84,979.00	\$ 16,221.49	\$ 10,056.72	\$ 22,615.00	\$ 36,085.79

Budget status as of March 5, 2018

PERFORMING ARTS FY 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	FORECAST
Parks & Recreation	Music Licenses	361.35		
Xpressions	May 2018 Friday Night Live		750.00	
SES Hall	Friday Night Live Venue (10/13 and 11/3)	600		
Grupo Folklorico Los Laureles	Friday Night Live 6/3/16	500		
The Megatones	Concerts in the Park - 6/15/18			800
Orquesta Latin Heat	Concerts in the Park - 7/13/18		1100.00	
The Lyratones	Concerts in the Park - 7/22/18		850.00	
The Funky Souls Band	Concerts in the Park - 8/12/18			890
California Groove	Concerts in the Park - 7/27/18		850.00	
		1461.35	3550.00	\$1,690.00

Remaining Balance: \$6,498.65

KEEP SANTA CLARA CLEAN FY 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	NOTES
Elizabeth Unpingco	CULTURAL COMMISSION ART BOX		<u>0.00</u>	Artist no longer wants to participate
			0.00	

Remaining Balance: \$1,500.00

STREET DANCE FY 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	FORECAST	NOTES
GFI ENTERTAINMENT LLC	Stage and sound set up	3300.00			
SANTA CLARA COUNTY	Food permits	633.00			
CARAUDDO, MATTHEW S	Light saber performance	400.00			
PRINTPAPA	Additional Concerts in the Park/Street Dance Flyers	187.22			
PIRSLIN, DANIELLE L	Extraordinary Makeup	250.00			
Target	Water for Street Dance	10.38			
County of Santa Clara	Refund for Overpayment of Permits (Kona Ice)	-145.00			
Police and Public Works	Staffing	4608.26			*estimate \$350-375 per officer/4 officers for event
Public Works	4 Portable Bathrooms	789.22			
The Hitmen	2018 Performance			1500.00	
		\$10,033.08	0.00	1500.00	

Remaining Balance: -\$201.08

EVENT DEVELOPMENT 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	FORECAST
Harbir Bhatia	July Community Mixer		\$ 170.00	
		<u>\$ -</u>	<u>\$ 170.00</u>	<u>\$ -</u>

Remaining Balance: \$14,938.00

TRAVEL AND CONFERENCES FY 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS
United Airlines	Change of Flight	200.00	
Eversley Forte	Americans for the Art Travel	82.67	
Kendra Fehrer	Americans for the Art Travel	82.30	
Debra von Huene	Americans for the Art Travel	47.99	
Louis Samara	Sister Cities Conference Travel Expenses	196.06	
SC Sister Cities Association	Annual contribution		\$ 5,659.00
Sister Cities	Membership Dues	1000.00	
Harbir Bhatia	Americans for the Art Travel		83.00
		1609.02	5,742.00

Remaining Balance: \$5,162.98

MISC. FY 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	NOTES
Harbir Bhatia	Banners		444.72	
Image X	Business cards and name tags for Niha Mathur	81.75		
UPS	Flyers for Sculpture Exhibit, etc.		75	
Image X	Business cards and name tags for Candida Diaz	70.85		
Eversley Forte	Zip ties for Concerts in the Park banners	5.01		
		157.61	519.72	

Remaining Balance: \$797.67

ART IN PUBLIC SPACES 17-18 EXPENDITURES

VENDOR	DESCRIPTION	ACTUAL	ACCURALS	FORECAST	NOTES
Debra Von Huene	Flyers	35.43			
Per 12/4 Meeting	Earmarked for Marketing and Promotional Support				1500
UPS	Flyers		\$75		
		\$ 35.43	\$ 75.00	\$ 1,500.00	
	Remaining Balance:	\$6,389.57			

Activate! Santa Clara

Background

In the Council and Authorities Concurrent and Stadium Authority Meeting on 30 January 2018, Mayor Lisa Gillmor reported on her attendance at the 2018 US Conference of Mayors. Mayor Gillmor commented, in part, that she had attended the “Leadership In The Arts” breakfast in which a large focus was Burning Man Art.

Reno Mayor Hillary Schieve talked about the impact of Burning Man Art in her city, and she also introduced Megan Miller, the Director of Communications for Burning Man, who spoke.

<https://journal.burningman.org/2018/02/news/global-news/putting-the-city-in-black-rock-city-at-the-u-s-conference-of-mayors/> beginning at timestamp 1:15:00

Mayor Gillmor mentioned that she had learned about public art in multiple cities, and that the Sonic Runway in front of San Jose City Hall had been an art piece at Burning Man. She specifically proposed to bring up with the Cultural Commission and with the City an initiative to establish a permanent foundation for temporary art. Mayor Gillmor also tied together the foundations (pads for temporary art) with a kind of placemaking and suggested looking at locations such as Triton Museum, downtown, or City Hall Plaza.

<https://www.youtube.com/watch?v=9yJv3szBuE4> at timestamp 4:08:50 – 4:10:04

In an interview with the Reno Gazette Journal last year, it was reported that the Reno Arts and Culture Commission recommended the City Council approve a \$64,000 one-year lease of a life-sized, stained glass whale figure which had been at Burning Man. The Reno City Council approved unanimously.

<http://www.rgj.com/story/news/2017/04/18/why-reno-paying-space-whale-not-potholes/305405001/>

Such an initiative is currently not in the Art In Public Places budget for the Santa Clara Cultural Commission for the 2018/19 fiscal year. However, based on comprehensive studies by Americans For The Arts, there is solid evidence that investment in the Arts generates revenue overall rather than being an expenditure and can be considered part of an Economic Development plan:

- The average person contributes \$31.47 to the local economy when "going out" to an arts experience (including meals, transportation, etc.)
- Of the 34.1 percent of nonlocal arts attendees, 14.3 percent reported an overnight lodging expense. Not surprisingly, these attendees spent considerably more money during their visit—an average of \$161.83 per person.

From https://www.americansforthearts.org/sites/default/files/aep5/PDF_Files/ARTS_Brochure_Mockup.pdf

The Art Impact Fee currently being proposed by the City could fund both the art pad project and more permanent acquisitions with a Burning Man provenance. Whether this will be a ballot measure in 2018 remains to be seen. Cities such as San Francisco (and Treasure Island), Oakland, Reno, Las Vegas, Denver, and many more have ultimately purchased art from Burning Man artists through similar “1% for Art” programs. More recently, Redwood City has also initiated a study on a new master plan for its public arts program, as reported in the Peninsula Daily Journal:

<https://tinyurl.com/DailyJournal-RC-Arts-Program>

One of the Santa Clara Cultural Commissioners, Debra von Huene, has gone to Burning Man for 14 years, has participated in bringing temporary art to San Jose and Palo Alto, and has initiated a conversation with Kim Cook (Burning Man Project’s Director of Arts and Civic Engagement) to determine what art pieces might be available for loan.

Finally, the 2018 Santa Clara Sculpture Exhibition has just accepted entries for the eventual show. It has been determined that 12 of the 48 entries have “light art” similar to Burning Man art pieces, and a search of the CVs of artists shows that at least 4 of the 40 artists who submitted sculptures have also displayed art at Burning Man.

Proposal

1. If the placement of temporary art is viewed as part of an Economic Development plan, the first thing the Cultural Commission is going to need is access to resources. The part-time City Liaison assigned to the Cultural Commission from the City Manager’s office, while a dedicated and skilled city employee, seems to not have the bandwidth for what we currently ask her to do on our existing programs. We may need to draft research, proposals, contracts, and other necessary documentation to put before the City Attorney, City Manager, and City Council. A project such as the “Activate Santa Clara” temporary art pad program will increase the kind of workload around permit and fees, maintenance/electrical availability, event staffing, and launch-day planning that have proved overwhelming for the part-time City Liaison on the Sculpture Exhibition and Celebrate Santa Clara events. To move forward, the Cultural Commission respectfully requests a full-time City Liaison.
2. As mentioned above, the opening of the 2018 Sculpture Exhibition could be positioned with the press in such a way as to focus on the inclusion of Burning Man Artists as semi-finalists in the juried exhibition. This kind of press release, shared with the both the Mercury News and the Burning Man community, could make a huge splash in identifying Santa Clara as a home for Burner Art. This could also serve to reinforce the credibility of Santa Clara’s commitment to the arts, emphasize the potential of the Art Impact Fee, the future of Placemaking, etc. We’d like to request a full-blown marketing campaign around the Sculpture Exhibition with this emphasis.

3. The Cultural Commission's Art in Public Places subcommittee will need direct access to the appropriate City staff to ask questions about existing possible locations for the art pads. For example, we'd want to work with maintenance to determine where there is power in City Hall Plaza that might be able to be tapped for a major art installation, what kind of access is available for large vehicles or shipping containers during installation, locations of pipes or other unseen obstacles, etc.
4. The Cultural Commission would like to be empowered to partner with the Reclaiming Our Downtown group to "Activate" the area and draw more residents to the existing location. Franklin Mall merchants and the Chamber of Commerce may serve as sponsors of this kind of initiative, however it is important to note that no direct "branding" of any kind can be tagged in the press releases or installation of the art itself ... as an example, the Sonic Runway in San Jose is "brought to you by a partnership between the City of San Jose's Office of Cultural Affairs and the Burning Man Project", not "brought to you by Google, Apple, Intel, and Facebook" (regardless of background sponsorship donations). Having said that, the annual Franklin Street Dance would be a great opportunity to hold a dedication ceremony of a new temporary art pad in Franklin Square, if it can happen in 2018.
5. The Triton Museum has galleries that are booked years in advance, but there is both the Warburton-street frontage as well as the Redwood Grove area that could support an art pad. Initial discussions with Jill Meyers, the Executive Director of the Triton, would need to include support from the City Council if the Cultural Commission were to request a new direction in The Triton's autonomous decision-making.
6. Even before activation of a temporary art pad, the City of Santa Clara has a great resource in Marie Applegate, who presented to the Cultural Commission in October 2017 and also was one of the presenters in the Art and the Art of Placemaking event at the Triton Museum in April 2017. Marie was a placemaking advocate and instigator when she lived in San Francisco, where she held multiple "pop-up" art events that were inexpensive, participatory, and family-friendly. Marie moved to Santa Clara last fall, and has offered to help the Cultural Commission with activation events. As part of a long-term "Activate Santa Clara" initiative, the Cultural Commission could add such elements to our Concert In the Park summer series. While this is currently not in our budget, we propose further research and a possible addition to one or all of our Concerts. For examples of Marie's projects, see <https://www.marieapplegate.com/>

Marketing

As stated above, a marketing campaign would need to be developed around the 2018 Santa Clara Sculpture Exhibition in which Burning Man artists are highlighted and a long-term "Activate Santa Clara" roadmap is featured. This is a unique opportunity to announce the intentions of Santa Clara to become a "Burner Art" city even before an art pad is in place. Resources from the Marketing staff need to keep

on-message in everything that is released about future Cultural Commission events, including “Celebrate! Santa Clara”, the concert series, Park & Rec’s art & wine festival, and so on.

Funding

The Art in Public Spaces line item in the 2017/2018 Cultural Commission budget is currently set at \$8,000. At present this entire line item is committed to other events such as the Sculpture Exhibition (\$3,600), and the inclusion of Burning Man “art cars” at Celebrate Santa Clara (\$1,150). For 2018/2019, we have asked for an increase to the line item of \$1,000 but this would not cover most of the proposals listed above. At the Mayor and Council’s request, the Cultural Commission will continue to research costs for each of the five proposals and ask to amend our budget request once the impact is clearly understood.

If the Art Impact Fee is approved by the voters, then all of the above proposals, plus more, would be the source of revenue for “Activate Santa Clara” as well as placemaking art.

Exhibition timeline:

Installation: Week of Apr 2nd

Artist Reception: Saturday, April 14th from 2pm-4pm

Judging Panel decides First Place, Second Place, and Runner-Up: Apr 7th – May 11th

Recognition at City Council Meeting: May 15th or May 22nd (tbd)

Exhibition Closes: Friday, June 15th

Removal: Week of June 18th, no later than June 22rd