



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** May 3, 2022

**TO:** Christine Daniel, City Manager

**FROM:** Charles S. Bryant, Community Development Director

**SUBJECT:** Resolution Of The City Council Of The City Of Emeryville Authorizing The Mayor To Sign A Letter Supporting The Extension And Expansion Of The California Cultural District Program

### RECOMMENDATION

Staff recommends that the City Council adopt the above-entitled resolution authorizing the Mayor to sign a letter supporting the expansion and extension of California Cultural Districts throughout California and specifically within Emeryville.

### BACKGROUND

In 2015, the State Legislature approved Assembly Bill 189, which created a new tool intended to leverage State support in the development, support, and preservation of California's cultural assets. In 2017, the California Arts Council (CAC) established a state-designated cultural district program and CAC awarded a two-year pilot designation for 14 districts throughout California. In Emeryville, the Rotten City Cultural Arts District was awarded an inaugural district, embracing the tag line "From rotten city to fertile ground." Lack of funding and pandemic impacts extended the pilots to five years, and no new funding or designation of additional districts have occurred to-date.

The Rotten City Cultural Arts District ("District") is made up of the following core partners:

- A cultural non-profit/artist collective
  - A local business/business association
  - A branch of local government
- Emeryville Celebration of the Arts  
Wareham Development,  
Bulls Eye Glass Resource Center, and  
Pixar Animation Studios  
City of Emeryville

The District runs from the City's northern to its southern border, centered on the Hollis corridor and bounded by San Pablo Avenue to the east and Christie Avenue to the west.

An example of marketing materials produced by the CAC, including a depiction of the District boundaries, is presented as Attachment 1.

## **DISCUSSION**

Staff is recommending that the City Council adopt a resolution authorizing the Mayor to sign a letter supporting expansion and extension of the Cultural District program, as proposed in the Governor's budget and the CAC budget request, as follows:

"The California Arts Council requests \$30 million one-time General Funds, to be spent over three years, to support the existing 14 cultural districts and to expand the cultural districts program to serve traditionally underserved communities, represent a cohort that reflects the geographic and racial diversity of the state, and enable the California Arts Council sufficient capacity to provide technical assistance."

If the CAC's request is approved, the renewal and expansion of the District would coincide with the recent opening of the Compound Gallery at 1339 61<sup>st</sup> Street and the prospective community gallery at the Emery Apartments (former Sherwin Williams site). Additional funds, if provided, could support marketing and technical assistance to the City and District partners. The CAC's prior financial stipends provided to the District were utilized for the development of the Otocast smart phone guided tour of public art installations and other promotional materials supporting the District.

## **FISCAL IMPACT**

Approving this resolution will not result in a fiscal impact to the City. Should the State Legislature fund the \$30 million requested by CAC, the Rotten City Cultural Arts District could potentially receive \$250,000 for three years as well as technical assistance, pending finalization of the CAC's program for the funds.

## **STAFF COMMUNICATION WITH THE PUBLIC**

None.

## **CONCLUSION**

Staff recommends that the City Council adopt the attached resolution authorizing the Mayor's to sign a letter supporting the expansion of the State's Cultural District program.

**PREPARED BY:** Amber Evans, Community And Economic Development Coordinator

**REVIEWED BY:** Chadrick Smalley, Economic Development and Housing Manager

**APPROVED AND FORWARDED TO THE  
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



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Christine Daniel, City Manager

**ATTACHMENTS**

- Attachment 1: CAC Cultural District Collateral Materials
- Attachment 2: CAC Coalition Letter to Governor and State Legislators
- Draft Resolution, including Exhibit A – Support Letter