

Work Plan Priorities: Cultural Affairs

Work Plan Priority:

Community Cultural Equity and Public Art Master Plan: The Cultural Affairs Division is actively collaborating with consultants CVL Economics and MIG to lead the development of a comprehensive Community Cultural Equity and Public Art Master Plan. This partnership focuses on aligning the new framework with the General Plan Update and Parks Master Plan to create a unified vision for the city's creative future. The Division and consultant team are currently executing a multi-phase engagement and research strategy designed to deliver a foundation of empirical data and community-driven insights.

This year of collaboration centers on an extensive city-wide outreach campaign to gather diverse perspectives and ensure the plan reflects the cultural values of all residents. The Cultural Affairs Division is working alongside MIG and CVL Economics to facilitate intensive strategic sessions and workshops with key stakeholders, including local artists, cultural organizations, and community leaders. Simultaneously, the team is conducting deep-dive data collection and analysis regarding the local creative economy and cultural participation.

The Cultural Affairs Division anticipates consolidating the anticipated Rotating Art Program, Utility Box Wrap Expansion, Artwork Deaccessioning and Audit, and Art Collection Software initiatives into a single, unified Comprehensive Collection Management and Public Art Siting project. By integrating these programs into the upcoming Public Art Master Plan, the Division will establish a more equitable and systematic model for enhancing both temporary and permanent art to neighborhoods and parks. This framework will specifically identify and prioritize long-term, larger-scale permanent art opportunities and landmark installations that enhance the city's urban fabric. This collaborative effort involves conducting a full condition audit and updating deaccession policies, while simultaneously evaluating web-based software to ensure accurate, transparent records of the permanent art collection. These management improvements will provide the necessary structure to strategically expand arts activation into underserved areas, ensuring all public art siting—from neighborhood-level utility box wraps to significant permanent commissions—is deeply aligned with the City's Parks Master Plan and General Plan.

The final plan draft is expected in March 2027, with execution managed in alignment with current staffing and workload capacity.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Collaborating Departments:

Parks, Recreation & Community Services, Economic Development, Planning & Development



Work Plan Priority:

“A Frame for a Tree” Installation and Public Engagement: The Cultural Affairs Division is overseeing the installation of the A Frame for a Tree public art commission, representing the largest and most significant capital artwork installation in the city’s history, scheduled for completion in late FY 25/26. Following the installation, the Division will focus on the late summer and early fall of 2026 to finalize a series of public events commemorating this landmark project. These efforts will include robust public education and awareness initiatives centered on the artwork, the career of artist Charles Gaines, and the vital role of public art as a gateway for the city at the intersection of Washington and National Boulevards.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Collaborating Departments:

City Manager's Office, Public Works, Planning & Development, Economic Development

**Work Plan Priority:**

Art in Public Places Program: The Cultural Affairs Division’s ongoing programs are largely funded through the Art in Public Places Program (APPP), which is governed by the City’s municipal code to ensure the continued integration of the arts into the city’s urban fabric. The Cultural Affairs Division remains committed to the sustained management of its core initiatives, ensuring high-quality cultural services and accessible programming across the community. This unified priority includes the continuation of the Performing Arts Grant Program, where the Division oversees the annual grant cycle to provide essential financial and promotional support for non-profit arts organizations. Relatedly, the Division is collaborating with curatorial partner The Music Guild to launch the Music in the Chambers series. To facilitate this, the Division will work to convert the temporary Cultural Affairs Commission 2026 Performing Arts Grant Program Ad Hoc Subcommittee into an ongoing Standing Subcommittee for Performing Arts. Once established, this subcommittee will convene to recommend use of Cultural Trust Fund allocations in balanced consideration of the number of Performing Arts Grants awarded, effectively setting the parameters for how many concerts the program can support. Furthermore, the Division will lead fundraising efforts to offset program costs, which include approaching past supporters such as Sony Pictures Entertainment and the Culver City Arts Foundation, as well as other potential sponsors as determined by the specific goals set by the new standing subcommittee.

Additionally, the Division is advancing the Culver City: Colorful Communities (CC:CC) Commemorative Poster Series, finalizing the inaugural phase for the first five neighborhoods—Blair Hills, Fox Hills, Lucerne/Higuera, Culver West, and Sunkist Park—while selecting a second artist cohort and five additional neighborhoods for community-driven activations. Supporting local creators remains a cornerstone of this work plan, as the Division provides dedicated administrative and promotional assistance to Artist Laureate Victoria Marks in the second year of engagement. To ensure

comprehensive support for the current Laureate, a strategic buffer has been implemented, with the next Artist Laureate selection process anticipated for FY 27/28 to align with the 2028 Olympic Games. All ongoing programs are managed in balance with current staffing and workload capacity to maintain professional oversight and long-term sustainability.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Collaborating Departments:

Economic Development, Parks, Recreation & Community Services

**Work Plan Priority:**

2028 Olympic Cultural Program Framework and Regional Coordination: The Cultural Affairs Division is preparing for the anticipated City Council adoption of the Culver City 2028 Cultural Program Framework, pending final feedback and adoption during the April 13, 2026 City Council meeting. Following adoption, the Division will initiate relevant RFPs to select a Cultural Producer and specialized Music and Dance partners to lead programming in alignment with the framework's goals. This work involves close collaboration with the Culver City Arts Foundation on dedicated fundraising efforts, as well as partnership with Economic Development to manage hospitality house logistics and international engagement strategies. The Division remains committed to a regional approach, continuing to coordinate with the LA28 Cultural Olympiad, the City of Los Angeles, and Los Angeles County on large-scale collaborations and initiatives tied to the upcoming Games.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Collaborating Departments:

Economic Development, Transportation, Public Works, Parks, Recreation & Community Services, City Manager's Office

**Work Plan Priority:**

Strategic Partnerships and Community-Led Activations: The Cultural Affairs Division is centralizing its efforts to manage and support cultural opportunities proposed by external partners, ensuring these initiatives are integrated across the community's social and physical landscape. This priority focuses on the Division's ability to lead or assist on outside projects, including the upcoming consideration of the acquisition of the historic MGM Sign and the evaluation of a long-term plan for the Washington Blvd. Arts District tree surrounds. The Division will act as the primary collaborator for the Culver City Arts Foundation on both ongoing and newly presented partnership opportunities and will maintain strong alignment with the Culver City Unified School District (CCUSD) whenever possible.

Furthermore, the Division remains flexible to assist other City departments on site-specific activations, such as the Parks, Recreation & Community Services Department's work on Tellefson Park Murals and neighborhood signage. By maintaining a responsive posture, the Division ensures that community-driven and partner-led projects, including those from artists and local organizations, are executed with professional rigor while remaining adaptable to the evolving needs and capacity of the City throughout the year.

The Cultural Affairs Division will prioritize and execute these initiatives based on current workload capacity and the feasibility of each project, ensuring that the scale of our involvement aligns with available staffing and administrative resources.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Collaborating Departments:

Parks, Recreation, & Community Services, Economic Development, Transportation, Public Works, Planning & Development

**Work Plan Priority:**

The Cultural Affairs Division is actively collaborating with Planning and Development and consultant Architectural Resources Group to modernize the City's approach to heritage conservation. This partnership focuses on re-establishing a Historic Preservation Ad Hoc Subcommittee to provide dedicated oversight during the update of the Historic Preservation municipal code, ensuring local regulations reflect best practices and align with the City's General Plan. As part of this comprehensive approach to heritage, the Division will continue its ongoing efforts to identify and replace missing or damaged historic markers and plaques. By utilizing durable materials and refined text in collaboration with the City Historian, the Division ensures the city's history is accurately and permanently recognized. Furthermore, the collaboration involves evaluating potential revenue sources to support the long-term sustainability of these preservation initiatives and the additional work required for future City-wide historical property surveys and other items outlined in the General Plan.

Primary Strategic Goal Addressed:

Invest in Public Infrastructure and Community Spaces

Ancillary Strategic Goals Addressed:

Provide High Quality Public Services

Collaborating Departments:

Parks, Recreation, & Community Services, City Manager's Office, Planning & Development

