

Leah Larrarte

To: Omar Firestone
Subject: RE: Cultural Arts Commission Interviews - Action Required

To The Chula Vista City Council:

Although I am unable to interview this evening due to a professional commitment, I would like to receive consideration for appointment to the Cultural Arts Committee. As stated in my application I have over 30 years professional experience in the Performing Arts. If appointed I would use my contacts on both sides of the border to bring classical and popular musicians from Tijuana and San Diego to Chula Vista venues. I have built personal relationships with groups such as SDSU's "Hausmann Quartet", The Encinitas-based The Hutchins Consort", and Tijuana's, "Madame Uruguay Sus Hombres" and "Cuatro Para Tango", which would be representative of the artists I would like to bring here.

Additionally as a 25 year city resident of the City with a daughter in college locally, and whose family owns the historic MacDonald House on Second Ave., I have "Community Buy-In" and a personal stake in seeing artistic life flourish Chula Vista. Specifically I would advocate for development of a performance venue and gallery space in the Third Ave Village that would enhance the mission of the Streetscape initiative. Tijuana has a vibrant visual arts community that exhibits regularly at the Cultural Center where my orchestra performs

As an outgrowth of a (putative) series of House Concerts, "Musicales", in some of our historic homes, as a Cultural Arts Commissioner I would work to make Chula Vista home to a cross-border (bi-national) chamber orchestra. This would initially perform a 6-10 program summer season in Memorial Park.

Finally in a few years the Marina Expansion project and Convention Center and (possible) four year university will come to fruition. My dream as a Commissioner would be the development of a **Chula Vista Cultural Arts Center** which would complement the City's business, science and academic expansion. A putative CVCAC could comprise

- 500+ seat performance hall suitable for Musical Theater (Similar to the Joan B Kroc theater)
- Dance Studios
- 2000 feet² of gallery space,
- 5000 ft² of classroom space: Ceramics, painting, sculpture etc.
- Bookstore & Gift Shop
- Restaurant

Yes, a bold idea. But if the city is serious about attracting new tech industry, it is exactly the kind of resource that Apple, Google and Amazon (plus the next startup!) would need to offer a culturally literate workforce as a relocation incentive.

Sincerely,
Omar Firestone

on 06/21/17 8:46 AM, Leah Larrarte wrote:

Hi Mr. Firestone,