# City of Santa Clarita




# Diversity and Inclusion Assessment

## Introduction

The City of Santa Clarita (City) developed the Santa Clarita Arts Master Plan to serve as a guide for the development of arts and culture in the Santa Clarita Valley. Recommendation 10.3 of the plan states, "Increase culturally diverse programming produced or supported by the City, such as community festivals celebrating cultural diversity and/or a City-wide multicultural festival." To address the needs of the community and gauge public interest in a cultural fair or similar event, this assessment identifies cultural arts and diversity programs currently offered throughout Santa Clarita Valley. The assessment includes an organizational directory and a listing of arts and cultural events. This document will contribute to the recommended action of increasing culturally diverse programming. The assessment process relied heavily on local resources and information made available to the public. The information gathered will serve as a focal point for an online resource directory that will be developed in an effort to provide the community access to free and paid cultural arts and diversity based programs.

## Assessment

This assessment used organizational profiles, web based inquiries, and telecommunications to establish an accurate City profile and generate a directory that will begin to serve as a guide for community members who are in search of cultural arts programming. For the most accurate results the following profiles were identified:

- Demographic Profile
- Business Profile
- Arts and Cultural Facilities Profile
- Events Profile
- Tourism and Leisure Profile
- Arts and Culture Programming Profile

Demographic

According to the 2018 United States Census Bureau, there are 218,103 people living in the City. Of those residents more than half (54.9%) are Hispanic or Latino, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian, Pacific Islander, and other. Additionally, the census data shows that 30% of people reported speaking a language other than English in their households, with Spanish, Korean and Hindi. By identifying demographic diversity, the cultural needs and expectations of residents can best be addressed.

Business

The City of Santa Clarita's Economic Development Division states that 7,610 businesses service the community, including but not limited to food, retail, industrial, entertainment and medical establishments. Of those businesses there are a number of arts-based organizations that provide development opportunities in music, theater arts, performing arts, visual arts, and dance.

Arts and Culture Facilities

Throughout the City many establishments serve as gallery, performance, and teaching spaces. The following is a list of local businesses who display art or host performance art:

- Barnes & Noble
- Canyon Country Jo Anne Darcy Library
- Canyon Theater Guild
- City of Santa Clarita, City Hall
- City of Santa Clarita Canyon Country Community Center
- City of Santa Clarita Newhall Community Center
- Newhall Family Theater for the Performing Arts
- Old Town Newhall Library
- Santa Clarita Performing Arts Center
- The MAIN
- The Canyon
- Westfield Valencia Town Center

Events

The City currently hosts free arts and culturally diverse events that entertain thousands of residents and visitors. Many of these events are seasonal such as the Cowboy Festival, Concerts in the Park, and the Thursdays@Newhall series. The Thursdays@Newhall series provides a variety of opportunities for artists, musicians, and dancers to showcase their talents during the City's Senses, Jam Session, Note by Note, and 10 by 10 events. Two events are focused primarily on local art and showcases both student and adult talents. The Youth Arts Showcase is hosted every March and schedules a limited amount of youth performances from local school districts and arts-based schools. The Fine Craft Show is a two day event that takes place every November and features artists' booths with high quality arts and crafts.

The community also produces many arts and cultural events throughout the Santa Clarita Valley, such as the Pacific Islander Festival which highlights the life and culture of people who are of

Pacific Island descent and the Annual Hart of the West Pow Wow that is sponsored by Los Angeles County and hosted at William S. Hart Park. The Pow Wow provides an opportunity for the community to learn about the life and culture of the Native Americans who once lived in this valley.

Tourism/Leisure

The Santa Clarita Valley attracts visitors from Northern and Southern California because of its main attraction, Six Flags Magic Mountain, its growing nightlife, and shopping opportunities. Travelers often stay locally, booking hotels in the area and contributing to economic flourishment across the valley. Tourists visit restaurants, businesses, and events like those mentioned in the events profile.

Arts and Culture Programming

This profile identifies cultural arts, dance, lingual programming, music arts, social groups, theater arts, visual arts, and ability inclusive based programs that currently operate in the Santa Clarita Valley. In addition to the art based groups there are religious groups and ethnically focused social groups. Listed below is an Arts and Cultural Organizations Directory of organizations within the City whose primary focus is to provide arts and cultural programming.

## Moving Forward

The City has immersed itself in arts and culture through instruction and event based programming. However, as the community continues to grow, the City must grow with it and embrace opportunities to further support diverse and inclusive programs. In an effort to understand the needs and expectations of the programs identified in this assessment, the Diversity and Inclusion Subcommittee of the Arts Commission will develop a survey to identify the individual needs of these organizations, such as capacity building, leadership development, and marketing plan, grant workshops, etc.

The directory will be used as a starting point to determine who the survey should be distributed to. Each organization will answer a series of questions, both multiple choice and open ended, that will allow them to detail the needs of their organization. Based upon the needs identified during this process, recommendations will be made on how best to proceed.

# Arts and Cultural Organizations Directory

| Cultural Arts | |
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| **De Mis Suenos Cultural Arts Program**<br>We are a Cultural Arts Program that promotes a connection to our Mexican Cultural Heritage through workshops, events, media and performances. | https://squareup.com/store/demisuenoscap |
| **Hyastan Culture Center**<br>Providing children of all ages with education about Armenian culture through dance and arts. | http://www.hayastanculturalcenter.com |
| **Indian Bollywood Dance Classes**<br>Currently enrolling boys, girls & adults in various dance batches, for learning the latest Bollywood dance numbers! This organization provides opportunities for larger productions. | https://www.dancebollywood.net |
| **Kalakeke Pacific Island Dance Company**<br>Dedicated to sharing the Culture and Dance of the Pacific Islands with people of all ages. | https://www.kalakekepidc.com |

| Dance | |
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| **Arthur Murray Dance Center Valencia**<br>With over 100 years of experience, Arthur Murray brings yet another fantastic dance studio to your neighborhood. Arthur Murray dance centers welcomes the Valencia location to the family! Conveniently located in beautiful Valencia, California and serving all of Santa Clarita Valley. We welcome one and all to come and visit and share your love of dance with us! | http://arthurmurrayvalencia.com |
| **D'Wilifri DanceArt and Entertainment**<br>D'Wilfri DanceArt and Entertainment Studio are committed to providing first-rate dance instruction within a positive and friendly environment that promotes creative self-expression with skilled dance technique. Aspiring dancers will be delighted to discover how our qualified instructors can motivate the development of talent with ease on either a conventional or competitive dance floor. | http://dwilfri.com |
| **Dance Studio 84**<br>Our curriculum provides more than 100 classes each | https://www.dancestudio84.com |

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| week - tap, jazz, ballet, hip hop, tumbling, combo - for all ages, all abilities. | |
| **Elite Dance Studios**<br><br>ELITE is home to the SCV's most prestigious staff. Having trained extensively with the world's top educators, mentors & teachers our staff are not only dedicated teachers but also accomplished professional dancers & choreographers. At ELITE you receive an outstanding education in dance from masters in the field. | http://www.elitedancestudiosca.com/staff |
| **Gervais School of Performing Arts**<br><br>Non-Competitive, Technical, Traditional Dance taught by College-Educated, Talented Dance Artists & Faculty. Beginner to advanced, children, teens, adults, and seniors. | http://www.gervaisdancestudio.com/gervaisdancestudio/home.html |
| **L.Y.T.E Dance Academy**<br><br>L.Y.T.E offers many programs for dancers of all ages and levels that are designed to mentor our dancers to flourish, build confidence, grow in self-love, and learn the true meaning of team work, hard-work, dedication, commitment and to promote confidence in individuality. | http://lytedancestudio.weebly.com |
| **L'amore Dance and Performing Arts Studio**<br><br>Our mission is to inspire in our students the love of dance and the arts. We want to build self-esteem, and be role models in the development of your children. | http://lamoredance.com/Index.php |
| **Movement Inc. Dance Center**<br><br>Movement Inc. Dance Center is new dance studio in Santa Clarita offering beginner to advanced classes in ballet, tap, jazz, lyrical, hip hop, and modern. | https://www.manta.com/c/mxjjbdt/movement-inc-dance-center |
| **New World Dance**<br><br>New World Dance has been located in the heart of Canyon Country in the Santa Clarita Valley for 21 years, originally established by Terry Bixler, choreographer to Janet Jackson. We are dedicated to providing a fun, creative, and positive environment in a family-like atmosphere. NWD is one of the most innovative and cutting edge dance studios in the area, fusing timeless techniques with new and exciting trends. | https://www.newworlddancestudio.com/about |
| **Pamela Johnstons Dance Studio**<br><br>Our Ballet Classes consist of Classical Ballet Technique including Barre work, Center Work, Progressions across the floor, Choreography and Performance opportunities. We include Lyrical and Contemporary training as well." | https://pamelajohnstonsdancestudioclasses.business.site/#details |

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| **Preciados Ballroom Dance Studios**<br><br>Preciado's Ballroom Dance Studios is for everybody that has a particular goal in mind. Most people that are looking to change their lives will find that partner dancing is a great way to achieve whatever goals they are looking to achieve. | http://www.pbds.tv/preciadosdancestudio/index.php |
| **The Santa Clarita Ballet Company**<br><br>At the Santa Clarita Ballet young students find the joy and beauty of dance they have been dreaming about while receiving the benefits of Royal Academy of Dance training. Older students apply their training to unique, exciting performance opportunities in full-length ballets at the Santa Clarita Performing Arts Center. Some go on to rewarding professional dance careers. But all students treasure the Santa Clarita Ballet experience. | http://www.santaclaritaballet.net |
| **Shooting Stars Dance Studio**<br><br>We offer training in ballet, tap, jazz, hip hop, lyrical, and contemporary for recreational dancers as well as aspiring performers and competitive dancers. | https://www.shootingstarscenter.com |
| **Star Dance Center**<br><br>At Star Dance Center in Santa Clarita Valley, we offer dance classes and music lessons to students in Valencia, Stevenson Ranch, Saugus, Canyon County, Newhall and Castaic. We have a full range of classes, including ballet, tap, jazz, hip hop, contemporary, tumbling, ballroom, musical theater, show choir, singing, piano, Mommy & Me and Zumba. We also provide a family friendly atmosphere and 2 recitals a year to offer our students numerous opportunities to perform. Our teachers are of the highest quality and stand by our positive, self-esteem building philosophy. | https://www.stardancecenter.net |
| **Studio 1 Dance Academy**<br><br>At Studio 1, we have a passion for dance and a strong commitment to ensuring each student learns proper dance technique. Our experienced dance instructors energize and challenge students with age appropriate choreography. We produce excellent, top-level dancers, who are prepared for high school dance teams, and are successful at the most competitive regional and national dance competitions. | http://www.studio1danceacademy.com |

| Lingual | |
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| **Santa Clarita Tamil Academy**<br><br>This academy is dedicated to bringing ancient South Indian language and dance lessons to the City of Santa Clarita. | http://santaclaritatamilacademy.org/ |
| **Santa Clarita Valley Chinese School**<br><br>This school is dedicated to teaching students from K-12 the Chinese language and provides college credit for World Language requirements. | https://www.scvchineseschool.com |
| **Sing, Sign, Play**<br><br>This school is open to babies, toddlers, and preschoolers -and their parents or caregivers- who are interested in sign language and learning strategies. | https://singsignplay.yourvirtuoso.com/our-story/index.html |

| Music Arts | |
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| **Santa Clarita Master Chorale, Inc**.<br><br>The Santa Clarita Master Chorale promotes fine choral music through an annual concert series of outstanding quality, educational enrichment programs and involvement in community-based arts efforts. | https://www.scmasterchorale.org/about |
| **Santa Clarita Philharmonic**<br><br>The SCP is dedicated to the enhanced appreciation and understanding of orchestral music in the Santa Clarita Valley and the surrounding communities. This is accomplished by providing an open-door opportunity for musicians to play, learn and perform for others. Through this shared experience musicians realize self-potential, a spirit of generosity and opportunities for growth. | http://scphilharmonic.org/about-us/ |
| **Santa Clarita Valley Blues Society**<br><br>This is a volunteer based group that is dedicated to spreading appreciation for jazz and blues and those who have a passion for it. | http://www.scvblues.com/join-the-society |
| **Santa Clarita Valley Concert Band**<br><br>This organization aims to provide accomplished adult amateur musicians a local forum where they could use and further develop their musical skills, and to provide the community with an accomplished musical resource. | http://www.scvconcertband.org |
| **Santa Clarita Valley Youth Orchestra**<br><br>The Santa Clarita Valley Youth Orchestra (SCVYO) Foundation is a non-profit organization that provides | https://www.scvyo.org/about-1 |

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| stewardship of seven instrumental ensembles, including Novae Sinfonia, Orchestra, Prelude Strings, Chamber Ensemble, Guitar Orchestra, Prelude Winds and Brass and SCV Brass Ensemble. The Foundation seeks to provide an instrumental education program for students eight years and older. | |
| **The SCV Men of Harmony**<br>The SCV Men Of Harmony Chorus is a local non-profit, musical, educational and entertaining group of harmonious singers. | http://www.scmenofharmony.com |
| **Valencia Symphony Orchestra**<br>The Valencia Symphony provides educational opportunities to audiences and artists of all ages through partnerships with educational institutions and other charitable organizations throughout the Santa Clarita Valley, such as its current partnership with the Santa Clarita Valley Youth Orchestra. | http://www.valenciasymphony.org |

| **Social** | |
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| **Holistic Mom's Network**<br>We welcome, and encourage, our members to become active participants in the community by attending, creating, organizing, and assisting with events, and contributing to making it an inclusive and flourishing community. | https://chapters.holisticmoms.org/chapters/ca-santa-clarita |
| **Italian Catholics Club of Santa Clarita**<br>Our mission is to unite Italian Catholics in the area and invite the entire family to participate in activities that are routinely part of life in Italy. We are a non-profit organization whose surplus funds go towards the building fund for our home parish of OLPH. | http://iccscv.org |
| **Members of the OLPH Filipino Ministry**<br>We commit ourselves generously to a life of service based on love and unity of mind and spirit. We are grateful and dignified by our Filipino heritage and seek to proclaim and live the Good News of Salvation committing ourselves to serve God, the church and our fellowmen. | http://www.olphscv.org/?page_id=341 |
| **Santa Clarita Valley Asians**<br>This social group meets monthly to connect with people in the Santa Clarita Valley. | https://www.meetup.com/SCV-Asians/events |

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| **Women in Touch Network**<br><br>Our Ladies Only Breakfast has speakers who share with us, teach, or ask our advice on something they need help with. Many women leave us feeling inspired and looking forward to the next month! Warning this group can be addictive! | https://www.womenintouchscv.com/about |

| **Theater Arts** | |
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| **Canyon Theatre Guild**<br><br>Broadway musical program that serves children ages 6-17 years old. | http://www.canyontheatre.org |
| **Curtain Call**<br><br>As an Inspire Charter Schools Approved Vendor, we offer acting, musical theater and dance classes that work with your schedule! Santa Clarita's only training center for stunt work. | https://www.curtaincallpa.com |
| **ESCAPE Theatre**<br><br>Theatre arts/ production company for studetns from first to twelth grade. | https://www.escapetheatre.org |
| **Forge Ahead Arts**<br><br>Providing cultural and social art throughout the community that are appropriate for all ages in the form of public art, interactive installations, and still installations. | https://www.forgeaheadarts.org |
| **Major Impact Theater**<br><br>Making an impact in the lives of adults with disabilities through performing arts. | https://majorimpacttheater.org |
| **Santa Clarita Shakespeare- Theatre for all**<br><br>Professional theatre company geared at serving community members of all ages. Most commonly known for hosting the Shakespeare Festival. | https://www.scshakespearefest.org |
| **Vibe Performing Arts**<br><br>Provides quality performing arts instruction in acting, singing, instruments, dance, and magic. | https://vibescv.com |

| **Visual Arts** | |
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| **Santa Clarita Artists' Association**- A nonprofit membership organization for local artists to share their expertise, knowledge, and enthusiasm for art. | https://www.santaclaritaartists.org/ |

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| Their mission is to promote arts in the valley and offer outreach programs. As well as scholarships to art students. | |
| **Santa Clarita Photographers Association-** a group of dedicated photographers, both amateur and professional, that meets monthly to learn about photography and share images. | https://scvpa.clubexpress.com/content.aspx?page_id=0&club_id=730790 |
| **ARTree Community Arts Center-** builds community by providing opportunities to nurture creative thinking and expression through the unique power of the arts. | http://theartree.org/ |
| **SCVTV Community Media Center**-s where staff and volunteers generate original, hyper-local content for the channel. SCVTV is the 501c3 nonprofit community service organization that operates the Santa Clarita Valley's public, education and government (PEG Access) television channel under contract with the City of Santa Clarita and six public school districts. | https://scvtv.com/about-scvtv/ |

*** The descriptions above are taken directly from the organizations' websites.

# Arts Events and Cultural Events

***February***

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| Pacific Island Dance Company | Te Mana Ori – Tahitian Solo Competition |
| Filipino-American Association of SCV | Inaugural Ball |
| Volta Drum Dance | Ghanaian Traditional Music and Culture |
| Temple Beth Ami | Community Purim Festival |
| City of Santa Clarita | Canyon Country Community Center (C4)<br>Valentine's Salsa Dance Night |

***March***

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| City of Santa Clarita | One Story, One City Library Events |
| City of Santa Clarita | Youth Arts Showcase |

***April***

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| Arts for Santa Clarita | Run for the Arts |
| Santa Clarita Artists' Association | Spring Art Festival |
| City of Santa Clarita | C4 Line Dance Night |
| City of Santa Clarita | Cowboy Festival |

***May***

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| California Institute of the Arts | World Music and Dance Festival |
| CBF Productions | Tequila and Taco Music Festival |
| Friends of Hart Park | Artisan Row Home Arts and Crafts Show |

***June***

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| CBF Productions | Boots and Brews Country Music Festival |
| Westfield Valencia Town Center | Valencia Jazz and Blues Concert Series |
| LA County Dept. of Parks & Rec. | Summer Concerts and Movies in the Park |

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| The Heart Eyed Artist | SCV Summer Art Fair |
| City of Santa Clarita | Summer Bash |

***July***

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| National Association of Hispanic Real Estate Professionals | NAHREP Gala |
| Westfield Valencia Town Center | Valencia Jazz and Blues Concert Series |
| LA County Dept. of Parks & Rec. | Summer Concerts and Movies in the Park |
| City of Santa Clarita | Concerts in the Parks |

***August***

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| Filipino-American Association of SCV | Fil-Am Cultural Festival |
| Bella Vida Senior Center | Colors of Our Lives Concert and Art Exhibit |
| Friends of Hart Park | Silence Under the Stars |
| LA County Dept. of Parks & Rec. | Summer Concerts and Movies in the Park |
| City of Santa Clarita | Concerts in the Parks |

***September***

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| SCV Latino Business Alliance | National Hispanic Heritage Month Gala |
| Kalakeke Pacific Island Danco Co. | SCV Pacific Islander Festival |

***October***

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| Friends of Hart Park | Hart of the West Native American Pow Wow |
| Filipino-American Association of SCV | Bulaklakan or Festival of Flowers |
| Spiegeltent at Wolf Creek Brewery | Santa Clarita Oktoberfest |

***November***

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| Santa Clarita Artists' Association | Arts Classic |
| Polka Dot Roadshow | Mercantile and Art Fair |

***December***

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| City of Santa Clarita | Fine Craft Show |

***Year Round***

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| Congregation Beth Shalom | CBS Film Series (Monthly) |
| SCV Latino Business Alliance | Small Business Mixers (Monthly) |
| Santa Clarita Valley Blues Society | Blues Jams (Monthly) |
| City of Santa Clarita | JAM Sessions (March through October) |
| City of Santa Clarita | SENSES Block Parties (March through October) |

**** The above events were identified through the City of Santa Clarita Community Calendar and Event Permits approved by the City from 2018 and 2019.

This inventory does not include school programs, art receptions, or events that happen at venues such as the Santa Clarita Performing Arts Center at College of the Canyons, the Newhall Family Theatre for the Performing Arts, the Canyon Theatre Guild, The MAIN, and the Canyon Club.