



*City of*  
**SANTA CLARITA**

# **Arts Commission 2025 Work Plan**



## TABLE OF CONTENTS

|                                  |   |
|----------------------------------|---|
| <b>INTRODUCTION</b> .....        | 3 |
| <b>2018 PRIORITIES</b>           |   |
| RECOMMENDATION 2.4.....          | 4 |
| <b>2019 PRIORITIES</b>           |   |
| RECOMMENDATION 2.7.....          | 4 |
| <b>2020 PRIORITIES</b>           |   |
| RECOMMENDATION 2.3.....          | 4 |
| <b>2021 PRIORITIES</b>           |   |
| RECOMMENDATION 8.4.....          | 5 |
| <b>2023 PRIORITIES</b>           |   |
| RECOMMENDATION 5B.1 .....        | 5 |
| RECOMMENDATION 6B.1 .....        | 5 |
| RECOMMENDATION 6B.3 .....        | 5 |
| RECOMMENDATION 10.2.....         | 6 |
| RECOMMENDATION 10B.2.....        | 6 |
| <b>2024 PRIORITIES</b>           |   |
| RECOMMENDATION 4B.1 .....        | 6 |
| RECOMMENDATION 4B.2 .....        | 7 |
| RECOMMENDATION 10B.1 .....       | 7 |
| <b>2025 PRIORITIES</b>           |   |
| RECOMMENDATION 1.4.....          | 8 |
| RECOMMENDATION 3.2.....          | 8 |
| RECOMMENDATION 3B.2 .....        | 8 |
| RECOMMENDATION 9B.1 .....        | 8 |
| RECOMMENDATION 10.4.....         | 8 |
| <b>ADDRESSED RECOMMENDATIONS</b> |   |
| RECOMMENDATION 1.1.....          | 9 |
| RECOMMENDATION 1.3.....          | 9 |

|                           |           |
|---------------------------|-----------|
| RECOMMENDATION 1.5.....   | 9         |
| RECOMMENDATION 1.6.....   | 9         |
| RECOMMENDATION 1B.1 ..... | 10        |
| RECOMMENDATION 1B.2 ..... | 10        |
| RECOMMENDATION 2.1.....   | 10        |
| RECOMMENDATION 2.2.....   | 10        |
| RECOMMENDATION 2.5.....   | 10        |
| RECOMMENDATION 2.6.....   | 11        |
| RECOMMENDATION 2B.1 ..... | 11        |
| RECOMMENDATION 2B.2 ..... | 11        |
| RECOMMENDATION 3.1.....   | 11        |
| RECOMMENDATION 3.3.....   | 11        |
| RECOMMENDATION 3B.1 ..... | 12        |
| RECOMMENDATION 4.1.....   | 12        |
| RECOMMENDATION 4.2.....   | 12        |
| RECOMMENDATION 4.3.....   | 12        |
| RECOMMENDATION 5.1.....   | 13        |
| RECOMMENDATION 5.2.....   | 13        |
| RECOMMENDATION 5.3.....   | 13        |
| RECOMMENDATION 5B.2 ..... | 13        |
| RECOMMENDATION 5B.3 ..... | 14        |
| RECOMMENDATION 6.2.....   | 14        |
| RECOMMENDATION 6.3.....   | 14        |
| RECOMMENDATION 6.4.....   | 14        |
| RECOMMENDATION 6B.2 ..... | 14        |
| RECOMMENDATION 7.1.....   | 15        |
| RECOMMENDATION 7B.1 ..... | 15        |
| RECOMMENDATION 8.1.....   | 15        |
| RECOMMENDATION 8.2.....   | 15        |
| RECOMMENDATION 8.3.....   | 16        |
| RECOMMENDATION 8B.1 ..... | 16        |
| RECOMMENDATION 9.1.....   | 16        |
| RECOMMENDATION 9B.2 ..... | 16        |
| RECOMMENDATION 10.1.....  | 17        |
| RECOMMENDATION 10.3.....  | 17        |
| <b>CONCLUSION.....</b>    | <b>18</b> |

## INTRODUCTION

The City of Santa Clarita (City) commissioned the Arts Master Plan in late 2014 to create a new, long-term roadmap for cultural development throughout the community. The Arts Master Plan addresses ten areas of specific interest:

- Public Art
- The Old Town Newhall Arts and Entertainment District
- Arts Education
- Governance of the Arts
- Cultural Facilities, Venues, and Spaces
- Supporting Artists and Arts Organizations
- Arts Funding
- The Creative Economy
- Marketing the Arts
- Celebrating Diversity

It also builds on the two-phased Cultural Arts Master Plan adopted in 1997 and 1998, as well as other documents created under the guidance of the City of Santa Clarita Arts Commission (Arts Commission).

On March 9, 2016, the City Council adopted the City's Arts Master Plan. Since adoption, the Arts Commission has addressed many of the recommendations in the plan and developed and presented to the City Council seven previous annual Work Plans. The Arts Commission did not create a 2022 Arts Commission Work Plan, instead they updated the Arts Master Plan document, adding 20 recommendations to be addressed before 2026.

This document includes status updates on the priorities identified in previous Work Plans, as well as updates on other recommendations that have been addressed since the Arts Master Plan was adopted. This Work Plan also shares the recommendations that the Arts Commission have identified as their priorities for 2025.



PHOTO TAKEN BY STUDENT IN THE YOUTH ARTS INITIATIVE PROGRAM

## 2018 PRIORITIES STATUS UPDATE

### RECOMMENDATION 2.4

Begin development of a creative live/work facility in Old Town Newhall in partnership with private and/or nonprofit developers.

#### **Status Update:**

Staff presented an informational report to the Arts Commission, which included research and findings on developing live/work spaces. Projects in Southern California are continuing to be researched and development companies who build creative live/work facilities are being contacted to explore the potential for partnerships. California Institute of the Arts is also exploring the idea of building a live/work complex in the future.

## 2019 PRIORITIES STATUS UPDATE

### RECOMMENDATION 2.7

Explore development of Santa Clarita Valley historic assets as a collection of attractions including Old Town Newhall, William S. Hart Park, and further development of Mentryville and other sites (Newhall Pass, St. Francis Dam site, golden spike railroad site, and old filming locations).

#### **Status Update:**

Meetings will be scheduled during the fall of 2024 with historical organizations in the Santa Clarita Valley to discuss ways to continue to develop the community's assets and resources and to work together to enlighten the community on the rich history of the community.

## 2020 Priorities

### RECOMMENDATION 2.3

Explore an ongoing program of public art placement in Old Town Newhall.

#### **Status Update:**

The Public Art Committee continues to identify opportunities to enhance public art in the Newhall area. Of the three current temporary public art projects, two are based in Old Town Newhall.



## 2021 PRIORITIES

### RECOMMENDATION 8.4

Consider development of an economic development plan for Santa Clarita's creative economy.

**Status Update:**

This recommendation will be reviewed at the annual meeting of the Arts and Business Leadership Council in fall 2024. At the last meeting, the Leadership Council determined that other goals should be completed before initiating an economic development plan.

## 2023 Priorities

### RECOMMENDATION 5B.1

Explore development of an outdoor theater venue with 500 to 750 attendee capacity modeled on the concept in the Rivendale Park and Open Space Master Plan.

**Status Update:**

The theatre community has begun to develop the concept of a theater center which would include multiple indoor theater venues and an outdoor theater with the approximate capacity suggested in the recommendation.

### Recommendation 6B.1

Explore an increase to the Arts Grants program (and the Community Services Grants program) of \$10,000 each, and expand the Arts Grants to be an Arts and Culture Grants program, which encourages community nonprofits that celebrate Santa Clarita's diversity to apply.

**Status Update:**

The Community Services and Arts Grants programs increased by \$10,000 each for the 2024 grant cycle, bringing the total annual funding for each program to \$100,000. Research is currently underway on grant programs that serve both the arts and cultural communities.

### RECOMMENDATION 6B.3

Expand the CREATIVE Connection program to target participants that represent Santa Clarita's population. This should result in expanded diversity of representation on local nonprofit arts organizations boards of directors.

**Status Update:**

Research is being done into similar board training programs, as attracting younger community members to participate in the program, and in board service, has been a challenge. The hope is to relaunch a version of the board training and placement program in 2025.

**Recommendation 10.2**

Explore projects that address diversity and inclusion through the City's Arts Grants and Community Services Grants.

**Status Update:**

Research is being conducted into the ways that other municipalities and granting organizations have successfully addressed diversity and inclusion in their granting programs.

**RECOMMENDATION 10B.2**

Utilize the Diversity and Inclusion Committee Statement when developing future events or programs, or evolving existing events or programs, produced or supported by the City.

**Status Update:**

The Diversity, Inclusion and Belonging Committee continue to utilize the Diversity and Inclusion Statement included in the 2021 Arts Master Plan Update when advising about events or programs produced by the City of Santa Clarita.

**2024 PRIORITIES****Recommendation 4B.1**

The City should develop a new Arts Master Plan for presentation to the City Council in 2026, as this plan's recommendations must be enhanced to fit the changing needs of the community.

**Status Update:**

Funding was approved by the City Council in the 2024-25 budget to hire consultants to develop a new arts master plan, which will serve as a guiding document for arts and culture for the next ten years. The master plan is anticipated to be presented to the City Council in early 2026 for adoption.

## RECOMMENDATION 4B.2

The Stakeholder Committee that was formed during the development of the original Arts Master Plan and was reformulated for the update should be consulted at a minimum of once yearly to be a voice of the community as the plan continues to be implemented. The membership of the committee should be representative of the diverse perspectives of the community.

### **Status Update:**

The Stakeholder Committee is being expanded to include a broader representation of the community. The committee will provide input on the development of the new arts master plan over the next two years.

## RECOMMENDATION 10B.1

Utilize the Diversity and Inclusion Committee Statement in developing future recommendations and when implementing the existing recommendations.

### **Status Update:**

During the development process of the new arts master plan, the Diversity and Inclusion Statement will be utilized by the consultants.



*LA SONADORA (THE DREAMER)* BY RUBEN HERNANDEZ DISPLAYED IN THE CELEBRATING DIVERSITY EXHIBIT AT THE FIRST FLOOR GALLERY



## 2025 Priorities

*The following recommendations have been identified as the top priorities for 2025 by the Arts Commission:*

### RECOMMENDATION 1.4

The City should explore extension of the percent-for-art requirement to new private development including commercial, industrial and multi-unit residential projects.

### RECOMMENDATION 3.2

Align the City's arts education programming with needs identified by the collaborative.

### RECOMMENDATION 3B.2

Explore programs to offer arts education to all ages, particularly targeting seniors and underserved communities.

### RECOMMENDATION 9B.1

Increase the arts marketing budget and expand the regional marketing strategies.

### RECOMMENDATION 10.4

Make available technical assistance services to culturally specific organizations and support their organizational development.



PERFORMERS AT THE CELEBRATE SOUTH KOREA EVENT

## ADDRESSED RECOMMENDATIONS

*By the end of 2024, the Arts Commission are projected to have addressed 37 of the 61 recommendations in the Arts Master Plan (41 original recommendations and 20 added in the 2021 update):*

### RECOMMENDATION 1.1

The City should implement a public art planning and selection process that utilizes peer review and community input during the process to ensure that public art pieces meet the goals of providing enjoyable and attractive public spaces that reflect the character of the community.

The Planning and Selection Process is being utilized for all public art projects. An updated version of the process was approved by City Council on November 22, 2022.

### RECOMMENDATION 1.3

The City should enact a percent-for-art requirement for all new public capital improvement projects.

The Civic Art Policy continues to be implemented, with multiple projects currently in development. The policy was reviewed in 2022, and no changes to the document were recommended. It will be reviewed again in 2025.

### RECOMMENDATION 1.5

The City should consider issuing a Request for Qualifications for an “on call” artist to work with various City departments and the Arts Commission to suggest aesthetic enhancement for small-scale public improvements.

A new request for proposals is being developed that will focus on hiring a consultant to advise the Arts Commission and staff on the fabrication and installation phases of public art projects.

### RECOMMENDATION 1.6

The City should create a program of temporary public art.

The City Council approved an annual budget of \$38,000, starting in Fiscal Year 2019-20. Updates on the status of the temporary public art projects are detailed in the 2025 Arts Commission Public Art Report.

### RECOMMENDATION 1B.1

The City should expand the temporary public art program to include a broader range of art forms, including assistance for temporary performance art.

The City received a Los Angeles County Department of Arts and Culture Intern for the summer of 2024. The intern's primary assignment is to develop a plan to expand and enhance the temporary public art program.

### RECOMMENDATION 1B.2

The City should update the language in the documents that are part of the public art planning and selection process to ensure that artists of all backgrounds are encouraged to participate in the program.

The language utilized for public art and other documents generated by the Arts Commission are currently in review. This process will be completed by the end of 2024.

### RECOMMENDATION 2.1

The City should explore taking management of the renovated Newhall Elementary School auditorium and actively program it.

The City Council approved an agreement with the Newhall School District regarding the Newhall Family Theater for the Performing Arts on April 26, 2022, to provide \$75,000 annual funding through 2025 to support the venue's operations and maintenance.

### RECOMMENDATION 2.2

Begin exploration of a museum in Old Town Newhall.

The consultant, M. Goodwin Museum Planning Inc., are developing a Museum and Cultural Center Feasibility Study which will be presented to the Arts Commission and the City Council before the end of 2024.

### RECOMMENDATION 2.5

Explore providing incentives to create a concentration of art galleries in Old Town Newhall.

The Economic Development and Arts and Events Divisions identified potential mechanisms utilized by other municipalities to provide incentives for art galleries and other creative businesses.

## RECOMMENDATION 2.6

Explore development of a film festival drawing on Santa Clarita's heritage and ongoing relationship with the film industry, and utilizing the collection of small venues in and near Old Town Newhall.

The first annual Newhallywood Silent Film Festival was held in February 2020, and the most recent festival was held in February 2024. The 2025 event will be presented during Memorial Day weekend.

## RECOMMENDATION 2B.1

Explore the development of a program that offers pop-up and mobile museum experiences in Old Town Newhall.

A report was presented to the Arts Commission in June 2024 detailing ways that pop-up and mobile museum experiences can be offered in Old Town Newhall in the coming years.

## Recommendation 2B.2

Create outdoor spaces that can serve as a hub for various arts and cultural opportunities for the community.

The report above also included recommendations on how outdoor spaces, particularly William S. Hart Park, could be utilized as a hub for artistic and cultural events.

## RECOMMENDATION 3.1

Convene a Citywide arts education collaborative to assess arts education needs in the schools and identify joint strategies, building on the College of the Canyon's K-12 Consortium. Participants can include the City, school districts, College of the Canyons, COC's K-12 Consortium, CalArts, Masters College (University), arts educators, arts organizations, and the SCV Education Foundation.

The Arts Education Consortium was formed in July 2019. Their first goal was to develop the Santa Clarita Regional Strategic Arts Education Plan, which was presented to the Arts Commission on December 9, 2021.

## RECOMMENDATION 3.3

Expand the curriculum of arts classes offered for children, youth, and adults through the City's Recreation and Community Services Department, and consider developing more sequential classes that build

advanced skills and communities of interest (potential cost of \$5,000-\$10,000 as “seed capital” to experiment with new classes).

Thanks to the diligent work of the Recreation staff, the classes offered through the Seasons Magazine have increased significantly in the last few years. In addition, Seasons was redesigned to include an Arts Section to make it easier for community members to find the artistic opportunities being offered.

### RECOMMENDATION 3B.1

Begin implementing the Santa Clarita Regional Strategic Arts Education Plan.

The plan serves as the guiding document for arts education efforts by the City of Santa Clarita. Several of the plan’s recommendations have been implemented, including the development of an arts and social emotional learning program for junior high students, the Youth Arts Initiative, which just completed a two-year pilot program funded through a grant from the California State Library.

### RECOMMENDATION 4.1

Adopt a three-tier process of developing arts grants and public art projects, utilizing outside peer panels.

The City Council approved a three-tier process for the Arts Grants program at their meeting in 2020, which was incorporated into the next grant cycle. The three-tier approach was adopted for public art projects in 2016 as part of the Public Art Planning and Selection Process.

### RECOMMENDATION 4.2

The Arts Commission should develop an annual arts work plan as a part of the annual goal-setting process, and submit that plan to the City Council for approval.

The Arts Commission has developed work plans each year since the Arts Master Plan was adopted in 2016, except for 2022 when the Santa Clarita Arts Master Plan was updated instead.

### RECOMMENDATION 4.3

Conduct an annual joint workshop session with the City Council and the Arts Commission to define priorities and issues, in advance of creating an annual arts program work plan.



The City Council and Arts Commission have met annually for a joint study session to discuss the annual Arts Commission Work Plans and Public Art Reports and to discuss other arts related matters.

#### RECOMMENDATION 5.1

Develop a plan for an outdoor amphitheater in a park, addressing its optimal focus, location, size, and operating structure.

The City Council was presented with the Amphitheater Feasibility Study, developed by AEA Consulting and John Sergio Fisher and Associates, at their July 10, 2018, meeting.

#### RECOMMENDATION 5.2

Facilitate private investors to create arts-related businesses, e.g., music clubs, ceramics studios, art galleries, small performance venues, film festivals, etc.

As stated above for Recommendation 2.5, the Economic Development and Arts and Events Divisions identified potential mechanisms utilized by other municipalities to encourage private investors to create arts and other creative businesses.

#### RECOMMENDATION 5.3

Explore future development of a community arts center, oriented to the needs of community-based arts organizations and lifelong learning in the arts.

A final draft of an Arts and Veterans Center Needs Assessment was developed by the Cultural Planning Group. The assessment describes how the former SCV Senior Center in Newhall can address the identified needs of the arts and veterans communities.

#### RECOMMENDATION 5B.2

Identify a shared space to support the various needs of the arts community (e.g., rehearsal, storage of props, costumes, and administrative space).

The Museum and Cultural Center Feasibility Study includes recommendations on ways to address the arts community needs identified in this recommendation.

### RECOMMENDATION 5B.3

Identify a location for performance teachers to present recitals and instruction.

The Museum and Cultural Center Feasibility Study includes recommendations to address the needs of local performance teachers at the proposed center facility.

### RECOMMENDATION 6.2

Create a new capacity building category of grants for arts and cultural organizations, including assistance for unincorporated and culturally specific groups (estimated cost \$10,000 annually).

In the 2017 Arts Grants funding cycle a new category was created for arts organization capacity building.

### RECOMMENDATION 6.3

Make available business and career training for individual artists, drawing on the resources available in the region and online (estimated costs 10,000 annually).

The City offers an annual Business for Artists Conference each October as part of the ARTober program.

### RECOMMENDATION 6.4

Explore development of a leadership training and placement program for business people and other community leaders to serve on boards of directors of arts and cultural organizations; this can perhaps be best accomplished through a partnership with an existing leadership organization in the County (estimated cost \$10,000 annually).

The CREATIVE Connection Leadership Training and Placement program was launched in September 2019 and completed the pilot year in June 2020. The program was held virtually in 2020-21, but was not offered the last few years. It is anticipated to relaunch in a new format in 2025.

### RECOMMENDATION 6B.2

Evolve the Arts Symposium program into a multiple-day arts conference that serves Southern California and encourages attendees to stay in local hotels.

The Arts Symposium evolved into the Business for Artists Conference in 2022. This year, the conference will be held on October 19, 2024.

#### RECOMMENDATION 7.1

The City should assist in the formation of an Arts and Business Leadership Council.

The first meeting of the Arts and Business Leadership Council was held on October 22, 2021. California Institute of the Arts President, Dr. Ravi Rajan, and Santa Clarita Valley Economic Development Corporation President and CEO, Jey Wagner, serve as the co-chairs of the council. The next meeting will be held in the fall of 2024.

#### RECOMMENDATION 7B.1

Research arts funding models and develop a report on potential mechanisms to expand financial support for the arts community in Santa Clarita. This effort should focus on ways to encourage arts and cultural organizations that celebrate the community's diversity.

A report on arts funding models will be presented to the Arts Commission in fall 2024.

#### RECOMMENDATION 8.1

Create periodic convenings for Santa Clarita's creative industries based on shared needs, beginning with a high-profile conference or event.

The Arts and Business Leadership Council serves as the mechanism to discuss shared needs in the creative industries community. The Leadership Council has identified program and project goals based on the needs identified through discussions at their meetings.

#### RECOMMENDATION 8.2

Adapt and provide small business development services for the formation and growth of small creative businesses.

An assessment of current business development services available in Santa Clarita was presented to the Arts Commission at their October 12, 2023, meeting and will be shared with the Arts and Business Leadership Council at their meeting in fall 2024.

### RECOMMENDATION 8.3

Develop a creative industries directory for Santa Clarita that identifies businesses and people in the creative economy, and lists resources and opportunities (estimated cost \$15,000).

A Creative Economy Report was presented to the Arts Commission at their meeting on September 9, 2021. The report was then presented to the Arts and Business Leadership Council at their inaugural meeting in October 2021, where it served as the basis for the development of the Leadership Council's goals.

### RECOMMENDATION 8B.1

Explore ways to expand business development service programs to ensure that participants represent Santa Clarita's diverse community.

The presentation developed to address Recommendation 8.2 above also identified mechanisms to ensure that the development programs are accessible and marketed to diverse small creative businesses in the community.

### RECOMMENDATION 9.1

Develop a comprehensive, communitywide arts and cultural marketing program, in consultation with and building on the existing arts marketing resources in the community (\$25,000 annual marketing costs plus potential half-time staff or contract program).

The Arts Marketing Plan, developed by Lundmark Advertising + Design, was presented to the Arts Commission on December 12, 2019. The plan began implementation in 2020 and starting in fiscal year 2021-22, \$15,000 was allocated annually to continue to address the recommendations in the plan.

### RECOMMENDATION 9B.2

Create an initiative that highlights events and programs that celebrate Santa Clarita's diversity on SantaClaritaArts.com.

The SantaClaritaArts.com website is being updated to include a mechanism to sort upcoming events and programs featured on the site's calendar that address diversity, inclusion and belonging.

## RECOMMENDATION 10.1

Create a Diversity and Inclusion Subcommittee of the Arts Commission to promote relevant programming, awareness, and opportunities.

The Diversity and Inclusion Committee developed a statement that was included in the Santa Clarita Arts Master Plan Update completed in 2021. The statement served as a guide for the development of several of the added recommendations in the update.

## RECOMMENDATION 10.3

Increase culturally diverse programming produced or supported by the City, such as community festivals celebrating cultural diversity and/or a citywide multicultural festival.

The Celebrating Diversity Assessment was presented to the Arts Commission on October 10, 2019. Since that time, several City events have been created or adopted to showcase Santa Clarita's vibrant cultural diversity, including the Celebrate Series at the Canyon Country Community Center, the Free To Be Me Festival, and the Music and Movement series at The MAIN.



PHOTO FROM "AT HOME AT THE ZOO" AT THE MAIN



## Conclusion

The Arts Master Plan was intended to serve as a guiding document for the future of the arts and culture in Santa Clarita. The 2025 Arts Commission Work Plan is the next step to systematically address the recommendations in the Arts Master Plan, with the goal to achieve as many recommendations as possible in the ten years after the plan was adopted. With the Arts Master Plan Update in 2021, 20 additional recommendations were added, to ensure the plan continues to serve as a valuable guide through 2026, when a new arts master plan is anticipated to be presented to the City Council for adoption.

The Arts Commission looks forward to continuing to partner with the City Council on the implementation of the Arts Master Plan to achieve the vision identified in the plan:

*The City of Santa Clarita will be recognized as a “city of the arts,” where the lives of residents, artists, and visitors are enriched through artistic and cultural experiences.*

The Arts Commission is very appreciative for the City Council’s support of the recommendations that were identified in previous Arts Commission Work Plans. In particular this year, the Commission would like to thank the City Council for funding the development of a new arts master plan. Working together, the City Council, the Arts Commission, staff, and the community will be able to achieve the bold vision described above.

### **ARTS COMMISSION**

Patti Rasmussen (Chair)  
Dr. Michael Millar (Vice Chair)  
April Scott-Goss  
Susan Shapiro  
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