

city of glendale
ARTS & CULTURAL PLAN

2013/2018



city of glendale
arts & cultural plan
2013 – 2018

City Council

Frank Quintero, Mayor
Laura Friedman
Rafi Manoukian
Ara Najarian
Dave Weaver

Arts & Culture Commission

Teri Deaver, Chair
Arlette DerHovanessian
Razmik Grigorian
Arman Keyvanian
Steven Lee

Prepared by:
Library, Arts & Culture Department

i n t r o d u c t i o n

Over the past century, Glendale has grown from a small community at the edge of Los Angeles into a dynamic cosmopolitan city as diverse in its culture as it is in opportunities. Today, Glendale is the fourth largest city in Los Angeles County and is surrounded by Southern California's leading commercial hubs including Los Angeles, Pasadena, Hollywood, and Universal City. Incorporated on February 16, 1906, the City of Glendale spans approximately 30.6 square miles with a current population of approximately 191,719.

Consistently listed as one of the Safest Cities in America and the City's abundant amenities make Glendale a distinct place to call home for residents and businesses alike. Glendale is a full-service city offering first class amenities with its own police and fire departments, a wholly owned municipal utility company offering water and power, a complete public works department to maintain infrastructure, libraries to provide arts and culture opportunities and programs for lifelong learning, and a variety of parks for quiet enjoyment, organized sports, recreation, and open space adventure. Glendale also offers its own bus service, the Beeline, with ten routes connecting customers to the Jet Propulsion Laboratory (JPL), the City of Burbank, and the Metrolink Stations in both Burbank and Glendale.

In addition to its reputation for safety, Glendale is a vibrant commercial and cultural center, with a blend of large and small businesses, multi-national corporations, and special event venues such as the legendary Alex Theatre. Glendale's five small but unique neighborhood shopping districts offer convenience to bordering neighborhoods, while the Glendale Galleria and The Americana at Brand offer exciting shopping and entertainment options. Even with its bustling business culture, the City has retained its small-town appeal with quiet tree-lined neighborhoods, mountain ridges, wilderness reserves, and historical tracts of Spanish colonial homes.

The City is also home to Glendale Community College, a fully accredited institution which currently serves approximately 25,000 day and evening students, and approximately 10,000 others who participate in adult education and specialized training programs. Glendale's grade schools also have a long-standing reputation. Operating out of 31 schools and instructing approximately 27,000 culturally diverse children with innovative educational programs, the Glendale Unified School District is committed to achieving the highest standards on campuses. This is exemplified by the fact that 9 schools have earned the National Blue Ribbon designation and 23 have earned the State Distinguished School Award, directly reflecting the schools' academic achievements, quality of instruction, school leadership, parent involvement, and school-community partnerships.

Glendale is home to a diverse array of renowned artists and performance venues. The arts have been a long community priority and are making great strides toward encouraging public investment in arts development. Arts and culture is not only integral to the resident community, but is also as important for those who work, visit, play, and develop in Glendale. The City's investment in the renovation of the Brand Library and Art Center, the preservation of the Alex Theatre and other historic facilities, and the attraction of the Museum of Neon Art to downtown Glendale, demonstrate a long-term public commitment to the arts.

executive statement

Arts and culture enhance the quality of life in Glendale and make the city more desirable. The arts also generate employment and economic benefits, and a rich cultural climate attracts business and private investment. The arts play a significant role in the City's history and are a priority for the community and City Council.

In order to further enhance and foster the arts and cultural opportunities in Glendale, the Arts and Culture Commission determined it was essential to create an Arts and Cultural Plan that articulates its vision for the future. Since the preparation of the 1996 Cultural Plan several significant developments have transpired in the arts community. The purpose of the Arts and Cultural Plan is to create a comprehensive vision for arts and culture to be implemented over the next 5 years that reflect the community and define strategies for City investment. This plan sets the goals and priorities for the City of Glendale to best help the arts and cultural life of Glendale to thrive and to further identify the regional importance of Glendale. The plan is an evolving document that will be reviewed and updated periodically to respond to changing needs, priorities and new opportunities.

arts & culture

LIBRARY, ARTS & CULTURE DEPARTMENT MISSION

The Library, Arts & Culture Department provides services, materials and activities to enrich life, foster literacy, inspire intellectual curiosity and stimulate the imagination.

ARTS & CULTURE COMMISSION VISION & MISSION

Our mission is to enrich the human experience, reinforce Glendale's identity and civic pride through arts and culture, and to recognize the importance of arts to our quality of life and to the local economy. This is accomplished by consciously integrating arts and culture into the daily life of the people of Glendale through urban design, planning, economic development, and education.

GOALS

The Arts and Culture Commission has defined its vision and priorities and articulated specific goals for the plan. These six goals incorporate the combined theme of civic leadership and improved communications with the community as the fundamental platform upon which more arts activity can take place in Glendale. The goals are:

1. Raise visibility of arts and culture in Glendale.
2. Use arts and culture to encourage community participation and neighborhood beautification.
3. Use arts and culture to encourage visitor attraction and economic development.
4. Grow and support Glendale's identity as an innovative and creative community.
5. Advance the role of arts and culture in city government.
6. Use art as an educational tool to address social and cultural barriers.

STRATEGIES

Objectives and strategies are identified for each goal to fulfill the mission of the Arts and Culture Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

GOAL #1: Raise visibility of arts and culture in Glendale.

OBJECTIVES	STRATEGIES
1. Promote arts and cultural activities and opportunities to the community and region	<ul style="list-style-type: none">a) Develop arts and culture website and e-newsletterb) Enhance media exposure of arts and culture in Glendalec) Develop a brand or identify a message to promote Glendale arts and culture
2. Encourage art organizations and creative businesses to promote Glendale as an arts and cultural destination	<ul style="list-style-type: none">a) Pursue joint marketing and programming initiativesb) Create maps that direct people to arts and cultural facilities in the downtownc) Encourage collaboration among art organizations and with businesses
3. Raise visibility of Glendale artists	<ul style="list-style-type: none">a) Develop artist registry on arts and culture websiteb) Provide information to Glendale artists through Arts and Culture websitec) Support programs for artist promotion and development

GOAL #2: Use arts and culture to encourage community pride and neighborhood beautification.

OBJECTIVES	STRATEGIES
<p>1. Increase involvement of Glendale artists in public art projects</p>	<p>a) Provide training on various aspects of public art through workshops and mentorships (partner with arts organizations)</p> <p>b) Provide information to Glendale artists through Arts and Culture website</p> <p>c) Encourage community members to create stakeholder groups</p>
<p>2. Enhance communications with residents and businesses</p>	<p>a) Collaborate with merchant associations/improvement districts, and homeowner associations.</p> <p>b) Provide networking opportunities between artists, arts organizations, residents, and businesses</p> <p>c) Encourage public art projects that involve neighborhoods, youth, and businesses</p>
<p>3. Develop an arts focused neighborhood beautification program</p>	<p>a) Use art to create connections from neighborhoods to downtown via beeline, bike path, streets, and bridges</p> <p>b) Implement temporary and permanent programs to represent distinct neighborhoods</p> <p>c) Continue to identify parks, libraries, schools, community centers, and historic buildings as venues for arts and cultural activities</p>

GOAL #3: Use arts and culture to encourage visitor attraction and economic development.

OBJECTIVES	STRATEGIES
1. Develop downtown as a multi-cultural and multi-generational gathering place	a) Facilitate and support outdoor downtown arts and cultural programs b) Develop an arts focused event in the downtown c) Facilitate the use of private venues in downtown and creative corridor for arts and cultural activities
2. Enhance arts and cultural programming opportunities throughout the city	a) Develop programs to encourage arts organizations and artists to provide temporary, performing, cultural, and permanent art in the city b) Continue to identify parks, libraries, schools, community centers, and historic buildings as venues for arts and cultural activities

GOAL #4: Grow & support Glendale’s identity as an innovative and creative community.

OBJECTIVES	STRATEGIES
1. Develop policies and initiatives to create a dynamic arts and cultural experience in the city	a) Facilitate public/private partnerships that fund, develop, operate, and/or maintain new multi-use facilities and/or affordable artist spaces b) Collaborate with organizations and other City departments to discuss and recommend policies and regulation modifications to attract arts and cultural development, business, and/or organizations c) Advocate and recommend policies that impact art in private development that include incentives, requirements, and/or funding mechanisms for inclusion of arts and cultural spaces in private development
2. Institute citywide strategy of nurturing arts and cultural activity in the City	a) Explore the possibility of using the “Downtown Art & Entertainment District” policy as a foundation for art zones in other areas of the city b) Continue to identify parks, libraries, schools, community centers, and historic buildings as venues for arts and cultural activities

GOAL #5: Advance the role of arts and culture in city government.

OBJECTIVE	STRATEGIES
<p>1. Integrate public art into planning and development of the City's infrastructure</p>	<p>a) Use art to create connections from neighborhoods to downtown via beeline, bike path, streets, and bridges</p> <p>b) Expand temporary art display policy to other city facilities</p> <p>c) Convene regular meetings of relevant city departments to foster collaborations and discuss issues related to implementation of public art programs and services</p>
<p>2. Identify alternative permanent funding sources for the arts in Glendale</p>	<p>a) Incorporate a long-term funding strategy for arts and arts programs within the City's financial plan</p> <p>b) Identify specific funding sources to provide access to the arts for low- and moderate- income groups</p> <p>c) Seek sources of funding through federal, state, municipal, corporate, and foundation programs as well as individual gifts and endowments</p> <p>d) Establish a mechanism to encourage and publicly recognize individual gifts including private philanthropy, donations, and endowments</p>

GOAL #6: Use the arts as an educational tool to address social and cultural barriers.

OBJECTIVES	STRATEGIES
<p>1. Foster arts and cultural education to the community</p>	<p>a) Provide arts and cultural education activities in city-sponsored programs that serve citizens communitywide.</p> <p>b) Collaborate with city wide organizations and City departments to integrate arts and culture in community outreach</p>
<p>2. Advocate the importance of arts and cultural education to the community</p>	<p>a) Develop arts and cultural education section for the arts and culture website</p> <p>b) Encourage schools and arts organizations to enhance arts education opportunities</p> <p>c) Foster collaborations to increase involvement of the business community in support of arts and cultural educations</p> <p>d) Use media resources to highlight arts and cultural education programs</p>
<p>3. Encourage public art programs and activities that support City identified or recognized cultural and/or social issues</p>	<p>a) Foster arts outreach programs in senior center, private institutions, hospitals, places of worship, and health and safety departments</p> <p>b) Use local multi-lingual publications and media to promote arts programming</p> <p>c) Encourage the retention and advancement of community-specific arts and cultural heritage organizations</p>

COMMUNITY RESOURCES

Potential resources, collaborators and funding sources are essential to the continued development of arts and culture in the community.

FUNDING SOURCES

The Arts & Culture Commission identified the following possible funding sources:

- Donations
- Fundraising
- General Fund
- Grants
- Urban Art Fund

During the development of the annual work plan, new funding opportunities may be identified to leverage existing funding sources for ongoing programming as well as fund new projects, programs, and opportunities.

POTENTIAL PARTNERS & COLLABORATORS

All arts, cultural, and creative organizations and businesses, and individual artists in Glendale are considered a partner. In addition, the following potential partners and collaborators have been identified:

- Actor's Fund
- Americans for the Arts - PAN
- Armenian Society of L.A.
- Art Center College of Design
- Art Supply Stores
- Arts for L.A.
- Atwater Business Improvement District
- Book Stores
- Brand Associates
- Brand Boulevard of Cars
- Cal Arts
- Center for Cultural Innovation (CCI)
- Chambers of Commerce -GVA, AACC, GCC, FLAM
- Churches
- City of Glendale Commissions
- City of Glendale Departments
- Community Foundation of the Verdugos
- Corporate Headquarters
- Downtown Community Benefit District
- Eagle Rock Arts Center
- Friends of the Library
- Glendale Adventist
- Glendale Arts
- Glendale Art Association
- Glendale Community College
- Glendale Galleria
- Glendale Historical Society
- Glendale Memorial Hospital
- Glendale Unified School District
- Grocery Stores
- Homeowner Associations
- Kiwanis and Rotary Club
- L.A. County Arts Commission
- L.A. Stage Alliance
- Local Architects and Designers
- Local Bloggers
- Merchant Associations
- Multi-cultural Publications
- Museum of Neon Art
- Music Stores
- Pasadena Armory for the Arts
- Private Art Schools, Galleries, and Associations
- Real Estate brokers
- Publications: Los Angeles Times, Los Angeles Weekly, Glendale News Press
- Restaurants
- The Americana at Brand
- Tri – Cities Arts Commissions
- YMCA

URBAN ART PROGRAM

Created in 2010 by City Council Ordinance, the Urban Art Program and Fund establishes the requirements and procedures for providing public art in conjunction with new developments. The Program requires that private development provide on-site artwork that is equivalent to 2% of the project value, or make an in-lieu payment into the Fund equivalent to 1% of the project value. The Council also adopted the Glendale Urban Art Program Guidelines, which establish appropriation of the Fund for the following:

1. Design, acquisition, commission, installation, improvement, maintenance and insurance of artwork (permanent & temporary) and art plans (arts programming);
2. Sponsoring or supporting performing arts; and
3. Acquisition and improvement of real property for the purpose of displaying Art Work, or for the purposes of a cultural facility.

URBAN ART FUND EXPENDITURE PLAN

The Urban Art Fund can be used to achieve many of the City's arts and culture goals and strategic priorities. The Arts and Culture Commission identified the types of public art that can be funded through the Urban Art Fund and that are consistent with the City's overall vision for public art:

- **Cultural Arts Event.** Large scale events that include live art and are used as a tool for visitor attraction, promotion of the arts, and economic development.
- **Cultural Programming.** Cultural Programming includes live performance of music, dance, drama, film, or poetry recitation, and lectures related to the humanities and are educational in purpose.
- **Mural/Neighborhood Beautification.** A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. Murals help beautify neighborhoods, urban landscapes, buildings, and structures.
- **Permanent Art.** A permanent art is freestanding, free hanging, or structural part of a building or structure that is intended to remain unchanged in design, size, or location.
- **Performing Art.** Performing art is presented by professional or amateur performers, including theater performance (any form of dramatic presentation, spoken or silent), musical theater/opera (any dramatic performances of which music is an integral part), dance (any form of rhythmical movement), music/concert (any musical form whether classical or popular), and children's theater (any theater for young audiences, for or by children.)
- **Temporary Art.** Temporary art serves as an outdoor art gallery or an indoor gallery that is publicly accessible or viewable that enlivens the urban landscape and creates a dynamic visual experience for residents and visitors

In addition, the Fund may be used for maintenance of artwork, and infrastructure and capital improvements of existing or new City facilities for the purposes of art or an arts and culture facility.

On an annual basis, the Arts and Culture Commission shall develop a work plan which identifies guiding projects and priorities, provides detailed project and program work plans, and identifies working budget for the fiscal year. The annual work plan and proposed budget will be presented for City Council review and approval with the annual City budget. The work plan will identify the projects and programs funded through the Urban Art Fund and other funding sources. As part of the long-term visioning and strategic planning for arts and culture, the fund balance in the Urban Art Fund will be considered and be budgeted for a 5-10-year cycle.