



Culver CITY

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SUSAN ANDERSON, Commissioner
MICHELLE BERNARDIN, Commissioner
JOHN B. WILLIAMS, Commissioner

CULTURAL AFFAIRS COMMISSION REGULAR MEETING AGENDA TUESDAY, JANUARY 14, 2014

PUBLIC COMMENT

The Cultural Affairs Commission will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Commission cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Commission, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called to the podium by name when it is your turn to speak to the Commission.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMISSIONERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please advance to the podium, state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Commission.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Commission meeting is in session. Please turn all devices off or place on a silent alert and leave the Chambers to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Cultural Affairs Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Agendas are
available on the web @
www.culvercity.org

REGULAR MEETING
AGENDA
Cultural Affairs Commission

Tuesday, January 14, 2014
7:00 p.m.

Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

Chair Marla Koosed
Vice Chair Regina Klein
Commissioner Susan Anderson
Commissioner Michelle Bernardin
Commissioner John B. Williams

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

- A-1.** Discussion of (1) a Presentation from Staff Related to the Cultural Trust Fund and the Amounts Appropriated from the Fund for Fiscal Years 2011/2012, 2012/2013, and 2013/2014, (2) Initial Discussion of Potential Uses of Cultural Trust Fund Resources in Fiscal Year 2014/2015, and (3) Upcoming Steps in the Fiscal Year 2014/2015 Budget Process. ***Consider the presentation from staff and provide comment and feedback as deemed appropriate.***
- A-2.** (1) Reports from the Commissions Four Ad-Hoc Subcommittees: 2014 Culver City Performing Arts Grant Program Subcommittee, 2014 Community Cultural Plan Subcommittee, 2014 Historic Preservation Ordinance Update Subcommittee and 2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee; and (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees. ***Receive and discuss reports from the Ad Hoc Subcommittees, and, (If desired) Approve Subcommittee recommendations (or, if determined by the Assistant City Manager, provide direction to***

place certain items on a future agenda for consideration) and/or provide direction to the Subcommittees.

PUBLIC COMMENT - Items Not On the Agenda

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
February 11, 2014
7:00 PM**

Upcoming Public Meetings Tentative Schedule

Date	Day	Time	Location
<i>City Council</i>			
<i>January 27, 2014</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>February 10, 2014</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Parks and Recreation Commission</i>			
<i>February 4, 2014</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Planning Commission</i>			
<i>January 22, 2014</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>February 12, 2014</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Civil Service Commission</i>			
<i>February 5, 2014</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>Regularly scheduled meetings may be canceled and Special Meetings may be called</i> <i>Times and dates may be changed.</i> <i>Meetings may be added or changed</i>			

**City of Culver City, California
Agenda Item Report**

Meeting Date: 01/14/14		Item Number: A-1	
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: Discussion of (1) a Presentation from Staff Related to the Cultural Trust Fund and the Amounts Appropriated from the Fund for Fiscal Years 2011/2012, 2012/2013, and 2013/2014, (2) Initial Discussion of Potential Uses of Cultural Trust Fund Resources in Fiscal Year 2014/2015, and (3) Upcoming Steps in the Fiscal Year 2014/2015 Budget Process.			
Contact Person/Dept: Cultural Affairs Christine Byers & Susan Obrow		Phone Number: (310) 253-5776 & (310) 253-6628	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – Cultural Affairs Commission (01/09/14)			
Department Approval: Martin R Cole (01/09/14)			
<u>RECOMMENDATION:</u> Staff recommends the Cultural Affairs Commission (CAC) receive a presentation from staff regarding the Cultural Trust Fund (CTF), discuss the uses of CTF resources for Fiscal Year 2013/2014, have an initial discussion related to potential uses of CTF resources for Fiscal Year 2014/2015, and consider upcoming steps in the Fiscal Year 2014/2015 budget process. <u>BACKGROUND & DISCUSSION:</u> <i>Cultural Affairs Programs Budgets for FY 2011-12, FY 2012-13, FY 2013-14</i> On November 7, 2013, staff provided the CAC with a document entitled “Cultural Affairs Programs Budgets (Appropriations) For FY 2011-12; FY 2012-13; FY 2013-14 (CAPB).” The document is provided as an attachment to this report. The CAPB summarizes the financial resources appropriated from various sources (generally, the former Culver City Redevelopment Agency and the CTF) to fund cultural programs and staffing for the three fiscal years noted. One item that stands out is the “zeroing-out” of funding from the former Culver City Redevelopment Agency beginning in Fiscal Year 2012/2013 due to the dissolution of redevelopment agencies by the State of California effective on February 1, 2012. This left the CTF as the remaining and almost sole source of funding for cultural programming beginning in Fiscal Year 2012/2013 and Fiscal Year 2013/2014 (the current fiscal year). Staff will provide additional oral comments on the CAPB as part of the			

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presentation at the Commission meeting. Commissioners are welcome to pose questions related to this document at this time.

The “Four Pillars” of Current Cultural Programs

During prior discussions, staff has used the term “Four Pillars” to identify the four major Cultural Programs currently offered by the City. Now that the CAC has had an opportunity to review the CAPB, it is appropriate to have a discussion about the Four Pillars in the context of current staff and financial resources. Staff presents the discussion in order of proposed urgency given potential legal and other impacts of the Four Pillars:

(1) Historic Preservation (Especially Update of the Historic Preservation Ordinance)

The City’s Historic Preservation Program (HPP) is set forth in Chapter 15.05 of the Culver City Municipal Code (CCMC). The HPP was last updated in 2004.

Significant components of the HPP are linked with the California Environmental Quality Act. Because of the sensitivity and importance of these links, it is very important that the HPP and the Historic Preservation Ordinance remain up to date.

Staff strongly recommends that staff and financial resources be allocated to this effort and that it proceed as a priority.

(2) Performing Arts Programming (Including the Performing Arts Grants)

The CTF has traditionally funded performing arts programming, in significant part by providing major funding for the annual Performing Arts Grants. Unless the CAC were to determine to recommend the City Council discontinue the Performing Arts Grants Program, and the City Council were to adopt such recommendation, the Performing Arts Grants Program will continue to require an allocation of staff and financial resources.

Staff recommends that staff and financial resources continue to be allocated to this effort.

(3) Art in Public Places Program (including maintenance of the current portfolio of public art throughout the City)

Culver City has a long-standing and distinguished Art in Public Places Program (APPP). The CAC and staff invested significant time and effort in preparing a complete and thorough update to the APPP by updating the APPP ordinance, which was adopted by the City Council on March 26, 2013. Additionally, significant

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funding for the APPP (for both maintenance of existing and creation of new pieces of public art) is provided by the CTF.

Staff will provide the CAC with additional details of the APPP as part of the verbal presentation of this report. This update will include information on the “re-start” of the City’s maintenance program for public art and the anticipated increase in the number of projects that are subject to the APPP requirements as economic conditions improve and development accelerates.

Staff recommends that staff and financial resources continue to be allocated to this effort.

(4) Update of the Community Cultural Plan

The Culver City Community Cultural Plan was first adopted in November of 2003 and has been updated annually over the past 10 years. This important document provides six foundational goals for the City’s cultural programming.

The Community Cultural Plan is an umbrella document that references the other three “Pillars” outlined above. While it is important to ensure the document does not become dated and dysfunctional, a periodic review may be needed. However, given the continued validity of the six goals, the higher recommended priority of the three other “Pillars,” and the already stretched staff and financial resources currently available, staff does not recommend a full-scale update of the Community Cultural Plan at this time.

City Council Direction for the CAC to Review the Need for an RFP for the Culver City Summer Music Festival

The City Council has directed the CAC to review the need for an RFP for the Culver City Music Festival. Pursuant to that direction, staff will be placing an item on a future CAC meeting agenda to begin this process so that any recommendations the CAC may determine to provide are available to the City Council in sufficient time to inform the process for the 2015 Festival.

While staff does not anticipate this process to require significant staff or financial resources, it is an item that was not anticipated when the workplans for Fiscal Year 2013/2014 were developed.

The above information is provided to initiate the discussion related to efforts in the remainder of Fiscal Year 2013/2014 and to inform a future discussion related to any recommendations the CAC may wish to provide to the City Council on the subject of the Proposed Budget for Fiscal Year 2014/2015. At this meeting, the Commission is not being requested to make any recommendations related to allocation from the

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CTF or other fund resources for Fiscal Year 2014/2015. The first of such opportunities is scheduled for the March, 2014 CAC meeting.

Upcoming Steps in the Fiscal Year 2014/2015 Budget Process

Recently, City Manager John Nachbar provided an e-mail to the members of all of the City's Commissions, Committees, and Board (collectively Commissions) outlining an enhanced budget process approved by the City Council to be implemented for the 2014/2015 budget cycle. In summary, Mr. Nachbar indicated the Commissions would be provided several opportunities for input into the budget process. Tonight's meeting is the first of several where the CAC will have an opportunity to provide such input.

Chief Financial Officer Jeff Muir has indicated that he will be presenting the City Council with the Fiscal Year 2013/2014 mid-year review and a revised Five Year Forecast at one of the City Council meetings in February (either February 10 or February 24). Once that date is announced, staff will inform the CAC and invite Commissioners to attend that meeting to receive this important information. In compliance with the Brown Act, the Commissioners are reminded that this invitation is to receive information only (so that a formal meeting of the Commission is not held). This information will inform the discussion currently scheduled for the March CAC meeting which will provide an opportunity for the Commissioners to ask questions related to the Chief Financial Officer's report and forecast.

In addition to the March CAC meeting, there will also be items scheduled for future CAC meetings as opportunities for the CAC to have input on the FY 2014/2015 Budget. The dates for those meetings will be finalized as more information becomes available consistent with Mr. Nachbar's recent e-mail.

ATTACHMENTS:

1. Cultural Affairs Programs Budgets (Appropriations) For FY 2011-12; FY 2012-13; FY 2013-14
2. Chapter 15.05 of the CCMC (Historic Preservation Program)
3. Sections 15.06.100 – 15.06.180 of the CCMC (Art in Public Places Program)
4. Culver City Community Cultural Plan

MOTION:

That the Cultural Affairs Commission:

Consider the presentation from staff and provide comment and feedback as deemed appropriate.

MEETING DATE: January 14, 2014

AGENDA ITEM: **Discussion of (1) a Presentation from Staff Related to the Cultural Trust Fund and the Amounts Appropriated from the Fund for Fiscal Years 2011/2012, 2012/2013, and 2013/2014, (2) Initial Discussion of Potential Uses of Cultural Trust Fund Resources in Fiscal Year 2014/2015, and (3) Upcoming Steps in the Fiscal Year 2014/2015 Budget Process.**

ATTACHMENTS

Pages

- | | |
|---|-------|
| 1. Cultural Affairs Programs Budgets (Appropriations)
For FY 2011-12; FY 2012-13; FY 2013-14 | 1 |
| 2. Chapter 15.05 of the CCMC (Historic Preservation Program) | 2-10 |
| 3. Sections 15.06.100 – 15.06.180 of the CCMC
(Art in Public Places Program) | 11-25 |
| 4. Culver City Community Cultural Plan | 26-86 |

ATTACHMENT 1

Culver City

Cultural Affairs Programs Budgets (Appropriations)									
For FY 2011-12, FY 2012-13, FY 2013-14									
	11-12 Appr.	11-12 Total Avail	12-13 Appr.	12-13 Total Avail	13-14 Appr.	13-14 Total Avail			
SALARIES									
Cultural Affairs Coordinator	\$ 117,555	\$ 117,555	\$ -	\$ -	\$ -	\$ -			
Special Event Coordinator	\$ 115,142	\$ 115,142	\$ -	\$ -	\$ -	\$ -			
Management Analyst	\$ 105,445	\$ 105,445	\$ -	\$ -	\$ -	\$ -			
Subtotal:	\$ 338,141	\$ 338,141	\$ -	\$ -	\$ -	\$ -			
CULTURAL TRUST FUNDS (ART FUND)									
41300502 PZ502 Fund Administration (15% of AFP**)	\$ 18,750	\$ 57,426	\$ 27,750	\$ 78,118	\$ 30,500	\$ 46,003			
41300814 PZ614 Performing Arts Grant Program (25% of AFP)	\$ 31,250	\$ 48,234	\$ 40,000	\$ 68,985	\$ 60,800	\$ 60,800			
41300634 PZ634 Art Maintenance (5% of AFP)	\$ 9,000	\$ 39,218	\$ 9,250	\$ 48,468	\$ 30,500	\$ 30,500			
41300876 PZ676 Temporary Art Displays and Exhibits	\$ 25,000	\$ 50,518	\$ -	\$ 42,643	\$ -	\$ -			
41300822 PZ622 Historic Designation Plaques	\$ -	\$ 5,418	\$ -	\$ 5,418	\$ -	\$ -			
41300824 PZ624 Art Conservation (Restoration) Program	\$ 80,000	\$ 128,923	\$ -	\$ 124,936	\$ 60,000	\$ 60,000			
41300847 PZ647 Public Art Brochure	\$ -	\$ 4,428	\$ -	\$ 4,428	\$ -	\$ 3,908			
41300861 PZ661 Median Entry Signs	\$ -	\$ 107,435	\$ -	\$ 92,641	\$ -	\$ -			
41300877 PZ677 Historic Structures Survey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
41300886 PZ686 Town Plaza Expansion (performance infrastructure)	\$ -	\$ 122,898	\$ -	\$ 112,898	\$ -	\$ -			
41300853 PZ953 Art in Public Places Promotion	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ -	\$ -			
41300854 PZ654 Historic Preservation Consulting Services	\$ 5,000	\$ 5,000	\$ 10,000	\$ 15,000	\$ 10,000	\$ 10,000			
41300859 PZ959 Community Cultural Plan Update	did not exist	did not exist	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000			
RDA PROGRAM FUNDS									
48194460 Rainbow Day (Children's Events)	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -			
48194410 Culver City Music Festival	\$ 75,000	\$ 75,000	\$ -	\$ -	\$ -	\$ -			
48194500 Historic Presentation Consulting Services	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -			
48194490 Made in Culver City	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -			
55094420 Music in the Chambers	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -			
55094480 Speak Easy	\$ 20,000	\$ 20,000	\$ -	\$ -	\$ -	\$ -			
Totals	\$ 642,141	\$ 1,042,639	\$ 102,000	\$ 613,415	\$ 201,800	\$ 221,211			

* Total Available includes carryover funds that were estimated dollar amounts at the time the budget was approved

**AFP = Art Fund Payments, Now called Cultural Trust Fund Payments (CTFP)

Note: The Culver City Redevelopment Agency was dissolved on February 1, 2012.

ATTACHMENT 2

Culver City Municipal Code

CHAPTER 15.05: HISTORIC PRESERVATION PROGRAM

Section

- 15.05.005 Purpose
- 15.05.010 Definitions
- 15.05.015 Nomination for cultural resource designation
- 15.05.020 Cultural resource criteria
- 15.05.025 Classification of structures and districts
- 15.05.030 Process for designating, changing or removing designation
- 15.05.035 Certificate of Appropriateness
- 15.05.040 Certificate of Exemption
- 15.05.045 Appeals
- 15.05.050 Nonconformity
- 15.05.055 Encroachment into public right-of-way
- 15.05.060 Fees

Cross-reference:

Administrative Assessment Cost Recovery Program, see §§ 15.02.900 through 15.02.915

§ 15.05.005 PURPOSE.

The purpose of this Chapter is to protect the City's unique historical, architectural and cultural heritage as reflected in the City's architectural history and patterns of cultural development. It is also intended to encourage and facilitate public knowledge, understanding and appreciation of the City's historic past and unique cultural resources.

('65 Code, § 38-1) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.010 DEFINITIONS.

Unless the contrary is stated or clearly appears from the context, the following definitions shall govern the interpretation of this Chapter:

ALTERATION. Any work involving the exterior of a designated structure for which a City permit must be obtained, including the demolition, addition, removal, restoration, relocation or

other modification, in whole or in part, of a structure.

ARCHITECTURAL SIGNIFICANCE. A criterion used in designating a structure that is an outstanding or surviving example of period, style, detail, unique craftsmanship or method of construction; or represents the work of a locally, statewide or nationally significant architect, designer, or builder.

CERTIFICATE OF APPROPRIATENESS. The document verifying that alterations proposed to a designated structure comply with the requirements of this Chapter.

CERTIFICATE OF EXEMPTION. The document authorizing work described in a disapproved Certificate of Appropriateness, after all alternatives were considered, because it was subsequently determined that such disapproval results in a substantial hardship on the owner.

CULTURAL RESOURCE. A structure that has aesthetic, cultural, architectural or historical significance to the City, State or nation, and that may have been designed as a landmark, significant, recognized or historic district under this Chapter.

HISTORICAL OR CULTURAL SIGNIFICANCE. A criterion used to designate a structure or district in which events occurred that made a significant contribution to City, State or national history or culture; or that involved a close association with the lives of people who made a significant contribution to the history and development of the City, State or nation.

HISTORIC DISTRICT. A designated area consisting of one (1) or more contiguous parcels improved with structures at which events occurred that made a significant contribution to the City, State or national history or culture, or an area that contains structures that are collectively significant examples of period, style, or method of construction that provide distinguishing characteristics of the architectural type or period represented. An historic district may be either a landmark district or a significant district.

INCIDENTAL EXTERIOR MAINTENANCE. The repair or replacement of building features in like kind, or paint up/clean up work, that does not change either the exterior appearance of the building envelope of a designated structure.

LANDMARK STRUCTURE. A structure designated as an exceptional example of the highest architectural, historical, or cultural significance to the community.

MAJOR EXTERIOR ALTERATION. An alteration resulting in an addition, demolition, or other significant modification to the existing envelope, or a substantial change in the exterior appearance of any structure designated landmark, significant or historic district.

MINOR EXTERIOR ALTERATION. An alteration resulting in a noticeable but less than substantial change in the exterior appearance, but no change in the existing envelope of a structure designated landmark, significant or historic district.

OWNER. The fee title owner of real property on which there is a designated structure, or which is part of an historic district, or any person who applies for any certificate under this Chapter.

RECOGNIZED STRUCTURE. A structure designated as being of architectural, historical, or cultural interest.

SIGNIFICANT STRUCTURE. A structure designated as being of substantial architectural, historical, or cultural significance to the community.

STRUCTURE. A building, sign or other constructed feature, improvement or appurtenance.

('65 Code, § 38-2) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 1; Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.015 NOMINATION FOR CULTURAL RESOURCE DESIGNATION.

A. A structure or a district may be nominated to be considered by the Cultural Affairs Commission and City Council for designation as a cultural resource as follows:

1. A resident of the City may nominate a structure or district to be considered for designation as a cultural resource.
2. An owner may nominate his or her structure, or his or her property within a district.
3. The Cultural Affairs Commission may nominate a structure or district.
4. The Cultural Affairs Commission or the City Council may nominate a structure or district on its own motion.
5. Applications for nomination shall be properly completed and filed with the City on a form provided by the Community Development Department.

B. If the City Council disapproves designation of a structure or district, that same structure or substantially the same district shall not be renominated by any person within one (1) year after the date of disapproval. Furthermore, only the owner, the City Council, or the Cultural Affairs Commission may renominate the same structure or substantially the same district more than one (1) year after the City Council has disapproved its designation.

C. The Community Development Director shall prepare an evaluation of the proposed designation and shall make a recommendation to the Cultural Affairs Commission, within forty-five (45) working days after the proper filing of the application, as to the appropriateness and qualifications of the application for consideration by the Commission. The Cultural Affairs Commission shall follow the procedures in § 15.05.030 in considering a designation application.

('65 Code, § 38-3) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 2; Ord. No. 2002-005 §§ 1 (part) and 2 (part); Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.020 CULTURAL RESOURCE CRITERIA.

After the City receives an application for designation of a structure or district, the following criteria will be applied in evaluating the appropriateness of such a designation:

A. *Threshold criteria.* To be considered for designation, the structure(s) must meet one of the following criteria:

1. The structure(s) is at least fifty (50) years old and the exterior of the structure is accessible or visible to the public; or
2. The structure or district has special importance to the City.

B. *Assessment criteria.* After satisfying the threshold criteria, a structure or district shall be reviewed for compliance with one or more of the following criteria, as defined under § 15.05.010

of this Chapter:

1. Is the structure(s) of “architectural significance”?
2. Is the structure(s) of “historical or cultural significance”?
3. Do the structures in the district collectively meet 1. or 2. above?

(‘65 Code, § 38-4) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.025 CLASSIFICATION OF STRUCTURES AND DISTRICTS.

Structures and districts which meet the requirements of § 15.05.020, above, shall be classified as “recognized,” “significant,” or “landmark.” Each structure or district shall be so classified by applying a ranking system which shall be adopted by resolution of the City Council.

(‘65 Code, § 38-5) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.030 PROCESS FOR DESIGNATING, CHANGING OR REMOVING DESIGNATION.

The following process shall be used to designate, or to change or remove the designation (hereinafter “designate”) of a structure or district as a cultural resource:

A. Classifications.

1. “Landmark” structures or districts. These structures or districts:

- a. May be designated without owner consent.

- b. Shall be required to display a plaque, provided by the City and placed at a location approved by the City, which indicates that the structure or district is designated “landmark.” Prior to the installation of the plaque, the City Council shall take a formal action to authorize the expenditure of funds required to fabricate and install the plaque.

2. “Significant” structures or districts. These structures or districts:

- a. If residential, shall be designated “significant” only with a written consent of the owner, provided that the consent of only a majority of the owners shall be required for a “significant district” designation. Once the designation has been made and the designation document has been filed for recondition, owner consent is irrevocable. If the required owner consent is not obtained, a residential structure or district may be designated “recognized.”

- b. If nonresidential, may be designated “significant” without owner consent.

- c. Shall be required to display a plaque, provided by the City and placed at a location approved by the City, which indicates that the structure or district is designated “significant.”

3. “Recognized” structures. These structures:

- a. May be designated “recognized” without the consent of the owner.

b. No other requirements of this Chapter apply to “recognized” structures. Owners are encouraged to preserve these structures.

B. Cultural Affairs Commission and City Council designation process.

1. a. Structures recommended for designation by the Cultural Affairs Commission shall be subject to review and approval by the City Council. All owners of such structures shall be notified in writing of the proposed designation at least ten (10) working days prior to the date of the meeting at which the City Council will make its decision. Each owner shall be given the opportunity to be heard on the proposed designation of his or her structure. The City Council shall either accept, modify or disapprove the Cultural Affairs Commission recommendations for designation of specific structures. Structures shall be designated by resolution of the City Council.

b. Any modification or disapproval by the City Council shall be supported by a finding that the basis for the Cultural Affairs Commission's recommendation, or that designation of the property, would impose a substantial hardship on the property owner that outweighs the benefit to the community.

C. Cultural Affairs Commission designation process. Nominations for designation filed after the initial designation process, and not filed within a time period during which the Cultural Affairs Commission has been reconvened, shall be reviewed by the Community Development Director for compliance with designation criteria established in § 15.05.020. The Community Development Director's review and recommendation shall be submitted to the Cultural Affairs Commission. The Cultural Affairs Commission shall either designate the structure as a cultural resource or disapprove the nomination application. The owner of record of any nominated structure, as well as the applicant and other persons who, in writing, have requested notice, shall be notified, in writing, at least ten (10) calendar days, as observed by the Administrative Offices of the City and excluding national holidays, prior to the Cultural Affairs Commission's review.

('65 Code, § 38-6) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 3; Ord. No. 97-018, § 1; Ord. No. 2002-005 § 2 (part); Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.035 CERTIFICATE OF APPROPRIATENESS.

A. No person shall demolish, remove or make alterations affecting the exterior appearance of any designated landmark or significant structure or historic district, in whole or in part, without first obtaining a Certificate of Appropriateness or a Certificate of Exemption. The requirement and process for obtaining a Certificate of Appropriateness shall depend on the category of exterior alteration proposed.

1. *Major exterior alterations.* Prior to the issuance of any City permit required for a proposed major exterior alteration, as defined in § 15.05.010, a Certificate of Appropriateness application, signed by the owner, shall be filed with the Planning Manager, with a complete copy provided to the Community Development Director. The Planning Manager shall submit the application to the Planning Commission at its next regularly scheduled meeting, which is not more than sixty (60) working days after receipt of the completed application. The application and analytic materials prepared by the Planning Manager shall include any input provided by the Cultural Affairs Division staff. The Planning Commission shall approve, conditionally approve or disapprove the application within thirty (30) working days. If the Planning Commission does not disapprove or conditionally approve the application within thirty (30) working days, or for

good cause does not extend the time for action, the application shall be deemed approved.

2. *Minor exterior alterations.* Prior to the issuance of any City permit required for a proposed minor exterior alteration, as defined in § 15.05.010, a Certificate of Appropriateness application, signed by the owner, shall be filed with the Planning Manager. The Planning Manager shall submit the application to the Community Development Director. The Community Development Director shall approve, conditionally approve or disapprove the application within thirty (30) working days. If the Community Development Director does not disapprove or conditionally approve, the application within thirty (30) working days, or for good cause does not extend the time for action, the application shall be deemed approved.

3. *Incidental exterior maintenance.* While no Certificate of Appropriateness shall be required for incidental exterior maintenance work, as defined in § 15.05.010, the owner is required to notify the Planning Manager of the work proposed to be performed prior to commencement. The Planning Manager shall verify that such work qualifies as incidental exterior maintenance work, and that no further requirements of this Chapter apply, as follows:

a. When the proposed incidental exterior maintenance work requires a building permit, the building permit plan check review and approval process shall be deemed to constitute the Planning Manager's verification.

b. When the proposed incidental exterior maintenance work does not require a building permit, a written statement describing the proposed work shall be submitted by the owner, and the Planning Manager shall indicate the required verification thereon.

B. The approval of a Certificate of Appropriateness shall be conditioned upon all exterior alterations complying with the U.S. Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, as the City Council, Planning Commission or Community Development Director determines appropriate, and with the California State Historic Building Code and Cal. Health & Safety Code §§ 18950 et seq., as amended, as applied to the project by the Building Official. In addition, before approving a Certificate of Appropriateness, the Community Development Director, the Planning Commission or the City Council shall make one or more of the following findings:

1. The proposed alteration would not detrimentally change, destroy, or adversely affect any exterior feature or appurtenance of the landmark or significant structure upon which the work would be done.

2. In the case of the proposed alteration to a structure within a historic district, the proposed work would not be incompatible with the exterior features or other improvements within the historic district, and would not adversely affect the character of the historic district.

3. In the case of any proposed alteration that includes construction of new improvements on the site of a designated structure or district, the exterior features of such new improvements would not adversely affect or be incompatible with the exterior features of the designated cultural resource.

4. In the case of an application to demolish a structure, that there has been compliance with the waiting period and good faith efforts prescribed by the provisions of this Code.

C. In the event the Planning Commission or Community Development Director determines that the proposed alterations would have an adverse impact, one of the following two courses of action shall be taken:

1. Either the Certificate of Appropriateness shall be disapproved; or

2. Up to a six (6) month waiting period shall be imposed during which the owner shall try to identify, and the Planning Commission or Community Development Director shall evaluate, ways to accomplish the owner's goals and to preserve the designated structure. If at the end of the waiting period, the Planning Commission or Community Development Director determines that the owner has acted in good faith but no acceptable way to meet the owner's goals and preserve the structure has been found, one of the following shall occur:

a. If the structure is designated significant, the Certificate of Appropriateness shall be approved; but

b. If the structure is designated landmark, the Certificate of Appropriateness shall be disapproved.

D. No permits for alterations to a nominated landmark or significant structure shall be issued, nor shall any alteration be done, until a final designation decision has been made and a Certificate of Appropriateness, where required, has been approved.

('65 Code, § 38-7) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 4; Ord. No. 2002-005 §§ 1 (part) and 2 (part); Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.040 CERTIFICATE OF EXEMPTION.

A. A Certificate of Exemption application may be filed by an owner where, in the owner's opinion, there has been or will be a deprivation of all reasonable use or economic return on the property because of any one of the following:

1. Designation of a structure as landmark or significant;
2. Imposition of the maximum waiting period set forth in § 15.05.035 C.2. relating to the waiting period for a certificate of appropriateness; or
3. Disapproval of a certificate of appropriateness.

B. A Certificate of Exemption application shall be signed by the owner and filed with the Planning Manager. The Planning Manager shall submit the application to the Planning Commission at its next regularly scheduled meeting, which is not more than sixty (60) working days after receipt of the completed application. The owner shall have the burden of proof to present evidence supporting the exemption request. The Planning Commission shall review all the evidence presented and, within thirty (30) working days after the date of its hearing, make its determination on the application.

C. A Certificate of Exemption shall not be approved unless the Planning Commission finds that the designation, maximum waiting period, or Certificate of Appropriateness disapproval has deprived or will deprive the owner of a reasonable economic return on the property or of any reasonable use of the property. In the case of a proposed demolition of a designated structure, the Planning Commission shall also make one or more of the following findings:

1. Conversion of the use of the structure to a different allowable use is not feasible.
2. Rehabilitation of the structure or some other alternative method of preserving the structure, including relocation within the City, is not feasible.
3. All means involving City-sponsored incentives, such as transfer of development rights,

tax abatements, and financial assistance, have been explored and found infeasible.

4. Disapproval of the Certificate of Exemption would damage the owner unreasonably in comparison to the benefit conferred on the community.

D. Where a Certificate of Exemption is approved, the owner of a landmark structure shall file with the Community Development Director a photographic or videotape documentary of the structure prior to making any exterior changes to, or demolition of, the structure. A complete copy of these materials shall be submitted to the Community Development Director for his or her files.

('65 Code, § 38-8) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 5; Ord. No. 2002-007 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.045 APPEALS.

A. *Appeals of Designation of Historic Structure or Cultural Resource, Decision regarding Certificate of Appropriateness, or Decision regarding Certificate of Exemption.* The applicant, the owner, or any Culver City resident may appeal an action of the Cultural Affairs Commission, the Community Development Director, the Planning Manager, or the Planning Commission, by filing a notice of appeal not later than ten (10) working days after the date of a notice of decision. The ten (10) working days shall be based on the work schedule maintained by the Administrative Offices of the City and shall exclude national holidays. The City Council, Planning Commission, or Cultural Affairs Commission, as appropriate, shall review the appeal at its next regularly scheduled meeting, which is no more than sixty (60) working days after City receipt of the notice of appeal, and shall render a decision on the appeal on or before its next regularly scheduled meeting after the date the appeal has been heard.

B. *Timing for decisions subject to appeal becoming final.* No decision that is subject to appeal shall become final until the time for filing an appeal has run out and no timely appeal has been filed, or until the date upon which the decision on a timely appeal is made, whichever is later.

('65 Code, § 38-9) (Ord. No. 91-005 § 1 (part); Ord. No. 91-018 § 1; Ord. No. 94-017 § 6; Ord. No. 2002-07 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.050 NONCONFORMITY.

Notwithstanding any other provision of this Code, improvements made to a structure prior to its original designation, and improvements made under the requirements of this Chapter shall not require correction of other nonconforming conditions that do not, in the Building Official's determination, cause unsafe conditions; provided that, the extent of any such nonconforming conditions shall not be worsened by the improvements.

('65 Code, § 38-10) (Ord. No. 91-018 § 1; Ord. No. 94-017 § 7; Ord. No. 2002-07 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.055 ENCROACHMENT INTO PUBLIC RIGHT-OF-WAY.

The City Engineer may grant permission for an encroachment into the public right-of-way for

an improvement made pursuant to a Certificate of Appropriateness under § 15.05.035, if the improvement cannot be made in any other feasible manner and subject to all conditions deemed appropriate by the City Engineer.

('65 Code, § 38-11) (Ord. No. 91-018 § 1; Ord. No. 2002-07 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

§ 15.05.060 FEES.

The City Council, by resolution, may adopt fees for the costs of processing applications and appeals pursuant to this Chapter.

('65 Code, § 38-12) (Ord. No. 91-018 § 1; Ord. No. 2002-07 § 1 (part); Ord. No. 2003-019 § 1 (part); Ord. No. 2004-004 § 1 (part))

ATTACHMENT 3

§ 15.06.100 PURPOSE.

The City Council finds and declares:

A. Cultural and artistic resources, that include visual artwork, the performing arts, and architectural resources, enhance the quality of life for individuals living in, working in and visiting the City.

B. Balanced development of cultural and artistic resources preserves and improves the quality of the urban environment, increases real property values, and has a positive economic impact.

C. As development and revitalization of real property within the City continues, the opportunity for creation of cultural and artistic resources is diminished. As these opportunities are diminished and urbanization occurs, the need to develop alternative sources for cultural and artistic outlets to improve the environment, image and character of the community is increased.

D. The Culver City Art in Public Places Program ("APPP") was created in 1988 so that development of cultural and artistic assets are financed by those whose development and revitalization diminishes the availability of the community's resources for those opportunities and contributes to community urbanization.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.105 IMPLEMENTATION BY CULTURAL AFFAIRS COMMISSION.

The Cultural Affairs Commission ("CAC"), as established by § 3.03.400 of the Culver City Municipal Code, was created in 2001 and shall implement the duties established in this Subchapter. The City Council may prescribe, by resolution, other duties and the appointment process for the members of the CAC.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.110 DEFINITIONS.

As used in this Subchapter, the following definitions shall apply:

ADMINISTRATIVE FEES. Include art consultant, conservator, legal fees, travel and out-of-pocket expenses.

ART IN PUBLIC PLACES PROGRAM ALLOCATION (also referred to as **APPP ALLOCATION**). The percentage of the construction costs which are set aside for the City's Art in Public Places Program.

ARTWORK. Includes but is not limited to paintings, drawings, murals in any media, stained glass, statues, bas relief or other sculptures, and any creation under "new genres" as defined herein; environmental artworks or public spaces; monuments, fountains, arches or other structures of a permanent or temporary character intended for ornament or commemoration; integrated and functional architectural, video and other media-based elements designed by a qualified artist. For projects which involve no structures, artwork may include a combination of

landscape design, natural and manufactured materials including but not limited to rocks, fountains, reflecting pools, sculptures, screens, benches, and other types of street furniture, provided they have been designed by a qualified artist.

COMMUNITY DEVELOPMENT DIRECTOR. The Community Development Director of the City or his or her designee.

CONSERVATION. Encompasses actions taken toward the long-term preservation of cultural property and includes examination, documentation, treatment and preventative care, supported by research and education. Restoration is a type of conservation treatment and specifically refers to an attempt to bring cultural property closer to its original appearance. Stabilization, also a type of conservation, refers to an attempt to maintain the integrity of cultural property and to only minimize deterioration.

CULTURAL AFFAIRS COMMISSION. The Commission established in 2001 pursuant to § 3.03.400 of this Code. Unless otherwise specified, any reference to "Commission" in this Subchapter shall mean the Cultural Affairs Commission.

DE-ACCESSION. Refers to the process of permanently removing artwork acquired through the Art in Public Places Program as outlined in this Subchapter.

DESIGN FEES. Include, but are not limited to, those fees which are paid to an artist, architect, structural engineer or an appropriate party for the development of a design concept and the preparation of construction drawings. Design fees are separate and apart from the cost of the fabrication and installation of an artwork.

FREELY ACCESSIBLE. The artwork is accessible to the public for viewing, in its entirety and in a direct line of sight without hindrances or obstacles, for a period often (10) hours per day, seven (7) days per week.

NEW GENRES. Include, but are not limited to, sculpture, sound installation, video, film, audio, digital, hybrid and emerging art forms. These works may be temporary or permanent in nature.

NON-PROFIT. Those entities deemed to be exempt under Section 501(c)(3) of the Internal Revenue Service Code.

PERFORMING ARTS. Performances presented by professional or amateur performers, including theater performance (any form of dramatic presentation, spoken or silent); musical theater/opera (any dramatic performance of which music is an integral part); dance (any form of rhythmical movement); music or concert (any musical performance with live musicians and/or singers).

PERMANENT INSTALLATION. Artwork designed and fabricated to remain installed for twenty (20) or more years.

PROJECT (also referred herein as **DEVELOPMENT PROJECT**). Defined as consisting of all physical changes and improvements necessary to complete a development. Such physical changes shall include the construction of new structures or the remodeling of existing structures.

REAL PROPERTY. That which consists of land, and of all rights and profits arising from and annexed to land, of a permanent, immovable nature.

QUALIFIED ARTIST (also referred herein as **ARTIST**). A practicing artist who has demonstrated a high level of accomplishment through a body of work, exhibitions, presentations,

or performances. The qualified artist shall have a history of strong conceptual development, as well as possess the ability for skillful execution of tools, materials, and craft. This includes programs rooted in innovative uses of technology, collaborative work, or interdisciplinary projects. The qualified artist shall have a BFA, MFA or other comprehensive advanced training in the visual arts and work primarily in the production of art in unique or limited editions and not for purposes of marketing, mass production or advertising.

TEMPORARY INSTALLATION. Artwork intended to remain installed for three (3) years or less.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.115 CULTURAL TRUST FUND CREATED.

A. There is hereby created a fund to be known as the “Culver City Cultural Trust Fund” (hereinafter “Cultural Trust Fund”) to account for fees paid pursuant to this Subchapter. This fund, maintained by the Chief Financial Officer, and subject to §§ 15.06.040 and 15.06.050, shall be used solely:

1. For the design, acquisition, commission, installation, improvement, relocation, conservation, utility charges and insurance of artwork acquired by the City through the APPP;
2. For preventative care, maintenance and utility charges related to the artwork and real property purchased pursuant to Subsection 15.06.115.A.1; provided, that the total amount of the appropriation made in any year from the Cultural Trust Fund for the purpose set forth in this Subsection 15.06.115.A.2 shall not exceed fifteen percent (15%) of the total fees deposited into the Cultural Trust Fund, pursuant to this Subchapter, during the fiscal year immediately preceding that appropriation. The City Council, with a recommendation by the Cultural Affairs Commission, may appropriate additional funds from the Cultural Trust Fund for the purpose of completing larger conservation efforts, including restoration projects, for one or more artworks;
3. To sponsor or support the performing arts;
4. For the acquisition and improvement of real property for the purpose of displaying artwork, which has been or may be subsequently approved by the City;
5. For costs associated with administering The Art in Public Places Program and associated cultural programs, in an amount not to exceed fifteen percent (15%) of the total fees deposited into the Cultural Trust Fund, pursuant to this Subchapter, during the fiscal year immediately preceding that appropriation; however, in the event the City Council determines that a special circumstance exists, the City Council may set a higher amount by a majority vote; and
6. Other City-produced cultural programs pursuant to the requirements of this Subchapter.

B. If real property purchased with monies from the Cultural Trust Fund is subsequently sold, the proceeds from the sale shall be returned to the Cultural Trust Fund.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.120 DEVELOPMENTS SUBJECT TO PROVISIONS OF SUBCHAPTER.

A. All new residential development projects of five or more units, and all commercial,

industrial, and public building development projects, with a building valuation of five hundred thousand dollars (\$500,000.00) or more shall be subject to the provisions of this Subchapter.

B. Including but not limited to exterior and interior modifications and additions, all remodeling of existing residential buildings of five (5) or more units, and all remodeling of existing commercial, industrial and public buildings, shall be subject to the provisions of this Subchapter when such remodeling has a valuation of two hundred fifty thousand dollars (\$250,000.00) or more, excluding earthquake rehabilitation required by this Code for seismic safety.

C. Covenanted low- and moderate-income and senior citizen housing shall be exempted from the requirements of this Subchapter for as long as it is used for that purpose.

1. The APPP allocation for a development project that includes residential units covenanted for low- or moderate-income households or for senior citizens shall be reduced by the value of the square footage of the covenanted units and associated spaces (such as parking).

2. Prior to the date any restrictions regarding residential units covenanted for low- or moderate-income households or for senior citizens terminate, the then current owner of the development shall pay fees to the Cultural Trust Fund in an amount equal to the exemption calculated in Subsection 15.06.120.C.1.

D. Buildings which are designed and dedicated primarily to nonprofit performing arts spaces or museum uses shall not be required to meet the Art in Public Places Program Allocation requirement for as long as the performing arts or museum uses are maintained within these buildings.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.125 ART IN PUBLIC PLACES PROGRAM ALLOCATIONS.

A. The APPP allocation, as used in this Subchapter, is the percentage of the construction costs which is set aside for the City's APPP and shall be an amount equal to one percent (1%) of the total building permit construction valuation for an applicable project, excluding land acquisition costs. The total building permit construction valuation used for determining the APPP allocation shall be based on the latest building construction valuation data used by the Building Safety division staff, based on R.S. Means Square Foot Costs, unless, in the opinion of the Building Official, a different valuation methodology is more appropriate for a particular project.

B. Multiple building permits issued within a three year period for a single project shall be considered in the aggregate in determining the APPP allocation.

C. If the total APPP allocation for a project is less than seventy-five thousand dollars (\$75,000), the applicant shall pay their APPP allocation into the Cultural Trust Fund as the only option for complying with the APPP requirement.

D. Payment of any required APPP allocation shall be received prior to issuance of a City building permit.

E. If the APPP allocation is seventy-five thousand dollars (\$75,000) or greater, the applicant shall either:

1. Pay the APPP allocation into the Cultural Trust Fund prior to issuance of a City Building

Permit ("in-lieu fee"); or

2. Commission original, site-specific artwork for the applicant's development project, with a valuation equal to or greater than the APPP allocation, in compliance with the guidelines of this Subchapter; or

3. Donate artwork to the City with an appraised value equal to or greater than the APPP allocation, in compliance with the guidelines of this Subchapter; or

4. Incorporate a Cultural Facility into the applicant's development project, in compliance with the guidelines of this Subchapter; or

5. Have the building or a portion thereof designated "Architecture as Art," in compliance with the guidelines of this Subchapter.

F. Any applicant whose APPP allocation is less than seventy-five thousand dollars (\$75,000) may voluntarily increase their APPP allocation to an amount of seventy-five thousand dollars (\$75,000) or greater, and thereby qualify the applicant to fulfill the APPP requirement pursuant to Subsection 15.06.125. E.

G. If the APPP allocation is seventy-five thousand dollars (\$75,000) or greater, the applicant may place an approved artwork, create a Cultural Facility, donate artwork, or designate their building "Architecture as Art" with acquisition and installation costs totaling less than the applicant's APPP allocation; provided that, such costs are at least seventy-five thousand dollars (\$75,000) and that the applicant also pay the difference between its APPP allocation and such costs into the Cultural Trust Fund.

H. For the commission of new on-site artwork, applicants are required to use a Request for Proposal ("RFP") process for selecting an artist when the APPP allocation exceeds one hundred thousand dollars (\$100,000). The applicant shall also hire a qualified art consultant to assist with the RFP process, proposal development, and project oversight. The art consultant shall be selected from a pre-qualified list provided by the City. The CAC Public Art subcommittee and staff shall review the art consultant and RFP information with the applicant prior to releasing the RFP. The RFP will include the following components:

1. Deadline for submission of requested information;
2. Information on development project components, including but not limited to goals for the development project and the artwork, scope of work, physical description of project site and other physical or legal restrictions which may apply;
3. Proposal review/selection schedule;
4. Scope of services;
5. Artwork budget;
6. Development project and artwork timelines; and,
7. Evaluation criteria.

I. If the APPP allocation is seventy-five thousand dollars (\$75,000) or greater, the applicant may opt to fulfill the APPP requirement by incorporating a Cultural Facility within the development project. In order to ensure integrated projects, applicants shall submit plans to the Community Development Director during Preliminary Project Review (PPR) or prior to

receiving any discretionary review approvals. The only acceptable Cultural Facilities are: indoor and outdoor performing arts spaces that can accommodate a minimum audience of fifty (50), with a performance area of at least five hundred (500) square feet, or exhibition spaces designed for the visual arts. Cultural Facilities must include all amenities for supporting a performance or art exhibition space, including a sound and lighting system, audience seating, separately designated restrooms, and technical space. Cultural Facilities shall be permanent and must be ADA-compliant. Further, the facility must be made available to the recipients of the Culver City Performing Arts Grant Program and Culver City-based visual and performing arts organizations at rental rates no higher than other local arts venues. Cultural Facilities must be specifically designated as such and cannot be used for any other purpose on an on-going basis. Applicants may receive credit for up to three (3) years of operations, maintenance and programming costs for Cultural Facilities, together with construction costs, toward fulfillment of the minimum APPP allocation for their project. The applicant's proposal for a Cultural Facility shall include a plan that identifies key staff, programming goals and an associated budget for a minimum of three (3) years. The proposal shall be approved by the Cultural Affairs Commission, monitored by designated City staff, and subject to all applicable federal, state and local laws and regulations. Review and approval of Cultural Facilities shall include review by a CAC subcommittee with a recommendation to the full CAC. Cultural Facilities are required to display a permanent plaque as outlined in Subsection 15.06.155.F.3. and are subject to the covenant and maintenance requirements of Section 15.06.150.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.130 ADMINISTRATIVE AND DESIGN FEES.

In those instances covered by Subsections 15.06.125.E, 15.06.125.H or 15.06.125.1, the following shall apply:

A. Total Administrative Fees shall not exceed fifteen percent (15%) of the APPP allocation or one hundred thousand dollars (\$100,000), whichever is less.

B. Design fees must be proportionate to the overall scope of the budget.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.135 APPLICATION AND APPROVAL PROCEDURES FOR PLACING ARTWORK ON PRIVATE PROPERTY.

A. In order to ensure integrated projects, applicants choosing to commission new artwork for their project shall submit plans to the Community Development Director during Preliminary Project Review (PPR) or prior to receiving any discretionary review approvals. At a minimum, the following information shall be included:

1. Preliminary sketches, photographs or other documentation of sufficient descriptive clarity to indicate the nature of the proposed artwork;

2. Preliminary plans containing such detailed information as may be required by the Community Development Director to adequately evaluate the location of the artwork in relation to the proposed development, including compatibility with the character of adjacent conforming developed parcels and the existing neighborhood. Applicants should be involved in

the development of the preliminary plans in order to assist in the proper placement of the artwork in relation to their proposed development environment, and to ensure that the artist that is chosen creates an artwork that fits the needs and requirements of both the applicant's project and the APPP.

B. Upon receipt of discretionary review approvals, applicants shall prepare the following in preparation for Cultural Affairs Commission review:

1. A narrative proposal, with the artwork's budget and timeline. Elevations, site plans, line of sight studies, renderings and other descriptive materials, as deemed necessary by the Community Development Director, shall be included to demonstrate that the artwork will be displayed in an area open and freely accessible to the general public.

2. Information provided by a conservator affiliated with the American Institute for Conservation ("AIC") about the durability of the proposed materials, recommendations for future maintenance and estimated maintenance costs. In addition, the application shall include information on how the future maintenance costs will be allocated and identify the party responsible for ensuring that maintenance is performed; and,

3. If applicable, an appraisal or other evidence of the value of the proposed artwork, including acquisition and installation costs.

C. The Cultural Affairs Commission shall review the completed application together with the recommendation of the Community Development Director and CAC Public Art subcommittee, and approve, approve with conditions, or deny the proposed artwork, and its proposed location, considering the aesthetic quality and harmony with the proposed project, and the public accessibility of the artwork.

D. Submitted artwork applications shall be assessed on:

1. Compliance with the general APPP requirements as outlined in this Subchapter;
2. Artistic quality;
3. Conceptual compatibility of the design with the immediate environment for the site;
4. Appropriateness of the design to the function of the site;
5. Creation of a desirable environment for the general community by the design and location of the artwork;
6. Preservation and integration of natural features with the project;
7. Appropriateness of the materials, textures, colors, and design to the expression of the design concept;
8. Ability to convey the artist's intention and underlying themes;
9. Whether the artwork is representative of a broad variety of tastes within the community and makes a contribution to the provision of a balanced inventory of artworks commissioned through the APPP;
10. Permanence of structural and surface components including, but not limited to, the structural and surface soundness and inherent resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.

E. Disqualifying characteristics for artwork:

1. Directional elements such as super graphics, signage, or color coding except where these elements are integral parts of the original artwork or executed by the artist in unique or limited editions;
2. Artwork that incorporates logos, images, text or other elements that relate directly to a specific business's or organization's branding or marketing themes;
3. Art objects which are mass-produced and of standard design such as playground equipment or fountain pieces;
4. Reproduction of original artworks, except in cases where incorporated into an original artwork;
5. Decorative or functional elements which are designed by the building architect as opposed to a qualified artist;
6. Landscape design except where it is designed by a qualified artist and is an integral part of the artwork;
7. Architectural rehabilitation, historic preservation and structural building modifications;
8. Temporary art exhibitions, unless included with a Cultural Facility as outlined in Subsection 15.06.125.1;
9. Educational activities;
10. Artwork designed by City elected or appointed officials, City staff or members of their immediate family, members of the project architect's firm or immediate family members, individuals directly associated with the development team or immediate family members of the property owner/applicant, or any individuals with whom the property owner and/or applicant may have an interest in common; and,
11. Artwork designed by an artist who has received a prior permanent public art commission through the City's Art in Public Places Program, if the contract for said commission was executed within the last ten (10) years.

F. If the applicant proposes significant revisions to the artwork, a revised application shall be submitted to the Community Development Director for review and recommendation to the Cultural Affairs Commission. The Commission shall make a determination whether to approve, approve with conditions or deny the requested revision(s).

(Ord. No. 2013-003 § 1 (part))

§ 15.06.140 APPROVAL PROCEDURES FOR FULFILLMENT OF THE ART IN PUBLIC PLACES PROGRAM REQUIREMENT FOR CITY DEVELOPMENT PROJECTS.

A. All City-initiated projects subject to the requirements of this Subchapter shall follow the same requirements as development projects on private property, with the exception of the requirement to pay an in-lieu fee into the Cultural Trust Fund if the APPP allocation is less than seventy-five thousand dollars (\$75,000). The APPP allocation shall be included in the development project budget and appropriated from the development project funding sources. The

APPP allocation may be supplemented with money from the Cultural Trust Fund with a recommendation from the Cultural Affairs Commission and City Council approval.

B. Depending on the scope of the development project and/or overall budget, the City may employ a Community Advisory Committee and/or Artist Selection Panel, an RFQ and/or RFP process and/or the services of a qualified art or theater consultant. Both the Community Advisory Committee and Artist Selection Panel shall include a combination of professional artists, arts and design professionals, community representatives or stakeholders and City department representatives.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.145 PROCEDURE FOR ACCEPTANCE OF ARTWORK DONATED TO THE CITY TO FULFILL THE ART IN PUBLIC PLACES PROGRAM REQUIREMENT.

A. An application for acceptance of artwork to be donated to the City for placement on public property shall be submitted to the Community Development Director and shall include the following information, at minimum:

1. Artist biography and object provenance;
2. Sketches, photographs, models, or other documentation of sufficient descriptive clarity to indicate the nature of the proposed artwork and installation and siting requirements;
3. Acquisition and installation costs;
4. An appraisal or other evidence of the value of the proposed artwork. The value of the proposed artwork will be determined by an Accredited Member or Accredited Senior Appraiser of the American Society of Appraisers, or a member of another established national or international organization for appraisers;
5. Information provided by an American Institute for Conservation ("AIC") affiliated conservator about the durability of the proposed materials, recommendations for future maintenance and estimated maintenance costs; and,
6. If applicable, a written agreement, in a form approved by the City Attorney, executed by or on behalf of the artist who created the artwork which provides the City necessary protections as permitted under applicable law.

B. Review of application:

1. Completed applications shall be submitted to the Community Development Director who, together with the CAC Public Art subcommittee, makes a recommendation to the Cultural Affairs Commission.
2. The Cultural Affairs Commission shall in turn make a recommendation to the City Council, which shall have the sole authority to accept or reject or conditionally accept the donation.

C. All artwork donated to the City in fulfillment of the requirements of this Subchapter shall become the property of the City upon acceptance by the City Council.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.150 OWNERSHIP AND MAINTENANCE OF ARTWORK.

A. All artwork placed on the site of an applicant's project shall become the property of the property owner and his or her successor(s) in interest. Artwork cannot be sold or transferred other than to a subsequent successor in interest. The obligation to provide maintenance and security, as necessary to preserve the artwork in good condition, shall remain with the owner of the site.

B. Maintenance of artwork, as used in this section, shall include without limitation: preservation of the artwork and, where applicable, of the lighting and surrounding landscaping, in good condition to the satisfaction of the City; protection of the artwork against physical defacement, mutilation or alteration; and, securing and maintaining fire and extended insurance and vandalism coverage in an amount to be determined on a case-by-case basis by the City.

C. Prior to placement of an approved artwork, the applicant and the owner of the site shall execute and record a covenant reflecting all the owners' obligations under this Subchapter, in a form approved by the City.

D. The covenant shall include a financial plan for the maintenance of the artwork, a schedule of future condition checks, preventative maintenance and restoration of the artwork necessary to conserve the artwork at an appropriate level, and should be created with input from the artist, the applicant, the Cultural Affairs Commission, and an Art Consultant, if one was hired for the project.

E. Applicants are required to set-aside funds for future conservation and, where possible, in interest bearing accounts. Preventative maintenance costs may represent from five percent (5%) to fifteen percent (15%) annually of the total APPP allocation but shall be based on conservation reports prepared by a professional art conservator working with the artist and the artist's fabricator. Funds for maintenance are not part of the APPP allocation.

F. The City reserves the right to inspect the artwork at any time to ensure it is being maintained as required by any covenant entered into pursuant to the provisions of Subsection 15.06.150.C.

G. Failure to maintain the artwork as provided herein is hereby declared to be a public nuisance. The City may pursue remedies to obtain compliance with the provisions of the APPP for maintenance of artwork, including subjecting the property owner to administrative citation and/or misdemeanor prosecution; placing conditions for maintenance of an artwork on the owner's future development project approvals; performing all necessary repairs, maintenance or securing insurance and placing a lien against the involved property for the costs associated with such.

H. The artwork is to remain freely accessible, as previously defined, and may not otherwise be draped or obscured.

I. The siting of the artwork, including the surrounding landscaping or adjacent area, shall not be altered without approval from the City. The City reserves the right to implement measures necessary to preserve the design and placement of an artwork as approved by the Cultural Affairs Commission.

J. Unless an artwork poses imminent danger to life or property, no person or entity shall remove any artwork from the location for which it was selected, and anyone needing to do so

shall obtain City approval prior to doing so.

K. The applicant, its successors, and its assigns, may not destroy, permanently remove, relocate, change, alter, modify, or allow to be defaced, any artwork or portion thereof without the express consent of the City. This requirement will be included in the covenant to be recorded against the property.

L. If any approved artwork placed on private property pursuant to this Subchapter is removed without City approval, the artwork must be replaced with artwork of the same value as that of the removed artwork and be approved by the CAC or the property owner must pay the value of the removed artwork into the Cultural Trust Fund. If these requirements are not met within one-hundred eighty (180) days, then the Certificate of Occupancy is revoked or a lien is placed against the involved property.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.155 FINAL CITY APPROVAL.

No final City approval or Certificate of Occupancy for any project subject to this Subchapter shall be granted or issued unless and until full compliance with the APPP is achieved as follows:

- A. In lieu art fees have been paid, if applicable;
- B. The approved artwork has been fabricated and placed on the project site in a manner consistent with the proposal approved by the Cultural Affairs Commission and inspected by the CAC and/or Cultural Affairs staff, if applicable;
- C. Donation of an approved artwork has been accepted by the City Council, if applicable;
- D. A Cultural Facility has been incorporated into the applicant's development project, if applicable;
- E. The building or a portion thereof has been designated "Architecture as Art," if applicable.
- F. In cases where approved artwork is placed on private property, a Cultural Facility has been incorporated into the applicant's development project or a building has been designated "Architecture as Art" pursuant to this Subchapter, all of the following must occur prior to final City approval or issuance of a Certificate of Occupancy for any project subject to this Subchapter:
 1. A copy of the maintenance guidelines that include information on materials, parts and fabricator contact information has been submitted to the City;
 2. A covenant, complying with Subsection 15.06.150.C. and setting forth the applicant's obligations under the APPP, has been executed and recorded with the Los Angeles County Recorder;
 3. A plaque has been installed adjacent to the artwork measuring no less than 8" x 8" or a proportionate size. The plaque shall be made of cast metal, stainless steel or other durable material and will be placed in an appropriate location near the artwork and shall include the date, title of artwork (if applicable), artist(s) or architect(s) (as applicable), and should indicate that the artwork, building's architecture or Cultural Facility was commissioned in conjunction with the Culver City Art in Public Places Program. Staff shall review and approve plaque text and layout prior to its fabrication and installation at the site; and,

4. Proof of final payment to the artist and/or all members of the design and fabrication/installation team has been furnished to the City.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.160 ARTWORK ON PUBLIC PROPERTY, PERFORMING ARTS AND PURCHASE OF REAL PROPERTY FOR PUBLIC ART.

A. The Cultural Affairs Commission shall prepare a plan for the Art in Public Places Program and update it annually through the budget process.

B. The Cultural Affairs Commission may recommend to the City Council the purchase of artwork to be displayed on public property, recommend support for the performing arts, and the purchase and improvement of real property to be used for the display of artwork. A recommendation shall include the following information:

1. The type of artwork considered, an analysis of the constraints applicable to placement of the artwork on a site, the need for and practicality of the maintenance of the artwork, and the costs of acquisition and installation of the artwork; or

2. The type of performance and amount recommended; or

3. The estimated costs of acquisition and improvements of the real property proposed to be purchased.

C. The Cultural Affairs Commission is authorized to review the performing arts grant applications and make a recommendation to the City Council up to the amount authorized in the City budget for the fiscal year for which the projects are being considered.

D. An expenditure from the Cultural Trust Fund may be made for the performing arts provided the City Council approves the performing arts event and that the performance occurs at a location in the City, or location owned or controlled by the City, or at an alternative site which is located within close proximity to the corporate boundaries of the City and which has facilities for performing arts that complement or supplement those available within the City.

E. No more than twenty-five percent (25%) of deposits made in any one year into the Cultural Trust Fund may be allocated from the Cultural Trust Fund for performing arts in the subsequent year unless this amount is less than twenty-five thousand dollars (\$25,000), in which case a minimum of twenty-five thousand dollars (\$25,000) may be allocated. Eligible activities include city-produced performing arts events and grants to performing arts organizations as subject to the release of a Notice of Funding Availability ("NOFA") and review of applications by the Cultural Affairs Commission and approval by the City Council.

F. In order to attract more cultural users to City-owned and City-operated facilities, up to Ten Thousand Dollars (\$10,000) per year may be allocated from the Cultural Trust Fund for capital improvements to enhance the performance area of such facilities.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.165 CRITERIA FOR APPROVING ARCHITECTURE AS ART.

The following criteria shall be used to determine, on a case-by-case basis, whether architecture

can be considered art for purposes of fulfilling the City's APPP requirement:

A. The architect shall be internationally recognized and have earned a respectable reputation in both the design and visual art communities and have exhibited their work in major regional, national or international museums.

B. When reviewing architecture as art, the underlying concept of the architecture shall be expressive as more than mere utilitarian architecture. The architecture as a whole, or certain architectural features, shall express ideas or meaning and have cultural significance or conceptual complexity in relation to the totality of the object.

C. The applicant must be able to demonstrate how the APPP allocation enhances the design of their project.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.170 PROCEDURE FOR APPROVING ARCHITECTURE AS ART.

The following procedure must be followed by the applicant to fulfill the APPP requirement with the building's architecture:

A. An applicant shall make an initial presentation to the CAC Public Art sub-committee and staff prior to the development application being deemed complete. The applicant must submit a maquette and/or other materials which satisfactorily illustrate the proposed conceptual development. The applicant and architect must submit a conceptual statement expressing why the architecture should be considered art, including an explanation of the ideas, meaning, cultural significance or conceptual complexity expressed in the architecture.

B. A second presentation shall be made at the completion of the City's review and approval process for the project to a panel comprising two (2) commercial architects, one (1) visual artist, one (1) visual arts administrator, and one (1) general design professional such as a landscape architect or commercial interior designer. At least one (1) of the panel members shall be a Culver City business owner or resident. The panel shall make a recommendation to the CAC Public Art subcommittee whether to accept the project under Architecture as Art and the subcommittee will then make a recommendation to the Cultural Affairs Commission for consideration.

C. The applicant and architect shall demonstrate that high quality materials and craftsmanship will be used in the execution of the construction.

D. If all of the foregoing criteria are met, the Cultural Affairs Commission shall approve the Architecture as Art, only if, in its judgment, the architectural work is of extremely high artistic merit and would make a substantial cultural contribution to Culver City.

E. The applicant and/or architect shall have the responsibility to demonstrate that all of the foregoing criteria are met.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.175 DE-ACCESSIONING OF ARTWORK.

A. The City will allow the de-accessioning of artwork acquired or commissioned through the Art in Public Places Program only when it is in the public interest and serves as a means of

improving the quality of the overall APPP collection;

B. De-accessioning should be considered only after five (5) years following the acceptance of artwork donated to the City or the installation of permanent art commissioned through the APPP. The need for temporary removal from public display does not necessitate de-accession. In instances where the artwork considered for de-accession is on private property, the Cultural Affairs Commission shall make the final decision. When the artwork is installed on public property or is City-owned, the Cultural Affairs Commission shall make a recommendation to the City Council which will make the final decision.

C. After de-accession has been approved by the Cultural Affairs Commission or the City Council, if the artwork is sold, all proceeds from sale of artwork, minus payment to the artist under California Resale Royalties Act, will be used for the exclusive purpose of acquiring replacement artwork for the site or be paid into the Cultural Trust Fund. If the artwork was on private property, the then property owner shall replace the de-accessioned artwork with an artwork of equal or greater value or pay an in-lieu fee equivalent to the cost of the artwork to the Cultural Trust Fund.

D. Circumstances that may cause review of artwork for de-accessioning:

1. The artwork is a threat to public safety, or the condition/security of the work cannot be guaranteed;
2. The owner cannot properly care for the artwork, or the artwork requires an excessive or unreasonable amount of maintenance;
3. The artwork has serious or dangerous faults in design or workmanship, the condition of the artwork requires restoration costs in gross excess of its monetary value or is in such a deteriorated state that restoration is either unfeasible, impractical, or would render the artwork to be false;
4. A similar but superior example exists in the collection;
5. The artwork is a forgery;
6. No suitable site for the artwork is available;
7. A significant adverse reaction to the artwork is documented over five (5) years or more;
8. The artwork is judged to have no aesthetic, historical or cultural value;
9. The owner wishes to replace an artwork with a more appropriate work by the same artist;
10. The artwork can be sold to finance, or can be traded for, an artwork of greater importance;
11. A written request from the artist to remove the artwork from public display has been received and approved by the City;
12. The artwork is not or is rarely displayed; or
13. The artwork is incompatible with the rest of the collection.

(Ord. No. 2013-003 § 1 (part))

§ 15.06.180 APPEAL.

Any person may seek review of a decision of the Cultural Affairs Commission by filing a written appeal with the City Clerk's Office within ten (10) working days of the decision by the Commission. The City Clerk's Office shall coordinate with the Community Development Director to schedule the appeal hearing before the City Council.

(Ord. No. 2013-003 § 1 (part))

**RESIDENTIAL DEVELOPMENT PARK DEDICATION AND IN LIEU
PARKLAND FEES****§ 15.06.300 PURPOSE.**

The City Council finds and declares:

- A. The public interest, convenience, health, welfare and safety require neighborhood and community park and recreational facilities must be provided for the enhancement of the quality of life of City's residents.
- B. The public interest requires three (3) acres of community park or recreational facilities for each one thousand (1,000) persons within the City shall be provided and maintained for community parks and recreational purposes.
- C. There currently is a deficiency in the City's community park and recreational facilities and land because the requisite three (3) acres per thousand (1,000) persons is not provided.
- D. This deficiency is caused, in significant part, by residential construction without adequate community park and recreational facilities and land for the residents.
- E. The developer of residential units who does not subdivide the land upon which the units are constructed increases the population of the City and adds to the need for public recreational facilities to the same extent as the subdivider of land for residential construction.
- F. Development of new and rehabilitation of existing community park and recreational facilities should be financed by applicants for developments which are served by public recreational facilities.
- G. Establishment of residential development park dedication and in lieu fees, as provided in this Subchapter, will promote the general welfare by requiring all developers of residential units to pay a share of the cost of developing new, and rehabilitating existing, community park and recreational facilities which will serve the residents of the development.

('65 Code, § 33h-40) (Ord. No. 90-003 § 1)

Cross-reference:

Parks, public buildings and property, see Ch. 9.10

ATTACHMENT 4

Culver **COMMUNITY CULTURAL PLAN**

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

**ADOPTED
NOVEMBER 24, 2003**

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

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

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EXECUTIVE SUMMARY

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

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

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

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

This plan presents the work of the Commission to date:

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

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

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

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

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

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

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

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

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

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

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

FACILITATE THE DEVELOPMENT OF DIVERSE ARTS AND CULTURAL FACILITIES

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

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

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

**DEVELOP A NETWORK OF CULTURAL RESOURCES
THROUGHOUT CULVER CITY**

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

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

SUPPORT CULVER CITY'S ARTS AND CULTURAL ORGANIZATIONS AND ARTISTS

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

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

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

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

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

IMPLEMENTATION TIMELINE

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

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

2005 ACCOMPLISHMENTS - OVERVIEW

For calendar year 2005, updates to accomplishments include

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

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

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

ACTION PLAN

Short Term Outcomes

Outcome headings in RED, Updates for 2005 BLUE

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

Community Cultural Plan

Updated February 27 2006

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

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

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

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

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

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

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

Annual review of Public Art and Historic Preservation Ordinances Commission policies and the Community Cultural Plan Related Goals 6 Funding from private and public sources to implement the elements of the Community Cultural Plan Related Goals All		- Developed new policy to slate annual meeting in January each year for public input (2003-04) - Policies and Community Cultural Plan accomplishments updated 2004 and 2005 (2005)	Commission, Director and Staff
	- Develop grant proposals and seek sponsorships - Establish mechanisms for residents to provide contributions, bequests and deferred giving to cultural programs	\$11,000 for the Summer Sunset Music Festival (2003-04) - Sponsorship money secured for 2005 SSMF (2005) - Organizational Internship grants of \$8,000 awarded for two summer interns (2003-04) (2005) - Explore other resources to include grant workshops for Commissioners (2003-04) - Buy a Name Brick program is still active (2003-04)	Fundraising
Annual Report to City Council for review Related Goals All 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	- Establish annual review and benchmark process and format - 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	- December 2004 - Policy Workshop on July 29, 2003 - Established dialogue with President's Committee on the Arts and the Humanities (2003-04) - Provided workshop for Performing Arts Grant Applications in October 2003 (2003-04) - In progress (2003-04) - Marketing efforts to date include flyers, posters, postcards, e-mail blasts and website posting. Participation has increased on all programs (2003-04) - Developing a stronger relationship with Culver City resident theatre companies and providing better communication and assistance with marketing fundraising and facility code and maintenance requirements (2005) - Development of an art walk – to be implemented in the spring of 2006 – to highlight exhibit spaces and art galleries located near the intersection of Washington and La Cienega Boulevards (2005)	Cultural Affairs Commission Director and Staff Commission Director and Staff

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

ACTION PLAN

Long Term Outcomes

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

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

CULVER CITY FACT SHEET

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

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Figure 1 a Final Dialing Results

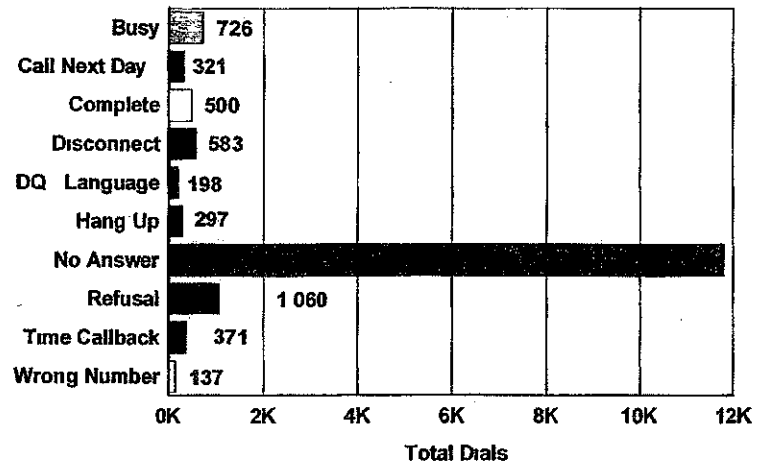
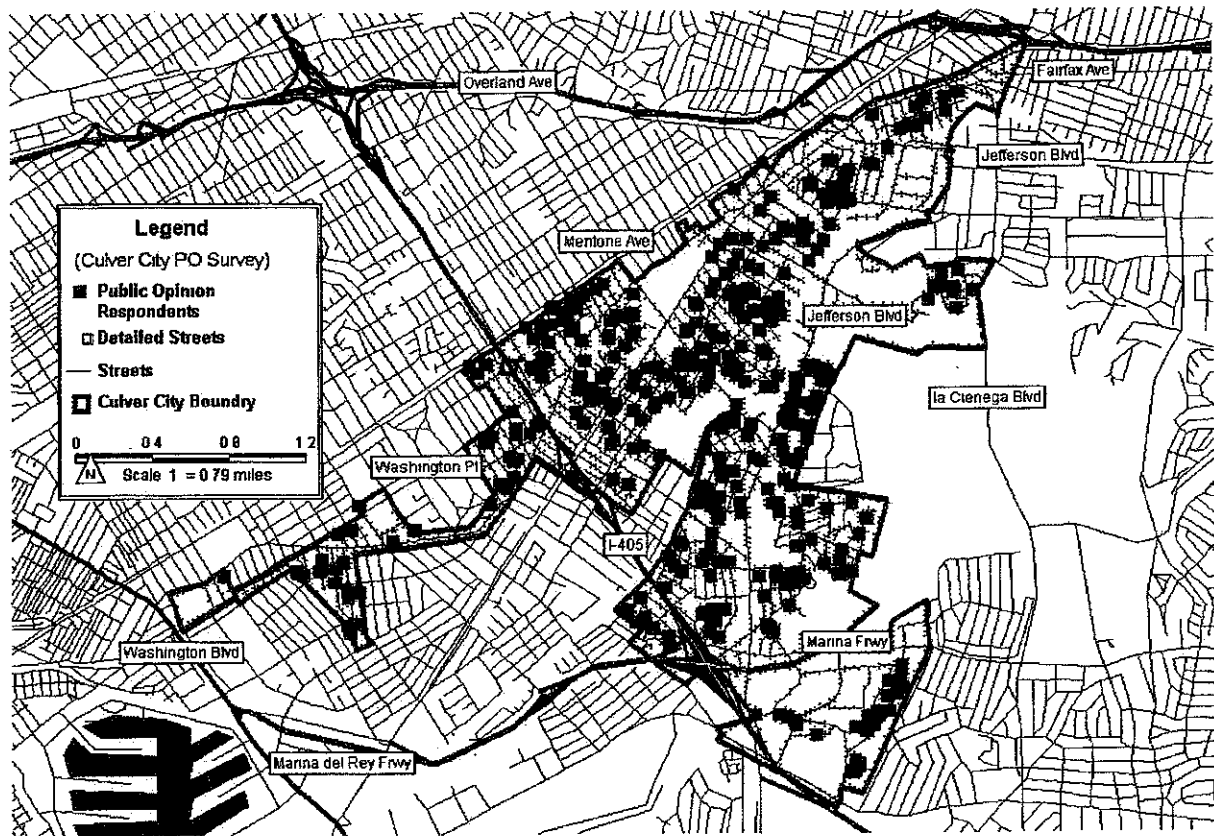


Figure 1 b Survey Respondent Distribution



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

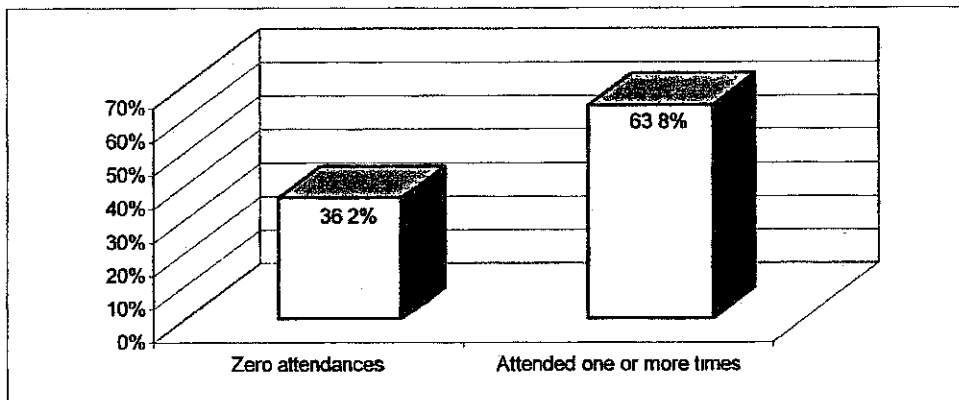
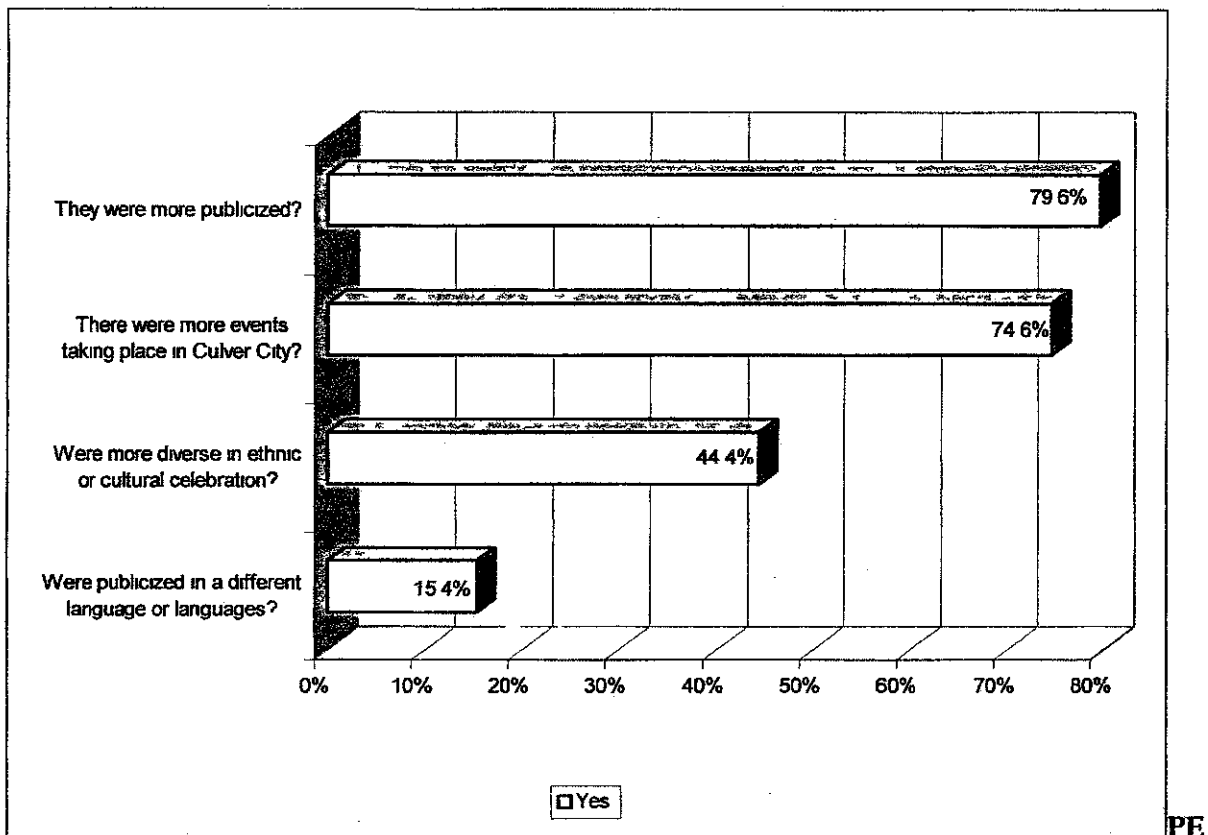


Table 3 Would you attend more arts and cultural events if

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



PERCEPTIONS OF CULVER CITY'S ARTS AND CULTURE

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

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

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

Table 5 How likely would you be to support ?²

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

ACTIVITY PARTICIPATION

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

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

Table 6a Where?³

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

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

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

Chinatown	10	3 0%
Concerts	8	2 4%
Beverly Hills	7	2 1%
Galleries	7	2 1%
Tar Pits	7	2 1%
Beach	5	1 5%
Dorothy Chandler	5	1 5%
Downtown Los Angeles	5	1 5%
Huntington Gardens	5	1 5%
Natural History Museum	5	1 5%
The Manna	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%
Manna Del Ray	1	0 3%
Museum in Beverly Hills	1	0 3%
Near Colosseum	1	0 3%
Ojai	1	0 3%
Oliver Street	1	0 3%

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

AWARENESS OF CULVER CITY CULTURAL AFFAIRS COMMISSION

Table 7 About Culver City Cultural Affairs Commission

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

COMMONLY USED INFORMATION RESOURCES

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

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

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

Table 8a Other

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

AWARENESS OF CULVER CITY'S CULTURAL EVENTS

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

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

DEMOGRAPHICS

Table 10 Ethnicity

n=500	Percent
African American	6.0%
Asian	5.6%
White	72.8%
American Indian or Alaskan Native	0.4%
Pacific Islander	1.2%
Another race	9.6%
REFUSED	4.4%

Table 11 Education

n=500	Percent
Less than high school	3.2%
High school diploma or GED	15.8%
Some college or technical school	20.0%
College graduate	37.4%
Post college graduate	23.0%
REFUSED	0.6%

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

Table 12 Income

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

Table 13 Age

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

Table 14 The number of people in a household

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

Table 15 The number of children under 18 in a household

n=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?

n=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

n=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

n=500	Percent
Employed	56.2%
Not employed	12.6%
Retired	31.2%

Table 18 Gender

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

BACKGROUND AND CONTEXT CULVER CITY RESIDENT INPUT

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

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

Table 1a Summary of attendance

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

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

	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

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

Table 3 How likely would you be to support ?⁶

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

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

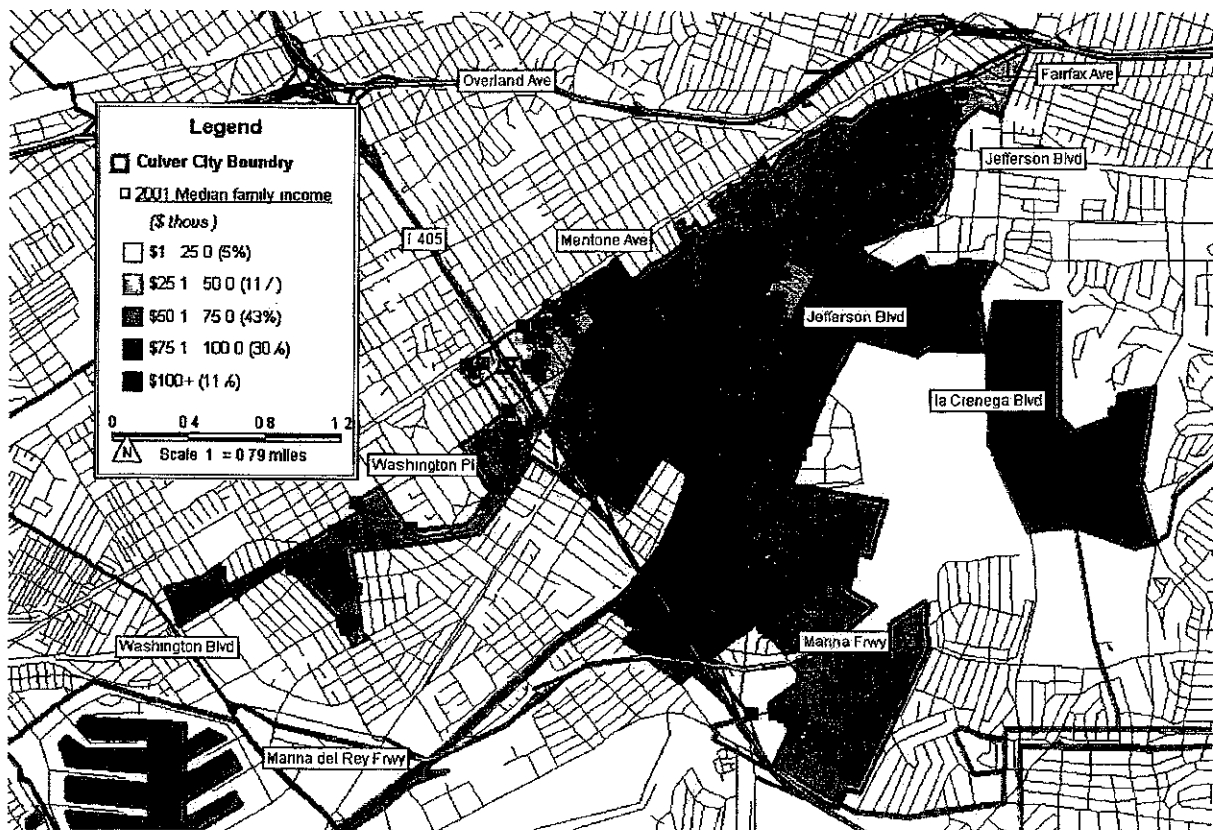
DEMOGRAPHIC COMPARISON CHARTS AND MAPS

Table 4 Population and Income

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

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

Culver City Consumer Demographics Median Family Income



would be to support the following in Culver City

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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+)

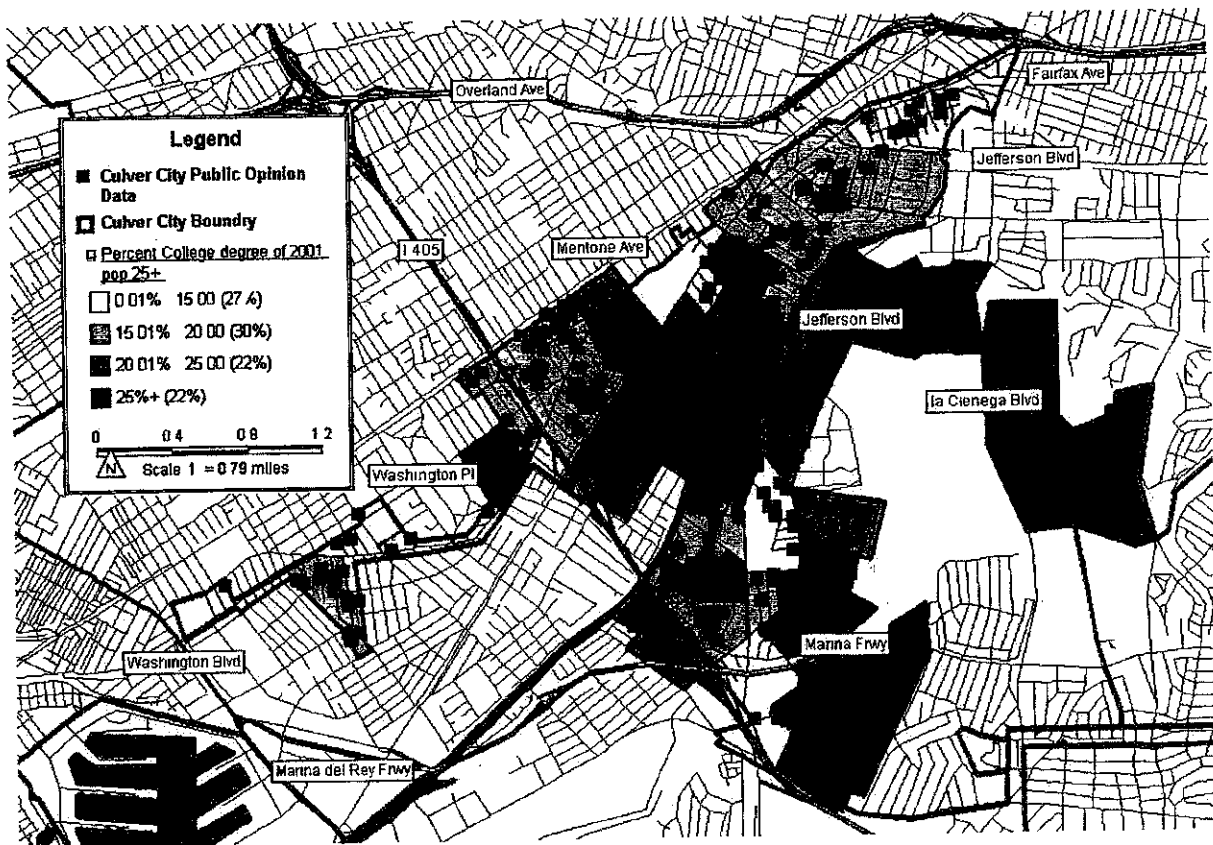
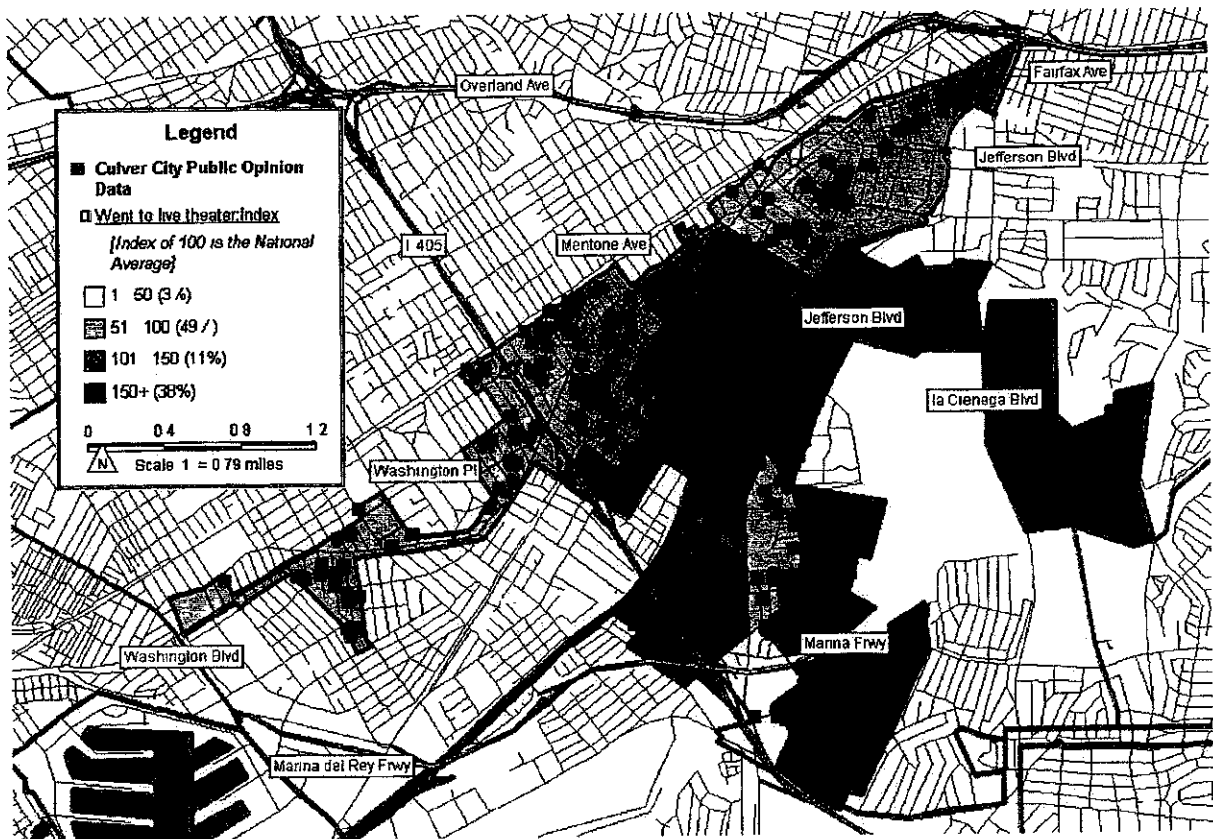


Table 8 Arts Indexes

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

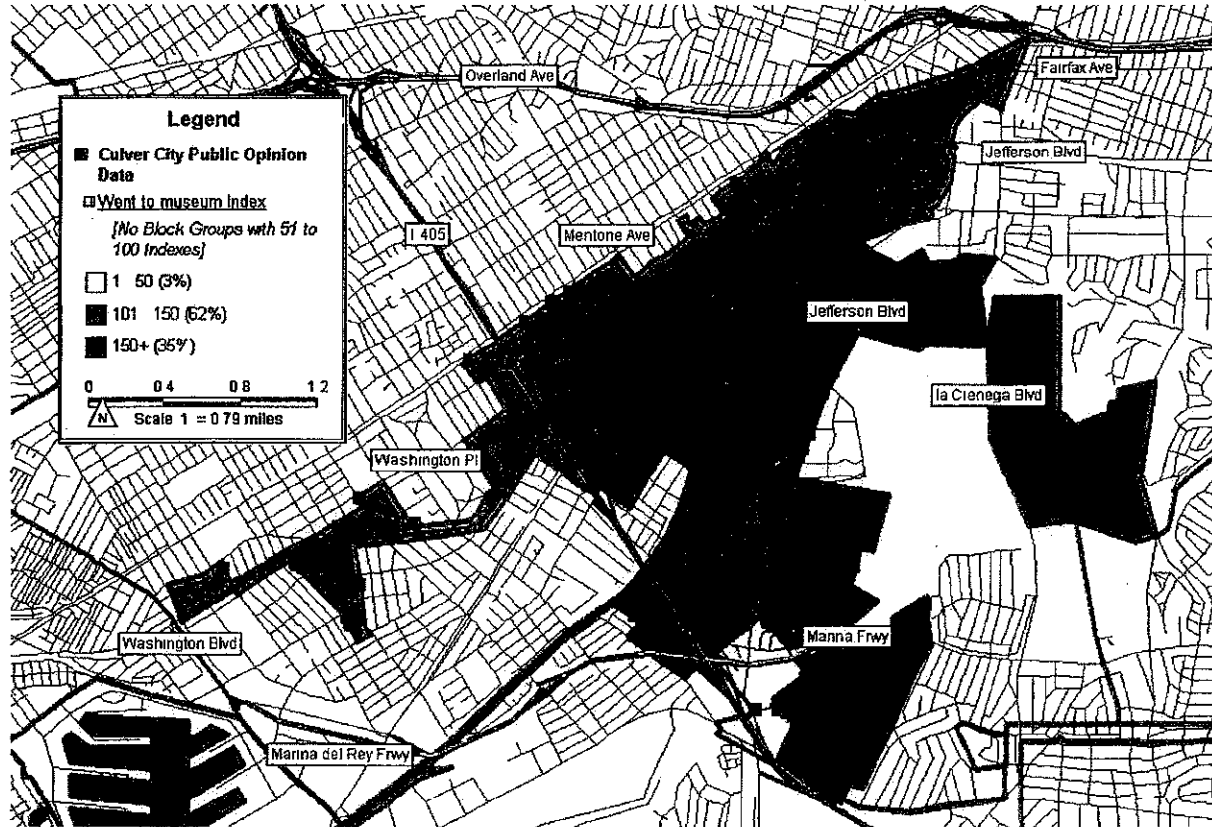
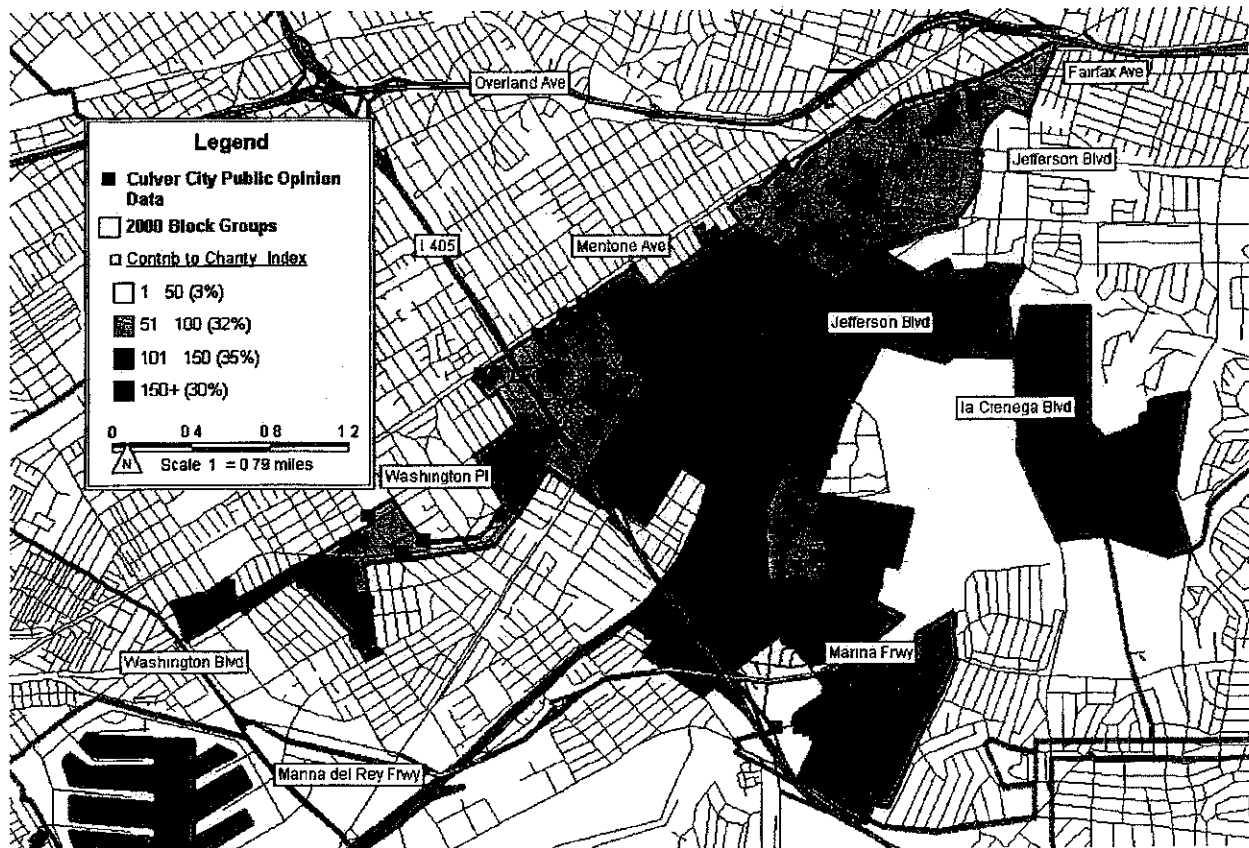


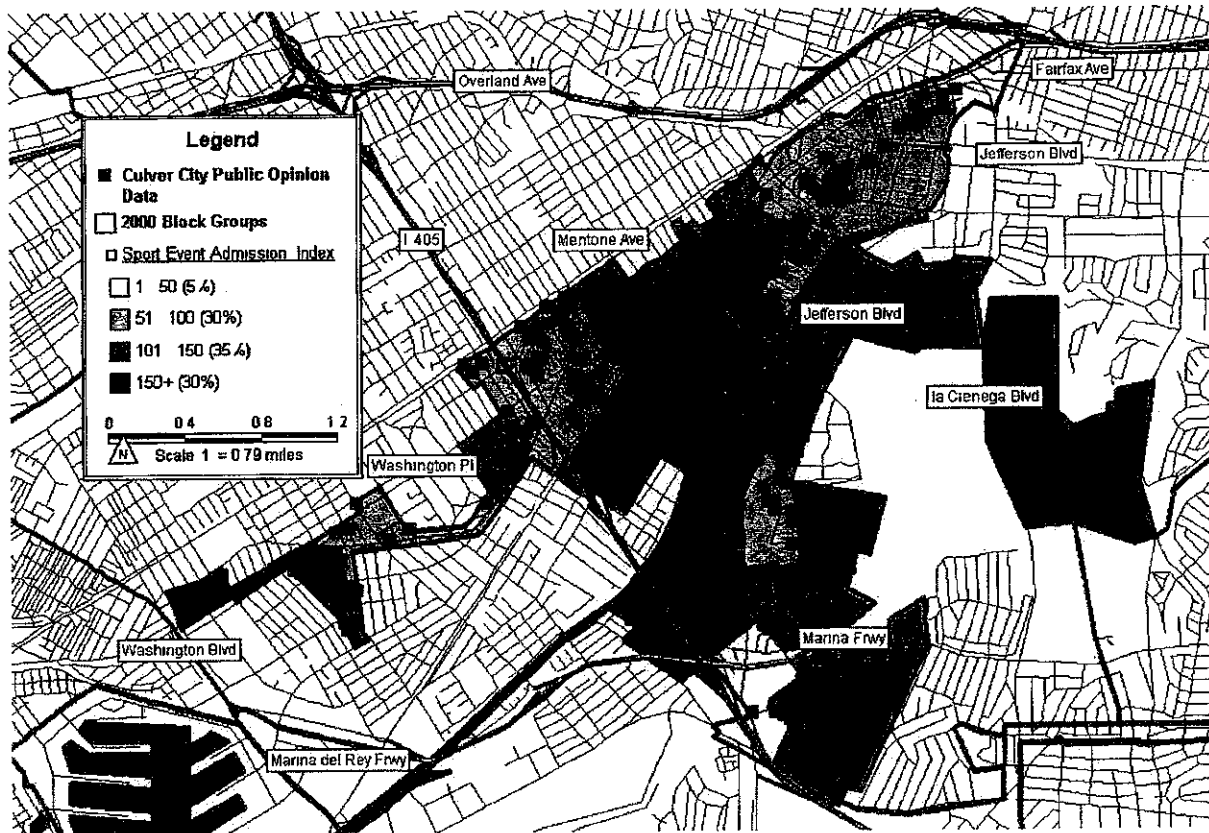
Table 9 Leisure Indexes

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

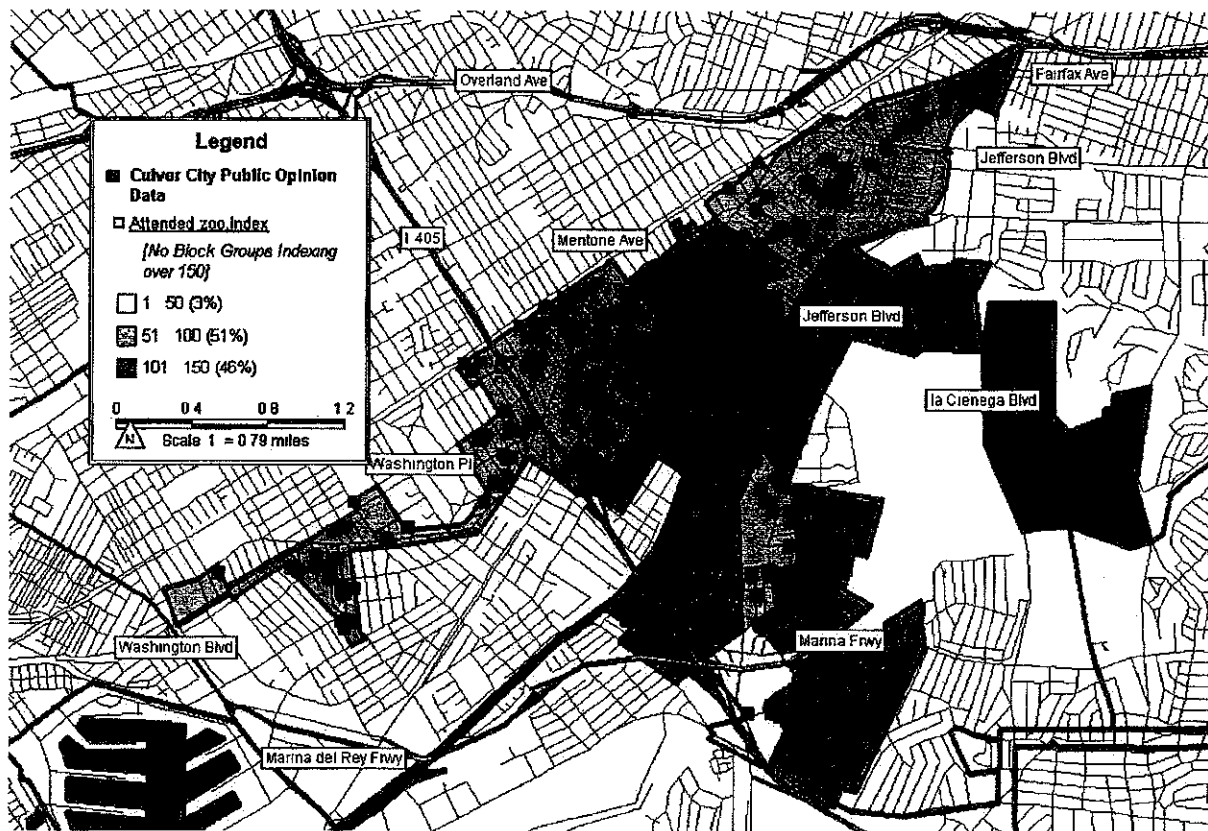
Culver City Consumer Behavior Index Contributes to Charity



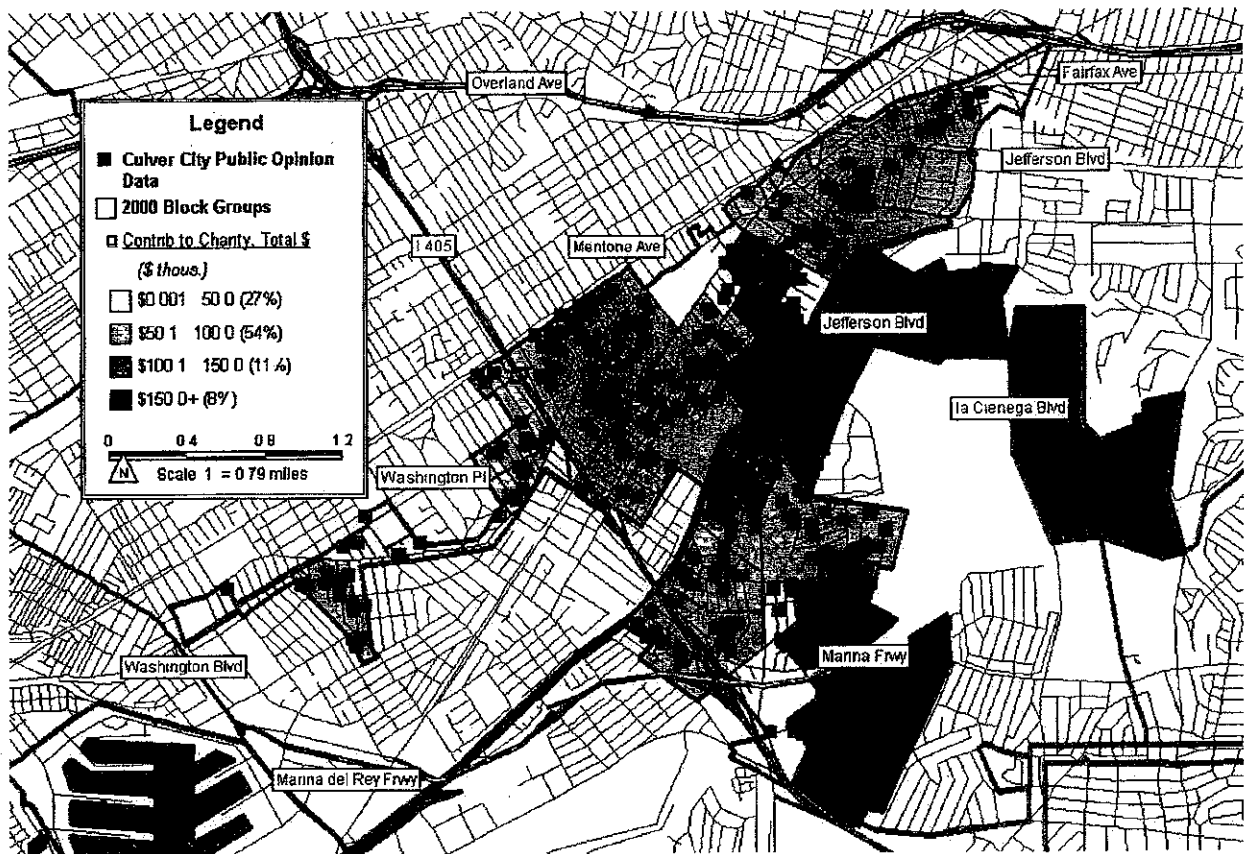
Culver City Consumer Behavior Index Paid to Attend Sports Events



Culver City Consumer Behavior Index Attends Zoos



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

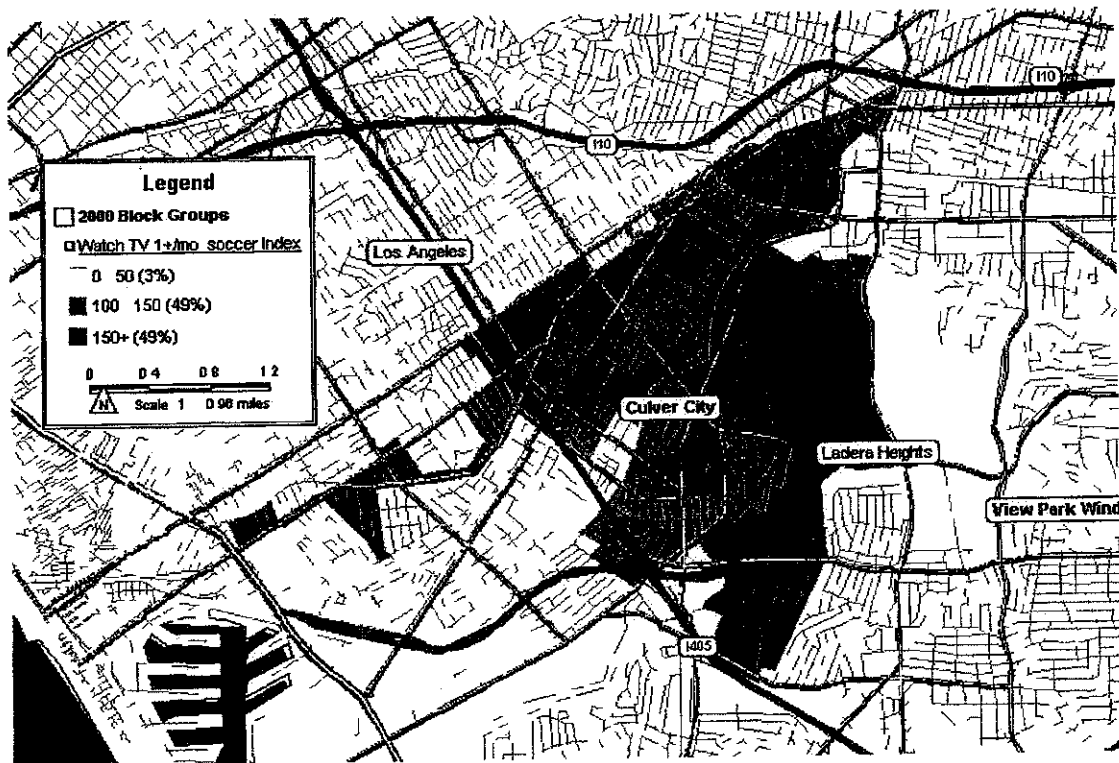


Tables 10-11 Television Indexes

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

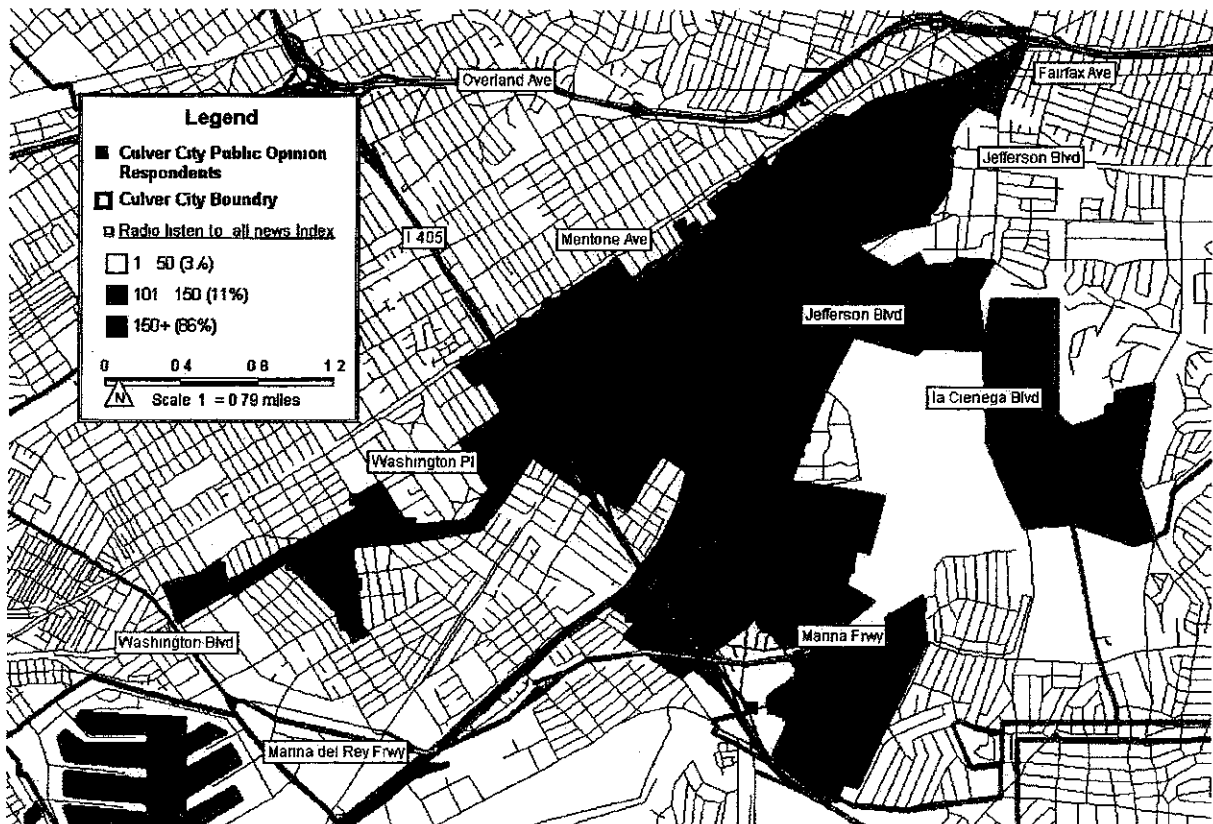


Tables 12-13 Radio Indexes

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

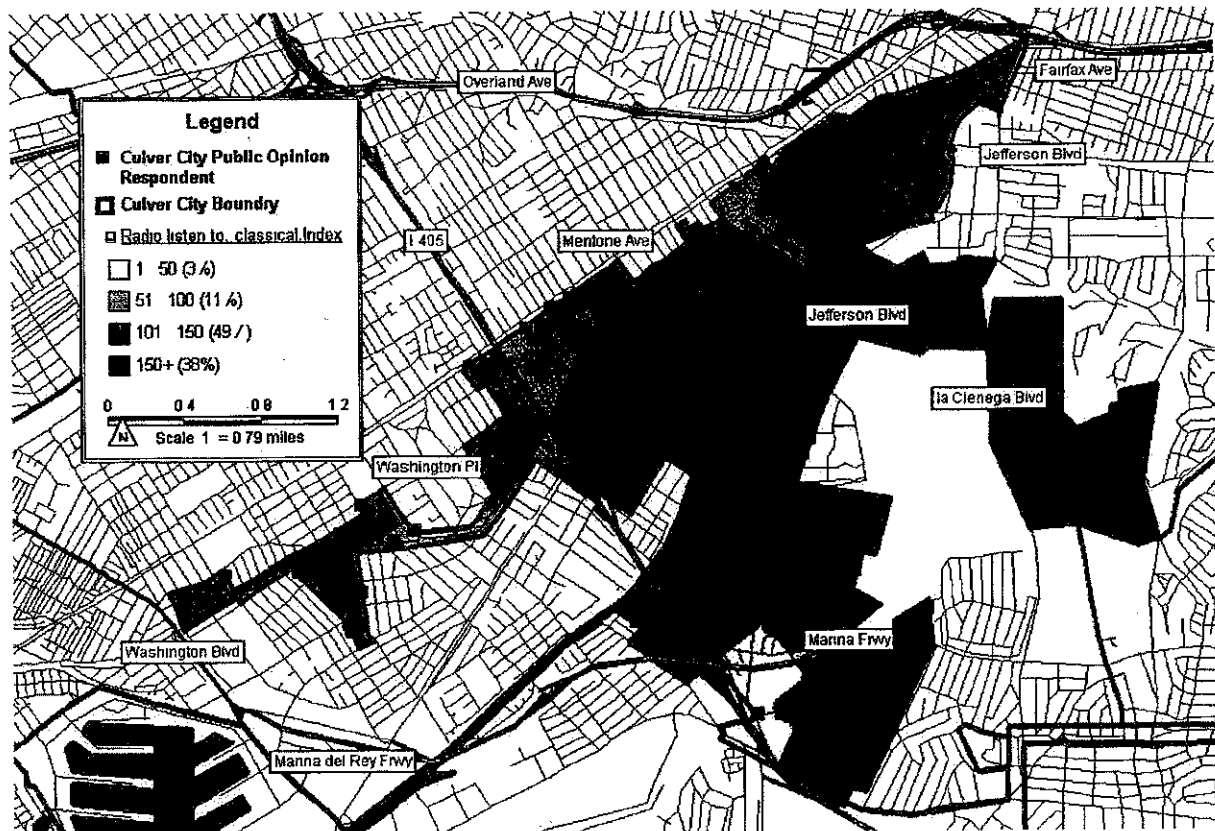
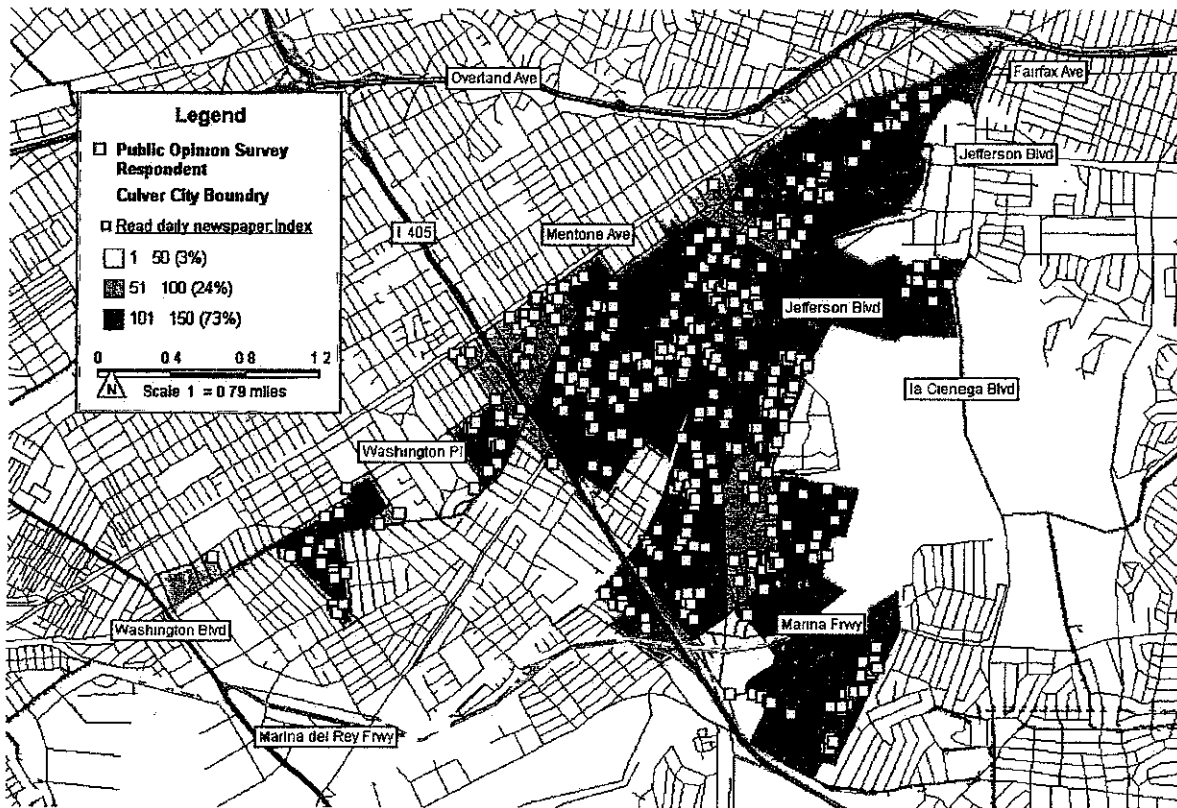


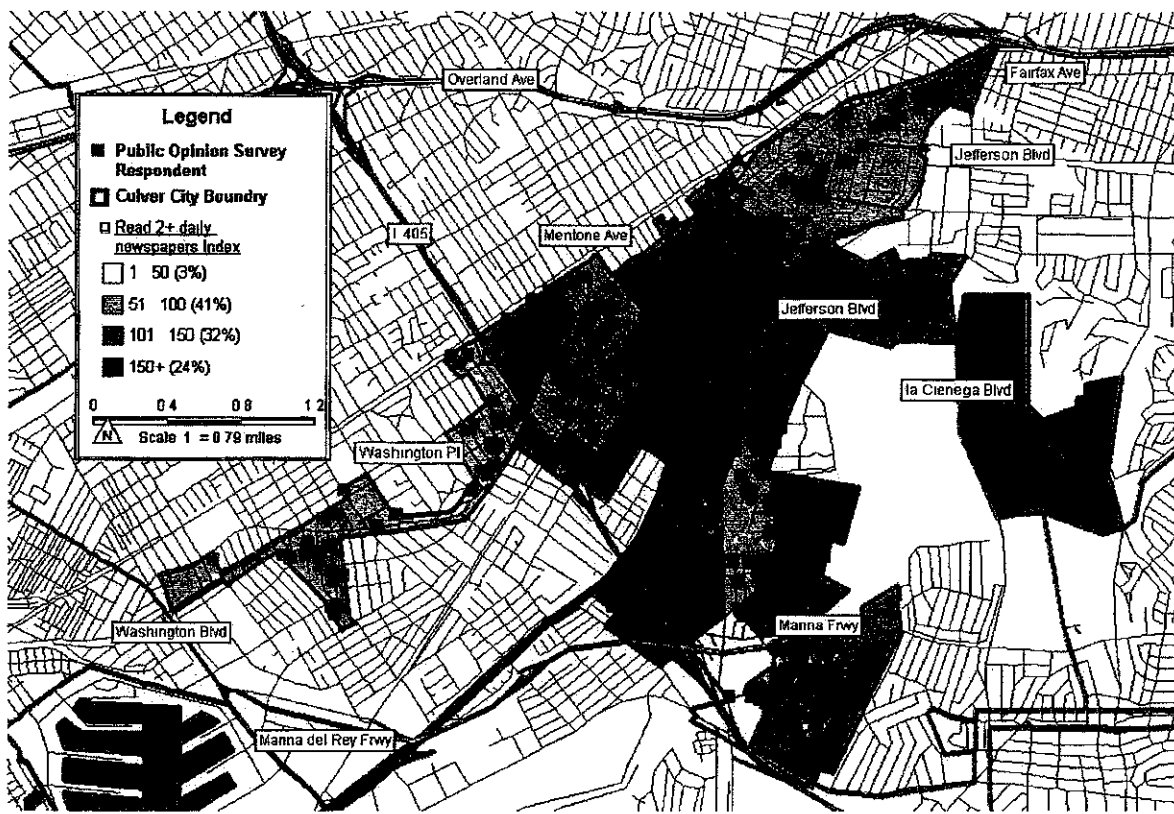
Table 14 Newspaper Indexes

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

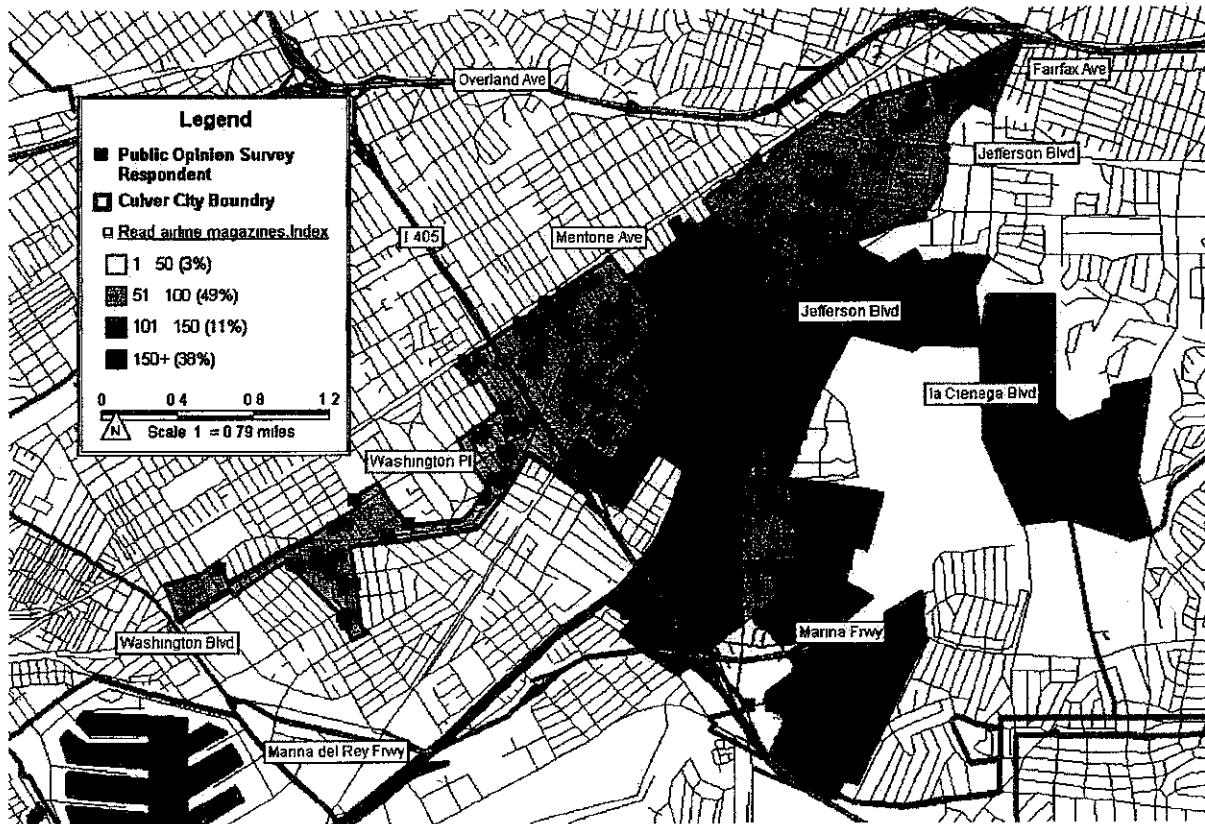


Tables 15-16 Magazine Indexes

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/A/E 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

		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

⁶ The audience numbers vary per organizations They range from 30 for K 12 at students school performances to 5 000 for the free admissions

**City of Culver City, California
Agenda Item Report**

Meeting Date: 01/14/14	Item Number: <u>A-2</u>
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: (1) Reports from the Commissions Four Ad-Hoc Subcommittees: 2014 Culver City Performing Arts Grant Program Subcommittee, 2014 Community Cultural Plan Subcommittee, 2014 Historic Preservation Ordinance Update Subcommittee and 2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee; and (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees.	
Contact Person/Dept.: Martin R. Cole, Assistant City Manager	Phone Number: (310) 253-6000
Fiscal Impact: Yes ☒ No ☐	General Fund: Yes ☐ No ☐
Public Hearing: ☐	Action Item: ☒ Attachments: ☒
Public Notification: Meetings and Agendas – Cultural Affairs Commission (01/09/14)	
Assistant City Manager Approval: Martin R. Cole (01/09/14)	
 <u>RECOMMENDATION:</u> Staff recommends that the Cultural Affairs Commission (CAC) receive reports from the Commission's four Ad Hoc Subcommittees; and (if desired) discuss the reports from the Subcommittees, approve Subcommittee recommendations and/or provide direction to the Subcommittees. <u>BACKGROUND/DISCUSSION:</u> Each Subcommittee will have the opportunity to provide an oral report (in some cases as a supplement to the Summary of Meeting(s) provided) to the Commission. Depending on the subject matter and particular circumstances, items from the Subcommittees that require action by the full Commission may need to be placed on a future meeting agenda for action. The Assistant City Manager will be prepared to advise the Commission on this subject. <u>2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee – Summary of Meeting</u> This subcommittee has provided the attached Summary of Meeting and Report.	

City of Culver City, California
Agenda Item Report

The subcommittee requests the following actions from the Board:

1. Recommend the City Council establish from the General Fund a City Arts, Culture, and the Creative Economy department with at least two full-time staff to begin operating in FY 2014-2015; and,
2. Recommend the City Council allocate funds from the Cultural Trust Fund to conduct a study to establish baseline knowledge of the arts and culture in Culver City and point to areas of economic opportunity.

Staff Comments: In discussing this Subcommittee Report and taking any action the Commission may deem necessary, the Commission would be exercising its role as a Policy Advisory Body to the City Council. While staff will attempt to respond to any questions posed by the Commission, since this is a matter of policy, staff's input at this time will be limited.

2014 Community Cultural Plan Subcommittee

This subcommittee has provided the attached Summary of Meeting for their meetings of November 28 and December 29, 2013.

The Subcommittee is requesting direction from the full Commission on the following items:

1. Consideration to seek formal partnership with the Centennial Planning Ad-hoc Committee to coordinate efforts and resources.
2. Consideration of a social/cultural component as a pre-commission meeting component.
3. Consideration to plan a public workshop with regard to the Cultural Plan review and update, either in conjunction with the Centennial Ad-hoc committee or separately.
4. Consideration to request PR and outreach support from the Foundation Board for the monthly meetings and cultural planning process.

Staff Comments: For both the Subcommittee's and Commission's information, ~~the efforts related to the celebration of the City's centennial have not yet been~~

City of Culver City, California
Agenda Item Report

fully completed. The Commission may wish to postpone comment on this subject until the plans for the City's centennial celebration have become more clear. With respect to incorporating a social/cultural component as a pre-commission meeting component, there are insufficient staff resources currently available to allocate to coordinate this effort. With respect to the Cultural Plan Review, as part of Item A-1 on this evening's agenda, because of other higher priority items and insufficient staff resources available to allocate to this effort, staff has recommended not moving forward with a full-scale review of the Community Cultural Plan at this time.

Those subcommittees that have not submitted a Summary of Meeting may not be prepared to provide an update to the full Commission. If that is the case, those subcommittees need not feel obligated to provide such update at this time.

FISCAL ANALYSIS:

Discussion of the Subcommittees' reports will not, by itself, create a fiscal impact. The fiscal impact of various proposals will depend on the ultimate decision of the Commission and the City Council.

ATTACHMENTS:

1. Summary of Meeting and Report – 2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee
2. Summary of Meeting – 2014 Community Cultural Plan Update Subcommittee

MOTION:

That the Cultural Affairs Commission:

1. Receive and discuss reports from the Ad Hoc Subcommittees, and,
2. (If desired) Approve Subcommittee recommendations (or, if determined by the Assistant City Manager, provide direction to place certain items on a future agenda for consideration) and/or provide direction to the Subcommittees.

MEETING DATE: January 14, 2014

AGENDA ITEM: 1) Reports from the Commissions Four Ad-Hoc Subcommittees: 2014 Culver City Performing Arts Grant Program Subcommittee, 2014 Community Cultural Plan Subcommittee, 2014 Historic Preservation Ordinance Update Subcommittee and 2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee; and (2) Discussion of the Reports from These Subcommittees and Potential Approval of Subcommittee Recommendations and/or Provide Direction to the Subcommittees.

ATTACHMENTS

	<u>Pages</u>
1. Summary of Meeting and Report – 2014 Repurposing of Cultural Affairs (Post-RDA) Subcommittee	1-13
2. Summary of Meeting – 2014 Community Cultural Plan Update Subcommittee	14-16

ATTACHMENT 1

**City of Culver City
Cultural Affairs Commission
Ad-Hoc Subcommittee Summary of Meeting**

Please note: This document may become part of a staff report to the full Commission and/or the City Council. To comply with the Brown Act, Ad-Hoc Subcommittees must refrain from discussing items outside of their subject matter jurisdiction. Also, discussion of the contents of an Ad-Hoc Subcommittee meeting with other Commission Members shall occur only during a duly noticed and public meeting of the full Commission.

Name of Ad-Hoc Subcommittee: Ad-Hoc Exploratory Subcommittee to re-purpose Cultural Affairs post-redevelopment.	Date of Meeting: 9/6/13 6-8PM; 10/1/13 5-6:30PM; Email correspondence 10/15-12/17/13.
Members of Subcommittee in Attendance: Susan Anderson and Marla Koosed	
Location/Start Time/End Time: Tender Greens Restaurant 9/6/13 6-8PM; Tender Greens Restaurant 10/1/13 5-6:30PM; Email correspondence 10/15-12/17/13 as committee member on family leave during this time.	
Topics Discussed (This can be as detailed as desired, but at a minimum should include the subjects and a summary of the important points discussed. If additional space is needed, please use a separate sheet. Also, if the Commission has provided direction to the Subcommittee on any topics discussed, please note such direction): Structure, deadlines and timeline for the first draft. Gathering and sharing resources for the report, how much research, what to utilize, sharing responsibilities to produce a first draft. Reviewed first draft. Adding more research including interviews conducted between sub-committee member and City stakeholders, etc. Reviewing second draft with all research incorporated. Adding finishing touches to the document for ease of assimilating information. Discussed strategy of how and when to deliver the document, first to the Commission for review in January and onto the City Council in February 2014. Ongoing strategy to shepherd the document through the city process with the City Council and the City Manager, hopefully adopting the recommendations to be incorporated into the 2014/2015 budget.	

Results/Conclusions (Report any consensus reached by the Subcommittee):

An 11-page report entitled: The Arts and the Creative Economy: Recommendations to the Culver City Mayor and City Council from the Cultural Affairs Commission will be submitted to the Commission for review at the January 2014 meeting.

After review and discussion, a vote will be taken to send the report onward to the City Council and City Manager with the request that the report be an agenda item in early February 2014, as part of the new budget process. The report can be introduced and discussed at that time by the City Council and the City Manager to get initial direction on incorporating the reports recommendations for the 2014/2015 FY budget.

Fiscal Impact/Resources (Are there any financial, staff, or Commission Member resources needed to accomplish the recommended action? If so, please estimate such resources here):

Attachments (Please provide any attachments you'd like to share with the Commission pertinent to the items discussed at this Subcommittee meeting):

The Arts and the Creative Economy: Recommendations to the Culver City Mayor and City Council from the Cultural Affairs Commission report (see attached).

Ad-Hoc Subcommittee Recommendation to the Full Commission (If the Subcommittee is prepared to make a recommendation to the Full Commission, please summarize such recommendation. If a progress report – without a recommendation – please state PROGRESS REPORT):

That the commission vote to endorse the recommendations of the report; that the commission formally request that the report be introduced to the City Manager and City Council as an agenda item in early February 2014 so that it may be discussed by the City Council and City Manager to get initial direction on incorporating the reports recommendations for the 2014/2015 FY budget.

Culver
CITY

Culver
CULTURAL CITY

Culver
CREATIVE CITY



The Arts and the Creative Economy: Recommendations to the Culver City Mayor and City Council from the Cultural Affairs Commission

Chair	Marla Koosed
Vice Chair	Regina Klein
Members	Susan D. Anderson
	Michelle Bernardin
	John B. Williams

CC	John Nachbar, City Manager
Date Submitted	February 2014

Introduction

From its incorporation in 1917, Culver City was founded on the basis of what we now call the creative economy. Over 90 years ago Harry Culver lured 3 studios from the beaches of Pacific Palisades and the inland core of Los Angeles to Culver City to serve as the economic engine to support the City he envisioned - Culver City, the Heart of Screenland.

In the 21st century, Harry Culver's vision – that "All roads lead to Culver City" – is more relevant as Culver City distinguishes itself as a home for diverse residents and as an important site for arts and cultural organizations of all kinds.

Officially, the purpose of the Cultural Affairs Commission is to act in an advisory capacity to the City Council on matters pertaining to the enrichment of the community through visual arts, performing arts, literary arts, arts education, historic preservation and cultural issues; to serve as an advocate for cultural activities and programs within the City; to implement the Art in Public Places Program and to encourage the integration of cultural affairs into the social and economic fabric of the City to improve the quality of life for City residents.

This report represents the Commission's strong urging to restore and expand Culver City's cultural infrastructure in order to carry out routine operations and meet our legal obligations as we prepare to strategically build on increasing opportunities provided by the arts in the creative economy.

The Creative Economy

Employment – In 2009 in Los Angeles County, 304,000 people worked directly in creative industries including entertainment, fashion, visual and performing arts and furniture/home

furnishings, architecture and interior design, art galleries, communication arts, digital media, product/Industrial design and toys. Jobs in the creative industries have a high-multiplier effect. Through purchases from suppliers and vendors, and workers' wages spent on consumer goods and services, each direct job in creative industries supports 1.5 indirect jobs.

(Source: 2010 Otis Report on the Creative Economy of the Los Angeles Region, page 6)

Tax Effects – In Los Angeles County, state/local personal income and sales taxes generated directly and indirectly by creative industries were more than \$4.3 billion in 2009.

(Source: Otis Report, page 8).

Nonprofit Establishments – Museums, theater companies, nonprofit visual and fine arts schools in Los Angeles County together employ between 7,300 and 11,500 workers. In 2007, museums took in nearly a half billion dollars in revenue, theater companies garnered \$255.8 million (includes Orange County) and visual and fine arts schools received \$76.8 million.

(Source: Otis Report, p. 15)

Artists – Los Angeles County is home to more working artists than any other metropolitan area in the country, including New York. Eighty thousand Los Angeles County residents pursued work in music, writing, visual art, acting, producing and directing as their primary occupation in 2000. Adding designers, architects, announcers and other entertainers, this employment surpasses 140,000. From 1990 to 2000, the ranks of Los Angeles County-based artists grew at twice the national rate.

(Source: *Los Angeles: America's Artist Super (Region)*, Ann Markusen, Markusen Economic Research Services, For the Center of Cultural Innovation, September 2010, pages 6 – 19).

For the first time ever, the U.S. Bureau of Economic Analysis (BEA), the federal agency charged with calculating our gross domestic product, has released official data measuring the impact of the arts and culture sector on our nation's economy. The BEA's report, finds that the arts and cultural industries account for \$504 billion, with 3.2% of our total gross domestic product (GDP) flowing from our arts and culture sector. The data also notes that the arts have been hard hit by the recession and accounted for 3.5% to 3.7% of GDP in the years 1998 to 2006. ***"That's a huge and under-appreciated impact,"*** said Robin Bronk, CEO of the Creative Coalition. ***"The arts are an essential component of a healthy American economy. From film and television crews to designers to tourist spending related to museums and arts festivals, the arts are creating good jobs and powering local economies around the country. Today's report finds that more than two million Americans work in our creative industries."*** Despite the fact that the arts account for 3.2% of our GDP, federal investment in the sector accounts for only .004% of our federal budget. Earlier this year, the U.S. House of Representatives' Appropriations Committee

voted to cut arts funding by an additional 49%. ***“This should be a wake-up call to Washington”,*** said The Creative Coalition’s Bronk. ***“Our federal investment in the arts is not in line with today’s numbers. With so many jobs at stake, we should be investing more, not less, in our arts and culture sector.”***

(Source: The Arts are Vital to US Economy, Newly Released Federal Data Show Arts Account for 3.2% of Gross Domestic Product, Washington DC, December 6, 2013.)

Business and the Arts

In a survey of businesses across the country, those who already contribute to the arts cite the benefits of their involvement in the arts (partial list):

- 62% say the arts contribute to the economy and quality of life in the community
- 44% say the arts can stimulate creative thinking and problem solving
- 39% say the arts offer networking opportunities and the potential to develop new businesses and build market share

(Source: *Business Committee for the Arts National Survey of Business Support for the Arts*, 2013, p. 23)

As the nation experienced an upswing in the economy, the same report shows that from 2009 – 2012, 41% of all businesses contributed to the arts. While smaller businesses continue to be highly focused on philanthropy in their local markets, the largest businesses have led the arts giving resurgence, with a median gift size that surpasses even the pre economy downturn year of 2006 (page 5). Over the same period, the percentage of businesses that rated “supporting the arts” as a “top priority” increased from 2% in 2009 to 10% in 2012, an increase of 500 percent (page 9). This is a very promising trend, demonstrating that businesses of all sizes are actively investing in the arts, and the amount of the support is increasing.

“People have to understand how important and significant an asset the creative community is in Los Angeles and how it would harm the city if the creative community left. New York really gives support to its arts organizations. Mayor Bloomberg understands the importance of the creative community to the economy, the quality of life. The arts are one of the two or three most significant engines that keep New York vibrant and its economy going, and that should be the same in LA.”

(Source: LA Times July 10, 2013, Patt Morrison interview with Joel Wachs, President of the Andy Warhol Foundation for the Visual Arts and former member of the Los Angeles City Council)

“I think it can be good for business – it’s a way to create long term partnerships with businesses like creating the arts district as an example.”

(Source: Phone interview on October 24, 2013 between Marla Koosed and Mike Hamill, President of the Culver City Chamber of Commerce, when asked why arts and culture are good for business.)

“Arts and Culture build a stronger fabric to do business in – they create an authentic, genuine, comfortable and sincere place to be - Culver City without culture would be boring and homogenized, just like every other city or community – it results in positive branding for my business and shows that we are a part of the community.”

(Source: Interview on October 23, 2013 between Marla Koosed and Wally Marks, owner of Helms Building Complex, when asked why the arts and culture matter for his business and business in general.)

Tourism and the Arts

Cultural tourists are defined as visitors who in the past year participated in one or more of the following as a primary activity or motivation for travel:

- Historic sites
- Museums and/or art galleries
- Old homes and/or mansions
- Gardens
- Symphony and/or opera
- Theater
- Musical
- Jazz concert

(Source: Arts+Culture LA Tourism Travel Study, 2005, page 5)

Cultural tourists visit more often, stay longer, spend more, and are four times more likely to attend a concert, live performance, visit a museum, and attend a cultural event.

(Source: LA's Cultural Visitor: Domestic Travel, L.A. Inc.)

“In a town teeming with often empty desert motels, it was nearly impossible to find an available room the night before Aitken’s ‘happening’. Could Aitken be to Barstow what the artist Donald Judd was to Marfa, Texas when he transformed it into an art hub in the 70’s and 80’s? It did a lot for the city,” said Dianna Ross, Executive Director of the Barstow Chamber of Commerce. ***“It brought in economic spending (with people) staying at our hotels, eating in our restaurants. They even hired some of the local businesses to help out. It was a phenomenon.”***

(Source: LA Times article 10/6/13, Art Section by Deborah Vankin, ‘Inspiration at the end of the Line’ an article about Doug Aitken’s station to station train tour from NY-LA.)

“The Culver Hotel is part of the cultural identity of Culver City. By connecting it’s historic landmark status, with Culver City’s architecture, design studios, Hayden Tract, the newly formed Arts District and Helms Building they equal a sense of identity that when woven together create the marketing message, per hotel owner, Maya Mallick. Cultural Affairs is the

link to marketing this message. We absolutely need this message to be communicated and the fact that it is not is a problem – resulting in a lack of revenue generation – they go hand in hand.” “It’s the lack of this type of unified marketing – one message - that is costing Culver City dollars, opportunity and potential.” “Cultural Affairs in cooperation with the DBA, Chamber, film studios, theatres, etc. along with the City’s Development Division could attract more cultural tourism like the Los Angeles Antiques, Art & Design Show, which greatly benefited the hotel and local restaurants.”

(Source: Phone interview on October 21, 2013 between Marla Koosed and Seth Horowitz, General Manager of the Culver Hotel, when asked why the arts and culture are good for your business.)

“When producing cultural work programs it attracts an audience which has a measurable impact - resulting in an uptick in the business community. It strengthens the city brand and positions Culver City as a more vibrant, culturally engaged place attracting that consumer. Each program adds to showing the community its priorities – it brings the cultural consumer, which is who we want. The perception of cultural activities seen over time is what leads to dollars spent.”

“The creation of the Arts district equals a creative destination which equals a higher level of business and quality of business.”

“The absence of cultural programming dilutes the brand and perception and directs others to other cities – LA is highly competitive and we can’t afford to do this – cultural programming with no infrastructure limits ability. Skilled individuals are needed to enrich and curate cultural programming – cultural programming creates a tremendous amount of jobs within Culver city when they come to work, eat and play, becoming the Cultural Consumers who pay (Culver City) taxes.”

(Source: Interview on October 24, 2013 between Eric Sims, President of the DBA, Sylvia Bianchi, Executive Director of the DBA and Marla Koosed. Mr. Sims and Ms. Bianchi were asked why arts and culture matter for the DBA or does it?)

“After moving from 17 years in Santa Monica at the Barker Hanger to the 3Labs venue in Culver City’s Hayden Tract, the results were beyond our expectations. The opening night benefit for LACMA garnered 800 people – 3Labs received rave reviews – a risk well taken – attendee numbers held the same as Barker Hanger in 2012 over the 4-day period – not about big numbers – about quality of attendees – educational programming was overflowing – drew the right demographic – 3 major sponsors all pleased and confirmed for participation next year – worked with the Chamber and Arts District for marketing opportunities – exhibitors spent after hours in Culver City for meals – staying at local hotels – dealers had sales with all sales tax staying in Culver City – overall positive feedback from dealers and attendees.”

Art & Antiques Show press results: 8 publications in print showing articles about the show from September-October with a total circulation of 419,430 – 52 on-line publications showing articles or a mention about the show from June-October with a total circulation of 7,536,297.

(Source: Phone Interview on October 28, 2013 between Rosemary Krieger, Owner of Dolphin Fairs and Gordon Merkle, Media Director for Dolphin Fairs, principles of the Art & Antique Show October 2013 at 3Labs in Culver City.)

“Indie Cade in Culver City since 2008 continues to be a positive venue – we have grown and now have an Indie Cade east in NY – our earnings and attendee demographics remain consistent – of 6000 attendees 1500-1700 are international, the balance from NY, California and Southern California- about 500 people at the conference with average age of 36 and earnings over \$100,000/year – all events take place in downtown Culver City garnering press for the city – Articles in the NY Times; Artsbeat blog, NPR coverage; LA Times; KCET; LA Weekly and video coverage from 3 major Game Publications. Wide-ranging attendance including representation from the National Endowment of the Arts discussing grant opportunities to NASA folks hosting the reception – another positive year for us.”

(Source: Phone Interview on October 22, 2013 between Marla Koosed and Stephanie Barish, CEO of Indie Cade.)

Education and the Arts

“Our analysis found substantial and significant differences in achievement and in important attitudes and behaviors between youth highly involved in the arts on the one hand, and those with little or no arts engagement on the other... the arts do matter- not only as worthwhile experiences in their own right...but also as instruments of cognitive growth and development and as agents of motivation for school success.”

Studies show ***“consistently more favorable outcomes for students involved in the arts – higher achievement, staying in school, and better attitudes about school and community. We also see marked differences in television watching habits, where arts involved youngsters watch considerably less.”***

(Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Project and The President’s Committee on the Arts and the Humanities, 2000, pages 17 – 18)

“Art Makes You Smart, Museum visits increase test scores, generate social responsibility and increase appreciation of the arts by students - we can conclude that visiting an art museum exposes students to a diversity of ideas that challenge them with different perspectives on the human condition. Expanding access to art, whether through programs in schools or through visits to area museums and galleries, should be a central part of any school’s curriculum.”

(Source: NY Times Sunday Review, The Opinion Pages, November 28, 2013, Gray Matter-Art Makes You Smart)

Culver City Arts and Culture Infrastructure

Culver City – with its newly created **arts district**, highly-rated restaurants, art gallery scene, respected Kirk Douglas Theatre and The Actors’ Gang, museums, including the The Wende Museum, Mayme Clayton Library and Museum, the newly re-located Center for the Study of Political Graphics, the Culver City adjacent Center for Land Use Interpretation and the Museum of Jurassic Technology, and the Culver City Symphony Orchestra, not to mention neighborhood and grassroots cultural and arts activities, film and TV production and other entertainment businesses, along with acclaimed public sculpture, a growing list of registered landmarks and historic resources, and important architecture and architectural firms – is in an extraordinary position to build and expand its reputation and function as a major destination and home for creativity.

Despite the promise and potential in the overall creative economy, Culver City lacks basic infrastructure to take advantage of opportunities and to implement policy directions. As is well known, Culver City housed its cultural affairs activities in the Culver City Redevelopment Agency. After the State of California eliminated local redevelopment agencies in a December, 2011 court ruling, Culver City has been without adequate resources for: 1) carrying out its cultural mission; 2) supporting the work of the Cultural Affairs Commission, and; 3) fulfilling legal obligations under the Public Art/Historic Preservation ordinances.

Taking a pro-active approach towards policy, by combining the Economic and Community development departments with the Art in Public Places Program and Historic Preservation - would establish a foundation for Culver City’s Creative Economy to thrive. It would firmly place us above our sister cities, Santa Monica, West Hollywood and Beverly Hills. Utilizing the Cultural Affairs component for strategic planning not only is smart – it sends a signal that **Culver City truly is a forward thinking City in which to do business** in. Combining city departments allows the city to accomplish much more by working together, economizing limited staff resources, resulting in a healthy sustainable Culver City for its citizens, business owners and visitors well into the 21st century.

Comparing our staff levels to our sister cities - **Santa Monica Cultural Affairs** is staffed as follows; 5 in Cultural Affairs, 2 for the Miles Playhouse and 7 for the Annenberg Beach House a total of 14 employees. **West Hollywood** has a dedicated staff of 2 in Cultural Affairs. **Beverly Hills** provides staff under their Community Development Department. These cities are our neighbors and friendly competition for the same economic slice of pie. We have sacrificed our Cultural commitment and Creative Economy reputation. **Harry Culver claimed the Creative Economy for his city 90 years before Santa Monica and others started borrowing the phrase and strategy.**

Until Culver City establishes basic infrastructure for cultural affairs, the city will be unable to strategically position itself to build on future opportunities. At the current time, we lack even a snapshot of our creative economy. There is no data source that gives us a picture of the businesses, nonprofits and individuals that contribute to this sector. We are unaware of the volume of **cultural facilities, arts education, visual arts spaces, performing arts activities, literary endeavors or creative enterprises**. Once we establish a basic infrastructure, we can plan systematically to increase Culver City's allure, so that **all roads, indeed, lead to Culver City.**

"Nobody knows how things are going to play out," said Danielle Brazell, executive director of Arts for L.A. a leading nonprofit advocacy group. ***"With the loss, it's going to be up to municipal leaders to have the insight and foresight to say you need to use some of those resources to maintain a strong cultural ecology."*** Brazell of Arts for L.A. envisions taking them back to her girlhood in 1970s North Hollywood – before re-development carved out the NoHo Arts District centered on Lankershim Boulevard. ***"The area was a no-man's land – an old vaudeville movie theater that you didn't want to go in alone, boarded up buildings and empty parking lots,"*** she said. ***"It's a thriving community now, and the El Portal Theatre (renovation) was critical to that."*** Her core message, she said, will be that ***"the arts need to be funded because of what they do for livable communities, not because it's a nice thing."***

(Source: LA Times March 17, 2012 article by Mike Boehm, 'What now for Cultural Arts?')

"At the NEA, we know that artists are placemakers. When you bring arts organizations and arts workers into a neighborhood, the place changes to a vibrant and sustainable community," said Landesman. ***"The arts complement and complete other sectors of the economy."***

(Source: At the Otis Report for the Creative Economy 2010 presentation, Rocco Landesman, head of the NEA spoke, this is a quote from his presentation)

"There were those who complained about Disney Hall's final price tag. But most Angelenos today would agree that Disney Hall is priceless. It is to Los Angeles what the Eiffel Tower is to Paris and the Opera House is to Sydney. And Disney Hall isn't just a great building. Gehry's magnificent work catalyzed the development of Grand Avenue, including an architecturally distinct arts high school by Wolf Prix, the beautiful and well-programmed Grand Park and, by the end of next year, a new contemporary art museum, the Broad. Thanks in large part to Disney Hall; cultural tourism in Los Angeles has tripled. We have become one of the four cultural capitals of the world." ***"The lesson Disney Hall's story teaches might be summed up in this formula: Private generosity plus political will equals civic success. It's a lesson Los Angeles can't afford to forget."***

(Source: LA Times article October 7, 2013 Op-Ed by Eli Broad and Richard J. Riordan, 'How to build a city'.)

Recommendations

- 1) Establish from the General Fund a city Arts, Culture and the Creative Economy department with at least two full-time staff to begin operating in FY 2014 – 2015.
- 2) Allocate funds from the Cultural Trust Fund to conduct a study to establish baseline knowledge of the arts and culture in Culver City and point to areas of economic opportunity.



ATTACHMENT 2

**City of Culver City
Cultural Affairs Commission
Ad-Hoc Subcommittee Summary of Meeting**

Please note: This document may become part of a staff report to the full Commission and/or the City Council. To comply with the Brown Act, Ad-Hoc Subcommittees must refrain from discussing items outside of their subject matter jurisdiction. Also, discussion of the contents of an Ad-Hoc Subcommittee meeting with other Commission Members shall occur only during a duly noticed and public meeting of the full Commission.

Name of Ad-Hoc Subcommittee: Cultural Planning	Date of Meeting: 1.) 11/28/13 & 2.) 12/29/2013
Members of Subcommittee in Attendance: John B. Williams, Regina Klein	
Location/Start Time/End Time: 1.) Sunburst Recording (10313 Jefferson Blvd., CC): 11am-1:30pm 2.) Starbucks (downtown, Culver City): 3pm-5pm	
Topics Discussed (This can be as detailed as desired, but at a minimum should include the subjects and a summary of the important points discussed. If additional space is needed, please use a separate sheet. Also, if the Commission has provided direction to the Subcommittee on any topics discussed, please note such direction): 11/28/13: Re-envisioning the Town Hall and activities related to increased and ongoing participation toward the Cultural Planning process. Identifying community networks and current initiatives for representation, input and collaboration...Ideas and suggestions. 12/29/13: Pre-planning review – capacity/readiness for the Cultural Planning process; developing an outreach plan, partners and a timeline/calendar; coordinating efforts with the Centennial Plan Ad-hoc Sub-Committee; review of Cultural Planning tools, CC’s 10-year Cultural Plan and examples of recently completed plans from other cities (Chicago, Santa Monica).	
Results/Conclusions (Report any consensus reached by the Subcommittee): To make 2014 – The “Can Do” Year: 1.) To conduct an informal and open review of Culver City’s 10-year Cultural Plan (accomplishments/lessons learned/think-tank for new plan) 2.) To maximize opportunities for ongoing and regular community input, through the following: a.) Creation of a social/cultural component to each monthly commission meeting via mini performances and showcases (performing arts’ grantees; local	

musicians and groups); art displays, historical, architectural and other presentations. Consider additional venue options, as available and appropriate (i.e. Rotunda Room, Kirk Douglas meeting area and 2nd Fl. Stage) b.) Outreach to former commissioners, performing arts panelists and grantees to provide access, coordination and set-up for monthly meeting c.) Establish a “suggestion box” (online and at meetings) d.) Development of a PR Kit (Letter or brochure) e.) Update and expand the e-directory of local organizations, networks, individuals 3.) Seek linkage to the Centennial Planning Ad-hoc Subcommittee a.) To increase ongoing participation, collaboration and coordination of a three-year plan b.) To maximize limited resources (i.e. funding, staffing and volunteer time) c.) To develop a coordinated timeline/calendar 4.) Request support from CC Cultural Affairs Foundation: a.) To support a social/cultural aspect of each monthly commission meeting through outreach/PR and participation. b.) To create a marketing piece (PR kit, brochure and/or sponsorship request letter) for Cultural Affairs
Fiscal Impact/Resources (Are there any financial, staff, or Commission Member resources needed to accomplish the recommended action? If so, please estimate such resources here): Though the majority of suggestions above would rely on the increased input and efforts of volunteers, the impact on financial, staffing and overhead resources would pertain to the accommodation of a monthly mini-social/cultural meeting opener. Additional staff time would likely be needed to access/update the e-list and for web-based postings (i.e. calendar items and announcements).
Attachments (Please provide any attachments you’d like to share with the Commission pertinent to the items discussed at this Subcommittee meeting): None at this time.
Ad-Hoc Subcommittee Recommendation to the Full Commission (If the Subcommittee is prepared to make a recommendation to the Full Commission, please summarize such recommendation. If a progress report – without a recommendation – please state PROGRESS REPORT): 1.) Consideration to seek formal partnership with the Centennial Planning Ad-hoc Committee to coordinate efforts and resources.

- 2.) Consideration of a social/cultural component as a pre-commission meeting component.
- 3.) Consideration to plan a public workshop with regard to the Cultural Plan review and Update, either in conjunction with the Centennial Ad-hoc committee or separately.
- 4.) Consideration to request PR and outreach support from the Foundation Board for the monthly meetings and cultural planning process.