

## **ABOUT YOU**

**Please provide your name as it will appear on the ballot:** Corina Herrera-Loera

**What office are you seeking?** Santa Clara County Board Supervisor, District 2

**Are you an incumbent in this office?** No

**Do you now or have you ever held elected office(s)? *If so, please list title(s), jurisdiction(s), and years in each office:*** Yes - Board Member, Alum Rock Union Elementary School District: 2019 - Present

**Where's your hometown?** Hayward, CA / San Jose, CA since 1997

**What is your current city of residence?** San Jose, CA

**What is your highest level of education?** Masters

**What is your current primary vocation/occupation?** Deputy Probation Officer for Santa Clara County

**Do you have an arts background of any kind? *If so, please explain.*** Yes, I have been an Aztec/Mexica dancer for over 22 years

## **ABOUT YOUR CAMPAIGN**

**Please share your candidate statement as it will appear in voting materials. (approx. 200 words)**

From humble beginnings, my parents, Jose Luis and Martha Herrera, immigrated with dreams for a better future. My father toiled in the fields, enduring harsh conditions for our family. Their ethos of hard work and community service shaped my values. Growing up in a challenging neighborhood, I witnessed the struggles our communities face. Fueled by this, I earned degrees, vowing to help the vulnerable. Dedicating my life to community service, I ensured students' mental health as a high school counselor, worked in nonprofits advocating for domestic violence victims, and served as a Juvenile Deputy Probation Officer for 17 years, guiding youth toward a brighter future. During the pandemic, I worked as a Public Information Officer for Spanish-speaking communities. In 2019, amidst school board dysfunction, I stepped up, later being elected with record votes. With the community, we transformed the board, initiating projects like the Cesar Chavez Early Learning Center and securing affordable housing for teachers. I championed the district's first ethnic studies curriculum, fostering cross-cultural understanding. Connected to my Wixarika roots, I advocated for the indigenous community, earning the Muwekma Ohlone Tribe's endorsement. Despite lacking advantages, I am the underdog this community needs, having faced adversity and understanding how to overcome it. Dedicated to service, I believe we can create a healthier, happier, and safer community, giving everyone a better chance to succeed.

**What is your campaign budget?** \$68,000

**How much have you raised to date? *Please specify if you have loaned or contributed any personal funds to your campaign and how much.*** \$54,000/ \$250

**How many doors have you personally knocked to date?** 1,200 doors

## **ABOUT THE ARTS**

### **What is your perception of the current state of arts and culture in San José? (250 words)**

Although we have made a lot of strides in this area there is still room for improvement. The School of Arts and Culture at the Mexican Heritage plaza has been home to many through the arts. Theater, dance, music and various other artistic expressions that have emerged from places like the SOAC at the MHP, MACLA and SJ Jazz have been life saving for many. My entire family has benefited from places and organizations such as these. There is a significant need in our county for additional support through organizations such as San Jose Taiko and intermediaries such as SV Creates. The arts impact our mental health, physical and creative wellbeing across communities. I look forward to our community having continued and increasing access to arts and culture close to home.

### **How would you define the role of arts and culture in San José's economy? (250 words)**

The role of arts and culture in San Jose's economy is pivotal, contributing significantly to both economic impact and job creation. Bringing opportunities for our community's direct spending on events, performances, and cultural institutions, the arts sector strengthens our local economy. It's also an opportunity for the cultural sector to generate diverse employment opportunities, from our local artists to administrative and support staff. The sector fosters job growth and enriches the economic landscape of our community. In addition it contributes to our spiritual and mental health through our community's active organization and participation through the arts.

**Were you familiar with SJAA before receiving this survey? Yes**

**If yes to the above, are you familiar with our current [policy priorities](#)? Yes**

## **ABOUT OUR PRIORITIES**

*The following questions are directly related to SJAA's policy priorities. Your direct responses are appreciated!*

**Would you support a policy requiring large private developments to contribute funding and/or space and other resources to public arts and cultural programs in San José — similar to existing policies in Bay Area cities like Sunnyvale and Berkeley? Why or why not? *You can read an overview of SJAA's policy proposal [here](#).***

Yes, I strongly support the implementation of a policy requiring large private developments to contribute funding and/or resources to public arts and cultural programs in San José. Private developments play a pivotal role in enhancing our city's cultural landscape and should actively contribute to the well-being of our communities. By investing in our cultural scene, these developments can foster creativity, community engagement, and contribute to the overall vibrancy of San José. It's a meaningful way for private entities to enrich the local experience and demonstrate their commitment to the holistic growth of our city.

**Would you support reallocating the current 40% General Fund set aside from the Transient Occupancy Tax (aka TOT or Hotel Tax) to arts, culture, and tourism programs? Why or why not?**

I believe in the importance of supporting arts, culture, and tourism programs for the enrichment of our community. Any decision to reallocate funding would require careful consideration. It is crucial to strike a balance between supporting cultural initiatives and maintaining fiscal responsibility in order to make an informed and sustainable decision for the benefit of our community.

**Would you support the creation of positions within city departments for artists in residence to coordinate with staff on community engagement and strategic planning — as other municipalities like [Los Angeles County](#) are already doing? Why or why not?**

Yes, I support creating artist-in-residence positions within city departments for enhanced community engagement and strategic planning. (We already have so many artists sitting in city and county jobs,Ä¶) I believe following successful models could help integrate artistic perspectives, foster innovation and enrich our city's development further promoting inclusivity and creativity in strategic initiatives.

### **OPEN FORUM**

**What are some other ideas you have for increasing City support for arts and culture?**

I support the enhancement of City support for arts and culture through strategic public-private partnerships, fostering collaborations to sponsor diverse public art installations and cultural events. Additionally, as a County Supervisor I commit to working with SV Creates, the local arts organization, to enhance and increase support of local artists and arts organizations who are serving our community.

**What do you wish we had asked but didn't?**

I want to highlight the importance of arts education for the community and our county. My daughter has been a part of Teatro Vision's productions for 7 years and I've seen her confidence grow and her pride in her culture increase. I have also seen the impact of this vital organization's work impact hundreds of children over the years. It's important to support Teatro Vision and the many other arts organizations which are crucial to the development of our future generations.