

Foreword

The Civic Arts Commission of the City of Berkeley is pleased to present to the Berkeley Community this Arts and Culture Plan (also referred to as "the Plan" in this document) adopted by the City Council on July 13th, 2004.

This Plan was called for in the 2002 Berkeley General Plan and establishes a framework to guide the City in creating policy to support the arts. The Civic Arts Commission along with Civic Arts Staff will monitor the implementation of the Plan, in partnership with the Berkeley City Council.

August, 2004

This Plan is a beginning effort and accomplishes the first step of an extensive process. The project began in 2002, when the Civic Arts Program of the City of Berkeley, contracted with ArtsMarket Inc. consulting agency to establish the following:

- **A database of 130 nonprofit arts and culture organizations.**
- **An Economic Impact Analysis of the nonprofit arts sector in Berkeley.**
- **A general needs assessment of the 130 nonprofit organizations surveyed for this study.**
- **A public opinion web survey that collected individual community input and concerns for the Arts and Culture plan.**
- **Five city-wide community meetings to gather information directly from citizens and to identify topics of interest.**



The *Front Row Festival* Celebrates the Opening of the Downtown Arts District

Utilizing the compiled data and analysis provided by ArtsMarket, the Civic Arts Commission, Civic Arts staff, members of the Berkeley Cultural Trust and the community, worked together to draft the actions and policies of the Arts and Culture Plan.

The surveys, factual analysis, and information-gathering documentation that provide the background for the Arts and Culture Plan are included in the ArtsMarket report, *The Berkeley Cultural Needs Assessment and Findings*, which is posted on the City's Website at www.ci.berkeley.ca.us/civicarts/artscultureplan.htm. Hard copies of the full report can be obtained by request through the Civic Arts Program, in the Office of Economic Development.



Berkeley's Annual *Solano Stroll*,
Photographer: Stephani Lesh

This Plan, developed with extensive citizen participation over the past two years, provides an essential tool for the design and implementation of public policy that supports and develops the arts, culture, and entertainment citywide. Through civic and community use of this Plan, the future of arts and culture in Berkeley will continue to flourish and enhance the quality of life for all visitors and citizens.



Hand-carved Library Gates made of sustainable Honduras Mahogany, by artist Miles Karpilow, located at the Berkeley Central Public Library.

Cultural activity in Berkeley is a window to our interior, and we need to make sure that the window is as wide as can be. There is a cultural life here that is real and reflects its citizenry. It is a true cooperative community and our arts and culture plan needs to describe that.

*-John Roberts, Chair, Design Committee,
Downtown Berkeley Association*

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THE BERKELEY COMMUNITY

BERKELEY is a culturally rich, vibrant community characterized by its diversity, its collective nature, and its remarkable history as a home for creative and intellectual movements. The city is famous for its distinguished university, beautiful natural setting, positive environment for innovative business, and highly educated population. It is a city where one can hear live music and poetry at the farmer's market and spend an afternoon browsing eclectic street-arts fairs; a place where one can attend world-class theater and award-winning performances; a community that regularly celebrates its diverse ethnic traditions at various cultural venues. It is a city known for its flair and endless variety of attractions.



Panoramic view of Berkeley.



Berkeley Repertory Theatre's production of *The Notebooks of Leonardo da Vinci*.
Photographer: Ken Friedman

The population of Berkeley is more diverse than typically found in a city of just over 100,000 residents. Its creative community comprises a large number of renowned artists and arts organizations that range from the solo artist to large-scale institutions. Within Berkeley's borders alone are seven museums, over 20 art galleries, a dozen major performance centers, an impressive number of independent publishers and some 50 theater, dance and music organizations.

Berkeley's vibrant community of arts and culture is influential far beyond its borders. The quality of Berkeley artists and arts organizations has been acknowledged by numerous awards and grants, giving testament to the importance of the arts within Berkeley and the larger region. In 2002, Berkeley was honored by the California Association of Local Economic Development (CALED) with the *Grand Prize for the Addison St. Arts District, Best Economic Development Program in the State*. In 2003, five Berkeley artists received fellowships from the California Arts Council for their "exemplary" accomplishments in the visual arts. The National Endowment for the Arts, in 2003, awarded over \$500,000 in grants to 13 Berkeley nonprofit arts and culture organizations for various achievements and innovations in the arts.

With the success of the Downtown Arts District and the development of districts in South and West Berkeley, the arts have captured the attention of City



The KaUaTuahine Polynesian Dance Company. Photo: Courtesy of the Center for International Dance.

Government and local businesses. With a rising interest in the economic impact of the arts, business communities are creating partnerships of commerce and culture. The Downtown Berkeley Association sponsored the opening of the Downtown Arts District with the *Front Row Festival*, setting a precedent of such partnerships. The University of California, Berkeley, is considering the relocation of its three major museums to the Downtown Arts District, which would significantly enhance the synergy of arts and culture venues.

The arts have proven to be an effective generator of economic growth and stability. Ranking as one of the largest economic sectors in Berkeley, the



Arts District Banner, courtesy of the Downtown Berkeley Association.

nonprofit arts sector includes over 130 arts and culture organizations. The economic impact of these 130 nonprofits alone is impressive. Together they provide an estimated 3,400 jobs, reach an annual audience of 1.7 million people, and have combined budget of \$70 million.¹ In 2002, these organizations reached over 75,000² students and teachers regionally, through residencies, performances, in-school and after-school programs, and professional development workshops.

The arts provide an attractive and familiar destination for visitors as well as residents. They stimulate economic revenue through dining, accommodation, parking and retail expenditures. The *2003 Cultural and Heritage Tourism Alliance Forum*, held in San Francisco, was devoted solely to arts and culture. The *Forum* maintained that an arts-rich city not only draws visitors but also attracts residents and businesses that seek the benefits of a diverse, creative community.

The cultural currency of the arts enriches each segment of our community. Just as monetary capital allows for building and maintaining a solid infrastructure to support and ensure a thriving community, the arts provide the foundation for a genuine sense of community. They offer a means of reaching a shared vision, reflect who we are as a community, and confirm what we value and can achieve together.



Earthsong for Berkeley, by artist Wang PoShu.

WHAT DO YOU LIKE BEST ABOUT LIVING IN BERKELEY?

I own a business in Berkeley, and I like that there are such a varied number of events that can draw people to Berkeley, that we always get out-of-town customers who come for the day and love it!

-Anonymous Respondent from the Public Opinion Survey

¹ *The Berkeley Cultural Needs Assessment*, ArtsMarket, 2003, p.5 and Section V- *Economic Impact Analysis*.

² *The Berkeley Cultural Needs Assessment*, ArtsMarket, 2003, p. 24, Tables 4.f, 4.f.1 and 4.f.2.

BERKELEY CIVIC ARTS PROGRAM

CITY SUPPORT FOR THE ARTS

The Civic Arts Program works with the Civic Arts Commission to support and strengthen all art disciplines throughout all areas of the city and to assist in the beautification of the city through public art.

The Mayor and City Council each appoint one member of the Civic Arts Commission, which advises the City Council and the Mayor on all matters affecting the beauty and culture of the city. The Commission has three standing committees to advise on issues concerning public art, grants and arts in education.

The Civic Arts Program is a service-based program that supports the growth and vitality of the arts in Berkeley. The major areas of the program are Public Art, the Addison Street Windows Gallery and the Civic Center Gallery, Civic Arts Grants, Technical Assistance, Fund-raising and Marketing of the arts through press releases and as the site contact for press and media correspondents. Civic Arts staff also represent the Berkeley arts community in various local, state and national arts organizations, bringing news, advocacy and funding information back to the community. The staff attends local committees to integrate city programs with community arts activities. The Civic Arts program also



The Berkeley Poetry Walk on Addison Street.

WHAT WOULD YOU LIKE TO SEE ADDRESSED IN THE ARTS AND CULTURE PLAN?

...art as something the whole community should embrace regardless of economics or social groups.

-Anonymous Respondent from the Public Opinion Survey

administers community art contracts and maintains archives for the grant and public art programs.

Public Art Program

Berkeley's Public Art Program was initiated in 1999 by Resolution no. 60,048.N.S., that allocates 1.5% of the funds for capital improvements by the City to the Public Art Fund. Since the inception of the public art program, the City has commissioned numerous public art pieces.

In 2002 and 2003, Berkeley's Downtown Arts District featured public art additions that included two prominent sculptures and twelve individual artworks installed in the sidewalk along Addison Street. Designed to compliment the sidewalk art, the Berkeley Poetry Walk was installed in 2003. With the generous assistance of former US Poet Laureate and UCB Professor Robert Hass, the Poetry Walk features over 120 poems that relate to the history and culture of Berkeley. Private funds raised through community members and local businesses provided for the creation of the Poetry Walk and the printing of an anthology to accompany this project.

The Addison Street Windows Gallery is a visual art exhibition space that regularly exhibits artwork by local

BERKELEY CIVIC ARTS PROGRAM

artists and art organizations on the ground floor of the City owned Center Street parking garage. Berkeley's Civic Center has also become an integral part of the program by participating in a public art exhibition of art by local artists. The art is located throughout all six floors of the Civic Center Building.

In South Berkeley the public art program is currently developing a new project that will serve as part of a series of "gateway" public art projects. A second "gateway" public art project will be installed on the Bicycle/Pedestrian Bridge in West Berkeley. The program is also working with the Redevelopment Department to establish a public art component in the restoration and upgrade of the Berkeley Transit Station in West Berkeley.

The Civic Arts Grant Program

The City of Berkeley has provided grants to artists and arts organizations through its Civic Arts Grants Program for two decades. The amount of funding available for arts grants varies each fiscal year, depending on the allocation from the city's General Fund approved by City Council. The Civic Arts Commission and its Grants Committee disburse the yearly allocation to a broad and diverse range of applicants, serving the widest audience possible.

The current program allows applicants to request up to 10% of their budget for operating or program support. The grants program currently provides partial funding to approximately sixty-five nonprofit organizations. In addition to direct

funding, the grants enable these organizations to leverage additional



The Addison Street Windows Gallery.

funding through outside sources. The range of services that these organizations provide to the community includes regular arts and culture programming, arts education and community based festivals.

In 2003, the grant program funded only 25% of the total amount requested (over \$1 million), which indicates the high level of financial need within the arts community. While funding for the grants program has recently increased from \$65,000 in 1998 to over \$257,000 in 2003, Berkeley currently funds less than 0.004% of the total operating budgets of the city's nonprofit arts and culture organizations.¹

The Berkeley City Council and 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. A "tiered" grants program is envisioned, with multiple levels of operating and program support to ensure that small organizations and individual artists are nurtured, and that larger organizations are sustained in Berkeley.

¹ *The Berkeley Cultural Needs Assessment, ArtsMarket, 2003, p.8 and Section V- Economic Impact Analysis.*

BERKELEY CIVIC ARTS PROGRAM



Technical Assistance

The Civic Arts Program provides training and professional education to artists and nonprofit art agencies to assist in strengthening and realizing their strategic goals. The Civic Arts Commission hosts two free Grant Workshops with each grant cycle to guide first-time applicants through the grant writing process. The Public Art Program, with each new series of public art projects, provides free public workshops to teach artists how to enter the field of public art. The program also produces informational publications such as the “Public Art Registry”, the “Guide to the Public Art Process for the City of Berkeley” and “The Berkeley Poetry Walk: A Collection of Essays Documenting the Process” which are made available to the public.

Publicity and Marketing

In 2000- 2003 Berkeley Civic Arts was featured in over 50 articles in local publications, TV shorts, and national magazines including: *Urbanland*, *Diablo Magazine* and *Sunset Magazine*.

In 2003, the National Gallery of Art, Washington D.C., produced a documentary film on the renowned African-American artist, Romare Bearden. The film was designed to accompany the Retrospective Exhibition of his work that will travel across the country from 2003- 2005. The Civic Arts staff assisted the National Gallery of Art on their site visit to film the Romare Bearden mural in the Berkeley City Council Chambers, before it embarked on the national tour. This documentary film features the works of the artist and footage of the Berkeley mural. It was distributed to every major U.S. library and arts institution in the United States as part of the National Gallery Press Kit on the Romare Bearden National Retrospective Exhibition.

IF YOU COULD ENVISION FUTURE CULTURAL OPPORTUNITIES IN BERKELEY,
WHAT WOULD THEY BE?

A city-sponsored fiction publication featuring local and national writers. Arts in the streets! It would be wonderful to see the works of Berkeley adults, children and teens displayed in public places. City sponsored dance, literature readings.

-Anonymous Respondent from the Public Opinion Survey

BERKELEY CIVIC ARTS PROGRAM



The Romare Bearden Mural as viewed in the City Council Chambers.

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.***
- ***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.***

RECOMMENDATIONS FOR THE ARTS AND CULTURE PLAN

Through information gathered from the public opinion survey, five community meetings, and organizational surveys, the following is a distilled outline of the community's concerns, needs and recommendations for Berkeley's Arts and Culture Plan. These are the concerns that have been brought to the plan by Berkeley's arts organizations leaders, community activists and artists.

Increase Arts Space and Infrastructure

- Artist housing and live-work units.
- Small to midsize, mixed-use performance spaces designed for theater, film, dance, literary arts and musical use.
- Gallery space to support the visual arts.
- A centralized Community Arts Center to be used for arts classes, performances, visual art exhibitions, film festivals, poetry readings, youth activities and support services.
- A portable stage, assistive listening systems for the hearing-impaired and seating for community events and festivals.
- Arts districts could be used citywide as a mechanism to promote and cultivate the arts and increase community participation.
- Protection and enhancement of existing arts facilities.



The Transparent Theater's presentation of *Eternity is in Love with the Productions of Time*.
Photographer: Ian Martin



The La Pena Cultural Center presents *John Calloway & Diaspora*.
Photographer: Hugh H. Lovell

A Community Arts Calendar and Increased Marketing of the Arts

- Cultivate "localism" by building local participation in arts and cultural activities within Berkeley's city limits.
- A centralized box-office.
- An arts and culture resource center.
- A Berkeley Arts Website with citywide arts and culture links and arts related information.
- A Berkeley Arts and Culture Calendar of Events.
- A public registry of Berkeley artists and arts organizations.
- A special initiative to provide arts information to young populations.

Arts Education

- More arts teachers in schools and a higher quality and diversity of arts programs.



Students engaged in a music education program. Photo: Courtesy of the Berkeley Symphony Orchestra.

- More after-school programs, both on and off campuses.
- More outreach to and special arts programming for teens and “at-risk” youth.
- An artist in residency program for Berkeley schools.
- Attention to art education for all ages groups and levels, including adults, the elderly and the disabled community.

Diversity in the Arts

- Increase the diversity of participants in the arts through outreach to minority, low-income and disabled populations.
- Include all segments of the community and all levels of artists in a citywide effort to cultivate the arts.

WHAT WOULD YOU LIKE TO SEE ADDRESSED IN THE ARTS AND CULTURE PLAN?

Access for people with disabilities to the means to create as well as to be arts consumers.

-Anonymous Respondent from the Public Opinion Survey

Increase Funding and Support for Arts and Culture Activities

- Increase funding for the Civic Arts Grant Program.
- Establish a multifaceted and more sophisticated Grants Program that would include multiple levels of operating support for large and smaller organizations.
- Increase funding for art related education.
- Increase funding for public art by expanding the current 1.5% for Public Art Program to 2% of the value of public construction projects.
- Create a Fund for the Arts to support and expand the grant program.
- Invest in staff and administrative resources, thus improving the Civic Arts Program’s ability to serve as a hub of communications, planning and funding.

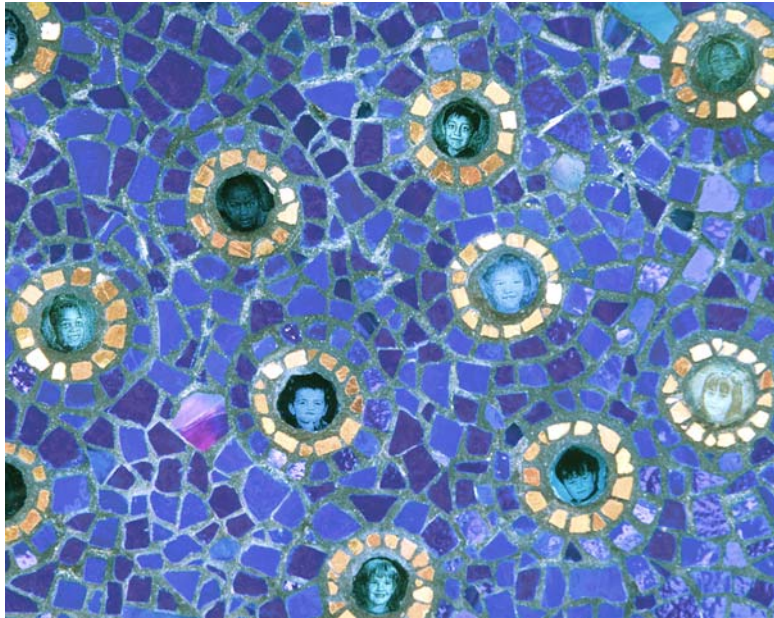


Detail of Addison Street Sidewalk Art *Make Art*, by artist Lynne-Rachel Altman.

Improve Access to the Arts

- Preserve existing baseline parking facilities to accommodate the growth of visitors to arts-dense areas.
- Promote the use of public transportation to all areas of Berkeley.
- Ensure that performance venues and arts and culture activities are accessible and available to all people.

POLICIES AND ACTIONS OF THE PLAN



Detail of Addison Street Artwork, *Good Fortune*, by artist Diana Maria Rossi.

Despite differences in size and scope, arts organizations are connected through a complex and interdependent network. Likened to an ecosystem, this network must support both the largest and smallest “life forms” if it is to be healthy and flourish. This Arts and Culture Plan acknowledges that there is a substantial breadth of needs pertaining to all arts and culture organizations in Berkeley. The goals and strategies of this plan strive to cultivate a balanced and vigorous “ecosystem” of arts and culture for the City of Berkeley.

POLICIES AND ACTIONS OF THE PLAN

CREATING THE ARTS AND CULTURE PLAN:

The Economic Development Element of the General Plan for the City of Berkeley, adopted in 2001-2002, calls for an Arts and Culture Plan (which will be referred to as “the Plan” in this document) that establishes citywide goals and strategies to support and develop local arts, culture, and entertainment, and becomes an integral part of the General Plan itself (Policy ED-11). In consultation with the Director of Planning, and members of the Planning Commission, the format of the Arts and Culture Plan was revised in 2003. This Plan is a separate policy document that may be adopted in the future and incorporated into the City’s General Plan. The structure of the *Policies and Actions* of the Arts and Culture Plan is intended to be consistent with all elements of the General Plan, adopted by the City Council in 2001.

In early 2002, the Berkeley Civic Arts Commission undertook a process for drafting a Plan that promotes the City’s arts, identifies partnership opportunities between the City, nonprofit organizations, and other arts agencies, and establishes fund-raising strategies in accordance with the objectives of the General Plan.

The Arts Commission and City Staff conducted the process publicly, including:

- 1) 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. (See Appendix, p 33.)
- 2) Hiring the consulting firm, ArtsMarket, to assist the Civic Arts Coordinator, Commission, and Advisory Committee to work with the community to develop the Plan.
- 3) Conducting in-person interviews with a wide spectrum of artists and representatives of arts groups of all sizes and types, to determine their needs and desires for what an Arts and Culture Plan should encompass. (See Appendix, p 32.)
- 4) Establishment of an interactive survey on the City’s website, to encourage Berkeley citizens to express their opinions about the constitution of the Plan. (See the ArtsMarket Report, *The Berkeley Cultural Needs Assessment and Findings*, Section VI.)
- 5) 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. (See Appendix, p 30,31.)

POLICIES AND ACTIONS OF THE PLAN

6) 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. (See Introduction, p 3.)

7) 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 led to a draft Plan for submission to the City Council.

PURPOSE:

The Arts and Culture Plan represents the policy of the City of Berkeley for the continued development and improvement of the artistic and cultural life of our community. Public engagement with art and cultural activity is important for the well-being of the community, and provides a means for understanding the world in which we live. This City recognizes the multiple benefits that the arts provide to Berkeley residents at all stages of human development, from childhood through old age. This Plan establishes a basis for public policy decisions, ordinances, regulations, and administrative actions affecting arts and culture in Berkeley.

The arts encourage civic participation, give voice to diversity and intercultural communication, provide humanistic insights, and enhance the City's economy and physical environment. Engagement with the arts includes educational opportunities for children and adults, as students, teachers, creators or consumers. This Plan encourages collaboration among the Berkeley Unified School District (BUSD), the City of Berkeley, the University of California at Berkeley, artists, performers, writers, arts business owners, arts organizations and all those in the broad field of the arts to form a community of resources that provide education in the arts through creative programs and approaches.

Berkeley citizens acknowledge that the private sector alone cannot provide an appropriate level of these activities in serving the City's diverse communities. Local government support is essential to the achievement of the goals and objectives of the Arts and Culture Plan. The City of Berkeley has the obligation and the authority to utilize existing, and to formulate new policies for the improvement of the creative arts and cultural communities in the City, and to acknowledge our diverse and exceptionally talented population.

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The goal of the Arts and Culture Plan is to make the arts, cultural events and activities more abundant and readily available in Berkeley, and to promote more and better engagement with art in all its forms, by more people.

The plan addresses three principal goals: (1) to improve the supply of and access to art; (2) to enhance engagement through active and collaborative use of public agencies and institutions; and (3) to set goals for budgetary support and establishment of fiscal policy for a consistent and appropriate level of funding to conduct programs and services necessary to achieve Objectives 1 and 2.

These principal goals have been translated into specific objectives, which define Policies and Actions to advance the achievement of each goal. The Objectives, Policies, and Actions contained in this plan are all intended to be consistent and compatible with all elements of the General Plan.

SUMMARY OF PLAN OBJECTIVES

- I Enhance Berkeley as a community and place of culture and the arts, in all areas and distinct neighborhoods of the city.**
- II Promote artistic and cultural engagement and public awareness of the arts in Berkeley, including quality youth programming and education in the arts.**
- III Support Arts in Education in all Berkeley schools.**
- IV Enhance and support diversity of both participants and activities in the arts and promote city-wide incorporation of arts and culture.**
- V Assure consistent, adequate, and regular funding for arts and cultural activities and programs in Berkeley.**
- VI Ensure access to arts and cultural programs and facilities for all ages, ethnicities and physical abilities.**

REVIEW OF PLAN PERFORMANCE:

The Arts and Culture Plan shall be reviewed by the Arts Commission from time to time, and evaluated for its performance in achieving its objectives. Amendments shall be proposed as necessary.

POLICIES AND ACTIONS OF THE 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.

Actions:

- A. Hire and maintain professional-level staff for planning, directing, managing and implementing arts and cultural programs for the City.
- B. Actively consult with and advise other City Departments, Boards and Commissions regarding coordination of related housing, economic development, transportation and land use issues, and with the City's legislative liaison regarding statewide legal and public issues affecting the arts and cultural activities, including the visual, performing, and literary arts in Berkeley.
- C. Collaborate with institutional and organizational providers of arts and culture in the City of Berkeley including the Berkeley Unified School District, University of California at Berkeley, and other private and public organizations to support mutually beneficial projects.
- D. Serve as a liaison for the City to artists and arts organizations, and as an advocate and resource for them.

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.

Actions:

- A. Conduct an inventory of existing arts facilities to determine what specific needs are not being fulfilled. The City should facilitate the creation of space for arts use in Berkeley by permitting the change of use to arts and crafts from manufacturing and warehousing.
- B. Collaborate with the community and building owners to research and identify vacant buildings that could potentially be converted and used for arts activities.
- C. Research and recommend policies for adoption by appropriate City Boards and Commissions, to encourage artisan studios, gallery spaces, production workshops, dance performance facilities, literary arts venues and collaboration sites for all the arts, consistent with the goals and policies of the Housing Element of the General Plan.
- D. Work with the Planning Commission and the City Council to protect existing arts space and to protect and enhance permanently affordable arts space.

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- E. Strengthen and enforce existing policies, i.e. the Cultural Density Bonus, to ensure such agreements are implemented.

Policy 1.3:

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

Actions:

- A. Create a centralized, multi-use Community Art Center that would be easily accessible and open to all Berkeley residents. Such a center would be used for performances, visual art exhibitions, film festivals, community art classes, literary activities, youth activities, arts related information and support services.
- B. Actively develop youth arts programming and explore the possibility of creating a Youth Arts Center within the Community Art Center to serve the needs of school-age children and at-risk youth.
- C. Restore and coordinate youth arts activities and neighborhood programs at existing City Parks and Recreational Centers.
- D. Provide access to support services and equipment for use by the public, including a portable stage, assistive listening systems for the hearing-impaired and seating for community festivals and events.

Policy 1.4:

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

Actions:

- A. Develop guidelines for the establishment of Arts and Culture Districts.
- B. Identify opportunities for specific Arts and Culture Districts.
- C. Provide financial assistance in the form of low cost loans to arts organizations to form a nexus of organizations in arts districts.
- D. Support existing and new arts districts and provide advocacy for constituent organizations and artists.
- E. Support Historic and Architectural Preservation planning in all parts of Berkeley, consistent with the Urban Design and Preservation Element of the General Plan, to acknowledge and to preserve Berkeley's rich cultural built environment.

POLICIES AND ACTIONS OF THE PLAN

CULTURAL AWARENESS AND PUBLIC ENGAGEMENT IN THE ARTS

Policy 2.1:

Create an Arts and Culture Marketing Program, staffed by a full-time position and housed within the Berkeley Convention and Visitors Bureau, to expand and strengthen public awareness and access to arts and culture activities.

Actions:

- A. Create a Berkeley Arts Website to include maps of the locations of galleries, performing arts theaters, artisan districts and venues, with links to individual organizations for access to event schedules, ticket box offices and contact information.
- B. Create a centralized and publicly accessible Arts Resource Center within the Convention and Visitors Bureau, to serve as a clearinghouse and point for information, including a central box-office.
- C. Develop an Arts and Culture Calendar of Events and a registry of facilities available for performing arts inclusive of City-owned facilities such as the Live Oak Recreation Center, the Frances Albrier Community Center and other City facilities.
- D. Establish a central bulletin and/or registry of individual artists and arts organizations for public access through the Berkeley Arts Website.

Policy 2.2:

Increase marketing of the arts, including cultural tourism to Berkeley, and promoting “localism” and cultural awareness within Berkeley.

Actions:

- A. Create a program of broad creative advertising and linkages with the Chamber of Commerce, State Department of Tourism, and with private organizations organized by the Berkeley Conventions and Visitors Bureau in partnership with the City of Berkeley Civic Arts Program.
- B. Reinforce partnerships and collaborations with local business and merchant associations, and other nonprofit organizations for support of community cultural events and activities.
- C. Support the establishment of “Open Gallery” events, and advertisement of a regular late evening gallery series for public access to galleries, workshops, literary readings, studios and similar venues.
- D. Expand and strengthen public awareness of cultural events and all arts activities, including promotion of the City’s numerous multi-cultural events,

POLICIES AND ACTIONS OF THE PLAN

through use of street banners, local print, electronic media and all other available alternative formats.

- E. Work with arts educators on outreach to youth populations and create a Youth Arts Information Network to assure that arts resources and opportunities are readily available and easily accessible.

Policy 2.3:

Vigorously promote and support visual, performing and literary arts activities throughout the City.

Actions:

- A. Negotiate annual contracts for installation and display of art, cultural performances and literary readings in public places.
- B. Ensure that publicly funded artworks and performance programs are accessible and available throughout all neighborhoods in the City.

Policy 2.4:

Create leadership and mentorship opportunities in the arts.

Actions:

- A. Create opportunities for public forums and community workshops with practicing artists and performers.
- B. Recognize existing partnerships with the private sector and encourage supportive private/public partnerships.
- C. Encourage Berkeley citizens to participate as individuals on the Boards of Directors of local art organizations.

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.

Actions:

- A. Support the BUSD in their efforts to develop and implement the California Visual and Performing Arts Content Standards, adopted by the BUSD Board of Education in 2001.
- B. Establish an Artist in Residency program to give all Berkeley schools the opportunity to provide arts education through professional artists and performers.

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- C. Collaborate with the University of California, Berkeley, and Vista Community College to expand arts education programs that award grants to visual and performing artists in exchange for teaching an arts program in a local school.
- D. Support and promote existing arts education programs and classes available at local nonprofit arts organizations.

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.

Actions:

- A. Research and establish a program in collaboration with the BUSD and local arts and cultural organizations that provides each school child with the opportunity to attend one professional arts or cultural field trip each school year.
- B. Research and establish a program in collaboration with BUSD schools that invites local, performing arts and literary arts groups to perform in available facilities, auditorium spaces and classrooms for the purpose of arts education.

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.

Actions:

- A. Research and implement a multi-cultural grant category in the Civic Arts Grant Program to provide support and funding to minority arts and culture organizations.
- B. Conduct an assessment of the multi-cultural makeup of Berkeley's broadly defined cultural groups to provide a basis for economic support and outside grant opportunities.
- C. Create a database and registry of existing multi-cultural arts organizations, community festivals, ethnic food restaurants and specialty stores to market and promote minority organizations.

POlicIES AND ACTiONS OF THE 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.

Actions:

- A. Support the efforts of designated Arts Districts through local grants programs, public streetscape improvements and infrastructure, and public/private partnerships.
- B. Conduct a feasibility study for the creation of a revolving loan fund for arts non-profit capital improvement projects.
- C. Expand the 1.5% for Public Art Program pursuant to Resolution No. 60,048 to 2% of the value of public construction projects.
- D. Research and implement a Percent-for-Art Program for private developments applicable to major private construction projects.
- E. Recognize and document the economic stimulus that local street artists and vendors, i.e. the Telegraph Street Vendors, provide to the economy of the City of Berkeley. Expand the street artists vendors program to include fine arts and incorporate street arts fairs into all areas of the City.
- F. Establish uniform procedures for the application for funding to conduct fairs and festivals in Berkeley, using public areas including parks, streets and sidewalks, to be reviewed and considered by the Civic Arts Commission for its recommendation to the City Council. The Civic Arts Commission should develop such procedures based on the application form and peer panel ranking system of the Civic Arts Grant Program to ensure accountability of the applicant for fairs and festivals, and to ensure equitable distribution of such events in Berkeley.

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 culture activities.

Actions:

- A. Research and recommend actions to establish an Arts and Culture Endowment Fund, for creation of a permanent source of private sector supplemental funding.
- B. Expand workshops and business planning for artists and arts organizations.

POLICIES AND ACTIONS OF THE PLAN

- C. Support and implement the Berkeley City Council's recommendation¹, to establish a process, including a timeline and goals, for substantially increasing funding for the arts by actively exploring an increase in the Transient Occupancy Tax and dedicating the increased revenue to provide an additional \$10 million arts funding over the next 20 years.
- D. Research and identify potential sources of funding through private/public partnerships and philanthropy.

Policy 5.3:

Support a vigorous effort by the Arts and Cultural Affairs Division to establish a base target of public financial support of 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.

Actions:

- A. Restructure the Civic Arts Grant Program to operate as a tiered grant program, in order to give equal advantage to small and start-up organizations.
- B. Create an internal grant monitoring system, with sufficient staff and auditing capabilities, to track and improve grant accountability.
- C. Provide information and technical assistance to nonprofit arts and culture organizations for grant writing and private fund-raising activities.

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.

Actions:

- A. Support the construction of a seismically safe Center Street Garage.
- B. Work with the Transportation Commission, the Commission on Disability, appropriate City departments and community business associations to develop signage and other attractive, well-designed graphic materials for directions to available parking and transit connections to the area.
- C. Work with the Public Art program to continue, when possible, the "Gateway" theme to entrances to the city and to appropriate neighborhoods.
- D. Support research of, and consider implementation of accessible, free shuttle

¹Approved April 17, 2001, Consent Calendar, Item 36, Berkeley City Council

POLICIES AND ACTIONS OF THE PLAN

systems for special arts and culture festivals and appropriate performances and activities. Such a system would include bicycle parking and/or storage and car parking in designated areas, with appropriate number and distribution of accessible parking.

- E. Encourage performing arts organizations, galleries, faire and festival organizations and groups to include information regarding access to public transportation in all advertising, posters, flyers, and ticket information.

Policy 6.2

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

Actions:

- A. Work with the Disability Coordinator and other appropriate staff to inform event planning and venues to fulfill State and Federal disability laws and regulations.
- B. Ensure that all notices, flyers and other advertising lists information regarding accessibility, and communication access.
- C. Work with appropriate City staff to develop a checklist to be used by arts organizations addressing accessibility to the arts for people with disabilities.

SOURCE MATERIALS

- Americans for the Arts, *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences*, 2002.
- Arts Alliance, Inc. *The Cultural Plan for the City of Albuquerque*. Albuquerque, NM, 2001.
- Arts and Culture Commission of Contra Costa County. *The Contra Costa County Cultural Plan*. Contra Costa County, CA, 2001.
- California State Board of Education and the Curriculum Development and Supplemental Materials Commission. *The Visual and Performing Arts Framework for California Public Schools*. CA, 1995.
- City of San Jose. *20/21 Regional Cultural Plan*. San Jose, CA, 2002.
- Eger, John M. "The Creative Community: Forging the Links Between Art, Culture, Commerce and Community." One of series of White Papers on Cities of the Future. The California Institute for Smart Communities, San Diego State University, 2003.
- Florida, Richard. *The Rise of the Creative Class*. New York: Basic Books, 2002.
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- Kotkin, Joel. "The Artful City" and "Places in the Heart", *New Geography*. Random House Trade Paperbacks, 2001.
- League of California Cities. "Corona Plays Up the Arts and Business with a New Office Building and Museum." *Western City Magazine*. May, 2004.
- Portland Metropolitan Arts Commission. *Arts Plan: Animating Our Community*. Portland, Oregon Metropolitan Region, 1992.
- Regional Arts & Culture Council. *Arts Plan 2000+ Update '98*. Portland, Oregon, 1998.
- San Francisco Convention and Visitors Bureau. *The Sixth Annual Cultural & Heritage Tourism Alliance Forum " Culture is the Spark"*. November 2003.

PRESS COVERAGE

A sampling of news articles featuring Arts and Culture in Berkeley

- Moore, Michael Scott. "A Bright Idea: Berkeley's Electrifying Arts District is Blowing Away It's Bay Area Competition." *Diablo Magazine*. October, 2002.
- Rubin, Judith. "Arts as Economic Catalyst." *Urban Land*. February, 2001.
- Taggart, Lisa. "Renaissance Berkeley: All the World's a Stage in the East Bay's Liveliest Town." *Sunset Magazine*. November, 2001.



Summary of Key Findings: Economic Impact of the Arts and Culture for the City of Berkeley

- The total direct organizational expenditure impact of 130 arts and cultural organizations located in Berkeley is \$68.5 million.
- This stimulates \$142.2 million of induced or indirect impact into the local economy.
- The direct employment income paid to workers by these Berkeley organizations is \$60.1 million, providing employment for 1,736 workers.
- The direct off-site economic impact associated with audience participation in Berkeley arts and cultural organizations is \$48.8 million. This is money paid for food, parking, shopping, and accommodations associated with attendance at Berkeley arts and cultural organizations.
- This off-site impact stimulates \$117.6 of impact by restaurants and other businesses.
- These off-site enterprises realize \$50.2 million in employment income because of the arts and culture in Berkeley, employing 1,694 workers because of the economic engine of the arts and culture.
- By combining the direct organizational impacts and the indirect audience/off-site expenditure impacts, the total economic impact of the arts and culture in Berkeley can be calculated at \$259.8 million, providing 3,430 worker jobs.

The tax impacts of this are as follows: \$11.3 million in employee compensation tax (direct and induced), \$17.37 million in household expenditures tax, \$.56 million in proprietary income tax, \$3 million in corporate tax, and \$12.51 million in indirect business tax, for a total tax impact of \$44.73 million.

A complete copy of the ArtsMarket document, *The Berkeley Cultural Needs Assessment and Findings* is posted on the City's Website at www.ci.berkeley.ca.us/civicsarts/artscultureplan.htm. Hard copies of the full report can be obtained by request through the Civic Arts Program office, in the Office of Economic Development.

CITY OF BERKELEY REPRESENTATIVES 2004

Mayor

Tom Bates

Berkeley City Council

Linda Maio, District 1
Margaret Breland, District 2
Maudelle Shirek, District 3
Dona Spring, District 4
Miriam Hawley, District 5
Betty Olds, District 6
Kriss Worthington, District 7
Gordon Wozniak, District 8

Civic Arts Commission

Amanda Bornstein
Barbara Coleman
Bonnie Hughes
Jos Sances
Sherry Smith
David Snippen, *Chair*
Lori Taguma
Suzy Thompson
Suzanne Wilson

Members of the Disability Commission

Members of the Planning Commission

Members of the Transportation Commission

City Staff

Mary Ann Merker, *Civic Arts Coordinator*
Charlotte Fredriksen, *Civic Arts Assistant Management Analyst*
Melissa Wenzel, *Public Art Intern*
Josephine Tsay, *Civic Arts Intern*
Tom Myers, *Acting Manager of Economic Development*
Ted Burton, *Economic Development Coordinator*
Paul Church, *Disability Coordinator*
Timothy Stroshane, *Senior Planner, Housing Department*

APPENDIX

COMMUNITY MEETING ATTENDEES

Districts 4, 5 & 6 November 7, 2002

Barbara Adair
Alan Bern
Nick Bertoni
Susan Brooks
Jerry Carlin
Vic Coffield
Kristin Brooks Davidman
Cecile Draco
Tim Drescher
Susan Felix
Pam Fingado
Carol Hastchaway
Joanna Hawley
Mim Hawley
Edith Hillinger
Bonnie Hughes
Kathleen King
Joan Levinson
Rita Maran
Kenneth Marcelous
Charles McCulloch
Suzanne McCulloch
Karen McKie
Bonney Meya
Christian Migrand
Rita Pettit
Steve Rogie
Norm Schneider
Susan Schwartz
Schelleen Scott
W. Joe Scott
Natasha Shawver
Celso Simao
Louise Stevens
Carmen Veouch-Boorin
Audrey Wallace Taylor
Diana Wong

Districts 1, 2 & 3 November 9, 2002

Barbara Adair
Elizabeth Addison
Daniel Altman
Sharon Badillo
Sima Belmar
Janine Brown
Rob Browning
Vangie Canonizado Buell
Lisa Bullwinkel
Jennifer Burke
Brian Canevari
Paul Chin
Jenny Cole
John Curl
Loren Fenaille
Gary Graves
Robbin Henderson
Karan Hester
Rebecca Johnson
Annette LaRue
Susan Levine
Linda Maio
Kirk McCarthy
Keeyla Meadows
Betsy Morris
Timothy A. Philan
Jill Randall
Mary Curtis Ratcliff
Gwendolyn Reed
Claire Risley
Barbara Rylander
John Selawsky
Natasha Shawver
David Snippen
Ruth Spencer
Linda Walls
Regina Woodard
Jan Zvaifler

Districts 7 & 8 November 21, 2002

Makis Arnold
Sharon Badillo
Lana Buffington
Brian Canevari
Rusty Cantor
Clive Chafer
David Cohen
Charles Ellik
Judith-Kate Friedman
Charlotte Greenblatt
Carolyn Groti
Linda Harroun
Jean Hearst
Terese Heilge
Julie Helsel
Robbin Henderson
Rebecca Johnson
Kathleen Kahn
Ernie Mansfield
Jill Randall
Claire Risley
Arline Rodini
Jane Rosano
Jim Rosenan
Rebecca Salzer
Fran Segal
Heidi Seney
Elsa Shelfer
Celso Simao
Anthony Smith
Sherry Smith
Mark States
Dianne Stockler
Allen Stross
April Taylor
Anna Torrance
April Watkins
Verna Winters

COMMUNITY WORKSHOP ATTENDEES

April 24, 2004

Diane Amaral	Linda Maio
Jolene Babyak	Stephanie Manning
Aimee Baldwin	Wendy Markel
Richard Brenneman	John McBride
Carol Brighton	Betty Pillsbury
Bob Brokl	Naomi L. Policoff
Lisa Bullwinkel	Geoffrey Pond
Jenny Cole	Gwendolyn Reed
Laura Condylis	Patricia Reedy
John Curl	Lars S.
Thea Demetrekopoulos	Sue Schleifer
Susan Felix	Alice Sckenker
Austene Hall	Georgia Shea
Robbin Henderson	Celso Simao
Robert Horning	Andrew Spence
Archana Horsting	Betsey Strange
Stan Huncilman	Anne Wagley
Kathleen Kahn	Audrey Wallace-Taylor
I. Karil	M. Williams
Laura Klein	Verna Winters
Vicky Liu	Rob Woodworth

APPENDIX

INTERVIEWEES FOR THE CULTURAL NEEDS ASSESSMENT

Fall 2002

Hollis Ashby, Associate Director, Cal Performances
Deborah Badhia, Executive Director, Downtown Berkeley Association
Steve Baker, Executive Director, Freight and Salvage
Catherine Barker-Henwood, Executive Director, Berkeley Symphony
Lana Buffington, Community Liaison, Berkeley Art Museum/ Pacific Film Archive
Lisa Bullwinkel, Organizer of the Solano Stroll
Michael Caplan, City of Berkeley, City Manager's Office
Paul Chin, Executive Director, La Pena Cultural Center
Barbara Coleman, Member of Civic Arts Commission
Patrick Dooley, Artistic Director, Shotgun Players
Mary Friedman, Founder and Former Director of the Public Education
Foundation
Fran Gallati, Executive Director, YMCA
Robbin Henderson, Executive Director, Berkeley Art Center
Barbara Hillman, Executive Director, Berkeley Convention and Visitors Bureau
Archana Horsting, Executive Director, KALA Art Institute
Mildred Howard, Artist
Sabrina Kline, Director, Julia Morgan Center for the Arts
Karl Linn, Landscape Architect
Kirk McCarthy, Acting President, ACCI Gallery
Susie Medak, Managing Director, Berkeley Repertory Theatre
Adam David Miller, Poet and Member of Civic Arts Commission
Gina Moreland, Executive Director, Habitot Children's Museum
Pat Mullan, Art and Music Coordinator, Berkeley Central Library
Susan Muscarella, Director, The Jazzschool
Jud Owens, Manager, Berkeley Community Theatre
Michelle Rabkin, Associate Director, UC Berkeley Consortium for the Arts
John Roberts, Landscape Architect and Chair of Design Committee, Chair of
Downtown Berkeley Association
Tom Ross, Producing Director, Aurora Theater
Arlene Sagan, Music Director, Berkeley Community Chorus and Orchestra
Sue Schleifer, Executive Director, Ashkenaz Music and Dance Center
John Selawsky, Member of School Board
Sherry Smith, Chair of Cultural Plan Advisory Committee and Member of Civic
Arts Commission
John Solomon, Owner of Caffe Venezia and Organizer of "How Berkeley Can
You Be?"
Suzy Thompson, Musician and Member of the Civic Arts Commission
Marni Welch, Arts Consultant

ARTS AND CULTURE PLAN ADVISORY COMMITTEE

Catherine Barker-Henwood	Kirk McCarthy
Lana Buffington	Susie Medak
Lisa Bullwinkel	Michael O'Hare
Marnie Burke de Guzman	Brenda Prager
Barbara Coleman	Jos Sances
Susan Felix	Norm Schneider
Barbara Hillman	Sherry Smith
Archana Horsting	David Snippen
Susan Levine	Suzy Thompson

ADDITIONAL COMMUNITY PARTICIPANTS

Bira Alameda	Angela Johnson
Sharon Badillo	Suzanne Lacke
Mayor Tom Bates	Joe Lambert
Curtis Billue	Laurie Lewis
Zelda Bronstien	Karen McKie
Vangie Buell	Adam David Miller
Paul Chin	Councilmember Linda Maio
Dewey Crumpler	Emmanuel Montoya
John Curl	Ruth Morgan
Kate Delos	Innosanto Nagara
Melanie Demore	Osha Neuman
Dr. Timothy Drescher	Tom Rosum
Morgan Fitcher	Sibila Savage
Doug Harris	Kary Schulman
Robbin Henderson	Sylvia Sherman
Tanya Hurd	Councilmember Kriss Worthington
Mildred Howard	Jan Zvaifler

APPENDIX

BACKGROUND MATERIALS PROVIDED BY:

ACME Observatory Contemporary Music Series
ACCI Gallery
Actors Ensemble
Art and Education Media
ArtsBridge, UC Berkeley
Ashby Playhouse
Ashkenaz Music & Dance Community Center
Aurora Theater Company
Ballet Folklorico Youth Dance
Bay Area Census 2000
Bay Area Outreach Recreation Program, Inc.
Bay Area Radio Drama
Bay Area Wind Symphony, Inc.
Beat Eddie Brown Center for the Arts
Bella Musica
Berkeley Architectural Heritage Association
Berkeley Art Center
Berkeley Art Museum and Pacific Film Archive
Berkeley Artisans
Berkeley Ballet Theater, Inc.
Berkeley Broadway Singers
Berkeley Chamber Performances
Berkeley Chess School
Berkeley City Ballet
Berkeley Community Chorus and Orchestra
Berkeley Community Media
Berkeley Convention & Visitors Bureau
Berkeley Cultural Trust
Berkeley Farmer's Market
Berkeley Folk Dancers
Berkeley Juneteen Association, Inc.
Berkeley Opera
Berkeley Piano Club
Berkeley Public Library Arts Festival
Berkeley Public Library Community Planning Process 2000 Census
Report
Berkeley Public Library Foundation
Berkeley Repertory Theatre
Berkeley Symphony Orchestra
Berkeley Unified School District
Berkeley Youth Orchestra
Bonita House
Cal Performances
California Chamber Symphony
California Shakespeare Festival
California Writers Club
Capoeira Institute, Inc.

BACKGROUND MATERIALS CONTINUED:

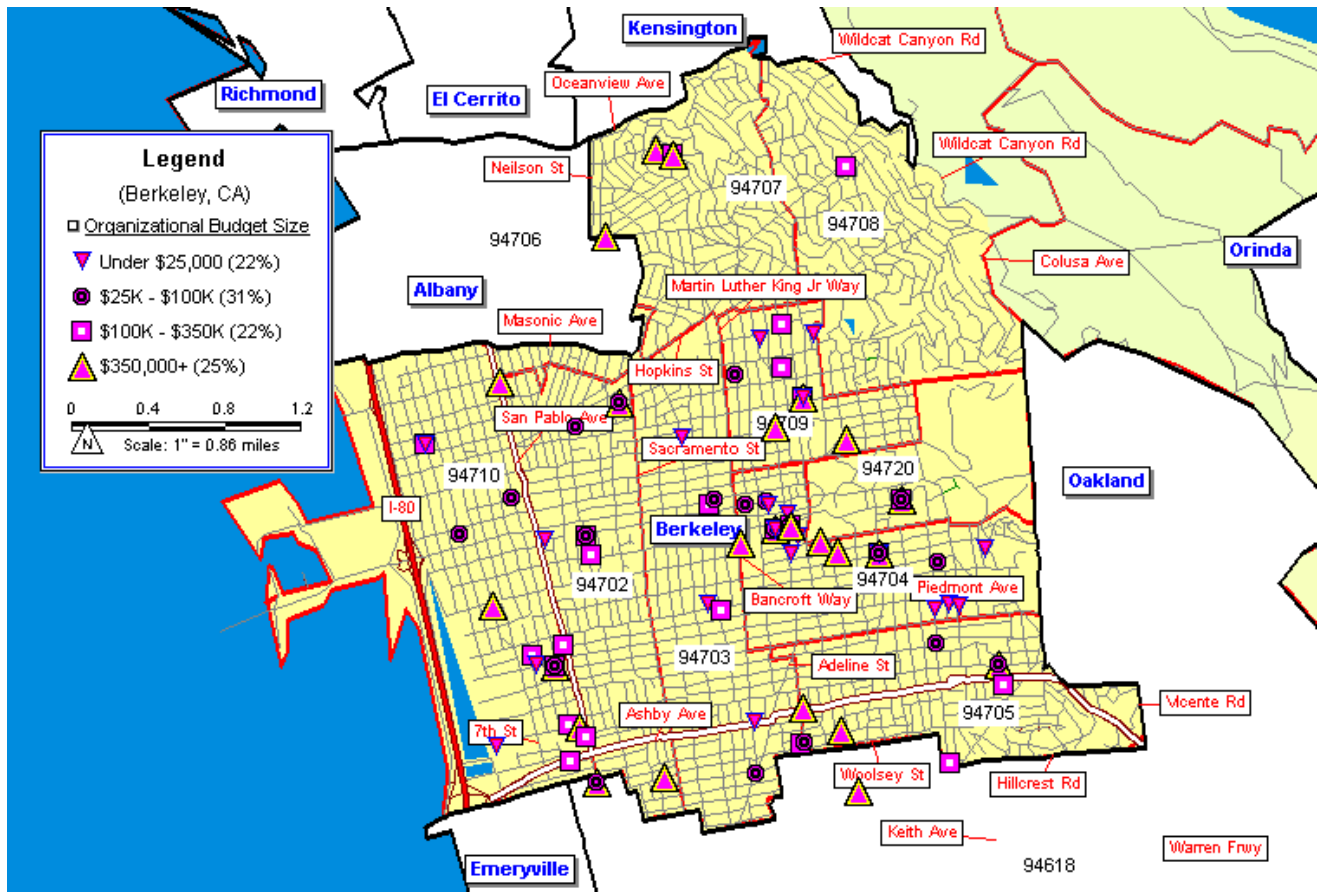
Caticus Corp.
 Cazadero Performing Arts Camp, Inc.
 Center for Historically Informed Performance, Inc.
 Center for Humanities and Contemporary Culture
 Center for the Arts, Religion and Education
 Central Works Theater
 City of Berkeley Southside/Downtown Transportation Demand
 Management Study
 Colibri
 Community Arts and Cultural Enhancement Corporation
 Consortium for the Arts/UC Berkeley
 Corporation on Disabilities and Telecommunication
 Crowden School for Music
 Dance and Rhythm of India
 Daniel David Feinsmith
 Department of Music, UC Berkeley
 D.E.A.F. Media, Inc.
 Dharma Mudranalaya
Diablo Magazine, October 2002
 Downtown Berkeley Association
 East Bay Center for the Performing Arts
 East Bay Depot for Creative Reuse
 East Bay Media Center
 East European Folklife Center, Inc.
 Evangel Literature, Inc.
 Farallon Documentary Films, Inc.
 Freight and Salvage Coffee House
 Habitot Children's Museum
 Harold Stump Architectural Foundation
 His Majesty's Musicians
 In Dulci Jubilo, Inc.
 Integrated Arts
 International Fund for Photography, Inc.
 Iris Feminist Collective, Inc.
 His Majesty's Musicians
 Jeffery Price and Co.
 Joseph Slusky
 Judah L. Magnes Museum
 Julia Morgan Center for the Arts
 Junior Bach Festival Association
 KALA Art Institute
 La Pena Cultural Center
 Live Oak Concerts
 MBIRA
 National Writing Project
 New Images Productions Inc.
 North Berkeley Senior Center
 Paradigm Productions Inc.

APPENDIX

BACKGROUND MATERIALS CONTINUED:

Patricia Bulitt
Poetry Flash
Promises Film Company
Rhythmix Cultural Works
Richard Schwartz
Robert Lipton
Sacred and Profane Chamber Chorus
San Francisco Chamber Orchestra
San Francisco Early Music Society
Searchlight Educational Media, Inc.
Sharon Siskin
Shawl-Anderson Modern Dance Center
Sherylin Tharp
Shotgun Players
Sisters Project
Society for the Study of Native Arts and Sciences
Solano Avenue Association
Sonos Handbell Ensemble, Inc.
Soundvision Productions
Stagebridge
Storytelling Association of Alta California
Stratos Corporation
Subterranean Shakespeare Theatre Company
Swell Cinema
Telegraph Avenue Association
Telegraph Street Calendar
Tenth Street Media, Inc.
The Crucible
The Magnes Museum
The Press Democrat, various articles
The United Capoeira Association
Threepenny Review
Trinity Chamber Concerts
UC Berkeley Arts News
UC Berkeley Young Musicians Program
UC Botanical Garden
University Avenue Association
Urban Creeks Council
Watershed Environmental Poetry Festival
Wee Poets
West Berkeley Potteries
Winnarainbow, Inc.
Wise Fool Community Arts
Young Artists Work Shop
Young Peoples Symphony Orchestra
Youth Radio

CITYWIDE MAP OF BERKELEY ARTS ORGANIZATIONS



This map illustrates the geographic layout of 125 arts organizations from which budgets were used for the Economic Impact Analysis. These entities were associated with valid addresses and are mapped above. (Note that organizations that use post office box addresses cannot be mapped.) The legend for the map identifies the organizations by budget size.

