

RESOLUTION NO. 17-__

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

WHEREAS, the City of Emeryville is a small but well-known urban village located on the eastern shoreline of the San Francisco Bay connecting east to west at the foot of the Bay Bridge; and

WHEREAS, the town, designated a "*Rotten City*" by former District Attorney (and later Chief Justice) Earl Warren due to the popularity of its gambling and speak-easy establishments during the Prohibition era, has been a popular artist residential and work production base for decades due to its central location and wide array of industrial development reuse sites; and

WHEREAS, this *Rotten City*, a once polluted landscape due to its role as an important manufacturing hub, has reinvented itself as an attractive destination and is now home to much of the San Francisco Bay Area's art community and diverse and creative enterprises, ranging from small incubator art start-ups to regional, national and international innovative arts-based businesses such as Bulls Eye Glass and Pixar Animation Studios, thereby transforming it into a *Fertile Ground* for promotion of art in general and recognition of the San Francisco Bay Area as a region dedicated to creative endeavors; and

WHEREAS, the City leadership recognized and responded to the artistic community's concerns that the successful redevelopment of the City's significant concentration of contaminated sites could lead to the potential loss of artistic community presence and a central part of the City's culture; and

WHEREAS, the City therefore undertook a well-organized and aggressive campaign, well beyond the typical reach or commitment of a small city, to respond to these concerns through the creation of an Art in Public Places Program; the production of a Public Art Master Plan; a broad and diverse public/private art installation program which includes regional, state, and nationally-recognized artists; the funding and production of the initial programing and design of an Art Center ; grant awards to the Artists in the Schools non-profit for outreach and public education of our next generation; major annual sponsorship of the annual Celebration of the Arts event for 30 years; and an Artist's live-work Co-operative housing; and

WHEREAS, this 1-square-mile urban enclave, in its prolific effort to promote its art community, has installed over 200 privately commissioned pieces and over 70 public permanent commissioned pieces, as well as City-commissioned production of temporary or permanent works of 60 different artists, has an impressive per-capita financial

commitment to the arts that is distinct from its larger urban neighbors, and is a model of best management practices following successful redevelopment; and

WHEREAS, the City believes that designation as a Cultural District under the California Arts Council's Cultural District program could substantively help the City continue its efforts to preserve its artist community and its organic, authentic contribution to the culture of the City through recognition of the district; and

WHEREAS, for the purpose of applying for Cultural District designation, the City has established a partnership with the Emeryville Celebration of the Arts, 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; and

WHEREAS, for the City has also established partnerships with Pixar Animation Studios, Bulls Eye Glass, and Wareham Development. 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; and

WHEREAS, all partners are located within the proposed Cultural District geographic area; and

WHEREAS, these multiple partnerships both meet and exceed the minimum standards required to comply with the California Arts Council's application criteria requiring that the partnership include a collaborative effort consisting of a cultural non-profit or artist collective; a local business or business association; and a branch of local government; now, therefore, be it

RESOLVED, that the City Council of the City of Emeryville hereby authorizes an application for the California Arts Council's "California Cultural Districts Program" and acknowledges the aforementioned partners as co-applicants for Cultural Arts District designation.

ADOPTED by the City Council of the City of Emeryville at a regular meeting held March 21, 2017, by the following vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

MAYOR

APPROVED AS TO FORM:

ATTEST:



CITY CLERK

CITY ATTORNEY