

RESOLUTION NO. 22-48

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

WHEREAS, on March 21, 2017, the City Council approved an application to the California Arts Council ("CAC") for the designation of the Rotten City Emeryville Cultural Arts District; and

WHEREAS, on July 13, 2017, the CAC recommended award of the Rotten City Emeryville Cultural Arts District ("District") along with 13 others Cultural Districts statewide as part of a Pilot Cultural Arts Program ("Program"); and

WHEREAS, on December 19, 2017, the City Council approved the appropriation of a \$5,000 Technical Assistance Grant from the CAC Program to the fiscal year 2017-2018 budget to support promotion of the District; and

WHEREAS, the Technical Assistance Grant was utilized for the development of materials promoting the City's creative culture and support of the arts through the District designation; and

WHEREAS, no additional financial support for the District has been made available; and

WHEREAS, the CAC and Governor have proposed \$30 million in new funding from the 2022 State budget surplus to fund both the existing Cultural Districts as well as expand the program and its impact; now, therefore, be it

RESOLVED, that the City Council of the City of Emeryville hereby authorizes the Mayor to sign a letter in substantial form as attached as Exhibit A to this Resolution supporting the expansion and extension of Cultural Arts Districts throughout California and specifically within Emeryville.

Resolution No. 22-48
California Cultural District Program Expansion Support Letter
City Council Meeting | May 3, 2022
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ADOPTED, by the City Council of the City of Emeryville at a regular meeting held Tuesday, May 3, 2022, by the following vote:

AYES:	<u>5</u>	Mayor Bauters, Vice Mayor Medina and Council Members Donahue, Martinez and Welch
NOES:	<u>0</u>	
ABSTAIN:	<u>0</u>	
ABSENT:	<u>0</u>	

DocuSigned by:

John Bauters

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MAYOR

ATTEST:

DocuSigned by:

Sheri Hartz

F87B5D8EAB6A48E...

CITY CLERK

APPROVED AS TO FORM:

DocuSigned by:

John Kennedy

2C934D02DB55467...

CITY ATTORNEY

ATTACHMENTS

- Exhibit A – Support Letter



City of Emeryville

INCORPORATED 1896

OFFICE OF THE CITY COUNCIL

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Representative Buffy Wicks
1021 O Street, Suite 4240
Sacramento, CA 94249-0015

Honorable Nancy Skinner
1021 O Street, Suite 8630,
Sacramento, CA 95814-4900

May 3, 2022

Dear Senator Skinner and Representative Wicks:

As Mayor of Emeryville, I am writing to request your support for the \$30 million allocation for the California Arts Council for the vital California Cultural District Program as identified by Governor Newsom in his proposed budget.

Since being named one of the pilot California Cultural Districts, the Rotten City - Emeryville Cultural Arts District ("District") celebrated the City's 30th anniversary of its Art in Public Places Program with a series of new banners designed by 31 local artists and featured throughout the District. We increased public awareness by awarding gifts sourced from local businesses to the first person who took "selfies" with each of the banners. Art for the campaign was unveiled during two special opening events and the banners were reprinted and hung in City Hall to create a lasting celebration of the local artists and the District's contribution to the city.

The District, which includes potters, glass makers, animators, galleries, printers, and embroiderers (to name just a few of the diverse makers), takes seriously its inspiration to continue the radical transformation of our once "rotten" city to the rich fertile ground supporting our artisans and makers. As our 1% for the arts program celebrated its 30 years of investment last year, and our non-profit partner, the Emeryville Celebration of the Arts, celebrates over 30 years of bringing together over 100 Emeryville artisans for a month-long exhibit, the City celebrates itself as a center of Art and Innovation.

This \$30 million allocation for funding both the existing districts and the expansion of the California Cultural District Program will be transformative across our state. In our District, we imagine emerging from two years of sheltering to embrace community and creativity with newly opening galleries and the District-wide activities we envision with expanded support at the intersection of technology and artists in the most creative of collaborations. Not the least of these is bringing the creative and innovative work taking place quietly behind closed doors into the public view, through murals, multimedia guided tours of the

Exhibit A

John Bauters, Mayor
City of Emeryville