



Newport Beach

MASTER

ARTS *and* CULTURE

PLAN

Prepared for the
City of Newport Beach
by Arts Orange County

November 25, 2014



Introduction

The beauty of Newport Beach is arguably its greatest asset, and its citizens share the belief that it can and should be reflected throughout all areas of civic life. To some, this means aspiring to the highest aesthetic ideals in all physical planning for the community through imaginative architecture, landscape and public works design. To others, it means defining the community through unique signature artistic experiences distinct from those offered in other cities or it means reinforcing the economic vitality of the City. To capture the dreams of those who call Newport Beach home and to recommend a number of ways the City can bring them to fruition, the City of Newport Beach contracted in May 2014 with Arts Orange County (Arts OC) to develop Phase I of a Master Arts and Culture Plan.

The successful implementation of such a plan would ideally achieve a number of broad goals:

- Highlight stories of this unique place
- Establish engaging public spaces
- Celebrate diversity
- Give all citizens access to the arts
- Attract and retain a creative class and an educated work force
- Attract world-class art and culture
- Promote an environmental ethic
- Nurture community and reinforce neighborhoods
- Fuel economic development

The objectives of the plan were to:

- Gather widespread input from the community about how they envision the role of arts and culture in the life of the City
- Document the City’s current cultural assets and venues and identify gaps that exist and how they might be filled
- Identify obstacles preventing greater community participation in the arts and suggest ways to overcome them
- Research the economic impact of the arts within the City and provide data on how it compares to other cities
- Explore opportunities for collaboration among organizations and businesses to maximize service to the community
- Identify ways the City can help advance its own artistic programs, those of local organizations and its overall arts ecology

This document contains Arts OC’s recommendations as a result of its 6-month process of research and evaluation. While no such report can be a comprehensive roadmap for future planning, this Master Arts and Culture Plan can serve as an important resource for the City to understand its needs and a valuable tool in its efforts to address them.

City of Newport Beach

November, 2014

City Council *

Michael F. Henn	District 1
Tony Petros	District 2
Rush N. Hill, II, Mayor	District 3
Leslie Daigle	District 4
Edward D. Selich, Mayor Pro Tem	District 5
Nancy Gardner	District 6
Keith D. Curry	District 7

Newport Beach Arts Commission

Rita Goldberg	Chair**
Arlene Greer	Vice Chair**
Caroline Logan	Secretary**
Judy Chang	
Lynn Selich	
Robert Smith	
Charles Ware	

City Manager

Dave Kiff

City Staff Project Manager

Tim Hetherton	Library Services Director
---------------	---------------------------

* City Council members as of November 1, 2014
** Master Arts and Culture Plan Sub-Committee

The mission of the Arts Commission is to promote and support a wide range of accessible cultural programs, activities and facilities to address the needs and interests of residents and visitors in the Newport Beach community.

Appointed by City Council, the City Arts Commission acts in an advisory capacity to the City Council in all matters pertaining to artistic, aesthetic and cultural aspects of the City. The City Arts Commission also recommends to the City Council the adoption of such ordinances, rules and regulations as it may deem necessary for the administration and preservation of fine arts, performing arts, historical, aesthetic and cultural aspects of the community. On behalf of the City, the Arts Commission actively encourages programs for the cultural enrichment of the community and performs such other duties relating to the arts as the City Council may require.

Arts Commissioners Serving Previous Terms

On behalf of the City, we acknowledge the dedication, commitment, & passion of citizens who have served on the Arts Commission since its inception:

Gerald Allison	Phyllis Drayton	Gilbert Lasky	Madeline Rose
Dennis Baker	Janet Ennis	Molly Lynch	Patti-Gene Sampson
Lyn Belasco	Gail Floor	Mary MacIntyre	Carol Starcevic
Denise Blake	Roya Fouladi	Michael Magrutsche	Shelli Stewart
Sandy Blatterman	Pat Gibbs	Kenneth Marshall	Marilee Stockman
Carole Boller	Jeffrey Gould	Helen McCarthy	Al (A.Z.) Taft
Wendy Brooks	Robyn Grant	Beryl Cameron Melinkoff	Betty Tesman
Pat Brubaker	Don Gregory	Cathy Michaels	Christopher Trela
Arlene Cartozian	Kathy Harrison	Carl Neisser	William Valentine
David Colley	Novell Hendrickson	Pamela Nestande	Amy Vieth
Michael Coon	Howard Herzog	Bud Pashley	Nancy Warzer-Brady
Lila Crespin	Roberta Jorgensen	Deborah Polonsky	Kym Young
Katherine Delsack	Pat Kendrick	Jerrell Richards	Wally Ziglar
	Jeff Kolin	Kirwan Rockefeller	

“Morning Mood” cover artwork by Rex Brandt used by permission of art collector Mark Hilbert



Table of Contents

1 | Executive Summary

3 | A Rich Legacy of Arts and Culture in Newport Beach

7 | Why Now for Newport Beach?

9 | Research Methodology

13 | Economic Impact of Arts and Culture

18 | Arts and Culture Community Assets

21 | Recommendations

38 | Next Steps

Appendix:

A-1 Newport Beach General Plan, Chapter 9, Arts and Cultural Element

2 Council Policy – I-9: Art in Public Places

3 Council Policy – I-10: Financial support for Arts and Culture

4 Council Policy – I-11: Donation of Art to City of Newport Beach

5 Council Policy – I-13: Public Art and Cultural Facilities Policy

B-1 Participants in Stakeholder Interviews and Focus Groups

2 Public Survey Data

3 Public Forum Data

C-1 Newport Beach arts organizations reflected in Economic Impact data

2 Creative Industries in Newport Beach (Dun and Bradstreet)

D-1 Primary Assets

2 Potential Partners

3 Current & Potential Venues

E-1 Arts and Culture Coordinator Job Description (November 2013)

2 Examples from other cities of Arts Staffing Levels

F Newport Beach Cultural Arts Guide (2004)

G Arts Commission Art Site Suitability Ad Hoc Committee Report May 2014

H Newport Mesa Unified School District: Strategic Arts Plan

I Balboa Village Theatre Potential Audience Survey Report

Executive Summary

At a time when cities are competing to enhance quality of life opportunities for their residents, generate longer visitor stays through cultural tourism attractions, and to respond to the business community’s need for a creative workforce, the City of Newport Beach has embarked on the creation of a new set of recommendations for its arts and culture policy.

Newport Beach has reinforced the City’s legacy of cultural engagement and learning with the building of the Civic Center and Library, which now functions as an arts and cultural hub of the community. These architectural additions exemplify the city’s vision to establish a higher aesthetic for Newport’s built environment. These achievements, along with the commitment to design and implement a cultural plan, testify to the City’s desire to embrace fully the benefits offered by a robust arts and cultural landscape in Newport Beach.

This timely action parallels the cultural planning initiatives of other great cities where arts and culture are recognized as an integral facet of community pride, civic health, and economic vitality.

The 2014 Newport Beach Master Arts and Culture Plan represents the results of a six-month process designed to re-visit existing city policy for the arts, consider the current community assets, and envision a road-map of recommendations to guide next steps. This community process included stakeholders, focus groups, a public forum and a public survey to provide the framework by which Arts OC crafted these recommendations.



RECOMMENDATIONS

1. Grow public investment in arts and culture

Sustain current sources of funding for the arts as well as increase the investment through a variety of funding mechanisms with the goal of matching or surpassing the national average for cities funding arts & culture.

2. Establish an appropriately-staffed Division of Arts and Culture

Establish a separate division and a full-time position for arts and culture at the manager level - working in close cooperation with the Department of Library Services and the Department of Recreation & Senior Services - in order to effectively implement the Master Arts and Culture Plan, explore new initiatives and community partnerships, and engage all city departments.

3. Establish arts-friendly City policies

Create a process and guidelines by which “arts friendly” policies can be established and non-profit arts and culture organizations can benefit.

4. Develop a 21st century arts and culture communication plan

Build public awareness of arts and culture offerings and promote tourism by establishing an effective marketing and public relations plan.

5. Develop a multi-faceted approach to arts and culture programming

Develop a program plan that includes expanded support for City-sponsored arts programs as well as support for and collaborations with Newport Beach-based organizations, venues and potential regional arts and culture partners. Plans should give special consideration to unique programming as well as signature events.

6. Refine the City’s Public Art Policy

Establish public art policy according to national best practices that addresses all selection of art, suitable sites, sustainability and maintenance.

7. Develop new accessible creative spaces

Create a facility plan that would address the community’s need for a 350 seat flexible venue, creative meeting spaces, classrooms, artist studios and a creative teen center. This plan should take into account the renovation of the Balboa Theatre as well as other existing sites and new construction.

8. Animate existing City parks, beaches, and other public spaces with unique programming, signature events and neighborhood festivals

Collaborate across City departments to include and support potential unique programming in city parks and beaches and evaluate infrastructure needs.

9. Establish key partnerships that support arts education

Collaborate and partner with public and private schools to support and provide relevant programs for youth.

10. Include aesthetic considerations in City processes which review and approve public and private development of the built environment

Provide for appropriate input by arts and design experts in the community at the earliest possible conceptual phases of public facilities and infrastructure planning.

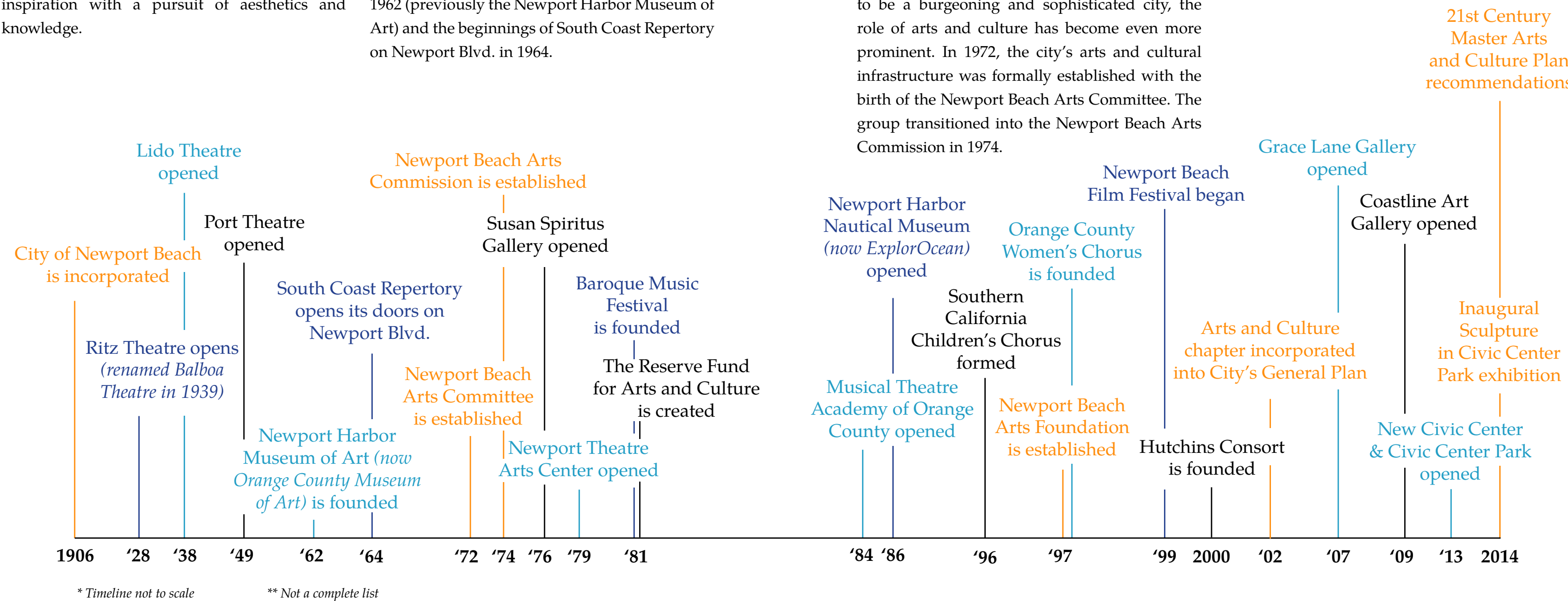
A Rich Legacy of Arts & Culture in Newport Beach

An appreciation for arts and culture has shaped the growth and development of Newport Beach from its origin as a beach town to its rise as a coastal city. Since its incorporation in 1906, the culture of Newport Beach, like most of Southern California, has been closely associated with the quest for an aspirational lifestyle. Alongside the natural beauty of the ocean and harbor, residents filled their desire for rejuvenation, leisure and inspiration with a pursuit of aesthetics and knowledge.

At the turn of the century they engaged in creative activities where there were opportunities to embrace lifelong learning in all arts disciplines. In a similar manner, the city formally established a precedent for educational and cultural values, as libraries were built throughout the village-based neighborhoods. Highlights of the city’s long-standing support for the arts include the founding of the Orange County Museum of Art in 1962 (previously the Newport Harbor Museum of Art) and the beginnings of South Coast Repertory on Newport Blvd. in 1964.

Newport Beach has been home to many artists such as renowned painter Rex Brandt, animator Chuck Jones, fashion icon Don Ed Hardy, writers Dean Koontz and Joseph Wambaugh, architect William Pereira, violinist Jascha Heifetz, “The King of Surf Guitar” Dick Dale, actors June Allyson, Joey Bishop, Ray Milland, John Wayne, Buddy Ebsen, Kelly McGillis and the legendary Helena Modjeska. As Newport Beach has grown to be a burgeoning and sophisticated city, the role of arts and culture has become even more prominent. In 1972, the city’s arts and cultural infrastructure was formally established with the birth of the Newport Beach Arts Committee. The group transitioned into the Newport Beach Arts Commission in 1974.

In 1997, the city council studied the creation of an Arts and Cultural Plan as well as an arts foundation. Although no plan was completed at this time, the City Council formalized the Newport Beach Arts Foundation, an organization designed to fund public art, arts and cultural organizations, and art related events in the city.



Orange County Museum of Art



In 2002, members of the Newport Beach Arts Commission engaged in strategic planning sessions to chart the commission's goals and to develop a public arts policy, and an Arts and Cultural chapter was incorporated into the city's General Plan. (See Appendix A) This chapter was written to "provide improved and expanded arts and cultural facilities and programs to the community."

Incorporating an arts and cultural element into the city's General Plan was a major milestone for the city in recognizing the role and value of the arts and culture within the built environment and community's interests. In 1981 the Reserve Fund for Culture and Arts was formed, giving \$55,000 annually to "specific cultural or artistic planning, promotion and/or construction projects." During 2003-2006, the city created a policy outlining regulations for a funding stream for the arts.

Development fees were also established to help fund the construction of arts and cultural facilities. These fees have helped create the Oasis Senior Community Center as well as the Civic Center and Central Library. These venues have become cherished and well-used resources for arts and cultural programming in Newport Beach.

With a solid foundation of local community arts and culture assets and an established Arts Commission, The Newport Beach Master Arts and Culture Plan is the next step in laying the groundwork for arts and culture infrastructure. The plan also demonstrates the city's commitment to establishing specific action items for expanding arts and culture in the city. Most importantly, the plan provides a pathway for new opportunities so that current and future generations who live in, work in and visit Newport Beach can embrace the enhanced quality of life offered by arts and culture programs and events.

The arts and cultural elements chapter of the city's general plan outlines 3 goals and policies:

1. Active and vital arts, cultural, and literary activities and programs that enrich the community.
2. Adequate physical facilities and venues that support cultural art and literary programs.
3. Establish a broad range of public and private funding sources to support cultural arts goals and activities.

Newport Beach Art Foundation's "Art in the Park"



Why Now for Newport Beach?

The current General Plan cites the importance of arts and culture for Newport Beach and the expectation that continued vibrant and meaningful programs will require “coordination, preservation, and promotion” in order to avoid unintended losses of cultural assets. The creation of a new master plan is important and appropriate in light of City-sponsored programming at the Civic Center, the Libraries, OASIS, and Newport Coast Community Center, plus the planned community centers at Newport Ridge and Marina Park and the potential City development of other assets such as the historic Balboa Theatre.

The plan is also important to the City’s expressed desire to continue nurturing the other cultural assets within its borders, such as these non-profit arts organizations which call Newport Beach home: the Newport Beach Film Festival, the Newport Beach Jazz Festival, the Southern California Children’s Chorus, Coastline College Art Gallery, Baroque Music Festival of Corona del Mar, and the Hutchins Consort. The plan seeks to benefit also creative businesses such as Grace Lane Gallery, Brett Rubbico Gallery and Susan Spiritus Gallery, as well as the top five architectural and advertising firms in Orange County (as ranked by the Orange County Business Journal).

The City’s Arts Commission now hosts performing arts events at the Civic Center, and the Newport Theatre Arts Center is well-established as a local community theatre. Other cultural venues include The Balboa Theatre, The Lido Theatre, and The Port Theatre.

Right outside the geographic boundaries of the City exists the cultural campus at Segerstrom Center for the Arts in Costa Mesa that is home to world-class performing arts organizations and is soon to be home to the Orange County Museum of Art. Also nearby are the University of California, Irvine, with its theatres and galleries, the Irvine Barclay Theatre, a major professional performing arts venue, and the City of Laguna Beach, a historic and lively arts colony with major arts institutions.

Although important cultural assets exist in Newport Beach, the arts scene is still viewed by citizens and professionals alike as not having achieved the same level of development as neighboring communities. The opportunity to create a new Master Arts and Culture Plan can now stand on the shoulders of the excellent work completed in the past and the timing is ripe to implement a specific action plan that has measurable outcomes.

“
I am excited to see my city step it up a notch and focus on a strategy for arts and cultural planning!
”
- Business Focus Group Participant



Research Methodology

To evaluate the arts, culture, and community resources within the City of Newport Beach, Arts Orange County (Arts OC) engaged in an inventory and assessment process known as cultural asset mapping. Using this industry best practices approach, Arts OC embraced a broad definition of culture and conducted 25 one-on-one interviews with local leaders from various sectors spanning the arts and culture field, business, and City officials. Six focus groups were conducted which included stakeholders representing the fields of Arts Education, Artists, Arts & Cultural Organizations, Potential Arts Partners, City Affiliates, Teens from the Mayor’s Youth Council, and the Business Community. On-site visits were made to many locations including six of the largest community parks, Newport Theatre Arts Center, Sherman Library and Gardens, Coastline College Art Gallery, ExplorOcean, Balboa Theatre, Orange County Museum of Art, and the Cannery Village, as well as programs of these and other organizations such as Baroque Music Festival of Corona del Mar, Newport Beach Film Festival, and the City of Newport Beach Art Exhibition.

A community forum was held to gain an in-depth perspective on the wider community’s opinions on several emerging themes derived from previous stakeholders and focus groups input. The last step in the process was to distribute a public survey to gather additional information from the community at large. Arts OC utilized a number of databases to reach approximately 39,000 citizens via multiple e-mails, as well as distributing information through every Homeowners Association and a variety of arts and community organizations, in order to make them aware of the opportunity to attend the public forum and to participate in the online public survey.

Of further value to the process was Arts OC’s existing knowledge of the community and familiarity with its cultural assets. The recommendations in this report reflect the opinions of the community members who participated in the above process as well as the expertise that Arts OC possesses and has applied from national best practice. *(See Appendix B for participants and data results.)*

The Process

- 25 one-on-one interviews with key stakeholders
- 6 focus groups comprised of 75 leaders from the arts, business, education, and city affiliates
- On-site visits to organizations & venues throughout the City
- A community forum with 55 attendees
- An online survey for more public input



Baroque Music Festival at Sherman Library and Gardens



Coastline Art Gallery

Interview & Focus Group Participants

Many thanks to the following individuals who participated in the individual stakeholder process or focus groups:

City of Newport Beach - Elected Officials*

- Ed Selich, *Mayor Pro Tem*
- Keith Curry, *City Council*
- Nancy Gardner, *City Council*
- Mike Henn, *City Council*
- Tony Petros, *City Council*
- *As of November 1, 2014

City of Newport Beach - Staff

- Dave Kiff, *City Manager*
- Terri Cassidy, *Assistant City Manager*
- Kim Brandt, *Community Development Director*
- Laura Detweiler, *Recreation and Senior Services Director*
- Tim Hetherton, *Library Services Director*
- David Webb, *Public Works Director*
- Celeste Jardine-Haug, *Senior Services Manager*
- Dave Curtis, *Library Services Manager*
- Janet Cates, *Recreation Manager*

Newport Beach Arts Foundation

- Carmen Smith, *President*
- Lila Crespin
- Marie Marston

Community Leaders & Representatives

- Marian Bergeson, *former State Senator*
- Robyn Grant, *Library board & past Arts Comm.*
- Mark Hilbert, *Hilbert Properties*
- Mary Lyons, *Arts Philanthropist*
- Rich Messenger, *St. Mark’s Presbyterian Church*
- Kay Mortenson, *Arts Philanthropist*
- Thomas Nielsen, *Arts Philanthropist*
- Janet Ray, *Arts Philanthropist*
- Kirwan Rockefeller, *past Arts Commissioner*
- Alison Ryfel, *Balboa Village*
- Elizabeth Stahr, *Arts Philanthropist*
- Jill Johnson Tucker, *Library board*
- Liz Torelli, *Corona del Mar Homeowners Assoc.*
- Rev. Cindy Voorhees, *St. James Church*
- Dan Wampole, *Newport Ridge Master Assoc.*

Business Leaders

- Toni Alexander, *Inter Communications Inc.*
- Barbara Edison, *The Island Hotel*
- Rob Elliot, *Elliot Collaborative*
- Diana Ghoukassian, *Bistango Restuarant*
- Wing Lam, *Wahoo’s Fish Tacos*
- Dan Miller, *The Irvine Company*
- Nina Robinson, *Hoag Memorial Hospital*
- Steve Rosansky, *Newport Beach Chamber of Commerce*
- Sindi Schwartz, *Muldoon’s Irish Pub*
- Gary Sherwin, *Newport Beach Tourism Council*
- Gerald Solomon, *Samueli Foundation*
- Michele Townsend, *Pacific Life Foundation*

Arts & Culture Organizations

- Steve Beazley, *Balboa Performing Arts Theatre Foundation*
- Pat Bril, *Baroque Music Festival, Corona del Mar*
- Jonathan Burke, *Laguna College of Art + Design*
- Dan Cameron, *Orange County Museum of Art*
- Rae Cohen, *Newport Theatre Arts Center*
- Dave Colley, *Newport Theatre Arts Center*
- John Forsyte, *Pacific Symphony*
- Heather Humphries, *Newport Beach Hyatt*
- Elizabeth Kent, *Seaside Musical Theatre*
- David Michael Lee, *Coastline Art Gallery*
- Joseph S. Lewis III, *Claire Trevor School of the Arts, University of California, Irvine*
- Fred Page, *Grace Lane Gallery*
- Tom Pollock, *ExplorOcean*
- Todd Quartararo, *Newport Beach Film Festival*
- Gregg Schwenck, *Newport Beach Film Festival*
- Paula Tomei, *South Coast Repertory*
- Paul Wormser, *Sherman Library and Gardens*

Arts Education Leaders

- Lisa Albert, *Parent*
- Kelly Bishop, *Orange County Museum of Art*
- Pam Blaine, *Pacific Symphony*
- Terry Brudnak, *Corona del Mar High School*
- Leslie Feibleman, *Newport Beach Film Festival*
- Scott Fitzpatrick, *Newport-Mesa Unified School District*
- Molly Pontin, *Pacific Chorale*
- Claire Ratfield, *Educator*

Mayor’s Youth Council

- Daniel Ginsberg
- Arthur Pescan
- Garrett Schwab
- Albert Szabo
- Elin Wolker
- Heather Feibleman
- Jaclyn Martin

Economic Impact of the Arts in Newport Beach

It has been well-documented that the arts contribute not only to the quality of life of a community, but to its economic health as well. A variety of respected entities regularly measure the economic impact of the arts—locally, regionally and nationally—and the data about Newport Beach underscore the economic value of having a healthy arts sector.

The 2013 Otis Report on the Creative Economy of the Los Angeles Region, prepared by the Los Angeles Economic Development Corporation, defines the creative economy as including the following:

- Businesses and individuals involved in producing cultural, artistic, and design goods and services
- Creative professions and enterprises that take powerful, original ideas and transform them into practical and often beautiful goods
- Organizations that provide a venue for artists to share their work with the public such as museums, art galleries & theaters
- Apparel, toy, and furniture manufacturing industries

The Otis Report is based upon 2012 data for the region from a variety of sources, and it breaks out Orange County data.

Newport Beach

\$57 Million
annual economic impact
of largest non-profit
arts organizations

[Source: Federal Form 990]

847 arts-related businesses
2,793 employees

[Source: Dun & Bradstreet, Americans for the Arts]

Orange County

\$15 Billion
annual economic impact
of creative sector

90,000 employees
\$683 Million tax revenue

[Source: Los Angeles Economic Development Corporation, 2013 Otis Report on the Creative Economy of the Los Angeles Region]

“It is critical to remember that musicians, dancers, painters, actors and arts administrators pay taxes, rent, and doctor’s bills like any other workers. The arts are not a special interest; they are an essential component of the economy and an especially crucial one as our nation’s future depends increasingly on its creative economy.”

- Measuring the Whole Community Impact of the Arts, Robert Lynch, President, Americans for the Arts

A separate report on the creative economy of Newport Beach states that, within its City limits, there are: 847 arts-related businesses, employing 2,793 people, as of January 2014. This report is based upon information filed by businesses and nonprofits registered with Dun & Bradstreet (D&B) and provided to us by Americans for the Arts (AFTA). According to AFTA, “Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data.” (See Appendix C)

Additionally, a review of the federal tax returns of Newport Beach’s largest nonprofit arts and cultural organizations shows that they generate an economic impact of more than \$57 million in the form of direct expenditures, indirect expenditures and audience expenditures. The total amount is based upon their Form 990 reportable income and industry-standard multipliers utilized by Chapman University’s A. Gary Anderson Center for Economic Research in prior years’ Economic Impact of the Nonprofit Arts in Orange County reports. Organizations included in this calculation are shown in Appendix C.

How Much do Cities Spend on the Arts?

In 2013, the 60 largest U.S. cities spent an average of \$7.58, according to Americans for the Arts’ annual study of Local Government Support for Local Arts Agencies. While each arts agency differs in type (government department vs. independent nonprofit) and mission (programmatic, regranting, and public art), it is clear that cities around the country believe in the value of investing public funds to advance the artistic life of their communities and to support the role they play in the local economy.



How do Cities Fund the Arts?

Generating revenue from visitors—whether through Transient Occupancy Tax, special fees or a Business Improvement District—is one of the most common methods that municipalities employ to fund their arts and culture facilities, institutions and programs.

Revenue from developer fees is used most often to pay for the commissioning and installation of public art in cities around the U.S. The latter is often referred to as a “percent for art” law, though the assessment varies by community, often ranging from a fraction to 3% of the cost of new construction within a city.

Some assess only public buildings and some allow developers to pay into an “in lieu” fund for public art (instead of having to commission their own public art and shepherd it through the City’s approval process).

Many cities opt to use multiple mechanisms to fund the arts in their communities. A good example is City of San Jose, which provides funding for cultural facilities through its General Fund, uses Transient Occupancy Tax revenues to award general operating grants to arts organizations and fund its own Office of Cultural Affairs, and uses a fee of 1% of construction costs on City building projects to fund public art commissioning and installation.

How does Newport Beach Fund the Arts?

The City of Newport Beach is no different in its desire to support the arts. Its 2014 Cultural & Arts Budget is \$245,045, which amounts to \$2.81 per capita, based on a 2013 estimated population of 87,293. If the City were to fund the arts at the average spending level of the largest U.S. cities mentioned above, that expenditure would increase to \$661,681.

Historically, the City of Newport Beach has funded the following from its General Fund: administrative costs of the City’s Arts Commission, City-sponsored arts programming under the direction of its Arts Commission, and a small pool of re-granting monies for local arts organizations and arts programs operated within the City by non-Newport Beach based organizations. The Newport Beach Arts Foundation, established in 1997, was designed to leverage private funding and grants in support of arts and culture. After an initial strong start, the foundation has struggled to grow into a mature foundation with appropriate assets to fulfill its mission and meet the needs of the community.

In 2013, the City Council approved Council Policy I-13, “Public Arts and Cultural Facilities Fund,” which sets aside 2 percent of the “unallocated public benefit fees” from development agreements negotiated after the approval of this policy “for the acquisition and maintenance of permanent art structures and installations in public places throughout the City including support of capital construction programs and cultural facilities.”

In anticipation of future funds that will be generated and deposited into the fund, the City budgeted \$100,000 in 2014 for the creation of a Master Arts and Culture Plan. The City has also discussed utilizing the Public Arts and Cultural Facilities Fund for renovation of the Balboa Theatre, now that it has reclaimed control of the property.

Additionally, discussions took place in January, 2014 regarding the possibility of allocating \$150,000 from the City’s Tourism Business Improvement District for unspecified purposes related to the arts, although no decision has yet taken place.

Current City Arts & Culture Funding Mechanisms

- General Fund
- Newport Beach Arts Foundation (an independent non-profit)
- 2% unallocated public benefit fees (new in 2013)
- Tourism & Business Improvement District (under consideration)

Stop Loss: Protecting Newport Beach’s Arts & Cultural Assets for Quality of Life AND Economy

Plans by the Orange County Museum of Art, the City’s largest arts organization, to move out of Newport Beach to a site at the Segerstrom Center for the Arts in Costa Mesa that has been donated to them, is seen as a preventable loss of a major cultural asset by many residents and businesses in the City of Newport Beach. “How can we have allowed this to happen?” is not an infrequent question heard from residents during the Master Arts and Culture Plan process.

While most understand that the Museum’s plans are firm, and are simply determined not to allow a similar circumstance to arise again, a few hope the Museum can be dissuaded (or even prevented) from making the move. Others are hopeful that at least one of the two current Museum-owned lots might still be preserved for use as an arts venue, perhaps even with the Museum’s programmatic involvement. In the last decade, ten galleries and arts organizations in Newport Beach have closed and five have moved to other cities.

Twenty years ago, the nearby City of Laguna Beach found itself in a similar situation: in prior years, twelve of its arts and culture organizations had either dissolved, moved out of the City or been absorbed into organizations outside the City through mergers and acquisitions.

Alarmed at the loss of what were regarded as precious community assets, City leaders initiated a process which culminated in the production of Laguna Beach’s first Community Cultural Plan in 1996. Largely as a result of that plan’s recommendations, the City stepped up its investment in its arts infrastructure, eventually approving the creation of a Business Improvement District comprised of the City’s lodging establishments to provide a funding stream to meet the current and future needs of the City’s arts ecology. Not including the Art in Lieu Fund (the City’s public art developer fee), the City of Laguna Beach is spending more than \$1,027,000 on the arts in 2014-15, for a per capita funding rate of \$44.17, with 86% derived from the BID and 14% from the City’s General Fund.

“Whether you live, work or play here, you know that Newport Beach is a great place. The arts will enhance what we already have.”

- Arts Leaders Focus Group Participant

Arts and Culture
Community Assets

The cultural inventory, a list of Newport Beach’s community assets, covers a broad range of the City’s organizations, institutions, groups, venues, parks, and businesses, which comprise its cultural ecology. This asset map highlights the City’s current resources and brings attention to potential partnerships through which Newport Beach can expand and strengthen the community’s arts and cultural offerings. Findings from the key interviews, focus groups and survey were used to help verify primary organizations as well as gain feedback on how the community views many of these assets.

The cultural asset map, in conjunction with data collected in the community input process, also assisted in identifying potential sites for continuing or expanded arts and cultural offerings. Respondents consistently referenced the City’s three theatres, The Balboa Theatre, Newport Theatre Arts Center, and the Lido, along with the Civic Center as key cultural assets of the City. Many spoke of their desire for greater utilization or renovation of these sites. Respondents also expressed an interest in having a festival or signature event in Newport Beach. The Dunes, Newport Ridge Park and Bonita Creek Park were cited as potential venues due to their locations, parking availability, amenities and capacity to host large groups of people without creating a negative impact on neighbors.

Although residents highly value the asset of the Library and the Civic Center, many voiced a desire to see neighborhood parks also animated through arts offerings. Lastly, respondents expressed their disappointment with the proposed move of Orange County Museum of Art and voiced their desire to have this location remain as a center for arts and cultural events and programming. This move by the museum should elevate the importance of developing and promoting community programs and partnerships with many potential arts partners.



Primary Arts & Culture Assets

City sponsored Arts and Culture Events

- **Presented by Newport Beach Arts Commission**
 - Newport Beach Juried Art Exhibition & Sale
 - Civic Center Concerts
 - Sculpture Exhibition at Civic Center Park
 - Library lectures and programs
 - Shakespeare by the Sea
 - Visual and Performing Arts classes for youth and seniors at community centers
 - Juried Art Exhibition
 - Temporary art exhibitions at City facilities
 - Museum Tours
- **Newport Beach Arts Commission funds a number of arts organizations each year to deliver arts programming in the city. Those funded in 2014 include:**
 - Baroque Music Festival
 - ExplorOcean
 - Festival Ballet Theatre
 - Newport Beach Film Festival
 - Orange County Museum of Art
 - South Coast Repertory
 - Southland Opera
- **Newport Beach Public Libraries**
 - The Witte Lecture Series
 - “Library Live” and special lecture programs
 - Workshops and discussion groups
- **Department of Recreation & Senior Services**
 - Classes in all arts disciplines offered for children and seniors
 - Diverse arts programming offered in parks

Arts and Culture Organizations in Newport Beach

- Balboa Island Museum and Historical Society
 - Baroque Music Festival of Corona del Mar
 - The Decorative Arts Society
 - ExplorOcean
 - Hutchins Consort
 - Musical Theatre Academy of Orange County
 - Newport Beach Film Festival
- Newport Beach Historical Society
 - Newport Theatre Arts Center
 - Orange County Museum of Art
 - Seaside Musical Theatre
 - Sherman Library and Gardens
 - Southern California Children’s Chorus

Art Galleries

- Art for the Soul
 - Art Resource and Appraisal Group
 - Brett Rubbico Gallery
 - Coastline Community College Art Gallery
 - Debra Huse Gallery
 - Grace Lane Gallery
 - Heart of the Island Gallery
 - Katherine Norris Fine Art Gallery
- Lahaina Galleries
 - Peter J Art Gallery
 - Scene Gallery
 - Sher’s Art Gallery
 - Southern California Art Projects & Exhibitions/SCAPE
 - Susan Spiritus Gallery

Festivals and Events

- Annual Lighting of the Bay
 - Annual Newport Beach Christmas Boat Parade
 - Art in the Park - Newport Beach Arts Foundation
 - Balboa Car Show
 - Balboa Island Art Walk
 - Balboa Island Parade
 - Baroque Music Festival
 - Corona del Mar Sandcastle Contest
 - The Decorative Arts Society Lecture Series
 - ExplorOcean Science Saturdays
 - Fall Faire at the Environmental Nature Center
 - Holiday Tree Lighting at Fashion Island
 - Hyatt Regency Newport Beach Jazz Festival
- Hyatt Regency Summer Concert Series
 - Imagination Celebration
 - La Strada dell’Arte Balboa Village
 - McFadden’s Wharf Open Air Markets
 - Mariner’s Park 4th of July Parade
 - Newport Beach Film Festival
 - Newport Beach Wine and Food Festival
 - Newport Dunes Movies on the Beach
 - Newport Dunes 4th of July Celebration
 - Old Glory Boat Parade (4th of July)
 - Orange County Museum of Art Artist Talks and Curatorial tours
 - Taste of Balboa
 - Wooden Boat Festival

Existing Venues for Arts and Culture Programs and Events

I. City owned

- Balboa Village and Pier
 - Balboa Theatre
 - Civic Center Community Room
 - Civic Center Green
 - Friends Room at the Library
 - Library Branches: Central Library, Mariners, Balboa, and Corona del Mar
- McFadden Square and Wharf
 - Newport Harbor
 - Newport Pier
 - Newport Theatre Arts Center
 - Oasis Community Center
 - Parks & Community Centers
 - Beaches

II. Non-City Owned Venues

- Back Bay Science Center
 - Coastline Community College
 - Corona del Mar High School Auditorium
 - Environmental Nature Center
 - ExplorOcean
 - Fashion Island
 - Hyatt Regency Amphitheatre
 - Island Theatre
 - The Lido Theatre
 - Newport Bay Conservancy: Peter and Mary Muth Interpretative Center
 - Newport Dunes
 - Newport Harbor High School Loats Auditorium
- Newport Harbor Lutheran Church
 - Orange County Museum of Art
 - Our Lady Queen of Angels Catholic Church
 - The Port Theatre
 - Rogers Gardens
 - Sage Hill School: The Studio
 - St. Andrews Presbyterian Church
 - St. James the Great Episcopal Church
 - St. Mark’s Presbyterian Church
 - Saint Michael & All Angels Episcopal Church
 - Sea Scouts
 - Sherman Library and Gardens

Recommendations

It is clear from the input that was received throughout this process that the citizens of Newport Beach take enormous pride in their community - from its scenic beauty and the joys of coastal living to the gorgeous weather and desirable amenities. Many cited how Newport Beach retains a small-town feel because of its village structure and how its picturesque and friendly harbor sets it apart from other Southern California coastal communities.

When asked about the challenges facing the City there were several common themes. First, there is a struggle to find the balance between growth and protecting the quality of life that makes Newport Beach such a great community. Changing demographics and the need to adapt are potential worries, but some people saw arts and culture as a means to overcome them and to unite neighborhoods.

Equally important was the perception frequently cited by residents that the City has not previously prioritized arts and culture in a substantive way and that now is an appropriate time to do so. A desire that was expressed consistently was to balance the development of more offices and residential units with spaces dedicated to arts and culture uses. In addition, residents applauded efforts to highlight what is unique to Newport Beach and move forward with an arts and culture agenda as a sign of cultural maturity as a City.

Each of the ten recommendations refers to the community’s input and cites current City policy as it applies to that topic. **Each recommendation contains next steps which are intended to provide actionable strategies to move forward with that recommendation in the short term.**



1. Grow public investment in arts and culture

CA 3.1	Public and Private Sources: Support the efforts of non-profit, private and community organizations to apply for public and private grants and promote donations to support arts and cultural activities (Imp 43.1, 43.2, 43.3)
CA 3.5	Funding: Provide funding for the arts in Newport Beach (Imp 43.3)
<i>--Citations from Chapter 9, City of Newport Beach General Plan</i>	

It has been well-documented that the arts contribute not only to the quality of life of a community but to its economic health. That is why cities across the nation believe in making an investment in their arts and culture infrastructure. In Newport Beach, the nonprofit arts and culture sector contributes over \$50 million to the local economy and there are over 800 arts and culture related organizations and businesses employing almost 3,000 people within the City limits. Overall in Orange County, the creative sector contributes \$15 billion to the economy, employs 1 out of 7 workers and generates nearly \$700 million in tax revenue. (See Economic Impact of the Arts section for details and sources.)

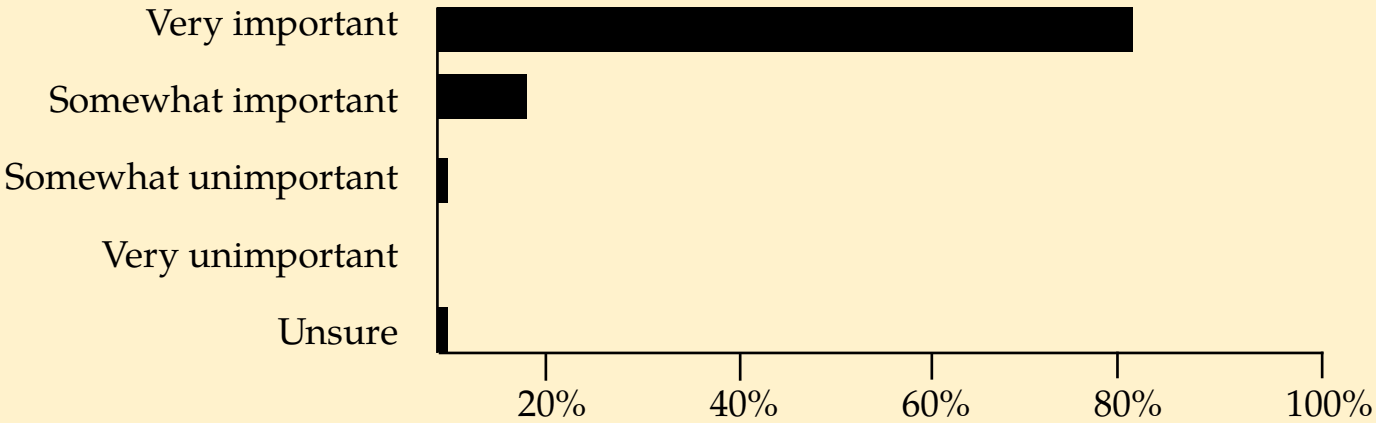
The value of arts and culture to the residents of Newport Beach was strongly validated through the input received over the course of this study, as was the community’s firm belief in the importance of increasing its investment in the sector.

As cited in the Economic Impact section, in 2013, the 60 largest U.S. cities invested in their arts and culture at an average expenditure of \$7.58 per capita, while the City of Newport Beach currently invests in its own arts and culture at a modest level of \$2.81 per capita or \$245,045 from the general fund. **If the City were to fund the arts at the average spending level, it would increase its General Fund investment to \$661,681.**

Sage Hill High School



Public Survey Results: “How important are arts, culture, & heritage in your life?”



However, cities typically prefer to utilize a mixture of funding mechanisms to address different elements of the local arts and culture programs they seek to support, and Newport Beach has already begun moving in that direction. Thus, in addition to the General Fund, Newport Beach established in 2013 a Council Policy I-13, “Public Arts and Cultural Facilities Fund,” to direct a portion of developer fees to fund arts and culture infrastructure (capital) and a portion of the Tourism Business Improvement District fund is designated for possible use in funding arts and culture programs. It is critical to consider these funds as part of a complete budget for arts and culture and carefully designate their allocation to address programming, facility and administrative needs.

Private support can also contribute to the mix. For example, the Newport Beach Arts Foundation, a nonprofit 501(c)3 organization founded in 1997, plays an adjunct role to the City’s Arts Commission and primarily raises modest funds to support the annual Commission’s Art in the Park Exhibition program. Although it is a valued contributor to the arts in the community, the Foundation is not capable of providing the level of resources needed to sustain a robust arts and culture ecology in Newport Beach.

- NEXT STEPS:**
- A) Prior to the 2015-16 fiscal year budget process, form a task force to review the City’s current arts funding formulas and policies and make recommendations for levels of funding suitable to meet current needs and future aspirations.** This would include recommending the use of existing sources of funds from the City’s General Fund, Newport Beach Council Policy I-13, “Public Arts and Cultural Facilities Fund,” and the Tourism Business Improvement District as well as identifying additional potential sources.

B) Approve a multi-year commitment (3-5 years) to approve project budgets that exceed more than \$100,000 annually such as the Sculpture Exhibition in Civic Center Park. Such a policy would allow for an efficient and effective planning process beyond the short timeline afforded by a single year allocation.

C) Establish a clear working relationship with the Newport Beach Arts Foundation that serves their organization as well as the goals of the Arts Commission in order to align efforts and expectations.

D) Solicit the involvement of prominent Newport Beach arts philanthropists to support the creation of a new venue.



2. Establish an appropriately-staffed Division of Arts and Culture

A seven-member City of Newport Beach Arts Commission has been in place since 1974. The commitment of the current commissioners reflects the highest motives for serving: a passion for the arts, the desire to be part of a creative team that is tasked with building a unique cultural future for the City, and excitement at the opportunity to integrate the arts with both the community and the beautiful environment. The commitment is especially meaningful to the commissioners given the recent building of a Civic Center and the new sculpture garden.

In the past, the City has had a full-time position of Arts Coordinator. Most recently, these responsibilities have been delegated to the Library Services Director. Based on feedback from the creative community, the level of collaboration required to leverage existing opportunities, as well as explore new initiatives and partnerships, will require an investment in experienced human resources best accomplished by establishing a full-time Arts Manager position. In particular, **this position should work across departments to achieve the economy of scale offered by collaborating with Library Services, as well as Recreation & Senior Services** to align and support quality programming and to provide inclusive arts experiences throughout the City’s parks and neighborhoods.

In order to take full advantage of opportunities that arise within the region and the state, a full-time arts staff member would prove invaluable. Many small and mid-sized cities in the region also see value in allocating some of their resources to the hiring of professional staff members with specialized experience in arts coordination. *(Information from a representative sampling of these cities may be found in Appendix A.)*

- NEXT STEPS:**
- A) Review current job description (see appendix A) for position and salary level with goal of filling the position of Arts Manager with a highly qualified candidate by the start of the 2015-16 fiscal year.**

B) Study and consider placing arts and culture within the City department that is most aligned.

C) Issue an RFP for an experienced outside consultant to work closely with the Arts Manager and Arts Commission on the implementation of the Master Arts and Culture Plan recommendations.

D) Establish the necessary budget resources to accomplish these steps.



3. Establish arts-friendly City policies

Newport Beach is currently home to several well respected arts organizations that could serve the citizens in a more impactful way if City policies were adjusted to accommodate their needs and took into account their status as non-profits. Such policies would also signal that Newport Beach welcomes new arts and cultural partners from outside City boundaries.

Among these policies are more favorable rental fees and streamlining of facility-use processes and, where appropriate, City co-sponsorship of certain activities in order to remove financial and logistical barriers that currently prevent a more robust schedule of arts programming in Newport Beach. In addition, policies should be put in place to create opportunities for local artists such as a local panel that chooses display of art in city buildings and outside spaces throughout the City. A task force could address policies that also include designating open space for cultural use, parking issues and shuttle transportation as well as standards for new architecture in the City.

NEXT STEPS: Form a task force to address policies of the City and make recommendations including:

- Specific guidelines by which an organization or individual qualifies for special policy designation
- Fee-reduction or waivers on use of facilities by artists and non-profits offering programs for the public, including establishment of a budget of in-kind resource allocations to accomplish this
- Exploration of policy that will specifically benefit potential live/work space for artists
- Process for designation of open space for cultural use
- Process to address parking and transportation issues for arts and culture events
- Process to include promotion of non-City sponsored arts activities and events in City-generated communications (as outlined in Recommendation 4)



4. Develop a 21st century arts and culture communication plan

CA 1.3	Promotion of Cultural Arts: Build public awareness and encourage participation in the City’s arts and cultural activities (Imp 4421, 43.2)
CA 3.4	Cultural Tourism: Promote cultural tourism in Newport Beach to attract visitors and tourists interested in cultural events (Imp 43.1, 43.2, 43.3)
CA 3.2	Volunteer Opportunities: Promote and support volunteer opportunities for public involvement in arts and cultural programs and events (Imp 43.1, 43.2, 43.3)

--Citations from Chapter 9, City of Newport Beach General Plan

Citizens feel the number one roadblock to engaging in more Newport Beach arts experiences is a lack of communication and information. The number of residents who are unaware of arts organizations that call Newport Beach home supports this outcome. To discover arts offerings, 69% relied on Email notices, 66% on word of mouth and 57% on online searches. Technology in all its current forms is critical to successfully promoting the programs of the City as well as its arts organizations.

In 2004-5, the Arts Commission produced and distributed a Newport Beach Cultural Arts Guide at the recommendation of a marketing and public relations sub-committee (*See Appendix F*). This guide featured all the organizations that called Newport Beach home and was valued by the hospitality industry as a tool in serving their guests. A similar guide might be considered for online and print publication.

NEXT STEPS: Form a sub-committee of the Arts Commission together with local marketing professionals (both arts and non-arts organizations), Visit Newport, and other City departments, to recommend the appropriate strategies to provide residents and tourists alike with easy access to arts and culture offerings.

Recommended strategies will include:

- Evaluating and making recommendations on a multi-layered communications and marketing approach that includes print publications, technology and signage.
- Evaluating and making recommendations on the coordination of marketing efforts with other City departments engaged in arts and culture offerings.
- Forming a strategic partnership with Visit Newport that includes Newport Beach TV and using an established web platform to receive a potential direct feed from Spark OC.
- Establishing a feedback mechanism at every arts event via an app for smartphones.
- Identifying and recommending key appropriate locations identified for way-finding signage and banners to the arts policy task force.



5 . Develop a multi-faceted arts and culture program plan

CA 1.4 **Events and Programs:** Encourage the continuation and expansion of cultural arts events and programs such as festivals, seminars, workshops, concerts in the parks and community cultural festivals. (Imp 43.1, 43.2)

CA 3.3 **Additional Resources:** Utilize cultural resources outside of Newport Beach. Continue to promote the Newport Beach Sister City Association and other cultural exchange programs (Imp 43.1, 43.2, 43.3)

--Citations from Chapter 9, City of Newport Beach General Plan

5.1 | Expand support for City-sponsored arts programs

The public is mostly familiar with and supportive of the programs being offered by City departments. Many speak of these programs in glowing, affectionate terms and wish to see them continued.

These include:

- Civic Center Concerts
- Art in the Park
- Sculpture Exhibition in Civic Center Park
- Library lectures and programs
- Shakespeare by the Sea
- Visual and performing arts classes for youth and seniors at community centers
- Juried Art Exhibition

5.2 | Develop unique programming and signature events

There are already key signature events happening in Newport Beach, which should be better supported. Newport Beach Film Festival was mentioned frequently as a signature event, as well as the Newport Hyatt Concert Series and Jazz Festival. The Newport Beach Boat Parade was also highlighted as an existing event which could be a springboard for an imaginative and unique-themed artistic endeavor, possibly in another area of the city. When Balboa Theatre's transformation into an arts center is completed, there is additional potential for a signature event hub that includes ExplorOcean and Balboa Park & Pier. If a large signature event were to be held in a park, community members suggested rotating the location in order to maximize accessibility for all residents and minimize its impact upon any single neighborhood.

NEXT STEPS: Hold a facilitated Arts Commission retreat to carefully examine the range and type of programs being currently offered and set priorities for future program plans.



Newport Beach Jazz Festival

5.3 | Expand direct and indirect support for Newport Beach arts and culture organizations

Increase the amount of funding available to support existing programs. Currently, the arts commission has a small budget of \$25,000 to give direct grant support to organizations that serve the community of Newport Beach. This support can be bolstered through favorable City policies such as fee-waived or fee-reduced use of facilities, marketing support, etc. as well as contracting for in-City performances by regional theatre groups, instrumental ensembles, dance groups, and choirs. Arts organization representatives expressed enthusiastic support for working together to grow arts and cultural offerings in Newport Beach. Among the ways suggested is collaborating on a community calendar that effectively features arts and culture in order to make the community aware of all the opportunities that take place throughout the year.

NEXT STEPS: Convene arts organizations and artists in Newport Beach annually to gain input on plans and priorities and establish collaborations.

5.4 | Engage other Newport Beach venues as potential arts and culture partners

There are a number of venues as well as arts organizations that should play a role in creating the cultural fabric of the City through purposeful strategic partnerships. For instance, the Newport Theatre Arts Center has previously hosted a children's theatre company as well as the OC Playwrights Alliance. The new Coastline Art Gallery is showing promise as a willing partner with other organizations. Other potential partners are non-traditional venues such as churches, including St. Mark's and St. James, retail areas, such as Fashion Island, visitor accommodations, like the Newport Beach Hyatt and The Dunes, cinemas, like the Big Newport and Island Theatres, conference venues, like The Port, and commercial entertainment venues, like the Lido Theatre. They should be invited to participate in meaningful, holistic planning for the development of the City's arts and culture life.

5.5 | Build partnerships with regional arts and cultural organizations

Many residents travel just outside the city to take advantage of the offerings nearby. The City should pursue partnerships with some of the outstanding regional arts organizations in Orange County and Southern California to bring unique cultural experiences into Newport Beach. Such offerings might include “informances” (intimate lecture/demonstrations) by world-class artists already residing in or scheduled to visit the area, or the opportunity for these artists to break ground with new work or engage with audiences in outdoor environments.

NEXT STEPS: Establish an on-going steering committee with representatives from arts organizations and other potential partners to explore and implement partnerships that will strengthen existing programming and create innovative proposals for new creative ventures.



6. Refine the City’s Public Art Policy

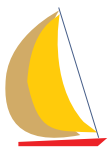
- CA 1.1 Public Projects: Encourage the incorporation of public art in major public projects that enhance the City’s community character as well as its built environment, through public art donations, and working with local artists, students and community groups to create public art projects. (Imp, 40.1, 43.3)
- CA 1.2 Private Projects: Encourage the incorporation of public art into larger commercial projects that enhance the City’s community character as well as its built environment (Imp 2.1)

--Citations from Chapter 9, City of Newport Beach General Plan

The City Council adopted Policy I-9 and I-11 in 1986 regarding Art in Public Places and the acceptance of donations of art to the City. These policies address the responsibilities of the Arts Commission in advising City Council on the selection of art pieces as well as placement at appropriate public sites. These policies are further expanded in Policy I-13, which created a Public Arts and Cultural Facilities Fund. Most recently the Arts Commission established an Art Site Suitability Ad Hoc Committee in 2014 to evaluate the City’s public locations for the placement of public art. That work was suspended in order to allow this Master Arts and Culture Plan to first be completed. However the process for moving forward is fully outlined and has been incorporated into the next steps (See Appendix A.2 and 3)

There is definite interest in bringing unique, interactive, public art experiences to Newport Beach to help distinguish it from neighboring cities. Interactivity of public art in surprising locations is especially appealing to residents.

- NEXT STEPS:**
- A) Resume the Art Site Suitability Process (Appendix G) addressing the following:
 - Engagement of key stakeholders
 - Establish suitability criteria
 - Inventory potential locations with evaluation and ranking
 - Identify process for site selection and design review
 - B) Review the existing Public Art Policy, considering national best practice, that addresses the following:
 - An on-going sub-committee that includes industry professionals as ad-hoc members
 - Establish a schedule by which budget is confirmed and projects are considered beyond the Sculpture Exhibition in Civic Center Park
 - Sustainability of the Sculpture Exhibition in Civic Center Park
 - Maintenance and conservation plan
 - Deaccession of art work



7. Develop new accessible creative spaces

- CA 2.1** Facilities – Explore opportunities to accommodate current or emerging cultural arts programs within existing and new facilities by working with community groups for sharing of performance and exhibit space and considering the potential for new facilities (Imp 9.1, 43.1, 43.2, 43.3)
- CA 2.2** Shared Venues – Continue the use of shared exhibit space for the display of arts exhibitions such as the Central Library and City Hall (imp 9.1)

--citations from City of Newport Beach General Plan

7.1 | Build a bold new unique creative space

A strong desire was expressed repeatedly throughout the process that there be a bold and unique space created for the arts. A flexible 350-seat venue was the highest ranked possible use for a parcel of land at Orange County Museum of Art that will be vacated when it makes its future move to Segerstrom Center for the Arts in Costa Mesa. The City’s Central Library, with a venue contiguous with the Library itself, was also identified as a potential site.

Even if these particular locations cannot be used for this purpose, it was clear that there is a widely felt need for this specific size venue somewhere in the City. In addition, creative spaces that provide the arts community as well as businesses with affordable meeting spaces were ranked highly. Such a space could serve as home to the Library Lecture series and other programs, as well as presentations by the Newport Beach Film Festival, Coastline Art Gallery, Baroque Music Festival, Hutchins Consort, and Southern California Children’s Chorus. Music groups in particular would be strong partners and be compatible with Library programming and the Newport Beach Film Festival. It would also be appropriate to consider classrooms and artist studio space as part of such a plan.

NEXT STEPS:

- A) Conduct a needs assessment of organizations that would make this venue their home.**
- B) Conduct a feasibility study of potential sites and how one or more sites might address this recommendation. Potential sites that have been suggested include but are not limited to:** Banning Ranch next to Coastline Art Gallery, the original parking lot of Central Library, the smaller Orange County Museum of Art parcel, the City Utilities Yard at the end of 16th street, or Ardell Boat Yard.
- C) Evaluate the potential for collaboration with Newport Theatre Arts Center with the intent of renovating the space and diversifying the arts experiences offered at the venue while protecting its rich history of community theatre.**
- D) Identify the appropriate City representatives to work with the Museum to explore the future use of its land.**
- E) Effectively fulfill the commitment to Council Policy I-13.**

7.2 | Retain Balboa Theatre site for arts and culture use

The City is at the start of planning the renovation and use of the historic Balboa Theatre, which has reverted to its control. There is a general concept in place that would involve offering classes and events that would serve the community as a multi-purpose cultural center. The importance of addressing this venue is validated by the fact that residents felt that Balboa was an area of the City that most needed and could be most positively affected by revitalization efforts through the arts. With ExplorOcean as an anchor, and a potential parking garage under discussion, this is a great opportunity to collaborate between the departments of Library Services, Recreation & Senior Services and the recommended new Arts division.

The public is aware of many issues, especially traffic and parking, which could prove a roadblock to programming that seeks to attract large numbers from outside Balboa. Residents expressed a desire to see the facility serve the community in a variety of ways, with the highest ranked programs being film and movie events closely followed by live performances and creative community events. (See Appendix I for results of Balboa Theatre potential audience survey.)

NEXT STEPS: Clarify the role of the Arts Commission as a strategic partner in the new plans for Balboa Fine Arts Center and collaborate with Recreation and Senior Services to contribute to the success of the project.

Public Survey Results: “Most desirable use for new creative space”

RANKING	USE
1	A 350-seat flexible theatre space that would serve established community programs (<i>chosen as #1 by over 50% of respondents</i>)
2	A Center that is environmentally sensitive and architecturally unique that combines the arts and sciences
3	Creative Meeting Spaces/Retreat Center available for rent on a sliding scale for non-profits as well as business
4	Artists studio space open to the public with exhibition space, classroom and small recital space

7.3 | Evaluate and establish location for a Creative Teen Center

Residents feel that young adults and teenagers deserve more attention and services through arts and culture. Teens expressed pleasant memories of attending classes when younger but were unfamiliar with anything the city is currently offering. Their general impression was that the city is lacking in arts and culture. Interestingly, they most cherished the older neighborhoods of Corona del Mar and Balboa because of their more eclectic, friendly and artistic community feel.

The desire for a creative teen center was defined as a “safe cool place” to hang out that stays open later than 9 p.m. Teens currently gravitate towards University Town Center (near UC Irvine) or alternative-style shopping districts like The Lab and The Camp in Costa Mesa. They are able to walk around, feel safe as if in their own “pod”, and the places feel intimate, cool, artistic and easy-going. The need was further expressed as a place to create, as well as experience art where food trucks were welcome or there was a café.



Photo: Sage Hill High School

Examples of art components that can be incorporated into a newly developed teen center include: Open Mic Night for teen performances in various genres including music, spoken word and comedy; state of the art digital design studio; filmmaking, photography and creative writing workshops. A planned new City community center in West Newport has been identified as a potential venue that could incorporate plans to accommodate the needs of teens.

NEXT STEPS: Evaluate how to serve teens more effectively focusing specifically on:

- Establishing a new teen center(s) that could include an arts and creativity component at existing venues such as Newport Coast Community Center and St. Andrews Church
- Review existing programming for opportunities to include programming for youth or student rush tickets
- Consider the needs of teens and young adults with the addition of any new program or facility
- Involve representative teens in the planning process



8. Animate existing City parks, beaches and other public spaces with unique programming, signature events and neighborhood festivals

Although residents expressed a great fondness for the Civic Center as an arts venue, they also did not want to lose sight of what could be experienced in their neighborhood parks.

When asked to rank potential programming, residents chose high quality live performances, followed by public art gardens, fitness trails, and community arts showcases. Additional suggestions included a traveling puppet theatre appearing in multiple parks, pop-up art and flash mob-style performances, “battle of the bands,” and a portable graffiti wall to engage youth. They were intrigued by interactive public art when shown visual images of actual installations, but did not rank it highly in the written survey which did not include visual images.

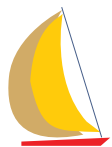
Arts organizations and schools are interested in exploring outdoor venues across the city, however the City’s parks are not currently equipped with adequate staging, sound, screen, projection and often lack sufficient parking capacity.

Suggestions to solve infrastructure issues included evaluating the purchase of a portable “showmobile” as well as assessing 1-2 parks for their ability to easily accommodate an outdoor built-in amphitheater. An investment in the infrastructure that could be used by arts organizations and schools would provide many more opportunities that benefit the community, especially youth.

NEXT STEPS: Collaborate across departments to include and support potential unique programming in city parks and beaches and evaluate infrastructure needs.



Photo: Shakespeare by the Sea/Aaron Matthew Kaiser



9. Establish key partnerships that support arts education

CA 1.5

Arts Education: Partner with the community to encourage and strengthen arts education for children, youth, adults and seniors in the City. (Imp 43.1, 43.2)

--Citations from Chapter 9, City of Newport Beach General Plan

The education community finds importance in exploring and establishing substantive win-win partnerships in the arts with the City. By working together, Coastline College, Newport-Mesa Unified School District, and private schools like Sage Hill, Harbor Day, Carden Hall, the Montessori Schools and other educational organizations can address access, cost and convenience of arts offerings. This can range from class offerings and hands-on arts engagement for all age groups as well as the prospective use of open time in their facilities. Even though some felt that the City is doing a great job with robust offerings for youth, many felt that these could be improved upon in terms of affordability and quality of the offerings. Residents highly rated the important role of the arts for engagement and skill building by youth. They also felt that the City had a role to play in encouraging arts education.



NEXT STEPS:

A) Appoint a City staff Liaison and an Arts Commissioner who will evaluate strategic opportunities and collaboration with private and public schools. Specifically this liaison will serve the Newport-Mesa Unified School District Arts Commission as they move forward with their strategic arts plan for public schools. (See Appendix H)

B) Create a plan for collaboration with Education K-16. Strategies can include:

- Hosting private and public schools showcases in Band, Chorus, Strings, Visual Arts and Dance at City venues
- Providing opportunities for teens and college students to serve as apprentices
- Special waivers for use of space when guidelines are met
- Identify opportunities for collaboration on joint events at City venues or school venues



10. Include aesthetic considerations in City processes which review and approve public and private development of the built environment.

Outstanding design and functionality are the hallmarks of great cities, and the City of Newport Beach has a fine example of that in its new Civic Center. Large or small, public facilities projects, public works projects and private development offer the City the opportunity to strive for world-class design. By allowing for appropriate input by arts and design experts in the community at the earliest possible conceptual phases of public facilities and infrastructure planning, the City can ensure that its highest aspirations for the built environment are achieved. These include everything from buildings to playground equipment, from way-finding and interpretive signage to bus shelters and park benches.

NEXT STEPS: Review existing City planning approval processes to identify and establish appropriate means to ensure input by arts and design experts at the earliest possible conceptual stages.



Photo: Rabben/Herman design office

Newport Beach OASIS Senior Center



Photo by Ron Yee

Next Steps

Resident arts professionals expressed a strong desire to stay involved in helping shape the arts and culture strategies within the recommendations that have been outlined on the previous pages.

Phase II of the Master Arts and Culture Plan would be as follows:

- Establish an entity and timeline to monitor and evaluate programming and protocol established through the Master Arts Plan. This will ensure that the vision is periodically updated to consider newly emerging art forms or shifting community needs/preferences.
- Convene specific task forces together with Arts Commission sub-committee(s) and key City staff in a retreat to identify strategies, priorities and timeline to implement the Recommendations
- Consider adding ad hoc members to a sub-committee of the Arts Commission in order to benefit from community expertise.
- Use mini-surveys at all city arts and culture events across all departments to gather additional feedback where appropriate.

“Strong cultural institutions give people a sense of place, a sense of volunteerism, and promote tolerance and understanding.”

- Newport Beach Resident

Recommended Short and Mid-term Action Steps

IMMEDIATE & ON-GOING

- Continue the current protocol of allocating 2% of development fees into an arts facilities reserve fund to be applied to either the creation and support of new facilities or refurbishing of existing arts facilities [\[Recommendation 1 - Grow public funding\]](#)
- Monitor, support and collaborate on the vision for the Balboa Fine Arts Center [\[Recommendation 7 - New creative space\]](#)
- Collaborate across departments to include and support potential unique programming in City parks and beaches and evaluate infrastructure needs [\[Recommendation 8 - Animate City parks and beaches\]](#)
- Designate City Arts Commissioner as a liaison who will evaluate strategic opportunities and collaboration with private and public schools. [\[Recommendation 9 - Arts education\]](#)
- Review existing City planning approval processes to identify and establish appropriate means to ensure input by arts & design experts at the earliest possible conceptual stages. [\[Recommendation 10\]](#)

BY JANUARY, 2015

- Prior to the 2015-16 fiscal year budget process, form a task force to review the City’s current arts funding formulas and policies that can make recommendations for levels of funding suitable to meet current needs and future aspirations. [\[Recommendation 1\]](#)
- Revise and post the original RFP to fill the role of a full time Cultural Arts Manager [\[Recommendation 2 - Staffing\]](#)
- Budget up to \$40,000 value per year for in-kind resource allocations for Newport Beach and community arts organizations. Examples of in-kind allocations will include free or reduced fee use of public facilities, equipment and service personnel as well as signage and marketing, and permit waivers. [\[Recommendation 3 - City policy\]](#)
- Allocate resources to conduct a feasibility of available land for a 350-seat venue [\[Recommendation 7 - New creative space\]](#)
- Review need for a Creative Teen Center with Community Services [\[Recommendation 7\]](#)

BY MARCH, 2015

- Develop an RFP for an arts consultant to begin implementation of this plan working in conjunction with the Cultural Arts manager and the City Arts Commission, budgeting up to \$75,000 over a 3-year period [\[Recommendation 2 - Staffing\]](#)
- Conduct a needs assessment of organizations that would use a new 350 seat flexible venue [\[Recommendation 7 - New creative space\]](#)

BY MAY, 2015

- Form a sub-committee of the arts commission together with local marketing professionals to recommend marketing and communications strategies [\[Recommendation 4 – 21st century Communication Plan\]](#)

BY JUNE, 2015

- Review existing public art policy and update as needed [\[Recommendation 6 - Public Art Policy\]](#)
- Resume Arts Commission site suitability committee work to identify all city owned venues appropriate for exhibition or installation of art. [\[Recommendation 6 - Public Art Policy\]](#)
- Convene Newport Beach Arts organizations to help inform program plan and create a steering committee. [\[Recommendation 5- Multi-faceted Program Plan\]](#)
- Hold a retreat for Arts Commissioners to prioritize and shape details of a 3-year program plan. [\[Recommendation 5- Multi-faceted Program Plan\]](#)

BY NOVEMBER, 2015

- Annual Review of Strategic Arts and Culture Plan

“ *All children are artists. The problem is how to remain an artist once they grow up.* ”

- Pablo Picasso



Newport Beach Imagination Celebration

About the Consultant



Arts Orange County (Arts OC) is the non-profit, county-wide arts council of Orange County, California. It has served as the official local arts agency and state-local partner of the County of Orange since 1995. Its mission is to be the leader in building appreciation of, participation in, and support for the arts and arts education throughout Orange County.

Arts OC serves as a resource and advocate for the arts community, as a catalyst for leadership on arts issues, and as a sponsor of programs and services which enhance public awareness of arts activities and promote the development of the arts and arts education.

Richard Stein, Executive Director

Pat Wayne, Deputy Director

Kristina Colby, Program Coordinator

Karen Ahola, Development Consultant

Jamie McAndrews, Student Consultant, Claremont Graduate University

Arts Orange County

3730 S. Susan Street, Suite 100, Santa Ana, CA 92704

ArtsOC.org | 714.556.5160 | info@artsoc.org



MORNING MOOD - Balboa
T Rex Branet NA
7-25-63

Newport Beach

Master Arts & Culture Plan

November 25, 2014

Appendix

- A**
 - A-1** Newport Beach General Plan, Chapter 9, Arts and Cultural Element
 - A-2** Council Policy – I-9: Art in Public Places
 - A-3** Council Policy – I-10: Financial support for Arts and Culture
 - A-4** Council Policy – I-11: Donation of Art to City of Newport Beach
 - A-5** Council Policy – I-13: Public Art and Cultural Facilities Policy
- B**
 - B-1** Participants in Stakeholder Interviews and Focus Groups
 - B-2** Public Survey Data
 - B-3** Public Forum Data
- C**
 - C-1** Newport Beach arts organizations reflected in Economic Impact data
 - C-2** Creative Industries in Newport Beach (Dun and Bradstreet)
- D**
 - D-1** Primary Assets
 - D-2** Potential Partners
 - D-3** Current & Potential Venues
- E**
 - E-1** Arts and Culture Coordinator Job Description (November 2013)
 - E-2** Examples from other cities of Arts Staffing Levels
- F** Newport Beach Cultural Arts Guide (2004)
- G** Arts Commission Art Site Suitability Ad Hoc Committee Report May 2014
- H** Newport-Mesa Unified School District: Strategic Arts Plan
- I** Balboa Village Theatre Potential Audience Survey Report

Appendix A

- A-1** Newport Beach General Plan, Chapter 9,
Arts and Cultural Element
- A-2** Council Policy – I-9:
Art in Public Places
- A-3** Council Policy – I-10:
Financial support for Arts and Culture
- A-4** Council Policy – I-11:
Donation of Art to City of Newport Beach
- A-5** Council Policy – I-13:
Public Art and Cultural Facilities Policy



CHAPTER 9 Arts and Cultural Element



ARTS AND

An Active and Vital Arts

Introduction

Arts and cultural activities play an important role in community life and have been a valued component of Newport Beach for over 125 years. Newport Beach has a wide range of art and cultural organizations, resources, attractions, and activities that are a source of community pride and enrichment. These achievements have evolved over time and have been the result of the dedication and involvement of numerous individuals, groups, and organizations. However, without intervention, coordination, preservation and promotion, art and cultural activities and resources can easily be lost through destruction, indifference, or through unintended land use decisions or policies.

The goals and policies of the Arts and Culture Chapter are intended to be a guide for meeting the future cultural needs of the community. Future challenges in Newport Beach require maximizing the community’s cultural arts potential by coordinating with various community groups, businesses, agencies, citizens and the City to create an active and cohesive cultural and arts programs. The Chapter is intended to serve as a mechanism for integrating these resources in order to provide improved and expanded arts and cultural facilities and programs to the community.

Community Organizations and Programs

CULTURAL ARTS ORGANIZATIONS AND PROGRAMS

Newport Beach’s nonprofit arts community includes a broad array of organizations, and a substantial number of arts programs and activities. There is a diverse range of artistic disciplines and a strong focus on programs for children and youth. Through its grant program, the City of Newport Beach distributes funds to arts organizations on a yearly basis, which enables them to expand their cultural programs offered in the community. Through its Department of Recreation and Senior Services, the City also provides year-round educational programs for adults and children in music, dance, arts and crafts, and drama.

CULTURAL ELEMENT
and Cultural Community

Newport Beach’s arts community also contains various private and nonprofit arts organizations and arts groups. These groups include the Newport Beach Film Festival, Newport Theatre Arts Center, Baroque Music Festival, Newport Beach Arts Foundation, and the Newport Beach Theatre Company.

CITY OF NEWPORT BEACH ARTS COMMISSION

The City of Newport Beach Arts Commission acts in an advisory capacity to the City Council on all matters pertaining to artistic, aesthetic, and cultural aspects of the City. Established in 1972, as the Newport Beach Arts Committee and in 1974 in the City Charter as the Newport Beach City Arts Commission, the Commission recommends to the City Council ordinances, rules, and regulations as it may deem necessary for the administration and preservation of the arts, performing arts, and historical, aesthetic, and cultural aspects of the community.

The Arts Commission, working with staff in the Cultural Arts Office, provides free or low-cost programs for cultural enrichment including temporary art exhibits at City Hall and the Central Library, juried art exhibitions, permanent art collections for City facilities, summer concert in the park series, arts lectures for the public, cultural festivals, and performances, educational seminars and workshops.

The Arts Commission also participates in the designation of historical landmarks, and reviews design elements for public sculpture, fountains, murals, benches, and other fixtures.

PERFORMING AND VISUAL
ARTS FACILITIES

The primary performing arts facilities in Newport Beach are those that are associated with local cultural arts organizations and programs. They include the Newport Theatre Arts Center and the Orange County Museum of Art, which has an auditorium that seats 120 people. Local schools have auditoriums and other facilities that can be used as performing arts spaces, such as Loats Auditorium at Newport Harbor High School. In addition, the Balboa Performing Arts Theater Foundation has plans to rebuild the historic Balboa Theater in Balboa Village which will seat approximately 350 people.

Civic facilities in Newport Beach, such as the library and City Hall, have exhibition spaces that display the work of local artists. The Central Library visual arts gallery displays different exhibitions of local artists bi-monthly. The library also hosts a variety of programs for adults, including Sunday musicals, art exhibitions, author appearances, lecture series, book discussions, and Internet workshops.



Nakayoshi—Good Friends. Located in front of the Central Library, this Japanese friendship statue was a gift from Newport Beach’s sister City Okazaki, Japan. It depicts two children embracing and sits on a large granite base with a plaque describing the piece and declaring the citizens of Newport Beach and Okazaki as friends.

MUSEUMS

In addition to the numerous galleries throughout the City, Newport Beach is also home to a variety of museums. Located in Newport Center, the Orange County Museum of Art features modern and contemporary art. The museum houses a permanent collection of paintings, sculpture, photography, and changing installations, all documenting California’s artistic heritage.



Newport Beach Film Festival

The Newport Harbor Nautical Museum focuses on industrial and recreational history and features local photographs, artifacts, and memorabilia. Sherman Library for California History, located in Corona del Mar, features detailed exhibits on the history of the Pacific southwest, as well as a public garden.

The Newport Sports Collection Museum, located in Newport Center offers several educational programs to motivate youth to stay in school and be active in athletics.

EVENTS AND FESTIVALS

Various festivals and events occur throughout the year in Newport Beach. Some of these attractions include the Newport Beach Jazz festival, Concerts in the Parks hosted by the City Arts Commission, Newport Beach Festival of the Arts, Shakespeare by the Sea, Balboa Island Art Walk, Southern California Plein Air

Painter’s Association (SoCalPAPA), yearly Sandcastle contest, the countywide Imagination Celebration, and the Newport Beach Film Festival.

LIBRARIES

The Newport Beach Public Library system consists of a Central Library and three branches that provide a permanent collection of books, periodicals and other materials in addition to hosting events, lectures, educational programs and other community enrichment activities. The Central Library is located at 1000 Avocado Avenue and the branch libraries are located in Corona del Mar and the Balboa Peninsula. The Mariners Library branch, which includes shared use with the Mariners Elementary School, opened in April 2006.

As of 2006, four libraries serve 84,098 active borrowers and circulate 1,475,025 items annually. Many resources are also available through specialized databases licensed to the Newport Beach Public Library, and with a library account, can be accessed from remote locations 24 hours a day.

Goals and Policies

Participation in Culture and Arts

Goal

CA 1

Active and vital arts, cultural, and literary activities and programs that enrich the community.

Policies

CA 1.1 Public Projects

Encourage the incorporation of public art into major public projects that enhance the City’s community character as well as its built environment, through public art donations, and working with local artists, students, and community groups to create public art projects. *(Imp, 23.3, 29.2)*

CA 1.2 Private Projects

Encourage the incorporation of public art into larger commercial projects that enhance the City’s community character as well as its built environment. *(Imp 2.1)*

CA 1.3 Promotion of Cultural Arts

Build public awareness and encourage participation in the City’s arts, cultural, and literary activities. *(Imp 29.1)*

CA 1.4 Events and Programs

Encourage the continuation and expansion of cultural arts events and programs such as those at the Orange County Museum of Art, Newport Theatre Arts Center and Balboa Theater, as well as festivals, seminars, workshops, concerts in the parks, and community cultural festivals. *(Imp 29.1)*

CA 1.5 Arts Education

Partner with the community to encourage and strengthen arts education for children, youth, adults and seniors in the City. *(Imp 29.1)*

Provision of Physical Facilities

Goal

CA 2

Adequate physical facilities and venues that support cultural art and literary programs.

Policies

CA 2.1 Shared Venues

Explore opportunities to accommodate current or emerging cultural arts programs within existing and new facilities by working with community groups for sharing of performance and exhibit space and considering the potential for new facilities. *(Imp 9.1, 29.1, 29.2)*

CA 2.2 Theaters

Maintain the Newport Theatre Arts Center and encourage rebuilding of the Balboa Theater. *(Imp 9.1, 29.1, 29.2)*

CA 2.3 Library Facilities

Improve and enhance existing library facilities, collections, and computer facilities. *(Imp 23.2)*

Funding

Goal

CA 3

Establish a broad range of public and private funding sources to support cultural arts goals and activities.

Policies

- CA 3.1

Public and Private Sources

Support the efforts of non-profit, private and community organizations to apply for public and private grants and promote donations to support art, cultural, and literary activities. *(Imp 29.1, 29.2)*
- CA 3.2

Volunteer Opportunities

Promote and support volunteer opportunities for public involvement in arts, cultural, and literary programs and events. *(Imp 29.1, 29.2)*
- CA 3.3

Additional Resources

Utilize cultural resources outside of Newport Beach. Continue to promote the Newport Beach Sister City Association and other cultural exchange programs. *(Imp 29.1, 29.2)*
- CA 3.4

Cultural Tourism

Promote cultural tourism in Newport Beach to attract visitors and tourists interested in cultural events. *(Imp 29.1, 29.1)*
- CA 3.5

Funding

Provide funding for the arts in Newport Beach. *(Imp 29.2)*

ART IN PUBLIC PLACES

- A.

The City of Newport Beach recognizes the importance and desirability of enhancing and beautifying the public places within the City, by acquiring and displaying publicly accessible works of art for the cultural benefit of the City, its citizens and its visitors.
- B.

The City seeks to involve professional artists in City planning and design projects; to integrate artworks in City capital improvement projects; and to commission and/or purchase new artworks for public places.
- C.

Public art can include but is not limited to permanent and temporary sculpture, murals, as well as artist-designed fountains, mosaics and tile work, banners, park benches and other street furniture, water features, bus shelters, streetlights and lanterns, kiosks, retaining walls, and/or hardscape treatments.
- D.

The responsibility of the Arts Commission is to:

1.

Identify and assess potential Art in Public Places projects and sites;

2.

Confer with other Boards and Commissions that may be impacted by the recommended list of art projects;

3.

Make appropriate recommendations to City Council;

4.

Participate in the selection of artists for Art in Public Places projects;

5.

Plan and oversee the artistic design process;

6.

Work with appropriate City Departments to ensure correct installation at the site and long term maintenance and conservation of the art work.
- E.

The Arts Commission shall consider the following criteria in making recommendation for an Art in Public Places project:

1.

The aesthetic concept, quality, scale, and form of the work of art, and its appropriateness for the site;

2.

A site that is easily visible and/or accessible to the general public;

- 3. The experience, skill and ability of the artist to produce the work of art;
 - 4. The proper medium for the work of art, considering durability against vandalism, theft and weather, and the safety of the viewer;
 - 5. The cost for the City to acquire, install and maintain the work of art;
 - 6. No art objects will be considered that are mass-produced from a standard design, are reproductions of original art work, and/or are decorative or functional elements that are designed by an architect as opposed to the project artist.
 - 7. Temporary art may be acquired and placed through the same procedures as permanent works.
- F. From time to time, the Arts Commission may submit to the City Manager's Office a list of projects with estimated costs. Said list is to be considered in the preparation of the next fiscal year budget. Funding for this program shall be determined by the City Council, and may be derived from the City Art in Public Places Reserve Fund, Arts Commission events, the Newport Beach Arts Foundation, private individual, corporate and foundation donations; government grants, other City funds, and/or voluntary participation by private developers.
- G. In addition, to maintain the artistic integrity of designated Art in Public Places sites/works, the Arts Commission shall review any future modifications, relocation, repairs, and/or replacement of parts or works at these sites. The Arts Commission shall consult with the original artist if possible or a recognized expert in the field, and shall then make the appropriate recommendation for modification to the City Council.

Adopted - September 8, 1986
Reaffirmed - January 24, 1994
Amended - May 26, 1998
Amended & Reassigned - April 8, 2003

Formerly I-18

FINANCIAL SUPPORT FOR CULTURE AND ARTS

The City Council hereby recognizes the importance of promoting culture and the arts within the City of Newport Beach. A number of individuals and groups, such as the Arts Commission and Friends of the Newport Theatre Arts Center, have been organized with the express purpose of developing and promoting culture, theatre and the arts.

The City would compliment these efforts by establishing a Reserve Fund for Culture and Arts that can be used for a) developing a master plan for the promotion of culture and arts; b) acquiring land and/or the construction of facilities to promote culture and arts and; c) instituting other cultural promotion projects.

The sum of \$55,000 shall be provided each year for specific cultural or artistic planning, promotion and/or construction projects as approved by the City Council. It is the policy of the City of Newport Beach that expenditures from the reserve fund should be matched equally by the community in the form of contributions and donations.

In regard to the City's roll in financially sponsoring art and cultural events, the City Arts Commission shall review all programs and requests for support from arts groups. The Commission shall forward its recommendations for funding to the City Council for final approval. Any appropriation shall not exceed 50% of the Arts Commissions' annual budget. For the purpose of this policy, arts groups shall be defined as those involved in visual, musical, theatre, dance, crafts, performing and literary activities.

The following priorities shall be considered by the Commission. The order of preference for granting support shall be as follows:

- A. Local arts groups located within the City and offering programs to City residents;
- B. Regional arts groups located in Orange County and offering programs to City residents; and
- C. Arts groups located in California and performing or offering programs to City residents.

I-10

Groups not offering programs or services to local residents shall not be eligible for support from the City.

Adopted - May 11, 1981
Amended - November 14, 1983
Amended - January 23, 1984
Amended - March 28, 1988
Amended - October 28, 1991
Amended - January 24, 1994
Amended - May 8, 2001
Reassigned - April 8, 2003

Formerly F-20
Formerly I-12

I-11

DONATION OF ART TO CITY OF NEWPORT BEACH

- A. The City of Newport Beach believes that art placed in public sites or in public buildings increases the aesthetic appeal and beauty of such public sites and buildings, and of the City in general.
- B. All proposals for donations of art to the City shall be reviewed by the Arts Commission for recommendation to the City Council.
- C. The responsibility of the Arts Commission is to:
 - 1. Confer with persons who have offered to donate art to the City, informing them of the donation policy, including criteria for accepting artwork and the scope of the approval process.
 - 2. Advise the City Council of the artistic merit and value of paintings, sculpture, drawings and other art offered to the City as donations.
 - 3. Advise the City Council regarding appropriate public sites or buildings for display of such art, in conjunction with the City Commission and/or Department which has responsibility for planning or maintaining the proposed location.
- D. The Arts Commission shall consider the following criteria in making a recommendation for accepting a donation of art to the City:
 - 1. The art should be an original creation, and be of the highest quality and level of artistic excellence.
 - 2. The art should add significantly to the balanced inventory of the City's collection, representing a variety of style, design and media.
 - 3. The donor should complete a standardized donation form.
 - 4. The art should be of satisfactory physical condition, be sufficiently durable as to not be easily damaged or destroyed, should not require restoration or extensive long term conservation, and should be of a physical size and weight that it can be managed in storage, transport and public display without difficulty.

I-11

PUBLIC ARTS AND CULTURAL FACILITIES FUND

- 5. The art should be consistent with and relevant to the civic interests and broad variety of tastes within the Newport Beach community.
- E. A donation of art to the City must have a majority agreement within the Arts Commission prior to making a recommendation to the City Council.
- F. Art accepted into the City collection is done with the understanding that the Arts Commission reserves the right to place the work on public display on either a permanent or temporary basis, and to store the work when not on display. No gifts will be accepted with the understanding that the art will be displayed in perpetuity.
- G. Art being considered for donation to the City Art in Public Places Program must conform to the tenets of the approved Art in Public Places Policy.
- H. The City does not provide valuations or appraisals of art being donated to the City. The value of a work should be presented by the donor to the City at the time of donation. It is the responsibility of the donor to furnish a valuation to the appropriate government tax agency.
- I. The City shall assume all intellectual and photographic property rights to art donated to the City.

Adopted - February 24, 1986
Reaffirmed - January 24, 1994
Amended & Reassigned - April 8, 2003

Formerly F-23
Formerly I-13

- A. **Purpose:** The City of Newport Beach recognizes the importance and desirability of a city-wide public art and cultural facilities program that includes a funding source for the acquisition and maintenance of permanent art structures and installations in public places throughout the City including support of capital construction programs and cultural facilities (collectively referred to herein as “Public Art”).
- B. **Intent:** The City Council desires to establish a funding source for the acquisition, installation, management and maintenance of Public Art without adopting or imposing new fees or charges. The City Council therefore hereby establishes the Public Arts and Cultural Facilities Fund and by approval of this policy expresses its intent that Public Art in the City be funded by appropriations and deposits into the Public Art and Cultural Facilities Fund.
- C. **Public Art and Cultural Facilities Fund:** The Public Art and Cultural Facilities Fund is the identified funding source for Public Art. With the adoption of this policy, City Council establishes its intent to deposit into the Public Art and Cultural Facilities Fund an amount equal to 2% of the unallocated public benefit fees received by the City after the date of adoption of this policy pursuant to Development Agreements approved by the City. The allocation of Development Agreement revenues shall be confirmed by the City Council concurrent with its approval of the City’s annual budget for the fiscal year in which public benefit fees are anticipated to be received.

To provide for a future stream of funding, the City Council also desires that a contribution to the Public Art and Cultural Facilities Fund be included as a component of any public benefit fees negotiated pursuant to Chapter 15.45 of the City’s Municipal Code (Developer Agreements) and approved by City Council subsequent to the date of adoption of this policy, as the same may be amended from time to time.

In addition, all monies earmarked for deposit into the Public Art and Cultural Facilities Fund including, but not limited to, monies received by the City from private individuals, corporate and foundation donations, government grants and

special appropriations shall be deposited into the Public Art and Cultural Facilities Fund.

D. **Administration of the Public Art and Cultural Facilities Fund:** The Public Art and Cultural Facilities Fund shall be maintained separate from all other City funds. Funds may be withdrawn from the Public Art and Cultural Facilities Fund following the receipt of Development Agreement revenue and deposit into the Public Art and Cultural Facilities Fund. The City Council shall review and approve all expenditures of the Public Art and Cultural Facilities Fund. Prior to approving an expenditure on a work of Public Art, the City Council shall obtain a recommendation from the City’s Arts Commission and City staff as to the proposed Public Art’s consistency with this policy. In addition, from time to time, City staff and the Arts Commission may:

- 1. Identify and assess potential Public Art projects and locations;
- 2. Recommend to the City Council funding for the capital construction, expansion or enhancement of permanent arts and cultural facilities, museums, historical sites, theaters or performance spaces;
- 3. Confer with other Boards and Commissions that may be impacted by the recommended list of Public Art projects;
- 4. Make appropriate recommendations to City Council;
- 5. Participate in the selection of artists for Public Art;
- 6. Plan and oversee the artistic design process; and
- 7. Work with appropriate City Departments to ensure correct installation and long-term maintenance and conservation of the Public Art.

E. **Other Considerations:** The following criteria shall be considered prior to approval of a Public Art project or authorization of an expenditure of the Public Art and Cultural Facilities Fund:

- 1. The aesthetic concept, quality, scale, and form of the work of art, and its appropriateness for the site;
- 2. A site that is easily visible and/or accessible to the general public;
- 3. The experience, skill and ability of the artist to produce the work of art;
- 4. The proper medium for the work of art, considering durability against vandalism, theft and weather, and the safety of the viewer;

- 5. The cost for the City to acquire, install, insure and maintain the work of art;
- 6. The degree to which the facility will provide cultural enrichment, historical understanding, educational value, or facilitate performance art;
- 7. The value of the proposed facility in the economic, cultural or neighborhood revitalization of the City and the particular neighborhood of the proposed facility; and
- 8. The value of the improvement in enhancing Newport Beach as an arts and/or cultural destination.

Adopted – March 26, 2013

Appendix B

- B-1 Participants in Stakeholder Interviews and Focus Groups**
- B-2 Public Survey Data**
- B-3 Public Forum Data**

INTERVIEW & FOCUS GROUP PARTICIPANTS

Many thanks to the following individuals who participated in the individual stakeholder process or focus groups:

City of Newport Beach - Elected Officials*

Ed Selich, Mayor Pro Tem
Keith Curry, City Council
Nancy Gardner, City Council
Mike Henn, City Council
Tony Petros, City Council
*As of November 1, 2014

Mayor’s Youth Council

Daniel Ginsberg
Arthur Pescan
Garrett Schwab
Albert Szabo
Elin Wolker
Heather Feibleman
Jaclyn Martin

City of Newport Beach - Staff

Dave Kiff, City Manager
Terri Cassidy, Assistant City Manager
Kim Brandt, Community Development Director
Laura Detweiler, Recreation and Senior Services Director
Tim Hetherton, Library Services Director
David Webb, Public Works Director
Celeste Jardine-Haug, Senior Services Manager
Dave Curtis, Library Services Manager
Janet Cates, Recreation Manager

Community Leaders & Representatives

Marian Bergeson, former State Senator
Robyn Grant, Library board & past Arts Comm.
Mark Hilbert, Hilbert Properties
Mary Lyons, Arts Philanthropist
Rich Messenger, St. Mark’s Presbyterian Church
Kay Mortenson, Arts Philanthropist
Thomas Nielsen, Arts Philanthropist
Janet Ray, Arts Philanthropist
Kirwan Rockefeller, past Arts Commissioner
Alison Ryfel, Balboa Village
Elizabeth Stahr, Arts Philanthropist
Jill Johnson Tucker, Library board
Liz Torelli, Corona del Mar Homeowners Assoc.
Rev. Cindy Voorhees, St. James Church
Dan Wampole, Newport Ridge Master Assoc.

Newport Beach Arts Foundation

Carmen Smith, President
Lilah Crespin
Marie Marston

INTERVIEW & FOCUS GROUP PARTICIPANTS

Many thanks to the following individuals who participated in the individual stakeholder process or focus groups:

Arts & Culture Organizations

Steve Beazley, Balboa Performing Arts Theatre Foundation
Pat Bril, Baroque Music Festival, Corona del Mar
Jonathan Burke, Laguna College of Art + Design
Dan Cameron, Orange County Museum of Art
Rae Cohen, Newport Theatre Arts Center
Dave Colley, Newport Theatre Arts Center
John Forsyte, Pacific Symphony Orchestra
Heather Humphries, Newport Beach Hyatt
Elizabeth Kent, Seaside Musical Theatre
David Michael Lee, Coastline Art Gallery
Joseph S. Lewis III, Claire Trevor School of the Arts, University of California, Irvine
Fred Page, Grace Lane Gallery
Tom Pollock, ExplorOcean
Todd Quartararo, Newport Beach Film Festival
Gregg Schwenck, Newport Beach Film Festival
Paula Tomei, South Coast Repertory
Paul Wormser, Sherman Library and Gardens

Business Leaders

Toni Alexander, Inter Communications Inc.
Barbara Edison, The Island Hotel
Rob Elliot, Elliot Collaborative
Diana Ghoukassian, Bistango Restuarant
Wing Lam, Wahoo’s Fish Tacos
Dan Miller, The Irvine Company
Nina Robinson, Hoag Memorial Hospital
Steve Rosansky, Newport Beach Chamber of Commerce
Sindi Schwartz, Muldoon’s Irish Pub
Gary Sherwin, Newport Beach Tourism Council
Gerald Solomon, Samueli Foundation
Michele Townsend, Pacific Life Foundation

Arts Education Leaders

Lisa Albert, Parent
Kelly Bishop, Orange County Museum of Art
Pam Blaine, Pacific Symphony Orchestra
Terry Brudnak, Corona del Mar High School
Leslie Feibleman, Newport Beach Film Festival
Scott Fitzpatrick, Newport-Mesa Unified School District
Molly Pontin, Pacific Chorale
Claire Ratfield, Educator

Stakeholder and Public Survey Key Observations

Citizens value and take enormous pride in the community of Newport Beach for the coastal living, the gorgeous weather, the well-cared-for City and its proximity to desired amenities like good restaurants. Many cited the village structure of the City contributing to a small-town feel and the beautiful harbor as setting it apart from other Southern California coastal communities. The Library has emerged as the center of cultural in Newport Beach and has positioned the literary arts as a flagship program for the City.

When asked about the challenges facing the City there were several common themes. First, there is a struggle to find the balance between growth and protecting the qualities of life in Newport Beach. Arts and culture were called out as a possible solution to addressing changing demographics and uniting neighborhoods.

Equally important was the perception that the city has not really prioritized arts and culture in a substantive way and it’s time to do so. A desire that was expressed consistently was to balance more offices and living spaces with spaces for arts and culture. In addition, the desire to carve out what is unique to Newport Beach and move forward with an arts and culture agenda is seen as sign of maturity as a City.

Commentary pertaining to the option of serving more culturally diverse groups of people illustrates the sensitivity of race, ethnicity and cultural subject matter and issues within Newport Beach. Opinions included not seeing a need to conduct outreach to ethnic groups outside the dominant group, which is Caucasian, determined by the US Census at 82.3% of the population. Others urged the city to make special efforts to reach out through arts and culture to the growing Chinese and Persian communities.

Programming:

The most frequently mentioned priorities for additional arts programming were the presentation of surprising arts experiences integrated with being outdoors, including Neighborhood festivals and celebrations. Although, many respondents are in favor of a festival or signature event, it was also noted that there was reluctance of some residents to embrace large events. Referring to “Taste of Newport”, respondents mentioned that although the event attracted many people to the area, and appealed to young adults, it stopped being a family-friendly event due to alcohol consumption and large crowds. On the other hand, many mentioned food and drink inclusive of wine and beer as necessary for successful events and that these are currently lacking. Many were enthusiastic about the notion of casual clubs and cafes for live jazz and spoken word, but also noted the problem with club owners being able to afford rent and obtaining permits for such places in the City.

Public art coupled with hiking trails and gardens also emerged as popular suggestions. However, there was concern of how accessible this art would be to the general public. When provided with interactive public arts projects in other cities, enthusiasm noticeably increased especially when the public art pieces could animate public parks and engage all ages.

Public Survey Data

Arts Orange County administered an arts and culture survey in order to receive feedback from a sampling of the public for the planning process. The public survey was conducted online between October 1 and October 15, 2014 and 119 individuals responded to the survey. It was promoted through the City of Newport Beach’s multiple databases and the 155 individuals who participated in the community input process.

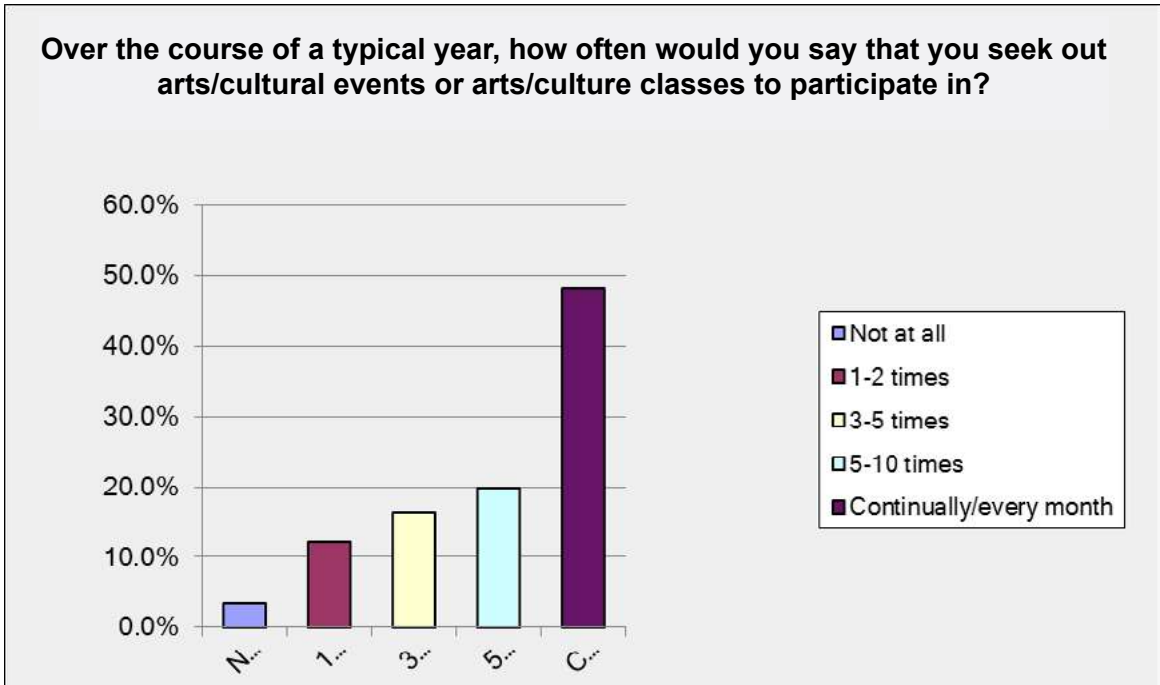
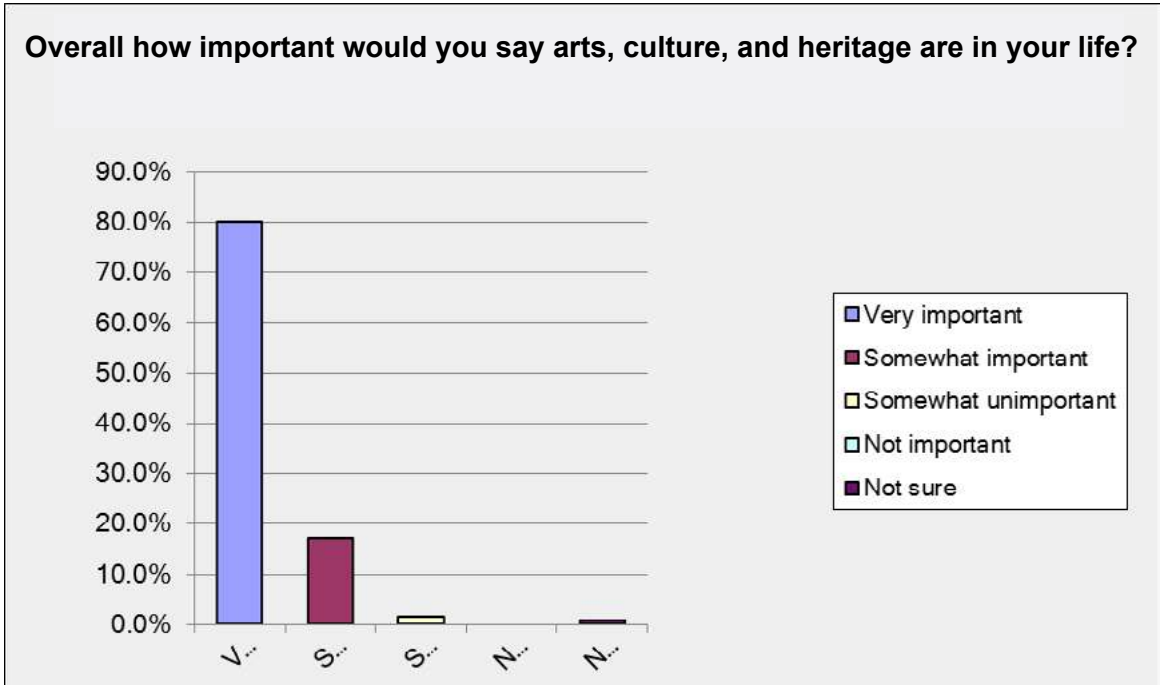
Demographics Summary:

	Survey Respondents	
Zip codes Represented	26%	92660
	23%	92625
	14%	92662
	18%	Outside of Newport Beach
	67%	Resident more than ten years
Gender	73 % Female	
Age	50 %	Over 60
	36%	45-60
Voter in Newport Beach	75%	
Race	83 %	White/Caucasian

Summary: The demographics of those surveyed reflect those of the City as a whole: a primarily white and older group of citizens who have lived in Newport Beach more than ten years. When responses were reviewed according to the demographics, no significant patterns were identified.

Arts Engagement

79% said Arts is very important in their lives and another 18% said somewhat important. 68% sought out arts and culture events or classes continually or 5-10 times a year.



How do you engage in the arts

- In Newport Beach, citizens participate in arts and culture activities most often at the Library, at a Park/outdoors, in their own homes or a community center.
- Outside of Newport Beach frequent participation occurs at formal theatres or concert halls, galleries, museums and colleges.

Where do you most frequently participate in arts, culture, and heritage events? (either in Newport Beach or elsewhere)			
Answer Options	Newport Beach	Outside of Newport Beach	NA
Library	77	6	11
Park or outdoor setting	50	39	12
My home or someone else's home	45	29	19
Communiity/neighborhood center	44	26	18
Bookstore	43	28	20
Coffee shop, restaurant, bar or night club	37	43	18
Museum	36	90	3
Gallery	35	72	7
School or college	30	55	15
Formal theatre or concert hall	29	90	3
Place of worship	27	18	39
Workplace	15	15	36

Most participated in these hands-on creative activities:

- Literary Arts: Read books, write poetry, creative writing
- Photography: Take photos, make videos
- Culinary Arts: Prepare traditional foods, cooking classes

This data validates the importance of the literary arts and the success of the Library in offering meaningful programming. However, this also seems to indicate either a lack of interest or a lack of opportunity to take adult classes in practicing arts disciplines like music, theatre, dance, visual arts and crafts.

In a typical year, how often do you or family take part in the following hands-on art activities either on your own or in a class?				
Answer Options	As often as I can	2-5 times a year	Once in a while	Never
Read books, write poetry or creative writing	77	11	14	4
Take photographs or make videos	51	18	19	15
Prepare traditional foods, cooking classes	32	17	35	16
Play an instrument, take music classes, write music, sing in a chorus	23	6	23	47
Take arts classes in drawing, painting, ceramics	17	9	27	47
Collect, document or research historic items or properties	15	12	24	47
Make crafts i.e. quilting, sewing, knitting	15	11	28	46
Dance, take dance lessons, do social dancing	9	12	24	56
Act, make costumes, build sets, direct, drama classes	7	4	23	65

Familiarity with Arts Organizations:

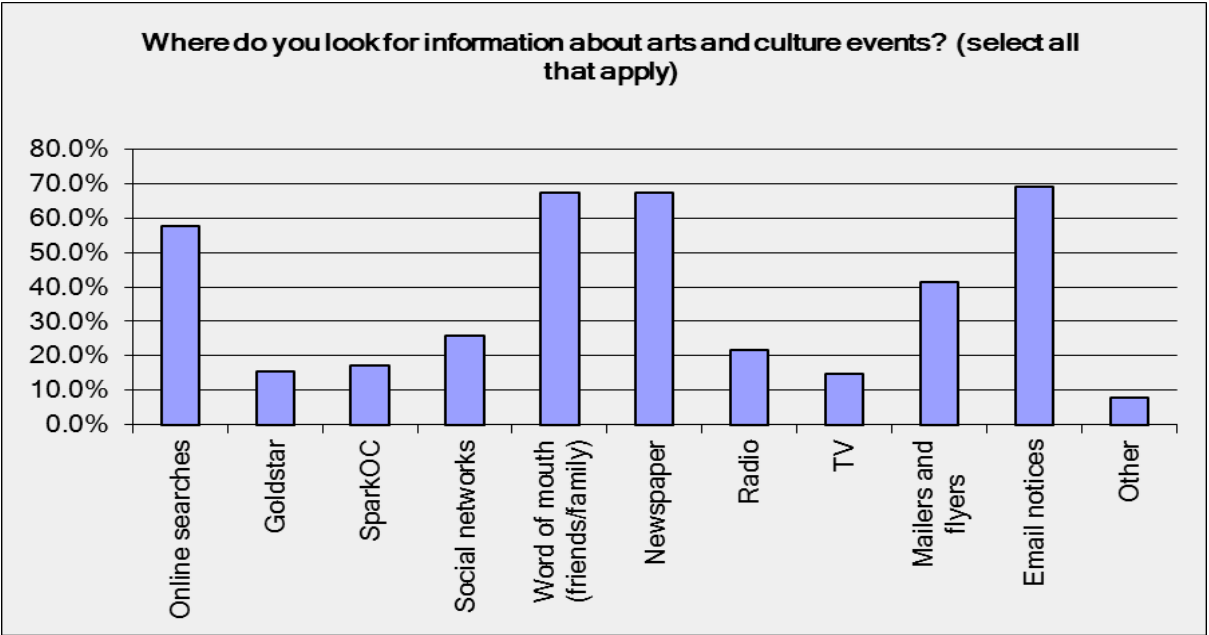
- Of the NB arts organizations listed, respondents were most familiar with the Newport Beach Art Exhibition, Civic Center Summer Concert Series and the Newport Beach Film Festival.
- They were least familiar with the Baroque Music Festival, Newport Theatre Arts Center, and Shakespeare by the Sea.

How would you rate your involvement with the following Newport Beach arts & culture organizations:				
Answer Options	Subscriber or Donor	Visit regularly	Visit once in a while	Totals
Orange County Museum of Art	11	13	54	78
Sherman Library and Gardens	6	11	55	72
Newport Beach Film Festival	14	20	34	68
Library Author Lectures	20	11	35	66
Newport Beach Art Exhibition	4	22	29	55
Civic Center Summer Concert Series	1	18	35	54
Newport Hyatt Jazz Concerts/Festival	0	8	32	40
ExplorOcean (Newport Harbor Nautical Museum)	2	8	23	33
Newport Theatre Arts Center	2	3	25	29
Shakespeare by the Sea	0	10	17	27
Baroque Music Festival	6	1	11	18

How do you find about the arts?

The data suggests the growing use of technology to discover arts and culture opportunities.

- Email notices – 69%
- Newspaper - 67%
- Word of mouth - 66%
- Online searches - 57%



Roadblocks to Arts and Culture Participation

The top 3 reasons keeping them from attending more arts and culture events is that they feel there is a lack of sufficient information or communication, or that they seek better quality offerings, and more interesting arts and culture choices. Food and drink availability at events was highlighted as well in different contexts.

What might encourage you to attend arts, culture and heritage activities in Newport Beach more often than you do now? Check all that apply.	
Answer Options	Response Percent
Better information/communication about the event details	56.4%
Better quality offerings	54.5%
More interesting arts and culture choices	54.5%
Better parking	29.1%
More events that combine the outdoors with arts and culture	35.5%
Improved facilities	30.9%
Discounts or lower ticket costs	26.4%
Activities and events that are closer to my home	21.8%
Better customer service or feeling more welcome	12.7%

How the Arts Can Positively Impact Newport Beach:

Residents feel that the most important impact of arts and culture in Newport Beach are:

- Make Newport Beach an even more desirable place to live and work
- Provide safe and healthy activities for youth, engaging them in creative practice and life skills
- Bring people together to share creative practice and ideas
- Encourage healthy development and unique personalities of neighborhoods
- Stimulate innovation and new ideas

As you read the following statements below about what arts and culture would be able to do in the city of Newport Beach, rate their importance to you using a scale of 1-5. (5 being very important to you and 1 being not important)						
Answer Options	5	4	3	2	1	Rating Average
Stimulate innovation and new ideas	52	13	18	9	6	3.98
Make Newport Beach an even more desirable place to live and work	46	8	21	10	11	3.71
Provide safe and healthy activities for our youth	46	18	14	14	5	3.89
Engage the youth of Newport Beach in creative practice and life skills	43	22	16	11	3	3.96
Bring people together to safely express and share creative ideas or practice	42	18	20	10	6	3.83
Awaken the personal creativity of our city residents	41	21	12	12	10	3.74
Help to promote good citizenship and civic engagement	39	19	23	9	7	3.76
Encourage healthy development and unique personalities of neighborhoods	30	26	23	11	6	3.66
Contribute to Newport Beach's economic prosperity	30	25	16	12	14	3.46
Honor and celebrate ethnic identity and diversity	29	17	19	15	16	3.29
Attract tourism to our region	22	11	22	10	29	2.86

Special Topics:

A. The historic Balboa Theatre building located at 707 East Balboa Street on the Peninsula, adjacent to the Balboa Pier, is owned by the City of Newport Beach. The City is evaluating converting this empty structure to a Fine Arts Center where the community can gather to embrace and celebrate the arts. Help the City develop programs of interest to the community by ranking the following potential program options in order of importance to you and your household. (Rank in order of 1 - 6, 1 being your top choice and 6 being your lowest choice.)

When residents are asked about potential programming for a Fine Arts Center in the historic Balboa Theater building, these were their top recommendations:

Answer Options	Ranking
<ul style="list-style-type: none">Live Performances such as bands, music concerts, open mic nights, vocalists, poetry slams	1
<ul style="list-style-type: none">Community Events (seasonal festivities, creative community meeting space)	2
<ul style="list-style-type: none">Film/Movie Events (documentaries, shorts, special showings, oldies but goodies, art house films)	3

B. New Space: The community has identified the need for a 350-450 seat flexible-use space, either by re-purposing an existing site or establishing a new one. Potential uses could include the Library's Special Programs and Newport Beach Film Festival. What would you like to see at this new creative space? Rank the importance of the following suggestions to you and your household:

A New Space best targeted to serve **established community programs**, most respondents say.

Answer Options	Ranking
A 350 seat flexible theatre space that would serve established community programs (chosen as #1 by over 50% of respondents)	1
A Center that is environmentally sensitive and architecturally unique that combines the arts and sciences	2
Creative Meeting Spaces/Retreat Center available for rent on a sliding scale for non-profits as well as business	3
Artists studio space open to the public with exhibition space, classroom and small recital space	4

C. The City of Newport Beach enjoys over 50 parks of various sizes and a new Civic Center. These outdoor assets can play an important role in offering City programs that serve their surrounding neighborhoods. Help the City provide programs of interest in these parks & Civic Center by ranking the following in order of importance to you and your household:

Residents see City’s abundant parks as ideal venues for performances

Answer Options	Rating Average
High-quality live Performances (bands, open mic nights, vocalists, quartets, theatre and dance)	1
Community art showcases and cultural festivals	2
Interactive Public Art Garden interwoven with hiking/fitness trails	3

D. The Orange County Museum of Art (currently in Newport Beach) will be moving to Costa Mesa in a few years selling one of 2 parcels it owns near Fashion Island. A new arts facility could potentially be built on one of the parcels and financed (at no taxpayer expense) by the sale and development of the remaining parcel of land. Please rank in order of importance to you and your household the following cultural uses for such a facility.

A performance space is considered the best use of the vacated land as the OC Museum of Art plans to move to Costa Mesa which validates the overall need expressed by residents of such a space.

Answer Options	Rating Average
A 350-seat flexible performance space that could host multiple arts and cultural events	1
An affordable creative meeting space that could be used for lectures and community conversations	2
Home for film and jazz events as well as festivals	3

Sampling of Comments: “What else would you like to tell us?”

Governance

- We need to have a full time Arts Coordinator at the minimum to implement arts programs
- The City needs to re-hire an Arts Coordinator to allow the Library Director to do his job directing the library instead of spending such a large amount of time with the Arts Commission.

Programming

- Diverse offering of arts and culture in the city. Newport has really been doing a good job in the last year. Keep it up.
- I think we are on the right track with the plays and concerts in the parks and the sculpture exhibition in city hall park. More of all of it would be great.
- I would like to see a range of offerings that is creative, more sophisticated and modern...modern offerings to worldly adults rather than the usual fare created for children and seniors
- Most arts offerings in Newport Beach are provincial. The highest quality, innovative, professional expertise and management are needed.
- I'd like to see a greater emphasis and encouragement of local artists, as well as a diversity in art
- We need more funky and cool and less navy blue and white formal. Teens could REALLY use a place to hang out
- Public art is what makes a city really special. Murals, sculptures, fountains, etc. Temporary or permanent. And don't worry if everyone doesn't like every piece. Lots more public art!!!
- There is very little to do culturally in NB besides the terrific Library Lectures and Film Festival. A shame. They need more support.

Arts Education

- keeping the arts in the schools of Newport Beach- the City needs to support the arts in all our local schools!
- Help the schools in NMUSD to continue and grow their art programs by providing whatever support they need in regards to locations or summer programs for the students

Facilities

- Larger facility for arts, entertainment and library speakers/author events
- We would LOVE to see a 300+ seat venue at the library/city hall complex that could accommodate the Library Foundation's growing speaker series as well as other events
- I was very disappointed that the new City Hall did not include a bigger Theatre/Auditorium. We need a facility that can accommodate 350+ guests for lectures and music events. Run by the library or public entity but open for public use

The Planning Process

- I would like the City to do more outreach to neighborhoods adjacent to the Civic Center when plans for new art in the park are being proposed.
- there has been no opportunity for the community to share their own ideas and innovation on the Cultural arts master plan. Why is the City of Newport Beach Cultural Arts Master Plan not looking at the other arts and cultural issues within the City.

**A Public Forum was held
on Monday, September 29, 2014
at the Oasis Community Center**

The purpose of the forum was to examine four re-occurring themes to date and then open the meeting up for public comment in advance of writing the recommendations. Eighty-nine people registered for the forum and fifty-five were in attendance.

Each table group approached their topic with the same process and reported out to the full group. Notes were posted for all attendees to review and add their comments. Below is a summary of the table group notes as well as the public comments.

SUMMARY OF GROUP TABLE TOPICS

Table Topic: PUBLIC PARKS & THE CIVIC CENTER

The City of Newport Beach enjoys over 50 parks of various sizes. There are at least six parks with parking capacity that can accommodate large crowds of people. In fact, many of these parks have played host in the past to musical concerts, Shakespeare in the Park, Movie Nights, plus more. The new Civic Center and the Parks are significant assets which can play an important role in the City’s Arts and Culture Master Plan and serve their surrounding neighborhoods with creative experiences. Community input is being sought to determine programs that are of interest to explore further in strategic planning.

Top three choices:

- Live Performances (bands, open mic nights, vocalists, quartets)
- Public Art in the form of interactive playground elements
- Community arts showcases and cultural festivals

New Ideas:

- All forms of Public Art with a mobile app including one honoring Rex Brandt at end of Civic Green
- Interactive, creative playspaces for children
- Exhibition opportunities for children
- Wide variety of performing art including ones that engage youth
- High quality professional performances with proper infrastructure for them
- Arts programming specific to the outdoors: photography, garden design, reusable materials, “Do it Yourself” classes
- Free concerts on a regular schedule with picnic food or food trucks available, wine and beer
- Pop-up children’s museum that rotates between parks

Concerns:

- Not using Parks for arts and culture events is a lost opportunity
- Creating youth programs that duplicate school district programs instead of enhancing them
- Adequate infrastructure: sound, stage and lighting
- Alcohol allowed at public parks
- Noise and curfew issues with neighbors
- Attracting audiences to events in parks as well as community support
- Engage all of the City parks, not just Civic Center
- Don’t be afraid to be edgy or bold in offerings
- How to appeal to all ages and cultures
- Civic Center seen as exclusive (high end Food and Wine Festival)

Table Topic: A BOLD NEW CREATIVE SPACE

Multiple stakeholders and potential partners have identified the need for a 350-450 seat flexible-use space to be built that is affordable and focused on serving the citizens of Newport Beach. Potential users include the Library Lecture Series/Special Programs and Newport Beach Film Festival. Suggestions have included the desire for a green, architecturally interesting building that brings in the outdoors. Several potential areas in the city have been identified as possible sites.

A list of potential uses that could be combined for a “mixed use” approach are as follows:

Top choices:

- A 300 -400 seat flexible theatre space that would serve established community programs
- Interactive Public Art Garden interwoven with hiking/fitness trails
- Creative teen center that provides a safe environment for teens to produce and experience arts
- Creative meeting spaces/retreat center available for rent on a sliding scale for non-profits as well as business

New Ideas:

- Amphitheatre offering free concerts with food, wine and beer, picnicking
- Artist’s Studio spaces open to the public with gallery exhibition space, classrooms, gift shop and small recital space
- Music programs – symphony, glee clubs, talent showcases; musical theatre – youth theatre conservancy, new performance works, design; art classrooms
- Environmentally sensitive space, green
- Include the sciences as well as the arts i.e STEAM
- Are there existing spaces that can be re-purposed?

Concerns:

- Theatre space should be located at library
- Is 300-350 big enough for the need?
- Where would it be located?
- Is one type of facility going to work and serve all the needs? Lectures vs. staged
- Would teens be motivated to attend? Needs good location and collaboration with schools
- Need good planning with city on traffic, parking, noise, security and zoning
- Who decides who uses the space and who manages the facility?
- Flexibility often interferes with solid programming. Center should not be a “one size fits all”. Decide on one focus first, do that well, then add in other uses

Table Topic: BALBOA FINE ARTS CENTER

The Balboa Theater building located at 707 East Balboa Street on the Peninsula, adjacent to the Balboa Pier, is owned by the City of Newport Beach. Recent action has been taken by the City to examine converting this empty structure to a Fine Arts Center where the community can gather to embrace and celebrate the arts. The Center would be a flexible space that would provide programs such as art instruction, movie nights, live performances, art and culinary classes, special events and a rental venue for family and civic events. The building is currently undergoing a space feasibility study on how best to maximize the venue to meet varying program needs. Community input is being sought to determine programs of interest to help aid in its design.

Top 4 choices:

- Children’s Programs and classes (art, drama and music camps)
- Live Performances (bands, open mic nights, vocalists, quartets)
- Film/Movie nights (documentaries, shorts, special previews)
- Community Events, seasonal festivals and community meeting space

New Ideas:

- Public art is incorporated into the building from the beginning
- Storytelling, poetry and theatre
- Author lectures and book signings
- Lectures on the history of all arts forms. Education is first!
- Open mic for music and poetry
- Free, safe activities for young people. No alcohol
- Interesting, artistic place for teens to meet in the evening
- Wine tastings
- All the choices are good ideas
- Seasonal offerings like a Charles Dickens Faire at Christmas
- Beach Boys theme festival
- Exhibition space and flexible space
- Digital art installation – Space should be equipped with latest technology- STEAM
- Young performer open house/showcase

Concerns:

- Parking, traffic and access- provide public transit like a low cost trolley. Suggestion: Need a trolley from parking site near Newport Blvd that could also be used by summer junior lifeguard program
- Need to consider possible competition from Lido Theatre in designing plans & use
- Acoustics
- Marketing/PR plan that is effective. Not a lot of people know about it
- Duplication of other city offerings
- Transient population of area...who is the building serving as their primary target and will they come to this area
- Understand the demographics of the area
- Area is unattractive because of renters
- Events that are important enough to the community that they will want to get involved
- Who is choosing these programs and insuring quality and scheduling?
- How will different activities be scheduled, managed and supported in the same building?

Table Topic: ORANGE COUNTY OF MUSEUM OF ART LAND- USE OF THE LAND

To better serve the needs of the community and its own growing exhibition and educational programs, the Orange County Museum of Art announced plans in 2008 to move to a site in Costa Mesa. There the museum will join the Segerstrom Center for the Arts and South Coast Repertory on an expanded cultural campus that serves upwards of 700,000 annual visitors. The museum is currently investigating uses of the two adjacent properties it owns in Newport Center. The one property (2 acres) house the museum’s galleries, the second site is used for its offices and other administrative functions (>0 acres). The museum wishes to develop the 2 acres-site into a high-end residential structure, with up to 99 units. The museum is also investigating uses for the .9 acres site. At present, the building on the site is 14,000 sq. feet. Community input is being sought as to the best cultural use of the .9-acre site and potentially a new structure on the site to replace the current one.

Top three choices

- A 300 seat flexible performance space that is architecturally exciting
- A center for the classical arts i.e. poetry, storytelling and traditional visual arts
- A satellite branch of the Orange County Museum of Art highlighting regional heritage since WWII
- An affordable creative meeting space that could be used for lectures and community conversations

New Ideas:

- Creative writing center for all ages
- Open, integrated center for a combination of art forms
- Center for history of the arts
- Arts Education Center that allows for gaining cumulative knowledge and learning about the arts beginning with visual art forms
- A place for musical concerts in the evenings
- A venue for nightly jazz and live music – consider a for profit night club

Concerns:

- Finding a good director/management team for the space
- All should feel welcome – be careful not to segregate the facility. We want a cross-section of the population to utilize the center

Additional Comments:

- Partnerships: Photography in area restaurants
- Make sure offerings are distributed all over city
- Investigate edgy, unique offerings
- Need an arts coordinator to manage a well-organized approach and program
- Make sure opinions of residents/general public are solicited and honored
- Map and identify existing public art with mobile aps
- Expedite arts vision with developer fees
- Arts Plan needs to be on-going and not diverted or influenced by political agenda or change
- Do not duplicate surrounding areas (Laguna Beach), but develop something unique that could have national appeal

PUBLIC COMMENTS

INFRASTRUCTURE

- Arts coordinator position needs to be restored

FACILITIES

- Library needs bigger room to accommodate large lectures/speakers
- Consider facility use crossover, like at high schools
- Newport Beach should have a world-class performing arts center—why limit it to 300 seats?
- 300-seat performing arts space is needed

PUBLIC ART

- Sculpture exhibition at Civic Center should have a theme like the ocean, fossils, etc
- Commemorative sculpture at the Civic Center for Rex Brandt
- Put sculpture in every park
- Look into additional public art locations across the city
- Develop a percent for art program

TRAFFIC/TRANSPORTATION

- Balboa Peninsula is already too crowded—what kind of traffic will new Fine Arts Center bring? Is there a way to move people without going down the Peninsula?

COMMUNICATION TO PUBLIC

- More public input is needed to evaluate interests
- Residents want to be part of the process or at least notified of what’s going on
- There is need for collective coordination of publicity for arts & culture events in Newport Beach... banners, websites, etc.

EVENTS

- Open mic, coffeehouse-feel for teenagers
- Science brings culture & shouldn’t be ignored in arts & culture master plan

GENERAL

- Expand arts scene in Newport Beach
- Do something unique to Newport Beach, don’t duplicate other cities
- Want a city-run community orchestra
- Consulting group for Arts + Culture Master Plan should not be involved in the suggestions of the plan

Appendix C

- C-1
- Newport Beach arts organizations reflected in Economic Impact data
- C-2
- Creative Industries in Newport Beach (Dun and Bradstreet)

Annual Economic Impact of Newport Beach Nonprofit Arts & Culture Organizations



2014

Organization	Income
Balboa Theatre*	\$ 409,588
Baroque Music Festival	\$ 88,647
ExplorOcean	\$ 2,372,362
Friends of Newport Beach Library	\$ 205,758
Hutchins Consort	\$ 127,757
Musical Theatre Academy of Orange County	\$ 527,287
Newport Beach Film Festival	\$ 3,458,590
Newport Beach Arts Foundation	\$ 3,496
Newport Beach Library Foundation	\$ 1,100,063
Newport Beach Sister City	\$ 4,652
Newport Theatre Arts Center	\$ 143,706
Orange County Museum of Art	\$ 5,839,303
Sherman Library & Gardens	\$ 1,264,649
Southern California Children's Chorus	\$ 729,166
Total Direct Spending	\$ 16,275,024
Indirect Spending (x 1.89)	\$ 30,759,795
Audience Spending (x 1.85)	\$ 10,026,229
Total Economic Impact	\$ 57,061,048

- Notes:
- Income figures were derived from organizations' latest Form 990 posted on Guidestar.org.
 - Indirect spending multiplier is that used by the A. Gary Anderson Center for Economic Research at Chapman University in past Economic Impact of the Arts reports.
 - Audience spending: due to lack of admissions detail in the Form 990, we have conservatively estimated admissions income to be only 1/3 of total income and used that figure with Chapman University's recommended multiplier

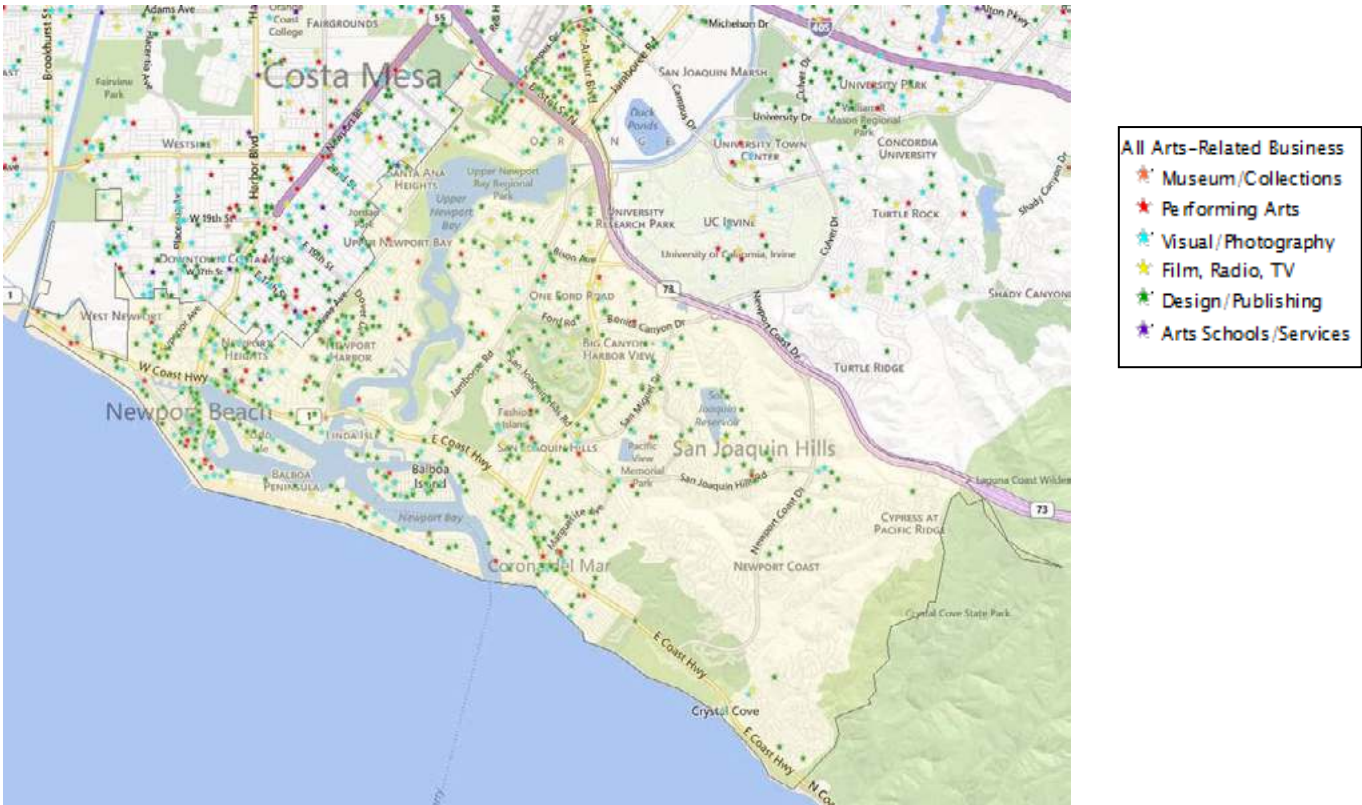
*Organization dissolved in 2014

The Otis Report on the Creative Economy in Los Angeles and Orange County:
<http://www.otis.edu/otis-report-creative-economy>

The Creative Industries in City of Newport Beach, CA

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Newport Beach, CA**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

847 Arts-Related Businesses Employ 2,793 People



City of Newport Beach is home to 847 arts-related businesses that employ 2,793 people. The map above plots the creative industries, with each star representing a unique arts-related business.

Nationally, 750,453 businesses are involved in the creation or distribution of the arts, and they employ 3.1 million people. This represents 4.2 percent of all U.S. businesses and 2.1 percent of all U.S. employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. Between 2012 and 2014, Dun & Bradstreet conducted a large-scale, post-recession database cleaning. Despite a reduction in the overall numbers of all U.S. businesses (arts and otherwise), the arts share of businesses and employment remained stable as a percentage of the national totals—demonstrating that the Creative Industries are as resilient and durable as other sectors of the economy. These data are current as of January 2014.



2014

The Creative Industries in
City of Newport Beach, California
(Data current as of January 2014)

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	45
Museums	4	43
Zoos and Botanical	1	2
Performing Arts	76	168
Music	27	81
Services & Facilities	20	49
Performers (nec)	29	38
Visual Arts/Photography	158	404
Crafts	9	28
Visual Arts	33	63
Photography	94	257
Services	22	56
Film, Radio and TV	77	343
Motion Pictures	75	341
Radio	2	2
Design and Publishing	521	1,817
Architecture	121	787
Design	337	628
Publishing	3	7
Advertising	60	395
Arts Schools and Services	10	16
Arts Councils	1	2
Arts Schools and Instruction	9	14
GRAND TOTAL	847	2,793

Research Notes:

- The Creative Industries data are based solely on active U.S. businesses that have registered with Dun & Bradstreet (D&B). Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data. The data in this report, therefore, should be considered conservative.
- Like many major data providers, including the federal government, D&B periodically reviews its database for accuracy by removing inactive businesses and adding new active ones. After a large-scale, post-recession database cleaning, D&B reduced the total number of active U.S. business records in its database to approximately 18.0 million in January 2014, down from 21.3 million in January 2012 (-15.8 percent). As such, year-to-year changes through 2014 may not represent a trend increase or decline, but rather stem from a more accurate tally of the active business population. These 2014 data are the most current and accurate data available and represent a new baseline for the Creative Industries data.

Appendix D

- D-1 Primary Assets
- D-2 Potential Partners
- D-3 Current & Potential Venues

PRIMARY ARTS & CULTURE ASSETS IN NEWPORT BEACH

City-Sponsored Arts and Culture Events

I. Presented by Newport Beach Arts Commission

- Newport Beach Juried Art Exhibition and Sale
- Civic Center Concerts
- Sculpture Exhibition at Civic Center Park
- Library lectures and programs
- Shakespeare by the Sea
- Visual and Performing Arts classes for youth and seniors at community centers
- Juried Art Exhibition
- Temporary art exhibitions at city facilities
- Museum Tour

II. Newport Beach Arts Commission partially funds a number of arts organizations each year to deliver arts programming in the city. Those funded in 2014 include:

- Baroque Music Festival of Corona del Mar
- ExplorOcean
- Festival Ballet Theatre
- Newport Beach Film Festival
- Seaside Musical Theatre
- South Coast Repertory
- Southland Opera

III. Newport Beach Public Libraries

- The Witte Lecture Series
- “Library Live” and special lecture programs
- Workshops and discussion groups

IV. City Department of Recreation and Senior Services

- Classes in all arts disciplines offered for children and seniors
- Variety of arts programming offered in parks

Key Partners

- Newport Beach Arts Foundation
- Newport Beach Public Libraries
- Visit Newport Beach

Arts and Culture Organizations in Newport Beach

- Balboa Island Museum and Historical Society
- Baroque Music Festival of Corona del Mar
- The Decorative Arts Society
- ExplorOcean
- Musical Theatre Academy of Orange County
- Newport Beach Film Festival
- Newport Beach Historical Society
- Newport Theatre Arts Center
- Orange County Museum of Art
- Seaside Musical Theatre
- Sherman Library and Gardens
- Southern California Children’s Chorus

Festivals and Fairs

- Annual Lighting of the Bay
- Annual Newport Beach Christmas Boat Parade
- Art in the Park, Newport Beach Arts Foundation
- Balboa Car Show
- Balboa Island Art Walk
- Balboa Island Parade
- Baroque Music Festival
- Corona del Mar Sandcastle Contest
- The Decorative Arts Society Lecture Series
- ExplorOcean Science Saturdays
- Fall Faire at the Environmental Nature Center
- Holiday Tree Lighting at Fashion Island
- Hyatt Regency Newport Beach Jazz Festival
- Hyatt Regency Summer Concert Series
- Imagination Celebration
- La Strada dell’Arte Balboa Village
- McFadden’s Wharf Open Air Markets
- Mariner’s Park 4th of July Parade
- Newport Beach Film Festival
- Newport Beach Wine and Food Festival
- Newport Dunes Movies on the Beach
- Newport Dunes 4th of July Celebration
- Old Glory Boat Parade (4th of July)
- Orange County Museum of Art Artist Talks and Curatorial tours
- Taste of Balboa
- Wooden Boat Festival

*Blue text signifies dedicated focus on the arts

Art Galleries

- Art for the Soul
- Art Resource and Appraisal Group
- Brett Rubbico Gallery
- Coastline Community College Art Gallery
- Debra Huse Gallery
- Grace Lane Gallery
- Heart of the Island Gallery
- Katherine Norris Fine Art Gallery
- Lahaina Galleries
- Peter J Art Gallery
- Scene Gallery
- Sher’s Art Gallery
- Southern California Art Projects & Exhibitions/SCAPE
- Susan Spiritus Gallery

Existing Venues for Arts and Culture Programs and Events

I. City owned venues

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Balboa Village and PierBalboa TheatreCivic Center Community RoomCivic Center GreenFriends Room at the LibraryLibrary Branches: Central Library, Mariners, Balboa, and Corona del Mar | <ul style="list-style-type: none">McFadden Square and WharfNewport HarborNewport PierNewport Theatre Arts CenterOasis Community CenterParks and Community CentersBeaches |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*Blue text signifies dedicated focus on the arts

II. Privately owned venues

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Back Bay Science CenterCoastline Community CollegeCorona del Mar High School AuditoriumEnvironmental Nature CenterExplorOceanFashion IslandHyatt Regency AmphitheatreIsland TheatreThe Lido TheatreNewport Bay Conservancy: Peter and Mary Muth Interpretive Center | <ul style="list-style-type: none">Newport DunesNewport Harbor High School Loats AuditoriumOrange County Museum of ArtThe Port TheatreRogers GardensSage Hill School: The StudioSt. JamesSt. Mark’s Presbyterian ChurchSea ScoutsSherman Library and Gardens |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

POTENTIAL PARTNERS

Regional Art & Culture Organizations within 10 miles

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Bowers MuseumClaire Trevor School for the Arts, UC IrvineFestival of the Arts Laguna BeachIrvine Barclay TheatreLaguna Art MuseumLaguna College of Art & Design | <ul style="list-style-type: none">Laguna PlayhouseOrange County Children's Book FestivalPacific ChoralePacific SymphonyPhilharmonic Society of Orange CountySegerstrom Center for the ArtsSouth Coast Repertory |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Foundations

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Balboa Performing Arts Theater FoundationBourke Family FoundationFriends of the LibraryLibrary Foundation | <ul style="list-style-type: none">Melody Makers Scholarship FoundationNewport Beach Arts FoundationOrange County Community Foundation |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Clubs / Associations

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">American Sewing GuildArt Resource GroupMayor's Youth CouncilNewport Beach Sister City AssociationNPB Recreation Department Teen Leader ProgramOrange County Film Society | <ul style="list-style-type: none">Orange County Mormon Choral OrganizationSouthern California Plein Air Painter's Association (SoCalPAPA)The Community Scholar ProgramThe Crystal Cove AllianceYoung Singers of Orange County |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Cross-sector Arts & Education Partners with Recreation & Senior Services Department

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">CS Dance FactoryEdutainmentarts Inc (Throughout Southern California)IncrediFlix (Costa Mesa)Kids N Motion (Palos Verdes Peninsula)Orange County Dance Production (Several Locations in OC) | <ul style="list-style-type: none">Pandarin Academy (Laguna Beach)PlayWelsTeknologies (Locations Nationwide)ROBOTIS Kidslab (Irvine)Take the Stage ProductionsYoung RembrantsLA/OC Gateway (Anahiem) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Tourism Businesses

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Balboa Bay ResortBalboa InnElectra CruisesFirst Cabin at Balboa Bay Club ResortGondola Company of Newport Beach | <ul style="list-style-type: none">Hornblower Cruises -Newport BeachHyatt Regency Newport BeachIsland HotelNewport Beach Vineyards and WineryNewport Dunes Waterfront ResortPelican Hill Resort |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Religious Organizations/ Churches

- Chabad Jewish Center
 - Harbor Christian Church
 - Liberty Baptist Church
 - Mariners Church
 - Newport Beach Buddhist Temple
 - Newport Beach California Temple, The Church of Jesus Christ of Latter-day Saints
 - Newport Harbor Lutheran Church
- Our Lady Queen of Angels
 - St. Andrews Presbyterian Church
 - St. James The Great Episcocal Church
 - St. Mark Presbyterian Church
 - St. Matthew's Church
 - St. Michael's and All Angels Episcopal Church
 - Temple Bat Yahm
 - Temple Isaiah

Schools

Public:

- Abraham Lincoln Elementary School (K-6)
- Anderson Elementary (K-6)
- Corona Del Mar High School
- Eastbluff Elementary School (K-6)
- Harbor View Elementary School (K-6)
- Horace Ensign Intermediate School
- Mariners Elementary School (K-6)
- Newport Elementary School (K-6)
- Newport Coast Elementary School (K-6)
- Newport Harbor High School (9-12)
- Newport Heights Elementary School (K-6)

Private:

- Carden Hall (K-8)
- Harbor Day School
- Newport Christian School (K-2)
- Newport Montessori (K-1)
- Our Lady Queen of Angels-Catholic (K-8)
- Sage Hill School (9-12)
- St. Matthew's Montessori School (K)
- The Susan Phillips Day School (K)

Yacht Clubs

- Bahia Corinthian Yacht Club
 - Balboa Yacht Club
 - Lido Isle Yacht Club
 - Newport Beach Yacht Club
- Newport Harbor Yacht Club
 - South Shore Yacht Club
 - Transpacific Yacht club

Restaurants with Music and Arts Programming

- Alta Café
 - Bayside
 - Blue Water Grill
 - Code Restaurant and Lounge
 - Island Hotel
 - Muldoon's Irish Pub
 - Newport Beach Hyatt Regency
- Pita Jungle
 - Quiet Woman
 - The Bungalow
 - The Cannery
 - The Porch
 - The Village Inn

CURRENT AND POTENTIAL VENUES

Arts and Culture Venues

- Balboa Theatre
 - Coastline Community College Gallery
 - ExplorOcean
 - Friends Room at Central Library
 - Lido Theatre
- Newport Theatre Arts Center
 - Orange County Museum of Art
 - Port Theatre
 - Sherman Library and Gardens

Other Facilities – Public and Private

- Back Bay Science Center
 - Big Newport Movie Theatre
 - Civic Center Community Room
 - Newport Beach Civic Center Green
 - Corona del Mar High School Auditorium
 - Environmental Nature Center
 - Fashion Island
 - Hyatt Regency Amphitheatre
 - Island Movie Theatre
 - Muth Interpretive Center
 - Newport Aquatic Center
 - Newport Beach Golf Course
 - Newport Dunes
- Newport Harbor High School Loats Auditorium
 - Newport Harbor Lutheran Church
 - Newport Landing
 - Newport Pier & Harbor
 - Our Lady Queen of Angels Catholic Church
 - Roger’s Gardens
 - St. Andrew's Presbyterian Church
 - St. James the Great
 - St. Mark's Presbyterian Church
 - St. Michael and All Angels Episcopal Church
 - The Studio at Sage Hill

Villages & Neighborhoods

- Balboa Island
 - Balboa Peninsula
 - Corona Del Mar
 - Lido Marina Village
 - Mariner's Mile
- Newport Coast
 - Old Newport Boulevard
 - Santa Ana Heights
 - The Islands of Newport Harbor
 - Upper Newport Bay

Libraries

- Balboa Branch Public Library
- Corona Del Mar Library
- Mariners Branch Public Library
- Newport Beach Central Public Library (Friends Room)

Community Centers

- Cliff Drive Park and Community Center
 - Balboa Community Center
 - Bonita Creek Park and Community Center
 - Carroll Beek Community Center
 - Civic Center Community Room and Lawn
 - Community Youth Center (Corona del Mar)
 - Grant Howard Park & Community Youth Center
- Lincoln Athletic Center (Corona del Mar)
 - Marian Bergeson Aquatic Center
 - Mariners Vincent Jorgenson Community Center
 - Newport Coast Community Center
 - San Joaquin Hills Park & Lawn Bowling Center
 - West Newport Community Center

Beaches and Parks

- 38th Street Park
 - Arroyo Park
 - Balboa Island Park
 - Bay Back View Park
 - Bayside Park
 - Bayview Park
 - Begonia Park
 - Big Canyon Park
 - Bob Henry Park
 - Bolsa Park
 - Bonita Canyon Sports Park
 - Buck Gully Reserve
 - Buffalo Hills Park
 - Canyon Watch Park
 - Castaways Park
 - Channel Place Park
 - City Beaches
 - Civic Center Park
 - Corona Del Mar State Beach
 - Costal Peak Park
 - Dog Park
 - East Bluff Park
 - Ensign View Park
 - Galaxy View Park
 - Gateway Park
 - Grant Howard Park
 - Harbor Watch Park
 - Harper Park
 - Inspiration/Lookout Point Park
 - Irvine Terrace Park
- Jasmine Creek Park
 - Kings Road Park
 - L Street Park
 - Lake St Park
 - Las Arenas Park
 - Los Trancos Canyon View Park
 - M Street Park
 - Mariners Park
 - Mesa Birch Park
 - Miramar Park
 - Myrtle Park
 - Newport Coast Park
 - Newport Island Park
 - Newport Shores Park
 - North Star Beach
 - Old School Park
 - Peninsula Park & Field
 - San Joaquin Hills Park (Corona del Mar)
 - San Miquel Park
 - Spyglass Hill Park
 - Spyglass Hill Reservoir Park
 - Sunset View Park
 - Upper Back Gully
 - Upper Newport Bay Regional Park
 - Veteran's Memorial Park
 - West Jetty View Park
 - West Newport Park
 - Westcliff Park


Blue = Largest Parks that can accommodate large events

Appendix E

- E-1

Arts and Culture Coordinator Job Description (November 2013)
- E-2

Examples from other cities of Arts Staffing Levels



CULTURAL ARTS COORDINATOR

Class Code: 1095

Bargaining Unit: City Employees Association

CITY OF NEWPORT BEACH
Revision Date: Jul 30, 2014

SALARY RANGE

\$25.70 - \$36.16 Hourly
\$2,056.00 - \$2,892.80 Biweekly
\$4,454.67 - \$6,267.73 Monthly
\$53,456.00 - \$75,212.80 Annually

DEFINITION To plan, direct and coordinate the activities of the Cultural Arts Division of the Community Services Department. Activities include the development and implementation of cultural arts programming for the City; support for the activities of the City Arts Commission; support for the activities of the Newport Beach Sister City Association; coordination of arts and cultural activities within the Community Services Department and the City; research grant opportunities for the Community Services Department and prepare grant proposals.

SUPERVISION RECEIVED AND EXERCISED: Receives general supervision from the Community Services Director/City Librarian.:

ESSENTIAL DUTIES:

EXAMPLES OF ESSENTIAL DUTIES: Duties may include, but are not limited to, the following:

Essential Job Duties

- Participate as a contributing member of the Administrative Team of the Community Services Department;
- Represent the cultural interests of the City and the Department in the planning of Department activities;
- Research grant opportunities for the respective services provided by the Community Services Department, and prepare grant proposals;

- Provide a leadership role in cross-departmental events under the auspices of the Community Services Department;
- Participate in the joint cooperative activities of the Community Services Department such as the Imagination Celebration, the annual Filmmakers Series, and lectures and programs at the Central Library;
- Form alliances and coalitions with community arts organizations to promote cultural projects and programs within the City;
- Assist the City Arts Commission with ongoing establishment of cultural arts goals and development of a City Cultural Plan;
- With the City Arts Commission, and guided by official City Policy, organize and coordinate the annual process of awarding of the Cultural Arts Grants, monitor grantees' progress and completion reports;
- Assist the Commission in its grant award selection process, facilitate awarding of grant funds, monitor grantees' progress and completion reports;
- Organize, coordinate, and mount juried art shows and other exhibitions, with the City Arts Commission, providing an opportunity for Newport Beach and Orange County artists to exhibit works in the City Hall Gallery, the Central Library, or other selected sites. Plan and host artists' receptions for gallery openings;
- With the City Arts Commission, plan, coordinate and implement projects such as Concerts in the Park, Arts Education Workshops, the City Hall Christmas Tree and other arts projects and events;
- Act as liaison staff to the Newport Beach Sister City Association; and assist with foreign visits, association events and other activities such as cultural festivals;
- Act as liaison staff to the Newport Theatre Arts Center, monitor contracts, etc.;
- Prepare and submit materials for the Arts and Cultural Services pages of the Newport Navigator and secure artwork;
- Maintain the Arts and Cultural Services web page;
- Maintain the digital and paper inventory of the City's artwork;
- Prepare the Cultural Arts Division budget, administer the approved budget; and
- Perform related duties as assigned.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential function. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Knowledge of:

Program content of the specified activities;
Basic principles and procedures of cultural arts programs; and
Computer programs and applications; such as Microsoft Word, Excel, Access, Front Page, Outlook, Internet Explorer.

Ability to:

Represent the Community Services Department and the City and interact positively with representatives from community groups, arts organizations, schools and the general public;
Present works of art for public exhibitions which may require lifting of materials up to 50 pounds, and occasional use of a ladder;
Present information and intellectual content in an organized manner in both oral and written format;
Research grant opportunities for services provided by the Community Services Department;
Prepare grant proposals;
Produce correspondence and basic documents, as well as update the web page in the current computerized office environment;
Work independently and constructively in a multi-task, multi-project environment;
Lead and manage others, when applicable;
Communicate clearly and concisely, both orally and in writing;
Appear for work on time;
Follow directions from a supervisor;
Understand and follow posted work rules and procedures;
Accept constructive criticism; and
Establish and maintain cooperative working relationship with those contacted in the course of work.
This position may be required to work overtime hours as needed.:

EXPERIENCE & TRAINING AND LICENSE/CERTIFICATE:

A combination of experience and training that would likely provide the required knowledge and abilities may be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Experience with curating and mounting art exhibitions, volunteer management, planning

and implementing social events, and grants preparation and management is highly desirable.

Training: Bachelor's Degree or equivalent from an accredited college or university with major course work in art, fine arts, business administration, public administration, or related field; or a combination of education and experience to provide the required knowledge and abilities to successfully provide the essential functions of the position.

License/Certificate: Possession of, or ability to obtain, an appropriate, valid California driver's license.

Additional Requirement: Candidates deemed most qualified, as reflected in their application materials, will be invited to continue in the recruitment process. At that time, background information will be requested from the candidates. Prior to employment, the prospective candidate must successfully complete a thorough background review, including being fingerprinted by the Newport Beach Police Department. The resulting report of your conviction history, (if any), will be evaluated along with the other information received in connection with your application. Except as otherwise required by law, a criminal conviction will not necessarily disqualify you from the position. The nature, date, surrounding circumstances, and the relevance of the offense to the position applied for may, however, be considered.

Disaster Service Worker: In accordance with Government Code Section 3100, City of Newport Beach Employees, in the event of a disaster, are considered disaster service workers and may be asked to respond accordingly.

Examples from Other Southern California Cities

City	Population	Arts Budget	FTE	PTE
Brea	41,000	\$2,015,538*	8	
Note: Operates gallery & Theatre		*includes Senior Services		
Encinitas	61,588	\$255,000	1	1
Huntington Beach	197,575	\$418,887	2	
Laguna Beach	23,000	\$1,027,000	1	
Mission Viejo	96,346	\$335,737	1	
Santa Monica	92,472	\$4,700,000	22	1
Operates three cultural facilities				
San Marcos	89,387	\$565,000	1	
Newport Beach	87,293	\$245,045		

Appendix F

Newport Beach Cultural Arts Guide
(2004)

MUSIC, THEATRE & DANCE

502 S. Bayfront, Suite A • Balboa Island, CA 92662

A nonprofit organization formed by Island residents

BALBOA PERFORMING ARTS THEATER
P.O. Box 752 • Newport Beach, CA 92661
(949) 673-0895 / www.thebalboatheater.org
The historic, landmark 1928 Balboa Theater, currently under renovation, will offer an intimate, 300-seat multi-use venue presenting music, dance, theater, film and arts education programs for all ages.

151 E. Coast Highway • Newport Beach, CA 92660

Founded in 1986 and housed in a landmark riverboa

MOZART CLASSICAL ORCHESTRA
27411 Padilla • Mission Viejo, CA 92691
(949) 830-2950 / www.mozartorchestra.org
Newport Beach's St. Andrews Church is the setting for Orange County's resident chamber orchestra which performs a full yearly season of classical music.

100 Newport Center Dr. #200

(949) 721-9333 / www.newportsportsmuseum.org

NEWPORT THEATRE ARTS CENTER
2501 Cliff Drive • Newport Beach, CA 92663
(949) 631-0288 / www.ntaconline.com
Intimate theatre of 90 seats, successfully serving Southern California for over twenty years, offers a varied annual program ranging from musicals to serious drama.

NEWPORT BEACH THEATER COMPANY
P.O. Box 11203 • Newport Beach, CA 92660
(949) 759-1046 / www.nbtrco.org
Youth oriented organization presenting three full-length Broadway style plays each year.

850 San Clemente Drive • Newport Beach, CA 92660

Orange County's premier showcase

SOUTHERN CALIFORNIA CHILDREN'S CHORUS
5020 Campus Drive
Newport Beach, CA 92660 (office location only)
(949) 250-9114 / www.sccchorus.org

Dedicated to enriching children's lives through distinguished choral music education and world-class performances. With 7 chorus levels (age 4 through late high school) and over 350 choristers, this group performs across Southern California and tours regularly.

Discovers the Hits
in Newport Beach

port Beach's array of cultural attractions is unmatched for a city of size and exquisite location. Arts and cultural offerings have been a valued part of Newport Beach for over 125 years. As early as 1877, artists journeyed to Orange County's coastal towns to paint, attracted by the natural beauty and extraordinary quality of light. Between 1910 and 1930, over 500 motion pictures were filmed on location, with stars such as Mary Pickford and Douglas Fairbanks.

port Beach's array of cultural attractions is unmatched for a city of size and exquisite location. Arts and cultural offerings have been a valued part of Newport Beach for over 125 years. As early as 1877, artists journeyed to Orange County's coastal towns to paint, attracted by the natural beauty and extraordinary quality of light. Between 1910 and 1930, over 500 motion pictures were filmed on location, with stars such as Mary Pickford and Douglas Fairbanks.

port Beach's array of cultural attractions is unmatched for a city of size and exquisite location. Arts and cultural offerings have been a valued part of Newport Beach for over 125 years. As early as 1877, artists journeyed to Orange County's coastal towns to paint, attracted by the natural beauty and extraordinary quality of light. Between 1910 and 1930, over 500 motion pictures were filmed on location, with stars such as Mary Pickford and Douglas Fairbanks.

THEATRE • DANCE • MUSEUMS •
ART GALLERIES • PUBLIC ART SITES •
NATURE CENTERS • MUSIC •
FAMILY ART ACTIVITIES • FESTIVALS •
PUBLIC GARDENS • FILM



HISTORICAL & CULTURAL

AMERICAN INSTITUTE OF ARCHITECTS

3000 Newport Boulevard
Newport Beach, CA 92663
(949) 675-8213 / www.aiaoc.org

AIA is the voice of the architectural profession, dedicated to the advocacy of its members and inspiring the quality of the built environment.

THE DECORATIVE ARTS SOCIETY

2915 Redhill Avenue, B106-7 • Costa Mesa, CA 92626
(714) 708-2555

Community society presenting five varied lectures each season by renowned experts in the field of decorative arts, including interior design, landscape design, architecture, porcelain and historical period styles. Meets on Tuesday mornings at Newport Stadium Theatre in Newport Center.

NEWPORT BEACH HISTORICAL SOCIETY

c/o Sherman Library & Gardens
2647 East Coast Highway • Corona del Mar, CA 92625
(949) 673-2261

Dedicated to preserving the history of Newport Beach via photographs and memorabilia.

NEWPORT BEACH SISTER CITY ASSOCIATION

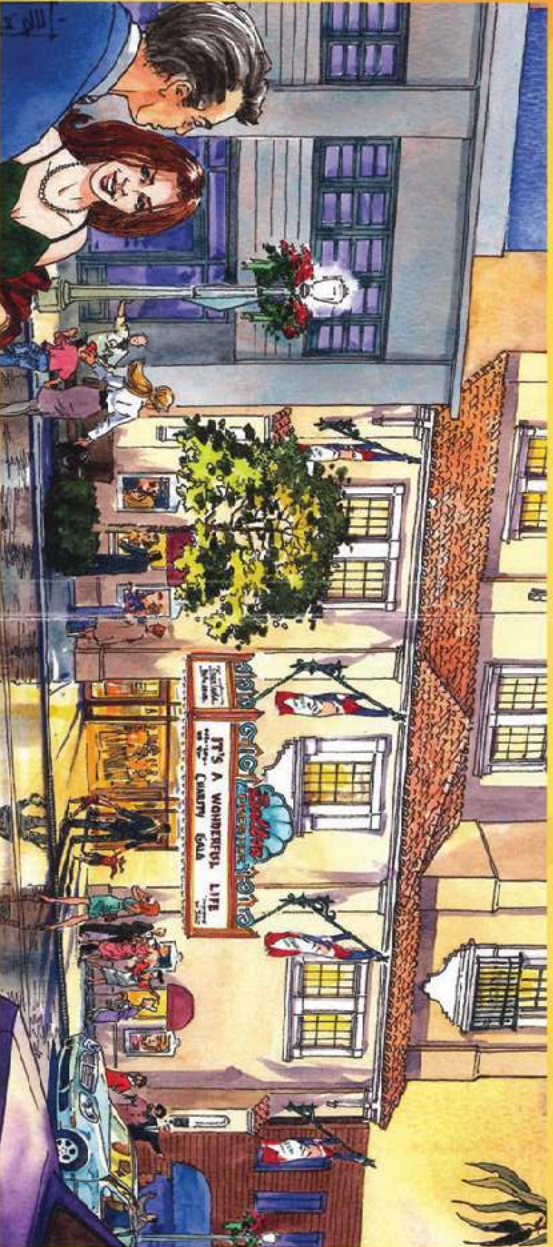
1000 Avocado Ave. • Newport Beach, CA 92660
(949) 675-9393

Promotes international communication, understanding, education and friendship between the people of Newport Beach and the cities of Antibes, France; Cabo San Lucas, Mexico; Okazaki, Japan.

NEWPORT BEACH PUBLIC LIBRARY

1000 Avocado Avenue • Newport Beach, CA 92660
(949) 717-3800 / www.newportbeachlibrary.org

Through its four branches, the City's library system meets the diverse cultural, educational and informational needs of residents and visitors alike. Bi-monthly art exhibits showcase regional artists at the Central Library. The Library also presents musical and cultural programs for children and adults.



BALBOA PERFORMING ARTS THEATER ARCHITECTURAL RENDERING

ART IN PUBLIC PLACES

DISAPPEARING PATH

Inspiration Point, Corona del Mar

Artists Newton Harrison and Helen Mayer created a design using landscape and architectural elements. Teak benches, boulders, and native plants were installed to enhance the natural topography.

THE PELICAN WALL

Pacific Coast Highway, Mariner's Mile, between Dover Drive and Newport Blvd.

Artist Tom Van Sant created intaglio designs depicting 22 pelicans in flight, on a 227-foot concrete retaining wall in the area known locally as Rocky Point.

NAKAVOSHI, GOOD FRIENDS

In front of the Central Library, on Avocado Avenue

Artist Eiichi Ishida created the granite head and shoulders of two children embracing, which was a gift of friendship from Newport Beach's sister city of Okasaki, Japan.

LANTERNS

Irvine Terrace Park

Okasaki Rotary Club in Japan presented the City with two gigantic granite lanterns, which are now installed in the park surrounded by six Japanese pines.

BUFFALO

Corner of MacArthur Blvd. and Bonita Canyon Road

This bronze sculpture commemorates the site of the former local attraction, the Buffalo Ranch, and the offices of William Pereira, the architect who designed the buildings for UC Irvine, Irvine Ranch and Newport Center.

METAPHOR

Corner of Pacific Coast Highway and Superior Avenue

This blue, painted and powder-coated, steel sculpture by artist Bret Price, which sits on a greenscape overlooking the ocean, is one of two pieces created concurrently, in 1983 and gifted to the City in 1986, by the late, local philanthropist, Warren Hancock.

FAMILY GROUP SCULPTURE / FOUNTAIN

610 Newport Center Drive

Stainless steel grouping created by artist Tom Van Sant in 1972.

SKY DIVE SCULPTURE

Fashion Island, Outside Atrium Court, Newport Center Drive

Artist Aristides Demetrios created three bronze figures balanced on three columns.

INTAGLIO

500 block, Newport Center

Artist Tom Van Sant's concrete panels on the sides of the buildings depict wildlife scenes with animals indigenous to the Irvine Ranch's early days.

WINDCHIMES

South side of Robinson's May, Fashion Island, Newport Center Drive

Artist Tom Van Sant created this massive piece, considered to be the world's largest functional windchimes.

HORIZON 76

Newport Beach City Hall, Newport Blvd. at 30th Street.

Created by Rafe Affleck in commemoration of America's 1976 bicentennial.

The Peninsula Murals

Newport Elementary School, 14th Street and Balboa Blvd.

Artist Mia Tavonatti created nine mosaic murals depicting life on the Peninsula, to adorn the walls of the school.

CITY OF NEWPORT BEACH ART COLLECTION

Public buildings in Newport Beach

The City Arts Commission maintains a collection of two-dimensional work, from juried art exhibitions and public donations. These works are hung in city offices and city-run buildings, including the City Council chambers.

MARSH BIRDS RISING

Peter and Mary Muth Interpretive Center Patio

2301 University Drive • Newport Beach, CA 92660

Artist Tom Van Sant's sculpture captures the moment of take-off: three flaps of the wings and the birds are airborne.



NATURE CENTERS

ENVIRONMENTAL NATURE CENTER

1601 16th Street • Newport Beach, CA 92663
(949) 645-8489 / www.ENCcenter.org

The Environmental Nature Center is a combination of 14 California native plant communities (ranging from a desert, to an oak woodland, to a fresh water marsh, to a redwood forest), wildlife habitats and walking trails. The ENC is recognized as a leader in education providing opportunities for increasing our community's knowledge, understanding and appreciation of the natural world. Free admission; fees for student and public guided tours.

PETER & MARY MUTH INTERPRETIVE CENTER

2301 University Drive • Newport Beach, CA 92660
(949) 923-2290 / www.newportbay.org

Journey through a series of exhibits and interactive displays that make the Bay come alive! The center provides a focal point for the public's enjoyment of the Bay. Here young and old alike can take a journey through a series of exhibits and interactive displays. Visitors learn about life in and around an estuary and why Lipper Newport Bay is such an important estuary. Free admission.

SHERMAN LIBRARY & GARDENS

2647 East Coast Highway • Corona del Mar, CA 92625
(949) 673-2261 / www.slgardens.org

Exquisite horticultural displays present a series of meticulously tended outdoor areas bursting with 2,000 species of plants from all over the world. The Library has one of the county's most impressive research centers devoted to the study of the Pacific Southwest, containing a specialized collection of rare books, photos, maps and papers from the past 100 years. Admission fee.

Design by: North Design Media • www.northdesignmedia.com

FASHION ISLAND SUMMER CONCERT SERIES
Pacific Coast Highway and Newport Center Drive
Newport Beach, CA 92660
(949) 721-2000 / www.shopfashionisland.com
World-class shopping center presents Wednesday evening, 6-week summer outdoor concert series in July/August in the Bloomingtonales courtyard. Free admission.



SHAKESPEARE BY THE SEA, "TAMING OF THE SHREW"

SHAKESPEARE BY THE SEA

c/o Newport Beach Arts Commission
1000 Avocado Avenue
Newport Beach, CA 92660
(949) 717-3870
www.city.newport-beach.ca.us
Summer Shakespeare series held in various public parks such as Mariners Park, Grant Howard Park and Bonita Canyon Sports Park bring the master bard's work to the community. Free admission.

SOUTHERN CALIFORNIA PLEIN AIR PAINTERS ASSOCIATION

5627 Crest de Ville • Orange, CA 92867
(714) 974-1711 / www.socalpapa.com

Annual early fall outdoor painting festival, exhibition and sale, featuring over 110 plein air painters dedicated to celebrating the landscape and seascape of the surrounding area. Free Admission to art exhibition.

THE WAVES SUMMER JAZZ SERIES

Hyatt Newporter Hotel
1107 Janboice Road • Newport Beach, CA 92660
(949) 729-6400 / www.summerjazzseries.com

Eighteen Friday evening concerts at the Hyatt Newporter held between July and October.



FESTIVALS

BALBOA ISLAND ART WALK

Debra Huse Studio Gallery
229 Marine Avenue #E • Balboa Island, CA 92662
(949) 723-6171 / www.balboaislandartwalk.com

Art, music and fun along Balboa Island's South Bayfront promenade. Held on the Saturday of Mother's Day weekend, from 9:00 am to 5:00 pm, over 100 artists and bands entertain visitors as they stroll from Marine Avenue past the ferry landing to Emerald Avenue. Free admission.

BAROQUE MUSIC FESTIVAL, CORONA DEL MAR

P.O. Box 838 • Corona del Mar, CA 92625
(949) 760-7887

Offers five concerts in late June, featuring vocal and instrumental music of the Baroque period. (Bach, Purcell, Handel, etc.) and 19th & 20th C. neo-Baroque works. American and European soloists and professional small ensembles, choros and orchestra perform in St. Michael & All Angels church and the Sherman Library & Gardens.

CONCERTS IN THE PARKS

c/o Newport Beach Arts Commission
1000 Avocado Avenue • Newport Beach, CA 92660
(949) 717-3870 / www.city.newport-beach.ca.us

Summer Sunday afternoon (5-6:30pm) concert series held in various public parks such as Mariners Park, Grant Howard Park and Bonita Canyon Sports Park. Free admission.

CORONA DEL MAR SAND CASTLE BUILDING CONTEST

c/o Corona del Mar Chamber of Commerce
2855 E. Coast Highway, Suite 101
Corona del Mar, CA 92625
(949) 673-4050 / www.coronadelmarchamber.com

Annual early-September one-day, juried event held on Big Corona Beach in Corona del Mar. Sand, sea and sun provide the perfect setting for young and old alike joining together to create fantastic sculptures made of sand. Free admission.

EUROPEAN STREET FAIR-CANNERY VILLAGE

31st Street, Cannery Village
Newport Beach, CA 92663
(949) 566-9863

This historic village offers an enclave of antique shops and artist studios. Twice annual street fair and sale featuring antiques and art from local artists and merchants. Fall and Spring.

IMAGINATION CELEBRATION

3001 Redhill, Suite 2-208 • Costa Mesa, CA 92626
(714) 540-4779 / www.iefestival.com

Newport Beach venues of this countywide spring arts festival with performances, hands-on workshops and arts exhibits include Orange County Museum of Art, Newport Beach Public Library and Newport Harbor Nautical Museum. Free admission.

NEWPORT BEACH FILM FESTIVAL

4540 Campus Drive #110 • Newport Beach, CA 92660
(949) 253-2880 / www.newportbeachfilmfest.com

Newport Beach's premier annual spring festival, showcasing films from around the world including features, shorts, documentaries, animation, seminars and children's programs.

LA STRADA DELL'ARTE BALBOA VILLAGE

125 E. Baker Street, #266 • Costa Mesa, CA 92626
(714) 557-5100, ext. 13 / www.lastradadellarte.org

The Newport Beach Balboa Peninsula is the venue for this unique European celebration, annual two-day fall festival featuring more than 100 artists creating colorful chalk drawings right on the street amid Renaissance-inspired food and entertainment. Free admission.



GRAPHICS GALLERY
219 Marine Avenue • Balboa Island, CA 92662
(949) 673-4255 / www.MJWFineArt.com
Established in 1985, this gallery features prints and posters of local scenes and provides custom framing.

NESE GALLERY
401 Newport Center Drive
Newport Beach, CA 92660
(949) 644-9692
Offering a variety of artistic styles from Picasso to Thomas Kinkadee, and custom framing and custom mirrors. Conveniently located in Fashion Island.

SCENE
2620 San Miguel Drive • Newport Beach, CA 92660
(949) 720-3939
Interior design studio featuring original works by Robert Riemer and a variety of Southern California plein air painters in oil on linen, limited edition prints, watercolors, and expert framing available.

THE SHED
3000 Newport Blvd., Suite B
Newport Beach, CA 92663
(949) 723-3406
This alternative gallery features cutting edge exhibitions by Southern California artists in diverse media including painting, sculpture, video, photography, drawing, performance and site-specific installations. Shared location with the American Institute of Architects.

GALLERIES

The publication was made possible through the generous support of the Newport Beach Arts Foundation, a private, nonprofit organization dedicated to supporting, promoting and extending the cultural activities of Newport Beach Arts Commission by raising tax-deductible funds supplemental to City appropriations.

NEWPORT BEACH ARTS FOUNDATION
177 RIVERSIDE AVENUE, SUITE F, PMB 1132
NEWPORT BEACH, CA 92663
(949) 472-1420
WWW.NEWPORTBEACHARTSFOUNDATION.ORG



ARTS COMMISSION
City of Newport Beach

Newport Beach's dedication to the arts can be traced to the 1972 creation of the Newport Beach Arts Committee and the 1974 city ordinance establishing the City's Arts Commission. The Commission is a seven-member, volunteer body, appointed by the City Council to act in an advisory capacity to the Council on all matters pertaining to artistic, aesthetic and cultural aspects of the City. The Arts Commission promotes public awareness and participation in the arts, and encourages and supports a wide range of cultural activities and facilities to address the needs and interests of residents and visitors in the Newport Beach community.

The Commission sponsors the annual free public performances of "Concerts in the Parks" and "Shakespeare by the Sea," as well as City Hall and Library Gallery art exhibitions.

The Arts Commission maintains a collection of two-dimensional work, taken from juried art exhibitions and public donations. These works are hung in city offices and city-run buildings including the Council chambers.

The City's Cultural Arts Grants program, begun in 1981, funds requests from non-profit arts groups that provide programs to benefit all Newport Beach residents. The Commission and Cultural Arts Office serve as the liaison to the Newport Beach Sister City Association, works with the Chamber of Commerce and the Conference and Visitors Bureau to promote cultural tourism, and advise City staff and Council on historic preservation, community design and beautification issues.

NEWPORT BEACH ARTS COMMISSION CULTURAL ARTS OFFICE
1000 AVOCADO AVE.
NEWPORT BEACH, CA 92660
(949) 717-3870
WWW.CITYOFNEWPORT-BEACH.CA.US



ART FOR THE SOUL
210 Marine Avenue • Balboa Island, CA 92662
(949) 675-1791
This gallery of delights presents an eclectic collection of hand-crafted artworks by more than 200 American artists, including whimsical, one-of-a-kind items such as jewelry, music boxes, furniture, trunks, pillows, sculpture, garden accessories, mirrors and much more.

ART RESOURCE GROUP
3032 E. Coast Highway • Corona del Mar, CA 92625
(949) 640-1972 / www.artresourcegroup.com
Professional art advisory and appraisal service group, providing expert guidance on fine art acquisitions, sales, project design, public art rotations, and estate matters. Gallery on site.

MARGARET BELL STUDIO / GALLERY
700 1/2 Carnation Ave. • Corona del Mar, CA 92625
(949) 760-9100
Exhibits a variety of media, including plein air oil, watercolors, original mixed-media monoprims, collagraphs, viscosities of fish, shells and fabrics, limited edition reproductions and giclees.

BRADFORD GALLERY
355 Old Newport Blvd. • Newport Beach, CA 92663
(949) 646-5022
Exhibition gallery and working studio for the artist, Bradford J. Salamon.

DEBRA HUSE STUDIO GALLERY
229 Marine Avenue #E • Balboa Island, CA 92662
(949) 723-6171
This nautical two-story gallery presents plain air studio oils by award-winning artists depicting beautiful beach scenes, seascapes, and landscapes.

SALLY HUSS GALLERY
222 Marine Ave., Suite B • Balboa Island, CA 92662
(949) 673-1292
Carries colorful art, ceramics, and gift items created by 6 prominent California artists, featuring the Balboa artist Dottie Simeon and her collection of original hand painted gift items and cards.

CHUCK JONES GALLERY
401 Newport Center Drive #A212
Newport Beach, CA 92660
(949) 759-0758 / www.chuckjones.com
This Jones family-owned and operated hometown gallery features the largest presentation in the world of original drawings, paintings, production artwork, and limited editions from the legendary animation director, Chuck Jones.

JUNE'S FINE ART GALLERY
326 Marine Ave. • Balboa Island, CA 92662
(949) 673-0939 / www.junefineartgallery.com
Serving discriminating art collectors in Orange County since 1994, features two expansive showrooms offering the latest in original oils by Sam Park.

LAHAINA GALLERIES
1173 Newport Center Drive
Newport Beach, CA 92660
(949) 721-9117 / www.lahainagalleries.com
Well-recognized and respected fine art gallery with locations in Hawaii, California and Oregon, representing approximately 40 well-established and diverse artists.

MARTIN LAWRENCE GALLERIES
549 Newport Center Drive
Newport Beach, CA 92660
(949) 759-0134 / www.martinlawrence.com
Richly diverse collection of original oil paintings, limited edition graphics and sculptures by Picasso, Chagall, Warhol, Lichtenstein, Haring, Kosiabi, Erte and many others.

SHER'S ART GALLERY
2830 Newport Blvd. • Newport Beach, CA
(949) 675-9306
A place for young and creative students to practice their artistic skills and showcase their art.

SIMON FINE ART GALLERY & STUDIO
216 Marine Ave. • Balboa Island, CA 92662
(949) 723-1100
www.stevesimon.com
Presenting original oil paintings, reproductions, and books by local artist Steve Simon.

SOUTH COAST ART GALLERY
3441-B Via Lido
Newport Beach, CA 92663
(949) 673-0771 • www.southcoastartgallery.com
Presents original works by established, award-winning and renowned California artists in all media including oils, watercolors, sculpture, glass and art jewelry.

SOUTHERN CALIFORNIA ART PROJECTS & EXHIBITIONS (SCAPE)
2849 E. Coast Highway • Corona del Mar, CA 92625
(949) 723-3406
SCAPE organizes educational events with the visual arts community of Southern California, programs 6 contemporary art exhibits annually, and extends collections management and art advisory service to corporate and private collectors.

SUSAN SPIRITUS GALLERY
3929 Birch Street
Newport Beach, CA 92660
(949) 474-4321
www.susanspiritusgallery.com
Premiere gallery of fine art photography, showcasing professional color, black and white, and platinum photographs for home or office.

URBAN EARTH STUDIO/GALLERY
2721 E. Coast Hwy. #205
Corona del Mar, CA 92625
(949) 574-5817
Showcases contemporary abstract artist Ricoi Garcia, a painter known for dramatic canvases capturing the imagination and conveying various emotions through intense color.

VALLEJO MARITIME ART GALLERY
1610 W. Coast Highway • Newport Beach, CA 92663
(949) 642-7945 / www.artsnct.com/vallejo.html
Established in 1972, one of the world's leading galleries for marine arts and antiques, presenting some of the finest examples of 18th, 19th and early 20th century marine paintings and artifacts.

WENTWORTH GALLERY
271 Newport Center Drive
Newport Beach, CA 92660
(949) 760-9554 / www.wentworthgallery.com
One of the leading fine art retailers in the United States, this gallery features new artists as well as the most collected and well known worldwide, including Marc Chagall, Emanuel Eric, Peter Max, Joan Miro, Pablo Picasso, and dozens of others.



Appendix G

Arts Commission Art Site Suitability
Ad Hoc Committee Report

May 2014

Newport Beach Arts Commission
Art Site Suitability Ad Hoc Committee Report
May 9, 2014

Committee Members:

Commissioner Michael Magrutsche, Chairman
Commissioner Caroline Logan
Commissioner Charles Ware

Report for:

Newport Beach Library Director, Tim Hetherton,
ArtsOC and The Newport Beach Arts Commission Master Plan Ad Hoc
Committee

Committee Purpose: To evaluate the City’s public places for appropriateness to host public art, within the context of an overall master plan and vision.

Team Members: Newport Beach Library Director, Tim Hetherton, Mr. Fong Tse of the Newport Beach Department of Public Works and Ms. Janet Cates of the Newport Beach Parks, Beaches & Recreation Department.

The Ad Hoc Committee was pleased to see the interest from all three departments in supporting and collaborating on the site suitability evaluation. The team is currently pursuing a planning intern from CSULB and an art intern from UCI to help with the inventory analyses and database. Ms. Cates will serve as the point person and help facilitate use of the City's Parks, Beaches & Recreation Department database to establish art friendly sites. We believe the project should eventually transition and/or partner with a consultant service to best integrate our work with an overall vision of the City Arts Master Plan.

Suitability Art Placement Requirements: We discovered that there are a number of public locations that have the required public traffic and visibility and a safe Infrastructure to present art in a meaningful and enjoyable way. We want to avoid having art forced into place. In addition to the Newport Beach Public Library Service, we have tentatively identified about 10 significant locations in our meetings. The biggest challenge, we anticipate, will be to add art to public spaces originally built without art and then joining the past and the future of the sites with a perfect blend of complimentary aesthetics. This, we feel we can do.

Pilot Project: The Team is conducting pilot evaluations of sites to test our defined suitability criteria and determine the workload for the team to collect and input the data to facilitate future art swaps and new exposure. We have already commitments for various test sites from the Library Services.

Inventory: The City’s current art inventory was recently appraised by an independent art appraiser who determined that, in many cases, the stored art was of limited value, instead of art that invigorated thought provoking and aesthetic experiences, the kind of art that a mature city would rightfully have for its art collection. We look forward to this changing.

Partnering with the City Master Plan and the Future:
The Site Suitability Ad Hoc Committee will be integrating its research with the City Arts Master Plan. In addition, the Committee will work with the City Arts Master Plan on future public locations to include public art and be a guide to expose art in an appropriate and outstanding way.

Art Site Suitability Process

November 3, 2013 (Revised March 13, 2014)

Newport Beach Arts Commission Art Site Suitability Ad Hoc Committee

Role/Purpose: Within the context of an overall vision for public art in the city, evaluate public places within the City for appropriateness to host physical public art.

Process for Completing Site Suitability Study

1 Stakeholder Information Gathering (What People Think)

Determine issues, objectives and potential concerns from key stakeholder groups.
Seek ideas and recommendations for how to facilitate implementation of Council-sanctioned vision.

- Parks, Beaches and Recreation Commission
- Public Works
- Recreation and Senior Services
- Community Development
- Library Services

2 Nurture Vision, Aligned with Key Organizing Principles (The Big Idea)

Citizen and Guest Demographics and Inclinations
Neighborhood/District Development
Relationships to Venues, Ventures and Promotions
Image and Identify

3 Determine Suitability Criteria (What We Need)

Visibility, Civic Presence and Public Exposure
Activity Suitability, i.e. Active Versus Passive
Public Use Level
Surveillance
Scale and Contrast
Weather Exposure
Susceptibility to Vandalism

4 Inventory Potential Locations and Assign Attributes (What We Have)

(To Be Inventoried and Mapped by Parks and Recreation Staff)

Space or Building Type
Designated Area Size
Art Location(s) Descriptions(s)
Suitability Criteria Above

4a Evaluate, Categorize and Rank Locations per Criteria

5 Identify Process for Actual Art Site Selection and Design Review (How to Implement)

Establish Support of City Council
Test Process with Trial Application

6 Document and Package Report, including Internet Data Base (The Suitability Analysis)

Utilize City’s “Web Team”

Appendix H

Newport-Mesa Unified School District:
Strategic Arts Plan

Strategic Arts Education Plan – Collaboration and Partnerships
Newport-Mesa Unified School District

Action Step	Specific Outcome Evidences and Progress Indicators	Additional Sections of Plan Include:
<ul style="list-style-type: none"> Identify possible new collaborations. Create new and strengthen existing links between arts community and the school district to provide more equitable opportunities for students across the district. 	<ul style="list-style-type: none"> Students learn from professional artists and works of art. Field trips to various art venues in the county. Performance art events come to schools. Teachers attend lectures, community exhibitions, and performances. Teachers attend Hands-on workshops and professional development offered by professional arts organizations in the community. OCPAC Middle school choral festival and Master Classes. Reps from OCPAC come to school site to lead existing classes "Master Class" vocal techniques, performance presentation – stage deportment OCMA come to schools 1-2 times a year for special workshops/classes Artist Day curriculum based on OCMA 4th grade lessons others = Arts Advantage 	<ul style="list-style-type: none"> Funding Implications To Do List Committee Member Roles Timeline Current Status & Date
Get the word out: School news articles, VAPA website, secondary VAPA department meetings, Principal meetings, VAPA Professional development day at the start of the school year, email lists to partners, PTSA		
Professional development for teachers through arts institutions connect to needs indicated by teachers.	<ul style="list-style-type: none"> Counselors and administrators to attend and promote performances (talk to ??) Alumni notes/success Career Day (creativity) Assembly (Boeing) 	
Community awareness that arts (all) is not academic – middle/high attitudes		

Strategic Arts Education Plan – Collaboration and Partnerships
Newport-Mesa Unified School District

6 Focus Area: Collaboration & Partnerships		
Goal: Establish collaboration between staff, administration, parents, community arts organizations and arts professionals.		
Committee Members: Thomas Shishkovsky, Jon Lindfors, Sandy Gilboe, Kelli Davison, Kelly Bishop, Mary Beth Volpini, Terri Munroe, Jaymie Delgado, Debora Wondercheck, Katherine Yang, Mary Lyons, Catherine Burnett		
Action Step	Specific Outcome Evidences and Progress Indicators	Additional Sections of Plan Include:
Create a district-wide community outreach committee to advocate, plan, promote and support the arts in the schools. Done – CAAE Breakfast – will continue 4 th District PTA.	Increased community awareness, funding, and publicity.	<ul style="list-style-type: none"> Funding Implications To Do List
Create an after school arts program utilizing partnerships between staff, parents, community arts organizations, art professionals and local colleges. In support of and in addition to in school VAPA curriculum. Enrich after school programs: arts institutions support by enhancing existing programs. <ul style="list-style-type: none"> Switched funding to community support, Role & Recompense. Instrumental after school band, choral taught by site's music teacher.	<ul style="list-style-type: none"> Increased students' participation in the arts. Supplemental Arts programs are available. 	<ul style="list-style-type: none"> Committee Member Roles Timeline Current Status & Date
Action Step	Specific Outcome Evidences and Progress Indicators	
Career Day/Fair	<ul style="list-style-type: none"> Contact local businesses (volunteer) IBM, Boeing (list of qualities needed for job creativity) OC Fairgrounds Using OC Fairgrounds – large building for FLASH MOB DANCE (all students must register) 	
Mentor Program Community Services Older Mentor program for Elementary students from HS students.	<ul style="list-style-type: none"> Talk about transportation for either HS students to Sonora/Paularino elem for a mentor program? HS students facilitate an after school program – needs an “advisor.” Volunteer clearance needed 	

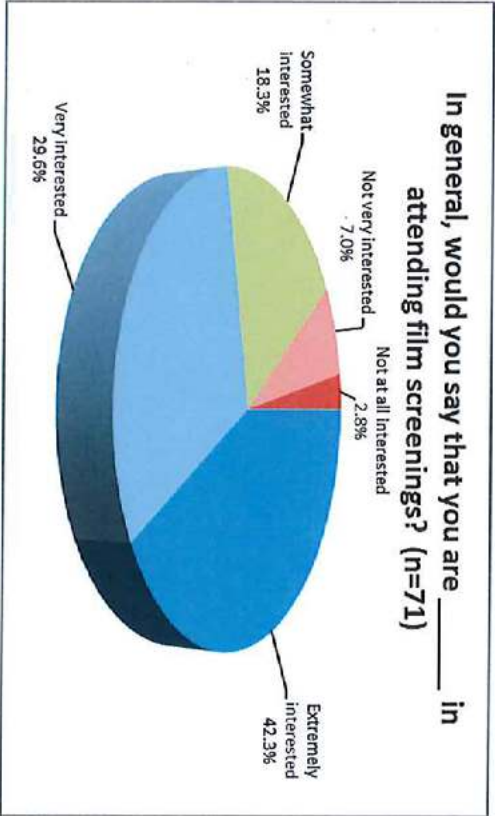
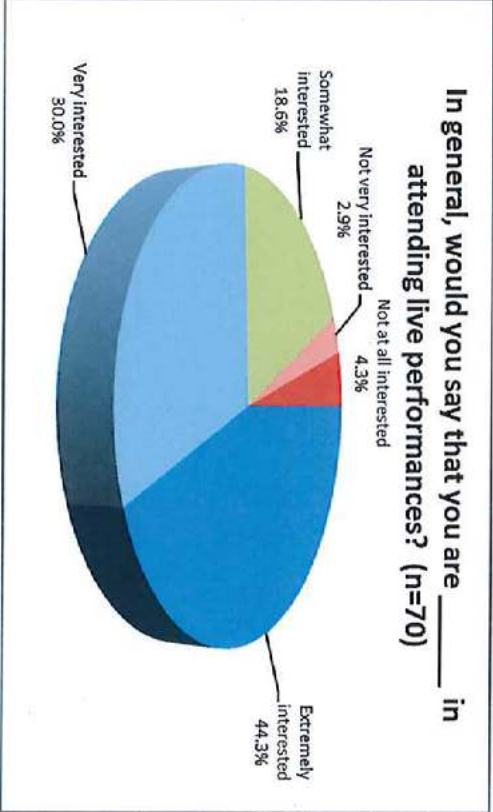
Appendix I

Balboa Village Theatre Potential Audience Survey Report

Strategic Arts Education Plan – Collaboration and Partnerships Newport-Mesa Unified School District

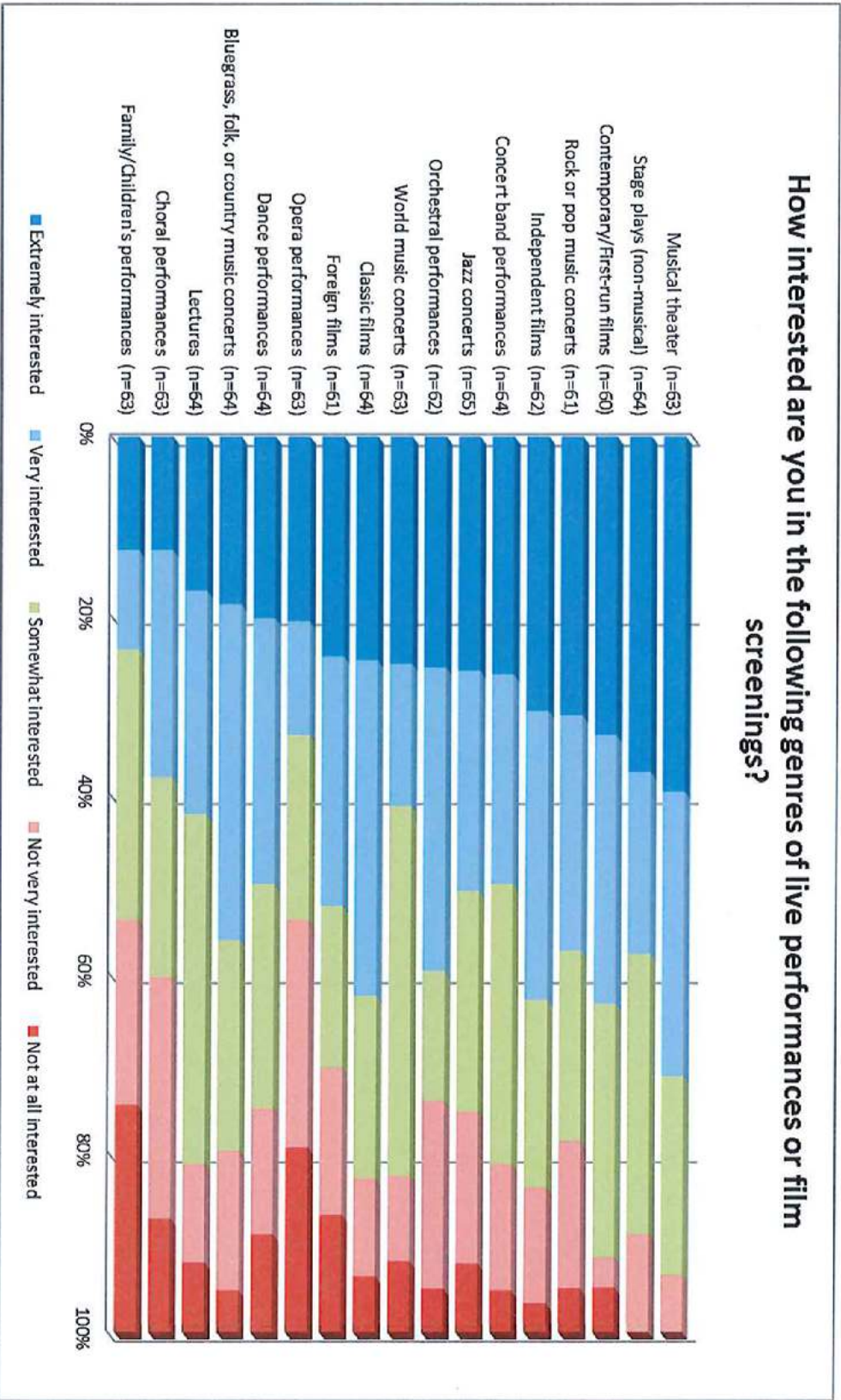
6 Focus Area: Collaboration & Partnerships		
Action Step	Specific Outcome Evidences and Progress Indicators	Additional Sections of Plan Include:
Expand and promote the Newport-Mesa Family Arts Festival. Splintered into separate events V.A., vocal, instrumental, theatre needs to be expanded.	Community connections made through publicity. Dance Festival, Visual Art Festival, Band Festival, String Festival, Vocal Festival, Film Festival and theatre festival.	<ul style="list-style-type: none">Funding ImplicationsTo Do ListCommittee Member Roles
Participate in arts fairs and festivals showcasing student achievement in the arts throughout Orange County.	<ul style="list-style-type: none">Promote communication and buy-in for the arts for all ages. Students work showcased at Color it Orange Imagination Celebration Nautical Museum, Orange County Dept. of Education etc. <i>Renaissance Festival all day fair including all levels all day 5/25/2012. Will include art, music and other performance arts.</i>	<ul style="list-style-type: none">TimelineCurrent Status & Date
Involve parents in planning, implementing, and promoting arts in the schools. “Friends of the Arts”	Increased community awareness, funding and publicity.	
Create An e-newsletter to disseminate information and share resources.	Increased community awareness, funding and publicity.	
Events posted on district website.		
Bring in OCPAC and other local fine arts organizations to bring artists, programs, and training to students and staff; take student on field trips in our community	Exposure to professional artists and art	

Most respondents indicated that they were at least somewhat interested in attending live performances (92.9%) as well as attending film screenings (90.2%).



Survey Results

Musical theater (93.7%) and non-musical stage plays (89.1%) were the top genres of live performance that most respondents were at least somewhat interested in; contemporary/first-run films (91.7%) and independent films (83.9%) were the genres of film screenings that most respondents were at least somewhat interested in.

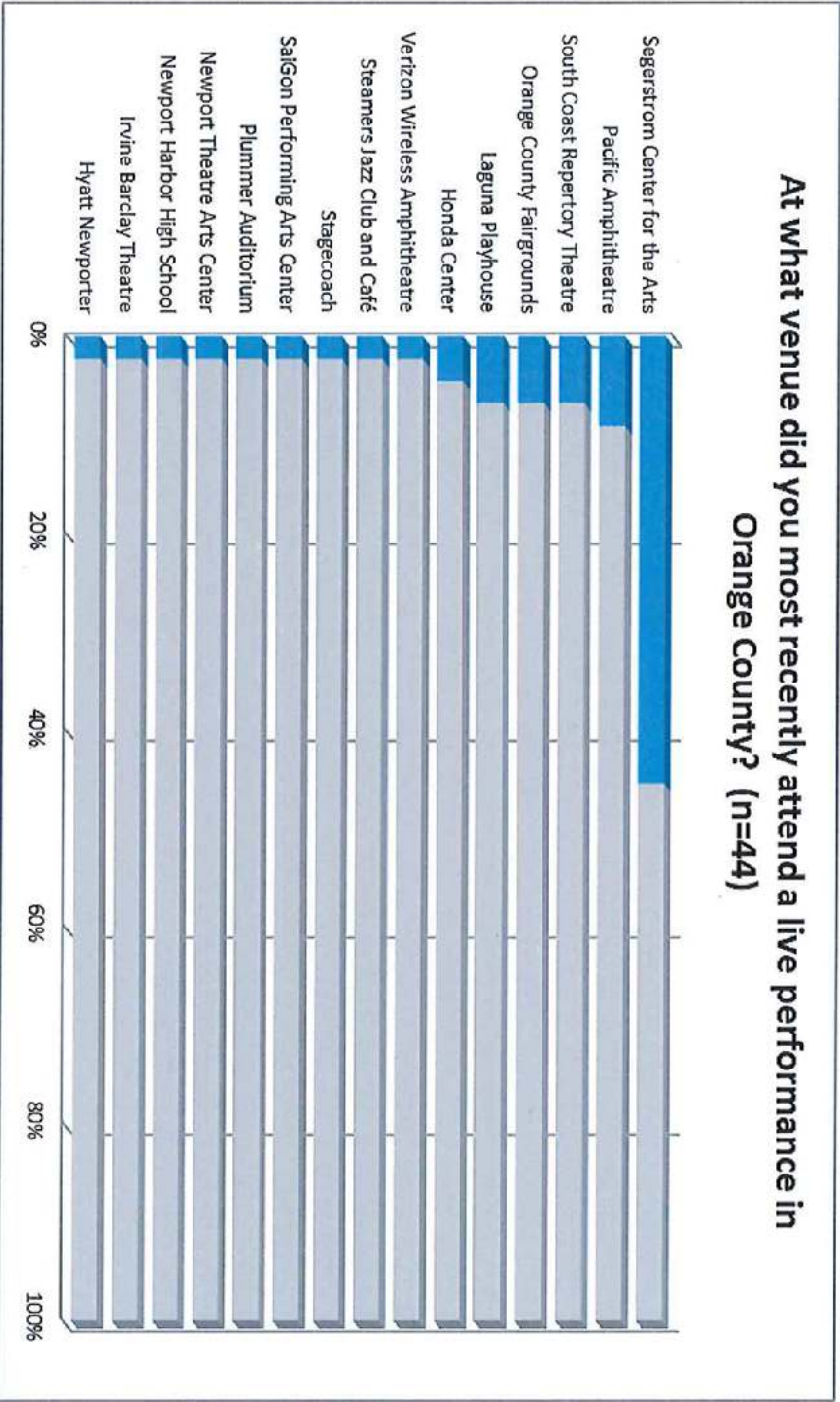


On average, respondents indicated that they attend live performances and film screening with almost the same frequency in a typical year. However, on average, respondents indicated that they were willing to travel greater distance to attend live performances as compared to film screenings.

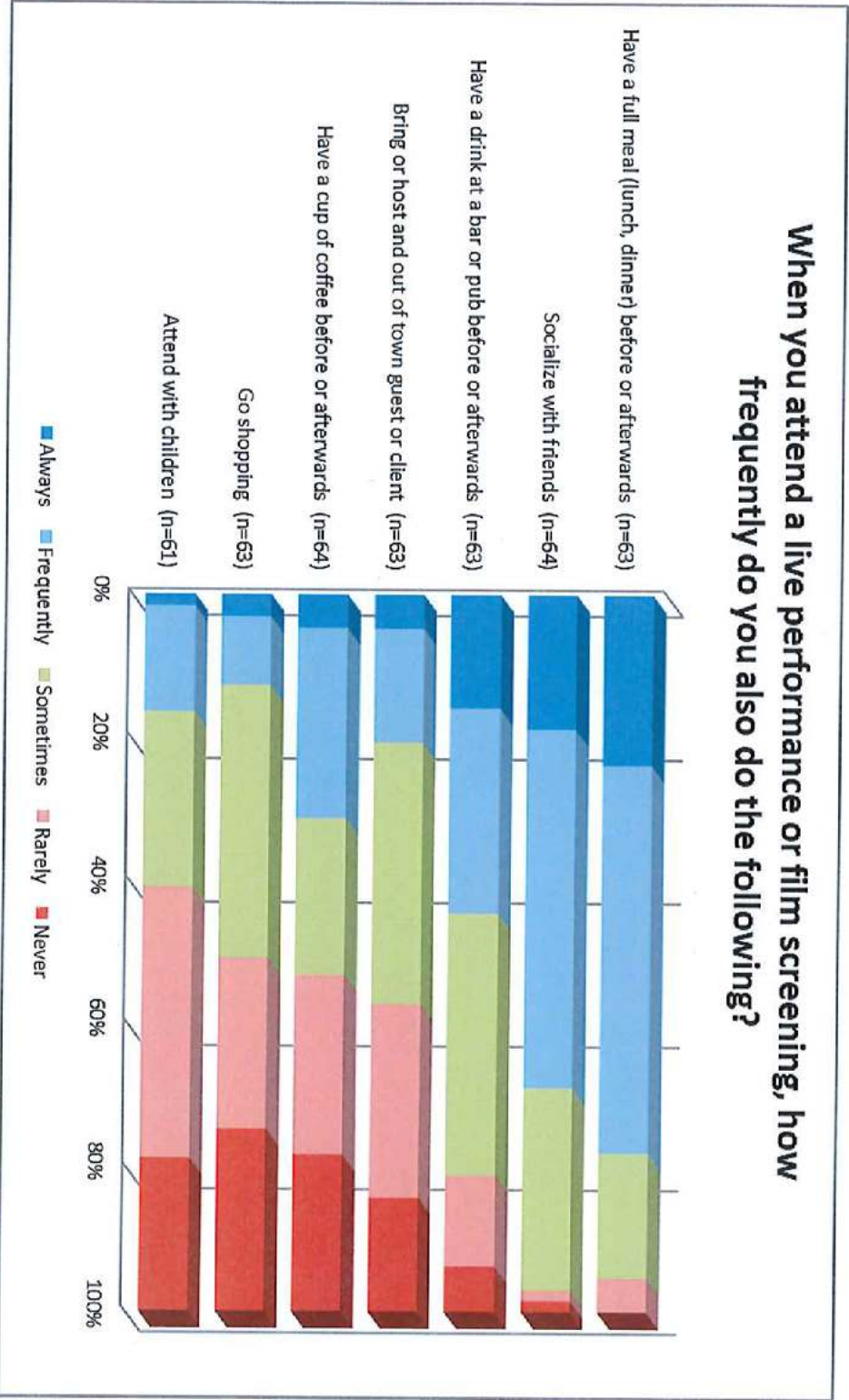
In a typical year, how many live performances or film screenings do you attend?				
	Minimum	Maximum	Median	Mean
Live performances	0	34	6	7.7
Film Screenings	0	52	5.5	8.33

In general, how far are you willing to travel to attend a live performance or film screening? (In Miles)				
	Minimum	Maximum	Median	Mean
Live performances	1	400	20	37.52
Film Screenings	0	400	10	25.59

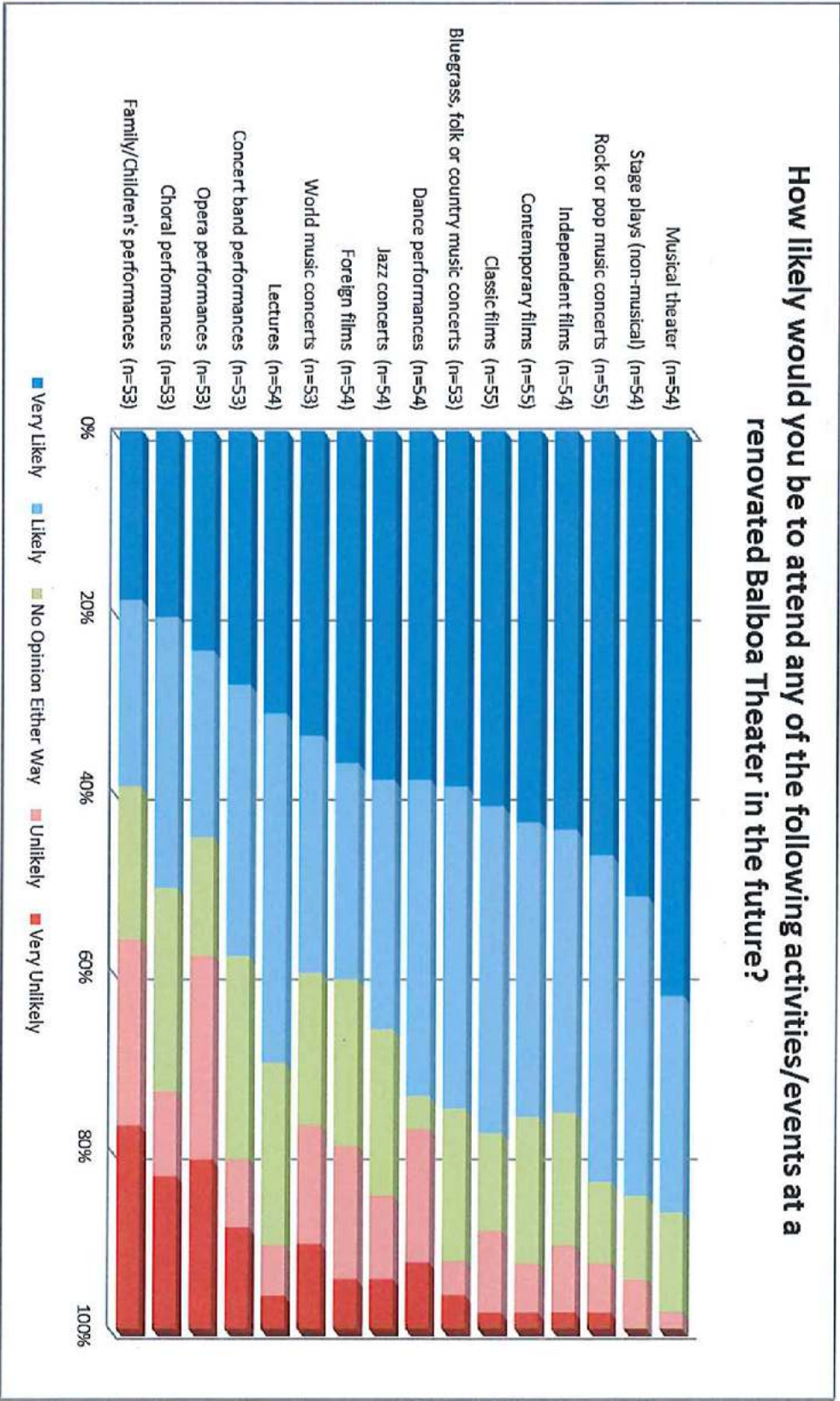
Segerstrom Center for the Arts (45.5%) was the most commonly attended venue for live performances in Orange County. 40% of respondents who indicated that they last attended a live performance at Segerstrom detailed that they had attended a musical theater performance.



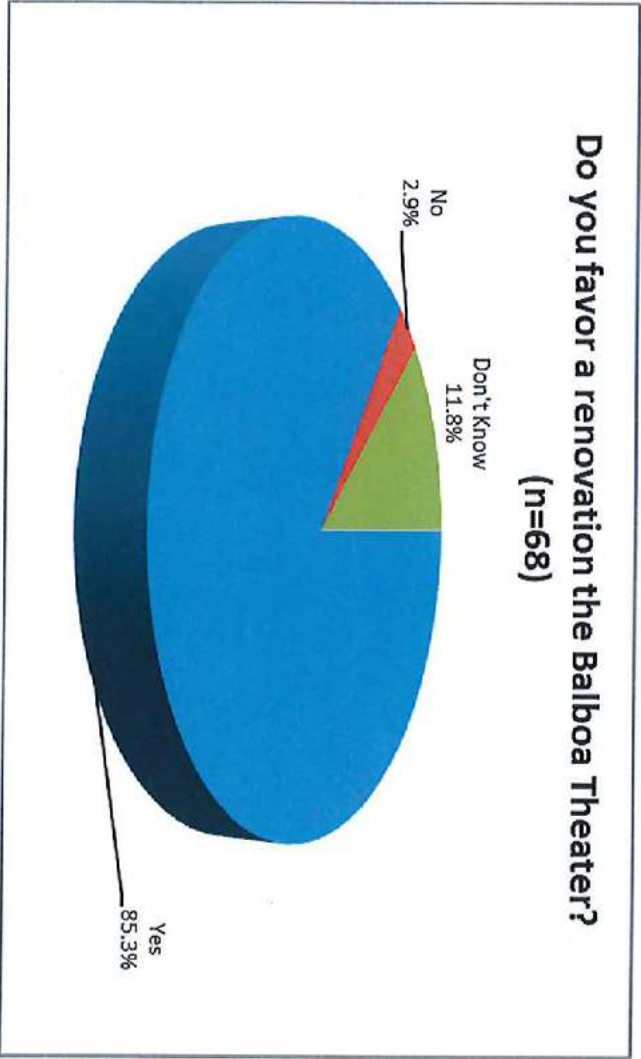
77.8% of respondents indicated that they frequently (if not always) have a full meal when they attend a live performance or film screening; 68.8% of respondents indicated that attending a live performance or film screening is frequently a social event.



In terms of live performances, respondents were likely to attend musical theater performances (98.1%), non-musical stage plays (94.4%) and rock or pop music concerts (92.7%). For film screenings, classic films (78.2%), contemporary films (76.4%) and independent films (75.9%) were the genres that respondents indicated that they would likely attend.



Most respondents had heard of and favor a renovation of the Balboa Theater. Out of 68 respondents, only one respondent had not heard of the Balboa Theater before taking the survey and only two respondents (who came from the master survey link) indicated that they were not in favor of a renovation of the Balboa Theater.



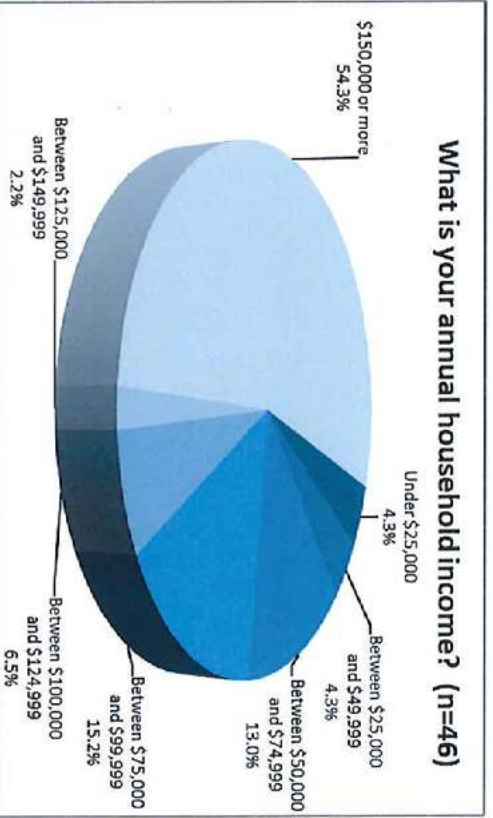
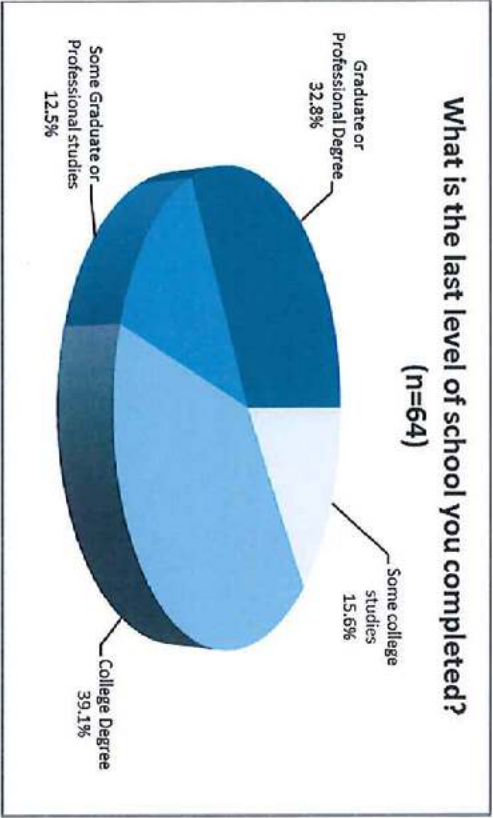
Demographic Snapshot

Survey Respondents	
Gender	Female 69.8%
Children	No Children 86.2%
Education	College Degree 84.4%
Age	Over 55 76.7%
Race	White/Caucasian not of Hispanic, Latino or Spanish origin 94.5%
Income	More than \$100K 63.0%

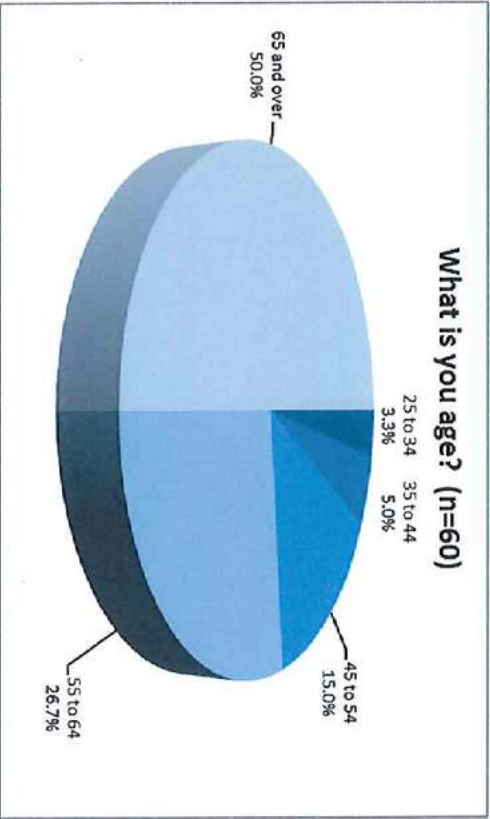
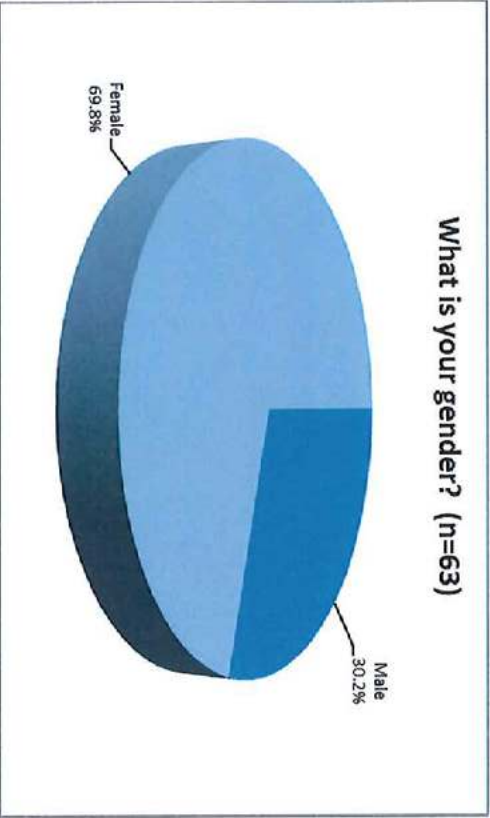


Demographics

Most respondents has at least a college degree (84.4%) and had annual household income of \$100K or more (63.0%).



Most respondents were female (69.8%) and were aged 55 and over (76.7%).



Survey Respondents by ZIP Code

ZIP CODE	CITY	# OF HOUSEHOLDS
92661	Newport Beach, CA	19
92662	Newport Beach, CA	8
92660	Newport Beach, CA	8
92663	Newport Beach, CA	5
92625	Corona Del Mar, CA	4
92627	Costa Mesa, CA	2
95008	Campbell, CA	1
94941	Mill Valley, CA	1
94587	Union City, CA	1
92708	Fountain Valley, CA	1
92677	Laguna Niguel, CA	1
92675	San Juan Capistrano, CA	1
92648	Huntington Beach, CA	1
92626	Costa Mesa, CA	1
92606	Irvine, CA	1
92010	Carlsbad, CA	1
91748	Rowland Heights, CA	1
91602	North Hollywood, CA	1
91356	Tarzana, CA	1
90808	Long Beach, CA	1
46256	Indianapolis, IN	1
30004	Alpharetta, GA	1

Most respondents identified themselves of the white race and not of Hispanic, Latino or Spanish origin (94.5%); most respondents did not have any children under the age of 18 residing in their household (86.2%).

What is your race/ethnic background? (n=55)		
	Not of Hispanic, Latino, or Spanish origin	Hispanic, Latino, or Spanish origin
White	94.5%	1.8%
Native American/Alaska Native	1.8%	0.0%
Other Multiracial	1.8%	0.0%

