



CURRENT CONDITIONS ASSESSMENT OF THE ARTS IN BERKELEY

Introduction

This assessment explores the current arts and cultural conditions and trends in the City of Berkeley. A key focus of this report is examining what has changed in the City and its arts community since the last Arts and Culture Plan was adopted in 2004. This document is not an exhaustive list of the various trends and conditions the arts community has experienced over the last twelve years, but it highlights the key changes to the arts ecosystem. This assessment of the current arts conditions in Berkeley will:

- Provide a snapshot of the current arts ecosystem including **shifting demographics, funding resources, and recent policies** and ordinances;
- **Identify changes** to the local arts and cultural organizations and resources; and,
- Highlight the **key issues and drivers** influencing the arts ecosystem in Berkeley.

Berkeley Demographics

Approximately 113,000 people call Berkeley home, and the City continues to grow.¹ Between 2000 and 2010, the City's population increased by about 10,000 residents (See Table 1). Berkeley remains an ethnically diverse city and based on the 2014 American Community Survey Census. Residents identify as 62% White, 20% Asian, 11% Hispanic or Latino, and 9% Black or African American, among others.

Berkeley is a family-serving City, and 44% of local households are family households. Within the City, there are 14,290 children under the age of 18, and 11,051 of these children are school-aged. Unlike many other cities across the nation, Berkeley's senior population is not increasing significantly. Over the last decade, a consistent 12% of the population has remained over 65 years of age. The median age in 2010 was 31.1, a slight decrease from 32.5 in 2000.

¹ U.S. Census Bureau, 2000 Census, 2010 Census.



For Berkeley households, the median income rose from \$44,485 in 2000 to \$65,238 in 2010. This compares to median household incomes of \$52,962 in Oakland, \$78,378 in San Francisco, and \$83,787 in San Jose.

Table 1: Demographic Changes in Berkeley (2000-2010)

	2000	2010
Population	102,743	112,580
Median Household Income	\$44,485	\$65,283
Median Age	32.5	31.1

Source: U.S. Census Bureau, 2000 Census, 2010 Census.

State and Regional Trends Influencing the Arts Community

At the state and regional level, there are many promising trends and best practices that focus on improved positioning and funding for the arts along with increased recognition of the role the arts play in creating and sustaining strong communities. Some of these include:

Funding Investment

- The 2016-17 [state budget](#) includes a \$10.8 million increase for [California Arts Council](#) (CAC), bringing state support to the agency in the fiscal year 2016-17 to roughly \$21.1 million. The \$10.8 million includes a one-time increase of \$6.8 million for the CAC and \$4 million in ongoing funding earmarked for the [Arts in Corrections](#) program.
- In 2015, San Francisco announced a one-time “Shared Prosperity for the Arts Package” adding \$7 million of funding over two years for the Cultural Equity Endowment Fund (a 50 percent increase for that initiative), Grants for the Arts, capital investment in the Arts Commission’s Civic Art Collection and Cultural Centers, and additional funding for arts education.
- Numerous cities across the state, including Berkeley, have enacted ordinances and collect fees to provide funding for art in public spaces. Some of these fees allow portions of the funds to be directed to arts education, as well.

Housing and Venue Affordability

- In 2014, the City of Palo Alto retooled its artist residency program to increase its cultural and artistic diversity. The Cubberley Artist Studios Program provides 24 subsidized artist studios at a third of the market rate — less than a dollar a square foot. Artists also perform four volunteer hours per month of community service and donate one work of art per residency term to the City's Public Art Program.
- The nonprofit development organization Artspace has been a long-term advocate for affordable living and working space for artists and has served as a developer of more than 40 projects in restored historic sites and newly constructed structures in 20 states. Established in 1979, the first project was in a derelict area of Saint Paul, Minnesota where Artspace redeveloped a six-story warehouse into fifty-two live/work units for artists, plus office, studio, and commercial space for nonprofit arts organizations and other tenants. The majority of the funding was in the form of Low-Income Housing Tax Credits, which require that the project developed provide affordable housing for a specific number of years. While not at the pace of the Bay Area, recent years brought significant increases in rents, from an average of \$871 per month in August 2009 to \$1,331 in June 2016. Artspace refinanced the project in 2011, again using Low-Income Housing Tax Credits, guaranteeing it will continue to be affordable housing for another thirty years.
- The California Arts Council is undergoing a planning process for a new [California Statewide Cultural Districts Program](#) created under the auspices of 2015's Assembly Bill 189 and expected to launch in 2017. The legislation specifies, "state-designated cultural district" means a geographical area certified pursuant to this chapter with a concentration of cultural facilities, creative enterprises, or arts venues that does any of the following:
 1. Attracts artists, creative entrepreneurs, and cultural enterprises.
 2. Encourages economic development and supports entrepreneurship in the creative community.
 3. Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
 4. Fosters local cultural development.
 5. Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
 6. Promotes opportunity without generating displacement or expanding inequality.

- The 45th Street Artists' Cooperative (Emeryville Artists' Coop) in the City of Emeryville is a national model in artist housing, studio spaces. The mission of the Emeryville Artists' Coop is to provide affordable live/work space for artists in a supportive environment. For over 30 years, the Cooperative has "grown from a dozen studios in one converted warehouse building to nearly 60 studios in three buildings. Today, as a non-profit, limited-equity housing cooperative, it is a national model for affordable artist-owned housing."²

Partnerships

- Often large universities have one of two motivations for partnering with the community: 1) to provide community service learning and educational benefits for their students; and 2) to strengthen their public image and/or their visibility in the community. UC San Diego's 2014 strategic plan's list of strategies provides one example of the latter: "Strengthen community engagement and public service to increase the greater community's awareness of UC San Diego's impact and role locally, regionally, and globally."

Arts in Education

- A new program under the Elementary and Secondary Education Act (ESEA) will provide new funding to states and school districts which can be used to support arts programming. Under subpart 1 of Title IV, Part A of ESSA, the Student Support and Academic Enrichment (SSAE) program is intended to increase the capacity of state educational agencies, local educational agencies, schools, and local communities to improve the academic achievement and digital literacy of all students (ESEA section 4101). The SSAE program has not yet been funded by Congress. Both the House and Senate Appropriations Committees have proposed funding, with the House recommending \$300 million and the Senate proposing \$1 billion. Congress is expected to finalize federal spending for the remainder of this fiscal year in December. It is expected that Congress will provide some level of funding for this program.

² Emeryville 45th Street Artists' Cooperative; <http://www.emeryvilleartistscoop.org/History.html>

Marketing and Promotion

- One way to address the need for better marketing and promotion is to improve the technical capacity of institutions by providing training and/or technical assistance. For example, a program of Americans for the Arts, the National Arts Marketing Project (NAMP), provides time-tested and cutting-edge webinars and workshops. A NAMP workshop or series of workshops could be hosted and provided for organizations or webinar attendance subsidized. Local providers can also provide training.
- Many California cities promote cultural districts having a geographic focus, such as San Francisco's Yerba Buena Gardens, The Uptown in Oakland and San José's SoFA District. Those working at a deeper level pursue opportunities in the realm of cultural destination tourism, which includes: developing cultural destination tourism "products" (i.e., festivals and events); enhancing year-round cultural amenities; hotel-based travel as well as visitors from within the region; and tapping the visitor marketplace (impromptu spending by visitors on goods, services and experiences while they are in the community).
- Alternatively, the marketing of the arts can be enhanced by developing a voluntary collaboration among arts institutions, festivals, artists, schools, businesses and other partners. A collaborative marketing umbrella adds branding value to a season of events sharing a compelling theme. Collaborations can include non-traditional partnerships and are often attractive to funders seeking greater leverage for their philanthropic investment. Programming can include events that occur over a season of several months, as well as single, highly public events that focus on the collaboration.

Key Drivers Influencing the Arts Ecosystem

The following high-level issues and opportunities were surfaced through stakeholder interviews and focus groups with arts leaders at the beginning of this planning process. We expect to further validate and supplement these items through additional outreach activities including a Visioning Retreat with Civic Arts Commissioners and community workshops. Initial findings include:

- **Funding Investment** – Art continues to play an increasingly positive role in Berkeley’s economy, with strong performing and visual arts and new venues attracting visitors from outside the City and region. In 2003, the Civic Arts Grant program offered \$257,000 in funding to the City’s non-profit arts and culture organizations. In 2016, City Council approved a request to increase the City’s annual allocation by \$150,000 to the Civic Arts Grant program from \$240,000 per year to approximately \$390,000 (See Table 2). Even with these and other new funding sources, such as the 1% for public art in private development program, community arts leaders emphasized the need for more money dedicated to supporting the arts across the City.

Table 2: Civic Arts Grant Program Funding (2003-2016)

	2003	2016	% Change
Civic Arts Grant Funding Allocation	\$257,000 ³	\$390,000	51.75%

- **Affordability** – The issue of housing affordability and artist space affordability in Berkeley and the Bay Area is at the crux of supporting artists and art organizations in the City. With the continued housing crisis in the Bay Area, many artists, even teaching artists, can no longer afford to live or rent artist spaces within Berkeley City limits. Artists living outside of Berkeley are struggling with the region’s soaring cost of living and the cost of transportation to Berkeley. Community leaders noted that young artists are moving to Oakland and other cities where they can live more affordably. The interviews surfaced the need for an ongoing discussion on the role of the City and other large institutions in supporting the development of affordable housing and work space opportunities for artists.
- **Geography** – Downtown Berkeley is well-established as a popular hub of arts and cultural activities. A key theme emerging from discussions with arts and cultural leaders is a desire to identify and establish art districts beyond the downtown, in, for example, West and South Berkeley. The “Arts and Artisans District” in West Berkeley, the “Ashby Arts District” in South Berkeley, the successful “Addison

³ Berkeley Arts and Culture Plan, 2004.

Street Arts District”, and the South Berkeley Legacy Project show that the arts are alive across the City. In addition, West Berkeley is home to new “artist maker” spaces, film and video studios, a small press distribution and a large contingent of ceramic artists in West Berkeley.

- **Partnerships** – Many arts and cultural leaders and organizations highlighted the desire to create more partnership opportunities with lynchpin institutions to leverage funding and increase operational capacity. While there are several strong connections existing between the City, UC Berkeley and arts organizations, leaders in the arts community expressed the need for more information and formalized structures to forge new relationships across sectors. Interested arts nonprofits are encouraged to apply each year to the U.C. Berkeley Chancellor’s Grants for projects that partner U.C. Berkeley faculty and the Berkeley community. Two recent City Public Art partnerships include the sculpture of Mr. Byron Rumford in South Berkeley with the South Berkeley Legacy Project and the renovation of the Joe Slusky sculpture at the Berkeley Marina, sponsored by an individual donor.
- **Arts in Education** – Berkeley is working to explicitly address the role of schools and nonprofits in providing students with a strong arts education. Some interviewees expressed that the arts are “disappearing” from public education; students who attend public school have less exposure to the arts, which makes them less familiar and invested in the arts as adults. Based on this understanding, the community dialogue on the role of public institutions and arts organizations in providing and supplementing arts education is a key driver in the current arts ecosystem.
- **Marketing and Promotion** – There are many arts institutions hosting shows, events and programs in Berkeley, however, stakeholder interviewees expressed a need to better market and promote their work. Since the 2004 Plan, the City has initiated a partnership with Visit Berkeley, which serves as a consolidated online resource to promote upcoming arts and cultural events. In addition, 510Arts was created by the East Bay Cultural Corridor (EBCC), an arts marketing partnership between the cities of Berkeley, Emeryville, Oakland and Richmond, through their civic arts and cultural managers. 510Arts works to “promote the rich arts and cultural landscape of the East Bay, and to introduce new audiences throughout the region, country and world via the Internet to local work.”⁴

⁴ 510Arts.com website; <http://www.510arts.com/about.php>

Components of the Berkeley Arts Ecosystem: Institutions, Organizations, Artists and Spaces

In the 2004 Plan, the City developed a list of 130 arts or arts related nonprofit organizations operating in Berkeley. This list was cultivated by administering a local survey of arts organizations. For the Plan Update, the Planning Team has used City records, IRS records and online sources, to cultivate a database of 109 currently active arts and cultural nonprofits. The online mapping survey, as part of the Plan Update, will also identify and contribute additional information about arts non-profits in Berkeley. A few core components of the arts ecosystem are highlighted below.

In 2011, the William and Flora Hewlett Foundation sponsored a survey of arts and culture assets in the City of Berkeley. The survey mapped nonprofit arts assets and the results indicated that there were 185 arts nonprofits in Berkeley. The combined annual budgets of the arts nonprofits totaled nearly \$124,000,000.

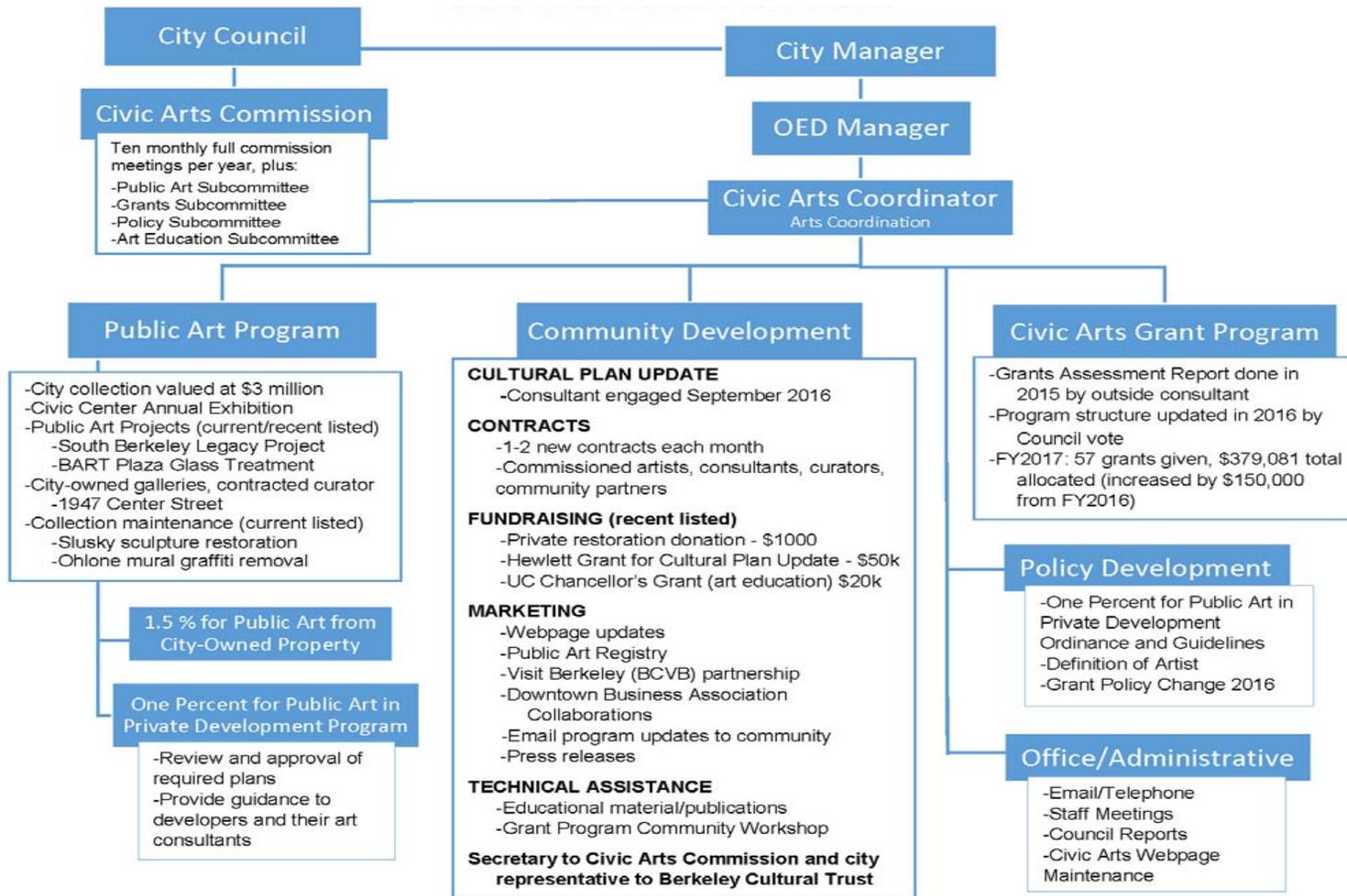
Table 3: Results of Cultural Asset Mapping Survey (2011-2012)

Arts Assets by Medium*	Number of Arts Nonprofits
Dance	58
Film/Video/Media	48
Literary Arts	49
Music	90
Theaters	42
Visual Arts	62

*Some organizations represent more than one medium.

- City of Berkeley Civic Arts Program** – The Civic Arts Program administers and develops projects which accomplish the mission of the Civic Arts Commission, which advises the City Council on all matters affecting the beauty and culture of the City. The Program is housed within the City’s Office of Economic Development and supported by the City’s Civic Arts Coordinator. The organizational structure and Civic Arts “Work Flow” of 2016 is included in Figure 1 to illustrate the the inter-relationship between elected officials, City staff, Civic Arts Commissioners and the various arts programs, activities and policies

Figure 1: Civic Arts Work Flow (2016)



- **Berkeley Civic Arts Commission** – The Berkeley Civic Arts Commission continues to be a driving force of change and forward-thinking progress for arts and culture in Berkeley. The nine-member Commission has four subcommittees addressing public art, grants, policy and arts education. Through their work over the past decade, the Commission has spearheaded changes to the Civic Arts Grant program, the creation of the one percent for public art ordinance, and the formation of the Berkeley Arts Providers School Partnership. The Civic Arts Commission also updated the definition of “artist” and expanded the definition of “artist media” to include new technology and social media.
- **Berkeley Cultural Trust** – The Berkeley Cultural Trust (BCT) is a membership based group of arts and cultural organizations across the City. BCT has helped cultivate a unified voice of artists and cultural organizations to advocate for policies, actions and resources for its constituency. For the 2016 elections, for example, the BCT hosted a candidate’s forum to allow community members to hear how the Mayoral and City Council candidates would support arts and culture in Berkeley through their political positions.
- **University of California, Berkeley** – The University is home to several key arts and cultural venues and features world-renowned arts programming. For example, Cal Performances is the “largest, multi-discipline performing arts presenter in Northern California, and one of the largest university-based arts presenters in the United States.”⁵ Cal Performances presents over “80 performances annually in five venues—Zellerbach Hall, Zellerbach Playhouse, Hertz Hall, and Wheeler Hall on the UC Berkeley campus, and First Congregational Church of Berkeley—and in site-specific locations and other spaces.”⁶
- **New and Renovated Venues** – The addition of new arts and cultural venues adds to the richness and diversity of the arts landscape in Berkeley. For example, the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) moved into its new home in downtown Berkeley, across from the UC Berkeley campus, and a short distance away from the downtown Berkeley BART station. Although the organization was founded in 1963, the new building offers 25,000 square feet of exhibition space and two theaters. In 2016, Berkeley Repertory Theatre re-opened its signature, 400-seat theatre space after nine months of renovation. In addition, the UC Theater was refurbished and re-opened in April 2016, offering a large (1,400 capacity), state-of-the-art live music venue in the City.

⁵ New Music USA; <https://www.newmusicusa.org/profile/cal-performances/?newtab=true>

⁶ <https://www.newmusicusa.org/profile/cal-performances/?newtab=true>

- **Festivals and Cultural Arts Events.** – Local arts events and festivals across the City offer a window into the unique culture and style in Berkeley. Berkeley is host to several annual events and festivals including Sunday Stroll and the Berkeley Arts Festival to name a few.

City Funding, Policies and Ordinances

Several new and updated policies and actions have influenced the funding and regulatory environment for arts-related organizations, public art, and collaborative partnerships. As discovered through stakeholder interviews, the broader Berkeley community (i.e., residents, businesses, artists, arts advocates, etc) would benefit from a deeper understanding of the full range of updated policies, funding activities and programs provided by the City.

- **Revisions to the Civic Arts Grant Program** – The City of Berkeley’s Civic Arts Grant Program is an essential way the City provides funding and operating support to artists and arts organizations. In 2015, the City contracted an arts strategy consultant to identify findings and recommendations for the future design of the Civic Arts Grants Program. This effort resulted in the City Council adopting a resolution that provided the following changes:
 - Increased annual allocation to the Civic Arts Grants Program of \$150,000, to a total budget line item amount of \$390,000 annually;
 - Decreased two-year grant cycle to an annual cycle to coincide with the City budget cycle; and,
 - Created three separate competitive grant pools for individual artists, small organizations, and mid-to-large size organizations.
- **Revisions to the One Percent for Art for Private Development** – The One Percent for Public Art in Private Development Projects Ordinance requires eligible projects to include on-site publicly accessible artwork or pay an in-lieu fee to the One Percent Art Fund. The Mayor’s Office requested the City Council to revise the guidelines to the One Percent for Art for Private Development to provide greater guidance and greater flexibility for how the Cultural Trust Fund can be used by the Civic Arts Commission.
- **Chancellor’s Grants for Berkeley Arts Education** - Each year, the Office of the Chancellor at UC Berkeley extends a grant application to support projects that strengthen partnerships between the University and the Berkeley community. The Office of the Chancellor funded the Berkeley Arts Providers

School Partnership through the 2015-2016 Chancellor's Community Partnership Fund to identify disparities in afterschool art programming for the Berkeley Unified School District. The Civic Arts Program has matched two UC Berkeley Chancellor's Grants for 2016 and again for 2017 with current City resources.

- **Downtown Arts District Expansion** - The Downtown Arts District in Berkeley has expanded beyond its original boundaries several blocks in either direction to incorporate a greater number of nearby cultural institutions. The Arts District has effectively stimulated the revitalization of Downtown Berkeley, which is developing as an exciting urban arts center. In 2016, Diablo Magazine named the Downtown Arts District as the "Best Renovated Arts District in the East Bay." This included the renovation of buildings not originally built for the arts into beautiful art spaces and named the Berkeley Art Museum, the Berkeley Repertory Theatre and the new University Avenue music venue as prime examples.
- **New use of "temporary" public art** - A new temporary public art contract has provided a flexible definition of temporary public art.

Public Art

The City has a longstanding Public Art Program that includes, among other components, a City collection valued at \$3 million dollars, public art projects and city-owned galleries. Over the past decade, a new funding mechanism and precedent for planning for public art has reinvigorated this program.

- **One Percent for Public Art in Private Development** – As previously mentioned, the One Percent for Public Art in Private Development Projects Ordinance requires eligible projects to include on-site publicly accessible artwork or alternatively pay an in-lieu fee to the Cultural Trust Fund. This ordinance has created a new mechanism for funding public art.
- **District-Specific Public Art Plans** – The Telegraph District Public Art Plan, released in November 2015, creates a precedent for public art plans across Berkeley. The Plan, focusing specifically on the Telegraph District, lays out several implementable projects in categories corresponding to an increasing level of time and capital needed for implementation.
- **Downtown Berkeley BART Plaza and Transit Area Improvement Project** – The plaza above Downtown Berkeley Station will have a dramatic new look designed to improve both safety and walkability by Fall 2017. When construction is completed in September 2017, Berkeley will have a BART plaza with a "more open layout, better lighting, a signature glass awning, new bus

stops, and places for special events.”⁷ The City of Berkeley, in collaboration with the San Francisco Bay Area Rapid Transit District (BART), will construct eight, programmable light and sound polls for performances on the Plaza. Temporary public art sculptures will also be exhibited throughout the Plaza.

Arts Education and Program Partnerships

The City, in partnership with the University of Berkeley and the Berkeley Unified School District, continues to address arts education in and outside of the classroom.

- **The Berkeley Arts Providers School Partnership** – The Berkeley Arts Providers School Partnership connects UC Berkeley, the Civic Arts Commission, and the Berkeley Unified School District (District) to explore access to arts programming within the District’s schools. In 2015, the Office of the Chancellor funded the Berkeley Arts Providers School Partnership through the 2015-2016 Chancellor’s Community Partnership Fund to identify disparities in afterschool art programming for the District.
- **Berkeley Arts Connect** – The Berkeley Cultural Trust, in partnership with UC Berkeley places students in internships with arts non-profits. Through a nine-month internship, BCT encourages students to build a connection with the Berkeley arts community and the nonprofit to build a partnership with the University.

Conclusion

The City of Berkeley has experienced numerous changes to the arts ecosystem, including new policies, funding opportunities and program activities since the last Arts and Culture Plan in 2004. The key findings of the Current Conditions Assessment will inform the development and recommendations of the Berkeley Arts and Culture Plan Update. The Planning Team will continue to research, identify, frame and communicate changes to the current conditions in Berkeley through the upcoming stakeholder activities such as the Visioning Work Session with Civic Arts Commissioners, an online survey and community workshops.

⁷ Berkeleyside, Downtown BART plaza renovation work to begin soon, August 2016. <http://www.berkeleyside.com/2016/08/18/bart-plaza-renovation-work-to-begin-soon/>