



Strengthening Community through **ARTS** AND **CULTURE**

City of Malibu Cultural Arts Report

April 2012

Prepared by
The Arts Task Force

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Strengthening Community through **ARTS AND CULTURE**

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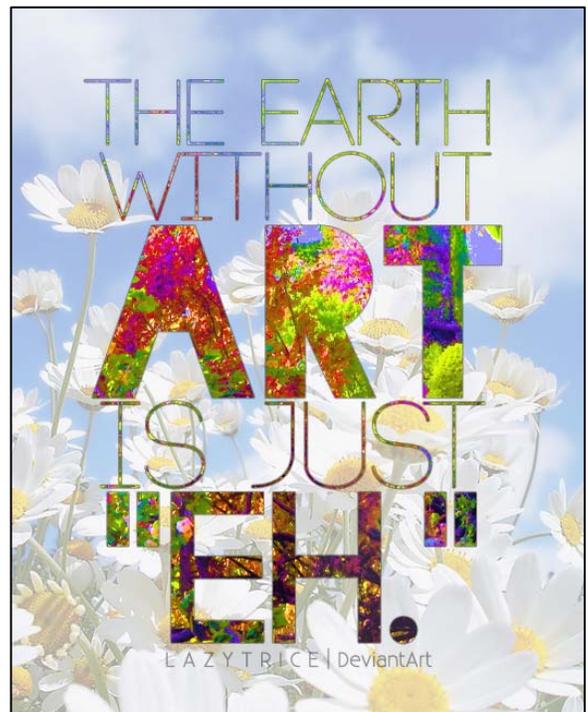
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Strengthening Community through **ARTS AND CULTURE**

Welcoming Message from the Chair & Vice Chair

CULTURAL ARTS...what does this encompass?

Cultural arts is at the heart and soul of human existence. Where did we come from? How did we get here? How can we illustrate this on our cave walls? Creativity has expanded our quest for knowledge and allowed our “cultures” to flourish. It has become a necessity of life, in Malibu as elsewhere.

What does Malibu want to be known for?

Malibu is the internationally recognized home of some of the world’s top film, television, and music celebrities. Unfortunately, it is not known for also being home to a surprising number of very talented artists and writers, nor is it recognized for offering a wide range of cultural organizations and activities. Even among those who live here, many aren’t aware of what the city has to offer in the way of arts and cultural entertainment. In large part that’s because there has never been a coordinated effort to bring all these disparate resources together under a single comprehensive plan. That is precisely what this Cultural Arts Report seeks to address.

It has been our pleasure to serve as Chair and Vice Chair of the City of Malibu Arts Task Force. We would like to take this opportunity to recognize the hard work and support of the entire Arts Task Force and the City of Malibu, in particular Stephanie Danner and Jessica Blair, as well as the Honorable Mayor Laura Rosenthal and Councilmember Lou LaMonte for having the foresight to recognize the need in the Malibu community to investigate the feasibility and interest in creating some form of Cultural Arts Commission, and to begin developing a cultural arts campaign.

We would like to thank the Malibu community who participated in the online *Malibu Arts and Culture Survey*, and for those who came out to the Town Hall Meeting, *Power of the Arts – A Public Forum*, and participated in a dialogue on coordinating and strengthening Malibu’s creative arts culture. The input and comments from both platforms were significant in preparing this Cultural Arts Report. Also of great help was Planning Department intern Lenh Tsan, City Manager Jim Thorsen, Planning Director Joyce Parker-Bozylinski, and Parks and Recreation Director Bob Stallings.

The attached Cultural Arts Report is a strong Phase 1 roadmap that will benefit the entire Malibu community, both culturally and financially. We urge the City Council to consider it.

Daniel Stern
Chair
Arts Task Force

Graeme Clifford
Vice Chair
Arts Task Force



Strengthening Community through **ARTS AND CULTURE**

Letter from the Arts Task Force

Mayor Rosenthal and Honorable Members of the Malibu City Council:

As a group of individuals who care deeply about the cultural arts of Malibu, we urge you to consider for adoption the recommendations in the attached *Cultural Arts Report*.

This report details the importance of developing Malibu's cultural arts, as well as the value of showcasing our own local artists and cultural organizations. We believe by doing so would significantly benefit the people who live, work, and visit Malibu.

We stand united in supporting all of the recommendations detailed in this report.

Over the last twelve months, we listened carefully. We heard clear messages from the Malibu community, which are reflected in the recommendations in this report. Our hope is that the founding Malibu Cultural Arts Commission will continue to have stakeholders meetings to keep the community energy and dialogue alive.

We are convinced that with the right infrastructure and staffing, Malibu has everything it needs to promote a strong cultural arts community. We must commit to the bold moves that may be required to make it happen.

It has been an honor to serve the community in this way, and we look forward to this Council receiving the Cultural Arts Report.

Respectfully,
Members of the Malibu Arts Task Force

Daniel Stern, Chair

Graeme Clifford, Vice Chair

Lotte Cherin

Terence Davis

Alessandra DeClario

Judith Guillemot

Maureen Haldeman

Deborah LaGorce Kramer

John Mazza

Scott Tallal

John Zambetti



Strengthening Community through **ARTS AND CULTURE**

City of Malibu Cultural Arts Report

PART I

1. Executive Summary

Malibu is a scenic and beautiful natural environment with amazing beaches and a rich cultural history. The residents of Malibu share a vision for their community that interweaves the arts, cultural activities, entertainment, and education throughout their lives, their work, and their neighborhoods.

The Arts Task Force members were appointed in December of 2010. It soon became clear that additional help would be needed to guide and facilitate their efforts, and to assist in developing a collective vision for the future of the arts and culture in Malibu. A Request for Proposals for a consultant to facilitate the work of the Task Force was released by City staff and respondents were interviewed. In June 2011, creative::hub was brought on board to fulfill this role.

One of the primary deliverables of the Arts Task Force was to create a Cultural Arts Report that would include a set of recommendations to the City of Malibu, with a balance between being realistic and ambitious.

The Task Force was charged to research and consolidate the following information to include in the Cultural Arts Report:

- Identify Malibu's cultural assets, local artists, and stakeholders and obtain input from these stakeholders as to what the community wants with regard to a City arts program; and
- Create an inventory of artists, venues and art in public places which already exist in Malibu, as well as recommend spaces for future art.

They were also tasked to create cultural partnerships in the community and seek out local talent across all genres of the arts.

The Task Force was directed to reach out to the community to collaborate on building a vision of what a richer, "local" cultural experience could be for Malibu, which would inspire creativity and give the community a unique voice.

The Task Force was further directed to gather information, which would provide the City Council and the City of Malibu short-term and long-term possibilities, which could be rolled out over a five-year period with an ambitious first twelve months. In order to gather information from the citizens of Malibu, on September 2011, the Task Force released an online public survey and received 132 responses. Later, in October 2011, the Task Force held a public town hall meeting and approximately 40 members of the public attended.

In order to make best use of the unique talents and resources of each member, the Malibu Arts Task Force was organized into four subcommittees to gather information, identify opportunities and make recommendations. The duties of each subcommittee were as follows:

1. Community Assessment

The Community Assessment Subcommittee (Chair Stern, Task Force Members DeClario, Guillemot, Haldeman, and Zambetti) was responsible for: 1) compiling an inventory of existing

venues and assess the capabilities of each; 2) compiling an inventory of all art in public places; 3) creating a registry for events, venues, and artists; 4) commencing work on a master calendar of all cultural events in the city; and 5) creating a plan to build a permanent database to hold the inventories noted above.

2. Public Outreach

The Public Outreach Subcommittee (Chair Stern, Task Force Members Tallal and DeClario) was responsible for: 1) defining the mission and purpose; 2) conducting a visionary survey via email; 3) creating a follow-up survey for the public forum; and 4) overseeing any email blasts, publications, etc. that go out via the City.

3. Stakeholder Outreach

The Stakeholder Outreach Subcommittee (Chair Stern, Vice Chair Clifford, Task Force Members Davis and LaGorce Kramer) was responsible for: 1) defining the mission, purpose, and format of the public forum; 2) identifying “art professionals” in Malibu; 3) conducting a public forum; and 4) strategizing the best way to invite the public to the forum.

4. Sustainable Planning

The Sustainable Planning Subcommittee (Chair Stern, Task Force Members Mazza and Cherin) was responsible for: 1) outlining funding and grant opportunities for cultural arts programs, including civic art; and 2) identifying possible services, products, and venues that could produce a revenue stream.

In November 2011, the four subcommittees presented their final reports to the Arts Task Force. Each report fulfilled the responsibilities of each subcommittee and the reports were uploaded to the Arts Task Force webpage on the City website for public review. The data, analysis, and recommendations of all four reports were combined into the final Cultural Arts Report.

This Cultural Arts Report includes information pertaining to existing community events, organizations, and programs; existing City-sponsored events and programs; existing public art; cultural spaces within the city and immediate surrounding areas, as well as arts education and current cultural arts trends.

The report also includes recommendations related to the composition and duties of a future Cultural Arts Commission, the sustainability of the program, how best to incorporate arts education, etc.

The work assigned to the Arts Task Force has now been completed. The Task Force recognized and took into consideration that the City of Malibu will be embarking on the creation of a brand new arts and culture program to be spearheaded by the City Department of Parks and Recreation.

This Cultural Arts Report is a strong Phase 1 roadmap that will benefit the entire Malibu community, both culturally and financially.

For the purposes of this report, the terms "cultural arts" and "artists" are used throughout this document as a general umbrella term to indicate all those involved in the creative arts and associated fields, be they individuals or affiliated entities.

"We believe strongly that the arts aren't somehow an 'extra' part of our national life, but instead we feel that the arts are at the heart of our national life. It is through our music, our literature, our art, drama and dance that we tell the story of our past and we express our hopes for the future. Our artists challenge our assumptions in ways that many cannot and do not. They expand our understandings, and push us to view our world in new and very unexpected ways.

"...the power of the arts remind us, of what we each have to offer, and what we all have in common; to help us understand our history and imagine our future; to give us hope in the moments of struggle; and to bring us together when nothing else will..."

Michelle Obama



2. Vision Statement

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

The Death and Life of Great American Cities

“27 Miles of Scenic Beauty”, that’s what the road sign announces as you enter the city on Pacific Coast Highway. Along with that beautiful 27 miles comes a rich community history.

We envision Malibu as a vibrant community where individual and collective cultural expression thrives, and where the arts are a valued part of all aspects of our diverse culture, economy, and daily life.

To achieve this vision, Malibu must strengthen the community through the arts by involving the entire Malibu community in the production, support, and presentation of cultural arts programs which would include developing an art in public places program, providing work and display space for local artists, identifying a site for a bricks-and-mortar Cultural Arts Center, and ensuring access to and opportunity for all of the diverse citizenry of Malibu to experience the wide variety of cultural arts their city has to offer.

- The Arts Task Force envisions a city marked by cultural arts that celebrates the diversity of the Malibu community and its unique and beautiful natural environment, while pointing to the City’s aspirations for the future.
- The Arts Task Force envisions a city where a record of our local cultural arts is significantly marked in the public landscape.
- The Arts Task Force envisions a city where public art can define our community identity and reveals its unique character.
- The Arts Task Force envisions a city with successful and engaging public spaces where citizens and visitors alike will encounter a broad range of cultural arts that will surprise and delight them.

The arts are in the heart and soul of all strong communities. Developing a cultural arts program for the City of Malibu can only make it a more vibrant place to live.

THE ARTS.....Strengthens Community

3. Recommendations

“It is not because things are difficult that we do not dare; it is because we do not dare that they are difficult.”

Seneca
Roman Philosopher

For the City Council, the City of Malibu, and the Cultural Arts Commission

In developing the Cultural Arts Report, recommendations and suggested timelines were organized into three categories: **immediate**, **short-term**, and **long-term**.

“Immediate” recommendations are those that can be approved by the City Council when it receives the final Cultural Arts Report.

The definition of “short-term” is a recommendation or action that the Arts Task Force felt the newly-appointed Malibu Cultural Arts Commission could achieve within the first 12 months of its appointment.

“Long-term” refers to those recommendations that require substantially more time for full implementation, but could potentially be completed within a five-year period, if not sooner.

Please keep in mind that these recommendations reflect the community’s input, as well as the research findings from The Arts Task Force, and input from City of Malibu staff.

Immediate Recommendation

The City Council should receive the Cultural Arts Report, take the steps necessary to create a Cultural Arts Commission, and plan to deliver a proclamation by Summer 2012 to the citizens of Malibu stating its commitment to creating and strengthening the arts and culture in Malibu.

Short-Term Recommendations

The following list of short-term tasks is recommended by the Arts Task Force. Additional short-term recommendations, which may be considered more of a wish list, are included at the end of this chapter.

City Council Responsibilities:

1. Establish a Cultural Arts Commission by Summer 2012.
2. Adopt a Cultural Art in Public Places Program.
3. Direct staff to complete the following amendments to the Malibu Municipal Code:
 - a. Percent for Arts Program for new development;

- b. Mural ordinance; and
 - c. Temporary Use Permit (TUP) ordinance to allow temporary pop-up art galleries and cultural venues in vacant tenant spaces.
4. Establish a means of funding to support cultural arts in Malibu and consider providing seed money for the Cultural Arts Commission.

City of Malibu Staff Responsibilities:

5. Work to create a cultural arts web page as part of the City website.
6. Identify and begin the grant writing proposal process. City staff should cooperate with outside cultural arts organizations to provide grant writing support.

Cultural Arts Commission Responsibilities:

Once formed, the Cultural Arts Commission should pursue the following:

7. Finalize a Vision¹ and Mission Statement for cultural arts in the city.
8. Work with City staff to create a Cultural Art in Public Places Program for Malibu.
9. Facilitate the use of cultural spaces at Malibu City Hall by reviewing and approving rotating exhibitions of works of art by local artists to be displayed in the City Hall gallery space, as well as creating opportunities for City-supported arts events in the theater.
10. Develop a cultural arts “Branding (Awareness) Campaign.”
11. Contact developers of commercial and institutional projects previously submitted to the City to encourage them to incorporate art and / or cultural spaces into their project design.
12. Oversee an annual multi-week, community-wide cultural arts event designed to showcase all artistic resources in Malibu. This event would not only give the cultural arts community of Malibu an opportunity to present their work, but it would also be a clear gauge of the public’s interest and support of the cultural arts in Malibu.
13. Encourage cultural arts education opportunities.

Long-Term Recommendations

It is anticipated that the recommendations in this section will take more than one year to achieve. After the first year, it is the intention of the Arts Task Force that the following take place:

1. Begin a long-range plan on how to build and fund a bricks and mortar Cultural Arts Center in Malibu.

¹ A draft vision statement was formed by the Arts Task Force and may be found on pg. 10 of this report.

2. Host ongoing town hall meetings and stakeholder summits to keep the community involved, knowledgeable, and to provide an ongoing dialogue on the progress of the City's Cultural Arts Program, as well as to solicit public and stakeholder input.
3. Complete an annual evaluation on whether the recommendations set forth in this report have been achieved. The results of these evaluations can be published as an annual addendum to the Cultural Arts Report.
4. Study the feasibility of replacing the bulletin board structure at the northwest corner of Webb Way and Pacific Coast Highway with a visible and updated marquee that can be used to advertise events in the city.

Wish List

1. Consider the feasibility of forming or collaborating with a nonprofit arm that will assist with funding the Cultural Arts Commission.
2. The City Council could issue annual proclamations pertaining to various cultural arts months to publicize the Cultural Arts Program. This is an important step in building partnerships with other cities and organizations, which also participate in and promote publicity for arts in their communities.
3. Develop a first draft of a working budget for the Public Art Program (with the assistance of Parks and Recreation staff).
4. Establish an arts mentor / education program for Malibu schools. This community has an abundant supply of artists that could be involved in a mentoring program.
5. Engage Malibu's youth by collaborating with the City of Malibu Harry Barovsky Memorial Youth Commission on programs geared toward cultural arts.
6. Identify and compile a comprehensive list of sites in the city that could be beautified by the installation of new public art.
7. Create a program or event to collaborate with One Book, One City month.
8. Promote the purchase of Arts license plates, which contribute funds to the California Arts Council (CAC). The CAC has an incentive program that will pay a portion of this generated revenue back to the City, which encourages people to buy the plates.
9. Encourage residents to check the Arts Contribution box on their tax returns.
10. Participate in the LA Stage Arts Census.
11. Contact ExperienceLA.com and petition to have Malibu placed on the list of cities for which the public can search for arts and culture event calendars and programs. The majority of the other cities in Los Angeles County appear on this website's search engine but Malibu does not.
12. Apply for the "California Arts Council - Creating Public Value" program for 2013.

13. Create a City of Malibu “Poet in Residence” / “Artist in Residence” program.
14. Develop a partnership with LA County Beaches and Harbors to do another beach art project. The Lifeguard Tower art project, installed during the summer of 2010 by Portraits of Hope, is an example of a past project.
15. Research implementing a program that would link art-based senior citizen housing development projects with Affordable Housing programs, as set forth in the General Plan Housing Element Update currently being finalized by the Planning Department.
16. Implement a concert series in the park.
17. Create a full-time Cultural Arts staff position.
18. Finance and build a bricks-and-mortar Cultural Arts Facility.



Sunset Pier Photo Credit: Maureen J Haldeman

4. City of Malibu Support for the Arts

The City of Malibu is located along the Pacific Ocean, northwest of the City of Los Angeles. Malibu is generally bounded on the north by the Santa Monica Mountains, on the east by Topanga Canyon, on the west by Ventura County, and on the south by the Pacific Ocean.

The City has a population of 12,645 (based on the 2010 U.S. Census – Appendix I) and is known for its rich cultural history. The area was originally settled by the Chumash Indians and was purchased by the Rindge Family to operate as a ranch in the late nineteenth century. Malibu Point is known as the birthplace of the California Surf Culture and recently Surfrider Beach was declared the first-ever World Surfing Reserve — a distinction meant to celebrate surf breaks not only for their size and shape, but also for their cultural significance. Malibu Potteries was founded in 1926 and utilized an abundance of quality buff and red clays and the plentiful water supply to create decorative ceramic tile needed for the Mediterranean and Spanish-style homes being built during that time.

A large percentage of Malibu’s population is in some capacity involved with the arts in industries as varied as theater, motion pictures, radio, photography, music, painting, sculpture, literature, visual arts, etc. However, the City does not yet have a formally adopted cultural plan. The City Council has recently realized the importance of moving forward to create such a plan.

The following section describes what work has previously been done by the Malibu City Council and City staff with regard to arts and culture.

Key Events

2004

- Councilmember Pamela Conley Ulich met with approximately 30 members of the cultural arts community to discuss the formation of a Malibu arts council.
- It was agreed that decisions must be made on what the purpose of a council would be and how it would function.
- It was suggested that a survey be sent out to Malibu residents to find out what they wanted.
- One of the issues discussed at the meeting was how to get more residents interested in an arts council. Not envisioned at the meeting was the answer to an important question for those present... What does Malibu want and what is it willing to support?

2007

- In December 2007, Mayor Pro Tem Conley Ulich presented an item to the City Council, which included a draft ordinance to promote arts and culture within the city, asking that the Council direct staff to prepare a public arts and culture ordinance requiring the provision of public art, or payment of an in-lieu fee, in conjunction with commercial construction in the city.

2008

- The City Council adopted Resolution No. 08-28 to initiate a zoning text amendment to create a public arts fee.

2010

- City Councilmembers Laura Rosenthal and Lou LaMonte were appointed to a City Council Ad Hoc Committee to study and report to the Council their recommendations on how the City could move forward with creating a cultural arts program.
- Additionally, they investigated the feasibility of creating some form of a City cultural arts commission.
- The funding for such a commission was discussed. It was determined that the Council must establish membership requirements and direct staff to bring back an ordinance establishing an arts commission.
- The staff report prepared for the City Council indicated an estimated cost of approximately \$10,000 to \$12,000 per year to run the commission, primarily to fund staff.
- After consultation with the Ad Hoc Committee, the Planning Department decided to move forward with only the implementation of a public arts fee. A more comprehensive ordinance focusing on all facets of a public arts program (i.e. types of art desired, potential for donation of physical art rather than a fee, permitting requirements, use of fees that have been collected, etc.) was tabled for consideration in the future.
- The Zoning Ordinance Revisions and Code Enforcement Subcommittee (ZORACES) reviewed several alternatives for implementation of a public arts fee (refer to Appendix B). The Subcommittee provided recommendations to staff that the fee should be applied to all types of development, not just commercial projects, and they suggested that fees should be calculated per square foot. This alternative has not yet been pursued.
- The Arts Ad Hoc Committee presented its report to the City Council. Through its research, the Committee learned:
 - 92 percent of local arts government agencies do arts programming for their community, which includes arts in public places, arts education and cultural events;
 - 62 percent operate cultural facilities, which include performance and gallery space;
 - 50 percent provide financial awards to artists and arts organizations;
 - 22 percent have done community cultural plans;

- Most municipalities have a public art-funding model that includes a Percent for Art policy;
 - The City of Malibu has no policy or model to develop a public funding program and budget;
 - The City needs a mechanism to make art-related decisions away from the political arena; and
 - The Council needs input from the public regarding what they want with regard to arts and how to implement those wants.
- The Arts Ad Hoc Committee made the following recommendations (highlights):
 - Form an Arts Task Force of 11 residents.
 - The Task Force, along with a consultant, will co-lead public workshops and develop a strategic plan.
 - The Task Force would report back to the City Council when it had completed a ten-year Cultural Arts Strategic Plan. The plan should include:
 - A collective vision for the future.
 - Inventory of what cultural resources Malibu currently has.
 - Identification of cultural priorities.
 - A model for an Arts Commission.
 - The City Council approved the creation of an Arts Task Force to provide input regarding development of a comprehensive Cultural Arts Strategic Plan for the future that would outline how the community wanted to promote, create, and nurture the arts throughout the city.

Note: It was determined that a *Strategic Plan* was extremely ambitious (and too costly) to produce for the initial phase of planning. It was a collective decision between City Council, City staff and the Arts Task Force consultant to produce a *Cultural Arts Report* as Phase 1.

In its appointment of the Arts Task Force, the City Council stated it was committed to the belief that the planning process could make a positive change in the city’s cultural landscape.

The focus of the Cultural Arts Report would be to build the arts infrastructure of Malibu as the foundation of a healthy arts ecosystem. A strong cultural infrastructure includes places for arts creation, sales, exhibition, performance, and rehearsal; people, including artists, audiences, patrons; and organizations to produce, support, and present art.

The arts and humanities are now seen as tools for civic engagement and our cultural organizations as promoters of social capital; a significant part of the glue that holds our community together. Because the arts help to define and communicate Malibu’s culture, it is important that those working in the creative sector are provided with both the tangible and intangible resources they need to work and thrive. Once they achieve critical mass, they are also self-funding and a potential source of revenue for the City.

The Arts Task Force has met on a monthly basis since its formation at the end of 2010. During its public meetings, the Task Force discussed a number of issues, such as:

- How to build and preserve cultural arts in Malibu that are reflective of our city's unique heritage and aspirations?
- How should the City support Malibu's cultural infrastructure: people, places and organizations?
- How can a broad-based public awareness of local and regional cultural offerings and amenities be created?
- How can opportunities for lifelong learning of the arts be enhanced?
- How can the City help ensure comprehensive access to and involvement in cultural opportunities for all segments of the population?
- How can funding and other resources that support Malibu's cultural assets be stabilized and expanded?
- How can a cultural arts program support and advance the rural design and community goals of the City?
- How can a cultural arts program foster innovation and artistic excellence?
- How should the program be crafted to ensure a broad base of community, educational, and institutional support?

Since late 2010, the Arts Task Force has gathered a significant amount of data related to current art trends in California, including details of which organizations and cultural artists live in Malibu. The Task Force has been successful in obtaining public input regarding the future of cultural arts in Malibu through its monthly meetings, the public survey, and the town hall meeting.

The City's Leadership

At the town hall meeting held by the Arts Task Force in October 2011, the public provided valuable input regarding what they think the City should be doing with regard to cultural arts. A few suggestions heard at the meeting were:

"Utilize the property adjacent to the library and develop it into a Cultural Arts Center."

"Create an apprenticeship program for Malibu High School students to shadow masters in varied disciplines of arts."

"Help create cohesion amongst the various cultural arts groups, organizations, and individuals in Malibu. Start by producing a monthly cultural arts calendar, a cultural arts website, regular email blasts, and maintaining a Facebook page to help Malibu citizens locate cultural arts events."

"Begin by promoting existing venues in the city."

"Hold regularly scheduled musical events."

"Support local artists first– but don't exclude neighboring communities and the general public."

It is the Task Force's core belief that Malibu's cultural competitive advantage will be best enhanced when the City focuses its attention, effort, and resources on doing those things that only the City can do well: provide the best service to all residents; use the City's convening power to bring people together and effect change; and make cultural investments where only the City can. These three overarching themes must be kept in mind as the City moves forward with its cultural arts strategy.

Service

The City's varied and diverse customers for cultural goods and services include residents, tourists, commuters, schools, and youth, as well as individual artists and arts organizations. During our research, a consistent theme emerged: working with the City can prove to be a challenge. Malibu's enormous creative capital is constrained because responsibility and decision-making reside in so many different areas as there is no central group charged with making cultural arts-related decisions. By establishing a working group (Cultural Arts Commission) and applying a cultural lens to all City services, the City can make it easier for culture producers, consumers, and the public at large to work with their local government.

Some services related to cultural arts that the City of Malibu can provide include:

- Publish and maintain a cultural arts-specific grants database on the City website;
- Reduced facility rental fees; and
- Public places for the placement of works of art and for the staging of performing arts.

Convening Power

The need for greater collaboration and communication fostered by the City was another theme that resonated through the Task Force's public outreach meetings. Those who attended the town hall meeting voiced that the City should be a broker, convener, and facilitator among different sectors, both public and private, and between larger and smaller institutions. Increasing awareness of opportunities and coordinating efforts is very much needed and can be facilitated from within the City's existing resources.

The City's convening power will also prove beneficial as it can help create partnerships. For example, the Task Force heard from cultural arts groups who are lacking a place to exhibit their artwork or perform. The Community Assessment Subcommittee of the Task Force completed a venue survey and has documented places throughout Malibu that can help these groups who are lacking venue space.

Another necessary partnership highlighted at the town hall meeting was between the City and Malibu youth.

David Robinson Hicks, a Malibu Youth Commissioner, was in attendance at the town hall meeting and stated that youth is underrepresented in the arts and culture in Malibu. He stated he believed the City should also research what the Malibu youth was interested in. He stated he would like to see a student or someone else who was younger be involved in a future arts commission or in a stand-alone group such as a youth arts coalition. He stated it was important for someone like a youth commissioner to visit the various venues and report back on them as viewed from a younger lens. He stated it would give a much different perspective to the findings of the Task Force.

It was identified that many young people in Malibu are incredible artists who need an opportunity to shine. The City-sponsored Student Art Show, which occurred earlier in 2012, was a step in the right direction to engage Malibu's youth in the cultural arts of the city.

Ways in which the City can help:

- Bring groups together during meetings of the Cultural Arts Commission;
- Create a cultural arts webpage as part of the City website which can become a one-stop shop for all cultural arts related "goings on" in Malibu and neighboring communities;
- Add cultural events announcements to the existing City Social Networking applications – Facebook, Twitter, etc.;
- Include announcements of events and programs in the City's quarterly newsletter produced by the Parks and Recreation Department; and
- Include announcements of events in the City's weekly email blast.

Cultural Investments

The City's investment in culture and arts achieves greater leverage when the City provides support that would otherwise be unfulfilled. The City is in the best position to understand, evaluate, and facilitate support for a myriad of events and organizations across the entire city. The City's investment (of time and funds) can also trigger a stream of additional funding from a wide variety of other sources.

In 2010, the National Assembly of State Arts Agencies, in its report "Why Should Government Support the Arts?" found that citizens value abundant cultural opportunities for themselves and their families. They expect government to play a role in making the arts widely available in schools and communities.

- Both state and national public opinion polls have found that a strong majority of Americans favors a government role in funding the arts.
- Research has consistently shown that voters feel especially favorable toward arts education. Regardless of party affiliation, voters in a recent national study were willing to cast their ballots against elected officials who do not support programs and policies that foster imagination and creativity in public schools.
- Polls of the business community reveal that a vibrant arts sector is important to that constituency as well.

Often, the City's support can come via in-kind services or the waiving of fees or other charges. The use of City land and facilities for the display of cultural arts would be a direct cultural investment. Another cultural investment that already exists is the extensive course catalog offered by the City related to cultural arts (refer to Part II - Chapter 7 of this report).

Although highly leveraged by funding from other sources, the City's investment in culture is tremendously important. To maintain and build significant competitive advantage, the City needs to make a commitment to culture to be more in line with other California cities' arts and culture programs.

Recommendations

1. Work to create a cultural arts web page as part of the City website.

The web page could include:

- a. Maintain a “Cultural Arts Master Calendar” that is updated on a monthly basis and may include the following:
 - i. Malibu Senior Center cultural arts excursions
 - ii. Community events
 - iii. Art exhibits, performances, and related competitions
 - b. Create a map showing cultural arts venues and locations within the city.
 - c. Maintain an online Art Gallery of local artists and members of the cultural arts community.
 - d. Publicize new public works of art that are installed around the city as well as publicizing local citizens who are participating in the cultural arts.
 - e. Highlight the rotating exhibits that are in the City Hall gallery or parking lots.
 - f. Publicize Parks and Recreation Department courses offered, which pertain to cultural arts.
 - g. Partner with neighboring community organizations (e.g. those organizations in Santa Monica, Topanga Canyon, Calabasas, and Agoura Hills) to mutually publicize cultural arts events / programs.
2. Engage Malibu youth.

Partner with the City of Malibu Harry Barovsky Memorial Youth Commission on programs geared toward the cultural arts.

An example of a partner project could be to create a program similar to the “Youth Appreciates You” Business Initiative Program (YAY) which is designed to foster support and awareness for local businesses that give back to the community. The new program could recognize influential cultural arts organizations, events, or individuals through a partnership with the Youth Commission.

The first two recommendations can occur in the short-term, while the following are future goals for the Malibu Cultural Arts Program.

3. Facilitate cultural arts-related development projects in the city which cater to Malibu’s population.

An example of this recommendation could be to research implementing a program that would link art-based senior citizen housing development projects² with the Affordable Housing programs, as set forth in the General Plan Housing Element Update currently being finalized by the Planning Department.

² The Burbank Senior Artists Colony is home to writers, sculptors, actors, and other artists. The Colony offers artful self-expression: a digital film editing laboratory, a theater, drama classes, and studios open for inspiration 24 hours a day. The complex was built by a private developer and financed in part through federal low-income tax credits and a \$3.25 million low-interest loan from the City. The Colony provides no assisted-living services, but its arts programs are free, provided by More Than Shelter (Refer to Appendix J for the full article).

4. Create a City of Malibu “Poet in Residence” / “Artist in Residence” program.

Last year, the City of Malibu held a contest for a City Song. In the same vein, the Task Force recommends that the City create a program to have an annual poet / artist in residence to be overseen by the Cultural Arts Commission.

Such programs exist to invite artists and poets for a time and space away from their usual environment. They provide a time of reflection, research, presentation, and / or production. They also allow individuals to explore his / her practice within another community - meeting new people, using new materials, and experiencing life in a new location. Art residencies emphasize the importance of meaningful and multi-layered cultural exchange and immersion.

These programs can be seasonal, ongoing, or tied to a particular one-time event. They exist in urban spaces, rural villages, and deep in nature. Hundreds of such opportunities and organizations exist throughout the world.

There is no single model, and the expectations and requirements vary greatly. The relationship between the resident and the host is often an important aspect of a residency program. Sometimes poets / artists in residence become quite involved in a community - giving presentations, workshops, or collaborating with local residents.

Residency programs utilize a wide range of financial models. In some situations, residents must finance their own stay, finding funding and support from their own countries and networks. There are also residency programs that provide part or all of the required finances to invited guests.

5. Fund and staff a full-time Cultural Arts position.

After the Cultural Arts Program for the City gets established and a Commission is operating, it is the hope of the Task Force that Malibu’s cultural arts continue to grow.

Malibu’s neighbor, Santa Monica, has had a program in place for years and it flourishes. The City has an entire division dedicated to cultural affairs. From its website, “a division of the City of Santa Monica’s Community and Cultural Services Department, Cultural Affairs produces, presents and facilitates access to cultural events for residents and millions of annual visitors, helps anchor the diverse creative sector that enriches our cultural and economic base, and promotes Santa Monica as a major cultural destination. This includes managing the City’s extensive collection of public art ranging from murals to interactive installations, with new projects being developed in conjunction with most Santa Monica public works projects, as well as offering four grant programs for Santa Monica-based arts and culture organizations, schools and individual artists.”

It is our hope that the City of Malibu will be able to fund a similar position, albeit on a smaller scale, in the future.

6. Obtain financing and build a bricks-and-mortar Cultural Arts Facility.

5. The Community Voice

Arts Task Force Meetings

The Arts Task Force Charter (City Council Resolution No 11-24, adopted June 13, 2011 – Appendix A) is limited to:

1. Assisting City staff to determine the potential fiscal impact and financing options of producing a Cultural Arts Report.
2. Assisting staff with providing a recommendation of a consultant that could be hired.
3. Assisting city staff and a consultant to help determine a timeframe for the completion of the Cultural Arts Report.
4. Assisting with the development of a Cultural Arts Report and attend public workshops.
5. Provide input back to the City Council during the formulation and upon completion of the Cultural Arts Report.

For the most part, the Arts Task Force met on a monthly basis on the fourth Tuesday of every month at 6:00 p.m. at City Hall. While all of the meetings were public, they were not widely attended. The Task Force met beginning in December 2010 and its final meeting was in March 2012.

Summary

A brief summary of the key Arts Task Force actions follows.

- December 2010 was the first meeting of the Task Force. Introductions were made and the Chair and Vice Chair were selected. A request for proposals was also released at that time to look for a qualified consultant to facilitate the work of the Task Force.
- In January 2011, the Task Force discussed its priorities and reviewed the consultant proposals that were submitted.
- In February 2011, Task Force members presented their wish lists for the Cultural Arts Report and discussed the consultant interview process.
- In April 2011, the Task Force reviewed and commented on proposed changes to the mission and statement of work for the Arts Task Force. Additionally, the Chair and Vice Chair went before the City Council to give an update on the Task Force.
- May 2011 marked the first meeting the consultant attended. At that meeting, the Task Force went over possible subcommittees and associated responsibilities, projects that could be facilitated with the help of an intern, and the members reviewed a preliminary draft of a timeline to complete the Cultural Arts Report.
- In June 2011, the four subcommittees of the Task Force were finalized.
- In August 2011, the Task Force Chair gave a presentation to the City Council regarding the work completed by the Task Force to date.
- Between July and November 2011, the four subcommittees worked on their reports.
- In November 2011, the final subcommittee reports were presented to the public.
- Between December 2011 and February 2012, the Task Force consultant and staff worked with Task Force members to compile the subcommittee reports into a draft Cultural Arts Report.
- In March 2012, the draft Cultural Arts Report was presented to the Task Force for final review and comments.

Online Public Survey

Given the low attendance at most public meetings, the Subcommittee elected to design and field an online survey (to be hosted on the City website) in an effort to increase public participation in the outreach process.

The Public Outreach Subcommittee oversaw the administration of the online survey which was created to obtain valuable input related to cultural arts from Malibu citizens (for all related documentation, please refer to the Public Outreach Subcommittee Report in Appendix C). The subcommittee was entirely responsible for creating the survey, including programming and content of the questions.

The public survey went live and was accessible from the City website beginning September 15, 2011. The survey was available to the public for approximately one month and October 18, 2011 was the final day that data was collected for inclusion in this report. The survey netted 132 respondents, which represents a margin of error of just ± 8.5 percent. Data differences must be 9 points or greater to be deemed significant. Anything less than that is negligible, as was the case for this particular survey.

Mission and Purpose of the Online Survey

In keeping with the direction set forth by the City Council when it created the Arts Task Force, the mission and purpose of the survey was to obtain local resident input on a wide range of issues to be explored by the Task Force throughout the preparation of its recommendations for a comprehensive arts program for the City of Malibu.

The issues addressed by the survey included:

- Community interest in various arts-related cultural events and activities.
- How often local residents attend such events and activities both inside and outside of Malibu.
- Awareness of Malibu-based arts-related organizations and events.
- Identification of other arts-related events, organizations, and venues not already identified within the survey.
- Gauge community support for various proposals being considered by the Task Force for inclusion in its recommendations to the City Council.
- Resident interest in:
 - Attending a public meeting on the development of an arts program in Malibu.
 - Volunteering for arts-related events and activities in Malibu.
 - Staying informed on what is happening with the Task Force.
- Among those local artists taking part in the survey, their interest in having their work displayed at a local exhibition.

What We Learned - Online Survey Results

The results from the online survey are as follows:

- The following is how respondents rated their interest in the various arts:

- There is an “Extremely Strong” demand for exhibits of art, sculpture, etc.; live theater; and noteworthy films not otherwise shown at the Malibu movie theater
 - There is a “Strong” demand for popular music
 - There is an “Above Average” demand for symphonic / classical music and food and wine events
 - There is an “Average” demand for all types of dance performances
 - The demand for literature / spoken word is “Below Average”
- Respondents are 2½ times more likely to leave Malibu for arts and culture as they are to stay in town. The survey found that this is not due solely to Malibu’s proximity to the much wider range of arts-related offerings available throughout the rest of Southern California. Limited awareness of what is available within Malibu is definitely a contributing factor. Specifically: even though our sample recruitment procedure meant that most respondents are somehow connected to the arts (or to those who are):
 - 12 percent had never heard of the Malibu Stage Company
 - 13 percent had never heard of the Malibu Arts Festival
 - 35 percent had never heard of the Malibu Film Society
 - 60 percent had never heard of the Malibu Music Awards
 - 65 percent had never heard of Malibu Friends of Music or the Malibu Coast Music Festival

Awareness of the various art associations ranged from just 18-57 percent.

- With regard to possible outcomes, respondents reserved their strongest support for having a rotating art exhibit at City Hall. There was also near universal support (albeit not quite as strong) for:
 - Creation of an independent, non-profits arts council, which would work with the City to obtain grants and administer funding for arts-related programs.
 - City-supported performing arts events in the new theater at City Hall.
 - An annual multi-week program showcasing all of the arts-related options available in Malibu.
 - Creation of a permanent Arts Commission appointed by the City Council.
 - There was mixed support for a City-funded cultural arts center along with a small fee on commercial development to help fund the arts and / or a requirement that commercial developments set aside space and funding for art.
 - There was far more opposition to than support for a small fee on residential development, which would help fund the arts.

Public Forum - Town Hall Meeting

POWER OF **THE ARTS**: A PUBLIC FORUM

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

The town hall meeting occurred on October 6, 2011, and approximately 40 members of the public attended. The subcommittee received valuable input at this meeting, which is described in detail in this section (Also refer to the full subcommittee report in Appendix C).



Background

The Stakeholder Outreach Subcommittee was formed to reach those in the Malibu Community who are supporters, or are interested in supporting cultural arts. It was discussed that anyone who was interested, including businesses, the Chamber of Commerce, and anyone who could advance the cultural arts, such as banks, shopping center owners or managers, Pepperdine University, and others, should be brought in to participate in the process to create this Cultural Arts Report. A list of nonprofits, which could also be considered stakeholders, was also created.

Public Forum

As part of the scope of work assigned to the Arts Task Force by the City Council, the Stakeholder Outreach Subcommittee was charged with holding a public forum to elicit comments from the public regarding their thoughts and ideas pertaining to art of any kind and how the City of Malibu could be beneficial or play a role in the community's cultural arts. The forum was not limited in any way in terms of who could attend and was open to the entire

community. Any person interested in cultural arts was invited to attend the advertised forum, which took place on Thursday, October 6, 2011 at 6:00 p.m. at City Hall.

Invitations to the town hall meeting were emailed by City staff to an interested parties list on September 29, 2011 and again on October 5, 2011. Additionally, the members of the Task Force were encouraged to pass the invitation along to their respective arts organizations and contacts. A list of nearly 100 potential stakeholders was created from input from the Task Force members. The subcommittee hoped to have 75 people attend the public town hall meeting.

In the end, only approximately 40 people attended the October 6 meeting. It is possible that a school board meeting scheduled for the same time as the town hall meeting negatively impacted attendance. However, Councilmembers Rosenthal and LaMonte were able to attend the town hall meeting and observe public comment.

Format of the Public Forum

The “Town Hall” style forum was designed to learn what the residents of Malibu would like to see with regard to cultural arts in their community. The focus of the evening was to listen to the public and give them space to express their ideas and dialogue with other members of the city’s cultural arts community. The goal of the meeting was to solicit input that could be presented as “the community voice” in the final Cultural Arts Report to the City.

A glaring revelation from the town hall meeting was that the Malibu community is eager for cultural arts.

There were two discussion sessions at the town hall meeting. The following is a sample of a few of the questions that were tossed out for open dialogue and discussion:

- What does the Malibu community want to see happen concerning art and culture?
- What do you think the City of Malibu’s role should be in strengthening and developing cultural arts?
- Do you believe that the arts can and do strengthen a community? If so, how?
- Would you support a “percent for art” program to create a revenue stream for public / civic art?
- What is the Malibu community willing to support?
- What is the value of creating a cultural movement in Malibu?
- Would you like to see an online gallery which highlights Malibu artists?
- What does Malibu want to be known for regarding art and culture?

Those who attended the town hall meeting provided a laundry list of ideas for the subcommittee to consider as it assisted in writing the Cultural Arts Report. A brief list of some of the comments follows:



- David Brotman, *architect*, stated the City should lead by example. He stated they should assist in raising the level of conscience in the community that art exists. He stated there should be art at the entrance to Bluffs Park. He stated the City should allow landscaping that supports the arts.
- Scott Hosfeld, *Malibu Friends of Music*, stated the City should help knit the various arts organizations together. He stated the City's resources should be used to help bring the arts community together.
- Michael Zakian, *Director for the Fredrick R. Weisman Museum at Pepperdine*, stated that even Pepperdine, which was a non-profit, struggled to get audiences. He stated Pepperdine's museum had hosted solo exhibitions of Malibu residents during recent years. He stated it was important to start with what you have and not recreate the wheel. He stated the City, without expending any funds, could work to promote the various arts organizations that already exist.
- Diane Namm, *Board Member for the Malibu Stage Company*, stated she believed that children were an important draw for arts programs. She stated the groups could put on shows that were more geared to families, such as the Pageant of the Masters.

Completed comment cards that were filled out at the beginning of the town hall meeting, presentation board comments, and detailed meeting minutes are included as attachments to the Stakeholder Subcommittee Report in Appendix C.

It is the belief of the Arts Task Force that you can strengthen community through the arts. The majority of the comments we heard at the town hall meeting were related to the need to bring community members together to enjoy the numerous cultural arts Malibu has to offer.

6. Summary

The arts give substance to the human fabric. Culture has long been at the heart of community life and has played an especially significant role in the development of great American cities and towns.

The City of Malibu has an extraordinary opportunity to build an exciting and vibrant cultural arts community. The findings from the *Malibu Arts & Culture Survey* and *Power of the Arts Public Forum* demonstrate that the residents of Malibu are eager for and are willing to participate in the process of developing a richer cultural community.

Change is inevitable. City landscapes are changing. The way municipalities are funded, the role of government, and the way in which the community will participate in the process are all evolving.

Malibu will change, with or without a plan, and the cultural experience of the city will inevitably change, as either planned enrichment or haphazard consequence. The City has taken the important first step in chartering the Arts Task Force to explore ideas and envision what Malibu can become by broadening the cultural value and appeal of the city through planned change.

The City Council has an extraordinary opportunity to make a difference that will affect the future quality of life for the community. We ask the City Council to advance and accelerate the process of planned change by adopting the outlined recommendations in the Cultural Arts Report.

We advise the City to develop the right policies (as outlined in this report) to foster the creativity, community resources, and value of creative industries that, when embraced by our City, will help drive this movement. The Cultural Arts Report is designed to inform and help guide the City of Malibu, and the proposed Malibu Cultural Arts Commission's efforts, through Phase 1 of building this platform in Malibu.

Leadership is Key

No approach to any startup arts and cultural campaign will or can succeed without strong leadership. The City of Malibu must do more to retain and enhance its position as a desirable, vital *community*.

Civic vitality is dependent on responsible, managed change that moves the City forward in creative and positive directions. Critical initiatives that embrace desired change can be conceptualized, but realization of these initiatives can only be achieved with consistent, direct leadership that stands behind these vehicles for positive change.

It is important to recognize that the City must provide key leadership and sponsorship, but by no means should the City be the only player contributing to the cultural arts campaign in Malibu. It is the consensus of the Arts Task Force that for this plan to succeed, it must be through a collaborative effort with the community, the community artists, and the stakeholders of Malibu.



Strengthening Community through **ARTS AND CULTURE**

City of Malibu Cultural Arts Report

PART II

1. Cultural Arts Commission

“Malibu needs a Cultural Arts Commission that can harness the synergies of the Artistic Community, the Stakeholders, the Public, the City of Malibu, and hit the ground running with heart and soul.”

creative::hub

After researching several possible models, it is the recommendation and the unanimous consensus of the Arts Task Force that the City Council establish a Cultural Arts Commission for the City of Malibu.

In many cities with an established and matured cultural arts function, and where funding can allow for it, the Cultural Arts Commission would have its own department and budget. For cities first initiating such a program, or where funding is a limiting factor, this type of function is often initially established under the wing of the Parks and Recreation Department.

It is recommended that the Cultural Arts Commission be established under the jurisdiction and budget of the City of Malibu Parks and Recreation Department. The key factors in coming to this recommendation are:

1. Risk and Commitment Management

Before the City can even consider the establishment of a new city department – Cultural Arts – as a long-term future goal, it would be best to allow the Cultural Arts Commission some time to establish an identity and gain a foothold in the community to ensure its value.

2. Budget and Administrative Considerations

Placing the Cultural Arts Commission under the wing of the Parks and Recreation Department will reduce administrative and management startup costs to the City by taking advantage of the organization and management team already established.

3. Coordination of Facilities and Events

The City of Malibu Parks and Recreation Department provides programs and facilities to meet the recreation and leisure needs of the community. The Department administers the use of and maintains several park and athletic facilities in the city, and provides programs for all ages in a wide range of interests and activities. The Department also sponsors several large special events throughout the year, including Chumash Day, CineMalibu, and Malipalooza!

Many of these same facilities will likely be recommended sites for art in public places. Teaming up on planned space use between the Cultural Arts Commission and the Parks and Recreation Department will improve coordinated planning efforts with respect to multi-purpose use of space.

As the Cultural Arts Commission identifies and plans cultural events for the City, the City of Malibu Parks and Recreation Department makes a natural partner in terms of selecting appropriate facilities, coordinating event schedules, and leveraging the expertise of the Parks and Recreation Department in terms of getting out the word and executing the events.

It will also be beneficial to link the Cultural Arts Commission and Parks and Recreation Department as the City moves forward with its update of the Parks and Recreation Master Plan. In 2000, the previous version of the Plan included a recommendation to build a bricks and mortar Community Center with multi-purpose facilities, which give special consideration to teen and senior programming. As construction of a bricks and mortar center is also a cultural arts-related goal set forth in this Report, it is natural to link the two proposals.

Potential Vision for the Commission

The Arts Task Force created a draft vision statement for the Cultural Arts Commission.

The Malibu Cultural Arts Commission would support and strengthen the cultural arts throughout the city by championing the excellence, accessibility, communication, awareness, and mutual support of the arts and culture within the broader community and to serve Malibu artists, arts organizations, and arts education by forming strong partnerships with arts supporters, businesses, foundations, and community leaders.

In order to bring the vision to life and to stay true to the spirit and future of the city, it is critically important to set organizing principles for the Malibu Cultural Arts Commission at the outset.

Organization of the Commission

The Arts Task Force recommends the Commission be organized as follows:

1. Each Councilmember would appoint one Commission member who would serve at will.
 - a. Conversely, the members could serve for a set number of years.
2. Each Commission member must be a resident within the city limits of Malibu. If desired, a non-voting, non-resident member who resides in the 90265 zip code could be considered as in the case of the Parks and Recreation Commission and the Public Safety Commission.

Adding in an additional member, who does not live within the physical boundaries of Malibu, promotes inclusion of our neighbors and fosters the all-inclusive nature of the cultural arts program.

3. The Commission would meet once a month unless more frequent meetings were found to be necessary. This would minimize City staff expense.
4. The Commission could break into separate subcommittees in order to better involve community members in various projects and events.

5. The Parks and Recreation Department would provide staffing for the meetings and be responsible for all related meeting organization.
6. One Parks and Recreation Department staff member will act as the permanent staff liaison and attend all Cultural Arts Commission meetings.
7. It is also recommended that Planning Department staff attend meetings of the Commission immediately after its creation, but only on a temporary basis.

The reasoning behind involving the Planning Department early on in the process is that during the first year of its existence, there will be several projects undertaken by the Commission, including working on potential code amendments related to the Percent for Arts fee, a mural ordinance, and an update to the Temporary Use Permits (TUP) section to allow short-term pop-up galleries and art spaces; as well as receiving direction to create maps to highlight existing artwork and venues around the city.

Also, to date, the Arts Task Force has been under the auspices of the Planning Department for more than one year, so Planning Department staff is critical to maintain continuity and bring the Parks and Recreation Department staff up to speed.

Having Planning Department staff at the meetings during the initial phase of the Commission is important to facilitate communication between the various City Departments and to be involved in certain tasks of the Commission from the very beginning. It is the responsibility of the Planning Department to process all code amendments as well as create maps for the City, so a staff member's presence would be important.

Once the Public Art policy is in play, and the initial phase is completed, it is then suggested that the planning staffer be phased out. This would probably happen after the first year.

8. The Commission would have a separate funding account, similar to the one allocated for the Native American Cultural Resources Advisory Committee, in which to place funds generated by and gifted to cultural arts activities. These funds would be allocated by the City Council upon recommendation by the Arts Commission.

Duties of the Commission

1. To recommend to the City Council a general policy for cultural arts.
2. To recommend to the City Council a policy of discounted facility rental fees for local cultural arts organizations and to identify those organizations.
3. To appoint juries for City-endorsed or City-sponsored events as required.

These juries should have guidelines for membership that restrict them to members with professional arts experience or education. It is also recommended that jury members from outside the Malibu community be occasionally included on the juries to bring in outside perspective. It is felt that the further removed from politics a jury is,

the more effective it will be, and the more the City Council will be removed from political pressure.

4. To make non-binding, yet informed, recommendations to the Administration and Finance Subcommittee when cultural arts organizations apply for consideration under the City General Fund Grant Program.
5. To make recommendations to the City Council or the Parks and Recreation Commission on the use of City parks for cultural arts-related events.
6. To make recommendations and review works of art proposed to be purchased, or cultural arts programs proposed to be sponsored, by the City of Malibu.
7. To review and recommend methods for the City to establish outreach to Malibu artists and cultural arts organizations.
8. To facilitate the use of the cultural spaces at Malibu City Hall by reviewing and approving rotating exhibitions of works of art by local artists to be displayed in the City Hall gallery space and locations within City Hall parking lots (large sculptures), as well as creating opportunities for City-supported arts events in the theater.

Cultural Arts Commissioners

Potential appointees for the five-member Cultural Arts Commission should represent a diversity of backgrounds.

The Task Force recommends that they be selected from individual artists, arts and culture patrons, arts educators, the business and professional community, and especially those with professional qualifications and experience or knowledge of a particular art and culture field.

An appropriate consultant would be recommended to participate in the interviewing process for potential Commissioners in order to provide an unbiased evaluation report to aid the City Council in its selection of the founding members of the Malibu Cultural Arts Commission.

Key Characteristics of an Ideal Cultural Arts Commissioner

Based upon input from the Arts Task Force's consultant, and based on her prior experience working with other cities' cultural arts commissions and committees, the Task Force wanted to highlight ideal traits that future Commissioners would have.

- Has experience or exposure to cultural arts;
- Possesses leadership skills;
- Works well in a committee setting;
- Works well independently;
- Has past committee experience and a track record of meeting deadlines and providing deliverables;
- Has an understanding of budgeting;
- Lives within the city limits of Malibu (or within the 90265 zip code if the Council appoints a non-voting member to the Commission); and
- Experience with a start-up / grassroots or volunteer organization is highly sought after.

Recommendations

The Arts Task Force makes the following recommendations with regard to potential future activities of the Cultural Arts Commission.

1. Begin a long-range plan on how to build and fund a bricks-and-mortar Cultural Arts Center in Malibu.

A viable long-range plan for a City-owned Cultural Arts Center should include a proposal for the physical location of the Center, analysis of how the land for the Center would be procured, details of how the construction and operation of the Center would be funded, what the Center would be used for, etc. The Task Force suggests using the two-acre parcel of land the City will potentially acquire as part of the La Paz Development Agreement as the future location of the Center.

2. Develop a first draft of a working budget for the Public Art Program (with the assistance of Parks and Recreation staff).
3. Host ongoing town hall meetings and stakeholder summits, in addition to the regular Cultural Arts Commission meetings.

Hosting periodic meetings will help keep the community involved and knowledgeable, and will provide an ongoing dialogue on the progress of the Cultural Arts Campaign, as well as to solicit public and stakeholder input.

4. Complete an annual evaluation on whether the recommendations set forth in this report have been achieved. The results of these evaluations can be published as an annual addendum to the Cultural Arts Report.

Evaluating the work completed by the Cultural Arts Commission on an annual basis provides an excellent analysis of the tasks that have been completed over the year as well as helping provide guidance for the Commission as it moves forward. Having the updated report available to the public provides accountability.

5. Study the feasibility of replacing the bulletin board structure at the northwest corner of Webb Way and Pacific Coast Highway with a visible and updated marquee that can be used to advertise events in the city.

The City should work to secure funding and permission from Los Angeles County (as it owns the underlying property) to replace the bulletin board structure at the northwest corner of Webb Way and Pacific Coast Highway with a marquee that can be used to advertise events in the city.

The existing structure is dilapidated and not prominent when viewed by passing motorists. A study should also be completed to determine whether visibility of this marquee may be better on the opposite corner (northeast) in front of the City-owned building. Renderings of a potential marquee structure are included as an attachment to the Stakeholder Outreach Subcommittee Report – Appendix C. The future Cultural Arts Commission could then be responsible for overall maintenance, including determining which events are placed on the marquee.

6. Develop a cultural arts “Branding (Awareness) Campaign.”

A variety of branding platforms are necessary (master calendar, online website, signage, publicizing Malibu’s program to neighboring established cultural arts organizations, etc.) to ensure the patronage and success of not only existing cultural arts programs in Malibu, but also to provide opportunities for new events and organizations. An ongoing branding campaign is necessary to provide long-term sustainability of the Cultural Arts Program.

7. Contact developers of commercial / institutional projects previously submitted to the City to encourage them to incorporate art and / or cultural spaces into their project design.

The Task Force has confirmed with Planning Department staff that there are several commercial and institutional projects that are currently under review or are in the pipeline to be submitted. For example, the Malibu High School improvements project is under Planning Department review and does not propose to include any art component in the finished development. Additionally, projects such as the Rancho Malibu Hotel and Whole Foods in the Park are under review and do not propose an art component. Finally, Santa Monica College has announced plans to open a satellite campus in Malibu. Preliminary plans that have been submitted to the City include the construction of a facility that would include a community music and lecture hall and a multi-purpose room which would be available to the community.

For these projects, the Commission could formally approach the project applicant and discuss what, if any, artwork will be incorporated into the design. An incentive could also be provided to the project applicants such as highlighting their project and art contribution on the City’s cultural arts webpage.

8. Oversee an annual multi-week, community-wide cultural arts event designed to highlight all artistic resources in Malibu. This event would not only give the cultural arts community of Malibu an opportunity to present their work, but it would also be a clear gauge of the public’s interest and support of cultural arts in Malibu.

The long-term value of an annual event as recommended above is critical in building a strong solid infrastructure of local artists (from all disciplines), cultural arts organizations, and cultural art venues. For the format of a potential future community-wide cultural arts event, please refer to Appendix D.

2. Cultural Arts in Public Places Program

Cultural Arts in Public Places programs are founded on the belief that the visual environment plays an essential role in creating the atmosphere for culture and civic confidence, vital to growth and improvement and an overall healthy community.

These programs have made it possible for recognized and emerging artists to enhance public spaces throughout a city with sculptures, murals, mosaic art, and water features.

They also can help create beautiful venues for music, performance art, and theater productions.

Cultural Arts in Public Places helps preserve the history and heritage of a community as well as adding an additional layer of enrichment and educational identity.

Presently the City of Malibu has no policy for public art, but has successfully commissioned some beautiful works of art, which can currently be seen at several parks throughout the city (Refer to Appendix E for a photographic survey of existing public art).

It would be a role of the Cultural Arts Commission to create a Cultural Arts in Public Places Program for Malibu. The Task Force researched various programs in Southern California and found that they follow a similar structure:

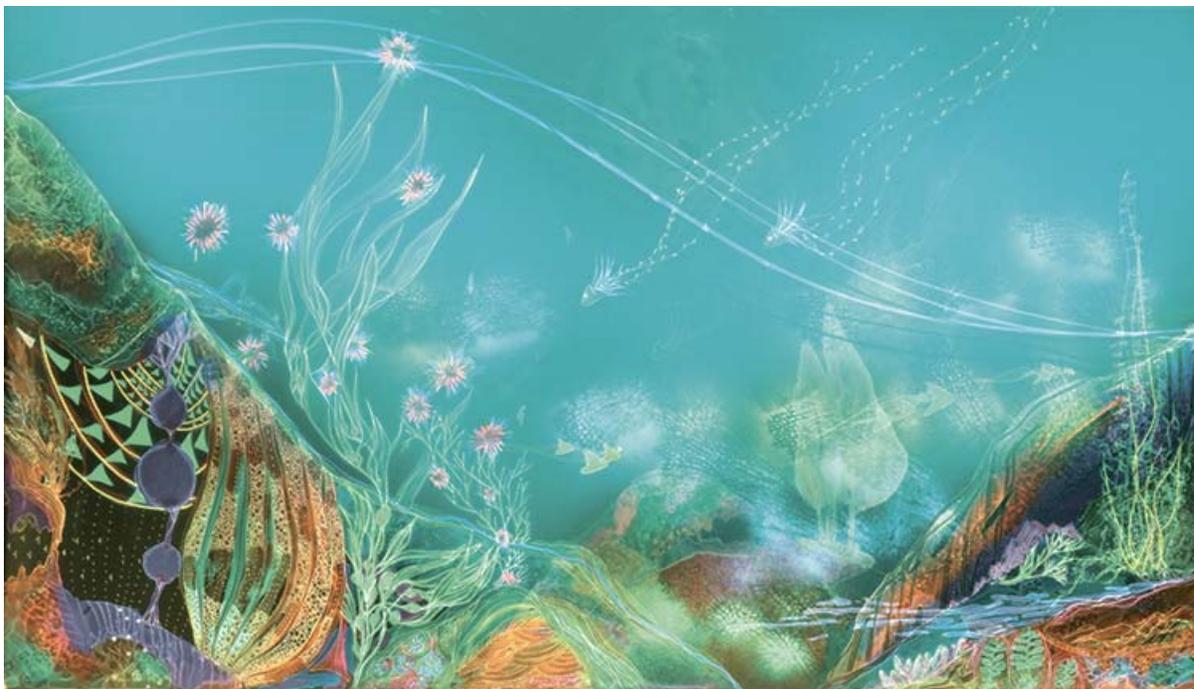
- Goals and Objectives of the Program (details on how they should be realized)
- Exemptions (projects that are not required to comply with the requirements of the program)
- Eligible Sites (details pertaining to where the artwork may be placed)
- Review and Approval Process
- Eligible Artwork – Permanent Pieces³
- Eligible Artwork – Cultural Programming⁴
- Eligible Cultural Facilities⁵
- Criteria for Eligible Artists
- Contracts and Compensation
- Eligible Costs
- Maintenance of Artwork
- Public Art Budget – a portion of this budget is usually supplemented by Percent For Art Ordinance fees
- Cultural Arts Trust Fund

³ A sample list of Permanent Pieces includes: three dimensional original artwork of all kinds; two-dimensional original artwork of any kind, including applied murals or portable paintings, photography, etc.; environmental artworks; any combination of media art; fixtures such as gates, street lights, signage, public benches, paving, walkways, bus stops, etc. may be contracted to artists for unique or limited edition.

⁴ A sample list of Cultural Programming includes: Performing arts: dance, music, theater; Literary arts: poetry readings, storytelling; Media arts: film, video, screenings, installations; Education: lectures, presentations, hands-on experiences; Special events: festivals and celebrations; Artists-in-residence programs may be eligible if the product of the residency program involves or is available to the public.

⁵ A sample list of Cultural Facilities includes: artist studios or rehearsal space; exhibition space, theater / performance space, media arts space; arts administration space for arts organizations.

After the Program is adopted, it would be the role of the Malibu Cultural Arts Commission to be responsible for: 1) selecting, advising, and approving public art for placement in development projects that qualify for inclusion in this program; 2) selecting, advising, and approving cultural programs and / or events; or 3) selecting, advising, and approving cultural facilities.



Malibu Library – Public Art Concept. Photo provided by the LA Arts Commission

3. Funding and Sustainability

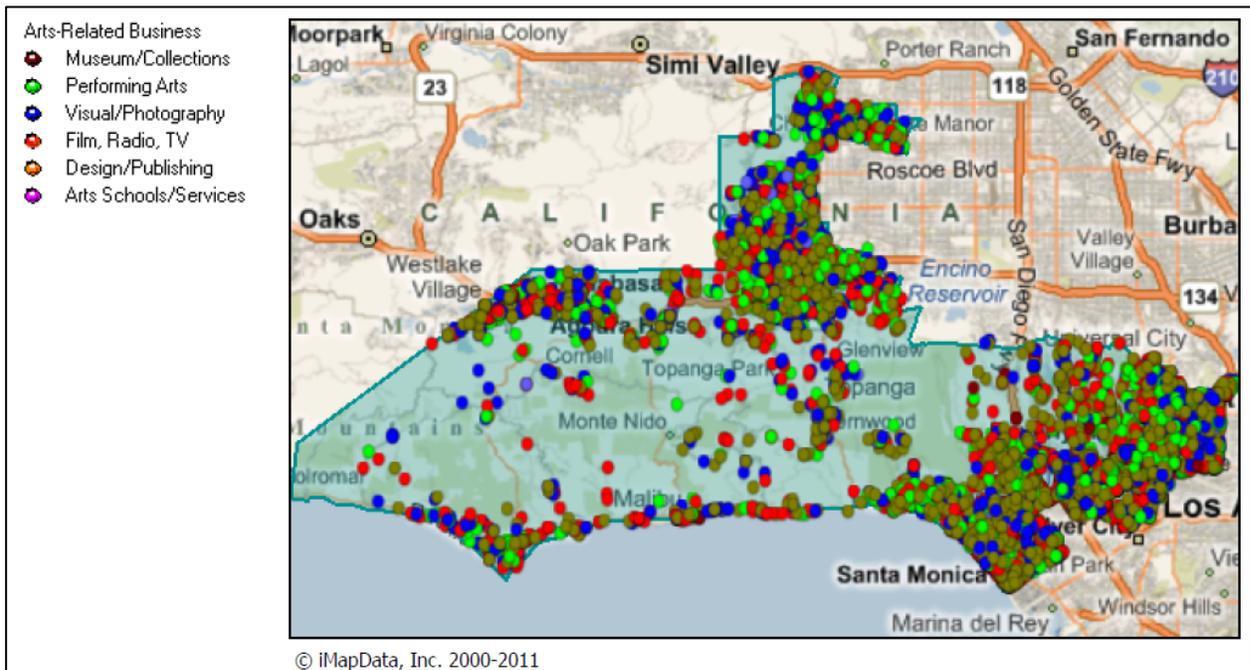
“Investing in the arts and culture strengthens local economies.”

Americans for the Arts

The “Creative City” movement is a recent international trend that highlights the role of municipalities in fostering a climate of diversity, understanding, talent, creativity, and innovation. In turn, these cities experience significant economic, social, and environmental returns, and are better prepared to participate in the new global economy. This recent increase in awareness of the role of culture in municipal development has repositioned culture from being a beneficiary of government to being a driving force of sustainable municipal development.

Malibu’s neighboring communities (i.e. Agoura Hills, Calabasas, and Thousand Oaks) are currently providing funding for their Cultural Arts Councils / Commissions from their general funds in addition to obtaining grants, donations from the private sector, and foundation support. The amount that is allocated from the general funds of these neighboring cities ranges from \$15,000 to \$50,000 per fiscal year. In addition, the annual Fine Arts Festivals that these cities are producing have generated a net revenue between \$75,000 and \$100,000 to date. These funds are being allocated directly back into the Cultural Arts.

The Arts & Economic Prosperity Study (Americans for the Arts) demonstrates that the cultural arts industry is an economic driver in communities, “...a growth industry that supports jobs, generates government revenue, and positive creates tourism.” As of January 2011, California Congressional District 30 (of which Malibu is a member) is home to 9,297 arts-related businesses that employ 50,070 people.



As documented by the 2011 Creative Industries Report by Americans for the Arts, these arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map above provides a clear picture

of the creative industries in California Congressional District 30, with each dot representing an arts-centric business.

The creative industries account for 11.92 percent of the 78,007 total businesses located in California Congressional District 30 and 9.24 percent of the 542,154 total people they employ. As is evidenced by the map, a large number of these arts-related businesses are located right here in Malibu.

Visitors to cities with robust cultural arts programs and events shop local, which translates to a positive impact on local business as well as an increase in City revenue through sales tax. In addition, communities that have a strong cultural arts presence show a significant boost in overall property values (Source: California Association of Realtors). Overall, the cultural arts movement in municipalities is showing a significant increase in City revenue.

The Sustainable Planning Subcommittee of the Arts Task Force studied methods used by California cities to fund and sustain arts in their communities (Please refer to the full report in Appendix C for detailed research findings).

Funding Opportunities

The Subcommittee identified the following possible funding sources that may provide a revenue stream for Malibu's cultural arts program:

1. Sponsorships and Donations

A way in which other cities have been successful in raising funds and obtaining physical pieces of art is through the receipt of sponsorships and donations. Commercial contributions can be either event-driven or in-kind. While family / resident contributions can include:

- Endowments: A financial endowment is a transfer of money or property donated to an institution.
- Funding or donations of art provided in memory of. These donations can be filtered through the existing Parks and Recreation Park Enhancement and Donation Program.
- Funding or donations of physical pieces of art provided from residents.

2. Public / Private Sector Collaborations

On the non-development side, opportunities for public art could be nurtured as part of ongoing, existing local programs.

- Designing gardens and plantings;
- Creating destinations in green spaces, along paths and at nodes, anchoring spaces for rest, recreation, play and gathering;
- Installing art exhibits in vacant storefronts to improve a building's, and neighborhood's, overall image; and
- Encouraging local museums to loan out works of public art for temporary placement throughout the City.

3. Facility Rentals

The City has created a Facility Use Amenities and a Schedule of Fees for all City-owned facilities (Appendix H). Rental fees differ depending on which of the following groups the renter falls within:

- Group 1: **Community Based Use** -- Special Interest Groups, Community Service Groups, and Civic Organizations based and operating within Malibu with the primary purpose of serving the Malibu community.
- Group 2: **Nonprofit Use** -- Groups and Organizations operating as a registered 501(c)(3) nonprofit. Proof of nonprofit status must be presented at the time of reservation.
- Group 3: **General Use** -- Private Groups or Individuals, the Santa Monica-Malibu Unified School District, and Malibu Businesses (non-commercial use).
- Group 4: **Commercial Use** -- Any Business, For-Profit Group, or Commercial Venture using City of Malibu facilities for the purpose of profit making.

The fees for Group 1 are the lowest and the fees for Group 4 are the highest. A percentage of facility rental fees for Groups 3 and 4 at certain venues could be placed into a fund to finance public art and cultural events for that venue.

4. City Branding Program

As discussed at the September 14, 2011 Administration and Finance Subcommittee Meeting, the City of Malibu is considering establishing a branding program and establishing a trademark for a City logo to generate additional revenues.

A percentage of this branding revenue could be placed into a fund to finance the purchase of public art, sponsor cultural arts performances, or to provide grants to artists and arts organizations.

5. Percent for Arts Fee

The Percent for Arts fee would be similar to the school fee charged by the Santa Monica-Malibu Unified School District when new residences are constructed. As part of the Cultural Arts in Public Places Program, it is recommended that the fee should be structured as follows:

- a. A fee (usually 0.5% - 2%) on all new commercial, institutional, capital improvement project (CIP), and multi-family development should be assessed. Affordable⁶ multi-family housing units would be exempt from this fee.

⁶ The type of multi-family development that would be exempt from the requirements set forth under the Percent for Art program is that defined by the State of California as "affordable". Housing affordability is based on the relationship between household income and housing expenses. According to the California Department of Housing and Community Development (HCD), housing is considered "affordable" if the monthly payment is no more than 30% of a household's gross income. For the City of Malibu, based on state-adopted standards, the maximum affordable monthly rent for extremely-low-income households is \$569, the maximum affordable rent for very-low-income households is \$947, and the maximum affordable rent for low-income households is \$1,516.

- b. Because very little non-residential development takes place in Malibu, it is necessary to have other funding sources. Therefore, it is recommended that a \$1.00 per square foot fee be placed on all new or substantially remodeled residences that exceed the average residence size in Malibu (approximately 2500-3000 square feet). The fee would only be charged on the square footage that exceeds the size of an average house. Residences equal to or under the average size would not pay a fee. It is felt that large residences place an extra burden on the City due to staffing and other factors (e.g. consumption of water, power, traffic, environmental impacts, etc.), and a fee is justified to promote the cultural arts.

It is important to note that as part of the Cultural Arts in Public Places Program, developers would have the option to provide works of art or cultural arts spaces on the site of the proposed development. In these cases, the fee would not be required.

A fee study would need to be completed prior to the implementation of any such fee to demonstrate that the fee is appropriate to mitigate the impacts of new development.

6. Transit Occupancy Tax (TOT)

Cities such as San Francisco and San Diego dedicate a significant portion of the TOT to an Arts Fund to support their arts commissions.

For the City of Malibu, a portion of the TOT collected by the City on hotel room and vacation home rentals could be used to fund a grant program and / or the cultural arts program. Currently, the TOT collected in Malibu is deposited into the General Fund.

7. Parkland Development Fee

A portion of the Parkland Development Fee could be allocated toward placing public art or sponsoring cultural events in City-owned parks.

Malibu Municipal Code (M.M.C.) Chapter 17.58 dictates how Parkland Development fees are to be expended and states that the fee may be applied to Park and Recreation Facilities. "Park and recreation facilities include, but are not limited to, land and interests in land, swimming pools, tennis and volleyball and basketball courts, baseball grounds, children's play areas, turf sprinkler systems, community center buildings, recreation buildings and other works, properties, structures and facilities necessary or convenient for public park, playground and recreation purposes, and also including any of the facilities described in this subsection constructed or installed within or upon any public school grounds where the city is given the right to use the same for public playground or recreation purposes."

This portion of the M.M.C. was adopted via Ordinance No. 86, which does not expand on the purpose of the fee other than what is already stated in the M.M.C. The City Building and Safety Division takes in Parkland Development Fees only for newly developed parcels.

The current Parkland Development Fees that were adopted as part of the 2011-2012 fiscal year budget are:

Single-Family Dwelling	\$3,595
Attached Multi-Family (MF) Development (less than 5 units)	\$3,069 per unit
Attached MF Development (5 or more units)	\$2,286 per unit
Duplex, Triplex or Quad	\$2,849 per unit
Mobile Home Space	\$2,068 per space

For the prior fiscal year (2010-2011), the City collected \$24,955 in Parkland Development Fees.

8. Grants

The Task Force compiled a great deal of research related to grants, which appear to be applicable to individuals and organizations in the city (Appendix F). These grants were organized into a spreadsheet and it is a recommendation of the Task Force that the database of grants be added to the future arts webpage and updated on a quarterly basis by the Cultural Arts Commission or Parks and Recreation Department staff liaison.

9. Solicit Participation from Developers

Even if a city does not have a significant number of commercial, institutional or CIP projects that may be eligible for inclusion in a Percent for Arts Program, it may still be possible to get funding from these projects for public art, by working directly with the private sector. In cities around the country, private developers are realizing that commissioning works of art for their projects benefits more than their bottom line. They can:

- Improve employee and tenant working environments;
- Create a unique look or landmark feature for the project;
- Demonstrate a larger civic commitment; and
- Translate into higher rents and a more desirable office location.

For city agencies, expenditures on public art projects can:

- Highlight and publicize agency initiatives, missions and objectives;
- Communicate important information or instructions to the public (public service messages such as the importance of recycling are natural subjects for public art works);
- Contribute to the community's acceptance of a plant or facility in which they are to be sited; and
- Increase the public's recognition of the important work provided by that agency or city department.

The first step to soliciting developer participation is to take stock of the public and private development occurring in your city. The Cultural Arts Commission members could then solicit private developers regarding introducing works of public art into their projects. This should be done in as timely a manner as possible – the earlier art is introduced into project plans, the better.

Recommendations

1. Consider the feasibility of forming or partnering with a nonprofit arm that will assist with funding the Cultural Arts Commission. An independent, nonprofit cultural arts

organization could work with the City to obtain grants and administer funding for arts-related programs.

2. Identify and begin the grant writing proposal process.
3. City staff should cooperate with outside cultural arts organizations in the following manner:
 - a. Provide grant support to outside organizations to aid their search for grant opportunity using the City's grant program software (which can identify specific grants that are available to cities and 501c3 organizations). A limited amount of staff time would be needed to assist these organizations with using the software.
 - b. Provide referrals to nonprofit arts organizations that can aggregate funds. If an arts group that is not a 501c3 wants to raise tax deductible money, it can be referred by the City to a list of 501c3 organizations so that the two organizations can partner in their fundraising efforts.
4. Apply for the California Arts Council - Creating Public Value Program for 2013
 - a. Through this program, the California Arts Council seeks to partner with small California arts organizations in rural or underserved communities to implement new or expanded projects that make a positive contribution in these communities.
 - b. The Creating Public Value Program grants will address outcomes in one or more of the following goals:
 - i. Support safe and creative opportunities for youth;
 - ii. Foster attractive and livable neighborhoods and communities;
 - iii. Provide greater access to the arts for individuals, families, and communities;
 - iv. Encourage economic and community development.

It is critical that the City of Malibu establish a means of funding to support the existing arts programs in Malibu as well as an enlarged City-sponsored arts program. It is recommended that the aforementioned funding sources be considered by the Cultural Arts Commission as it formulates a budget for the City's Cultural Arts Program. Having a reliable and steady stream of funds, as well as a strong Commission, will help sustain the City's cultural arts program.

4. Arts Education

"I believe arts education in music, theater, dance, and the visual arts is one of the most creative ways we have to find the gold that is buried just beneath the surface. They (children) have an enthusiasm for life, a spark of creativity, and vivid imaginations that need training that prepares them to become confident young men and women."

Richard W. Riley

Former US Secretary of Education

Emerging Research

In 2004, the California Alliance for Arts Education put out a list called "10 Important Things to Know About Arts Education in California". The Alliance found that:

- **California is falling behind.** For the past 30 years, arts education in California's schools has been disappearing at an alarming rate. Between 1999 and 2004, student enrollment in music education declined by 47%. The state's recent fiscal crisis has resulted in more dramatic cuts to visual and performing arts education programs.
- **Extensive research has demonstrated that arts education engages students** in learning, contributes to higher test scores, and reduces truancy and dropout rates.
- **Teaching creativity and the arts contributes to higher test scores** across the board in every subject area.

Arts education helps prepare our students for the expectations of the twenty-first century workforce, which include the ability to innovate, communicate and collaborate.

- California industries like film and entertainment, software, and design all require workers who are well educated and creative.
- A recent Harris Poll shows that a resounding **93% of Americans consider the arts to be vital to providing a well-rounded education** for children and a critical link to learning and success.
- As schools have felt increasing pressure from standardized tests and federal mandates to spend more time on reading and math, school curricula is narrowing in focus, leading to a **22% reduction in the amount of time spent on arts and music instruction.**
- **Arts education is mandated in our State Education Code** for pupils in grades 1-12, in the disciplines of dance, music, theater and visual arts. The code does not mandate schools to follow these content standards, which leaves implementation of arts education to the discretion of each school district.
- Until school districts have confidence that new arts education funding is ongoing, they will be reluctant to invest in hiring and training teachers. **We need to secure ongoing funding for sequential, standards-based arts education for all children in grades K-12.**

The 2007 release of SRI International's *An Unfinished Canvas - Arts Education in California: Taking Stock of Policies and Practices* (Woodworth, et al., 2007) provided the first comprehensive look at arts education in California. The study documented the condition of arts education in California's public school system. Among its findings, SRI reported that.

- Only 11 percent of the public schools are meeting state goals for arts instruction.
- In 2001, 820,000 California students were enrolled in music classes. By 2006, that number had fallen to approximately 520,000, a decrease of 36 percent.
- 61 percent of schools do not have a full-time art teacher.
- Elementary students get far fewer arts classes than children in other states.

The findings of *An Unfinished Canvas* have been widely embraced by policy makers throughout the state, reflecting their understanding that, despite optimism brought about by the recent increase in state funding for arts education, we face formidable challenges as we envision the implementation of a statewide system, which provides quality arts education for all students.

Arts for All

Schools have been challenged for the past 30 years to provide dance, music, theater, and visual arts education to all students. Institutions of higher education have also struggled to incorporate the Visual and Performing Arts into pre-service training of teachers. During this time artists and arts organizations became invaluable providers of arts education in the schools. **Arts for All** recognizes their critical role and has engaged them as partners in the collaboration from the beginning. The dynamic created by professional artists working with generalist and arts teachers to achieve a shared vision can elevate the quality of teaching and learning in the classroom.

Through Arts for All, artists and arts organizations can access tools, forums, and programs to build the knowledge and skills needed to partner with schools.

Arts education service providers can apply to be included in the Programs for Students and / or the Programs for Educators. Inclusion in the directories puts you and your organization in touch with 94,000 Los Angeles County teachers. These directories are just the start of opportunities for artists and arts organizations.

Art Programs in Malibu

"The arts are an essential element of education, just like reading, writing, arithmetic, music, dance, painting, and theater. They are all keys that unlock profound human understanding and accomplishment."

William Bennett

Former US Secretary of Education

Schools in the City of Malibu have a rich tradition of providing a robust cultural arts experience for their students.

Malibu Schools

Public schools in Malibu incorporate curriculum guided by the Visual and Performing Arts Education Policy and Strategic Plan adopted by the Santa Monica – Malibu Unified School District.

The following music programs are available district-wide:

- **Music in Motion:** All fourth graders receive two weeks of dance instruction through this exciting program. Thanks to the For the Arts endowment, a dance specialist is now providing dance instruction at Santa Monica High School, Malibu High School, and Olympic High School. This funding is ongoing. Dance is also enriched through a partnership with the UCLA Arts Bridge program.
- **General Music:** is taught District-wide for the 3rd grade by credentialed teachers once a week for 40 minutes.
- **Choir, Wind or Strings:** is taught District-wide for grades 4 and 5, twice a week for 40 minutes with ongoing funding from the state Arts Initiative. More than 2,500 students are participating at the elementary level. Elective music classes are offered at all middle and high schools with over 2,500 students participating.

The percentage of students participating in music district-wide is 48%, nearly half of the total attendance in the Santa Monica – Malibu Unified School District.

The Santa Monica-Malibu Education Foundation, Gail Dorin Music Foundation, and the Ella Fitzgerald Foundation fund the Dream Strings and Dream Winds programs at the four Title I schools and at two middle schools to provide support for students who cannot afford additional instruction. In addition to winter and spring concerts at all school sites, the “Celebration For The Arts” Festival at Santa Monica Pier, and the “Stairway of the Stars” concerts at Santa Monica Civic Auditorium, student groups performed this year in New York City (at Carnegie Hall), Italy, and Greece. In recent years, high school orchestras and choirs have toured Europe and China as well.

Large numbers of district music students were selected for honor choirs, string orchestras, orchestras, and bands by the Southern California School Band and Orchestra Association; the Southern California Vocal Association; the California Orchestra Directors Association; and the California Association for Music Education.

In addition to the district-mandated curriculum, several innovative and creative programs are being implemented by Malibu High School and Juan Cabrillo Elementary School. Additionally, Our Lady of Malibu, a private elementary school offers a wide variety of arts programs. A description of these programs follows:

Malibu High School

Malibu High School’s (MHS) Visual and Performing Arts programs are a vibrant part of campus life. At a time when budgets for arts education in schools across the country have been decimated, the visual and performing arts remain an essential part of the curricular and extracurricular life at MHS. Not only does the school encourage its students to seek expression through the arts, it requires them to complete a year of coursework in the fine arts in order to graduate.

From sixth through twelfth grade, MHS students have ample opportunities to express their creativity. Middle school students can choose from an array of classes in studio art, vocal and instrumental music, and drama: offerings for high school students include classes in photography, digital design, vocal and instrumental music, audio technology, both two- and three-dimensional studio art, acting, and stagecraft. The school also offers Advanced Placement classes in music theory, photography, art history, and studio art, and has partnered with Santa Monica College to make college-level courses in vocal music and sculpture available to MHS students.

Juan Cabrillo Elementary School

Juan Cabrillo Elementary School is one of the three elementary schools in Malibu, which is part of the Santa Monica-Malibu Unified School District. The school offers K - 5 education and is located next to Malibu High School on Morning View Drive. The school also holds Malibu's only before and after school on-campus elementary childcare program. Other after school classes include: dance, art studio, music & performing arts (instrumental, percussion, vocal & dance), gardening/nutrition/culinary arts and knitting. Further, the school hosts an annual carnival and art show, which raises money for the school's art, music, and science programs.

The school has created a Visiting Artist Series which has hosted the following varied events:

Local artist creates liquid glass with students (The Malibu Times - Published: Wednesday, February 16, 2011)

Artist Brad Howe visited Juan Cabrillo Elementary School to host an assembly called "Liquid Glass" February 16. The assembly was designed to culminate in a school project that brings art and science together. Howe used materials created by students to build an abstract piece of art that will be permanently on display at the school.

A Gaelic gathering (The Malibu Times - Published: Wednesday, March 19, 2008)

Juan Cabrillo Elementary School students enjoyed a celebration of Irish culture last week at a special performance by A Gaelic Gathering-Irish Music and Dance. The company of internationally award-winning dancers and musicians performed Irish tunes and dances as the ancient sounds of the bagpipe filled the room and guided students on a cultural journey of Ireland's rich heritage.

Architects visit local school (The Malibu Times - Published: Wednesday, June 15, 2011)



Photo credit: The Malibu Times

Architects Ed Niles and daughter Lisa Niles-Gutierrez spoke to students at Juan Cabrillo Elementary School recently as a part of the school's "Visiting Artist Series." The architects used three-dimensional models to demonstrate how architecture is a blend of science and art to the children during two assemblies. The students learned about the importance of typography, geology, and hydrology in architecture.

Songwriter visits students (The Malibu Times -
Published: Wednesday, April 6, 2011)

Dave Bassett, a Malibu resident, Juan Cabrillo Elementary School parent, songwriter and producer, visited Juan Cabrillo last week.

Bassett interacted with students as part of the school's Visiting Artist Series, which brings artists to the school to share their inspirations, talents, and techniques. Bassett taught students about the process of creating a song, including writing, recording and reaching an audience.



Photo credit: Dave Teel for The Malibu Times

Our Lady of Malibu Catholic School

Creative expression through the arts is strongly supported at Our Lady of Malibu. Students receive instruction in both art history and technique through weekly lessons. Students participate in Choir, Writer's Workshop, Fine Arts, Junior Great Books, and Meet the Masters Art Program. All children interested in stage performance can partake in school drama productions. Recent productions have been The Music Man, A Tribute to Annie, and The Sound of Music.



Photo credit: The Malibu Times

A recent event celebrated by the Kindergarten class was Dr. Seuss Day. The class celebrated by reading Dr. Seuss books, they made Cat in the Hat hats to wear and they played some reading and rhyming games. They love the book called GREEN EGGS AND HAM so their teacher cooked up some green eggs and ham (made with vegetable dye and organic eggs and ham) and everyone was invited to feast.

Community Programs

The Boys and Girls Club of Malibu

The mission of the Boys and Girls Club of the Malibu Teen Center is to significantly enhance the lives of all youth to fulfill their potential as caring, productive, contributing citizens – to inspire and guide our youth to choose constructive and positive paths in the face of countless potential pitfalls, from the life-threatening dangers of drugs and alcohol, to the emotional anguish that simply comes with growing up.

The Boys and Girls Club (THE CLUB) sponsors an arts program which includes the following activities:

- Digital Photography: Beginner and intermediate activities that teach compositional and digital enhancing of photos taken by teens. Photos are displayed once a year in an art gallery reception. 
- Filmmaking: Using the newest video equipment, teens write, direct, film, and edit various short films from comedies to war dramas. 
- Fine Arts: Through various sessions throughout the year, teens develop skills in the fine arts from ceramics, pastels, watercolors, acrylics, and more. Artwork created may be submitted to the Annual National Fine Arts Exhibit. 
- Music: The CLUB provides musical experiences daily by providing free use of guitars, drums, and even mandolins. THE CLUB looks forward to extending the music program in the near future.

UCPlay Program

The UCPlay Project, United Cerebral Palsy – Los Angeles’ (UCPLA) children's program created in October of 2008, gives children diagnosed with Autism Spectrum Disorders (ASD) and other disabilities a voice through drama, dance and music. The program, which has been implemented at Juan Cabrillo Elementary School and is a creative arts program that draws on the creative arts to foster communication, social relatedness, engagement and expansion of behavioral interests of children and young adults with an Autism Spectrum Disorder or other developmental disabilities. Currently, this program teaches over 250 students a week ranging from 3 to 22 years of age in Los Angeles County.

Participation in the UCPlay Project is open to all students with special needs and Head Start programs in schools throughout Los Angeles County. United Cerebral Palsy of Los Angeles, Ventura, and Santa Barbara Counties subsidize the UCplay Project. In addition, the program has received grants from the Santa Monica-Malibu Unified School District, the Santa Monica Education Foundation, the Special Children’s League of the South Bay, the office of Superintendent Don Knabe and a grant from the Eileen Fisher, Inc.

Benefits of Arts Education for the Residents of Malibu

"The future belongs to young people with an education and the imagination to create."

President Barack Obama

- Student involvement in the arts is linked to higher academic performance, increased standardized test scores, greater involvement in community service and lower dropout rates.
- Arts education fosters critical thinking, problem solving, collaboration and innovation.
- Students who attend schools where the arts were integrated into classroom curriculum outperform their peers in math and reading who did not have an arts-integrated curriculum.

- 1,500 CEOs surveyed by IBM ranked creativity as the most important leadership quality they are looking for in their workers.
- One out of six jobs in Southern California is now in the creative industries; and the creative economy is the second largest regional business sector.

Recommendations

The Arts Task Force has seen the benefits of an arts education, understands its importance for the City of Malibu, and recommends the following steps be taken:

1. As part of its ongoing community input meetings, the Cultural Arts Commission should work to obtain the participation of arts education stakeholders discussed in this chapter. With their help, the Commission can make informed recommendations and programs which encourage cultural arts education opportunities.
2. Establish an arts mentor/education program for the Malibu public schools. This community has an abundant supply of artists that could be involved in a mentoring program.
3. Create a program or event to partner with One Book, One City month - a collaborative effort with Malibu High School, Friends of the Malibu Library, the Malibu Public Library, local book clubs, and local bookstores.

- Nonprofit arts [organizations] produce nearly \$300 million in state and local taxes.
- Nonprofit arts create \$2.7 billion in worker income, making the sector's overall labor income on par with sports and recreation clubs, commercial sports and auto rental industries in California.
- California's tourism industry is significantly bolstered by the arts.

For the City of Malibu, the findings of the California Arts Council Report show that there is a tremendous amount of funds generated by, and people employed within, the cultural arts related-industry. Cultural art is an important part of the economic sector of California. While the Task Force did not receive public feedback that the City should look to improve its tourism industry through art, it is important to note that cultural arts has been found to bolster tourism.

Trending Cultural Arts Programs

"The arts are America's secret weapon in developing our communities and cities."

Robert Lynch

Partnership Movement, President / CEO of Americans for the Arts

Prior to its preparation of this report, the Arts Task Force completed extensive research into current California programs related to the arts. Following, is a brief description of a few key programs that could offer valuable reference material to the future Cultural Arts Commission.

Create the State Public Awareness Campaign for Arts Education

An interagency, broad-based coalition of partners is more than an initiative. It is a movement. CREATE the STATE is teaming innovative thinkers from multiple sectors of California's creative economy, public and private, to design education reform that features arts education as part of the solution to the crisis in our schools. The National Endowment inspired it for the Arts' Education Leaders Institute, which awarded California one of its five grants in May 2011. The California Arts Council, State Superintendent of Schools, Department of Education, California County Superintendents Education Services Association (CCSESA) and many other agencies, nonprofits, industry leaders, philanthropists, educators and scholars, along with the PTA and others, have committed to take collective action to CREATE the STATE.

Due to the ever-changing nature of the arts, many do not understand or appreciate the impact that the arts have on society. One of the major ways the arts contribute to creating a better community is within the school system. Research showed higher test scores and lower dropout rates on the top of the list. However, students also developed skills like problem solving and creativity that are highly sought after in the business world. The arts encourage innovation, which is what makes a community/state/country thrive. Even with educational and financial struggles, new research studies show the importance of investing in the arts in order to encourage a culturally diverse and economically successful community. Particular emphasis, besides the need for funding, should be on accountability, broader assessments of schools' success and a public awareness campaign for arts education. There is a countrywide focus on the role of the arts in answering the national imperative to improve education in order to meet the global challenges that face our country.

Partnership Movement

From the late 1990s into the early 2000s, The Community of Angels was created in Los Angeles; its function was to help businesses through art, and art through the framework of business. An extremely successful program, it involved different businesses “partnering” with artists or other businesses. Today business leaders need to be reminded how collaborating with the arts will build their competitive advantage and advance their bottom-line goals. There are businesses across the country that now realize the advantage of supporting the arts. The most innovative businesses are using the arts to inspire, stimulate innovation, and foster creative collaboration in their employees.

Make Space for Art

Although many have realized for decades how the arts can revitalize a community, new studies reveal further findings of the relationship between “dimensions of cultural vitality” and “economic development, attachment to place, positive health outcomes, and civic engagement, among other desirable impacts.” The study highlights the kinds of organizations and activities that contribute most to community revitalization. Many communities are already on the forefront of revitalization and besides implementing various programs, they have created gallery spaces, areas for music and sculpture, and partnered with businesses to exhibit art on a rotation basis.

Creative Placemaking

Creative placemaking combines the public, private, nonprofit, and community sectors to shape the physical and social character of a neighborhood, town, city, or region around the arts. Placemaking is a tool that animates public and private spaces, brings rejuvenation to structures and streetscapes, improves local business and public safety, and encourages inspiration and diversity. Attraction to a place is closely related to how accepting a community is of diversity. Several studies show three main qualities that attract people to a place: social offerings, such as entertainment venues and places to meet, openness (how welcoming a place is) and the area’s aesthetics (its physical beauty and green spaces). In order to stay in a community, residents must be able to meet their basic needs. It is not a person’s age, ethnicity, work status, etc. that motivates community attachment and involvement, but the resident’s perception of the community.

Create an “Arts Values” Pledge

Many businesses have posted pledges to let their employees know why they believe working with the arts is so important.

Support the Arts on Tax Returns

On the California State Tax Return, Californians can contribute to the Arts Council Fund – there is a check off box in the “voluntary contributions” section. All donations are tax-deductible and go to arts programs all over California.

California Specialty License Plates

The Arts License Plates are fun, easy to promote, and raise much-needed revenue for important work.

The California Arts License Plate was created through special legislation in 1994. The program is a joint project between the California Arts Council and the Department of Motor Vehicles and was the first specialty-plate program in the United States designed solely to benefit the arts. Over 60 percent of the California Arts Council's budget comes from the sales and renewals of the Arts License Plate; funding that is used for arts programming for children and communities all over the state.

A standard Arts Plate purchase is \$50, with a \$40 annual renewal; personalized Arts Plates are \$98, with a \$78 annual renewal. Arts Plate fees may be considered charitable contributions to the California Arts Council under IRS regulations. The current goal of the California Arts Council is to sell one million plates, which would provide \$40 million for the arts in California.

Internet Resources

There are many internet resources for the cultural arts. A few examples are:

- Client contact information can be loaded to a database where the data is cleaned, organized, and appended with demographic and psychographic information. The information helps to access target audiences and better understand current and prospective clients while maintaining control over data. A major resource, it offers standard participation free to any arts-related organization in Southern California.
- Analysis of email addresses and the crossover of email lists with other arts organizations.
- The ability to opt-in to the permission-based mailing list trading functionality to reach out to new interested audiences.
- The ability to access 'partner arts organizations' easily.
- Online surveys, as well as numerous other services.

Programs for the Arts

- *Artists in Schools Program*: supports the valuable link between community arts resources, professional teaching artists, and arts organizations with local schools / school districts by funding residency activities emphasizing long-term, in-depth arts education during school hours or in after-school programs. K-12 students are offered comprehensive, California standards-based arts education that underscores the critical role the arts play in the students' development of creativity, overall well-being, and academic achievement.
- *Creating Public Value Program*: supports rural and underserved communities through grant opportunities for small arts organizations.
- *State-Local Partnership Program*: fosters community development through the arts on the county level through a partnership between the California Arts Council and a local arts agency. Partners benefit from funding, technical assistance, and coordinated

activities, which support efforts that enrich the lives of the members of communities through the arts.

- *Statewide Networks Program*: supports culturally specific, multicultural, and discipline-based statewide and regional arts networks and service organizations in the areas of organizational capacity and community building to strengthen their constituencies through communications, networking, professional development, and arts advocacy.
- Accessibility is the degree to which a product, device, service, or environment is accessible to the public. The *Arts and Accessibility Program* focuses on people with disabilities and their right of access to programs, services, and granting opportunities in the arts and involves making objects, devices, and environments accessible to all people, regardless of whether or not they have a disability. The agency reaches out and nurtures its relationship with the disability community through programs and services in partnerships with the National Arts and Disability Center and with the National Endowment for the Arts.
- *California Poet Laureate* is a Governor's appointee whose mission is to advocate for the art of poetry in classrooms and boardrooms across the state, to inspire an emerging generation of literary artists, and to educate all Californians about the many poets and authors who have influenced our state through creative literary expression.
- *Arts Advocacy* plays an important role to help those in the arts establish relationships with businesses, entrepreneurs, etc. There are quite a few resources for finding out more about the arts and arts advocacy by accessing the California Arts Council website.
- *LA Stage Alliance – Arts Census* is a program that helps save time and money while allowing arts organizations to:
 - Learn who makes up your audience;
 - See where else your audience participates in arts and culture;
 - Identify areas for growth and collaboration; and
 - Gain tools to reach new audiences.

Recommendations

1. The City Council should issue the following proclamations:
 - a. California Arts Day – October 7
 - i. This day recognizes the value of the arts and supports California Arts Day in the community as it is celebrated throughout the state.
 - ii. Encourage the Parks and Recreation Department and local arts groups to highlight that any arts events that take place on or around October 7 are "California Arts Day" events.
 - iii. Refer to the California Arts Council's website for more ideas related to California Arts Day.
 - iv. Distribute information about the value of the arts to the community and residents using flyers, website information, social media, etc.
 - v. Get information on the value of the arts out to the public via local newspapers.

- vi. Invite a local children's choir to sing a song or recite a poem after the pledge of allegiance at the opening of a City Council meeting in early October.
- b. National Arts and Humanities Month – October
- c. National Arts Education Week - September 12-16
- d. Los Angeles Arts Month – January
 - i. It can be declared as Malibu Arts Month as well (or pick another more fitting month - maybe to coincide with a future community-wide event)
- e. Youth Art Month - March

The Task Force sees a significant benefit from City Council proclamations pertaining to the cultural arts. These proclamations bring attention to the work that will be done by the Cultural Arts Commission and will help in the Branding (Awareness) Program to build community knowledge of cultural arts in Malibu.

- 2. Promote the purchase of Arts license plates, which contribute funds to the California Arts Council. The CAC has an incentive program, which will pay a portion of this generated revenue back to the City, which encourages people to buy the plates.
- 3. Promote residents to check the Arts Contribution box on their tax returns.

Items 2 and 3 can both be publicized on the City's Cultural Arts webpage, Facebook and Twitter and do not require any further follow-up.

The City of Malibu Cultural Arts Commission can choose to follow any of the trends outlined in this chapter as it moves forward to create its Cultural Arts Plan.

6. Current Community Culture and Arts

Malibu has only been a city since 1991, but many of the community events have been around for far longer.

As stated in this report, one of the most popular comments heard by the Arts Task Force is that the citizens of Malibu do not know what is going on with regard to cultural arts. There is a large communication breakdown between the community events, programs, and organizations and the public they are trying to reach. It is an important goal of the Task Force that the City becomes a central location where the public can turn to obtain the latest information pertaining to the current community culture and arts.

One of the first steps to becoming a central base of knowledge is to obtain a detailed assessment of the events, programs, and organizations that exist in Malibu. The Arts Task Force Community Assessment Subcommittee completed such an assessment. A summary of the Subcommittee's findings follows.

Events

The following section includes an alphabetical list of events held in the City as compiled by the Community Assessment Subcommittee of the Arts Task Force. This list is not comprehensive and it is the hope of the Task Force that the future Cultural Arts Commission will use this list to populate an Events Calendar on the City website and build upon it to end up with a complete list of Malibu arts and culture events.

Kiwanis Club Annual Chili Cook-Off

In keeping with the city's end-of-summer tradition, the 30th annual Malibu Chili Cook-Off and Carnival, hosted by the Kiwanis Club, will take place this year on September 5 and 6. This year the hotly contested Chili Cook-Off promises even more merchant booths for an array of artisan jewelry, art, and gifts.

Central to the chili cook-off dynamic is the roster of live music, playing from noon until 6:00 p.m. Saturday and Sunday. Past year's lineups have featured several Malibu artists, including jazz choral group The 'Bu Notes; rock / blues songstress Arielle Verinis appearing with the alt band Shaimus; The Harsh Carpets, "the original Malibu band;" The Malibooz, and Dick Van Dyke with the Echo Heroes.

The Kiwanis Club of Malibu has raised more than four million dollars for the local community over the years, most of which have gone to benefit youth programs in the area.

Malibu Arts Festival – Chamber of Commerce

Celebrating its 40th year, the two-day weekend event took place last July. Considered "one of the most beautiful outdoor art festivals in the nation," the Malibu Arts Festival features award-winning painters, sculptors, photographers, jewelers, and other unique artisans. Festivalgoers can visit with the artists under individual gleaming white tents and learn about the creation of art in every genre. With the incredible collections of fine art and local musicians providing live entertainment, the Malibu Arts Festival offers a vast selection of items to enhance any home

or garden. Adding to the ambience is the daylong entertainment with sounds of local musicians. The Malibu Chamber of Commerce produces this event, which showcases over 200 Fine Art Exhibits with original art from all over California, and showcases members of the Chamber of Commerce in the Chamber Village area.

The Malibu Art Festival brings over 300 fine artists to the beautiful shores of Malibu. This two-day event has something for everyone. The Children's Village, the wine garden free tasting, dining and musical entertainment (begins in the morning with the Pancake Breakfast), and the Chamber Village are just a few of the highlights. The Malibu Chamber of Commerce hosts this free festival.

Malibu Coast Music Festival

The event will take place in August 2012 and includes the Silent Film Celebration. The festival will take place at the Montgomery House for Music and Architecture and will feature excellent musicians and speakers from across the nation and around the globe performing masterworks of the classical repertoire and vintage classic silent films with live music.

Malibu Film Festival

Malibu Film Festival, a community service of the Malibu Film Foundation, features an eclectic mix of film programming and has created an audience for filmmakers since 1999.

The festival is one of Southern California's premiere film festivals. Founded by film and television producer David Katz, a Malibu resident since 1971, it features the best of underground films, independent filmmakers, and progressive documentaries. The Malibu Film Festival highlights the most talented emerging filmmakers, and introduces them to film industry decision makers.

Malibu Music Awards

The Malibu Music Awards are held annually, typically in September, in celebration of the success, achievements, and accomplishments of those who have made a significant contribution to the music industry and the discovery of emerging new talent and upcoming stars.

Each year, the Malibu Music Awards hosts an Original Songwriting Competition by Sonic Bids. Accepted categories include R&B, Rock, Pop, Country, Alternative, Children's Music, Jazz, Singer / Songwriter, Rap, Hip-Hop, and Comedy.

The Malibu Music Awards benefits the Malibu Symphony Association 501(C)(3), children's music programs, and community music efforts, with a portion of the proceeds donated to The Simms Mann Center for Integrative Oncology, in recognition of October's Breast Cancer Awareness Month.

Malibu Music Festival Week

Last year, the Malibu Music Festival Week went from September 17 through Friday September 22 at local restaurants in Malibu and introduced new talent to the community, in addition to including known guest appearances.

A map was available at local businesses which included a complete list of all participating restaurants, such as Geoffrey's, Charlie's, Duke's, The Malibu Inn, Sunset Restaurant and Beach Bar, Kristy's, Moonshadow's, Spruzzo's, Savory, Guido's, Beau Rivage, Grom, Café Habana, Chocolate Box Cafe, Tra di Noi, and Malibu Country Mart, indicating the dates, times, and locations of festival activities.

The Malibu Music Festival ended with announcing the festival winner by a celebrity judge at the Malibu Music Awards event.

St. Aidan's Episcopal Church's Annual Wine, Music, and Arts Festival

Guests enjoyed premium wines donated by local vineyards and an art walk with works by an eclectic group of regional artists. Local musicians performed as guests perused the silent auction. Artists reported brisk sales. Proceeds from this event benefit several charitable projects and organizations supported by the St. Aidan's Outreach Ministries.

The Nutcracker Ballet

The Malibu Civic Ballet puts on an annual production of this beloved holiday classic, cast with Malibu's own young dancers in support of the local arts community. The Malibu Ballet and Performing Arts Society is active in community outreach, enabling people from all walks of life to experience the arts through their performance. The Malibu Civic Ballet's production started more than 20 years ago, soon after the Smothers Theater opened at Pepperdine University.

Programs

Diesel Bookstore Lecture and Book Signing Program

The bookstore hosts a number of year-round events including lectures and book signings. Upcoming events include:

- April 15, 2012 - Janice Booker reads and signs *Across from the Alley Next Door to the Pool Room*
- April 16, 2012 - WORLD BOOK NIGHT Pick-up Party
- April 19, 2012 - Publication Party for *Making Piece* with Beth Howard

Malibu Art Barn Art Instruction Program

Open Monday – Wednesday, Noon to 5:00 p.m., and Thursday – Saturday, 10:00 a.m. to 8:00 p.m.

Malibu Art Barn offers a variety of programs, designed for children as young as two and their parents, as well as “late night” art programs for adults.

Programs offered include:

- **Artworking:** The Artworking program is a *socialization-through-art* program for kids, ages 4 to 6 years old. This program utilizes collaborative art projects that help children develop a sense of individuality and universality.

- Elements of Art: This workshop invites school-aged artists of all skill levels to create in multi-media including painting, collage, pottery, mosaic, and multiple forms of assemblage and sculpture.
- Adult Art: The adult art program includes workshops in both pottery and painting. Instructors offer a personalized lesson plan for adults looking to learn or expand their knowledge in these fantastic mediums.

Malibu Dance Star

Teaching and instilling great technique as well as providing exposure to varied styles of dance in a “safe and smiling place” is what Dance Star is all about, offering classes in Ballet, Jazz, Hip-Hop, Contemporary, Musical Theatre, and “Boys Only.” Classes range from ages two through high school.

Malibu Film Society Screenings

Malibu Film Society (MFS) provides public screenings of critically acclaimed / overlooked films, restored classics, and other noteworthy movies which otherwise would not be shown on the big screen in Malibu. Screenings are held approximately every three weeks from September through May in the multi-function space at the Malibu Jewish Center and Synagogue.

Since its inception in 2009, the Film Society has provided exclusive local screenings of top awards contenders such as “The Hurt Locker,” “The King’s Speech,” “The Artist,” “The Cove,” “Precious,” “Midnight in Paris,” “Hugo,” “The Fighter,” “The Social Network,” and many others.

Guest speakers have included behind-the-scenes filmmakers involved with these movies along with notable actors and directors such as James Cameron, Rob Reiner, Norman Jewison, Paul Reiser, Hayden Panettiere, Martin Sheen, Daniel Stern, Dyan Cannon, Louis Gossett Jr., James Cromwell, Jane Seymour, and James Keach.

MFS is also host to Malibu’s only public Academy Awards watching party each year, a black-tie optional dinner gala that is open to the entire community.

Montgomery House for Music and Architecture

The Montgomery Arts House for Music and Architecture (MHMA) is home to extraordinary classical music and dance performances in a unique space designed by Eric Lloyd Wright, grandson of the “Father of American Architecture,” architect Frank Lloyd Wright. This extraordinary space was designed specifically for music performance and recording, and offers three separate venues within the home.

Programming at the arts house includes a monthly chamber music series, world-class chamber orchestra performances, collaborative chamber ballet, a vintage silent film festival with live music, and the Malibu Coast Music Festival each summer.

Resident professional ensembles and hosted educational organizations include the Malibu Coast Chamber Orchestra conducted by Scott Hosfeld, the Malibu Coast Music Festival, the Malibu Chamber Players, the Malibu Coast String Quartet, Viklarbo Chamber Ensemble, the Malibu Madrigals, the Malibu Coast Silent Film Orchestra, the Malibu Coast Bell Choir and

Percussion Ensemble, the Malibu Coast Chamber Ballet, the Malibu Coast Children's Choir, the Malibu Coast Youth Symphony and the Malibu String Academy. World-class artists and speakers are a part of each program, challenging listeners' hearts and minds, and stimulating their intellect through conversation with discussions about the music, performances and related topics chosen for each program.

Courses offered at MHMA include Composition / Music Theory and Keyboard Harmony / Ear Training as well as Introduction to Music Theory / Ear Training / Composition Seminar, as well as an Artist in Residence Program.

Once Upon a Time Children's Theatre

Once Upon a Time Children's Theatre is a community oriented theatre program for schoolchildren in Malibu. Currently, the age range of participants is limited to the 3rd, 4th, and 5th grades with possible expansion to include middle school students. The program is open to all students in Malibu.

The goal of the program is to provide opportunities for local children to experience the magic of theatre. The primary years are the perfect time for children to explore their capabilities and unlock doors to hidden talents they never imagined they might have, before they enter middle school and high school where the competition can be enormous. Not all of the children who go through the program will go on to pursue acting or singing professionally, but the chance to be part of a production like this can help nurture the whole child, giving them confidence and a tremendous sense of accomplishment. What is more, it has been discovered through the process of staging these plays that the productions tend to galvanize parents and bring them together in a community effort they find deeply fulfilling.

Performances at the Malibu Stage Company

These year-round performances include shows put on by the Malibu Stage Company, Once Upon a Time Children's Theater, Malibu Repertory Theatre Company, and the Young Actors Project. The Malibu Stage Company also collaborates with these groups through arts programs like the Young Actors Project Summer Acting Camp sessions. Each three-week session culminates with a full theatrical production. This is Young Actors Project's eighth consecutive year offering a summer acting program in Malibu.

Tales by the Sea

Tales by the Sea, storytelling for grownups, was started by Ann Buxie in 1995. Tales by the Sea presents home concerts featuring storytellers and poets. Concerts are without charge, but seating is limited.

"I thought that if the mountain won't come to Malibu, then we'll bring a little piece of the mountain to Malibu," says Buxie on starting Tales by the Sea. "The power of other people's stories is unaccountable, but vitally important. I believe that until we begin to listen and understand one another, we are never going to have peace. Through stories, you get a window into one's soul. Stories knit the community together."

The Malibu Coast Silent Film Series

Montgomery Arts House Composer-in-Residence, Maria Newman, has scored a major library of classic silent films based on her association with the Mary Pickford Foundation, Timeline Films, Milestone Films, A&F Productions, the Library of Moving Images, and Turner Classic Movies.

As both a part of the regular Winter Season Kairos Musical Soirees, and the Annual Summer Season Malibu Coast Music Festival, classic feature-length silent films and silent film shorts are screened regularly, always with world-class performances of original music live to the film.

The Malibu Stage Company

The Malibu Stage Company, its Board of Directors, and Artistic Director Richard Johnson operate the Malibu Stage Theatre, a 99-seat Equity-waiver house, in western Malibu. The Company presents an annual season of four plays, is home to two permanent children's theater groups, has its own repertory company and scene study class, and hosts many guest productions, concerts, one-person shows, readings, and recitals every year.

Wishtoyo Chumash Village

Wishtoyo has utilized traditional methods and materials in the construction of the Chumash Village with a goal of raising awareness of Native American people's relationship and dependence upon the natural environment. With several completed aps (Chumash dwellings), and more in progress, Wishtoyo has created an outdoor living history museum commemorating the people who thrived for many centuries in Southern California. Creating authentic replicas of aps, a sea worthy canoe (tomol), tools, and handicrafts, in addition to performance of ceremonies, blessings, solstice, and celebrations, the Chumash Village offers students and the public a unique, multi-sensory experience of a native Chumash Village.

Visitors are transported back in time, experiencing the sights, sounds and smells of a Chumash village. Tours explain a typical day in a Chumash village, demonstrating how houses were built, clothes were made, and food was prepared using the available natural resources. Ceremonial leaders tell stories and explain the Native American's reliance upon, and respect for, the natural surroundings. Solstice and other celebrations are marked by ceremonies, as in ancient times; dances are performed by Dolphin Dancers from the Santa Clara Valley River Chumash Turtle Clan. The village tour highlights a culture that lived in balance with nature and reinforces the need to change contemporary behaviors that are damaging our environment.

The Chumash Village is open for guided tours and presentations, by appointment. Onsite cultural appreciation and environmental awareness programs are offered to elementary school students in the Los Angeles County and Ventura County School Districts.

Young Actors Project

The Young Actors Project offers after-school acting classes and summer programs for youth ages 5 to 18. The Project provides professional performing arts training and fantastic productions while creating a fun and exciting atmosphere for students to explore their creativity and gain last self-confidence. Actors are taught skills and techniques in three areas: audition, rehearsal, and performance. Training includes voice, movement, stage combat and other specialty skills designed to develop the actor's instrument. Additionally, the Project

provides a Teen Technical Theatre Program, which offers training to youth age 13 and older in the areas of stage management, stage crew, props, and costumes.

Organizations

Allied Artists of the Santa Monica Mountains & Seashore

The Allied Artists of the Santa Monica Mountains & Seashore is a group of artists working to promote the beauty and conservation of the Santa Monica Mountains National Recreation Area through monthly paint-outs / plain air events, art exhibits and art shows. Volunteer members represent the greater Los Angeles area including Malibu, Topanga, Pacific Palisades, Santa Monica, Thousand Oaks, Westlake and the Conejo Valley, Burbank, Glendale and the San Fernando Valley. Allied Artists' monthly paint-out events attract artists and outdoor enthusiasts from all over the country.

California Art Club: Malibu / Ventura Chapter

Founded in 1909, the California Art Club (CAC) is a 501(c)(3) educational nonprofit organization built on the foundation of promoting and supporting contemporary-traditional fine art. As one of the oldest, largest, and most active art organizations in the country, the CAC is committed to keeping traditional art alive WITH unique outreach programs to attract new generations of artists and patrons alike.

Malibu Art Association

Founded in May of 1963 by local Malibu artist-in-residence, M. Marjorie Knowles, the Malibu Art Association (MAA) was incorporated as a not-for-profit organization. As a fellowship of artists, the association continues to support, inspire, and develop the art spirit in us all. Through the years, the MAA has become increasingly involved with the community, promoting art appreciation and education and providing financial assistance for future artists in the community. The organization continues the tradition of offering shows, demonstrations, and workshops for its members and the public. In addition, MAA awards scholarships to graduating high school seniors with plans to continue their education in the fields of art or design. These scholarships are partly financed by donations from members of 15% of their artwork sales made through MAA sponsored events. The association also donates art books and videotapes to the Malibu Public Library and provides art supplies requested by teachers at Malibu High School.

Malibu Arts Foundation

The Malibu Arts Foundation is a nonprofit group that promotes the arts in Malibu.

Malibu Ballet and Performing Arts Society

Founded in 1977, the Malibu Ballet and Performing Arts Society's is Malibu's very own community organization to support ballet and dance in the Malibu area. The mission of the Society is to support and promote a love of dance and the performing arts in the Malibu community; to embrace a wider community in the greater Los Angeles Area through its landmark outreach programs; and to expose dance to new fans, sponsors, and supporters from all walks of life.

Malibu Coast Chamber Orchestra

On June 17, 2012, it will play at the Finale to the 2011-2012 Concert Series for the Montgomery House of Music and Architecture.

Malibu Coast String Quartet

In June 2012, the quartet will perform “An American Celebration” Music Celebrating Our Nation’s Great Heritage at the Montgomery House of Music and Architecture.

Malibu Film Foundation

Malibu Film Foundation was established to manage the Malibu Film Festival fund. Since 1999, the MFF has been financed and supported by friends, family, the film industry, the businesses, and residences of Malibu.

Malibu Film Society (MFS)

MFS provides Malibu's only venue for critically-acclaimed / overlooked films, restored classics and other noteworthy movies.

Malibu Friends of Music

Based out of the Montgomery Arts House for Music and Architecture, described earlier in this section, the organization has been honored, recognized, and commended by the United States Congress, the California State Senate, the California State Assembly, the County of Los Angeles, and the City of Malibu. The group features Masterworks of the Classical Repertoire, Classics-in-the-Making, Silent Film, and Classical Dance, performed in novel spaces of exceptional architectural renown.

Malibu Garden Club

The Malibu Garden Club, a member of the California Garden Clubs Association, is a nonprofit organization organized and federated on August 25, 1959. The Club’s mission is to aid in the beautification of Malibu, promote civic development and improvement, present scholarships to deserving students of horticulture, landscape architecture or related fields along with creating and promoting goodwill and friendship among local residents.

Malibu String Academy

The academy is a highly acclaimed pre-college music school, uniquely located at St. Aidan's Church, in Malibu and gives students a first-class facility in which to study and perform. Enrollment in the Academy includes both private lessons and group classes with excellent faculty, as well as regular performance opportunities for students of all ages and abilities.

Founded in 2007 by Dr. Maia Zander, the renowned pedagogue and violinist, the Academy provides instruction in violin, viola, and cello. The Malibu String Academy, strives to teach students both the musical skills and the life skills that will help them achieve success and personal fulfillment. Enrollment in the Academy includes both private lessons and group classes with excellent faculty, as well as regular performance opportunities for students of all ages and abilities.

Instruction in violin, viola, and cello is offered for students ages three and up in either Suzuki or traditional methods. Private instruction and ensemble coaching is also available for adult students

Malibu Symphony Association

An organization which is responsible for putting on Malibu Music Festival Week and the Malibu Music Awards, as well as concerts at the Malibu Stage Company.

The Malibu Music Awards and Festival benefits the Malibu Symphony Association 501(c)(3), children's music programs, and community music efforts, with a portion of the proceeds donated to The Simms Mann Center for Integrative Oncology in recognition of October's Breast Cancer Awareness Month.

Women in Film

Women in Film's (WIF) purpose is to empower, promote, and mentor women in the entertainment and media industries. Many of WIF's events are held in Malibu, including the annual Malibu Golf Classic, which takes place every summer at the Malibu Country Club.

WIF recognizes the importance of developing pathways and opportunities to encourage current and future generations of women to explore and pursue careers in all fields of the entertainment and endorses the importance of community participation, volunteerism, and the value of the diverse workplace.

WIF works to foster a creative and cultural bond among all working women, the academic community and corporations engaged in the entertainment or media business.

Nonprofit Organizations

The Community Assessment Subcommittee completed an inventory of the non-profit organizations (qualifying for 501(c)(3) status) that are based out of Malibu. A total of 222 organizations were identified. The following 18 organizations, out of the 222 total, are described as being related to arts / culture. Please refer to Appendix G for descriptions of the nonprofit organizations included in this list.

Artists for Human Rights – Charitable Organization: Arts, Cultural Organizations

Elephant Rock Foundation Inc. – Educational Organization: Music

Enlightening Exchange Inc. – Educational Organization: Film, Video

Laughter for a Change Inc. – Educational Organization: Theater

M-Power Musicians Inc. – Charitable Organization: Performing Arts Organizations

Malibu Arts Foundation - Charitable Organization: Arts, Cultural Organizations

Malibu Ballet Society – Charitable Organization: Ballet

Malibu Friends of Music – Educational Organization: Music

Malibu Stage Company – Charitable Organization: Theater

Malibu Surfing Museum – Educational Organization: Museum, Museum Activities

Malibu Symphony Association – Educational Organization: Symphony Orchestras

Mia-You Are Forgotten – Educational Organization: Film, Video

Philip and Masako Togo Kasloff Foundation – Charitable Organization: Museum, Museum Activities

Real Malibu Players – Charitable Organization: Theater

Sea Save Foundation – Charitable Organization: Film, Video

Southern California Children’s Theatre – Charitable Organization: Theater

Strawberry Fields Arts Foundation – Charitable Organization: Arts, Cultural Organizations

The Essential Image Source Foundation - Charitable Organization: Film, Video

West of Broadway Theater Company - Educational Organization: Theater

The Cultural Arts Commission should engage these nonprofit groups and invite them to the regular meetings. The nonprofit groups should also be made aware of the grants database that will be included on the City Cultural Arts webpage.



Photo Credit: California Art Club

7. Current City of Malibu-Sponsored Culture and Arts

For the most part, existing City culture and arts events and programs are produced by the City's Parks and Recreation Department. The Department operates with eight full-time staff members and a number of part-time staffers who work at the various City facilities.

For the 2011-2012 Fiscal Year, the City of Malibu Parks and Recreation Department's adopted budget allocated the following funds for arts-related City-sponsored events:

General Recreation	\$579,143
Day Camp	\$79,365
Community Classes	\$83,830
Senior Adults	\$125,552
Teens	\$46,785
Special Events	<u>\$195,205</u>
Total =	\$1,109,880

The funding budgeted by the City for arts and culture-related events accounts for approximately 51 percent of the total budget of \$2,162,971.⁷

Due to its heavy involvement in the arts and culture provided by the City of Malibu, the Arts Task Force recommends that the future Cultural Arts Commission be permanently staffed by a member of the Parks and Recreation Department.

Events

The City of Malibu puts on a large number of events for the community throughout the year. These events include:

Art Evolution for Teens

Location: City Hall Civic Theater

Offered as part of Teen First Fridays, Malibu youth artists exhibit a variety of art pieces one night only at Malibu City Hall. Guests may watch artists create one-of-a-kind pieces including graffiti art, caricatures, photography and more.

Battle of the Bands

Location: City Hall Civic Theater

Sponsored by the City's Harry Barovsky Memorial Youth Commission, the Battle of the Bands is held annually. All members of each band competing must be in high school or middle school. Cash prizes will be awarded to the first, second and third place winners and a "Viewer's Choice" prize is also awarded the night of the event, after attendees vote for their favorite band.

⁷ It is important to note that the Parks and Recreation Department budget is also used to support sports programs in the City.

Chumash Day Powwow and Intertribal Gathering

Location: Malibu Bluffs Park

Continuing a popular and meaningful tradition, the City of Malibu invites the public to its 14th Annual Chumash Day Powwow and Intertribal Gathering to celebrate and honor Malibu's original settlers and first Americans: the Chumash Indians. The two-day event takes in April each year.



Photo Credit: Krista Bonelli

The Chumash Day Powwow and Intertribal Gathering kicks off Saturday at 11 a.m. with gourd dancers and the Chumash Inter-Tribal Singers, followed by opening ceremonies at 1 p.m. Hundreds of Native Americans, representing tribes from all over California and the rest of the country, will wear colorful regalia while they dance in a sacred circle overlooking the Pacific Ocean. Malibu Bluffs Park, located at the corner of Malibu Canyon Road and Pacific Coast Highway, offers panoramic views of Santa Monica Bay and, on clear days, Catalina Island.

Both days of the event will feature Native American tribal ceremonies, dance and special guest performances, Chumash history storytelling and special flute making demonstrations. Native American foods, arts and crafts are also a large part of the event, with traditional Native American fry bread being one of the featured food items.

Comedy Improv Night

Location: City Hall Civic Theater

The City of Malibu's annual Teen Comedy Show is scheduled for March 16 at City Hall. Last year's Improv Show was reportedly the City's hottest ticket, and a big hit with the audience. The event, sponsored by the City Department of Parks and Recreation and the Young Actors' Project, will showcase the stand-up of Malibu High School's most talented and funniest aspiring comedians.

Holiday Concert in the Theater

Location: City Hall Civic Theater

Santa Monica College's Emeritus College Concert Band performed a Holiday Concert. There were also performances by the Malibu String Academy and Zuma Ensemble. The Emeritus College Concert Band, playing under the direction of Southern California music legend Mike Corrigan, is the only community concert band on the Westside. It includes members ranging in age from 18 to 80.

Malipalooza!

Location: Malibu Bluffs Park

The City's annual Malipalooza! summer festival will take an adventurous turn for the fifth edition of the event. Coinciding with the 30th anniversary of the film *Raiders of the Lost Ark*, the event taking place this Saturday at Bluffs Park will include the screening of the movie as well as stage performances, gourmet food trucks, children's activities and a reptile touch tank.

For the second consecutive year, there will be a theme for Malipalooza!. Last year, it was the 1980s. This year it is adventure—Indiana Jones-style. Children will be able to dig for toy dinosaur bones in an interactive adventure tent and bounce around in an inflatable fun house. Although Harrison Ford is not expected to appear, there will be a man dressed in full Indy garb—bullwhip, fedora and all.

Other highlights for this year's event include a variety of gourmet food choices, booths hosted by area nonprofits and businesses and live music by Island Rhythm and the Winners. The latter, as its name implies, recently won a Battle of the Bands competition.

The evening will conclude with a special outdoor screening of *Raiders*. Released in June 1981, it is the first of four films in the long-running *Indiana Jones* series. In the movie, Jones travels across the globe in a race against pre-WWII Nazis to recover the Ark of the Covenant.



This year's event can accommodate more than 500 people at Bluffs Park, Riesgo said. Open parking is available at the Bluffs lot; overflow spaces can be found along Malibu Canyon Road. The movie screening will take place at dusk. Entry is free and there is a nominal charge for food and use of the bounce house.

Student Art Show

Location: Michael Landon Center at Malibu Bluffs Park

The city of Malibu's student art show is an event and competition open to all K-12 children who live in and/or go to school in Malibu. All entries must be submitted at the Michael Landon Center at Bluffs Park.

The city has the following rules for all entries:

- Students may choose one of two categories: Competition (Judged) or Show (Non-Judged)
- Each student may submit one work of art.

- All artwork must be mounted or matted (not framed).
- Two entry forms must be completed. One should be taped to the work for identification.
- Artwork will not be offered for sale.
- Dimensions may not exceed 8 1/2 x 11 (does not include mat).
- Sculptures will also be accepted.

Students choose to submit art in one of two categories: competition or show. Artwork was judged by members of the Malibu Arts Association.

Earth Day Event

Location: Malibu Legacy Park

The free event sponsored by the Center for Sustainability will take place at the Legacy Park educational node, directly across the street from the Malibu Library. The day will be full of fun activities for children. The fair will feature educational booths from local organizations covering sustainability topics including water quality, water conservation, smart gardening, recycling, and information on making your home more energy efficient. The Eco Fair will include a native plant sale and composting demonstrations. The City will also host a month-long shoe drive for the nonprofit Soles for Souls and have a collection bin available at this event. The estimated event attendance is 500-1,000. Faith leaders and elected officials will also be present.

Programs

Charmlee Wilderness Park

Location: 2577 Encinal Canyon Road

- Year-round full moon hikes
- March – May wildflower hikes
- Educational hikes for schools – Sept – June



CineMalibu

Location: Malibu Bluffs Park

The City of Malibu and the Los Angeles County Library will co-host the second showing in the 2011 CineMalibu outdoor summer movie series at Malibu Bluffs Park on Saturday, July 30, with a presentation of the family film, “Cloudy with a Chance of Meatballs.” The event, with the movie starting at dusk, is free and open to the public.

The City’s popular CineMalibu series is in its 7th year of offering outdoor summer movies under the stars. Residents and their families who arrive early are invited to join in pre-film games and activities before watching the movie from blankets and beach chairs on the park grounds. This summer, participants may also enjoy dinner from one of the featured gourmet food trucks, which include Let’s Roll It, Valentino’s Pizza and Temaki Sushi for the July 30 event.

City Song Competition

The City of Malibu launched its Official City Song Contest in March 2011, inviting artists to submit songs that they felt represented Malibu. The song competition was open to musicians of all ages. The idea of the contest was brought to the City Council in May 2010 when a local

family presented their song at a Council meeting. Since that time, the City developed a contest outline and guidelines, then launched the program.

Songs were required to be approximately three minutes in length, suitable for groups as well as soloists, and submitted on a lead sheet that includes lyrics. Musicians were able to submit more than one entry if interested. Musicians submitting songs for consideration did not have to be residents of Malibu.

A variety of songs were submitted and a panel of five local judges narrowed the list down to the top five finalists. The finalists performed at the Malibu Chili Cook-off, where the ultimate contest winner was selected. The Henn Family Band's 'Malibu, I Love You' was named the contest winner.



Photo credit: Lisa Bonelli

Porcelain Project

In March 2011, the Malibu City Councilmembers gave the go-ahead to the Porcelain Project, a community art project proposed by Councilmember Pamela Conley Ulich. Ulich enlisted local artists and actors to transform 20 toilets, urinals and sinks that were recycled from the Malibu Library reconstruction project into works of art. The hope was that the the art project will educate children about recycling as well as the history of Malibu, which became a city in 1991 in part to avoid having a regional sewer system.

An exhibit of the completed pieces of work created as part of the Porcelain Project was displayed at the Malibu Lumber Yard and the pieces were auctioned off, with the proceeds supporting the Malibu Library.

Senior Center Excursions (cost approx. \$40)

- Ronald Regan Library – Dec. 6
- Grammy Museum at LA Live – Jan. 17
- Bowers Museum of Cultural Art – Feb. 16
- Biltmore Tea and Library Tour – April 19
- Gamble House – Pasadena Historic Landmark Tour – May 15

Summer Camps

- Freshi Films Video Game Design
- Lego Camps – Play Well Teknologies
- Movies by Kids Camps – www.moviesbykids.com
- Peak Adventures Enrichment Camps – www.peak-adventure.com
- Rock and Roll High Music Camp

Teen Sketch Comedy Improv

Location: City Hall Civic Theater



Participants explore the fundamentals of improvisation and sketch comedy. Teens have fun engaging their imaginations and developing acting skills through games and writing exercises. Open to all levels.

Parks and Recreation Department Courses

Recreation programming is offered by the City Parks and Recreation Department for all ages: Tiny Tots, Youth, Teens, Adults and Seniors. Details on the various courses offered are published quarterly in the Department's Recreation Connection Newsletter and mailed out to all residences in the city. Courses currently offered include the following.

Parent & Me

- Kindermusik
- Music Together
- Park Tales
- Story Time Adventures

Tiny Tot / Youth Program

- Ballet
- Fun with Clay

Youth Program

- Cartooning
- Lego Animation
- Lights, Camera, Action
- Teen Sketch Comedy
- Youth TV, Film and Stage Acting
- Zuma Youth Orchestra

Adult Program

- Adult Acting
- Introduction to Acting: A Guided Approach
- Music Appreciation
- Swing & Salsa Caliente
- Tai Chi
- Traditional West African Drumming

Senior Center

- Art of Hand Coloring
- Autobiography
- Book Club
- Line Dancing
- Modern Poetry
- Senior Choir
- Shakespeare Class
- Theater Club
- Thursday Theater

Recommendations

1. Amend the Community Calendar already on the City website, to remove all cultural events. These events should be placed on a separate arts and culture calendar on the City Cultural Arts webpage.
2. Publicize all events hosted by the City on the Cultural Arts webpage, Facebook page and on Twitter.

8. Cultural Arts Spaces in the City of Malibu

Public Art

“The arts preserve unique culture and heritage, passing a [city’s] precious cultural character and traditions along to future generations.”

National Assembly of State Arts Agencies

Public art has the power, over time, to transform the image of Malibu.

The Arts Task Force envisions a city marked by cultural arts that celebrate the history of the Malibu community and its unique and beautiful natural environment, while pointing to the City’s aspirations for the future.

The Arts Task Force envisions a city where a record of our local cultural arts is significantly marked in the public landscape.

The Arts Task Force envisions a city where public art defines our community identity and reveals its unique character.

The Arts Task Force envisions a city with successful and engaging public spaces, where citizens and visitors alike will encounter a variety of cultural arts that will surprise and delight them.

“Artistic and cultural inventories allow a community to begin to understand the historic, cultural, economic, and social context of a community—an essential foundation for developing and building sense of place.”

American Planning Association

The Arts Task Force completed an inventory of the artwork available for public viewing within the City of Malibu. Many of these pieces are either located on City property or at commercial / institutional sites. The Task Force recommends that the results of the inventory be uploaded into a future City arts and culture webpage and be used to populate a map that can be distributed to the public so they can go and see the art first-hand.

A description of the existing artwork in the City follows. Appendix E includes photographs of the various art pieces around Malibu.

Location: Legacy Park

- Title “Unknown Surfer”
Bronze
Dedicated to Surfrider Beach, which was recently named the first World Surfing Reserve
Artist: Jody Westheimer
Created in 2011
- Title: “Discovery”
Bronze
Freestanding sculpture based on a painting entitled "Water Boy," by Andrea Gaye
Artist: J. Seward Johnson, Jr.
Created in 2010

- Mosaic Animal Sculptures
Coyote, Red-legged Frog, California Mountain King Snake, Burrowing Owl, Western Fence Lizard, California Newt, Red-tailed Hawk and Western Toad
Artist: Robin Indar
Created in 2010



- Cross Creek Road Tile Project
Ground-mounted mosaic of more than 400 hand painted tiles from the public
Layout design and tile work: Janine Waldbaum
Created in 2008

Photo Credit: Lenh Tsan

Location: Malibu Bluffs Park

- Title: Unknown
Bronze and tile mosaic
Freestanding stork sculpture and tile mosaic depicting a koi pond
Artist: Unknown
Unknown creation date
- Title: "Cassie Brosnan Memorial Whale Watch Station"
Stone
Whale tale bench
Artist: Terrie Bennett
Created in 1994

Location: Malibu Country Mart

- Title: "Silent Song"
African granite
Freestanding rock sculpture
Artist: Lew Watanabe
Created in 1997
- Title: "Big Red"
Red stainless steel
Hammer man
Artist: Ed Benavente
Created in 1996
- Title: "Leaf Blowers"
Forged steel
Freestanding tree sculpture
Artist: Norman Grochowski
Unknown creation date

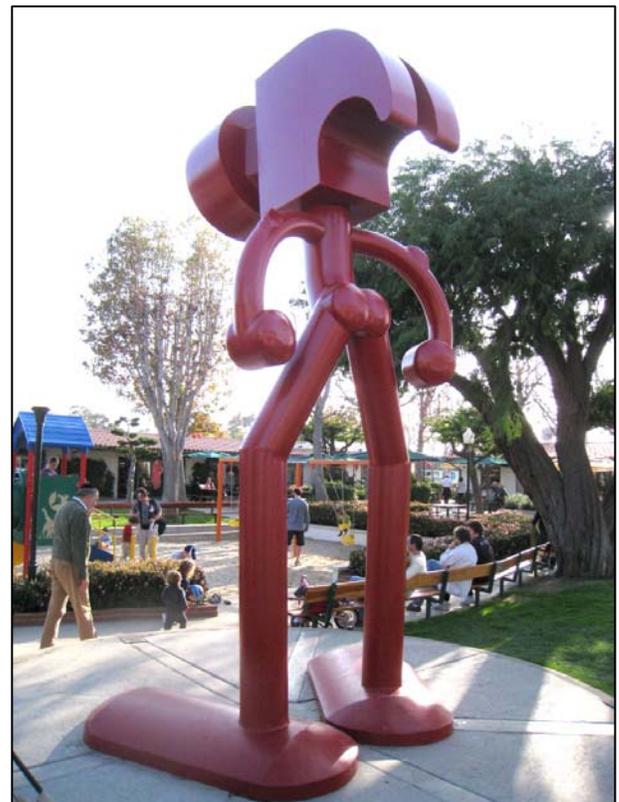


Photo Credit: Lenh Tsan

- Title: "Chester The Jester"
Bronze
Freestanding sculpture in a fountain
Artist: Kimber Fiebiger
Unknown creation date

Location: Malibu Village

- Title: "All Together Now"
Bronze
Three dancing sheep
Artist: Joseph Palumbo
Unknown creation date
- Title: "Executive Action III"
Stainless steel
Hammer man
Artist: Ed Benavente
Created in 2005



Photo Credit: Lenh Tsan

Location: Malibu Racquet Club

- Title: "Qishi"
Stainless steel and titanium
Freestanding metal sculpture
Artist: Jeff Laudenslager
Created in 2010
- Title: "Mampoo"
Granite with stainless steel
Freestanding rock sculpture
Artist: Woods Davy
Created in 2003
- Title: "Contemplation"
Black African granite
Freestanding rock sculpture
Artist: Lew Watanabe
Created in 2002
- Title: "Rhythmic Water Stone"
Black African granite
Freestanding rock sculpture
Artist: Lew Watanabe
Created in 1993



Photo Credit: Lenh Tsan

Location: Malibu Colony Plaza

- Title: "My World"
Bronze
Little girl in overalls reading a book
Artist: J. Seward Johnson, Jr.
Created in 1998

Location: Vacant Parcel at the Southwest Corner of Pacific Coast Highway and Webb Way

- Title: "High Hopes"
Galvanized steel
30 foot tall freestanding metal sculpture
Artist: Bret Price
Created in 2004

In addition to the freestanding pieces of art sprinkled around the City, there are several murals painted in the following locations:

- Location: Malibu Bluffs Park – Michael Landon Center
Address: 24250 Pacific Coast Highway
Mural Content: Malibu beach culture
Artist: David LeGaspi and Lisa Semler

- Location: Civic Center Stormwater Treatment Facility
Address: Corner of Civic Center Way and Cross Creek Road
Mural Content: The seven-piece mural features colorful skateboard riding endangered animals from every continent
Artist: Various
Created in 2007

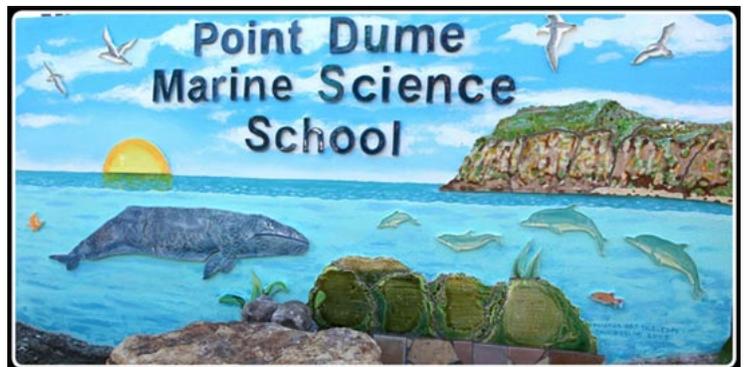


- Location: The Malibu Inn
Address: 22969 Pacific Coast Highway
Mural Content: Malibu beach culture
Created in 2011

Photo Credit: Lenh Tsan

- Location: Fish Grill
Address: 22935 Pacific Coast Highway
Mural Content: Fisherman

- Location: American Apparel
Address: 18820 Pacific Coast Highway
Mural Content: Massive ocean wave
Artist: Bill Stewart
Created in 2009



- Location: Malibu High School
Address: 30215 Morningview Drive
Mural Content: Shark mascot and the ocean

- Location: Point Dume Marine Science School
Address: 6955 Fernhill Drive
Mural Content: Ocean environment

- Location: Juan Cabrillo Elementary School
Address: 30237 Morningview Drive
Mural Content: Ocean environment

Original art murals comprise a unique medium of expression that serves the public interest. Murals have purposes distinct from signs and confer different benefits. Such purposes and benefits include: improved aesthetics; avenues for artistic impression; public access to original works of art; community participation in the creation of original works of art; community-building through the presence of and identification with original works of art; and education about the history of communities depicted in original works of art [City of Los Angeles, Original Art Mural Ordinance].

While there are many existing murals in Malibu, there is no provision in the City’s land use documents to permit them. The Arts Task Force recommends that the City adopt a mural ordinance to allow for the review and approval of murals by the Cultural Arts Commission.

“Public art can help highlight a community’s soul, history, and uniqueness. An authentic place offers to us characteristics by which we can define ourselves, and a physical and figurative space in which to live. Public art helps to place a connection between the authentic identity around us and the place we live.”

Richard Florida

Cultural Arts Venues

City Venues

The City of Malibu has several facilities available where public art may be placed and performing arts may occur. These venues include the following:

City Hall (23825 Stuart Ranch Road) – City Hall is sparsely decorated, but areas of decoration include the glass wall in the Planning and Environmental Sustainability Departments public counter area, in the main hallway on the ground floor of the building and there are historic black and white photographs hung in the hallways within the staff office areas. There is also an exhibit/gallery space located just outside the entrance to the Civic Theater on the ground floor. Parking lot landscaping areas could provide locations for sculpture pieces and the exhibit space could host rotating exhibits.

- *Malibu Civic Theater*

In City Hall, the theater is available to the public to rent for lectures or performances. A wide range of audio and visual support is available.

Malibu Library (23555 Civic Center Way) – The library has been designed to represent Malibu’s sand, sea and sun culture. Library visitors will pass through the main lobby featuring a replica of the Adamson House tile rug and a photographic exhibit featuring historical images of the area; experience Malibu’s equestrian culture in the Community Room; visit a replica of a lighthouse which has been transformed into a family restroom; enjoy the marine life in the new Children’s area including an 8-foot by 14-foot porcelain tile public art piece designed by artist Christine Nguyen; share Malibu’s love of surfing in the Teen area and traverse under a pier to the outdoor reading patio which includes an amphitheater and a wind sail art piece overlooking Legacy Park. Upcoming events include:

- Grand Re-Opening Event – April 22, 2012
- The Life and Stories of Laura Ingalls Wilder – May 2, 2012
- Peter and the Wolf Puppet Show – May 26, 2012

Legacy Park (23500 Civic Center Way) – The park is at the heart of the only location in California where four natural coastal habitats coexist. Sprinkled throughout the park are public art pieces which include large mosaic tile animal sculptures, interpretive exhibits (a City Council report details these pieces) and a couple of donated pieces (bronze surfer, child playing in the sand). Filming is available at Legacy Park. Park hours are sunrise to sunset, daily.

Malibu Bluffs Park (24250 Pacific Coast Highway) - Malibu Bluffs Park is a six-acre community park located at the intersection of Pacific Coast Highway and Malibu Canyon Road, overlooking the Pacific Ocean. The park consists of two baseball diamonds, a soccer/multi-purpose field, playground suitable for ages 2-12, jogging path, picnic tables, whale watching station and the Michael Landon Community Center. Bluffs Park hosts a wide variety of community classes and sports leagues for tiny tots, youths and adults. The park is used for movies in the park and can also be used for outdoor concerts.

- *Michael Landon Community Center*

The Michael Landon Center is an indoor facility which is available for birthday parties, wedding receptions, meetings, trainings and more. Occupancy is 40-50 dining or 50-60 auditorium. Tables and chairs are available and included for indoor use.

- *Future Skateboard Park*

In January 2011, the City Council formed a Skate Park Ad Hoc Committee to address the loss of the City's skate park. The committee was tasked with assessing the need for a permanent or temporary community skate park, identifying potential locations with favorable zoning and community acceptance, and researching funding sources and costs for new park construction.

Initially, the Committee assessed several options for constructing a temporary skate park. However, community skaters expressed interest in placing a higher priority on constructing a permanent skate park in Malibu. Discussions ultimately lead to an idea for a permanent skate facility at Malibu Bluffs Park.

The concept was a mixed-use skate plaza that would combine challenging skate features with pedestrian friendly pathways, and landscaping amid a skate park layout. The design could include an all-wheel friendly design that would allow BMX and rollerblade uses. There was also discussion of a traditional style permanent skate park specifically for skateboarding.

Las Flores Creek Park (3805 Las Flores Canyon Road) - The City recently completed the ecological restoration of 3.7 acres of Las Flores Canyon Creek, including demolition of existing remnant structures and hard bank protections, grading, stabilization and revegetation of stream banks, and enhancement of approximately 4.4 acres of Las Flores Creek Park comprising picnic and play areas, parking, trails, restroom and associated development located on multiple parcels along the creek. Park hours are from 8:00 am to sunset, daily.

Charmlee Wilderness Park (2577 Encinal Canyon Road) – The park is located over 532 acres within the best of the Santa Monica Mountains coastal slope environment. The park includes picnic areas and over 8 miles of hiking trails, native plant displays, and a nature center. Programs include a volunteer docent program, school and group nature programs, as well as a variety of public hikes and interpretive programs. Park Hours: 8:00 a.m. to sunset, 7 days a week (there is a \$4.00 per car parking fee) and Nature Center Hours: Saturdays and Sundays, 8am to 5pm or dark whichever comes first.

Malibu Equestrian Park (6225 Merritt Drive) - The equestrian park is located adjacent to Malibu High School. It features two riding rings, picnic area, and restrooms. This facility is available for rent for horse shows and lessons but is otherwise open to the public for practice and recreational riding. Park hours are 8:00 am - sunset.

Trancas Canyon Park (6050 Trancas Canyon Road) – The park includes a multi-sport athletic field, dog park, picnic area, playground, basketball court, restroom building and parking. Park hours are Monday - Friday 8:00 am to 7:00 pm or dusk, whichever is earlier and Saturday – Sunday 9:00 am to 7:00 pm or dusk, whichever is earlier.

Fire Station 71 (28722 Pacific Coast Highway) - The Los Angeles County Arts Commission's Civic Art Program is currently seeking an artist or artist team to execute permanent artwork for Fire Station 71 in Malibu, which is being rebuilt. Because of the area's historic connection to tile production, one potential direction includes the addition of decorative tile and/ or mosaic to the building's façade and exterior wall, but may also include other media that can be applied to flat surfaces. The artwork should go beyond the obvious, reflect a high level of craftsmanship, and offer a new, contemporary perspective on a traditional art form. The artwork should incorporate innovative ideas that are contextually aware and relevant to the local community, and must be of an appropriate scale to read to observers passing on Pacific Coast Highway.

The selected work of art, when completed, will be photographed for inclusion on the City's cultural arts webpage and added to the public art map.

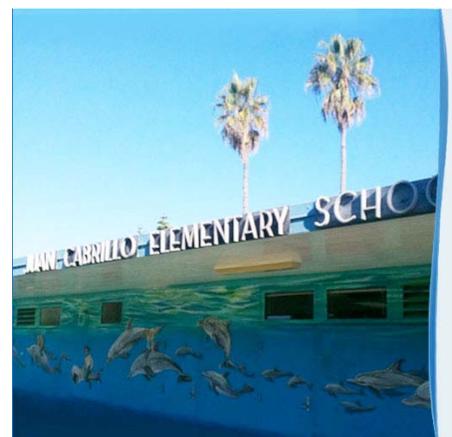
Schools

John L. Webster Elementary School: 3602 Winter Canyon Road

Juan Cabrillo Elementary School: 30237 Morningview Drive

Our Lady of Malibu Catholic School: 3625 Winter Canyon Road

Point Dume Marine Science Elementary School: 6955 Fernhill Drive





Malibu High School: 30215 Morningview Drive



The Music History Mural Project at Malibu High School

The photo below is a small portion of the impressive mural that lines the Malibu High School band room. The mural has grown over the years with generous donations from Arts Angels and the Gorelick family. The online project began with the composite photo created by Eric Meyer.



Airbrush artist Tarik Ragab

Financed by Arts Angels and the Gorelick Family

Music History content to be provided by MHS music students

A detailed photo rendering of the mural is available on the Malibu High School website at: http://www.malibuhigh.org/music_history_mural. The way in which this mural is detailed serves as a good example to those who create the City's cultural arts webpage as to how to suitably showcase a work of art to the public.

Community Venues

The Arts Task Force also identified the following locations within the City of Malibu that are currently used for cultural and arts events. Some of the venues are ideal for showcasing musical talent, while others offer gallery space and other performing arts space (some venues fit into multiple categories).

It is the recommendation of the Task Force that the Cultural Arts Commission work with City staff to complete detailed venue surveys of each of the identified venues. Uploading the surveys to the cultural arts webpage could provide a community service in that it, for example, could link a painter who is looking to display his art with a venue with bare walls or which already has a rotating art display program, as many venues on this list do.

Cultural Venues

- Adamson House
- Chumash Discovery Village

Live Music Venues

- BeauRivage
- Café Habana
- Charlie's
- Coral Beach Cantina
- Dukes of Malibu
- Geoffrey's
- Giovanni Italian Café & Pizzeria
- Guido's
- Malibu Beach Inn
- Malibu Country Inn
- Malibu Jewish Center and Synagogue
- Malibu Lumber Yard
- Malibu Nature Preserve
- Malibu Pier
- Malibu Pier Club
- Malibu Seafood
- Malibu West Beach Club
- Montgomery Arts House for Music and Architecture
- Moonshadows Restaurant
- Paradise Cove
- Sage Room
- Savory
- Spruzzo's Pizzeria & Café
- Sunset Restaurant & Beach Bar
- Taverna Tony
- The Malibu Inn
- The Malibu Stage Company
- Tra Di Noi Ristorante

Gallery Venues

- CANVAS Boutique and Gallery
- Charlie's
- Diesel Bookstore
- Malibu Fine Arts Gallery
- La Costa Beach Club
- Malibu Art Barn
- Malibu Country Inn
- Malibu Gallery Art and Custom Framing
- Malibu Jewish Center and Synagogue
- Malibu Lumber Yard
- Malibu Pier Club
- Malibu West Beach Club
- Paradise Cove
- Plate
- Sage Room
- Spruzzo's Pizzeria & Café
- The Malibu Stage Company

- Tra Di Noi Ristorante

Performing Arts Venues

- Dance Star
- Diesel Bookstore
- Dukes of Malibu
- Geoffrey's
- La Costa Beach Club
- Malibu Beach Inn
- Malibu Jewish Center and Synagogue
- Malibu Lumber Yard
- Malibu Market and Design
- Malibu Nature Preserve
- Malibu Pier
- Malibu Pier Club
- Malibu West Beach Club
- Montgomery Arts House for Music and Architecture
- Moonshadows Restaurant
- Paradise Cove
- Sunset Restaurant & Beach Bar
- The Malibu Inn
- The Malibu Stage Company

While numerous commercial venues throughout the City are identified here, the Arts Task Force also looked towards vacant commercial tenant spaces and considered whether they could be used to promote cultural arts. During their research, the members of the Community Assessment Subcommittee came across other cities that were permitting pop-up arts venues in vacant commercial spaces.

According to a 2009 article in The Arts Newspaper, “nonprofit arts organizations have opened “pop-up” galleries taking advantage of the recessionary real-estate market to strike up partnerships with realtors to stage free exhibitions...One new outfit, Smartspaces, has carved out a special niche—showing art exclusively in the windows of developing properties, thereby promoting both artists and real estate with minimum liability.”

The Arts Newspaper found that “property owners already see a variety of incentives to provide space for art programming. In perhaps the highest-profile instance, Trinity Real Estate recently partnered with the Lower Manhattan Cultural Council (LMCC) to create LentSpace, an open-air sculpture park on an undeveloped plot downtown. ‘We wanted to have a temporary use there that would be more interested in a parking lot, and we reached out to the LMCC because they have a history of putting on temporary exhibitions,’ says Erin Roeder, Trinity’s director of strategic neighborhood development. The project is planned to last two years, but could end sooner or later depending on the economy. “The property will of course be more valuable when the market comes back,” she says.”

The Arts Task Force searched Malibu and found two specific venues that could be ideal to be used for a “pop-up” gallery or performance space.

1. Vacant Restaurant Space (formerly Granita - 23725 Malibu Road) - has been vacant for several years and was the location of Wolfgang Puck’s Malibu restaurant. It has

an over-the-top whimsical underwater décor with a large space and would lend itself to many different applications. The space is enclosed and has all facilities, including a large parking area, lighting, electrical outlets and bathrooms.

2. Vacant Gasoline Station (formerly Chevron - 23614 Pacific Coast Highway) - is an abandoned, outdoor gas station. It has limited facilities, but, if lighted theatrically, could give off an interesting ambience that would be good for an edgy art exhibit, musical performance, or spoken work performance.

In order to permit the “pop-ups” it has been determined that a temporary use permit, under the Malibu Municipal Code, would be required. As the M.M.C. does not currently permit this use, the code would have to be amended.

Recommendations

1. Work with City staff to create a map which pinpoints the various works of art around the City and make the map readily available to the public (through the website, library, City Hall, schools, city-wide mailer, etc.).
2. Identify and compile a comprehensive list of sites in the city that could be beautified by the installation of new public art. The list of locations may include:
 - Murals within the walled vertical accessways to the beach;
 - Painting or mosaic tile on the low walls along the bridge over Malibu Creek;
 - City parks;
 - Gallery space and parking lots at City Hall – rotating exhibits;
 - Rotating exhibit in the Library; and
 - Rotating exhibit at the Michael Landon Center.
3. Adopt a mural ordinance to allow for the review and approval of murals by the Cultural Arts Commission. The ordinance should include specifics related to the quality and content of the murals that are created.
4. Amend the Malibu Municipal Code Temporary Use Permit (TUP) Section (M.M.C. 17.68) to allow “pop-ups” in vacant commercial tenant spaces. The “pop-ups” could be related to art, music, dance, plays, etc. and could occur for a time frame not to exceed 30 days, or other time frame as deemed appropriate.
5. Partner with LA County Beaches and Harbors to do another project similar to the Portraits of Hope Lifeguard Towers Transformation art project (Refer to Exhibit J).

9. Neighboring Cultural Arts Venues

In addition to the numerous cultural arts venues, organizations and events that occur within Malibu city limits, the Task Force identified a number of nearby venues which also provide rich and diverse cultural arts programs. In order to create an all-inclusive feel to the Cultural Arts Report, the Task Force also wanted to report on the programs of Malibu's neighbors.

Pepperdine University

Location: 24255 Pacific Coast Highway, Malibu, California

"I don't think there is anything that communicates better than art. It is quicker than language and clearer than philosophy."

Frederick Ross Weisman,
Benefactor of the Malibu Museum of Art

The Pepperdine University campus is located just north of City limits, in Los Angeles County. Each year, the University's Center for the Arts (CFA) is host to over 250 public events, including performances by international touring stars and visual artists, student productions, and exhibitions and performances by various community groups. The CFA includes the Frederick R. Weisman Museum of Art, Smothers Theater, Raitt Recital Hall, and Lindhurst Theatre.

- Frederick R. Weisman Museum of Art - Upcoming Exhibitions

Senior Student Art Exhibition

Apr 12–28, 2012

Consisting of art by seniors graduating from the Fine Arts Division, showcasing their talents and achievements.

On Location in Malibu: California Art Club

May 19–Aug 4, 2012

Throughout the 2011–12 season, you may see artists with their easels painting along the Malibu coastline. Chances are they will be members of the California Art Club creating paintings for *On Location in Malibu 2012*. This exhibition is the fifth in a triennial series organized in conjunction with the CAC, which just celebrated its 100th anniversary, making it the oldest art organization in the state. It will feature works by some of California's best landscape painters inspired by Malibu's complex and breathtaking scenery.

- Smothers Theater - Upcoming Performances

An Evening with Bruce Hornsby – A special solo performance by the legendary American singer, pianist, accordion player and songwriter.

All That Jazz – A live showcase of the Pepperdine Jazz Ensemble.

Pepperdine also sponsors **Family Art Days**, which include activities such as special Weisman Museum tours and art projects. The events are free and open to the public.

Getty Villa

Location: 17985 Pacific Coast Highway, Malibu, California

Located just east of the Malibu city limits, the Getty Villa is an educational center and museum dedicated to the study of the arts and cultures of ancient Greece, Rome and Etruria. Exhibits include Greek, Roman, and Etruscan antiquities such as Gods and Goddesses and the Stories of the Trojan War, as well as Roman-inspired architecture and gardens. Admission to the Getty Villa is free. Cultural arts programs offered at the Villa include:

- Getty Theater Lab - Rogue Artist Ensemble presents Songs of Bilitis, the Creation of a Desperate and Obscure French Novelist.
- Family Art Stops - Enjoy a playful introduction to art with Family Art Stops, a half-hour, hands-on gallery experience geared for families. Admission: Free; sign-up required.

A gallery teacher leads participants on a family-friendly work of art in the galleries. Families might meet a Renaissance oil painting, a 45-foot-tall steel sculpture, or an opulent tapestry adorned with scampering exotic animals. Families will look and learn together as they participate in fun activities such as puzzles, drawing, role-plays, even an artistic version of Mad Libs. Activities and works of art change frequently, making each visit a new experience.

The Will Geer Theatricum Botanicum

Location: 1419 N. Topanga Canyon Blvd., Topanga, California

Located approximately six miles north of the intersection of Topanga Canyon Blvd. and Pacific Coast Highway, the Botanicum's mission is to elevate, educate and entertain audiences of all ages by presenting thought-provoking classics, socially relevant plays, and education programs in a beautiful, natural outdoor sanctuary for the arts.

The Academy was founded in 1975 to nurture a love of heightened language and to provide an active "gymnasium" for artists, students and Bard lovers to practice techniques for classical theatre. Committed to the idea of "company" rather than "celebrity," Theatricum is home to a close-knit troupe of actors who strive to create exciting theatre in the true repertory tradition. Professional classes and seminars provide actors at all levels with Shakespeare Intensives, Scene Study & Technique, Master Classes, Private Coaching and more. There are classes for adults, youth and teens, college classes and summer camps.

Santa Monica Pier Aquarium

Location: Beach level at the Santa Monica Pier, Santa Monica, California

The Aquarium provides an excellent opportunity to learn about the ocean habitat that abuts Malibu's 27 miles of coastline. In addition to the sea life at the aquarium, there are often art exhibits offered to the public.

- California Ocean & Coastal Amateur Photography Exhibit
Open Tuesday - Friday, 2 - 5 pm; open weekends from 12:30 - 5 pm

From gorgeous coastlines and beautiful birds to underwater sea life and happy kids, photographs from the California Ocean and Coastal Amateur Photography Contest are coming to Heal the Bay's Santa Monica Pier Aquarium for viewing during the month of March. The California Coastal Commission, the Thank You Ocean Campaign, and Fairmont Hotels & Resorts sponsor the annual contest. The photos selected for the exhibit represent winning entries from over the years.

"I am excited to present science and art together to educate the general public about how interconnected these two disciplines are," said Vicki Wawerchak, Aquarium Director. "The ability to see what the ocean looks like underwater through this exhibit is a great tool to inspire awareness and conservation of the ocean environment. We are pleased to partner with the California Coastal Commission to bring this opportunity to our Aquarium."

The Annenberg Beach House

Location: 415 Pacific Coast Highway, Santa Monica, California

A new fixture in the City of Santa Monica Cultural Arts Division collection of cultural arts facilities, the Beach House offers rotating art exhibits that are open to the public.

- Los Angeles – Icons and Other Impressions
Exhibit runs through Sunday, April 15 and is free to the public

Over the past two years, the participants in The Los Angeles Photography Project have produced images that fit into one central theme: the diversity that lies in L. A.'s people, architecture, and its natural and cultural environments. A great many of these images have captured the look of the city as represented by its unique buildings, special places, and other physical properties. They are some of our favorite places and many have been designated as "Icons".

For the exhibit at the Annenberg Community Beach House, the Photography Project has assembled photographs by each of our 10 artists which are most symbolic of the city of Los Angeles. Some are its buildings familiar to most, some are its beach areas and piers, some are museums and other public places, some are murals and street art, but they all are uniquely "L. A.", and could be considered as the city's icons. Since each of the photographers in the project group has their own individual approach to their art, the exhibited images show a wide diversity of techniques and represent a composite view.

It is the intention that a future Cultural Arts Commission could partner with our neighbors to help increase awareness and participation in the arts.



Strengthening Community through **ARTS AND CULTURE**

City of Malibu Cultural Arts Report

PART III

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Appendices

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- B. Historical Documents re: City Support for the Arts
- C. Arts Task Force Subcommittee Reports
- D. Community Art Event Concepts
- E. Photographic Survey of Existing Public Art
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