

CITY OF SANTA CLARITA
ARTS COMMISSION
2021 WORK PLAN



Newhallywood
SILENT FILM FESTIVAL



SANTA-CLARITA.COM

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SIDEWALK POETRY PROGRAM

INTRODUCTION

The City of Santa Clarita (City) commissioned the Arts Master Plan in late 2014 to create a new, long-term roadmap for cultural development throughout the community. The Arts Master Plan addresses 10 areas of specific interest: public art, the Old Town Newhall Arts and Entertainment District, arts education, governance of the arts, cultural facilities, venues and spaces, supporting artists and arts organizations, arts funding, the creative economy, marketing the arts, and celebrating diversity. It also builds on the two-phased Cultural Arts Master Plan adopted in 1997 and 1998, as well as other documents created under the guidance of the City of Santa Clarita Arts Commission (Arts Commission).

On March 9, 2016, the City Council adopted the City of Santa Clarita Arts Master Plan. Since adoption, the Arts Commission has addressed many of the recommendations in the plan and developed and presented to the City Council four annual Work Plans. This document is the Arts Commission's fifth annual Work Plan and includes status updates on the priorities identified in previous Work Plans, as well as updates on other recommendations that have been addressed since the Arts Master Plan was adopted. This Work Plan also shares the five recommendations that the Arts Commission has identified as their priorities for 2021.

2016-7 PRIORITIES STATUS UPDATE

RECOMMENDATION 7.1

The City should assist in the formation of an Arts and Business Leadership Council.

Status Update:

The first meeting of the Arts and Business Leadership Council was scheduled to take place in 2020, but with the onset of COVID-19, the first meeting of the council is projected to occur in 2021. California Institute of the Arts President, Dr. Ravi Rajan, has agreed to serve as the chair of the council.

2018 PRIORITIES STATUS UPDATE

RECOMMENDATION 2.4

Begin development of a creative live/work facility in Old Town Newhall in partnership with private and/or nonprofit developers.

Status Update:

Staff presented an informational report to the Arts Commission on September 12, 2019, which included research and findings on developing live/work spaces. The next step is to work with one of the two identified nonprofit live/work space development organizations to complete a feasibility study.

2019 PRIORITIES STATUS UPDATE

RECOMMENDATION 2.2

Begin exploration of a museum in Old Town Newhall.

Status Update:

The Newhall Arts and Entertainment District Subcommittee is working with staff to develop a concept plan on how a museum or museums can enhance the cultural life of Newhall. The concept plan is scheduled to be presented to the Arts Commission in October 2020.

RECOMMENDATION 2.7

Explore development of Santa Clarita Valley historic assets as a collection of attractions including Old Town Newhall, William S. Hart Park, and further development of Mentryville and other sites (Newhall Pass, St. Francis Dam site, golden spike railroad site, and old filming locations).

Status Update:

A meeting was planned for 2020 with representatives of the various historical organizations in the Santa Clarita Valley to discuss ways to develop the assets and resources of the community. Due to COVID-19, the meeting is projected to be held in 2021. Once the meeting has taken place, a report will be drafted based on the input from the organizations.

RECOMMENDATION 8.3

Develop a creative industries directory for Santa Clarita that identifies businesses and people in the creative economy, and lists resources and opportunities (estimated cost \$15,000).

Status Update:

The City was awarded funds for an Arts Intern through the Los Angeles County Department of Arts and Culture. Typically, the intern would have worked through the summer, but this year the program was delayed to the fall. The intern will focus on completing the directory, and is scheduled to present the document to the Arts Commission on December 10, 2019.

RECOMMENDATION 10.3

Increase culturally diverse programming produced or supported by the City, such as community festivals celebrating cultural diversity and/or a citywide multicultural festival.

Status Update:

Staff completed an assessment of cultural events and programs that was presented to the Arts Commission on October 10, 2019. Based on the information gathered in the assessment, an action plan is being developed to augment the diverse programming offered in the community. The action plan is scheduled to be presented to the Arts Commission on September 10, 2020.

2020 PRIORITIES

RECOMMENDATION 2.3

Explore an ongoing program of public art placement in Old Town Newhall.

Status Update:

The Public Art Subcommittee and staff continue to identify opportunities to enhance the public art offerings in the Newhall area. Of the three temporary public art projects currently being developed, two will be based in Old Town Newhall.

RECOMMENDATION 3.3

Expand the curriculum of arts classes offered for children, youth, and adults through the City's Recreation and Community Services department, and consider developing more sequential classes that build advanced skills and communities of interest (potential cost of \$5,000-\$10,000 as "seed capital" to experiment with new classes).

Status Update:

Staff from the Recreation and Community Services and Arts and Events divisions are beginning to develop strategies to expand the arts classes offered through the contract class program. This recommendation will be a multi-year effort.

RECOMMENDATION 6.3

Make available business and career training for individual artists, drawing on the resources available in the region and online (estimated costs 10,000 annually).

Status Update:

The City currently offers the New Heights Artist Development series and an annual Arts Symposium that provides business training for individual artists and arts organizations. A plan to enhance these programs is scheduled to be presented to the Arts Commission on November 12, 2020.

2021 PRIORITIES

The following recommendations have been identified as the top priorities for 2021 by the Arts Commission:

RECOMMENDATION 2.5

Explore providing incentives to create a concentration of art galleries in Old Town Newhall.

RECOMMENDATION 5.2

Facilitate private investors to create arts-related businesses, e.g., music clubs, ceramics studios, art galleries, small performance venues, film festivals, etc.

RECOMMENDATION 8.1

Create periodic convenings for Santa Clarita's creative industries based on shared needs, beginning with a high-profile conference or event.

RECOMMENDATION 8.2

Adapt and provide small business development services for the formation and growth of small businesses.

RECOMMENDATION 8.4

Consider development of an economic development plan for Santa Clarita's creative economy.

ADDRESSED RECOMMENDATIONS

The Arts Commission have addressed 16 of the 41 recommendations in the Arts Master Plan:

RECOMMENDATION 1.1

The City should implement a public art planning and selection process that utilizes peer review and community input during the process to ensure that public art pieces meet the goals of providing enjoyable and attractive public spaces that reflect the character of the community.

The Planning and Selection Process is being utilized for all public art projects. An updated version of the process was approved by the Arts Commission on March 12, 2020.

RECOMMENDATION 1.3

The City should enact a percent-for-art requirement for all new public capital improvement projects.

The Civic Art Policy is being implemented in the coming years for the Canyon Country Community Center, the Santa Clarita Sheriff's Station, and the Vista Canyon Multi-Modal Center. The policy will be reviewed and updated in 2021.

RECOMMENDATION 1.5

The City should consider issuing a Request for Qualifications for an "on call" artist to work with various City departments and the Arts Commission to suggest aesthetic enhancement for small-scale public improvements.

Two consultants have been hired to advise the Arts Commission, staff, and Artist Selection Committees on public art projects. The two firms are LaBasse from Los Angeles and Keehn on Art from San Francisco.

RECOMMENDATION 1.6

The City should create a program of temporary public art.

In the City Council adopted Fiscal Year 2019-20 budget, \$38,000 was allocated to temporary public art. Updates on the status of the temporary public art projects being developed are included in the 2021 Arts Commission Public Art Report.

RECOMMENDATION 2.1

The City should explore taking management of the renovated Newhall Elementary School auditorium and actively program it.

The City Council approved an agreement with the Newhall School District regarding the auditorium, now known as the Newhall Family Theater for the Performing Arts, to support their operations with \$75,000 in annual funding through 2022.

RECOMMENDATION 2.6

Explore development of a film festival drawing on Santa Clarita's heritage and ongoing relationship with the film industry, and utilizing the collection of small venues in and near Old Town Newhall.

The first annual Newhallywood Silent Film Festival was held from February 14 to 16, 2020, at William S. Hart Park and other venues in Old Town Newhall. The festival celebrated the history of silent film and Santa Clarita's connection to the early days of cinema.

RECOMMENDATION 3.1

Convene a Citywide arts education collaborative to assess arts education needs in the schools and identify joint strategies, building on the College of the Canyon's K-12 Consortium. Participants can include the City, school districts, College of the Canyons, COC's K-12 Consortium, CalArts, Masters College (University), arts educators, arts organizations, and the SCV Education Foundation.

The Arts Education Consortium held their first meeting in July 2019. The consortium recommended that a community-wide arts education strategic plan should be developed to identify and address the needs of the Santa Clarita Valley. The Los Angeles County Department of Arts and Culture is leading the planning process, which is anticipated to be developed over the next two school years.

RECOMMENDATION 4.1

Adopt a three-tier process of developing arts grants and public art projects, utilizing outside peer panels.

The City Council approved a three-tier process for the Arts Grants program at their meeting on January 14, 2020. The new approach will be utilized for the 2020-21 grants cycle. The three-tier approach was already adopted for public art projects as part of the Public Art Planning and Selection Process.

RECOMMENDATION 4.2

The Arts Commission should develop an annual arts work plan as a part of the annual goal-setting process, and submit that plan to the City Council for approval.

The Arts Commission has developed work plans each year since the Arts Master Plan was adopted in 2016.

RECOMMENDATION 4.3

Conduct an annual joint workshop session with the City Council and the Arts Commission to define priorities and issues, in advance of creating an annual arts program work plan.

The City Council and Arts Commission have met annually for a joint study session to discuss the annual Arts Commission Work Plans and Public Art Reports and to discuss other arts related matters.

RECOMMENDATION 5.1

Develop a plan for an outdoor amphitheater in a park, addressing its optimal focus, location, size, and operating structure.

The City Council was presented with the Amphitheater Feasibility Study, developed by AEA Consulting and John Sergio Fisher and Associates, at their July 10, 2018, meeting.

RECOMMENDATION 5.3

Explore future development of a community arts center, oriented to the needs of community-based arts organizations and lifelong learning in the arts.

The City and the Los Angeles County Fifth District are in discussions about utilizing the former SCV Senior Center in Newhall as a community arts and cultural center.

RECOMMENDATION 6.2

Create a new capacity building category of grants for arts and cultural organizations, including assistance for unincorporated and culturally specific groups (estimated cost \$10,000 annually).

In the 2017 Arts Grants funding cycle a new category was created for arts organization capacity building.

RECOMMENDATION 6.4

Explore development of a leadership training and placement program for business people and other community leaders to serve on boards of directors of arts and cultural organizations; this can perhaps be best accomplished through a partnership with an existing leadership organization in the County (estimated cost \$10,000 annually).

The CREATIVE Connection: Leadership Training and Placement program was launched in September 2019 and completed the pilot year in June 2020. The program is being revised based on input from the participants and lessons learned from the pilot program.

RECOMMENDATION 9.1

Develop a comprehensive, communitywide arts and cultural marketing program, in consultation with and building on the existing arts marketing resources in the community (\$25,000 annual marketing costs plus potential half-time staff or contract program).

An Arts Marketing Plan was developed by Lundmark Advertising + Design and was presented to the Arts Commission on December 12, 2019. The plan includes an audience analysis, marketing and media audits and outlined ways to extend the reach, expand the customer base, and increase the awareness of the arts and cultural offerings in Santa Clarita.

RECOMMENDATION 10.1

Create a Diversity and Inclusion Subcommittee of the Arts Commission to promote relevant programming, awareness, and opportunities.

The subcommittee was created shortly after the adoption of the Arts Master Plan. The City then participated in the Los Angeles County Arts Commission's efforts to develop a Cultural Equity and Inclusion Initiative, by hosting a town hall community meeting, and is currently developing an action plan to increase culturally diverse programming.

CONCLUSION

The Arts Master Plan was intended to serve as a guiding document for the future of the arts and culture in Santa Clarita. The 2021 Arts Commission Work Plan is the next step to systematically address the recommendations in the Arts Master Plan, with the goal to achieve as many recommendations as possible in the ten years after the plan was adopted. As the Arts Master Plan will reach the milestone of five-years since adoption in 2021, the Arts Commission will be doing a thorough evaluation and update of the plan, to make sure it continues to serve as a valuable guide for the next five years.

The Arts Commission is very appreciative that the City Council funded and supported the Arts Master Plan, and looks forward to continuing to partner on the implementation of the plan to achieve the vision identified in the Master Plan:

The City of Santa Clarita will be recognized as a “city of the arts,” where the lives of residents, artists, and visitors are enriched through artistic and cultural experiences.

The Arts Commission is also very appreciative for the City Council’s support of the recommendations that were identified in previous Arts Commission Work Plans. In particular in the last year, the funding to develop an arts marketing plan and for the temporary public art program, the adoption of the three-tier process for arts grants, and the support for the Newhallywood Silent Film Festival. Working together, the City Council, the Arts Commission, staff, and the community will be able to achieve the bold vision described above.



PROPOSED “CALIFORNIASCAPE” PUBLIC ART AT FAIR OAKS PARK