Peninsula Open Space Trust

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June 29, 2020

Dear Members of the OSA Grantmaking Team,

I'd like to express my support for POW! WOW! San Jose as a candidate for your urban grantmaking program. I am confident that their plans to partner with the Guadalupe River Parks Conservancy in creating a public art corridor along the Guadalupe River Trail will be successful and well received by the community.

For several years now team has transformed various areas of San Jose with world class public art that reflects a variety of themes and cultures very relevant to our communities here. I've witnessed their thoughtful approach to planning and engaging artists when I participated as one of many tour guides for artists, highlighting the Coyote Valley Open Space Preserve, Coyote Valley and Mount Umunhum in advance of their annual program. These tours – which spanned a variety of locations and themes in San Jose – demonstrated POW! WOW! commitment to providing meaningful experiences and important context for artists, so the public art they create will have the intended impact.

There is much discussion in the conservation sector about Diversity, Equity, and Inclusion and the need to provide multiple channels for diverse community members to enjoy nature and see themselves reflected in the public parks that are theirs. Creating relevant public art that reflects the community, and doing so in partnership with residents (especially youth), is a prime example of a way to diverse programming in parks. The Guadalupe River corridor is the perfect place to do this. POW! WOW! San Jose has the expertise, partnerships, and track record to be successful. Please support them.

Sincerely,

Mark Medeiros, Senior Manager
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