

# Creating a sense of place in Silicon Valley





# A message from Connie Martinez

With seed funding from John S. and James L. Knight Foundation, 1stACT Silicon Valley opened its doors in January 2008 to foster cultural engagement and help create an authentic sense of place and cultural identity for Silicon Valley.

To that end, we focused our first two years on better understanding who we are as a region, experimenting with new ways of cultural engagement, learning what it will take to strengthen our region's arts and culture, advocating for an urban design agenda in downtown San Jose, and engaging business, civic and arts leaders in the process.

We believe our work is important because Silicon Valley arts and culture celebrates our diversity, fosters cross-cultural understanding, and helps to define our unique identity. Cultural engagement builds community, nurtures creativity, connects people to one another, and brings joy and learning to our lives. And a vibrant urban core helps to attract and retain global talent while creating a sense of place.

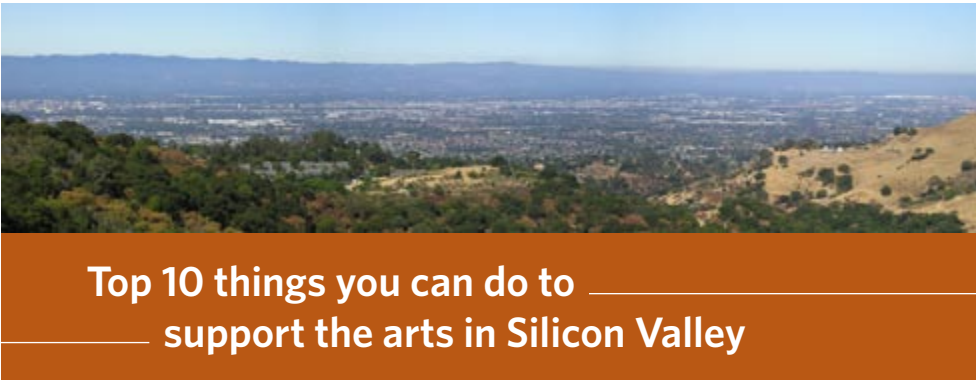
This publication is intended to do a few things. First, we want to share our research about Silicon Valley's arts and culture ecosystem and what makes it unique. Sec-

ondly, we want to share what we have learned about our funding climate and the challenges facing Silicon Valley's social and cultural sector. And lastly we want to inspire you with our hopes, dreams and plans for the future.

We know that Silicon Valley is one of the most diverse, well-educated and wealthy regions of the world and that we have changed the world through our innovation, technology and philanthropy. As a global community we understand why the majority of our philanthropic giving leaves the region, and we take great pride in our global reach. But given our abundance, imagine what we could do if we moved our "philanthropic needle" 10 points toward investing in our own community.

As a catalytic organization with a 5-10 year run, 1stACT has a sense of urgency and focus. Join us, and our network of leaders and partners, as we work together to create a place that feels unique to Silicon Valley, fosters cultural engagement, attracts and retains the best and brightest workforce, nurtures the growth and development of our children, and inspires community investment.

Silicon Valley may be everywhere, but this is home.



## Top 10 things you can do to support the arts in Silicon Valley

1. Participate yourself in an art form you love.
2. Help your kids participate in the arts.
3. Seek out new and different arts experiences.
4. Bring your friends to your favorite arts events
5. Volunteer.
6. Join a board of directors.
7. Offer financial support — contribute, subscribe, become a member.
8. Support arts in education — what's happening in your child's school?
9. Advocate for the arts within your network — be aware of public policy; does your company support the arts? Does your city council?
10. Spread the word about the region's offerings.

## Who we are

### 1stACT board of directors

**Ned Barnholt**, (1stAct vice chair), chairman emeritus, former chairman, president & CEO, Agilent Technologies  
**J. Richard Braugh** (chair) senior vice president, UBS  
**Bruce Chizen**, (1stACT board chair emeritus) senior advisor, Permira Funds and venture partner, Voyager Capital  
**Hsing Kung**, partner, Acorn Campus Ventures  
**Stephen McCray**, (secretary) attorney with Hoge, Fenton, Jones & Appel  
**James MacGregor**, publisher, Silicon Valley/San Jose Business Journal  
**Karen Nāgy**, assistant vice president for the arts, Stanford University  
**Carmen Sigler**, (treasurer) retired provost, San Jose State University

### 1stACT founders

**J. Richard Braugh**, senior vice president, UBS  
**Bruce W. Davis**, executive director, Arts Council Silicon Valley  
**Roy Hirabayashi**, managing director, San Jose Taiko  
**Raul Lozano**, former director of Teatro Vision and founder of La Mesa Verde  
**Connie Martinez**, managing director and CEO, 1stACT Silicon Valley  
**Ann Skeet**, president, Notre Dame High School

### 1stACT staff

**Tamara Alvarado**, director of multicultural leadership  
**Erika Justis**, director of creative place  
**Connie Martinez**, managing director and CEO  
**Sarah Moore**, manager, executive office and operations  
**Brendan Rawson**, director of cultural participation  
**Joshua Russell**, director of communications and emerging initiatives

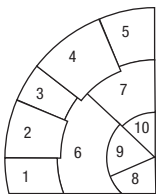
For a complete list of 1stACT Silicon Valley's network of leaders, visit: [www.1stact.org/aboutus/about\\_netwk.html](http://www.1stact.org/aboutus/about_netwk.html)

### We'd like to thank our visionary funders...

Applied Materials | Adobe Systems Inc. | Cisco Systems  
David and Lucile Packard Foundation | John S. and James L. Knight Foundation | William and Flora Hewlett Foundation

### ...and the 1stAct incubator...

American Leadership Forum



COVER: 1. "Homourobos" by Peter Hudson 2. Children's Musical Theater San Jose 3. Rashaun Mitchell performs in Views on Stage at Stanford University, photo by L.A. Cicero 4. Movimiento Cosmico 5. Chinese Performing Artists of America 6. San Jose Museum of Quilts & Textiles 7. Teatro Vision 8. Children's Discovery Museum San Jose 9. San Jose Institute of Contemporary Art 10. SoFA street mural  
Cover/publication design and layout: Jason Sherry

# A wealthy, diverse and well-educated region

Our ethnic populations enjoy relatively high rates of property and business ownership

Before understanding the unique make-up of Silicon Valley's arts and culture, you must first understand the context in which the region's arts and culture is crafted and delivered.

Our research shows that Silicon Valley is among the most diverse, best educated and wealthiest regions in the world. And our region has grown rapidly in a few short decades from a population of just under 300,000 in 1950 to almost 2.4 million in 2000.

Silicon Valley grew at this rapid pace around an ethos of technological invention, attracting and nurturing the talents of innovators and workers

from around the world. It employs double the number of high-tech workers than any other major U.S. metropolitan area — skilled in forms of manufacturing, information management, communication, and commerce that have revolutionized businesses, economies, and social institutions around the globe.

Our diversity is dispersed throughout the metropolitan region rather than concentrated in a central city and our ethnic populations enjoy relatively high rates of property and business ownership as well as leadership roles in government and civic institutions.

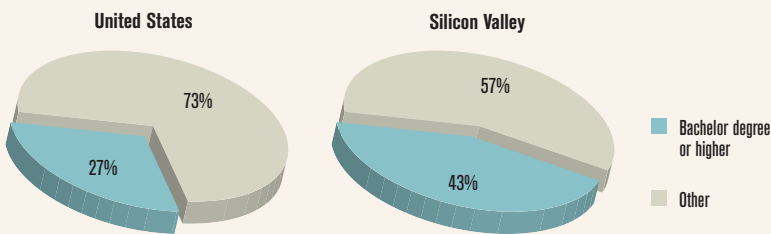


Music fans fill the streets at the AT&T San Jose Jazz Festival

PHOTO: Gary Duyanen

## A valley of diverse, highly-skilled, well-paid people

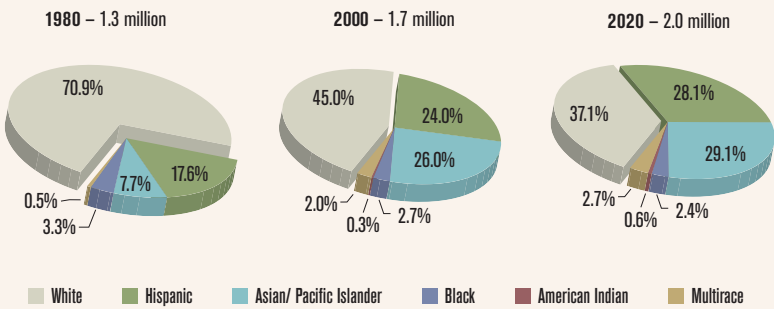
### How we stack up against the nation in higher education



SOURCE: US Census Bureau, 2007, Joint Venture Index of Silicon Valley

### Santa Clara County population composition

Our region trends toward one of the most diverse in the nation



SOURCE: California Department of Finance, Demographics Unit, 2008

Location	Median household income	Foreign-born	Other than English at home (>5-yr. old)
Silicon Valley	\$82,481	36.0%	48.0%
San Francisco	\$65,519	35.7%	45.5%
San Diego	\$60,185	25.9%	37.7%
Seattle	\$56,319	18.4%	21.4%
Austin	\$48,227	19.1%	34.4%
Phoenix	\$47,223	23.7%	38.4%
Minneapolis	\$44,478	15.3%	19.8%
Denver	\$43,748	12.5%	30.1%
Miami	\$28,009	58.4%	77.1%

SOURCE: American Community Survey, 2005-2007, Joint Venture Index of Silicon Valley

NOTE: Most of the charts use the following definition of Silicon Valley: all of Santa Clara County; Fremont, Newark and Union City; Scotts Valley; and San Mateo County from Woodside to San Mateo.



# A distributed network of small and mid-sized entrepreneurial arts groups

As a newly emerging major metropolitan area with one of the nations's most diverse populations, Silicon Valley has an evolving cultural infrastructure that mirrors its style of growth, population diversity, entrepreneurial behavior, and position as one of the first truly global metropolitan regions. The arts and cultural organizations profiled throughout this publication are a sampling of the arts community

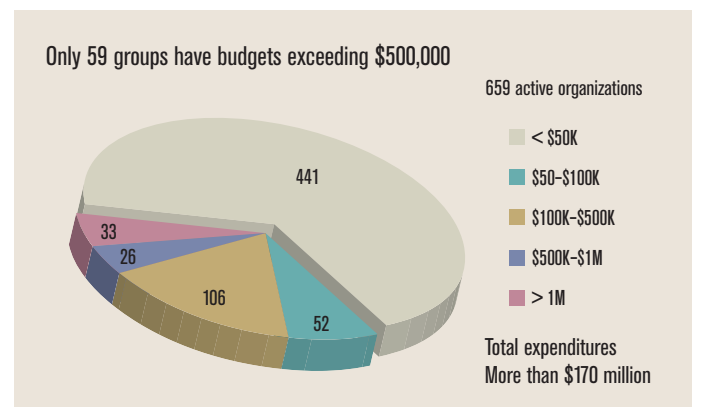
## Research highlights

- There are **659** active nonprofit arts and humanities organizations in Silicon Valley
- **70%** of all active organizations were founded since 1990
- Total annual expenditures of all active organizations exceed **\$170 million**
- **67%** of organizations reflect expenditures under \$50,000
- Only **9%** or 59 active organizations have expenditures over \$500,000, of which 27 have expenditures over \$1.5 million
- **30%** of organizations primarily provide ethnically-specific cultural programming

2008 Data

## Small arts organizations are the norm

Nearly 70% of the 659 active nonprofit arts and cultural organizations have budgets under \$50,000, a higher number than comparable cities. These organizations do not typically have full-time staff and many are annual events or festivals. In addition, it reveals a high degree of leveraging of local assets, volunteerism, relationships and professional connections.



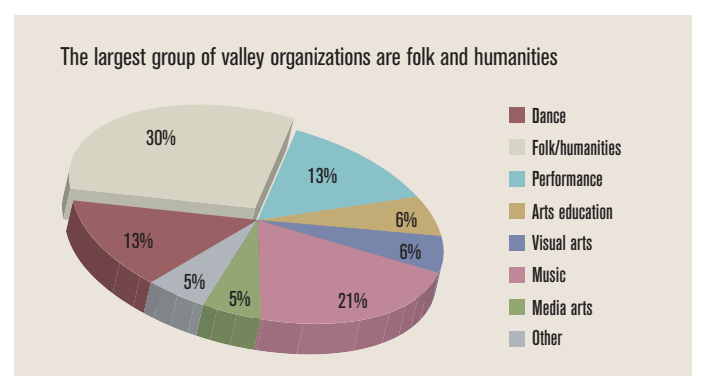
Most of Silicon Valley's larger cultural institutions are housed in city-owned facilities, and only one has annual expenditures over \$10 million, the Tech Museum of Innovation. Comparable cities are home to a multitude of institutions that are far larger, own their buildings, and are less oriented to diverse populations.

Silicon Valley's arts organizations are unique in how they are organized, and are younger, smaller, more diverse, and adaptable.

For example, the Mission Chamber Orchestra (MCO), in Santa Clara, was founded in 1996 by Sharon Kaye to create professional performances of operatic works at affordable prices. With an annual budget hovering around \$25,000, MCO's 30 members of the chorus act as volunteers who help perform administrative duties including ticket sales. Up to this point, Kaye has not taken a salary and through this and other strategies, the opera can offer some tickets starting as low as \$15.

## Cultural offerings among the most diverse

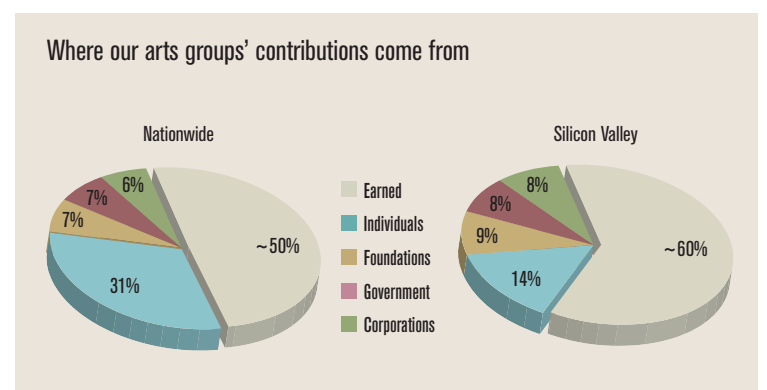
Silicon Valley's arts and cultural community is as diverse as the individuals that make up the region. Nearly 16% of its nonprofits label themselves "cultural and ethnic awareness organizations," — a significantly larger percentage than any of the nine other cities studied, including San Francisco and Portland, OR. This breadth indicates that diversity of cultural practices and non-traditional organizational models are more common here than most metropolitan regions across the country.



## Individual giving low — earned income high

In terms of revenue, arts and cultural organizations in Silicon Valley are 17 points below the national average for individual contributions, and earn 60% of their income, compared to 50% nationally.

If you are interested in learning more about Silicon Valley's arts and culture ecosystem, you can download a full report at [www.1stact.org](http://www.1stact.org).



**Profile** San Jose Taiko — the heart of a local community on a national stage

Thirty-seven years ago, a small group of arts lovers living in San Jose's Japantown decided to begin San Jose Taiko, a performance group using the Japanese drum. "We designed our own music, costumes and drums," said Roy Hirabayashi, one of the founders of the organization.

It was one of only three Taiko groups in the United States.

Today, thanks in large part to San Jose Taiko's inspiration, there are some 250 groups around the country.

It was a local effort that now has achieved national prominence, and Hirabayashi is proud that the San Jose community enabled the group to grow this way.

## When it first started it had to convince donors that it was a legitimate art form.

San Jose Taiko tours nationally, visiting up to 25 cities each year and branching out now to the Midwest, Southeast and Middle Atlantic states. They perform at concert halls with audiences ranging from 800 to 1,500, as well as at various university-sponsored performances (think "Lively Arts" at Stanford University).

In Silicon Valley, San Jose Taiko performs at numerous outdoor festivals as well as at events within the Japanese community such as the San Jose Obon and the Cupertino Cherry Blossom Festival. It also holds an annual indoor concert, this fall at the Campbell Heritage Theatre.

The company still makes their own costumes and their own drums, though they are now finding drum manufacturers who help them in their efforts.

But despite all this national recognition, San Jose Taiko's challenge is local funding. When it first started, Hirabayashi said, it had to convince donors that it was a legitimate art form.

"But we did and we helped pave the way for other multicultural groups in the San Jose area," he said.



PHOTO: X2 Digital Photography

**Profile** Symphony Silicon Valley — a civic entrepreneur leads a rebirth

Symphony Silicon Valley is proud of what it does — providing concerts to seager audiences. Symphony Silicon Valley's 72 core musicians have approximately 20 programs a year (seven in classical, three in Broadway musicals, seven in ballet and four summer events).

"We continue to foster musicians, we have engaged the most talented performers we know," said Andrew Bales, founder and president of Symphony Silicon Valley.

But this is a relatively new model for the South Bay's symphony. In 2002, close to 125 years of existence, the San Jose Symphony went bankrupt, and then Bales and others started Symphony Silicon Valley as a new venture. "And we have remained in the black," Bales said.

Bales had been head of Ballet San Jose at the time, which employed many of the same musicians. As an effort to prevent the musicians from leaving town


**Andrew Bales**

altogether, he started a symphony group within the confines of the ballet, and called it the "Symphony San Jose/Silicon Valley."

One year later he and others decided it made more sense to continue the ballet but not under the same umbrella as the symphony — so the symphony started on its own, renamed "Symphony Silicon Valley," with Bales as the organization's first president.

He wanted to make sure the musicians could afford to live here permanently. "Core to our mission is the employment of musicians."

They are busy now playing not only for the symphony and the ballet, but operas, other musical events, as well as spend time in classes teaching students.

To make sure that the new symphony succeeds, Bales has decided to feature both classical music and Broadway show tunes. "San Jose audiences like virtuosity and excellence. They don't have to be the newest and the most cutting-edge performance. We do Brahms, Beethoven, Mozart — but we also do "Music Man."

**Grateful to Target for their success.**

The Symphony partnered with Target to provide a free and accessible Summer Pops series for children and families in Downtown San Jose.

"Target has been just remarkable — our leading corporate donor. It has had a Santa Clara County focus and we have appreciated it," said Bales.

"They came to us and said let's try something, and gave us lead funding the first year, which served 14,000 people."

"Theirs is a genuine philanthropic effort that needs encouragement and support," Bales added.



Target Summer Pops at San Jose State University

PHOTO: © 2006 Bob Shomler

# The majority of our philanthropy leaves the region

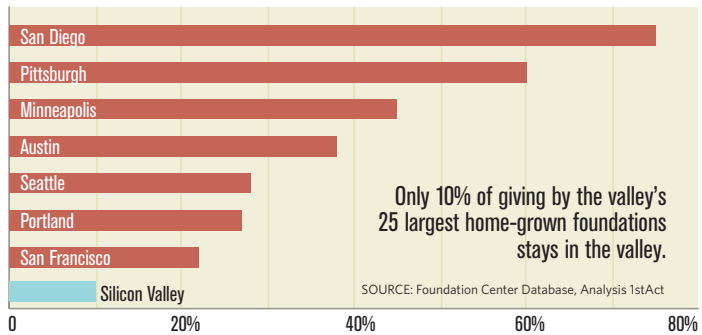
In an effort to better understand the state of Silicon Valley's philanthropy, we looked at our largest philanthropic foundations and corporations as an indicator of institutional investment and at donor-advised funds as an indicator of individual philanthropy. We learned that the majority of the philanthropy from our local foundations, headquartered corporations and individuals directing their philanthropy leaves this region.

## Local municipal investment is pulling its weight.

However, research did show that local municipal investment is pulling its weight. In fact, in 2008, local municipalities were investing \$20 million annually in arts and culture across different forms of support including public art programs, facilities, arts commissions, recreation-based classes, at-risk youth programs, and grants. The philanthropic profiles throughout this publication provide insight into the giving process

### Home-grown foundations give globally

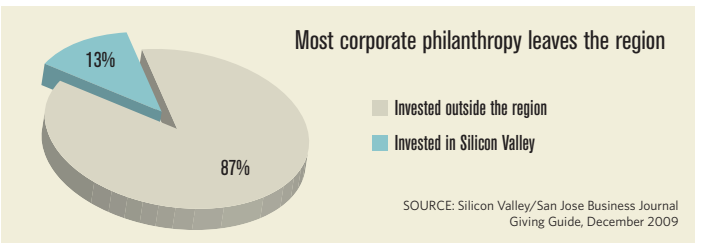
We learned that 90% of the philanthropy of Silicon Valley's top 25 largest foundations leaves our region. Compared to seven other regions, no other area invests less than 20% in itself, while as high as 75% of the giving of San Diego's top foundations is invested within the San Diego region.



And, according to the Foundation Center Database, of the 10% of philanthropic giving that stays in the valley, only 9% is invested in arts and culture. Among comparable regions studied, Pittsburgh was the highest at 24% and Seattle was the lowest at 2% in terms of giving from home-grown foundations. Silicon Valley ranked ahead of Seattle and Austin but behind San Diego, Minneapolis, San Francisco, Portland and Pittsburgh in arts giving.

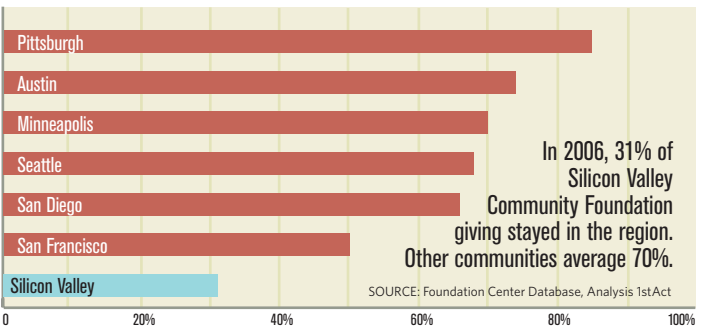
### Corporations give outside the region

Of the top 25 philanthropically-inclined corporations headquartered in Silicon Valley, 87% of their total philanthropy leaves the region. This amount was consistent over a three-year period. Applied Materials and Bank of America are two exceptions with a significant portion of local giving of other cities studies.



### Majority of donor-advised funds leave the region

Silicon Valley Community Foundation data was used as a way of demonstrating individual giving because the majority of the funds at the Community Foundation are donor-directed. Based on the research, Silicon Valley has the only community foundation with less than half of its giving invested locally.



Digging even deeper revealed that only 5% of local giving through the donor-advised funds were invested in arts and culture, compared to an average investment of 16%. Among seven regions studied, Silicon Valley's arts investment was the lowest while Austin's Community Foundation invested 19% of their total giving in arts and culture.



**Profile**

**Packard Foundation — balancing “glocal” needs**

The David and Lucile Packard Foundation, headquartered in Los Altos, has long supported donating locally to the arts. That has been one of its philosophical underpinnings since the early 1960s, and that devotion to local efforts continues to be reinforced by its board of trustees. Indeed, for the past couple of years the foundation has donated more than \$13.4 million annually to the arts and other community undertakings, such as after-school programs, conservation and science, and pregnancy prevention, according to Irene Wong, local grant-making director for the foundation.

We have always given locally. That’s how we started out.

And the contributions are growing. In 2007, Packard Foundation was funding approximately \$8 million a year. “But our trustees felt they needed to do more locally.

“We had a big spike,”

Wong said, which allowed her to look at groups that had never previously received any Packard grants. “It gave us a new flexibility.”

The grants are distributed among five counties — San Mateo, Santa Clara, Monterey, Santa Cruz and San Benito.

Of the \$13.4 million, more than a third supported nonprofits in Santa Clara County. The total support for the arts in all five counties was nearly \$4 million, of which roughly, \$1.8 million supported Santa Clara County arts organizations, Wong said.

The arts contributions go to both art organizations and art education, said Wong.

“We have found that many local schools can no longer afford to hire art teachers, and that, in general the funding in schools for the arts has dropped. We are trying to fill in a bit of that gap.”

Wong and her colleagues look for local organizations with financial stability, strong leadership, providing quality arts and cultural events as well as serving the public in a beneficial way.

In 2008 the foundation donated \$331 million worldwide. The switch from local to global giving evolved over time, according to Anastasia Ordonez, senior communications manager for The David and Lucile Packard Foundation.

“It wasn’t just a specific time. The board felt over the years the foundation needed to look at needs around the world,” Ordonez said. “Our founders originally made contributions to support local organizations that were working on many important issues, but they also looked to help find solutions for global problems.”

As to the balance between local and global, that is up to the foundation’s board to decide and allocate, Ordonez said. “Our programs make grant decisions based on various factors, including long-term goals and strategies. Our local grantmaking program aims to fund organizations working in the nearby five-county area and our other programs contribute to organizations working locally and globally as needed.”

Wong added that the local donations remain high because, “We have always given locally. That’s how we started out.”

Packard Foundation will continue to support local community efforts, Wong said.

“Ghosts of the River,” presented by Teatro Vision — one of many local arts organizations supported by the Packard Foundation and Bank of America.

**Profile**

**Bank of America — prioritizing the arts nationally...and locally**

Bank of America is proud of its global corporate social responsibility philosophy. It believes in making the world a better place to live, and toward that end has funded a variety of efforts in the arts, the environment, housing, and helping community development.

Some decisions are made at the national level, but most funding decisions are made locally, according to Gail Mohr, Bank of America’s senior vice president and marketing manager for the bank’s global Corporate Social Responsibility program.

Customers can visit these museums free.

The bank donates some \$200 million a year through its foundation. Locally it hands about approximately \$2.2 million, ranking eighth in the valley in corporate donations, according to a recent listing in the Silicon Valley/San Jose Business Journal. About one-third of that goes to art efforts in local communities.

A good deal of Bank of America’s local effort is focused on the arts, Mohr said, because it’s im-

portant for their customers and because “arts are a huge economic driver for the country.”

Locally, Bank of America tries to educate people about the arts and encourage their overall interest in art, Mohr said. Among the benefactors are major institutions such as the San Jose Museum of Art and the Tech Museum.

Bank of America customers can visit these museums free on the first weekends of each month simply by showing their Bank of America debit or credit cards as part of the company’s Museums on Us® program.

“We also try to stay consistent. We make little tweaks annually here and there, but especially in the last couple of years with the economy the way it is, we want to stay consistent and continue to help our major benefactors. If we pulled back in terms of our donations, we know it would have a major impact,” Mohr said.

Locally, the bank has several executives meeting quarterly to help determine where the grants should be awarded.

Despite the challenging economy, Bank of America has been able to stay consistent on their local funding efforts.

“But,” Mohr added, “flat is the new up.”







## Framing our future investments

**1stACT Silicon Valley** set out to strengthen Silicon Valley arts and culture, engage our community in the arts and help build a more vibrant and urban downtown San Jose — none of which can be accomplished without increasing our community stewardship and investment.

Informed by our research and based upon our knowledge of the valley's funding climate and entrepreneurial culture, we crafted six “big ideas” to move our agenda forward. We tested these ideas with a group of institutional and individual investors who care about

our community and anchored our “case for investment” in our belief that: 1) place matters; 2) we are stronger if we embrace who we are and leverage what we have; and 3) Silicon Valley investors are drawn to creative business models and collaborative efforts.

These ideas were co-created by an incredible group of arts and civic leaders and organizations and are our strategies for “unleashing” new investment in our community's future. Ten minute video presentations of each big idea can be found at [www.1stact.org](http://www.1stact.org). What follows are descriptions of each.



### A CREATIVE CENTER FOR THE ARTS

A Creative Center for the Arts is our proposal for co-locating and sharing production, rehearsal and back office functions across Silicon Valley arts and culture organizations. Our goal is to drive down the cost of overhead, increase synergy and collab-

orative partnerships and provide shared business services across the arts and culture ecosystem. We have a vision, a core team of arts organization and a preferred location in place. Knight, Hewlett and Packard Foundations are investing in our due diligence and Deloitte has assembled a pro bono team of professionals to analyze and create our business case and operating plan. For more information, contact Brendan Rawson at [brawson@1stact.org](mailto:brawson@1stact.org).



### DISCOVER THE UNEXPECTED

Discover the Unexpected is both a campaign and a technology platform for defining and sharing our cultural identity, increasing awareness and engaging our citizens in creative endeavors. We are building our campaign and shared messaging anchored in our

strengths, authenticity and several months of research in partnership with Silicon Valley arts leaders. We are also leveraging the technology of and partnership with Arts Council Silicon Valley, while cultivating Silicon Valley industry partners, to develop the next generation of technology for engaging audiences with the arts. A prototype design is under construction and we are using this publication to conduct an initial test marketing of our campaign. For more information, contact Joshua Russell at [jrussell@1stact.org](mailto:jrussell@1stact.org).



### REVIVAL OF LIVE MUSIC

Our vision is to create a vibrant and viable local live music scene for musicians and audiences of diverse ages, ethnicities and incomes. Plans are under way to:

1) connect audiences to music and to each other through Discover the Unexpected; 2) remove public policy barriers for performing artists and presenters; 3) engage our multicultural community, tech workers and youth in the creation and enjoyment of local music; and

4) leverage our many potential venues already in place. We believe that live music performance resonates with our demographic, builds community, fosters creativity and creates vibrancy. Building on the success of events such as the AT&T San Jose Jazz Festival, 1stACT, among other strategies, is seed funding Left Coast Live, a week-long music series and conference modeled after Austin's South by Southwest. For more information, contact Brendan Rawson at [brawson@1stact.org](mailto:brawson@1stact.org).



### CREATIVE TOTS, KIDS AND TEENS

Our vision for Creative Tots, Kids and Teens is for every child in Silicon Valley to grow up with a menu of cultural experiences, for at-risk populations to increase their engagement in the arts, and for the community to celebrate and take pride in our children's creations. Our intention is to leverage the cultural assets and organizations already in place and launch an annual campaign for the arts to fund our delivery.

We believe our children are a shared priority across cultures, geography, sectors, gender and generations in Silicon Valley. Exposing children to the arts, engaging children in the arts and exhibiting children's creations all help to build skills, confidence, a sense of belonging, cross-cultural awareness and prepares and develops our future workforce, nurturing future arts and culture patrons and in some cases saving lives. Teams of arts and civic leaders are preparing their detailed plans to be unveiled in late 2010. For more information, contact Joshua Russell at [jrussell@1stact.org](mailto:jrussell@1stact.org).

### DESTINATION ART

In partnership with the City of San Jose's Public Art Program and ZER01, an organization that 1stACT helped to seed fund, we intend to change the landscape of downtown. Plans are underway for major installations at ZER01's 2010, 2012 and 2014 biennial festivals. The current trajectory includes permanent platforms for temporary art on San Fernando, a skyline lighting project and the “Climate Clock” at Diridon Station to engage Silicon Valley in the topic of climate change. International teams of artists have competed with their initial designs and three teams are participating in an artist residency at Montalvo in 2010. The winning proposal will be unveiled at ZER01 2012. For more information, contact Erika Justis at [ejustis@1stact.org](mailto:ejustis@1stact.org).



Artist Christian Moeller's “Hands” at the Mineta San Jose International Airport





# Urban design progress in motion

## SoFA district experiencing a transformation

In 2006, 1stACT Silicon Valley released a vision for transforming Downtown San Jose into Silicon Valley's city center. A cross-sector team of 30 local leaders, in partnership with KenKay Associates, developed this plan based on a framework of "Big Deals" and "Small Wonders." The Big Deals are large-scale public projects like a downtown stadium/ ballpark and expansion of the San Jose Convention Center and others that help define a city. The Small Wonders are the experiences and smaller scale elements that give a city its personality such as outdoor cafes, street vendors, and public art, to name a few.

This urban design framework, implemented across five planning areas — public realm, shopping and dining, arts and entertainment, work environment, and urban living — was developed to create a vibrant city center. For a complete update regarding the vision, visit [www.1stact.org/strat/strat\\_urbancore.html](http://www.1stact.org/strat/strat_urbancore.html)

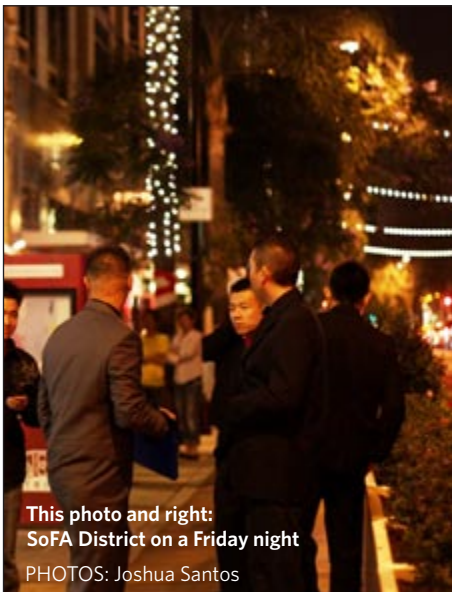
In order to demonstrate the principles of the vision and the impact of Small Wonders, 1stACT began working with a core team of stakeholders in the SoFA District (South First Area) and created a streetscape design and activation plan that would transform a three-block area of the district and further develop its growing identity as the arts and culture district. The urban design agenda began taking root and a number of physical transformations have taken place in SoFA.

Physical improvements that have taken place include: sidewalk extensions and planters, two wall murals, narrowing the streets, tree and street lighting, sidewalk cafes, bike racks, and ongoing retail and programming improvements. In addition, the San Jose Downtown Association will be responsible for maintenance several projects in SoFA such as planters and lights.

"The transformation in SoFA the last few years is very exciting!" said Anjee Helstrup-Alvarez, executive director, MACLA/Movimiento de Arte y Cultura Latino Americana. "We are starting to look and feel like an art and culture district, a unique destination in downtown San Jose's urban core. SoFA is really on the up and up!"

Additional improvements moving forward are banners on all three blocks, artistic street print on the crosswalks, a mural project under Hwy 280, additional sidewalk extensions across all three blocks, and a vision to transform Parque De Los Pobladores — Gore Park.

"1stAct has helped create new public spaces in SoFA that everyone can enjoy," said Scott Knies of San Jose Downtown Association.



This photo and right:  
SoFA District on a Friday night  
PHOTOS: Joshua Santos



### Profile Anno Domini — at the center of art and cutting-edge appeal



There are more than 10 arts and culture organizations turning SoFA (South First Area) into the City of San Jose's evolving arts and entertainment district. One of those organizations helping to lead that transformation is Anno Domini // the second coming of Art & Design.

Anno Domini caters to a very diverse audience and focuses on urban contemporary art and culture. And what is that? "Counter-culture, sub-culture, art from street artists, skaters, surfers, tattooists, etc" said Cherri Lakey, one of the founders of the organization along with Brian Eder. The independently run gallery appeals to a very diverse audience including independent creatives, varied artists, young families and the more conventional gallery-goers. The First Friday art walks in San Jose are big nights for Anno Domini. Lakey describes the artists and many of the visitors as "international" — "we have pockets of people coming from around the world to see the exhibitions." Indeed, the gallery was recently ranked #43 by Juxtapoz magazine amongst the 100 best international art galleries/museums in the world.

Does the art have public appeal? "The whole idea is gaining public interest — let the art speak for itself and let people decide for themselves." And public interest is growing, as evidenced by the increasing crowds during South First Fridays and other SoFA events and festivals.



# We are a valley of festival-goers

In order to gain a better understanding and communicate Silicon Valley's unique arts and culture community, 1stACT worked with Spitfire Strategies, a strategic communications company that specializes in social messaging. After months of research, interviews and planning meetings, we arrived at the four core elements that define our arts and culture brand identity:

**Accessible:** arts and culture is close to home, easy to find and affordable;

**Diverse:** something for everyone;

**Innovative:** arts and culture start-ups reflect technology and innovation unique to the valley

**Participatory:** more chances to be a part of the arts.

**Silicon Valley festivals capture these elements and leverage one of our greatest assets — the weather...**



Cinequest Film Festival at San Jose Repertory Theatre

Now in its 20th year, Cinequest combines the entrepreneurial and maverick spirit with a valley of movie-goers. The 2010 festival presented 250 screenings, including 76 U.S., North American and World premiers from 45 countries for 80,000+ attendees.



Bettye LaVette at the AT&T San Jose Jazz Festival

PHOTO: Michael Shea

For 20 years, the AT&T San Jose Jazz Festival has filled the downtown streets, allowing 100,000 music lovers to discover hundreds of artists including jazz, blues, salsa, Latin, R&B, electronic and many other forms of contemporary music.

## ...here are four of them.



San Jose Mariachi and Mexican Heritage Festival

In its third iteration, the O1SJ Biennial positions San Jose and Silicon Valley as the international center for arts and culture. With over 45,000 attendees in 2008, the O1SJ Biennial is emerging as one of the world's most significant events of its kind.



Homourboros by Peter Hudson, at the 2008 O1SJ Biennial

## Building a pipeline of future leaders

*1stACT Silicon Valley is committed to developing future arts and culture leadership through two programs: Multicultural Arts Leadership Initiative (MALI) and genARTS Silicon Valley.*

### Multicultural Arts Leadership Initiative

Back in 2008, it became clear to Roy Hirabayashi from San Jose Taiko, Raul Lozano from Teatro Vision and Tamara Alvarado from MACLA that while there were so many capable multicultural leaders, the same three leaders were continually being asked to "sit at the table." So Tamara joined 1stACT to develop the Multicultural Arts Leadership Initiative (MALI) with the purpose of growing the number of capable multicultural arts leaders to impact broad cultural and community policy and stabilize their organizations and businesses.

"MALI has had a profound impact on me, both professionally and personally," said Patricia Cheng, chair of the Mountain View Performing Arts Committee. "By connecting me with a strong network of arts leaders and showing me the transformative role that the arts can play within diverse communities, the program has really helped me increase the social impact of my work."

After two full years, MALI has seen 23 capable multicultural leaders from throughout Silicon Valley graduate from the program and is on its third class of another 11 leaders.



MALI Class 2

PHOTO: Octavio Martinez

### genARTS Silicon Valley

In April of 2007, the William and Flora Hewlett Foundation published a report, which brought to light the impending crisis of the readiness of next generation arts leaders. It was this initial conversation that led to the creation of genARTS Silicon Valley. GenARTS is a network of individuals whose purpose is to prepare emerging arts professionals to become the next generation of leaders in Silicon Valley.

GenARTS has launched a mentorship program, has regular networking opportunities and hosts an annual creative conversation, which focuses on addressing strategic issues relevant to emerging leaders.

In addition, the William and Flora Hewlett Foundation and the James Irvine Foundation have identified genARTS Silicon Valley as one of four state-wide emerging leader networks to receive three years of funding to support next generation arts leaders.

"The sector's future depends in part on its ability to retain and cultivate talented young arts professionals so that they can more effectively move into leadership roles in the coming years," said James E. Canales, president and chief executive officer at the Irvine Foundation. "This will require a commitment not just on the part of funders such as Irvine, Hewlett and, hopefully, others, but also on the part of arts organizations themselves to make leadership development among their highest priorities."



# An incubator for plays and musicals

One of the exciting efforts of TheatreWorks, a musical and drama performance group that has been in Silicon Valley for nearly 40 years, is its willingness to experiment — to give local theatrical audiences brand-new, never-before-seen plays and musicals.

It's akin to a pre-pre-Broadway run.

In fact, seven years ago the musical, "Memphis" debuted at TheatreWorks and can now be seen on Broadway.

"We were quite excited to fly to New York to see it, and so proud that we first produced it here," said Phil Santora, managing director of TheatreWorks.

"What we are is an incubator for new plays and musicals. We have just finished our 53rd world premiere on our stage. Our plays then are performed around the country — in La Jolla, Memphis, St. Louis, Seattle, off-Broadway, etc.," Santora said.

TheatreWorks, which will be having its 40th birthday on May 8, finds its playwrights through "relationships," said Santora. "We are a safe place to create — composers and playwrights come together here and cross-pollinate."

It performs in both Palo Alto and Mountain View and is host of a "new works" festival and full-stage world premieres.

The group's current challenge is funding — a refrain throughout the valley.

Theatergoers this year are more likely to buy individual tickets rather than subscribe to the entire series, as they have done in the past. Although short-advance purchases are producing an increase in income over last year, this type of ticket purchase makes it harder to plan in advance," Santora said, "and unfortunately, make us reconsider scheduling the more-edgy plays."

## Profile | TheatreWorks



Runaway slaves Jessa (Tiana Travis, left) and her mother Hannah (Tracy Camp) in the west coast premiere of "A Civil War Christmas" at TheatreWorks.

PHOTO: Mark Kitoaka



# Unleashing new resources for field trips

The Children's Discovery  
Museum of San Jose

**Profile** Target/Silicon Valley Education Foundation

Nationally Target gives  
away \$3 million a week

With school funding at an all-time low, especially for extras like field trips, Target and the Silicon Valley Education Foundation (SVEF) have joined together to help Silicon Valley teachers provide students with educational outings.

The field trip program takes students to three major educational sites: the Tech Museum the Children's Discovery Museum in San Jose and the Marine Science Institute in Redwood City — all of which have special programs for youngsters.

For many students, these field trips are one of the few opportunities they have to explore places outside their neighborhood experiences.

"Learning doesn't just take place in the classroom," said Benny Boveda, district team leader of Target. "These grants allow students and teachers to learn in all kinds of settings. Many an adult look back and fondly recall a memorable field trip that they took that inspired them in some way."

Target is trying to provide students the same experience and is focusing on supporting community projects.

"I'm proud to work for a company that donates five percent of its revenue locally to the community," said Boveda. "It's one of the few companies in the country to be so involved in local communities. Nationally, the corporation gives away \$3 million a week."

"We look forward to partnering with Target to help our kids gain experiences that they would not otherwise have," said SVEF CEO Muhammed Chaudhry. "A trip to the science or tech museum is an invaluable experience that will enrich their lives."



# A corporate citizen that stands out

## Profile | Applied Materials

Applied Materials, one of Silicon Valley's leading high-tech companies, strongly believes that exposure to the arts helps individuals become more creative in their lives and their jobs. Why? "Because our core value is to make a positive social contribution in the way people live. Art is a way for people to think more creatively," said Mark Walker, director for community affairs for this Santa Clara-based corporation.

Artistic endeavors depend on an exposure to ideas, a diversity of thought—and experiencing art helps spark creativity in people, no matter what they do. "This is the foundation for creating an innovative work force," Walker said. "It also helps create the quality of life we all want."

To that end, Applied Materials annually contributes \$5 million locally, nearly 20 percent of which goes to arts and culture, both in San Jose and the entire valley. They were ranked #1 in the 2009 Business Journal's Corporate Philanthropists' list and an astounding 50% of their total giving stays in Silicon Valley.

Applied Materials helps fund local symphony groups, opera, ballet, repertory theater, artists and sculptors. And the company also believes, Walker said, in the vibrancy of small arts organization to serve as a catalyst to bring enthusiasts together.

The challenge, particularly in an economic downturn, is to maintain the level of arts vibrancy in the valley and to continue that interest to grow, even when there are fewer resources, Walker said.



Opera San Jose, one of several traditional arts that Applied Materials supports

PHOTO: Pat Kirk, Opera San Jose.

"Charitable investments are part of a maturing process for a community and a company," he said.

In 2009 Applied Materials was named one of the 10 best companies in the country for supporting the arts by Business Committee for the Arts, a division of Americans for the Arts, the leading nonprofit organization for advancing the arts in America. "We were very humbled and very excited by that award," Walker said.





## Q & A Charmaine Warmenhoven



**MEET CHARMAINE WARMENHOVEN**, a Silicon Valley philanthropist representing our community of individual givers. Ms. Warmenhoven is very active in the community and has personally contributed millions of dollars to nonprofit organizations throughout Silicon Valley. In addition, she is a board member of the Catholic Foundation of Santa Clara County; a member of the board of trustees of Santa Clara University; a

member of the advisory board of the Markkula Center for Applied Ethics at SCU; board member and past president of the board of Montalvo Arts Center; and a board member of Americans for the Arts, based in NYC and Washington DC. Ms. Warmenhoven and her husband Dan, executive chairman of NetApp, were presented as laureates at the Junior Achievement Hall of Fame on March 30, 2004.

**Q: In which Silicon Valley arts and culture organizations have you personally invested?**

A: Over the years, Dan and I have invested in Montalvo Art Center, Ballet San Jose, and Zer01. We have also supported an art and technology exhibit at the Tech Museum. We have been subscribers to Symphony San Jose and the San Jose Rep.

**Q: What makes arts and culture an important investment?**

A: Good question. We know that children who are exposed to art and music perform better academically in school. But that's not all, or even most important. What will become of even greater value in the future are people who can think creatively, see connections between disparate elements, envision what might be. The arts, as a whole, are uniquely able to provide this education. While I applaud efforts to increase reading and math skills in our children, we cannot underestimate the need for creativity, to use those rote skills as tools to create a better future.

**Q: What aspects of arts, culture and entertainment inspire you?**

A: In my travels around the globe, one of the most interesting and exciting experiences I have is when I am able to see art being used as the catalyst for conversation and for understanding between vastly different cultures or vastly different histories. These dialogues — using a painting, a sculpture, a video, music or dance as the medium — are so rich in fostering understanding of different perspectives, in exchanging ideas, and in finding commonality in our humanity across what may have been seen before as a chasm.

**Q: Why do you think the majority of philanthropy leaves the region?**

A: I think many people are like Dan and me; we came to Silicon Valley 25 years ago from the east coast. We still have ties with and support organizations there as well. Perhaps there is not such a long and generational tradition here as in other parts of the country for philanthropic support of regional organizations. And perhaps the expression of need for support of local organizations could be better articulated.

**Q: As the former chair of Villa Montalvo, what will it take to attract individual philanthropic support to arts and culture in Silicon Valley?**

A: I think first and foremost, individuals need to see the value of arts and culture to their community and to their lives. If one day we woke up and didn't have dance, or music, or performing arts, readily accessible, we would certainly better appreciate their value then. Secondly, I think individual supporters of the arts know and appreciate a good product. We have some outstanding product here in the bay area, very diverse, and very reflective of our multi-cultural face. We need to promote them better. Third, I think in this economy we need to focus on those safety-net organizations that keep our communities afloat. But those who are able to, in addition, must heed the call to keep our arts and culture organizations afloat as well.



SILICON VALLEY ARTS + CULTURE

## WHAT COULD YOU DISCOVER?



**SILICON VALLEY ARTS + CULTURE. IT'S ALL AROUND US.**

Fast. Inspiring. Moving. Ground-breaking. Whether an art exhibit, cultural celebration, dance troupe or a rockin' riff, the Silicon Valley arts and culture scene always delivers unexpected experiences as unique as our Silicon Valley lifestyles. So look around you... What could you discover?

**DISCOVER THE UNEXPECTED.** [www.DiscoverSV.org](http://www.DiscoverSV.org)