



Arts and Culture Commission
Work Plan 2013-2015

OVERVIEW

The mission of the Arts & Culture Commission is to enrich the human experience, reinforce Glendale's identity and civic pride through arts and culture, and to recognize the importance of arts to our quality of life and to the local economy. This is accomplished by consciously integrating arts and culture into the daily life of the people of Glendale through urban design, planning, economic development, and education.

Priority Policies

DEVELOP A GRANT PROGRAM FOR ISSUING URBAN ART FUNDS

The Commission has developed a streamlined and centralized grant program through the Cultural Data Project (CDP) to issue grants through the Urban Art Fund to community and City organizations to support arts and cultural programming and projects. The grant process can monitor, track, and measure (both funding dollars given to organizations as well as the economic impact of these programs/projects).

REVIEW OF ZONING & BUILDING CODES, REGULATIONS, AND OTHER REQUIREMENTS

The Commission has requested that staff from respective departments provide information on existing codes, regulations, and other requirements and the relationship to arts organizations and creative business retention, expansion, and attraction. The following are identified areas of focus:

- Live/work
- Parking
- DSP/Density Bonus
- Zoning
- Art & Entertainment District
- Permits/Licensing

The Commission may have discussions related to these areas and may make recommendations to the Council on possible zoning code changes.

PERCENT FOR ART FOR CIP PROJECTS

The Commission would like to consider expanding the existing development standard to incorporate a percentage of project costs to on-site art to City projects. Policies from other communities will be reviewed and presented to the Commission for discussion.

OTHER POLICY DISCUSSIONS

The Commission has stated its interest in developing a financial plan to discuss opportunities for increasing the City's support for the arts. This discussion and plan would most likely come after implementation of the two-year plan as it would require some response from the first years of implementing a robust arts and culture program.

General Fund Projects/Programs

The Commission's General Fund maintenance and operations budget is approximately \$9,800 and covers expenditures such as marketing, promotion, administration, and recognition of artists. The General Fund budget for a two-year plan encompassing two fiscal years is approximately \$19,600 assuming no further budget deficits and subsequent reductions. The Commission identified the following priority project to implement in addition to general administrative costs:

TEMPORARY ART DISPLAYS IN COMMUNITY SERVICES & PARKS FACILITIES

This policy is a priority for the Commission as it offers much needed display opportunities for artists and art groups in select locations in Community Services & Parks' Facilities on an annual basis. The Commission has approved a policy and identified six (6) facilities for the program as well as developed guidelines for soliciting artwork through a call for artists. Additionally the costs of administering the program are dependent upon insurance requirements and the number of artists, artworks and installations per year. Staff is coordinating with risk management to reduce this cost.

Urban Art Fund Programs and Projects

The Urban Art Fund was created by the Council to fund the design, acquisition, installation and maintenance of permanent and temporary public artwork and public arts programming. Per the Arts & Cultural Plan, it is recommended that the Commission consider and budget the Urban Art Fund for a 5-10 year cycle. There is currently \$1.9M in the Fund; as such, the Commission has budgeted approximately \$180,000 per fiscal year to fund programs and projects.

ROTATING PUBLIC ART PROGRAM

A rotating public art or sculpture program seeks to create an outdoor art gallery to enliven the urban landscape, create a dynamic visual experience for residents and visitors, create more venues for artwork in the City, increase exposure and opportunities for artists who live and work in Glendale, educate the public about public art by stimulating discussion, and provide a cultural draw for tourists. This program would focus on rotating public art exhibition programs where selected sculptures or installations are installed for a period of time in highly visible locations within the City.

SIGNATURE ART EVENT

Many communities invest in annual signature art event as a way to increase exposure and opportunities for artists who live and work in the City, provide a cultural draw for tourists and create a dynamic downtown area for residents and visitors. A signature art event would help establish Glendale as an arts and cultural destination with a series of unique attractions. A signature event would be an annual event and would grow each year and attract more and more visitors to the City. The promotion and success of these events would have a lasting effect,

beyond a one-day or one-time event. Event attendees would be exposed to Glendale, the arts and cultural institutions in the City, as well as local artists.

CULTURAL AND PERFORMING ARTS GRANTS

This program would fund performing and cultural arts micro-grants to coincide with the opening year at Brand Library and Art Center and other citywide locations. The micro-grants would be used to fund a series of performances in the summer months in the plaza of the newly renovated Mansion as well as other new and existing performances in public spaces or publically accessible private space. Programs like this provide a cultural asset to residents, but also attract visitors to come to the City and experience the arts and cultural opportunities.

ART IN VACANT STOREFRONTS PROGRAM)

This new program would build upon the previously implemented GATE program. The program's intent is to create professional quality gallery installations at vacant storefronts to be viewed by pedestrians to continue sidewalk activity and pedestrian interest. The program revitalizes otherwise vacant, unattractive spaces in an effort to encourage business activity and long-term tenancy of the spaces. The program would focus on Downtown Glendale as well as the San Fernando Road corridor.

FEASIBILITY STUDY FOR CONSULTANT FOR COMMUNITY GALLERY

The Commission aims to hire a consultant or firm to conduct a feasibility study for a flexible use creative space that would serve as a community gallery and exhibition facility and provide opportunity for other arts uses such as small scale presentations and workshops in the City. Development of an affordable community gallery is one of the strategic priorities as outlined in the City's Arts & Cultural Plan. To address this goal, the Commission has decided to undertake the feasibility study that is the subject of this request for proposals.

MURALS ON CITY UTILITY BOXES

This program would partner with Great American Clean-up and dedicate funds for a variety of murals on utility boxes in various neighborhoods that would be led by a mural or street artist, with help from neighborhood residents and youth. The mural project with Great American Clean Up would allow neighborhoods, youth and community members to partner with mural artists to paint on City property including utility boxes. The community would have the opportunity to design murals centered on a neighborhood-specific theme.

MURALS ON CITY PROPERTY

Another high-impact project includes integrating public art into existing public structures that currently do not engage with pedestrians. This can include buildings or bridge underpasses, public parking garages, or other City property. These types of spaces can accommodate large scale professional murals, which create vibrancy throughout the City.

Budget

The Commission approved a total budget of \$390,600 for the two-year work plan, \$371,000 from the Urban Art Fund and \$19,600 from the General Fund. The Commission has recommended the budget be distributed in the following manner:

GENERAL FUND – PROJECT AND PROGRAM COSTS

The General Fund budget for the Arts and Culture Commission is \$9,800 per year, for a total of \$19,600 for a two-year plan. The General Fund is used to fund programs and projects that cannot be funded through the Urban Art Fund.

Project/Program	Anticipated Costs 2013/2014	Anticipated Costs 2014/2015
Temporary Art Displays in Parks	\$5,000	\$5,000
General Administration	\$3,500	\$3,500
Discretionary	\$1,300	\$1,300
Total:	\$9,800	\$9,800

URBAN ART FUND – PROJECT AND PROGRAM COSTS

The Urban Art Fund can be used to fund a variety of arts and cultural programs and projects, in addition to maintenance of artwork and capital improvements to City facilities for the purposes of arts. There is approximately \$1.9M in the Urban Art Fund. \$16,500 was previously appropriated by the City Council for the installation of “Monumental” at Fire Station 21 which was encumbered at \$10,633.

Project/Program	Approved Budget
Art in Vacant Storefronts	\$60,000
Cultural and Performing Arts Programs	\$20,000
Murals on City Utility Boxes with Great American Clean-up	\$30,000
Murals on City Property	\$45,000
Capital Improvements to City Facilities for Art	\$40,000 (on hold)
Signature Art Event	\$60,000
Temporary or Rotating Public Art Program on City Property	\$60,000
Maintenance & Conservation	\$15,000
Discretionary	\$30,000
Total:	\$360,000
Monumental at Fire Station 21 (<i>appropriated & encumbered</i>)	\$11,000
Total:	\$371,000