

# EMERYVILLE AS A CITY OF ART

INITIATIVE FOR PROMOTING THE ART SECTOR AND  
BENEFITTING THE GENERAL PUBLIC

## CALIFORNIA CULTURAL DISTRICTS

2017 PILOT PROGRAM



# CALIFORNIA ARTS COUNCIL- CULTURAL DISTRICT PROGRAM

## PILOT PROGRAM BACKGROUND:

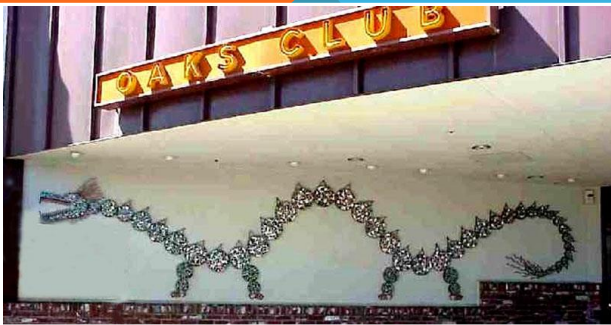
**In 2015 the State Legislature approved Assembly Bill 189 which created a new tool intended to leverage State support in the development, support, and preservation of California's cultural assets. Since then, the California Arts Council has been working to establish a state-designated cultural district program and has just recently requested *Letters of Intent* (to apply for a district designation) from interested parties.**

Pilot Program Overview:

# CALIFORNIA ARTS COUNCIL- CULTURAL DISTRICT PROGRAM

## Pilot Program Overview:

- Two-year pilot
- State to begin with a small representative cohort (10-15 cities chosen from among the state's 480+ cities)
- Initial cohort invited to shape certification process and benefits
- Selection to represent the range of California cultural district types



Pilot Program Benefits:

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## Pilot Program Benefits:



### Art Council:

- Cultural District Technical Assistance
- Public/Private Collaborations

### Cal Trans Liaison Services:

- Art/Aesthetic Infrastructure
- Street Closure/Access
- Highway Signage

### Visit California Initiatives:

- Promotion at State Welcome Centers
- Inclusion in *Visit California*:
  - Promotional efforts
  - Press efforts
  - Public/Industry Events & Presentations

## Pilot Cohort Criteria:

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## Pilot Cohort Criteria:

- **Interested communities will be grouped by:**
  - Location: urban, suburban and rural
  - District (Life cycle) Type: emerging, mid-point, established
  - Primary Focus (only one allowed): cultural consumption, cultural production and cultural heritage



Pilot Program Process:

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EMERYVILLE CELEBRATION OF ARTS



## Pilot Program Process:

### Partnerships Required for Application Eligibility:

Three partners must include:

#### Required partner

- A cultural non-profit/artist collective
- A local business/business association
- A branch of local government

#### Proposed Partner

Emeryville Celebration of Arts

Wareham Development,  
Bulls Eye Glass Resource Center, and  
Pixar Animation Studios

City of Emeryville

The majority of partners must be located in the defined district and the City must adopt a resolution acknowledging their partners.

Pilot Program Process:

# CALIFORNIA ARTS COUNCIL- CULTURAL DISTRICT PROGRAM

## Pilot Program Process:

### Three Steps/Quick Turn-around:



#### Step

- Letter of Intent (LOI) phase  
*CalArts Panel to review LOIs and  
invite most notable parties to apply*
- Semi-finalist phase  
*Reviewing Panel to perform site visits*
- Final phase  
*Panel to review Cultural District Assets*

#### Timeline

Due March 29, 2019

TBD; estimate April/May 2017

TBD; estimate selection by June 2017



Next Steps:

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### Immediate Next Steps:

We need to make Emeryville Stand Out due to Urban designation in a competitive environment:

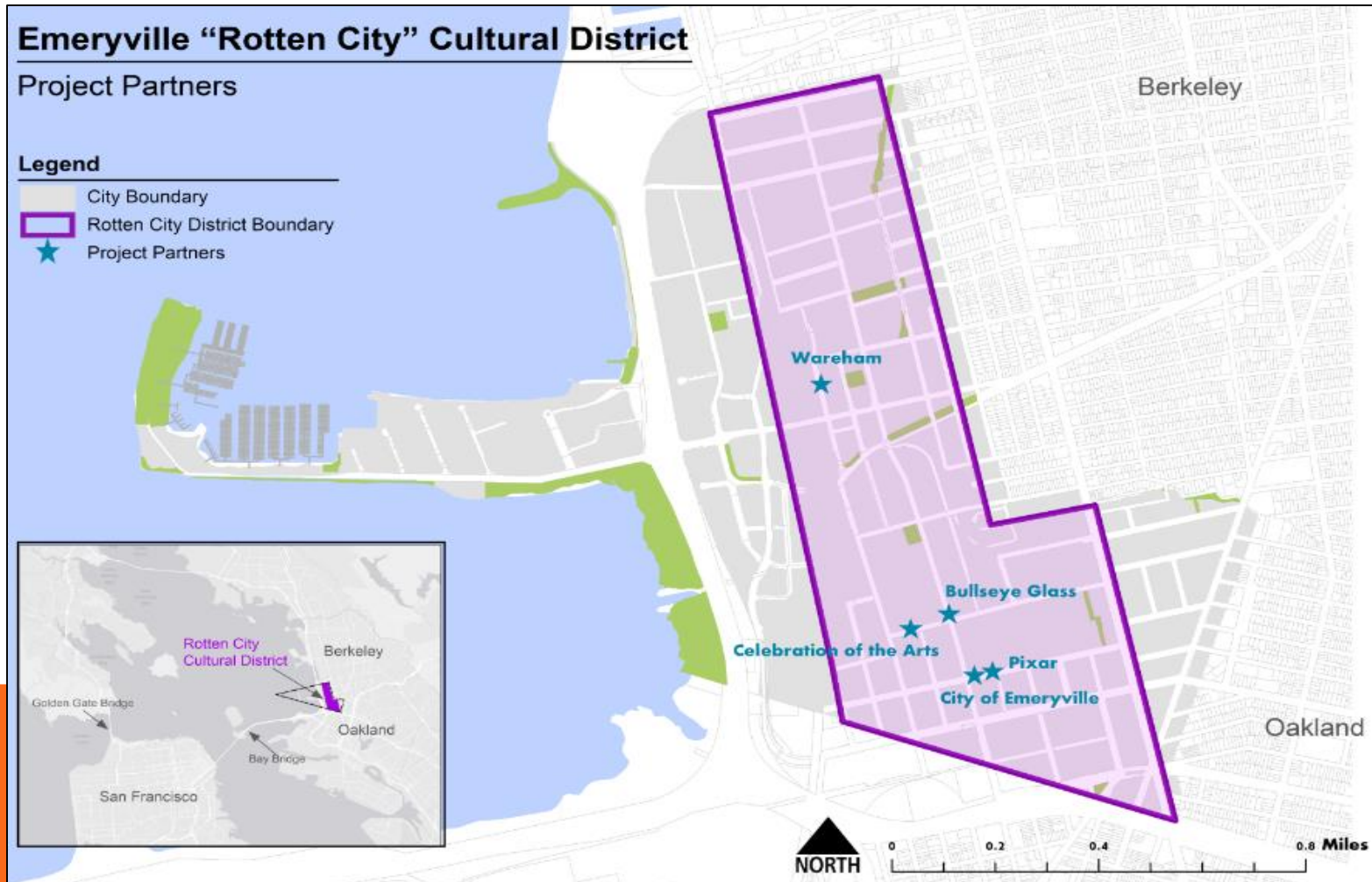
- Preparation of Letter of Intent
  - Earl Warren's *Rotten City* moniker and *Public Art Master Plan's Rotten City to Fertile Ground* (for Art Production) message
- Letters of Support (3 required)
  - Additional Letters being pursued
- Preparation of District Map(s)
  - Additional Supportive Mapping/Data

Required District Map:



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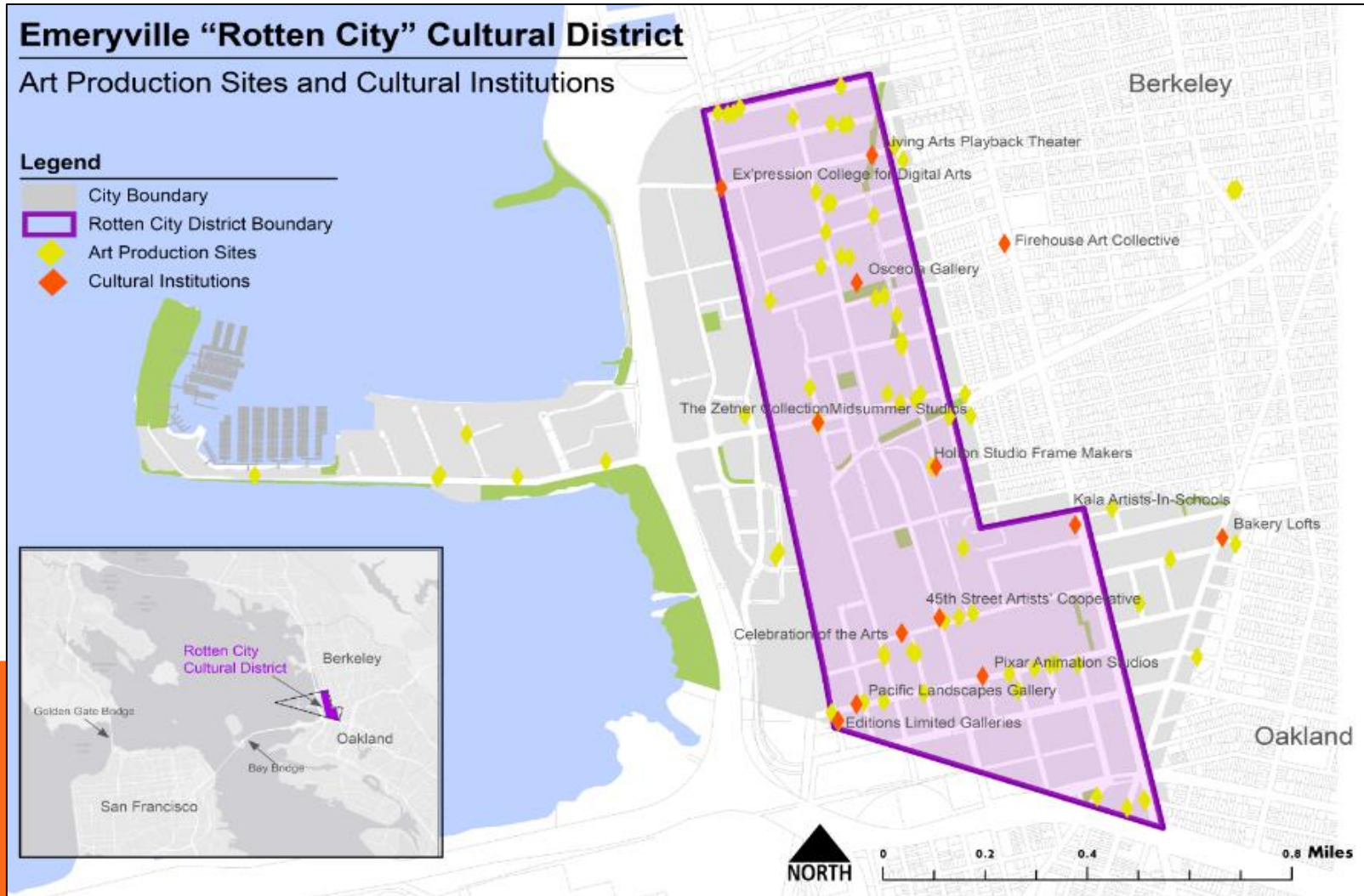
## Required District Map- Boundary and Partners:



Proposed Additional Maps:

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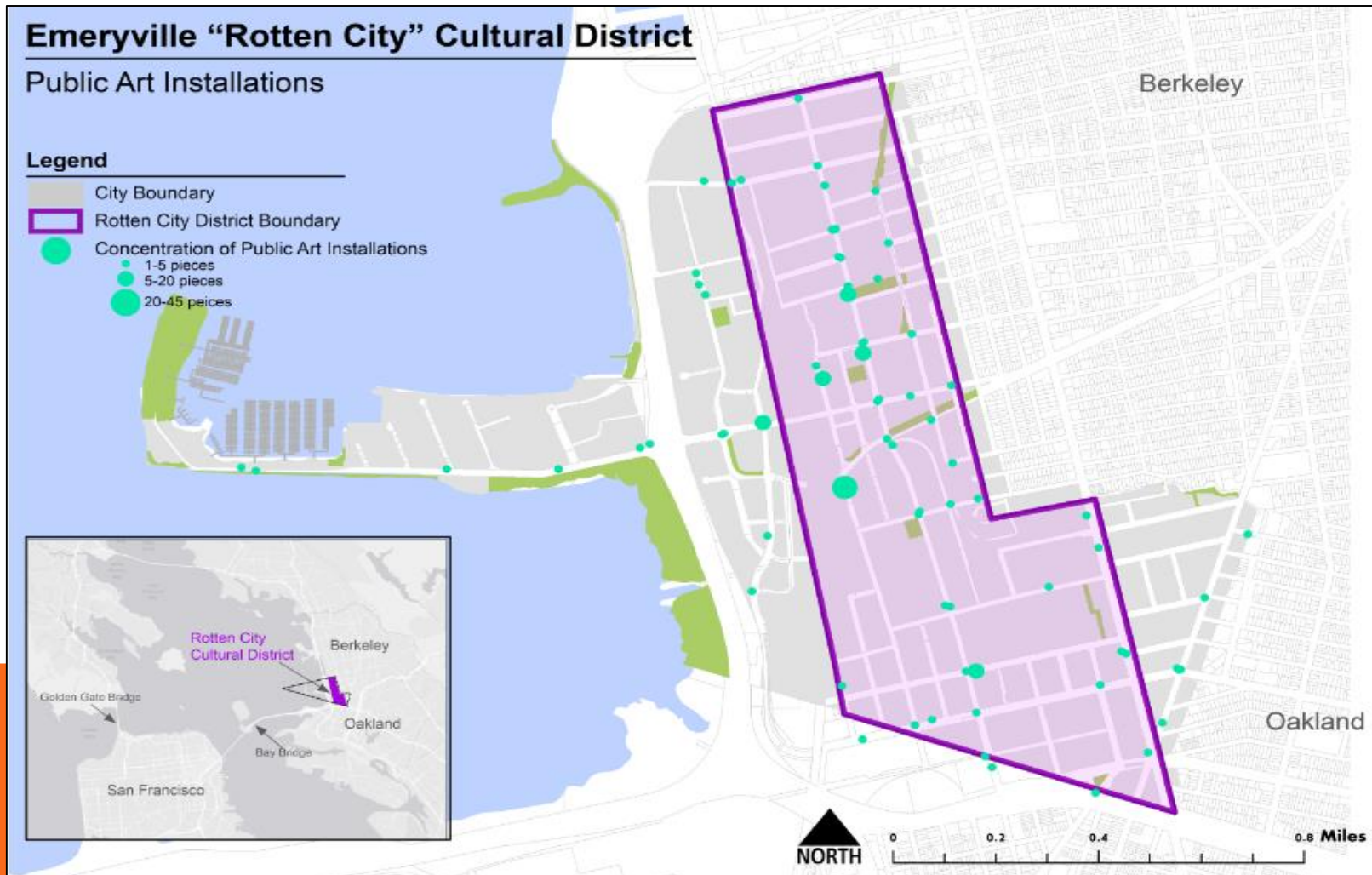
## District Map- Art Production and Cultural Institutions:



Proposed Additional Maps:

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## District Map – Public Art:



Next Steps-Council Action:



## CALIFORNIA ARTS COUNCIL- CULTURAL DISTRICT PROGRAM

### Next Step - City Council Authorization:



### Recommended City Council Action:

Adopt the proposed Resolution authorizing an application to the California Arts Council to

- 1) Request that the City receive a State art district designation and
- 2) Acknowledge four partners in the City's application.
- 3) Include in motion ECA's request to revise the description of the non-profit.