



## **DRAFT Goals, Policy Statements and Actions**

**October 2017**

### **Goal 1: Sustain and grow the arts community**

#### **1.1 Increase and protect permanently affordable housing for artists.**

- a. Conduct an inventory of existing housing for artists and determine the specific needs that are not being fulfilled.
- b. Collaborate with the community to identify vacant buildings that could be converted and used for artist housing.
- c. Collaborate with other City departments that are working to address affordable housing city-wide.

#### **1.2 Increase the availability of affordable performance venues and studio spaces.**

- a. Facilitate the creation of space for arts use in Berkeley through land-use policy changes, in collaboration with the Planning Commission.
- b. Facilitate partnerships and space sharing agreements with city arts organizations.

#### **1.3 Explore and adapt proven models to protect and expand the availability of affordable housing and creation spaces for artists in Berkeley (e.g. CAST).**

- a. Meet with Community Arts Stabilization Trust (CAST) staff and key local actors to learn about the CAST model and evaluate its transferability.
- b. Identify strategies to replicate the CAST model in Berkeley.

#### **1.4 Enhance Berkeley as an arts and cultural destination.**

- a. Coordinate with Berkeley's Convention and Visitors Bureau to promote arts organizations and artists' activities on their website- [www.visitberkeley.com](http://www.visitberkeley.com)
- b. Create an Arts and Culture Marketing Program in collaboration with the Berkeley Convention and Visitors Bureau to expand and strengthen public awareness of the arts.
- c. Increase the focus on arts organizations outside the downtown area to help people understand the depth and breadth of the arts community in Berkeley.



**1.5 Communicate the value and impact of the arts to Berkeley's economy and overall vitality.**

- a. Provide presentations and briefings to elected officials regarding the economic impact of arts in Berkeley.
- b. Feature economic impact data in the Arts and Culture Marketing Program to help the public and decision makers understand the important role the arts play in the City's economy.

**1.6 Enhance and support cultural equity, and greater gender and ethnic diversity among artists in Berkeley.**

- a. Assess the multi-cultural makeup of Berkeley's art ecosystem to provide a basis for economic support and grant opportunities for diverse organizations and artists.
- b. Expand and strengthen public awareness of the diversity of cultural events by helping promote the City's multi-cultural events.

**1.7 Support and promote distinct art nodes in neighborhoods throughout the City.**

- a. Ensure broad geographic coverage in the distribution of art-related RFPs and in all outreach and promotional activities.
- b. Identify priority locations for targeted arts investment and outreach in Berkeley.
- c. Reinforce partnerships with local business and merchant associations to support community cultural events and activities.

**Goal 2: Invest in a vibrant arts ecosystem**

**2.1 Increase funding for arts organizations and programs by establishing stable funding sources and identifying new funding streams.**

- a. Identify potential funders, such as the California Alliance for the Arts.
- b. Create a streamlined grants portal for all types of civic arts grants to improve the efficiency and effectiveness of the grantmaking process and reduce application barriers.



- c. Ensure investments in arts organizations and artists outside of the downtown to ensure broad participation in funding opportunities.

**2.2 Review and evaluate results of the revised Civic Arts Grants guidelines on an annual basis.**

- a. Remove application barriers for individual artists and smaller organizations to ensure they can benefit from the Civic Arts grant program.

**2.3 Work with partners to develop pilot projects and initiatives that help advance the arts in Berkeley and are competitive for large-scale grants from state and national funders.**

- a. Collaborate with housing advocates and entities working to address homelessness to leverage funding.
- b. Pursue and leverage national funds with projects aimed at promoting equitable access to arts.
- c. Develop a pilot arts education focused grant program to leverage national funds.

**2.4 Improve marketing strategies to further promote the Civic Arts Grants Program and expand its reach to wider range of arts organizations and artists.**

- a. Create a stand-alone civic arts webpage to help increase the visibility of its programs and promote grant winners on the webpage.
- b. Publicize changes to Civic Arts Grants Program through an online video about the program with examples of current projects.
- c. Conduct “meet and greets” to promote the Civic Arts Grants Program among artists and organizations.
- d. Create networking opportunities for grant awardees as a way to market the program and provide additional incentives for artists to participate.

**2.5 Increase marketing of the arts among Berkeley residents and visitors.**

- a. Adopt a regional approach to arts marketing and look at how the greater East Bay can become an arts destination that includes Berkeley.



### **Goal 3: Promote high quality and equitable arts education**

#### **3.1 Continue to build strategic partnerships between the City, Berkeley Unified School District, and local arts providers to identify and address gaps in afterschool arts education.**

- a. Maintain and update arts provider database started by BAPSP.
- b. Integrate Berkeley Arts Education Steering Committee (BAESC) priorities into the policy agenda.
- c. Consider additional groups to partner with, such as the Berkeley Arts Education Steering Committee
- d. Enhance collaboration between schools and community arts organizations by removing administrative barriers of the BUSD approval process.
- e. Expand UCB's support for arts education in K-12 extended learning programs.

#### **3.2 Evaluate the structure and standards of practice for after-school arts programs to ensure equity and determine priority improvements.**

- a. Conduct mapping and evaluation of current programs
- b. Establish standards of excellence for both in-school and after-school programs
- c. Update survey of current BUSD offerings

#### **3.3 Collaborate with Berkeley Unified School District to designate a centralized position to help integrate arts education into the district's academic programs.**

- a. Evaluate in-school arts program to identify bridges between in-school and after-school programs (following the BAPSP's approach to the study it conducted).
- b. Help build classroom teachers' capacity to integrate arts into other subjects in the program by connecting teachers with select local arts organizations.

#### **3.4 Invest in strategies to ensure equitable access to high quality arts education for all Berkeley students.**

- a. Annually update BAPSP's Arts Education Handbook, in collaboration with BUSD.
- b. Implement a system to efficiently connect art educators and students in Berkeley.
- c. Create more sustainably funded positions within schools for credentialed art instructors.



- d. Create a general fund for arts education in schools to create more equitable access to quality art education throughout all schools in Berkeley.
- e. Build capacity for arts educators through fellowships, internships or other programs to help grow the arts education capacity and promote innovation.

**3.5 Identify legislative changes necessary to implement programmatic and structural changes to arts educations to achieve learning outcomes.**

- a. Partner with the California Alliance for Arts Education to build capacity in terms of legislative advocacy.
- b. Examine efforts in other California School District to blend multiple extended learning programs in order to integrate BEARS and LEARNS throughout the BUSD, at all sites.

**3.6 Provide leadership to develop a pilot initiative for innovative extended learning programs at local schools.**

- a. Study other statewide and national models of afterschool programming and arts education policies, such as the San Diego Symphony's program.
- b. Encourage Civic Arts grantees to participate in after-school programs.
- c. Select two priority sites to implement pilot initiatives aimed at bringing innovation to extended learning programs.

**3.7 Develop criteria for arts education grant funding that ensures equitable distribution of city funds across schools and organizations.**

- a. Provide support for organizations needing help with the application process.
- b. Examine the socio-economic context of arts education with an explicit focus on race and equity in order to tackle the structural issues behind the inequity in the provision of arts education.

**Goal 4: Integrate arts and culture into the civic realm**

**4.1 Enhance the City's visual environment by placing temporary and permanent public art in public spaces in strategic locations throughout the City.**

- a. Partner with business associations (Downtown Business Association, Lorin Business District) to secure funding for new public art throughout the city.



- b. Identify priority locations for public art.
- c. Secure funding to promote the new BART plaza programming.
- d. Encourage community-created art projects throughout the city.
- e. Prioritize interactive and participatory public art installations.

**4.2 Promote awareness of the One-Percent for Public Art Development Ordinance and identify strategies to incentivize the use of in-lieu funds by developers.**

- a. Consider how in-lieu funds can be dedicated for public art in the vicinity of the development as a way to incentivize developers to opt for in-lieu funding.
- b. Seek the help of business improvement districts to coordinate the use of in-lieu funds.

**4.3 Codify criteria for allocating funds to public art in order to ensure the program achieves its goals in terms of equity, quality and access.**

- a. Codify the arts festival grants process and daylight festival funding.
- b. Develop funding criteria that will allow greater participation by arts organizations throughout the City.

**4.4 Identify and secure funds for improved maintenance of existing public art in the City of Berkeley.**

- a. Conduct site/condition assessments of current public art.
- b. Develop a maintenance program and schedule for public art.
- c. Improve showcasing of the existing collection of public art.

**4.5 Promote the City's public art collection, highlighting its historic significance and its impact on quality of life through exhibits, programs, and educational resources.**

- a. Identify existing public art pieces that need targeted promotion to help raise awareness of the city's public art collection.

**4.6 Promote collaboration across sectors to infuse arts into all aspects of civic life and to leverage funding streams.**

- a. Develop partnerships with other sectors to help identify additional funding sources and better integrate the arts into other fields.



## **Goal 5: Improve operations to better serve the arts ecosystem**

**5.1 Allocate additional resources to grow the City's Civic Arts Department and add staff capacity to respond to increasing needs of the arts community including: grant programs, interagency and interdepartmental collaboration, increased needs for data and analysis, coordination with the BUSD and other activities.**

- a. Expand staff and systems capacity to help strengthen support and analysis of the Grants Program with on-the-ground grant making and technical assistance, data collection, and more robust administrative and logistical support.
- b. Increase staff capacity to participate in the many collaborative processes needed to address issues in the arts community along with broader city-wide issues.
- c. Increase staff capacity to administer, publicize and provide accountability for the increased arts investments being made in the city.

**5.2 Map investments and establish performance measures for each Civic Arts Program to evaluate reach and impact.**

- a. Hire and maintain profession-level staff to establish performance measures and an annual revision process.

**5.3 Improve the Civic Arts Department's ability to capture and analyze data to effectively inform policy development and educate decision-makers on the art sector's contribution to Berkeley.**

- a. Evaluate the economic stimulus that the arts industry provides to Berkeley's economy.
- b. Update the Economic Impact report every 5 years.

**5.4 Promote citywide departmental collaboration to better integrate civic arts into the City's operations and to streamline processes.**

- a. Coordinate communication about city art programs across departments.
- b. Further integrate culture and the arts into Berkeley's citywide economic development strategies.