



City of Chula Vista

Staff Report

File#: 15-0215, **Item#:** 12.

REPORT ON THE CITY OF CHULA VISTA CULTURAL ARTS WORK PROGRAM

RECOMMENDED ACTION

Council accept the report.

SUMMARY

Across the nation, communities both large and small have recognized the economic value of cultural arts. Cultural arts enriches quality of life and enhances the local economy by strengthening community identity and character, stimulating cultural tourism, increasing consumer purchasing, creating jobs, and increasing tax revenue. The Cultural Arts Master Plan (CAMP) work program will assist in the development of a cultural arts program that will leverage and strengthen the City's cultural arts assets while creating a cultural arts industry in Chula Vista.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the proposed action is not a "Project" as defined under Section 15378(b)(2) of the State CEQA Guidelines because the activity is a report on a City work program; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Although environmental review is not necessary at this time, projects resulting from the CAMP work program, will require environmental review and a CEQA determination completed prior to commencing said project(s).

BOARD/COMMISSION RECOMMENDATION

Not Applicable

DISCUSSION

To date, the City has supported cultural arts through individualized program funding but has not yet adopted a citywide CAMP. The preparation of a citywide CAMP (General Plan Policy PFS 20.1) is an opportunity for Chula Vista to strategically identify, develop and create a cultural arts industry in Chula Vista. Further, the development of a CAMP would meet several of the City's Strategic Plan goals by enhancing Chula Vista's unique image and sense of place and strengthening Chula Vista's local economy.

The CAMP work program would, in essence, chart the course for the development of a comprehensive plan that would build upon our unique cultural arts strengths and opportunities while helping Chula Vista become a more creative, innovative, and vibrant place to live, work, and play.

The experience of other communities shows that cultural arts can be an economic engine during

even the most challenging fiscal times. As stated above, past approaches to cultural arts in Chula Vista have primarily focused on individualized program funding rather than a comprehensive approach to building a sustainable cultural arts industry. While public support of cultural arts programs is important, it is imperative that Chula Vista pursue a more broad approach that integrates cultural arts fully into the community while building cultural arts capital in Chula Vista.

CAMP Work Program

Over the next year, staff, in collaboration with a variety of stakeholders, will explore opportunities to build upon our unique cultural arts strengths and the development of new cultural arts opportunities. In review of cultural arts master planning processes of other jurisdictions and the importance of creating a CAMP that is not only unique to Chula Vista but that will provide economic benefit to the City, a Cultural Arts Manager position (.75 FTE) is proposed in the FY 15-16 budget. This staff resource would be entirely dedicated to development and implementation of the CAMP work program and the management of the associated tasks that would come out of that work program.

Work Program Framework

The work program will include tasks related to:

1. Understanding what our cultural assets are.
2. Creating a vision for Cultural Arts in Chula Vista
3. Planning and implementation of strategies that will stimulate the cultural arts industry in Chula Vista.

The work program will in essence be divided into three parts, each with identified tasks. It is anticipated that there will be some overlap between each part with variation of stakeholder engagement included in all three.

1. Understanding Chula Vista's Cultural Assets

Identifying and mapping Chula Vista's existing cultural assets, activities and resources will allow us to understand the history of Cultural Arts in Chula Vista as well as help us to better understand where we are and where we need to be. This assessment will include:

- Researching the History of Cultural Arts in Chula Vista
- Identifying and Evaluating Chula Vista's Cultural Arts Resources
- Mapping of Cultural Arts Resources
- Measurement of the existing Economic Footprint of Cultural Arts in Chula Vista
- Researching cultural arts trends, successes, and failures both nationally, regionally and locally including cultural arts funding sources
- Research and Evaluation of the existing cultural arts economic footprint in Chula Vista

2. Creating a Vision

Cultural Arts can be more than an economic engine it can also be a catalyst for encouraging residents to engage in civic activities. The outcome of the work program should reflect and reinforce Chula Vista's unique image and sense of place and provide opportunities for all socioeconomic levels. Creating a vision for cultural arts in Chula Vista will entail a variety of factors but most importantly it will include collaboration with a variety of stakeholders. This vision will be the framework for where we want to go and how we want to get there. This will be an important part of the work program as the vision will guide the goals, policies and objectives of the

CAMP. The visioning process will include:

- Coordination with the City's Cultural Arts Commission
- Collaboration with community stakeholders
- Public Forums
- Individual interviews
- Focus Groups
- Youth Involvement
- Social Media Outreach

3. Planning and Implementation

Once the city's cultural arts assets are identified and the vision is set, the next step will be to plan, develop and implement strategies that will support and strengthen the vision and cultural arts opportunities in Chula Vista. Planning and implementation will require collaboration with a variety of community stakeholders. A successful CAMP will include strategies that are integrated broadly throughout the community. This will entail formulating recommendations that will identify key implementers, establish time frames, and identify benefits, required resources and steps necessary to implement the recommendations. Recommendations may include:

- Creating policies and initiatives that encourage cultural arts activity
- Creating funding sources for support of cultural arts
- Review and refinement of existing cultural arts programs
- Optimize use of existing cultural arts facilities
- Potential Public and Private Partnerships
- Marketing and Promotion of Chula Vista's Cultural Arts Assets
- Developing Cultural Tourism Opportunities
- Cultural Arts Programming and Events Coordination
- Create opportunities for artist hubs such as Artist Co-Ops, and Pop-Up Exhibits

Next Steps

Upon approval of the FY16 budget, the City will begin recruitment for the Cultural Arts Manager position. In addition to managing the CAMP Work Program, the on-going responsibilities of the Cultural Arts Manager will include:

- To develop, implement, and manage all cultural arts programs in the City
- Oversight and coordination of the City's public art program
- To promote a variety of performances, exhibitions, and community cultural art events
- To develop and implement initiatives and strategies to encourage cultural tourism in Chula Vista

It is anticipated that the recruitment process will be commence as quickly as possible after the FY 15-16 budget is approved. The CAMP work program is anticipated to be completed within FY16.

Conclusion

The CAMP work program will explore opportunities that will create a comprehensive approach to

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cultural arts in Chula Vista. The benefits of cultural arts are vast and include a better quality of life for citizens, growth of cultural tourism, an increase in consumer purchasing, job creation, and increased tax revenues.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site specific and consequently, the 500-foot rule found in California Code of Regulations section 18702.2 (a)(11), is not applicable to this decision. Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The CAMP work program supports several of the Strategic Plan Goals, including; Strategy 2.2; to promote an environment for residents and businesses to prosper. Goal 5, Strategy 5; to encourage residents to engage in civic activities, and Strategy 5.2; to provide opportunities that enrich the community's quality of life. The preparation of a city-wide CAMP will reinforce and build upon Chula Vista's unique cultural arts strengths, will provide access to cultural arts for all socioeconomic levels, and will be a catalyst to increase Chula Vista's cultural arts capital.

CURRENT YEAR FISCAL IMPACT

There is no current year fiscal impact associated with the CAMP work program.

ONGOING FISCAL IMPACT

An additional, .75 FTE, is proposed in the FY 15-16 budget. The cost of this position (including salary and benefits) for fiscal year 2016 is approximately \$101,500. This staff resource would be entirely dedicated to cultural arts, including the development and implementation of the CAMP work program and the management of the associated tasks that would come out of that work program. All other expenses associated with the development of the Work Program would be accomplished with existing staff and resources.

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