

City of Berkeley Arts & Culture Plan 2018-2027 Update



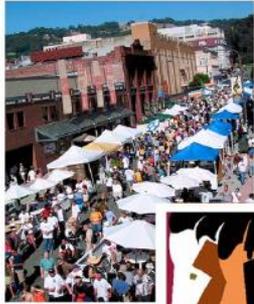
City Council Work Session
September 17, 2019

Cultural Plan Context

Vibrant and diverse arts community • Rich cultural traditions • Abundant art offerings



ARTS AND CULTURE PLAN



2004

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

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CIVIC ARTS PROGRAM
CIVIC ARTS COMMISSION
OFFICE OF ECONOMIC DEVELOPMENT

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

Methodology

CULTURAL PLANNING TEAM

- Consultants
- Civic Arts Commission
- Berkeley Cultural Trust
- City staff

INCLUSIVE PROCESS

- Participation from over 850 people
- Numerous community meetings
- Interviews
- Online survey & Interactive website



Timeline

- Fall 2016 Document Review and Engagement Plan
- Winter 2016 Stakeholder Interviews and Focus Groups
- Spring 2017 Visioning Workshop & Web-based Survey
- Summer 2017 Community Workshop & Policy Working Group Meetings
- Winter 2018 Plan Review by Commission & Stakeholders
- Summer 2018 Civic Arts Commission Approval & Council Adoption of Plan



Key Findings: 1. Cultural Vibrancy



Key Findings: 2. Significant Economic Driver

Economic Impact of the Arts

BY THE NUMBERS

\$165 MILLION

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

2.6 MILLION

people attended cultural events in Berkeley in 2016

\$500,000

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

6,783

jobs provided in Berkeley by the arts sector in 2016

152

arts and culture nonprofits exist in Berkeley in 2016



Key Findings: 3. Affordability is a Threat



Key Findings: 4. Importance of Cultural Equity



Plan Focus Areas

- Affordability
- Capacity
- Civic Arts Grants
- Public Art
- Arts Education



Chapter 4: Where all the action is!

Please turn to pages 32 – 40 of the plan.

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

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

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

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

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

Goal 1: Increase Access to Affordable Housing and Spaces



Goal 2: Increase Investment in a Vibrant Arts Community



Goal 3: Expand High Quality and Equitable Arts Education



Goal 4: Produce More Public Art Throughout Berkeley



Goal 5: Expand Berkeley's Organizational Capacity



Questions?

