

City of Pasadena

CULTURAL NEXUS PLAN IMPLEMENTATION REPORT 2007-2008

The department of Cultural Affairs and the Arts Commission (as it was originally known as) were established in the 1980's to address the broad spectrum of this City with passion, dedication, advocacy and leadership. Since then, the grants and public art programs have provided meaningful access to the arts for all segments of our community in acknowledgement of the unique power of communication that the arts provide. Engaging the community, stimulating dialog, providing leadership and engaging in advocacy for the arts community have been well-established roles for the City's Arts division and Commission. Appointed by City Council members, the Commissioners represent each Council District and their constituencies. It was with this civic charge in 2005 that Cultural Affairs and the newly named Arts & Culture Commission presided over the emergence of an expanded direction, one that channeled community energy and knowledge to develop **Cultural Nexus**, the City's 10-year cultural master plan.

The Nexus cultural plan was developed with extensive community participation through numerous community-wide meetings and interviews across a broad spectrum of the City, including arts and culture organizations, individual artists, as well as representatives from the planning, business education and civic communities. This collaborative plan seeks to integrate the following 4 main policies throughout civic life:

- **Participation:** Increase participation in and access to Pasadena's rich and diverse artistic and cultural life
- **Economic Growth:** Leverage Pasadena's cultural assets for economic growth
- **Cultural Identity:** Communicate Pasadena's unique cultural identity to the world
- **Dynamic Support System:** Ensure a sustainable "cultural ecosystem" where arts can thrive, prosper and proliferate

The first **Nexus Summit** was held in October 2006. The day of workshops, seminars and reports on the **Cultural Nexus Plan**, was held to highlight activities and goals. The **Summit** reconvened many of the participants in the process who had contributed to the Plan's development, including individual artists, arts organizations, developers, educators, City staff, Arts & Culture Commissioners and many others to review the goals that had been articulated for years 1 and 2 as identified in the Plan (a summary of which follows).

This year has been one of change and growth for Cultural Affairs; this seems an opportune moment as we look ahead to years 3 and 4 of **Cultural Nexus**, to assess our most recent progress.

Public Art Program:

The City's Public Art Program requires one percent of the building valuation for specified private development as well as City construction projects. The visionary placement of this program within the City's Planning department makes it an inextricable part of the City's infrastructure and ensures close collaboration with the city planning and design process. With over 100 artworks to its credit, the Public Art Program has produced a diverse catalog of pieces works that reflect and communicate the City's values and cultural heritage. Together with those artworks that predate the Public Art Ordinances, they form the City's public art collection of works that span 100 years and a variety of media.

In fall 2006, a **Public Art Task Force** was convened to provide recommendations for revitalization under the direction of a public art consultant hired through the **Nexus** initiative. The Task Force was comprised of local arts curators and other arts professionals who came together to provide knowledgeable input to the draft **Public Art Plan**. Other contributors to the Plan were the Public Art Subcommittee of the Pasadena Arts & Culture Commission, Public Art Program staff, and the Pasadena cultural and business community. To be launched this winter, the Plan will provide a new vision and structure for our Public Art Program and will leverage existing resources while expanding the reach and breadth of the program to all areas of the City.

A Walking Tour brochure of Wayne Healy's "Harlequinade" public art project was produced in 2006 and was made available for the Playhouse District's ArtWalk festival. This series of 24 sculptures located throughout the Playhouse District captures the District's identity of "commerce, culture and community". Other additions to the Public art program include new **Public Art Guidelines for Private Development**, currently being developed, and the **City of Pasadena Public Art Walking Tour Brochure**, which includes eight different tours of the City's public art collection. Each tour has been designed to capture a portion of the City's most interesting and diverse artworks within the backdrop of urban architecture in the Central District. Brochures are available as a part of our new **Cultural Tourism initiatives**, and downloadable versions are accessible on the City website.

The **City's Public Art Archive**, the permanent record of all known public artworks in the City, will be accessible to the public on-line and, next year, through the GIS system that will provide multi-search capacity.

Look for these new **Public Art installations**:

- Erika Rothenberg's bronze sculpture at the former Friend Paper Company (100 W. Green Street)

- “Film Leader” – a wall installation at 215 S. Marengo
- The “Projections” project at 415 S. Lake
- The City Construction Public Art Program is mounting its most ambitious public art work ever for the new convention center.

Grants, ArtNight, ArtWeekend:

Pasadena’s Annual Grants Program continues to support the City’s creative life by providing funds to arts organizations, large and small, and individual artists through a competitive, panel review process. Each year as the program expands; changes are made based on the input of panelists, applicants, the community, Cultural Affairs staff, and Arts & Culture Commissioners. The program will reorganize for the 2008-09 grant cycle, providing incentives for more creative programs to address more of our community. This year Cultural Affairs is a participant in the **Cultural Data Project, a statewide pilot program** that will provide new tools and additional resources to arts organizations applying for municipal and private grants monies. The 2008-2009 Annual Grant Program will also include a Common Application which reflects the collaboration of six municipalities and Los Angeles County on common questions to facilitate the grants application process.

Cultural Nexus is the framework for many of the new initiatives. Last year, the **Festival and Parade Grants** category was added to the program in order to encourage and support these creative cultural endeavors. Also recently added were technical assistance workshops designed to help grant applicants with media documentation of their programs.

ArtNight, Pasadena’s highest profile event, sponsored by Cultural Affairs and the Arts & Culture Commission, will mark its 19th appearance this spring. New to the program are the “**mini-grants**”. These small grants facilitate **ArtNight** participation for small organizations, those without venues, and for individual artists, and have broadened community participation and established new collaborations.

The Marketing Survey, implemented through **Cultural Nexus**, revealed that marketing assistance was a high priority for community-based arts and culture organizations. Consequently, the Pasadena Art Weekend Cooperative Marketing Initiative was born. This extremely productive campaign consists of groups who participate in **ArtWeekend**. By utilizing the advantages that pooled resources can provide, the Marketing Cooperative promotes and publicizes **ArtWeekend** more effectively and successfully than any individual effort could achieve.

Arts Education:

According to the **Cultural Nexus** community survey results and Town Hall meetings that were part of the **Nexus** process, arts education is the number one priority for Pasadena’s cultural and civic improvement.

In 2006 and in 2007, Cultural Affairs partnered with the Pasadena Unified School District (PUSD) to provide **California State Board of Education Visual and Performing Arts Standards (VAPA) training workshops** for classroom teachers, artists, and arts administrators. The focus of these workshops, which are scheduled to be offered each year, is to improve arts programming in the public schools, in after-school programs and in life-long learning environments such as arts organization programs. Graciously hosted by the Pacific Asia Museum, these workshops were presented without any cost to attendees. Check our website for upcoming workshops.

Cultural Affairs' chairs the **Community Arts Team (CAT) meetings**. These monthly meetings are attended by representatives from many of Pasadena's arts and culture institutions, all of whom are working toward increasing and improving the arts programs offered to PUSD students. The CAT members also participate in **DAT/CAT meetings** (District Arts Team/Community Arts Team), additionally composed of administrators and faculty members from PUSD who are charged with implementing the VAPA standards in the District. These meetings are chaired by Marshall Ayers, the District's Arts Education Coordinator.

A special and exciting new exhibition was added to the list of Cultural Affairs' activities last year. In a demonstration of support for the arts in PUSD, the Pasadena Arts & Culture Commission dedicated a **Student Art Wall** in the newly renovated City Hall. The artwork for the current exhibition was selected from PUSD's annual all-school exhibit, "No Boundaries", by a committee of commissioners and arts professionals. The **Student Art Wall** exhibition is located at the entrance to Council Chambers on the second floor and will change twice a year. Congratulations to the students whose work was selected!

The development of the City's first on-line **Arts Resource Directory** is the direct result of community input into **Cultural Nexus**. The Directory offers links to job, performance and exhibition listings, artists' workshops and residencies, grant opportunities, health insurance websites, lesson plans and professional development opportunities, and many other information services. One exciting feature of the Directory will be the **Artists' Registry**, an on-line gallery and list of the skills and class offerings of teaching artists. The Artists' Registry is where Pasadena-based artists can promote their work and professional services without charge. Also developed by community request and Nexus are **expanded opportunities for Pasadena-based artists**. A Request for Qualifications (RFQ) will identify artists for exhibition consideration at various venues in the City, for both temporary and permanent projects.

The office of Cultural Affairs has been working closely with the Convention and Visitors Bureau to expand arts marketing opportunities and to provide more education to our business community about the benefits that arts provide. As a participating city in the national **Americans for the Arts Economic Prosperity**

Survey, we held a series of community meetings to present the findings. Impressive indeed, Pasadena's nonprofit arts and culture industry generates \$180 million in economic activity every year--\$133 million in spending by organizations and an additional \$41 million in event-related spending by audiences. Each participant represents approximately \$24 in monies spent in the City.

Cultural Space continues to be a challenge in our city. One of the commitments of Cultural Affairs and the Arts & Culture Commission is to provide leadership and support to the City's arts organizations, and toward that end is working closely to enable the identification of facilities that can provide permanent space in various areas of the City. SideStreetProjects recently relocated temporarily to a site in Northwest that allows them new opportunities to develop connections in the neighborhood and provide continued services.

One of the consistent goals of **Cultural Nexus** relates to the issues of equity and access for all of Pasadena to the arts. An important implementation tool is the new **Equity & Access Guidelines** that provide the framework by which these important issues can be addressed with sensitivity throughout all of our programs, activities, events and initiatives. For example, these Arts & Culture Commission guidelines provide encouragement to developers and public artists to consider the disabled community in design development.

Any time there are changes in an organization, there exists the opportunity to reflect and reenergize. Often that process involves taking a long hard look at where you've been and making any necessary adjustments to the path ahead. We've had a busy year so far, full of accomplishments, yet many challenges remain. **The Arts & Culture Commission has plans regarding new initiatives in Northwest Pasadena, Cultural Tourism, and local arts and business partnerships that will provide civic support for community benefit.** This **Nexus Summit** is envisioned to solicit not only your support and participation, but also your renewed commitment to our community-wide Cultural Plan.

2006 CULTURAL NEXUS SUMMIT SUMMARY

On October 24, 2006, the City of Pasadena Cultural Affairs Division and the Pasadena Arts & Culture Commission presented the first **Nexus Summit**, a day of workshops, seminars and reports informing the community about the progress of **Cultural Nexus**, Pasadena's 10-year cultural action plan. The Summit took place at Pasadena City College's Community Education Center at 3035 E. Foothill Blvd.

During the first half of the day, representatives from 39 arts and culture institutions in Pasadena attended a free marketing seminar facilitated by Jerry Yoshitomi, an internationally recognized expert in the field of increasing public participation in the arts. This seminar was provided as a direct result of the **Nexus** Marketing Consultant's Marketing Survey, which was sent to 84 non-profit organizations in Pasadena in the summer of 2006.

The Summit was publicized on the City's website, at local non-profit institutions, community centers, and in the Star-News. Postcards were sent to the Cultural Affairs mailing list and distributed at many business and community venues. A cross-section of approximately 125 people attended, including members of arts organizations, City staff members, students and faculty from local schools and universities, and Pasadena residents interested in the arts and culture.

At 4:00pm the Summit itself began. Jane McEneaney, former Education Director for the Pasadena POPS Orchestra, emceed a Resource Exchange; an activity in which participants were given a few minutes to meet and discuss their professional affiliations and network with one another. They did this by forming two lines of people facing one another and every few minutes, one line would step to the right and begin their introductions over again. Jane's upbeat and enthusiastic encouragement inspired a high level of participation and by the end of the Exchange, each person had met and connected with at least thirty other people. It was a fun and entertaining way for folks to be introduced to each other and lent the Summit a friendlier and more community-focused atmosphere.

At 5:00pm, each participant had the choice of attending one of three workshops that were offered simultaneously. The workshop descriptions were as follows:

Access and Cultural Diversity: A Panel Discussion

Moderated by Thelma Johnson

Panel Members: Jane Imai, Executive Director, Shumei America's National Center, Pasadena, and Heather Onuma, Special Projects Analyst, Public Health Department, City of Pasadena

The panel and those in attendance discussed cultural access for the hearing and visually impaired and people who are physically challenged. They also discussed the varying levels of cultural opportunities for diverse populations in Pasadena.

Public Art

Presented by Rochelle Branch, (then) Public Art Program Manager, City of Pasadena

Ms. Branch presented a power point presentation about Pasadena's extensive Public Art collection as a reflection of the City's artistic growth. Many works from the City's collection were highlighted, including memorials, corporate artworks, traditional and contemporary works. Included were pieces developed under the City's Public Art Requirement as well as those that pre-date it. Many of the artworks presented were unfamiliar to the arts-savvy audience.

Arts Education: Linking In-School Arts with Life-long Learning

Presented by Joan Palmer, Community Activist, and Marshall Ayers, Arts Education Coordinator, Pasadena Unified School District

Ms. Ayers and Ms. Palmer presented information about the California Visual and Performing Arts Standards and discussed the progress of arts programming in Pasadena's public schools.

After the workshops, (then) Chair of the Pasadena Arts & Culture Commission, Bettye Holliday, spoke briefly about the work of the Commission and introduced Mayor Bill Bogaard. The Mayor expressed his support for the arts and culture in Pasadena, for **Nexus** and for arts education. Finally, a *Nexus Progress Report* was presented, documenting many of the accomplishments of years 1 and 2 **Nexus** goals.