



City of Chula Vista

Staff Report

File#: 15-0570, **Item#:** 10.

CONSIDERATION OF ADOPTING THE CHULA VISTA CULTURAL ARTS MASTER PLAN

RESOLUTION NO. 2016-190 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ADOPTING THE CITY OF CHULA VISTA CULTURAL ARTS MASTER PLAN

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

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 (Master Plan) identifies various strategies and initiatives that together will strengthen Chula Vista's cultural arts assets, support future opportunities and support cultural tourism in Chula Vista (Attachment 1).

ENVIRONMENTAL REVIEW

Environmental Notice

The Project qualifies for a Statutory Exemption pursuant to Section 15262 (Feasibility and Planning Studies) pursuant to the California Environmental Quality Act State Guidelines.

Environmental Determination

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the proposed action, adoption of the Cultural Arts Master Plan, falls under a Statutory Exemption pursuant to Section 15262 (Feasibility and Planning Studies) of the State CEQA Guidelines. Thus, no further environmental review is necessary, at this time. However, projects resulting from Cultural Arts Master Plan, may require environmental review and a CEQA determination completed prior to commencing said project (s).

BOARD/COMMISSION RECOMMENDATION

At their regularly scheduled meeting on June 13, 2016 the Cultural Arts Commission unanimously voted to recommend that the City Council adopt the Cultural Arts Master Plan.

DISCUSSION

The Master Plan is organized around five (5) goals and identifies strategies and initiatives to accomplish those goals. Cumulatively the goals, strategies and initiatives provide a road map for Chula Vista that is intended to increase its competitive edge, further connect the community, and attract both new and visiting populations.

Goal 1: Communicate

Provide residents and visitors easy access to cultural arts offerings while also understanding the needs of our local artists and audiences which are vital components to the success of the Master Plan. This includes on-going public outreach, marketing and promotion strategies. The public

outreach initiative was developed to increase the awareness of opportunities, activities and events both citywide and regionally. The marketing and promotion initiatives will provide the public information on all the cultural arts activities taking place in Chula Vista. While the marketing and promotion initiatives will focus on coordination across city departments and community wide organizations.

Goal 2: Create Opportunities

Building public and private partnerships are invaluable opportunities for the City of Chula Vista in order to support and leverage the talents of the creative community. The first step to creating opportunities is to understand what assets are currently available and where the gaps exist. This includes continuing to support cultural arts programs and activities, public and private partnerships and establishing a qualified Cultural Arts Commission (CAC). Some of the Initiatives include conducting a city wide cultural arts assets map and facilitating more opportunities for participation in cultural arts activities by staff and the CAC.

Goal 3: Build Community

Strengthening the community through cultural arts includes exposure to public art, learning through the arts, access to arts education and making cultural arts accessible to all ages and abilities. This will include the development of a public art program and a youth and senior engagement strategy. Initiatives under this goal include: inventorying, appraising and mapping the City's public art collection, incentivizing the inclusion of public art in private development, supporting youth involvement in cultural arts events, and providing the senior community easier access to cultural programming and events.

Goal 4: Stimulate Economic Vitality

In order to leverage cultural arts as a tool for economic development it is essential that the value of Chula Vista's cultural arts assets be understood and communicated. Developing metrics to measure the value of cultural arts assets, pursue diverse funding streams to support those assets and building Chula Vista's identity as a cultural arts destination are strategies to support economic vitality. Initiatives under this goal include: leveraging existing grant funding, establishing an appropriate fund that can accept philanthropy donations, pursue grants from a wide range of sources, partner with bi-national organizations and work with tourism stakeholders to promote cultural arts events, activities and programs in Chula Vista.

Goal 5: Infuse Arts into City Processes

Ensuring that the arts are a consideration of development projects and City processes is another way that the City can accommodate and strengthen cultural arts in Chula Vista. Creating arts friendly policies, supporting the use of creative spaces, and the creation of quality public spaces are Goal 5 strategies. Initiatives under these strategies include: offering favorable fees and streamlining facility use for cultural arts activities that have a positive economic impact, developing non-traditional opportunities to showcase the work and performances of local artists, and adopting policies and guidelines that would activate public spaces that otherwise would be underutilized or left vacant.

The Cultural Arts Master Plan is intended to be a dynamic document that celebrates and embraces Chula Vista's unique historical narrative and diverse cultural arts offerings. The goals, strategies and initiatives of the Master Plan will help Chula Vista to remain responsive to the dynamic nature of Chula Vista's creative community, while at the same time transforming cultural arts in Chula Vista into a sustainable industry and a cultural arts destination.

To maximize the success of proposed strategies and initiatives, a five year implementation work plan is proposed, categorized by short term, mid-term and long term priorities (Attachment 2). It is assumed that there may be some fluidity

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between the categories, as several strategies and initiatives are on-going undertakings and others may be subject to funding and resource availability.

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 adoption of the Master Plan would support 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 adoption and implementation of the Master Plan will reinforce and build upon Chula Vista's unique cultural arts strengths, will provide better access to cultural arts for all persons of all abilities, and will be a catalyst to making Chula Vista a cultural arts destination.

CURRENT YEAR FISCAL IMPACT

It is anticipated that costs associated with the first year implementation would be accomplished within existing staff and resources.

ONGOING FISCAL IMPACT

It is anticipated that any future impacts will be considered during the annual budget process.

ATTACHMENTS

1. Cultural Arts Master Plan
2. Implementation Work Program

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