

PLACEMAKING 2017 Neighborhood Services and Education Committee June 14, 2018

Viva CalleSJ • It's Happening / Viva Parks Downtown • Viva Parks



PLACEMAKING THROUGH PARTNERSHIPS

Viva CalleSJ engaged over 60 organizations, providing support, resources, and programming

AARP, the Health Trust, Santa Clara County, and Niantic, Inc. joined the growing list of Viva CalleSJ strategic partners

Over \$365,000 secured in grant, sponsor, and in-kind funding to support Viva CalleSJ

More than 40 local vendors and resource providers engaged in Viva Parks

New partnerships with the Santa Clara Public Health Department and Veggielution promise to increase access to health resources

Local experts helped to bring new and exciting programming to It's Happening/Viva Parks: Downtown through PRNS grant-funding opportunities

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

VIVA CALLESJ

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7.2 mile route

130,000 estimated attendance

170 volunteers

35,000 unique Pokémon GO logins through out the Viva CalleSJ route

37% of those surveyed said they would spend more than \$21 = \$1,000,000+

77% said they had more than 60 minutes of physical activity

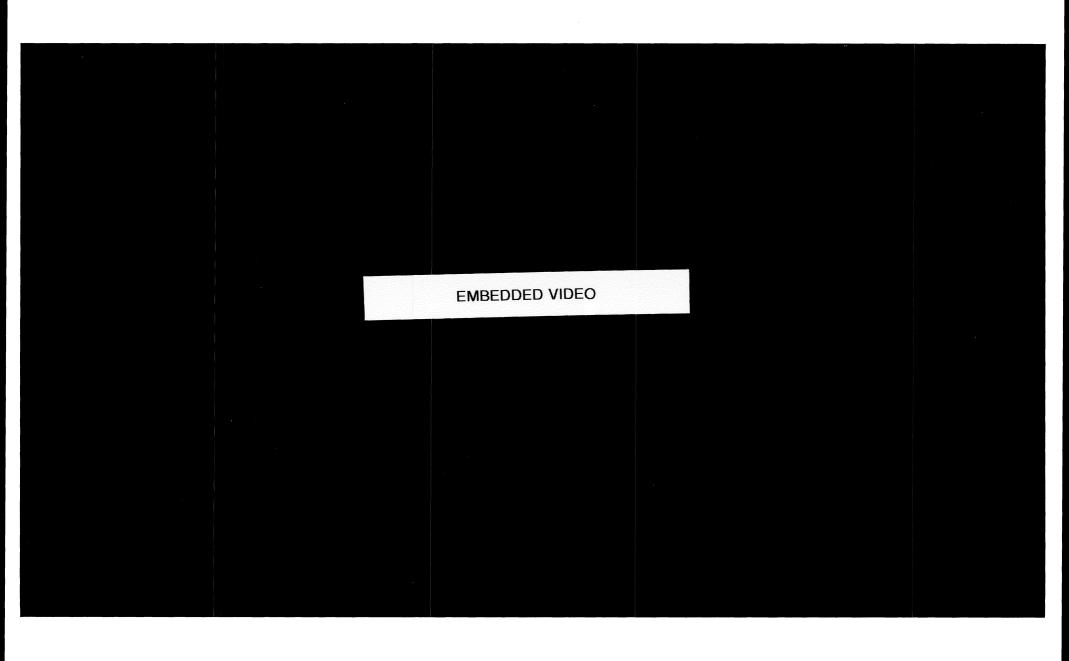
27% of participants were from outside San Jose











VIVA PARKS

VIVA PARKS

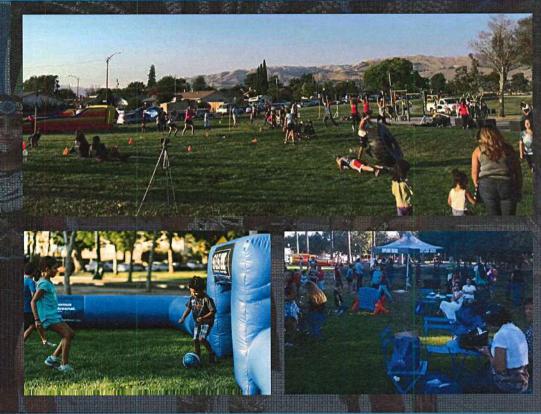
33 activations in Council Districts 2, 3, 5, 8, and 10

Approximately 10,000 residents engaged

Provided positive programming, physical wellness, civic engagement, and

connected people to people

Incorporated **Cultural awareness**and diversity awareness components into
each activation



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IT'S HAPPENING / VIVA PARKS DOWNTOWN







IT'S HAPPENING / VIVA PARKS DOWNTOWN

25,600 participants in 2017

Perfect spot for lunch or a mid-day break

Wine and Painting Nights brought in over 100 undiscovered artists

Local artist had the opportunity to shine at Open Mic Nights and Friday Night Concert Series

Sunset Yoga engaged over 500 aspiring yogi

PRNS URBAN ACTIVATION GRANT

2017 PRNS fully launched St. James Park and Urban Activation Grant Program

Over \$100,000 available for funding vendors

A pool of 25 qualified vendors has been established for activations

culturally diverse music, art, dance, food, and design elements are provided by

professional vendors to enhance all Placemaking and Public Life activation efforts

Building Community Through Fun

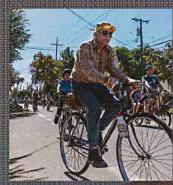
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2018 PLACEMAKING AND PUBLIC LIFE **PROGRAMS**









Viva Parks Neighborhoods activations will increase from 23 to 51 in 2018

It's Happening/Viva Parks Downtown

will feature new programming developed in partnership with the Public Space Authority and other local experts



QUESTIONS

