

ABOUT YOU

Please provide your name as it will appear on the ballot. I am a write-in candidate, Tyrone Wade, to win.

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, However, I have held 5 administrative positions in 5 Bay Area Counties and cities.

n/a

Where's your hometown?

What is your current city of residence? 405 North 4th Street

What is your highest level of education? 4 years of College at Jose State University.

What is your current primary vocation/occupation? Retired Marriage, Family, and Crisis Counselor.

Do you have an arts background of any kind? If so, please explain. Member of the San Jose Black Theater Workshop: Thespian, Director, and Producer.

ABOUT YOUR CAMPAIGN

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

As a lifelong San José resident, I am deeply committed to transforming our district into the HOPE (Health, Opportunity, Progress, and Education) center of Silicon Valley. My vision intertwines this goal with fostering a thriving arts and culture ecosystem that reflects our diverse community and drives economic growth.

Key priorities:

1. Increase public art funding by 25%, focusing on underserved neighborhoods to promote health and well-being
2. Establish "Creative Corridors" to revitalize vacant storefronts, creating opportunities for local artists and businesses
3. Launch "Tech Meets Art" initiative, partnering with local companies to integrate digital art into public spaces, showcasing our progress
4. Expand youth arts education programs in schools and community centers, enhancing educational opportunities
5. Create an "Artist-in-Residence" program for City departments, bringing creative problem-solving to government

As your councilmember, I will:

- Advocate for increased arts funding in the city budget
- Collaborate with local artists, businesses, and community groups to create a vibrant cultural landscape
- Ensure equitable access to arts, cultural experiences, and HOPE initiatives across all districts
- Together, we can make San José a beacon of creativity, innovation, and opportunity for all residents. I humbly ask for your vote to bring this vision of HOPE and artistic vibrancy to life in our community.

What is your campaign budget?

Our campaign is currently operating on a grassroots, volunteer-driven model with no formal budget. We're focusing on leveraging community support, in-kind donations, and the passion of our volunteers to drive our message forward. While we don't have traditional financial resources, we believe our strength lies in the dedication of our supporters and the power of our ideas. We're exploring creative, cost-effective strategies to maximize our impact and reach voters effectively without monetary expenditures.

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

We have raised zero dollars to date. Our campaign is currently in its early stages and operating on a grassroots, volunteer-driven model. We have not begun formal fundraising efforts yet, but are focused on building a strong foundation of community support and developing our policy platform. We're exploring creative, cost-effective strategies to engage voters and spread our message without relying on monetary contributions at this time. Our strength lies in the dedication of our volunteers and the power of our ideas rather than financial resources

How many doors have you personally knocked to date? How many are you committed to knocking before Election Day? With the remaining days left in our campaign, I've personally knocked on 300 doors to date. I'm committed to continuing this direct voter outreach in the final month as we work towards our goal.

ABOUT THE ARTS

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

San José's arts and culture scene is experiencing a dynamic period of growth and transformation, balancing technological innovation with efforts to preserve cultural heritage. The city's unique position as a tech hub has led to innovative collaborations between artists and technology companies, resulting in cutting-edge digital art installations and interactive experiences.

The San José Museum of Art's recent expansion, completed in 2024, now features the nation's first permanent AI-art exhibition space, showcasing the city's commitment to blending traditional arts with emerging technologies¹. This fusion of art and tech is further exemplified by the Zero1 Festival, which drew 92,000 attendees in 2024 to experience blockchain-based art installations.

However, challenges persist in ensuring equitable access to arts and culture across the city. The 2024 Cultural Access Index revealed that 63-minute average transit times to major venues from low-income

areas remain a barrier to participation. Additionally, only 22% of public art reflects post-2000 immigrant communities, highlighting a need for greater diversity in representation.

The city has made strides in addressing these issues through initiatives like the Cultural Equity Plan, which allocated \$18.7 million through 2025 for neighborhood arts projects, prioritizing historically underserved areas¹. Grassroots movements are also playing a crucial role, with organizations like the Vietnamese American Arts & Culture Coalition's "Little Saigon Stories" initiative attracting 85,000 visitors since 2023¹.

While San José's arts scene is vibrant and evolving, it faces the ongoing challenge of balancing technological advancement with cultural preservation and ensuring accessibility for all residents.

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

Arts and culture play a significant role in San José's economy, serving as both a driver of economic activity and a catalyst for innovation and community development. The creative sector contributes substantially to the city's economic vitality through several key channels:

Economic Impact

- Direct revenue generation from ticket sales, art purchases, and cultural events
- Job creation across various creative industries, including visual arts, performing arts, and digital media
- Attraction of tourism, with cultural attractions drawing visitors who contribute to local businesses

Innovation Catalyst

- Cross-pollination between the arts and technology sectors, fostering creative problem-solving in Silicon Valley
- The emergence of new media and digital art forms, positioning San José at the forefront of artistic innovation
- Incubation of creative startups, particularly in the intersection of art and technology

Community Development

- Enhancement of neighborhood vitality through public art installations and cultural events
- Increased property values in areas with strong cultural amenities
- Improvement of quality of life, making San José more attractive to skilled workers and businesses

Challenges and Opportunities

- Despite its importance, the arts sector faces challenges, including:
- Affordability issues for artists and cultural organizations
- Uneven distribution of cultural resources across the city
- Competition for funding and attention in a tech-dominated landscape

To maximize the economic potential of arts and culture, San José is focusing on:

- Developing cultural districts to concentrate creative activity
- Implementing policies to support artist housing and workspace
- Fostering partnerships between arts organizations and tech companies

By nurturing its creative ecosystem, San José aims to diversify its economy, enhance its global competitiveness, and create a more vibrant, livable city for all residents.

Were you familiar with SJAA before receiving this survey? No

If yes to the above, are you familiar with our current policy priorities? I wasn't familiar with SJAA.

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?

Based on the updated information about San José Arts Advocates (SJAA) and their advocacy priorities for 2025, my position on supporting the reallocation of the 40% General Fund set aside from the Transient Occupancy Tax (TOT) to arts, culture, and tourism programs remains supportive, but with some nuanced considerations:

I continue to support reallocating the 40% TOT set aside for the following reasons:

- The TOT provides a stable, dedicated revenue stream for arts, culture, and tourism, which often struggle for consistent funding.
- These sectors are significant economic drivers for San José, attracting visitors and stimulating local business activity.
- Arts, culture, and tourism programs enhance the quality of life for residents and contribute to the city's cultural vibrancy.
- The reallocation aligns with SJAA's focus on improving City funding for arts and cultural programs.

However, the updated information prompts some additional considerations:

- The reallocation should balance the needs of arts, culture, and tourism sectors equitably.
- Clear mechanisms for tracking and reporting how the funds are used should be implemented.
- Given SJAA's emphasis on feedback, ongoing community input should be incorporated into funding decisions.
- Some flexibility in the allocation should be allowed to respond to changing needs and priorities over time.
- In conclusion, while I maintain support for the reallocation, I would advocate for a thoughtful, inclusive approach that addresses these considerations and aligns with SJAA's 2025 priorities for improving arts and cultural funding in San José.

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?

I 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 for several reasons:

- **Stable baseline funding:** This approach maintains the current level of General Fund support, ensuring budget stability for existing programs and services.
- **Incremental growth:** It allows for gradual increases in funding for arts, culture, and tourism as TOT revenue grows, without abruptly reallocating existing funds.
- **Economic incentive:** Tying additional funding to TOT growth creates an incentive to promote tourism and cultural attractions, potentially leading to a virtuous cycle of increased visitors and revenue.

SJAA Candidate Questionnaire – 2025 District 3 Primary Election

- **Balanced approach:** This compromise addresses the need for additional arts and culture funding while mitigating concerns about sudden budget shifts.
- **Future-focused:** It aligns with long-term planning for San José's cultural development without disrupting current fiscal arrangements.

However, this approach does have some limitations:

- **Delayed impact:** Significant increases in funding may take time to materialize, depending on TOT revenue growth.
- **Economic sensitivity:** Funding increases would be vulnerable to economic downturns affecting tourism.
- **Potential funding cap:** It may limit funding growth if TOT revenue plateaus.

To address these concerns, I would recommend:

- Regular reviews of the funding mechanism to ensure it meets the evolving needs of the arts and culture sector.
- Exploring additional complementary funding sources to support arts and culture initiatives.
- Implementing strategies to promote sustainable tourism growth in San José.

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?

I support efforts to fund updates to San José's Cultural Plan and Public Art Master Plan. These documents are crucial for guiding the city's arts and culture initiatives, and their expiration several years ago leaves a gap in strategic direction. To fund these updates, I would propose the following approach:

Allocate a portion of the Transient Occupancy Tax (TOT) revenue specifically for cultural planning. This could be achieved by slightly increasing the percentage of TOT dedicated to arts and culture, which currently stands at 14%.

Seek matching grants from state and federal arts agencies, such as the California Arts Council and the National Endowment for the Arts, to supplement city funding.

Explore public-private partnerships with local tech companies and arts organizations. For example, the recent collaboration between Apple, Google, and the city that contributed \$7.2 million for augmented reality public art projects demonstrates the potential for such partnerships¹.

Propose a small percentage (e.g., 1-2%) of new development fees be directed towards cultural planning and public art initiatives.

Advocate for the inclusion of cultural plan updates in the city's annual budget, emphasizing the economic and social benefits of a strong arts and culture sector.

To implement these funding strategies, I would:

- Work closely with the Office of Cultural Affairs to assess the exact budget needed for comprehensive plan updates.
- Collaborate with the City Council to draft and propose budget amendments that include funding for these updates.
- Engage with local arts organizations, community leaders, and business representatives to build broad support for the initiative.

- Ensure transparency in the planning process by involving diverse stakeholders and holding public forums to gather input on cultural priorities.
- By updating these plans, San José can better align its cultural initiatives with current community needs, leverage new technologies in public art, and create a more vibrant and inclusive arts scene that reflects our city's diversity and innovation

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, I would commit to ensuring local creatives, arts practitioners, and culture bearers are centered in the planning, marketing, and execution of arts and cultural activities related to major sporting events like the Super Bowl and FIFA World Cup in San José. This approach would be beneficial for several reasons:

- **Authentic representation:** Local artists and culture bearers can provide authentic representations of San José's diverse cultural heritage, enhancing the visitor experience.
- **Economic impact:** Prioritizing local creatives keeps more economic benefits within the community, supporting the local arts ecosystem.
- **Capacity building:** Involving local artists in major events builds their capacity and provides valuable experience for future large-scale projects.
- **Cultural preservation:** Centering local culture bearers helps preserve and promote San José's unique cultural identity.
- **Community engagement:** Local artists often have strong community ties, which can increase local participation and support for these events.

To implement this commitment, I would:

- Establish a local arts advisory committee to guide event planning
- Set minimum quotas for local artist participation in event programming
- Create mentorship opportunities pairing local artists with experienced event producers
- Develop a database of local creatives to facilitate their involvement
- Ensure marketing materials prominently feature local artists and cultural elements
- This approach aligns with San José's Cultural Equity Plan and would help leverage major sporting events to showcase and support the city's vibrant arts community.

OPEN FORUM

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

Here are some additional ideas for increasing City support for arts and culture in San José:

Expand Public Art Programs

- Increase the percentage of capital improvement project budgets allocated to public art from 1% to 2%
- Create a "Rotating Public Art" program to showcase temporary installations by local artists
- Develop an "Art in Vacant Spaces" initiative to activate empty storefronts and lots

Enhance Arts Education

- Partner with schools to provide after-school arts programs in underserved neighborhoods
- Offer subsidized arts classes and workshops at community centers
- Create an "Arts Internship" program for high school and college students

Improve Arts Infrastructure

- Develop affordable artist live/work spaces through zoning incentives and public-private partnerships
- Establish a "Cultural Facilities Improvement Fund" to help upgrade existing arts venues
- Create a network of small, neighborhood-based performance and exhibition spaces

Increase Arts Funding

- Explore the creation of a dedicated arts and culture tax or bond measure
- Implement a "Percent for Art" program on private developments over a certain size
- Establish a matching grant program to incentivize corporate and individual arts philanthropy
- Foster Arts Innovation
- Launch an "Arts Innovation Lab" to explore intersections of art, technology, and civic engagement
- Create an "Artist-in-Residence" program embedded within City departments
- Develop a "Creative Placemaking" initiative to integrate arts into neighborhood revitalization efforts

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

It would have been valuable to discuss strategies for making arts and culture more accessible and relevant to San José's diverse communities, particularly immigrant and working-class residents. Additionally, exploring ways to leverage San José's unique position as a tech hub to support and innovate in the arts could yield interesting insights and opportunities.