

VI. CITY OF BERKELEY PUBLIC OPINION WEB SURVEY RESULTS

Table 6.a. What of the following would you like to see addressed in a cultural plan?

| | Percent <u>n=116</u> |
|--|-------------------------|
| Performing arts | 71.6% |
| Arts opportunities for youth | 69.0% |
| Visual arts | 63.8% |
| Neighborhood arts/cultural projects | 62.9% |
| Ethnic and cultural diversity | 56.0% |
| Coordination with downtown business revitalization | 52.6% |
| Coordination with the business community | 48.3% |
| Lifelong learning | 45.7% |
| Other | 34.5% |

Table 6.a.1. Cultural plan - Other

| <u>n=40</u> |
|--|
| A daring approach to the problem of Berkeley High. Serious consideration to a second high school. |
| Access for people with disabilities to the means to create as well as to be arts consumers. |
| Address the needs for the arts in communities outside of the downtown area. Vital to keep our neighborhoods alive and vital. |
| Also the language arts of fiction, poetry. |
| Art as a positive focus for at-risk youth. Art as something the whole community should embrace regardless of economics or social groups. |
| Arts programs which would benefit persons with disabilities, particularly people who are blind or have low vision. Also, what about music? |
| As a jazz musician, I congratulate Berkeley on the number of fairs and other performance venues. I'd like to see even more of these develop. |
| Bolster our current arts and culture developments by removing negative cues that detract from the experience of enjoying them. Example: There are many negative cues that detract from the Downtown Arts District on Addison Street. |
| Ceramic Art should be included as part of the visual arts. |
| Civic Arts Commission or other body has a say in design in construction of public buildings. Why do we have to live with ugly buildings, ugly colors, or just plain ugliness, e.g. the interior and exterior of the Shoe Pavilion on Shattuck, and Ross. |
| Coordination with other city institutions like the library (city could fund speakers at the library linked to theatre and music events). |
| Coordination with all schools, K through 12. |

| |
|---|
| Dance programs including training for youth and adults, performance opportunities. |
| Enough with the diversity and multiculturalism. How about less of a focus on being outrageous and more of a focus on improving schools, safety and the economy? |
| Food, a major aspect of Berkeley culture. Better choices of nightlife for all demographics. Historic and nature preservation. Cleaner streets and sidewalks, tidier parks and road medians, better sense of pride in the city. |
| Grants or mini-grants to existing arts and cultural organizations to encourage and support their participation in programmatically related events. Example: an exhibit or performance or new opportunity that expands the organization's existing mission & audience. |
| History of Berkeley (pre-historic and recent); architectural history (landmarked buildings); design standards. |
| I also just want to point out that a healthy old-time music scene is essential to the emotional and cultural health of the community. |
| I am bothered by the arts being used for leveraging variances, subsidies, etc., for developers, who then do not follow through once they've gotten their permits. The prime example is what Patrick Kennedy has done vis-a-vis Shotgun Players. |
| I am particularly OPPOSED to further subsidies for downtown business interests under the guise of supporting the arts. Money, if any, should go directly to artists. |
| I don't think ethnic and cultural diversity need to be specifically addressed-- I don't think they need to be singled out as such, as many diverse arts organizations have plenty of support and funding (Black Rep springs to mind here). |
| I strongly encourage the City to explore the benefits of aiding in the retrofitting of the new Urban Ore facility. The owners would be interested in considering plans for developing arts and performance spaces in the spacious second story. |
| I think the Cultural Plan's role should be largely advisory. We do not need additional taxes, nor do we need additional required courses added to the curriculum at Berkeley's schools. |
| I would like to see addressed in a cultural plan the importance of keeping artists living in Berkeley as well as creating ways that they can have the necessary venues to show their work. |
| I would like to see more of an emphasis on classical/baroque music and I would like to see cross cultural communities of children have access to violins and all of the other instruments that comprise an orchestra. |
| I would love to have some visual art gallery space in the downtown area. We need a central art gallery for local artists to display work, other than cafes and restaurants. |
| It is very easy to prioritize all of the above. However, I have marked those I feel strongest about. I do want to add that I would like to see cultural and art programs available for people of all income levels--specifically accessible to low-to-moderate income families. |
| It's vital to make sure that neighborhood performing arts venues remain strong, rather than putting all resources into the downtown arts district. This will help revitalize neighborhoods in addition to being good for the arts and good for the residents. |
| Multi-generational partnerships with young people and old people. Talent shows. |
| Parking and transportation. |
| Parking, more parking, more parking. |
| Please address the parking issue. I have trouble getting people to come visit me here because of the cost/availability of parking. For example, 1 hour parking, even on the weekends around Telegraph. What's the point of going to a show at Cal Performance? |
| Please continue to support Ashkenaz and other public dance spaces, for this is art for the common folk, not just trained artists. |
| Real commitment to the arts. |
| Real commitment to the arts; after school programs; knowledge about what forming such a plan really means--implementation! |

| |
|--|
| Space for public dances (folk dances, contra dances, etc). |
| Subsidies for audiences who can't afford high ticket prices downtown. |
| Support for the Telegraph Avenue Street Artists - how about some power outlets? |
| The South and West portions of Berkeley are in severe lack of small business development due, in part, to the lack of available shop space, convenient to the neighborhoods. |
| We're all kind of different people. It's a mixture of funky old buildings and new buildings. |
| World art -- I have always envisioned video screens here and in other countries. |

Table 6.b. What do you like best about living in Berkeley?

| n=97 |
|---|
| A climate that encourages civic involvement, social concern, and diversity. |
| Access to dining, shopping and entertainment and transportation |
| Access to the University, Berkeley Rep, Symphony and Cal Performances. |
| Access to variety of cultural events, programs, low cost/free festivals (e.g. Live Oak Park Crafts fair, Himalayan Fair, etc). Free performances at UC Berkeley. |
| Beautiful old buildings. |
| Beauty of the hills, architecture, relaxed atmosphere, cultural offerings can't be beat in SF! |
| Being close to a major university. Mixture of small business districts and residential neighborhoods so you can go to shops and restaurants on foot. |
| Community and diversity. |
| Cultural diverse population, open to change, supports arts & culture. |
| Cultural, social, and intellectual diversity. Closeness to SF, performing arts, outdoor activities, Farmers Market, Peet's Coffee. |
| Diverse culture. Great food. Liberal and creative thinkers. |
| Diversity. |
| Diversity and passionate commitment to independent thought. |
| Diversity of people and businesses, informality thinking outside of the box. |
| Diversity of people, food from everywhere, incredible music & dance performances. |
| Diversity of residents. |
| Ethnic and cultural diversity. |
| Great food and wine. Fog. The view. Intolerant liberals. |
| Here's an example: Hearing one Sunday afternoon that Kitka will be performing at the University Art Museum at 4:30. Getting on my bike and going--then finding out it's not only fabulous, but free! Another: downtown jazz. Great drama: Rep, Shotgun, Ashkenaz. |
| I can be who I am. |
| I do not drive and everything I need is either a walk or a bus ride away. I also like seeing the historic homes and buildings in Berkeley. |
| I like a lot about living in Berkeley. The bay around us, the weather, the people, the diversity in people, foods, arts. I like how committed people in Berkley are to their passions/beliefs/convictions. |

| |
|--|
| I like its commitment to be unique: Berkeley residents resist the Anytown USA template, with its cookie-cutter chain stores and tract housing. I really like that uniqueness, in the form of artistic expression, independent business-ownership. |
| I like that it is actually a city/an urban place/not just a sprawl of shopping malls. I like downtown, and the public transportation easily accessible there. |
| I like the area and weather. As for the city itself, there isn't all that much I like. I find the city to be rather dirty, so concerned with pleasing everyone that nothing significant seems to get done, the city is not as progressive as it likes to think. |
| I live in Albany, but find the Berkeley Jazzschool, Berkeley Central Library and the Solano Stroll are my favorite things about living NEXT to Berkeley. |
| I live in Oakland, but work in Berkeley. I like the variety of cultural activities, people, coffeehouses, interesting shops, parks. |
| I love attending the plays and being able to visit the many restaurants that are there when I attend the plays. |
| I love the great diversity of food and people and art. |
| I love the location of this city on the bay near Tilden Park. Being close to nature yet having the advantages of being in a city is wonderful. |
| I own a business in Berkeley, and I like that there are such a varied number of events that can draw people to Berkeley, that we always get out of town customers who come for the day and love it! |
| I used to live there until I was 21. I enjoyed the different neighborhoods, the diversity of people and the clean and safety of the city. As well as plenty of places for kids to play. I hated the traffic and the outdated traffic barriers. |
| I was born and raised here and have good memories here. There have been many changes, some not for the best. I like being able to be involved in the community and schools. I am a retired teacher. I'm proud of many of the things Berkeley does for it's citizens. |
| I work in Berkeley, and grew up in Berkeley, but I currently live in Oakland. I like the high level of educated people; the cultural mix; the level of engagement. I don't like the hypocrisy of a wealthy community, negativity, and NIMBY attitude. |
| Intellectual, ethnic, political, and cultural diversity. A real sense of community is in my neighborhood and beyond. A short list of the other perks: The intellect. Peet's Coffee, Cesar, Chez Panise, Ohlone Trail, the history, the cavern... |
| International diversity, absence of a powerful rightist force, many choices of food, alternatives to mainstream suburban US culture. |
| It is a place where I can see my values reflected while also having them questioned. It is a place my child can grow not sequestered from urban experiences but enriched by them. It is a place where the intellect is sparked and the heart enlivened. |
| It is mix-match hodge-podge quilt like character where anything goes and everything flies. Lots of community. Cultural diversity. The University. |
| It's a lively community of people with ideas, interests, and variety. |
| It's a small town where I know lots of the people, but it has big-city diversity and cultural opportunities. |
| It's diversity of people, opinion, architecture, food. |
| Its groundbreaking leadership role in introducing innovative ideas later adopted by the communities. Its experimental and avant-garde arts. |
| Liberal, small-town atmosphere, good food, bookstores, movies, and Cal Performances; pretty houses, streets, and gardens. |
| Many people think in unconventional ways and express themselves. People care about life, arts, the country, other people, the environment, the library. |
| No one thing. |
| Openness to new ideas. |

| |
|--|
| Our cultural and ethnic diversity AND the wide range of cultural programs available. |
| Physical location, diversity. |
| Population diversity. |
| Progressive thinkers, ethnic diversity |
| Progressive, yet still retains a kind of old-fashioned American City ambience. |
| Proximity to ocean and mountains. |
| Proximity to wide variety of cultural and entertainment events, similar world-view regarding politics, religion, social services, etc. |
| That there is a Progressive Majority on Council. Their efforts all work to create community, innovation, and idealism which is what I love about Berkeley. That's #1. 2. Within ten minutes I can be down at the shoreline or up in Tilden woods. |
| The artistic and music richness. Institutions like the Freight and Salvage, Ashkenaz, and La Pena, the diversity of cultures represented in the stores and restaurants. |
| The Berkeley Y, the bookstores, the social, intellectual, and meteorological climate. |
| The climate, the great vegetarian food. |
| The creative spirit of its people! |
| The cultural and arts events; the great food; the great shopping |
| The cultural aspects- Zellerbach, Berkeley Rep, the Landmark theatres. |
| The diversity of food, arts, and people and the lack of diversity of the climate. |
| The diverse population. |
| The diversity and wealth of intellectual talent, and the constant flow of new members into the community due considerably to the impacts of the University, several religious schools and other academic institutions in Berkeley. |
| The diversity of all thoughts and cultures. |
| The diversity of cultural events. |
| The diversity of cultures represented and nourished. Great places to enjoy and share these cultures, like Ashkenaz and the Freight and La Pena. |
| The diversity of folks living here, the bookstores, cinemas, the library (!) |
| The diversity of things to do, places to eat. Especially important is the fact that most places are not that expensive so we can afford to eat out and do things. |
| The diversity, and the political nature of living in Berkeley. However, as the mother of two teenagers at Berkeley High, I feel the city lives on past laurels, and the socio-economic divide and buried racism wreaks havoc on our young people. |
| The diversity, community focus and liberal values of Berkeley are very valuable and unique. |
| The diversity, the availability of venues for music and dance like Ashkenaz, the Freight and La Pena. Smallish down-home places where one can really get close to the music. |
| The ethnic diversity, activism & interest in local and global issues, the amazing depth of speakers & entertainers that come here, the big trees, the tolerance for one another. |
| The excitement and energy one feels everywhere. The cultural diversity through various activities. |
| The fabulous weather, the diversity of people with high levels of education, the mid-level feel between suburbia and urban living, the quality and variety of cuisines, the different neighborhoods, and the sense of history in various places. |
| The fact that Berkeley is a tolerant, diverse, informed, politically active community with access to art, crafts, theater, performance art and music. |
| The intelligent people, the range of ethnic cultural activities, the University and the arts it offers, both free and expensive, the Bike Boulevards, the Trans. Committee, the staff who are so intellectual and patient with the sometimes impolite and rude public. |

| |
|---|
| The liberal political environment, interesting and intellectual activities and citizens, people who are open to new ideas. |
| The many activities, the arts, movies, intellectual climate, the weather. |
| The mix of people/ideas. |
| The mixture of people and activities and education. |
| The opportunity for all to participate in the city development process. To be part of a larger community, with few exceptions, that is generally concerned about the quality of life for all its citizens. |
| The people. |
| The personal freedom is the most important issue for me - after that comes a diverse community along with convenience. Also there are many like me here. In other communities I am always different. |
| The range of ethnic offerings. |
| The selection of restaurants. |
| The theater performances, the many places to eat late at night, the libraries/bookstores, the clothing shops, UCB classes, easy bus/BART transportation. |
| The tolerance and diversity in culture, architecture, landscape architecture, and weather. |
| The variety of arts, both visual and performance, with presentations from different ethnic groups, cultures, etc. I like the dance programs at the YWCA. |
| The variety of culture (Berk Rep and small theatres, Berk Symphony and music on the streets, etc., the diversity of the folks involved in culture, and the grass roots nature of things like Cinco De Mayo and other community cultural events. |
| The wealth of things to do, ease of transportation (biking and driving, BART), the natural setting (hills, bay, trees), the maturity of the nicer neighborhoods, diversity of people and buildings, the schools, the libraries, seeing kids walking to and from school. |
| The weather. |
| The weather is great. The food is tasty and the people are friendly. |
| The weather, the gardens, the movies, the diversity and the cultural opportunities including BRT, Shoot Gun Players, the events at Zellerbach. |
| Tolerance parades, Molly B's windows. Our tourists are unobtrusive. Underground transit, all our pathways, our quirky reputation. |
| Very Cosmopolitan. |
| Weather, cultural diversity, trees, architecture, urban sophistication. |
| What I used to like is live music, mostly a thing of the past. |

Table 6.c. What do you see missing in Berkeley's cultural fabric?

| |
|---|
| n=93 |
| 1,000 seat performing arts center for concerts and operas |
| A center like the Richmond Arts Center where kids and adults can hang out and do art, and a place for displaying innovative art and art projects. |

| |
|---|
| A consistent calendar of events (like a monthly calendar with an event each first Tuesday, for example). Opportunities for people who are somewhat interested in acting, music, or other things to express themselves in an amateur environment. |
| A functioning school district, with gross mismanagement at the top! I think students should have a wide variety of well-funded opportunities in the arts and crafts. Whatever happened to vocational training for the majority who won't go to college? |
| A larger connection between the schools and the colleges. |
| A real concern on the part of the University about the neighborhoods which surround it, many of which contain historic homes and buildings. |
| A sense of authentic culture, its absence due to an inexplicable need on the part of the city to examine, promote, and celebrate its culture to death. |
| A sense of unity. |
| A support network for Berkeley arts & culture organizations. |
| A vibrant nightlife in the Downtown. A lack of impetus for clean-up and beautification of public spaces and sidewalks. |
| A way for folks in the community to do something to make our community better. |
| Actually, I think it's pretty rich. But you can always invest more in the arts--the returns are always so valuable. |
| Adequate information about performance arts. Also, lack of incorporation of children and teens in the city's art culture. Is there an after-school recreational department for kids? |
| Affordability . . . many shows/events are overpriced. |
| An acknowledgement that most of the people of Berkeley are hard-working, middle class people with fairly conventional lives -- going to a job, raising children, attending church, spending time with friends and family. |
| An art museum. |
| An arts paper or calendar of events that includes all organizations. An arts in education program. |
| Arts in everyday life. A more people, community centered lifestyle. In some ways today's Berkeley feels a bit like a bedroom community, with few residents really involved in the community. |
| As far as I know, the city is helping the Freight quite a bit, the Berkeley Black Repertory Theater, and the Berkeley Repertory Theater. But it seems like Ashkenaz and La Pena are out of the support loop in the last couple of years. |
| Beauty - other than natural beauty. The downtown area is physically unappealing and has been since I moved here in 1961. More emphasis on allowing for innovative architecture and more public art would help. |
| Because the presence of the University dominates the city atmosphere, I feel the University should plan more free events of a cultural nature. |
| Berkeley does not appear to market its cultural aspects as a City to the outside world. It does not appear to help its arts groups market their rich wares - but rather leaves it up to individual groups to market themselves. |
| Berkeley has done a great job of cultivating the arts in downtown. The good restaurants complement the opportunity to see a play or movie. I think the Freight and Salvage's planned move to downtown will be a great addition to the area. |
| Berkeley needs a comfortable, pedestrian-based town center. Shattuck Avenue continues to struggle to accomplish this. |
| Better venues for smaller, experimental theatre (especially ADA venues); public art. |
| Cohesiveness and, to some degree, pride. Diversity is great, but we need to draw our diverse cultural offerings together occasionally for greater impact on the Bay Area and for events or offerings that the community as a whole can rally around. |

| |
|---|
| Community networking for artists other than open studios. Consider online options for achieving this. |
| Decent neighborhood bars. Good late night restaurants. |
| EFFECTIVE PUBLIC TRANSPORTATION. It is hypocritical to the utmost to discourage cars and parking and provide no alternatives. Not all of us can ride bikes up the hills, especially with small children, work schedules, physical disabilities. |
| Fine art. |
| Good information about what is going on. Maybe that is my fault. Is there a Web site that I could go to and see everything that is going on including Freight and Salvage, movies, plays, etc. etc.? |
| Good night clubs for adults. |
| Greater cultural integration. |
| Greater integration of community arts and culture programs with university programs (UC Berkeley is a world class university with a wealth of resources and ideas). |
| Heated dialogue. Berkeley has become too politically correct. |
| High standards for quality-- too much junk is passed off as culture. Culture is sometimes limited to designated areas, e.g. the arts district. |
| I think that the schools need more funding and support in the visual and performing arts. |
| I think the Black Rep quandary is a shame. I wish there were a truly vibrant, independent, strong resident black theater group. |
| I would like more of Berkeley's support services for the homeless and disabled located in North Berkeley. More open space, even small areas of landscaping, in South Berkeley. |
| I would like to see some African-American plays but the plays are very well performed as is. |
| Integration of arts in education. |
| Integrity of long-term unified cultural goals. Identity and commitment for have too long been fragmented and distracted by affirmative action and political correctness, which are no longer viable. Enough already! Get back to neighborhood basics. |
| It is too segregated. Not long ago practically all 'ethnic functions' where held in the Centrally located areas of Berkeley High, Veteran's Memorial Buildings, Tilden Park and other neighborhood locations. Now, it seems, the cultural celebrations are limited. |
| It's pretty amazing as is. More free and low income events...especially theatre. |
| Jazz music venues, concert settings. |
| Lack of financial support from government, lack of coordination of programs between high school, Cal, and professional arts organizations. Very poor arts education from elementary through High School. |
| Latino celebrations. |
| Low priced visual art education for young people, theater/dance/circus organizations for children and adults, cultural arts fairs with theatric/dance/musical/visual art styles from around the world. |
| More art venues that maintain a contemporary art dialogue. |
| More attention and funding should be given to the arts activities outside the downtown area. Help people of all ages to get involved in music, dance, visual arts, theatres within their neighborhoods, schools, and existing centers of culture. |
| More attention being paid to youth culture as it currently exists. That means hip-hop, poetry slams, break dancing. If you want to influence youth, you have to speak their cultural language which is world-wide. |
| More city-wide public art, e.g. the decorated cows and sofas in Chicago. We need more art on murals, on streets versus hidden away in expensive galleries. We need more opportunities for local artists to perform. |
| More funding for the arts. |
| More hands-on interactive for kids, similar to Zeum in SF. |

| |
|--|
| More of an inclusion of the Hip-Hop community which has been alive and present for almost 15 years now. I have seen a faster response to the skateboarders with the building of a new skatepark. You need a 24 -hour open basketball arena. |
| More street theater. Small groups with funny skits about such things as parking, transit, school funding |
| More support for dance. |
| Music-theater (other than Opera). A downtown venue for high quality mid-sized theater with music (more than 200 but less than 500 seats). |
| Need more art galleries and opportunities. |
| Nice looking streets and storefronts, beautiful architecture and public spaces. |
| Non-commercial arts and music spaces. |
| Not much, though would prefer to see more ethnic groups participating and celebrating their history and culture. |
| Nutrition ed Art. Get it out of the hands of snobby old music people! Have more ethnic, and by ethnic I mean Eastern European music--take a cue from Boaz Accordions, 10401 Folger; their schedule rocks! Sorry, but less Hip Hop stuff. |
| Opera. |
| Opportunities for people of different ages and abilities to create arts together. Programs for children, adults, and seniors are usually separate, as are opportunities for people with and without disabilities. |
| Opportunities for teens, both for making art and for hearing music/dancing. |
| Outdoor poetry on bronze plaques Support for Telegraph Avenue street artists (cleaner sidewalks, advertising by city). |
| Out-of-towners or former-towners sometimes comment on the gray seriousness of the people in Berkeley. I think we must learn from other places, France, Japan, where everything is an art piece, from billboards to food sculptures to newspapers to shows. |
| Parking. |
| Parking for arts patrons. |
| Parking. Affordable performance spaces. City support (Police) for all events, controversial or otherwise. |
| Places to park more easily so that more folks can come to cultural events...I usually walk, but hear complaints about the lack of parking constantly when I ask friends to join me at events. |
| Public art. |
| Representation of white moderates and conservatives. Berkeley is a tyranny of the left. |
| Responsibility of the city council/government in recognizing the true diversity of the population of Berkeley. |
| Serious intellectual foundation is missing and has been replaced by an over-emotional element. |
| Shortage of halls suitable for community folk dance groups. |
| So many people here have never experienced making art or music or dance because as children they were not introduced to it. It is missing in our culture. I think the lack of it creates an empty space in people. |
| Street performers. |
| Support and infrastructural facilities for artist studio/housing, for access to parking near theaters and galleries especially in the downtown, and for small galleries and showrooms for display and sale of artist's works. |
| Support for the Telegraph Avenue Street Artists. |
| Teens and young people seem to be lacking in social responsibility. Get the coaching out of the control of football coaches and into the hands of people who can demonstrate good citizenship and appreciation of the special things available to us here. |

| |
|--|
| Terrribly so - orchestra and the training and teaching of classical music and the instruments have been cruelly taken out of the public schools. This avenue of profound expression for children of all ages has been ripped from the cultural fabric. |
| The city does not adequately funds the arts. There's a real lack of understanding from the city and business community about how much revenue the arts generates for them. A portion of the revenue should be returned to arts groups for general operating funding. |
| The city only responds to some groups of the cultural fabric and while at time the city may seem to respond to all, policy would seem to dictate unfavorable actions. |
| The lack of a cohesive arts community with strong leadership in both the community itself and in the city government. I also think that culture is history of the built and natural environment in context. There is a marginal awareness of the arts, architecture. |
| Theater in the parks other than the Mimie Troupe. Open Air concerts. Cross culturally themed events (though there are many singular cultural events). |
| There are lots of video makers in Berkley that could be included in the mix. |
| There are no mainstream city sponsored events...everything is a political issue by the select few who hijack people just wanting to get along. |
| There is not enough emphasis on the arts in school programs. |
| Transportation made easier to get from contiguous counties to Berkeley. |
| Yes, more live music. |
| You're joking, right? Berkeley has so much cultural fabric, you could trip over it. |

Table 6.d.1. If you could envision future cultural opportunities in Berkeley, what would they be?

| n=86 |
|--|
| 1. A fund to help more visual, musical and performing artists get launched and get seen and heard. 2. I wish we had something like the Richmond Art Center. Live Oak is nice, but so small, and not in the same league. 3. More venues. |
| A better music hall for classical and jazz. |
| A center like the Richmond Art Center. |
| A city-sponsored fiction publication featuring local and national writers. Arts in the streets! It would be wonderful to see the works of Berkeley adults, children and teens displayed in public places. City sponsored dance, literature readings. |
| A forum (or series of forums) where artists (regardless of background) could display or present their art. No subsidies or other support for the arts should be provided. |
| A large open area for outdoor concerts, similar to Yerba Buena Gardens in SF. A better use for the Marina area. |
| A museum or acknowledgement of the Shellmound and Berkeley's role in pre-historic times. |
| A really excellent photography museum; more public art studios where people can take classes at reduced costs. |
| All forms of art would be supporting through the city as well as non-profit and corporate support. Artists could live in subsidized housing while providing their artistic services to the community. |
| Allowing people to be who they are, but not at the cost of surrendering the wishes of the majority. |
| Anybody who likes live music. |
| As stated above, art programs in the schools. |

| |
|--|
| Broad diversity of programming with good after performance dinning and ample parking |
| By creating more spaces to have contemporary art dialog Berkeley's unique culture of artists could be saved. This would help in recognizing our artists as a valuable component of our local economy and Berkeley's international reputation. |
| Celebrating America. Not African American or Asian American or Hispanic American...AMERICA. |
| Cheap language courses available to the public, arts organizations sponsoring field trips, performances or instruction in the various art forms. |
| City supported arts and music work spaces and gallery and performance venues. |
| Clean, safe public areas so people can go out and enjoy the rich cultural life that is spread out around the city. |
| Community events in existing neighborhoods which draw upon the businesses and people living in the neighborhood to cooperatively create arts events/projects for youth and children. Creating jobs projects for the homeless. |
| Downtown parking accommodating 3,000 vehicles, with light rail service to all event facilities (Berkeley Rep, Community Theater Complex, Zellerbach, Hass Pavilion, Greek Theater, Telegraph and Shattuck areas) continually running a train schedule. |
| Downtown venues built for smaller, experimental theatres (a la Chicago). Places for smaller theatres with established audiences like Impact Theatre, Woman's Will, and Central Works. |
| Equity for audience development opportunities downtown for small and mid-sized theater. The City needs a 400 seat mid-sized theater in the Arts District for small theaters to develop their audiences and for mid-sized theaters to earn sufficient income from performances. |
| Essential to this community is a main meeting place for people - a plaza or hall of some sort where different organizations can put on shows for the public. |
| Every school with a strong visual and performing arts program. |
| Everyone, maybe the kids. |
| Expanding the Live Oak Park Art Fair so that it included the best of the performing arts, local musicians (or collaboration of La Pena musicians and Ashkenaz artists), and produced it as a more city-wide event. Perhaps involving the city of Berkeley a little bit more. |
| Expansion of the jazz school with a good jazz club in a good night club in Berkeley. |
| Formation of clubs and interest groups in fine arts, performing arts. |
| FUNDING. |
| Get partisan politics out of arts - I see an attempt by the progressives to foster a division between large and small arts organizations and between producing organizations (like Berkeley Rep) and individual artists. This could be the death of arts. |
| Grants for individual artists, and economic incentives for private galleries and arts organizations. |
| Half price ticket sales for dance and theatre performances. |
| How about arts benefits for the homeless population? Art as public works, as we saw in the 1930s with the works of Diego Rivera, among others. |
| I can't think of more. I just wish I could access what is here better. |
| I see teens at Gilman Street, sometimes at Ashkenaz and La Pena but if there was another place for teens to make and listen to music -- that would be great. To me, this would be a perfect thing to add to the downtown arts district, because most teens don't come to downtown. |
| I think we should look at adolescents as a culture and provide them with a place to "hang out." We should offer the physical, (batting cages, yoga) and artistic (cooking and carpentry, watercolor painting) classes. |
| I would do more cultural events which uplift the city, like Creek Cleanup Days and stuff like Earth Day. You need to make downtown even more pedestrian friendly by closing center street from Shattuck to Oxford, resurface the creek. |
| I would encourage a resurrection of the classical arts, such as sculpture and traditional painting styles. |

| |
|---|
| Modernity should be blended with classicism. |
| I would like to see more arts of all kinds in Berkeley. |
| I would like to see more traditional galleries in Berkeley possibly associated with the community-based programs. I would also like to see more affordable studio spaces for artists, possibly a building housing an artists community of studios and exhibition space. |
| I would like to see the downtown Berkeley BART plaza used as a cultural center in the style of a European plaza. Now, you don't see many of the people who work downtown sitting out in the plaza eating lunch, etc. |
| I'd like to see more folk music. |
| I'm a woman artist (painter) and low-income. I'd like to see something (galleries, programs, exhibiting opportunities) that address my population. |
| Improvement of public spaces: murals to simultaneously reduce blight and inform residents and visitors of Berkeley history. |
| Lots of free or low-cost one-day workshops. An event every month with a calendar published at the beginning of the year. A community center with peer-to-peer classes (like the classes they have in Albany). |
| Lots of music, concerts, etc. Plenty of traditional and folk music, I mean. |
| More ART in the schools. Encourage all artists to register with the city, use local artists whenever possible for projects, honor artists for their great gifts to society, and to the community. Create opportunities for artists. |
| More arts and performance opportunities at the community level. More public arts projects. Give people hands-on experience and education to enhance their own lives and increase identities within their own neighborhoods. |
| More arts programs for young people during the day and after school/evenings. |
| More coordination between the various arts groups that exist in Berkeley, as well as more cooperation between arts activities offered by or through the University, high-profile artists and art organizations, local venues, and up-and-coming artists. |
| More cross-cultural and inter-arts events where diverse audiences can explore art forms that they normally wouldn't have access to. |
| More dance training in the schools. |
| More free art exhibits and free drama productions. |
| More Latino celebrations. |
| More opera, more concerts. |
| More opportunities that demonstrate the arts and creativity as a valuable tool to children and teenagers, so that as they grow older they don't discount their own creativity. |
| More participatory art experiences, e.g. what the center for creative reuse does when they're at fairs. They ought to be at every fair. |
| More play companies and the arts in general. I love to visit museums and I love to see plays. |
| More professional theater genre performances at Cal Performances. |
| More public events and festivals. |
| More street festivals, more gallery space, more intermingling of cultures and ages. More interactive space for artists. |
| More support and attention for educating the citizens to all the ethnic and cultural diversity found here. Perhaps feature different 'diversity' celebrations in the park on Saturdays. |
| More theme-based music and arts fairs, including participation by school groups, amateur and professional musicians, dancers and visual artists. |
| New opportunities could include renovations to the Community Theater, and Veterans Memorial Building for public auditorium spaces. Historic Old City Hall should be renovated to continue as Council Chambers, but should be used for space for local history. |

| |
|---|
| Nice public places to hang out, shop and eat. The streets here are dirty, rundown, and there are panhandlers two for every block. |
| One or two large celebrations where everybody gets together and show their "stuff." |
| Operas sung on stage - just the singing. |
| Opportunity to learn from someone other than a hotshot Irish musician, the button accordion! Teaching kids and teens to Folk Dance! Very wholesome and educational sport! More downtown dance venues, for all kinds of dance, tango, salsa, folk. |
| Outdoor concerts near City Hall on weekends. Develop a monthly arts or music event in downtown Berkeley. |
| People doing public art together. |
| Playful, environmentally conscious, cross generational, hands-on, cross cultural, free, outdoors, visually rich, musically blessed and encouraging of movement. |
| Possibly a cultural ethnic day, with a variety of foods, dance, arts...maybe a Berkeley arts fair...something more upscale than what is offered now in Berkeley. |
| Programs that start earlier during the week (6:00 pm instead of 8:00 pm). |
| Providing free performing arts classes for youth after-school at all elementary and middle schools. |
| Public arts. |
| Public discussions, like the one about Invisible Man. |
| Public performances by our many talented locals, including teenagers. |
| Reinstate orchestra and band in all schools - have string quartets in all senior facilities - have instruments available to all ages - support musicians of all ages - get professional musicians in the schools for all different kinds of programs. |
| School Programs - Not just making art with construction paper, but actually learning the theories and benefits of art, the meanings, beliefs, and need for art; The place art has in a culture and a person. It is not something separate from a person or society. |
| Small scale Peoples United Nations. |
| Special 1/2 price rates for 1st Wednesday, 3rd Thursday (whatever) at ANY event (movies, museums, plays, operas, ballets, concerts) to encourage folks to get out more and for those who can't afford to pay top dollar. |
| Support for the Telegraph Avenue Street Artists - i.e. power outlets. How about a car free Telegraph? |
| Taking down the street barriers so we could actually drive to these myriad cultural events. |
| The downtown plans are great. Don't forget the university -- the city often seems to pretend that UC doesn't exist, but when it comes to culture, it is one of our biggest assets. I would also love to see educational program -- in class, summer, after school. |
| The opportunity for children to study art and music in the schools or in city supported after school programs. |
| This is a very misleading question. What do you mean by cultural opportunities? Does this refer to arts and culture like in history and tradition? Openness to outside artists (less provincialism); bring back the Berkeley Jazz Festival! |

Table 6.d.2. Who would the cultural opportunities primarily benefit?

| n=73 |
|--|
| All - it's historical. |
| All citizens. |
| All residents. And combinations of ages and groups. I don't like the segregation. I would like to see more integration of the ages. |
| Anyone. |
| Anyone interested in art and/or culture. Anyone wanting to improve their artistic skills by collaborating with other artists. |
| Artists and other citizens who are interested in art. |
| Artists and people who appreciate art as well as the people who would get new exposure to art and history through school programs, public art, inexpensive tickets to events etc. |
| Artists and, thereby, society at large. |
| Artists, children, seniors, residents, regional audiences. |
| Artists, producers of video. |
| Audiences. |
| Children and adults interested in creating or enjoying art. |
| Children and older adults (seniors). |
| Children and teenagers, but by doing so, really everyone. |
| Children and teenagers. |
| Cultural and ethnic segments of East Bay. |
| Cultural opportunities benefit everyone! Let's try to have a flowering of art, like in Italy. A renaissance, beautification projects, our own www, where we put unemployed people to work beautifying the environment -- cleaning, painting, decorating. |
| Cultural opportunities enrich the lives of all - whether they are directly or indirectly involved. |
| Cultural opportunities should benefit everyone, but they make the most sense in the commercial cores because that is where the most people are, where people congregate. When cultural opportunities are promoted in commercial areas everyone benefits. |
| Elementary and Middle and High School kids. |
| Everybody! |
| Everyone who wanted to attend - all ages. |
| Everyone who's curious about their own creativity. |
| Everyone! But especially families. |
| Everyone! Residents, students, local artists and performers. |
| Everyone, and particularly young people. |
| Everyone, but especially teens and adults. |
| Everyone, so long as they were diverse enough so that some projects would interest some of the people some of the time. |
| Everyone. Most people can take care of their cultural needs on their own or as part of a group. The city should be looking at addressing cultural diversity as a whole and not focus on individual cultural groups. |
| Everyone. We don't see each other anymore. We are so separated by class and beliefs that we can't understand the needs of others. |
| Families, children, average people of Berkeley. |
| Families. Everyone. |

| |
|--|
| Historical murals would primarily benefit Berkeley residents because it would familiarize them with the history of the city they live in, as well as beautify public spaces that they will use. |
| Hopefully everyone. |
| Hopefully the young people of Berkeley and the different political factions of this city...so they might come together for the good of Berkeley. |
| I'd sure like to see them benefit a very wide swath of the community. Different "opportunities" might be differently targeted, since not everyone is attracted to or comfortable with the same venue or the same perspective. |
| Initially the opportunities should be designed and programmed to serve the arts, history and education through the artists, performers, musicians, poets and those who need affordable and appropriate housing and spaces in which to live in decent conditions. |
| Kids, other citizens, merchants, performers, artists. |
| Locals would be inspired and rejuvenated arts. |
| Middle and upper middle class folk who pay the freight for most things. |
| Music benefits all age groups. It enhances the brain's ability to reason. It relaxes people. It gives people other options for communication. It teaches people to cooperate. It raises the level of consciousness and possibility. |
| Obviously Arts Organizations and Artists would be the most immediate beneficiaries, however I believe the entire community would benefit. |
| Opportunities for teens would of course benefit the teens, but the entire community would benefit if there were more activities for teens in general, because it would keep the kids off the streets and might help keep at least some of them out of trouble. |
| Our immediate audience would be Berkeley residents, including our youth. The ideal situation would be to be able to draw folks from San Francisco, Oakland, Marin and east of the tunnel. |
| People who can't afford to see big theatre like the Rep or Aurora, or people uninterested in mainstream theatre-- perhaps younger people or more diverse audiences. |
| People who love theater and dance and currently see one only once, or maybe twice a year because of the cost. Maybe people who never consider seeing live performance would see some. Also, the theaters would be full. Performers like to see an audience. |
| People who want to go to something more immediately after work, instead of waiting around; also those who go to bed earlier! |
| Performers, business, employees, the city as a whole, visitors and the public. |
| Regular "folks" who enjoy music, art, theater, etc. but can't afford the sky-high cost of tickets to such events |
| Residents and visitors. |
| Students, their family members, and future generations |
| Teenagers. |
| The citizens - especially the children of the city. |
| The community at large |
| The entire community. |
| The larger community of arts consumers. |
| The people who live among and visit the cultural resources. If business people can find a way to make a living in ways that enrich the public culture -- great. |
| The person with limited financial resources who doesn't think of attending a concert or a movie as an "arts activity", but as an opportunity for entertainment. I also envision cultural opportunities benefiting the community by creating new relationships. |
| The population. |
| The public. |

| |
|---|
| The stability and sanity of an out of control city. |
| The world. |
| The youth; students of all ages would have something educational to do. |
| They should be accessible to everyone. |
| They should benefit the community. |
| They would benefit everyone of every culture. Asian, Caucasian, African, Jewish, Japanese, etc. Need I say more everyone will benefit from a lot of play companies. |
| They would benefit everyone who decided to become involved and the community for the outcome of the project (if it was an outdoor project that stayed), as well as community development and knowledge of one another. |
| They would primarily benefit low-to-moderate kids, youth and elderly. |
| When artist facilities and almost any art venue opens its doors to the public the local neighborhood community benefits because the nature of art is a way for struggling people of any kind to express themselves in a way that is positive. |
| Whoever was interested. |
| Young people who have more time than they can spend. Busy people. People who don't have time to scour the news listings for events. |
| Young people who turn into old people! |
| Youth. |

Table 6.e. What do you think should be the role of the Berkeley city government in cultural development?

| <u>n=90</u> |
|---|
| 1. To do anything and everything possible to increase the number of affordable locations and venues, especially those accessible by non-auto transportation. 2. To ensure that if a developer gets variances or any other perks for providing arts space. |
| Actually I don't think it's really up to the city government to shape the city's cultural development. |
| Allocation of funds/grants to groups. Advice to organizations. Networking and developing an arts in education plan for the city's school. |
| Any government should make sure that it has clear channels for new ideas to flow through. People skilled in open-mindedness, communication and negotiation should monitor these channels. |
| Appoint a commission and leave it to an advisory committee. |
| As a leader and by example |
| Assist with funding, permits, police services. |
| Be more holistic. |
| Benevolent facilitator. |
| Berkeley city government should administer public places and make sure they reflect and educate about the city's cultural activities. City government should also encourage additional arts and cultural organizations to move into Berkeley. |
| Build the parking structure, encourage performance space development and support the arts either through out right cash or city owned performance spaces privately operated by the performance group(s). |
| City could encourage by providing space in city buildings (schools, centers) and be clearinghouse to publicize arts clubs and groups. |
| Clean up the streets and make sure stores get fixed up. GET RID OF ALL THE GRAFFITI. |

| |
|---|
| Cleaning up downtown to make it pleasant to visit. Better stores. Better cafes. |
| Continue to program cultural events, but make sure that fledgling arts companies can have access to cheap rental/live space so that they too can offer arts programming to the larger community. |
| Coordination and funding. |
| Create the spaces, and the artists and local clubs and organizations will make the events happen. |
| Encourage citizens to be creative by promoting freedom. |
| Encouraging and supportive without being directive, limiting, or censoring. |
| Facilitate a variety of arts, both performance and participatory, by providing space and publicity. |
| Facilitate, be open to good ideas, make links between programs and between business and programs where they will be most fruitful. |
| Facilitation of Freight and Salvage relocation. Support for incubation space and art open house tours during holidays. Provision/underwriting of technical requirements to allow events environmental impacts to be mitigated. |
| Find out and correct why the BUSD have had a long line of failed and failing overpaid superintendents! |
| Foster organizations, subsidize organizations and individual artists (with housing, display space, etc). |
| Full on support for the arts - particularly music - in a solid and steady program - get seniors involved - start chamber groups - make it mandatory in all schools that children play instruments and that they have access and funding for them. |
| Fund arts in the schools, establish and/or support arts teaching venues. |
| Fund pilot projects. Promote coordination that makes it easy for the public to be well-informed about all arts opportunities. |
| Funding encouragement facilitating a support network: help create opportunities for those who manage the organizations to meet together & share advise, questions, issues, experience; include various other experts to provide additional information. |
| Fundraising, primarily. The development of a web site devoted in part to the local arts, including updated listings for gallery events. Perhaps developing a First Tuesday, Wednesday, or Thursday gallery hop. Preferably Wednesday or Friday, as San Francisco. |
| Get the public areas clean and safe so people can enjoy them. Put some teeth in enforcement of littering, irresponsible dog management, vandalism, noise and other nuisance laws. Conduct better restaurant health inspections. |
| Give money with no strings attached. |
| Grantmaking and infrastructure support. |
| Help guide the already existing arts organizations and artists in maximizing their exposure to each other and to a broader audience. |
| Help provide funding, fund-raising to arts organizations, schools, community centers. |
| Helping in the setting up of these opportunities and encouraging individuals and groups to take advantage of such opportunities. |
| Helping to fund and publicize the efforts of artistic organizations. |
| I don't know, funding providing a physical space. |
| I think Berkeley is supportive. Berkeley High has dancers and actors very worth seeing. They could use support getting the word out. |
| I think it is trying, but it needs to find more money for attract audiences into Berkeley- and greater access to events. |
| I think it should be a sponsor, along with private businesses and other foundations--and don't forget the Graduate Theological Union. |
| I think the city of Berkeley is trying too hard, in a way. The poetry walk thing is pretty contrived, for instance, and let's not even get into the How Berkeley Can You Be deal. Funding for individual artists, art activities for children, and economic impact. |

| |
|--|
| I think the performing arts scene is well developed in Berkeley, as is the craft scene. But the graphic arts have no center, and I think the city government could and should play a role by providing a central site for this. |
| I think the role that the city plays in the cultural development of Berkeley is to recognize that artists are valuable to both the community and the economy. The city needs to protect artist from developers who are blind to only recognizing their own personal needs. |
| I think very qualified people should be in the city government in the roles of coordinator/liaison with the arts community, historic preservationist, grant writer and interns. These people would also need staff support in administrative and financial area. |
| If possible, the city should have a cultural development coordinator that would assist individuals and groups in finding the resources they need to accomplish their projects, coordinate all of the projects on a main calendar, handle press releases and calendars. |
| It is absolutely necessary for the city to be involved in the organization and setting the ground rules for the event. |
| Less money to Berkeley Rep, more for music. Coordinating shuttle transit for audiences. |
| Levy a parking, eateries or hotel tax to create a fund for the arts. Push through building permits and subsidize building and improvements. Create more parking!!!! |
| Making space available, seed money. |
| Money; providing venues; take down the road blocks to new things (and the actual, physical road blocks!) Provide a safe environment so people can leave their houses at night. Provide nighttime transportation. |
| Monetary support where possible or else as a positive facilitator - such as zoning flexibility for live/work spaces, etc. |
| None. The Berkeley City Government is a disgrace. Stop meddling in world and national affairs and start focusing on fixing the disasters that have befallen Berkeley---rampant anti-Semitism and idiotic left wing fanaticism. |
| Not much. They should concentrate on the more serious matters such as overbuilding and overpopulating the city with inferior structures and apartments that look like rabbit warrens, parking and traffic problems etc. High density is a very serious problem. |
| Other than leadership and funding, not much. We have so many talented people around here, and why the arts is hoarded by a few people is why I, for one, eschew the events. They are not cool. |
| Promoting cultural development. |
| Provide venues for artists (visual and performing) to display and perform their work. |
| Providing a platform with it's resources to help with cultural development. The multicultural city of Berkeley seal is a great start. |
| Providing financial support. |
| Providing funding opportunities (especially for smaller and mid-sized arts organizations which have largely been excluded from the infusion of \$\$ into the downtown arts district). Also, providing a liaison between arts groups and businesses. |
| Put resources into making a public space available for the people. An arts center where we can put displays, a stage, concerts, etc. |
| Recognition of the arts, arts in the schools, more publicity about Berkeley arts. |
| Seek ways to make participating in arts-related activities affordable for regular people, not just the well-to-do. Seek additional ways to get the word out about what is available. Some kind of arts center? Would that ever be possible? |
| Setting aside funds to be used for only art, music, and dance education. The program should be on-going so that it is not a drop-in and out program that lasts for only a few months, but a thing that children can participate in for years. |
| Setting policy to encourage active participation in the arts; and subsidizing such public participation in the arts as possible - getting more grants not just for individual artists but for public arts participation. |

| |
|---|
| Should take lead. No bureaucracy but use volunteer staff. |
| Support facilities and parking. |
| Support getting the word out. Continue to support the arts district. |
| Supportive and fair without being judgmental. |
| The city government should facilitate cultural development through transportation development (art shuttle from BART to Zellerbach, for instance) and maybe even tax incentives for private art institutions. |
| The city should encourage this stuff as much as possible, but the reality is that it probably doesn't have bags of money to give away. |
| The city should fund arts organizations and support cultural facilities. It should not operate cultural programs, but rather support non-profit community supported programs. |
| The city should help promote the arts in terms of public advertising (such as the beautiful banners currently hung from some of the lamp posts in downtown Berkeley). |
| The less the city government has to do with anything of any substantial importance, the better. They are an embarrassing pack of fools, egoists, and morons. |
| The role of the Berkeley city government should be to protect laboratories of cultural and artistic development and to protect public art. Developing workspace opportunities, while valuable, should be a secondary but active part of city government activities. |
| They should put their best mind and foot forward to enrich the world with many diverse cultural programs that will make the world excited. |
| To be a leader in supporting the Arts. |
| To be sure to include all points of view, not just the few who seem to represent a far-left view. |
| To create the systems for the cultural activities to thrive, but not to control them. |
| To improve the city's part of Berkeley...better street lighting, cleaner sidewalks, better parking, to make people want to return to our downtown again. |
| To quit playing lip service at all the meetings and actually act on what is suggested. |
| To raise money and provide funding to schools and community based organizations to provide arts activities for youth after-school. |
| To subsidize audience development for non-corporate and non-commercial arts activities of demonstrated excellence. |
| Underwriting the development/construction of performance spaces and/or overseeing the revamping of current spaces that could be used for performance. |
| Vision, organization, money, grants, guidance, opportunities, foresight, hindsight, imagination, creating a model city for the WORLD and the UNIVERSE in TIME and SPACE! with LOVE! |
| We should provide ongoing operational support to Ashkenaz and La Pena. |
| Well, what about a business tax break for businesses who have live, public performances? |
| Whatever it's doing now is just right. |
| Work on the budget to free up money to support a strong visual and performing arts program. |
| Working with local artists and arts foundations to sponsor arts education and events. |
| Zoning regulations may need development of further guidelines to allow some uses, such as live/work artisan spaces, or small meeting and performance spaces, in appropriate Districts and locations. Parking, parking and parking, near to the Downtown venue. |

Table 6.f. Are you resident of Berkeley?

| | Percent n=116 |
|-----|------------------|
| YES | 76.7% |
| NO | 23.3% |

Table 6.g. Are you...?

| | Percent <u>n</u>=116 |
|-------------------------------------|---------------------------------|
| An artist | 41.4% |
| A teacher in the arts or humanities | 15.5% |
| Arts administrator | 18.1% |
| Arts volunteer | 19.0% |
| Other | 49.1% |

Table 6.h. Do you make your living from a field related to the arts and culture?

| | Percent <u>n</u>=116 |
|-----------|---------------------------------|
| YES | 40.5% |
| NO | 49.1% |
| Uncertain | 10.3% |

Table 6.i. What is your age?

| | Percent <u>n</u>=116 |
|---------------|---------------------------------|
| Under 18 | 6.0% |
| 18 - 34 | 12.9% |
| 35 - 54 | 57.8% |
| 55 - 74 | 23.3% |
| Older than 74 | -- |

Table 6.j. What is your gender?

| | Percent <u>n</u>=116 |
|--------|---------------------------------|
| Male | 70.7% |
| Female | 29.3% |

Table 6.k. In the last year have you attended any of the following in Berkeley?

| | Percent n=116 |
|----------------------|------------------|
| A theater production | 69.0% |
| A concert | 72.4% |
| Dance event | 47.4% |
| Art galleries | 56.9% |
| Arts festival | 59.5% |
| Other | 28.4% |

Table 6.l. Other comments...

| n=20 |
|--|
| Available parking and traffic is a huge issue. |
| Before you delve into culture you should fix the problems that make Berkeley a dangerous joke-Berkeley is a festering pit of anti-Americanism. |
| Distribution of information about programs is crucial to their development. |
| Downtown has begun to improve...more theatre, more restaurants, more transportation shelters, the new library, but the streets are still dirty, the parking meters don't work, parking is impossible, and there's still an aura of tackiness about our downtown. |
| How about a skateboard/rollerblade park that is safe and supervised. It may not be politically correct to say, but look at the growing suburbs for ideas - think about the kids. We, and so many of our friends have moved from Berkeley for our kids. |
| I have seen roughly twenty plays within this year and I still have to see a few more before the year is over. People are different and they have different points of views and what better way for them to look inside themselves. |
| I lived in Berkeley for many years until we bought a house in Albany. I still consider myself to be a Berkeley resident as I do most of my shopping/dining/living in Berkeley. So many artists are forced to go to other cities to perform/show their work. |
| I suggest asking a question like: If you could design an event for Berkeley, what would you propose? . Were I to be asked such a question at the present moment, I would propose a day with no traffic and no buying and selling. |
| Make available more free arts events. |
| Most of the cultural events I attend in Berkeley are within people's homes. Most of the performing arts events that I attend are outside of the city. Berkeley public spaces have become too intolerant of anyone who doesn't pee in the open. |
| Performing artists can't earn a living wage performing in 100 seat theaters. The City of Berkeley should provide support for developing a mid-sized downtown theater facility with enough seats to allow artist to earn their income from box office receipts. |
| Have more places for young at-risk teens and older to do things, like play basketball and other sports for free. |
| Thank you for taking this survey. |
| Thank you for your work on this important issue. |
| The Alvin Ailey camp at Cal Performances provided a once-in-a-lifetime opportunity to at-risk kids. Berkeley should do more to facilitate and develop similar programs. |

| |
|--|
| <p>The Berkeley Cultural Trust is self-appointed, and does not speak for all Berkeley artists and audiences. It is primarily a mouthpiece for the Berkeley Rep, and as such neglects many other important organizations. Its strident calls for more parking lots.</p> |
| <p>The Solano stroll is the best-organized, most competently and nicely run event in the city; all support and kudos that can be given to it should be. Thanks.</p> |
| <p>The Veterans Building is an ideal structure to make available for public (participatory) dance events--it is close to public transportation, has a perfect floor for dancing, and has enough soundproofing so that the music wouldn't bother neighbors.</p> |
| <p>We should have a humanity fair, and I will check with the Chamber of Commerce to see how they present Berkeley to the outside world.</p> |
| <p>What will the citizens of Berkeley support? What type of entertainment will succeed in their city? To what degree? At what cost and to whom? Build it and they will come? I think so. Lets be bold in our thinking to solve these creative challenges.</p> |
| <p>You should make this survey more visible by placing a link on the City homepage.</p> |

VII. CONSULTANT RECOMMENDATIONS FOR THE CULTURAL PLAN

The following recommended goals and implementation strategies are based on the findings and analysis provided in this 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 contracts for services approach to granting, and a panel approach for grants review.
 - Create an on-going 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, 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 a dedicated funding mechanism for arts and cultural development, responding to the economic importance and size of the arts and cultural sector in Berkeley.
 - 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.
 - 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.*

VIII. ADDENDA

BACKGROUND MATERIALS PROVIDED BY:

Julia Morgan Center for the Arts
Berkeley Art Museum
Pacific Film Archive
The Berkeley Art Center
Addison Street Arts District
Downtown Berkeley Association
Consortium for the Arts/UC Berkeley
Department of Music, UC Berkeley
City of Berkeley Civic Arts Program
KALA Art Institute
City of Berkeley Southside/Downtown Transportation Demand Management Study
Diablo, October 2002
Berkeley Public Library Community Planning Process 2000 Census Report
Crowden Center for Music in the Community/The Crowden School
His Majesty's Musicians
The Berkeley Cultural Trust
Cal Performances
UC Berkeley Arts News
Berkeley Symphony Orchestra
Ashkenaz Music & Dance Community Center
Berkeley Repertory Theatre
UC Botanical Garden
Berkeley Convention & Visitors Bureau
West Berkeley Potteries
Various articles, *The Press Democrat*
ArtsBridge, UC Berkeley

INTERVIEWEES FOR THE CULTURAL NEEDS ASSESSMENT

Barbara Hillman, Executive Director, Berkeley Convention and Visitors Bureau

Karl Linn, Landscape Architect

John Roberts, Landscape Architect and Chair of Design Committee Chair of Downtown Berkeley Association

Catherine Barker-Henwood, Executive Director, Berkeley Symphony

Pat Mullan, Art and Music Coordinator, Berkeley Central Library

Gina Moreland, Executive Director, Habitot Children's Museum

Archana Horsting, Executive Director, KALA Art Institute

Susan Medak, Managing Director, Berkeley Repertory Theatre

Lana Buffington, Community Liaison, Berkeley Art Museum/Pacific Film Archive

Hollis Ashby, Associate Director, Cal Performances

Michele Rabkin, Associate Director UC Berkeley Consortium for the Arts

Sue Schleifer, Executive Director, Ashkenaz Music and Dance Center

Suzy Thompson, Board Member, Ashkenaz Music and Dance Center

Robbin Henderson, Executive Director, Berkeley Art Center

Lisa Bullwinkle, Organizer of "Solano Avenue Stroll"

Jud Owens, Manager, Berkeley Community Theatre

Paul Chin, Executive Director, La Pena Cultural Center

Patrick Dooley, Artistic Director, Shotgun Players

Steve Baker, Executive Director, Freight and Salvage

Tom Ross, Producing Director, Aurora Theater

Arlene Sagan, Music Director, Berkeley Chorus and Orchestra

Kirk McCarthy, Acting President, Arts and Crafts Co-Op

Susan Muscarella, Director, The Jazz School

Sabrina Kline, Director, Julia Morgan Center for the Arts

Fran Gallati, Executive Director, YMCA

Sherry Smith, Chair of Cultural Planning Advisory Committee and Member of Civic Arts Commission

John Solomon, Owner of Caffe Venezia and Organizer of "How Berkeley Can You Be?"

Mary Friedman, Founder and Former Director of the Public Education Foundation

Deborah Badhia, Executive Director, Downtown Berkeley Association

Barbara Coleman, Member of Civic Arts Commission

Marni Welch, Arts Consultant

Adam David Miller, Poet and Member of Civic Arts Commission

Mildred Howard, Artist

Michael Caplan, Assistant City Manager

John Salosky, Member of School Board

NEEDS ASSESSMENT NEIGHBORHOOD MEETING ATTENDEES

(Names were transcribed from handwritten sign-in sheets. We apologize in advance if we have unintentionally misspelled anyone's name.)

Districts 4, 5 & 6 November 7, 2002

Joan Levinson
Diana Wong
Steve Rogie
Rita Maran
Schelleen Scott
Kenneth Marcelous
Kristin Brooks Davidman
Kiko (Celso Simão)
Alan Bern
Suzanne McCulloch
Audrey Wallace Taylor
Vic Coffield
Susan Brooks
Jerry Carlin
Cecile Draco
Nick Bertoni
Natasha Shawver
Edith Hillinger
Bonney Meya
Christian Migrant
Norm Schneider
Tim Drescher
Karen McKie
Mim Hawley, Berkeley City Council
Joanna Hawley
Charles McCulloch
Susan Schwartz

Barbara Adair
Pam Fingado
Carol Hastchaway
Bonnie Hughes
Susan Felix
Kathleen King
Louise Stevens
Carmen Veouch-Boorin
W. Joe Scott
Rita Pettit

**Districts 1, 2 & 3
November 9, 2002**

Ruth Spencer
Lisa Bullwinkle
Mary Curtis Ratcliff
Janine Brown
John Salosky
Kirk McCarthy
Linda Walls
Rob Browning
Natasha Shawver
Barbara Adair
Regina Woodard
David Snippen
Gary Graves
Brian Canevari
Annette LaRue
Betsy Morris
Loren Fenaille
Jenny Cole
Keeyla Meadows
John Curl
Jill Randall
Sima Belmar
Linda Maio, Berkeley City Council

Jennifer Burke
Robbin Henderson
Karan Hester
Paul Chin
Susan Levine
Elizabeth Addison
Barbara Rydlander
Daniel Altman
Vangie Canonizado Buell
Timothy A. Philan
Sharon Badillo
Jan Zvaifler
Sue Schleifer
Claire Risley
Rebecca Johnson
Gwendolyn Reed

Districts 7 & 8
November 21, 2002

Fran Segal
Brian Canevari
Kiko (Celso Simão)
Ernie Mansfield
Rebecca Johnson
Arline Rodini
Rusty Cantor
Anna Torrance
Robbin Henderson
Heidi Seney
Linda Harrou
Charlotte Greenblatt
David Cohen
Sherry Smith
Kathleen Kahn
Charles Ellik
Makis Arnold

Sharon Badillo
Jean Hearst
April Taylor
Jill Randall
Lana Buffington
Jim Rosenan
April Watkins
Elsa Shefler
Anthony Smith
Clive Chafer
Mark States
Terese Heilge
Dianne Stockler
Allen Stross
Judith-Kate Friedman
Julie Helsel
Rebecca Salzer
Jane Rosano
Carolyn Groti
Verna Winters
Claire Risley

CITY OF BERKELEY
CULTURAL ADVISORY COMMITTEE

Sherry Smith
Catherine Barker-Henwood
Lisa Bullwinkle
Marnie Burke de Guzman
Barbara Coleman
Susan Felix
Susan Medak
Brenda Prager
Norm Schneider
David Snippen

Additional Representation:

Archana Horsting
Kirk McCarthy
Barbara Hillman
Suzy Thompson
Jos Sances
Susan Levine
Lana Buffington

CITY OF BERKELEY
CIVIC ARTS COMMISSION 2002-2003

Susan Levine

Jos Sances

Adam David Miller

Barbara Coleman

Brenda Prager

David Snippen

Sherry Smith

Suzy Thompson

CITY OF BERKELEY
OFFICE OF ECONOMIC DEVELOPMENT

CIVIC ARTS STAFF

Mary Ann Merker, Civic Arts Coordinator

Charlotte Fredriksen, Assistant Management Analyst

Melissa Wenzel, Civic Arts Intern

Thomas Myers, Acting Manager, Office of Economic Development

Weldon Rucker, City Manager