

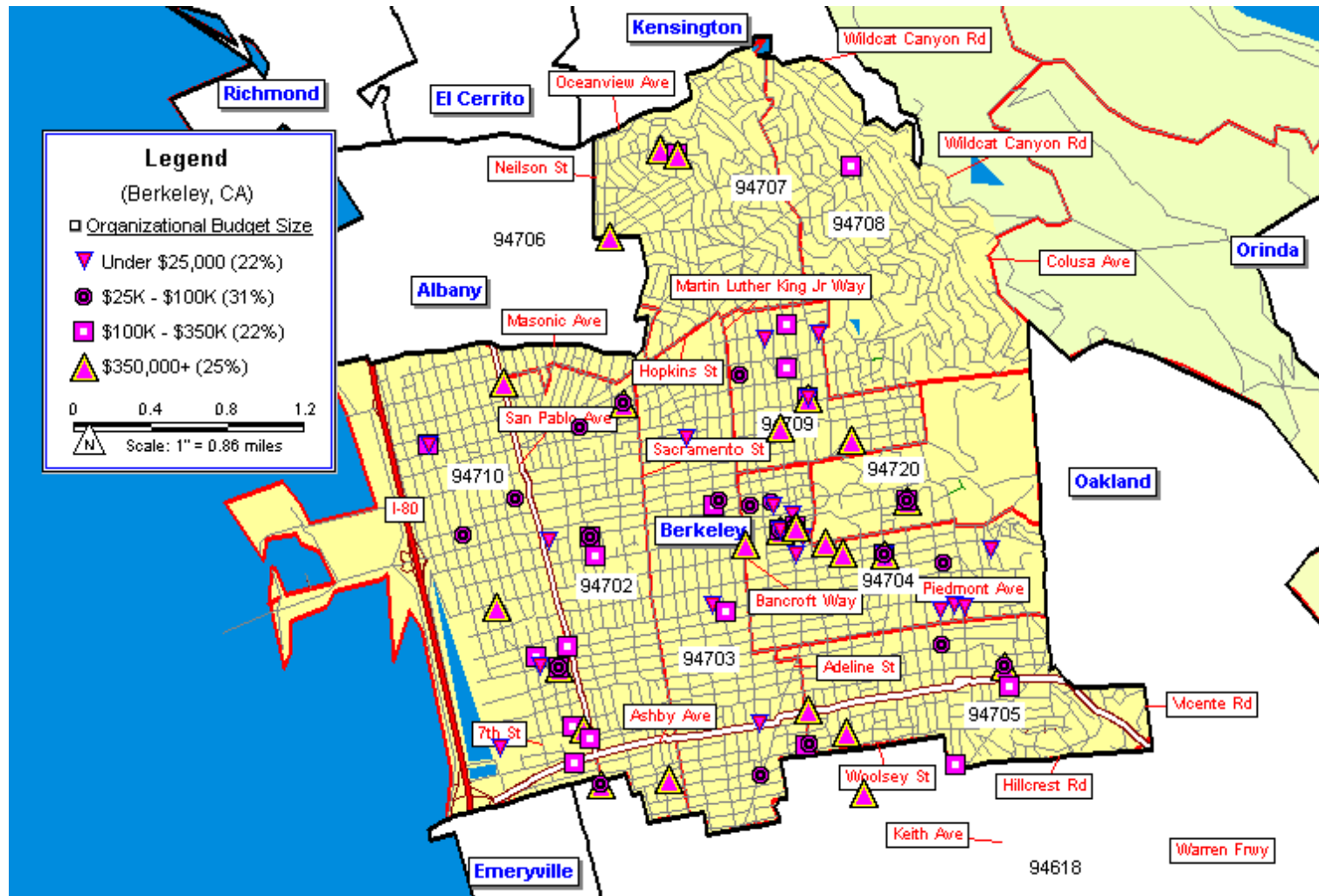
# BERKELEY CULTURAL PLAN ASSESSMENT, FINDINGS AND RECOMMENDATIONS



**Berkeley's nonprofit arts organizations reached an audience of 1.7 million people in 2002.**

**Berkeley's arts organizations provide residencies that serve 21,000 students K-12 per year, and they serve 17,000 students through in-school performances and 27,000 students in their home facility.**

# Berkeley's arts organizations are truly citywide, located in all areas of the City.



**The arts are a powerful force in Berkeley. They are a force that has recently been fueled by increasing support from the City of Berkeley.**

The Civic Arts Commission, established in 1980, manages a two-tier grants program (operating and program support) for arts organizations, provides information and technical assistance to the arts community, and administers a growing, highly regarded public art program. In addition, the City has in the past decade created several economic stimulus packages for major nonprofit arts organizations for facility development and expansion within the Addison Street District.

Now it is time for the next steps...

There are other burgeoning cultural districts in Berkeley, also seeking the types of economic incentives that have had such an impact on the Addison Street Cultural District.

Needs include low interest loans, capital funding and business development incentives, favorable zoning and more...

Berkeley's arts organizations are major providers of arts education to Berkeley schools and youth, but there is still much to be done to increase the depth and range of arts education to all grades, and through after-school programs in Berkeley.

Based on input to the planning process, residents want to see more arts in the schools, more arts programming for teens and after-school programs.

Funding, always a need, is even more of a need in economically tough times. Berkeley cultural groups provide several hundred full-time equivalent jobs. Berkeley arts groups need increased operating support. The City of Berkeley has done a great job in increasing its grants budget to \$257,716 in 2002. Still, this is less than 1/2% of the total operating budgets of its arts organizations (\$70 million for 130 organizations).

Berkeley arts and cultural organizations have outstanding programming to offer. But there is no central box office, limited joint marketing and publicity, and no consistent funding for the marketing of Berkeley's arts to residents or as an attraction for visitors.

Parking is a major issue, and as more cultural destinations open, the problem will become more acute to the point where many arts leaders question whether they will be able to meet and serve audience demand in the coming decade.

There are other needs and interests...more communication, more outreach, better coordination... all take staffing, time and investment.

The return on such investment can be extensive. Already, the economic impact of the arts and culture in Berkeley is extensive, possibly making the arts one of Berkeley's major industries.

For example, a \$260 million output from Berkeley's arts industry would be 82nd out of 528 industries in rank, falling between fabricated structural metal (\$250 million) and plastic materials and resins (\$266 million) in Alameda County. Considering Berkeley's population makes up only 7 percent of the county, it is likely that Berkeley's arts would be one of the top ten industries in the City.

- The total direct organizational expenditure impact of 130 arts and cultural organizations located in Berkeley is \$68.5 million.
- This stimulates \$142.2 million of induced or indirect impact into the local economy.
- The direct employment income paid to workers by these Berkeley organizations is \$60.1 million, providing employment for 1,736 workers.
- The direct off-site economic impact associated with audience participation in Berkeley arts and cultural organizations is \$48.8 million. This is money paid for food, parking, shopping and accommodations associated with attendance at Berkeley arts and cultural organizations.

- This off-site impact stimulates \$117.6 million of impact by restaurants and other businesses.
- These off-site enterprises realize \$50.2 million in employment income because of the arts and culture in Berkeley, employing 1,694 workers because of the economic engine of the arts and culture.
- By combining the direct organizational impacts and the indirect audience/off-site expenditure impacts, the total economic impact of the arts and culture in Berkeley can be calculated at \$259.8 million, providing 3,430 worker jobs.
- The tax impacts of this are as follows: \$11.3 million in employee compensation tax (direct and induced), \$17.37 million in household expenditures tax, \$.56 million in proprietary income tax, \$3 million in corporate tax and \$12.51 million in indirect business tax, for a total tax impact of \$44.73 million.

# Consultant Recommendations for the Cultural Plan

The following recommended goals and implementation strategies are based on the findings and analysis provided in the assessment report. These are intended as the starting point for continued input and dialogue by arts workers, residents and civic leaders.

## **1. SIGNIFICANTLY EXPAND THE CITY OF BERKELEY'S LEADERSHIP, INVESTMENT AND FUNDING OF ARTS AND CULTURAL DEVELOPMENT.**

- ✓ *Establish an appropriate division or department structure, upgrading Civic Arts from a program, to support the multiple developmental tasks involved in strengthening and supporting Berkeley's arts and cultural sector.*
- ✓ *Include the following functions within an expanded Civic Arts:*
  - Expand the public art program throughout the City, including an increase in the Percent for Public Art to 2%.
    - Develop a private sector percent for art program.

- Expand the grants program with two tiers of organizational support based on budget size, project support and residency support for arts in education/lifelong learning.
  - Move to a contract for services approach to granting and a panel approach for grants review.
- Create an ongoing cultural planning position to assist in the zoning, development, capital financing and marketing of cultural districts. This position would also be responsible for working with the Berkeley public schools to plan for increased K-12 arts education in all arts disciplines.
- Establish the South Berkeley and further develop the West Berkeley arts/artisans' districts, with a package of economic development assistance to ensure each district's success.
  - Identify and support public and private sector assistance for affordable artist housing and live/work space.
- Work with the University as it locates important arts programs Downtown and maximize the link of the arts on and off campus.

- Work with the Berkeley Cultural Trust to strengthen public and private sector funding for the arts and cultural development in Berkeley.
- Work to support the Berkeley Scholastic Enrichment Program's 2004 renewal to include funding for all arts disciplines.
- Expand cultural marketing efforts including Web site(s) and links to cultural organization Web sites, well marketed calendars, consortia advertising and establishment of a central box office entity. This may include identifying private sector partners or organizations to undertake various marketing functions.
- Manage all permits and information processes for the support of festivals, fairs and other outdoor events and assist in the marketing of these.
- Work effectively with other City departments to strengthen the infrastructure to support arts and cultural development, including but not limited to addressing parking, cultural tourism marketing, district redevelopment, parks and recreation, sustainability and green business.

- ✓ *Expand public sector funding for Civic Arts programs and services, including grants, services, low-interest loans and other developmental support, and increased public art.*
  - Identify and establish capital funding/redevelopment support for organizations seeking to develop facilities and assist in putting together public/private funding packages for major needed venues for the performing and visual arts.
  - Identify and establish a dedicated funding mechanism for arts and cultural development, responding to the economic importance and size of the arts and cultural sector in Berkeley.
  - Expand the availability of low-interest loans to nonprofit arts organizations seeking to develop space within designated cultural districts.

## **2. SUPPORT THE CONTINUED DEVELOPMENT OF THE BERKELEY CULTURAL TRUST, EXPANDING IT TO REPRESENT ALL OF BERKELEY'S ARTS AND CULTURAL ENTITIES, AND EXPANDING ITS ROLE IN PARTNERSHIP WITH THE CITY OF BERKELEY.**

- ✓ *Expand the Cultural Trust mission and membership beyond the downtown Cultural District.*
  - Create mechanisms that facilitate arts organization dialogue and planning.
- ✓ *Work closely with the City of Berkeley to advance dedicated funding for Civic Arts' programs and services.*
  - Analyze the most effective/appropriate dedicated funding mechanisms and advocate for their application in Berkeley, including studying the various cost/benefits of increasing TOT, establishing an amusement or entertainment tax, parking and or parking meter tax, or other dedicated revenue options.
- ✓ *Undertake joint marketing/PR functions in partnership with the City of Berkeley.*
  - Seek the development and operation of a central box office.
  - Lead consortia advertising and audience development campaigns.

### **3. FURTHER THE DEVELOPMENT OF ARTS IN EDUCATION AND HANDS-ON ARTS ACTIVITIES FOR ALL RESIDENTS.**

- ✓ *Support development of curriculum-based K-12 arts education in all arts disciplines in Berkeley public schools.*
- ✓ *Support the development of after-school/out of school arts education opportunities for teens.*
- ✓ *Further the residency work done by Berkeley arts and cultural organizations K-12 and within the community.*
- ✓ *Expand the number of hands-on learning opportunities for residents of all ages in Berkeley's diverse neighborhoods.*

#### **4. FURTHER THE DEVELOPMENT OF ARTS AND CULTURAL ORGANIZATIONS AND ENTERPRISES WITHIN BERKELEY.**

- ✓ *Support and further the development of new and expanded venues for the arts, giving priority attention to a mid-sized performing arts facility for dance and theater, and a concert hall.*
- ✓ *Support the development of increased neighborhood arts spaces, including co-op galleries and other organizations that include non-professional and professional artists.*
- ✓ *Further public and private sector support of more Berkeley arts and cultural organizations.*
  - *Make city grants available to an increased number of Berkeley arts and cultural organizations.*
- ✓ *Acknowledge the importance of Berkeley's large arts and cultural organizations in their economic, quality of life, and cultural tourism role.*
- ✓ *Support including arts and creative for-profit enterprises in the definition of the arts sector in Berkeley, opening the cultural trust and other cultural development and marketing to their participation.*

**5. CONDUCT AN ANNUAL BENCHMARK AND UPDATE TO THE CULTURAL PLAN, ASSURING THAT CULTURAL DEVELOPMENT REMAINS A CENTRAL FOCUS FOR THE CITY OF BERKELEY.**

- ✓ *Ensure annual public input into review of progress and priorities.*
- ✓ *Conduct research as appropriate to support the fulfillment of the cultural plan.*
- ✓ *Annually expand the database of arts and cultural organizations and artists within Berkeley.*

**What do you think? Are these the right goals and actions? What more should be done?**

**Your input will shape the final plan.**

**Give us your thoughts now and/or e-mail us at [MWenzel@ci.berkeley.ca.us](mailto:MWenzel@ci.berkeley.ca.us).**