

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 TO CITY COUNCIL
JANUARY 10, 2005**

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

**ACCOMPLISHMENTS FOR 2006
SUBMITTED TO CITY COUNCIL
NOVEMBER 19, 2007**

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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.

2006 ACCOMPLISHMENTS - OVERVIEW

For calendar year 2006, updates to accomplishments include (in approximate chronological order):

- Continued to assist Tim Robbins' The Actors Gang with securing a second venue in Culver City; Facilitated premiere of family version of Shakespeare's *Pericles* in Media Park during summer;
- Continued to assist Center Theatre Group at the Kirk Douglas Theatre and development of a program, as per lease agreement, to offer dates at the Kirk Douglas Theatre for Culver City-based cultural and community organizations;
- Continued to search for 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; submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility;
- Completed the 5th *Music in the Chambers* classical series in the winter of 2006 and completion of the program development for the 2007 *Music in the Chambers* series:

2006 PERFORMERS

Ronald Leonard, former principal cellist – Los Angeles Philharmonic
Hubert Laws, Grammy Award-nominated jazz flutist
David Young, principal bass – Los Angeles Opera
Karen Elaine, Grammy Award-nominated violist
David Stahl, pianist and music professor – Los Angeles City College

2007 PERFORMERS

Suzanna Guzman, opera singer – Los Angeles Opera
Hubert Laws, Grammy Award-nominated jazz flutist
Ben Hong, assistant principal cellist – Los Angeles Philharmonic;

- Completed *A Moment in Time* – a sculpture honoring Culver City founder Harry Culver. Unveiling ceremony in March 2006 that included Harry Culver's grandson and great-grandchildren and featured professional musical theatre performers including members of *Forever Plaid*;
- Hosted semi-annual PAC SoCal meeting featuring presentation by Christine Steiner, an attorney specializing in visual art and public art issues;

- Developed and implemented *Speak Easy* in April 2006, a poetry event featuring the California Poet Laureate, Al Young, and jazz alumni of the Henry Mancini Institute; the event was presented at the Culver Events Center and created especially for the west side community;
- May 2006 proclaimed Historic Preservation Month;
- Hosted May 2006 visit of the President's Committee on the Arts and the Humanities to Culver City that included a reception at Sony Pictures Entertainment with Culver City's arts and cultural leaders;
- Coordinated with private property owners and artists for approval of public art for new development and tenant improvements at Turning Point School;
- Created and implemented first annual *ARTWALK Culver City* with 30 professional galleries in and adjacent to Culver City participating. Estimated attendance of 1,500 resulting in selection by *Los Angeles* magazine for its "Best of LA" issue; development and implementation of banner program for the Culver City Art District; nurturing of the Culver City Art District resulting in items in the *Los Angeles Times*, *The New York Times*, *Elle* magazine and *Lifescapes* magazine;
- Completed the 12th Annual *Summer Sunset Music Festival* in 2006 and completed new planning for the 13th *Culver City Music Festival* in 2007. The best of World Music and authentic American regional music was presented and approximately 1000 people attended each concert. The marketing for the concert was revamped and the production elements were professionalized;
- Continued summer intern program participation (in collaboration with the Getty Foundation and the Los Angeles County Arts Commission) and continued partnerships with the USC Theatre and Public Art Studies Programs for interns during the fall, winter and spring months;
- Hosted Los Angeles County Arts Congress in August 2006 at Veterans Memorial Building; attendees included over 100 performing arts interns participating in the County's summer intern program;
- Completed first annual condition inspections of all public art work on private property;
- Researched updates to Public Art Ordinance language;
- Oversaw the 2006 Performing Arts Grant Program and implemented the 2007 Performing Arts Grant Program with cash grant awards of \$44,500 to

13 performing arts organizations serving the Culver City community with presentations of music, theatre and dance:

2006 RECIPIENTS

About Productions	Theatre
Academy of Visual and Performing Arts	Theatre/Music
Culver City Playhouse	Theatre
The Definiens Project	Music
Henry Mancini Institute	Music
Los Angeles Doctors Symphony	Music
Vox Femina	Music
We Tell Stories	Theatre
Westchester Symphony (Culver City)	Music

2007 RECIPIENTS

About Productions	Theatre
Benita Bike DanceArt	Dance
contra-tiempo	Dance
Culver City Chamber Orchestra	Music
Academy of Visual and Performing Arts	Theatre/Music
Culver City Public Theatre	Theatre
The Definiens Project	Music
Keith Glassman Dance/Performance	Dance
Los Angeles Doctors Symphony	Music
Three Chairs Theatre Company	Theatre
Vox Femina	Music
We Tell Stories	Theatre
Westchester Symphony (Culver City)	Music

- Continued to develop a stronger relationship with Culver City resident performing arts companies and provide better communication and assistance with marketing, fundraising, and facility code and maintenance requirements; developed relationship with prestigious PEN USA literary organization;

- Completed approved Articles of Incorporation and Bylaws for the Culver City Cultural Affairs Foundation and appointed Board:

BOARD MEMBERS

Christine Hardin, Interior Designer

Sofia Klatzker, Arts Education Coordinator, LA County Arts Commission

Rick Noguchi, Program Officer, California Community Foundation

Mercedes Paz, Member, President's Committee on the Arts & Humanities

Renae Williams, Director of Dance Presentation, The Music Center

- Hosted Los Angeles County Arts Commission 2nd Annual Forum for Arts Commissioners in October 2006;
- Completed commission of art project for Washington Blvd. between Sepulveda and Walnut Ave. by artist Kyungmi Shin;
- Facilitated use of percent for public art funds to support addition of historical / cultural elements (including an outdoor performance space) in the expanded Town Plaza project;
- Advocated for historic preservation as part of a Sustainable Community Plan;
- Presented first Los Angeles Philharmonic Neighborhood Concert in Culver City in December 2006 at the Robert Frost Auditorium, a free concert featuring the music of Mozart that was attended by 1200 people;
- Completed inventory and upload of all public art work in City on City web site;
- Included expanded information about historic preservation on City web site to include complete 1987 City wide structures survey and additional links to state and National web sites and resources;
- Completed implementation and review of maintenance/conservation for all City owned public art (approximately 40 pieces);
- Continued The Art of ... speaker series. Produced six live speaker's presentations featuring The Wende Museum, The Art of Green Living with Collette Brooks, Bottlerock, Charlotte Tarantola and renowned Dr. Daoshing Ni of Yo San University. All presentations reached projected capacity and required waiting lists.

- Facilitated compliance under the California Environmental Quality Act (CEQA) of development projects affecting historical resources including initial site analysis and documentation for The Citizen's Building, The Helms Bakery Complex, The Culver Studios (Comprehensive Plan Amendment) and Sony Pictures Entertainment.

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 2006 in **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 <i>Culver City Living</i>. - 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, 2006) - Participation in Los Angeles County Arts Commission's Forum for Arts Commissioners, October 2005. - Hosted Los Angeles County Arts Commission's 2nd Annual Forum for Arts Commissioners, October 2006. - ARTWALK Culver City listed in Los Angeles magazine's "Best of LA" issue, August 2006; articles on Culver City's Art District included in <i>Los Angeles Times</i>, <i>The New York Times</i>, <i>Elle</i> magazine and <i>Lifescapes</i> magazine. (2006)	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 (2003-04; 2005) - Fiesta La Ballona's focus on children's art activities. - Art in the Plaza event in Town Plaza implemented in July, August	Fairs and Festivals, Education in Lifelong Learning

An annual festival that furthers arts learning. Related Goals: 1		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) - Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. (2006) - Community/Children's event associated with the unveiling of <i>The Lion's 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) - Provide information about Washington Blvd. art project (by Kyungmi Shin) to CCUSD. (2006)	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; 2006) - Hosted Los Angeles County Arts Congress in August at Veterans Memorial Building; attendees included over 100 performing arts interns participating in the County's summer intern program. (2006)	Education in Lifelong Learning, Fundraising and Grants and Artist Services
City-wide program that features regular field trips to cultural events, organizations and facilities of performing, visual or	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) - Hosted Los Angeles County Arts Congress in August at Veterans Memorial Building; attendees included over 100 performing arts	Education in Lifelong Learning, Image and Public Relations and Facilities

architectural focus. Related Goals: 1, 2, 3		interns participating in the County's summer intern program. (2006) - Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. (2006) - Hosted Los Angeles County Arts Commission's 2nd Annual Forum for Arts Commissioners, October 2006.	
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 Angeles College - Create the "Movies in the Park" program which will feature movies in an outdoor venue, possibly at the Veteran's Memorial Complex.	- 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) - Historical programming on Channel 43 highlighting interviews with community members. - 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) - May 2006 proclaimed Historic Preservation Month in Culver City. (2006) - 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) - Commission of art work by artist Kyungmi Shin for Washington	Historic Preservation, Image and Public Relations and Public Art

		Blvd. that includes Culver City, Gabrielino and Rancho history. (2006)	
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) • Completed the 12th Annual Summer Sunset Music Festival in 2006 and completed new planning for the 13th Culver City Music Festival in 2007. The best of World Music and authentic American regional music was presented and approximately 1000 people attended each concert. The marketing for the concert was revamped and the production elements were professionalized. (2006)	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.	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. (2003-04) Produced six live speaker's presentations featuring The Wende Museum, The Art of Green Living with Collette Brooks, Bottlerock, Charlotte Tarantola and renowned Dr. Daoshing Ni of Yo San University. All presentations reached projected capacity and required waiting lists. (2006) • Continuation of Fiesta La Ballona, Music in the Chambers, and Performing Arts Grant program. (2003-04; 2005; 2006)	Fairs and Festivals, Fundraising

Cultural programming for all ages. Related Goals: 1, 5		• 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) • Completion of the 5th Music in the Chambers series in the winter of 2006 and completion of the program development for the 2007 Music in the Chambers series. (2006) • 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) • Facilitated premiere of The Actors' Gang's family version of Shakespeare's <i>Pericles</i> in Media Park. (2006) • Continued to assist Center Theatre Group at the Kirk Douglas Theatre and development of a program, as per lease agreement, to offer dates at the Kirk Douglas Theatre for Culver City-based cultural and community organizations. (2006) • Continued to search for 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; submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006) • Completed <i>A Moment in Time</i> – a sculpture honoring Culver City founder Harry Culver. Unveiling ceremony in March 2006 that included Harry Culver's grandson and great-grandchildren and featured professional musical theatre performers including members of Forever Plaid. (2006) • Developed and implemented Speak Easy in April 2006, a poetry event featuring the California Poet Laureate, Al Young, and jazz alumni of the Henry Mancini Institute; the event was presented at the Culver Events Center and created especially for the west side community. (2006) • 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) • Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. (2006) • Completed commission of art project for Washington Blvd.	
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		between Sepulveda and Walnut Ave. by artist Kyungmi Shin. (2006) - Presented first Los Angeles Philharmonic Free Neighborhood Concert in Culver City in December 2006 at the Robert Frost Auditorium. (2006) - Planning and presentation of a free performance in November 2005 by Grammy-nominated John Santos and his Latin Jazz Quartet. (2005)	
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) - Completed <i>A Moment in Time</i> – a sculpture honoring Culver City founder Harry Culver. (2006) - 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) - Completion of implementation and review of maintenance/conservation for all City-owned public art. (2006) - Researched updates / changes to Public Art Ordinance. (2006) - Completed inventory and upload of all public art work in City on City web site. (2006)	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.	Art project for Washington Boulevard by Kyungmi Shin includes entry banners marking City's boundaries; art concept includes references to Culver City's film studio history, native American history and culture and Ranchero history. (2006)	Image and Public Relations, Fundraising
Application process and consideration for new historic landmarks/structures. Related Goals: 2	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) - Secured funding in FY 06-07 budget for updated City-wide historic structures survey. (2006)	Historic Preservation
Expanded use of the	Work with Planning to catalog all existing signs.	Worked with Culver Hotel regarding restoration of 1920s historic	Public Art and

historic sign ordinance. Related Goals: 2	Protect and maintain historic signs and recreate historic signage.	roof-top sign; provided information to owners regarding sign fabricators. (2006)	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) - Scanned and uploaded completed 1987 Thirtieth Street Architects historic structures survey to City web site. (2006)	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) - Historic Preservation month proclaimed in Culver City in May 2006. (2006) - Art project for Washington Boulevard by Kyungmi Shin includes references to Culver City's film studio history, native American history and culture and Ranchero history. (2006) - 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) - Hosted May 2006 visit of the President's Committee on the Arts and the Humanities to Culver City that included a reception at Sony Pictures Entertainment with Culver City's arts and cultural leaders. (2006)	Fairs and Festivals, Fundraising, and Historic Preservation

		• Participation in Los Angeles County Arts Commission Arts Commissioner Forum, October 2005 • Hosted Los Angeles County Arts Commission 2nd Annual Forum for Arts Commissioners in October 2006.	
Awareness of Culver City's uniqueness, such as "Culver City Architecture" and develop multi-faceted and multi-organization approaches to market Culver City's history and culture around the theme. Related Goals: 2	• 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. • Support the implementation of the "Art of..." Speaker Series	• 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. Staff working to develop fully edited copies of presentations. (2003-04; 2005) Produced six live speaker's presentations featuring The Wende Museum, The Art of Green Living with Collette Brooks, Bottlerock, Charlotte Tarantola and renowned Dr. Daoshing Ni of Yo San University. All presentations reached projected capacity and required waiting lists. (2006) • 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) • Hosted May 2006 visit of the President's Committee on the Arts and the Humanities to Culver City that included a reception at Sony Pictures Entertainment with Culver City's arts and cultural leaders. (2006) • Participation in Los Angeles County Arts Commission Arts Commissioner Forum, October 2005 • Hosted Los Angeles County Arts Commission 2nd Annual Forum for Arts Commissioners in October 2006. • Art project for Washington Boulevard by Kyungmi Shin includes references to Culver City's film studio history, Native American history and culture and Rancho history. (2006) • Articles about Culver City appear in Los Angeles magazine, the Los Angeles Times, The New York Times, Elle and Lifescapes magazine. (2006)	All Subcommittees
Maintain and expand cultural arts programming.	• Support existing community programming and festivals. • Develop cross marketing opportunities to	• 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	Fairs and Festivals

Related Goals: 2	publicize arts programming with various organizations.	2005 and completion of the program development for the 2006 Music in the Chambers series. (2005) - Completed the 5th Music in the Chambers classical series in the winter of 2006 and completion of the program development for the 2007 Music in the Chambers series. (2006) - 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; 2006) - Planning and presentation of a free performance in November 2005 by Grammy-nominated John Santos and his Latin Jazz Quartet. (2005) - Presented first Los Angeles Philharmonic Free Neighborhood Concert in Culver City in December 2006 at the Robert Frost Auditorium. (2006) - Development of new cultural programming along Washington Blvd. west of 405 Fwy. (2005) - Developed and implemented Speak Easy in April 2006, a poetry event featuring the California Poet Laureate, Al Young, and jazz alumni of the Henry Mancini Institute; the event was presented at the Culver Events Center and created especially for the west side community. (2006) - Completed commission of art project for Washington Blvd. between Sepulveda and Walnut Ave. by artist Kyungmi Shin. (2006) - 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) - Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. (2006)	
Publicly accessible collections and research libraries that make it possible for residents to get involved/study the culture of their	- 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	Education in Lifelong Learning, Historic Preservation and Image and Public Relations

community. Related Goals: 2		property which includes a description of the artwork and images to be made available on City's web site. (2006)	
A database of available facilities and information resource "catch all" regarding performance and event spaces. Related Goals: 3	- Identify facilities and amenities (including 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.	- In progress. Information collected for Smashbox Studios, 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; 2006) - 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; 2006) - Submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006)	Grants and Artist 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) - Development of press contact list for performing arts and other Cultural Affairs events. (2006) - Refinement of Cultural Affairs community contact list. (2006)	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; 2006)	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) - Oversaw the 2006 Performing Arts Grant Program and implemented the 2007 Performing Arts Grant Program with cash grant awards of \$44,500 to 13 performing arts organizations serving the Culver City community with presentations of music, theatre and dance. (2006)	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). Related Goals: 4, 5	- 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 Culver City arts grants program(s). - Public outreach to organizations throughout Los Angeles.	- 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 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) - Continued to assist Center Theatre Group at the Kirk Douglas Theatre and development of a program, as per lease agreement, to offer dates at the Kirk Douglas Theatre for Culver City-based cultural and community organizations. (2006) - Continued to search for 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; submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006) - 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) - Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. Estimated attendance of 1,500. (2006)	Grants and Artist Services
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,	Festival and Events and Grants and Artist Services.

More opportunities for local artists of all disciplines. Related Goals: 4, 5		Summer Music Festival and Fiesta La Ballona. (2003-04; 2005; 2006) • 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) • Continued to assist Center Theatre Group at the Kirk Douglas Theatre and development of a program, as per lease agreement, to offer dates at the Kirk Douglas Theatre for Culver City-based cultural and community organizations. (2006) • Continued to search for 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; submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006)	
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; 2006) • Assisting galleries seeking space in Culver City and collaborating with Redevelopment Agency Economic Development Division. (2005; 2006)	Grants and Artist 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; 2006) • Sony Pictures Entertainment sponsorship secured in 2004, 2005 and 2006; \$15,000 allocated each year to Performing Arts Grant Program. (2005; 2006) • Completed draft Articles of Incorporation and Bylaws for 501(c)(3) for Cultural Affairs. (2005) • Completed approved Articles of Incorporation and Bylaws for the Culver City Cultural Affairs Foundation and appointed Board. (2006)	Fundraising, Festivals and Events, and Grants and Artist Services
Annual review of Public Art and Historic Preservation Ordinances, Commission policies and the Community Cultural Plan.		• Developed new policy to slate annual meeting in January each year for public input. (2003-04) • Policies and Community Cultural Plan accomplishments updated annually. (2005; 2006) • Updates to Public Art Ordinance researched summer of 2006; to be reviewed by CAC in early 2007. (2006)	Commission, Director and Staff

Related Goals: 6 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; 2006) - Organizational Internship grants of \$8,000 awarded for two summer interns. (2003-04; 2005; 2006) - Explore other resources to include grant workshops for Commissioners. (2003-04) - Buy a Name Brick program is still active. (2003-04) - Completed approved Articles of Incorporation and Bylaws for the Culver City Cultural Affairs Foundation and appointed Board. (2006) - Submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006)	Fundraising
Annual Report to City Council for review. Related Goals: All	Establish annual review and benchmark process and format.	- December 2004 - Community Cultural Plan reviewed by City Council with updated accomplishments in January 2005 and February 2006.	Cultural Affairs Commission, Director and Staff
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; 2006) - 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) - Created and implemented first annual ARTWALK Culver City with 30 professional galleries in and adjacent to Culver City participating. Estimated attendance of 1,500. (2006)	Commission, Director and Staff
A master fundraising plan that will provide	With input from each subcommittee, the Commission should explore the creation of a	- In progress. - Research on models completed. Workshop held to discuss models	All Subcommittees

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	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.	on November 18, 2004. (2003-04) • Master Funding Plan Document completed and adopted by the Commission in March 2004. (2003-04) • Completed draft Articles of Incorporation and Bylaws for 501(c)(3) for Cultural Affairs. (2005) • Completed approved Articles of Incorporation and Bylaws for the Culver City Cultural Affairs Foundation and appointed Board. (2006)	
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 3505 Hayden Avenue. (2005) • Professional peer review panels used in all major City commissioned public art projects, the Performing Arts Grant Program and Architecture as Art projects. (2006)	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 Fairs 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. (2005; 2006) - 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; 2006) Submitted grant application in January 2006 to the California Cultural and Historical Endowment for the AMVETS facility. (2006)	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	Develop a program and evaluate options	Collaborating with Redevelopment Agency Economic	Grants and Artist

spaces within Culver City. Related Goals: 3	such as low-interest loans, grants and incentives to private-sector developers and 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.	Development Division to identify spaces for arts organizations wishing to relocate to Culver City. (2005; 2006) - 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: 2006) - Participated on Washington / National Specific Plan development. (2006)	Services, Facilities and Redevelopment 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, Tellefson 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

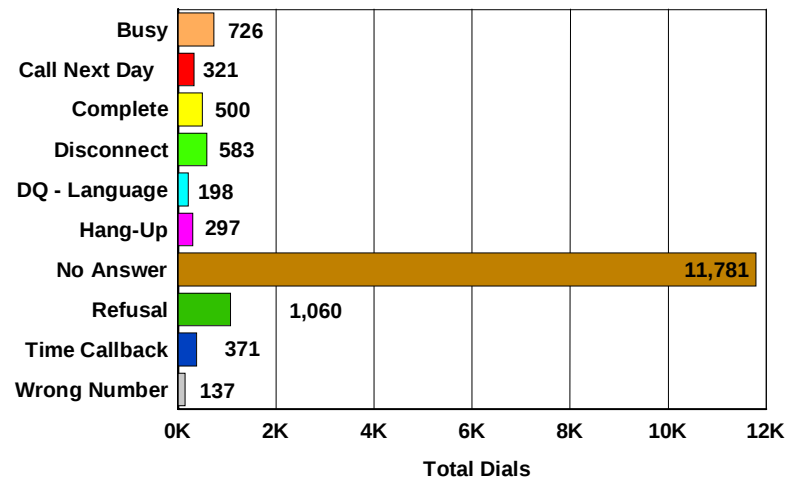
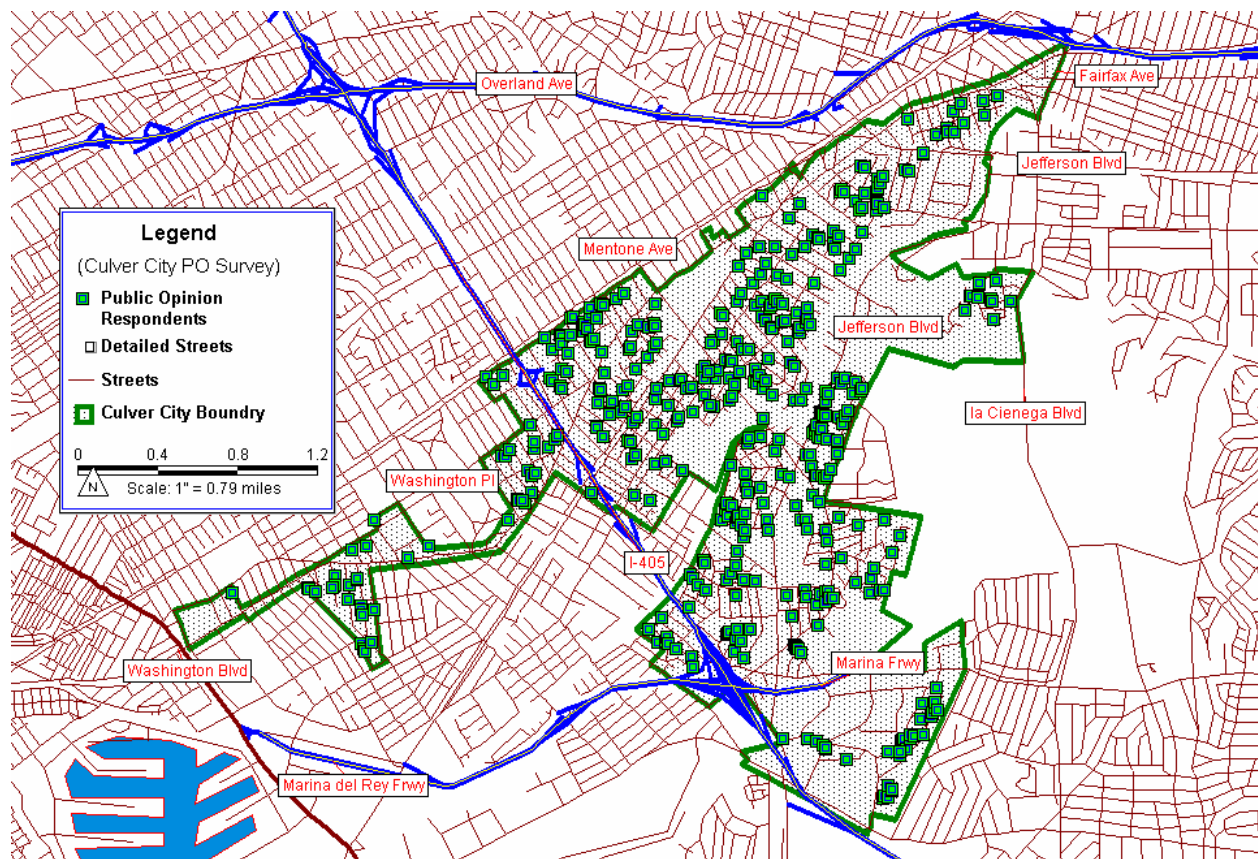


Figure 1.b. Survey Respondent Distribution



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

n=500	Percent
Zero attendances	36.2%
Attended one or more times	63.8%

Figure 2. Summary of attendance

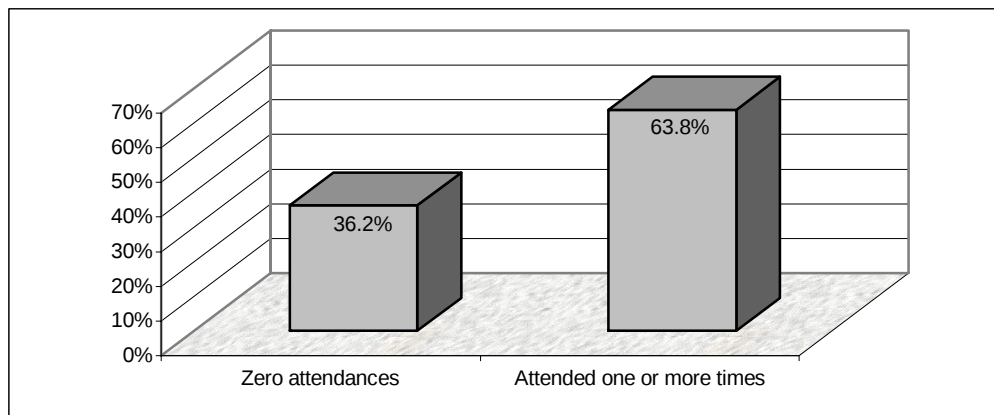
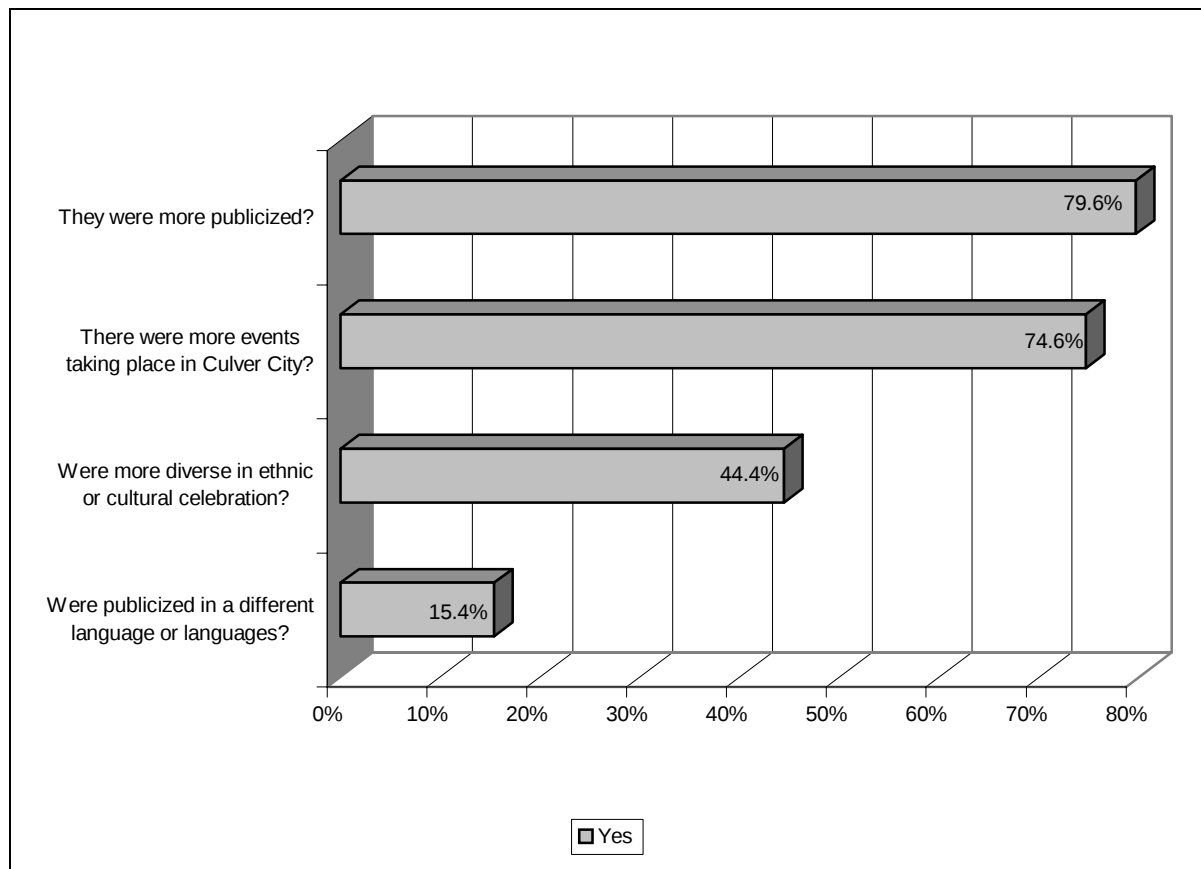


Table 3. Would you attend more arts and cultural events if...

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...



PE

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%
Chinatown	10	3.0%
Concerts	8	2.4%
Beverly Hills	7	2.1%
Galleries	7	2.1%
Tar Pits	7	2.1%

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%.

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 Marina	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.

<u>n</u> =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?

<u>n</u> =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 of.⁴

<u>n</u>=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

<u>n</u>=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

<u>n</u>=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%

Table 12. Income

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.

<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?

<u>n</u>=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

<u>n</u>=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
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

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 would be to support the following in Culver City.

Culver City Consumer Demographics: Median Family Income

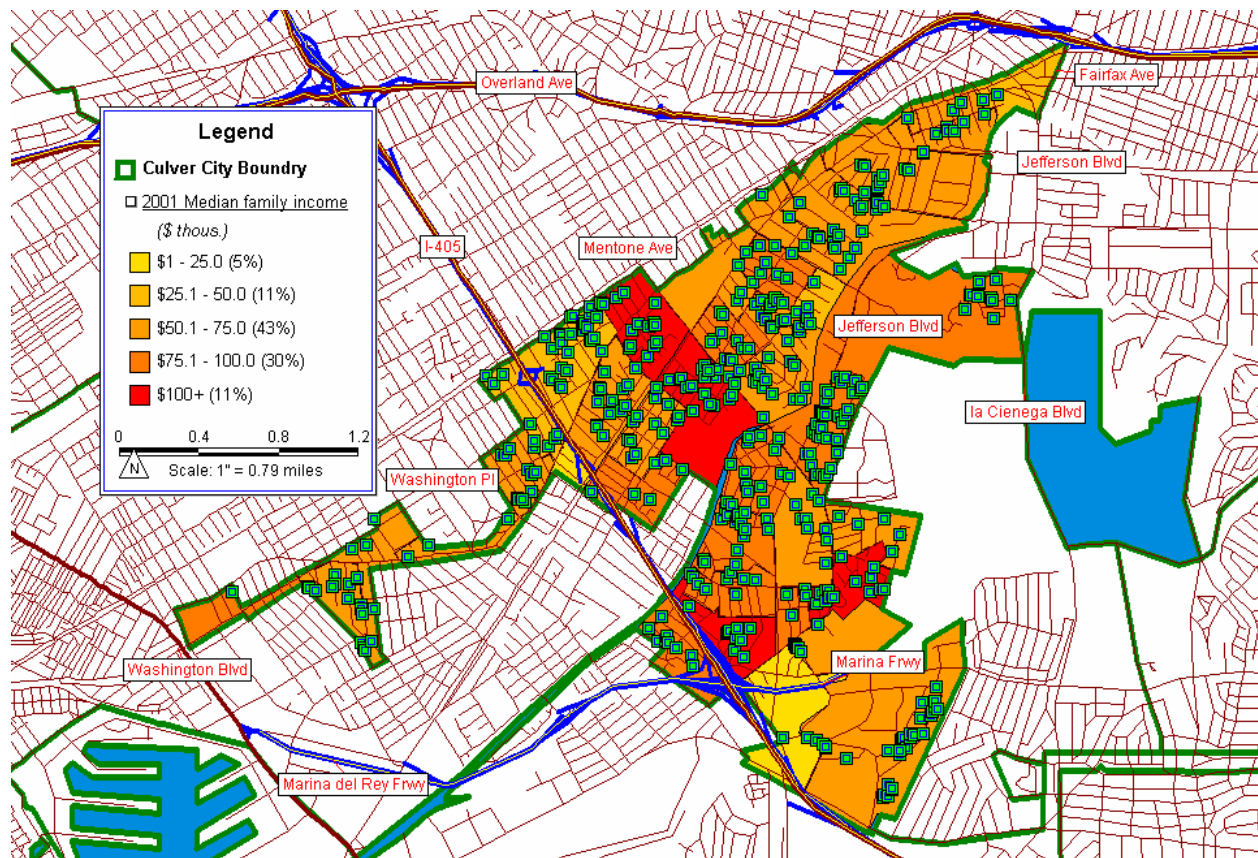


Table 5. Race

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+)

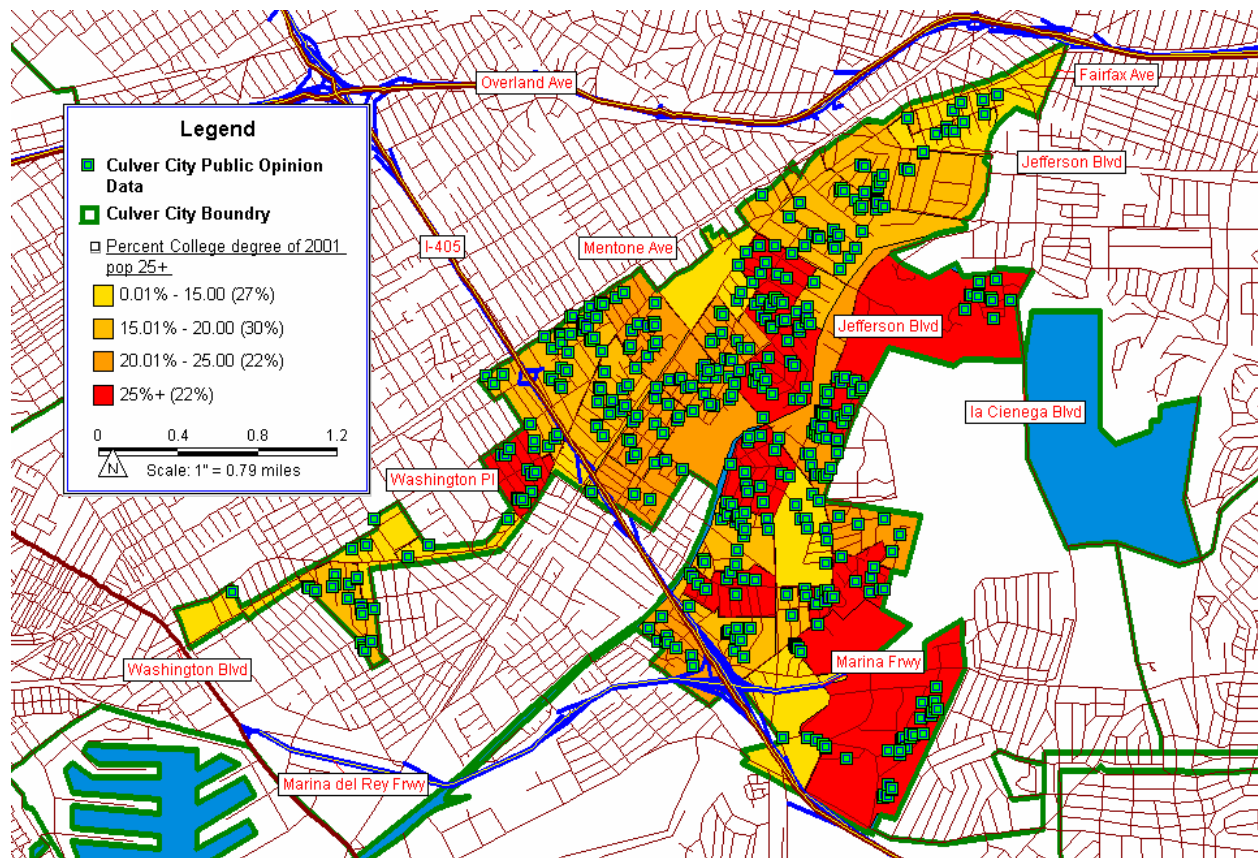
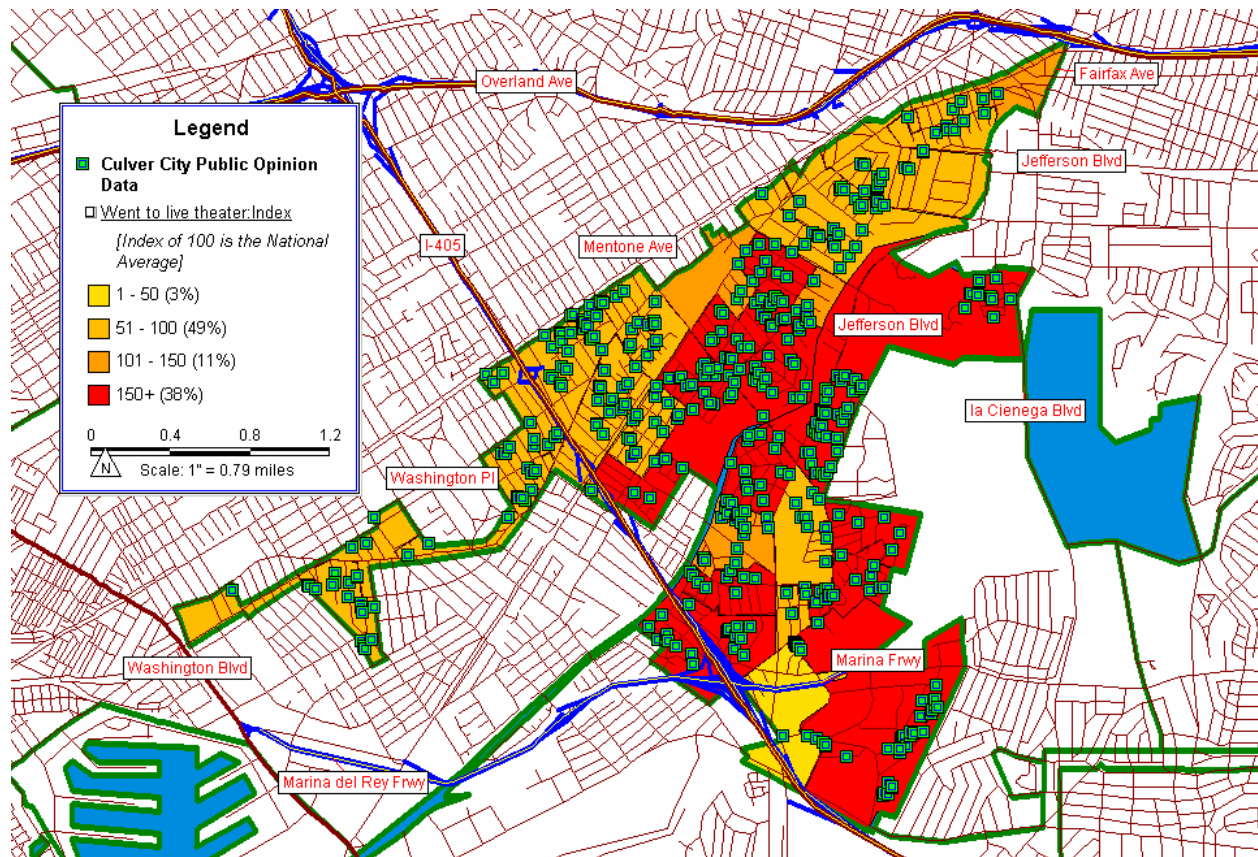


Table 8. Arts Indexes

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 U.S. 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

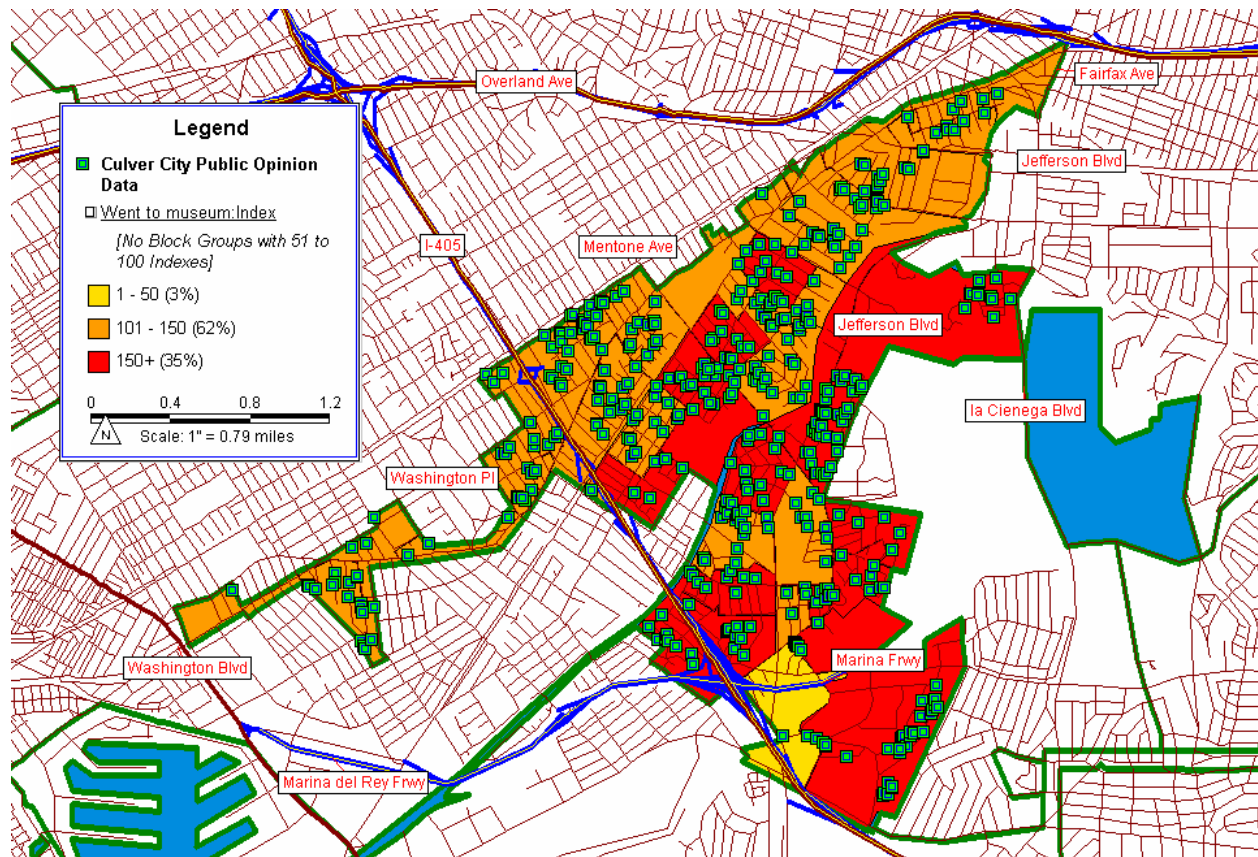
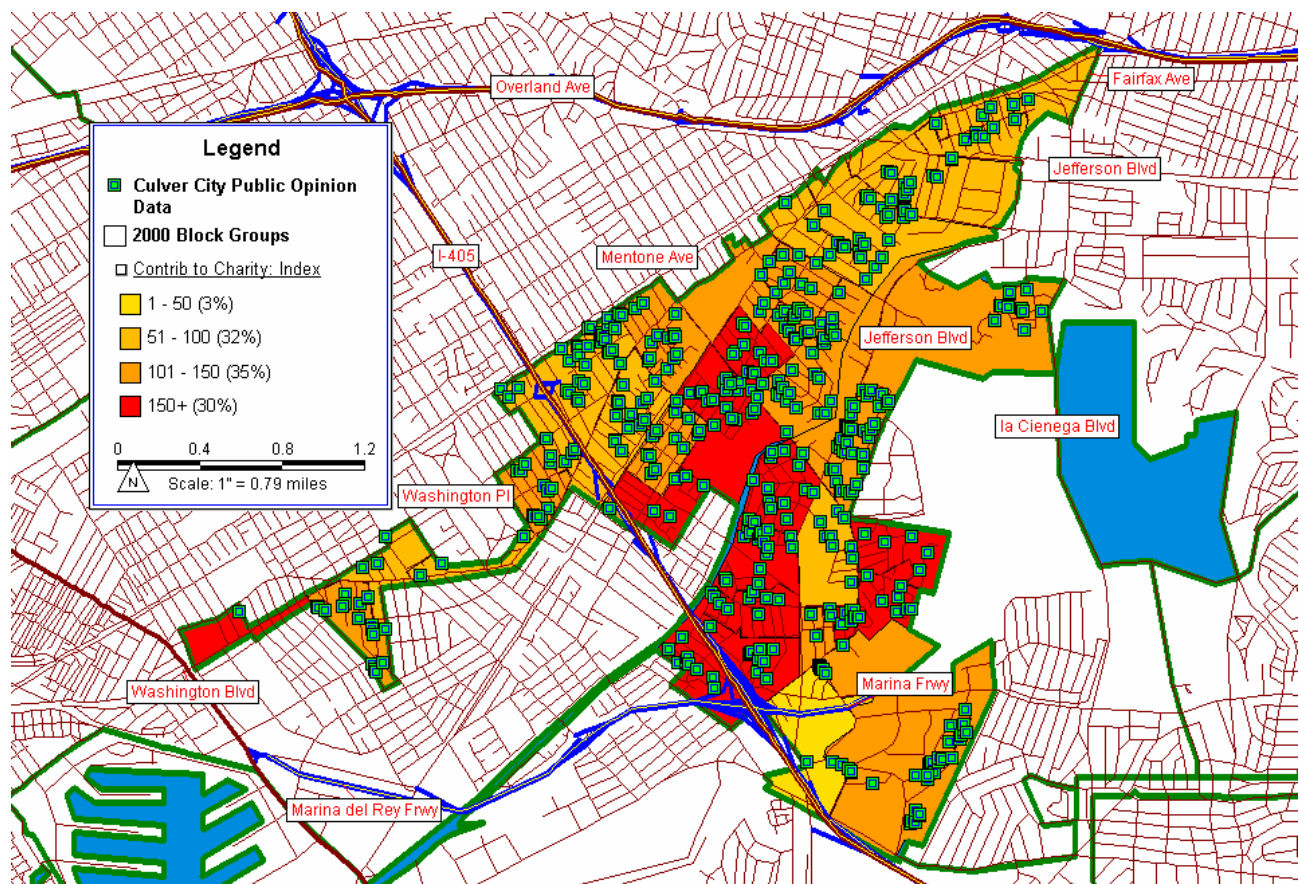


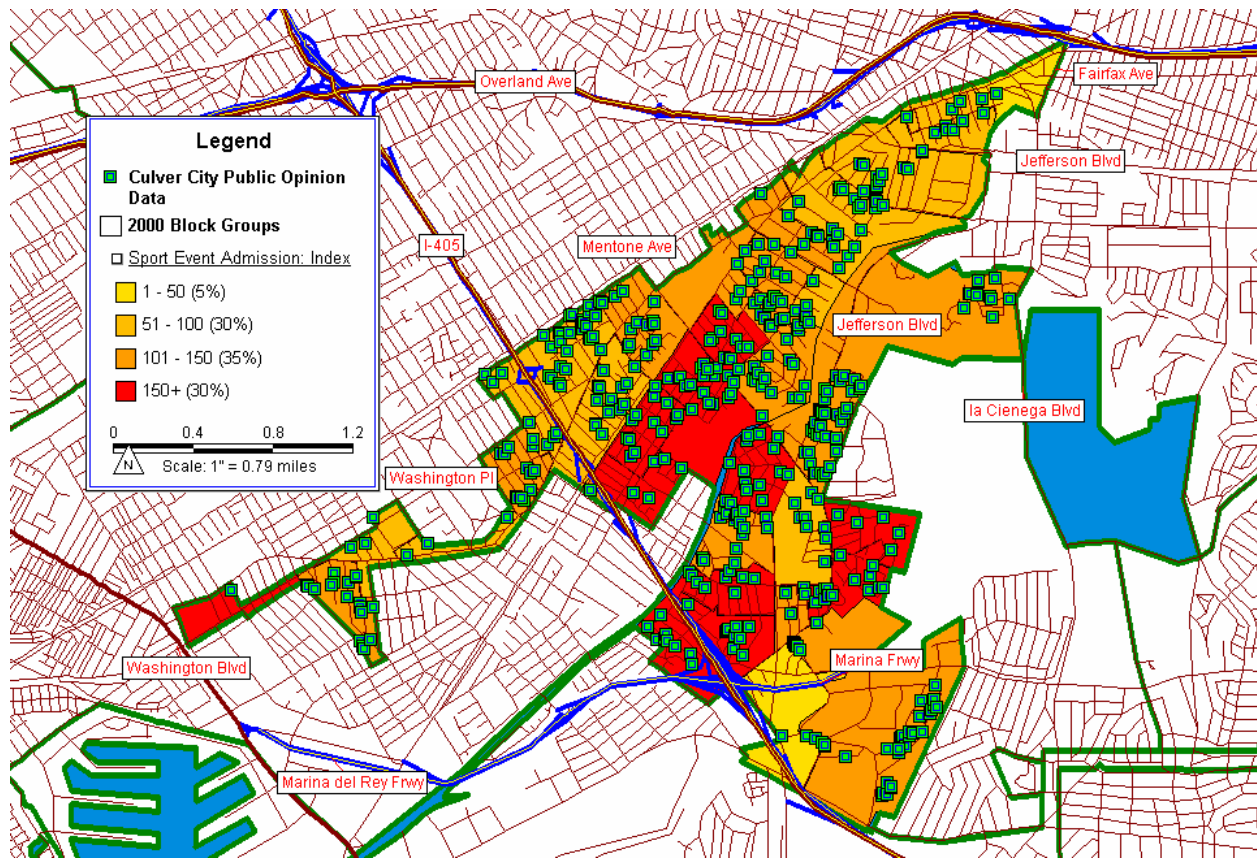
Table 9. Leisure Indexes

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

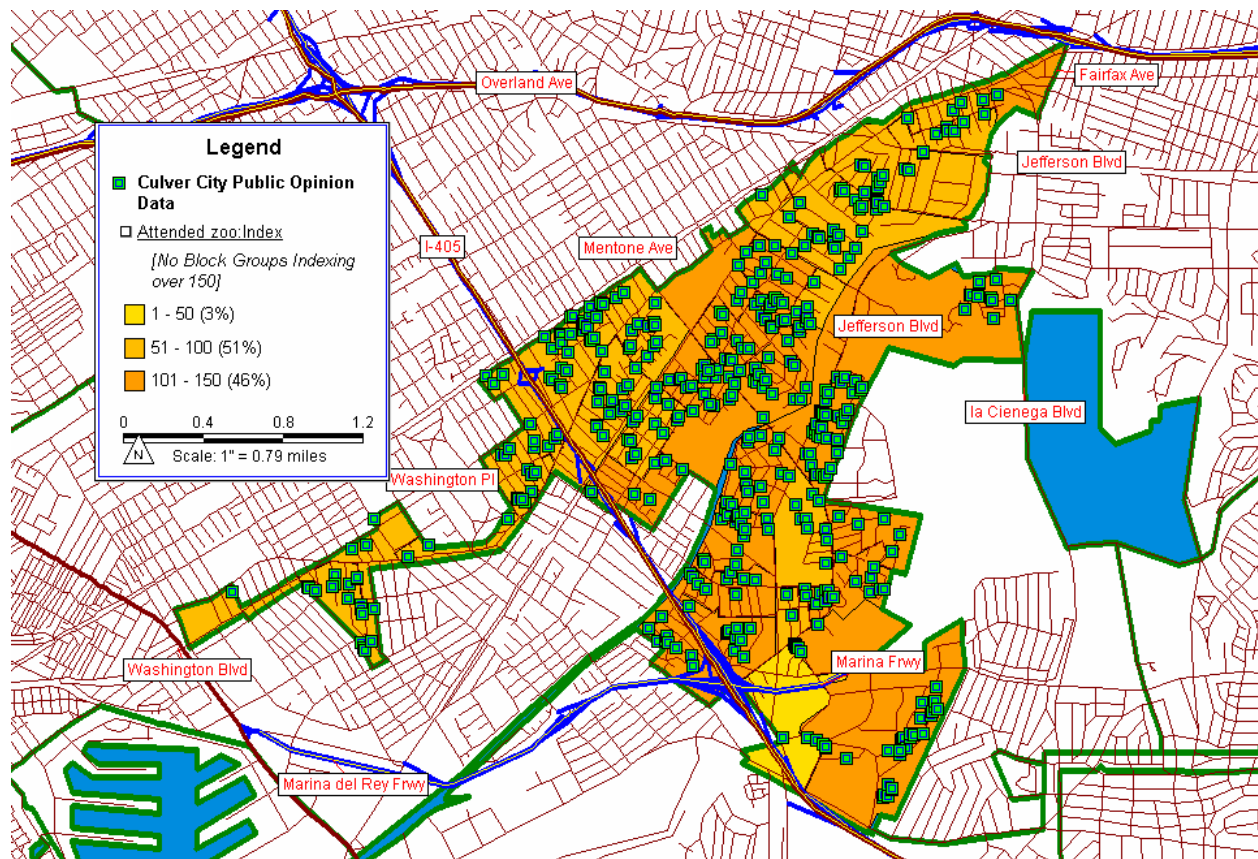
Culver City Consumer Behavior Index: Contributes to Charity



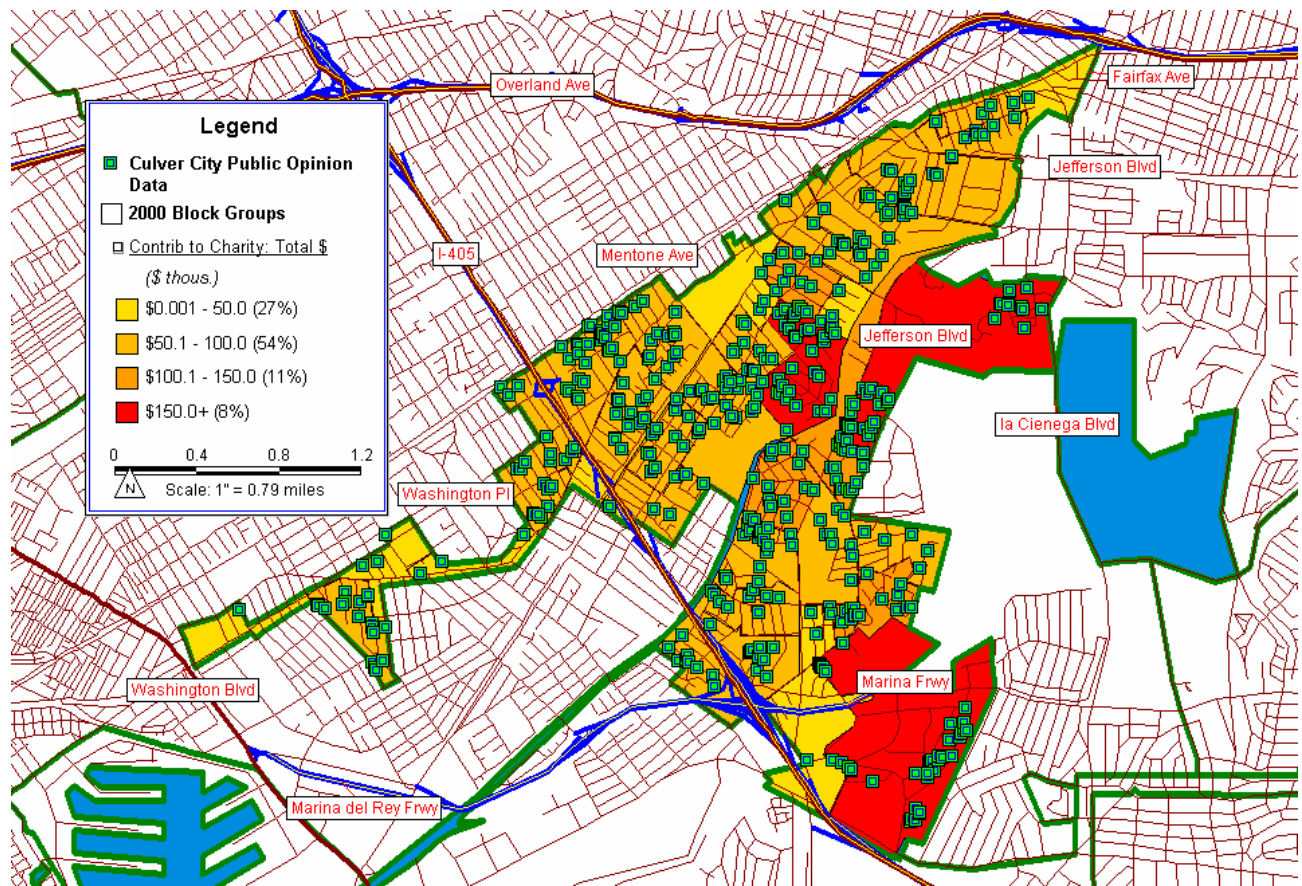
Culver City Consumer Behavior Index: Paid to Attend Sports Events



Culver City Consumer Behavior Index: Attends Zoos



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

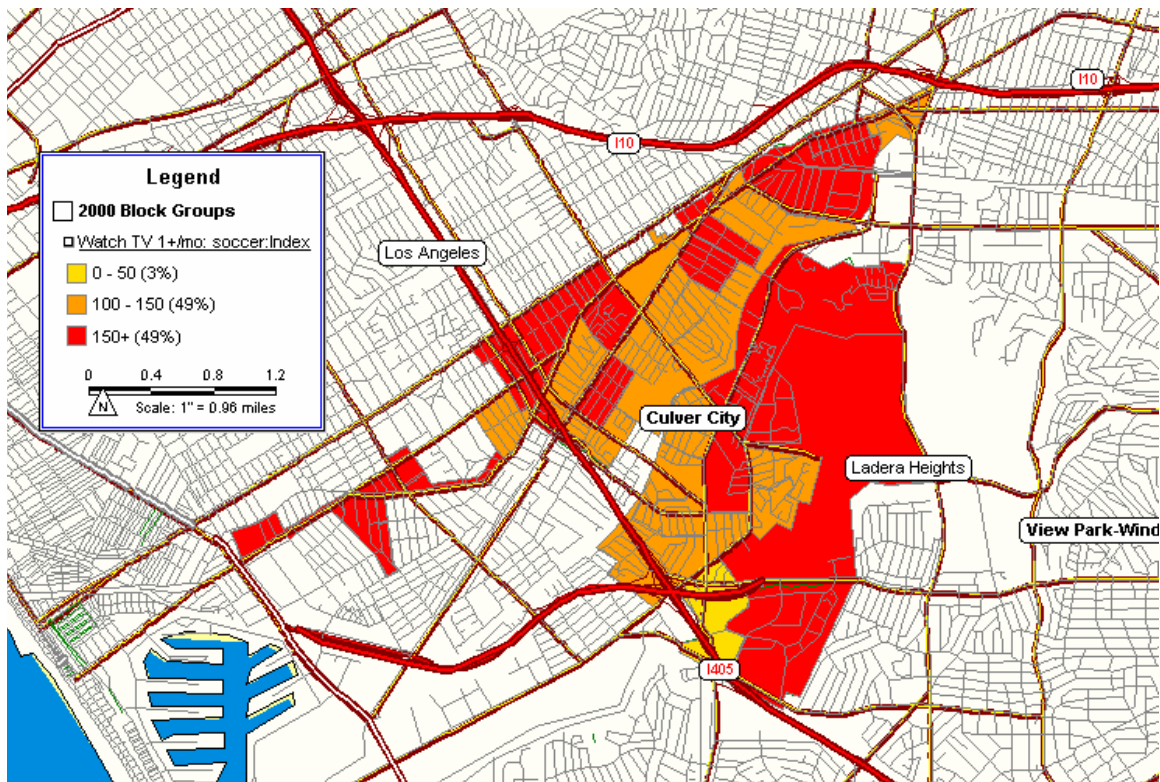


Tables 10-11. Television Indexes

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

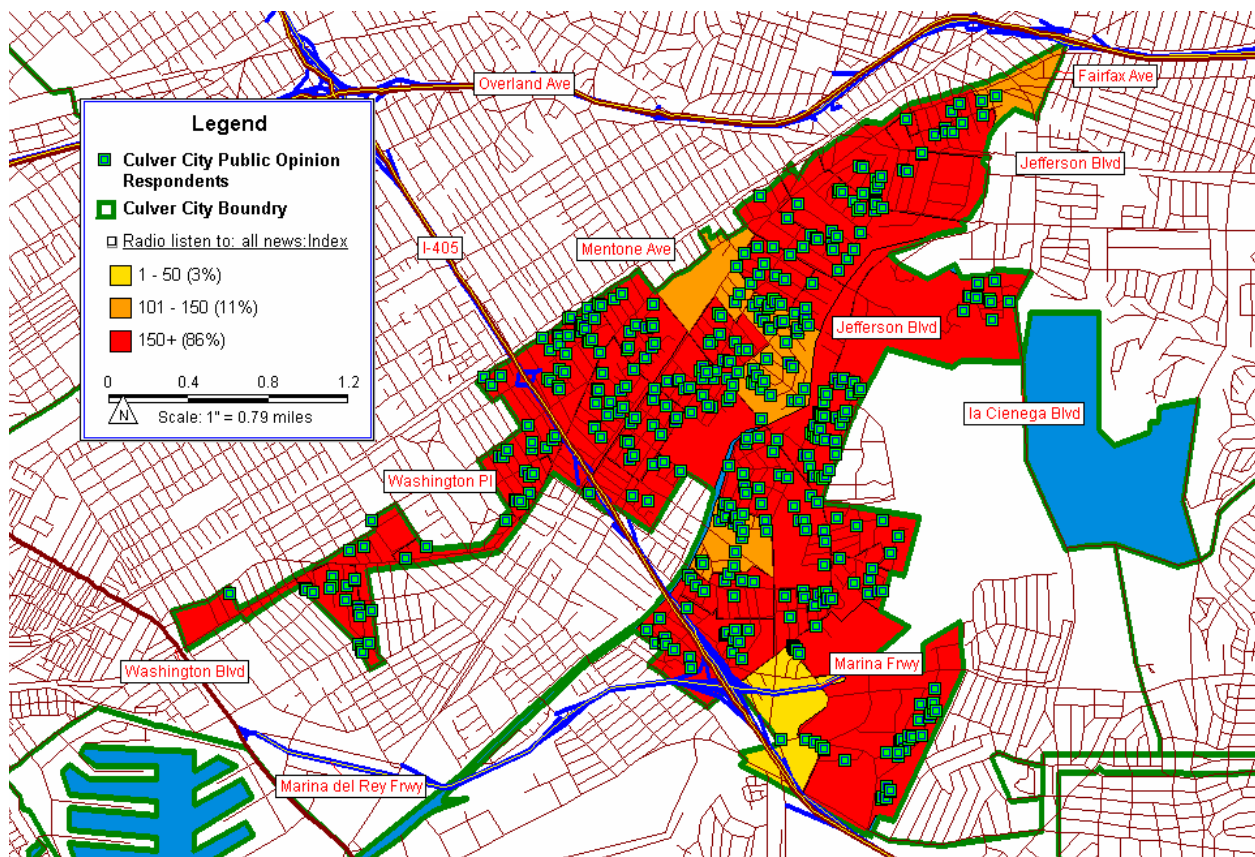


Tables 12-13. Radio Indexes

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

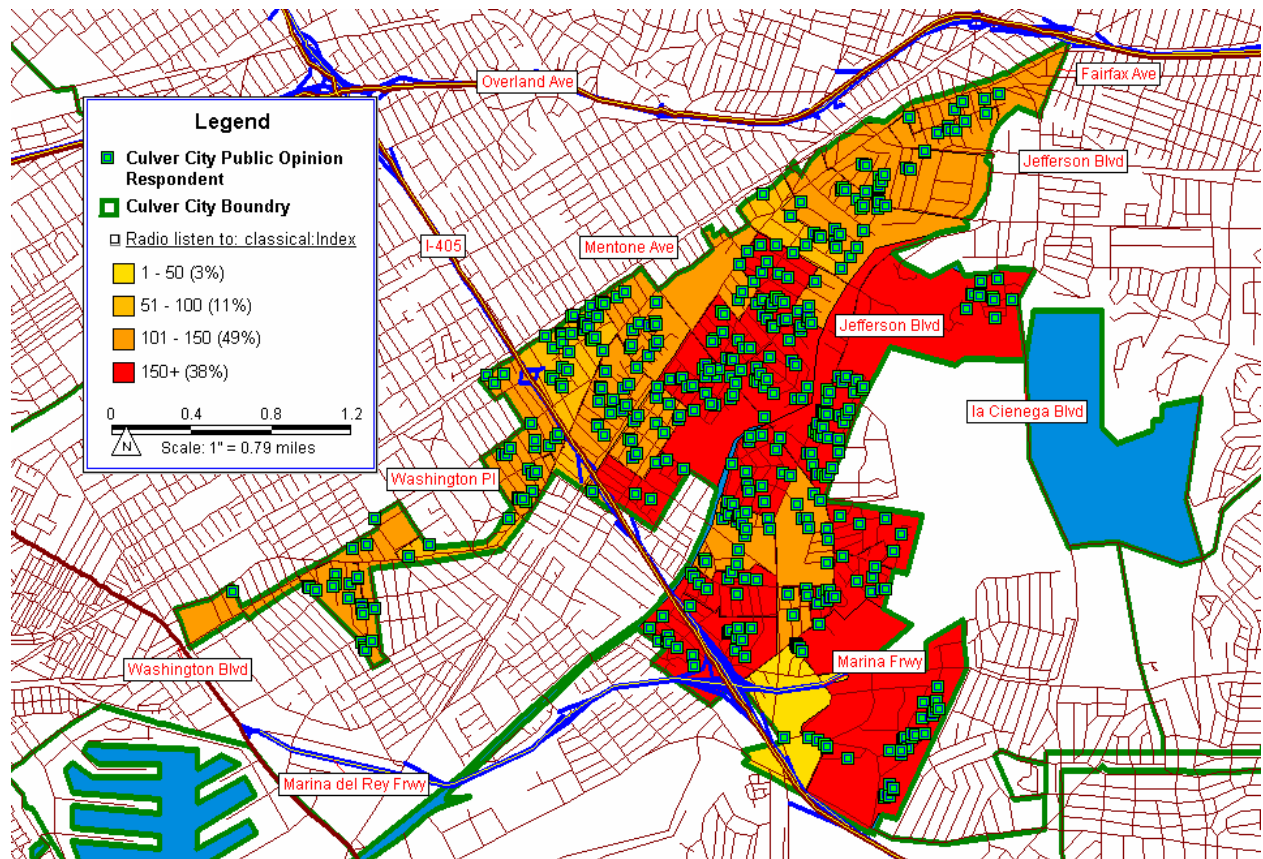
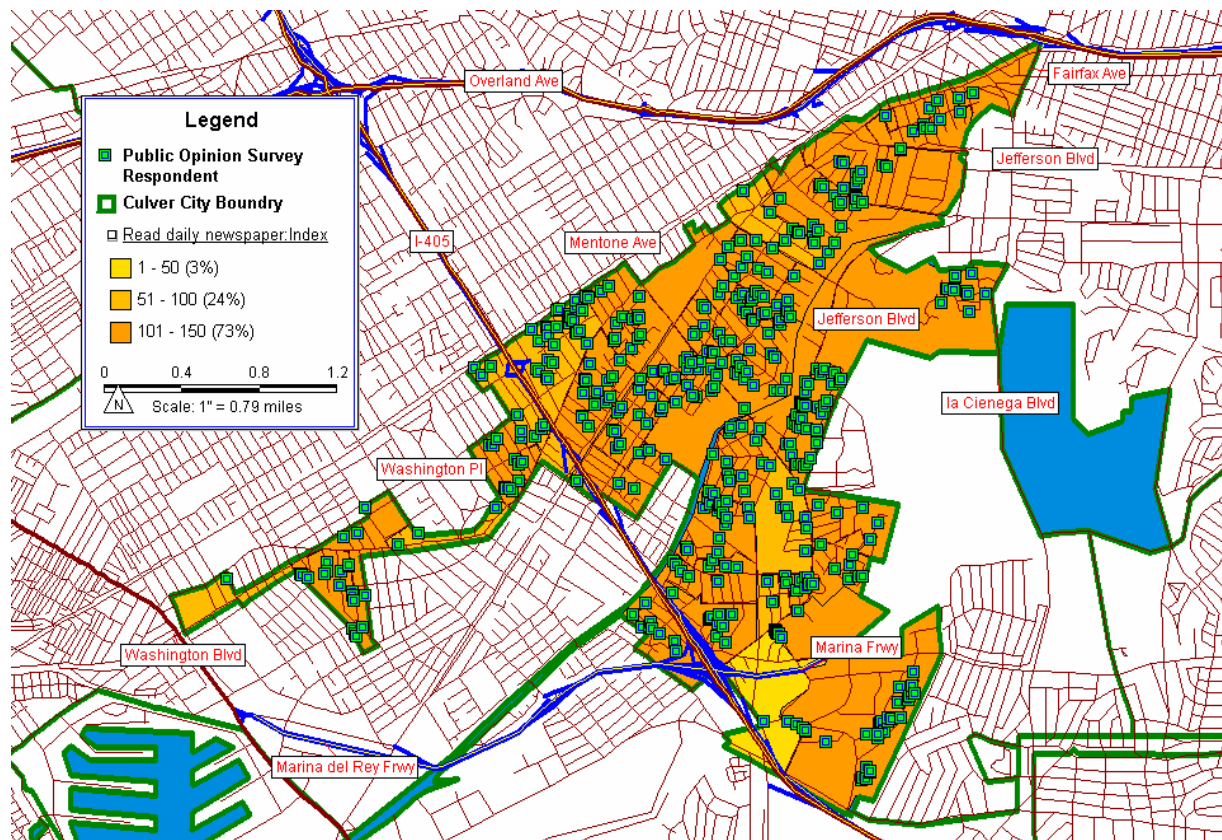


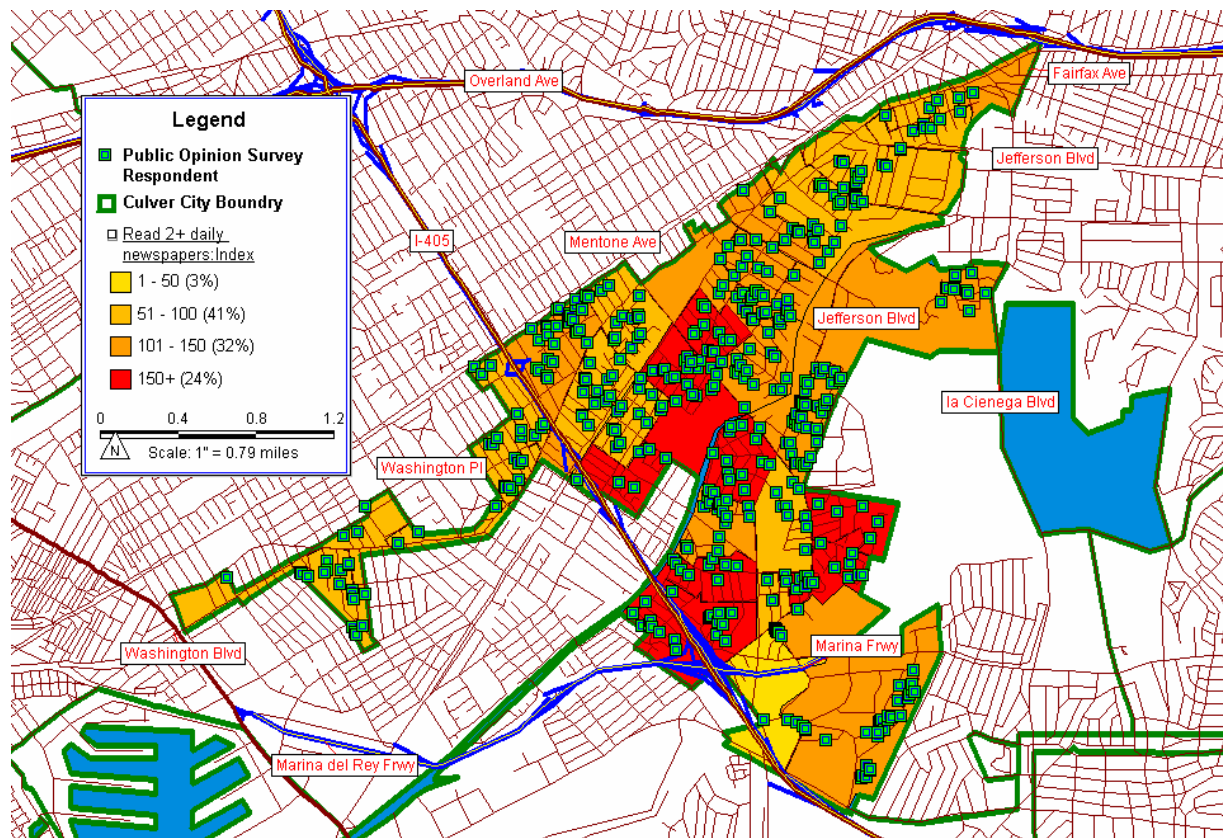
Table 14. Newspaper Indexes

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

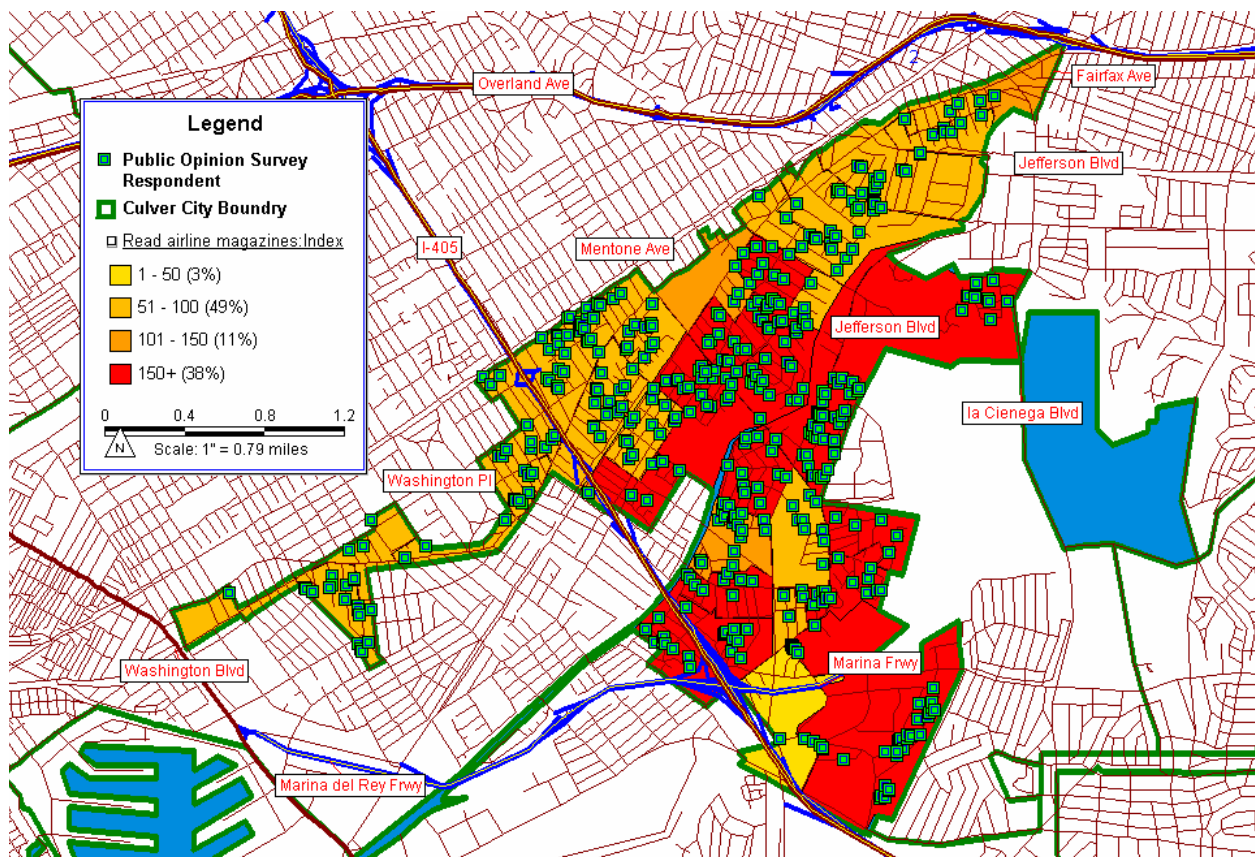


Tables 15-16. Magazine Indexes

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

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 describe.⁸

		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.