

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Nanci Klein

**SUBJECT: PROCLAIM APRIL 2021
ARTS, CULTURE, AND
CREATIVITY MONTH**

DATE: April 1, 2021

Approved



Date

4/1/2021

REASON FOR ADDENDUM

We have a unique opportunity to coordinate the statewide initiative declaring April as Arts, Culture, and Creativity Month with a citywide initiative to celebrate creativity through the WeCreate408 initiative in the month of April in advance of the April 8, 2021 WeCreate408 kickoff event.

RECOMMENDATION

Approve April 2021 as Arts, Culture, and Creativity Month in the City of San José at a significant time to recognize and celebrate the arts, culture, and creativity of all peoples in San José in coordination with the State of California's designation per Senate Concurrent Resolution No. 33.

OUTCOME

If approved, April 2021 would be publicly recognized as Arts, Culture, and Creativity Month in the City of San José.

BACKGROUND

The California State Legislature adopted Senate Concurrent Resolution No. 33 on April 25, 2019 proclaiming April 2019, and every April thereafter, as Arts, Culture, and Creativity Month. On April 1, 2021, the City of San José Office of Cultural Affairs launched the 2021 edition of WeCreate408, a month-long online challenge to inspire creativity and to celebrate San José's rich and diverse arts and culture as part of Arts, Culture, and Creativity Month.

ANALYSIS

A proclamation of April 2021 as Arts, Culture, and Creativity Month in the City of San José would align San Jose with statewide efforts to celebrate the arts, while recognizing the significant cultural life and creative vibrancy of San Jose. Arts, culture, and creativity offer a ray of hope after a long dark year. The COVID-19 pandemic shuttered arts and cultural organizations in San Jose and around the world. Yet, our San Jose art organizations have found new ways to engage residents and provide solace. A proclamation would recognize and honor the resiliency of our city's cultural sector.

A proclamation would also recognize the healing and connective power of the arts. In addition to economic and physical harm, the pandemic has left emotional scars. Creative expression provides a therapeutic outlet as both a means of addressing trauma directly and a means of escape. Creativity also provides an emotional connection to our community, our friends and family, as well as to our inner selves. Proclaiming April 2021 as Arts, Culture, and Creativity Month would be a recognition of the creativity and resiliency of San Jose residents.

As part of the statewide Arts, Culture, and Creativity Month, the San Jose Office of Cultural Affairs launched WeCreate408 on April 1, 2021. WeCreate408 is a month-long online challenge to inspire creativity and celebrate San José's rich and diverse arts and culture. The Office of Cultural Affairs partnered with 27 San José arts organizations, businesses, and community groups on this initiative. The public is invited to sign up to receive creative prompts every day in April for creative actions to do on their own and suggestions for creative activities around San José. A virtual kickoff event for WeCreate408 will be held on Thursday, April 8 from 7:00 to 8:30 p.m., featuring virtual workshops and conversation sessions lead by Office of Cultural Affairs Creative Ambassadors. To sign up for the WeCreate408 challenge and to register for the kickoff event, people can go www.WeCreate408.org.

CONCLUSION

Proclaiming April 2021 as Arts, Culture, and Creativity Month in San Jose would serve as recognition of the creativity and resiliency of San Jose's cultural community and residents.

EVALUATION AND FOLLOW-UP

The WeCreate408 challenge is currently underway and will run through the end of April. An evaluation will be conducted at the end of the challenge measuring its impact and reach.

CLIMATE SMART SAN JOSE

The recommendation in this memo has no effect on Climate Smart San José energy, water, or mobility goals. It does support the resiliency of the city's cultural sector.

PUBLIC OUTREACH

The Office of Cultural Affairs worked with local arts and culture organizations to inform the design of the WeCreate408 challenge. Over 27 local arts and culture organizations are partnering with the Office of Cultural Affairs in the launch the WeCreate408 initiative. Extensive social media outreach has been conducted to reach out to residents. Currently, over 1,440 residents have signed up to take part in the WeCreat408 challenge.

COORDINATION

The San Jose Office of Cultural Affairs is the lead City agency for coordinating WeCreate408 and its connection to the statewide Arts, Culture, and Creativity Month.

COMMISSION RECOMMENDATION/INPUT

No commission recommendation or input is associated with this action. The San Jose Arts Commission has been briefed on the WeCreate408 challenge.

CEQA

Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.

/s/

NANCI KLEIN

Director of Economic Development

For questions, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.