



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, February 4, 2019

7:30 PM

Santa Clara Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 19-136 [Cultural Commission Minutes of January 7, 2019](#)

Recommendation: Approve the Cultural Commission Minutes of January 7, 2019

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 19-137 [Action on Cultural Arts Organization's Grant Applications for Fiscal Year \(FY\) 2019-20](#)

Recommendation: There is no staff recommendation.

3. 19-138 [Action on Commissioner Participation in Leadership Santa Clara 2019](#)

Recommendation: Recommend one Cultural Commissioner to participate in Leadership Santa Clara 2019.

4. 19-139 [Action on Recommendation to Set the Number and Start Time of Regular Cultural Commission Meetings](#)

Recommendation: Recommend Approval of a Resolution to Set the Number and Start Time of Regular Cultural Commission Meetings.

5. 19-140 [Updates and Discussion of Cultural Commission Work Plan for FY2018-19](#)

Recommendation: There is no staff recommendation.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

19-136

Agenda Date: 2/4/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Minutes of January 7, 2019

RECOMMENDATION

Approve the Cultural Commission Minutes of January 7, 2019

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor
Reviewed by: Kimberly Castro, Recreation Manager
Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes of the Cultural Commission January 7, 2019



City of Santa Clara

Meeting Minutes

Cultural Commission

01/07/2019

7:00 PM

Santa Clara Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

Chair von Huene called the meeting to order at 7:03 p.m.

A motion was made by Commissioner Beavers, seconded by Commissioner Marinaro, to excuse Vice Chair Samara from the meeting.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

CONSENT CALENDAR

1. [19-1692](#) Cultural Commission Minutes of December 3, 2018

Recommendation: Approve the Cultural Commission Minutes of December 3, 2018

A motion was made by Commissioner Diaz, seconded by Commissioner Marinaro, to approve the Cultural Commission December 3, 2018 minutes as amended.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

A motion was made by Commissioner Beavers, seconded by Commissioner Marinaro, to retract the previous motion as a correction was missed.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

A motion was made by Commissioner Beavers, seconded by Commissioner Marinaro, to approve the Cultural Commission December 3, 2018 minutes as amended.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

- 2. [19-1693](#) Presentation by Cultural Groups Requesting City Financial Support in Fiscal Year (FY) 2019-20

Recommendation: There is no staff recommendation.

Parade of Champions:

President Ana Vargas-Smith provided an overview of the organization's history, current initiatives, and answered questions about the application for city financial support.

Santa Clara Ballet:

Board Member Prakash Darjz provided an overview of the organization's history, current productions, and answered questions about the application for city financial support.

Santa Clara Players:

President George Doeltz provided an overview of the organization's history, current productions, and answered questions about the application for city financial support.

Art Forum:

Not Present

Santa Clara Chorale:

Not Present

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to defer the recommendation until the February 4, 2019 Cultural Commission meeting.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

A motion was made by Commissioner Bhatia, seconded by Commissioner Marinaro, to create a subcommittee that will research and propose the scope of an Arts & Culture Master Plan to come back to the Commission for approval and provide the basis for an Request For Proposal (RFP).

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur

3. [19-1694](#) Presentation of 2019 Cultural Events' Entertainment

Recommendation: There is no staff recommendation.

Commissioner Diaz provided updates on entertainment for the 2019 Concert in the Park series.

4. [19-1695](#) Cultural Commission Work Plan Updates and Discussion for FY2018-19

Recommendation: There is no staff recommendation.

The commission reviewed and modified their 2018-19 work plan and strategic goals.

STAFF REPORT

Staff reviewed upcoming agenda items.

COMMISSIONERS REPORT

Commissioner Beavers reported on the December 7, 2018 Holiday Tree Lighting Celebration & Cultural Commission joint booth with Joy of Sewa. She also visited Local Color and saw the musical "A Bronx Tale" at the Golden Gate Theatre in San Francisco. Additionally, she visited Missouri.

Commissioner Bhatia reported on the December 7, 2018 Holiday Tree Lighting Celebration & Cultural Commission joint booth with Joy of Sewa. Additionally, she went to the delegation in India & toured Pakistan. During her trip, she watched the Wagah-Attari border ceremony and visited the Virasat-e-Khalsa museum. She reported on the November 20, 2018 the County of Santa Clara Supervisor Meeting and a cultural arts and history grant for 5 million (1 million per County Supervisor).

Commissioner Marinaro reported on the December 7, 2018 Holiday Tree Lighting Celebration & Cultural Commission joint booth with Joy of Sewa.

Chair von Huene reported meeting with Ron Marieta and Commissioner Beavers about forming a County cultural alliance or network. Additionally, she visited Local Color.

ADJOURNMENT

The meeting adjourned at 9:55 p.m. with the next regularly scheduled meeting on Monday, February 4, 2019.

A motion was made by Commissioner Beavers, seconded by Commissioner Marinaro, to adjourn the meeting.

Aye: 5 - Commissioner Beavers, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Samara

Absent: 1 - Commissioner Mathur



Agenda Report

19-137

Agenda Date: 2/4/2019

SUBJECT

Action on Cultural Arts Organization's Grant Applications for Fiscal Year (FY) 2019-20

BACKGROUND

Annually, the Cultural Commission (Commission) receives and reviews requests for City of Santa Clara grant funding from Santa Clara based cultural arts organizations. Grant requests are evaluated based on the following criteria: community contribution; reflection of community diversity; artistic level; internal capacity and fiscal management; and, public profile. On November 7, 2018, City staff released the FY2019-20 Cultural Arts Funding Application. City staff received five (5) grant applications by the deadline of December 14, 2018.

The following Santa Clara based cultural arts organizations have submitted a FY 2019-20 Cultural Arts Grant Application (See Attachments 1-5) to the Cultural Commission for review:

- Art Forum;
- Santa Clara Ballet Association;
- Santa Clara Chorale;
- Santa Clara Parade of Champions; and,
- The Santa Clara Players.

On January 7, 2019, the community based cultural arts organizations had the opportunity to present and answer questions from the Commission. The Santa Clara Ballet Association, Santa Clara Players, and the Santa Clara Parade of Champions made a presentation to the Commission. By consensus, the Commission deferred making recommendations on Cultural Arts Grants to the February 4, 2019 Commission meeting.

DISCUSSION

In FY2018-19, the following cultural arts organizations received City grant funds: Santa Clara Ballet (\$10,000); Santa Clara Chorale (\$5,000); and, Santa Clara Players (\$5,850). The Commission has been allocated \$20,850 by the City Council for FY2019-20 to recommend for distribution among Santa Clara based cultural arts organizations.

The Commission will review, discuss and make funding recommendations to be considered by Council as part of the City's FY 2019-20 budget review process.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. 2019-2020 Funding Request - Art Forum
2. 2019-2020 Funding Request - Parade of Champions
3. 2019-2020 Funding Request - Santa Clara Ballet
4. 2019-2020 Funding Request - Santa Clara Chorale
5. 2019-2020 Funding Request - Santa Clara Players



FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: Art Forum **IRS 501 (c) 3:** Yes No

Main Contact: Ambika Sahay

Address: 4358 Headen Way, Santa Clara CA 95054

Phone Number: 425.736.1779 **Email:** ambika.sahay@artforumsf.org

Date Organization Founded: Dec 11, 2012

Has the organization name changed?: Yes No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
 Yes No

Principal Office and Base of Operations in the City of Santa Clara? Yes No

Proposed Use of Requested Funds:

We are seeking a grant for lecture- demonstration program by a Bangladeshi artists Yasmin Jahan Nupur for summer 2019. She is an artists that uses her art to highlight social issues for example labor in the home. During her residency at Montalvo Art Center sponsored by Art Forum, we will have 3 talks and demonstration one of which will take place in Santa Clara in May 2019

List Cultural Events & Programs Approved for Funding in 2018-19:

This is the first time we are apply for grants to the santa clara cultural commission

Previous Amount Granted by the Cultural Commission: \$⁰

Amount Requesting for Fiscal Year 2019-2020: \$ 4,231.75

Amount Requested is 100 **% of Your Total Santa Clara Budget for 2019-2020**

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 4

Estimated Annual Number of Patrons, Members, and/or Subscribers: 1345

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: Talk by best selling author from India: Amish Tripathi

Dates: Sept 15, 2018

Attendance: 30 Revenue: \$1500

Program/Fundraiser: Campus Series: Dr. Mallika Sarabhai Lecture & Performances

Dates: March - April 2019

Attendance: 10 events Revenue: \$12,000

Program/Fundraiser: Artists Residency: Artists from Bangladesh

Dates: Summer 2019

Attendance: 3 events - 30 each Revenue: \$5200

Program/Fundraiser: South Asian Literature and Art Event

Dates: October 5-6, 2019

Attendance: 2000 Revenue: \$30,000

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ 39,685 2018/19 \$ 108,700 2019/20 \$ 84,000

List of Monetary Assets (including reserves):

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

Total: \$ _____

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ 2000

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Our publicity channels are listed below

1. Event listings in newspapers, magazines and south asian community print
2. Social Media: Facebook, Google etc
3. Emails and outreach programs

Describe How Your Organization Contributes to the Santa Clara Community:

Art Forum's goal is to foster a more connected community in Santa Clara through a better understanding of one another's culture. We build a connected community through our art programs that promote dialogue and shared experiences

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in tis repertory choice:

Art Forum promotes all art forms emerging from South Asia and its diaspora. South Asians are a growing community in Santa Clara and we want to connect them better to the larger Santa Clara community through the universal medium of art. Our programs have brought the South Asian voice to a wider audience by working with academic institutions, civic bodies and community organizations.

Describe Your Organization's Marketing Strategies:

Our well- established outreach practices will entail email communications from Art Forum and our partners (mailing list of 1,000+), Social media, University bodies, Press Releases, Flyers and Posters, direct appeal to art patrons and thought leaders from the community etc

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Event insurance	\$ _____	\$ 300	\$ _____	\$ 682	\$ 1000
Documentation	\$ _____	\$ 200	\$ _____	\$ 500	\$ 2000
Website hosting	\$ _____	\$ 0	\$ _____	\$ 500	\$ 500
Email hosting	\$ _____	\$ 0	\$ _____	\$ 500	\$ 500
Admin costs	\$ _____	\$ 181.75	\$ _____	\$ 2000	\$ 3000
Subtotal	\$ _____	\$ 681.75	\$ _____	\$ 4,182	\$ 7000
Rentals					
Sound Rental	\$ _____	\$ 200	\$ _____	\$ 200	\$ 1000
Venue Rental	\$ _____	\$ 2000	\$ _____	\$ 2000	\$ 5000
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ 2200	\$ _____	\$ 2200	\$ 6000
TOTAL EXPENSES	\$ _____	\$ 4231.75	\$ _____	\$ 90,939	\$ 58,000

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

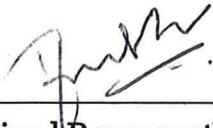
REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ _____	\$ _____	\$ _____	\$ 0	\$ 5,000
Foundation	\$ _____	\$ _____	\$ _____	\$ 15,000	\$ 15,000
Government	\$ _____	\$ _____	\$ _____	\$ 4,419	\$ 5,000
Individual Donation	\$ _____	\$ _____	\$ _____	\$ 7,000	\$ 10,000
Gate Receipts/Sales	\$ _____	\$ _____	\$ _____	\$ 2,281	\$ 35,000
Other: _____	\$ _____	\$ _____	\$ _____	\$ 80,000	\$ 4,000
Total	\$ _____	\$ _____	\$ _____	\$ 108,700	\$ 84,000

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Artists Fee	\$ _____	\$ 500	\$ _____	\$ 61,000	\$ 25,000
Graphic design	\$ _____	\$ 100	\$ _____	\$ 1,000	\$ 1,000
Artists stay & air	\$ _____	\$ 0	\$ _____	\$ 14,900	\$ 8,000
Accountant fee	\$ _____	\$ 0	\$ _____	\$ 1,500	\$ 1,500
Sales service fee	\$ _____	\$ 0	\$ _____	\$ 250	\$ 500
Visa fee	\$ _____	\$ 0	\$ _____	\$ 4,000	\$ 0
Adverts	\$ _____	\$ 0	\$ _____	\$ 500	\$ 2,500
Subtotal	\$ _____	\$ 600	\$ _____	\$ 82,650	\$ 38,500
Supplies, Materials	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Printing Costs	\$ _____	\$ 150	\$ _____	\$ 344	\$ 500
Banners	\$ _____	\$ 150	\$ _____	\$ 250	\$ 1000
Artists hospitality	\$ _____	\$ 450	\$ _____	\$ 1313	\$ 5000
Subtotal	\$ _____	\$ 750	\$ _____	\$ 1907	\$ 6500

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.



Authorized Representative Signature

Ambika Sahay

Director

Dec 14, 2018

Printed Name

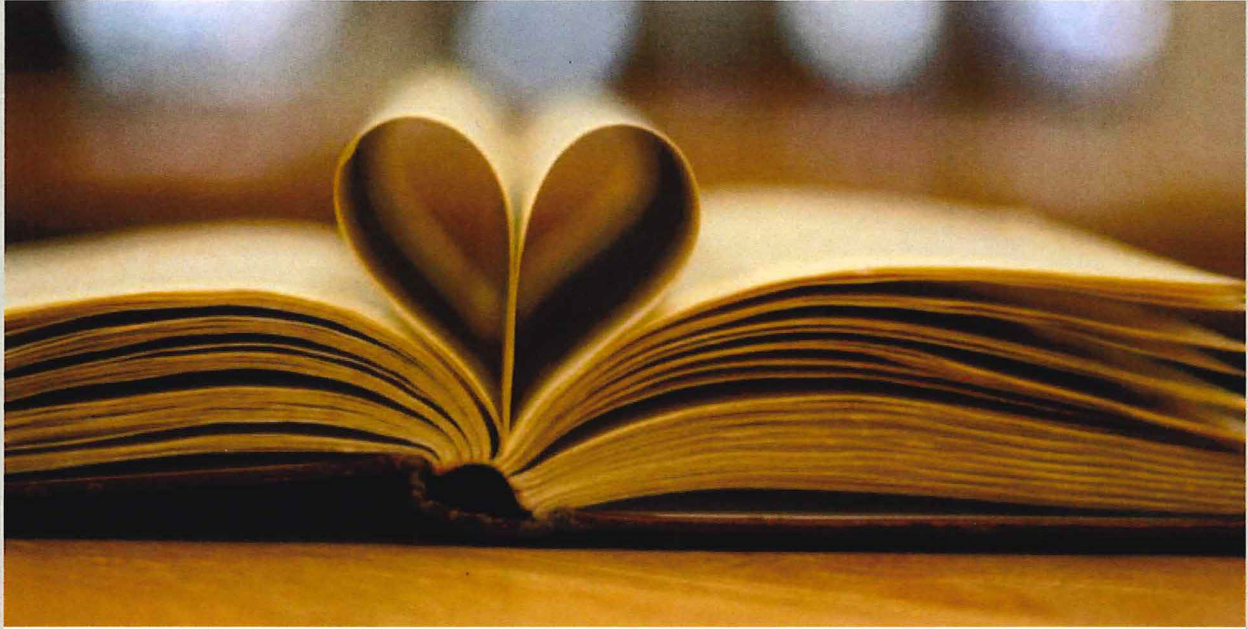
Title

Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci
Recreation Supervisor | City of Santa Clara – Parks & Recreation Department
1303 Fremont Street, Santa Clara, CA 95050
Mpieracci@santaclaraca.gov | (408) 615-3192





An afternoon with Amish Tripathi

An exclusive offer for Art Forum members.

Come for this free and private event - an afternoon with **best selling author Amish Tripathi**. There are limited seats and reservation is on a first come first serve basis. Refreshment will be provided. There will be book sales too!

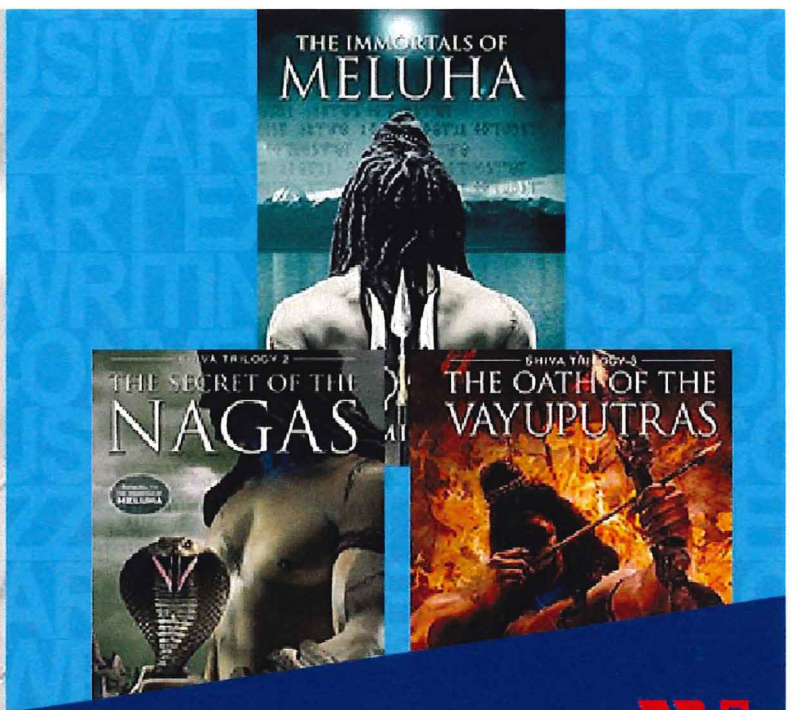
Venue: 45950 Sentinel PI, Fremont, CA 94539-6942

Date: Saturday, September 15th 2018

Time: 4-6 pm

[Register Here](#)





ARTFORUM PRESENTS

AMISH TRIPATHI *IN CONVERSATION*

Amish Tripathi is the top-selling selling author in India today and he has been listed amongst the 100 most influential celebrities in India by Forbes Magazine.

Venue:

India Community Center
525 Los Coches St. Milpitas, CA

Date:

Sunday, Feb. 4, 2018

Time:

11:00 a.m. - 12:30 p.m.
(Please be seated by 10:50 a.m.)

Book Signing by the author of:

- The Immortals of Meluha (2010),
 - The Secret of the Nagas (2011)
 - The Oath of the Vayuputras (2013),
 - Scion of Ikshvaku (2015),
 - Sita – Warrior of Mithila (2017),
 - Immortal India – Young Country, Timeless Civilisation (2017)
- (Amish's first non-fiction book)



scan to
buy tickets
on Eventbrite

Co-sponsored by:



ARTFORUM

and



present

DARPANA

Mallika Sarabhai's

Colours of the Heart

women's voices : silent no more

with words, music and vocals by

Samia Malik

2019 **SPRING**
US NATIONAL TOUR



Come see the exceptional work created by emerging artist/sculptor **Mrugen Rathod** during his month long residency



June 29th 2018



7:00 PM



Montalvo Arts



Mrugen Rathod



Sandhya Gajjar

□My attempts in my artistic practice in general and at residencies has been aware of its socio-political-cultural setting and have incorporated these to address the larger questions of ecology/environmental implications.□

Sandhya Gajjar will be documenting the creative process of sculptor Mrugen as he adapts to a new environment. Mrugen creates his sculptures using local environmentally friendly resources and material.

This is truly a unique opportunity to witness creation and the creator at their core!

Art Forum and Lucas Artists Residency Program are proud to sponsor this unique artistic expression and





FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: SC Parade of Champions IRS 501 (c) 3: Yes No

Main Contact: Ana Vargas-Smith (President)

Address: 958 Lewis St., Santa Clara, Ca 95050

Phone Number: 408-394-2473 **Email:** amvargas@yahoo.com

Date Organization Founded: Oct 19, 2018

Has the organization name changed?: Yes No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
 Yes No

Principal Office and Base of Operations in the City of Santa Clara? Yes No

Proposed Use of Requested Funds:

Post Parade Franklin Street dance following the Santa Clara Parade of Champions on Sep 28, 2019
The Parade is the most unifying community building event in the history of Santa Clara. The one
day event will celebrate our diverse champions across history and the Arts, Culture, Sports,
and Technology City wide. Will include all Schools, University, Community, Civic and Business

List Cultural Events & Programs Approved for Funding in 2018-19:

Previous Amount Granted by the Cultural Commission: \$⁰

Amount Requesting for Fiscal Year 2019-2020: \$ \$10K-\$15K

Amount Requested is 11%-16% **% of Your Total Santa Clara Budget for 2019-2020**

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: Parade coordinator Salary: 12,500

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 35

Estimated Annual Number of Patrons, Members, and/or Subscribers: 3300

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ _____ 2018/19 \$ 90K TB Funded 2019/20 \$ _____

List of Monetary Assets (including reserves):

\$ 0 Description First Annual event—we have zero reserves

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

Total: \$ _____

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ _____

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Since 2016: Mercury, SC weekly and SC online have published articles about Reclaiming our Downtown a grass roots movement to bring back the Downtown and Build Community in our historical city center. We have promoted the Parade as the solution to showcase our diverse community

Describe How Your Organization Contributes to the Santa Clara Community:

We are a grass roots, volunteer driven, community group whose mission is to bring back the Parade of Champions to celebrate champions across history, art, culture, sports and Technology.

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision,

membership composition and/or direction, or in tis repertory choice:

Our Membership is 3300—and inclusive of all demographics and age groups. Our mission is the return of our downtown as the historic center for what is possible. We want to showcase our diversity, build community, inspire volunteerism, enrich and celebrate our rich heritage with the return of a one day event— the Parade of Champions and a Cultural Street dance at Franklin Sq

Describe Your Organization's Marketing Strategies:

Publicity and Social Media, Grass roots Collaborating with Civic and community Leaders on Commu with the intention of building community and awareness/alignment about the downtown/parade.

We have met with Unified School District, City government, Chamber, SCU, Old Quad, BART/VTA not for profit groups—it has grown our group from 3 to 3300 members in 2 years.

REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Foundation	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
Government	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Individual Donation	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gate Receipts/Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total	\$ _____	\$ _____	\$ 110000	\$ _____	\$ _____

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Parade Coordin	\$ _____	\$ _____	\$ 12500	\$ _____	\$ _____
city services	\$ _____	\$ _____	\$ 12000	\$ _____	\$ _____
permits	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
PD security	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 35500	\$ _____	\$ _____
Supplies, Materials	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Marketing materi	\$ _____	\$ _____	\$ 3000	\$ _____	\$ _____
office event sup	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 4000	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
<u>event insurance</u>	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
Rentals					
<u>Parade content</u>	\$ _____	\$ _____	\$ 40000	\$ _____	\$ _____
<u>street dance bai</u>	\$ _____	\$ _____	\$ 5000	\$ _____	\$ _____
<u>Stage sound</u>	\$ _____	\$ _____	\$ 7500	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL EXPENSES	\$ _____	\$ _____	\$ 52500	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.

Ana Vargas-Smith

Authorized Representative Signature

Ana Vargas-Sm

Printed Name

President

Title

12/12/18

Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci
Recreation Supervisor | City of Santa Clara – Parks & Recreation Department
1303 Fremont Street, Santa Clara, CA 95050
Mpieracci@santaclaraca.gov | (408) 615-3192



**City of
Santa Clara**
The Center of What's Possible

Founding Artistic Director
Josefa Villanueva-Reyes



December 7, 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.

For the Fiscal Year 2018-2019, the Santa Clara Ballet Association is kindly requesting funding support in the amount of Four Thousand Dollars (\$5,000) for production expenses and Six Thousand Dollars (\$5,000) for the theater rental subsidy at the Santa Clara Convention Center. The total amount of this funding request is Ten Thousand Dollars (\$10,000).

Enclosed are the budgets for Revenue and Expenses for the current Fiscal Year and for the next Fiscal Year. Also enclosed are Financial Statements for the most recent Fiscal Year 2017-2018.

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 Warm Regards,

A handwritten signature in black ink that reads "Dennis Mullen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Dennis Mullen
President
Santa Clara Ballet Association



FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: Santa Clara Ballet Association **IRS 501 (c) 3:** Yes No

Main Contact: Josefa Reyes

Address: 3123 Millar Avenue, Santa Clara, CA 95051

Phone Number: (408) 247-9178 **Email:** santaclara.ballet@sbcglobal.net

Date Organization Founded: November 30, 1973

Has the organization name changed?: Yes No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
 Yes No

Principal Office and Base of Operations in the City of Santa Clara? Yes No

Proposed Use of Requested Funds:

For the Annual Nutcracker Production

- Production Expenses - \$5,000

- Theater Rental Subsidy of the use of the Santa Clara Convention Center - \$5,000

List Cultural Events & Programs Approved for Funding in 2018-19:

For the Annual Nutcracker Production

- Production Expenses - \$5,000

- Theater Rental Subsidy of the use of the Santa Clara Convention Center - \$5,000

Previous Amount Granted by the Cultural Commission: \$ 10,000

Amount Requesting for Fiscal Year 2019-2020: \$ 10,000

Amount Requested is 15 **% of Your Total Santa Clara Budget for 2019-2020**

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 - June 30, 2019)

Staff: Directors Fee/Royalties Salary: \$12,630
Staff: Choreographic Royalties Salary: \$2,200
Staff: Staging/Choreography/Rehearsal Asst Salary: \$18,000
Staff: Lighting Designer/Artistic Consultants Salary: \$2,500
Staff: Administrative Fees Salary: \$660
Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 - June 30, 2019): 75

Estimated Annual Number of Patrons, Members, and/or Subscribers: 2,000

List of Programs & Fundraisers (Current Fiscal Year - actual & predicted figures)

Program/Fundraiser: Nutcracker Ballet Dec '18 - 4 shows

Dates: 12/8/18 and 12/9/18

Attendance: 2,000 Revenue: Estimated \$58,180

Program/Fundraiser: Spring 2019 Show

Dates: Planned for June 2019

Attendance: 500 Revenue: Estimated \$7,000

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ ^{53,305 and 2017/2018: \$57,574} 2018/19 \$ 65,680 2019/20 \$ 70,350

List of Monetary Assets (including reserves):

\$ 36,649	Description	Cash - Bank of the West Checking Acct
\$ 500	Description	Petty Cash
\$	Description	
\$	Description	

Total: \$ 35,500

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ 5,000

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Brochures, flyers, publicity inserts, calendar listings, e-blasts, local fundraisers, and paid advertisements in the local newspapers, feature articles, and reviews in the local weekly papers. Postings on Twitter, Facebook, Linked-in. Banners throughout city

Describe How Your Organization Contributes to the Santa Clara Community:

The Santa Clara Ballet Association was founded in 1973 and has continuously served the community of Santa Clara for 45 years with full-length Ballet productions such as the Nutcracker.

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in tis repertory choice:

The group has a diverse board that includes executives and professionals from the Corporate World as well as professionals who are classically trained and have been professional ballet instructors/directors for decades. The company is focused on bringing World Class Ballet to all residents of the City of Santa Clara. Focused programs have included free tickets for Veterans, under-served children's groups, as well as Senior Citizens. We have a specific outreach program for Military Personnel as well. Additionally, we're working with the French American School of Silicon Valley for a group show.

Describe Your Organization's Marketing Strategies:

Advertising in Mercury News, at Local Retailers, as well as advertising with Local Businesses and Corporations. Additionally, we've partnered with local schools in Santa Clara for specific discount programs for Students to attend a world-class Ballet Performance.

REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ 5,306	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Foundation	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Government	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Individual Donation	\$ 2,619	\$ 2,500	\$ 3,000	\$ 2,500	\$ 3,000
Gate Receipts/Sales	\$ 34,119	\$ 39,900	\$ 43,900	\$ 39,900	\$ 43,900
Other: Fundraising	\$ 5,530	\$ 7,780	\$ 7,950	\$ 7,780	\$ 7,950
Total	\$ 57,574	\$ 65,180	\$ 69,850	\$ 65,180	\$ 69,850

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Directors Fee/Royalties	\$ 9,000	\$ 12,630	\$ 13,650	\$ 12,630	\$ 13,650
Choreographic Royalties	\$ 2,200	\$ 2,200	\$ 2,200	\$ 2,200	\$ 2,200
Staging/Choreography/Theatrical Asst	\$ 16,376	\$ 18,000	\$ 20,000	\$ 18,000	\$ 20,000
Lighting Designer/Artistic Consultants	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Administrative Fees	\$ 660	\$ 700	\$ 700	\$ 700	\$ 700
	\$	\$	\$	\$	\$
	\$	\$	\$	\$	\$
Subtotal	\$ 30,736	\$ 36,030	\$ 39,050	\$ 36,030	\$ 39,050
Supplies, Materials	\$	\$	\$	\$	\$
Production Expenses/Audio-Visual Supp	\$ 6,663	\$ 7,200	\$ 7,500	\$ 7,200	\$ 7,500
Costumes/Dance Shoes/Wardrobe/Prof	\$ 953	\$ 1,200	\$ 1,500	\$ 1,200	\$ 1,500
Office Expenses/Postage/Phone/Copyr	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Subtotal	\$ 10,116	\$ 10,900	\$ 11,500	\$ 10,900	\$ 11,500

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

Artistic Director, Josefa Villanueva-Reyes
Composer: Tchaikovsky | Choreography: Benjamin Reyes

The Nutcracker

45th Anniversary Celebration

Saturday, December 8: 2PM & 7PM
Sunday, December 9: 2PM

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



www.santaclaraballet.com
info@santaclaraballet.com
408-247-8178

Ticket Prices: \$26 - \$40
or Sponsor a Child in Need to see the Nutcracker
Family Friendly / Full Length / Traditional Version



City of Santa Clara
 Cultural Advisory Commission
 1500 Warburton Avenue
 Santa Clara, CA 95050

FUNDING APPLICATION FOR FISCAL YEAR 18/19

<u>ORGANIZATION</u>	<u>AMOUNT REQUESTED FOR FISCAL YEAR 19/20</u>
Santa Clara Chorale	\$ 5,000.00

Proposed use of requested funds:

Funds will be used for generating operating expenses accumulated in the pursuit of producing choral music of the highest quality and performing it to the Santa Clara community.

RECENT HISTORY

List Cultural Programs and Events
Approved for Funding in 18/19 (Previous Fiscal year)

- "Musica con los Muertos" - 10/19/18**
- "Messiah" 12/7/18 and 12/9/18**
- "Pirates of Penzance" 3/15/19 and 3/17/19**
- "Lux Aeterna" 5/10/19**

Amount Granted by the Cultural Advisory Commission for Fiscal Year 18/19:	\$ 5,000.00
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Please submit eight (8) copies of the completed application to the City Manager's Office at 1500 Warburton Ave. Santa Clara, CA 95050 by close of business, Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission's special meeting scheduled for Monday, January, 8, 2018 at 7:00 p.m. If you have any questions, please email cjung@santaclaraca.gov.

FOR COMMISSION USE ONLY

Application No. _____
 Date Received _____
 Commission Approval _____

APPLICATION FORM

1. NAME OF ORGANIZATION:

Santa Clara Chorale

2. ADDRESS:

Street	City	State	Zip Code
PO Box 65	Santa Clara	CA	95052

3. CONTACT PERSON, ADDRESS & PHONE

Name	Title
Chantelle Urbina	Business Manager

Address	City	State	Zip Code
3014 Cameron Way	Santa Clara	CA	95051

Home Phone	Business Phone
n/a	408.420.7786

4. DATE ORGANIZATION FOUNDED:

Month, Day	Year
n/a	1963

WAS NAME THE SAME:
 () Yes (x) No

Previous Name
Blossom Hill Oratorio Society

5 ARE AT LEAST 51% OF YOUR PARTICIPANTS and/or BOARD OF WAS NAME THE SAME:

YES NO

6 LIST OF PAID STAFF AND SALARIES: (From July 1, 2017 - June 30, 2018)

Music Director	\$25,000.00	
Concert/Business Manager	\$9,200.00	
Marketing Manager	\$3,500.00	
Intern	\$1,500.00	
Accompanist	\$6,000.00	

7 TOTAL NUMBER OF VOLUNTEER STAFF: (From July 1, 2018 - June 30, 2019)

40+

8 AS OF FEB 1ST, ESTIMATED ANNUAL NUMBER OF PATRONS,
MEMBERS AND/OR SUBSCRIBERS:

2400

8. LIST PROGRAMS AND FUNDRAISERS TO DATE DURING CURRENT FISCAL YEAR INCLUDING ATTENDANCE AND REVENUE FIGURES:
see attached (other side of form may be used)

10/19/18 Musica con los Muertos

Attendance: 200 Revenue: \$4,261.00

12/7/17 Messiah

Attendance: 300 Revenue: \$6,704.13

12/9/17 Messiah

Attendance: 403 Revenue: \$9,005.87

9. LIST REMAINING PROGRAMS AND FUNDRAISERS THROUGH JUNE 30TH OF THIS YEAR.

3/15/2019 Pirates of Penzance, Sunnyvale Presbyterian Church

3/17/2019 Pirates of Penzance, Mission Santa Clara

5/10/2019 Lux Aeterna, Mission Santa Clara

6/2/2019 Encore Performance, St. Mark's Episcopal Santa Clara

2/1/19-6/2/19 Annual Fundraising Campaign

10. SANTA CLARA EVENTS: (expected)

	2017/2018	2018/2019	2019/2020
NO. OF SANTA CLARA EVENTS	3 of 6	5 of 6	5 of 6
TOTAL ATTENDANCE	1058	2250	2300

11. A) DOLLAR AMOUNT OF FUNDING REQUESTED FOR 2018/19

\$ 5,000.00

B) AMOUNT REQUESTED IS 4.25 % OF YOUR TOTAL SANTA CLARA
BUDGET FOR 2019/20

12. TOTAL REVENUE, GRANTS, FUNDING AND CONTRIBUTIONS

2017/2018	2018/2019	2019/2020
ACTUAL	ESTIMATED	ESTIMATED
\$109,562.00	\$ 121,027.00	\$ 120,000.00

LIST MONETARY ASSETS (INCLUDE RESERVES) AS OF FEB 28, 2017

\$ 24,351.00	as of Nov 30, 2018	Checking
\$ -		
\$ -		

TOTAL \$ 24,351.00

13. LIST ALL PUBLICITY OF YOUR PERFORMANCES DURING THE PAST
YEAR AND ATTACH COPIES (INCLUDING PUBLICITY OBTAINED
THROUGH CITY RESOURCES AND OTHER RESOURCES):

(not all items available to submit)

- 1 Season brochure**
- 2 Full color postcards before each concert**
- 3 Full color individual concert fliers**
- 4 Websites: City of Santa Clara ([www. Ci.santa-clara.ca.us/cur.html](http://www.ci.santa-clara.ca.us/cur.html))
Santa Clara Chorale (www.scc.org)
Arts websites (www.livesv.com)**
- 5 Email messages (Vendini e-blast) for each concert**
- 6 Email blast: Cultural Commission**
- 7 Advertising flier**
- 8 Local newspaper listings: Inside Santa Clara, Metro**

14. CITY FACILITY RENTAL SUBSIDY REQUESTED FOR 2018/19. RENTAL COST ESTIMATED TO BE \$ n/a RESERVATION TO BE MADE BY APPLICANT AND SUBJECT TO AVAILABILITY AND APPROVAL OF APPROPRIATE FACILITY MANAGEMENT.
15. ON THE SCHEDULES THAT FOLLOW, SUMMARIZE TOTAL EXPENSES AND SOURCES OF INCOME FOR 2017/18, 2018/19 AND PROPOSED 2019/20 BUDGET. ITEMIZE AS INDICATED.
IF YOUR ORGANIZATION YEAR END DIFFERS FROM SANTA CLARA (JUNE 30) PLEASE SPECIFY: n/a

REVENUES: SOURCES OF INCOME, INCLUDING CITY OF SANTA CLARA, IF APPROVED.

REVENUE SOURCE	<u>CITY OF SANTA CLARA ONLY*</u>			<u>ENTIRE BUDGET**</u>	
	2017/2018 ACTUAL PREVIOUS YR	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED
PRIVATE BUSINESS	\$ -	\$ -	\$ -	\$ -	\$ -
FOUNDATION (INCL. NAT'L FDN OF ARTS)	\$ 9,700.00		\$ 9,500.00		\$ 9,500.00
GOVERNMENT (CITY, COUNTY, STATE)	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
INDIVIDUAL DONATIONS	\$ 33,156.00	\$ 31,817.00	\$ 35,000.00	\$ 31,817.00	\$ 35,000.00
GATE RECEIPTS/SALES	\$ 41,501.19	\$ 19,971.00	\$ 45,000.00	\$ 19,971.00	\$ 45,000.00
OTHER (EXPLAIN)***	\$ 25,051.00	\$ 26,934.00	\$ 26,510.00	\$ 26,934.00	\$ 26,510.00
TOTAL	\$ 114,408.19	\$ 83,722.00	\$ 121,010.00	\$ 83,722.00	\$ 121,010.00

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

***OTHER:	2017/2018	2018/2019	2018/19 PROPOSED
Membership Dues	\$ 22,525.00	\$ 20,630.00	\$ 22,500.00
Advertising Revenue	\$ 500.00	\$ -	\$ 1,000.00
Misc. Income	\$ 901.00	\$ 109.00	\$ 1,510.00
Other Fundraising	\$ 1,125.00	\$ 6,195.00	\$ 1,500.00

CITY OF SANTA CLARA ONLY*

ENTIRE BUDGET**

<u>EXPENSES:</u>	2017/2018 ACTUAL CURRENT YR	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED
ITEM I - SALARIES, FEES					
Music Director	\$ 23,004.00	\$ 10,000.00	\$ 25,000.00	\$ 10,000.00	\$ 25,000.00
Accompanist	\$ 6,020.00	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00	\$ 6,000.00
Concert Manager	\$ 6,000.00	\$ 3,400.00	\$ 8,000.00	\$ 3,400.00	\$ 8,000.00
Business Manager	\$ 1,200.00	\$ 600.00	\$ 1,200.00	\$ 600.00	\$ 1,200.00
Program Manager	\$ 3,500.00	\$ 1,700.00	\$ 3,500.00	\$ 1,700.00	\$ 3,500.00
Intern	\$ 1,200.00	\$ 600.00	\$ 1,500.00	\$ 600.00	\$ 1,500.00
Website Manager	\$ -	\$ -	\$ -	\$ -	\$ -
Musicians (Solos, Instrumentalists)	\$ 24,350.00	\$ 3,800.00	\$ 30,000.00	\$ 3,800.00	\$ 30,000.00
ITEM I SUBTOTAL	\$ 65,274.00	\$ 23,100.00	\$ 75,200.00	\$ 23,100.00	\$ 75,200.00
ITEM II - SUPPLIES & MATERIALS					
Music	\$ 1,241.00	\$ 256.00	\$ 1,000.00	\$ 256.00	\$ 1,000.00
Staging / Production	\$ 17,198.00		\$ 6,500.00	\$ -	\$ 6,500.00
Printed Material (Post Cards, Programs, Flyers, Season Brochure, Tickets)	\$ 6,224.00	\$ 1,893.00	\$ 8,000.00	\$ 1,893.00	\$ 8,000.00
ITEM II SUBTOTAL	\$ 24,663.00	\$ 2,149.00	\$ 15,500.00	\$ 2,149.00	\$ 15,500.00
ITEM III - OTHER (TRAVEL, INSURANCE, ETC.)					
Insurance / Tax	\$ 6,750.00	\$ 1,100.00	\$ 9,500.00	\$ 1,100.00	\$ 9,500.00
Hospitality	\$ 1,214.00	\$ 1,626.00	\$ 1,500.00	\$ 1,626.00	\$ 1,500.00
Mailing Costs	\$ 3,450.00	\$ -	\$ 3,500.00	\$ -	\$ 3,500.00
Recording Fees	\$ 2,205.00	\$ 1,685.00	\$ 2,000.00	\$ 1,685.00	\$ 2,000.00
Miscellaneousx	\$ 5,083.00	\$ 1,366.00	\$ 4,750.00	\$ 1,366.00	\$ 4,750.00
ITEM III SUBTOTAL	\$ 18,702.00	\$ 5,777.00	\$ 21,250.00	\$ 5,777.00	\$ 21,250.00

ITEM IV - RENTALS

Concert Hall	\$ 6,500.00	\$ 1,250.00	\$ 6,500.00	\$ 1,250.00	\$ 6,000.00
Rehearsal Hall	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -
Instruments	\$ -	\$ 0	\$ 0	\$ 0	\$ -
ITEM IV SUBTOTAL	\$ 9,500.00	\$ 1,250.00	\$ 9,500.00	\$ 1,250.00	\$ 9,000.00
TOTAL EXPENSES	\$ 118,139.00	\$ 32,276.00	\$ 121,450.00	\$ 32,276.00	\$ 120,950.00

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

× Miscellaneous Expenses:

	2017/18	2018/19	2019/20 PROPOSED
Website / Phone	\$ 490.00	\$ -	\$ 1,500.00
Office Supplies	\$ 422.00	\$ 270.00	\$ 500.00
Chorus America	\$ 700.00	\$ -	\$ 250.00
Promo Video	\$ -	\$ -	\$ -
Misc.	\$ 2,778.00	\$ 1,096.00	\$ 2,500.00
Advertising	\$ -	\$ -	\$ -
Attire	\$ 693.00	\$ -	\$ -

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.



Authorized Representative Signature

Chantelle Urbina, Business Manager

Typed Name and Title

Date December 14, 2018

FOR FURTHER INFORMATION OR INSTRUCTIONS REGARDING THE APPLICATION PROCEDURE, PLEASE CONTACT:

Christine Jung
Management Analyst
(408) 615-2218



Questions

1. Is your organization a registered California corporate non-profit?

Yes No

2. Is at least 51% of your organization's participants and/or Board of Directors Santa Clara residents?

Yes No

3. Is your organization's principal office and base of operations in the City of Santa Clara?

Yes No

4. Does your organization have an active board that meets at least annually and establishes and enforces policies?

Yes No

5. Please describe how your organization contributes to the Santa Clara community:

Since 1962, the Santa Clara Chorale has provided singers and audiences alike the opportunity to experience great choral music. Members and audiences have been introduced to the classical choral music of Beethoven and Mozart, the challenging contemporary music of Eric Whitacre and Libby Larsen, and the diversity of traditions in jazz, popular music, and world music. Known for our community and educational outreach, the Chorale regularly collaborates with local school and community ensembles to bring the experience of making and hearing great music to a broad and multi-generational audience.

6. Please describe how your organization reflects the diversity that makes up the City of Santa Clara. This reflection may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory:

Chorale membership includes a wide variety of ages, professions, and cultural backgrounds, from university Collaborations with other ensembles that represent demographics in the community further expands that range. Our audience is the most significant reflection of diversity, as it includes members of the Santa Clara community, as well as family and friends of our members. Our programming is extremely diverse. Recent selections have included music that is aimed at engaging a diverse audience such as our recent, "Musica con los Muertos" concert, in which we partnered with a Mariachi ensemble, and last year's "Bavaria and Beer" concert which featured classical pieces as well as bier hall sing-alongs!

7. What are some strategies and approaches that your organization have utilize in the past year to increase marketing, membership and the number of attendance?

The Chorale has built a reputation for providing high-caliber performances at prices that are accessible to a broad cross-section of our community. Tickets are kept at an affordable \$25, with discounts for students and seniors. Offering free admission to kids 18 and under has improved our attendance considerably. Partnering with other organizations like school choirs and guest artists and ensembles such as the SCU choirs and the San Jose Chamber orchestra results in new audiences every season. Complimentary tickets are offered to first-time guests of the singers, in an effort to expand our audience.

8. Is your organization willing to acknowledge the support the City of Santa Clara where appropriate and include this information on all printed material related to to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email)?

Yes No

9. Is your organization willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year?

Yes No

10. Is your organization willing to help volunteer at Cultural Commission events and provide marketing materials for events?

Yes No

Diversifying our Programming and Audiences:

Over the past two seasons the Chorale has had in intentional focus on increasing the diversity of our programs to better reflect the diversity of the Santa Clara community. In recent seasons we have performed traditional Chinese and Hebrew folk songs, Indian ragga, and an entire concert program inspired by the Mexican holiday, "Dia de los Muertos" in which we also partnered with a Mariachi ensemble to round-out our program. We are also keen to partner with organizations that will extend our reach into our diverse community, such as our collaboration with Shanti, an arts organization performing traditional Indian music across the US. The Chorale's leadership and membership alike are excited about these developments and we look forward to sharing more exciting work with more and more diverse Santa Clara audiences in the near future.

SANTA
CLARA



CHORALE

Classical and Contemporary Choral Music in the Mission since 1962

SANTA CLARA CHORALE

2018-2019 CONCERT SEASON



Scot Hanna-Weir
Artistic Director

MÚSICA CON LOS MUERTOS

Friday, October 19, 2018

Mission Santa Clara ~ 7:00 p.m.

With a program inspired by the Mexican holiday Día de los Muertos, the Chorale uses music from diverse cultures and traditions to remember and connect with our ancestors. **David Conte's** *Three Mexican Folksongs* are paired with African-American spirituals and other traditional music in this moving tribute to the beyond.

For information and tickets, visit www.scc.org

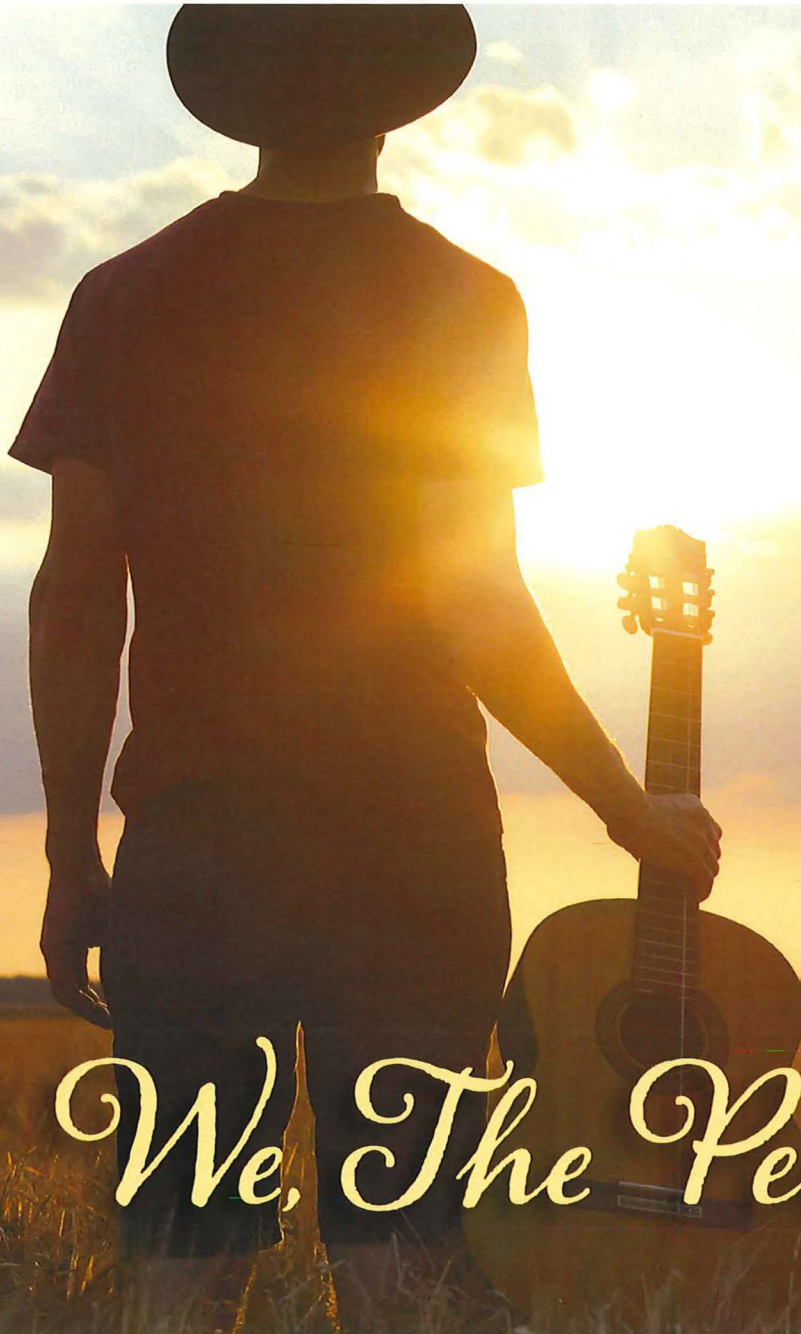


SANTA CLARA CHORALE

2017-2018 CONCERT SEASON

Scot Hanna-Weir, *Artistic Director*

CLASSICAL AND CONTEMPORARY CHORAL MUSIC IN THE MISSION SINCE 1962



We, The People

Friday, March 2, 2018

Grace Lutheran Church, Palo Alto
7:00 p.m.

Saturday, March 10, 2018

Mission Santa Clara, Santa Clara
7:30 p.m.

For information and tickets, visit www.scc.org



FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: Santa Clara Players IRS 501 (c) 3: Yes No

Main Contact: George Doeltz

Address: 3029 Barkley Ave.

Phone Number: 408-307-6783 Email: gdoeltz@gmail.com

Date Organization Founded: 1961

Has the organization name changed?: Yes No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
 Yes No

Principal Office and Base of Operations in the City of Santa Clara? Yes No

Proposed Use of Requested Funds:

Production of 4 plays

List Cultural Events & Programs Approved for Funding in 2018-19:

Exit the Body, Lost Virginity Tour, The Golden Years, The Glass Menagerie

Previous Amount Granted by the Cultural Commission: \$ 5850

Amount Requesting for Fiscal Year 2019-2020: \$ 6000

Amount Requested is 19 % of Your Total Santa Clara Budget for 2019-2020

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: 0 Salary: _____
Staff: _____ Salary: _____
Staff: _____ Salary: _____
Staff: _____ Salary: _____
Staff: _____ Salary: _____
Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 20

Estimated Annual Number of Patrons, Members, and/or Subscribers: 2200

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: Exit the Body

Dates: Oct 26 - Nov. 17, 2018

Attendance: 651 Revenue: 10144.00

Program/Fundraiser: The Golden Years

Dates: June 7 - June 16

Attendance: 300 Revenue: 4500

Program/Fundraiser: Lost Virginity Tour

Dates: Feb. 15- March 9, 2019

Attendance: 580 Revenue: 8800

Program/Fundraiser: The Glass Menagerie

Dates: April 26 - May 18, 2019

Attendance: 580 Revenue: 8800

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ 28615.00 2018/19 \$ 32500 2019/20 \$ 36300

List of Monetary Assets (including reserves):

\$ 15,075.22 Description Checking

\$ 2311.51 Description Savings

\$ 12, 538.76 Description Money Market Acct.

\$ Description

Total: \$ 29,925.49

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ 0

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Postcards, Email, Website, SC Weekly, Inside SC, SC Event Calendar, Metro, ZEvents, Vendini Newsletter, Next Door.

Describe How Your Organization Contributes to the Santa Clara Community:

We entertain and enlighten members of the community with a variety of comedic and dramatic plays. Plus we have sponsored fundraisers for groups like YWCA Crisis Center.

We also offer a free children's show at Christmas. Also, we have an outreach One-Act group that performs for retirement homes and other groups at no charge.

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in its repertory choice:

We are open to anyone either as an audience member or a cast member or a board member.

Describe Your Organization's Marketing Strategies:

Postcards, Email, Website, SC Weekly, Inside SC, SC Event Calendar, Metro, ZEvents, Vendini Newsletter, Next Door.

REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ 10222.91	\$ 525.00	\$ 2500	\$ _____	\$ _____
Foundation	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Government	\$ 5850.00	\$ 1462.50	\$ 6000	\$ _____	\$ _____
Individual Donation	\$ 1200.00	\$ 1585.00	\$ 1800	\$ _____	\$ _____
Gate Receipts/Sales	\$ 22438.00	\$ 10144.07	\$ 26000	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total	\$ 39710.91	\$ 13716.57	\$ 36300	\$ _____	\$ _____

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Directors, Ass't Directors	\$ 4050	\$ 1450	\$ 5800	\$ _____	\$ _____
Stage Mgr., Box Office	\$ 3900	\$ 1400	\$ 5600	\$ _____	\$ _____
Cast, other stipends	\$ 5000	\$ 2800	\$ 5600	\$ _____	\$ _____
Royalties, scripts	\$ 3288.38	\$ 1018.02	\$ 1500	\$ _____	\$ _____
Vendini fees	\$ 1997.05	\$ 1328	\$ 2600	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ 16235.43	\$ 7996.02	\$ 21100	\$ _____	\$ _____
Supplies, Materials					
Props, costumes, set	\$ 579.68	\$ 393.57	\$ 800	\$ _____	\$ _____
Office supplies	\$ 623.92	\$ 194.77	\$ 800	\$ _____	\$ _____
Other	\$ 1370.41	\$ 473.68	\$ 1600	\$ _____	\$ _____
Subtotal	\$ 2574.01	\$ 1062.02	\$ 3200	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Insurance	\$ 1065.00	\$ 1065.00	\$ 1100	\$ _____	\$ _____
Equipment, lighting	\$ 382.59	\$ _____	\$ 500	\$ _____	\$ _____
A/C	\$ 4605.50	\$ _____	\$ _____	\$ _____	\$ _____
misc non-prod	\$ 3233.24	\$ 800.00	\$ 3500	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ 9286.33	\$ 1865.00	\$ 4700	\$ _____	\$ _____
Rentals	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL EXPENSES	\$ 28095.77	\$ 10923.04	\$ 29000	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.



Authorized Representative Signature

George Datz

Printed Name

President

Title

12/2/18

Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci

Recreation Supervisor | City of Santa Clara – Parks & Recreation Department

1303 Fremont Street, Santa Clara, CA 95050

Mpieracci@santaclaraca.gov | (408) 615-3192



**City of
Santa Clara**
The Center of What's Possible

Santa Clara Players

Exit the Body

Featuring:

Lisa Kalmanash
Lisa Burton
Todd O'Donnell
Pat Cross
Sandy Sodos
Helena G. Clarkson
Steve Corelis
Ed Pieczenik
Bob Siegmann
Diane Thorne

Directed by Robert Casillas

Produced by George Doeltz

by Fred Carmichael

A mystery writer rents a New England house that is the rendezvous point for some jewel thieves. The focal point of the set is the closet which opens into a living room and a library. A body found in the closet promptly disappears only to be succeeded by another. The hunt for the jewels reaches a climax at two A.M. when four couples unknown to each other turn up to search. Not since the days of Mack Sennett has there been such an hilarious series of entrances and exits.

Triton Museum - Hall Pavilion

1750 Don Ave., Santa Clara

Oct. 26, Nov. 2, 3, 9, 10, 15, 16, 17, 2018 at 8:00 PM

Oct. 28, Nov. 4, 11 at 2:30PM

Purchase no-fee tickets at www.scplayers.org

For information call 408-248-7993 or www.scplayers.org

Please note: due to the configuration of our theater, latecomers cannot be seated
If you have a disability and require reasonable accommodation, contact us at least 24 hours in advance

Sponsored by the City of Santa Clara Cultural Commission



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

19-138

Agenda Date: 2/4/2019

SUBJECT

Action on Commissioner Participation in Leadership Santa Clara 2019

BACKGROUND

Leadership Santa Clara (Course) is a five-month long program that prepares residents for a leadership role in the community. The Course presents skill-building workshops and topical presentations on the many issues influencing life in Santa Clara and the region. Full-day sessions are held at a variety of Santa Clara business and government sites, offering a behind-the-scenes view of different organizations as well as convenient meeting locations.

DISCUSSION

The City of Santa Clara invites one commissioner from each commission to participate in Leadership Santa Clara. The Course begins on February 7, 2019. The Cultural Commission may recommend one commissioner to participate in Leadership Santa Clara 2019.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recommend one Cultural Commissioner to participate in Leadership Santa Clara 2019.

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Leadership Santa Clara 2019 Application and Letter



**City of
Santa Clara**
The Center of What's Possible

Leadership Santa Clara 2019

Thank you for your interest in Leadership Santa Clara. Attached is an application form, which also includes additional program information. The application deadline is Jan. 11, 2019.

Of special note in this year's curriculum are full-day class sessions focusing specifically on public safety, public presentation/speaking, and education, which provide an in-depth look at these important topics.

Our tentative schedule is as follows:

(All sessions are from 8:30 a.m.-4:30 p.m., except for the February 7 class, which is from 9:00 a.m.-4:15 p.m. and the graduation, which is from 5:30-6:45 p.m.)

February 7
February 21
March 19
April 4
April 25
May 16
May 30
June 5 - Graduation

Interest in this year's program has been extremely strong, and I encourage you to complete the application and return it to me immediately along with the appropriate tuition fee as noted on the application. We will notify you regarding your application within two weeks following the January 11 application deadline. It is Leadership Santa Clara's intent to ensure that the class roster includes individuals with a broad range of experiences, interests, and backgrounds.

Please return the form and your check or money order (made payable to City of Santa Clara) as soon as possible to:

Scott Summerfield
Leadership Santa Clara
2934 Victoria Meadow Court
Pleasanton, CA 94566

Thank you again for your interest in Leadership Santa Clara! If I can provide any additional information, please contact me via email or call me at (510) 714-4470.

Cordially,

Scott Summerfield
Leadership Santa Clara Program Coordinator



Leadership Santa Clara 2019

Course Participant Application

Name: _____

Address: _____

City: _____ Zip: _____ Phone: _____

Email: _____

Live in Santa Clara? ___ Yes ___ No ___ # of years

Work in Santa Clara? ___ Yes ___ No ___ # of years

Which Santa Clara company? _____

What community activities or groups are you involved with?

How did you hear about Leadership Santa Clara?

Classes are scheduled at sites throughout Santa Clara, generally on Thursdays (Tuesday, March 19 is the only exception) from February through June 2019. A welcome session/tour/introduction starts the course on Thursday, February 7; classes are generally held from 8:30 a.m.-4:30 p.m. A graduation ceremony and reception is scheduled for Wednesday, June 5 at the Triton Museum from 5:30-6:45 p.m. Continental breakfast, lunch, and an afternoon snack will be provided at all class sessions. Successful completion of the Leadership Santa Clara program is based on attendance at all sessions, and full attendance is required for students to gain the most benefit from the program. Students may miss up to one class session due to unexpected circumstances such as illness, but additional absences will result in removal from the program or will result in the delay of graduation until the missed coursework is completed in the subsequent year's class.

Barring unforeseen emergencies, will you be able to attend all class sessions? ___ Yes ___ No

If no, please indicate conflict: _____

Leadership Santa Clara makes every effort to accommodate those with disabilities; please note accommodation requests:

Course tuition is \$750, of which \$675 may be sponsored by a company or other organization. \$75 must be paid by the student directly to ensure commitment to the program. The student's \$75 portion must be attached to this registration form, payable by check or money order to City of Santa Clara. If the remaining portion is being paid by a source other than the student, payment must be received no later than January 11, 2019. Tuition costs only partially defray actual program costs. Donations from businesses, clubs and organizations help to cover some program expenses; primary funding is through the City of Santa Clara General Fund.

There are a limited number of scholarships available for those residents of Santa Clara who would like to participate in the program but do not have sufficient resources to pay the full tuition. If a student would like to apply for this financial assistance, please attach a separate page indicating reasons to be considered for a scholarship and include a check or money order in the amount of \$75 payable to City of Santa Clara for the student's portion; if the student does not receive a scholarship and chooses not to participate, the student's \$75 will be refunded.

Entire tuition is being paid by student directly.

Student is paying \$75; other source is paying remaining \$675 of tuition.

Name of other source: _____

Student is paying \$75, is a Santa Clara resident, and would like to be considered for a scholarship (attach a separate sheet explaining reasons to be considered for a scholarship).

Scholarship funds are very limited; if applying for a scholarship, would you still be able to participate in the program if:

You don't receive a full scholarship? Yes No

You don't receive a half scholarship? Yes No

Please note that there are a limited number of spaces available for class participants. Students will be selected with the goal of developing a class comprising individuals with a broad range of backgrounds, affiliations and interests; applicants not selected for the 2019 program will have first priority for the 2020 program.

Applicant's Signature

Date

Be sure to include your check with this application...thank you!



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

19-139

Agenda Date: 2/4/2019

SUBJECT

Action on Recommendation to Set the Number and Start Time of Regular Cultural Commission Meetings

BACKGROUND

City Charter section 1003 states that each of the boards and commissions of the City shall hold regular meetings as required by ordinance. City Code section 2.120.030 states that each board or commission shall hold regular meetings at the times and on the days indicated by resolution of the City Council, and that such resolution may be amended from time to time by further Council resolution.

Resolution No. 5195 (Attachment 1), which was adopted by the City Council in 1987, states that the Cultural Advisory Commission shall hold meetings on the first Monday of each month at 7:30 p.m. On July 16, 2013, the Cultural Advisory Commission and International Exchange Commission consolidated to form the Cultural Commission. On August 5, 2013, the Cultural Commission made a motion to continue meeting on the first Monday of the month and change the start time from 7:30 p.m. to 7:00 p.m.

DISCUSSION

At the February 4, 2019 Cultural Commission meeting, the Commission will discuss and recommend a Cultural Commission meeting schedule for 2019 (Attachment 2), which will include the start time for each meeting. The recommendation for Council consideration is to authorize the Cultural Commission to set its future meeting dates and times in a proposed Council resolution (Attachment 3).

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recommend Approval of a Resolution to Set the Number and Start Time of Regular Cultural Commission Meetings.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Resolution No. 5195
2. Cultural Commission 2019 Schedule of Meetings
3. Proposed Resolution to Set Start Times for Cultural Commission Meetings

RESOLUTION NO. 5195

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CLARA INDICATING TIMES AND DAYS FOR EACH BOARD OR COMMISSION OF THE CITY TO HOLD REGULAR MEETINGS ALL AS AUTHORIZED IN SECTION 2-91.1 OF "THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA"

SECTION 1: Each board or commission shall hold regular meetings at the times and on the days indicated below except when such day falls on a City holiday.

Board of Library Trustees	First Monday of each month at 7:30 p.m.
Civil Service Commission	Second Monday of each month at 7:30 p.m.
Cultural Advisory Commission	First Monday of each month at 7:30 p.m.
Historical and Landmarks	First Thursday of each month at 7:00 p.m.
Parks and Recreation Commission	Third Tuesday of each month at 7:30 p.m.
Planning Commission	Second and Fourth Wednesday of each month at 7:00 p.m.
Senior Citizens Advisory Commission	Fourth Monday of each month at 10:00 a.m.

SECTION 2: The meeting times and days are set by resolution pursuant to Section 2-91.1 of "The Charter of the City of Santa Clara, California", and are subject to amendment from time to time by resolution of the City Council.

SECTION 3: This resolution shall take effect upon its

adoption.

* * * *

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 12th day of May, 1987, by the following votes:

AYES: COUNCILORS: Ash, Deto, Lasher, Mahan, Nadler, Tobkin
and Mayor Souza

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

ATTEST: _____
J. E. BOCCIGNONE
City Clerk
City of Santa Clara



All Cultural Commission meetings take place at:
Santa Clara Senior Center,
1303 Fremont Street,
Santa Clara, CA 95050

- January 7, 2019 at 7:00 p.m.
- February 4, 2019 at 7:00 p.m.
- March 4, 2019 at 7:00 p.m.
- April 1, 2019 at 7:00 p.m.
- May 6, 2019 at 7:00 p.m.
- June 3, 2019 at 7:00 p.m.
- July 1, 2019 at 7:00 p.m.
- August 5, 2019 at 7:00 p.m.
- October 7, 2019 at 7:00 p.m.
- November 4, 2019 at 7:00 p.m.
- December 2, 2019 at 7:00 p.m.

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA
APPROVING THE 2019 CULTURAL COMMISSION CALENDAR OF
MEETINGS, SETTING THE NUMBER AND START TIME OF
REGULAR CULTURAL COMMISSION MEETINGS, AND
DELEGATING TO THE CULTURAL COMMISSION THE
AUTHORITY TO ADOPT FUTURE ANNUAL MEETING
CALENDARS**

BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, Section 2.120.030 of the Santa Clara City Code (“SCCC”) requires City boards and commissions to hold regular meetings at the times and on the days indicated by resolution of the Council;

WHEREAS, Resolution 5195, adopted by the City Council in 1987, states that the Cultural Commission shall hold meetings on the first Monday of each month at 7:30 PM; and

WHEREAS, on August 5, 2013, the Cultural Commission made a motion to change the start time from 7:30 PM to 7:00 PM.

NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

1. That the City Council hereby finds that the above Recitals are true and correct and by this reference makes them a part hereof.
2. The City Council hereby approves the 2019 Cultural Commission Schedule of Meetings, attached hereto.
3. The City Council hereby amends City Council Resolution 5195 by deleting the following text from that Resolution:

“Cultural Advisory Commission First Monday of each month at
7:30 p.m.”

4. The City Council hereby approves setting the Cultural Commission regular meeting start time at 7:00pm and establishes a minimum of one meeting a month scheduled on Mondays.

5. Subject to the foregoing, the City Council hereby delegates to the Cultural Commission the authority set forth in SCCC Section 2.120.030 to establish the days and times of regular meetings. In accordance with these parameters, the Cultural Commission shall adopt a Calendar of Meetings annually.

6. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE ____ DAY OF _____, 2019, BY THE FOLLOWING VOTE:

AYES:	COUNCILORS:
NOES:	COUNCILORS:
ABSENT:	COUNCILORS:
ABSTAINED:	COUNCILORS:

ATTEST: _____
NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

- Attachments incorporated by reference:
1. City Council Resolution 5195
 2. 2019 Cultural Commission Meeting Schedule



Agenda Report

19-140

Agenda Date: 2/4/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Updates and Discussion of Cultural Commission Work Plan for FY2018-19

BACKGROUND

Each year, the Cultural Commission considers three to five specific, measurable, attainable, realistic, and time-bound goals and/or activities for the year. These are intended to focus the efforts of the Commission and respond to City Council priorities within existing budget direction and resource limitations.

In August 2018 the Commission agreed upon the following FY 2018-19 goals, events and activities with a plan to revisit and discuss the items monthly.

The work plan goals are summarized below.

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity;
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance).
2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city;
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC);
Recommend funding and support for community cultural groups;
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton Museum, SCU Franklin Arts Walk);
Advise and recommend public art additions to City Council and staff;
Attend Americans for the Arts Conference.
3. Raise visibility of commemorative months;
Partner with community groups to host and promote commemorative month's honoree.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission;
Presence at City wide Special Events (Art & Wine Festival, Holiday Tree Lighting, Egg-Stravaganza, 4th of July);
Ensure Cultural Commission events and reports are marketed and archived;
Present regularly to City Council.

DISCUSSION

The Cultural Commission will review and discuss work plan goals, year at a glance (page 6-7 of attached work plan), and budget. The Commission will also review, discuss and assign members to subcommittees to meet the goals and objectives of the work plan.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission’s agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan FY2018-19 & Budget



**City of
Santa Clara**

Cultural Commission

**Priorities and Work Plan
FY 18-19**

GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2018-19 work plan. These goals incorporate the combined theme of civic leadership, multicultural diversity, visible public art, and improved communication with the community as the fundamental platform upon which more cultural and arts activities can take place in Santa Clara. The goals are:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity

Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)

2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city

Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)

Recommend funding and support for community cultural groups

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)

Advise and recommend public art additions to City Council and staff

Attend Americans for the Arts Conference

3. Raise visibility of commemorative months

Partner with community groups to host and promote commemorative month's honoree

4. Enhance communication and media strategy to increase community awareness of the Cultural Commission

Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg-Stravaganza, 4th of July)

Ensure Cultural Commission events and reports are marketed and archived

Present regularly to City Council

WORK PLAN

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)	Commissioner Diaz & Vice Chair Samara	Monthly Events - Ongoing	<ul style="list-style-type: none"> • Four (4) Friday Night Live • One (1) Street Dance • Five (5) Concerts in the Park
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	

GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and permanent art in the city

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)	Chair von Huene, Commissioner Beavers, & Commissioner Bhatia		
Recommend funding and support for community cultural		February 2019	Application for 2019-2020 Grants released

groups			on November 7, 2018 Applications submitted on December 14, 2018 Commission reviewed applications on January 7, 2019. Commission will make a recommendation on February 4, 2019.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)	Art in Public Places		
Advise and recommend public art additions to City Council and staff			
Attend Americans for the Arts Conference		June 14-16, 2019	Nominate a commissioner to attend in February 2019

GOAL #3: Raise visibility of commemorative months

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Partner with community groups to host and promote commemorative month's honoree	Commissioner Bhatia & Commissioner Marinaro	Monthly	Reposted CAIR "Valuing Our Story" event on Social Media. Created "National Hispanic Heritage

			<p>Month” & “Sikh Appreciation & Awareness Month” image and posted on Social Media.</p> <p>Co-hosted turban tying event at Tree Lighting with Joy of Sewa – December 7, 2018</p>
--	--	--	--

GOAL #4: Enhance communication and media strategy to increase community, staff, and City Council’s awareness of the Cultural Commission

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4 th of July)		Ongoing	<p>Hosted a table with interactive art activity & displayed mural at Art & Wine Festival.</p> <p>Hosted a table at Tree Lighting.</p>
Ensure Cultural Commission events and reports are marketed and archived	Commissioner Mathur		Social Media Presence
Present regularly to City Council	Chair von Huene & Vice Chair Samara	Ongoing	Presented on November 13, 2018 & December 4, 2018

YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings*
Fiscal Year 2018-19 (July 2018-June 2019)

		Meetings, Events, and Programs	Commemorative Month
2018	July	7/2: Cultural Commission Meeting - 7:00 p.m. 7/13: Concert in the Park – Orquestra Latin Heat – 6:30 p.m. 7/22: Concert in the Park- Lyratones – 2:30 p.m. 7/27: Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	8/2-8/4: Sister Cities International 61 st Annual Conference in Aurora, CO 8/3: Street Dance – 6:00 p.m. 8/6: Cultural Commission Meeting - 7:00 p.m. 8/12: Concert in the Park – Funky Souls Dance Band – 2:30 p.m.. 8/17: Concert in the Park – Houserockers – 6:30 p.m..	Muslim Awareness
	September	<i>Please Note: No Regular Cultural Commission meeting due to official city holiday</i> 9/11: Cultural Commission/City Council Dinner – 5:00 p.m. 9/15: Art & Wine Festival- 10:00 a.m. 9/16: Art & Wine Festival- 10:00 a.m. 9/29: Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October	10/1: Cultural Commission Meeting - 7:00 p.m. 10/31: Children’s Halloween Party- 3:00 p.m.	Native American History Breast Cancer Awareness National Arts & Humanities Month

	November	11/5: Cultural Commission Meeting - 7:00 p.m. 11/9: Friday Night Live – Los Laureles & Mariachi- 7:00 PM 11/13: City Council Meeting & Presentation– 7:00 p.m.	Sikh Awareness and Appreciation
	December	12/3: Cultural Commission Meeting - 7:00 p.m. 12/4: City Council Meeting & Presentation– 7:00 p.m. 12/7: Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	1/7: Cultural Commission Meeting - 7:00 p.m.	
	February	2/4: Cultural Commission Meeting - 7:00 p.m. 2/5: City Council Meeting & Presentation– 7:00 p.m. 2/15: Friday Night Live – Tabia	Black History
	March	3/1: Friday Night Live – Broceliande 3/4: Cultural Commission Meeting - 7:00 p.m. TBD: City Council Meeting & Presentation– 7:00 p.m.	Women’s History Disabilities Month
	April	4/1: Cultural Commission Meeting - 7:00 p.m. 4/5: Friday Night Live – Charged Particles 4/20: Egg Extravaganza TBD: City Council Meeting & Presentation– 7:00 p.m.	Jazz
	May	5/6: Cultural Commission Meeting - 7:00 p.m. TBD: City Council Meeting & Presentation– 7:00 p.m.	Asian Heritage Jewish Heritage

	June	6/3: Cultural Commission Meeting - 7:00 p.m. 6/14: Concert in the Park - 6:30 p.m. The Hitmen 6/21: Silicon Valley BBQ Championships - 4:00 p.m. 6/22: Silicon Valley BBQ Championships - 11:00 a.m. 6/29: Midsummer Cultural Celebration at the Triton Museum TBD: City Council Meeting & Presentation- 7:00 p.m.	LGBTQ Awareness Juneteenth
	July	7/12: Concert in the Park - 6:30 p.m. Orquestra Latin Heat 7/21: Concert in the Park – 2:00 p.m. 7/26: Concert in the Park - 6:30 p.m.	American Independence Santa Clara History
	August	8/2: Street Dance – 6:00 p.m. House Rockers 8/11: Concert in the Park- 5:30 p.m. LiveWire	Muslim Awareness

*Dates/Times/Events are subject to change

Cultural Commission
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	
Grantees	Santa Clara Ballet Santa Clara Players Santa Clara Chorale		\$ 20,850.00		
			\$ 10,000.00	\$ (10,000.00)	
			\$ 5,850.00	\$ (5,850.00)	
			\$ 5,000.00	\$ (5,000.00)	
		Remaining Budget	\$ -	\$ (20,850.00)	Total Expenditures
Cultural Events	Street Dance / Concerts in the Park / FNL / International Festival		\$ 39,640.00		
		Water/Ice		\$ (10.72)	
		Grupo Folklorico		\$ (2,130.00)	
		Tabia		\$ (800.00)	
		Broceliande		\$ (525.00)	
		Charged Particles		\$ (1,000.00)	
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)	
		Togos		\$ (120.00)	
		Remaining Budget	\$ 10,054.28	\$ (29,585.72)	Total Expenditures
		Visual Arts	Chalk Art Keep Santa Clara Clean (Utility Box) Art in Public Places		\$ 10,500.00
	\$ 1,000.00				
	\$ 1,500.00				
	\$ 8,000.00				
ArtMobilus				\$ (2,000.00)	
Remaining Budget	\$ 8,500.00	\$ (2,000.00)	Total Expenditures		
Marketing, Conferences, and Memberships	Misc Travel, Conferences, and Memberships		\$ 7,330.00		
			\$ 1,475.00		
		T-Shirts		\$ (518.57)	
		Table Cloth		\$ (269.56)	
		Crayons		\$ (449.86)	
			\$ 5,855.00		
		SCI- Hotel		\$ (717.60)	
		SCI - Expenses		\$ (221.12)	
		Remaining Budget	\$ 5,153.29	\$ (2,176.71)	Total Expenditures
				\$ 78,320.00	\$ (54,612.43)

Remaining Budget: \$ 23,707.57