


SAN JOSE

PARKS, RECREATION & NEIGHBORHOOD SERVICES



PLACEMAKING 2018

Neighborhood Services and Education Committee

December 13, 2018

Viva CalleSJ • Viva Parks: Downtown • Viva Parks: Neighborhoods

Building Community Through Fun



VIVA PARKS: NEIGHBORHOODS





VIVA PARKS

52 activations in Council Districts 2, 3, 5, and 8

Approximately 9,101 residents engaged

Positive programming, physical wellness, civic engagement, and connecting people to people

Cultural awareness and diversity awareness components into each activation

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VIVA PARKS: DOWNTOWN



VIVA PARKS: DOWNTOWN

26,653 participants in 2018

Perfect spot for lunch or a mid-day break

Wine and Painting Nights brought in over 100 undiscovered artists

Placemaking x PSA collaborations such as Sunset Thursday, Finally Friday, and All City Brunch

Sunset Yoga engaged over 500 aspiring yoga enthusiasts

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VIVA CALLESJ

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6.0 mile route

125,000 estimated attendance

60 local and regional organizations engaged

300 runners took part in first ever Run Viva CalleSJ 5k

200 volunteers

Partnerships with AARP, The Health Trust, Public Health, and Niantic (Pokemon GO)

New partnership with CommUniverCity and the Knight Foundation



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Placemaking Through Partnerships

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

Over \$100,000 available for funding vendors

A pool of 26 qualified vendors has been established for activations

Culturally diverse music, art, dance, food, and design elements are provided by professional vendors to enhance all activation efforts of Placemaking.

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Next Steps

Spring and Fall:

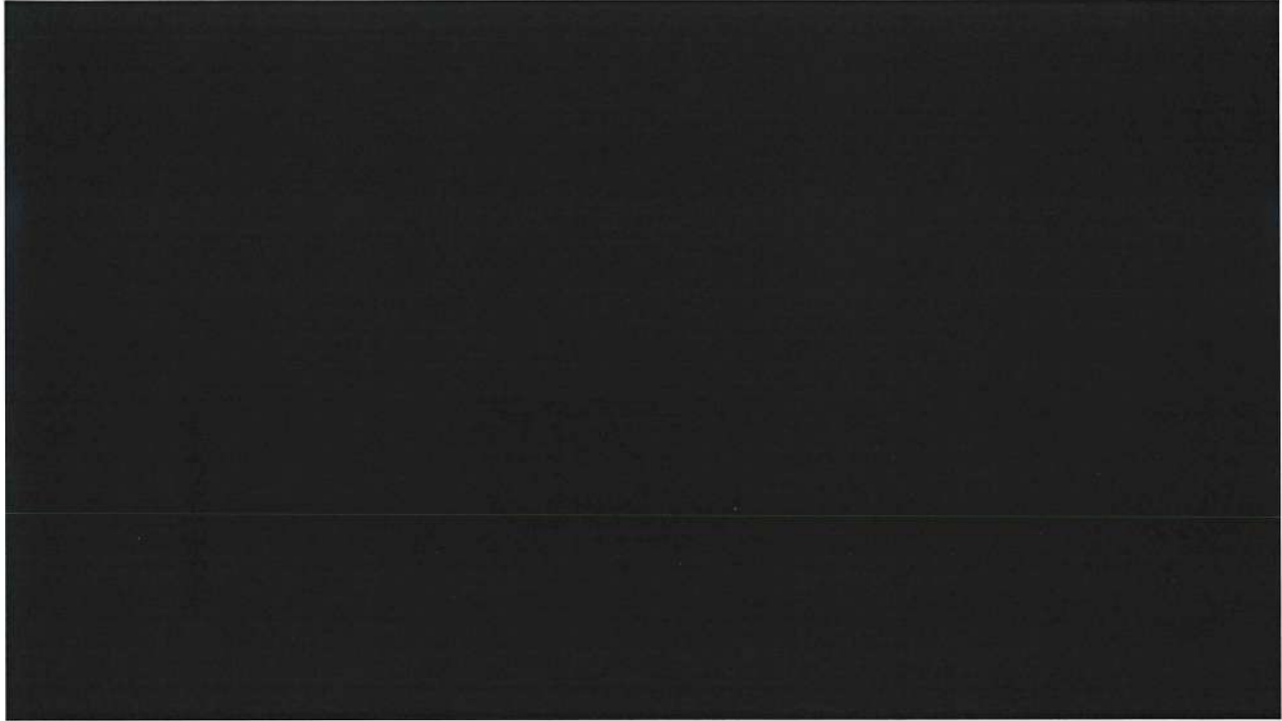
- Viva CalleSJ 2019 (May and September)

Funding:

- One-time funding

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QUESTIONS

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OFFICE OF THE CITY MANAGER