

MEETING DATE 02/27/2006

AGENDA ITEM Receive and File Updated Accomplishments for 2005 to the
Adopted Community Cultural Plan

ATTACHMENT

Pages

- 1 Adopted Community Cultural Plan with Updated
Accomplishments for 2005

1 - 60

Culver **COMMUNITY CULTURAL PLAN**

*Prepared by the Culver City Cultural Affairs Commission
and the Community Development Department*

**ADOPTED
NOVEMBER 24, 2003**

**UPDATED
ACCOMPLISHMENTS FOR 2003/2004
SUBMITTED JANUARY 10, 2005**

**ACCOMPLISHMENTS FOR 2005
SUBMITTED TO CITY COUNCIL
FEBRUARY 27, 2006**

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EXECUTIVE SUMMARY

In 2001, the Culver City Council established a Cultural Affairs Commission (CAC) and created an ordinance by which the Commission would operate. The existing Art in Public Places and Historic Preservation programs were folded under this Commission's purview. One of the objectives outlined was the formulation of a Community Cultural Plan to be taken to the Council for discussion and final approval.

The City Council appointed the five commissioners from the more than fifty applicants, indicating Culver City's high degree of interest in the arts and culture. The new Commission, operating under the Parks, Recreation and Community Services Department, held its first meeting in October 2001. In July 2003, the Council placed the CAC under the Community Development Department.

The CAC immediately began working on the business related to Art in Public Places, while embarking on a strategic process to design Culver City's Cultural Plan. With the CAC and Culver City Redevelopment Agency (CCRA) funds available, the Commission began work on the Community Cultural Plan with a consultant, ArtsMarket, Inc. The CAC held meetings and workshops to discuss the most effective outreach methods. Public input was sought through Town Hall meetings, the City website and individual interviews. The result of this input was the development of a Community Cultural Plan with six fundamental goals.

To accomplish these goals, the Commission assigned separate subcommittees to address the action and resources required to achieve desired outcomes. The CAC subcommittees are Education in Life Long Learning, Facilities, Festivals and Events, Fundraising, Grants and Artist Services, Historic Preservation, Image and Public Relations, and Public Art. In considering the success of this plan and the ability to provide the community with cultural resources, the CAC recognizes that it must think creatively and strategically in terms of facilities, fundraising and public relations. It recognizes that fundraising is a part of every goal adopted by the Council and that all of these goals require the participation of not just Commission staff, but staff from other City departments as well.

This plan presents the work of the Commission to date.

- Goals, adopted by the Culver City Council 5-0, on March 24, 2003
- An overview of each goal
- An Action Plan which offers practical and timely outcomes, reflecting the community's input. The plan evolved through public outreach and research, which will be ongoing.

NURTURE AND PROMOTE CULVER CITY'S RESOURCES FOR LIFELONG LEARNING IN AND THROUGH ARTS AND CULTURE

Culver City is rich in resources and potential partnerships that can strengthen arts education and expand arts and cultural programming to the community. From the City's department of Parks Recreation and Community Services Department's early childhood to senior programs, to the Culver City Unified School District's (CCUSD) mission statement adopted in the 1990's, a commitment to lifelong education for all ages is important and apparent in the community.

The Commission will work to tap into the local resources and develop strategic relationships to provide opportunities for lifelong learning in and through arts and culture. It will work to strengthen its relationship with City departments, public and private schools, institutions of higher learning and existing community arts organizations, such as the A R T Group and LA GOAL.

The Cultural Affairs Commission will identify, nurture and coordinate efforts of the public sector offerings along with private sector resources to promote and maximize what is available to local citizens and organizations. Additionally, the CAC will collaborate and consolidate efforts with these organizations to apply for grants and funding opportunities that will expand and bring non-City funding of cultural programs to the community.

STRENGTHEN CULVER CITY'S ARTS AND CREATIVITY IMAGE, CAPITALIZING ON AND STRENGTHENING ITS LEGACY OF FILM HISTORY, CULTURAL HISTORY, PUBLIC ART AND HISTORIC PRESERVATION

Although Culver City has received exposure beyond its boundaries, there must be a committed effort to spotlight this City and its resources to all of Southern California, and beyond. To this end, the CAC will explore ways and develop a strategy to promote the City's arts and creativity image through the legacy of its film history, cultural history, public art and historic preservation and make recommendations to the Council for action.

Culver City has a rich cultural history which includes the area of film and the arts. In the 1930's, the film industry was a major economic force and employer in Culver City, however the City was branded as "Culver City, where Hollywood movies are made." This perception continues to cloud the City's amazing resources. Today, Culver City is cutting edge with two major studios and many support businesses peripheral to the motion picture industry.

In addition to its film legacy, Culver City was the first City in the nation to allow credit for Architecture as Art under its Public Art Program ordinance. Currently, ordinances are in place for Public Art requirements and fees as well as Historic Preservation. In 1990, the Historic Preservation Advisory Committee Report was completed and accepted by the City. This document includes every structure that has been designated "Landmark," "Significant" or "Recognized."

Culver City continues to offer public concerts and bring numerous cultural events to the community, often drawing audiences from other cities, as well. All of these programs not only provide cultural outlets to our constituency, but brand the City as an arts and culture provider. In an effort to continue the success of existing programs and build upon them, it is important that the Commission work to maintain and expand programs and events offered.

Funding for these programs as well as other marketing initiatives is paramount. Outside funding will be explored and ultimately secured for projects where no City money is available or where after City funding, more money is required to complete a project. If there is to be a museum and multi-use facility in the future, relationships with funders, who exclusively fund capital projects at all stages of development, will be established. Additionally funds for the acquisition, maintenance and conservation of historic sites and public art will be researched.

FACILITATE THE DEVELOPMENT OF DIVERSE ARTS AND CULTURAL FACILITIES

From the Native Americans (Gabrielinos), to the early Spanish and Mexican settlers, to Harry Culver's dream of a balanced community, Culver City has developed into a diverse city with a rich history and heritage. The importance of art is clearly recognized by the community and should be highlighted in various arts and cultural facilities throughout the City.

After resources are further identified, a "needs assessment," utilizing the public input, will be developed. In creating this needs assessment, the CAC will work with the City, arts organizations, individual artists and community members to determine what type of facility would be best for the community. The CAC will prioritize short term and long term goals and will work with City Departments and local developers to discover unique venues/properties that may be used as cultural facilities.

In the short term, the Commission will collaborate with various segments of the community to bring new art, music and cultural performances to Culver City. In the long term, the CAC will work to facilitate the development of creative spaces for visual arts and crafts, historic preservation and performing arts. The CAC will work with the City to bring resources together to maximize impact with less cost through grants and other funding strategies.

DEVELOP A NETWORK OF CULTURAL RESOURCES THROUGHOUT CULVER CITY

In reviewing community input for this cultural plan, it is clear that many cultural resources already exist within the community. The CAC will work to identify local and other accessible resources and make that information widely available to the larger community. Further, the CAC will work to connect organizations and individuals within our community to build resources and infrastructure. Strength lies in the coordination and interfacing of different organizations. Broadening communication is critical and will be a priority for the CAC.

To this end, the CAC will explore avenues that can function as networking tools and develop strategies to further expand our networking capacity. The CAC has already created a database of arts organizations, Cultural Affairs participants and artist slide registry and anticipates becoming an information resource for current and potential organizations, individual artists, as well as for other departments in the City regarding cultural activities, facilities and community events.

SUPPORT CULVER CITY'S ARTS AND CULTURAL ORGANIZATIONS AND ARTISTS

As resources are identified and networking efforts continue, the CAC will have the capacity to match artists and organizations with opportunities for support. Expanding upon the existing database, the Commission will create a resource directory that will contain contact information about artists, organizations, facilities and programs that currently exist within the City. This resource will be used not just by the Commission and the City, but will be essential to the artists and organizations not only working within, the community but throughout the southland.

To this end, the Commission will explore available funding opportunities for creating a resource directory, an on-line database, website and the process required to accomplish these outcomes.

ESTABLISH THE INFRASTRUCTURE AND FUNDING TO SUPPORT ONGOING CULTURAL DEVELOPMENT IN CULVER CITY.

At this time, the percent for art fees will not fully fund an ongoing level of cultural development desired by the community. The CAC subcommittees on Fundraising and Grants and Artist Services will explore different means of financially supporting the City's continued cultural development.

A master fundraising plan will be created that will generate income for each of the six adopted goals and provide direction to the Commission and its Staff for implementation. Additionally, the CAC will assist the Community Development Department in becoming a conduit for grant funding to enhance the cultural arts and historic preservation programs already in place. Further, the CAC will continue to work with Commission Staff in determining funding priorities and explore opportunities to achieve essential outcomes.

IMPLEMENTATION TIMELINE

In developing the associated Action Plan, outcomes and tasks were organized into short and long term timelines. The definition of "short term" is an action or outcome that may be achieved within 5 years. "Long term" refers to those endeavors which may require substantially more time for full implementation.

These outcomes reflect the Community's input and recommendations over the last sixteen months. As the Cultural Affairs Commission recognizes the importance of "opportunity" the outcomes are not ordered in any particular priority. Outcomes and action items will be accessed and evaluated on a regular basis to determine immediate feasibility and record accomplishments to date.

2005 ACCOMPLISHMENTS - OVERVIEW

For calendar year 2005, updates to accomplishments include

- Planning and facilitation for the opening of the Pan African Film Festival in February 2005,
- Completion of the 4th Music in the Chambers series in the spring of 2005 and completion of the program development for the 2006 Music in the Chambers series,
- Facilitating the establishment of Tim Robbins' The Actors' Gang at the Ivy Substation as Culver City's second nationally-recognized resident theatre company,
- Completion of the 11th annual Summer Sunset Music Festival (SSMF) in 2005 and program development for the 12th SSMF in 2006,
- Implementation of Art in the Plaza events in Town Plaza in July, August and September 2005,
- Continued summer intern program participation (in collaboration with the Getty Foundation and the Los Angeles County Arts Commission) and development of new partnerships with the USC Theatre and Public Art Studies Programs for interns during the fall, winter and spring months,
- Completion of *The Lion's Fountain* in Town Plaza and implementation of a community/children's event in September 2005,
- Implementing the 2006 Performing Arts Grant Program with cash grant awards of \$32,000 to nine performing arts organizations serving the Culver City community,
- Further streamlining the annual Performing Arts Grant Program to include concise scoring sheets and better defined review panel process,
- Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with marketing, fundraising, and facility code and maintenance requirements,

- Identifying new permanent performing arts spaces for use by the recipients of the City's performing arts grants as well as for use by theatre companies choosing to serve the Culver City community,
- Planning and presentation of a free performance in November 2005 by Grammy-nominated John Santos and his Latin Jazz Quartet,
- Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards,
- Development of short and long-range planning concepts for public art and cultural programming along Washington Boulevard (west of the 405 Fwy),
- Coordination with private property owners and artists for approval of public art for new development and tenant improvements at Symantec, Echo Horizon School, Veterinary Properties, and Park Century School,
- Implementation of first architecture review panel for *Architecture as Art* concepts at 8601 Washington Boulevard and 3505 Hayden Avenue,
- Fabrication of the Harry Culver sculpture for Town Plaza (to be completed March 2006),
- Installation of historic designation plaques on "Landmark" and "Significant" buildings in Culver City,
- Expanded information about historic preservation on City web site,
- May 2005 proclaimed Historic Preservation Month,
- Completion of an inventory of public art on private and City owned property which includes a description of the artwork and images to be made available on City's web site,
- Completion of Utility Box art program in and adjacent to Town Plaza (wrapping of control box for *The Lion's Fountain* and utility box adjacent to Kirk Douglas Theatre completed October 2005),
- Installation of plaques in Town Plaza and downtown paseo explaining history of zoetrope and relationship to Culver City's film studio history,
- Implementation of contracts for routine maintenance of five pieces of City-owned public art (*La Ballona*, *Path of Life*, *Film Strip*, *Cougar I and II*, *The Lion's Fountain*), and,

- Establishing a working relationship with The [United States] President's Committee on the Arts and the Humanities (PCAH) and submitting a Culver City-related event proposal to the PCAH for its spring 2006 meeting

ACTION PLAN

Short Term Outcomes

Outcome headings in RED, Updates for 2005 BLUE

Outcomes	Tasks	Accomplishments to Date	Sub Committee(s)
Partnerships with community organizations that assist in providing arts education opportunities Related Goals 1	Assist in formalizing partnerships between specific schools and colleges for residencies and programs that continue on a multi-year basis	- Ongoing - Representation /Membership on a variety of boards, organizations throughout the community such as the Culver City Unified School District Community Arts Team and the Culver City Historical Society - Developing a stronger relationship with Culver City resident theatre companies and connecting them to CCUD (2005)	Image and Public Relations, Education in Lifelong Learning
Marketing and publication of all existing arts and cultural education programs offered throughout Culver City Related Goals 1 5	- Establish linkages with leaders from community organizations/schools to discuss programs and determine needs - Showcase local arts in education and cultural education programs on the City website - Distribute brochures and/or position information in <i>Culver City Living</i> at least twice a year to all residents Explore opportunities with other outreach vehicles - Alert media and send press releases regarding events	- On-going with continued expansion into new media outlets - Press release distribution for Historic Preservation Public Art and Cultural Affairs Programs Highlighted program information in Culver City Living - Designated staff to interface with various community organizations (2003-04) - Press release and public notification of Performing Arts Grant Program spring and summer concert series and other performances and events through LACN and other area arts listservs City web site and electronic master notification system (2005) - Participation in Los Angeles County Arts Commission Arts Commissioner Forum October 2005	Image and Public Relations, Education in Lifelong Learning
An annual festival that furthers arts learning Related Goals 1	Bring resources together to plan events	Art Revolution monthly exhibition and sale to include children's workshop Fiesta La Ballona s focus on children s art activities - Art in the Plaza event in Town Plaza implemented in July August and September 2005 Development of an art walk to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005) - Community/ - Children s event associated with the unveiling of <i>The Lion s</i>	Fairs and Festivals, Education in Lifelong Learning

		<i>Fountain</i> in September 2005 (2005) - Developing children's workshop for spring/summer 2006 highlighting zoetropes and early filmmaking technology (2005)	
Link Culver City's rich culture to studies at the primary, middle and high school levels Related Goals 1	Interface with the CCUSD to support curriculum and foster relationships with County program representatives and local businesses	- Ongoing - Living History Program and Presentations - Teacher's Manual - History pages on City website - Exploring historic photo display at Pacific Theatres (2003-04)	Education in Lifelong Learning and Historic Preservation
Workshops, master classes, other learning and mentoring opportunities with professional artists and students Related Goals 1, 4, 5	Create program and identify regular sponsorships to assist in facilitation	- Los Angeles County Arts Commission Intern Day offered historical and architectural presentations about Culver City for over 150 interns (2003-04) - City Historian offered class and tour for various graduate students and visitors to City (2003-04) - Continued summer intern program participation (in collaboration with the Getty Foundation and the Los Angeles County Arts Commission) and development of new partnerships with the USC Theatre and Public Art Studies Programs for interns during the fall and winter months (2005)	Education in Lifelong Learning, Fundraising and Grants and Artis Services
City-wide program that features regular field trips to cultural events, organizations and facilities of performing, visual or architectural focus Related Goals 1, 2, 3	Meet/link local organizations, schools to plan program (e.g., West Los Angeles College, CTG, Culver City Historical Society, etc.)	- Senior Center & PRC-sponsored outings and field trips - Worked with Los Angeles County Arts Commission to bring 150 interns to Culver City to explore public art and other cultural resources (2003-04) - Establishing a working relationship with The [United States] President's Committee on the Arts and the Humanities (PCAH) and submission of a Culver City-related event proposal to the PCAH for its spring 2006 meeting (2005)	Education in Lifelong Learning, Image and Public Relations and Facilities
Local and accessible programs highlighting the City's history Related Goals 1, 2	- Collaborate with the Culver City Historical Society - Sponsor walking tours and bus tours - Utilize information from different sources including City Historian - Work with Information Technology to enhance and change information - Highlight information on City website and send out press releases to all media - Utilize public access through the cable company - Historic displays in library and West Los	- Ongoing - Annual Fiesta tours since 1982 - City bus tours and walking tours - Historical presentations on demand (lectures, slide shows) - New information included on website. Further updates to occur in three months (2003-04) - Additional updates provided by City Historian to history pages on City web site (2005) - Press releases sent regarding plaque installation on historic structures (2003-04) - Installation of historic designation plaques on Landmark and Significant buildings in Culver City (2005)	Historic Preservation, Image and Public Relations and Public Art

	Angeles College • Create the Movies in the Park program which will feature movies in an outdoor venue, possibly at the Veterans Memorial Complex	• Historical programming on Channel 43 highlighting interviews with community members • More than 100 pages of historical information on City website • Living History Project • May 2004 was proclaimed Historic Preservation Month in Culver City (2003-04) • May 2005 proclaimed Historic Preservation Month in Culver City (2005) • Culver City Commendation bestowed on Speaker Herb Wesson Jr regarding his efforts to preserve the State Capitol Building and his work with the City's Historian (2003-04) • City Historian appointed to the Historic State Capitol Commission (2003-04) • Information about historic preservation and resources for property owners and public provided on City web site (2005) • Developing children's workshop for spring/summer 2006 highlighting zoetropes and early filmmaking technology (2005)	
City commitment to summer concert series featuring local artists and expand these opportunities Related Goals 1 2 5	• Advocate for continued support of the Summer Sunset Music Festival • Find and identify local resources	• Several local artists highlighted to include John Mills, Kevin McDonald and David Weiss (2003-04) • 10th Annual series completed with support from the Redevelopment Agency as well as other sponsors Total contribution including in-kind is \$14,000 from sponsors/grants • Worked with KLAC to promote Mills Brothers presentation (2003-04) • Completion of the 11th annual Summer Sunset Music Festival (SSMF) in 2005 and program development for the 12th SSMF in 2006 (2005)	Fairs and Festivals, Fundraising
A comprehensive database of organizations artists (craft folk visual etc) property owners businesses and schools Related Goals 1, 4, 5	• Meet with representatives of commercial businesses community organizations and schools (both public and private) in the City to determine how the Commission can most effectively bring parties together, help facilitate collaborative projects and bring more non-City funded programming to the community	• In progress More than 1 200 organizations and individuals catalogued	Fundraising and Image and Public Relations

Cultural programming for all ages Related Goals 1, 5	Collaborate with Parks Recreation and Community Services (i.e. Senior Center and Teen Center) schools and organizations	- Ongoing - Developed Art Revolution and The Art of Speaker Series - Continuation of Fiesta La Ballona, Music in the Chambers, and Performing Arts Grant program (2003-04) - Completion of the 4th Music in the Chambers series in the spring of 2005 and completion of the program development for the 2006 Music in the Chambers series (2005) - Art in the Plaza events in Town Plaza in July August and September 2005 (2005) - Completion of a community/children's event for <i>The Lion's Fountain</i> in September 2005 (2005) - Continued implementation of annual Performing Arts Grant Program (2005) - Planning and presentation of a free performance in November 2005 by Grammy nominated John Santos and his Latin Jazz Quartet (2005) - Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005)	Fairs and Festivals Fundraising
An annual City initiated scope of work plan for Public Art Related Goals 2	Review public art plan annually	- In progress - Harry Culver sculpture selection initiated (2003-04) - Fabrication of the Harry Culver sculpture for Town Plaza (to be completed Spring 2006) (2005) - Annual work plan presently outlined in adopted 05-06 budget and includes Harry Culver sculpture project maintenance of art work completion of Utility Box Art program and development of public art concept for Washington Boulevard west of the 405 Fwy (2005)	Public Art
Entry monument/gateway plan that celebrates the City's rich cultural heritage Related Goals 2	- Work within CDD to research potential monument signs for City wide consistency - Research sponsors to assist funding monuments for larger installations		Image and Public Relations, Fundraising
Application process and consideration for new historic landmarks/structures	Review ordinance and enlist the help of the California Office of Historic Preservation (COHP) and other organizations	- In progress - Gathered information from the California Preservation Foundation (2003-04)	Historic Preservation

Related Goals 2			
Expanded use of the historic sign ordinance Related Goals 2	• Work with Planning to catalog all existing signs • Protect and maintain historic signs and recreate historic signage		Public Art and Historic Preservation
Historic structures in City and County records flagged Related Goals 2	• Work with the Building and Planning Divisions and with the County Recorder's Office to ensure all historic buildings are flagged in relevant databases • Plaques positioned on designated landmarks • Ongoing surveys (to continue new opportunities)	• All buildings have been flagged in Culver City's internal database (Permits Plus) • In progress some plaques already positioned (2003-04) • Installation of historic designation plaques on Landmark and "Significant" buildings in Culver City (2005) • GIS database complete All structures have been identified (2003 04) • Information for property owners and general public about historic preservation added to City web site (2005)	Historic Preservation
Public attention and recognition of Culver City for its heritage and cultural diversity Related Goals 2	• Expand and strengthen the Fiesta La Ballona Festival with heritage, art, parade floats and more • Explore adding various festivals that showcase all the diverse cultures of Culver City	• Ongoing Returned to original event format with week-long activities throughout the City • New committee layout and sponsors • Support of various community events to include the Pan African Film Festival, Car Show Music in the Council Chambers (2003 04) • Historic Preservation month proclaimed in May 2004 (2003 04) • Historic Preservation month proclaimed in Culver City in May 2005 (2005) • City received a B on the Los Angeles Conservancy's 2003 Preservation Report Card (2003 04) • Establishing a working relationship with The [United States] President's Committee on the Arts and the Humanities (PCAH) and submission of a Culver City related event proposal to the PCAH for its spring 2006 meeting (2005) • Participation in Los Angeles County Arts Commission Arts Commissioner Forum October 2005	Fairs and Festivals Fundraising, and Historic Preservation
Awareness of Culver City's uniqueness such as Culver City Architecture and develop multi faceted	• Identify themes that will bring attention to Culver City • Use brochures and walking tours City web site and other opportunities to promote the uniqueness of Culver City	• Ongoing • Walking tours of Downtown, NPR and Hayden Tract • LA County Arts Commission intern day will focused on Architecture as Art in Hayden Tract (2003 04) • The Art of Speaker Series has produced ten speaking events	All Subcommittees

and multi organization approaches to market Culver City's history and culture around the theme Related Goals 2	• Support the implementation of the Art of Speaker Series	Staff working to develop fully edited copies of presentations (2003-04) • Culver City to apply for World Heritage Site designation by (UNESCO) (2003-04) • Establishing a working relationship with The [United States] President's Committee on the Arts and the Humanities (PCAH) and submission of a Culver City related event proposal to the PCAH for its spring 2006 meeting (2005) • Participation in Los Angeles County Arts Commission Arts Commissioner Forum October 2005	
Maintain and expand cultural arts programming Related Goals 2	• Support existing community programming and festivals • Develop cross marketing opportunities to publicize arts programming with various organizations	• 3rd annual Music in the Council Chambers featured four concerts throughout April and May (2003-04) • Completion of the 4th Music in the Chambers series in the spring of 2005 and completion of the program development for the 2006 Music in the Chambers series (2005) • Continue to work with DBA Symphony, CCEF and other performing arts organizations to cross market programs where applicable (2003-04) • Continue to manage the Performing Arts Grant Program (2003-04) (2005) • Planning and presentation of a free performance in November 2005 by Grammy nominated John Santos and his Latin Jazz Quartet (2005) • Development of new cultural programming along Washington Blvd west of 405 Fwy (2005) • Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005)	<i>Fairs and Festivals</i>
Publicly accessible collections and research libraries that make it possible for residents to get involved/study the culture of their community Related Goals 2	• Expand awareness of current collections and resources • Work with Culver City Julian Dixon Library • ADA accessibility publicized for various venues and events • Links with private sector	• Sony Pictures Entertainment Virtual Museum launched in October 2003 • Expanded history on City website and Culver City library historical section (2003-04) (2005) • Expanded information about historic preservation on City web site for property owners and general public (2005) • Completion of an inventory of public art on private and City owned property which includes a description of the artwork and images to be made available on City's web site (2005)	Education in Lifelong Learning, Historic Preservation and Image and Public Relations
A database of	• Identify facilities and amenities (including	• In progress Information collected for Smashbox Studios,	Grants and Artists

available facilities and information resource catch all regarding performance and event spaces Related Goals 3	Veteran s Memorial Complex and Senior Center) and consider alternative spaces for events (i e office space school, park) • Create database • Designate individual to provide information and assist in matching artists with event/performance locations	Conjunctive Points, Sony Pictures and Downtown • Facility packets created and sent to various event marketers (2003 04) • List of currently available facilities made available on City s web site for performing arts grant applicants and other interested parties (2005) • Identifying new permanent performing arts spaces for use by the recipients of the City s performing arts grants as well as for use by theatre companies choosing to relocate to Culver City (2005)	Services Facilities
Multi Media Communication Resource Referral and Dissemination Capacity (website telephone publications cable) Related Goals 4, 2	• Explore available funding opportunities for creating a resource directory an on-line database, website and the process required to accomplish these resources • Gather as much information as possible before printing the first edition of the directory • Talk to the City s many artists groups organizations and program directors to ensure that the information included in the directory is what will be most helpful to their objectives	• Ongoing (2003-04) • Some funding sources have been identified (2003 04) • In progress	Fundraising and Image and Public Relations
Community Calendar of Events Related Goals 4 2	• Work with City CCUSD and other organizations to create a single, comprehensive community calendar of events	• In progress • Development of calendar for 2006 Performing Arts Grant recipients (2005)	Festivals and Events and Image and Public Relations
Maintain Performing Arts Grant Program Related Goals 4 5	• Revise current guidelines	• Completed • Further streamlined the annual Performing Arts Grant Program to include concise scoring sheets and better defined review panel process (2005)	Grants and Artist Services
Grants for local artists to present residencies and workshops Related Goals 4 5	• Act as a conduit to match organizations with grant funders		Grants and Artist Services
New and emerging cultural arts organizational support program (a k a hatch program)	• Nurture and host workshops for organizations regarding (grant writing collaborative marketing creating a board of directors, etc) that are most needed • Provide annual workshops for applicants to	• In progress • Collaborated with Joan Kassan and Jody Hall Esser regarding Grant Training Workshop in August 2004 (2003-04) • Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with	Grants and Artist Services

Related Goals 4, 5	- Culver City arts grants program(s) - Public outreach to organizations throughout Los Angeles	- marketing fundraising and facility code and maintenance requirements with other cultural organizations in or wishing to relocate to Culver City (2005) - Identifying new permanent performing arts spaces for use by the recipients of the City's performing arts grants as well as for use by theatre companies choosing to serve the Culver City community (2005) - Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005)	
More opportunities for local artists of all disciplines Related Goals 4, 5	- Expand the artistic scope of City-sponsored festivals and community events - Broaden exhibition opportunities for visual artists and groups to show their work as a part of festivals and community events	- Ongoing - Art Revolution provides opportunities for local artists to showcase and sell work (2003-04) - Implementation of Art in the Plaza events in Town Plaza in July August and September 2005 (2005) - Local artists also featured in Music in the Council Chambers Summer Music Festival and Fiesta La Ballona (2003-04) (2005) - Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with marketing fundraising and facility code and maintenance requirements (2005)	Festival and Events and Grants and Arts Services
Affordable professional spaces for artists of all disciplines Related Goals 4, 5	- Through public/private partnership planning and initiatives identify affordable spaces for galleries/exhibitions rehearsals and flexible performance spaces - Consider ways to maintain space affordability	- Identifying new permanent performing arts spaces for use by the recipients of the City's performing arts grants as well as for use by theatre companies choosing to relocate to Culver City (2005) - Assisting galleries seeking space in Culver City and collaborating with Redevelopment Agency Economic Development Division (2005)	Grants and Arts Services Facilities and Redevelopment Agency
Expansion of funding for the grants program Related Goals 5	- Evaluate and launch appropriate mechanisms to expand the grants program funding, including but not limited to, dedicated funding mechanisms, private sector contributions (i.e., a 501(c)(3) organization) or large grants that may be regranted - Host fundraising events such as silent auction, wine tasting, gala, World Fest and teen concerts and film festival	- City-wide sponsorship package developed to include performing arts grant program (2003-04) (2005) - Sony Pictures Entertainment sponsorship secured in 2004 and 2005 \$15,000 allocated each year to Performing Arts Grant Program (2005) - Completed draft Articles of Incorporation and Bylaws for 501(c)(3) for Cultural Affairs (2005)	Fundraising, Festivals and Events and Grants and Arts Services

Annual review of Public Art and Historic Preservation Ordinances Commission policies and the Community Cultural Plan Related Goals 6		- Developed new policy to slate annual meeting in January each year for public input (2003 04) - Policies and Community Cultural Plan accomplishments updated 2004 and 2005 (2005)	Commission, Director and Sta
Funding from private and public sources to implement the elements of the Community Cultural Plan Related Goals All	- Develop grant proposals and seek sponsorships - Establish mechanisms for residents to provide contributions, bequests and deferred giving to cultural programs	\$11 000 for the Summer Sunset Music Festival (2003 04) - Sponsorship money secured for 2005 SSMF (2005) - Organizational Internship grants of \$8 000 awarded for two summer interns (2003 04) (2005) - Explore other resources to include grant workshops for Commissioners (2003 04) - Buy a Name Brick program is still active (2003-04)	Fundraising
Annual Report to City Council for review Related Goals All	Establish annual review and benchmark process and format	December 2004	Cultural Affairs Commission Director and Sta
Communication mechanisms and regular joint meetings to link the Cultural Affairs Commission with others within the community doing arts and cultural programming including Parks and Seniors programs and Planning Related Goals All	- Plan, direct, coordinate and evaluate programs including public art, grants to arts organizations, arts in education public programming in the arts and exhibits - Develop CAC policies rules and procedures for effective operations - Facilitate coordination and joint planning for cultural development ventures with other public agencies and the private sector - Provide information and technical assistance to arts and cultural organizations and artists in Culver City - Fundraise for arts and cultural development initiatives and programs undertaken by City - Conduct marketing efforts to broaden public participation in Culver City arts and cultural activities and programs	- Policy Workshop on July 29, 2003 - Established dialogue with President's Committee on the Arts and the Humanities (2003 04) - Provided workshop for Performing Arts Grant Applications in October 2003 (2003-04) - In progress (2003-04) - Marketing efforts to date include flyers, posters postcards e mail blasts and website posting Participation has increased on all programs (2003 04) - Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with marketing fundraising and facility code and maintenance requirements (2005) - Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005)	Commission Director and Staf

A master fundraising plan that will provide direction to the Commission and its staff. The fundraising plan will generate income for each of the six goals the Council has approved. Related Goals All	• With input from each subcommittee, the Commission should explore the creation of a new 501(c)(3) organization and will present information to the City Council for consideration • Create a dialogue with public (City, County, State and Federal) and private funders to update them on the work of the Commission and provide materials on project progress and upcoming programs • Prepare, track and evaluate applications for CAC funding • Compile a list of funders who accept applications for funding without requiring 501(c)(3) status • Collaborate to create a list of funding priorities that will provide direction to the Commission and its staff	• In progress • Research on models completed. Workshop held to discuss models on November 18, 2004. (2003-04) • Completed draft Articles of Incorporation and Bylaws for 501(c)(3) for Cultural Affairs. (2005) • Master Funding Plan Document completed and adopted by the Commission in March 2004. (2003-04)	All Subcommittees
Leadership committee to implement the Community Cultural Plan Related Goals All	• Establish Cultural Affairs Advisory Committees (ad hoc) as needed (e.g. Architecture Advisory Committee) • Develop panels to broaden community input into the public art grants, arts in education and other initiatives of the Commission, and criteria for how the panels and Commission work together	• In progress • Review panel incorporated into Performing Arts Grant program in 2004 and 2005. Use of advisory and review panels incorporated into policies and approved by City Council in January 2005. (2005) • Implementation of first architecture review panel for <i>Architecture as Art</i> concepts at 8601 Washington Boulevard and 5505 Hayden Avenue. (2005)	All subcommittees and Staff

ACTION PLAN

Long Term Outcomes

Outcomes	Tasks	Accomplishments to Date	Sub Committee(s)
A Wall of Honor in City Hall Related Goals 1, 2	- Utilize resources for photos of elected officials and Chief Administrative Officers over time - Identify public and private spaces that will allow displays		Historic Preservation and Facilities
Annual film festival for Culver City as a major and growing event that focuses regional attention on its studio/film history Related Goals 1, 2	- Identify unique niche that will distinguish the Culver City festival from others regionally, nationally and internationally - Explore local theatres and other unique venues (i.e. outdoors)	- Worked with Pan African Film Festival to bring their opening night event to Culver City (2003-04) (2005) - Worked with ION Film Festival for Animation Festival in Fall 2004 (2003-04)	Fundraising and Fair and Festivals
Sculpture walk/garden that would display significant historic figures of Culver City Related Goals 2	- Determine general location - Research figures for bronzes - Research placement of bronzes	- In progress - Finalists selected for Harry Culver sculpture design concepts under consideration (2003-04) - Fabrication of the Harry Culver sculpture for Town Plaza (to be completed Spring 2006) (2005) - Areas for artwork have been designated	Public Art, Facilities Historic Preservation Fundraising
A multi use performing arts center Related Goals 2, 3	- Develop a capital campaign - Research potential design and location	Identifying new permanent performing arts spaces for use by the recipients of the City's performing arts grants as well as for use by theatre companies choosing to relocate to Culver City (2005)	Fundraising and Facilities
A Culver City history and film museum Related Goals 2, 3	- Establish a public/private task force to evaluate all options and initiatives now underway - Seek funding for and conduct feasibility analysis for the best and most appropriate option for a significant and unique museum destination within Culver City	Sony Pictures Entertainment Virtual Museum launched October 2003	Fundraising, Historic Preservation and Facilities
A greater density of arts spaces within Culver City Related Goals 3	Develop a program and evaluate options such as low interest loans, grants and incentives to private sector developers and	Collaborating with Redevelopment Agency Economic Development Division to identify spaces for arts organizations wishing to relocate to Culver City (2005)	Grants and Artist Services Facilities and Redevelopment

	landlords to establish a greater density of artist studios, small performance venues and rehearsal spaces in key locations throughout Culver City Identify ways in which Culver City can assist arts organizations and artists to secure work space within the City	Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with marketing fundraising and facility code and maintenance requirements (2005)	Agency
Grant opportunities for individual and visual artists Related Goals 4 5			Grants and Artist Services and Fundraising
Grant opportunities for organizational support Related Goals 4, 5			Grants and Artist Services and Fundraising

CULVER CITY FACT SHEET

First known inhabitants	Gabrielino Indians
Characteristics	Peace loving monotheistic highly developed language had a system of money named for their nearness to the San Gabriel Mission
Early Settlers	Agustin Machado early 1800s founded Rancho La Ballona with his brother Ygnacio Machado and Felipe and Tomas Talamantes
Other early families	Higuera Ybarra Lugo Rocha and Saenz
Culver City's Founder	Harry H Culver (announced his plans in Los Angeles in 1913)
Year of Incorporation	1917
Charter City	1947
City's area in 1917	1 2 square miles
City's area in 2003	5 0 square miles approx (due to 40 annexations)
Culver City Flower	Lantana
Current Population	38 816 (2000 census)
Wording on City Seal	City of Culver City The Heart of Screenland Incorporated 1917
City Hall	9770 Culver Blvd Culver City CA 90232
Early elected officials	Trustees
Elected City Officials	5 member City Council (elections in April even-numbered years) City Clerk City Treasurer
City Departments	Administration City Attorney City Treasurer Community Development Fire Information Technology Parks, Recreation and Community Services Personnel Police Public Works Transportation
LA County Board of Supervisors	2nd Supervisorial District
Assembly District	47th
Senate District	26 th
U S Congressional District	32nd
Culver City Unified School District	A unified (K-12) district since 1949 Culver City has 5 operating public elementary schools a middle school Culver City High School Culver Park High School (alternative high school) Adult School and a Children s Center
Elected Officials	5 member Board of Education (elections in November odd-numbered years)
Courts	Culver City is a part of the Culver Judicial District
Website	www.culvercity.org
Community Library	Culver City Julian Dixon Public Library
Community Facilities	Senior Center Teen Center Veteran s Memorial Complex
Performance Facilities	Ivy Substation Robert Frost Auditorium, Veteran s Memorial Complex
Community Parks	Blair Hills Park Blanco Park Dr Paul Carlson Park Culver City Park Culver West Park, Media Park El Marino Park Fox Hills Park Green, La Ballona Playground Lindberg Park Linwood Howe Playground Paddle Tennis Park Syd Kronenthal Park, Teliefson Park Veteran s Park
Community Colleges	West Los Angeles College, Santa Monica College

TELEPHONE SURVEY

SURVEY STATISTICS

Number Completed **500**

Date of Distribution **September 8-14, 2002**

Method of Distribution **Telephone Survey**

Telephone survey respondents were proportionately selected from the entire City of Culver City based on block group population density. Using a random-digit, USPS Coding Accuracy Support System (CASS) certified, computer-generated list of phone numbers, the team of trained interviewers from Performance Centers Incorporated conducted all interviews. A total of 500 surveys were completed between September 8 and September 14, 2002.

A total of 15,958 calls were made to reach a completed sample of 500 with the following results

Table 1 Calling Results

Results (Actual Survey Length 8 Minutes)	Count
Disconnected	583
Called Next Day	321
Language Barrier	198
Hang-Up	297
Time Call Back	371
Busy Signal	726
Refused	1,060
Not Qualified – Not a Culver City Resident	0
No Answer	11,781
Wrong Number	137
Total Calls Made	15,958
Completed Surveys	500

Figure 1 a Final Dialing Results

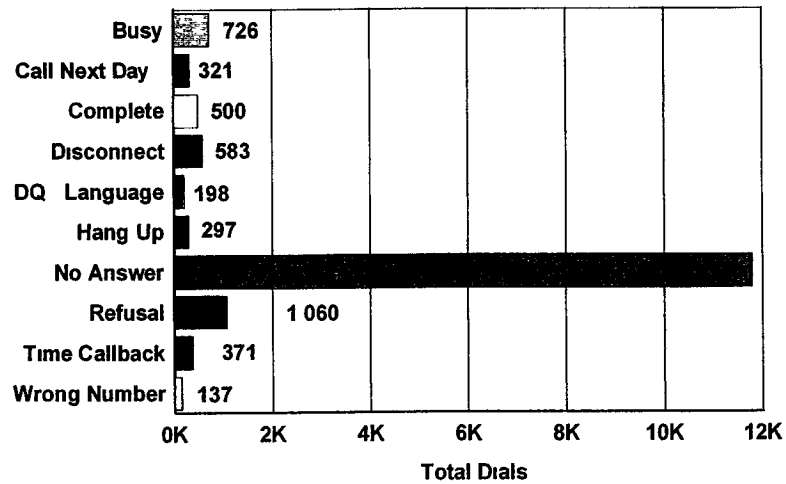
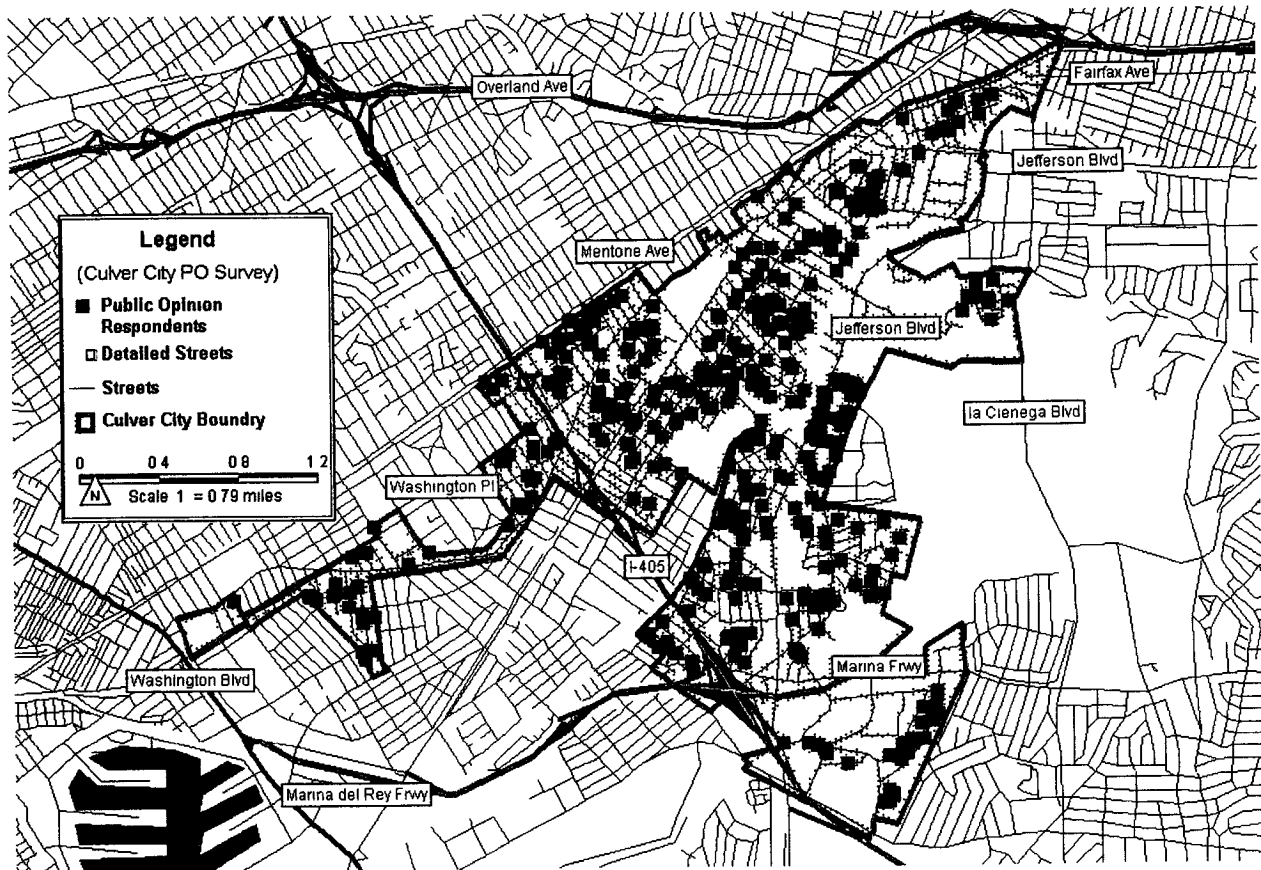


Figure 1 b Survey Respondent Distribution



ATTENDANCE

Table 2 In the past year, about how many times have you attended the following?

n=500	None	1-3	4-8	9 or more	Do not know/No response
A K-12 school arts or cultural event in Culver City?	75 0%	15 6%	5 8%	3 4%	0 2%
A City sponsored free arts and cultural concert or program in Culver City?	65 4%	25 2%	5 6%	3 2%	0 6%
Any other type of performance exhibition or cultural program in Culver City?	71 0%	22 0%	3 2%	2 2%	1 6%
A community festival in Culver City?	56 2%	38 4%	3 8%	0 8%	0 8%
A program or event related to a specific culture or ethnic celebration in Culver City?	74 4%	20 8%	2 0%	1 2%	1 6%

Table 2a Summary of attendance

<u>n</u>=500	Percent
Zero attendances	36.2%
Attended one or more times	63.8%

Figure 2 Summary of attendance

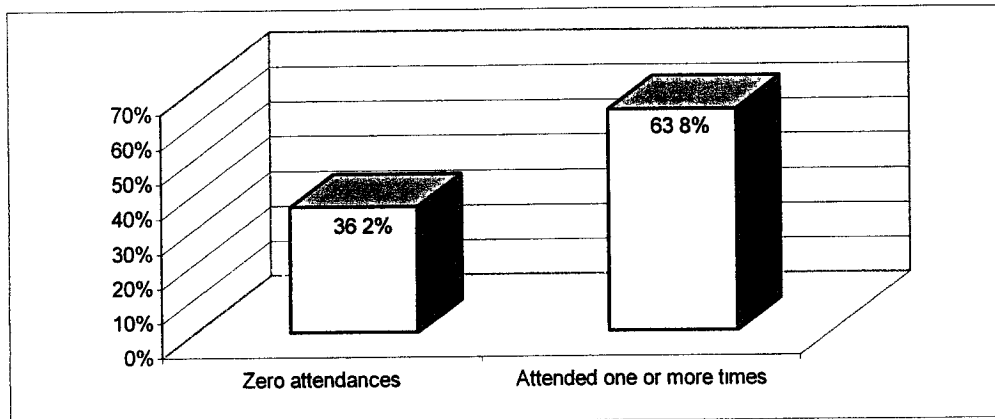
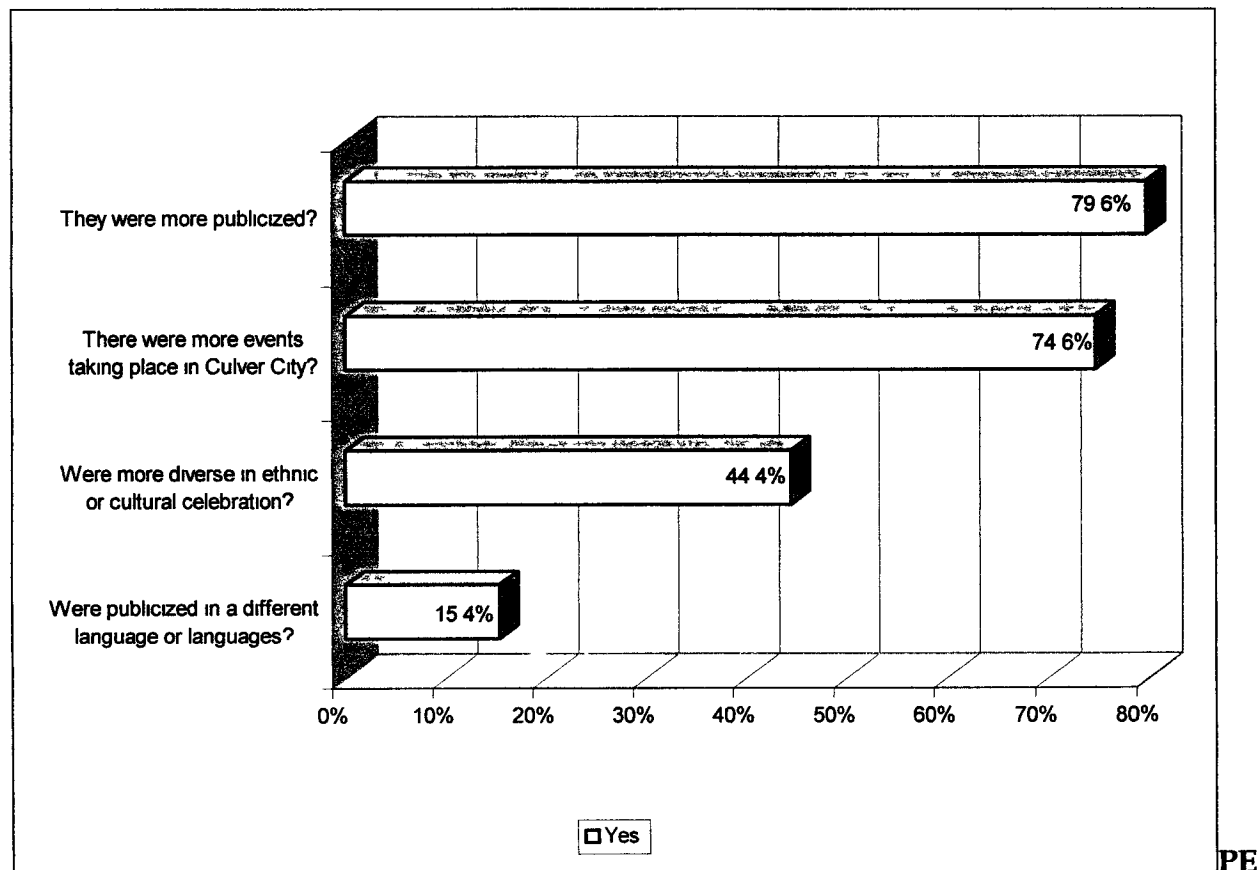


Table 3 Would you attend more arts and cultural events if

n=500	YES	NO	Do not know/No response
They were more publicized?	79 6%	16 8%	3 6%
There were more events taking place in Culver City?	74 6%	19 4%	6 0%
Were more diverse in ethnic or cultural celebration?	44 4%	49 8%	5 8%
Were publicized in a different language or languages?	15 4%	81 8%	2 8%

Figure 3 Would you attend more arts and cultural events if



PERCEPTIONS OF CULVER CITY'S ARTS AND CULTURE

Table 4 How much do you agree or disagree with ?¹

	n	Percent		Average Rating
		Agree	Disagree	
Arts education and programming is important for Culver City's school-age children	494	92.1%	7.9%	3.57
It is important that the city offer arts and cultural activities for Culver City's youth and seniors	493	91.7%	8.3%	3.53
Historic preservation of buildings and neighborhoods is important to the future of Culver City	492	87.6%	12.4%	3.39
Arts and cultural offerings are important to Culver City's future growth and development	486	87.7%	12.3%	3.38
It is important to preserve Culver City's diverse cultural traditions	489	83.8%	16.2%	3.30
Arts and cultural entertainment are important to my family and me	496	84.1%	15.9%	3.29
Culver City's studio history should be made more visible	478	79.3%	20.7%	3.18
Culver City's public art contributes to the community in important ways	459	79.5%	20.5%	3.16
Culver City needs a cultural center for residents and visitors to enjoy year round arts and cultural participation and learning	479	70.6%	29.4%	2.98
The quality of Culver City's festivals, arts and cultural offerings is high	387	61.2%	38.8%	2.70
Local arts events, festivals and performances are highly visible	481	44.5%	55.5%	2.44
Events taking place in Culver City satisfy all my needs for arts and culture	462	30.1%	69.9%	2.08

¹ Respondents were asked to tell us on a scale of 1 to 4 where 1 means STRONGLY AGREE and 4 means STRONGLY DISAGREE how much they agree or disagree with the following statements in regards to arts and culture in Culver City

Table 5 How likely would you be to support ?²

n=500	1	2	3	4	5	Average rating
The renovation of Veterans Memorial into an updated cultural center?	8 6%	6 6%	29 6%	24 0%	31 2%	3 63
The development of a museum related to Culver City's film studio history?	10 6%	8 2%	24 4%	24 6%	32 2%	3 60

ACTIVITY PARTICIPATION

Table 6 Visits to art and cultural events and attractions, festivals and performances

n=500	YES	NO	Do not know/No response
When friends or family from out of town visit do you take them to arts and cultural events attractions or performances in Culver City?	27 8%	70 6%	1 6%
How about to arts and cultural attractions festivals or performances elsewhere in Los Angeles?	70 6%	28 2%	1 2%

Table 6a Where?³

n=338	Frequency	Percent
Museums	48	14 2%
The Getty Museum	45	13 3%
Hollywood Bowl	39	11 5%
LA County Museum of Art	32	9 5%
Santa Monica	25	7 4%
Music Center	25	7 4%
Downtown museums	21	6 2%
Theatres	18	5 3%
Disneyland	15	4 4%
Downtown	14	4 1%
Universal Studio	13	3 8%
MOCA	11	3 3%
Venice Beach	11	3 3%

² Respondents were asked to tell on a scale of 1 to 5 where 1 means not at all and 5 means very strongly support, how likely they would be to support the following in Culver City

³ The answers to this open end question were coded as the multiple answers therefore the numbers do not add up to 100%

Chinatown	10	3 0%
Concerts	8	2 4%
Beverly Hills	7	2 1%
Galleries	7	2 1%
Tar Pits	7	2 1%
Beach	5	1 5%
Dorothy Chandler	5	1 5%
Downtown Los Angeles	5	1 5%
Huntington Gardens	5	1 5%
Natural History Museum	5	1 5%
The Marra	5	1 5%
Westwood In UCLA	5	1 5%
All over/Everywhere	4	1 2%
Aquarium	4	1 2%
Farmers Market	4	1 2%
Malibu	4	1 2%
Pasadena	4	1 2%
The Museum Of Modern Art	4	1 2%
Amusement Park	3	0 9%
Art Walk	3	0 9%
Festival And Concerts	3	0 9%
Little Tokyo	3	0 9%
Long Beach	3	0 9%
Manhattan Beach	3	0 9%
Not sure	3	0 9%
Playhouse	3	0 9%
Presidential Library	3	0 9%
The African Marketplace	3	0 9%
Parks	3	0 9%
West LA	3	0 9%
Tourist attractions	3	0 9%
Ahmanson Theater	3	0 9%
Anything that is going on	2	0 6%
Century City	2	0 6%
Laguna Beach Art Center	2	0 6%
Street Craft Fairs	2	0 6%
UCLA	2	0 6%
32nd St	1	0 3%
California National Black America Museum	1	0 3%
California Plaza	1	0 3%
Cinco De Mayo	1	0 3%
Civic Auditorium	1	0 3%
Dodger Stadium	1	0 3%
Griffith Park	1	0 3%
Hermosa Beach Theatre	1	0 3%
Los Angeles Museum Of Science	1	0 3%
Magic Mountain Sea World	1	0 3%
Marina Del Ray	1	0 3%
Museum in Beverly Hills	1	0 3%
Near Colloseum	1	0 3%
Ojai	1	0 3%
Oliver Street	1	0 3%

Orange County	1	0 3%
Pacific Heights Museum	1	0 3%
Palace	1	0 3%
Palm Springs	1	0 3%
Royce Hall	1	0 3%
Shakespeare Festival	1	0 3%
San Simeon	1	0 3%
Santa Barbara	1	0 3%
Science Center	1	0 3%
South Bay Theater	1	0 3%
The Observatory	1	0 3%
The Page Museum	1	0 3%
The Schubert Theatre	1	0 3%
The Watchtower	1	0 3%
The Children s Museum in LA	1	0 3%
Zoos	1	0 3%

AWARENESS OF CULVER CITY CULTURAL AFFAIRS COMMISSION

Table 7 About Culver City Cultural Affairs Commission

n=500	YES	NO	Do not know/No response
Do you know that Culver City has a Cultural Affairs Commission?	31 4%	67 4%	1 2%
Do you think Culver City s newly formed Cultural Affairs Commission should promote the increase in arts and cultural offerings in Culver City?	89 2%	5 8%	5 0%
Do you think it should promote an increase in educational recreational arts and cultural classes?	87 0%	7 0%	6 0%

COMMONLY USED INFORMATION RESOURCES

Table 8 How do you primarily find out about Culver City arts performances and events?

n=500	Percent
Newspaper	45 6%
Other	19 2%
Flyers	12 0%
Signs	10 6%

Friends/Family	9 2%
Television	1 4%
Civic clubs	1 2%
Radio	0 8%

Table 8a Other

n=96	Percent
Ads	1 0%
All of them	1 0%
Banners	7 3%
Calendar of events	2 1%
Calendar of events posted at Boulevard Music	1 0%
Catalogues	1 0%
City bulletin/brochure	2 1%
City news flyers that come in the newspapers	1 0%
Condo association	1 0%
Culver City s Web site	3 1%
Direct mail	11 5%
Don t make it our business to go to many in Culver City	1 0%
Don t usually find out about it	18 8%
Driving down the street	2 1%
E-mail messages	1 0%
Flyers and Culver City Living magazine	1 0%
From my job	1 0%
Library	1 0%
Newspaper friends school email banners	1 0%
Not sure	22 9%
Pamphlet	1 0%
Participate in the community planning sometimes I have booth	1 0%
Recreation leisure booklet	2 1%
Senior citizens newsletter	3 1%
Surveys	1 0%
The Culver City magazine	3 1%
The local Culver City newspaper and the local library	1 0%
Usually find out about things too late	1 0%
West Culver Magazine and The Senior center tells all the activities	1 0%
Wife is a member of Chamber of Commerce	1 0%
Word of mouth	2 1%

AWARENESS OF CULVER CITY'S CULTURAL EVENTS

Table 9 Please name any Culver City festivals, arts and cultural organizations you have heard of⁴

n=500	Frequency
Fiesta La Ballona	92
City Hall Concerts	19
Theatre in the Park	9
Historical Society	7
Summer Festival	7
Music in the Park	5
Culver City Symphony	4
Veterans Park Festival	4
Ballona Creek	3
Cinco De Mayo	3

DEMOGRAPHICS

Table 10 Ethnicity

n=500	Percent
African American	6 0%
Asian	5 6%
White	72 8%
American Indian or Alaskan Native	0 4%
Pacific Islander	1 2%
Another race	9 6%
REFUSED	4 4%

Table 11 Education

n=500	Percent
Less than high school	3 2%
High school diploma or GED	15 8%
Some college or technical school	20 0%
College graduate	37 4%
Post college graduate	23 0%
REFUSED	0 6%

⁴ The list is long and diverse. Only top-ten organizations are listed here for the reporting purposes. Almost 50% (249 respondents) said that they have not heard of any or they could not remember the names.

Table 12 Income

<u>n=500</u>	<u>Percent</u>
Less than \$10 000	4 4%
\$10 001-\$20,000	2 8%
\$20,001-\$30,000	6 8%
\$30 001-\$40 000	10 2%
\$40 001-\$50 000	9 0%
\$50 001-\$75,000	15 0%
\$Over \$75 000	21 2%
REFUSED	30 6%

Table 13 Age

<u>n=500</u>	<u>Percent</u>
Under 18 years old	4 0%
18-24	3 2%
25-34	13 0%
35-44	16 2%
45-54	21 4%
55-64	15 2%
65+	27 0%

Table 14 The number of people in a household

<u>n=490</u>	<u>Percent</u>
One	27 1%
Two	39 4%
Three	14 5%
Four	12 0%
Five or more	6 9%

Table 15 The number of children under 18 in a household

<u>n</u>=496	Percent
None	73 8%
One	11 1%
Two	10 1%
Three	3 8%
Four or more	1 2%

Table 16 How many years have you lived in Culver City?

<u>n</u>=496	Percent
1-5 years	27 8%
6-10 years	8 1%
11-20 years	20 0%
More than 20 years	44 2%

Table 16a Statistics

<u>n</u>=496	
Minimum	1 00
Maximum	81 00
Mean	20 73
Median	18 00
Mode	2 ^a

a) Multiple modes exist The smallest value is shown

Table 17 Employment

<u>n</u>=500	Percent
Employed	56 2%
Not employed	12 6%
Retired	31 2%

Table 18 Gender

<u>n=500</u>	<u>Percent</u>
Male	49.2%
Female	50.8%

BACKGROUND AND CONTEXT CULVER CITY RESIDENT INPUT

Table 1 In the past year, about how many times have you attended the following?

n=500	None	1-3	4-8	9 or more	Do not know/No response
A K-12 school arts or cultural event in Culver City?	75 0%	15 6%	5 8%	3 4%	0 2%
A City sponsored free arts and cultural concert or program in Culver City?	65 4%	25 2%	5 6%	3 2%	0 6%
Any other type of performance exhibition or cultural program in Culver City?	71 0%	22 0%	3 2%	2 2%	1 6%
A community festival in Culver City?	56 2%	38 4%	3 8%	0 8%	0 8%
A program or event related to a specific culture or ethnic celebration in Culver City?	74 4%	20 8%	2 0%	1 2%	1 6%

Table 1a Summary of attendance

n=500	Percent
Zero attendances	36 2%
Attended one or more times	63 8%

Table 2 How much do you agree or disagree with ?⁵

	<u>n</u>	Percent		Average Rating
		Agree	Disagree	
Arts education and programming is important for Culver City's school-age children	494	92.1%	7.9%	3.57
It is important that the city offer arts and cultural activities for Culver City's youth and seniors	493	91.7%	8.3%	3.53
Historic preservation of buildings and neighborhoods is important to the future of Culver City	492	87.6%	12.4%	3.39
Arts and cultural offerings are important to Culver City's future growth and development	486	87.7%	12.3%	3.38
It is important to preserve Culver City's diverse cultural traditions	489	83.8%	16.2%	3.30
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Culver City's studio history should be made more visible	478	79.3%	20.7%	3.18
Culver City's public art contributes to the community in important ways	459	79.5%	20.5%	3.16
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The quality of Culver City's festivals, arts and cultural offerings is high	387	61.2%	38.8%	2.70
Local arts events, festivals and performances are highly visible	481	44.5%	55.5%	2.44
Events taking place in Culver City satisfy all my needs for arts and culture	462	30.1%	69.9%	2.08

⁵ Respondents were asked to tell us on a scale of 1 to 4 where 1 means STRONGLY AGREE and 4 means STRONGLY DISAGREE how much they agree or disagree with the following statements in regards to arts and culture in Culver City

Table 3 How likely would you be to support ?⁶

n=500	1	2	3	4	5	Average Rating
The renovation of Veterans Memorial into an updated cultural center?	8 6%	6 6%	29 6%	24 0%	31 2%	3 63
The development of a museum related to Culver City's film studio history?	10 6%	8 2%	24 4%	24 6%	32 2%	3 60

In addition, the data on the following pages demonstrates the high levels of civic engagement and cultural activity among Culver City residents, as compared to the overall profile of residents of Los Angeles County

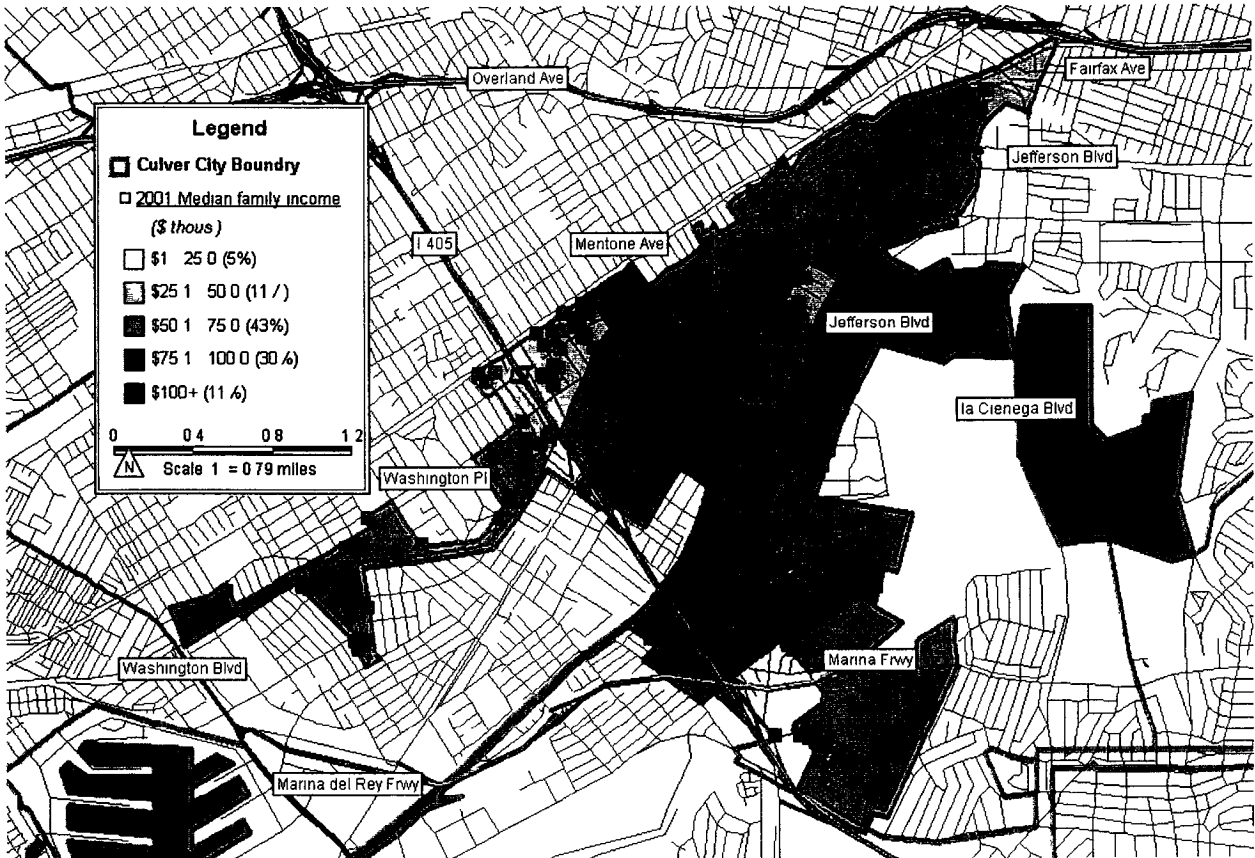
DEMOGRAPHIC COMPARISON CHARTS AND MAPS

Table 4 Population and Income

Demographic	Los Angeles County	Culver City
Total Population (households)	3,145,587	16,670
Median Household Income	\$52,661	\$60,157
Income under \$25,000	33 0%	18 9%
\$25,000-\$49,999	25 5%	23 0%
\$50,000-\$74,999	17 6%	20 9%
\$75,000-\$99,999	10 7%	12 9%
Over \$100,000	18 9%	24 5%

⁶ Respondents were asked to tell on a scale of 1 to 5 where 1 means not at all and 5 means very strongly support how likely they

Culver City Consumer Demographics Median Family Income



would be to support the following in Culver City

Table 5 Race

Race (In households)	Los Angeles County	Culver City
White	60 1%	69 1%
Black	11 1%	13 6%
American Indian	0 7%	0 6%
Asian/Pacific Islander	11 6%	10 2%
Hispanic	32 3%	16 3%
Other Race	0 2%	0 2%
Multi-Racial	16 3%	6 4%

Table 6 Age by Household

Age (In Households)	Los Angeles County	Culver City
Less than 25 years old	4 7%	2 6%
25-34 years old	20 6%	16 0%
35-44 years old	24 9%	24 5%
45-54 years old	20 2%	22 8%
55-64 years old	12 5%	14 0%
65-74 years old	9 0%	10 3%
75-84 years old	6 3%	7 9%
85+ years old	1 8%	1 9%

Table 7 Education

Educational Attainment	Los Angeles County	Culver City
No High School Diploma	28 0%	16 3%
High School Graduate	19 1%	17 6%
College, No Degree	19 6%	20 3%
Associate Degree	6 9%	7 2%
College Degree	16 8%	22 1%
Graduate/Professional Degree	9 6%	16 4%

Culver City Demographics Percent of Population With College Degree (Age 25+)

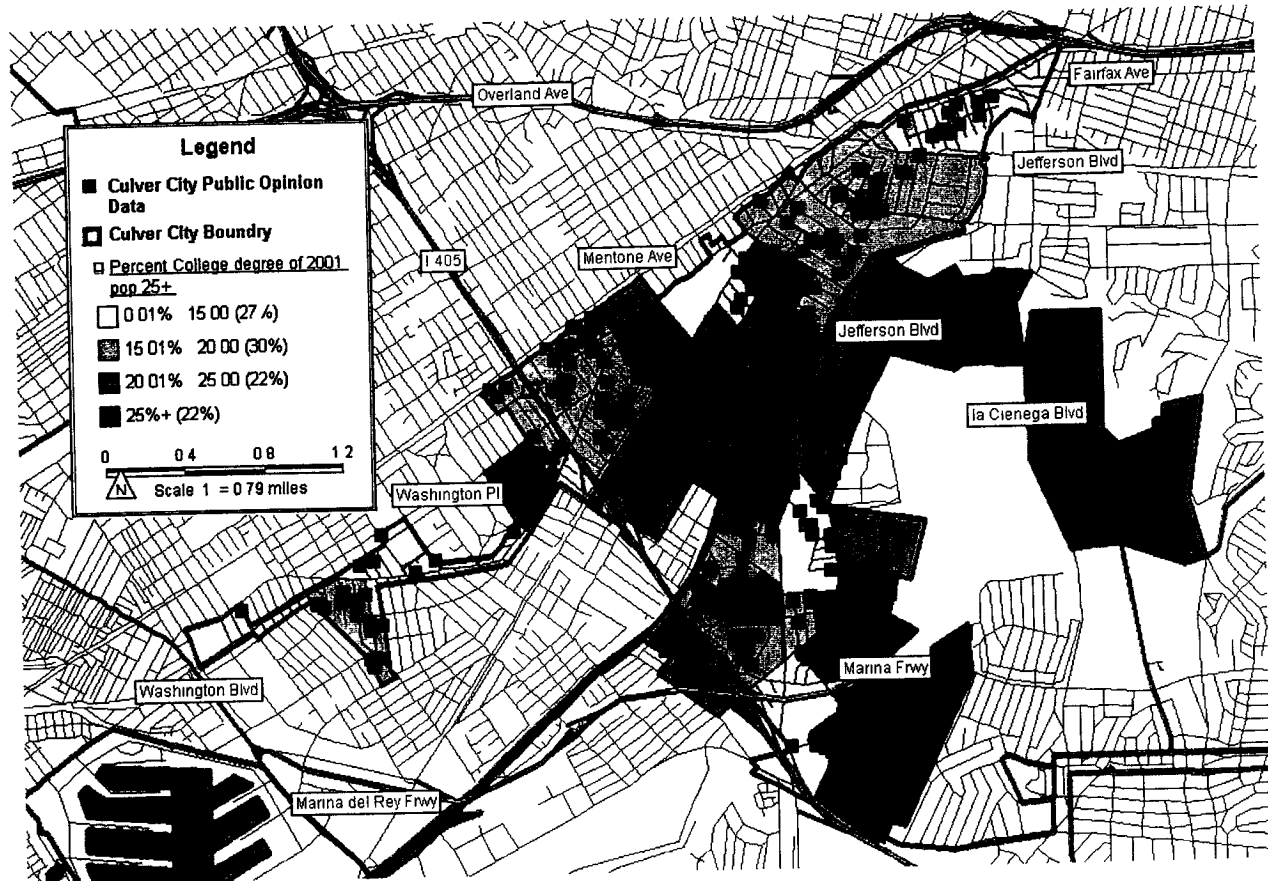
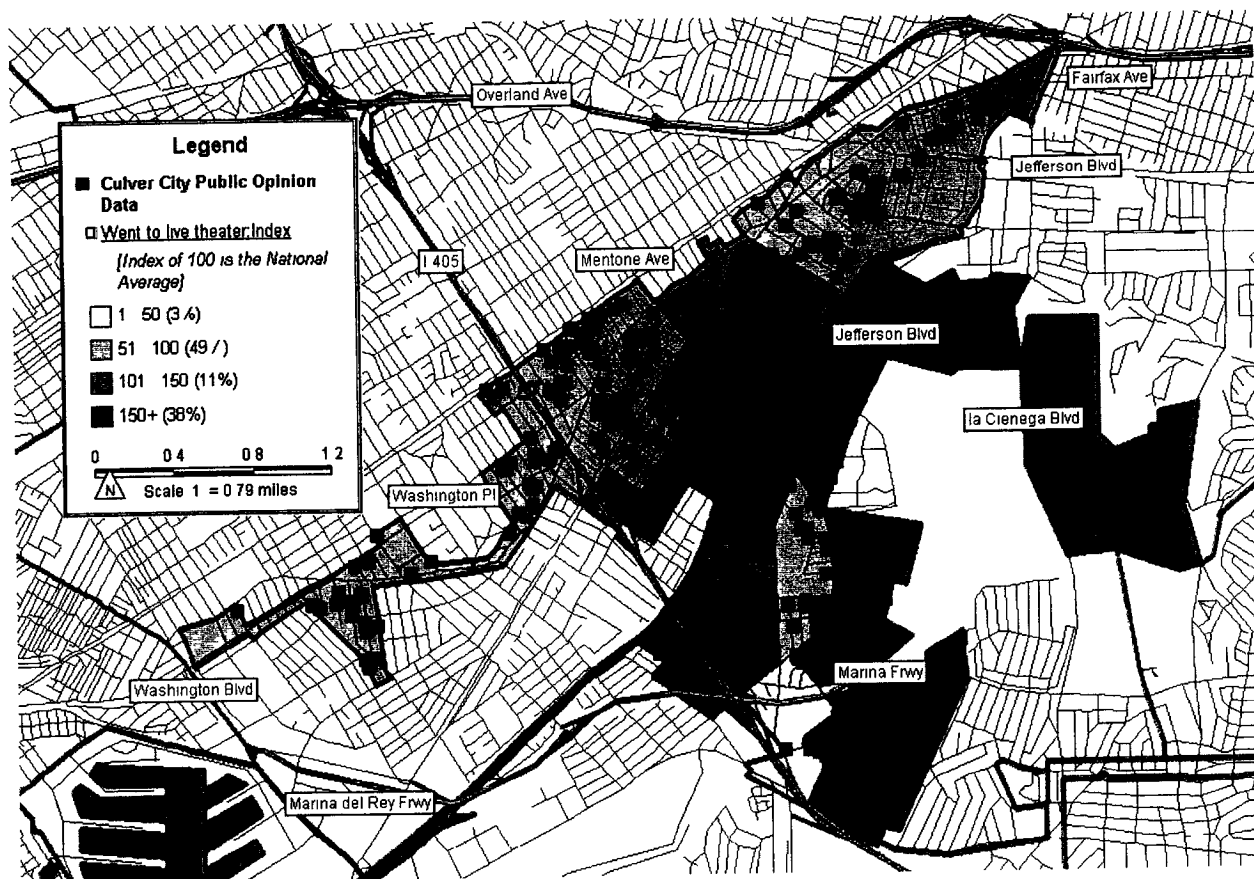


Table 8 Arts Indexes

Arts Indexes (PPI's⁷)	Los Angeles County	Culver City
Attends dance performances	115	138
Attends music performances	95	114
Went to live theatre	110	130
Went to museum	124	147
Attends movie, theatre, opera and ballet	119	136

⁷ Purchase Potential Index (PPI) Source CACI consumer market data PPI, is calculated by combining two sources of data 1) a consumer classification system (A Classification of Residential Neighborhoods – ACORN) and 2) the Survey of American Consumers (SAC) ACORN consumer behavior clustering enables researchers to identify households by their combined demographic, lifestyle, consumer, media and household location/type attributes ACORN, A Classification of Residential Neighborhoods, is developed by ESRI Marketing Systems It combines US Census demographics with thousands of data items about consumer and lifestyle patterns collected from national data sources such as the Simmons Survey of the American Household and other actual product consumption data The system defines discrete lifestyle “clusters” to help marketers group households with similar characteristics, so they can best respond to and predict the market The Survey of American Consumers is conducted twice a year by Mediamark Research, Inc (MRI) MRI is a syndicated survey research firm specializing in media and marketing information. MRI surveys the U S adult population 18 years and over with a total of 25,000 respondents The respondent completes a detailed questionnaire by checking off purchases of various products and services, the number of times purchased, the time frame in which the product or service was acquired, etc In addition, the respondent completes a face-to-face interview with MRI about exposure to newspapers, magazines, radio and television Surveys are conducted with distinct ACORN types

Culver City Consumer Behavior Index Attends Live Theater



Culver City Consumer Behavior Index Attends Museums

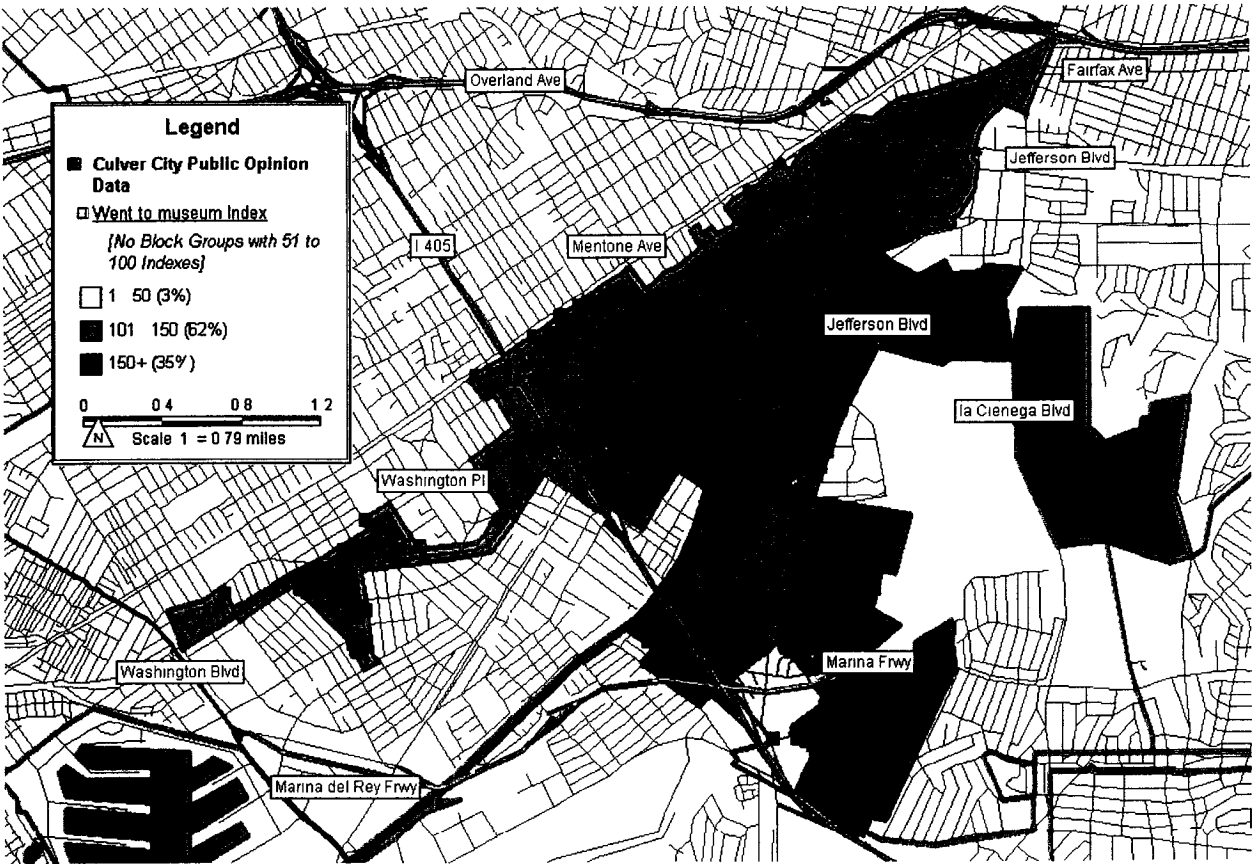
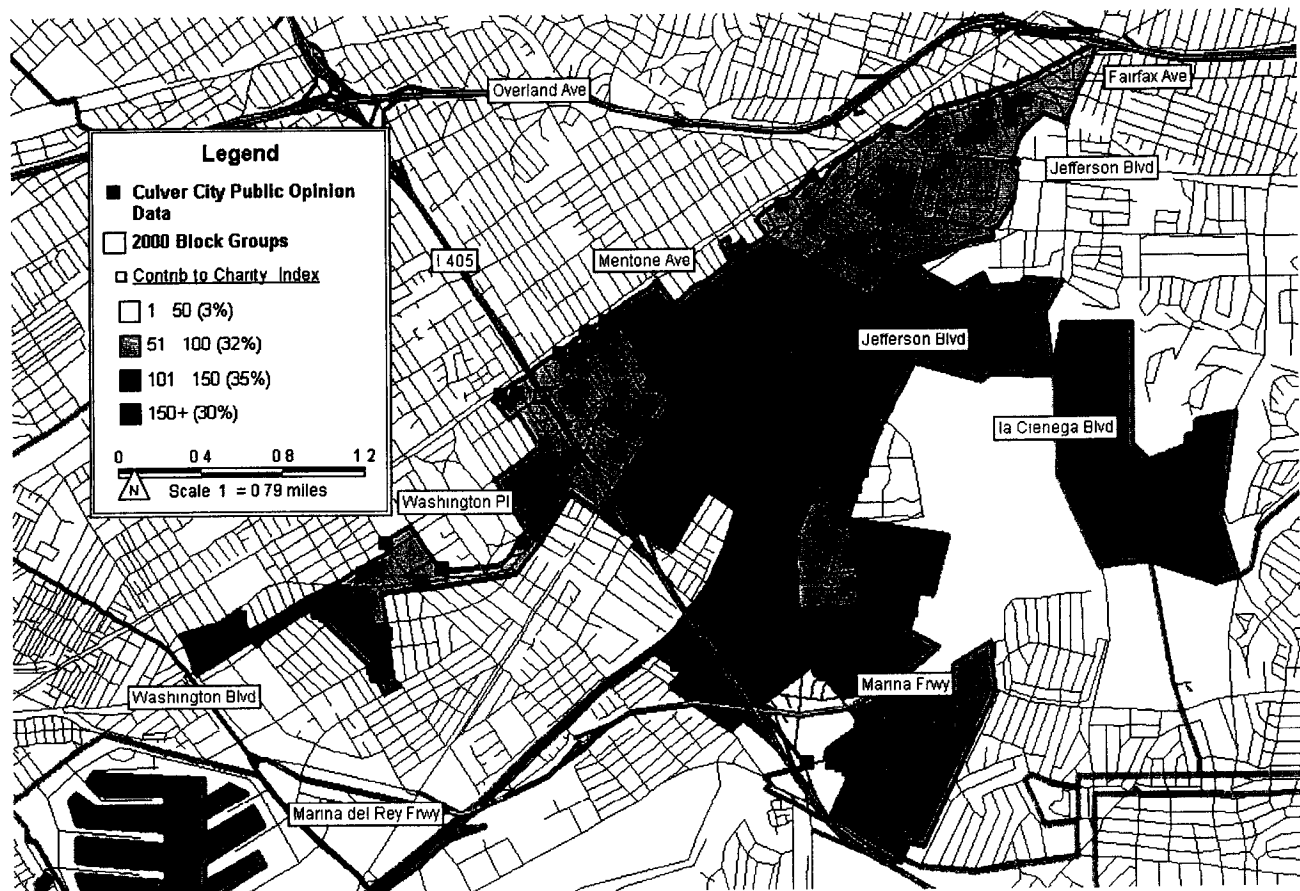


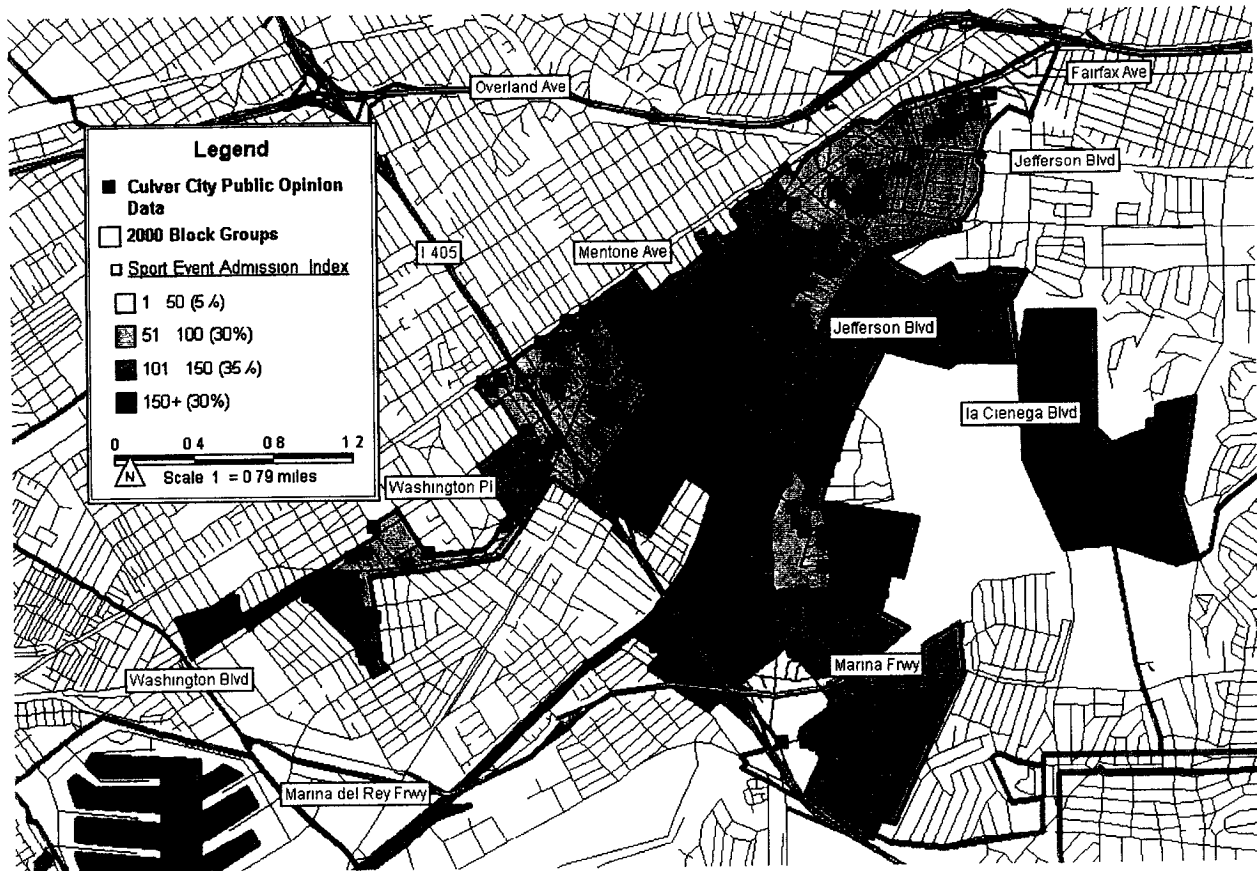
Table 9 Leisure Indexes

Leisure Indexes	Los Angeles County	Culver City
Paid Sporting Event Admissions	113	127
Contributes to Charity	118	129
Contributes to Educational Organizations	126	138
Contributes to Political Organizations	136	150
Attends Auto Shows	88	106
Attends Zoo	92	101
Visits Theme Parks	120	127
Gambles at Casinos	121	120

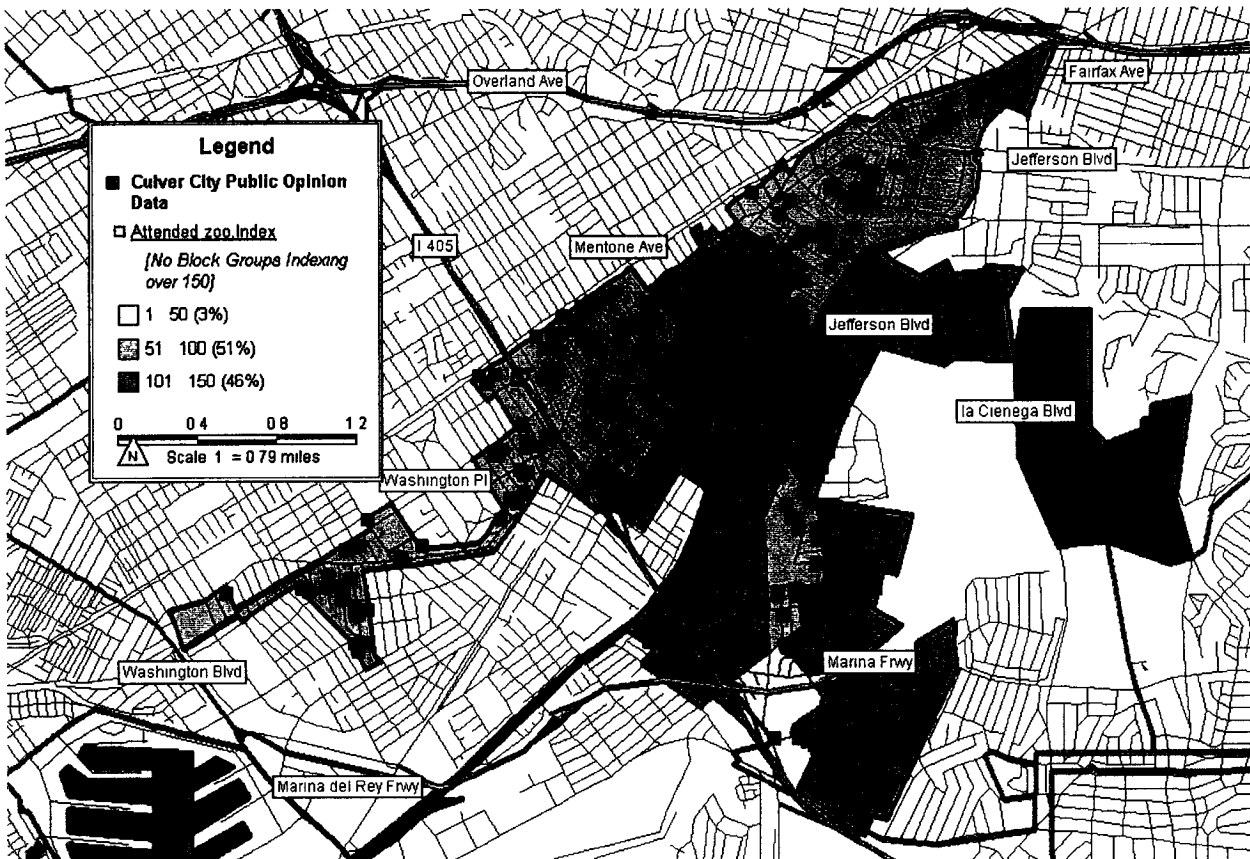
Culver City Consumer Behavior Index Contributes to Charity



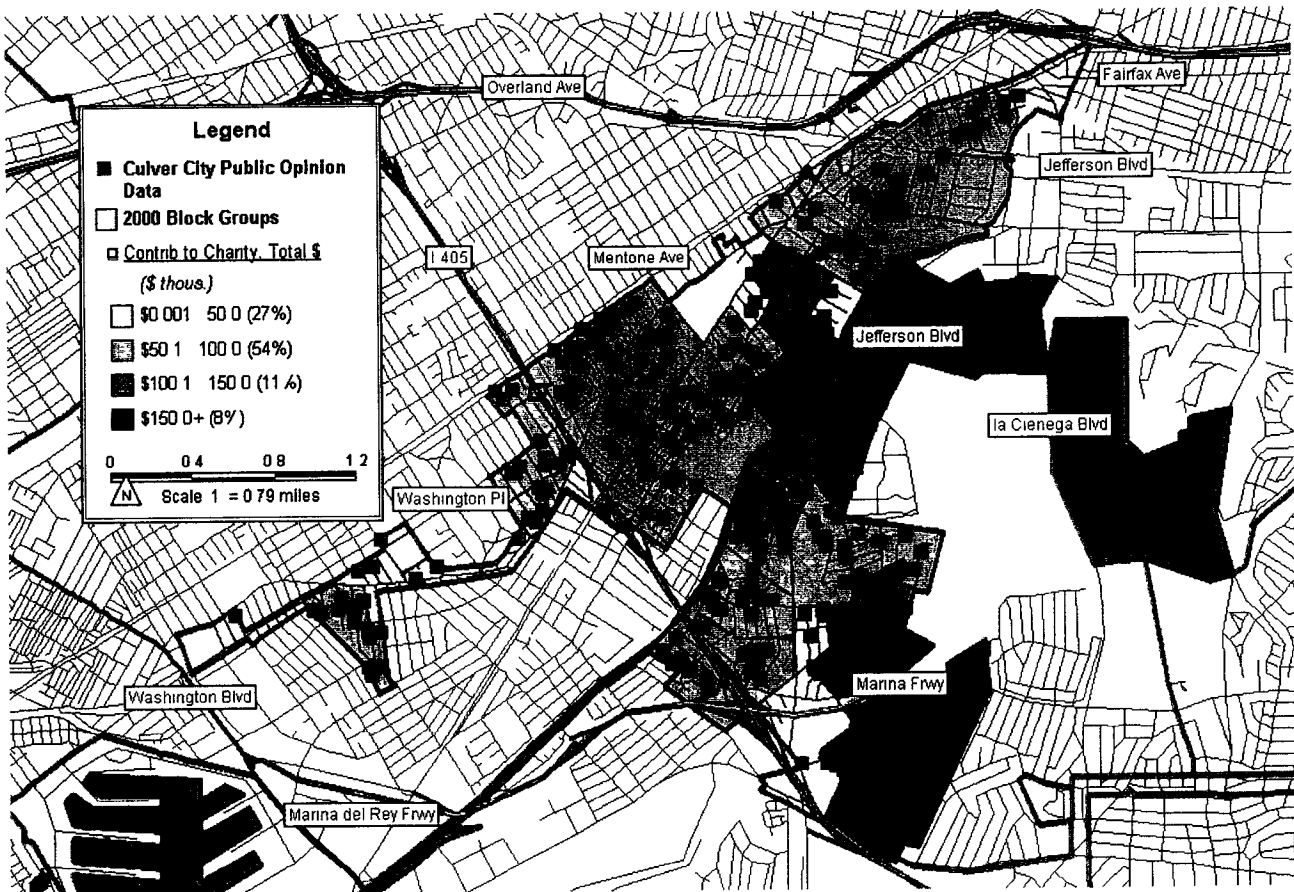
Culver City Consumer Behavior Index Paid to Attend Sports Events



Culver City Consumer Behavior Index Attends Zoos



Culver City Consumer Behavior Index Contributes to Charity (Total \$)

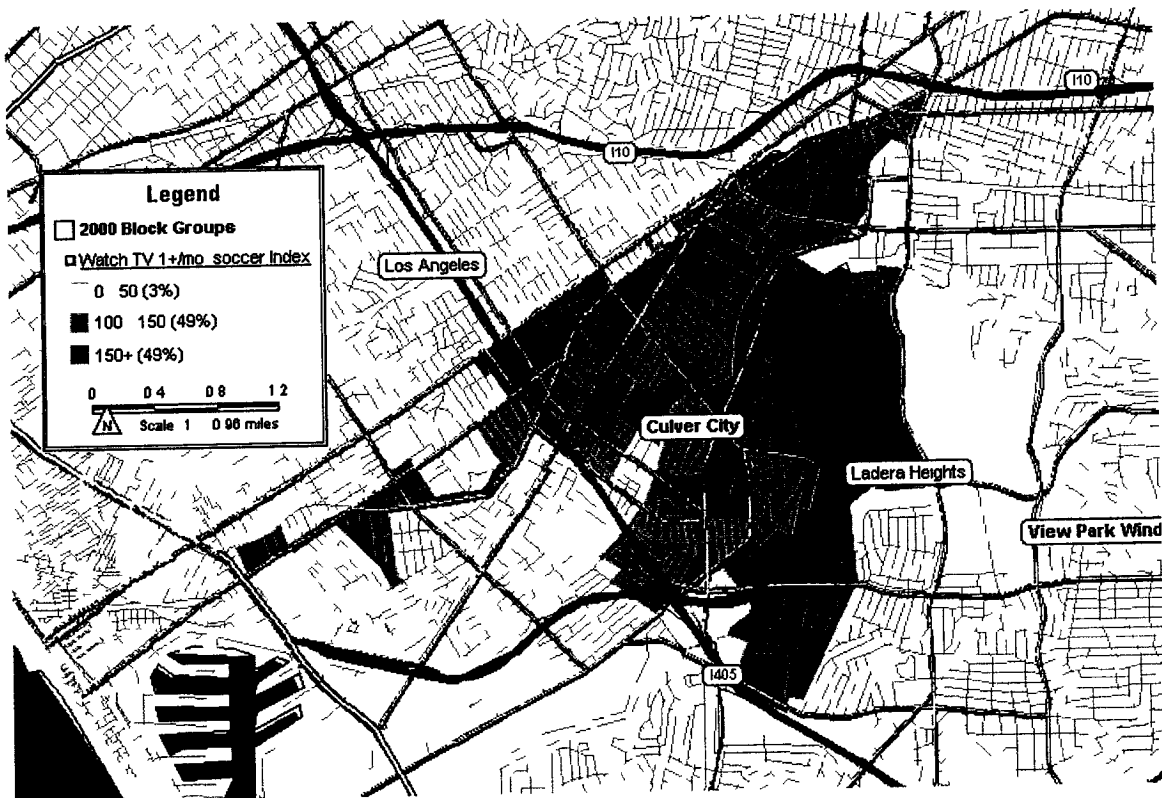


Tables 10-11 Television Indexes

Top 5 Television Indexes	Los Angeles County
Soccer	163
Bravo	141
The Box	125
Alpine Ski Jumping	124
Pay-Per-View Sports	113

Top 5 Television Indexes	Culver City
Bravo	177
Soccer	153
VH-1	127
The Box	126
MTV	115

Culver City Consumer Behavior Index Watches Soccer

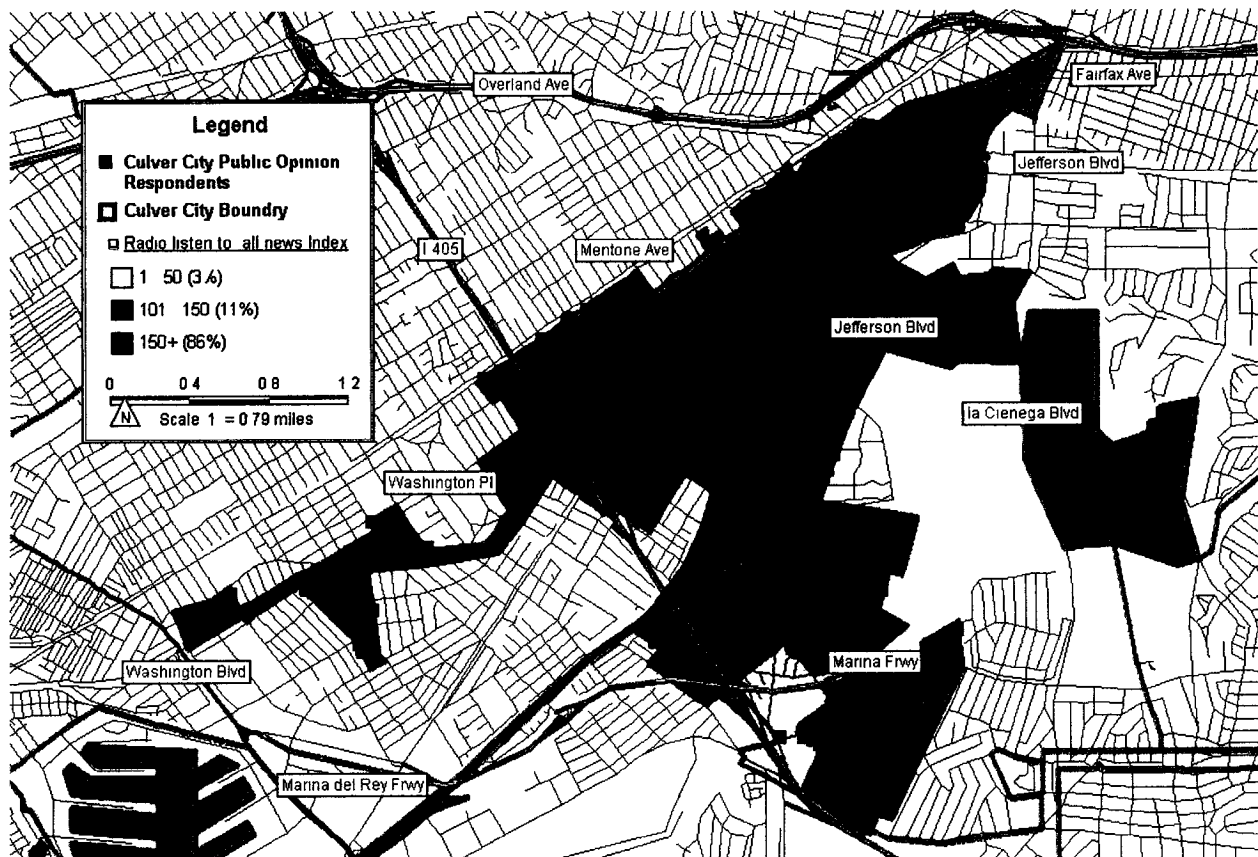


Tables 12-13 Radio Indexes

Top 5 Radio Indexes	Los Angeles County
Spanish	317
All News	184
New Adult Contemporary	158
Black	143
Classical	139

Top 5 Radio Indexes	Culver City
All News	245
Classical	209
Spanish	165
Jazz	154
Modern Rock	139

Culver City Consumer Behavior Index Listens to All News Radio



Culver City Consumer Behavior Index Listens to Classical Radio

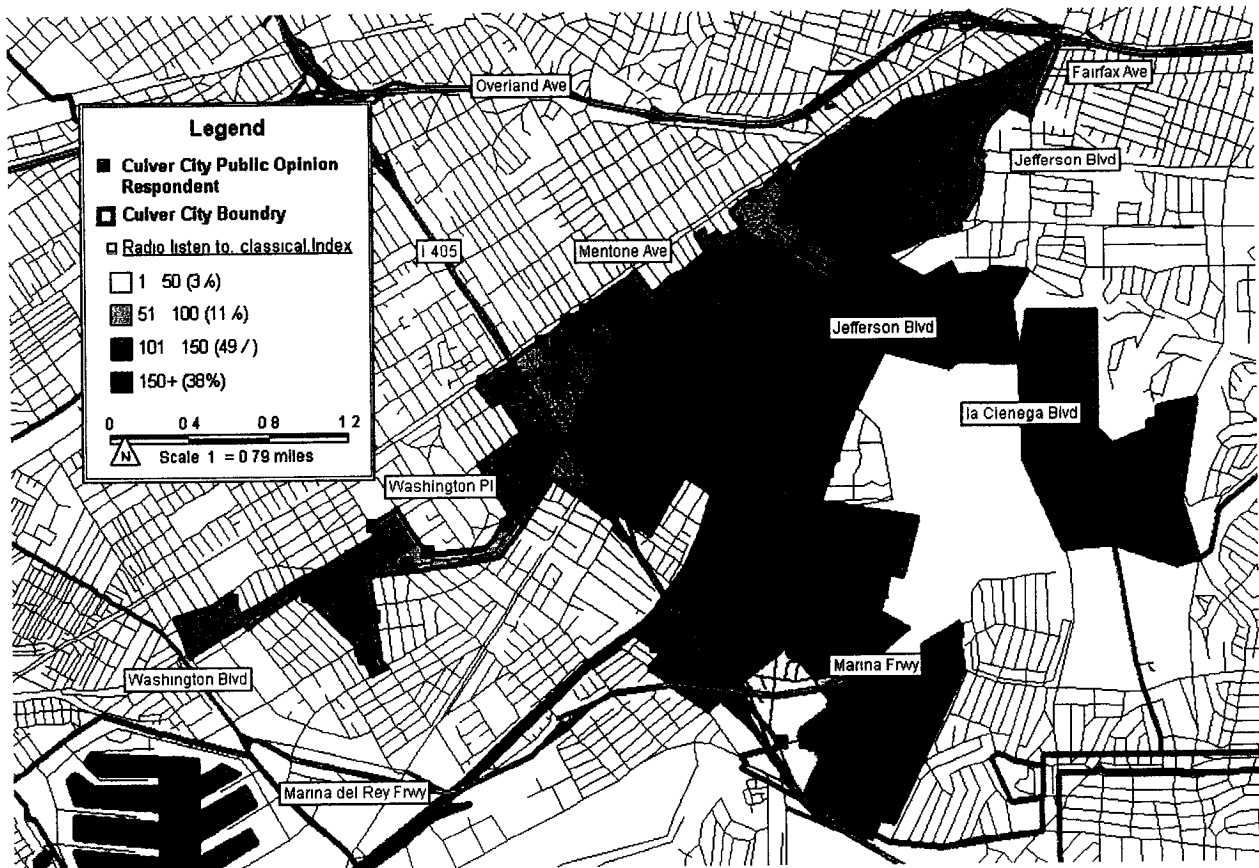
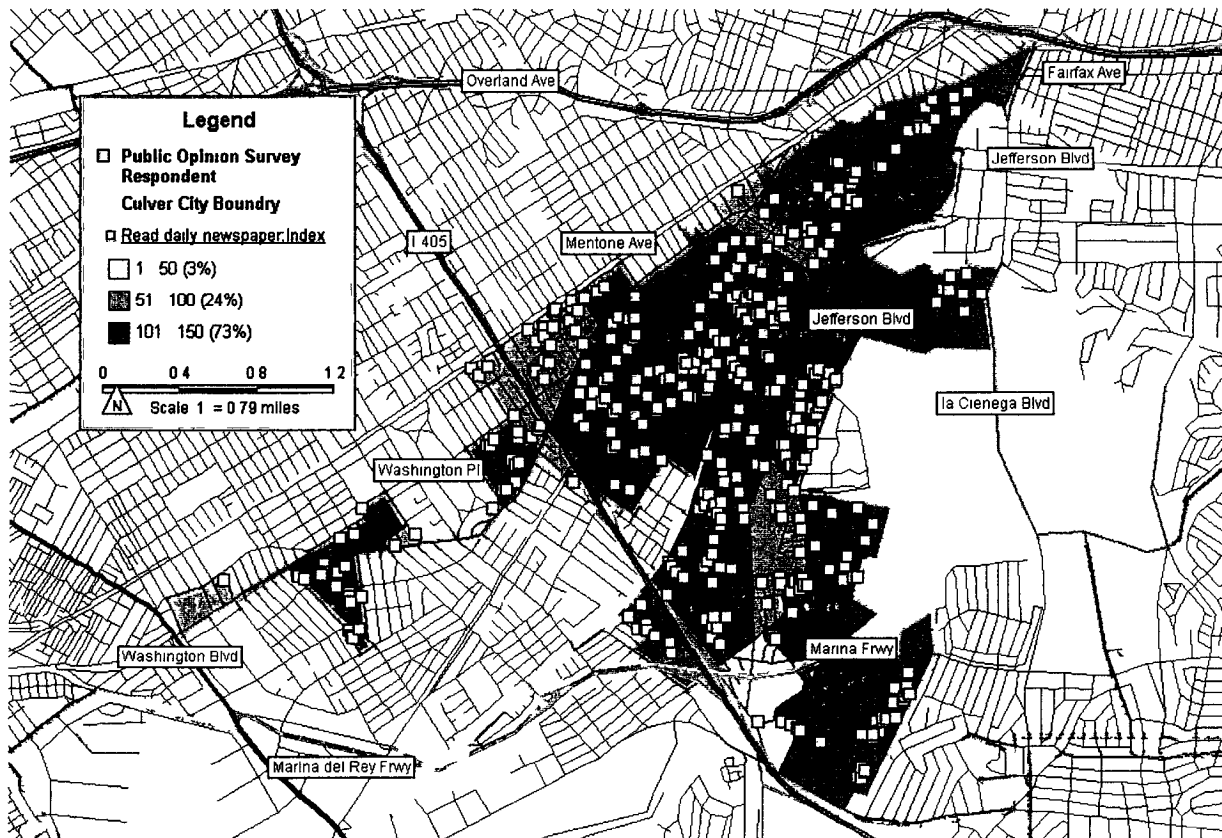


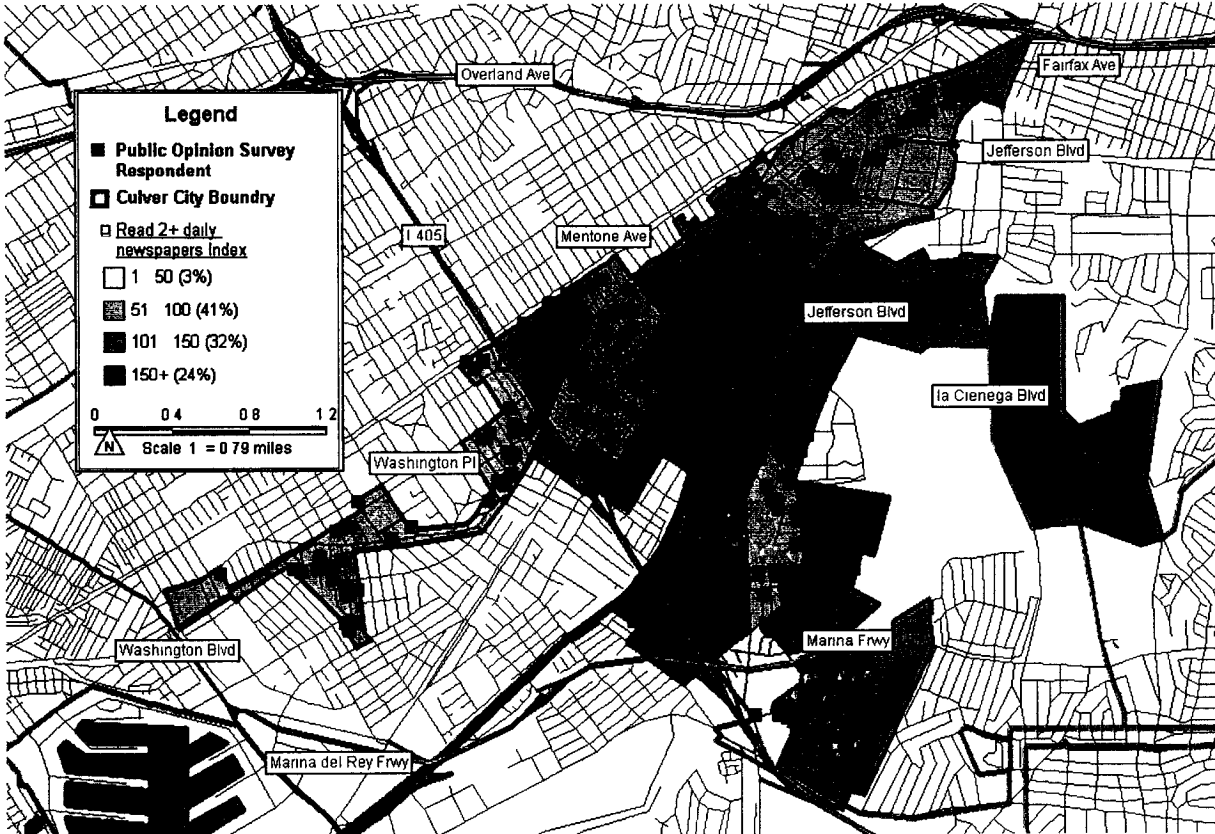
Table 14 Newspaper Indexes

Newspaper Indexes	Los Angeles County	Culver City
Reads Daily Newspaper	92	106
Reads 2+ Daily Newspapers	99	124
Reads Sunday Newspaper	89	101
Reads 2+ Sunday Newspapers	106	125
Reads Movie & Review Section	99	111
Heavy Newspaper Reader	94	117

Culver City Consumer Behavior Index Reads Daily Newspaper



Culver City Consumer Behavior Index Read 2+ Daily Newspapers

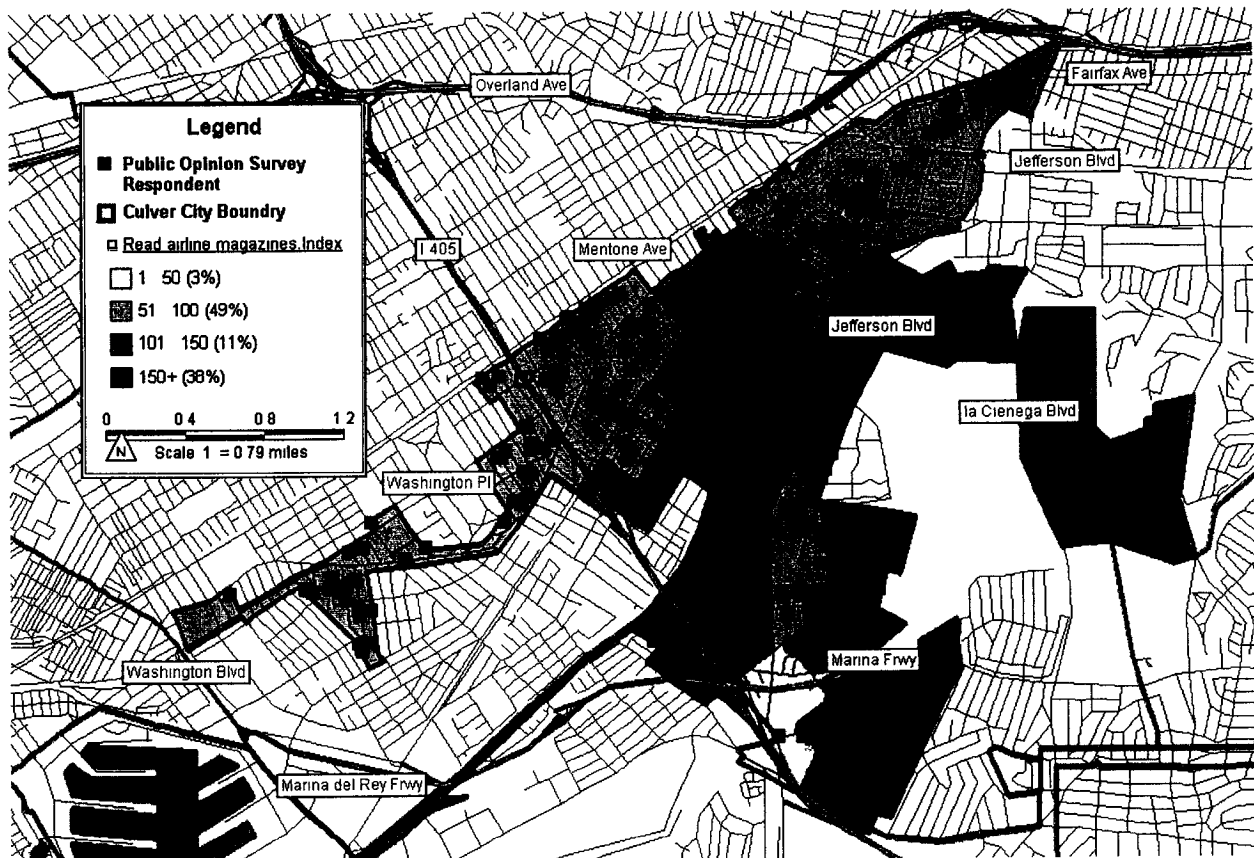


Tables 15-16 Magazine Indexes

Top 5 Magazine Indexes	Los Angeles County
Women's Fashion	147
Epicurean	122
Bridal	119
Airline	114
News-Weekly	114

Top 5 Magazine Indexes	Culver City
Airline	144
Travel	144
Epicurean	142
Business/Financial	128
Computer	127

Culver City Consumer Behavior Index Read Airline Magazines



NEEDS ASSESSMENT

Results based on surveys responses from existing Culver City Arts Organizations

Table 1 What, if any types of technical assistance services would be most valuable?

	Frequency <u>n</u> =7	Percent
Audience Development/Marketing	4	57 1%
Space to Rent	1	14 3%
Grant Workshops/Fundraising	1	14 3%
Building Relationships with Schools/AiE Partnerships	1	14 3%

Table 2 Please rate the level of importance of the following items to your organization

	Type of space	<u>n</u>	Average rating
A	Building a strong arts and cultural image for Culver City	11	8 2
B	Raising public awareness about arts and cultural activities	11	8 9
C	Creating art/cultural space	10	8 9
D	Technical assistance available to my organization	11	4 6
E	Increasing attendance/purchases and related earned income for arts and cultural groups and artists	11	7 1
F	Increasing contributed income for arts and culture	10	8 0
G	Increasing the variety of arts and cultural offerings in Culver City	9	8 9
H	Strengthening the capacity of our arts and cultural organizations to provide quality programming	10	8 5
I	Using arts and culture to develop one or more Culver City cultural districts	10	5 7
J	Using arts and culture to help at-risk youth	10	6 0
K	Using arts and culture to strengthen K 12 education	10	6 4
L	Using the arts and culture as a tool for downtown economic development	10	5 2
M	Using the arts and culture to attract more visitors to Culver City	9	6 1

N	Building stronger partnership among regional arts and cultural groups	9	6 2
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Table 3 Please enter the following information as completely as possible regarding the number of events and people served through your organization
Please use "other" categories as necessary to describe⁸

		Frequency <u>n</u> =7	Average audience
A	Total paid admissions	5	800
B	Total free admissions	7	1314
C	K-12 students in residencies	2	175
D	K-12 students at your facility	1	50
E	K-12 students at school performances/exhibits	4	645
F	K-12 students in after-school programs	1	50
G	Teacher professional development	-	-

Table 4 Please rate the following statements about the Cultural Affairs Commission as a Municipal agency on a scale from 1-10, with 10 being the highest and 1 being the lowest

	About Cultural Affairs Commission	<u>n</u>	Average rating
A	My level of familiarity	10	5 4
B	My level of satisfaction with communications	10	4 9
C	My level of satisfaction with programs and services	10	4 5

⁸ The audience numbers vary per organizations They range from 30 for K 12 at students school performances to 5 000 for the free admissions