

Arts & Culture Advisory Committee
FY 2023-2024 Updates
and
Budget Proposal for FY 2024-2025

Cultural Development Fund

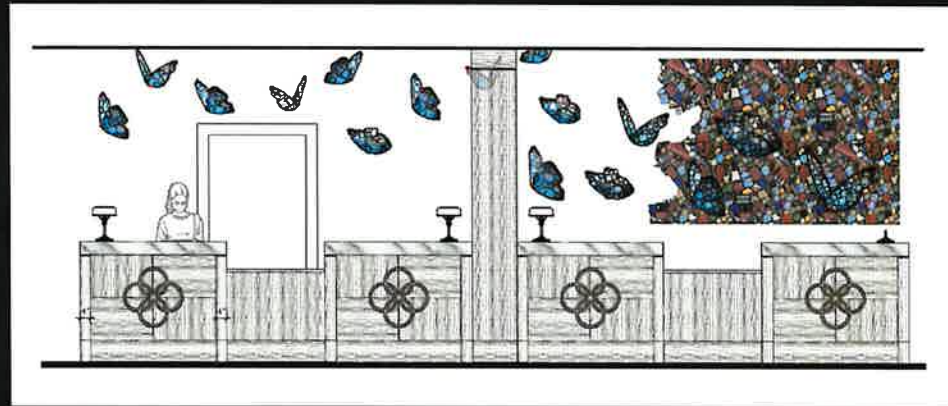
FY 2023-2024 Revenue

Joy Around the World Vendor Fees:	\$320.00
Developer In-Lieu Fee Payments:	\$75,000.00
	\$92,000.00
TOTAL:	\$167,320.00

Accomplishment:

Public Art On-Site 2023-2024

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



**In Development: Embassy Suites LAX
Hilton Garden Inn**

Total Valuation of Public Art On-Site FY 2023-2024: **\$145,169**

Total Completed Public Art Projects to Date: **16**

Total Valuation of Completed Public Art: **\$1,242,006**



"PLUMAFOLIUM" by HYBYCOZO, 2022
Beyond Meat
888 N Douglas St.

Appraisal: \$220,165



"COCOON" by Nicole Landau, 2022
L'Oreal
888 N Douglas St.



"WING" by Nicole Landau, 2022
L'Oreal
888 N Douglas St.

Appraisal: \$210,500

Accomplishments 2023-2024:

Literary Arts

- Community poets contributed poems to our first poetry anthology titled “Wordmongers” as a culmination of their work through Poet Laureate Hope Anita Smith’s poetry workshops.
- Hosted a series of public programs including Poets in Conversation with Jacqueline Woodson and Hope Anita Smith on Oct 11, 2023, weekly Poetry Workshops, and a Poetry and Bookmaking Workshop with Hope Anita Smith and Natalie Strong for National Poetry Month 2024

Community Engagement

- Support provided to cover the cost of performers for Black in Mayberry’s First Annual Juneteenth Festival held in Rec Park
- Presented a jazz performance by Itty Bitty Big Band on August 26, 2023 in El Segundo Library Park
- Halloween Frolic featured an artist lead craft activity for children
- A Cultural Excursion for Adults 55 or Older to both The Getty Center and The Broad

Accomplishments 2023-2024:

Festival of Holidays

- A celebration of the holidays that included the annual Christmas Tree Lighting with other winter holidays, including Diwali, Hanukkah, Kwanzaa, Nocehbuena, and Omisoka on Main Street
- Engaged 2000+ community members through diverse cultural entertainment and food.
- The celebration hosted 22 craft vendors, performances by Leela Dance Collective, El Segundo Co-op Nursery School, Shiho Tendou, Kelly Irish Dance, Carol Wells Tappers and Sabor De Mexico, a Polar Express Ride and the Mattel Santa Meet-and-Greet

Visual Artists in Community

- Artist Lindsay Carron installed her mural “The Garden of El Segundo” in the Library. It is accompanied by a draft of the “Field Guide to El Segundo Native Species” featuring original sketches, facts and activities based on native species to El Segundo to be published next FY.
- Artist Soo Kim met with members of the community in a round-table discussion to inform her creative vision for her “I Remember.../I Wish” banner series, installed on Grand Avenue during the 2023 Art Walk



Accomplishments 2023-2024:

El Segundo Art Walk 2023

- The Art Walk took place on August 26, 2023 with a kickoff concert happening the Friday evening prior
- The 2023 Art Walk welcomed 8,500 visitors and engaged 39 businesses, over 85 artists and 12 musical acts to participate in the event
- The City of El Segundo and The El Segundo Art Walk, in collaboration with Snap Inc. launched the interactive El Segundo Art Map. The map highlights current public art in the city and features 4 new augmented reality installations, including an ESAR Map, City Hall Plaza AR Installation, “The Fox” mural at Sweet Spot Media, and “Moving Forward” mural at Labib Funk
- To date, the audience impressions for the El Segundo Art Map includes 167,911 views, 473 shares, and 162,167 plays



FY 2024-2025 Proposed Initiatives

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

- Fiscal Impact of Proposed Initiatives FY 2024-2025: \$314,000
- Expected fund balance after funding Proposed Initiatives FY 2024-2025 : \$465,296
- Potential developer funds FY 2024-2025:
 1. 141 Eucalyptus Drive - CDP Valuation: \$44,933
 2. Hyundai Motor America, 2221 Park Place - CDP Valuation: \$204,180
 3. LA Times, 2304 E Imperial Ave - CDP Valuation: \$110,000
 4. Comerica CoWork, 2041 Rosecrans Ave - CDP Valuation: \$24,000

TOTAL Potential Developer Funds FY 2024-2025: \$383,113

ACC Contributions to Capital Improvement Projects for 2024-2025

Downtown Beautification Project: \$40,000

- Artistic Lighting Installation - Main Street/Downtown

ACC Proposed Initiatives for 2024-2025

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

Renewal of Approved 2023-2024 Initiatives for FY 2024-2025

1. Operating Fund
2. Festival of Holidays 2024
3. Community Engagement Fund
4. El Segundo Art Walk
5. Literary Arts Fund

Staff Salary Allocation

6. Cultural Arts Coordinator

New Initiative for FY 2024-2025

7. Arts & Culture Master Plan

Arts & Culture Master Plan

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

The Arts & Culture Master Plan will provide a vision and strategy to achieve long-term priorities and goals for the Program. Informed by research, expertise, and community engagement, this essential plan will guide the City's decision-making and approach to providing arts and culture services.

Estimated Cost: \$30,000

Timeframe: July 2024 - June 2025

Approach:

- Create a plan that is relevant and responsive to the needs of El Segundo and scaled to the resources available to the Cultural Development Program
- Gather information and understanding through extensive community engagement with artists, residents and businesses
- Form a Working Group with key stakeholders including ACC representatives, cross-department City staff, Council members and other subject matter experts.
- Aligned with the City of El Segundo Strategic Plan and responsive to the Cultural Development Program Ordinance, Administrative Guidelines, and the City of El Segundo Creative Economy Report
- Analyze current practices and trends within the sector of arts and culture and adopt a model of best practice

Outcome:

- Provide clarity on the role and purpose of the Cultural Development Program and create more structure in the administration of the Program
- Create a framework for the City to develop impactful arts & culture programming, enhance our public art process for both developer and City-managed commissions, build a quality public art collection, foster more community engagement and collaborative relationships with developers, identify a strategy towards greater financial stability, and promote growth in the creative economy.

Operating Account Fund 2024-2025

Recommended by City's CFO

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

Timeframe: July 2024 - June 2025

Types of Art Services Needed:

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

Benefits to El Segundo:

- Implement approved arts and culture 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 2024

Supporting the City's Strategic Plan Goals 1 and 5

Estimated Cost: \$25,000

Timeframe: December 2024

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

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

Arts & Culture Community Engagement Fund

Supporting the City's Strategic Plan Goals 1 and 5

A fund to implement short-term art and cultural experiences that focus on community engagement and participation. The programs will be vetted by City staff and approved by Recreation, Parks and Library Director and City Manager.

Estimated Cost: \$30,000

Types of Art and Cultural Experiences:

- Performing arts including Songwriters in the Round, Summer Concerts, AAPI performers and Native American performers
- Social and Cultural celebrations including LGBTQIA+ Pride Celebration, Juneteenth Celebration, Hometown Fair
- Arts education including Cultural Excursions for senior community, artist talks and presentations

Benefits to El Segundo:

- Encourage community participation and engagement for people of all ages
- Promote collaboration and partnerships with existing El Segundo cultural groups
- Activate City-owned locations such as City Hall Plaza and Library
- Provide accessibility to the arts and cultural experiences, promote arts education, promote diversity, equity and inclusion through arts and culture



Art Walk 2024

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

El Segundo Art Walk 2024: Funding Request \$44,000

- Operating budget to produce and implement programming for the event which will kick off the evening of Friday, August 23 and run the full day of Saturday, August 24, 2024

El Segundo Art Map: Funding Request \$12,000

- Expand on the Augmented Reality installations offered on the Art Map which launched in 2023. The funding will support 2 additional existing public artworks to incorporate an AR feature.

Total Funding Request: \$56,000



Cultural Arts Coordinator

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

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

- Manages the Cultural Development Program
- Designated liaison to Arts & Culture Committee
- City liaison to arts & culture groups within El Segundo
- Facilitates the 1% for Arts Program with developers (art on-site and in-lieu fee payment options)
- Drafts and issues Calls to Artists, RFPs/RFQs for projects and opportunities issued through the Cultural Development Program
- Coordinates contracts and agreements between artists, developers and the City
- Plans and implements art programs and public art projects on behalf of the City
- Stewards the care and maintenance of the City's public art collection
- Applies for grants and other funding opportunities as appropriate
- Engages the community through arts and culture experiences
- Oversees communications and marketing for Arts & Culture

Literary Arts Fund

Supporting the City's Strategic Plan Goal 1

The Literary Arts Fund is used to implement the City's Poet Laureate initiative. The Poet Laureate acts as a visible advocate for poetry, language and the arts while actively inspiring and promoting civic pride. Related public programs will be established by the new Poet Laureate who will be appointed September, 2024.

Estimated Cost: \$13,000

Timeframe: September 2024 - August 2026

Engage the Community:

- Explore the city of El Segundo and get to know community members
- Read original poetry at city-wide public events
- Lead writing workshops for community members

Inspire the Community:

- Work with City staff and ACC to prepare media communications that encourage interest and excitement around 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