



City of Culver City

Staff Report

File #: 21-728, Version: 1

Item #: A-4

CC - (1) Receive a Progress Update on the Culver City Economic Recovery Task Force; (2) Discussion of a Storefront Art Program; and (3) Direction to the City Manager as Deemed Appropriate.

Meeting Date: March 8, 2021

Contact Person/Dept: Elaine Warner/CDD

Phone Number: (310) 253 - 5777

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments: Yes No

Commission Action Required: Yes No **Date:**

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (03/03/2021)

Department Approval: Sol Blumenfeld, Community Development Director (02/22/2021)

RECOMMENDATION

Staff recommends the City Council (1) receive an update on the Culver City Economic Recovery Task Force (ERTF); (2) discuss a storefront art program and (3) provide direction to the City Manager as deemed appropriate.

BACKGROUND/DISCUSSION

On May 11th, the City Council approved the formation of the ERTF to address the unique challenges of COVID-19 and spur economic recovery with a focus on public health and equity. Since formation, the ERTF has convened nine general session meetings engaging more than 40-50 external stakeholders to understand and respond to recovery priorities in our community. Since the last progress update, the ERTF has worked closely with the City Manager's Office, Community

Development, Cultural Affairs, City Attorney's Office, Fire, Parks, Recreation and Community Services and other community organizations to progress priority items such as capping delivering fees for third party delivery companies, creation of a virtual performance arts center, implementation of a buy local campaign and exploration of other programs to support the City's short and long term economic recovery (Attachment 1).

Storefront Art Program

Last fall, the City Council directed the ERTF to explore a "pop-up" art installation program in vacant storefronts throughout the community. Staff conducted research on similar regional and national programs and collaborated with the ERTF Arts and Culture and Reboot Working Groups, Cultural Affairs Division, and the City Attorney's Office to develop recommendations for a pilot program that could be launched in the near term. The program would promote local artists, activate vacant storefront space, and connect business/commercial districts throughout the City.

The program would be open to all professional and amateur Culver City artists (residents) by application. Artists would be asked to submit three to five submissions of existing work that could be reproduced, in full or part, for installation. Stipends of \$400 would be provided to artists for the use of their work, installation on site, and related promotion. Window clings are the recommended medium during the pilot program, to display the art, keep costs low and reduce the need for added lighting required for visibility.

A key component of the program relies on matching artists to local property owners to showcase the art and highlight the leasing opportunity. Staff has developed a list of potential properties and is currently assessing owner interest and participation. An ERTF committee would select 10-15 artists and match artwork to participating sites. The committee would include the City's Artist Laureate, a Culver City Arts Foundation representative, representatives from specific business districts and other members of the ERTF Arts and Culture Working Group. The City would facilitate initial contact between the owner and the artist to coordinate installation access and timing.

It is recommended that each installation would be on display for a minimum of three months and include cohesive signage highlighting the artists' information, program concept and contact information.

The ERTF will also continue to collaborate with the General Plan Update team on the tactical urbanism demonstration project anticipated for Summer 2021 to assess potential cross collaborations relative to this program.

FISCAL ANALYSIS

Implementation for the Storefront Art Program is estimated between \$7,000 - \$9,000 relative to artist stipends and window cling fabrication. Funding for this pilot program is currently available in account 10150120.514100.

ATTACHMENTS

1. ERTF Work-to-Date

MOTION

That the City Council:

1. Receive a Progress Update on the Culver City Economic Recovery Task Force;
2. Discuss the Creation of a Storefront Art Program; and
3. Provide direction to the City Manager as deemed appropriate.