



PLACEMAKING AND PUBLIC LIFE STATUS REPORT

Neighborhood Services and Education Committee
March 5, 2025

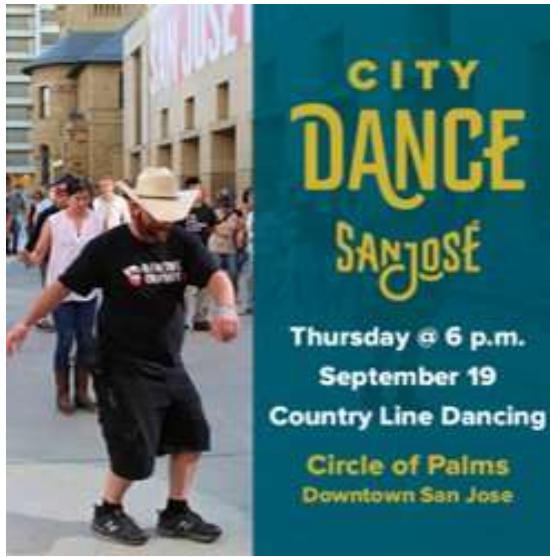
Presenters:

Kerry Adams-Hapner, OEDCA Assistant Director
Avi Yotam, PRNS Deputy Director
Brian Clampitt, Parks Manager

What is Public Life?



Outdoor Special Events



CityDance

*Dance Now.
Think Later.*



Sonic Runway

Activations



Sonic Loveway

02.14.25
San José City Hall Plaza

OPERA
SAN JOSÉ

Office of
Cultural
Affairs

SCHOOL OF ROCK

Silicon Valley Chapter
the arts in our valley

SYMPHONY
SAN JOSÉ

LEARN
MORE

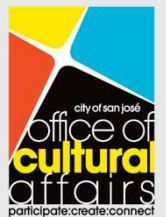
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city of san jose
office of
cultural
affairs
participate.create.connect



PUBLIC ART

Fifteen
Murals
Citywide
Multiple
Local Artists





Thank You America

Tuan Nguyen

Viet Heritage Garden



Sheltering Wing

Roger Stoller
Heinlenville Park

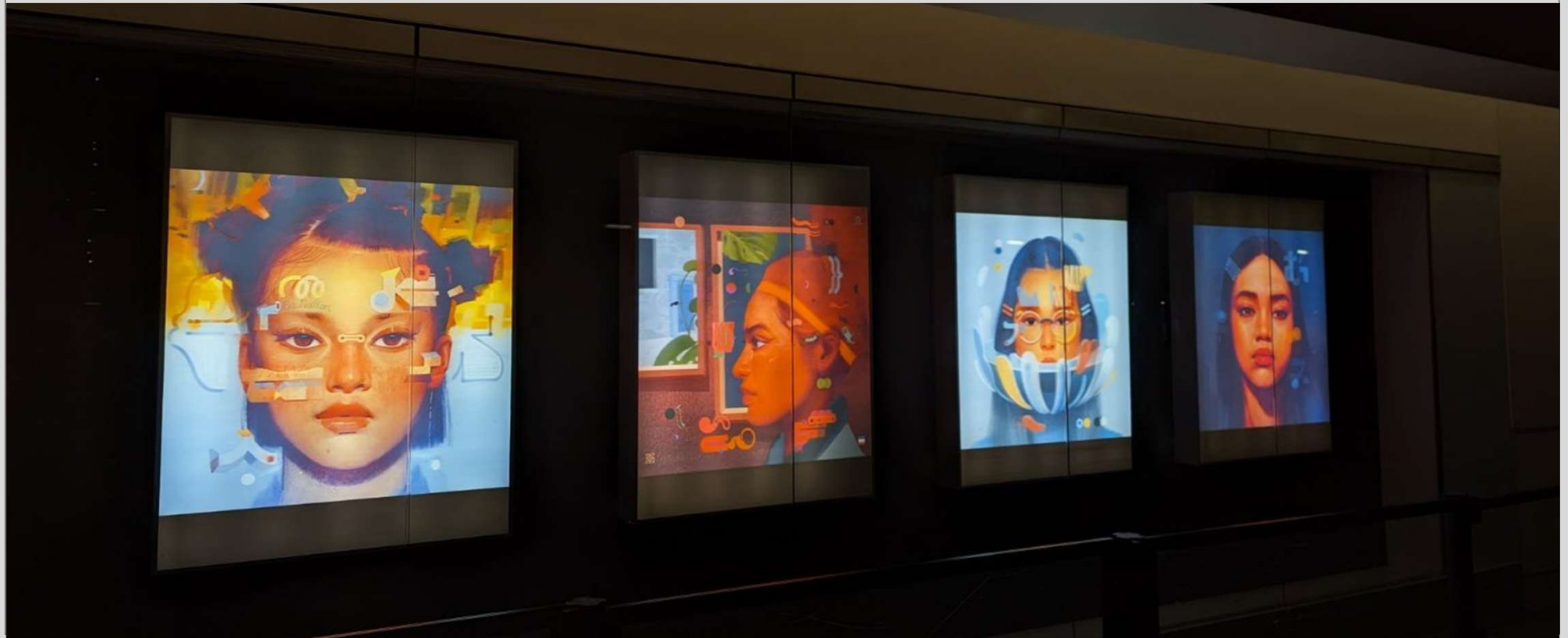


Pellier Park

Design Collaboration with
Artist Norie Sato and SWA
Group

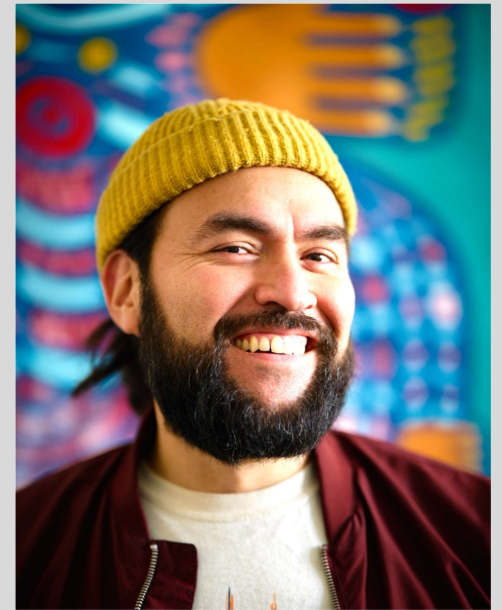


Lenticular Lab Multiple Local Artists, SJ Mineta
Internat'l Airport





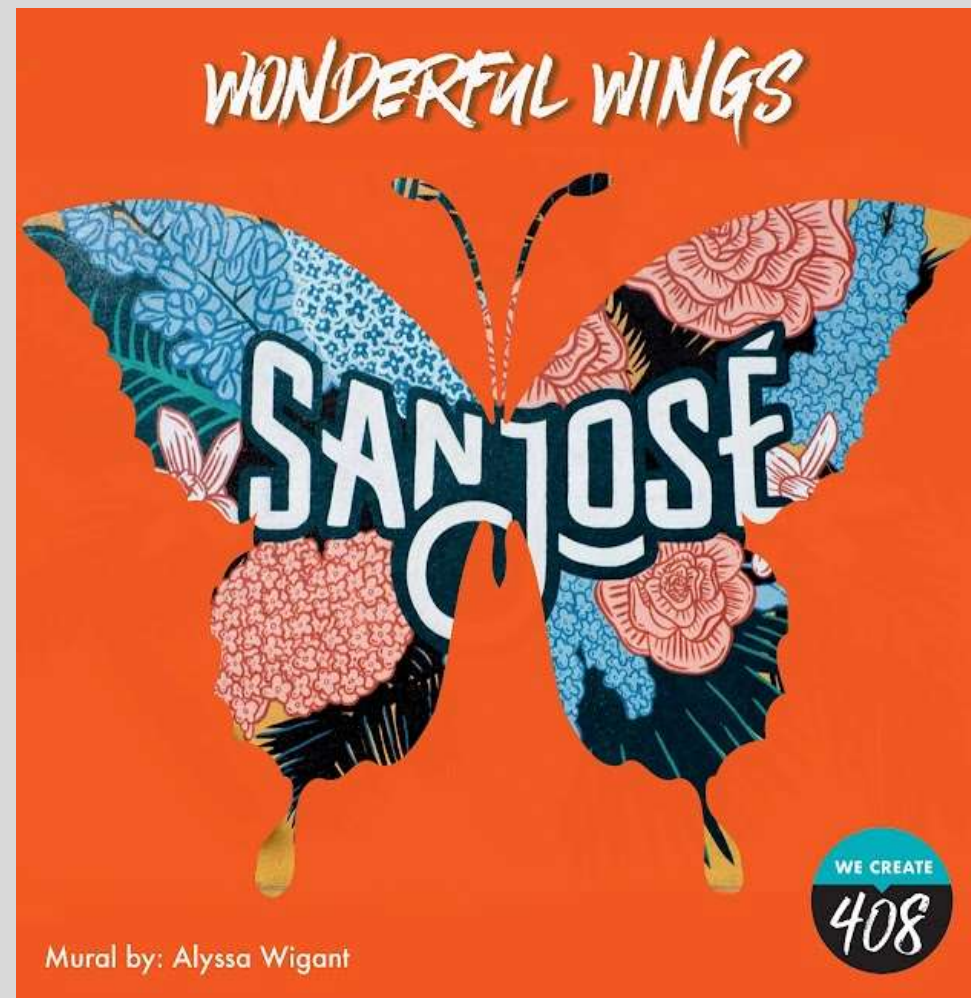
City Hall Exhibitions & Performances *Pune India Sister City Exhibition*



Creative Ambassadors



We Create 408

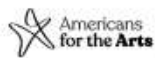




Make Music Day



Arts and Economic Prosperity



Arts & Economic Prosperity Study VI



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of San José, CA

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$99,882,494	\$192,068,592	\$291,951,086

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	2,821	1,917	4,738
Personal Income Paid to Residents	\$75,011,627	\$98,379,112	\$173,390,739
Local Tax Revenue (city and county)	\$1,304,700	\$4,757,207	\$6,061,907
State Tax Revenue	\$3,061,380	\$7,266,914	\$10,328,294
Federal Tax Revenue	\$13,789,457	\$16,203,328	\$29,992,785

The Social Impact of the Arts



- Total Reported Attendance to Nonprofit Art and Culture Events: 4.4 million, 25% were nonlocal.
- Over 86% of audience members agreed that "This activity or venue is inspiring a sense of pride in this neighborhood or community."
- Over 84% agreed that "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
- Over 85% agreed that "I would feel a great sense of loss if this activity or venue were no longer available."

What is Placemaking?



An Assessment of the Viva CalleSJ Event in San Jose

Richard Kos
Adam Cohen



MINETA TRANSPORTATION INSTITUTE

transweb.sjsu.edu



64.4% enjoyed live entertainment

66.4% participated in local dining

68.5% were inspired to explore new areas

68.8% visited community resources

76.0% mentioned a stronger sense of community

80.4% discovered local businesses along the route





Viva CalleSJ

Stop by these locations for an exclusive deal of the day!

PIT STOP	
HOP AND VINE 1435 The Alameda	LAST ROUND TAVERN 354 E Santa Clara St
HANNAH COFFEE 754 The Alameda #80	SLING SHOT CONNECTION STAFFING 840 The Alameda
NEU 2 U THIRFT STORE 436 E Santa Clara St #1913	VISUAL PHILOSOPHY 1065 The Alameda
GYPSY ROSE SALON 1230 The Alameda	COMMUNITY BANK OF THE BAY 956 The Alameda
BIBO'S PIZZA AND PASTA 320 W. St John Street in Little Italy	TORINA PANINO 320 W St John Street in Little Italy



- Businesses along the route provide **exclusive, day-of deals**.
- Designed to enhance participant engagement and support local businesses.
- Partnered with OEDCA to produce marketing materials.





77.7% of participants planned to spend an average of **\$54.23** at local businesses

If the survey results are extrapolated to the estimated 125,000 participants for that day, with **77.7%** spending an average of **\$54.23 per person**, then participants may have spent **\$5.25 million** during the event.



Metro Best of Silicon Valley 2024
Best Outdoor Art Event
Bronze

Metro Best of Silicon Valley 2024
Best Festival – San Jose
Bronze

VIVA PARKS







Of the 3,000+ community surveys received during events...

71% of respondents agreed that they interacted with people they would not have otherwise

81% agreed that attending a Viva Parks or Paint the CitySJ event enhanced their sense of identity and belonging within their community

88% reported feeling safe while visiting the park during the event

70% expressed that they would return to the park even without an event taking place

62% reported they spent up to 2 hours on physical activities at events

Special Park Use – Permitted Special Events





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