



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Nanci Klein

SUBJECT: SEE BELOW

DATE: September 17, 2021

Approved

Date

9/20/2021

SUBJECT: THE ARTS MEAN BUSINESS: OVERVIEW OF THE *BUSINESS OF ARTS AND CULTURE* REPORT

RECOMMENDATION

Accept the report on the 2021 *Business of Art and Culture* publication on the local arts and culture sector.

BACKGROUND

In May 2021, local non-profit arts service organization **SVCREATES** published the *Business of Art and Culture* report. The research report was produced in partnership with the City's Office of Cultural Affairs (OCA), which provided \$30,000 in funding, leadership, input, and data about San José's arts community which informed the findings and recommendations.

ANALYSIS

The contemporary arts and cultural landscape of Silicon Valley, and its capital city of San José, display remarkable differences from other similar-sized American cities and metropolitan areas. In the past ten years, the formal dimensions of this landscape have evolved in material and symbolic ways to come into closer alignment with the region's changing demographics and global identity. Its non-profit and municipal actors exhibit responsiveness to evolving populations, cultural interests, and identity. The character of Silicon Valley's non-profit arts and cultural sector reflects high value placed on varied expressions of culture and in making the Valley home to an increasingly diverse and growing population. Our region's cultural ecosystem is a vast, organic network of hundreds of small- to mid-sized multidisciplinary arts and cultural organizations and thousands of artists, creative entrepreneurs, volunteers, and individual participants.

The Business of Arts and Culture (Attachment A), largely informed by the density of cultural assets, organizations, and artists in San José, examines cultural activities in Silicon Valley as expressed by the numbers, types, expenditures, and geographic distribution of non-profit arts and cultural organizations along with municipal investments in arts and culture. Findings suggest growing levels of involvement in the arts by people living in the region. Organizations also reflect a region internationally known for innovation in technology. This study compared San José, a city of over one million people surrounded by a region with a prosperous and well-educated population, with nine other U.S. cities. San José displays a mix of cultural organizations unlike those found in other cities its size.

The report was also supported by the Packard Foundation and Silicon Valley Community Foundation and creative community input. The in-depth research was conducted by Creative Community Builders, a national independent arts planning and research firm. Read and download the [Creative Community Builders 2019 Silicon Valley-Cultural Landscape report \(PDF\)](#).¹ See [The Business of Arts and Culture report resources](#).²

Presented in partnership with SVCREATES, the purpose of this item is to share highlights of the research findings and discuss what the findings mean to our community, why a strong arts and cultural sector is vital to a thriving economy, and what we can do to strengthen its resilience.

/s/

NANCI KLEIN

Director, Office of Economic Development
and Cultural Affairs

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

Attachment

Attachment A: *The Business of Arts and Culture Report*

¹ https://www.svcreates.org/wp-content/uploads/2021/05/Silicon-Valley-Cultural-Landscape_FINAL-11-06-2020.pdf

² https://www.svcreates.org/wp-content/uploads/2021/05/BusinessArtsCulture_Citations.pdf