



Office of the City Manager

WORKSESSION  
September 17, 2019

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Jordan Klein, Economic Development Manager  
Subject: City of Berkeley Arts and Culture Plan, 2018 Update

SUMMARY

On July 24, 2018, City Council adopted the Arts and Culture Plan for the City of Berkeley for 2018 – 2027. The plan identifies and articulates a collective vision for the arts in Berkeley and establishes shared goals to guide the City and its cultural partners over the next decade. The City of Berkeley seeks to make high quality arts and cultural experiences accessible to all members of the community by increasing resources for local artists and arts organizations, integrating public art across the city, and expanding access to quality arts education. The purpose of the Berkeley Arts and Culture Plan Update is to guide the efforts of the City – including the City’s Civic Arts Program and staff, the Civic Arts Commission, the Berkeley Cultural Trust and other arts stakeholders – to achieve the community’s cultural vision over the next ten years.

The purpose of this work session is to: 1) Provide Council with an overview of the Arts and Culture Plan for the City of Berkeley for 2018 – 2027 (Attachment 1); 2) Describe the process that was used to develop the plan; 3) Report on the progress that has already been made on its implementation; and 4) Review possible future actions.

CURRENT SITUATION AND ITS EFFECTS

Berkeley is home to a vibrant and diverse community that strongly values the arts. The rich cultural traditions and abundant art offerings found here help to define and distinguish our community. We have a high concentration of nonprofit arts organizations that offer a wealth of programming, education, and events for residents and visitors alike. The organizations that make up Berkeley’s arts community are particularly diverse in terms of their size and their creative disciplines. The City of Berkeley first adopted an Arts and Culture Plan in 2004 (Attachment 3), and subsequently there have been numerous changes to the arts ecosystem, including new policies, funding opportunities, and program activities. This led to the City receiving grant funding in 2016 to conduct an update to its arts and culture plan.

Throughout calendar year 2017, a cultural planning team comprised of consultants, City staff and representatives of the Civic Arts Commission, and Berkeley Cultural Trust (a consortium of Berkeley’s arts organizations) worked together to guide and participate in

extensive public engagement about the arts in Berkeley. The Arts and Culture Plan Update was developed with participation from over 850 people who discussed arts sector-related challenges, opportunities, and priorities in community meetings, interviews, via an online survey, and an interactive website. These conversations provided a detailed portrait of Berkeley's creative sector at this moment in time and this became the basis for the development of a responsive vision that could be achieved over the next decade through a series of concrete goals and strategies.

### **Key Findings of the Arts & Culture Plan**

The Arts and Culture Plan identified four key themes:

- 1. Berkeley is nationally recognized for its cultural vibrancy.** Berkeley's artists and arts organizations make enormous creative contributions to the livability of our city and keep diverse cultural traditions alive. Berkeley is home to over 150 active arts and culture nonprofits, as well as a wide range of practicing artists known regionally, nationally and internationally. These artists and organizations sustain our cultural ecosystem through their creativity, resources, leadership, and civic engagement.

The City of Berkeley has long recognized the importance of the arts to the quality of life and health of our city. This understanding is reflected by the financial investments and programmatic commitments the City has undertaken over the years to nurture the growth of arts and culture as a core aspect of life in Berkeley. The Arts and Culture Plan Update builds upon these strengths to foster and sustain Berkeley's cultural ecosystem. It clarifies a shared aspiration for the arts in Berkeley and builds consensus and community support around specific policy priorities to get us there.

- 2. The arts sector is a significant economic driver.** As part of the cultural planning process the consultant team conducted an economic impact analysis. (see Attachment 2 Economic Impact of the Arts in Berkeley, 2017). This study found that the arts and culture sector in Berkeley generates nearly \$165 million in total economic activity. The arts industry provides 6,783 paid positions, including both full time and part time positions, and independent contractors. Of that total approximately 942 positions are Full Time Equivalent (FTE) jobs. In addition to employment, total audience attendance at the 100 arts organizations studied was 2.6 million attendees annually, including both paid attendance (1 million) and free attendance (1.6 million). In 2015, visitors spent approximately \$37 million on arts, entertainment and recreation purchases in Berkeley. This figure represents an increase of \$6 million from 2010. In Berkeley, the arts mean business.
- 3. Affordability is a threat to arts and culture in Berkeley.** The Civic Arts Commission and Civic Arts Program staff undertook the Arts and Cultural Plan Update partially in response to economic conditions for Berkeley's arts

organizations and artists. Through the planning process, issues of housing affordability and art space affordability were identified as central concerns for artists and arts organizations. The plan identified as its first goal an increase in access to affordable housing and affordable performing, rehearsal, studio, and office spaces for artists and arts organizations.

4. **The planning process foregrounded a commitment to Cultural Equity.** The City of Berkeley commits to supporting equity within the arts and culture sector, and to consistently evaluating its programs and practices through this lens. The City recognizes the multiple benefits the arts provide to Berkeley residents at all stages of human development, regardless of race, ethnicity, religion, age, disability, national origin, sexual orientation, and gender identity/expression. All members of the Berkeley community should have access to a rich, rewarding, and inspiring cultural life. Beyond ensuring access to the arts, the City envisions an arts and culture sector that empowers all members of the community to become leaders and to help steer the arts toward a more equitable future that reflects Berkeley's diverse communities. The City of Berkeley commits to the support of artists and arts organizations that represent diverse cultures, life experiences, and socio-economic backgrounds. The City supports the empowerment and representation of cultural perspectives that have been traditionally and historically underrepresented.

### **Goals of the Arts & Culture Plan**

The 2018 Arts and Cultural Plan Update builds on the goals and objectives developed in the previous 2004 Plan by articulating specific goals and activities relevant to the Berkeley of today. Through the planning process, community and stakeholders identified five overarching goals which each include numerous specific policy objectives and action steps to advance and sustain the arts and culture sector in Berkeley over the next ten years. Three of these goals address improvements to existing areas of focus for the Civic Arts Commission: Civic Arts Grants, Public Art, and Arts Education. The other two goals address concerns related to current conditions affecting Berkeley's arts community. The five goals contained in the Arts and Culture Plan Update are:

#### ⇒ **Goal 1: Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations**

One of the most persistent themes of this cultural planning process was the pressure that artists and arts organizations are feeling as a result of increasing costs—of housing, performance and workspaces, and living—in the Bay Area. Goal 1 of this plan outlines a series of policies and actions designed to counter this trend by increasing stability and sustainability for Berkeley's arts community. Key policy recommendations to support this goal include:

- Policy 1.1: Increase the availability of affordable performance and exhibition venues and studio spaces.

- Policy 1.2: Increase and protect permanently affordable housing for artists.
- Policy 1.3: Enhance and support equity among artists and arts organizations in Berkeley, with a focus on race, gender, and socioeconomic conditions.

⇒ **Goal 2: Increase Investment in a Vibrant Arts Community**

The Civic Arts Grant Program is a clear articulation of the City's commitment to sustaining and celebrating the arts and creative expression within its boundaries. Arts stakeholders and community members that participated in the planning process identified a number of strategies for building on existing assets to increase investment in a vibrant arts community including the following key policy recommendations to support this goal:

- Policy 2.1: Expand the Civic Arts Grants Program by increasing funding and technical assistance for grantees.
- Policy 2.2: Promote an equitable grant-making process and reduce application barriers.
- Policy 2.3: Promote the Civic Arts Grants Program to offer funding opportunities to a wider array of arts organizations and artists.
- Policy 2.4: Increase marketing of the arts among Berkeley residents, regional audiences and tourists.

⇒ **Goal 3: Expand High Quality and Equitable Arts Education**

Art practice and creative expression are crucial to the education and development of young people and people of all ages. The City of Berkeley and its institutional partners offer a wide array of high quality arts education experiences, available to an intergenerational Berkeley community in a variety of settings. Building on these strengths, the policy recommendations to further expand high quality and equitable arts education in Berkeley include:

- Policy 3.1: Advocate on local, state and national levels to further incorporate arts education into the curricular day and enhance equitable access to arts in extended learning programs.
- Policy 3.2 Create innovative learning opportunities that connect students and young adults with career pathways in the arts.
- Policy 3.3: Bolster arts education programming that complements the public school (K-12) context and for lifelong learners.



⇒ **Goal 4: Produce More Public Art Throughout Berkeley**

Across the City of Berkeley, creative and unique works of public art enhance the quality of life for residents and visitors alike. Public art breathes life into the built environment and open spaces by engaging artists to create works that reflect the unique character of our city. The City of Berkeley and its partners aim to produce more public art throughout Berkeley by pursuing the following policies recommendations:

- Policy 4.1: Enhance Berkeley's environment by placing temporary and permanent public art in public spaces throughout the City.
- Policy 4.2: Allocate City funds for public art citywide to ensure equity and access.
- Policy 4.3: Implement the recently established the Public Art in Private Development Ordinance and program.
- Policy 4.4: Promote the City's public art collection.

⇒ **Goal 5: Expand the City of Berkeley's Organizational Capacity to Better Serve the Arts Community**

Currently, the City of Berkeley and its partners lack resources to implement many of the specific action steps identified through this community planning process. The planning process identified a clear need for additional staff capacity within the City's arts program and continued collaboration among arts partners to support and implement the growing number of art-related programs, policies and desired actions in the City of Berkeley. Goal 5 of this Plan identifies the following policy recommendations to better serve Berkeley's arts community:

- Policy 5.1: Increase the capacity of Civic Arts staff.
- Policy 5.2: Evaluate the reach and impact of each Civic Arts Program.
- Policy 5.3: Use data to inform policy and raise public awareness of the economic benefit of the arts sector.
- Policy 5.4: Promote collaboration among City Departments to better integrate arts into the City's operations.

Chapter 4 of the Plan lays these goals and policy statements out in the form of a matrix. Each policy statement is further expanded to include numerous possible actions which are specified as short-term, to mid- and long-term priorities. The matrix also identifies the lead and support parties responsible for each action, and indicates whether there are currently resources available for implementation. It should be noted that current staff

capacity and administrative resources are limited, making it challenging to accomplish all of the important actions identified through this planning process.

### **Highlights of Year 1 of Plan Implementation**

Within the first year of implementation, progress is already being made on the goals identified in the Arts and Cultural Plan Update through contributions from City Council, the Civic Arts Commission, Civic Arts Program staff, Berkeley Cultural Trust members, and other partners. Of the 23 action items identified as short-term priorities in the Arts and Culture Plan Update, 15 action items (65%) are either complete or underway and work on a small number of mid-term priorities has begun. This progress is reflected by the following tangible achievements:

#### **⇒ Goal 1: Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations**

- City of Berkeley received a grant from the William and Flora Hewlett Foundation for \$20,000 to conduct an assessment of affordability challenges related to art spaces and artist housing and develop strategies to mitigate displacement.
- Berkeley Cultural Trust Space Committee formed to advocate for inclusion of artists and cultural workers in the City's affordable housing efforts with the current Measures O & P Programs and overall affordable housing policy for the City.

#### **⇒ Goal 2: Increase Investment in a Vibrant Arts Community**

- Civic Arts Program staff and the Civic Arts Commission developed a Festival Grant Program with an open and transparent process which is providing \$156,866 to support 24 festivals in Berkeley in FY20.
- City Council allocated \$500,000 to Civic Arts Grants for FY20, representing an increase of \$111,000 over the previous funding baseline of \$389,000.
- Civic Arts Commission is promoting cultural equity in its grant-making process by including cultural equity as a scoring criteria in the guidelines for all grant categories and in the evaluation of potential grants panelists.
- Civic Arts Commission separated the Individual Artists Grant Program from the Arts Organizations Grant Program in order to make the City of Berkeley's support for individual artists distinct and clear.

**⇒ Goal 3: Expand High Quality and Equitable Arts Education**

- Civic Arts Program partnered with two Berkeley arts organizations and BUSD to receive a \$15,000 grant from the UC Chancellor's Community Partnership Fund to implement a pilot arts program providing high quality arts education to students from low income families during the BEARS 2020 summer session.
- City Council allocated \$40,000 in FY20 for UC Theater's Concert Career Pathways Education Program supporting the cultural plan goal to create fellowships, internships, professional mentorships, or other programs to train the next generation of arts educators and arts professionals.

**⇒ Goal 4: Produce More Public Art Throughout Berkeley**

- New public art projects are being commissioned in conjunction with the T1 renovation projects at North Berkeley Senior Center and San Pablo Park.
- The newly renovated BART Plaza is being activated with temporary public art, unique sound installations, and performances.
- Planning Department and Civic Arts Program staff have been implementing the new Public Art in Private Development requirement and to date has been working with the developers of 25 new buildings to either create on-site art or pay the in-lieu fee.
- Civic Arts Program is currently conducting an inventory and condition assessment of all the City's public art which will be complete in fall 2019. This assessment will help the City to better care for its art assets by identifying those artworks most needing immediate repair and detailing the ideal timeframe and costs for routine maintenance of all the works.

**⇒ Goal 5: Expand the City of Berkeley's Organizational Capacity to Better Serve the Arts Community**

- Civic Arts Commission has integrated the action items from the Cultural Plan into its annual work plan starting in FY19.
- Civic Arts Program has improved communications with the Planning Department to ensure that the Public Art in Private Development Program is operating smoothly and that development projects are complying with the requirement.
- Civic Arts Program conducted a transparent grant-making process for the FY20 Civic Arts Grants cycle, inviting grant applicants to observe the

panel deliberations in order to provide applicants with insight into the review of their applications to support their grant-writing capacity for future grant applications to the Civic Arts Program and other funders.

### SUPPORTING THE CITY'S STRATEGIC PLAN

The Cultural Plan supports the City's Strategic Plan Priorities, advancing our goals to:

- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.
- Provide an efficient and financially-healthy City government.
- Foster a dynamic, sustainable, and locally-based economy.
- Create affordable housing and housing support service for our most vulnerable community members.
- Champion and demonstrate social and racial equity.
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.
- Attract and retain a talented and diverse City government workforce.

### BACKGROUND

The Civic Arts Program is housed within the City's Office of Economic Development and, with a staff of two, administers the City's arts-related programs including: conducts an annual Civic Arts Grants process which provides funding to Berkeley arts organizations, artists, and festivals; manages permanent and temporary public art commissions for public spaces and municipal buildings; oversees the Public Art in Private Development Requirement; and implements various initiatives and projects which accomplish the mission of the Civic Arts Commission. Civic Arts staff also serve as secretary to the Civic Arts Commission whose mission is to advocate, nurture, and sustain arts and culture citywide, ensuring equity, democracy, and inclusion.

The 2018 Cultural Plan update was built upon Berkeley's first Arts and Culture Plan, which was developed from 2002 to 2004 and adopted by City Council in July 2004. The 2004 Arts and Culture Plan was developed in response to the City of Berkeley's General Plan, which called for the creation of an Arts and Culture Plan that establishes citywide goals and strategies to support and develop local arts and cultural activities (Policy ED-11). The 2004 Arts and Culture Plan established a framework for the City to create policy to support the arts, and to guide the activities of staff, the Civic Arts Commission, and City partners.

In 2015, the City of Berkeley was seeing a boom in development and economic growth after a number of years of budget cuts and financial challenges. As Berkeley and the Bay Area began to prosper, it became clear that there was a need to ensure that Berkeley's arts community would be able to sustain itself and thrive within an increasingly expensive environment. In response to these conditions, the Civic Arts Commission recognized that a new cultural plan was imperative. The Civic Arts Commission initiated the planning process by writing two grants through the City of

Berkeley. The City was awarded \$50,000 from the William and Flora Hewlett Foundation to support the overarching strategic planning process. The City was also awarded a \$25,000 grant from the UC Berkeley Chancellor's Community Partnership Fund to support the arts education component of the plan. City staff worked with the Commission and representatives from the Berkeley Cultural Trust to select the planning firm MIG, who was contracted to lead community engagement, visioning, economic analysis, implementation strategy, and resource identification throughout the cultural planning process.

From fall 2016 through winter 2018, the Civic Arts Commission, Berkeley Cultural Trust, Civic Arts staff, and the consultant team engaged the community in an extensive public process to update Berkeley's Arts and Culture Plan. Participants in the process included arts organizations, artists, young people, arts educators, producers, curators, city staff, and other arts stakeholders of Berkeley. The process included focus groups, policy working group meetings, a city-wide survey, individual interviews, and general workshops. Lenses of equity, economic sustainability, geographic reach, and a full range of artistic disciplines were applied to arrive at this Arts and Culture Plan update.

The Arts and Culture Plan Update for 2018-2017 was approved by the Civic Arts Commission on April 25, 2018 and was adopted by City Council on July 24, 2018.

#### ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

#### POSSIBLE FUTURE ACTION

There are numerous opportunities for City Council and other arts stakeholder to enact part or all of the Arts and Cultural Plan Update. Chapter 4 of the Plan details numerous possible actions ranging from short-term, to mid- and long-term actions. The Civic Arts Commission has recently identified the following actions from the plan to begin work on in the coming fiscal year:

- Advocate for affordable housing for artists and cultural workers and advise Council on promising practices from other jurisdictions.
- Evaluate and pursue new revenue streams for the arts in order to increase the City's Civic Arts Grants.
- Develop guidelines and advocate for funding for an arts education grant program.
- Develop guidelines and advocate for funding for a creative spaces capital improvement grant program to prevent displacement.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

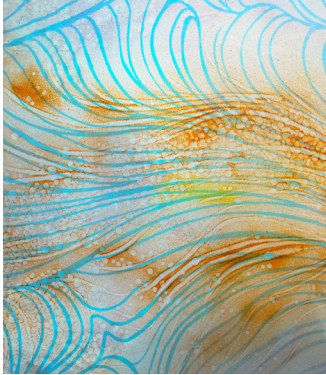
Many of the action items identified in the plan have no resources currently available for implementation, so its full implementation would require the commitment of new resources.

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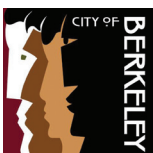
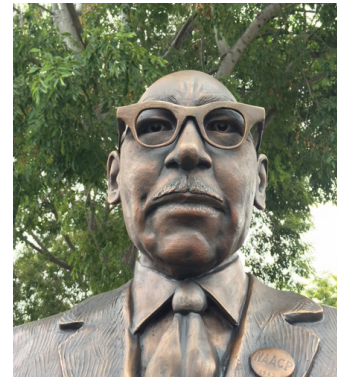
Attachments:

- 1: Arts and Culture Plan Update, 2018-2027
- 2: Economic Impact of the Arts in Berkeley, 2017
3. 2004 Arts and Culture Plan



# City of Berkeley Arts & Culture Plan

2018-2027 Update



CIVIC ARTS PROGRAM  
CIVIC ARTS COMMISSION  
OFFICE OF ECONOMIC DEVELOPMENT

"Spectrascape" (Detail) by Ene Osteraas-Constable.  
"William Byron Rumford Memorial Sculpture" (Detail) by Dana King.  
"Mandala Gates" by Eric Powell.  
Photos courtesy of the City of Berkeley.

# Executive Summary

## THE ARTS IN BERKELEY

Berkeley is home to a vibrant and diverse community that strongly values its rich cultural fabric. Characterized by its collective nature, the city is famous for its distinguished university, beautiful natural setting, and its remarkable history as a home for progressive movements. Arts and culture permeate civic life in Berkeley through numerous acclaimed theaters, performing arts spaces, as well as the city’s many artists. Over 150 arts and culture nonprofits operate in Berkeley and together they contribute to a dynamic, continually evolving arts and culture community that interacts closely with other sectors of the city’s economy. The nonprofits that make up the arts community are particularly diverse in terms of their size and their creative disciplines.

Along with the cultural richness the arts infuse into the community, the arts sector is also a significant economic driver, generating an estimated \$165 million in total economic activity. In 2017, Berkeley Mayor Jesse Arreguin stated that “in addition to fostering civic pride, a flourishing arts scene [brings] new visitors to our city and more revenue to local businesses.”

Currently, as the San Francisco Bay Area is experiencing substantial economic growth, rising real estate and living costs have created an especially challenging environment for the arts community in Berkeley. Some artists and arts organizations are leaving the city because they can no longer afford to live and work here. *The Berkeley Arts and Culture Plan Update* provides a framework for supporting the arts within the context of economic growth, and for its inclusion in future City plans.



Portrait of Maudelle Shirek by Mildred Howard and Daniel Galvez. Photo courtesy of the City of Berkeley.



## UPDATING THE BERKELEY ARTS AND CULTURE PLAN

This 2018 Plan Update builds on the goals and objectives developed in the previous *2004 Berkeley Arts and Culture Plan*. The cultural landscape of Berkeley has changed since the 2004 plan was completed, including new funding streams and program initiatives. New legislation and policies have provided additional resources for arts-related organizations, public art, and collaborative partnerships. *The Arts and Culture Plan Update*



Scene from a performance at Shotgun Players. Photo courtesy of Shotgun Players.

(Plan Update or Plan) establishes citywide goals, policy improvements and actions to support and further develop local arts, culture and entertainment.

Characterized by a spirit of collaboration, the planning process reflects the cooperative nature of Berkeley's arts ecosystem. City staff, Civic Arts Commissioners, local consultants and a wide range of community partners worked together to develop the goals, policies and actions in the Plan Update.

This Plan Update, developed with extensive citizen participation, provides an essential tool for the design and implementation of public policies that promote arts and culture. Over 850 community members discussed art-related issues, opportunities and priorities in community meetings, interviews, an online survey, and via an interactive website. In addition, several studies, including an economic impact assessment, provided a detailed portrait of Berkeley's creative sector. Based on this new understanding, the Plan Update identifies strategies to ensure that the city's arts and culture sector will continue to flourish and enhance the quality of life for all residents and visitors.

This Plan Update focuses on three priority areas that align with the Civic Arts Commission's areas of focus: Civic Arts Grants, Public Art, and Arts Education. These three policy areas are key pillars of the local arts ecosystem, and as such require focused attention and targeted resources to successfully achieve the Plan's vision for a vibrant, equitable and creative city. The Plan Update lays out a responsive vision that can be achieved through a series of goals and strategies to be implemented over the next decade.





## GOALS

Five strategic goals have been identified to achieve the vision of *Berkeley's Arts and Culture Plan Update*. All five goals are interdependent and mutually reinforcing. Taken together, they have great potential to enhance the sustainability and vitality of arts and culture in Berkeley for the long-term.

### Goal 1

#### **Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations**

Support the long-term sustainability of the arts and culture sector by expanding the availability of affordable housing and spaces for both artists and arts organizations.

### Goal 2

#### **Increase Investment in a Vibrant Arts Community**

Strengthen and support Berkeley's inclusive and culturally rich arts sector by expanding funding and marketing opportunities for a broader array of arts organizations.

### Goal 3

#### **Expand High Quality and Equitable Arts Education**

Support high quality arts education programs to provide all Berkeley students and lifelong learners with equitable access to an enriching and creative education.

### Goal 4

#### **Produce More Public Art Throughout Berkeley**

Enhance the city's visual environment by further infusing the arts into all aspects of civic life and building a rich public art collection.

### Goal 5

#### **Expand the City of Berkeley's Organizational Capacity to Better Serve the Arts Community**

Enhance the City's ability to respond to the evolving needs of the arts community and to ensure all Berkeley residents can participate in a variety of art experiences.

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## CHAPTER 1

# Creating the Arts and Culture Plan Update

### PLAN PURPOSE AND DEVELOPMENT

The City of Berkeley's Arts and Culture Plan aims to identify and articulate a common vision for the arts and establish shared goals that will guide the City over the next decade. The City of Berkeley seeks to make high quality arts and cultural experiences accessible to all members of the community by increasing resources for local artists and arts organizations, integrating public art across the city, and expanding access to quality arts education. The purpose of the *Berkeley Arts and Culture Plan Update* is to guide the efforts of the City – including the City's Civic Arts Program and staff, the Civic Arts Commission, and other Berkeley arts stakeholders – to achieve the community's cultural vision over the next ten years.



Performance at the Freight and Salvage. Photo by Irene Young.

The arts encourage civic participation, give voice to diverse perspectives, promote intercultural communication and enhance Berkeley's economy and physical environment. Currently, the city is experiencing a real estate boom and substantial economic growth. As Berkeley prospers, the City finds itself at a critical juncture where it must ensure that the arts community not only benefits from this growth, but is also able to sustain itself and thrive despite the rising cost of living. The Plan Update provides a framework for supporting the arts within the context of this new development, and for its inclusion in future City plans.

This planning process is sponsored by a grant from the William and Flora Hewlett Foundation, with additional grant funding from the UC Berkeley Chancellor's Community Partnership Fund and matching funds from the City of Berkeley.

To critically examine how the City of Berkeley serves the local arts community, this year-long planning process involved a thorough assessment of current conditions and trends, and included robust community engagement. Key planning activities included:

- Conducting an in-depth economic impact analysis of the local arts and culture sector.
- Conducting a thorough review of past plans, studies and reports.
- Assessing the current conditions of the local arts community.
- Soliciting in-depth input from local stakeholders, including Civic Arts grantees, nonprofit leaders, artists, arts educators, City staff and Civic Arts Commissioners.
- Engaging the public through a wide range of activities including a community workshop and an online survey in order to provide multiple opportunities for the community to share their ideas and concerns.

The active collaboration between the Civic Arts staff, the Civic Arts Commission and the arts community throughout the process helped identify priorities and the direction for the Plan Update, and helped create a common vision for the arts in Berkeley and build community support around this shared vision.

Three policy areas were identified as priorities for the City as it strives to enhance Berkeley as an arts and cultural destination for all: Civic Arts Grants, Public Art, and Arts Education. Innovative policies to guide the programs in these three priority areas have the potential to advance the arts and culture sector toward greater cultural equity. The noteworthy progress that the City has demonstrated in these priority areas has helped lay the foundations for the Plan Update.



Artist John Wehrle's mural "Mak Roote" at the West Berkeley Rail Stop and Transit Plaza. Photo courtesy of the City of Berkeley.

## COMMITMENT TO CULTURAL EQUITY

The City of Berkeley commits to supporting equity within the arts and culture sector, and to consistently evaluating its programs and practices. The City recognizes the multiple benefits the arts provide to Berkeley residents at all stages of human development, regardless of race, color, religion, age, disability, national origin, sex, sexual orientation and gender identity/expression.

All members of the community should have equitable access to a rich, rewarding, and inspiring cultural life. Beyond ensuring access to the arts, the City envisions an arts and culture sector that empowers all members of the community to become leaders and to help steer the arts toward a more equitable future that reflects Berkeley's diverse communities.

The City of Berkeley commits to the support of artists and arts organizations that represent diverse cultures, life experiences and socio-economic backgrounds. The City supports the empowerment and equal representation of cultural perspectives that have been traditionally and historically underrepresented.

## COMMUNITY PROCESS

Developed through a dynamic and community-engaged process, the Plan Update reflects the needs, interests and priorities of a diverse cross-section of Berkeley community members and arts stakeholders. The Civic Arts Commission initiated the planning process by writing a grant through the City of Berkeley to the William and Flora Hewlett Foundation. This Plan Update will help the City and the arts community build on recent successes and navigate current issues, such as affordability challenges caused by the economic boom and rising cost of living.

In the past year, the arts and culture planning team conducted extensive public engagement. Over 850 community members and local stakeholders representing the diverse arts community participated in the planning process. The Plan Update was informed by the rich input received from community members who participated in a wide range of outreach activities, including but not limited to an online survey, stakeholder interviews and policy working groups.

### Visioning Work Session

The City hosted a visioning work session in February 2017 with Civic Arts Commissioners and local arts stakeholders about the arts and culture plan update process in order to generate ideas for a vision and initiatives to strengthen Berkeley's arts and culture ecosystem. Several key themes emerged from the visioning activity, including the need for centralized communications, affordable art spaces, and further development of the new Public Art on Private Development Program.

### Community Survey

To collect community input on arts and culture needs, priorities and opportunities, the planning team conducted an online questionnaire. Between April and June 2017, a total of 702 surveys were collected. The planning team conducted a robust outreach effort to publicize the survey including e-blasts, targeted flyer distribution, social media posts and outreach to key partners. The survey results were instrumental in developing an actionable plan update that reflects the needs and concerns of the community.

### Community Workshop

The planning team hosted a community workshop at the Kala Art Institute with the purpose of informing the public about the arts and culture plan update process and soliciting further input on ways to strengthen Berkeley's arts and culture community. Over 40 participants attended the workshop and key findings that emerged from participants' responses and comments included the need to prioritize the creation of affordable artist housing and art spaces, as well as a desire to see more public performances across the city.



Participants at the Community Workshop held at the Kala Art Institute. Photo courtesy of the City of Berkeley.





Community members participating in the Visioning Work Session at the Kala Art Institute. Photo courtesy of the City of Berkeley.

### **Policy Working Group Meetings**

Leaders in the local arts sector were invited to participate in three thematic policy working group meetings and one policy review session. The goal of these policy working groups was to identify potential policy improvements and action steps related to Civic Arts Grants, Public Art, and Arts Education. The participants were then invited to a final review session to review the statements that were developed at these sessions in advance of them being incorporated into the Plan.

### **Civic Arts Commission**

The Civic Arts Commission was the catalyst for the *Arts and Culture Plan Update* and provided leadership throughout the process. The Commission met regularly to receive updates on the planning process and provide direction. Commissioners helped shape and conduct the community outreach program, and provided key insights into the Plan Update framework.



## CHAPTER 2

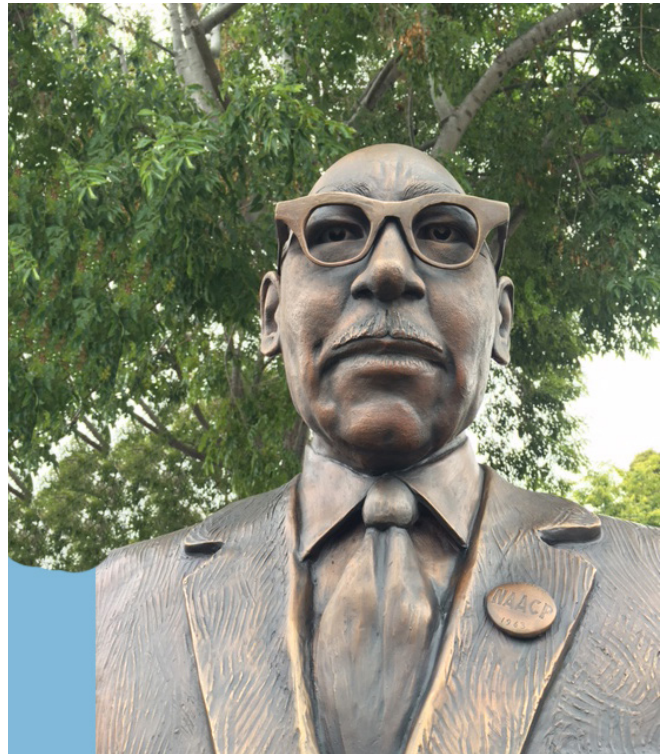
# The Berkeley Arts Community Today

## KEY COMMUNITY PARTNERS

Berkeley's nationally recognized arts scene is home to over 150 active arts and culture nonprofits as well as many local artists. The city is also home to a wide range of artists known regionally, nationally and internationally. These artists and organizations sustain our cultural ecosystem through their contributions of talent, resources and leadership.

The City of Berkeley has long recognized the importance of the arts to the economic health and livability of our city. This understanding is reflected by the financial investments and programmatic commitments the City has undertaken over the years to nurture the growth of arts and culture as a core aspect of life in Berkeley for both residents and visitors.

Founded in 1980, the Civic Arts Commission advises the City Council and is charged with promoting the arts and urban beautification in Berkeley. The nine-member Commission has four subcommittees that address public art, grants, policy, and arts education. Through their work, the Commission has spearheaded changes to the Civic Arts Grant Program, initiated the public art on private development ordinance, and partnered with UC Berkeley to study equitable access to art enrichment in afterschool programs. The Berkeley Civic Arts Commission continues to be a driving force for change and forward-thinking progress for arts and culture in Berkeley.



Statue of Byron Rumford by Dana King, located on Sacramento Avenue in South Berkeley. Photo courtesy of the City of Berkeley.

The Civic Arts Program is housed within the City’s Office of Economic Development and implemented by the City’s Civic Arts staff. The organizational structure and work flow of the Civic Arts Program is included in Figure 1 to illustrate the interrelationship between elected officials, City staff, Civic Arts Commissioners and the various arts programs, activities and policies.



Berkeley Repertory Theatre’s production of “Ain’t Too Proud—The Life and Times of The Temptations.” Photo courtesy of Kevin Berne/Berkeley Repertory Theatre.

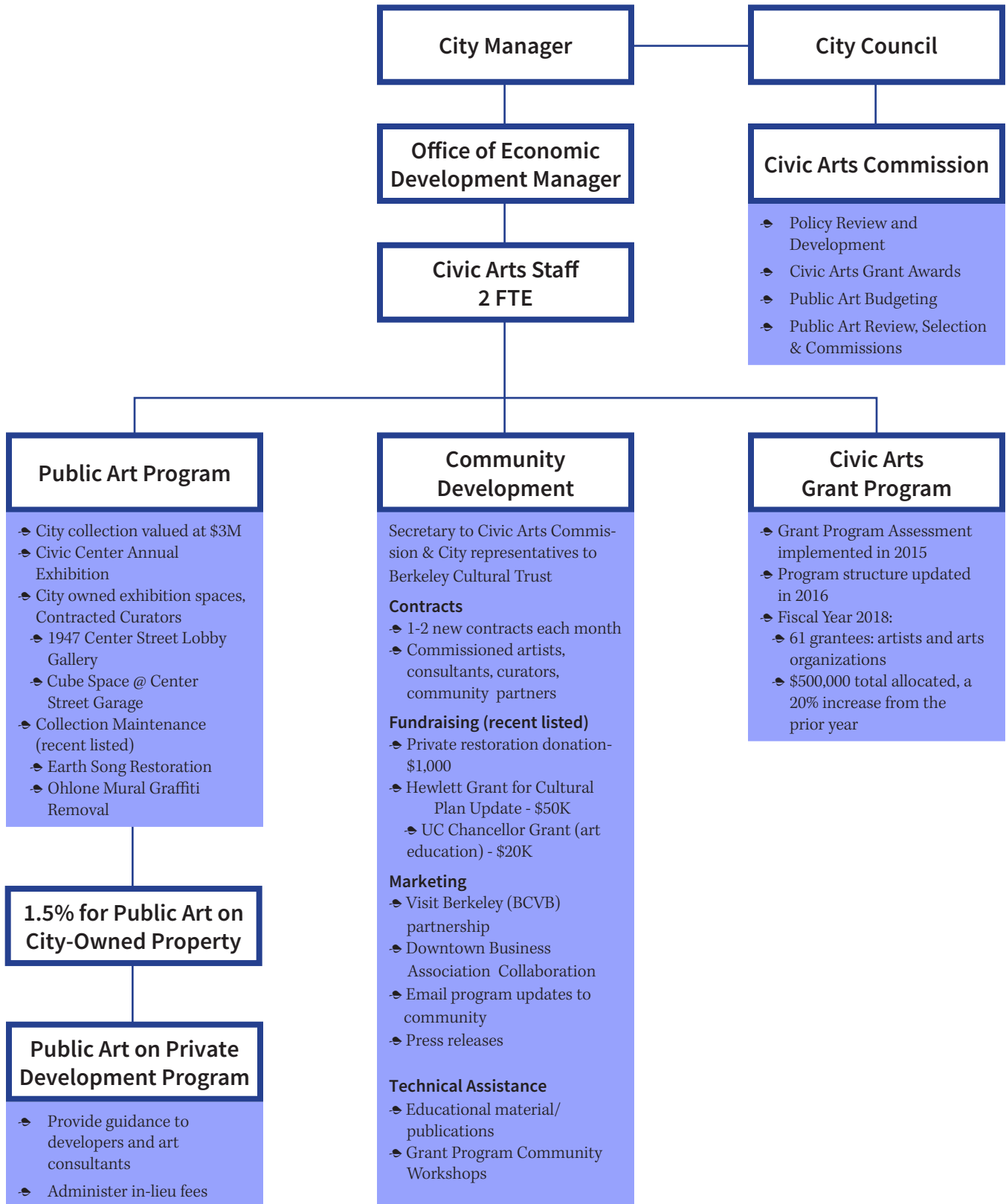
The Berkeley Cultural Trust (BCT), another key player in the local arts community, is a free membership-based organization that represents cultural organizations throughout Berkeley. BCT has helped create a strong, unified voice for artists and cultural organizations to advocate for policies, actions and resources that enhance the well-being of local artists and cultural organizations. The BCT operates in close cooperation with the Civic Arts Commission, demonstrating the collaborative nature of Berkeley’s art community.

Additionally, the University of California, Berkeley is home to several key arts and cultural venues and features world-renown arts programming. For instance, as one of the largest, university-based performing arts presenters in the United States, Cal Performances offers a unique array of world-class cultural experiences to Berkeley residents and visitors from across the Bay Area. Many other campus departments and centers offer regular arts and culture programming, often free or at low cost to students and members of the community.

The expansion of new arts and cultural venues amplifies the richness and diversity of the arts landscape in Berkeley. For example, the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) moved into its new home in downtown Berkeley, offering 25,000 square feet of exhibition space and two theaters. In 2016, Berkeley Repertory Theatre re-opened its signature, 400-seat theatre space after nine months of renovation. In addition, the UC Theatre was refurbished and re-opened in April 2016, offering a large (1,400 capacity), state-of- the-art live music venue in the City of Berkeley.

Local arts events and festivals across the city offer a window into the vibrant style and diverse cultures of Berkeley. Berkeley is host to several annual events and festivals including Solano Stroll, the Cinco de Mayo Festival, and the Bay Area Book Festival.

CIVIC ARTS WORK FLOW 2018



## ECONOMIC IMPACT OF THE ARTS

Economic Impact of the Arts

### BY THE NUMBERS

**\$165 MILLION**

in economic activity generated in Berkeley in 2016 by the arts industry

**2.6 MILLION**

people attended cultural events in Berkeley in 2016

**\$500,000**

from the City of Berkeley allocated to artists and organizations in 2016

**6,783**

jobs provided in Berkeley by the arts sector in 2016

**152**

arts and culture nonprofits exist in Berkeley in 2016

For a city of 118,000, Berkeley offers a remarkably diverse array of arts and cultural opportunities. These cultural assets enrich the lives of individuals, help to build community, and create a positive identity and image for the city as a whole. Along with these social benefits, the arts and cultural assets in Berkeley also spur significant economic growth. As part of the *2018 Arts and Culture Plan Update*, an economic impact report was developed to document the significance of the arts and culture industry to Berkeley's local economy.

Overall, the arts and culture industry in Berkeley generates nearly \$165 million in total economic activity, including both direct and indirect impact of the arts and culture industry. Arts and cultural organizations have a significant direct economic impact on the community. In particular, salaries and benefits, which go to local residents, and physical venue costs which typically go to local businesses, are direct expenditures that benefit the local economy. In Berkeley, total direct expenditures by nonprofit organizations come to nearly \$98 million and the arts industry provides over 6,000 paid positions.

Arts and culture venues and events are popular in Berkeley, attracting a total audience of over 2.6 million in 2016. Audiences, which include both local residents and visitors from neighboring cities and beyond, significantly expand the economic impact of arts organizations through their spending at nearby restaurants, stores and hotels. This off-site spending may even exceed the direct expenditures of the arts organizations themselves. In particular, cultural events can attract new dollars by drawing visitors to the city who may spend more on average than local residents by paying for lodging and other related services.

## SNAPSHOT OF CURRENT CONDITIONS

Through stakeholder interviews and focus groups, the planning team identified key issues influencing the arts in Berkeley. This assessment explores the current conditions and trends impacting the city's arts and culture sector, focusing on what has changed since the last Arts and Culture Plan in 2004. The key findings and issues that emerged from this assessment are described below.

### Arts Funding and Investment

Art continues to play a critical role in Berkeley's economy, with strong performing and visual arts and new venues attracting visitors from outside the city and region. Even with the increased funding offered through the Civic Arts Grant Program, community arts leaders emphasized the need for additional funding to support the arts across the city.



## Affordability

The issues of housing affordability and artist space affordability in Berkeley and the Bay Area are central concerns for artists and arts organizations in Berkeley. With rising real estate costs, many artists, even teaching artists, can no longer afford to live or rent artist spaces within Berkeley city limits. Artists living outside of Berkeley are struggling with the region's soaring cost of living and the cost of transportation to Berkeley. Local arts leaders noted that young artists are moving to Oakland and other cities where they can live more affordably. The interviews surfaced the need for an ongoing discussion on the role of the City and other large institutions in supporting the development of affordable housing and work spaces for artists and arts organizations.

## Geography

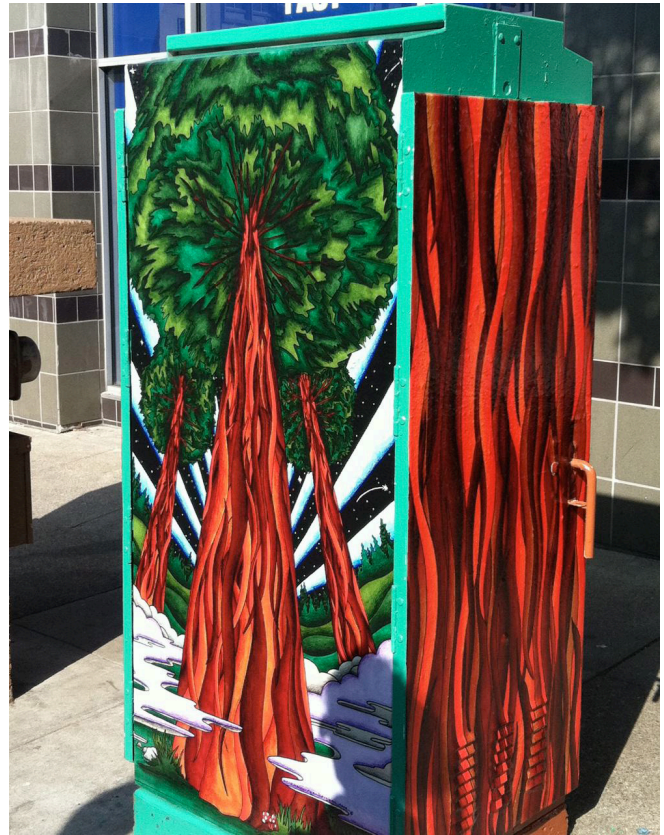
Downtown Berkeley's successful "Addison Street Arts District" is well-established as a popular hub of arts and cultural activities. A key theme emerging from discussions with arts and cultural leaders is a desire to identify and establish art districts beyond the Downtown, in, for example, West and South Berkeley. The "Arts and Artisans District" in West Berkeley and the "Ashby Arts District" in South Berkeley are prime candidates for additional, neighborhood-specific City investment.

## Partnerships

Many arts and cultural leaders and organizations highlighted the desire to create more partnership opportunities with lynchpin institutions to leverage funding and increase operational capacity. While there are several strong connections existing between the City, UC Berkeley and arts organizations, leaders in the arts community expressed the need for more information-sharing and formalized structures to forge new relationships across sectors.

## Arts in Education

Berkeley is working to address the role of schools and nonprofits in providing students with a high quality, equitable arts education. While BUSD has an exemplary music program district-wide, visual arts and other performing arts such as dance and theatre are not as consistently taught or widely available to all students. Some interviewees expressed that students who attend public school have less exposure to the arts, which makes them less familiar and invested in the arts as adults. Research by UC Berkeley through the Chancellor's Community Partnership funded study indicated that disparities in arts programming exist within the Berkeley Unified School District (BUSD) K-8 afterschool programs. Based on this understanding, the community dialogue on the role of public institutions and arts organizations in providing and supplementing arts education is a key issue in the Berkeley arts community.



Utility box mural on Shattuck Avenue. Photo courtesy of the City of Berkeley.

## Marketing and Promotion

Many arts institutions host shows, events and programs in Berkeley, however, stakeholders expressed a need to better market and promote their work and related activities. Since the 2004 Plan, the City has initiated a partnership with Visit Berkeley, which serves as a consolidated, online resource to promote upcoming arts and cultural events. Some interviewees suggested that the City and its arts partners work together to better leverage Visit Berkeley and expand marketing efforts.

### Recent Arts Awards for Berkeley

In 2016, the *Diablo Magazine* named Berkeley's Arts District the "Best Renovated Arts District in the East Bay" citing the new UC Berkeley Art Museum, the new UC Theatre, Taube Family Music Hall, and the Berkeley Repertory Theatre.

The City of Berkeley hosted the "Meeting of Mayors" event as part of the Mayors Innovation Project in 2016. The arts sector's contributions to the city's economy were highlighted in a presentation to mayors from over twenty cities from across the country.

## CHAPTER 3

## Priority Planning Areas

Since the adoption of the last Arts and Culture Plan in 2004, the City and the Civic Arts Commission have prioritized three policy areas: Civic Arts Grants, Public Art, and Arts Education. This Plan Update takes an in-depth look at the development of each area in recent years, evaluating the City’s investment of resources and making recommendations for further policy improvements in alignment with the vision articulated in this Plan.

The City’s commitment to these three priority areas is exemplified by initiatives led by the City in recent years, which include the UC Chancellor’s grant-funded initiatives to enhance arts education, the development and implementation of the Public Art on Private Development ordinance, and revisions to the Civic Arts Grants guidelines for increased efficiency and equity. The progress that the City has demonstrated in these priority areas has helped lay the foundations for the Arts and Culture Plan Update and has equipped the City with the tools necessary to further strengthen its programs and address new challenges.



Alicia Little Tree Bales and Ed Berkeley in “When Briseis Met Chryseis” at the Metal Shop Theater in Berkeley. Photo by W. Newton.

### CIVIC ARTS GRANTS

#### Background and Current Conditions

The City of Berkeley provides financial support to the local arts community through the Civic Arts Grant program. The Berkeley Civic Arts Commission utilizes its grant-making to strengthen Berkeley’s arts landscape in order to enrich the city as a whole. Grant funds are strategically targeted to continue building a vibrant arts ecosystem. The Civic Arts Commission makes funding recommendations to the City Council after a review panel evaluates the proposals and gives recommendations to the Commission.

The Civic Arts Grant Program is unlike other funding streams in that it allows organizations to utilize the funds for core operational activities rather than restricting expenditures to programming and projects. Over the last 15 years, the Civic Arts Grant Program has pursued a consistent grant-making approach, providing general operating support to arts groups, service organizations, and arts programs within larger institutions, and project support to individual artists. The amount of funding available for arts grants varies each fiscal year depending on the allocation from the City’s General Fund approved by the City Council. The Civic Arts Commission and its Grants Subcommittee disburse the yearly allocation to a broad and diverse range of applicants, serving the widest audience possible.

**Recent Developments and Accomplishments**

In 2015, the City of Berkeley engaged an independent consultant to evaluate the Civic Arts Grant Program and identify strategies to improve the program. One of the key findings from the assessment was that the “formula-based approach and lack of grantee categories resulted in low grant amounts and was perceived as fostering inequitable distribution of resources that put small arts groups at a disadvantage.”<sup>1</sup> The assessment also revealed the need to promote art nodes in neighborhoods throughout the city, as opposed to concentrating funding in established districts (such as the Downtown Berkeley Arts District).

Subsequently, the City changed its grants guidelines and discontinued the use of the formula in grant allocations. In place of the formula-based approach, the City created three separate competitive grant pools for a) large and mid-size arts organizations, b) small arts organizations, and c) individual artists. In addition, the City simplified the application guidelines, form, and process, with separate application processes for organizations and individual artists.

The City Council also adopted the following changes to improve the Civic Arts Grant Program and ensure it is accessible to a wider diversity of local artists and arts organizations:

- Increased annual allocation to the Civic Arts Grants Program to a total budget of \$500,000 for Fiscal Year 2018. (Table 1)
- Shifted from a two-year grant cycle to an annual cycle to allow arts organizations and artists an annual opportunity to apply for funding rather than having to wait every other year to apply.

**Table 1: Civic Arts Grant Program Funding (2015 — 2018)**

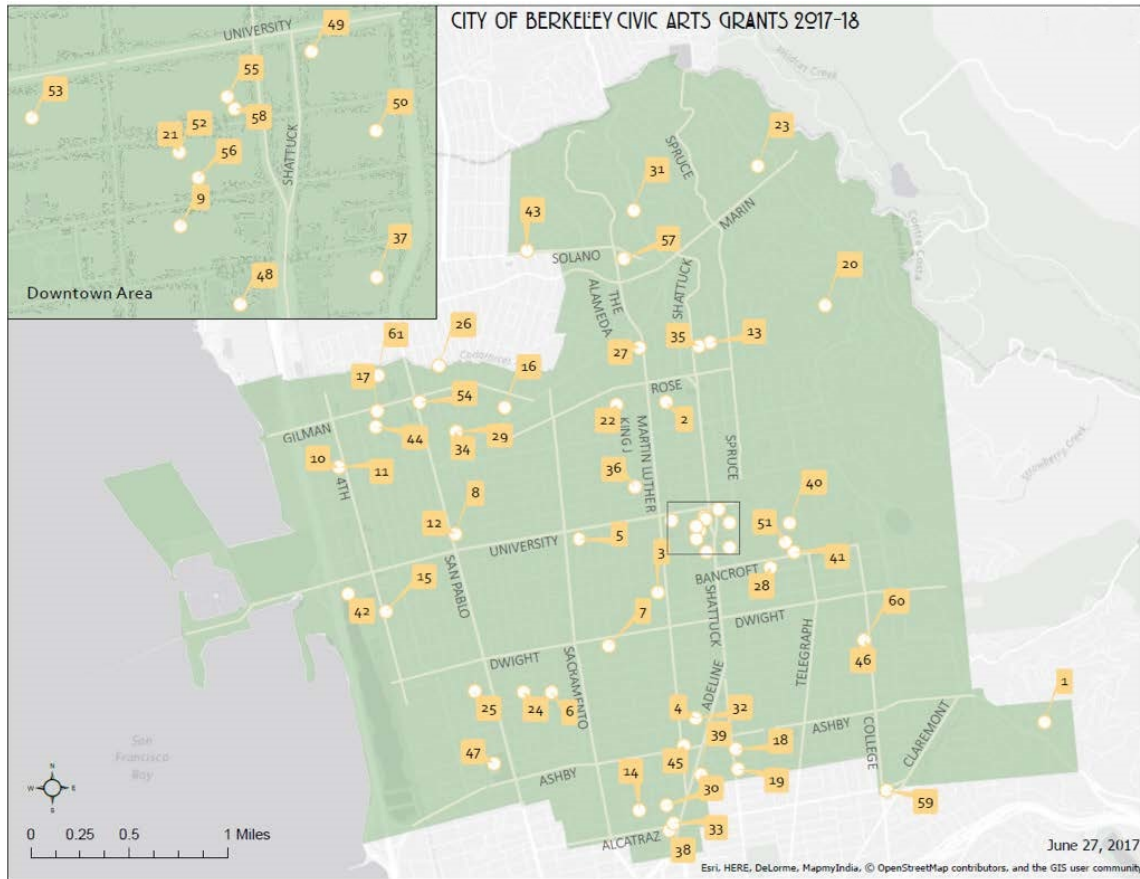
	2015-16	2016-17	2017-18
Civic Arts Grant Funding Allocation	\$229,100	\$378,850	\$497,510

A map of the 2017-2018 grant recipients (see Figure 2) demonstrates that grantees are spread across the city, creating art and programming in every district. Using an equity lens, the Civic Arts Grant Program is continually analyzing its practices and operations to ensure it reflects the cultural and racial diversity of Berkeley, the array of artistic disciplines practiced, geographic reach, and the current needs of the arts sector in Berkeley.

<sup>1</sup> City of Berkeley Office of Economic Development, Civic Arts Grants Program. “Grants Program Assessment and Recommendations.” October 2015.



Figure 2: Map of Civic Arts Grants



## 2017-18 CIVIC ARTS GRANT AWARD RECIPIENTS

### Individual Artists

- 1 Christy Chan
- 2 Christopher (Kit) Young
- 3 Richard Silberg
- 4 Bruce Coughran
- 5 Todd Gilens

*Funding dependent on increase in Civic Arts Program funds*

- 6 Sheila MetcalfTobin
- 7 Ben Goldberg

### Small and Mid-Size Organizations

- 8 BrasArte The Damasceno Brazilian Cultural Exchange
- 9 Berkeley City College - Milvia Street Art and Literary Journal
- 10 Watershed Environmental Poetry Festival
- 11 Poetry Flash
- 12 Capoeira Arts Foundation
- 13 Berkeley Art Center
- 14 Actors Ensemble
- 15 CODEX Foundation
- 16 Berkeley Juneteenth Association, Inc.
- 17 Alternative Music Foundation
- 18 Gamelan Sekar Jaya
- 19 La Peña Cultural Center
- 20 Berkeley Community Chorus & Orchestra

- 21 Berkeley Old Time Music Convention
- 22 Junior Bach Festival Association, Inc.
- 23 Chora Nova
- 24 Pacific Edge Voices
- 25 Berkeley FILM Foundation
- 26 Sacred and Profane: A Chamber Chorus
- 27 Veretski Pass
- 28 Central Works
- 29 Play Cafe, Inc.
- 30 Creative Wellness Center/Bonita House, Inc.
- 31 Youth Musical Theater Company
- 32 Indra's Net Theater
- 33 PlayGround
- 34 Inferno Theatre
- 35 TheatreFIRST
- 36 Those Women Productions
- 37 David Brower Center
- 38 Youth Spirit Artworks
- 39 New Space Studio

*Funding dependent on increase*

- 40 UC Jazz
- 41 Creative Residencies for Emerging Artists Teaching Empowerment

### Large Organizations

- 42 Luna Dance Institute
- 43 Foundation for the Future of Literature and Literacy, dba the Bay Area Book Festival
- 44 Small Press Distribution
- 45 Shotgun Players
- 46 Berkeley Ballet Theater
- 47 Kala Art Institute
- 48 Habitot Children's Museum
- 49 Heyday
- 50 UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)
- 51 Regents of the University of California/Cal Performances
- 52 Berkeley Society for the Preservation of Traditional Music, dba: Freight & Salvage
- 53 Berkeley Symphony
- 54 Ashkenaz Music & Dance Community Center
- 55 Aurora Theatre Company
- 56 Bay Area Children's Theatre
- 57 Cazadero Performing Arts Camp
- 58 California Jazz Conservatory
- 59 Shawl-Anderson Dance Center
- 60 Julia Morgan Center for the Arts, Inc. DBA: Berkeley Playhouse
- 61 Berkeley Repertory Theatre

Another recent development is the establishment of a festivals grant program. Historically, Berkeley's grants to cultural festivals and special events have been allocated to specific recipients via the City's annual budget process, rather than through a competitive application process. In 2017, the Civic Arts Commission partnered with members of the Berkeley Cultural Trust, including a producer of many of Berkeley's most successful arts and culture festivals, to advocate and develop a framework for a transparent, competitive, public process for the allocation of those funds, so that more organizations would have the opportunity to benefit from that financial support. In early 2018, the Berkeley City Council adopted a resolution committing the City to proceed with that policy. City staff plans to work with the Civic Arts Commission to establish the program for implementation early 2019, in advance of the 2019-2020 grant cycle.

## Recommended Improvements

The Civic Arts Grant Program is a clear articulation of the City's commitment to sustaining and celebrating the arts and creative expression within its borders. Arts stakeholders and community members that participated in this planning process identified a number of strategies for building on existing assets to increase investment in a vibrant arts community (with additional detail in Chapter 4):

### Policy 2.1

#### **Expand the Civic Arts Grants Program by increasing funding and technical assistance for grantees.**

Arts advocates seek an ongoing commitment from local government to fund grants programs, and to explore funding increases that can be sustained by new revenue streams. Beyond funding, the City can increase the impact of the program by bolstering technical assistance for artists and arts organizations, particularly in regards to fiscal sponsorship and management, and organizational development.

### Policy 2.2

#### **Promote an equitable grant-making process and reduce application barriers.**

The Civic Arts Commission and other arts stakeholders commit to pursuing additional enhancements to the City's arts funding programs to expand access for individuals and organizations from cultural communities and geographical areas that have been historically underrepresented and underfunded.

### Policy 2.3

#### **Promote the Civic Arts Grants Program to offer funding opportunities to a wider array of arts organizations and artists.**

The City, the Commission and arts partners can expand the network of funding recipients by enhancing communications, establishing an organizational mentorship program, and pursuing other creative strategies to increase inclusiveness and build capacity.

### Policy 2.4

#### **Increase marketing of the arts among Berkeley residents, regional audiences and tourists.**

There's a clear need and opportunity to leverage the community's investments in the arts by increasing marketing activities and strengthening connections between organizations and their audiences.



Berkeley Repertory Theatre production of "Ain't Too Proud - The Life and Times of The Temptations." Photo by Kevin Berne.

## ARTS EDUCATION

### Background and Current Conditions

Art practice and creative expression are crucial to the education and development of young people and people of all ages. Arts education provides opportunities for participants to build skills, solve problems, express themselves, and create something new. The City of Berkeley and its partners offer a wide range of high quality arts education experiences, available to an intergenerational Berkeley community in a variety of settings. The Berkeley arts and culture education system consists of a network of organizations including departments of the City of Berkeley, the Berkeley Unified School District, arts programs within higher education institutions, and educational programs within non-profit and community-based organizations.



Crowden Music School Students at Civic Center Exhibition Opening. Photo courtesy of the City of Berkeley.

### Berkeley Unified School District programming

Berkeley Unified School District (BUSD or the District) consists of 11 public elementary schools, 3 middle schools, a high school, and an alternative school serving over 9,400 students in the BUSD. In addition, the District has 3 preschool facilities and an Adult School serving several thousand students each year. Programming in the curricular day includes:

- Music at all levels: BUSD's exemplary music program, funded by a recently renewed parcel tax, begins with recorder lessons for third grade classes, instrumental music for upper elementary, and then band, jazz band and orchestra at every middle school and Berkeley High (BHS). Alumni of BHS's award winning jazz ensembles have achieved recognition and awards in the national and international jazz scene.
- Other arts at all elementary and middle schools: Offerings of dance, theater and visual arts classes vary from site to site at elementary and middle school level. In elementary school, each principal works with stakeholders at their site to decide what kind of arts education is offered during the school day and how much.
- Arts at the high school level: The quantity and quality of arts programming at Berkeley High is superior by national standards for high schools of its size. All disciplines are represented, and performances and exhibitions are of very high quality. Serious artist students graduating from BHS are accepted at conservatories and professional arts preparation programs and go on to professional arts careers. That said, the resources offered in each field vary from year to year depending upon county/state support, philanthropic and PTA support, and BHS leadership.

### Afterschool programming

Afterschool programming provides arts learning opportunities and enrichment for students at all levels. These opportunities are programmed as outreach opportunities within arts non-profit organizations, by the schools, and by school PTAs. As a result, the overall landscape for afterschool arts programs varies in both quality and access from school to school. Within the BUSD elementary school program, the complex afterschool ecosystem involves two different afterschool programs: LEARNS, a program that charges a sliding scale according to family income and BEARS, a subsidized program offering low or no-cost care to low-income families. The two programs offer markedly different levels of access to the arts and vary widely in quality and innovation from site to site. Each school's PTA offers a unique menu of programming that overlaps with both programs somewhat, but also serves students who participate in



neither afterschool program. The PTA classes typically charge a fixed amount per class, with limited scholarships, thereby offering high quality arts access to the children of better-resourced families. The dependence on differentiated models of funding – parental and governmental – can create inequity in access to arts programming.

### City of Berkeley Programming

The City of Berkeley offers arts education classes through the Parks, Recreation and Waterfront Department that complement the Berkeley Unified School District’s afterschool arts and culture activities and summer activities. Summer offerings include Cazadero Music Camp, which serves 1,400 students age 10 through 18 each summer; JumpStart in Music; Echo Lake Camp’s artist-in-residence program; and Arts Discovery Camp serving children ages 5-12. Many classes are available at subsidized prices for Berkeley residents. Scholarships are sometimes available for low-income individuals and families. Afterschool classes take place at three park campuses.



“All The Right Moves” students with teacher Yukie Fujimoto performing at Luna Dance Institute’s 20 Points of View open studio showing. Photo courtesy of Luna Dance Institute

### Non-Profit and Community-based Providers

Many of the 150+ arts organizations in Berkeley are fully dedicated to arts education, or have educational components integrated into their core programming. Berkeley enjoys high-caliber arts education providers in visual art, theater, dance, music, film, and other forms of fine art and creative expression. Many of these organizations partner with BUSD. While such partnerships increase students’ access to arts education, the quality, accessibility, consistency, depth, and breadth of such partnerships vary, creating inequity in access.

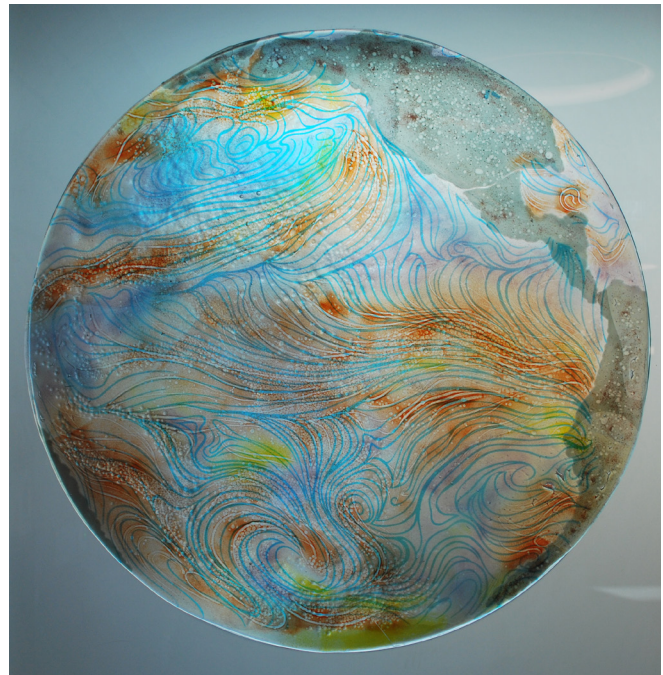
### Higher Education and the Arts

Berkeley’s institutions of higher education feature robust offerings in the arts, design, culture and creativity. At Berkeley City College, the Visual Art Department features studio classes, art history classes, certificates of achievement in Public Art, Figure Drawing and Art History, and AA Transfer Degree in Studio Art. The University of California at Berkeley houses a range of educational departments, student groups, and presenting organizations that teach the arts to college students, life-long learners, and youth across all disciplines in the visual arts, the performing arts, film and media, literary arts, and all design fields.

Educational offerings include free and accessible public programming, courses and degrees for UC Berkeley students, courses and certificates for concurrent enrollment students and life-long learners, educational programming from museums and presenting organizations, internships in arts administration, and student clubs devoted to community arts. The recent creation of the Office for Berkeley Arts + Design seeks to aggregate this rich and varied landscape across the campus, collaboratively fundraise, and strengthen community partnership in all creative fields. While the impulse to institutional and individual collaboration runs deep, the ongoing state and federal cuts to public higher education imperil the capacity to leverage and expand higher education programs on behalf of arts education in the city of Berkeley.

### Advocacy organizations

The City of Berkeley, Civic Arts Commission, Berkeley Cultural Trust, and arts nonprofits in Berkeley are engaged in efforts to improve the access and quality of arts education opportunities for students. Drawing from each of these entities, the Berkeley Arts Education Steering Committee (BAESC) is a collaborative group dedicated to promoting and enhancing arts education in Berkeley. BAESC was founded in 1998 as a collaboration between local arts organizations, parents, teachers and administrators. BAESC is a committee of Berkeley Cultural Trust and over the past 19 years has been led by local leaders in partnership with BUSD. The goal of BAESC has consistently been to bring a variety of strong arts programming to students in the Berkeley schools.



"Spectrascape" by Wowhaus at Berkeley's West Branch Library. Photo courtesy of the City of Berkeley.

### Recent Developments and Accomplishments

Despite the challenges of an under-resourced and under-coordinated arts education environment in the City of Berkeley, there has been continuous improvement as well as promising pilot projects that test new partnerships and create coalitions for advocacy. Most of the pilots described below depend entirely on volunteer labor and need stable funding and staffing to continue implementation.

### UC Berkeley Arts Administration Internship Program

Funded for two years by a Chancellor's grant from UC Berkeley, the Arts Research Center (ARC) at UC Berkeley collaborated with the Berkeley Cultural Trust to establish internships programs for Cal students within ten to twelve arts organizations. Students received Independent Study or Field Study credit with then ARC Director (now Associate Vice Chancellor) Shannon Jackson while volunteering in the administrative offices of BCT member institutions. BCT staff received modest stipends in exchange for mentorship and a modest fund supported programming and teaching in the field of arts administration. This model was a win-win for Berkeley students and the Berkeley Cultural Trust, but it requires sustained funding to continue.

### Equity in Access to Afterschool Arts Program Study

Funded for two years by another Chancellor's grant from UC Berkeley, the City of Berkeley and the Berkeley Civic Arts Commission partnered in 2017 with the Principal Leadership Institute in the Education Department at the University of California at Berkeley to study arts education at BUSD afterschool programs. The study identified issues of unequal access to arts education at various afterschool

program sites–sited above–and made recommendations to address these equity issues. The project also resulted in the creation of a draft *Art Education Handbook* for after school programming at BUSD. The project sponsors and partners hope to build on this progress by enhancing partnerships between arts nonprofits and BUSD afterschool programming.

### **Creative Residencies for Artists Teaching Empowerment (CREATE)**

Amongst the many arts providers identified in the Afterschool Program Study, UC Berkeley’s network of student volunteers are a key source of supplemental arts education at BUSD and other schools. The C.R.E.A.T.E. program within the Public Service Center (PSC) places around 40 students in local schools as volunteer arts teachers, though PSC cannot afford to hire staff dedicated to coordination and mentorship. With their own initiative, Berkeley students applied for and received a one-time Civic Arts grant to hire experienced teaching artists to train them as assistant arts teachers. Once again, this was a win-win for many schools, Berkeley students, and Berkeley-based teaching artists, but it requires sustained staffing and funding to continue.

### **The Berkeley Arts Education Steering Committee (BAESC)**

The Berkeley Arts Education Steering Committee (BAESC) is comprised of staff from local arts organizations, parents, teachers and administrators. Coming out of an effort to apply for a Kennedy Center grant for arts education, BAESC’s goal is to bring a variety of strong arts programming to students in Berkeley’s schools. While they did not receive the grant, the coalition remained. BAESC was inspired by the arts education meeting held in the fall of 2015 at the William and Flora Hewlett Foundation to continue working for quality arts education in both the school day offerings and in afterschool programs. BAESC has identified two near-term goals:

1. Enriching afterschool programs with the arts using the afterschool arts assessment conducted by the Berkeley Civic Arts Commission and the UC Berkeley’s Principal’s Leadership Institute under the sponsorship of the UC Berkeley Chancellor’s grants.
2. Exploring what resources are available outside the district to facilitate an arts education strategic plan.

### **Recommended Improvements**

Arts education advocates and service providers should build on these recent accomplishments and strengthen partnerships with BUSD and other educational institutions to expand high quality and equitable arts education in Berkeley. This community planning process identified the following policy goals and actions steps to pursue this goal (with additional detail in Chapter 4):

#### **Policy 3.1**

**Advocate on local, state and national levels to further incorporate arts education into the curricular day and enhance equitable access to arts in extended learning programs.**

Berkeley’s community leaders in the arts have established clear advocacy goals related to addressing inequities in access to arts education, increasing the offerings of stand-alone arts instruction, and better integrating the visual and performing arts in other curricular areas such as math, language arts, science and social studies. Advocates are committed to organizing persistent efforts in pursuit of those goals.

#### **Policy 3.2**

**Create innovative learning opportunities that connect students and young adults with career pathways in the arts.**

Berkeley can build upon the pilot projects described above to create and fund innovative learning opportunities that connect college students and young adults with career pathways in the arts—whether as



community arts practitioners, as arts teachers, or as arts administration internships. Such win-win partnerships create a virtuous circle that fortifies the public schools and arts organizations of the city while providing career-building opportunities for students and young adults with a passion for the arts, community, and cultural leadership.

### Policy 3.3

#### **Bolster arts education programming that complements the public school (K-12) context and lifelong learners.**

BAESC and the Civic Arts Commission are committed to planning and implementing a key recommendation of the recently completed research on afterschool programming: a summer arts enrichment pilot to BEARS students. Working with the BEARS administrator, this coalition is developing a series of field trips to Berkeley arts providers to provide students with several hand-on arts experiences in the visual and performing arts. Input will be sought from both students and staff after each arts field trip to inform next steps, and possible areas of arts focus for the subsequent school year.

## PUBLIC ART

### Background and Existing Conditions



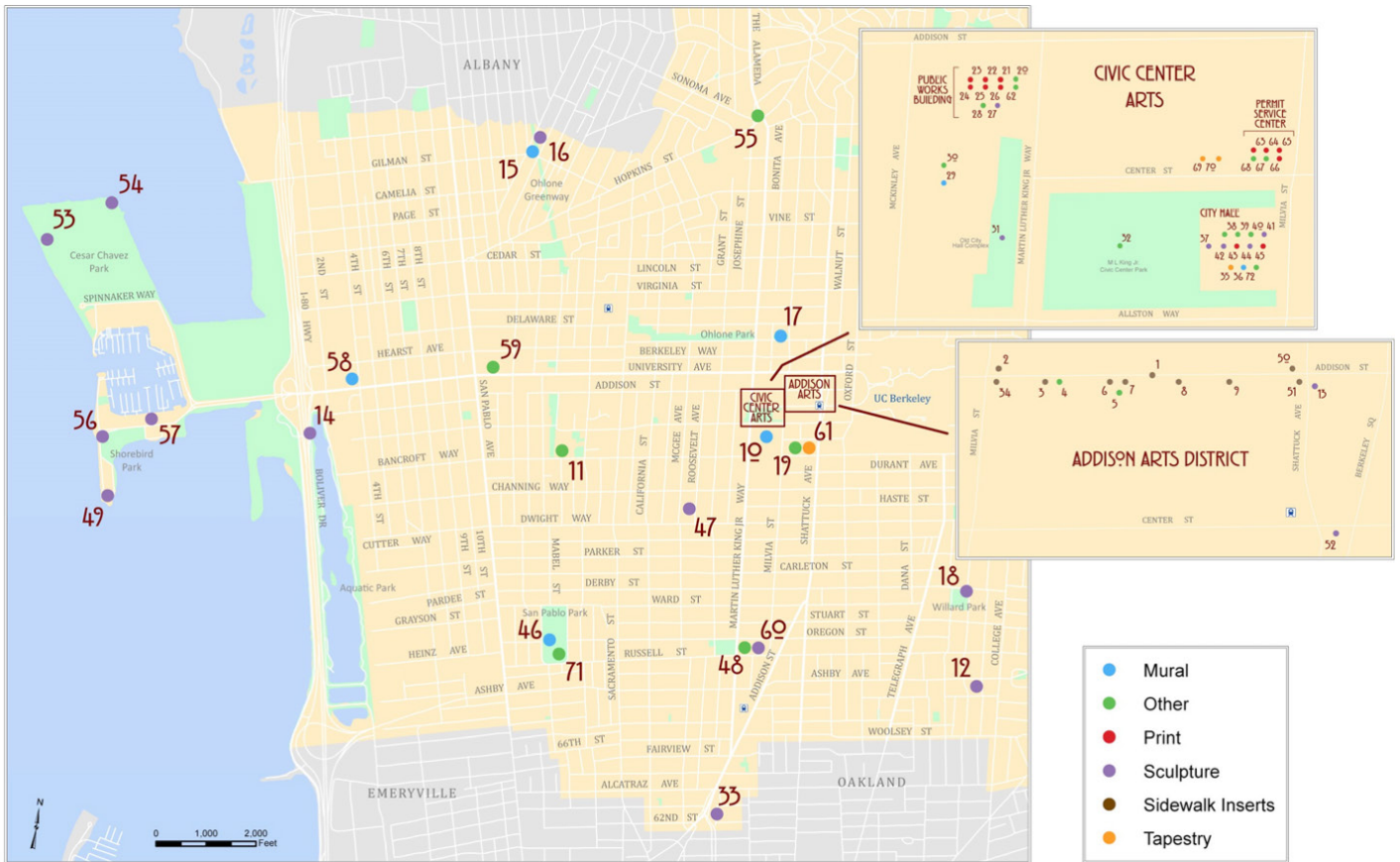
"Calliope" by Joseph Slusky, located in the Berkeley Marina.  
Photo courtesy of the City of Berkeley.

Across the City of Berkeley, creative and unique works of public art enhance the quality of life for residents and visitors alike. Public art breathes life into the built environment and open spaces by engaging artists to create works that reflect the unique character of our city. According to a 2015 study conducted by Americans for the Arts, titled "Americans Speak Out about the Arts," approximately 78% of Americans experienced the arts at a "non-arts" venue, such as a park, airport, shopping mall or civic building. This finding indicates that efforts of local arts organizations and arts agencies to "integrate the arts deeper into the fabric of their communities are having measurable impacts."<sup>1</sup>

Public art is integrated in a number of Berkeley's parks, civic buildings, private developments, streetscapes, and other public spaces (see Figure 3 Map of Berkeley's Public Art). The City's longstanding Public Art Program includes a City collection valued at \$3 million dollars, numerous public artworks installed throughout the city, and three City-owned galleries which house a series of rotating exhibitions. The City has completed 82 public art projects since its inception in 1967, with many of the early works commissioned through the City's own voluntary contributions, philanthropic donations and grant funding.

<sup>1</sup> Americans Speak Out about the Arts, [https://www.americansforthearts.org/sites/default/files/POP\\_FullReport\\_July11-1.pdf](https://www.americansforthearts.org/sites/default/files/POP_FullReport_July11-1.pdf)

Figure 3: Map of City of Berkeley's Public Art



**CITY OF BERKELEY**  
 Office of Economic Development  
 210 Main Street  
 Berkeley CA 94704

## PUBLIC ART PROGRAM

This map is for reference purposes only.  
 Care was taken in the creation of this map, but it is provided "AS IS". Please contact the City of Berkeley to verify map information or to report any errors.  
 May 8, 2013



In 1999 the City of Berkeley adopted the Percent for Art Ordinance, requiring all public improvements and bond measures to allocate 1.5% of the capital budget for public art. This ordinance established a program to fund the development of visual art in public places, including art developed in conjunction with municipal construction projects.

In 2001, the City of Berkeley developed “Guidelines for Public Art” designed to support legislation and staff responsibilities. As part of these guidelines, the following mission statement was articulated for the Public Art Program:

*The City of Berkeley’s Public Art Program will enliven and beautify the City’s environment. The program will encourage and promote awareness of the City’s rich ethnic, social, and cultural diversity as expressed through visual and design arts. The Public Art Program will enhance the visual environment for the citizens of Berkeley, integrate the design work of artists into the development of City public works projects, and promote tourism and economic vitality of the City through the enhancement of public spaces.<sup>1</sup>*



“Expanse” by Carolyn Hayduk at the Center Street Garage. Photo courtesy of the City of Berkeley.

The City of Berkeley has also programmed various publicly accessible exhibition spaces providing local and regional artists the opportunity to show their work in highly visible locations. These include:

1. The Civic Center Art Exhibition, located in the public spaces of the Martin Luther King Civic Center (2180 Milvia Street), provides artists who either live or work in Berkeley with a way to share their art with City staff and the public.
2. The Lobby Gallery at 1947 Center Street serves as a curated gallery that provides visitors and staff an opportunity to see art produced locally in the Bay Area region.
3. Addison Street Windows Gallery, at the Center Street Garage, for decades incorporated a visual artwork into Downtown Berkeley’s award-winning Addison Street Arts District. As of publication, the garage is currently being reconstructed; the new garage will include an exhibition space called “Cube Space” that hosts audio-visual art installations.

<sup>1</sup> City of Berkeley. Public Art for the City of Berkeley: A Guide to the Public Art Process. (2001)

### Romare Bearden's Mural: "Berkeley - The City and Its People" (1973)

"The City and Its People" was one of the first public art commissions of the renowned African-American artist, the late Romare Bearden. The Civic Arts Commission of the City of Berkeley commissioned this mural to be placed in the City Council Chambers as an active and accessible part of the city and its civic life.

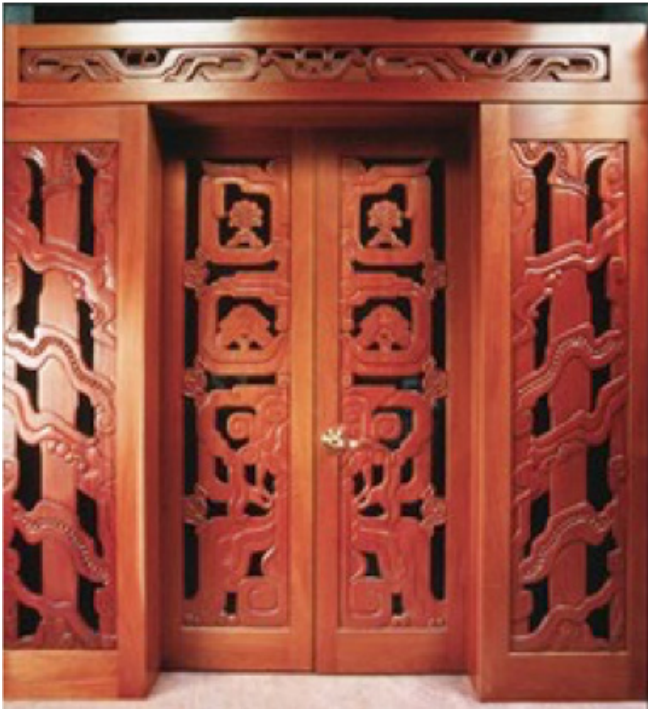
The National Gallery of Art in Washington, D.C. presented a retrospective of Romare Bearden's life work and borrowed this piece for their national exhibition of his work in 2003. The exhibition toured around the country, including stops at the San Francisco Museum of Modern Art, Dallas Museum of Art and the Whitney Museum of American Art.



Photo courtesy of the City of Berkeley.

In accordance with the placement of the mural in an open and well-used civic area, the logo of the City of Berkeley contains a multicultural design derived from a segment of this mural's imagery. Until 2003, the mural hung in the City Council area of Berkeley's previous City Hall building where public meetings were held. However, as public meetings were moved to other civic buildings, the mural was placed in storage for safe-keeping until a new location is identified to display this beautiful work of art.

### Recent Developments and Accomplishments



Main Library Gates by Miles Karpilow. Photo courtesy of the City of Berkeley.

Significant policy achievements in recent years have advanced public art on a number of fronts within the City of Berkeley. Some of the policy improvements will generate new sources of funding for public art, making this an ideal time to conduct a citywide community-engaged planning process to inform how these resources will be allocated, ensuring that new public art opportunities are aligned with Berkeley's values and vision.

#### Public Art in Private Development

After years of community deliberation, City Council adopted the Public Art on Private Development Ordinance in July 2016 to support publicly accessible on-site artwork valued at 1% of the cost of construction of new commercial, industrial, and multi-unit residential buildings. As an alternative to commissioning on-site artwork, the Ordinance allows the developer to pay an in-lieu fee of 0.8% of the cost of construction to support publicly accessible arts and cultural

programming anywhere within Berkeley. In October 2017, City Council revised the Public Art on Private Development Ordinance, expanding the applicability and increasing the budget requirement for on-site artwork to 1.75% of construction costs. The Public Art on Private Development Program Guidelines call for an annual budgeting process to allocate any funds accrued in the "in-lieu" fund, referred to in the



Guidelines as “The Private Percent Art Fund.” The purpose of this fund is “to provide arts and cultural services to the community at large by funding implementation of the Arts and Cultural Plan.” Pursuant to the Guidelines, the Civic Arts Commission will develop specific protocols for funding arts and culture programming, public art commissions, and other arts and cultural initiatives.

### Telegraph District Public Art Plan

The Telegraph District Public Art Plan was developed through a series of meetings and conversations with the local community, UC Berkeley, the Telegraph Business Improvement District (TBID), the City of Berkeley, the Civic Art Commission, the Berkeley Police and Fire Departments, AC Transit and other stakeholders. The Plan, completed in 2015, developed a unifying vision for how a range of temporary installations, permanent public art, and a variety of other contemporary forms of cultural programming could be integrated more substantially into any future construction along the Avenue. The plan highlights potential locations for public art in the Telegraph District to “strengthen the sense of community (and connections between various communities), enliven the streetscape and improve the character and quality of the public realm along this unique and important cultural corridor.”<sup>2</sup> This district-specific art plan was a model for how the Civic Art Program could plan for public art within the other “nodes” of the city.

Figure 4. Types of Art as Highlighted in the Telegraph District Public Art Plan (2015)



Photo courtesy of the City of Berkeley.

### Significant Community Benefits

Through the advocacy efforts of the Civic Arts Commission, City Council approved a significant community benefits package for the Harold Way development which included \$750,000 for the arts. The policy for how those funds are to be allocated will be determined by the Civic Arts Commission in alignment with the vision, values and goals articulated in this Cultural Plan.

2 Passmore, M. The Telegraph District Public Art Plan, 2015. [https://www.cityofberkeley.info/uploadedFiles/City\\_Manager/Level\\_3\\_-\\_Civic\\_Arts/Telegraph%20Public%20Art%20Plan-small.pdf](https://www.cityofberkeley.info/uploadedFiles/City_Manager/Level_3_-_Civic_Arts/Telegraph%20Public%20Art%20Plan-small.pdf)

### South Berkeley Artwork Commission Honoring William Byron Rumford

Taking an initial step to address the geographic disparity in public art investments in Berkeley, the Civic Arts Commission worked with community members from South Berkeley to commission an artwork honoring the contributions of Assemblyman William Byron Rumford who authored the California Fair Housing Act of 1963. The artwork was installed on the grassy median on Sacramento Street at Julia Street in 2016.

### Measure T1 Funding for Public Art

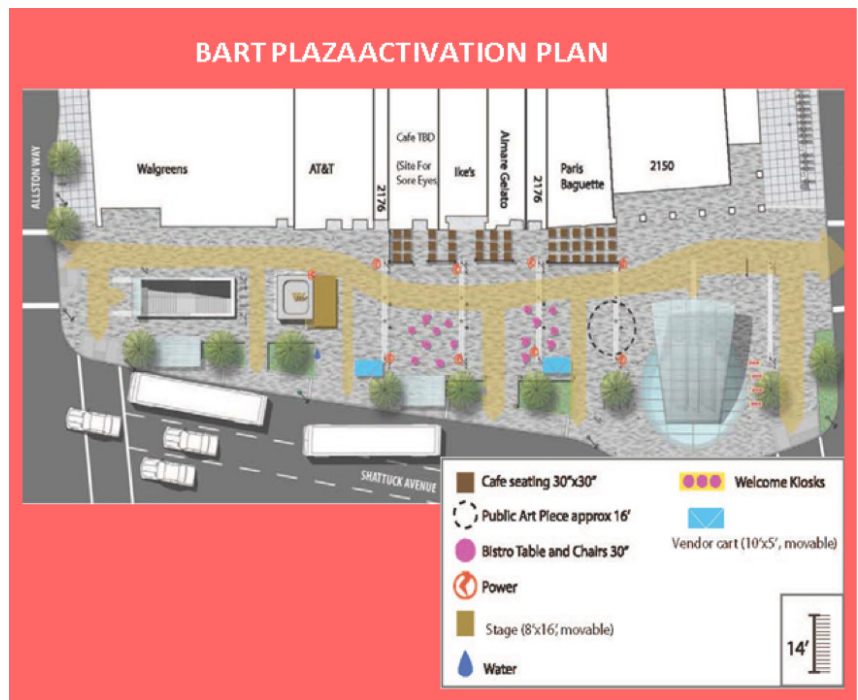
In November 2016, City of Berkeley residents voted to approve Measure T1, which “authorizes the City to sell \$100 million of General Obligation Bonds (GO Bonds) to repair, renovate, replace, or reconstruct the City’s aging infrastructure and facilities, including sidewalks, storm drains, parks, streets, senior and recreation centers, and other important City facilities and buildings.” One percent was set aside for functional public art. The Civic Arts Commission will designate sites for functional public art in three phases for a total of one million dollars.

### Center Street Garage Public Art

The Civic Arts Commission dedicated a large portion of the public art funds generated by the Center Street Garage construction project to create an exhibition space called the “Cube Gallery.” This display space located at the ground level of the new garage structure in the heart of the Downtown Arts District, with an expected opening in mid-2018, will provide a venue to showcase new media and film and video 24/7 facing the street and sidewalk.

### Downtown Berkeley BART Plaza

Downtown Berkeley BART Plaza serves dual civic purposes as the City’s most critical transportation hub and also its central community plaza. In 2017, the Civic Arts Commission partnered with the Downtown Berkeley Association (DBA) to develop a plan to activate the plaza with art, performances, community activities, and other cultural programming. This plan envisions the plaza as the heart of Berkeley, where residents and visitors will be invited to linger, listen to music, read a paper or be inspired by art and creativity. The newly renovated plaza will feature a programmable sound and lighting system to facilitate ambient sound installations and public performance. The plaza will also host a temporary, large-scale sculpture for approximately one year; as funding allows, this large-scale sculpture will change annually, providing a unique, highly-visible and ongoing opportunity for sculptors from the Bay Area and beyond to display their work.



Downtown Berkeley BART Plaza Plan. Drawing Courtesy of City of Berkeley.

## **Recommended Improvements**

The civic, social and economic value of Berkeley's public art is difficult to overstate. The City of Berkeley and its partners aim to produce more public art throughout Berkeley by pursuing the following policies and actions (with additional detail in Chapter 4):

### **Policy 4.1**

#### **Enhance Berkeley's environment by placing temporary and permanent public art in public spaces throughout the City.**

In the near-term, staff and community partners will assess the conservation needs of the existing public art collection, implement a suite of arts and cultural programming in Downtown Berkeley BART Plaza and other locations, and conduct technical assistance and fundraising activities to facilitate more new community-led and City-commissioned public art installations.

### **Policy 4.2**

#### **Allocate City funds for public art citywide to ensure equity and access.**

Respondents to the survey conducted for this plan update (see Appendix B) identified numerous potential locations for public art. Survey participants indicated a desire for more public art on major corridors, parks, BART stations, the marina and traffic circles on residential streets. Civic Arts staff and the Commission will identify segments of the community that currently have limited access to public art, in order to identify priority locations for future commissions.

### **Policy 4.3**

#### **Implement the recently established the Public Art on Private Development Ordinance and program.**

A number of on-site public art projects in private buildings are currently in development. In the near-term, the Commission will implement a transparent public process to allocate in-lieu funds in pursuit of the goals and values articulated in this plan.

### **Policy 4.4**

#### **Promote the City's public art collection.**

Stakeholders identified opportunities to leverage the City's existing collection via marketing and digital media to increase artwork exposure.

## CHAPTER 4

# Policy Improvements and Action Steps

This chapter outlines specific policy improvements and action steps for the City of Berkeley, the Civic Arts Commission, Berkeley Cultural Trust, other arts partners and the broader community to implement over the next ten years.

One of the most persistent themes of this cultural planning process is the pressure that artists and arts organizations are feeling as a result of increasing costs—of housing, performance and workspaces, and living—in the Bay Area. Goal 1 of this plan outlines a series of policies and actions designed to counter this trend by increasing stability and sustainability for Berkeley’s arts community.

Goals 2 through 4 relate to the three priority planning areas considered in the previous chapter: Civic Arts Grants, Arts Education, and Public Art.

It should also be noted that current staff capacity and administrative resources are limited, making it challenging to accomplish the numerous actions identified through this planning process. Currently, the City of Berkeley and its partners lack resources to implement many of the specific action steps identified through this community planning process. There is a clear need for additional staff capacity and continued collaboration among arts partners to support and implement the growing number of art-related programs, policies and desired actions in the City of Berkeley. Goal 5 of this Plan identifies strategies and specific action items to help expand the capacity of the Civic Arts Program staff.

The policies and action items laid out on the following pages represent an ambitious effort to build on and expand the existing work of the Civic Arts Program. For each action item, the matrix indicates whether funding or staffing resources are currently available to support implementation.



In addition, the matrix indicates the proposed lead and support roles, and lays out general timeframes for implementation. The timeframes include short-term (1-3 years), mid-term (3-6 years) and long-term (6-10 years). These timeframes should be re-evaluated as new funding streams and priorities emerge.

- Goal 1: Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations
- Goal 2: Increase Investment in a Vibrant Arts Community
- Goal 3: Expand High Quality and Equitable Arts Education
- Goal 4: Produce More Public Art Throughout Berkeley
- Goal 5: Expand the City of Berkeley’s Organizational Capacity to Better Serve the Arts Community

**GOAL 1: INCREASE ACCESS TO AFFORDABLE HOUSING AND AFFORDABLE SPACES FOR ARTISTS AND ARTS ORGANIZATIONS**

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
<b>Policy 1.1</b> Increase the availability of affordable performance and exhibition venues and studio spaces.	a. Facilitate partnerships and space sharing agreements among arts organizations and others.	Existing	Lead: Civic Arts staff Support: Berkeley Cultural Trust, Arts Organizations	Mid-term
	b. Support the creation of a centralized community arts center for performances, classes, art exhibitions and other activities.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust, Public Works Department	Mid-term
	c. Facilitate the creation of artist workspaces through land use policy changes, such as encouraging use of ground-floor commercial spaces by individual artists and arts non-profits.	Not Identified	Lead: Berkeley City Council Support: Planning & Development Department, Planning Commission, Civic Arts Commission, Civic Arts Staff	Mid-term
<b>Policy 1.2</b> Increase and protect permanently affordable housing for artists.	a. Conduct an inventory of existing housing for artists.	Not Identified	Lead: Not Identified Support: Civic Arts Staff, Civic Arts Commission, Housing Advisory Commission	Mid-term
	b. Identify vacant and underutilized buildings that could be converted for use as artist housing and workspaces.	Not Identified	Lead: Not Identified Support: Office of Economic Development, Planning & Development Department	Mid-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	c. Partner with housing advocates to explore and secure new funding sources for affordable artist housing.	Not Identified	Lead: Not Identified Support: Civic Arts Commission, Berkeley Cultural Trust, Housing Division, Affordable Housing Advocates, Rent Board	Mid-term
	d. Modify MULI, MUR Districts to incentivize development of affordable housing and live/work spaces for artists that are compatible with existing artisan and industrial uses.	Not Identified	Lead: Berkeley City Council Support: Planning & Development Department, Planning Commission, West Berkeley Artisans & Industrial Companies (WBAIC), Civic Arts Commission, Civic Arts Staff	Long-term
<b>Policy 1.3</b> Enhance and support equity among artists and arts organizations in Berkeley, with a focus on race, gender, and socioeconomic conditions.	a. Map the demographics of Berkeley's arts ecosystem to provide a basis for economic support for culturally and racially diverse organizations and artists.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Short-term
	b. Identify and evaluate the barriers that limit the ability of culturally and racially diverse artists and arts organizations to sustain and grow their creative activities in Berkeley.	Existing	Lead: Civic Arts Staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	c. Invest in arts programming and public art in underserved areas of Berkeley.	Existing	Lead: Civic Arts Commission Support: Civic Arts staff, Berkeley Cultural Trust, Berkeley City Council	Mid-term
	d. Develop a new generation of culturally and racially diverse leaders in the arts community.	Not Identified	Lead: Civic Arts staff and Berkeley Cultural Trust Support: Civic Arts Commission, Bay Area Service Organizations on Non-Profit Development	Mid-term



## GOAL 2: INCREASE INVESTMENT IN A VIBRANT ARTS COMMUNITY

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
<b>Policy 2.1</b> Expand the Civic Arts Grant program by increasing funding and technical assistance for grantees.	a. Evaluate and pursue new revenue streams, such as a Transient Occupancy Tax (TOT) increase, short-term rental tax, cannabis tax etc.	Existing	Lead: Civic Arts Commission Support: Berkeley City Council, Civic Arts staff, Berkeley Cultural Trust	Short-term
	b. Pursue corporate sponsorships and other fundraising strategies for community festivals and other arts and cultural programming and events.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
	c. Explore the feasibility of a program that would allow residents to donate funds directly to the Civic Arts Program.	Existing	Lead: Civic Arts staff Support: Finance Department, Civic Arts Commission	Mid-term
	d. Identify and pursue local, state, and federal funds with projects aimed at promoting equitable access to the arts.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
<b>Policy 2.2</b> Promote an equitable grant-making process and reduce application barriers.	a. Create a streamlined portal for arts and cultural grants to improve the efficiency and effectiveness of the grant-making process and reduce application barriers.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Review and evaluate the annual results of the Civic Arts Grant Program to ensure an equitable grant-making process.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
	c. Prioritize investments in arts organizations and artists outside of Berkeley's downtown to ensure broad, citywide participation in funding opportunities.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Arts Community	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	d. Develop a festival grants policy to increase the transparency and equitable distribution of festival funding.	Existing	Lead: Civic Arts Commission Support: Civic Arts staff, Office of Neighborhood Services	Short-term
<b>Policy 2.3</b> Promote the Civic Arts Grant Program to offer funding opportunities to a wider array of arts organizations and artists.	a. Create a stand-alone Civic Arts webpage to increase the visibility of Civic Arts programs and to promote grant recipients.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, IT Department	Mid-term
	b. Produce videos that promote the Grants Program, including examples of current projects.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
	c. Create networking opportunities for grant awardees to market the Civic Arts Grants Program and provide additional incentives for artists to participate.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	d. Develop a mentorship program to support small arts organizations.	Not Identified	Lead: Berkeley Cultural Trust Support: Civic Arts Commission, Civic Arts Staff	Mid-term
<b>Policy 2.4</b> Increase marketing of the arts among Berkeley residents, regional audiences and tourists.	a. Evaluate how to improve marketing of Berkeley's cultural offerings to residents and audiences regionally.	Existing	Lead: Berkeley Cultural Trust Support: Civic Arts Staff, Visit Berkeley, Downtown Berkeley Association	Short-term
	b. Conduct marketing efforts Citywide to raise public awareness of the diverse art community in Berkeley.	Not Identified	Lead: Not Identified Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Visit Berkeley	Mid-term
	c. Increase audience diversity through meaningful engagement with young people, seniors, people with disabilities, low-income people, and people of color.	Not Identified	Lead: Not Identified Support: Civic Arts Commission, Civic Arts Staff, Berkeley Cultural Trust	Mid-term

## GOAL 3: EXPAND HIGH QUALITY AND EQUITABLE ARTS EDUCATION

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
<b>Policy 3.1</b> Advocate on local, state and national levels to further incorporate arts education into the curricular day and enhance equitable access to arts in extended learning programs.	a. Build coalition of stakeholders to advocate for change to California state law which dictates structural features in the BEARS program, creating barriers to integration with students in the LEARNS program.	Not Identified	Lead: BAESC Support: Civic Arts Commission	Long-term
	b. Support and strengthen the partnership between BAESC, BCAC, BUSD, and Berkeley Cultural Trust.	Not Identified	Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Berkeley Unified School District	Short-term
	c. Advocate to BUSD to provide theater, dance and visual arts education comparable to the district's successful music instruction program.	Existing	Lead: BAESC Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	d. Advocate for improved arts opportunities for populations such as low-income families, English learners, people with special needs/disabilities, disconnected transitional age youth, and early childhood (0-5) students.	Existing	Lead: Civic Arts Commission Support: Berkeley Cultural Trust, BAESC	Mid-term
<b>Policy 3.2</b> Create innovative learning opportunities that connect students and young adults with career pathways in the arts.	a. Develop and/or deepen existing partnerships for college students to receive training and supervision to mentor youth in the visual and performing arts during the curricular day and/or in extended learning settings.	Not Identified	Lead: BAESC Support: UC Berkeley, Berkeley City College, Other academic institutions, Civic Arts Staff, Civic Arts Commission	Mid-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	b. Create fellowships, internships, professional mentorships, or other programs to train the next generation of arts educators and arts professionals.	Not Identified	Lead: BAESC, Berkeley Cultural Trust Support: Civic Arts Commission	Mid-term
<b>Policy 3.3</b> Bolster arts education programming that complements the public school (K-12) context and lifelong education.	a. Raise funds to develop a pilot arts education program in the BEARS summer session.	Not Identified	Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Civic Arts Staff	Short-term
	b. Identify innovative strategies to improve outreach to special programming for teens and at-risk youth.	Not Identified	Lead: BAESC Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Berkeley High	Long-term
	c. Explore changes to the Civic Arts Grants Program to increase grantee participation in afterschool arts programs.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust	Short-term

#### GOAL 4: PRODUCE MORE PUBLIC ART THROUGHOUT BERKELEY

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
<b>Policy 4.1</b> Enhance Berkeley's environment by placing temporary and permanent public art in public spaces throughout the city.	a. Conduct site/condition assessments of current public art collection	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Activate the newly renovated Downtown Berkeley BART Plaza with public art in a variety of media and forms.	Existing	Lead: Downtown Berkeley Association, Civic Arts Commission Support: Civic Arts Staff	Short-term
	c. Dedicate funding for performing arts, interactive, and participatory public art installations.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
	d. Provide technical assistance for community-created art projects throughout the city.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	e. Fundraise for new public art throughout the city.	Existing	Lead: Civic Arts staff Support: Business Improvement Districts, Civic Arts Commission, City Council	Mid-term
<b>Policy 4.2</b> Allocate City funds for public art citywide to ensure equity and access.	a. Identify priority locations for public art in communities with limited access to public art.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Develop program practices that will encourage participation by Berkeley artists.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	c. Dedicate 1.5 % of all future public construction bonds and capital projects to public art, in compliance with existing City policy	Existing	Lead: Berkeley City Council Support: City Manager's Office	Short-term
<b>Policy 4.3</b> Implement the recently established Public Art on Private Development Ordinance and program.	a. Develop tools and implement outreach activities to increase awareness of the program, and celebrate its successes.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Planning & Development Department	Short-term
	b. Implement a transparent and regular public process (annually or as-needed) for allocating in-lieu funds.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
<b>Policy 4.4</b> Promote the City's public art collection.	a. Showcase the existing collection of public art and identify public art pieces that need targeted promotion.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Historical Society	Long-term
	b. Utilize social media to promote the City's public art.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, Visit Berkeley	Long-term



**GOAL 5: EXPAND THE CITY OF BERKELEY’S ORGANIZATIONAL CAPACITY TO BETTER SERVE THE ARTS COMMUNITY**

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
<b>Policy 5.1</b> Increase the capacity of Civic Arts staff.	a. Identify resources to increase staff capacity to administer, publicize and provide accountability for the increased arts investments being made in the city.	Not Identified	Lead: Berkeley City Council Support: Civic Arts Staff and Civic Arts Commission	Mid-term
	b. Dedicate 20% of all new funding for the arts towards administrative needs for these programs.	Existing	Lead: Berkeley City Council Support: Office of Economic Development, Civic Arts Commission	Short-term
	c. Expand staff and data systems capacity support and analyze the Grants Program with on-the-ground technical assistance, data collection, and more robust administrative and logistical support.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
<b>Policy 5.2</b> Evaluate the reach and impact of each Civic Arts Program.	a. Establish performance measures and a systematic data collection process.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	b. Conduct an annual evaluation of progress of implementation of the Arts & Culture Plan.	Existing	Lead: Civic Arts staff Support: Office of Economic Development, Civic Arts Commission, Berkeley Cultural Trust	Short-term
<b>Policy 5.3</b> Use data to inform policy and raise public awareness of the economic benefit of the arts sector.	a. Update the Economic Impact Report every 5 years to regularly evaluate the economic stimulus that the arts industry provides to Berkeley’s economy.	Not Identified	Lead: Civic Arts staff Support: Office of Economic Development	Mid-term
	b. Educate decision-makers on the art sector’s contribution to Berkeley’s economy.	Existing	Lead: Berkeley Cultural Trust, Civic Arts Commission Support: Civic Arts Staff	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	c. Create an annual arts dashboard to educate and engage business owners and the general public about the benefits of having a thriving local art scene.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
<b>Policy 5.4</b> Promote collaboration among City Departments to better integrate arts into the City's operations.	a. Coordinate communication about City art programs across departments.	Existing	Lead: Civic Arts staff	Mid-term
	b. Integrate culture and the arts into Berkeley's citywide economic development strategies.	Existing	Lead: Office of Economic Development, Civic Arts staff	Mid-term

# Acknowledgments

We would like to thank the many arts leaders, artists, organizational partners, and community members who contributed so much of their valuable insight and energy to this planning process.

## CIVIC ARTS COMMISSIONERS, 2016-2018

*\*former Commissioners not currently serving*

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City of Berkeley  
**ARTS & CULTURE PLAN**  
**UPDATE 2017**



**ECONOMIC IMPACT REPORT**  
**OF THE ARTS IN BERKELEY**


Prepared by:

MIG, Inc.



September 2017





*“It is my firm belief that public investments in the Arts and in economic development go hand in hand. In addition to fostering civic pride, a flourishing arts scene will bring new visitors to our City and more revenue to local businesses.”*

<sup>1</sup>— Mayor Jesse Arreguin, City of Berkeley



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<sup>1</sup> Proposed Amended Budget for the Arts, Mayor Jesse Arreguin, City of Berkeley, 2017.



## Summary of Key Findings

- Berkeley is home to approximately **152 arts and culture nonprofits** in Berkeley.
- The data presented in this report is based on information gathered from a total of 100 arts and culture organizations in Berkeley. A total of 77 arts organizations participated in the DataArts Cultural Data Profile from 2010 – 2016, and MIG collected financial information from 23 additional organizations.
- The arts and culture industry in Berkeley **generates nearly \$165 million in total economic activity**, including both direct and indirect impact of the arts and culture industry.
- **Total direct expenditures** from the 100 arts organizations come to nearly \$98 million from the economic engine of the arts and culture sector.
- For the 77 organizations participating in the DataArts Cultural Data Profile, **salaries** and benefits paid total \$44.2 million.
- In Fiscal Year 2017, Berkeley **allocated \$500,000 to 60 different individual artist and organizations**, a \$120,000 increase over the previous fiscal year.
- The arts industry provides **6,783 paid positions**, including both full time and part time positions as well as independent contractors. Approximately **942 Full Time Equivalent (FTE)** jobs are supported by the arts sector.
- **Total attendance** for these 100 arts organizations was 2.6 million, including both paid attendance (1 million) and free attendance (1.6 million).
- In 2015, **visitors spent approximately \$37 million on arts**, entertainment and recreation purchases in Berkeley. This figure represents an increase of \$6 million from 2010.
- The arts, entertainment and recreation industries generated \$11 million in earnings from visitor spending in 2015.

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Appendix B: Cultural Data Profile Participating Organizations (2010-2016)

Appendix C: 6-digit NAICS Code Industry Code (2016)

Appendix D: Mayor’s Innovation Project Presentation: Arts as Economic Development

## I. Introduction and Context

For a city of 113,000, Berkeley offers a remarkably diverse and extensive array of arts and cultural opportunities.<sup>2</sup> These cultural assets enrich the lives of individuals, help to build community, and create a positive identity and image for the City as a whole. Along with these social benefits, the arts and cultural assets in Berkeley also spur significant economic growth. Arts and culture organizations “employ people locally, purchase goods and services from within the community, and market and promote their regions.”<sup>3</sup> This economic activity generates substantial household income for residents and revenue for both local businesses and local government.

The **economic wealth that flows from the arts** in the City of Berkeley was initially documented in a study prepared for the [Arts and Culture Plan developed in 2004](#). Numerous changes have occurred in Berkeley’s arts ecosystem over the past 13 years including shifts in demographics, funding resources and recent policies and ordinances. As part of the City’s [2017 Arts and Culture Plan Update](#), MIG, Inc. (City Consultant) developed this Economic Impact Report to **document the significance of the arts and culture industry to Berkeley’s local economy**. This intent of this study is to examine several aspects of the economic impacts generated by the City’s arts and culture sector including employment, direct expenditures, revenue, attendance and cultural visitor spending.

Overall, Berkeley’s arts and culture industry **generates \$98 million in total economic activity**. This spending provides 6,783 paid positions and 942 full-time equivalent jobs and delivers \$3.7 million in local and state government revenue. Based on this compelling data, the Economic Impact Report sends a strong signal that a **“culturally vibrant Berkeley means an economically prosperous Berkeley.”**<sup>4</sup>

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<sup>2</sup> U.S. Census Bureau, 2000 Census, 2010 Census.

<sup>3</sup> Arts and Economic Prosperity in the City of Tacoma, Americans for the Arts, 2012.

<sup>4</sup> Proposed Amended Budget for the Arts, Mayor Jesse Arreguin, City of Berkeley, 2017.

## II. Defining Economic Impact

The economic impact of arts and cultural organizations encompasses more than one driver of economic activity. First, economic impact includes direct expenditures by the organization itself in salaries paid to staff and contractors as well as spending on overhead, exhibits or performances. Second, visitors who attend arts events will significantly expand the economic impact of arts organizations through their spending at nearby restaurants, stores and hotels. This off-site spending may even exceed the direct expenditures of the arts organizations themselves.

A third economic driver stems from the retention of spending by Berkeley residents who by staying in the City to attend local arts events rather than traveling elsewhere for cultural experiences are contributing to the sustainability of the local Berkeley economy. Fourth, cultural events will also attract new dollars by drawing visitors to the City who may spend more on average than local residents by paying for lodging and other related services. Without this variety of artistic and cultural experiences, the City would be unable to attract the new dollars of cultural tourists and it would also lose the discretionary spending of its local residents who would be traveling and spending elsewhere for these experiences.

More importantly, by providing these artistic and cultural opportunities, these **direct and indirect expenditures ripple through the local economy** many times over as each initial purchase will support employment of other workers at businesses that provided the goods and services. This **“multiplier effect”** is repeated each time dollars from the initial arts-related purchase by an arts organization or by residents/visitors engaging in art and cultural events are used again by other local businesses and their employees in their own subsequent, economic transactions. These additional rounds of economic activity will continue until they eventually “leak out” of the local economy when goods and services are purchased from businesses located outside the boundaries of the City.

### Data Collection Methodology and Data Sources

To assess the economic impacts of the arts, MIG gathered and analyzed data from a range of sources. MIG compiled a database of 152 non-profit arts and cultural organizations in Berkeley. Of these 152 organizations, researchers were able to collect budgets and other economic indicators from 100 organizations. Data from 77 of the organizations was collected through DataArts, a respected national resource for in-depth financial and programmatic data for and about U.S. cultural nonprofits. MIG conducted outreach to the 75 organizations that do not participate in DataArts to collect financial information. However, only 23 of those organizations provided the requested information. As a result, MIG reviewed the budgets of 100 nonprofit arts and culture organizations in Berkeley from 2010 through 2016. This **longitudinal data helps create an accurate and credible picture of the arts in Berkeley.**



Table 1. Breakdown of Source Data

Source	Number of participating organizations
DataArts Cultural Data Profile	77
MIG Research	23
Database of Berkeley Arts Nonprofits	152

DataArts has developed the **Cultural Data Profile (CDP)**, an online survey that nonprofit arts, culture, and humanities organizations use to capture, share and analyze their financial and programmatic information. These Cultural Data Profiles provide statistics on employment, direct expenditures, revenue, and attendance. This organizational data can be aggregated to document the economic and community impacts of nonprofit cultural activity within a geographic area such as a local city like Berkeley. Although this is not an exhaustive reflection of all nonprofit arts and cultural organizations in the City, the DataArts information presents compelling evidence of the arts impact for the participating organizations.

To assess the economic impacts of cultural tourists and visitors in Berkeley, MIG coordinated with [Visit Berkeley](#), the destination marketing organization for the City that has become a leading “voice of the hospitality and tourism industry in Berkeley.”<sup>5</sup> In addition, MIG collected data on funding recommendations for the City’s Civic Arts Grants program for Fiscal Year 2017 to assess the City’s investments in the arts.

MIG also used the [Arts and Economic Prosperity V Calculator](#) developed by Americans for the Arts to develop estimates of the indirect economic impact of arts and culture nonprofits. This indirect impact includes both event-related spending for audiences of arts and cultural nonprofits and the additional economic activity generated by a “**multiplier effect**” applied to all arts and culture related spending. The results of this analysis are based upon the averages of communities with a similar population to Berkeley using input/output models which were customized for each of these similarly populated communities.

Taken together, these data support the research and analysis detailed in this report and will contribute to the recommendations identified in the 2017 Arts and Culture Plan.

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<sup>5</sup> Visit Berkeley website: <http://www.visitberkeley.com/about>

### III. Arts Ecosystem in Berkeley

Berkeley is home to numerous arts institutions and organizations. Together, they contribute to a dynamic, continually evolving arts and culture ecosystem in which the precise number of its members is likely to change over time and vary depending on the method used to identify them. When developing its 2004 Arts and Culture Plan, the City administered a local survey of arts organizations. At that time, the City determined there were 130 local nonprofit arts and cultural institutions in Berkeley and then used this information as a baseline to assess the economic impact of these organizations.

In 2011, the William and Flora Hewlett Foundation sponsored a survey of arts and culture assets in Berkeley. The survey mapped nonprofit arts assets and the results indicated there were 185 arts nonprofits in Berkeley, with combined annual budgets of nearly \$124 million.

Table 2: Results of Cultural Asset Mapping Survey (2011-2012)

Arts Assets by Medium*	Number of Arts Nonprofits
Dance	58
Film/Video/Media	48
Literary Arts	49
Music	90
Theaters	42
Visual Arts	62

\*Some organizations represent more than one medium.

For the 2017 Arts and Culture Plan Update, the Planning Team used City records and online sources to develop a database of 152 currently active arts and culture nonprofits.

## IV. City Investment in the Arts

The City of Berkeley has long recognized the importance of the arts to the economic health and livability of the community. This understanding is reflected in the numerous organizational and programmatic commitments the City has undertaken over the years to nurture the growth of arts and culture as a core aspect of life in Berkeley for residents and visitors.

Founded in 1980, the **Civic Arts Commission** advises the City Council and is charged with promoting the arts and urban beautification in Berkeley. The nine-member commission has four subcommittees that address public art, grants, policy, and arts education. Through their work over the past few decades, the Commission has spearheaded changes to the Civic Arts Grant program, the creation of the one percent for public art ordinance, and the formation of the Berkeley Arts Providers School Partnership.

*"Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality, and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy."*<sup>6</sup>

— Robert L. Lynch, President and CEO, Americans for the Arts

The **Civic Arts Program** administers and develops projects which accomplish the mission of the Civic Arts Commission. The Program is housed within the City's Office of Economic Development and supported by the City's Civic Arts Coordinator and the Assistant Management Analyst. The Civic Arts Coordinator oversees the City's Public Art Program, Community Development, and the Civic Arts Grant Program.

The **Public Art Program** includes, among other components, a City collection valued at \$3 million dollars, city-owned galleries, and public arts programs. The latter includes among others the **One Percent for Public Art in Private Development Ordinance**. The ordinance requires eligible projects to include on-site publicly accessible artwork or alternatively to pay an in-lieu fee to the Private Percent Art Fund.

<sup>6</sup> Arts and Economic Prosperity in the City of Tacoma, Americans for the Arts, 2012.

## Civic Arts Grants Support

The City of Berkeley has provided financial support to the local art community through the Civic Arts Grant program. Over the past 15 years, the grants program has provided general operating support to arts groups, service organizations, and arts programs within larger institutions, and project support to individual artists.

The overall purpose of the grants program is to strengthen the arts in Berkeley by developing a mutually supportive arts community. It aims to do this by facilitating connections between local arts organizations, and especially with local artists through grants for artistic collaborations, artist residences, artistic commissions, and shared or low-cost rehearsal space, among other investments. In addition to investments designed to catalyze connections between artistic organizations and local artists, other grants are working to turn now vacant or underutilized physical places into temporary spaces for the arts such as pop-up galleries and performing spaces, improvised spaces, and arts in outdoor public spaces.

Investments are also being made in neighborhoods outside the Downtown Arts District to encourage the flourishing of arts at multiple “nodes” throughout the City. And, grants are being used to support the work and presence of individual Berkeley artists. Taken together these investments in the local arts community are raising the profile of the arts and artists in Berkeley.

Until recently the grants program operated on a two-year grant making cycle with a total annual budget of \$240,000. This annual amount had changed very little from 2003 when the grants program offered \$257,000 in funding to local non-profit arts and culture organizations. In Fiscal Year 2017, Berkeley allocated \$379,448 to 57 different individual artist and organizations, a \$150,000 increase over the previous fiscal year (See Appendix A for more details). For Fiscal Year 2018, the funding recommendations for Civic Arts Grants increased to \$500,000. Reflecting the diverse nature of the Berkeley arts community, the grants program is currently divided into three separate competitive grant pools for individual artists, small organizations, and mid-to-large size organizations.

**Table 3: Civic Arts Grant Program Funding (2003-2018)**

	2003	2016-17	2017-18
<b>Civic Arts Grant Funding Allocation</b>	\$257,000 <sup>7</sup>	\$390,000	\$500,000

<sup>7</sup> Berkeley Arts and Culture Plan, 2004.

## Awards Received for the Arts

The significance of the arts in Berkeley is reflected in the various awards that the City has received over the years. In 2001, the Addison Street Arts District was awarded the grand prize in the Economic Development Programs category by the California Association of Local Economic Development. This was in recognition of its role as a **catalyst in revitalizing Downtown Berkeley** and placing the arts at the center of the vitality of the City.

A major contributor to this revitalization was the Berkeley Repertory Theatre (Berkeley Rep), a 400-seat theater located in the heart of the Addison Street Arts District. In 1997, Berkeley Rep won a Tony Award for outstanding regional theatre. The success of Berkeley Rep inspired the City to contribute \$4 million to its expansion, which was used to help build a new 600-seat theatre adjoining the original theatre. The City of Berkeley supported this endeavor believing the expansion of Berkeley Rep could be the nucleus for a revitalized downtown, which has been borne out by numerous subsequent developments throughout the Addison Streets Arts District.

Over the years, the Addison Streets Arts District has received numerous other awards. In 2016, the Diablo Magazine named Berkeley's Art District the "Best Renovated Arts District in the East Bay" citing the new UC Berkeley Art Museum, the new University Theatre Taube Family Music Hall, and the Berkeley Rep venue. The Addison Streets Arts District has also received the "Presidents Award" from the Downtown Berkeley Association and an "Award of Excellence" from Berkeley Design Associates. In 2003, Addison Streets Arts District was chosen by the International Economic Development Conference as the location for a conference workshop and site visit. Likewise, the Association of American Planners Conference Workshop also selected it as the location for a conference workshop and site visit.

Another arts district located in Berkeley has also received recognition. Located in South Berkeley, the Ashby Arts District in 2005-2006 was awarded a Challenge America Fast Track Grant by the National Endowment for the Arts. The funding went towards publishing a monthly district calendar, compiling a database of local artists, installing public art, and producing festivals and other live performances.

In 2016, the City of Berkeley hosted the "Meeting of Mayors" event as part of the Mayors Innovation Project. During the event, former Economic Development Director Michael Caplan delivered a presentation titled, "Arts as Economic Development" which highlighted the contributions of the arts sector to the City's economy. (See Appendix D for the presentation).



## V. Direct Economic Impact of Arts and Culture Nonprofits and Audiences

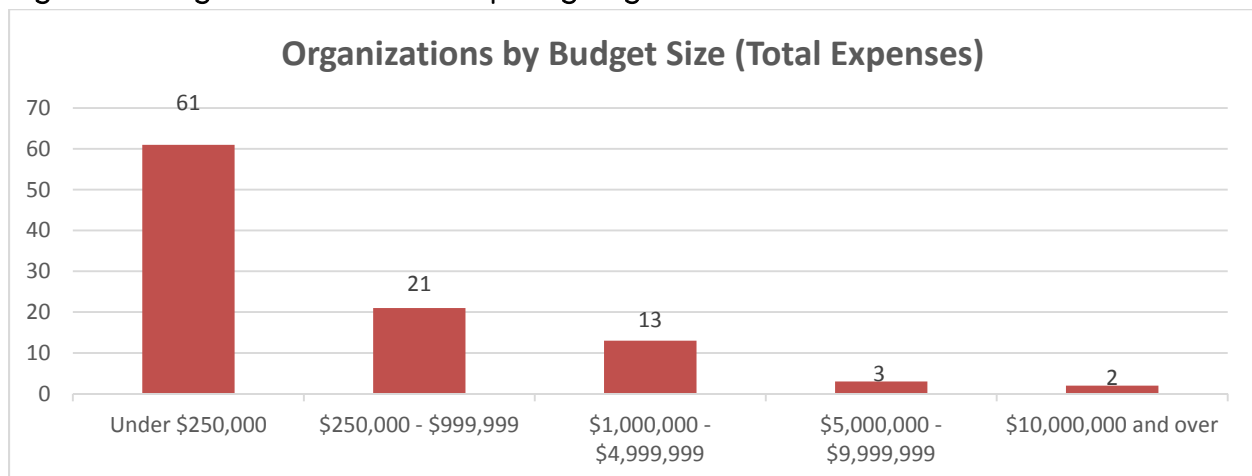
The following is a profile of the Berkeley arts and cultural sector. It consists of data compiled and aggregated by both DataArts and MIG from 100 Berkeley arts and culture organizations completed from 2010 through 2017. The list of participating organizations is included in Appendix B.

The economic impact analysis consists of both an overview of the aggregate economic activity of arts and culture nonprofits, as well as an estimate of the industry's indirect impact on Berkeley's economy. The industry profile presents information on the size and type of participating organizations, employment, direct expenditures, revenue and attendance. Indirect economic impact of the arts and culture consists of two elements: the economic activity generated by arts and culture nonprofit audiences and the indirect economic activity generated by a "multiplier effect" applied to all arts and culture related spending.

### Cultural Data Profile Participating Organizations

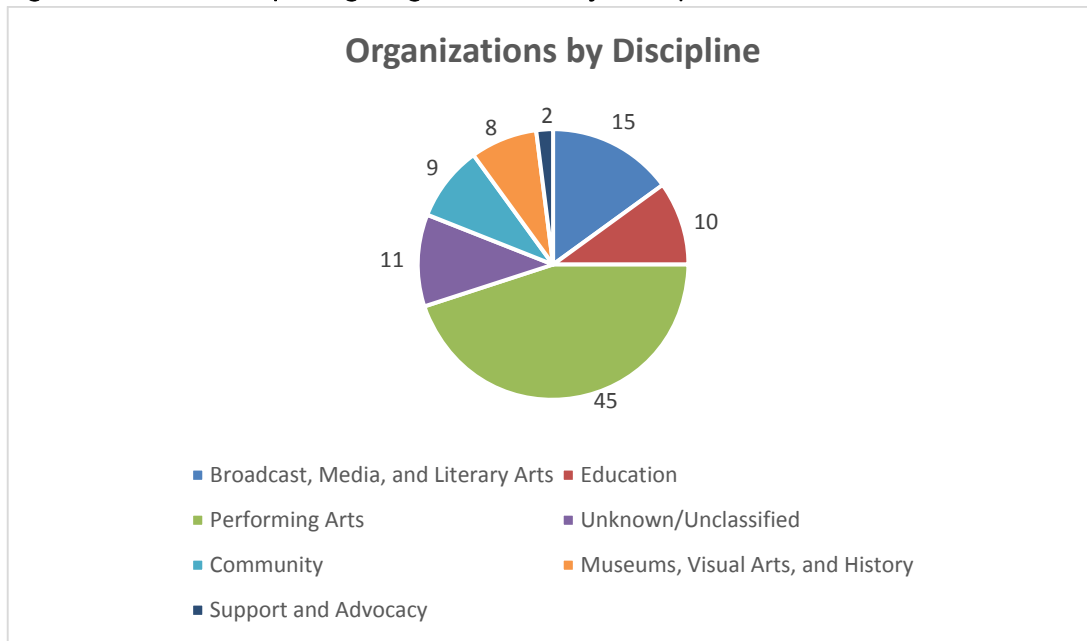
The profile consists of a mix of large, mid-size, and small arts organizations. The greatest number of participating organizations are those with **budgets of \$250,000 or less** (see Figure 1 below). These 61 organizations represent 61% of the 100 participating organizations. Twenty-one (21) arts organizations have budgets between \$250,000 to \$999,999, followed by 13 arts organizations with budgets between \$1,000,000 to \$4,999,999. Five organizations have budgets of \$5,000,000 or more.

Figure 1: Budget Size of 100 Participating Organizations



In terms of discipline, performing arts organizations represent the largest number of participating organizations with 45 of the 100 nonprofits, followed by broadcast, media and literary arts organizations (15), unknown/ unclassified organizations (11), and arts education organizations (10). The other 13 participating organizations constitute a broad spectrum of art and cultural disciplines including community organizations (9), museums (7) and support and advocacy organizations (2). Please refer to Figure 2 for a visual representation of the organizations by discipline.

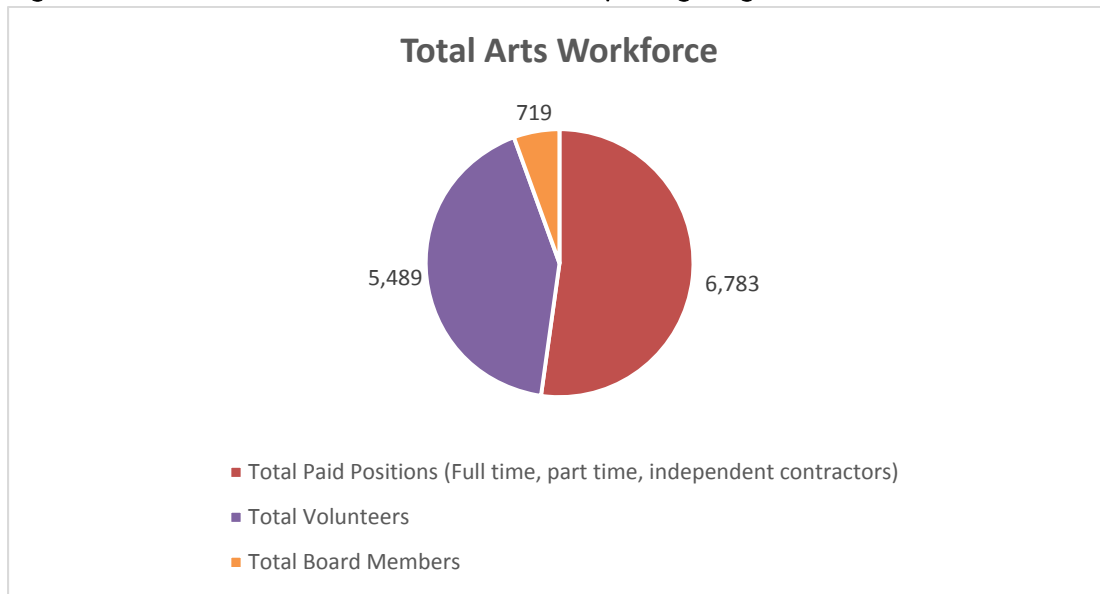
Figure 2: 100 Participating Organizations by Discipline



## Employment

The arts and cultural sector provides jobs for a wide range of professionals — from artists and accountants to various other specialists. The 100 organizations that participated in the DataArts survey provide a total of **6,783 paid positions, including both full time and part time** positions as well as independent contractors. This translates into 942 Full Time Equivalent Jobs (or FTEs). The sizable paid workforce is supported by the total number of volunteers who are active in these organizations (5,489) and board members (719).

Figure 3: Total Arts Workforce of 100 Participating Organizations



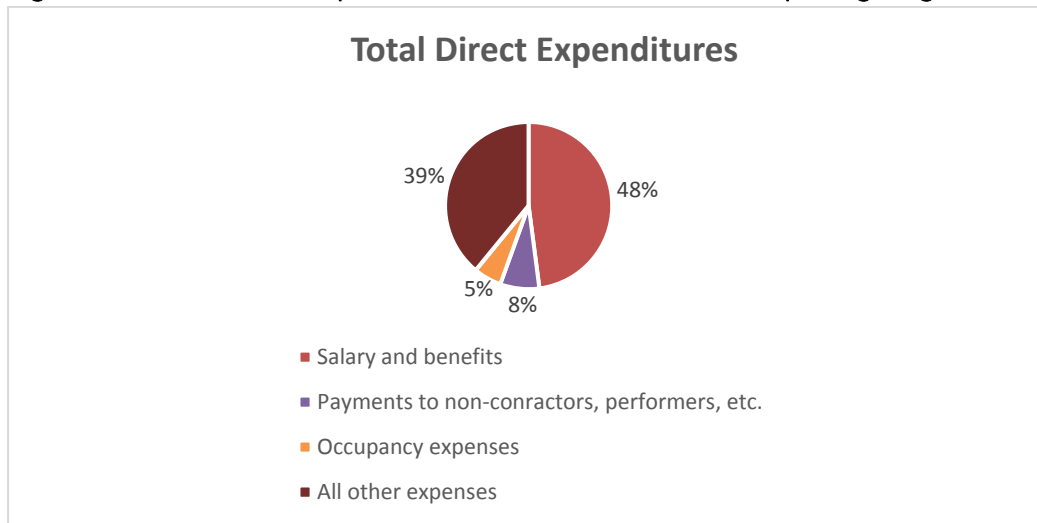
### Direct Expenditures

Arts and cultural organizations have a significant direct economic impact on the community. In particular, salaries and benefits, which go to local residents, and physical venue costs (e.g., rent, repairs) which typically go to local businesses, are direct expenditures that benefit the local economy. In Berkeley, total direct expenditures from the 100 participating organizations come to nearly \$98 million. A breakdown of the direct expenditures of arts organizations is only available for the 77 DataArts organizations. Salary and benefits constitute the largest single type of expenditure by these organizations, representing \$44 million, or 48% of the total.

Table 4: Total Direct Expenditures (Dollars) of 77 DataArts Participating Organizations

Type of Expenditure	Dollar Amount
Salary and benefits	\$44,229,751
Payments to non-contractors, performers, etc.	\$6,990,164
Occupancy expenses	\$4,990,800
All other expenses	\$36,056,176
<b>Total</b>	<b>\$92,266,891</b>

Figure 4: Total Direct Expenditures of 77 DataArts Participating Organizations



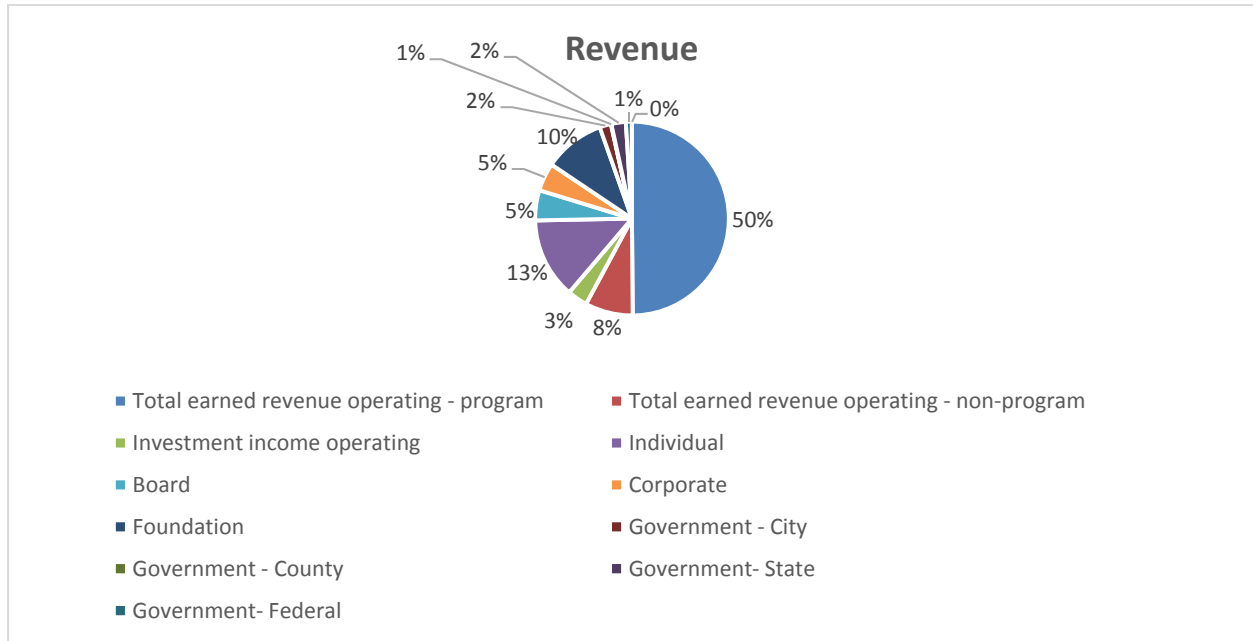
## Revenue

The revenue generated by the 100 participating arts organizations is substantial. **The total** revenue of these organizations, including funds for future use or otherwise not available for operations, **contributes nearly \$210 million to the economy.** A breakdown of the sources of revenue of arts organizations is only available for the 77 DataArts organizations. For these organizations, **total unrestricted revenue comes to \$83,592,658.** Approximately 50% of this amount, or \$42,235,444, is earned operating revenue generated by programs. Other income sources include non-program earned operating revenue, investment income, and individual, Board, corporate and foundation contributions. City, county, state and federal contributions to the government total \$4,574,023 or 6% of total unrestricted revenue.

Table 5: Type and Amount of Revenue of 77 DataArts Participating Organizations

Type of Revenue	Dollar Amount
Total earned revenue operating - program	\$42,235,444
Total earned revenue operating - non-program	\$6,760,199
Investment income operating	\$2,834,600
Individual	\$11,407,136
Board	\$4,269,624
Corporate	\$3,949,346
Foundation	\$8,633,457
Government - City	\$1,621,793
Government - County	\$59,427
Government- State	\$2,029,649
Government- Federal	\$863,154
Restricted Revenue	\$118,677,644
<b>Total</b>	<b>\$203,341,473</b>

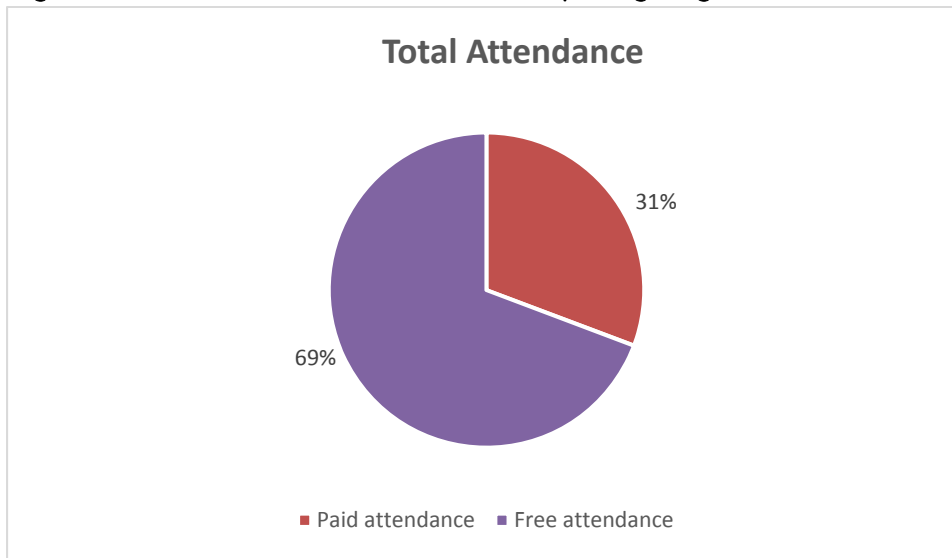
Figure 5: Revenue of 77 DataArts Participating Organizations



**Attendance and Participation**

The arts and cultural sector provides high quality experiences that make the community a better place in which to live, and a more attractive location for businesses and in-demand workers. In addition to serving residents of all ages, arts and cultural offerings attract tourists, conferences, and other destination-seekers to the City. Total attendance for these 100 arts organizations was 2,668,825, including both paid attendance (818,132) and free attendance (1,850,693).

Figure 6: Total Attendance of 100 Participating Organizations





## VI. Indirect Economic Impact of Arts and Culture Nonprofits and Audiences

The total economic impact of the arts and culture industry consists of three main elements: 1) the direct economic activity of arts and culture nonprofits, 2) the economic activity generated by arts and culture nonprofit audiences, and 3) indirect economic activity generated by a “multiplier effect” applied to all arts and culture related spending. In order to calculate the indirect economic impact, this study uses the Americans for the Arts methodology to estimate both the average spending by arts and culture audiences and the multiplier effect.

In addition to the \$98 million worth of direct spending by arts and culture nonprofits in Berkeley, MIG estimates that **\$67 million is spent by arts and culture audiences in event-related activities**. Indeed, a significant amount of event-related spending is leveraged by the nonprofit arts and culture industry. For example, this spending can include the cost of purchasing dinner at a restaurant, paying for parking or even paying a babysitter for child care. As a result, this spending generates significant economic activity for local businesses. On average, it is estimated that the **average event-related spending in Berkeley is \$25 per event and per person**<sup>8</sup>.

**Based on these estimates, the arts and culture industry in Berkeley generates nearly \$165 million in total economic activity.** This spending, by both nonprofits and their audiences, supports 5,500 full-time equivalent jobs in addition to the nonprofits’ own workforce. Spending by both nonprofits and their audiences supports a wide variety of other occupations spanning many industries, and in turn these jobs create household income and generate revenue to local and state governments. Over \$120 million of resident household income is therefore generated by the indirect economic impact of the arts and culture industry in Berkeley, which in turn supports over \$15 million in state and local government revenue.

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<sup>8</sup> MIG estimated that the average spending by arts and culture nonprofit audiences in Berkeley is \$25 per event per person. To calculate this estimate, MIG used the Americans for the Arts estimate for Walnut Creek (\$31 per person per event), and assessed per person spending in Berkeley by calculating the difference in median income between Walnut Creek and Berkeley. The median income in Berkeley, in 2015, is 20% below that of Walnut Creek, therefore it is estimated that the average spending per person per event will also be 20% lower than in Walnut Creek.

Table 6: Estimates of Multiplier Effect of the Arts and Culture Industry

	Total annual spending	Full time equivalent jobs supported	Resident household income generated	Local government revenue generated	State government revenue generated
By Berkeley nonprofit arts and cultural <b>organizations</b>	\$97,999,802	3606	\$80,807,697	\$ 3,748,492	\$4,401,171
By Berkeley arts and cultural <b>audiences</b>	\$66,720,625	1895	\$39,454,004	\$3,439,709	\$3,795,738
<b>Total economic impact</b> of the nonprofit arts and cultural industry	\$164,720,427	5501	\$120,261,701	\$7,188,201	\$8,196,909

In 2016, Visit Berkeley commissioned a study of visitor impacts to document the economic significance of the travel industry in the City of Berkeley from 2010 through 2015. This study developed by Dean Runyan Associates provides estimates of visitor volume and visitor spending. **In 2015, visitors spent approximately \$37 million on arts, entertainment and recreation purchases** in Berkeley (see Table 7 on the next page).<sup>9</sup> This figure represents an increase of \$6 million from 2010. **The arts, entertainment and recreation industries generated \$11 million in earnings from visitor spending in 2015.**

<sup>9</sup> This figure encompasses non-profit organizations and for-profit arts, entertainment and recreation businesses.

Table 7: Berkeley Visitor Impacts, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Visitor Spending by Type of Commodity Purchased (\$Million)</b>						
Accommodations	41	48	56	62	69	77
Food & Beverage Services	96	103	109	108	113	119
<b>Arts, Entertainment &amp; Recreation</b>	<b>31</b>	<b>33</b>	<b>35</b>	<b>35</b>	<b>36</b>	<b>37</b>
Retail	40	43	44	44	45	46
Local Transportation**	16	19	19	19	19	18
Total Visitor Spending	225	247	264	267	282	298

<b>Industry Earnings Generated by Visitor Spending (\$Million)</b>						
Accommodations & Food Services	57	61	64	65	69	73
<b>Arts, Entertainment &amp; Recreation</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>11</b>
Retail (incl. Gas Service)	5	5	6	6	6	6
Local Transportation	3	3	3	3	3	4
Total Earnings	74	79	84	84	89	94

<b>Industry Employment Generated by Visitor Spending</b>						
Accommodation & Food Services	1,790	1,880	1,940	1,950	2,000	2,050
<b>Arts, Entertainment &amp; Recreation</b>	<b>350</b>	<b>370</b>	<b>370</b>	<b>360</b>	<b>360</b>	<b>360</b>
Retail (incl. Gas Service)	150	160	160	160	170	160
Local Transportation	80	90	90	90	90	90
Total Employment	2,370	3,490	2,560	2,560	2,620	2,670

<b>Tax Revenue Generated by Visitor Spending (\$Million)</b>						
Local***	6.8	7.7	8.7	9.3	10.2	11.5
State****	9.1	9.3	9.2	9.4	9.7	10
Total Local & State Tax Revenue	15.9	17.0	17.9	18.6	19.9	21.5

\*\*Local transportation includes motor fuel, parking and taxi service. Spending on motor fuel is included in the retail industry category for earnings and employment.

\*\*\*Local taxes include lodging and city, county and district sales taxes. The 1 percent Tourism Improvement District tax is not included.

\*\*\*\*State taxes include sales, income and motor fuel taxes.

## VII. Bay Area Comparisons of Economic Impact

Compared to other Bay Area cities for which accurate and relevant data is available, Berkeley maintains a strong and vibrant nonprofit arts and culture industry. Berkeley is among the top three largest arts and cultural centers in the Bay Area, behind San Francisco and San Jose. As the region's hub for arts and culture, San Francisco's nonprofit arts and culture industry reaches nearly \$1.5 billion in total economic activity, almost ten times greater than Berkeley's. However, San Jose, the region's largest city in terms of population, supports an arts and culture industry which is only slightly larger (16%) than Berkeley's, with \$191 million in total economic activity.

In terms of per capita values, Berkeley's nonprofit arts and culture economic activity is second to San Francisco. The total economic activity of the arts and culture industry represents \$1,361 per capita, compared to \$1,664 for San Francisco, \$0.19 for San Jose and \$601 for Walnut Creek. Table 8 presents a chart of these comparative figures by city, based on data from Arts & Economic Prosperity V, published by Americans for the Arts in 2017<sup>10</sup>.

Table 8: Economic Impact of Arts and Culture Nonprofits in Five Bay Area Cities

	Spending by nonprofit arts and culture organizations	Spending by nonprofit arts and culture audiences	Total spending by the nonprofit arts and culture industry	Full time equivalent jobs supported	Resident household income generated	Local government revenue generated	State government revenue generated
Berkeley (2015)	\$97,999,802	\$66,720,625	\$164,720,427	5,501.27	\$120,261,701	7,188,201	\$8,196,909
Oakland <sup>11</sup> (2010)	\$31,655,035	\$22,017,486	\$53,672,521	1,663	\$43,485,000	\$2,797,000	\$2,948,000
San Francisco (2015)	\$780,613,098	\$667,740,510	\$1,448,353,608	39,699	\$1,006,718,000	\$53,862,000	\$77,227,000
San Jose	\$73,462,553	\$117,746,926	\$191,209,476	4,255	\$91,719,000	\$5,866,000	\$7,612,000
Walnut Creek (2015)	\$21,097,821	\$20,432,138	\$41,529,959	1,036	\$23,587,000	\$1,491,000	\$2,142,000

<sup>10</sup> The Arts & Economic Prosperity V report was published in 2017 but the values reflect data for 2015.

<sup>11</sup> Data for Oakland was only available for 2010 from the *Arts and Economic Prosperity IV* report published in 2012.

## Economic Impact by Sector

Table 9 below shows the economic impact of six key sectors in the Berkeley economy. We measured economic impact in terms of total employment; **number of firms; quarterly payroll; and gross receipts, as a proxy for total revenues.** The arts and culture sector contributes nearly \$5.3 million in quarterly payroll and \$45,882,400 in 2017 gross receipts. Among our comparison sectors, Biosciences and Technology are the two sectors with the greatest economic impact in terms of gross receipts and employment.

It's important to note, however, that these numbers do not account for organizations with volunteers who are not on payroll, as our data source is the Quarterly Census of Employment and Wages (QCEW). We anticipate that this has the greatest effect on the data for the arts and culture sector, due to the prevalence of volunteer organizations in the arts.

**Table 9: Berkeley's Economic Impact by Sector<sup>12</sup>**

Sector	Employment	Firms	Quarterly Payroll	2016 Gross Receipts	2017 Gross Receipts
Arts & Culture	749	68	\$5,266,546	\$43,065,362	\$45,882,400
Architecture & Design	919	134	\$20,147,523	\$124,342,180	\$125,236,485
Biosciences	7,014	73	\$216,175,677	\$214,811,802	\$240,323,466
Creative Media	1,071	107	\$25,870,382	\$68,991,336	\$61,432,190
Food & Beverage Production/Distribution	890	68	\$9,899,901	\$136,080,197	\$144,684,988
Technology	2,399	169	\$61,251,444	\$270,050,742	\$277,362,684

Researchers used QCEW data for the City of Berkeley in Q3 2016, the latest quarter available, to determine employment, number of firms, and quarterly payroll, aggregated at the 6-digit NAICS code level. To calculate gross receipts per 6-digit NAICS code, we used the City's own business license data sets, which include gross receipts for all 2016 and 2017 business license renewals. (Note: since these are only renewals, this data doesn't include any newly pulled licenses in either year. New business licenses pulled in 2016, however, do appear in 2017 as renewals—as long as the firms remained in business into 2017.)

With data for each variable at a 6-digit NAICS level, we used sector-specific definitions to group individual industries into each of the above sectors. For a full breakdown of the 6-digit NAICS code industries in each sector, please see Appendix C.

<sup>12</sup> Sources: QCEW Q3 2016 (Employment, Firms, Quarterly Payroll)

City of Berkeley Business License Database, accessed August 2, 2017 (2016 & 2017 Gross Receipts)



## VIII. Conclusion

Berkeley is an arts-rich city with a vibrant arts scene and 152 arts organizations. The arts sector makes significant contributions to Berkeley's local economy. The arts and culture industry provides 6,676 jobs, reaches an audience of over 2.5 million people, and generates \$164 million in total economic activity. This impact reflects the importance of arts and cultural activities to the City's economic and social well-being, and the importance of City policies and programs that help strengthen and sustain these activities.

# ARTS AND CULTURE PLAN



2004

OFFICE OF ECONOMIC DEVELOPMENT  
CIVIC ARTS PROGRAM  
CIVIC ARTS COMMISSION  
CITY OF BERKELEY COMMUNITY

## *Foreword*

*The Civic Arts Commission of the City of Berkeley is pleased to present to the Berkeley Community this Arts and Culture Plan (also referred to as "the Plan" in this document) adopted by the City Council on July 13th, 2004.*

*This Plan was called for in the 2002 Berkeley General Plan and establishes a framework to guide the City in creating policy to support the arts. The Civic Arts Commission along with Civic Arts Staff will monitor the implementation of the Plan, in partnership with the Berkeley City Council.*

*August, 2004*

# INTRODUCTION

This Plan is a beginning effort and accomplishes the first step of an extensive process. The project began in 2002, when the Civic Arts Program of the City of Berkeley, contracted with ArtsMarket Inc. consulting agency to establish the following:

- **A database of 130 nonprofit arts and culture organizations.**
- **An Economic Impact Analysis of the nonprofit arts sector in Berkeley.**
- **A general needs assessment of the 130 nonprofit organizations surveyed for this study.**
- **A public opinion web survey that collected individual community input and concerns for the Arts and Culture plan.**
- **Five city-wide community meetings to gather information directly from citizens and to identify topics of interest.**



The *Front Row Festival* Celebrates the Opening of the Downtown Arts District

Utilizing the compiled data and analysis provided by ArtsMarket, the Civic Arts Commission, Civic Arts staff, members of the Berkeley Cultural Trust and the community, worked together to draft the actions and policies of the Arts and Culture Plan.

The surveys, factual analysis, and information-gathering documentation that provide the background for the Arts and Culture Plan are included in the ArtsMarket report, *The Berkeley Cultural Needs Assessment and Findings*, which is posted on the City's Website at [www.ci.berkeley.ca.us/civicarts/artscultureplan.htm](http://www.ci.berkeley.ca.us/civicarts/artscultureplan.htm). Hard copies of the full report can be obtained by request through the Civic Arts Program, in the Office of Economic Development.



Berkeley's Annual *Solano Stroll*,  
Photographer: Stephani Lesh

This Plan, developed with extensive citizen participation over the past two years, provides an essential tool for the design and implementation of public policy that supports and develops the arts, culture, and entertainment citywide. Through civic and community use of this Plan, the future of arts and culture in Berkeley will continue to flourish and enhance the quality of life for all visitors and citizens.



Hand-carved Library Gates made of sustainable Honduras Mahogany, by artist Miles Karpilow, located at the Berkeley Central Public Library.

*Cultural activity in Berkeley is a window to our interior, and we need to make sure that the window is as wide as can be. There is a cultural life here that is real and reflects its citizenry. It is a true cooperative community and our arts and culture plan needs to describe that.*

*-John Roberts, Chair, Design Committee,  
Downtown Berkeley Association*



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## THE BERKELEY COMMUNITY

**B**ERKELEY is a culturally rich, vibrant community characterized by its diversity, its collective nature, and its remarkable history as a home for creative and intellectual movements. The city is famous for its distinguished university, beautiful natural setting, positive environment for innovative business, and highly educated population. It is a city where one can hear live music and poetry at the farmer's market and spend an afternoon browsing eclectic street-arts fairs; a place where one can attend world-class theater and award-winning performances; a community that regularly celebrates its diverse ethnic traditions at various cultural venues. It is a city known for its flair and endless variety of attractions.



Panoramic view of Berkeley.



Berkeley Repertory Theatre's production of *The Notebooks of Leonardo da Vinci*.  
Photographer: Ken Friedman

The population of Berkeley is more diverse than typically found in a city of just over 100,000 residents. Its creative community comprises a large number of renowned artists and arts organizations that range from the solo artist to large-scale institutions. Within Berkeley's borders alone are seven museums, over 20 art galleries, a dozen major performance centers, an impressive number of independent publishers and some 50 theater, dance and music organizations.

Berkeley's vibrant community of arts and culture is influential far beyond its borders. The quality of Berkeley artists and arts organizations has been acknowledged by numerous awards and grants, giving testament to the importance of the arts within Berkeley and the larger region. In 2002, Berkeley was honored by the California Association of Local Economic Development (CALED) with the *Grand Prize for the Addison St. Arts District, Best Economic Development Program in the State*. In 2003, five Berkeley artists received fellowships from the California Arts Council for their "exemplary" accomplishments in the visual arts. The National Endowment for the Arts, in 2003, awarded over \$500,000 in grants to 13 Berkeley nonprofit arts and culture organizations for various achievements and innovations in the arts.

With the success of the Downtown Arts District and the development of districts in South and West Berkeley, the arts have captured the attention of City



The KaUaTuahine Polynesian Dance Company. Photo: Courtesy of the Center for International Dance.

# THE BERKELEY COMMUNITY

Government and local businesses. With a rising interest in the economic impact of the arts, business communities are creating partnerships of commerce and culture. The Downtown Berkeley Association sponsored the opening of the Downtown Arts District with the *Front Row Festival*, setting a precedent of such partnerships. The University of California, Berkeley, is considering the relocation of its three major museums to the Downtown Arts District, which would significantly enhance the synergy of arts and culture venues.

The arts have proven to be an effective generator of economic growth and stability. Ranking as one of the largest economic sectors in Berkeley, the



Arts District Banner, courtesy of the Downtown Berkeley Association.

nonprofit arts sector includes over 130 arts and culture organizations. The economic impact of these 130 nonprofits alone is impressive. Together they provide an estimated 3,400 jobs, reach an annual audience of 1.7 million people, and have combined budget of \$70 million.<sup>1</sup> In 2002, these organizations reached over 75,000<sup>2</sup> students and teachers regionally, through residencies, performances, in-school and after-school programs, and professional development workshops.

The arts provide an attractive and familiar destination for visitors as well as residents. They stimulate economic revenue through dining, accommodation, parking and retail expenditures. The *2003 Cultural and Heritage Tourism Alliance Forum*, held in San Francisco, was devoted solely to arts and culture. The *Forum* maintained that an arts-rich city not only draws visitors but also attracts residents and businesses that seek the benefits of a diverse, creative community.

The cultural currency of the arts enriches each segment of our community. Just as monetary capital allows for building and maintaining a solid infrastructure to support and ensure a thriving community, the arts provide the foundation for a genuine sense of community. They offer a means of reaching a shared vision, reflect who we are as a community, and confirm what we value and can achieve together.



*Earthsong for Berkeley*, by artist Wang PoShu.

also attracts residents and businesses that seek the benefits of a diverse, creative community.

## WHAT DO YOU LIKE BEST ABOUT LIVING IN BERKELEY?

*I own a business in Berkeley, and I like that there are such a varied number of events that can draw people to Berkeley, that we always get out-of-town customers who come for the day and love it!*

*-Anonymous Respondent from the Public Opinion Survey*

<sup>1</sup> *The Berkeley Cultural Needs Assessment*, ArtsMarket, 2003, p.5 and Section V- *Economic Impact Analysis*.

<sup>2</sup> *The Berkeley Cultural Needs Assessment*, ArtsMarket, 2003, p. 24, Tables 4.f, 4.f.1 and 4.f.2.

# BERKELEY CIVIC ARTS PROGRAM

## CITY SUPPORT FOR THE ARTS

The Civic Arts Program works with the Civic Arts Commission to support and strengthen all art disciplines throughout all areas of the city and to assist in the beautification of the city through public art.

The Mayor and City Council each appoint one member of the Civic Arts Commission, which advises the City Council and the Mayor on all matters affecting the beauty and culture of the city. The Commission has three standing committees to advise on issues concerning public art, grants and arts in education.

The Civic Arts Program is a service-based program that supports the growth and vitality of the arts in Berkeley. The major areas of the program are Public Art, the Addison Street Windows Gallery and the Civic Center Gallery, Civic Arts Grants, Technical Assistance, Fund-raising and Marketing of the arts through press releases and as the site contact for press and media correspondents. Civic Arts staff also represent the Berkeley arts community in various local, state and national arts organizations, bringing news, advocacy and funding information back to the community. The staff attends local committees to integrate city programs with community arts activities. The Civic Arts program also



The Berkeley Poetry Walk on Addison Street.

### WHAT WOULD YOU LIKE TO SEE ADDRESSED IN THE ARTS AND CULTURE PLAN?

*...art as something the whole  
community should embrace regard-  
less of economics or social groups.*

*-Anonymous Respondent from  
the Public Opinion Survey*

administers community art contracts and maintains archives for the grant and public art programs.

### Public Art Program

Berkeley's Public Art Program was initiated in 1999 by Resolution no. 60,048.N.S., that allocates 1.5% of the funds for capital improvements by the City to the Public Art Fund. Since the inception of the public art program, the City has commissioned numerous public art pieces.

In 2002 and 2003, Berkeley's Downtown Arts District featured public art additions that included two prominent sculptures and twelve individual artworks installed in the sidewalk along Addison Street. Designed to compliment the sidewalk art, the Berkeley Poetry Walk was installed in 2003. With the generous assistance of former US Poet Laureate and UCB Professor Robert Hass, the Poetry Walk features over 120 poems that relate to the history and culture of Berkeley. Private funds raised through community members and local businesses provided for the creation of the Poetry Walk and the printing of an anthology to accompany this project.

The Addison Street Windows Gallery is a visual art exhibition space that regularly exhibits artwork by local



## BERKELEY CIVIC ARTS PROGRAM

artists and art organizations on the ground floor of the City owned Center Street parking garage. Berkeley's Civic Center has also become an integral part of the program by participating in a public art exhibition of art by local artists. The art is located throughout all six floors of the Civic Center Building.

In South Berkeley the public art program is currently developing a new project that will serve as part of a series of "gateway" public art projects. A second "gateway" public art project will be installed on the Bicycle/Pedestrian Bridge in West Berkeley. The program is also working with the Redevelopment Department to establish a public art component in the restoration and upgrade of the Berkeley Transit Station in West Berkeley.

### The Civic Arts Grant Program

The City of Berkeley has provided grants to artists and arts organizations through its Civic Arts Grants Program for two decades. The amount of funding available for arts grants varies each fiscal year, depending on the allocation from the city's General Fund approved by City Council. The Civic Arts Commission and its Grants Committee disburse the yearly allocation to a broad and diverse range of applicants, serving the widest audience possible.

The current program allows applicants to request up to 10% of their budget for operating or program support. The grants program currently provides partial funding to approximately sixty-five nonprofit organizations. In addition to direct

funding, the grants enable these organizations to leverage additional



The Addison Street Windows Gallery.

funding through outside sources. The range of services that these organizations provide to the community includes regular arts and culture programming, arts education and community based festivals.

In 2003, the grant program funded only 25% of the total amount requested (over \$1 million), which indicates the high level of financial need within the arts community. While funding for the grants program has recently increased from \$65,000 in 1998 to over \$257,000 in 2003, Berkeley currently funds less than 0.004% of the total operating budgets of the city's nonprofit arts and culture organizations.<sup>1</sup>

The Berkeley City Council and the Civic Arts Commission would like to establish a dedicated source of funding for the grants program, ultimately doubling the funds available for arts grants. A "tiered" grants program is envisioned, with multiple levels of operating and program support to ensure that small organizations and individual artists are nurtured, and that larger organizations are sustained in Berkeley.

<sup>1</sup> *The Berkeley Cultural Needs Assessment, ArtsMarket, 2003, p.8 and Section V- Economic Impact Analysis.*



# BERKELEY CIVIC ARTS PROGRAM



## Technical Assistance

The Civic Arts Program provides training and professional education to artists and nonprofit art agencies to assist in strengthening and realizing their strategic goals. The Civic Arts Commission hosts two free Grant Workshops with each grant cycle to guide first-time applicants through the grant writing process. The Public Art Program, with each new series of public art projects, provides free public workshops to teach artists how to enter the field of public art. The program also produces informational publications such as the “Public Art Registry”, the “Guide to the Public Art Process for the City of Berkeley” and “The Berkeley Poetry Walk: A Collection of Essays Documenting the Process” which are made available to the public.

## Publicity and Marketing

In 2000- 2003 Berkeley Civic Arts was featured in over 50 articles in local publications, TV shorts, and national magazines including: *Urbanland*, *Diablo Magazine* and *Sunset Magazine*.

In 2003, the National Gallery of Art, Washington D.C., produced a documentary film on the renowned African-American artist, Romare Bearden. The film was designed to accompany the Retrospective Exhibition of his work that will travel across the country from 2003- 2005. The Civic Arts staff assisted the National Gallery of Art on their site visit to film the Romare Bearden mural in the Berkeley City Council Chambers, before it embarked on the national tour. This documentary film features the works of the artist and footage of the Berkeley mural. It was distributed to every major U.S. library and arts institution in the United States as part of the National Gallery Press Kit on the Romare Bearden National Retrospective Exhibition.

IF YOU COULD ENVISION FUTURE CULTURAL OPPORTUNITIES IN BERKELEY,  
WHAT WOULD THEY BE?

*A city-sponsored fiction publication featuring local and national writers. Arts in the streets! It would be wonderful to see the works of Berkeley adults, children and teens displayed in public places. City sponsored dance, literature readings.*

*-Anonymous Respondent from the Public Opinion Survey*

## BERKELEY CIVIC ARTS PROGRAM



The Romare Bearden Mural as viewed in the City Council Chambers.

### AWARDS AND RECOGNITION

- ***President's Award for the Addison Street Poetry Walk, 2004, Downtown Berkeley Association.***
- ***Berkeley Mural "The City and Its People" Featured as Centerpiece in the Romare Bearden Retrospective Exhibition for a Five State National Tour, 2003-2005, National Gallery of Art in Washington, D.C.***
- ***Model Site and Conference Presenter on Revitalization Zones and Economic Development in the Arts, 2003, Central Regional Conference Cosponsored by the League of California Cities, California Association of Local Economic Development, California Association of Local Arts Agencies and the California Arts Council.***
- ***First California Arts Council Public Board of Trustees State Meeting held in Berkeley, 2002. Materials on the Civic Arts Program and the Arts District included in the Legislative Packet for the California Legislature, 2003.***
- ***Grand Prize for Addison Street Arts District, Best Economic Development Program in the State, 2002, California Association of Local Economic Development.***
- ***Model Site and Conference Presenter on Arts District, 2002, International Economic Development Conference, Oakland, CA.***
- ***Paine Knickerbocker Award for Outstanding Support of Regional Theater, 2002, Bay Area Theater Critics Circle.***
- ***Best Program in the West for Disability Access for Public Art, 2000, (shared award with the San Francisco Asian Art Museum), WESTAF-Western States Arts Federation.***

# THE COMMUNITY VOICE

## RECOMMENDATIONS FOR THE ARTS AND CULTURE PLAN

Through information gathered from the public opinion survey, five community meetings, and organizational surveys, the following is a distilled outline of the community's concerns, needs and recommendations for Berkeley's Arts and Culture Plan. These are the concerns that have been brought to the plan by Berkeley's arts organizations leaders, community activists and artists.

### Increase Arts Space and Infrastructure

- Artist housing and live-work units.
- Small to midsize, mixed-use performance spaces designed for theater, film, dance, literary arts and musical use.
- Gallery space to support the visual arts.
- A centralized Community Arts Center to be used for arts classes, performances, visual art exhibitions, film festivals, poetry readings, youth activities and support services.
- A portable stage, assistive listening systems for the hearing-impaired and seating for community events and festivals.
- Arts districts could be used citywide as a mechanism to promote and cultivate the arts and increase community participation.
- Protection and enhancement of existing arts facilities.



The Transparent Theater's presentation of *Eternity is in Love with the Productions of Time*.  
Photographer: Ian Martin



The La Pena Cultural Center presents  
*John Calloway & Diaspora*.  
Photographer: Hugh H. Lovell

### A Community Arts Calendar and Increased Marketing of the Arts

- Cultivate "localism" by building local participation in arts and cultural activities within Berkeley's city limits.
- A centralized box-office.
- An arts and culture resource center.
- A Berkeley Arts Website with citywide arts and culture links and arts related information.
- A Berkeley Arts and Culture Calendar of Events.
- A public registry of Berkeley artists and arts organizations.
- A special initiative to provide arts information to young populations.

### Arts Education

- More arts teachers in schools and a higher quality and diversity of arts programs.



Students engaged in a music education program. Photo: Courtesy of the Berkeley Symphony Orchestra.

- More after-school programs, both on and off campuses.
- More outreach to and special arts programming for teens and “at-risk” youth.
- An artist in residency program for Berkeley schools.
- Attention to art education for all ages groups and levels, including adults, the elderly and the disabled community.

### Diversity in the Arts

- Increase the diversity of participants in the arts through outreach to minority, low-income and disabled populations.
- Include all segments of the community and all levels of artists in a citywide effort to cultivate the arts.

#### WHAT WOULD YOU LIKE TO SEE ADDRESSED IN THE ARTS AND CULTURE PLAN?

*Access for people with disabilities to the means to create as well as to be arts consumers.*

*-Anonymous Respondent from the Public Opinion Survey*

### Increase Funding and Support for Arts and Culture Activities

- Increase funding for the Civic Arts Grant Program.
- Establish a multifaceted and more sophisticated Grants Program that would include multiple levels of operating support for large and smaller organizations.
- Increase funding for art related education.
- Increase funding for public art by expanding the current 1.5% for Public Art Program to 2% of the value of public construction projects.
- Create a Fund for the Arts to support and expand the grant program.
- Invest in staff and administrative resources, thus improving the Civic Arts Program’s ability to serve as a hub of communications, planning and funding.



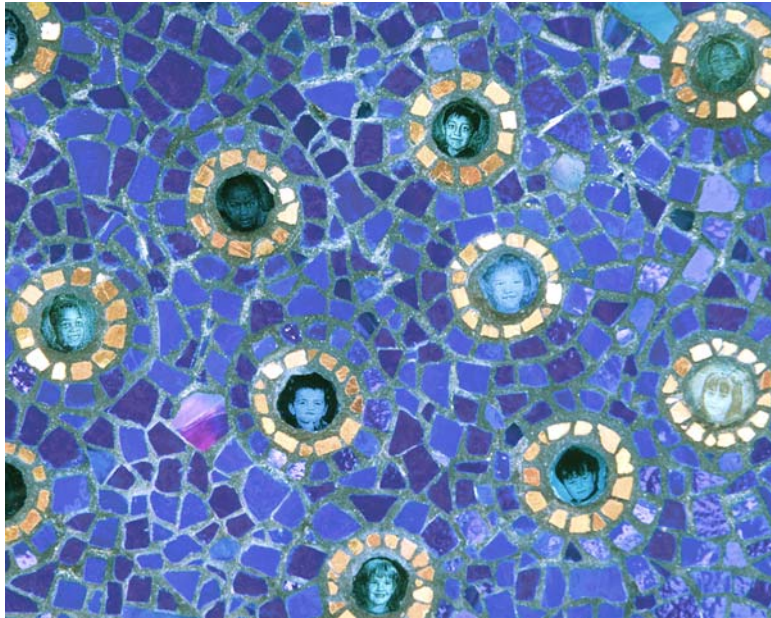
Detail of Addison Street Sidewalk Art *Make Art*, by artist Lynne-Rachel Altman.

### Improve Access to the Arts

- Preserve existing baseline parking facilities to accommodate the growth of visitors to arts-dense areas.
- Promote the use of public transportation to all areas of Berkeley.
- Ensure that performance venues and arts and culture activities are accessible and available to all people.



## POLICIES AND ACTIONS OF THE PLAN



Detail of Addison Street Artwork, *Good Fortune*, by artist Diana Maria Rossi.

*Despite differences in size and scope, arts organizations are connected through a complex and interdependent network. Likened to an ecosystem, this network must support both the largest and smallest “life forms” if it is to be healthy and flourish. This Arts and Culture Plan acknowledges that there is a substantial breadth of needs pertaining to all arts and culture organizations in Berkeley. The goals and strategies of this plan strive to cultivate a balanced and vigorous “ecosystem” of arts and culture for the City of Berkeley.*



## POLICIES AND ACTIONS OF THE PLAN

### CREATING THE ARTS AND CULTURE PLAN:

The Economic Development Element of the General Plan for the City of Berkeley, adopted in 2001-2002, calls for an Arts and Culture Plan (which will be referred to as “the Plan” in this document) that establishes citywide goals and strategies to support and develop local arts, culture, and entertainment, and becomes an integral part of the General Plan itself (Policy ED-11). In consultation with the Director of Planning, and members of the Planning Commission, the format of the Arts and Culture Plan was revised in 2003. This Plan is a separate policy document that may be adopted in the future and incorporated into the City’s General Plan. The structure of the *Policies and Actions* of the Arts and Culture Plan is intended to be consistent with all elements of the General Plan, adopted by the City Council in 2001.

In early 2002, the Berkeley Civic Arts Commission undertook a process for drafting a Plan that promotes the City’s arts, identifies partnership opportunities between the City, nonprofit organizations, and other arts agencies, and establishes fund-raising strategies in accordance with the objectives of the General Plan.

The Arts Commission and City Staff conducted the process publicly, including:

- 1) Creation of the Arts and Culture Plan Advisory Committee, comprising a broad range of arts groups and artists, to advise the Arts Commission on all aspects of the Plan. (See Appendix, p 33.)
- 2) Hiring the consulting firm, ArtsMarket, to assist the Civic Arts Coordinator, Commission, and Advisory Committee to work with the community to develop the Plan.
- 3) Conducting in-person interviews with a wide spectrum of artists and representatives of arts groups of all sizes and types, to determine their needs and desires for what an Arts and Culture Plan should encompass. (See Appendix, p 32.)
- 4) Establishment of an interactive survey on the City’s website, to encourage Berkeley citizens to express their opinions about the constitution of the Plan. (See the ArtsMarket Report, *The Berkeley Cultural Needs Assessment and Findings*, Section VI.)
- 5) Five public meetings held in various sections of Berkeley, attracting over 200 people to discuss their impressions of what is good about the arts in Berkeley, and what could be done to improve the situation for artists, arts organizations, and the citizenry generally in the perception and reality of the arts in Berkeley. (See Appendix, p 30,31.)

## POLICIES AND ACTIONS OF THE PLAN

6) Submission of a summary report from ArtsMarket, *The Berkeley Cultural Needs Assessment and Findings* with their recommendations of goals and implementation strategies, intended as a starting point for continued input and dialogue by arts workers, residents, and civic leaders. (See Introduction, p 3.)

7) Establishment of a Subcommittee of the Arts and Culture Plan Advisory Committee, charged with researching similar policy documents of other cities and jurisdictions, and development of a process that led to a draft Plan for submission to the City Council.

### PURPOSE:

The Arts and Culture Plan represents the policy of the City of Berkeley for the continued development and improvement of the artistic and cultural life of our community. Public engagement with art and cultural activity is important for the well-being of the community, and provides a means for understanding the world in which we live. This City recognizes the multiple benefits that the arts provide to Berkeley residents at all stages of human development, from childhood through old age. This Plan establishes a basis for public policy decisions, ordinances, regulations, and administrative actions affecting arts and culture in Berkeley.

The arts encourage civic participation, give voice to diversity and intercultural communication, provide humanistic insights, and enhance the City's economy and physical environment. Engagement with the arts includes educational opportunities for children and adults, as students, teachers, creators or consumers. This Plan encourages collaboration among the Berkeley Unified School District (BUSD), the City of Berkeley, the University of California at Berkeley, artists, performers, writers, arts business owners, arts organizations and all those in the broad field of the arts to form a community of resources that provide education in the arts through creative programs and approaches.

Berkeley citizens acknowledge that the private sector alone cannot provide an appropriate level of these activities in serving the City's diverse communities. Local government support is essential to the achievement of the goals and objectives of the Arts and Culture Plan. The City of Berkeley has the obligation and the authority to utilize existing, and to formulate new policies for the improvement of the creative arts and cultural communities in the City, and to acknowledge our diverse and exceptionally talented population.

## **POLICIES AND ACTIONS OF THE PLAN**

The goal of the Arts and Culture Plan is to make the arts, cultural events and activities more abundant and readily available in Berkeley, and to promote more and better engagement with art in all its forms, by more people.

The plan addresses three principal goals: (1) to improve the supply of and access to art; (2) to enhance engagement through active and collaborative use of public agencies and institutions; and (3) to set goals for budgetary support and establishment of fiscal policy for a consistent and appropriate level of funding to conduct programs and services necessary to achieve Objectives 1 and 2.

These principal goals have been translated into specific objectives, which define Policies and Actions to advance the achievement of each goal. The Objectives, Policies, and Actions contained in this plan are all intended to be consistent and compatible with all elements of the General Plan.

### **SUMMARY OF PLAN OBJECTIVES**

- I Enhance Berkeley as a community and place of culture and the arts, in all areas and distinct neighborhoods of the city.**
- II Promote artistic and cultural engagement and public awareness of the arts in Berkeley, including quality youth programming and education in the arts.**
- III Support Arts in Education in all Berkeley schools.**
- IV Enhance and support diversity of both participants and activities in the arts and promote city-wide incorporation of arts and culture.**
- V Assure consistent, adequate, and regular funding for arts and cultural activities and programs in Berkeley.**
- VI Ensure access to arts and cultural programs and facilities for all ages, ethnicities and physical abilities.**

### **REVIEW OF PLAN PERFORMANCE:**

The Arts and Culture Plan shall be reviewed by the Arts Commission from time to time, and evaluated for its performance in achieving its objectives. Amendments shall be proposed as necessary.

## POLICIES AND ACTIONS OF THE PLAN

### ENHANCE BERKELEY AS A PLACE OF CULTURE AND THE ARTS

#### Policy 1.1:

**Establish a permanent Arts and Cultural Affairs Division in the City, with a full-time director, sufficient staff and support necessary to implement the policies and objectives of this Plan.**

#### Actions:

- A. Hire and maintain professional-level staff for planning, directing, managing and implementing arts and cultural programs for the City.
- B. Actively consult with and advise other City Departments, Boards and Commissions regarding coordination of related housing, economic development, transportation and land use issues, and with the City's legislative liaison regarding statewide legal and public issues affecting the arts and cultural activities, including the visual, performing, and literary arts in Berkeley.
- C. Collaborate with institutional and organizational providers of arts and culture in the City of Berkeley including the Berkeley Unified School District, University of California at Berkeley, and other private and public organizations to support mutually beneficial projects.
- D. Serve as a liaison for the City to artists and arts organizations, and as an advocate and resource for them.

#### Policy 1.2:

**Support the increase and improvement of the availability of permanently affordable housing for artists, performance venues, and studio spaces designed for the practice of art.**

#### Actions:

- A. Conduct an inventory of existing arts facilities to determine what specific needs are not being fulfilled. The City should facilitate the creation of space for arts use in Berkeley by permitting the change of use to arts and crafts from manufacturing and warehousing.
- B. Collaborate with the community and building owners to research and identify vacant buildings that could potentially be converted and used for arts activities.
- C. Research and recommend policies for adoption by appropriate City Boards and Commissions, to encourage artisan studios, gallery spaces, production workshops, dance performance facilities, literary arts venues and collaboration sites for all the arts, consistent with the goals and policies of the Housing Element of the General Plan.
- D. Work with the Planning Commission and the City Council to protect existing arts space and to protect and enhance permanently affordable arts space.

## **POLICIES AND ACTIONS OF THE PLAN**

- E. Strengthen and enforce existing policies, i.e. the Cultural Density Bonus, to ensure such agreements are implemented.

### **Policy 1.3:**

**Create a centralized, multi-use Community Art Center and provide support for neighborhood-based arts activities, performances and youth arts programming.**

#### Actions:

- A. Create a centralized, multi-use Community Art Center that would be easily accessible and open to all Berkeley residents. Such a center would be used for performances, visual art exhibitions, film festivals, community art classes, literary activities, youth activities, arts related information and support services.
- B. Actively develop youth arts programming and explore the possibility of creating a Youth Arts Center within the Community Art Center to serve the needs of school-age children and at-risk youth.
- C. Restore and coordinate youth arts activities and neighborhood programs at existing City Parks and Recreational Centers.
- D. Provide access to support services and equipment for use by the public, including a portable stage, assistive listening systems for the hearing-impaired and seating for community festivals and events.

### **Policy 1.4:**

**Support existing Arts and Culture Districts and establish additional districts throughout the City to recognize and support distinctive arts communities.**

#### Actions:

- A. Develop guidelines for the establishment of Arts and Culture Districts.
- B. Identify opportunities for specific Arts and Culture Districts.
- C. Provide financial assistance in the form of low cost loans to arts organizations to form a nexus of organizations in arts districts.
- D. Support existing and new arts districts and provide advocacy for constituent organizations and artists.
- E. Support Historic and Architectural Preservation planning in all parts of Berkeley, consistent with the Urban Design and Preservation Element of the General Plan, to acknowledge and to preserve Berkeley's rich cultural built environment.



## POLICIES AND ACTIONS OF THE PLAN

### CULTURAL AWARENESS AND PUBLIC ENGAGEMENT IN THE ARTS

#### Policy 2.1:

**Create an Arts and Culture Marketing Program, staffed by a full-time position and housed within the Berkeley Convention and Visitors Bureau, to expand and strengthen public awareness and access to arts and culture activities.**

#### Actions:

- A. Create a Berkeley Arts Website to include maps of the locations of galleries, performing arts theaters, artisan districts and venues, with links to individual organizations for access to event schedules, ticket box offices and contact information.
- B. Create a centralized and publicly accessible Arts Resource Center within the Convention and Visitors Bureau, to serve as a clearinghouse and point for information, including a central box-office.
- C. Develop an Arts and Culture Calendar of Events and a registry of facilities available for performing arts inclusive of City-owned facilities such as the Live Oak Recreation Center, the Frances Albrier Community Center and other City facilities.
- D. Establish a central bulletin and/or registry of individual artists and arts organizations for public access through the Berkeley Arts Website.

#### Policy 2.2:

**Increase marketing of the arts, including cultural tourism to Berkeley, and promoting “localism” and cultural awareness within Berkeley.**

#### Actions:

- A. Create a program of broad creative advertising and linkages with the Chamber of Commerce, State Department of Tourism, and with private organizations organized by the Berkeley Conventions and Visitors Bureau in partnership with the City of Berkeley Civic Arts Program.
- B. Reinforce partnerships and collaborations with local business and merchant associations, and other nonprofit organizations for support of community cultural events and activities.
- C. Support the establishment of “Open Gallery” events, and advertisement of a regular late evening gallery series for public access to galleries, workshops, literary readings, studios and similar venues.
- D. Expand and strengthen public awareness of cultural events and all arts activities, including promotion of the City’s numerous multi-cultural events,

## **POLICIES AND ACTIONS OF THE PLAN**

through use of street banners, local print, electronic media and all other available alternative formats.

- E. Work with arts educators on outreach to youth populations and create a Youth Arts Information Network to assure that arts resources and opportunities are readily available and easily accessible.

### **Policy 2.3:**

**Vigorously promote and support visual, performing and literary arts activities throughout the City.**

Actions:

- A. Negotiate annual contracts for installation and display of art, cultural performances and literary readings in public places.
- B. Ensure that publicly funded artworks and performance programs are accessible and available throughout all neighborhoods in the City.

### **Policy 2.4:**

**Create leadership and mentorship opportunities in the arts.**

Actions:

- A. Create opportunities for public forums and community workshops with practicing artists and performers.
- B. Recognize existing partnerships with the private sector and encourage supportive private/public partnerships.
- C. Encourage Berkeley citizens to participate as individuals on the Boards of Directors of local art organizations.

## **ARTS IN EDUCATION**

### **Policy 3.1:**

**Support an Arts in Education program to provide arts and culture courses to all grade levels in all Berkeley schools.**

Actions:

- A. Support the BUSD in their efforts to develop and implement the California Visual and Performing Arts Content Standards, adopted by the BUSD Board of Education in 2001.
- B. Establish an Artist in Residency program to give all Berkeley schools the opportunity to provide arts education through professional artists and performers.

## POLICIES AND ACTIONS OF THE PLAN

- C. Collaborate with the University of California, Berkeley, and Vista Community College to expand arts education programs that award grants to visual and performing artists in exchange for teaching an arts program in a local school.
- D. Support and promote existing arts education programs and classes available at local nonprofit arts organizations.

### **Policy 3.2:**

**Increase attendance by school children at performances and cultural activities, through collaboration with the Berkeley Unified School District, arts educators, and arts organizations.**

Actions:

- A. Research and establish a program in collaboration with the BUSD and local arts and cultural organizations that provides each school child with the opportunity to attend one professional arts or cultural field trip each school year.
- B. Research and establish a program in collaboration with BUSD schools that invites local, performing arts and literary arts groups to perform in available facilities, auditorium spaces and classrooms for the purpose of arts education.

## **DIVERSITY IN THE ARTS**

### **Policy 4.1**

**Recognize the diversity of cultures in Berkeley and encourage arts and culture activities to include people of all ages, physical abilities, ethnic origins, sexual orientations and economic classes and support ethnic and cultural heritage contributions of all members of the community.**

Actions:

- A. Research and implement a multi-cultural grant category in the Civic Arts Grant Program to provide support and funding to minority arts and culture organizations.
- B. Conduct an assessment of the multi-cultural makeup of Berkeley's broadly defined cultural groups to provide a basis for economic support and outside grant opportunities.
- C. Create a database and registry of existing multi-cultural arts organizations, community festivals, ethnic food restaurants and specialty stores to market and promote minority organizations.

## **POLICIES AND ACTIONS OF THE PLAN**

### **FUNDING FOR THE ARTS AND CULTURE IN BERKELEY**

#### **Policy 5.1:**

**Further integrate culture and the arts into Berkeley's citywide economic development strategies.**

Actions:

- A. Support the efforts of designated Arts Districts through local grants programs, public streetscape improvements and infrastructure, and public/private partnerships.
- B. Conduct a feasibility study for the creation of a revolving loan fund for arts non-profit capital improvement projects.
- C. Expand the 1.5% for Public Art Program pursuant to Resolution No. 60,048 to 2% of the value of public construction projects.
- D. Research and implement a Percent-for-Art Program for private developments applicable to major private construction projects.
- E. Recognize and document the economic stimulus that local street artists and vendors, i.e. the Telegraph Street Vendors, provide to the economy of the City of Berkeley. Expand the street artists vendors program to include fine arts and incorporate street arts fairs into all areas of the City.
- F. Establish uniform procedures for the application for funding to conduct fairs and festivals in Berkeley, using public areas including parks, streets and sidewalks, to be reviewed and considered by the Civic Arts Commission for its recommendation to the City Council. The Civic Arts Commission should develop such procedures based on the application form and peer panel ranking system of the Civic Arts Grant Program to ensure accountability of the applicant for fairs and festivals, and to ensure equitable distribution of such events in Berkeley.

#### **Policy 5.2:**

**Research and establish a Fund for the Arts to establish a financial base for the arts and to seek both public and private funding sources for arts and culture activities.**

Actions:

- A. Research and recommend actions to establish an Arts and Culture Endowment Fund, for creation of a permanent source of private sector supplemental funding.
- B. Expand workshops and business planning for artists and arts organizations.

## POLICIES AND ACTIONS OF THE PLAN

- C. Support and implement the Berkeley City Council's recommendation<sup>1</sup>, to establish a process, including a timeline and goals, for substantially increasing funding for the arts by actively exploring an increase in the Transient Occupancy Tax and dedicating the increased revenue to provide an additional \$10 million arts funding over the next 20 years.
- D. Research and identify potential sources of funding through private/public partnerships and philanthropy.

### **Policy 5.3:**

**Support a vigorous effort by the Arts and Cultural Affairs Division to establish a base target of public financial support of arts and cultural programs of not less than \$25 per capita per year from the General Fund for the expansion and improvement of the Civic Arts Grant Program and the Public Art Program.**

#### Actions:

- A. Restructure the Civic Arts Grant Program to operate as a tiered grant program, in order to give equal advantage to small and start-up organizations.
- B. Create an internal grant monitoring system, with sufficient staff and auditing capabilities, to track and improve grant accountability.
- C. Provide information and technical assistance to nonprofit arts and culture organizations for grant writing and private fund-raising activities.

## ACCESS TO THE ARTS

### **Policy 6.1:**

**Support parking and transit access availability for attendance at arts and cultural activities and venues in the downtown and in the neighborhoods.**

#### Actions:

- A. Support the construction of a seismically safe Center Street Garage.
- B. Work with the Transportation Commission, the Commission on Disability, appropriate City departments and community business associations to develop signage and other attractive, well-designed graphic materials for directions to available parking and transit connections to the area.
- C. Work with the Public Art program to continue, when possible, the "Gateway" theme to entrances to the city and to appropriate neighborhoods.
- D. Support research of, and consider implementation of accessible, free shuttle

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<sup>1</sup>Approved April 17, 2001, Consent Calendar, Item 36, Berkeley City Council



## **POLICIES AND ACTIONS OF THE PLAN**

systems for special arts and culture festivals and appropriate performances and activities. Such a system would include bicycle parking and/or storage and car parking in designated areas, with appropriate number and distribution of accessible parking.

- E. Encourage performing arts organizations, galleries, faire and festival organizations and groups to include information regarding access to public transportation in all advertising, posters, flyers, and ticket information.

### **Policy 6.2**

**Ensure that performance venues, cultural activities and all opportunities to experience the Arts are accessible and available to all people.**

Actions:

- A. Work with the Disability Coordinator and other appropriate staff to inform event planning and venues to fulfill State and Federal disability laws and regulations.
- B. Ensure that all notices, flyers and other advertising lists information regarding accessibility, and communication access.
- C. Work with appropriate City staff to develop a checklist to be used by arts organizations addressing accessibility to the arts for people with disabilities.

## SOURCE MATERIALS

- Americans for the Arts, *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences*, 2002.
- Arts Alliance, Inc. *The Cultural Plan for the City of Albuquerque*. Albuquerque, NM, 2001.
- Arts and Culture Commission of Contra Costa County. *The Contra Costa County Cultural Plan*. Contra Costa County, CA, 2001.
- California State Board of Education and the Curriculum Development and Supplemental Materials Commission. *The Visual and Performing Arts Framework for California Public Schools*. CA, 1995.
- City of San Jose. *20/21 Regional Cultural Plan*. San Jose, CA, 2002.
- Eger, John M. "The Creative Community: Forging the Links Between Art, Culture, Commerce and Community." One of series of White Papers on Cities of the Future. The California Institute for Smart Communities, San Diego State University, 2003.
- Florida, Richard. *The Rise of the Creative Class*. New York: Basic Books, 2002.
- Florida, Richard. "The Rise of the Creative Class: Why Cities without Gays and Rock Bands are Losing the Economic Race". *The Washington Monthly*. May, 2002.
- Kotkin, Joel. "The Artful City" and "Places in the Heart", *New Geography*. Random House Trade Paperbacks, 2001.
- League of California Cities. "Corona Plays Up the Arts and Business with a New Office Building and Museum." *Western City Magazine*. May, 2004.
- Portland Metropolitan Arts Commission. *Arts Plan: Animating Our Community*. Portland, Oregon Metropolitan Region, 1992.
- Regional Arts & Culture Council. *Arts Plan 2000+ Update '98*. Portland, Oregon, 1998.
- San Francisco Convention and Visitors Bureau. *The Sixth Annual Cultural & Heritage Tourism Alliance Forum* " Culture is the Spark". November 2003.

## PRESS COVERAGE

### A sampling of news articles featuring Arts and Culture in Berkeley

- Moore, Michael Scott. "A Bright Idea: Berkeley's Electrifying Arts District is Blowing Away It's Bay Area Competition." *Diablo Magazine*. October, 2002.
- Rubin, Judith. "Arts as Economic Catalyst." *Urban Land*. February, 2001.
- Taggart, Lisa. "Renaissance Berkeley: All the World's a Stage in the East Bay's Liveliest Town." *Sunset Magazine*. November, 2001.

# APPENDIX



## Summary of Key Findings: Economic Impact of the Arts and Culture for the City of Berkeley

- The total direct organizational expenditure impact of 130 arts and cultural organizations located in Berkeley is \$68.5 million.
- This stimulates \$142.2 million of induced or indirect impact into the local economy.
- The direct employment income paid to workers by these Berkeley organizations is \$60.1 million, providing employment for 1,736 workers.
- The direct off-site economic impact associated with audience participation in Berkeley arts and cultural organizations is \$48.8 million. This is money paid for food, parking, shopping, and accommodations associated with attendance at Berkeley arts and cultural organizations.
- This off-site impact stimulates \$117.6 of impact by restaurants and other businesses.
- These off-site enterprises realize \$50.2 million in employment income because of the arts and culture in Berkeley, employing 1,694 workers because of the economic engine of the arts and culture.
- By combining the direct organizational impacts and the indirect audience/off-site expenditure impacts, the total economic impact of the arts and culture in Berkeley can be calculated at \$259.8 million, providing 3,430 worker jobs.

The tax impacts of this are as follows: \$11.3 million in employee compensation tax (direct and induced), \$17.37 million in household expenditures tax, \$.56 million in proprietary income tax, \$3 million in corporate tax, and \$12.51 million in indirect business tax, for a total tax impact of \$44.73 million.

**A complete copy of the ArtsMarket document, *The Berkeley Cultural Needs Assessment and Findings* is posted on the City's Website at [www.ci.berkeley.ca.us/civicsarts/artscultureplan.htm](http://www.ci.berkeley.ca.us/civicsarts/artscultureplan.htm). Hard copies of the full report can be obtained by request through the Civic Arts Program office, in the Office of Economic Development.**

**CITY OF BERKELEY REPRESENTATIVES  
2004**

**Mayor**

Tom Bates

**Berkeley City Council**

Linda Maio, District 1  
Margaret Breland, District 2  
Maudelle Shirek, District 3  
Dona Spring, District 4  
Miriam Hawley, District 5  
Betty Olds, District 6  
Kriss Worthington, District 7  
Gordon Wozniak, District 8

**Civic Arts Commission**

Amanda Bornstein  
Barbara Coleman  
Bonnie Hughes  
Jos Sances  
Sherry Smith  
David Snippen, *Chair*  
Lori Taguma  
Suzy Thompson  
Suzanne Wilson

**Members of the Disability Commission**

**Members of the Planning Commission**

**Members of the Transportation Commission**

**City Staff**

Mary Ann Merker, *Civic Arts Coordinator*  
Charlotte Fredriksen, *Civic Arts Assistant Management Analyst*  
Melissa Wenzel, *Public Art Intern*  
Josephine Tsay, *Civic Arts Intern*  
Tom Myers, *Acting Manager of Economic Development*  
Ted Burton, *Economic Development Coordinator*  
Paul Church, *Disability Coordinator*  
Timothy Stroshane, *Senior Planner, Housing Department*

# APPENDIX

## COMMUNITY MEETING ATTENDEES

### Districts 4, 5 & 6 November 7, 2002

Barbara Adair  
 Alan Bern  
 Nick Bertoni  
 Susan Brooks  
 Jerry Carlin  
 Vic Coffield  
 Kristin Brooks Davidman  
 Cecile Draco  
 Tim Drescher  
 Susan Felix  
 Pam Fingado  
 Carol Hastchaway  
 Joanna Hawley  
 Mim Hawley  
 Edith Hillinger  
 Bonnie Hughes  
 Kathleen King  
 Joan Levinson  
 Rita Maran  
 Kenneth Marcelous  
 Charles McCulloch  
 Suzanne McCulloch  
 Karen McKie  
 Bonney Meya  
 Christian Migrand  
 Rita Pettit  
 Steve Rogie  
 Norm Schneider  
 Susan Schwartz  
 Schelleen Scott  
 W. Joe Scott  
 Natasha Shawver  
 Celso Simao  
 Louise Stevens  
 Carmen Veouch-Boorin  
 Audrey Wallace Taylor  
 Diana Wong

### Districts 1, 2 & 3 November 9, 2002

Barbara Adair  
 Elizabeth Addison  
 Daniel Altman  
 Sharon Badillo  
 Sima Belmar  
 Janine Brown  
 Rob Browning  
 Vangie Canonizado Buell  
 Lisa Bullwinkel  
 Jennifer Burke  
 Brian Canevari  
 Paul Chin  
 Jenny Cole  
 John Curl  
 Loren Fenaille  
 Gary Graves  
 Robbin Henderson  
 Karan Hester  
 Rebecca Johnson  
 Annette LaRue  
 Susan Levine  
 Linda Maio  
 Kirk McCarthy  
 Keeyla Meadows  
 Betsy Morris  
 Timothy A. Philan  
 Jill Randall  
 Mary Curtis Ratcliff  
 Gwendolyn Reed  
 Claire Risley  
 Barbara Rylander  
 John Selawsky  
 Natasha Shawver  
 David Snippen  
 Ruth Spencer  
 Linda Walls  
 Regina Woodard  
 Jan Zvaifler

### Districts 7 & 8 November 21, 2002

Makis Arnold  
 Sharon Badillo  
 Lana Buffington  
 Brian Canevari  
 Rusty Cantor  
 Clive Chafer  
 David Cohen  
 Charles Ellik  
 Judith-Kate Friedman  
 Charlotte Greenblatt  
 Carolyn Groti  
 Linda Harroun  
 Jean Hearst  
 Terese Heilge  
 Julie Helsel  
 Robbin Henderson  
 Rebecca Johnson  
 Kathleen Kahn  
 Ernie Mansfield  
 Jill Randall  
 Claire Risley  
 Arline Rodini  
 Jane Rosano  
 Jim Rosenan  
 Rebecca Salzer  
 Fran Segal  
 Heidi Seney  
 Elsa Shelfer  
 Celso Simao  
 Anthony Smith  
 Sherry Smith  
 Mark States  
 Dianne Stockler  
 Allen Stross  
 April Taylor  
 Anna Torrance  
 April Watkins  
 Verna Winters

COMMUNITY WORKSHOP ATTENDEES

April 24, 2004

Diane Amaral  
Jolene Babyak  
Aimee Baldwin  
Richard Brenneman  
Carol Brighton  
Bob Brokl  
Lisa Bullwinkel  
Jenny Cole  
Laura Condylis  
John Curl  
Thea Demetrekopoulos  
Susan Felix  
Austene Hall  
Robbin Henderson  
Robert Horning  
Archana Horsting  
Stan Huncilman  
Kathleen Kahn  
I. Karil  
Laura Klein  
Vicky Liu

Linda Maio  
Stephanie Manning  
Wendy Markel  
John McBride  
Betty Pillsbury  
Naomi L. Policoff  
Geoffrey Pond  
Gwendolyn Reed  
Patricia Reedy  
Lars S.  
Sue Schleifer  
Alice Sckenker  
Georgia Shea  
Celso Simao  
Andrew Spence  
Betsey Strange  
Anne Wagley  
Audrey Wallace-Taylor  
M. Williams  
Verna Winters  
Rob Woodworth



## APPENDIX

### INTERVIEWEES FOR THE CULTURAL NEEDS ASSESSMENT

#### *Fall 2002*

Hollis Ashby, Associate Director, Cal Performances  
Deborah Badhia, Executive Director, Downtown Berkeley Association  
Steve Baker, Executive Director, Freight and Salvage  
Catherine Barker-Henwood, Executive Director, Berkeley Symphony  
Lana Buffington, Community Liaison, Berkeley Art Museum/ Pacific Film Archive  
Lisa Bullwinkel, Organizer of the Solano Stroll  
Michael Caplan, City of Berkeley, City Manager's Office  
Paul Chin, Executive Director, La Pena Cultural Center  
Barbara Coleman, Member of Civic Arts Commission  
Patrick Dooley, Artistic Director, Shotgun Players  
Mary Friedman, Founder and Former Director of the Public Education  
Foundation  
Fran Gallati, Executive Director, YMCA  
Robbin Henderson, Executive Director, Berkeley Art Center  
Barbara Hillman, Executive Director, Berkeley Convention and Visitors Bureau  
Archana Horsting, Executive Director, KALA Art Institute  
Mildred Howard, Artist  
Sabrina Kline, Director, Julia Morgan Center for the Arts  
Karl Linn, Landscape Architect  
Kirk McCarthy, Acting President, ACCI Gallery  
Susie Medak, Managing Director, Berkeley Repertory Theatre  
Adam David Miller, Poet and Member of Civic Arts Commission  
Gina Moreland, Executive Director, Habitot Children's Museum  
Pat Mullan, Art and Music Coordinator, Berkeley Central Library  
Susan Muscarella, Director, The Jazzschool  
Jud Owens, Manager, Berkeley Community Theatre  
Michelle Rabkin, Associate Director, UC Berkeley Consortium for the Arts  
John Roberts, Landscape Architect and Chair of Design Committee, Chair of  
Downtown Berkeley Association  
Tom Ross, Producing Director, Aurora Theater  
Arlene Sagan, Music Director, Berkeley Community Chorus and Orchestra  
Sue Schleifer, Executive Director, Ashkenaz Music and Dance Center  
John Selawsky, Member of School Board  
Sherry Smith, Chair of Cultural Plan Advisory Committee and Member of Civic  
Arts Commission  
John Solomon, Owner of Caffe Venezia and Organizer of "How Berkeley Can  
You Be?"  
Suzy Thompson, Musician and Member of the Civic Arts Commission  
Marni Welch, Arts Consultant

**ARTS AND CULTURE PLAN ADVISORY COMMITTEE**

Catherine Barker-Henwood	Kirk McCarthy
Lana Buffington	Susie Medak
Lisa Bullwinkel	Michael O'Hare
Marnie Burke de Guzman	Brenda Prager
Barbara Coleman	Jos Sances
Susan Felix	Norm Schneider
Barbara Hillman	Sherry Smith
Archana Horsting	David Snippen
Susan Levine	Suzy Thompson

**ADDITIONAL COMMUNITY PARTICIPANTS**

Bira Alameda	Angela Johnson
Sharon Badillo	Suzanne Lacke
Mayor Tom Bates	Joe Lambert
Curtis Billue	Laurie Lewis
Zelda Bronstien	Karen McKie
Vangie Buell	Adam David Miller
Paul Chin	Councilmember Linda Maio
Dewey Crumpler	Emmanuel Montoya
John Curl	Ruth Morgan
Kate Delos	Innosanto Nagara
Melanie Demore	Osha Neuman
Dr. Timothy Drescher	Tom Rosum
Morgan Fitcher	Sibila Savage
Doug Harris	Kary Schulman
Robbin Henderson	Sylvia Sherman
Tanya Hurd	Councilmember Kriss Worthington
Mildred Howard	Jan Zvaifler

# APPENDIX

## BACKGROUND MATERIALS PROVIDED BY:

ACME Observatory Contemporary Music Series  
 ACCI Gallery  
 Actors Ensemble  
 Art and Education Media  
 ArtsBridge, UC Berkeley  
 Ashby Playhouse  
 Ashkenaz Music & Dance Community Center  
 Aurora Theater Company  
 Ballet Folklorico Youth Dance  
 Bay Area Census 2000  
 Bay Area Outreach Recreation Program, Inc.  
 Bay Area Radio Drama  
 Bay Area Wind Symphony, Inc.  
 Beat Eddie Brown Center for the Arts  
 Bella Musica  
 Berkeley Architectural Heritage Association  
 Berkeley Art Center  
 Berkeley Art Museum and Pacific Film Archive  
 Berkeley Artisans  
 Berkeley Ballet Theater, Inc.  
 Berkeley Broadway Singers  
 Berkeley Chamber Performances  
 Berkeley Chess School  
 Berkeley City Ballet  
 Berkeley Community Chorus and Orchestra  
 Berkeley Community Media  
 Berkeley Convention & Visitors Bureau  
 Berkeley Cultural Trust  
 Berkeley Farmer's Market  
 Berkeley Folk Dancers  
 Berkeley Juneteen Association, Inc.  
 Berkeley Opera  
 Berkeley Piano Club  
 Berkeley Public Library Arts Festival  
 Berkeley Public Library Community Planning Process 2000 Census  
 Report  
 Berkeley Public Library Foundation  
 Berkeley Repertory Theatre  
 Berkeley Symphony Orchestra  
 Berkeley Unified School District  
 Berkeley Youth Orchestra  
 Bonita House  
 Cal Performances  
 California Chamber Symphony  
 California Shakespeare Festival  
 California Writers Club  
 Capoeira Institute, Inc.

**BACKGROUND MATERIALS CONTINUED:**

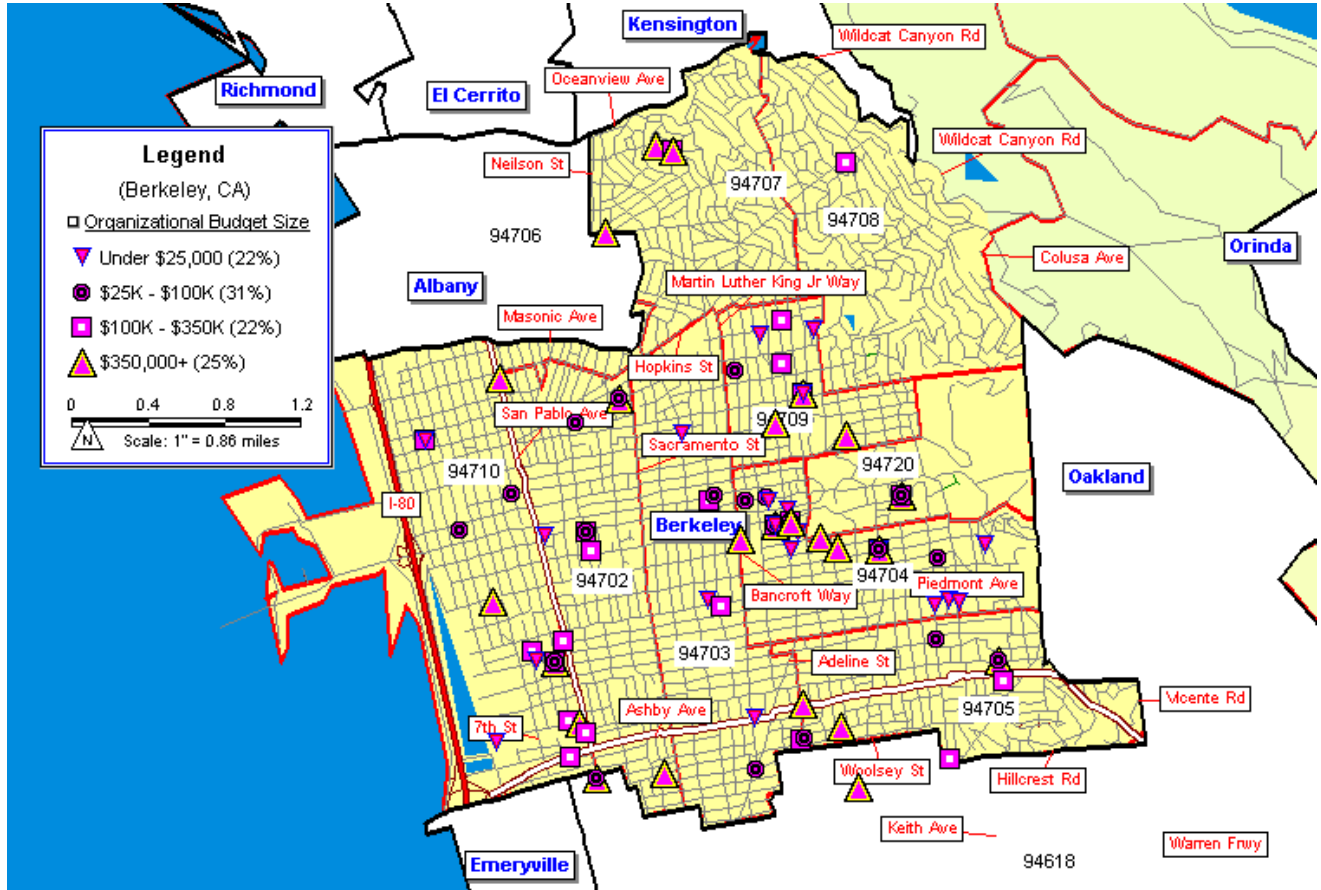
Caticus Corp.  
 Cazadero Performing Arts Camp, Inc.  
 Center for Historically Informed Performance, Inc.  
 Center for Humanities and Contemporary Culture  
 Center for the Arts, Religion and Education  
 Central Works Theater  
 City of Berkeley Southside/Downtown Transportation Demand  
     Management Study  
 Colibri  
 Community Arts and Cultural Enhancement Corporation  
 Consortium for the Arts/UC Berkeley  
 Corporation on Disabilities and Telecommunication  
 Crowden School for Music  
 Dance and Rhythm of India  
 Daniel David Feinsmith  
 Department of Music, UC Berkeley  
 D.E.A.F. Media, Inc.  
 Dharma Mudranalaya  
*Diablo Magazine*, October 2002  
 Downtown Berkeley Association  
 East Bay Center for the Performing Arts  
 East Bay Depot for Creative Reuse  
 East Bay Media Center  
 East European Folklife Center, Inc.  
 Evangel Literature, Inc.  
 Farallon Documentary Films, Inc.  
 Freight and Salvage Coffee House  
 Habitot Children's Museum  
 Harold Stump Architectural Foundation  
 His Majestie's Musicians  
 In Dulci Jubilo, Inc.  
 Integrated Arts  
 International Fund for Photography, Inc.  
 Iris Feminist Collective, Inc.  
 His Majesty's Musicians  
 Jeffery Price and Co.  
 Joseph Slusky  
 Judah L. Magnes Museum  
 Julia Morgan Center for the Arts  
 Junior Bach Festival Association  
 KALA Art Institute  
 La Pena Cultural Center  
 Live Oak Concerts  
 MBIRA  
 National Writing Project  
 New Images Productions Inc.  
 North Berkeley Senior Center  
 Paradigm Productions Inc.

## APPENDIX

### BACKGROUND MATERIALS CONTINUED:

Patricia Bulitt  
 Poetry Flash  
 Promises Film Company  
 Rhythmix Cultural Works  
 Richard Schwartz  
 Robert Lipton  
 Sacred and Profane Chamber Chorus  
 San Francisco Chamber Orchestra  
 San Francisco Early Music Society  
 Searchlight Educational Media, Inc.  
 Sharon Siskin  
 Shawl-Anderson Modern Dance Center  
 Sherylin Tharp  
 Shotgun Players  
 Sisters Project  
 Society for the Study of Native Arts and Sciences  
 Solano Avenue Association  
 Sonos Handbell Ensemble, Inc.  
 Soundvision Productions  
 Stagebridge  
 Storytelling Association of Alta California  
 Stratos Corporation  
 Subterranean Shakespeare Theatre Company  
 Swell Cinema  
 Telegraph Avenue Association  
 Telegraph Street Calendar  
 Tenth Street Media, Inc.  
 The Crucible  
 The Magnes Museum  
*The Press Democrat*, various articles  
 The United Capoeira Association  
 Threepenny Review  
 Trinity Chamber Concerts  
 UC Berkeley Arts News  
 UC Berkeley Young Musicians Program  
 UC Botanical Garden  
 University Avenue Association  
 Urban Creeks Council  
 Watershed Environmental Poetry Festival  
 Wee Poets  
 West Berkeley Potteries  
 Winnarainbow, Inc.  
 Wise Fool Community Arts  
 Young Artists Work Shop  
 Young Peoples Symphony Orchestra  
 Youth Radio

### CITYWIDE MAP OF BERKELEY ARTS ORGANIZATIONS



This map illustrates the geographic layout of 125 arts organizations from which budgets were used for the Economic Impact Analysis. These entities were associated with valid addresses and are mapped above. (Note that organizations that use post office box addresses cannot be mapped.) The legend for the map identifies the organizations by budget size.

