



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: March 21, 2017

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville Authorizing An Application For The California Arts Council's "California Cultural Districts Program" And Acknowledging City Arts District Partnerships**

RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution authorizing the application to the California Arts Council to 1) request that the City receive a State art district designation and 2) acknowledge four partners in the City's application.

BACKGROUND

In 2015, California State Assembly Members Bloom and Waldron co-authored Assembly Bill 189 to create a new tool intended to leverage State support in the development, support, and preservation of California's cultural assets. The legislation was signed on October 1, 2015 and directs the California Arts Council ("Arts Council") to establish a state-designated cultural district program. The Arts Council carefully examined successful programs from other states and decided to begin with a pilot program.

2017 California Cultural Districts Pilot Program.

The California Cultural District designation will define cultural districts as well-defined geographic areas with a high concentration of cultural resources and activities. This step in development of a Certified Arts District program is designed to start with a two-year pilot in which a small representative cohort, in addition to receiving the district designation, will be invited to help shape the final certification process and related benefits and services. Consequently, although there may be additional opportunities to apply for certification in the future, it may benefit the City of Emeryville to be on the ground floor of this new program.

The Arts Council is seeking to create a small, well rounded group of certified districts that represent the many possible manifestations of cultural districts present in California. This initial group will be selected through an open application process as described further below.

DISCUSSION

Applications for the pilot cohort will be chosen before the end of the year, and will be limited to 10 to 15 districts that are representative of the many possible manifestations of cultural centers present in California. Interested communities will be grouped by:

- Location: urban, suburban and rural
- District (Life cycle) Type: emerging, mid-point, established
- Primary Focus (only one allowed): cultural consumption, cultural production and cultural heritage.

It should be noted that there are just under 500 cities in California and each may apply for this competitive program. Because Emeryville will be placed in the urban category with its larger neighbors both regionally and across California, the City will need to provide an interesting and compelling application that highlights Emeryville's distinctive character while being careful to do so in a realistic, fact-based (data-driven) narrative.

Eligibility

The application requires proposals to be made by partnerships which include, at a minimum, a cultural non-profit or artist collective, a local business or business association, and a branch of local government and/or a community development corporation. The majority of partners must be located in the defined district and the district must have completed a preliminary cultural asset survey or inventory before the finalist application phase.

The Arts Council has placed an emphasis on taking a comprehensive approach to identifying cultural assets to ensure that the selected communities represent an authentic district with a focus on the preservation of "homegrown assets" which is a key priority established by the Arts Council. Consequently, the proposed Resolution (Attachment 1), and related recitals have been drafted to balance required information (e.g. partnership information) with a need to set Emeryville apart from other urban communities of varying size and cultural assets across the state.

Partnerships

For the purpose of applying for Cultural District designation, the City has established partnerships with the Emeryville Celebration of the Arts, Pixar Animation Studios, Wareham Development, and Bulls Eye Glass.

The Emeryville Celebration of the Arts is a 501(c)(3) non-profit collective of artists, which has curated the regionally recognized "Emeryville Celebration of the Arts" event that includes a selection of over 100 artists invited from the rich residential and employment population of artists in Emeryville resulting in a 30-day annual exhibit of local artisans, and is an entity that has been instrumental in assisting in the creation of

the City's Artists Co-op, a live-work artist community. Pixar Animation Studios has engaged in the local arts programming/art production and education for over ten years. They have not only been actively involved in technological arts programs, but have invested \$2,000,000 in a fund reserved for creation of a City Arts Center. Wareham Development, involved in much of Emeryville's commercial and residential development, including some below market rate housing, has been involved in art-related projects for over 40 years and has installed roughly 50% of the community's private art collection and over 1 in 10 of the art installations, which are enjoyed by the general public. Bulls Eye Glass, a glass art production enterprise, is an example of an active artist supportive facility that offers retail sale of art materials, gallery space, and artists' work/studio space, in addition to providing glass art technique training opportunities to fledgling and more developed artists, having done so for the last 5 years.

Benefits

The Arts Council indicates that the intent of the district program is to provide leverage and focus, access to funding, technical assistance, and convening opportunities. It also is intended to help a community by providing recognition of the community's commitment to the arts on a state/national level, enhancing place making efforts, enabling cultural and historic preservation, improving artist support and retention, and, notably, encouraging economic development.

Being part of the program will include the following benefits:

The Arts Council will provide:

- Technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and providing promotional support for state-designated cultural districts.
- Collaboration opportunities with other public and private entities to maximize the benefits of state-designated cultural districts.

The Arts Council's partners will provide:

- Inclusion in the following Visit California (California Tourism Board) initiatives:
 - Promotion at California Welcome Centers.
 - Inclusion in Visit California promotional efforts as appropriate.
 - Inclusion in Visit California press efforts as appropriate.
 - Inclusion in Visit California public and industry events and presentations as appropriate.
- Participation in the Caltrans Transportation Art program, which includes:
 - Access to Caltrans liaison services provided by the Arts Council. These services may result in technical assistance for Certified Districts to navigate

- the application process for the Caltrans Transportation Art and Community Identification programs. This may include the development of murals and other public art projects as well as aesthetic features on Caltrans properties.
- Street Closures on Caltrans Properties. Certified Districts in municipalities where state highway street closures are proposed for festivals or other public cultural activities will have access to Caltrans liaison services provided by the California Arts Council in order to process closure and access requests.
 - Signage. Certified Districts in municipalities where Caltrans signage is feasible per the California Manual on Uniform Traffic Control Devices (MUTCD) will have access to Caltrans liaison services provided by the Arts Council. The Arts Council and Caltrans will work to provide technical assistance to determine if Certified Districts are eligible for signage based on the MUTCD.

Application Process

The application and review process includes three steps: a Letter of Intent, Site visits for Semi-finalists, and an Invitation to Apply (final selection). According to the Arts Council:

The Letter of Intent (LOI) phase will be open to all communities interested in receiving state certification and in participating in the pilot cohort by helping the California Arts Council finalize the cultural districts initiative. Applicants will be asked to provide detailed information for consideration, as outlined in the Application Overview & Instructions document. In addition, applicants will need to provide three letters of support from individual community members or artists located in the proposed district beyond the participating partners. Due: March 29, 2017.

Semi-finalist phase. A diverse panel will review the letters of intent, grouped by type, and select a representative group of approximately 30 semi-finalists to receive site visits. The primary purpose of the site visits will be to meet with the applicants and confirm the information provided in the LOI and provide additional insights to the panel during the final application review process. It is envisioned that a majority of the semi-finalists will be invited to submit full applications unless substantial discrepancies are encountered.

At the time of selection semi-finalists will be reminded that all finalists will be required to submit a basic cultural asset inventory, completed within the last three years, as a part of the final application. The California Arts Council is providing a simple methodology for completing an initial cultural asset inventory that will help ensure that districts have a good understanding of the array of authentic cultural resources shaping the district, from places and organizations to people, history and events. Timeline: April/May 2017

Finalist phase/invitation to apply. A diverse group of finalists will be invited to submit full applications. The California Arts Council will utilize the same application for all, and will include an introductory section designed to allow the applicant to define the nature of the proposed district, i.e. established or emerging, urban or rural, etc. The first section of the application will include a majority of the questions from the LOI, giving the finalists the opportunity to update or revise the original responses. Timeline: June 2017.

A multi-disciplinary and multi-sector selection panel, along with representatives from other state agencies that are partnering on the initiative, will review each phase and select the pilot cohort. Known reviewing bodies at this time include the California Arts Council, Visit California (California Tourism Board), and CalTrans.

FISCAL IMPACT

There are no fees to apply. However, the benefits of potential State assistance and Tourism Board marketing leverage could be of significant economic advantage to the City.

PREPARED BY: Emi Thériault, Community and Economic Coordinator II

REVIEWED BY: Chadrick Smalley, Economic Development and Housing Manager

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



Carolyn Lehr, City Manager

Attachment:

1. Resolution