City of Berkeley
Arts & Culture Plan
2018-2027 Update

“Spectrascape” (Detail) by Ene Osteraas-Constable.
“William Byron Rumford Memorial Sculpture” (Detail) by Dana King.
“Mandala Gates” by Eric Powell.
Photos courtesy of the City of Berkeley.
Executive Summary

THE ARTS IN BERKELEY

Berkeley is home to a vibrant and diverse community that strongly values its rich cultural fabric. Characterized by its collective nature, the city is famous for its distinguished university, beautiful natural setting, and its remarkable history as a home for progressive movements. Arts and culture permeate civic life in Berkeley through numerous acclaimed theaters, performing arts spaces, as well as the city’s many artists. Over 150 arts and culture nonprofits operate in Berkeley and together they contribute to a dynamic, continually evolving arts and culture community that interacts closely with other sectors of the city’s economy. The nonprofits that make up the arts community are particularly diverse in terms of their size and their creative disciplines.

Along with the cultural richness the arts infuse into the community, the arts sector is also a significant economic driver, generating an estimated $165 million in total economic activity. In 2017, Berkeley Mayor Jesse Arreguin stated that “in addition to fostering civic pride, a flourishing arts scene [brings] new visitors to our city and more revenue to local businesses.”

Currently, as the San Francisco Bay Area is experiencing substantial economic growth, rising real estate and living costs have created an especially challenging environment for the arts community in Berkeley. Some artists and arts organizations are leaving the city because they can no longer afford to live and work here. The Berkeley Arts and Culture Plan Update provides a framework for supporting the arts within the context of economic growth, and for its inclusion in future City plans.
UPDATING THE BERKELEY ARTS AND CULTURE PLAN

This 2018 Plan Update builds on the goals and objectives developed in the previous 2004 Berkeley Arts and Culture Plan. The cultural landscape of Berkeley has changed since the 2004 plan was completed, including new funding streams and program initiatives. New legislation and policies have provided additional resources for arts-related organizations, public art, and collaborative partnerships. The Arts and Culture Plan Update (Plan Update or Plan) establishes citywide goals, policy improvements and actions to support and further develop local arts, culture and entertainment.

Characterized by a spirit of collaboration, the planning process reflects the cooperative nature of Berkeley’s arts ecosystem. City staff, Civic Arts Commissioners, local consultants and a wide range of community partners worked together to develop the goals, policies and actions in the Plan Update.

This Plan Update, developed with extensive citizen participation, provides an essential tool for the design and implementation of public policies that promote arts and culture. Over 850 community members discussed art-related issues, opportunities and priorities in community meetings, interviews, an online survey, and via an interactive website. In addition, several studies, including an economic impact assessment, provided a detailed portrait of Berkeley’s creative sector. Based on this new understanding, the Plan Update identifies strategies to ensure that the city’s arts and culture sector will continue to flourish and enhance the quality of life for all residents and visitors.

This Plan Update focuses on three priority areas that align with the Civic Arts Commission’s areas of focus: Civic Arts Grants, Public Art, and Arts Education. These three policy areas are key pillars of the local arts ecosystem, and as such require focused attention and targeted resources to successfully achieve the Plan’s vision for a vibrant, equitable and creative city. The Plan Update lays out a responsive vision that can be achieved through a series of goals and strategies to be implemented over the next decade.
VISION

- The City of Berkeley is a place where the arts are fully integrated into civic life and community identity.
- Our public spaces inspire, promote dialogue and serve to engage all who live and work in Berkeley, and all who visit our city.
- The city provides a supportive environment for artists and arts organizations to prosper and thrive. The arts are inclusive and empowering and serve to strengthen collaboration within our community.
- Quality arts education for all ages inspires creativity, builds community and facilitates cross-cultural understanding.
- The economic contributions of local artists and arts organizations of all sizes are valued, prioritized and supported.
- Berkeley is known regionally, nationally and internationally as a place where anyone can experience the transformative power of the arts in a variety of settings and locations.

“Peacewall” (Detail) at Civic Center Park. Photo courtesy of the City of Berkeley.
GOALS

Five strategic goals have been identified to achieve the vision of Berkeley's Arts and Culture Plan Update. All five goals are interdependent and mutually reinforcing. Taken together, they have great potential to enhance the sustainability and vitality of arts and culture in Berkeley for the long-term.

Goal 1
Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations
Support the long-term sustainability of the arts and culture sector by expanding the availability of affordable housing and spaces for both artists and arts organizations.

Goal 2
Increase Investment in a Vibrant Arts Community
Strengthen and support Berkeley's inclusive and culturally rich arts sector by expanding funding and marketing opportunities for a broader array of arts organizations.

Goal 3
Expand High Quality and Equitable Arts Education
Support high quality arts education programs to provide all Berkeley students and lifelong learners with equitable access to an enriching and creative education.

Goal 4
Produce More Public Art Throughout Berkeley
Enhance the city's visual environment by further infusing the arts into all aspects of civic life and building a rich public art collection.

Goal 5
Expand the City of Berkeley's Organizational Capacity to Better Serve the Arts Community
Enhance the City's ability to respond to the evolving needs of the arts community and to ensure all Berkeley residents can participate in a variety of art experiences.
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CHAPTER 1
Creating the Arts and Culture Plan Update

PLAN PURPOSE AND DEVELOPMENT

The City of Berkeley’s Arts and Culture Plan aims to identify and articulate a common vision for the arts and establish shared goals that will guide the City over the next decade. The City of Berkeley seeks to make high quality arts and cultural experiences accessible to all members of the community by increasing resources for local artists and arts organizations, integrating public art across the city, and expanding access to quality arts education. The purpose of the Berkeley Arts and Culture Plan Update is to guide the efforts of the City – including the City’s Civic Arts Program and staff, the Civic Arts Commission, and other Berkeley arts stakeholders – to achieve the community’s cultural vision over the next ten years.

The arts encourage civic participation, give voice to diverse perspectives, promote intercultural communication and enhance Berkeley’s economy and physical environment. Currently, the city is experiencing a real estate boom and substantial economic growth. As Berkeley prospers, the City finds itself at a critical juncture where it must ensure that the arts community not only benefits from this growth, but is also able to sustain itself and thrive despite the rising cost of living. The Plan Update provides a framework for supporting the arts within the context of this new development, and for its inclusion in future City plans.

This planning process is sponsored by a grant from the William and Flora Hewlett Foundation, with additional grant funding from the UC Berkeley Chancellor’s Community Partnership Fund and matching funds from the City of Berkeley.
To critically examine how the City of Berkeley serves the local arts community, this year-long planning process involved a thorough assessment of current conditions and trends, and included robust community engagement. Key planning activities included:

- Conducting an in-depth economic impact analysis of the local arts and culture sector.
- Conducting a thorough review of past plans, studies and reports.
- Assessing the current conditions of the local arts community.
- Soliciting in-depth input from local stakeholders, including Civic Arts grantees, nonprofit leaders, artists, arts educators, City staff and Civic Arts Commissioners.
- Engaging the public through a wide range of activities including a community workshop and an online survey in order to provide multiple opportunities for the community to share their ideas and concerns.

The active collaboration between the Civic Arts staff, the Civic Arts Commission and the arts community throughout the process helped identify priorities and the direction for the Plan Update, and helped create a common vision for the arts in Berkeley and build community support around this shared vision.

Three policy areas were identified as priorities for the City as it strives to enhance Berkeley as an arts and cultural destination for all: Civic Arts Grants, Public Art, and Arts Education. Innovative policies to guide the programs in these three priority areas have the potential to advance the arts and culture sector toward greater cultural equity. The noteworthy progress that the City has demonstrated in these priority areas has helped lay the foundations for the Plan Update.

Artist John Wehrle’s mural “Mak Roote” at the West Berkeley Rail Stop and Transit Plaza.
Photo courtesy of the City of Berkeley.

**COMMITMENT TO CULTURAL EQUITY**

The City of Berkeley commits to supporting equity within the arts and culture sector, and to consistently evaluating its programs and practices. The City recognizes the multiple benefits the arts provide to Berkeley residents at all stages of human development, regardless of race, color, religion, age, disability, national origin, sex, sexual orientation and gender identity/expression.

All members of the community should have equitable access to a rich, rewarding, and inspiring cultural life. Beyond ensuring access to the arts, the City envisions an arts and culture sector that empowers all members of the community to become leaders and to help steer the arts toward a more equitable future that reflects Berkeley’s diverse communities.

The City of Berkeley commits to the support of artists and arts organizations that represent diverse cultures, life experiences and socio-economic backgrounds. The City supports the empowerment and equal representation of cultural perspectives that have been traditionally and historically underrepresented.
COMMUNITY PROCESS

Developed through a dynamic and community-engaged process, the Plan Update reflects the needs, interests and priorities of a diverse cross-section of Berkeley community members and arts stakeholders. The Civic Arts Commission initiated the planning process by writing a grant through the City of Berkeley to the William and Flora Hewlett Foundation. This Plan Update will help the City and the arts community build on recent successes and navigate current issues, such as affordability challenges caused by the economic boom and rising cost of living.

In the past year, the arts and culture planning team conducted extensive public engagement. Over 850 community members and local stakeholders representing the diverse arts community participated in the planning process. The Plan Update was informed by the rich input received from community members who participated in a wide range of outreach activities, including but not limited to an online survey, stakeholder interviews and policy working groups.

Visioning Work Session
The City hosted a visioning work session in February 2017 with Civic Arts Commissioners and local arts stakeholders about the arts and culture plan update process in order to generate ideas for a vision and initiatives to strengthen Berkeley’s arts and culture ecosystem. Several key themes emerged from the visioning activity, including the need for centralized communications, affordable art spaces, and further development of the new Public Art on Private Development Program.

Community Survey
To collect community input on arts and culture needs, priorities and opportunities, the planning team conducted an online questionnaire. Between April and June 2017, a total of 702 surveys were collected. The planning team conducted a robust outreach effort to publicize the survey including e-blasts, targeted flyer distribution, social media posts and outreach to key partners. The survey results were instrumental in developing an actionable plan update that reflects the needs and concerns of the community.

Community Workshop
The planning team hosted a community workshop at the Kala Art Institute with the purpose of informing the public about the arts and culture plan update process and soliciting further input on ways to strengthen Berkeley’s arts and culture community. Over 40 participants attended the workshop and key findings that emerged from participants’ responses and comments included the need to prioritize the creation of affordable artist housing and art spaces, as well as a desire to see more public performances across the city.
Policy Working Group Meetings
Leaders in the local arts sector were invited to participate in three thematic policy working group meetings and one policy review session. The goal of these policy working groups was to identify potential policy improvements and action steps related to Civic Arts Grants, Public Art, and Arts Education. The participants were then invited to a final review session to review the statements that were developed at these sessions in advance of them being incorporated into the Plan.

Civic Arts Commission
The Civic Arts Commission was the catalyst for the Arts and Culture Plan Update and provided leadership throughout the process. The Commission met regularly to receive updates on the planning process and provide direction. Commissioners helped shape and conduct the community outreach program, and provided key insights into the Plan Update framework.
CHAPTER 2
The Berkeley Arts Community Today

KEY COMMUNITY PARTNERS

Berkeley’s nationally recognized arts scene is home to over 150 active arts and culture nonprofits as well as many local artists. The city is also home to a wide range of artists known regionally, nationally and internationally. These artists and organizations sustain our cultural ecosystem through their contributions of talent, resources and leadership.

The City of Berkeley has long recognized the importance of the arts to the economic health and livability of our city. This understanding is reflected by the financial investments and programmatic commitments the City has undertaken over the years to nurture the growth of arts and culture as a core aspect of life in Berkeley for both residents and visitors.

Founded in 1980, the Civic Arts Commission advises the City Council and is charged with promoting the arts and urban beautification in Berkeley. The nine-member Commission has four subcommittees that address public art, grants, policy, and arts education. Through their work, the Commission has spearheaded changes to the Civic Arts Grant Program, initiated the public art on private development ordinance, and partnered with UC Berkeley to study equitable access to art enrichment in afterschool programs. The Berkeley Civic Arts Commission continues to be a driving force for change and forward-thinking progress for arts and culture in Berkeley.

Statue of Byron Rumford by Dana King, located on Sacramento Avenue in South Berkeley. Photo courtesy of the City of Berkeley.
The Civic Arts Program is housed within the City’s Office of Economic Development and implemented by the City’s Civic Arts staff. The organizational structure and work flow of the Civic Arts Program is included in Figure 1 to illustrate the interrelationship between elected officials, City staff, Civic Arts Commissioners and the various arts programs, activities and policies.

The Berkeley Cultural Trust (BCT), another key player in the local arts community, is a free membership-based organization that represents cultural organizations throughout Berkeley. BCT has helped create a strong, unified voice for artists and cultural organizations to advocate for policies, actions and resources that enhance the well-being of local artists and cultural organizations. The BCT operates in close cooperation with the Civic Arts Commission, demonstrating the collaborative nature of Berkeley’s art community.

Additionally, the University of California, Berkeley is home to several key arts and cultural venues and features world-renown arts programming. For instance, as one of the largest, university-based performing arts presenters in the United States, Cal Performances offers a unique array of world-class cultural experiences to Berkeley residents and visitors from across the Bay Area. Many other campus departments and centers offer regular arts and culture programming, often free or at low cost to students and members of the community.

The expansion of new arts and cultural venues amplifies 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, offering 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 Theatre was refurbished and re-opened in April 2016, offering a large (1,400 capacity), state-of-the-art live music venue in the City of Berkeley.

Local arts events and festivals across the city offer a window into the vibrant style and diverse cultures of Berkeley. Berkeley is host to several annual events and festivals including Solano Stroll, the Cinco de Mayo Festival, and the Bay Area Book Festival.
CIVIC ARTS WORK FLOW 2018

City Manager

Office of Economic Development Manager

Civic Arts Staff 2 FTE

City Council

Civic Arts Commission

- Policy Review and Development
- Civic Arts Grant Awards
- Public Art Budgeting
- Public Art Review, Selection & Commissions

Public Art Program

- City collection valued at $3M
- Civic Center Annual Exhibition
- City owned exhibition spaces, Contracted Curators
- 1947 Center Street Lobby Gallery
- Cube Space @ Center Street Garage
- Collection Maintenance (recent listed)
- Earth Song Restoration
- Ohlone Mural Graffiti Removal

Community Development

Secretary to Civic Arts Commission & City representatives to Berkeley Cultural Trust

Contracts

- 1-2 new contracts each month
- Commissioned artists, consultants, curators, community partners

Fundraising (recent listed)

- Private restoration donation - $1,000
- Hewlett Grant for Cultural Plan Update - $50K
- UC Chancellor Grant (art education) - $20K

Marketing

- Visit Berkeley (BCVB) partnership
- Downtown Business Association Collaboration
- Email program updates to community
- Press releases

Technical Assistance

- Educational material/publications
- Grant Program Community Workshops

1.5% for Public Art on City-Owned Property

Public Art on Private Development Program

- Provide guidance to developers and art consultants
- Administer in-lieu fees

Civic Arts Grant Program

- Grant Program Assessment implemented in 2015
- Program structure updated in 2016
- Fiscal Year 2018:
  - 61 grantees: artists and arts organizations
  - $500,000 total allocated, a 20% increase from the prior year
ECONOMIC IMPACT OF THE ARTS

For a city of 118,000, Berkeley offers a remarkably diverse array of arts and cultural opportunities. These cultural assets enrich the lives of individuals, help to build community, and create a positive identity and image for the city as a whole. Along with these social benefits, the arts and cultural assets in Berkeley also spur significant economic growth. As part of the 2018 Arts and Culture Plan Update, an economic impact report was developed to document the significance of the arts and culture industry to Berkeley’s local economy.

Overall, the arts and culture industry in Berkeley generates nearly $165 million in total economic activity, including both direct and indirect impact of the arts and culture industry. Arts and cultural organizations have a significant direct economic impact on the community. In particular, salaries and benefits, which go to local residents, and physical venue costs which typically go to local businesses, are direct expenditures that benefit the local economy. In Berkeley, total direct expenditures by nonprofit organizations come to nearly $98 million and the arts industry provides over 6,000 paid positions.

Arts and culture venues and events are popular in Berkeley, attracting a total audience of over 2.6 million in 2016. Audiences, which include both local residents and visitors from neighboring cities and beyond, significantly expand the economic impact of arts organizations through their spending at nearby restaurants, stores and hotels. This off-site spending may even exceed the direct expenditures of the arts organizations themselves. In particular, cultural events can attract new dollars by drawing visitors to the city who may spend more on average than local residents by paying for lodging and other related services.

SNAPSHOT OF CURRENT CONDITIONS

Through stakeholder interviews and focus groups, the planning team identified key issues influencing the arts in Berkeley. This assessment explores the current conditions and trends impacting the city’s arts and culture sector, focusing on what has changed since the last Arts and Culture Plan in 2004. The key findings and issues that emerged from this assessment are described below.

Arts Funding and Investment

Art continues to play a critical role in Berkeley’s economy, with strong performing and visual arts and new venues attracting visitors from outside the city and region. Even with the increased funding offered through the Civic Arts Grant Program, community arts leaders emphasized the need for additional funding to support the arts across the city.
Affordability
The issues of housing affordability and artist space affordability in Berkeley and the Bay Area are central concerns for artists and arts organizations in Berkeley. With rising real estate costs, 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. Local arts 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 spaces for artists and arts organizations.

Geography
Downtown Berkeley’s successful “Addison Street Arts District” 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 and the “Ashby Arts District” in South Berkeley are prime candidates for additional, neighborhood-specific City investment.

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-sharing and formalized structures to forge new relationships across sectors.

Arts in Education
Berkeley is working to address the role of schools and nonprofits in providing students with a high quality, equitable arts education. While BUSD has an exemplary music program district-wide, visual arts and other performing arts such as dance and theatre are not as consistently taught or widely available to all students. Some interviewees expressed that students who attend public school have less exposure to the arts, which makes them less familiar and invested in the arts as adults. Research by UC Berkeley through the Chancellor’s Community Partnership funded study indicated that disparities in arts programming exist within the Berkeley Unified School District (BUSD) K-8 afterschool programs. 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 issue in the Berkeley arts community.
Marketing and Promotion

Many arts institutions host shows, events and programs in Berkeley, however, stakeholders expressed a need to better market and promote their work and related activities. 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. Some interviewees suggested that the City and its arts partners work together to better leverage Visit Berkeley and expand marketing efforts.

Recent Arts Awards for Berkeley

In 2016, the *Diablo Magazine* named Berkeley’s Arts District the “Best Renovated Arts District in the East Bay” citing the new UC Berkeley Art Museum, the new UC Theatre, Taube Family Music Hall, and the Berkeley Repertory Theatre.

The City of Berkeley hosted the “Meeting of Mayors” event as part of the Mayors Innovation Project in 2016. The arts sector’s contributions to the city’s economy were highlighted in a presentation to mayors from over twenty cities from across the country.
CHAPTER 3
Priority Planning Areas

Since the adoption of the last Arts and Culture Plan in 2004, the City and the Civic Arts Commission have prioritized three policy areas: Civic Arts Grants, Public Art, and Arts Education. This Plan Update takes an in-depth look at the development of each area in recent years, evaluating the City’s investment of resources and making recommendations for further policy improvements in alignment with the vision articulated in this Plan.

The City’s commitment to these three priority areas is exemplified by initiatives led by the City in recent years, which include the UC Chancellor’s grant-funded initiatives to enhance arts education, the development and implementation of the Public Art on Private Development ordinance, and revisions to the Civic Arts Grants guidelines for increased efficiency and equity. The progress that the City has demonstrated in these priority areas has helped lay the foundations for the Arts and Culture Plan Update and has equipped the City with the tools necessary to further strengthen its programs and address new challenges.

CIVIC ARTS GRANTS

Background and Current Conditions
The City of Berkeley provides financial support to the local arts community through the Civic Arts Grant program. The Berkeley Civic Arts Commission utilizes its grant-making to strengthen Berkeley’s arts landscape in order to enrich the city as a whole. Grant funds are strategically targeted to continue building a vibrant arts ecosystem. The Civic Arts Commission makes funding recommendations to the City Council after a review panel evaluates the proposals and gives recommendations to the Commission.
The Civic Arts Grant Program is unlike other funding streams in that it allows organizations to utilize the funds for core operational activities rather than restricting expenditures to programming and projects. Over the last 15 years, the Civic Arts Grant Program has pursued a consistent grant-making approach, providing general operating support to arts groups, service organizations, and arts programs within larger institutions, and project support to individual artists. The amount of funding available for arts grants varies each fiscal year depending on the allocation from the City's General Fund approved by the City Council. The Civic Arts Commission and its Grants Subcommittee disburse the yearly allocation to a broad and diverse range of applicants, serving the widest audience possible.

Recent Developments and Accomplishments

In 2015, the City of Berkeley engaged an independent consultant to evaluate the Civic Arts Grant Program and identify strategies to improve the program. One of the key findings from the assessment was that the “formula-based approach and lack of grantee categories resulted in low grant amounts and was perceived as fostering inequitable distribution of resources that put small arts groups at a disadvantage.” The assessment also revealed the need to promote art nodes in neighborhoods throughout the city, as opposed to concentrating funding in established districts (such as the Downtown Berkeley Arts District).

Subsequently, the City changed its grants guidelines and discontinued the use of the formula in grant allocations. In place of the formula-based approach, the City created three separate competitive grant pools for a) large and mid-size arts organizations, b) small arts organizations, and c) individual artists. In addition, the City simplified the application guidelines, form, and process, with separate application processes for organizations and individual artists.

The City Council also adopted the following changes to improve the Civic Arts Grant Program and ensure it is accessible to a wider diversity of local artists and arts organizations:

- Increased annual allocation to the Civic Arts Grants Program to a total budget of $500,000 for Fiscal Year 2018. (Table 1)
- Shifted from a two-year grant cycle to an annual cycle to allow arts organizations and artists an annual opportunity to apply for funding rather than having to wait every other year to apply.

Table 1: Civic Arts Grant Program Funding (2015 — 2018)

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<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
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<tr>
<td>Civic Arts Grant</td>
<td>$229,100</td>
<td>$378,850</td>
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<tr>
<td>Funding Allocation</td>
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A map of the 2017-2018 grant recipients (see Figure 2) demonstrates that grantees are spread across the city, creating art and programming in every district. Using an equity lens, the Civic Arts Grant Program is continually analyzing its practices and operations to ensure it reflects the cultural and racial diversity of Berkeley, the array of artistic disciplines practiced, geographic reach, and the current needs of the arts sector in Berkeley.

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Figure 2: Map of Civic Arts Grants

2017-18 CIVIC ARTS GRANT AWARD RECIPIENTS

**Individual Artists**
1. Christy Chan
2. Christopher (Kit) Young
3. Richard Silberg
4. Bruce Coughran
5. Todd Gilien

Funding dependent on increase in Civic Arts Program Funds

6. Sheila Metcalf Tobin
7. Ben Goldberg

**Small and Mid-Sized Organizations**
8. BravArts, The Damascena Brazilian Cultural Exchange
9. Berkeley City College - Milvia Street Art and Literary Journal
10. Watershed Environmental Poetry Festival
11. Poetry Flash
12. Capoeira Arts Foundation
13. Berkeley Art Center
14. Actors Ensemble
15. CODEX Foundation
17. Alternative Music Foundation
18. Gamelan Sekar Jaya
19. La Peña Cultural Center
20. Berkeley Community Chorus & Orchestra
22. Junior Bach Festival Association, Inc.
23. Chora Nova
24. Pacific Edge Voices
25. Berkeley FILM Foundation
26. Sacred and Profane: A Chamber Chorus
27. Veretski Pass
28. Central Works
29. Play Cafe, Inc.
30. Creative Wellness Center/Bonita House, Inc.
31. Youth Musical Theater Company
32. Indina’s Net Theater
33. PlayGround
34. Inferno Theatre
35. TheatreFIRST
36. Those Women Productions
37. David Brower Center
38. Youth Spirit Artsworks
39. New Space Studio

Funding dependent on increase

40. UC Jazz
41. Creative Residencies for Emerging Artists Teaching Empowerment

**Large Organizations**
42. Luna Dance Institute
43. Foundation for the Future of Literature and Literary, dba the Bay Area Book Festival
44. Small Press Distribution
45. Shotgun Players
46. Berkeley Ballet Theater
47. Kala Art Institute
48. Habitat Children’s Museum
49. Heyday
50. UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)
51. Regents of the University of California, Cal Performances
52. Berkeley Society for the Preservation of Traditional Music, dba Freight & Salvage
53. Berkeley Symphony
54. Ashkenaz Music & Dance Community Center
55. Aurora Theatre Company
56. Bay Area Children’s Theatre
57. Cazadora Performing Arts Camp
58. California Jazz Conservatory
59. Shawl-Anderson Dance Center
60. Julia Morgan Center for the Arts, Inc. DBA: Berkeley Playhouse
61. Berkeley Repertory Theatre
Another recent development is the establishment of a festivals grant program. Historically, Berkeley’s grants to cultural festivals and special events have been allocated to specific recipients via the City’s annual budget process, rather than through a competitive application process. In 2017, the Civic Arts Commission partnered with members of the Berkeley Cultural Trust, including a producer of many of Berkeley’s most successful arts and culture festivals, to advocate and develop a framework for a transparent, competitive, public process for the allocation of those funds, so that more organizations would have the opportunity to benefit from that financial support. In early 2018, the Berkeley City Council adopted a resolution committing the City to proceed with that policy. City staff plans to work with the Civic Arts Commission to establish the program for implementation early 2019, in advance of the 2019-2020 grant cycle.

**Recommended Improvements**

The Civic Arts Grant Program is a clear articulation of the City’s commitment to sustaining and celebrating the arts and creative expression within its borders. Arts stakeholders and community members that participated in this planning process identified a number of strategies for building on existing assets to increase investment in a vibrant arts community (with additional detail in Chapter 4):

**Policy 2.1**

**Expand the Civic Arts Grants Program by increasing funding and technical assistance for grantees.**

Arts advocates seek an ongoing commitment from local government to fund grants programs, and to explore funding increases that can be sustained by new revenue streams. Beyond funding, the City can increase the impact of the program by bolstering technical assistance for artists and arts organizations, particularly in regards to fiscal sponsorship and management, and organizational development.

**Policy 2.2**

**Promote an equitable grant-making process and reduce application barriers.**

The Civic Arts Commission and other arts stakeholders commit to pursuing additional enhancements to the City’s arts funding programs to expand access for individuals and organizations from cultural communities and geographical areas that have been historically underrepresented and underfunded.

**Policy 2.3**

**Promote the Civic Arts Grants Program to offer funding opportunities to a wider array of arts organizations and artists.**

The City, the Commission and arts partners can expand the network of funding recipients by enhancing communications, establishing an organizational mentorship program, and pursuing other creative strategies to increase inclusiveness and build capacity.

**Policy 2.4**

**Increase marketing of the arts among Berkeley residents, regional audiences and tourists.**

There’s a clear need and opportunity to leverage the community’s investments in the arts by increasing marketing activities and strengthening connections between organizations and their audiences.
ARTS EDUCATION

Background and Current Conditions
Art practice and creative expression are crucial to the education and development of young people and people of all ages. Arts education provides opportunities for participants to build skills, solve problems, express themselves, and create something new. The City of Berkeley and its partners offer a wide range of high quality arts education experiences, available to an intergenerational Berkeley community in a variety of settings. The Berkeley arts and culture education system consists of a network of organizations including departments of the City of Berkeley, the Berkeley Unified School District, arts programs within higher education institutions, and educational programs within non-profit and community-based organizations.

Berkeley Unified School District programming
Berkeley Unified School District (BUSD or the District) consists of 11 public elementary schools, 3 middle schools, a high school, and an alternative school serving over 9,400 students in the BUSD. In addition, the District has 3 preschool facilities and an Adult School serving several thousand students each year. Programming in the curricular day includes:

- Music at all levels: BUSD’s exemplary music program, funded by a recently renewed parcel tax, begins with recorder lessons for third grade classes, instrumental music for upper elementary, and then band, jazz band and orchestra at every middle school and Berkeley High (BHS). Alumni of BHS’s award winning jazz ensembles have achieved recognition and awards in the national and international jazz scene.

- Other arts at all elementary and middle schools: Offerings of dance, theater and visual arts classes vary from site to site at elementary and middle school level. In elementary school, each principal works with stakeholders at their site to decide what kind of arts education is offered during the school day and how much.

- Arts at the high school level: The quantity and quality of arts programming at Berkeley High is superior by national standards for high schools of its size. All disciplines are represented, and performances and exhibitions are of very high quality. Serious artist students graduating from BHS are accepted at conservatories and professional arts preparation programs and go on to professional arts careers. That said, the resources offered in each field vary from year to year depending upon county/state support, philanthropic and PTA support, and BHS leadership.

Afterschool programming
Afterschool programming provides arts learning opportunities and enrichment for students at all levels. These opportunities are programmed as outreach opportunities within arts non-profit organizations, by the schools, and by school PTAs. As a result, the overall landscape for afterschool arts programs varies in both quality and access from school to school. Within the BUSD elementary school program, the complex afterschool ecosystem involves two different afterschool programs: LEARNS, a program that charges a sliding scale according to family income and BEARS, a subsidized program offering low or no-cost care to low-income families. The two programs offer markedly different levels of access to the arts and vary widely in quality and innovation from site to site. Each school’s PTA offers a unique menu of programming that overlaps with both programs somewhat, but also serves students who participate in
neither afterschool program. The PTA classes typically charge a fixed amount per class, with limited scholarships, thereby offering high quality arts access to the children of better-resourced families. The dependence on differentiated models of funding – parental and governmental – can create inequity in access to arts programming.

City of Berkeley Programming
The City of Berkeley offers arts education classes through the Parks, Recreation and Waterfront Department that complement the Berkeley Unified School District’s afterschool arts and culture activities and summer activities. Summer offerings include Cazadero Music Camp, which serves 1,400 students age 10 through 18 each summer; JumpStart in Music; Echo Lake Camp’s artist-in-residence program; and Arts Discovery Camp serving children ages 5-12. Many classes are available at subsidized prices for Berkeley residents. Scholarships are sometimes available for low-income individuals and families. Afterschool classes take place at three park campuses.

Non-Profit and Community-based Providers
Many of the 150+ arts organizations in Berkeley are fully dedicated to arts education, or have educational components integrated into their core programming. Berkeley enjoys high-caliber arts education providers in visual art, theater, dance, music, film, and other forms of fine art and creative expression. Many of these organizations partner with BUSD. While such partnerships increase students’ access to arts education, the quality, accessibility, consistency, depth, and breadth of such partnerships vary, creating inequity in access.

Higher Education and the Arts
Berkeley’s institutions of higher education feature robust offerings in the arts, design, culture and creativity. At Berkeley City College, the Visual Art Department features studio classes, art history classes, certificates of achievement in Public Art, Figure Drawing and Art History, and AA Transfer Degree in Studio Art. The University of California at Berkeley houses a range of educational departments, student groups, and presenting organizations that teach the arts to college students, life-long learners, and youth across all disciplines in the visual arts, the performing arts, film and media, literary arts, and all design fields.
Educational offerings include free and accessible public programming, courses and degrees for UC Berkeley students, courses and certificates for concurrent enrollment students and life-long learners, educational programming from museums and presenting organizations, internships in arts administration, and student clubs devoted to community arts. The recent creation of the Office for Berkeley Arts + Design seeks to aggregate this rich and varied landscape across the campus, collaboratively raise funds, and strengthen community partnership in all creative fields. While the impulse to institutional and individual collaboration runs deep, the ongoing state and federal cuts to public higher education imperil the capacity to leverage and expand higher education programs on behalf of arts education in the city of Berkeley.

**Advocacy organizations**

The City of Berkeley, Civic Arts Commission, Berkeley Cultural Trust, and arts nonprofits in Berkeley are engaged in efforts to improve the access and quality of arts education opportunities for students. Drawing from each of these entities, the Berkeley Arts Education Steering Committee (BAESC) is a collaborative group dedicated to promoting and enhancing arts education in Berkeley. BAESC was founded in 1998 as a collaboration between local arts organizations, parents, teachers and administrators. BAESC is a committee of Berkeley Cultural Trust and over the past 19 years has been led by local leaders in partnership with BUSD. The goal of BAESC has consistently been to bring a variety of strong arts programming to students in the Berkeley schools.

**Recent Developments and Accomplishments**

Despite the challenges of an under-resourced and under-coordinated arts education environment in the City of Berkeley, there has been continuous improvement as well as promising pilot projects that test new partnerships and create coalitions for advocacy. Most of the pilots described below depend entirely on volunteer labor and need stable funding and staffing to continue implementation.

**UC Berkeley Arts Administration Internship Program**

Funded for two years by a Chancellor’s grant from UC Berkeley, the Arts Research Center (ARC) at UC Berkeley collaborated with the Berkeley Cultural Trust to establish internships programs for Cal students within ten to twelve arts organizations. Students received Independent Study or Field Study credit with then ARC Director (now Associate Vice Chancellor) Shannon Jackson while volunteering in the administrative offices of BCT member institutions. BCT staff received modest stipends in exchange for mentorship and a modest fund supported programming and teaching in the field of arts administration. This model was a win-win for Berkeley students and the Berkeley Cultural Trust, but it requires sustained funding to continue.

**Equity in Access to After-school Arts Program Study**

Funded for two years by another Chancellor’s grant from UC Berkeley, the City of Berkeley and the Berkeley Civic Arts Commission partnered in 2017 with the Principal Leadership Institute in the Education Department at the University of California at Berkeley to study arts education at BUSD after-school programs. The study identified issues of unequal access to arts education at various afterschool
program sites—sited above—and made recommendations to address these equity issues. The project also resulted in the creation of a draft *Art Education Handbook* for after school programming at BUSD. The project sponsors and partners hope to build on this progress by enhancing partnerships between arts nonprofits and BUSD afterschool programming.

**Creative Residencies for Artists Teaching Empowerment (CREATE)**

Amongst the many arts providers identified in the Afterschool Program Study, UC Berkeley’s network of student volunteers are a key source of supplemental arts education at BUSD and other schools. The C.R.E.A.T.E. program within the Public Service Center (PSC) places around 40 students in local schools as volunteer arts teachers, though PSC cannot afford to hire staff dedicated to coordination and mentorship. With their own initiative, Berkeley students applied for and received a one-time Civic Arts grant to hire experienced teaching artists to train them as assistant arts teachers. Once again, this was a win-win for many schools, Berkeley students, and Berkeley-based teaching artists, but it requires sustained staffing and funding to continue.

**The Berkeley Arts Education Steering Committee (BAESC)**

The Berkeley Arts Education Steering Committee (BAESC) is comprised of staff from local arts organizations, parents, teachers and administrators. Coming out of an effort to apply for a Kennedy Center grant for arts education, BAESC’s goal is to bring a variety of strong arts programming to students in Berkeley’s schools. While they did not receive the grant, the coalition remained. BAESC was inspired by the arts education meeting held in the fall of 2015 at the William and Flora Hewlett Foundation to continue working for quality arts education in both the school day offerings and in afterschool programs. BAESC has identified two near-term goals:

1. Enriching afterschool programs with the arts using the afterschool arts assessment conducted by the Berkeley Civic Arts Commission and the UC Berkeley’s Principal’s Leadership Institute under the sponsorship of the UC Berkeley Chancellor’s grants.

2. Exploring what resources are available outside the district to facilitate an arts education strategic plan.

**Recommended Improvements**

Arts education advocates and service providers should build on these recent accomplishments and strengthen partnerships with BUSD and other educational institutions to expand high quality and equitable arts education in Berkeley. This community planning process identified the following policy goals and actions steps to pursue this goal (with additional detail in Chapter 4):

**Policy 3.1**

**Advocate on local, state and national levels to further incorporate arts education into the curricular day and enhance equitable access to arts in extended learning programs.**

Berkeley’s community leaders in the arts have established clear advocacy goals related to addressing inequities in access to arts education, increasing the offerings of stand-alone arts instruction, and better integrating the visual and performing arts in other curricular areas such as math, language arts, science and social studies. Advocates are committed to organizing persistent efforts in pursuit of those goals.

**Policy 3.2**

**Create innovative learning opportunities that connect students and young adults with career pathways in the arts.**

Berkeley can build upon the pilot projects described above to create and fund innovative learning opportunities that connect college students and young adults with career pathways in the arts—whether as
community arts practitioners, as arts teachers, or as arts administration internships. Such win-win partnerships create a virtuous circle that fortifies the public schools and arts organizations of the city while providing career-building opportunities for students and young adults with a passion for the arts, community, and cultural leadership.

Policy 3.3  
**Bolster arts education programming that complements the public school (K-12) context and lifelong learners.**

BAESC and the Civic Arts Commission are committed to planning and implementing a key recommendation of the recently completed research on afterschool programming: a summer arts enrichment pilot to BEARS students. Working with the BEARS administrator, this coalition is developing a series of field trips to Berkeley arts providers to provide students with several hand-on arts experiences in the visual and performing arts. Input will be sought from both students and staff after each arts field trip to inform next steps, and possible areas of arts focus for the subsequent school year.

PUBLIC ART

**Background and Existing Conditions**

Across the City of Berkeley, creative and unique works of public art enhance the quality of life for residents and visitors alike. Public art breathes life into the built environment and open spaces by engaging artists to create works that reflect the unique character of our city. According to a 2015 study conducted by Americans for the Arts, titled “Americans Speak Out about the Arts,” approximately 78% of Americans experienced the arts at a “non-arts” venue, such as a park, airport, shopping mall or civic building. This finding indicates that efforts of local arts organizations and arts agencies to “integrate the arts deeper into the fabric of their communities are having measurable impacts.”

Public art is integrated in a number of Berkeley’s parks, civic buildings, private developments, streetscapes, and other public spaces (see Figure 3 Map of Berkeley’s Public Art). The City’s longstanding Public Art Program includes a City collection valued at $3 million dollars, numerous public artworks installed throughout the city, and three City-owned galleries which house a series of rotating exhibitions. The City has completed 82 public art projects since its inception in 1967, with many of the early works commissioned through the City’s own voluntary contributions, philanthropic donations and grant funding.

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Figure 3: Map of City of Berkeley's Public Art
In 1999 the City of Berkeley adopted the Percent for Art Ordinance, requiring all public improvements and bond measures to allocate 1.5% of the capital budget for public art. This ordinance established a program to fund the development of visual art in public places, including art developed in conjunction with municipal construction projects.

In 2001, the City of Berkeley developed “Guidelines for Public Art” designed to support legislation and staff responsibilities. As part of these guidelines, the following mission statement was articulated for the Public Art Program:

The City of Berkeley’s Public Art Program will enliven and beautify the City’s environment. The program will encourage and promote awareness of the City’s rich ethnic, social, and cultural diversity as expressed through visual and design arts. The Public Art Program will enhance the visual environment for the citizens of Berkeley, integrate the design work of artists into the development of City public works projects, and promote tourism and economic vitality of the City through the enhancement of public spaces.1

The City of Berkeley has also programmed various publicly accessible exhibition spaces providing local and regional artists the opportunity to show their work in highly visible locations. These include:

1. The Civic Center Art Exhibition, located in the public spaces of the Martin Luther King Civic Center (2180 Milvia Street), provides artists who either live or work in Berkeley with a way to share their art with City staff and the public.

2. The Lobby Gallery at 1947 Center Street serves as a curated gallery that provides visitors and staff an opportunity to see art produced locally in the Bay Area region.

3. Addison Street Windows Gallery, at the Center Street Garage, for decades incorporated a visual artwork into Downtown Berkeley’s award-winning Addison Street Arts District. As of publication, the garage is currently being reconstructed; the new garage will include an exhibition space called “Cube Space” that hosts audio-visual art installations.

Recent Developments and Accomplishments

“Recent Developments and Accomplishments”

Significant policy achievements in recent years have advanced public art on a number of fronts within the City of Berkeley. Some of the policy improvements will generate new sources of funding for public art, making this an ideal time to conduct a citywide community-engaged planning process to inform how these resources will be allocated, ensuring that new public art opportunities are aligned with Berkeley’s values and vision.

Public Art in Private Development

After years of community deliberation, City Council adopted the Public Art on Private Development Ordinance in July 2016 to support publicly accessible on-site artwork valued at 1% of the cost of construction of new commercial, industrial, and multi-unit residential buildings. As an alternative to commissioning on-site artwork, the Ordinance allows the developer to pay an in-lieu fee of 0.8% of the cost of construction to support publicly accessible arts and cultural programming anywhere within Berkeley. In October 2017, City Council revised the Public Art on Private Development Ordinance, expanding the applicability and increasing the budget requirement for on-site artwork to 1.75% of construction costs. The Public Art on Private Development Program Guidelines call for an annual budgeting process to allocate any funds accrued in the “in-lieu” fund, referred to in the
Significant Community Benefits

Through the advocacy efforts of the Civic Arts Commission, City Council approved a significant community benefits package for the Harold Way development which included $750,000 for the arts. The policy for how those funds are to be allocated will be determined by the Civic Arts Commission in alignment with the vision, values and goals articulated in this Cultural Plan.

Telegraph District Public Art Plan

The Telegraph District Public Art Plan was developed through a series of meetings and conversations with the local community, UC Berkeley, the Telegraph Business Improvement District (TBID), the City of Berkeley, the Civic Art Commission, the Berkeley Police and Fire Departments, AC Transit and other stakeholders. The Plan, completed in 2015, developed a unifying vision for how a range of temporary installations, permanent public art, and a variety of other contemporary forms of cultural programming could be integrated more substantially into any future construction along the Avenue. The plan highlights potential locations for public art in the Telegraph District to “strengthen the sense of community (and connections between various communities), enliven the streetscape and improve the character and quality of the public realm along this unique and important cultural corridor.”

This district-specific art plan was a model for how the Civic Art Program could plan for public art within the other “nodes” of the city.

Figure 4. Types of Art as Highlighted in the Telegraph District Public Art Plan (2015)

![Figure 4](image)

Photo courtesy of the City of Berkeley.

Significant Community Benefits

Through the advocacy efforts of the Civic Arts Commission, City Council approved a significant community benefits package for the Harold Way development which included $750,000 for the arts. The policy for how those funds are to be allocated will be determined by the Civic Arts Commission in alignment with the vision, values and goals articulated in this Cultural Plan.

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South Berkeley Artwork Commission Honoring William Byron Rumford

Taking an initial step to address the geographic disparity in public art investments in Berkeley, the Civic Arts Commission worked with community members from South Berkeley to commission an artwork honoring the contributions of Assemblyman William Byron Rumford who authored the California Fair Housing Act of 1963. The artwork was installed on the grassy median on Sacramento Street at Julia Street in 2016.

Measure T1 Funding for Public Art

In November 2016, City of Berkeley residents voted to approve Measure T1, which “authorizes the City to sell $100 million of General Obligation Bonds (GO Bonds) to repair, renovate, replace, or reconstruct the City’s aging infrastructure and facilities, including sidewalks, storm drains, parks, streets, senior and recreation centers, and other important City facilities and buildings.” One percent was set aside for functional public art. The Civic Arts Commission will designate sites for functional public art in three phases for a total of one million dollars.

Center Street Garage Public Art

The Civic Arts Commission dedicated a large portion of the public art funds generated by the Center Street Garage construction project to create an exhibition space called the “Cube Gallery.” This display space located at the ground level of the new garage structure in the heart of the Downtown Arts District, with an expected opening in mid-2018, will provide a venue to showcase new media and film and video 24/7 facing the street and sidewalk.

Downtown Berkeley BART Plaza

Downtown Berkeley BART Plaza serves dual civic purposes as the City’s most critical transportation hub and also its central community plaza. In 2017, the Civic Arts Commission partnered with the Downtown Berkeley Association (DBA) to develop a plan to activate the plaza with art, performances, community activities, and other cultural pro-gramming. This plan envisions the plaza as the heart of Berkeley, where residents and visitors will be invited to linger, listen to music, read a pa-p-er or be inspired by art and creativ-ity. The newly renovated plaza will feature a programmable sound and lighting system to facilitate ambient sound installations and public performance. The plaza will also host a temporary, large-scale sculpture for approximately one year; as funding allows, this large-scale sculpture will change annually, providing a unique, highly-visible and ongoing opportunity for sculptors from the Bay Area and beyond to display their work.
**Recommended Improvements**

The civic, social and economic value of Berkeley’s public art is difficult to overstate. The City of Berkeley and its partners aim to produce more public art throughout Berkeley by pursuing the following policies and actions (with additional detail in Chapter 4):

**Policy 4.1**
*Enhance Berkeley’s environment by placing temporary and permanent public art in public spaces throughout the City.*

In the near-term, staff and community partners will assess the conservation needs of the existing public art collection, implement a suite of arts and cultural programming in Downtown Berkeley BART Plaza and other locations, and conduct technical assistance and fundraising activities to facilitate more new community-led and City-commissioned public art installations.

**Policy 4.2**
*Allocate City funds for public art citywide to ensure equity and access.*

Respondents to the survey conducted for this plan update (see Appendix B) identified numerous potential locations for public art. Survey participants indicated a desire for more public art on major corridors, parks, BART stations, the marina and traffic circles on residential streets. Civic Arts staff and the Commission will identify segments of the community that currently have limited access to public art, in order to identify priority locations for future commissions.

**Policy 4.3**
*Implement the recently established the Public Art on Private Development Ordinance and program.*

A number of on-site public art projects in private buildings are currently in development. In the near-term, the Commission will implement a transparent public process to allocate in-lieu funds in pursuit of the goals and values articulated in this plan.

**Policy 4.4**
*Promote the City’s public art collection.*

Stakeholders identified opportunities to leverage the City’s existing collection via marketing and digital media to increase artwork exposure.
CHAPTER 4
Policy Improvements and Action Steps

This chapter outlines specific policy improvements and action steps for the City of Berkeley, the Civic Arts Commission, Berkeley Cultural Trust, other arts partners and the broader community to implement over the next ten years.

One of the most persistent themes of this cultural planning process is the pressure that artists and arts organizations are feeling as a result of increasing costs—of housing, performance and workspaces, and living—in the Bay Area. Goal 1 of this plan outlines a series of policies and actions designed to counter this trend by increasing stability and sustainability for Berkeley’s arts community.

Goals 2 through 4 relate to the three priority planning areas considered in the previous chapter: Civic Arts Grants, Arts Education, and Public Art.

It should also be noted that current staff capacity and administrative resources are limited, making it challenging to accomplish the numerous actions identified through this planning process. Currently, the City of Berkeley and its partners lack resources to implement many of the specific action steps identified through this community planning process. There is a clear need for additional staff capacity and continued collaboration among arts partners to support and implement the growing number of art-related programs, policies and desired actions in the City of Berkeley. Goal 5 of this Plan identifies strategies and specific action items to help expand the capacity of the Civic Arts Program staff.

The policies and action items laid out on the following pages represent an ambitious effort to build on and expand the existing work of the Civic Arts Program. For each action item, the matrix indicates whether funding or staffing resources are currently available to support implementation.
In addition, the matrix indicates the proposed lead and support roles, and lays out general timeframes for implementation. The timeframes include short-term (1-3 years), mid-term (3-6 years) and long-term (6-10 years). These timeframes should be re-evaluated as new funding streams and priorities emerge.

- **Goal 1:** Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations
- **Goal 2:** Increase Investment in a Vibrant Arts Community
- **Goal 3:** Expand High Quality and Equitable Arts Education
- **Goal 4:** Produce More Public Art Throughout Berkeley
- **Goal 5:** Expand the City of Berkeley’s Organizational Capacity to Better Serve the Arts Community

### GOAL 1: INCREASE ACCESS TO AFFORDABLE HOUSING AND AFFORDABLE SPACES FOR ARTISTS AND ARTS ORGANIZATIONS

<table>
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<th>Action Items</th>
<th>Resources</th>
<th>Proposed Implementation Team</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td><strong>Policy 1.1</strong> Increase the availability of affordable performance and exhibition venues and studio spaces.</td>
<td>a. Facilitate partnerships and space sharing agreements among arts organizations and others.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Berkeley Cultural Trust, Arts Organizations</td>
<td>Mid-term</td>
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<td>b. Support the creation of a centralized community arts center for performances, classes, art exhibitions and other activities.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust, Public Works Department</td>
<td>Mid-term</td>
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<td>c. Facilitate the creation of artist workspaces through land use policy changes, such as encouraging use of ground-floor commercial spaces by individual artists and arts non-profits.</td>
<td>Not Identified</td>
<td>Lead: Berkeley City Council Support: Planning &amp; Development Department, Planning Commission, Civic Arts Commission, Civic Arts Staff</td>
<td>Mid-term</td>
</tr>
<tr>
<td><strong>Policy 1.2</strong> Increase and protect permanently affordable housing for artists.</td>
<td>a. Conduct an inventory of existing housing for artists.</td>
<td>Not Identified</td>
<td>Lead: Not Identified Support: Civic Arts Staff, Civic Arts Commission, Housing Advisory Commission</td>
<td>Mid-term</td>
</tr>
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<td>b. Identify vacant and underutilized buildings that could be converted for use as artist housing and workspaces.</td>
<td>Not Identified</td>
<td>Lead: Not Identified Support: Office of Economic Development, Planning &amp; Development Department</td>
<td>Mid-term</td>
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<td>Policy Statement</td>
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<td>c. Partner with housing advocates to explore and secure new funding sources for affordable artist housing.</td>
<td>Not Identified</td>
<td>Lead: Not Identified Support: Civic Arts Commission, Berkeley Cultural Trust, Housing Division, Affordable Housing Advocates, Rent Board</td>
<td>Mid-term</td>
</tr>
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<td>d. Modify MULI, MUR Districts to incentivize development of affordable housing and live/work spaces for artists that are compatible with existing artisan and industrial uses.</td>
<td>Not Identified</td>
<td>Lead: Berkeley City Council Support: Planning &amp; Development Department, Planning Commission, West Berkeley Artisans &amp; Industrial Companies (WBAIC), Civic Arts Commission, Civic Arts Staff</td>
<td>Long-term</td>
</tr>
<tr>
<td>Policy 1.3</td>
<td>a. Map the demographics of Berkeley’s arts ecosystem to provide a basis for economic support for culturally and racially diverse organizations and artists.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust</td>
<td>Short-term</td>
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<td>b. Identify and evaluate the barriers that limit the ability of culturally and racially diverse artists and arts organizations to sustain and grow their creative activities in Berkeley.</td>
<td>Existing</td>
<td>Lead: Civic Arts Staff Support: Civic Arts Commission, Berkeley Cultural Trust</td>
<td>Mid-term</td>
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<td>c. Invest in arts programming and public art in underserved areas of Berkeley.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts staff, Berkeley Cultural Trust, Berkeley City Council</td>
<td>Mid-term</td>
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<td>d. Develop a new generation of culturally and racially diverse leaders in the arts community.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts staff and Berkeley Cultural Trust Support: Civic Arts Commission, Bay Area Service Organizations on Non-Profit Development</td>
<td>Mid-term</td>
</tr>
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</table>
## GOAL 2: INCREASE INVESTMENT IN A VIBRANT ARTS COMMUNITY

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<tr>
<th>Policy Statement</th>
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<th>Resources</th>
<th>Proposed Implementation Team</th>
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<tbody>
<tr>
<td><strong>Policy 2.1</strong></td>
<td>a. Evaluate and pursue new revenue streams, such as a Transient Occupancy Tax (TOT) increase, short-term rental tax, cannabis tax etc.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Berkeley City Council, Civic Arts staff, Berkeley Cultural Trust</td>
<td>Short-term</td>
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<td>b. Pursue corporate sponsorships and other fundraising strategies for community festivals and other arts and cultural programming and events.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Mid-term</td>
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<td>c. Explore the feasibility of a program that would allow residents to donate funds directly to the Civic Arts Program.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Finance Department, Civic Arts Commission</td>
<td>Mid-term</td>
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<td>d. Identify and pursue local, state, and federal funds with projects aimed at promoting equitable access to the arts.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Short-term</td>
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<tr>
<td><strong>Policy 2.2</strong></td>
<td>a. Create a streamlined portal for arts and cultural grants to improve the efficiency and effectiveness of the grant-making process and reduce application barriers.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Short-term</td>
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<td>b. Review and evaluate the annual results of the Civic Arts Grant Program to ensure an equitable grant-making process.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts Staff</td>
<td>Short-term</td>
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<td>c. Prioritize investments in arts organizations and artists outside of Berkeley’s downtown to ensure broad, citywide participation in funding opportunities.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts Staff, Arts Community</td>
<td>Short-term</td>
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<td>Policy Statement</td>
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<td><strong>Policy 2.3</strong></td>
<td><strong>Promote the Civic Arts Grant Program to offer funding opportunities to a wider array of arts organizations and artists.</strong></td>
<td>d. Develop a festival grants policy to increase the transparency and equitable distribution of festival funding.</td>
<td>Existing Lead: Civic Arts Commission Support: Civic Arts staff, Office of Neighborhood Services</td>
<td>Short-term</td>
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<td>a. Create a stand-alone Civic Arts webpage to increase the visibility of Civic Arts programs and to promote grant recipients.</td>
<td>Not Identified Lead: Civic Arts staff Support: Civic Arts Commission, IT Department</td>
<td>Mid-term</td>
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<td>b. Produce videos that promote the Grants Program, including examples of current projects.</td>
<td>Not Identified Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Mid-term</td>
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<td>c. Create networking opportunities for grant awardees to market the Civic Arts Grants Program and provide additional incentives for artists to participate.</td>
<td>Not Identified Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust</td>
<td>Mid-term</td>
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<td>d. Develop a mentorship program to support small arts organizations.</td>
<td>Not Identified Lead: Berkeley Cultural Trust Support: Civic Arts Commission, Civic Arts Staff</td>
<td>Mid-term</td>
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<td><strong>Policy 2.4</strong></td>
<td><strong>Increase marketing of the arts among Berkeley residents, regional audiences and tourists.</strong></td>
<td>a. Evaluate how to improve marketing of Berkeley’s cultural offerings to residents and audiences regionally.</td>
<td>Existing Lead: Berkeley Cultural Trust Support: Civic Arts Staff, Visit Berkeley, Downtown Berkeley Association</td>
<td>Short-term</td>
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<td>b. Conduct marketing efforts Citywide to raise public awareness of the diverse art community in Berkeley.</td>
<td>Not Identified Lead: Not Identified Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Visit Berkeley</td>
<td>Mid-term</td>
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<td></td>
<td>c. Increase audience diversity through meaningful engagement with young people, seniors, people with disabilities, low-income people, and people of color.</td>
<td>Not Identified Lead: Not Identified Support: Civic Arts Commission, Civic Arts Staff, Berkeley Cultural Trust</td>
<td>Mid-term</td>
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</table>
## Policy Statement

### GOAL 3: EXPAND HIGH QUALITY AND EQUITABLE ARTS EDUCATION

<table>
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<tbody>
<tr>
<td><strong>Policy 3.1</strong></td>
<td>a. Build coalition of stakeholders to advocate for change to California state law which dictates structural features in the BEARS program, creating barriers to integration with students in the LEARNS program.</td>
<td>Not Identified</td>
<td>Lead: BAESC Support: Civic Arts Commission</td>
<td>Long-term</td>
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<tr>
<td></td>
<td>b. Support and strengthen the partnership between BAESC, BCAC, BUSD, and Berkeley Cultural Trust.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Berkeley Unified School District</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>c. Advocate to BUSD to provide theater, dance and visual arts education comparable to the district’s successful music instruction program.</td>
<td>Existing</td>
<td>Lead: BAESC Support: Civic Arts Commission, Berkeley Cultural Trust</td>
<td>Mid-term</td>
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<td></td>
<td>d. Advocate for improved arts opportunities for populations such as low-income families, English learners, people with special needs/disabilities, disconnected transitional age youth, and early childhood (0-5) students.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Berkeley Cultural Trust, BAESC</td>
<td>Mid-term</td>
</tr>
<tr>
<td><strong>Policy 3.2</strong></td>
<td>a. Develop and/or deepen existing partnerships for college students to receive training and supervision to mentor youth in the visual and performing arts during the curricular day and/or in extended learning settings.</td>
<td>Not Identified</td>
<td>Lead: BAESC Support: UC Berkeley, Berkeley City College, Other academic institutions, Civic Arts Staff, Civic Arts Commission</td>
<td>Mid-term</td>
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<tr>
<td><strong>Policy 3.3</strong></td>
<td>b. Create fellowships, internships, professional mentorships, or other programs to train the next generation of arts educators and arts professionals.</td>
<td>Not Identified</td>
<td>Lead: BAESC, Berkeley Cultural Trust Support: Civic Arts Commission</td>
<td>Mid-term</td>
</tr>
<tr>
<td>Policy 3.3</td>
<td>a. Raise funds to develop a pilot arts education program in the BEARS summer session.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Civic Arts Staff</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>b. Identify innovative strategies to improve outreach to special programming for teens and at-risk youth.</td>
<td>Not Identified</td>
<td>Lead: BAESC Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Berkeley High</td>
<td>Long-term</td>
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<td></td>
<td>c. Explore changes to the Civic Arts Grants Program to increase grantee participation in afterschool arts programs.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust</td>
<td>Short-term</td>
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<td><strong>GOAL 4: PRODUCE MORE PUBLIC ART THROUGHOUT BERKELEY</strong></td>
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<tr>
<td><strong>Policy 4.1</strong></td>
<td>a. Conduct site/condition assessments of current public art collection</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Short-term</td>
</tr>
<tr>
<td>Policy 4.1</td>
<td>b. Activate the newly renovated Downtown Berkeley BART Plaza with public art in a variety of media and forms.</td>
<td>Existing</td>
<td>Lead: Downtown Berkeley Association, Civic Arts Commission Support: Civic Arts Staff</td>
<td>Short-term</td>
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<td>c. Dedicate funding for performing arts, interactive, and participatory public art installations.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission Support: Civic Arts Staff</td>
<td>Short-term</td>
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<td></td>
<td>d. Provide technical assistance for community-created art projects throughout the city.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
<td>Short-term</td>
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<tr>
<td><strong>Policy 4.2</strong></td>
<td>e. Fundraise for new public art throughout the city.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Business Improvement Districts, Civic Arts Commission, City Council</td>
<td>Mid-term</td>
</tr>
<tr>
<td></td>
<td>a. Identify priority locations for public art in communities with limited access to public art.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Civic Arts Commission</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>b. Develop program practices that will encourage participation by Berkeley artists.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Civic Arts Commission</td>
<td>Short-term</td>
</tr>
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<td>c. Dedicate 1.5% of all future public construction bonds and capital projects to public art, in compliance with existing City policy</td>
<td>Existing</td>
<td>Lead: Berkeley City Council&lt;br&gt;Support: City Manager’s Office</td>
<td>Short-term</td>
</tr>
<tr>
<td><strong>Policy 4.3</strong></td>
<td>a. Develop tools and implement outreach activities to increase awareness of the program, and celebrate its successes.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Civic Arts Commission, Planning &amp; Development Department</td>
<td>Short-term</td>
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<td>b. Implement a transparent and regular public process (annually or as-needed) for allocating in-lieu funds.</td>
<td>Existing</td>
<td>Lead: Civic Arts Commission&lt;br&gt;Support: Civic Arts Staff</td>
<td>Short-term</td>
</tr>
<tr>
<td><strong>Policy 4.4</strong></td>
<td>a. Showcase the existing collection of public art and identify public art pieces that need targeted promotion.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Civic Arts Commission, Berkeley Historical Society</td>
<td>Long-term</td>
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<td></td>
<td>b. Utilize social media to promote the City’s public art.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts staff&lt;br&gt;Support: Civic Arts Commission, Visit Berkeley</td>
<td>Long-term</td>
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GOAL 5: EXPAND THE CITY OF BERKELEY’S ORGANIZATIONAL CAPACITY TO BETTER SERVE THE ARTS COMMUNITY

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<td><strong>Policy 5.1</strong></td>
<td>Increase the capacity of Civic Arts staff.</td>
<td>a. Identify resources to increase staff capacity to administer, publicize and provide accountability for the increased arts investments being made in the city.</td>
<td>Not Identified</td>
<td>Lead: Berkeley City Council Support: Civic Arts Staff and Civic Arts Commission</td>
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<td>b. Dedicate 20% of all new funding for the arts towards administrative needs for these programs.</td>
<td>Existing</td>
<td>Lead: Berkeley City Council Support: Office of Economic Development, Civic Arts Commission</td>
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<td>c. Expand staff and data systems capacity support and analyze the Grants Program with on-the-ground technical assistance, data collection, and more robust administrative and logistical support.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission</td>
</tr>
<tr>
<td><strong>Policy 5.2</strong></td>
<td>Evaluate the reach and impact of each Civic Arts Program.</td>
<td>a. Establish performance measures and a systematic data collection process.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust</td>
</tr>
<tr>
<td><strong>Policy 5.3</strong></td>
<td>Use data to inform policy and raise public awareness of the economic benefit of the arts sector.</td>
<td>a. Update the Economic Impact Report every 5 years to regularly evaluate the economic stimulus that the arts industry provides to Berkeley’s economy.</td>
<td>Not Identified</td>
<td>Lead: Civic Arts staff Support: Office of Economic Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. Educate decision-makers on the art sector’s contribution to Berkeley’s economy.</td>
<td>Existing</td>
<td>Lead: Berkeley Cultural Trust, Civic Arts Commission Support: Civic Arts Staff</td>
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<td>c. Create an annual arts dashboard to educate and engage business owners and the general public about the benefits of having a thriving local art scene.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff, Support: Civic Arts Commission</td>
<td>Short-term</td>
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<tr>
<td><strong>Policy 5.4</strong></td>
<td><strong>Promote collaboration among City Departments to better integrate arts into the City’s operations.</strong></td>
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<td></td>
<td>a. Coordinate communication about City art programs across departments.</td>
<td>Existing</td>
<td>Lead: Civic Arts staff</td>
<td>Mid-term</td>
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<tr>
<td></td>
<td>b. Integrate culture and the arts into Berkeley’s citywide economic development strategies.</td>
<td>Existing</td>
<td>Lead: Office of Economic Development, Civic Arts staff</td>
<td>Mid-term</td>
</tr>
</tbody>
</table>
Acknowledgments

We would like to thank the many arts leaders, artists, organizational partners, and community members who contributed so much of their valuable insight and energy to this planning process.

CIVIC ARTS COMMISSIONERS, 2016-2018

*former Commissioners not currently serving

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Robbin Henderson*
Elizabeth Ozol, Vice-Chair
Miriam Klein Stahl*

Dana Brooke Blecher
Dr. Shannon Jackson
Matthew Passmore
Hiroko Tamano

Lisa Bullwinkel
Kevan Jenson*
Julia Robertson*
Terry Taplin*

Aida Gamez
Jennifer Lovvorn*
John Slattery
Weston Teruya*

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Mary Ann Merker, Civic Arts Coordinator (Retired)

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