



City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE:** October 23, 2007

FROM: DEVELOPMENT DEPARTMENT **ITEM NO:** 23

WARD: ALL

SUBJECT: UPDATE ON THE CITY OF RIVERSIDE'S ARTS & CULTURAL AFFAIRS AND
FISCAL YEAR 2007-2008 ACTION PLAN

ISSUES

The first issue before the City Council is to receive an update on Arts & Cultural Affairs.

The second issue before the Council is whether to approve the attached Fiscal Year 2007-2008 Arts & Cultural Affairs Action Plan.

RECOMMENDATIONS

That the City Council:

1. Receive and file the Arts & Cultural Affairs update report.
2. Direct the City Manager, or his designee, to implement the attached FY 2007-2008 Arts & Cultural Affairs Action Plan.

BACKGROUND

In Fiscal Year 2005-2006, the City Council formed the new Arts & Cultural Affairs Division for the purpose of advancing the Mayor and City Council's vision to make Riverside the identified center for arts, culture, education, and entertainment in the Inland Empire, key objectives of which are to enhance the quality of life for residents of and visitors to the City of Riverside, and to help build a strong local economy through arts and culture.

On January 16, 2007, the Development Department moved the City Council's goals forward by hiring the City's first Arts & Cultural Affairs Division Manager. Under the division manager's supervision, Arts & Cultural Affairs is responsible for:

- Planning, developing, and overseeing City of Riverside arts programs and cultural activities.
- Developing and managing the City's arts policy, grants, and sponsorships.
- Serving as the City's arts and cultural affairs representative with local, county, and state arts agencies, local arts ad-hoc coalitions, corporations civic groups, and artists.
- Providing guidance to community partner organizations to promote a cohesive and sophisticated artistic and cultural environment.
- Promoting the City's participation in arts and cultural affairs programs locally, regionally, statewide, nationally, and internationally.

- Overseeing all Marketing for the City.
- Producing or assisting with City-wide Special Events.
- Coordinating City-wide Special Event permits.
- Negotiating and managing contracts for the City's arts and cultural facilities, including the Fox Performing Arts Center, the Municipal Auditorium, the Visitors Center, and the Riverside Convention Center.
- Overseeing City-wide filming rights, productions, and revenue-generation.

UPDATE: JANUARY 2007 – JUNE 2007

NEEDS ASSESSMENT:

To determine the artistic and cultural needs of the community, the Arts & Cultural Affairs Division reviewed reports of prior summits regarding the arts and culture in Riverside, including "Vision 2005 and Call to Action," which advocated to establish the Downtown Arts & Culture District while also advancing arts, culture, education and entertainment efforts throughout the City. The Division also reviewed the 2007 report, "Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences," which was produced by Americans for the Arts and contains a special section specifically on Riverside County.

The Arts & Cultural Affairs Division met collectively with the Riverside Cultural Consortium, as well as with several individual member organizations of the Consortium, to conduct an arts, culture, education and entertainment assessment of the community. It became quickly evident that each arts and cultural organization has its own particular needs, yet collectively three immediate priorities surface to the top for the broad arts and cultural community and efforts to serve the artistic and cultural needs of the community.

- Sustainability in terms of operations and programs
- Cultural Tourism: Marketing of programs and the organization locally and regionally
- Active City engagement and partnering with local arts and cultural organizations

FY 2007-2008 ACTION PLAN

Based on the cultural needs assessment of the community, in order to proactively make Riverside the identified center for arts, culture, education, and entertainment in the Inland Empire, the Arts & Cultural Affairs Division seeks City Council approval to implement the following Action Plan.

MISSION STATEMENT:

The Arts & Cultural Affairs Division supports the Mayor and the City Council's efforts to promote local economic development. It will work with local, state, and national arts organizations to promote cultural awareness and increase arts education in our community, and will be guided by the following mission statement: *"To champion and advance Riverside as the "City of the Arts" in the broadest economic and social context possible."* The mission will be advanced through measurable and results-oriented actions.

REORGANIZATION: ALIGNING ALL OF THE CITY'S ARTS AND CULTURAL AMENITIES

The Arts & Cultural Affairs Manager will participate in all City artistic and cultural planning, including exhibitions, programs, concerts, lectures, and the design of new or rehabilitated facilities. The Arts & Cultural Affairs Manager will work with City Management to align City arts and cultural programs and initiatives, deploying resources around *functional groups* as follows.

By aligning the City's many neighborhood cultural and community centers and multidisciplinary facilities, the **Community Arts and Culture Group**—whether the Riverside Metropolitan Museum, the Public Library, or the City's various community centers in parks and elsewhere—will collectively offer year-round high-quality instruction in the performing, visual, new media arts, literary and culinary arts; produce solo and group exhibitions (including the Riverside Metropolitan Museum and the Riverside Art Museum's production of the exhibition, "The Art and Science of Climate Changes," which features artworks by Sam Huang. The exhibition opened at the Brandstater Gallery of La Sierra University on October 8, 2007, and will run through November 1, 2007); work with various educational, artistic and cultural organizations to launch a multidisciplinary slide and document registry of California artists, with a focus on Riverside, the purpose of which is to support programmatic and other research on the artistic and cultural capital of the region; create and support outreach programs for underserved populations; develop special initiatives for serving youth through arts education; support the development of emerging and established Riverside-based artists; offer workshops for playwrights and writers of all ages; and promote numerous programs, festivals, and special events during the year that celebrate the cultural diversity of the greater Riverside community.

The Marketing Group will strategically market the City's artistic and cultural events by creating direct mail pieces and promotional materials; maintaining the Arts & Cultural Affairs link on the City's website; and producing the monthly community events calendar of programs, festivals, and special events in the *Riverside Monthly*. The Marketing Group will distribute marketing collateral to the City's cultural facilities and monitor outlets for marketing such as street kiosks and electronic signs, and will research new marketing approaches to expand programs' reach to broader audiences. The most significant initiative will be to launch a marketing campaign for branding Riverside as the "City of the Arts" by June 2008.

The **Development Group** will coordinate the City-wide raising of funds from foundations, corporations, government agencies, and individual donors to support the City's arts, cultural, educational and entertainment initiatives. The purpose is to demonstrate how various Departments generate contributed revenue to augment general funding. This will include administering the Arts & Cultural Grant and the Sponsorship Program, which will provide artistic and cultural project support to established and emerging nonprofits arts and cultural organizations, individual artists, and arts-in-education specialists.

To address the need for a sustainable funding source for the arts and culture, the Arts & Cultural Affairs Division will work with the Cultural Accountability Performance (CAP) members, as well as with local, regional and national foundations and corporations, to establish a funding mechanism that will augment City funding for arts and culture. To widen the impact of these funds so that heritage groups are eligible, the name of the City's Arts Grants will be changed to the City's Arts and Culture Grants.

The Arts & Cultural Affairs Division administers the Riverside Cultural Trust, and will use this non-profit entity as a repository for funds generated through the Campaign for Arts and Culture. Examples of individual funds include those for the performing arts (including music, dance and theater), visual arts, history and heritage, culinary arts, and literary arts.

The **Arts in Public Places Group** will work with various departments to advance the City's Public Art Collection, monuments, and murals on or in City property. The Arts in Public Places Group will explore a Public and Private Percent for Arts Program; identify best practices for promoting arts in public places; and design the new Arts in Public Places Program by June 2008 for recommendation to the City Council.

The **Operations Group** will negotiate and oversee operations contracts for the following City facilities: the Fox Performing Arts Center, the Municipal Auditorium, the Visitors Center, and the Riverside Convention Center, ensuring (as appropriate) that they are venues for arts, culture, education and entertainment.

PROGRAMMING INITIATIVES:

In-House Programs

- Continue to enhance and develop the Downtown Farmers Market and Downtown Thursday Nights programs.
- Launch a three-day Classical Music Program in October at the César Chávez Community Center, developed in tandem with community partners in the arts and education, with the goal of exposing students and residents City-wide to this musical genre and deepening their understanding of and appreciation for classical music.
- Enhance and develop the City's Festival of Lights program, which will run from November 23, 2007, to January 1, 2008.
- Work with the community to launch an annual Riverside Artist Open Studio in FY 2007-2008; the month will be determined with community input.
- Enhance and further develop Festa Italiana, scheduled on October 21, 2007.
- Launch the City-wide Citrus Heritage Celebration in April 2008.

Regional and National Partnerships

Arts & Cultural Affairs Network: Spearhead a national Arts & Cultural Affairs officers' network, with the first meeting in Riverside in May 2008. The goal is to create a regional cultural corridor that links Riverside, Los Angeles, Palm Springs, and Orange County, as well as to create a statewide and national network.

Smithsonian Institution: Submit the application to become a Smithsonian Institution Affiliate in October 2007. The potential affiliation will be both program- and collections-based, and will allow the City to engage the Smithsonian Institution's expertise regarding arts and cultural programming, and museum and cultural organizational planning and capacity building. This will be particularly useful to the City's Riverside Metropolitan Museum and Library Facility Project.

The Smithsonian's Office of International Relations will be helpful to the City's efforts regarding international arts and cultural relationships with our Sister Cities. Moreover, the Development Department is interested in creating an annual "Smithsonian Week in Riverside" program as a way to help structure and link Riverside's many festivals and celebrations. Art and artifacts loans from the Smithsonian Institution will help put the City on the map of cultural tourism and destination venues.

Developing a Cultural Ecology

- The Arts & Cultural Affairs Division will propose a model for a strong cultural ecology that includes the Cultural Accountability Performance (CAP) as the economic infrastructure, the Riverside Cultural Consortium as a significant programming entity, and the Riverside Arts Council as a primary technical support for the Consortium through programs in capacity building, fundraising, and organizational development (including staff and board development).
- Take a leading role in the Cultural Accountability Performance (CAP) meetings, commencing in September. Chaired by the Mayor, the premise of CAP is to focus on the economic sustainability of the Downtown arts scene, coordinate and maximize resources and funding, and be visionary and collaborative about what can be accomplished in the arts throughout the entire City.
- Attend various meetings when items before advisory boards or commissions may have a linkage to the City's broader arts and cultural affairs goals and objectives.
- When invited and it is not considered a conflict of interest, the Arts & Cultural Affairs Division will be one of the City's representatives to local non-profit boards.

ANNUAL RECAP:

- The Development Department will return to the City Council annually in July with a recap of the Arts & Cultural Affairs Division's prior year's accomplishments.
- The Development Department will use the annual budget process to evaluate progress toward advancement of the City's arts and cultural goals and recommend funding levels consistent with program targets.

FISCAL IMPACT

There is no fiscal impact to the General Fund at this time.

Submitted by: Belinda J. Graham, Development Director
Certified as to
availability of funds: Paul C. Sundeen, Assistant City Manager/CFO/Treasurer
Approved by: Michael J. Beck, Assistant City Manager
for Bradley J. Hudson, City Manager
Approved as to form: Gregory P. Priamos, City Attorney

Attachment: FY 2007-2008 Arts & Cultural Affairs Action Plan

JLY071023v6

FY 2007/2008 ARTS & CULTURAL AFFAIRS ACTION PLAN		
MISSION STATEMENT		
Action	Status	Completion Date
Implement Mission Statement	Pending	Ongoing from 10/23/07
REORGANIZATION: ALIGN CITY'S ARTS AND CULTURAL AMENITIES		
Action	Status	Completion Date
Participate in all City artistic and cultural planning	Pending	Ongoing from 10/23/07
Align City arts and cultural programs and initiatives, deploying resources around functional groups.	Pending	6/30/2008
Align the cultural / community centers /multidisciplinary centers into the Community Arts and Culture Group	Pending	6/30/2008
Marketing Group: explore branding of "City of the Arts" and new approaches to expand marketing reach	Pending	6/30/2008
Development Group:Coordinate City-wide fundraising from foundations, corporations, government, individuals	Pending	Ongoing from 10/23/07
Development Group: Launch a "Campaign for Arts and Culture"	Pending	6/30/2008
Development Group: Activate the Riverside Cultural Trust	Active	Ongoing
Arts in Public Places Group: Explore a Public and Private Percent for Arts Program	Active	6/30/2008
Operations Group: Negotiate and oversee operations contract for City Facilities	Active	6/30/2008
PROGRAMMING INITIATIVES		
In-House Programs		
Action	Status	Completion Date
Continue to enhance and develop Downtown Farmers Market and Downtown Thursday Night programs	Active	6/30/2008
Launch a three-day Classical Music Program (October 11-13) at the Cesar Chavez Community Center	Active	10/13/2007
Enhance and develop the City's "Festival of Lights" Program	Active	1/1/2008
Launch an annual Riverside Artist Open Studio	Pending	6/30/2008
Enhance and further develop Festa Italiana	Active	10/21/2007
Launch the City-wide Citrus Heritage Celebration	Active	4/30/2008

Regional and National Partnerships		
Action	Status	Completion Date
Spearhead a national Arts & Cultural Affairs officers network	Pending	5/31/2008
Submit the application to become a Smithsonian Institution Affiliate	Active	10/31/2007
DEVELOP A CULTURAL ECOLOGY		
Action	Status	Completion Date
Implement a model for a strong cultural ecology: City, Cultural Consortium, Arts Council	Active	Ongoing
Take a leading role in the Mayor's Cultural Assessment Performance (CAP) meetings	Active	Ongoing
Attend advisory boards / commission meetings when City's arts and cultural goals / objectives are discussed	Pending	Ongoing
Serve as one of the City's representatives to non-profit boards	Active	Ongoing
ANNUAL RECAP		
Action	Status	Completion Date
Return to the City Council with a recap of the previous year's accomplishments	Pending	7/31/2008