The Arts, the Creative Economy and the City

El Segundo Arts and Culture Advisory Committee (ACC)
About the ACC

Created by the City Council August 2, 2016

Duties:
The committee will act in an advisory capacity to City Council in matters related to arts and culture within the City of El Segundo. This will include making recommendations to Council, potential development of an arts and culture master plan, involvement in selection of public art, event coordination, and development of related public art programs. Additionally, this committee will support and advocate for local museums, artists and art while assisting the city in promoting public beautification, education, tourism and economic development.
ACC accomplishments so far . . .

- Water tank mural
- Selection of Centennial Commemorative Artwork
- Proposal for Nanibah Chacon mural
- Living library (ESMoA & Library)

What's next?
Arts and Culture
## The Creative Economy

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Supporting the larger economy

Architecture & Interiors
Communication Arts
Arts Services, Galleries
Digital Media
Arts and Culture
Theater & Arts Schools
Entertainment
Product & Toy Design
Publishing & Printing

Housing
Retail
Services
Tourism
Restaurants
The Creative Economy is . . .

• A major and increasing part of the state and regional economy

• Already significant in El Segundo, and growing -- should grow more

• City should encourage it -- "Start Here, Grow Here, Thrive Here"
To grow the creative economy . . .

1) Survey & analyze what’s existing
2) Project where growth can occur
3) Identify the factors which attract it
4) Showcase the El Segundo advantages for business and quality of life
To grow the creative economy...

A Creative Economy Report

1) Survey & analyze what’s existing
2) Project where growth can occur
3) Identify the factors which attract it
4) Showcase the El Segundo advantages for business and quality of life
The Creative Economy Report is already in progress

- Barbara Voss at Business Development has contracted with Beacon Economics for survey and analysis -- delivery soon

- Final report will deliver the results in an engaging and compelling way

- A marketing tool to attract and retain creative people and businesses
“Look at how much is going on! You’re in the right place!”

“Look how much is going on! You should be here!”
The El Segundo Creative Economy Report

• Branding El Segundo as a creative hub

• Highlighting the future of Smoky Hollow and east of PCH

• Marketing El Segundo’s business advantages and quality of life

• Growing the creative economy in El Segundo
Creative Economy growth

City investments for quality of life

Increased revenue for City
The Creative Economy growth is driven by increased revenue for the City, which leads to City investments for quality of life, and ultimately supports Arts and Cultural Activity.
Because arts and cultural programs are a major contributor to the city’s quality of life and a significant factor in attracting and retaining creative people and businesses . . .

. . . the ACC is seeking approval to study the feasibility of an El Segundo Percent for Arts ordinance
An El Segundo Percent for Arts ordinance

• Modeled on similar programs in Los Angeles, Culver City, West Hollywood

• ACC requests Council consideration to allow City Attorney’s office and City staff time for developing such an ordinance here

• The mechanism for raising, managing, and disbursing funds to be studied - non-profit

• No fiscal impact on residents - a development impact fee
Artistically enhance already-budgeted capital improvement projects

Provide consultation and supplemental funding for artistic innovation in already-funded city projects.
% for Arts goal 1 2 3 4 5 6

Advocate for art and cultural events on weekends to increase hotel occupancies

For example, two-day festivals of music performances in multiple venues throughout the city and special event art installations.
Permeate the city with public art and programs to create a comprehensive community identity

Support art throughout the city to attract visitation, increase civic pride, and create linkage from beach to downtown to Smoky Hollow to east of PCH.
Award local excellence in commercial beautification and amenities

Initiate and fund awards for outstanding projects such as innovative storefronts, landmark features, public amenities, etc. to establish El Segundo as a place where civic creativity matters.
Stimulate a higher level of art engagement in schools and civic organizations

Encourage and fund programs that inspire school students and civic organizations (i.e. the Rotary Club) to envision and carry out artistic projects.
Contribute to achieving the City Enjoyable

Act as a consultant and clearinghouse for city agencies, the El Segundo Chamber, and others to correlate independent ideas into a suite of city enhancements and events; help fund promising projects.
The Arts, the Creative Economy and the City

The ACC is seeking Council support for:

1) A feasibility study for an El Segundo Percent for Arts ordinance

2) Study to also address feasibility of a non-profit organization for the arts
3) And a better name than “Percent for Arts”

ESIA El Segundo Initiative for the Arts?

The ArtSegundo Fund?

FACES Fund for Arts and Culture in El Segundo?

ESICA El Segundo Initiative for Culture and Art?

ESCAT El Segundo Culture and Arts Trust?