

**Arts and Culture Advisory Committee  
FY 2022-2023 Updates and  
Initiatives for FY 2023-2024 Budget**

# Public Art on Site 2022-2023

Supporting the City's Strategic Plan Goals 1, 4 and 5



## Montana Ave Capital at 1940 E. Mariposa Ave.

- Charlie Edmiston's *Pacific Blues*
- \$32,000 public art valuation
- Dimensions 8' x 27.5'



## SOFI-XI TWO TOWERS at 200 N. PCH

- Brendan Monroe's *Fog Banks*
- \$42,000 public art valuation
- Dimensions 113' x 108'



## Beyond Meat at 888 North Douglas Street

- HYBYCOZO's *Plumafolium*
- \$225,165 public art valuation
- Dimensions 120" x 44"

**Total Valuation of Public Art on Site FY 2022-2023: \$294,165**

# **Public Art on Site 2022-2023**

Supporting the City's Strategic Plan Goals 1, 4 and 5

## **Cash Distributions to CDP Fund for Fiscal Year 2022-2023**

Kite Pharma: \$28,000

# FY 2022-2023 Initiative Updates

Supporting the City's Strategic Plan Goals 1, 2, 3, 4 and 5

## **Poet Laureate (\$8,000)**

- Hope Anita Smith successfully led community poetry writing workshops for adults and teens.
- Created an adult public poetry reading event at Old Town Music Hall.
- Established two public reading events for Mother's Day (ESMoA) and Father's Day (Fire Station 1)

## **Operating Fund (\$10,000)**

- Physical supplies supporting approved art and cultural programs (art supplies, framing, matting, exhibition preparation supplies, etc.).
- Establish collections management policies and practices.
- Develop a digital archive of art collection and cultural programs (database, archiving digital assets, etc.)

## **Festival of Holidays (\$49,000)**

- Celebrated the annual Christmas Tree lighting with other winter holidays (Diwali, Hanukkah, Kwanzaa, Nochebuena, and Omisoka) on Main Street.
- Engaged 2000+ community members through diverse cultural entertainment and food.

## **Visual Artists in Community Program Fund (\$35,000)**

- 4 visual artists were selected to represent El Segundo
- Creating 2 murals, 1 light post banners, and 1 portrait series of high school students
- Establishing the City's permanent art collection, making El Segundo a cultural placemaking destination

# FY 2022-2023 Initiative Updates

Supporting the City's Strategic Plan Goals 1, 2, 3, 4 and 5

## **Arts and Culture Community Engagement Fund (\$35,000)**

- *Inner City Youth Orchestra of Los Angeles* and *Women of the West* concerts at the El Segundo Performing Arts Center
- Shelley Morningson & Fabian Fontenelle performed to celebrate National Native American Heritage Month.
- Established over 10 temporary art exhibitions, workshops, and speaker events.

## **El Segundo Art Walk 2022 (\$58,000)**

- Participation exceeded expectations including 31 businesses, 48 artists, 9 musical acts, and a large 109' mural (artist Andrew Hew).
- Augmented reality installation activated City Hall Plaza.
- Kick-Off event was partnered with ESMoA with free community music concert on Friday, August 25, 2022.

# **FY 2023-2024 Initiative Recommendations**

Supporting the City's Strategic Plan Goals 1, 2, 3, 4 and 5

## **Fiscal Impact for 2023-2024**

- The Arts and Culture Advisory's Committee's recommendations for FY 2023-2024 total \$326,000.
- Expected fund balance for 2023-2024 is \$538,088.

# ACC Proposed Initiatives for 2023-2024

Supporting the City's Strategic Plan Goals 1, 3, 4 and 5

## Renewal of Approved 2022-2023 Initiatives for FY 2023-2024

1. *Operating Fund*
2. *Festival of Holidays 2023*
3. *Visual Artists in Community Fund*
4. *Arts and Culture Community Engagement Fund*
5. *El Segundo Art Walk 2023*

## **Staff Salary Allocation**

6. Cultural Arts Coordinator

## New Initiative for FY 2023-2024

7. *Literary Arts Fund*

# ACC Proposed Initiatives for 2023-2024

Supporting the City's Strategic Plan Goals 1, 2, 3, 4 and 5

## **Operating Fund (\$10,000)**

- Physical supplies supporting approved art and cultural programs (art supplies, framing, matting, exhibition preparation supplies, etc.).
- Establish collections management policies and practices.
- Develop a digital archive of art collection and cultural programs (database, archiving digital assets, etc.).

## **Literary Arts (\$10,000)**

- Establish the City's 2nd Poet Laureate
- Develop programs to foster appreciation and promote the literary arts
- Educate and enrich the community with literary writing workshops and public poetry reading events

## **Festival of Holidays (\$25,000)**

- Celebrate other winter holidays (Diwali, Hanukkah, Kwanzaa, Nochebuena, and Omisoka).
- Engaged 2000+ community members through diverse cultural entertainment and food.
- Foster diversity, equity and inclusion.

## **Visual Artists in Community Program Fund (\$25,000)**

- 4 visual artists selected to represent El Segundo
- Beautify the City's environment and enrich the experiences of the residents and visitors
- Establish the City's permanent art collection, making El Segundo a cultural placemaking destination



# ACC Proposed Initiatives for 2023-2024

Supporting the City's Strategic Plan Goals 1, 2, 3, 4 and 5

## **Arts and Culture Community Engagement Fund (\$25,000)**

- Offer temporary, cultural and music performances, theatrical arts, and visiting speaker series
- Activate City-owned locations such as City Hall Plaza, Library Park, Farmers Market as well as private non-profits such as Old Town Music Hall, ESMoA, Main and Richmond Streets eateries, etc.

## **El Segundo Art Walk 2023 (\$71,000)**

- Focus on the arts by local residents and neighboring talents
- Promote economic growth and tourism

# **ACC Contributions to Capital Improvement Projects for 2023-2024**

1. Downtown Beautification Project: \$40,000  
(Artistic Light Project - north end of Main Street)

# Operating Account Fund 2023

Recommended by City's CFO

**Estimated cost:** \$10,000 to be transferred into already established subaccount within the Cultural Development Fund, as recommended by the City's CFO.

**Timeframe:** July 2023 to June 2024

## Types of Art Services Needed:

- Physical supplies supporting approved art and cultural programs (art supplies, framing, matting, exhibition preparation supplies, paints, etc.)
- Collection management such as documentation, record keeping, maintenance and conservation/restoration
- Marketing/promotion of art and cultural programs (printing expenses, purchased advertisements, etc.)

## Benefits to El Segundo:

- Implement approved art and cultural programs with appropriate supplies
- Establish collections management policy and practices
- Develop a digital archive of art collection and cultural programs (database, archiving digital assets, strengthening the promotion of events through purchased ads in local newspapers, magazines, etc.)





# Festival of Holidays 2023

Supporting the City's Strategic Plan Goal 1 and 5

A one-day community event activating El Segundo's City Hall Plaza that celebrates winter cultural holidays through food, music, crafts, performance and hands-on workshops.

- **Holidays.** Five curated winter holidays to feature at the event, which would include Hanukkah, Kwanzaa, Diwali, Nochebuena, and Omisoka, providing an accessible experience of diverse cultures fostering diversity, equity, inclusion.
- **Layout.** Presented in the City Hall Plaza and on Main Street, this event would include food booths, craft booths, lighting, and stage.
- **Food and Drink.** The event will feature 5-8 vendors offering crafts, foods and drinks, representative of the highlighted cultures.
- **Music and Dance.** A mobile stage will be used for both professional and local performing groups.

**Cost:** \$25,000

**Timeframe:** December 2023



# Visual Artists in Community Program

Supporting the City's Strategic Plan Goal 1, 4 and 5

The Visual Artists in Community establishes a visual arts program where four visual artists are selected to represent El Segundo each year. One visual artist per quarter will engage with the community, similar to the Poet Laureate program

## Outcomes:

- Public art - murals, light post art banners, and public artworks
- Hard art made in artists' studios, 2-dimensional pieces such as paintings, drawings, photography, printmaking, collage

## Benefits:

- Community engagement workshops for all ages
- Develop City's permanent art collection, adding value and creating an art portfolio for the City
- Each selected artist donates one artwork (public mural or hard art) to the City at the end of their term (4 acquisitions per year)
- Beautify the City's environment and enrich the experience of residents, businesses and visitors
- Establish El Segundo as a cultural placemaking destination that encourages tourism and increases revenue for local businesses

**Cost:** \$25,000.

**Timeframe:** July 2023 to June 2024



# Arts and Culture Community Engagement Fund

Supporting the City's Strategic Plan Goal 1 and 5

A fund to implement short-term art and cultural experiences that involve community engagement and participation. The programs will be vetted by City staff and approved by Community Services Director and City Manager.

## Types of Art and Cultural Experiences

- Music performances, cultural performing arts, theatrical arts, visiting speaker series (Inner City Youth Orchestra of Los Angeles, Women of the West, Dr. Valery Lanyi holocaust survivor talk), visionaries, artists, designers, etc.)
- Other short-term arts and cultural initiatives that may arise

## Benefits to El Segundo

- Encourage community participation and engagement for people of all ages
- Activate City-owned locations such as City Hall Plaza, Library Park, Farmers Market, and private businesses such as Old Town Music Hall, Main and Richmond Street eateries
- Educate and enrich the lives of residents and visitors

**Cost:** \$25,000

**Timeframe:** July 2023 to June 2024



# Art Walk 2023

**Mission:** To improve the local community, inspire culture and create economic opportunities for artists, galleries, and businesses in El Segundo.

5a. **El Segundo Art Walk:** Requesting \$41,000

- Operating budget to produce and implement programming for the one-and-a-half-day event
- Duration of Saturday Art Walk: either 3pm to 9pm or 12pm to 9pm (depending on businesses)

5b. **Public Art Component within the Art Walk:** Requesting \$30,000

- TBD

**Total requested funds 8a + 8b: \$71,000**



# Cultural Arts Coordinator

Supporting the City's Strategic Plan Goal 1, 4, 5

## **Budgeted \$110,000 (75% funding for FT position)**

- Oversees Cultural Development Program
- Facilitates 1% for Arts Program with developers (art-on-site and in-lieu fee options)
- Drafts and issues RFPs/RFQs for various artistic and cultural services
- Establishes collection management policy for visual art collection
- Develops arts and cultural programming for all ages to enjoy
- Applies for grants as appropriate
- Engages the community through arts and cultural experiences





# Literary Arts Fund

Supporting the City's Strategic Plan Goal 1

The Literary Arts Fund is used to establish the City's new Poet Laureate who acts as a visible advocate of poetry, language and the arts while actively inspiring and promoting civic pride. Related literary programs will be established.

## **Engage the community.**

- Explore the City and get to know community members
- Read original writing aloud at city-wide public events
- Lead writing workshops for community members (at ESPL, Park Vista, Joslyn Center, ESMoA, etc.)

## **Inspire the community.**

- Work with City staff and ACC to prepare media communications that encourage interest and excitement about poetry, literacy, literary events, and related subjects

## **Celebrate the City.**

- Write at least one commemorative poem about El Segundo
- Partner with the Library and History Committee to tell our story

**Cost for 2023-2024:** \$10,000

**Timeframe:** July 2023 - June 2024