

***A Culture of
Innovation:
San Jose's
Cultural Vision
for 2040***



The Public Value of the Arts



Goal: Create a better San Jose through the arts and culture

The Arts & Community Development

A great city is a city of great places

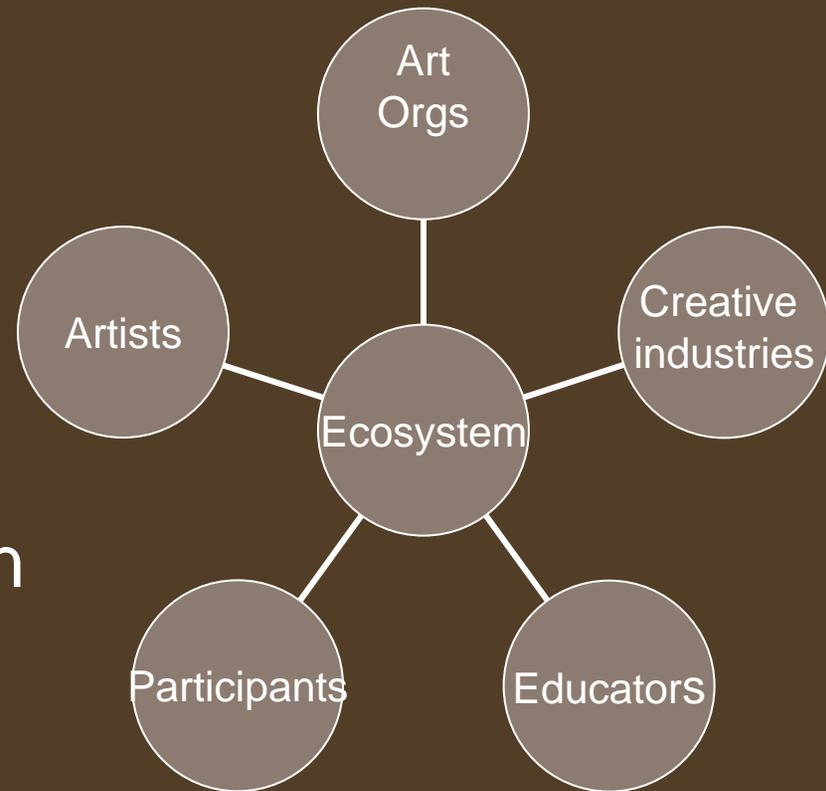
Cities must attract young and immigrant talent to be competitive

- Live first, work second
- Built environment increasingly important



Cultural Ecosystem

- Arts & Culture Organizations
 - non and for profit
- Artists
- Creative industries:
 - music stores, galleries, live music venues, design studios, etc
- Participants/consumers
- Educators



Cultural Facts & Figures

- 150-180 non profit art & culture organizations
- 30 known informal art organizations
- 1,708 arts related businesses
- 325 festivals and special events
- 5,000 artists in SJ metro area
- 11 publicly owned cultural facilities



Arts & Culture Policy

Integrate Existing Strategies

- *Public Art Next!*
- Arts Education
- Creative Entrepreneur

Articulate New Strategies

- Cultural facilities/spaces
- Cultural participation
- Building audiences

Cultural Vision

- Goals & Strategic Direction
- Policies
- Work plan & Indicators
- Role of City, partners
- Informs 2040

Envision San Jose 2040

Cultural Vision Process

Cultural Vision to inform *Envision San Jose 2040*



Public Input Process

- Arts Commission
- Community Outreach: stakeholder interviews, focus groups, public survey, town hall meeting
- Report back to Task Force
- Final recommendations to Task Force

Guiding Principles - Arts and Culture Policy in San Jose

- Arts and Economic Prosperity
- Cultural Participation
- Cultural Pluralism
- Innovation

A lens through which to assess how to foster arts and cultural development as the City of San Jose grows and evolves.

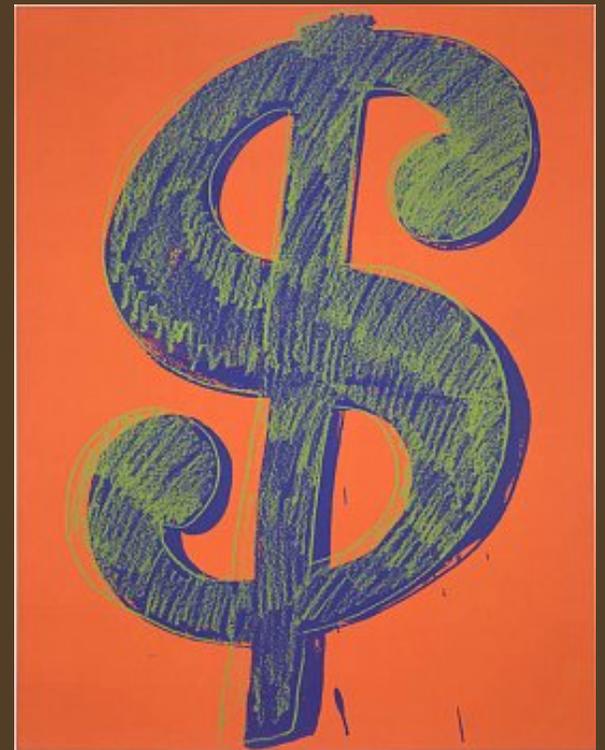
Arts and Economic Prosperity

San Jose's \$103 m nonprofit art sector supports 2,300 jobs

Arts education prepares the 21st C workforce

Creative economy drives a sense of place

Creative cities attract talent & business – Place based economy



Cultural Participation

An indicator of a healthy,
sustainable community

Builds neighborhoods and
social capital

How do we plan for spaces
and places where cultural
participation can thrive?



Cultural Pluralism

Strength in diversity

Creative expression and a celebration of heritage sustain community

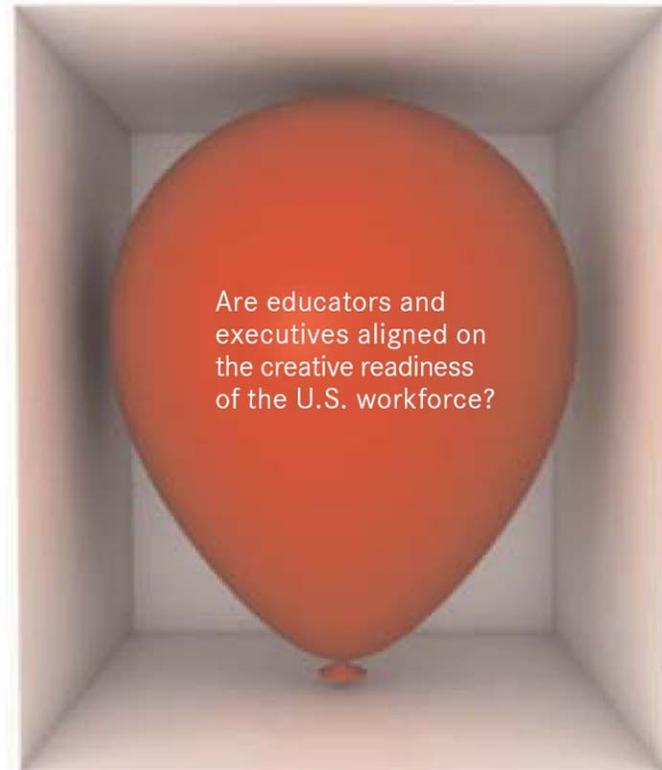
Fostering cross cultural understanding



Innovation

Creativity fuels
innovation across
sectors

Ready to Innovate Key Findings



Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Vision Statement

Vibrant Arts and Culture: San Jose is a vibrant center for multi-faceted arts and cultural programs, celebrating its heritage and inspiring the creative energy of the community and a rich quality of life.



Envision San Jose 2040

Current Guideline

- *Reinforce and strengthen Downtown San Jose as the cultural symbolic heart of San Jose*

As San Jose grows, how do we foster cultural development?

- In neighborhood villages, along transit corridors, in centers...?

Discussion

What does “vibrant arts and culture” mean in San Jose?

How can we create a better San Jose through arts and culture?

