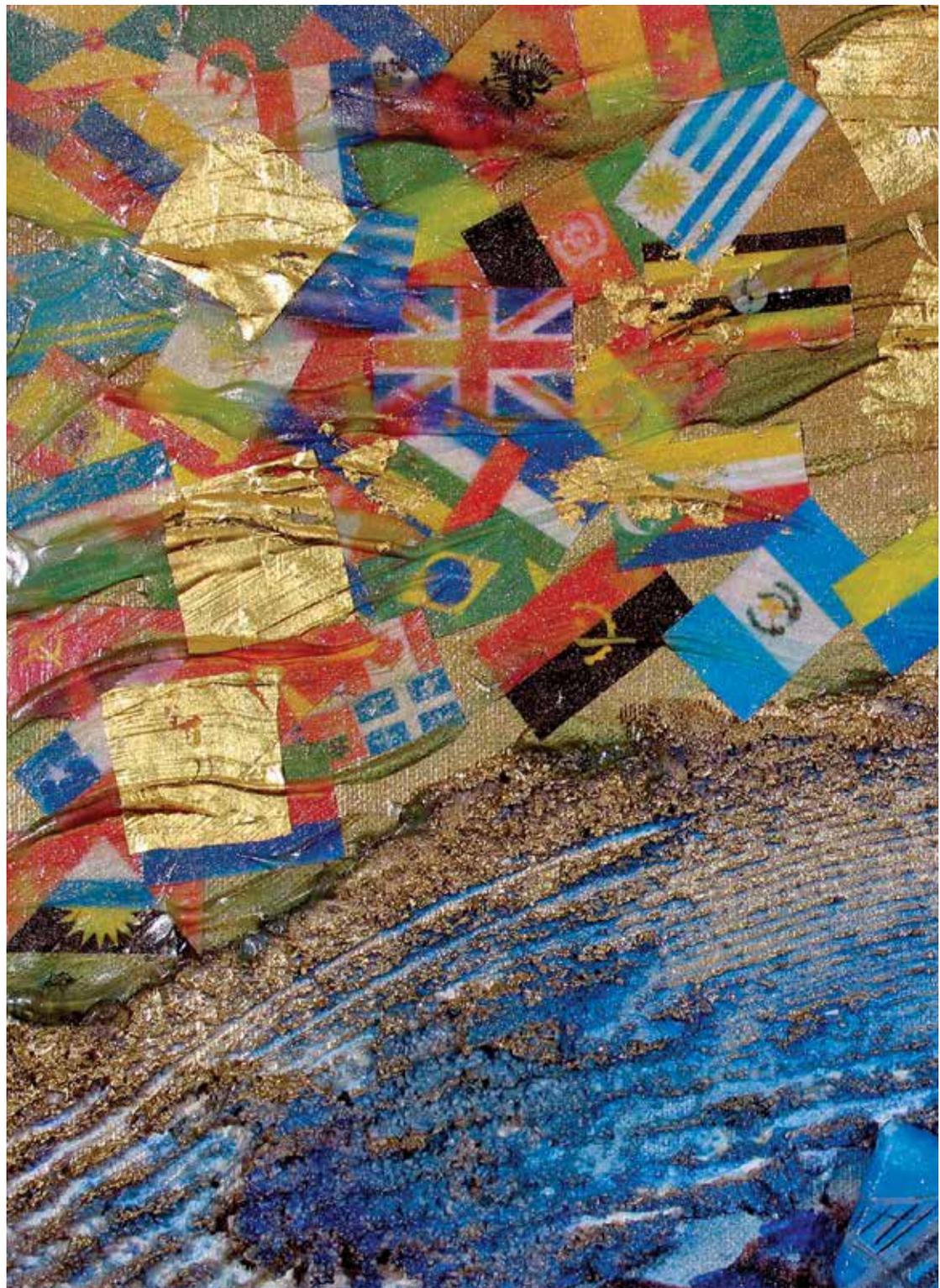




**Arts and Culture**  
Richmond General Plan 2030



# Community Vision

Richmond, California in 2030

The City is recognized as a thriving arts community that celebrates its artists, organizations, programs and events. Strong City leadership, innovative partnerships and active citizenry ensure that arts and culture are woven into all aspects of community life.

Arts-related venues provide enjoyable environments. Works of art are integrated into public places, adding to the City's attractiveness as a place to live. Richmond's heritage and rich diversity are evident in its many forms of artistic expression. Longstanding arts institutions are a source of civic pride, attracting both community members and visitors from the region to experience the arts. Residents of all ages enjoy access to meaningful enrichment opportunities that draw upon Richmond's artistic and cultural resources.



# 13

## Arts and Culture

Richmond enjoys abundant arts, cultural and historic resources. The City boasts dozens of historical landmarks and nationally recognized sites and structures. Strong partnerships with long-standing, local arts institutions provide opportunities for residents of all ages to engage in creating and experiencing art. The City is also home to an active community of arts practitioners. A sampling of local talent is evidenced in the unique artwork featured later in this Element (pages 13.13 to 13.17). Richmond strives to expand its standing as a place where artistic expression and cultural diversity can flourish, and where a multitude of art forms are created, performed, taught and exhibited.

The Arts and Culture Element:

- Describes the City’s arts and cultural resources;
- Highlights key findings and recommendations based on an existing conditions analysis;
- Defines goals for integrating arts and culture into the City’s future;
- Identifies policies and implementing actions to address challenges and articulate opportunities to nurture arts and culture;

- Provides a summary table identifying lead responsibilities for each implementing action; and
- Reviews the existing regulatory framework that guides arts and culture planning efforts.

### Purpose of the Element

The intent of the Arts and Culture Element is to preserve Richmond’s cultural assets, celebrate heritage and expand opportunities for arts enrichment. The Element outlines Richmond’s approach to integrating arts and culture into the community to help stimulate the local economy, contribute to livability and enhance the urban environment. In order to achieve these aspirations, Richmond will continue to foster a civic environment where the arts can thrive. This Arts and Culture Element represents an important step toward legitimizing the arts as an essential component of civic life that merits investment and consideration in the City’s decision-making processes.

### Legal Requirement

The inspiration for this Arts and Culture Element is the shared belief that the arts provide essential contributions to the quality of life in Richmond.



*Various forms of public art including murals and sculptures can be found throughout Richmond.*

Although it is not a state-required element, the City is committed to supporting and expanding the local arts community and its contributions to Richmond’s character and vitality. The Arts and Culture Element is consistent with the State of California Government Code (Section 65303) which grants authority to local jurisdictions to adopt additional elements to those mandated by state law when they relate to the physical development of the jurisdiction.<sup>1</sup>



## Richmond Today

Arts and cultural activities have a direct effect on the daily lives of Richmond residents. The arts engage people of all ages, revitalize the community and celebrate Richmond's cultural diversity. On an interpersonal level, artistic endeavors develop essential skills such as creativity, perception and imagination, which fuel technology, entertainment and communications industries. The arts provide resources for youth, improve self-esteem and motivation, reduce absenteeism and promote tolerance and teamwork. The arts bring people together to celebrate, learn about and preserve the contributions of diverse cultures. The local economy can potentially benefit from arts-related employment opportunities, an expanded tax base and increased property values.

The City of Richmond enjoys many arts and culture-related assets. Community arts events and festivals are held throughout the year in celebration of history, culture and arts-related themes. The City has many designated national, state and local historic landmarks and districts. In addition to abundant historic resources, the community takes pride in its extensive collection of public art. Richmond provides arts and cultural offerings including visual and performing arts education through successful public and nonprofit institutions. These Richmond-based institutions provide opportunities for residents of all ages to perform or experience theater, music and dance, and to create or view the visual arts.

Home to an active community of arts practitioners, Richmond is especially attractive to artists because



*Public art adds character to public places. Various forms of public art such as murals and sculptures can be found throughout the City.*

of the availability of affordable housing and studio space and the proximity to urban and natural environments.

The following discussion provides a review of Richmond's existing arts and cultural resources including: public art; nonprofit arts and cultural institutions; cultural facilities; arts education and program partnerships; and events and festivals.

### Public Art

Beginning in the 1940s, the City of Richmond recognized a valuable role for art in public places, and since has acquired an impressive collection of public art including memorials, sculptures, murals, historical markers, reliefs and decorative panels, tapestries, banners and artist-designed community gardens. Richmond's installations are concentrated primarily in the Downtown area with an additional cluster at Marina Bay and other works of art distributed among the surrounding neighborhoods of Point



Richmond, Hilltop Bayview, Parchester and East Richmond. The collection reflects unique expressions of Richmond's values and contributes to the cultural backbone of the community.

Public art advances the goals of the City by: adding to high urban design standards; attracting national attention to the City's leadership in the public art arena; and providing a mechanism to meaningfully involve citizens in the design of their environment.<sup>2,3</sup>

### Nonprofit Arts and Cultural Institutions

The City's community-based arts institutions provide innovative programs and activities for both residents and visitors of all ages and abilities. Richmond has five major nonprofit arts and cultural institutions:

- The Richmond Art Center;
- The East Bay Center for the Performing Arts;
- The National Institute of Arts and Disabilities;



*Nonprofit arts and cultural programs provide a rich array of opportunities for Richmond's youth to explore their creative abilities through the performing arts.*

- The Masquers Playhouse; and
- ArtsChange.

Together these organizations involve around 3,000 participants and attract more than 38,000 audience members each year.<sup>4</sup> Annual operating expenditures of nonprofit arts organizations in Richmond were estimated at more than 4.7 million dollars in 2006. These organizations generate an estimated 3.4 million dollars for the Richmond economy and support about 100 full-time equivalent jobs.<sup>5</sup> The role and long-term vitality of these institutions is particularly important in offsetting reduced opportunities to participate in arts offerings through West Contra Costa Unified School District (WCCUSD) and the City.

Arts face significant financial challenges in meeting their annual operating costs, qualifying for matching grant funding and providing necessary upgrades to their facilities. Many of these nonprofit organizations operate out of facilities that

are in poor condition and in need of maintenance, seismic retrofit or upgrades. Following is an overview of each institution's role, programming and facilities.

#### **Richmond Art Center**

Founded in 1936, the Richmond Art Center (RAC) is the Bay Area's longest established art center. It is a private nonprofit community center featuring an array of educational programs both at the Art Center's Downtown facility and throughout the community. The Center seeks to inspire active engagement in visual arts for all ages through exhibitions, education and in-school programs.

The Art Center's well-equipped 25,000 square foot facility is located in Richmond's Civic Center. The facility consists of 6,000 square feet of gallery space, a sculpture courtyard and classroom and studio space to accommodate instruction in ceramics, drawing, painting, weaving and jewelry-making. The

RAC has an annual budget of about \$600,000 and the Center is supported by individual donors, grants and the City.

#### **East Bay Center for the Performing Arts**

The East Bay Center for the Performing Arts (EBCPA) is a highly respected nonprofit institution dedicated to ensuring broad community access to high quality arts training. Founded in 1968, the Center has earned prestigious local and national awards. Part of EBCPA's mission is to encourage people to explore the use of cultural heritage and personal creativity as vehicles for reconciliation and social change. The Center offers long-term arts education programs for all with instruction in distinctive cultural forms of theater, music, dance and multimedia. A dynamic community performance



*The RAC's Community Gallery offers exhibit space for original work by local artists, students, faculty and community groups.*

series features concerts, dance recitals, multimedia presentations, plays and musicals.

The EBCPA's main facility is a 12,500 square foot, three-story building located in Downtown Richmond. This facility is home to administrative offices, 20 classrooms and performance space that can accommodate an audience of up to 120. In 2007, EBCPA purchased the building from the City at a nominal rate with an agreement to rehabilitate the historic 1924 structure, which is in need of a seismic and program retrofit. A capital campaign is underway to complete facility renovations. EBCPA has an annual budget of about \$1,365,939, attracts 20,000-25,000 in attendance to performances and events each year and serves more than 2,000 students annually.<sup>6</sup>



*NIAD provides important art programs for adults with developmental and physical disabilities.*

### **National Institute of Arts and Disabilities**

This award-winning nonprofit art studio and gallery provides a unique art program for adults with developmental and physical disabilities. The National Institute of Arts and Disabilities (NIAD) Center promotes creativity, independence, dignity and community integration. Participants enjoy opportunities to exhibit work both at NIAD's on-site gallery and at other exhibitions. These opportunities contribute to enhanced self-esteem and provide earnings for personal use. The program fosters socialization and inclusion both at the Center and on art-related field trips, and enhances public understanding of artistic capacities of people of all abilities.

NIAD serves an average of 35 adults each day from diverse cultural, ethnic and socioeconomic backgrounds. NIAD's facilities are owned by the organization and in need of renovations estimated to cost approximately \$300,000. Their annual budget is



*The Masquers Playhouse produces high-caliber plays, musical productions and other live theatrical events.*

\$526,000, most of which comes from the Regional Center of the East Bay with the remaining derived from grants and individual donations.

### **Masquers Playhouse**

Masquers Playhouse, Inc., established in 1955, is the oldest continuously active community theater in Contra Costa County. The volunteer nonprofit community theater produces high-caliber plays, musical productions and other live theatrical events for the entertainment and cultural enhancement of the greater Bay Area. The Playhouse provides a creative outlet for amateur theater people and invites community members of all ages to participate in a full range of theater production responsibilities.

Masquers Playhouse operates a 99-seat theater which attracts about 12,000 theatergoers annually and is housed in a historic building in the Point Richmond neighborhood. The building is owned



*The Richmond Museum of History promotes and facilitates the study of Richmond's History*

by the Masquers, but is in need of a seismic retrofit which is estimated to cost \$500,000 to \$750,000. Masquers operates as a nonprofit organization with an annual budget of \$165,000. Ticket sales account for about 65% to 70% of funds with the rest coming from individual donors and fundraisers.

### **ArtsChange**

The ArtsChange Project has been instrumental in providing widespread community access to the arts. ArtsChange creates and installs diversity-themed exhibitions in the waiting areas of County Health and Social Service Centers with the goal of bringing educational, arts and cultural programming to these widely utilized public sites. Exhibitions are also shown at venues throughout the City. The project was launched in 1996 as a joint endeavor of the Richmond Health Center's Community Arts and Diversity Committee and Community Works, a



*The Richmond Memorial Auditorium may help ignite the area as a hub of arts and cultural activities.*

nonprofit community arts program. Objectives include: promoting working relationships among multicultural staff; celebrating the rich diversity of Richmond; building tolerance and healthy communities; and extending the benefits of the arts to underserved communities. Since its initiation, ArtsChange has produced more than five exhibits each year, attracting 10,000 patients, residents and others annually. ArtsChange operates as a nonprofit organization with an annual budget of \$130,000.

### **Cultural Facilities**

In addition to the facilities that house Richmond's arts institutions, the Museum of History and Richmond's Memorial Auditorium and Convention Center are also programmed for cultural activities. These are further described below. Other community facilities such as libraries and civic build-

ings are discussed in the Community Facilities and Infrastructure Element.

### **Richmond Museum of History**

The Richmond Museum of History was founded as a nonprofit organization in 1954 to promote and facilitate study of Richmond's history. Collections housed here include highlights of Richmond's pre-history, agricultural beginnings, industrial achievements and cultural legacy.

### **Richmond Memorial Auditorium and Convention Center**

The Memorial Auditorium and Convention Center is located in the heart of the Civic Center and owned and operated by the City. The auditorium plays an important role in the community, providing space for school dances and annual community events. However, as Richmond's largest performance venue, the complex is underutilized. The building has a seating capacity of 3,756 and seven meeting rooms accommodating up to 480 people in total. The complex is close to the multimodal BART/Amtrak transit station with convenient vehicular access to Interstates 80 and 580. With refurbishment, new management and promotion, the City hopes to maximize use of the Auditorium complex as an anchor, attracting world-class entertainers and artists and drawing visitors from beyond the region to experience the arts in Richmond.



### Arts Education and Program Partnerships

Arts are a vital part of the educational experience. Not only do the arts nurture creative thinking and self-expression, but they can also cater to a broad range of learning styles. Fine arts and music programs often inspire students who do not respond readily to more academic curriculum or who are at risk of dropping out of school. Arts enrichment programs for children and adults have several positive benefits such as developing artistic talents, enhancing self-esteem, building critical thinking and social skills and increasing overall motivation to learn.

West Contra Costa Unified School District (WCCUSD) provides instruction and performance opportunities in instrumental and choral music to over 2,500 students across all grade levels. The District has one of the most comprehensive music education programs in the greater Bay Area. However, because of the severe budget restrictions faced by the public school system, the District relies on partnerships with arts organizations to provide fine arts and drama opportunities in the K-12 curriculum. Thousands of elementary, middle and high school students from the WCCUSD benefit from excellent arts programs partnerships with the East Bay Center for the Performing Arts (EBCPA), Richmond Art Center (RAC) and the San Francisco Art Institute (SFAI). These partnerships are critical to infusing arts curriculum into Richmond's schools.

#### Richmond Art Center Education Programs

The Richmond Art Center's (RAC) Education Programs consist of: on-site classes and workshops;



*EBCPA provides training and classes for community members of all ages at reduced costs for free of charge.*

community projects; the ArtReach outreach program which includes custom-designed Artists in Schools residencies; and artist-led tours of RAC's exhibitions for schools and community groups including hands-on workshops for all participants. The Artists-in-Schools Program places professional artists at school sites throughout Richmond to conduct long-term, hands-on workshops reaching over 3,500 students in the West Contra Costa Unified School District each year. The Center remains committed to sponsoring projects in the community. It has spearheaded projects such as: a summer art program at a local housing complex; a large-scale community mural festival involving 30 local organizations; after-school programs at local community centers; and free-of-charge, hands-on art activities for children at community festivals such as Cinco de Mayo and Juneteenth.



#### East Bay Center for the Performing Arts Education Programs

The East Bay Center for the Performing Arts (EBCPA) provides training and classes for community members of all ages at reduced costs or free of charge, and also collaborates with WCCUSD to provide invaluable on-site public school programs. Every year, the East Bay Center programs benefit more than 25,000 members of the ethnically diverse and low-income communities in and around Richmond. The EBCPA's Art and Public Education Division offers thousands of art classes at 10 - 15 public school sites, serving approximately 1,200 students each year. Sixty to 70 EBCPA professional artists/instructors are involved annually in public education programs, providing student instruction and teacher training workshops. The Center has launched a groundbreaking model project in three local schools, using an arts-based curriculum



*Performances can help attract visitors to Richmond while supporting a tradition of arts in the community.*

to reach highly at-risk students. Additionally, the Intensive Summer Institute and Emerging Artist Fellowship programs provide advanced arts training and leadership opportunities annually for young adults. The excellence of its programs and contributions to arts in the community have earned the East Bay Center for Performing Arts prestigious local and national awards from organizations such as the Contra Costa Children and Families Policy Forum, the Black Filmmakers, the National Endowment for the Arts and the President's Committee on the Arts and the Humanities.

### **San Francisco Art Institute Partnership: City Studio**

The San Francisco Art Institute (SFAI) is one of the United States' oldest and most prestigious private schools of higher education in contemporary art. In 2005, the Institute partnered with local organization

Opportunity West and the West Contra Costa Unified School District to offer City Studio, a arts education program for underserved youth. The program is supported by grants from the James Irvine Foundation and the Walter and Elise Haas Fund, and is designed for high school juniors and seniors who have little or no access to arts training in secondary school. Over a two-year period youth participate in four 14-week projects held locally, led by local artists and distinguished SFAI faculty members. A network of advising and support services are also provided. Students are invited to participate in two summer intensive sessions held at the San Francisco undergraduate campus. Art material costs are covered and stipends are provided to cover the cost of travel to and from the San Francisco campus.

### **Events and Festivals**

Cultural events and festivals are socially and economically significant. They provide opportunities to celebrate the City's rich culture and history. If effectively marketed and executed, events and festivals can serve to attract visitors, bring economic benefits and elevate Richmond's profile throughout the region.

There are several annual cultural events and festivals held in Richmond that draw attendees from throughout the Bay Area including: North Richmond Shoreline Festival, Cinco de Mayo Festival; Fourth of July Festival; Home Front Festival by the Bay; Juneteenth Festival; Music on the Main; the Point Richmond Summer Concert Series; Black History Month; The Art of Living Black Exhibition; Holiday Lighting Ceremony and Reception; North Richmond Shoreline Festival; and the October Arts and Humanities Month Celebration.<sup>7</sup>



## Key Findings and Recommendations

Richmond's affordability, central Bay Area location, plentiful supply of light industrial parcels and proximity to world-class natural environments attract professional artists and cultural organizations. Richmond enjoys the benefit of a number of valuable arts institutions that provide high quality arts programming to the entire community. To ensure that this burgeoning arts community thrives, it is critical that the City builds and maintains its cultural foundation. Adequate staffing is needed to meet service commitments and to build partnerships and funding in support of arts and culture. As Richmond is a diverse community, additional priorities revolve around celebrating differences, breaking down barriers to arts program participation and ensuring widespread opportunities for arts exposure.

Stimulating a healthy arts environment in Richmond will continue to enhance the City's identity and provide economic benefits. The economic impact of the arts is substantial. At a national level, studies indicate that America's nonprofit arts industry generates \$134 billion in economic activity every year.<sup>8</sup> Cities and counties are finding that nonprofit arts organizations contribute significantly to state economic growth and job creation. Studies indicate that the arts contribute far more to the economy in income and jobs than they receive in private contributions and public funding.<sup>9</sup> Additionally, an assessment of cities and counties, both large and small, that have integrated art into their respective communities revealed that spending on the nonprofit arts



*Local artists can make a significant contribution to economic revitalization.*

(directly and indirectly) supports more than 115,000 California full-time and part-time jobs and adds \$1 billion in income for the California economy.<sup>10</sup>

Public art, capital improvement projects and landscape design can make highly visible contributions to the urban environment, creating more attractive and inviting communities. Visual and performing arts can become part of a city's social fabric, creating enjoyable experiences for dialogue and thought. The arts can draw communities together through local events, partnerships and projects that engage a broad spectrum of citizens. The City of Richmond enjoys a strong basis from which to grow arts and culture.

The following key findings and recommendations are derived from existing conditions in Richmond as well as the community's vision for the future.

**Finding 1: The City has a rich arts and cultural tradition that contributes to its unique identity – Richmond seeks to continue to build this image as a regional center for arts and culture.**

Bringing arts to the forefront can positively raise community perception, build civic pride, improve quality of life for Richmond residents and cultivate the City's cultural climate. Particularly in the Downtown area, infill opportunities exist in underutilized buildings that could accommodate independent artists and/or smaller arts organizations that need affordable studio, gallery or production space, or smaller performance venues. Some areas present opportunities for developing or retrofitting spaces for artists' live/work use. Arts programs and services can be expanded upon to ensure well-balanced and equitably distributed offerings. Other opportunities exist in developing organizational and decision-making tools to guide Richmond's long-term aspirations. Richmond can strengthen arts and cultural offerings by:

- Raising the visibility of Richmond's assets and showcasing successful artistic endeavors through performances, exhibitions, sales and public art installations;
- Developing incentives to grow the capacity of local artists and arts organizations;
- Examining opportunities to integrate live/work artists studios;
- Providing arts and culturally-based programs and activities for all ages and abilities;



- Breaking down barriers to arts program participation and arts exposure to ensure direct benefits to all community members;
  - Developing a solid foundation for decision-making through assessment studies, master planning and a clarified City role in supporting arts and culture.
- Investing in storefront rehabilitation along key corridors and housing rehabilitation in neighborhoods;
  - Incorporating public art throughout the City in Downtown, along key corridors and gateways, as well as in neighborhoods outside the City Center; and
  - Highlighting Richmond's diversity by promoting culturally relevant public art and culturally-based programs, projects, retail stores and events.

**Finding 2: Arts and Culture can play a strong role in revitalization and economic development.**

A healthy arts environment can contribute to the City's character, long-term revitalization and economic development. Moreover, a thriving arts community can support local job growth and income and attract tourists seeking cultural destinations. Incorporating public art, improving facades and identifying new uses for underutilized buildings and sites will make the City a more attractive place to live, work and visit. Richmond can also leverage its multicultural diversity to establish a unique, marketable identity, promote cultural tourism and elevate the City's profile throughout the region. The City can enhance the contribution of the arts towards economic development and revitalization in Richmond by:

- Exploring the potential for defining focal areas or districts as cultural, historic and/or arts-related activity hubs;
- Identifying and assessing potentially catalytic projects and reuse of underutilized buildings and infill sites;

**Finding 3: Richmond benefits from nonprofit arts institutions that provide high-quality programs and services, but additional support is needed to sustain these institutions and ensure their long-term vitality.**

Richmond's nonprofit arts institutions make significant contributions to the community by providing arts and culturally-based programs for participants of all ages and abilities. The lack of resources available through West Contra Costa Unified School District to fund arts-based curriculum further elevates the role of the City and nonprofit arts institutions in maintaining valuable partnerships and sustaining rich educational arts and cultural offerings for youth and teens. Institutions such as East Bay Center for the Performing Arts (EBCPA), Richmond Art Center (RAC), the National Institute of Art and Disabilities (NIAD) operate out of facilities that are in need of maintenance, seismic retrofits or other upgrades.

Overall, they face major challenges in meeting annual operating costs, qualifying for matching grant

funding and completing necessary facility upgrades that will allow them to continue to deliver valuable services and economic benefits to the community. The City can support the long-term vitality of community-based arts institutions by:

- Creating opportunities, capacities and partnerships to enable local arts entities to thrive;
- Helping to identify reliable funding mechanisms to support financially sound arts institutions that are able to meet demands for increased programs;
- Developing resource allocation criteria and performance measures to guide City decision-making and to ensure accountability in arts funding distribution;
- Pursuing joint-use agreements to maximize use of existing facilities for expanded programming;
- Strengthening existing partnerships and forging new partnerships to promote the expansion of arts and culture; and
- Encouraging local transit planners to improve public transit connections and access to arts institutions.



### Goals

#### GOAL AC1:

##### **A Community Strengthened by the Arts**

Celebrate diversity and raise social and cultural awareness of Richmond's citizens and visitors through a variety of artistic programs and forms of expression. Arts can serve as a powerful medium to reflect the unique character, social history and cultural diversity of a place. In addition, arts and culture provide valuable contributions to the lives of Richmond residents. Build on the prestige of successful arts institutions, maximize program participation and arts exposure and enhance projects and programs that offer broad benefits to community members of all ages, cultural backgrounds and abilities.

#### GOAL AC2:

##### **Enhanced Economic Development Opportunities**

Harness arts and culture as a key component of community revitalization. Arts and culture can contribute to both community character and economic well-being. The local economy can benefit from employment opportunities, an expanded tax base and increased property values. Weave arts and culture into all aspects of community life to build civic pride and identity, improve quality of life for residents and visitors, raise community perception and cultivate economic development opportunities.



## Policies and Implementing Actions

A range of policies and implementing actions are outlined below in relation to each of the goals. These policies mandate, encourage or allow certain actions to be pursued throughout the duration of the General Plan. Together they serve as strategic directions for City staff and partners, highlighting where time and resources should be focused.

Each policy may either be correlated with a number of actions, or simply a single key implementing action. Conversely, some actions may support a range of policies. The policies and implementing actions are organized in two parts. First, all goal-related policies are described and each policy description is followed by a list of its associated implementing actions. Then, implementing actions are described in greater detail in the following section.



## GOAL AC1

## A Community Strengthened by the Arts

***Policy AC1.1******Widespread Exposure to Arts***

Promote arts to Richmond residents by incorporating art in widely-utilized public places, reducing barriers to program participation and creating effective outreach for community programs and celebrations. Integrating the arts physically and socially into City life will ensure its continued relevance to and support from the community and establish it as an integral part of Richmond's identity.

***Policy AC1.2******Well-Balanced and Equitably Distributed Programs and Services***

Nurture creativity and artistic talent in local youth and adults through a rich offering of well-balanced and equitably distributed arts and cultural educational programs and services. A comprehensive understanding of existing resources and community needs will provide a solid foundation for elevating arts and culture in enrichment programs. Conducting research and developing decision-making tools such as citywide needs assessment for recreational facilities, parks, programs and an updated Arts and Culture Master Plan, will help ensure a rich and equitable offering of arts programs, services and facilities. Joint-use agreements, public-private partnerships and dedicated City funds will provide resources to further expand programs and services in target areas.

***Policy AC1.3******Community-Based Arts Institutions***

Support community-based arts institutions that make significant contributions to the Richmond community and expand partnerships and support for arts organizations where feasible to ensure their long-term vitality and continued benefits to the community.



## GOAL AC1

## A Community Strengthened by the Arts

***Action AC1.A******Arts and Culture Master Plan***

Regularly update Richmond's Arts and Culture Master Plan. The content and level of detail of the Plan should be expanded to:

- Define public art and describe a comprehensive vision for arts and culture in the community;
- Identify and prioritize locations for public art;
- Develop guidelines to prioritize support for artists, institutions, programs or projects that increase awareness and visibility of culturally diverse, socially relevant and historic arts in Richmond, and involve citizens in art form expressions related to social and cultural themes;
- Identify priority projects to determine where time, resources and funding should be focused; and
- Develop criteria and a clear process for implementing arts-related improvement projects throughout the City.

***Action AC1.B******Art in Public Places Program***

Amend the Art in Public Places Program to ensure that public art projects occur efficiently and in a way that meets citywide objectives. The Art in Public Places Program should be amended to:

- Include private development projects and utilize a percentage of their budgets;
- Include parameters in relation to allocation of in-lieu developer fees;
- Expand the definition of "public art" to include literary arts;
- Extend into neighborhoods and areas outside of Downtown;
- Outline specific criteria and selection processes for integrating public works of art;
- Describe a mandated process for project implementation that includes coordinating with key City departments and stakeholders, providing a method for appointing representatives to the Public Art Selection Committee and specifying a method of selecting and contracting with artists for the design, execution and siting of public art;
- Outline a dedication and disbursement process for the Public Art Projects Account; and
- Clarify responsibilities for maintenance of public art.



## GOAL AC1

## A Community Strengthened by the Arts

***Action AC1.C******Local Arts***

Support arts endeavors and institutions. Support targeted grant proposals, public-private partnerships or other mechanisms that could help provide financial assistance toward: core support for general operating costs; facility upgrades; maintenance; arts equipment and supplies; teaching stipends; supplements for reduced or waived student fees; and technological upgrades to expand opportunities to develop technology-based expertise.

*See also: ED1.I*

***Action AC1.D******Joint-Use Agreements***

Pursue joint-use agreements with West Contra Costa Unified School District, East Bay Regional Parks District, neighboring cities, public agencies, private entities and nonprofit organizations that own and operate facilities within the City. In addition to providing more space for recreational and enrichment programming, strategic partnerships can provide the benefit of shared renovation, development, maintenance and operational costs.

*See also: ED1.E, EH1.D, HW1.G, CF2.A and PRI.F*

***Action AC1.E******Strategic Plan for Arts Organizations***

Update the Arts Strategic Plan to address the City's needs in promoting the role of arts and culture in Richmond. The Plan should outline a solid framework of roles, responsibilities and operating procedures to assist in decision-making. More specifically, the Plan should:

- Clearly define the role of City government and leaders in promoting and supporting arts and culture;
- List operating procedures and protocols for communicating between City staff and community arts groups;
- Refine arts committee roles and streamline the organizational framework of arts committees;
- Identify staff resources to conduct arts coordination and programming, and to build partnerships and funding in support of arts and culture; and
- Identify venues for collaborative programming and information exchange, joint-funding exploration, increased potential for joint-projects and synergy between City departments regarding arts-related interests.



## GOAL AC2

## Enhanced Economic Development Opportunities

***Policy AC2.1******Community Revitalization***

Promote arts and culture as a key component of community revitalization. Building a foundation and context for arts and culture is an important aspect of growing arts-related activity in the area. The following types of uses may help to achieve this: a greater mix of building and public space uses; new higher density housing; live/work artists' studios; expanded entertainment opportunities Downtown and throughout the City; a diversity of venues to showcase the arts; expanded regional shopping and restaurants; and ethnically diverse eateries and marketplaces.

***Policy AC2.2******Arts and Culture Identity***

Build on the arts and cultural assets of Richmond to establish a positive image and business environment. To strengthen its arts and cultural identity, the City encourages inclusion of multicultural and diversity-themed artistic offerings in new commercial and mixed-use developments; incentives such as affordable studio workspace for local artists and arts organizations; and sponsoring festivals and events to provide opportunities to draw the community together and welcome visitors to share in Richmond's unique celebrations. Richmond's unique heritage and strong diversity can be portrayed through theatrical performances, festivals, music, art shows and foods that reflect Richmond's diverse population.



## GOAL AC2

## Enhanced Economic Development Opportunities

***Action AC2.A******Culturally-Based Retail***

Encourage culturally-based retail establishments and eateries that reflect Richmond's diversity. Leveraging Richmond's diversity can establish a unique, marketable identity for the City and promote cultural tourism.

*See also: ED2.I*

***Action AC2.B******Artists' Incentives Program***

Consider developing an incentives program to grow the capacity of local artists and arts organizations. Encourage developers and property owners to provide affordable, strategically-located studio workspace and performance and exhibit space in underutilized buildings. Encourage professional exhibitions and art sales. Support local artists as entrepreneurs by connecting them with grant applications and resources to secure support for their work. A web-accessible arts resource directory could provide key information for artists and those interested in arts services. The directory could include information such as lists and contact information for local artists, links to arts grants or grant libraries, grant applications, guidelines for applying for nonprofit and City funding and announcements for upcoming arts-related events.

***Action AC2.C******Public Art Guidelines***

Regularly update public art guidelines and selection criteria to prioritize public art themes that relate to social and cultural themes such as social justice, anti-violence, cultural diversity, history and others. Strengthening and expressing ethnic and cultural identities throughout Richmond is an important source of community pride. Multicultural and diversity-themed arts will help develop diversity as a niche of Richmond's artistic offerings.

***Action: AC2.D******Public-Private Partnerships***

Initiate conversations to expand existing partnerships and forge new innovative public-private partnerships to foster and promote art opportunities for maximizing funding, maintaining long-term viability of arts programs and creating new opportunities for enhancing arts education and arts programming in the community.



## Summary of Implementing Actions

The table presented on the following pages is a tool for guiding implementation of the City’s Arts and Culture Element. Organized by the community’s broad goals, the table provides an overview of policies and implementing actions detailed in the previous section. Each action is linked to a designated lead responsible party. Related policies are identified in the final column.

### Goal AC1: A Community Strengthened by the Arts

Action		Lead Responsibility	Supporting Policies
AC1.A	Arts and Culture Master Plan	Library Services	AC1.1, AC1.2, AC1.3
AC1.B	Art in Public Places Program	Redevelopment Agency	AC1.1
AC1.C	Local Arts	Library Services	AC1.1, AC1.2, AC1.3
AC1.D	Joint-Use Agreements	City Manager’s Office	AC1.1, AC1.2, AC1.3
AC1.E	Strategic Plan for Arts Organizations	Library Services	AC1.1, AC1.2, AC1.3

### Goal AC2: Enhanced Economic Development Opportunities

Action		Lead Responsibility	Supporting Policies
AC2.A	Culturally-Based Retail	Office of Economic Development	AC2.1
AC2.B	Artists’ Incentives Program	Redevelopment Agency	AC2.1, AC2.2
AC2.C	Public Art Guidelines	Planning and Building Services	AC2.2
AC2.D	Public-Private Partnerships	Redevelopment Agency	AC2.1, AC2.2



## Regulatory Framework

The City currently relies on a range of organizations and regulatory tools to support and guide arts and cultural growth in Richmond.

### Organizations

A number of City-based and/or City-supported organizations have been instrumental in the preservation of resources and the growth of arts and culture in Richmond: Richmond Arts and Culture Division, Richmond Arts and Culture Commission, Arts Forum and the City Public Art Advisory Committee. Roles and responsibilities of these groups are described in more detail below. While the level of activity in these organizations has varied dramatically over the years as a result of budget constraints, each has played a valuable role in advancing arts awareness and augmenting collaborations among and with the City's cultural organizations.

### Richmond Arts and Culture Division

The professionally staffed Arts and Culture Division operates under the umbrella of the Library and Cultural Services Department. The Division works as a liaison between organizations, artists, the City of Richmond and the community to promote the arts.

### Richmond Arts and Culture Commission

The Richmond Arts and Culture Commission (RACC) was formed by the City Council in 1988, when the Council and the Mayor appointed 11

City residents to serve a four-year term as unpaid members. The RACC is funded primarily by the City of Richmond, receiving project support from the Richmond Redevelopment Agency, the National Endowment for the Arts, First Five (Contra Costa County Children and Families Commission), East Bay Community Foundation and the Raymond Family Foundation. The purpose of the Commission as described in the enabling ordinance is to: advise the City on public policy relating to the arts; cooperate with existing public and private agencies to develop programs to further the development and public awareness of the fine and performing arts reflecting the cultural diversity and historical resources of the City; facilitate communication and cooperation among arts groups; develop funding and resources of the City; disseminate information concerning the arts and cultural programs; and serve as a liaison between residents, artists, arts organizations and City government.<sup>11</sup>

### Arts Forum

The Arts Forum, formerly known as the Richmond Arts Administrators Group (RAAG), was active from 2001 to 2003. The Forum, spearheaded and staffed by the City's Arts and Culture Division, consisted of executive staff from each of Richmond's cultural institutions and nonprofit organizations. The primary role of the Arts Forum was to convene City staff with directors of each Richmond-based arts organization to discuss challenges and potential collaborations, share grant resources and consider ways of furthering arts progress in Richmond.<sup>12</sup> This monthly gathering of arts administrators served as a solid foundation for collaborative programming.

The partnership between the Arts and Culture Commission and the Arts Forum was critical to many of the Commission's accomplishments. The Forum has not been meeting regularly since 2004 due to lack of funding (<http://www.ci.richmond.ca.us/documentview.asp?DID=118>).

### City Public Art Advisory Committee

Composed of community representatives, artists and art professionals, the City's Public Art Advisory Committee reviews approved capital improvement projects each budget year and develops a Public Art Plan to guide the Percent for the Arts Program.<sup>3</sup> The Public Art Plan identifies sites, concepts and approaches for integrating public art into Capital Improvement Projects. Once projects are approved by the Arts and Culture Commission and the City Council, staff develops project parameters, initiating the artist selection process and coordinating the artist's work with the work of other professionals involved in the project (<http://www.ci.richmond.ca.us/index.asp?NID=118>).

## Plans and Ordinances

### Richmond Cultural Master Plan

Richmond's most comprehensive background document for arts, culture and historic resources is the Cultural Master Plan, prepared by the Arts and Culture Commission in 1994 and updated in 2002. The intent of the Master Plan is to focus the City's overall activities and programs related to arts, culture and heritage. The original 1994 Cultural Master Plan included a needs assessment that was not reevaluated during the 2002 Master Plan Update.



The Update focused on organizational development and strategies for the Arts and Culture Commission which faced shortages in funding and staffing.<sup>12</sup> That document is intended to serve as a work directive for the Arts and Culture Commission for a two to five-year time frame.

### **Macdonald Avenue Economic Revitalization Plan**

Completed in 2004, the Macdonald Avenue Economic Revitalization Plan guides long-term development along Macdonald Avenue. Through design guidelines, identifying opportunity sites and economic development strategies, the Plan seeks to transform Downtown into a pedestrian-friendly urban village offering products, services, arts and entertainment that reflect the community's rich and diverse heritage.<sup>13</sup>

### **The Public Art Plan**

The Public Art Plan identifies sites, concepts and approaches for integrating public art into Capital Improvement Projects through the Percent for Arts Ordinance. The Plan is prepared annually and submitted first to the Arts and Culture Commission, and then to the City Council for review and approval. Once projects are approved, staff develops project parameters, initiating the artist selection process and coordinating the artist's work with the work of other professionals involved in potential projects.

### **Percent for Arts Ordinance**

The City's Percent for Arts Ordinance allows funds to be pooled from several capital improvement projects to locate public art throughout the City and

in its underserved neighborhoods. The Ordinance was adopted in 1997 to ensure the involvement of artists in City and Redevelopment Agency Capital Improvement Projects. The program sets aside 1.5% of eligible Capital Improvement Project budgets into a Public Art Projects Account to cover costs associated with public art acquisition, siting, maintenance, education programs and other projects approved as eligible under the Annual Public Art Plan.

### **Historic Preservation Ordinance**

The Ordinance guides the City in protecting and restoring historic buildings, creating compatibility with historic districts, acknowledging Richmond's industrial historic identity and celebrating the City's long-standing multicultural background.



## Notes

1. Official California Legislative Information Website. <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=gov&group=65001-66000&file=65300-65303.4>.
2. Public Art Sites - Richmond, California. Photography by Ellen Gailing. February, 2005.
3. City of Richmond, California. "Amendment to the Art in Public Places Program Ordinance: Chapter 15.14 of the Code of the City of Richmond," 2006.
4. Survey of Richmond arts and culture organizations conducted for General Plan update by consultant team in support of the General Plan update, 2007.
5. Americans for the Arts. "Arts & Economic Prosperity Calculator." [http://www.artsusa.org/information\\_services/research/services/economic\\_impact/005.asp](http://www.artsusa.org/information_services/research/services/economic_impact/005.asp).
6. East Bay Center for the Performing Arts. <http://www.eastbaycenter.org/index.php>.
7. City of Richmond Arts and Culture Commission. "Consumer Evaluation 2003." <http://www.ci.richmond.ca.us/index.asp?NID=104>.
8. Americans for the Arts. "Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences." 2002.
9. California Arts Council. "The Economic and Cultural Impact of the Arts in California: Local Officials Tell Their Communities' Stories." <http://www.cac.ca.gov/>.
10. KPMG. "The Arts: A Competitive Advantage for California." California Arts Council, 1994.
11. City of Richmond Arts and Culture Commission. "Cultural Master Plan Update, 2002," City of Richmond. <http://www.ci.richmond.ca.us/documentview.asp?DID=15>.
12. Seville, Michele. Informational Interview, City of Richmond Arts & Culture.
13. BMS Design Group. "Macdonald Avenue Economic Revitalization Plan: Public Art Report." Produced for the City of Richmond Redevelopment Agency, 2004.

## Cover Artwork

1. Left: Mural in Point Richmond by Unknown Artist
2. Right: Artwork by Keiko Nelson