

City of Berkeley Civic Arts Program

Overview of Arts Community

With at least 130 arts and cultural nonprofits, the arts sector is among the largest industries in Berkeley. The industry provides 3,400 jobs, reaches an annual audience of 1.7 million, and has a combined budget of \$70 million.

Awards:

- **California Association of Local Economic Development Grand Prize for Addison Street Arts District 2002-Best in the State**
- **WESTAF shared award with the San Francisco Asian Art Museum as a model program in Disability Access for Public Art Measure S 2000-Best in Western United States**
- **Chosen as model site and conference presenter on arts district at the International Economic Development Conference held in Oakland, 2002**

Accomplishments:

- **Public Art Program approved by City Council Spring 1999**
- **Cultural Plan- first for the city Spring 2003**
- **Revised Civic Arts Grant Program- approved by City Council, September 2000**
- **Romare Bearden Mural to travel throughout the United States as centerpiece to National Gallery of Art (Washington, D.C) traveling retrospective on the late African-American artist 2003-2004**
- **First City Building Art Shows at new Civic Center with five floors of art by Berkeley artists 2001-2003**
- **First California Arts Council Public Board of Trustees State Meeting in Berkeley, 2002
Materials on the Civic Arts Program and the Arts District included in the Legislative Packet for the California Legislature 2003**

Partnerships/Leverage/Funds Raised:

- **Raised approximately \$70,000 of private funding for Measure S Poetry Panels**
- **Partner with BART in public art at Ohlone Greenway Mural project, Center /Shattuck and Shattuck/Addison downtown sculptures.**
- **Partner with CALTRANS for I-80 Bike Bridge Public Art**

- **Partner with California Arts Council in Sacramento as local arts agency and Civic Arts Coordinator elected by arts administrator peers to represent Alameda County to State network.**

Publications:

- **First Public Art Registry Fall 2002**
- **Addison Sidewalk Art Fall 2002**

Publicity:

- **Over 50 articles from local, state and national press on file (Sunset Magazine, Diablo Magazine of the East Bay, Urbanland (National out of Washington, D.C., etc.)**

Interaction with City Departments with example:

- **Planning (permits public art)**
- **Public Works (engineering, disability access)**
- **City Attorney (contracts)**
- **Parks and Waterfront (sites for public art)**
- **Finance (business licenses)**
- **Health and Human Services (permits for Festivals)**
- **City Manager (press releases)**
- **City Clerk (commission)**
- **Human Resources (insurance art)**
- **IT (web pages)**
- **Police (purchased public art for new facility)**
- **Redevelopment (train station public art)**

Commission and Community Agencies Staff to:

- **Civic Arts Commission**

City Representative to:

- **Promotions Committee for Downtown Berkeley Association**
- **Community Advisory Board Member of U.C. Art Museum**
- **Advisor to BCT (Berkeley Cultural Trust)**
- **District Chair of Alameda County for California Association of Local Art Agencies**

Civic Arts Grants:

- **61 grant applicants received \$257,716 in one of two grant categories, General Operating or Program Support in 2002**
- **43 organizations were awarded a minimum grant for \$2,500**
- **17 organizations were awarded from \$3,461-\$19,067**

Children Served:

- **Berkeley's arts organizations served 75,021 students and teachers K-12, through residencies, performances, in-school and after school, and teacher professional development programs in 2002**

Arts Nonprofits in City of Berkeley

- **Approximately 130 nonprofits**
- **Combined direct Operating Budgets of \$70 million**

Program Areas:

- 1. Annual Grant Program**
- 2. Public Art Program**
- 3. Contracts to Community Art Organizations**
- 4. Fundraising.**
- 5. Marketing the Arts**
- 6. Technical Assistance**
- 7. Office Administration**
- 8. Special Projects**
- 9. Arts in Education (to be developed)**