

# BERKELEY ARTS AND CULTURE PLAN 2004

OFFICE OF ECONOMIC DEVELOPMENT  
CIVIC ARTS PROGRAM  
CIVIC ARTS COMMISSION  
CITY OF BERKELEY COMMUNITY



# BERKELEY: A CITY FOR CULTURE AND THE ARTS



*The City and Its People*, Mural by Romare Bearden

## BERKELEY:

### A CITY FOR CULTURE AND THE ARTS

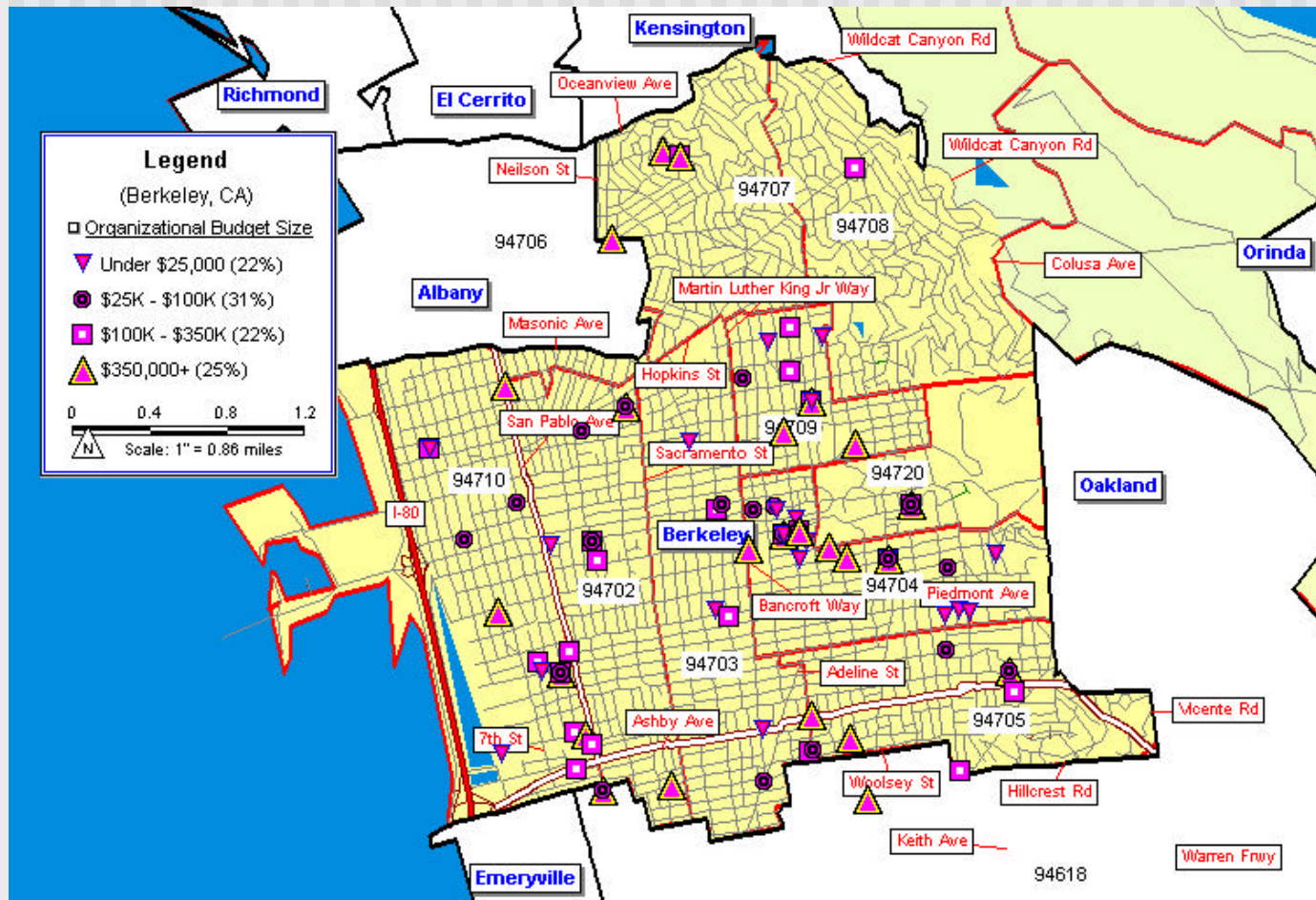


*A festive day at the annual Solano Stroll.  
Photo courtesy: Solano Ave Association*

A recent study released by *Americans for the Arts* found that the San Francisco Bay Area ranked 3rd as having the most creative industries per capita in the U.S. With approximately 130 arts and culture nonprofits, Berkeley is a unique and diverse microcosm of the greater San Francisco Bay Area. Presently, the Civic Arts Commission supports culture and the arts in Berkeley through the following programs:

- **Manage two-tier grants program: operating & program support;**
- **Provide information and technical assistance to the arts community, and;**
- **Administer a growing, highly regarded public art program.**

# BERKELEY'S ARTS ORGANIZATIONS: CITYWIDE LOCATIONS



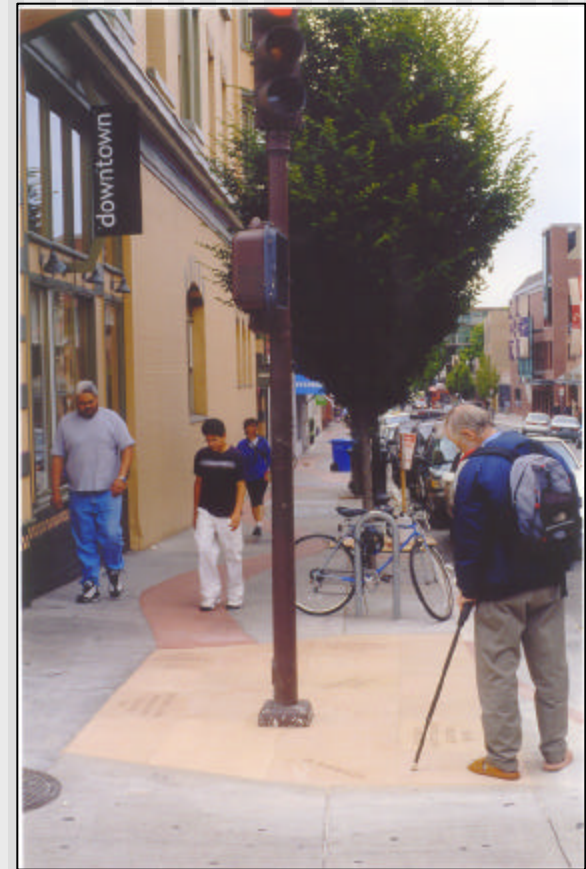
## BERKELEY'S ARTS ORGANIZATIONS:

### *Recent Achievements*

- **Berkeley's nonprofit arts organizations reached an audience of 1.7 million people in 2002.**
- **Berkeley's arts organizations reached over 75,000 students and teachers regionally, through residencies, performances, in-school and after-school programs and professional development.**
- **In 2003, five Berkeley artists received fellowships from the California Arts Council and 13 Berkeley arts nonprofits were awarded grants from the National Endowment for the Arts.**

## AWARDS AND RECOGNITION

- *President's Award for the Addison Street Poetry Walk, 2004, Downtown Berkeley Association.*
- *Berkeley Mural "The City and Its People" Featured as Centerpiece in the Romare Bearden Retrospective Exhibition for a Five State National Tour, 2003-2005, National Gallery of Art in Washington, D.C.*
- *Model Site and Conference Presenter on Revitalization Zones and Economic Development in the Arts, 2003, Central Regional Conference Cosponsored by the League of California Cities, California Association of Local Economic Development, California Association of Local Arts Agencies and the California Arts Council.*



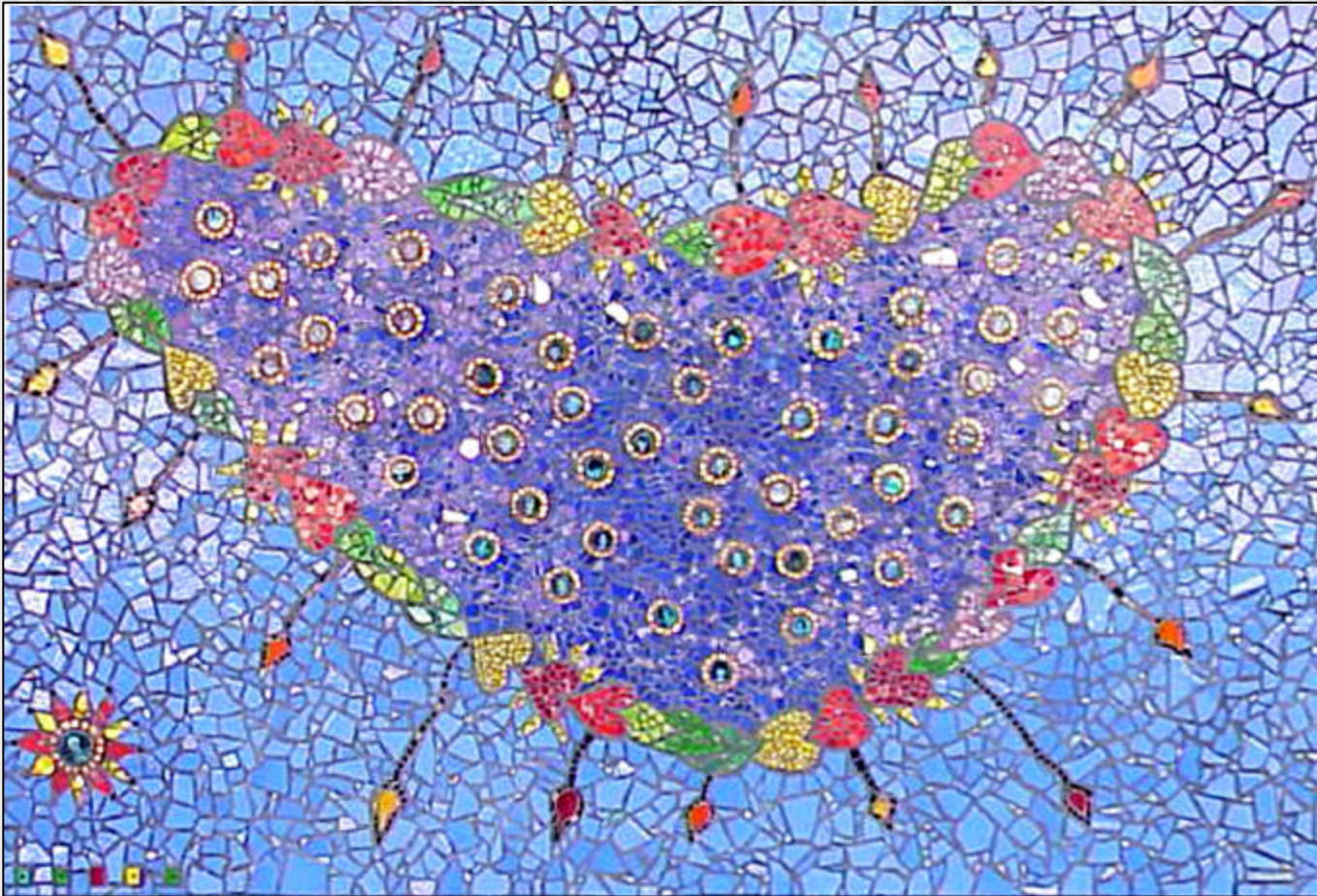
*The Addison Street Arts District*

## AWARDS AND RECOGNITION

(cont'd.)

- *First California Arts Council Public Board of Trustees State Meeting held in Berkeley, 2002. Materials on the Civic Arts Program and the Arts District included in the Legislative Packet for the California Legislature, 2003.*
- *Grand Prize for Addison Street Arts District, Best Economic Development Program in the State, 2002, California Association of Local Economic Development.*
- *Model Site and Conference Presenter on Arts District, 2002, International Economic Development Conference, Oakland, CA.*
- *Paine Knickerbocker Award for Outstanding Support of Regional Theater, 2002, Bay Area Theater Critics Circle.*
- *Best Program in the West for Disability Access for Public Art, 2000, (shared award with the San Francisco Asian Art Museum), WESTAF Western States Arts Federation.*

# CREATING THE ARTS AND CULTURE PLAN



*Good Fortune*, by Berkeley artist Diana Maria Rossi.

## CREATING THE ARTS AND CULTURE PLAN

The Arts and Culture Plan (referred to as the “Plan”) was developed through a comprehensive, public process that included:

- The creation of the Arts and Culture Plan Advisory Committee, comprising a broad range of arts groups and artists, to advise the Arts Commission on all aspects of the Plan.
- Hiring the consulting firm, ArtsMarket, to assist the Civic Arts Coordinator, Commission and Advisory Committee to work with the community to develop the Plan.
- Conducting in-person interviews with a wide spectrum of artist and representatives of art groups of all sizes and types, to determine their needs and desires for what an Arts and Culture Plan should encompass.
- Establishment of an interactive survey on the City’s website, to encourage Berkeley citizens to express their opinions about the constitution of the Plan.

## CREATING THE ARTS AND CULTURE PLAN

(cont'd.)

- Five public meetings held in various sections of Berkeley, attracting over 200 people to discuss their impressions of what is good about the arts in Berkeley, and what could be done to improve the situation for artists, arts organizations, and the citizenry generally in the perception and reality of the arts in Berkeley.
- Submission of a summary report from ArtsMarket, *The Berkeley Cultural Needs Assessment and Findings* with their recommendations of goals and implementation strategies, intended as a starting point for continued input and dialogue by arts workers, residents, and civic leaders.
- Establishment of a Subcommittee of the Arts and Culture Plan Advisory Committee, charged with researching similar policy documents of other cities and jurisdictions, and development of a process that will lead to a draft Plan for submission to the City Council.

# THE ARTS SUPPORT BERKELEY



*Earth song for Berkeley, by artist Wang PoShu.*

## THE ARTS SUPPORT BERKELEY

The arts have proven to be an effective generator of economic growth and stability. Ranking as one of the top ten economic sectors in Berkeley, arts and culture nonprofits undoubtedly contribute substantial revenue to the City. Our consultants conducted an in-depth study to determine the economic impact of nonprofit arts and culture organizations in Berkeley. The following figures were determined from this study:

## THE ARTS SUPPORT BERKELEY

### **Revenue for City Businesses & Residents:**

- The total direct organizational expenditure impact of 130 arts and culture organizations in Berkeley is an estimated \$68.5 million, which provides employment to 1,736 workers.
- The off-site economic impact for expenditures such as food, parking, shopping, and accommodations associated with attendance at arts and culture events is an estimated \$48.8 million.
- In addition, the revenue generated by these organizations and their audiences has a multiplier effect on the local economy, stimulating an additional indirect impact of an estimated \$259.8 million.

## THE ARTS SUPPORT BERKELEY



The Arts not only provide economic benefits, they also offer a cultural currency that enriches each segment of our community. Historically, the Arts have been a successful mechanism for cultural tourism and revitalization, serving as a magnet to bring visitors into the city to shop, recreate and learn. An arts rich-city not only draws visitors but also attracts residents and businesses that seek the benefits of a diverse, creative community.

**Now it is time for the next steps...**

# SUPPORTING ARTS AND CULTURE



Detail of *From the Elk Tracks to the BART Tracks*, mural by Alan Leon.

## SUPPORTING ARTS AND CULTURE

By cultivating a partnership with the Arts and investing in this resource, the City can ensure a thriving and prosperous community. In an attempt to develop such a partnership, the Arts and Culture Plan addresses these principal areas of support:

- **Funding**
- **Marketing**
- **Space and Infrastructure**
- **Arts in Education**
- **Diversity and Accessibility of the Arts**

## SUPPORTING ARTS AND CULTURE :

### *Funding*

Funding is always a need, especially during economically tough times. The City of Berkeley has extended funding support by increasing its grants budget to over \$250,000 in FY 03 and FY 04. The grant program allows organizations to request funding for up to 10% of their operating budget. Available funds were distributed to over 60 organizations in FY 03 and FY04, however the current grant program was only able to finance 25% of the total amount requested (over \$1 million). The Civic Arts Commission would like to:

- **establish a dedicated source of funding for the grants program, ultimately doubling the funds available for arts grants.**
- **increase funding for public art;**
- **increase funding for arts education and;**
- **invest in Civic Arts staff and administrative resources.**

## SUPPORTING ARTS AND CULTURE :

# *Marketing*

Berkeley arts and culture organizations have outstanding programming to offer. But there is a significant need for:

- **a central box office;**
- **an arts and culture resource center and website;**
- **an expanded community arts calendar;**
- **joint marketing and publicity and;**
- **consistent funding for marketing.**

## SUPPORTING ARTS AND CULTURE :

# *Space and Infrastructure*

Berkeley's arts community has expressed an ever-growing need for available, low-cost arts space and infrastructure support such as:

- **artist housing and live-work units;**
- **protection and enhancement of existing arts space;**
- **small to midsize, mixed-use performance space;**
- **a community arts center;**
- **gallery space to support visual art;**
- **low interest loans and capital funding and;**
- **favorable zoning and business development incentives.**

## SUPPORTING ARTS AND CULTURE :

# *Arts in Education*

Berkeley arts organizations are major providers of arts education to Berkeley schools and youth but there is still much to be done to increase the depth and range of arts education to all grades, such as, providing:

- **more arts teachers in schools;**
- **higher quality and diversity of arts programs in schools;**
- **outreach to and arts programming for teens and “at-risk” youth and;**
- **an artist in residency program for Berkeley schools.**

## SUPPORTING ARTS AND CULTURE :

# *Access and Diversity*

To ensure that arts and culture activities are inclusive of and available to all members of the community, the City can:

- **ensure that performance venues and arts and culture activities are accessible and available to all people;**
- **increase the diversity of participants in the arts through outreach to minority, low-income and disabled populations;**
- **preserve existing baseline parking facilities to accommodate the growth of visitors to arts-dense areas and;**
- **promote the use of public transportation to all areas of Berkeley.**

# POLICIES OF THE ARTS AND CULTURE PLAN



## POLICIES OF THE ARTS AND CULTURE PLAN

### ENHANCE BERKELEY AS A PLACE OF CULTURE AND THE ARTS

**Policy 1.1:** Establish a permanent Arts and Cultural Affairs Division in the City, with a full-time director, sufficient staff and support necessary to implement the policies and objectives of this Plan.

**Policy 1.2:** Support the increase and improvement of the availability of permanently affordable housing for artists, performance venues and studio spaces designed for the practice of art.

**Policy 1.3:** Create a centralized, multi-use Community Art Center and provide support for neighborhood-based art activities, performances and youth arts programming.

**Policy 1.4:** Support existing Arts and Culture Districts and establish additional districts throughout the City to recognize and support distinctive arts communities.

# POLICIES OF THE ARTS AND CULTURE PLAN

## CULTURAL AWARENESS AND PUBLIC ENGAGEMENT IN THE ARTS

- Policy 2.1:** Create an Arts and Culture Marketing Program, staffed by a fulltime position and housed within the Berkeley Convention and Visitors Bureau, to expand and strengthen public awareness and access to arts and culture activities.
- Policy 2.2:** Increase marketing of the arts, including cultural tourism to Berkeley, and promoting “localism” and cultural awareness within Berkeley.
- Policy 2.3:** Vigorously promote and support visual, performing and literary arts activities throughout the City.
- Policy 2.4:** Create leadership and mentorship opportunities in the arts.

# POLICIES OF THE ARTS AND CULTURE PLAN

## ARTS IN EDUCATION

**Policy 3.1:** Support an Arts in Education program to provide arts and culture courses to all grade levels in all Berkeley schools.

**Policy 3.2:** Increase attendance by school children at performances and cultural activities, through collaboration with the Berkeley Unified School District, arts educators, and arts organizations.

# POLICIES OF THE ARTS AND CULTURE PLAN

## DIVERSITY IN THE ARTS

**Policy 4.1:** Recognize the diversity of cultures in Berkeley and encourage arts and culture activities to include people of all ages, physical abilities, ethnic origins, sexual orientations and economic classes and support ethnic and cultural heritage contributions of all members of the community.

## POLICIES OF THE ARTS AND CULTURE PLAN

### FUNDING FOR THE ARTS AND CULTURE IN BERKELEY

**Policy 5.1:** Further integrate culture and the arts into Berkeley's citywide economic development strategies.

**Policy 5.2:** Research and establish a Fund for the Arts to establish a financial base for the arts and to seek both public and private funding sources for arts and cultural activities.

**Policy 5.3:** Support a vigorous effort by the Arts and Cultural Affairs Division to establish a base target of public financial support of the arts and cultural programs of not less than \$25 per capita per year from the General Fund for the expansion and improvement of the Civic Arts Grant Program and the Public Art Program.

# POLICIES OF THE ARTS AND CULTURE PLAN

## ACCESS TO THE ARTS

**Policy 6.1:** Support parking and transit access availability for attendance at arts and cultural activities and venues in the downtown and in the neighborhoods.

**Policy 6.2:** Ensure that performance venues, cultural activities and all opportunities to experience the Arts are accessible and available to all people.