

## **ABOUT YOU**

**Please provide your name as it will appear on the ballot:** Matthew Quevedo

**What office are you seeking?** City Council District 3

**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.** No

**Where's your hometown?** San Jose

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

**What is your highest level of education?** Bachelor of Arts

**What is your current primary vocation/occupation?** Deputy Chief of Staff

**Do you have an arts background of any kind?** Trained Musician - Trumpet, Baritone Horn and Piano - 7 years of studying

## **ABOUT YOUR CAMPAIGN**

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

San Jose must act faster to end street homelessness, hire more police officers, create housing our workers can afford, and more high-wage jobs.

As the manager of Mayor Matt Mahan's Revolution of Common Sense campaign I helped him win a mandate for change. Now my job is to give voice to our neighborhoods.

And our neighbors are clear – go faster on homelessness and make every district do their fair share. Hire more police and focus on prevention. Build housing working families can afford. And grow our economy so every family has the chance to prosper.

I will focus on these four Cornerstones of Common Sense – and accept no political excuses. We can bring everyone indoors. We will make San Jose safe. We will promote a vibrant downtown with more affordable housing. And we will grow our economy so families can pay their bills. But that requires putting politics aside and putting common sense first.

I am the former President of the Downtown Residents Association who has fought my whole life for good jobs, better housing, and to clean up every neighborhood. Please join with Mayor Mahan and thousands of our neighbors as we work to win our fight for Common Sense at [www.VotoQuevedo.com](http://www.VotoQuevedo.com)

**What is your campaign budget?** \$200,000

**How much have you raised to date? Please specify if you have loaned or contributed any personal funds to your campaign and how much.** \$185,000

**How many doors have you personally knocked to date? How many are you committed to knocking before Election Day?** Over 2000 / Hope to knock on over 5000

## **ABOUT THE ARTS**

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

I've always seen San Jose's arts scene as the heartbeat of our city. It's more than just galleries or performances—it's the colorful tapestry that reflects our community's diversity. Whether it's the local murals that brighten our streets or the community festivals that bring us together, art here is a way for us to celebrate who we are.

I also believe that a strong arts scene fuels our economy and urban growth. Great art can revitalize neighborhoods, create new opportunities for local businesses, and even draw in visitors who contribute to our local economy. It's a win-win that enriches our community both culturally and economically.

What really excites me is the potential for more public investment and creative partnerships. By working closely with community groups, local artists, and business leaders, we can ensure that San Jose remains a vibrant, inclusive city where art is accessible to all. To me, supporting the arts isn't just about culture—it's about investing in the future and quality of life for everyone in our city.

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

San José's arts and culture sector plays a multifaceted role in driving the city's economic and community development. At its core, the vibrant cultural scene not only showcases the city's creative talent but also acts as a catalyst for local economic growth. Art galleries, theaters, music venues, and public installations attract both residents and visitors, generating revenue through ticket sales, exhibitions, and events. This influx of visitors benefits ancillary industries such as hospitality, retail, and dining, creating a ripple effect throughout the local economy.

Beyond direct revenue, the arts contribute to urban revitalization and community identity. Cultural districts and public art projects transform neighborhoods, making them more attractive for investment and helping to raise property values. These creative investments foster a sense of place and community pride, which in turn encourages further private sector investment and sustainable urban development.

Moreover, the creative economy promotes innovation by facilitating cross-sector collaborations. Artists and cultural organizations often partner with local businesses and local schools, spurring new ideas and initiatives that enhance the overall economic landscape. This dynamic environment not only creates jobs in the cultural sector but also supports broader economic diversification.

Ultimately, the role of arts and culture in San José's economy is both tangible and transformative. It generates direct economic benefits while also enriching the community's social fabric, reinforcing

the city's reputation as a progressive, inclusive hub. Continued investment in the arts is therefore vital for sustaining economic vitality and fostering a vibrant, resilient urban environment.

**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**

**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?**

Yes, I would support reallocating the current 40% from the TOT General Fund to arts, culture, and tourism programs. These sectors are not mere add-ons—they're dynamic engines of economic and community growth in San José. When we reinvest these funds, we're fueling initiatives that enrich our public spaces, create jobs, and enhance our city's appeal both for residents and visitors.

The revenue generated by the hotel tax largely comes from the very tourists who are drawn to our vibrant arts and cultural scenes. Redirecting this money back into these areas creates a virtuous cycle: enhanced arts and tourism offerings attract more visitors, which, in turn, drives additional economic activity, increases local spending, and supports our small businesses. This reinvestment not only boosts the local economy but also reinforces the city's identity as a culturally rich and innovative hub.

Of course, we must balance these investments with the need to maintain essential city services. I'm committed to working closely with fiscal experts, community stakeholders, and city staff to ensure that our funding strategy is both sustainable and equitable. In doing so, we can transform these funds into a powerful tool for revitalizing San José while continuing to meet the core needs of our residents.

**As an alternative to reallocation, will you support setting FY25 as the baseline for General Fund revenue from TOT and dedicating net new TOT revenue in FY26 and beyond to arts, culture, and tourism programs? Why or why not?**

It's an intriguing idea that I'm open to exploring. Our current financial situation demands that we maintain flexibility until we generate enough revenue to provide all residents with the essential city services they need. I'm supportive of dedicating new TOT revenue to bolster arts, culture, and tourism programs.

In this approach, setting FY25 as the baseline for General Fund revenue from TOT means that any additional revenue generated in FY26 and beyond could be specifically earmarked for these initiatives. This method allows us to invest in the creative sectors that enrich our community and drive economic growth without jeopardizing the funding required for core services.

I believe that our arts, culture, and tourism sectors are vital engines of economic opportunity and community vibrancy. However, balancing these investments with the essential services our residents rely on is crucial. I would work closely with residents, stakeholders, and fiscal experts to ensure that this funding strategy is implemented responsibly, fostering a sustainable model that supports both our city's creative vision and its basic service obligations.

**Will you support efforts to fund updates to the City's Cultural Plan and Public Art Master Plan, both of which expired several years ago? How would you do this?**

Yes, I fully support updating both the City's Cultural Plan and Public Art Master Plan. I believe these plans are essential for preserving our city's cultural heritage and fostering a vibrant arts ecosystem that benefits everyone in San José.

As a councilmember, I would dedicate significant time to securing private grants and attracting private dollars to fund these updates. My approach would involve collaborating with local arts organizations, business leaders, and philanthropic partners to identify funding opportunities and develop a comprehensive funding strategy. I'm committed to working hand-in-hand with community stakeholders to ensure that the updated plans reflect our shared vision for a more dynamic and inclusive cultural landscape.

By leveraging private funding sources, we can not only update these plans without straining public resources but also establish a model for sustainable investment in our city's creative future. This approach will also ensure that the plan can be creative and flexible - matching the creativity of our local arts scene.

In short, I see this as an opportunity to enhance our city's identity and quality of life, and I am ready to work to secure the necessary resources to make these essential updates a reality.

**Will you commit to ensuring local creatives, arts practitioners, and culture bearers are centered in the planning, marketing, and execution of all arts and cultural activities related to major sporting events such as the Super Bowl and FIFA World Cup?**

Yes, absolutely. I firmly believe that local creatives, arts practitioners, and culture bearers are the soul of San José's cultural landscape. As a councilmember, I will work tirelessly to ensure that these vital voices are at the forefront of planning, marketing, and executing arts and cultural activities tied to major sporting events like the Super Bowl and FIFA World Cup.

My commitment means actively including local talent in every step of the process—from initial brainstorming sessions and planning committees to marketing strategies and on-the-ground execution. I intend to collaborate closely with local arts organizations, cultural leaders, and community stakeholders to ensure that our city's artistic vision is fully represented and celebrated. This approach not only enriches the experience for visitors but also amplifies the creative spirit that makes San José unique.

Furthermore, I will pursue dedicated funding opportunities and private partnerships to support these initiatives without overburdening public resources. By securing the necessary support, we can guarantee that our city's cultural heritage is showcased on the global stage, promoting inclusivity, local pride, and economic growth.

**OPEN FORUM**

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

I envision a proactive, multi-pronged approach as a councilmember to boost City support for arts and culture through strategic private investment. One idea is to create a dedicated arts and culture

fund by forging robust public–private partnerships. This fund would pool resources from local businesses, philanthropic organizations, and cultural foundations to support innovative arts projects and public art installations.

Another avenue is to establish an Arts Advisory Board, bringing together community arts leaders and private sector champions. This board would identify high-impact initiatives, recommend funding priorities, and serve as a bridge between the City and potential investors. By fostering this collaborative environment, we can secure matching funds and ensure our investments yield tangible community benefits.

I also plan to explore creative financing mechanisms such as social impact bonds or tax incentive programs for companies that invest in local arts and cultural events. These approaches not only encourage private contributions but also create a direct link between cultural investments and community development outcomes.

Finally, I intend to work closely with the business community to showcase the economic ripple effects of a vibrant arts scene—from increased tourism to enhanced neighborhood vitality. By presenting clear, data-driven cases that illustrate the return on investment in arts and culture, we can motivate local stakeholders to invest in our shared future. Ultimately, this strategic infusion of private capital will help transform San José into an even more dynamic, culturally enriched city for everyone.

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