

Community Cultural Plan For The City Of Laguna Beach

1. Introduction

Residents of Laguna Beach enjoy the cultural tradition and resort atmosphere of a city identified historically as an artists' colony. Each year over three million visitors come to Laguna Beach to enjoy the stunning scenic beauty, the charm of a historic town center with unique shopping and dining experiences, recreation activities and a variety of cultural arts opportunities. These attributes are interwoven into the fabric symbolizing Laguna Beach.

The City of Laguna Beach Community Cultural Arts Plan, herein referred to as The Plan, is the beginning of an active planning process that will sustain the integrity of cultural arts within the community into the twenty-first century. The Plan will encourage the broad coalition of cultural arts organizations to work together and to communicate the availability of cultural arts opportunities to visitors and residents alike.

2. Background

- Since 1987 representatives of the arts organizations within Laguna Beach have attempted to develop a cultural arts plan for Laguna Beach. Recognizing this need, members of the Arts Commission attended a variety of workshops about the development and implementation of cultural arts plans. They examined cultural arts plans from communities in Southern California including communities historically associated with the arts and those attempting to bring, for the first time, organized cultural arts activities to their communities. Their research illustrated dramatically that a plan outlining a strategy is imperative for the future of cultural arts in Laguna Beach.
- At the initiation of the Arts Commission, the Community Cultural Arts Plan Task Force was formed in June 1995. Over forty volunteer representatives from the arts, education, business, and city attended the series of meetings which were initiated in the summer of 1995 and continued into 1996.
- An immediate need was recognized for a community cultural arts calendar. Arrangements were made to include the first calendar in the Fall 1995 Recreation brochure. An Arts Commission committee was formed to oversee the preparation of a current calendar for insertion in each quarterly Recreation brochure.
- Although the Task Force represented a broad spectrum of interests, the Task Force wanted more input from the community on its perception of cultural arts in Laguna Beach. The Task Force organized and distributed questionnaires to community organizations and placed a questionnaire for individuals in the local paper. More information on the surveys can be found in Appendix 2.
- The Community Cultural Arts Plan is the result of the fact-finding sessions, discussions and surveys. It is not, however, a static product. The Plan is a living document which will grow and change as needed to reflect the cultural arts in the community of Laguna Beach.

3. VISION

- The City of Laguna Beach Community Cultural Arts Plan identifies and encourages the broad diversity of art forms in Laguna Beach and seeks ways to enhance and make them accessible to each member of the community.
- The City Council, Arts Commission and Community strongly support the role of the arts in the economic development, cultural arts opportunities and special ambiance that attracts residents and tourists to the community of Laguna Beach.

4. GOALS AND OBJECTIVES

The vision statement provided the basis for the following goals (in bold type). Goals provide the overall direction and answer the question of how to reach The Plan's vision.

Objectives are the specific actions which must occur to reach the goals. They are measurable and provide milestones for accomplishing the goals to achieve the vision. Objectives are lettered listings (A., B. etc.) under the goal. Examples are given of specific accomplishments and

Community Cultural Plan For The City Of Laguna Beach

suggestions for new accomplishments or means of implementation. Objectives should be reviewed periodically and updated, changed or modified to ensure an up to date plan.

1. **Encourage the city's arts organizations, art festivals and artists in their development.**
 - A. Develop public and private partnerships such as "CAP" (Community Art Project.)
 - B. Create new arts opportunities such as concerts, drama and festivals.
 - C. Seek incentives to encourage and expand activities such as Music in the Park.
 - D. Seek or provide support for local institutions of art.
 - E. Honor outstanding achievement in the arts.
2. **Continue to provide the community with broad access to the city's arts and promote citizens' involvement in the cultural assets of Laguna Beach.**
 - A. Publish locally available cultural arts offerings utilizing a quarterly listing in the Recreation brochure, an arts column for local newspapers, and information for Visitors Bureau and Chamber of Commerce.
 - B. Continue commissioning public arts projects.
 - C. Facilitate and support regular art walks and studio/gallery tours by helping with permits, parking, facilities, security, insurance and other assisting measures.
 - D. Encourage year round use of the festival venues for arts activities such as music, dance, craft demonstrations, workshops and seminars.
3. **Encourage strong arts education in Laguna Beach.**
 - A. Work with school educators, administrators, youth organizations and parents to assess needs and identify areas for growth.
 - B. Encourage continuing education of the arts programs, such as recreation classes, Art Institute of Southern California, Color It Orange, CREATE, Festival of Arts, Art A Fair, and Sawdust workshops, Laguna Art Museum, Laguna Playhouse, CAP, Local Color and other art education resources.
 - C. Support LOCA (Laguna Outreach Community Arts).
 - D. Work closely with and encourage Laguna Beach artists and art organizations to help the school district's K - 12 arts programs.
 - E. Encourage community awareness of student productions by including LBHS Artists' Theatre and other district programs in publicity generated by the Arts Commission.
4. **Promote Cultural Tourism in Laguna Beach.**
 - A. Work with Laguna Beach Visitors Bureau and Chamber of Commerce to market the community's cultural assets to current and potential visitors.
 - B. Explore further opportunities, such as a Music Festival, to attract tourists interested in cultural events involving extended visits to Laguna Beach. Cultural events would promote Laguna Beach as a destination resort.
 - C. Encourage regular Gallery Nights.
 - D. Promote inter and intra - community partnerships in the arts that provide a total tourist experience, such as an inter-coastal cities experience.
5. **Recognize the importance of the arts in the economic development of Laguna Beach.**
 - A. Encourage public/private partnerships such as:
 1. Forest Alley Project
 2. Artists' Theatre
 3. Village Entrance Project
 4. Artist live/work units
 5. Explore the viability of a "creative zone."
 6. Music in the Park, Inc.
 7. CAP
 - B. Work with the Chamber of Commerce and Visitors Bureau to ensure that the community's arts are represented in their promotional materials and that efforts are made to attract new business and tourist dollars generated through cultural arts programs.

Community Cultural Plan For The City Of Laguna Beach

- C. Develop a mechanism to assess the economic impact of the arts. Use the information to promote funding for the cultural arts.
 6. **Develop opportunities for the cultural arts in addressing social issues.**
 - A. Support CREATE (Changing the Role Envisioned for Artists Through Education).
 - B. Identify how Laguna Beach can use the arts to address social change by involving Laguna Beach Cross Cultural Task Force and studying cross-cultural task force implementations in other cities.
 7. **Utilize the cultural resources outside Laguna Beach.**
 - A. Network with other arts organizations, such as Arts Orange County, CALAA (California Association of Local Arts Agencies), NALAA (National Association of Local Arts Agencies).
 - B. Develop cultural exchanges and joint programs with other communities regionally, nationally and internationally.
 8. **Establish position of a Cultural Arts Coordinator to work with the Arts Commission to oversee the implementation of the Community Cultural Arts Plan.**
 - A. Prepare a job description.
 - B. Promote the benefits of having a coordinator.
 9. **Advocate establishment of a funding mechanism for the City of Laguna Beach to support cultural arts.**
 - A. Identify permanent funding resources from private and public sectors.
5. **FINDINGS AND RATIONALE FOR THE GOALS**

The City of Laguna Beach is considered one of the most culturally enriched communities in our nation and, over the past hundred years, has established a highly regarded tradition as an Arts Center. The cultural arts have evolved in Laguna Beach over a long time period, but continued future growth and success will not happen without the City of Laguna Beach taking a more active role in the planning process. The challenges today necessitate maximizing the community's cultural arts potential and consciously coordinating a cultural arts program. The Plan has helped to put the current condition of the cultural arts in Laguna Beach into perspective.

The goals and objectives presented in The Plan are intended to be the guide for meeting the future cultural arts needs of the City of Laguna Beach. The goals are interrelated and are not listed in priority order, although if most of the goals are to be met their implementation will be facilitated by first achieving Goals #8 and #9.

The Community Cultural Arts Plan and resulting implementation represents an important step for positioning Laguna Beach for economic success in the twenty-first century.

It is noteworthy to look at the following list of arts organizations that are no longer active, have left Laguna Beach, or evolved into another organization.

1. Laguna Arts Association - the precursor of the present museum was intended to exhibit and sell works of local artists.
2. Laguna Art Museum - has been recently merged with the Newport Harbor Museum to form a new Orange County museum. At this time the Laguna Beach location will remain open as a satellite location.
3. Art Affiliates - was created to raise funds for the Laguna Art Museum. The two day antique show and auction was a key fundraising event. The support group was dissolved by the museum in 1985.
4. Junior Council - was formulated in 1980 to raise funds for the Laguna Art Museum to support children's education in the arts. Their efforts expanded the docent program, underwrote bus transportation for student museum visits, provided an Art History class accredited for high school students, teacher workshops, the Museum Game (a participatory discovery work sheet) for each exhibit and established the Children's Gallery. An outreach program brought

Community Cultural Plan For The City Of Laguna Beach

four to six art classes taught by a professional art educator to every student in grades K-6 in the Laguna Beach Unified School District. "Art From the Museum", a partnership program with the Orange County Department of Education, made the permanent collection of Laguna Art Museum available to every classroom in Orange County through four thematic traveling exhibits and teacher workshops. This program reached over 45,000 students each year and visited every school district in the county. The Junior Council dissolved when their major fund-raiser, The Art Auction, was taken over by the Laguna Art Museum.

5. Laguna Chamber Music Society - established in 1959 developed a membership of over five hundred. It presented international renowned chamber ensembles at the Artists' Theatre, Laguna Beach High School, during yearly series of four to five concerts. A youth series was established and for two years offered young American ensembles for family enjoyment on Sunday afternoons. An outreach series brought chamber music concerts to the Laguna Beach Unified School District elementary schools and other districts in south Orange County. During the remodeling of the Artists' Theatre the Laguna Chamber Music Society moved to the Irvine Barclay Theatre at UC Irvine. They chose to remain at the Irvine Barclay Theatre and joined in a partnership with the Orange County Philharmonic Society. The Pacific Symphony presented in 1996 a series of three chamber music concerts at the Laguna Beach High School's remodeled Artists' Theatre.
6. Ballet Pacifica - formed in the 1950's originally offered classes in Russian ballet taught by Lila Zali. Ballet Pacifica located in Laguna Beach presented programs at the old and new Laguna Playhouse, on the green at the Festival of Arts and a formal series in the Irvine Bowl. Ballet Pacifica recently relocated to Irvine, but small performances still occur at the Festival of Arts venues.
7. Summer Music Festival - offered a series at the Laguna Playhouse starting in 1977. Five concerts were given each summer, but the Festival was disbanded in 1980 due to lack of support.
8. Arts Commission Associates - created in 1983 by a group of south Orange County businessmen to raise funds for and to promote the activities of the Laguna Beach Arts Commission. The "Beaux Arts Ball" was its key fundraising event. Funds from their events helped to purchase the chess sculpture for Main Beach. The group dissolved when the City of Laguna Beach ruled that commissions could not accept donations.
9. Arts Alliance - sponsored Arts in Motion, a two day dance festival, presented on Main Beach. Discontinued because of the difficulties with the outdoor location.
10. Music at the Museum - was a series of Sunday afternoon concerts created to continue the Music in the Park year round. It was discontinued when the Laguna Art Museum remodeled and started charging admission.
11. Laguna Beach Lyric Opera - presented six complete seasons of four concerts each in the Irvine Bowl, Festival of Arts.
12. Saturday Night Concerts - was a series presented at El Morro Elementary School, Laguna Beach Unified Schools, from 1987 to 1992.

A. What is the Economic Impact of the Nonprofit Arts on the City of Laguna Beach?

Source: **Orange County Business Committee for the Arts' 1993 Economic Impact of the Nonprofit Arts on Orange County**, a study released in the Fall of 1994. Surveys received from the following Laguna Beach organizations were used to determine the totals in this summary:

- Art Institute of Southern California
- *Ballet Pacifica
- Festival of Arts

Community Cultural Plan For The City Of Laguna Beach

- Laguna Art Museum
- ** Laguna Chamber Music Society
- Laguna Playhouse

Please note: * Ballet Pacific was still based in Laguna Beach at the time of the study. ** Laguna Chamber Music Society was not performing or based in Laguna Beach at the time of the study.

The Art A Fair and the Sawdust Summer Festival and the Sawdust Winter Festival did not participate in the survey, therefore the totals should be much higher than reported in the study. The study only includes the major institutions and not the smaller community-based arts groups operating in Laguna Beach such as the Artists' Theatre. The study also does not take into account any of the commercial art activities, such as local galleries and clubs, although the city does receive revenue in the form of sales tax from these sources.

1993 Economic Impact of the Nonprofit Arts on Orange County for Laguna Beach

Income and Expenses Totals

Contributed Income: **\$2,410,820**

This is the amount of income derived from government grants and contributions from the private sector.

Earned income: **\$6,057,656**

This is the amount of income derived from admission revenues and sale of other goods and services.

Total Income: **\$8,468,476**

The sum of the Contributed and Earned Income categories.

Total Expenses: **\$7,818,134**

The sum of the expenditures for full and part artistic, administrative and technical services. Included are expenditures for facilities, marketing, production, and other related expenses.

Total Admissions: **\$1,169,267**

The total amount of income from ticket sales (included in the Earned Income total above).

Employment

Total full time employees: **76**

Total part time employees: **274**

Total volunteer hours: (Roughly the equivalent to 42 full time positions) **82,340**

Total directors or trustees: **100**

Community Cultural Plan For The City Of Laguna Beach

Economic Impact

Direct Spending: **\$7,818,134**

This is the amount nonprofit arts organizations directly spend on all personnel and operating expenses.

Indirect Spending: **\$22,594,407**

This is the amount of spending that occurs as personnel use their wages and as vendors use their receipts to purchase goods and services. In this study the commonly applied multiplier of 2.89 was used to estimate indirect spending. Hence, the indirect spending estimate was derived by multiplying direct spending of \$7,818,134 by 2.89.

Indirect Audience Spending: **\$3,250,562**

This is the amount of spending that occurs as audiences purchase restaurant meals, drinks, transportation, etc. over and above the cost of their tickets. Using the commonly applied multiplier of 2.78, indirect audience spending is estimated by multiplying total admission revenue of \$1,169,267 by 2.78.

Note: Formulas used to derive indirect spending figures were determined by the Center for Economic Research at Chapman University, collaborator on the original 1993 Economic Impact of the Nonprofit Arts on Orange County.

Sum of the spending categories for the total estimated Economic Impact of the Arts on the City of Laguna Beach:

Total Direct Spending: **\$7,818,134**

Total Indirect Spending: **\$22,594,407**

Total Indirect Audience Spending: **\$3,250,562**

Total Economic Impact **\$33,663,103**

B. Overview of Funding Sources

As stated in the Cultural Master Plan for the City of Huntington Beach, "...many communities average between \$5 and \$6 per capita..." for the promotion of cultural arts within their community. The City of Huntington Beach was averaging about \$165,000 a year for the last seven years based on the 1994 report, which is below the average dollar rate per capita. The City of Huntington Beach facing recent difficult financial times has scaled back the program for the fiscal year 1995-1996 to \$81,000. The City of Huntington Beach has a Cultural Services Department and an Art Center, and additionally a private, nonprofit group, the Art Center Foundation. Newport Beach has a full time cultural arts coordinator whose activities include the development and administration of a cultural arts program for the city of Newport Beach.

Community Cultural Plan For The City Of Laguna Beach

Laguna Beach with a population of 24,416 has allocated \$15,655 for 1996 - 1997 cultural arts programs specifically under the direction of the Arts Commission. Using the \$5 per capita as a benchmark, the City of Laguna Beach should be investing \$122,000 in the community's cultural arts programs.

Laguna Beach has a number of components in place for a successful cultural arts program. Although for the City of Laguna Beach to move ahead with any of the Goals set forth in this document a commitment must be made to develop as part of the city structure a department which will function as a community cultural arts facilitator and provide oversight, policy and planning. Program management is not the operative; Laguna Beach already has a number of organizations that manage their programs. Titles for this department used by other cities include: Department of Cultural Affairs, Cultural Planning, Art Center, Cultural Services. Guidelines for specific positions promoting the cultural arts in other communities are included in Appendix 4.

The following are known sources of funding for supporting community cultural arts programming:

- City's General Fund
- Municipal Revenue Bonds or Certificates of Participation
- Percentage of hotel (bed) tax, 1 - 2%
- Percentage of development fees
- Percentage of capital improvement projects for public art within project area
- Waiver of fees
- Percentage of parking revenue
- Percentage of income from Festival of Arts lease with the City
- Voluntary arts subscriptions through water billing
- Cable franchise fees
- Special cultural assessment districts, sales tax increment districts or city-wide tax district
- Seat/ticket or other entertainment taxes
- Liquor fee
- Application by the city for a National Endowment for the Arts for a Local Government Incentive Grant (1:1 match with local funds)
- Private donations including Foundation grants (to a 501 (c)(3) entity)
- Endowments and or trust funds
- Earned income from cultural arts groups (fund-raising events)
- Cultural tourism revenue

6. ARTS AND CULTURE, PART OF THE HISTORY OF LAGUNA BEACH

Laguna Beach is known world-wide as one of the most picturesque communities in Southern California. The city's attractiveness is exemplified by the striking physical attributes of the Pacific Ocean and steep hillsides, prominent ridgelines, vistas, and verdant canyons portraying vast areas of open space surrounding the historic community. Laguna Beach is physically separated from other urban areas by the permanently preserved 17,000 acre system of coastal canyon parks. Laguna Beach attracts a unique mixture of people and the population of approximately 24,416 reflects the diversity ranging from the rich and famous to the counter culture and eccentric. Many Laguna Beach residents within the city's ten square mile area are employed by community and visitor-serving facilities and occupations which include those of the cultural arts.

During the late 1800's and early 1900's Laguna Beach became a popular seaside resort with a reputation as an art community. Much of the community's unique identity and vitality has come from the artistic orientation of its early residents. The City of Laguna Beach was incorporated on June 29, 1927 and continued to be known as an artists' colony and popular tourist area. The location, scenic surroundings and Mediterranean type climate ensured the continued prominence

Community Cultural Plan For The City Of Laguna Beach

of the arts. During the mid and late 1900's Laguna Beach continued to grow as an art center in Southern California attracting as residents those skilled in the arts and crafts.

The City's annual art festivals began over 60 years ago. The renowned Pageant of the Masters, a tribute to the achievements of famous painters and sculptors, features major works of art replicated in real life tableau. The Festival of the Arts, the Sawdust Festival and Art A Fair provide a forum for the talents of several hundred artists from Southern California. The festivals also provide entertainment and employment for residents of Laguna Beach and are a part of the community's life style. The Festivals, Laguna Beach's unique downtown shops and beach activities attract over a quarter of a million visitors to Laguna Beach during July and August with three million visiting each year.

Art has always been synonymous with Laguna Beach through its physical setting, the distinctive architecture found in residential and commercial buildings, as a haven for artists, as a location for an art museum and an art school, and for commercial and entertainment cultural arts activities. Laguna Beach's first cultural institution, The Laguna Art Museum was established in 1918. The Laguna Playhouse opened in 1920 and holds the honor of the longest continuously operating theatre on the West Coast. The Art Institute of Southern California was established in 1961 and is an accredited four year school of art.

As we approach the final years of the twentieth century we find many more cultural opportunities available throughout Orange County than had previously been available for County residents. The County's expanding 2.6 million population is represented by a diversity not present in earlier years. New communities as well as older communities are looking at the ways they serve their residents which include the cultural arts offerings. Santa Ana, one of the oldest cities in Orange County has taken bold steps to coordinate, revitalize and develop their cultural arts programs and activities. It is time for Laguna Beach to take a good look at the direction of their cultural arts programs and activities.

7. THE LAGUNA BEACH ARTS COMMISSION

. Background

The Arts Commission of the city of Laguna Beach was formed in 1978. The Arts Commission was given the power to act in an advisory capacity to the city council in all matters pertaining to artistic and aesthetic aspects of the city. The Commission can recommend to the city council rules, ordinances and regulations that preserve and administer the fine arts, performing arts and aesthetic aspects of the community. The Arts Commission, on behalf of the city, is to actively encourage programs for the artistic enrichment of the community. The seven member commission is appointed by the city council and serves for a two year term. The work of the Arts Commission is supported by a part time staff person and has a small annual budget.

The Arts Commission in its tenure has created many new programs to express and showcase Laguna Beach's interest in the arts, thereby bringing the arts to the community and visitors.

Budget items for the Arts Commission include: restoration of public art, kiosk, palette program, banner program, concerts in the park, community cultural plan, art in schools, catalog of public art. The budget was at one time \$21,000 but during the downsizing of the 1990's it has been reduced to the \$14,000 range.

A. Programs under the auspices of the Arts Commission include:

0. Restoration of public art

Community Cultural Plan For The City Of Laguna Beach

Art restoration and maintenance funds are used to maintain, repair, clean, reframe and restore the City Hall art collection which includes almost two dozen pieces of artwork, some of which are extremely valuable, and a dozen or more prints. These funds are also used for the restoration and maintenance of a dozen outdoor public art pieces. The inventory of art is expanding and increasing in value and necessitates this as a custodial obligation.

Budget for 1996-1997: \$1,000

1. The Kiosk

The Kiosk was installed in 1981 to promote cultural arts communications. It is located at the intersection of Forest Avenue and Glenneyre Street, a key point of pedestrian traffic and clearly visible in all directions. There are also benches for pedestrians nearby and in general is an area for pedestrian congregation. The kiosk, like its counterpart in Europe, particularly Russia, provides a prominent location for posters and timely notices of local art activities. Only posters and notices approved by the Arts Commission are affixed to the Kiosk.

Budget for 1996 - 1997: \$200

2. Holiday Palette Program

The palette tradition started in 1966 with three screen-printed designs on 104 palettes. They were mounted on lampposts in the city as holiday decor during the November and December holiday season. In 1982 the palettes were renewed and painted by local artists with their own artistic creations and presented to the city for holiday decorations. In 1994 the palette program underwent a major revision. Invitations to paint a palette were distributed to artists chosen from the three festivals or from professional artists showing on a regular basis in a local gallery, from the Art Institute, or from Laguna Beach High School. Awards were about a total of \$1,200 per year. The award winners were chosen by the Arts Commissioners and a city council member or the Laguna Museum director.

In 1992 and 1993 funds were not allocated for the palettes. The selection method changed with the artist now submitting a design for judging by the Arts Commission. Once the designs were selected the actual palettes were created. In 1995 the award system was changed so that each participating artist was given an equal stipend.

There are approximately 200 palettes in the current collection. In 1995 artists were given an opportunity to rehabilitate their palettes. A survey of the palettes will be undertaken in 1996 and those not renewed will be recycled. Although the artists do receive a small stipend for their artwork, the palettes are a gift to the city. They are representative of our art community. Residents and visitors alike look forward to the holiday palette display for it is one of the arts activities that makes Laguna Beach such a special community. See the Appendix for an inventory and list of artists who have participated in the City of Laguna Beach Holiday Palette Program.

Budget for 1996-1997: \$700

3. Banner Collection

Community Cultural Plan For The City Of Laguna Beach

The Banner program began in 1982 as a forum for artists to display their artistic expressions. The original banner theme was to celebrate winter and summer solstice. A particular effort was made to avoid connection of Church and State; and to avoid a Christmas theme. The solstice theme was not understood and the banners met with theft and damage. This theme was dropped and an open theme adopted.

During the first four years of the program the banners were hung for one month in winter and one in summer. The winter weather proved too harsh and the banner program conflicted with the palette program. By 1990 eighteen outdoor banners were acquired through various competitions among local artists. At this time it was decided to shift the program indoors to the City Council chambers. Through two competitions, in 1991 and 1993, six banners were obtained. The winning artists were each awarded \$650 as a partial compensation for their efforts. These were specifically designed as permanent indoor banners. The indoor banners are one-sided and shorter than the outdoor banners which required the purchase and installation of special hardware to display them in the City Council Chambers.

The entire collection of outdoor banners was stored in a studio and lost in the fire of October 1993. The City of Laguna Beach has never had adequate storage space for the banners.

In the Spring of 1995 the Arts Commission held a competition among those original banner artists who could be located. Five new banners were acquired with four purchased with funds from the art restoration budget and one donated by the artist. A banner to replace the banner done by Laguna Beach's Top of the World Elementary School students was added during the Fire Anniversary Rebirth and Remembrance event. A Laguna Beach teacher arranged for the original students, now at Laguna Beach's middle school, to submit designs, and then the teacher arranged and painted the banner for the cost of the materials only.

Currently the banners are hung during the summer months at various locations in the downtown area. There are sixteen banners in the collection, seven indoor and nine outdoor. The collection has been photographed with arts commission funding. Maintenance of the support cables and vertical supports are an ongoing project by City staff.

The arts commission does have a Banner Committee responsible for reviewing the condition of the banners, the supports, banner placement and new banner selection. The arts commission believes that the banner program is very appropriate for a city proud of its unique artistic reputation. A number of cities have banners now, but none are as large and individually expressive as those exhibited in Laguna Beach. An inventory of the Banner Collection is outlined in Appendix 8.

Budget for 1996-1997: \$700

4. Art in Public Places

To further its commitment to art in the community, the City of Laguna Beach adopted an Art in Public Places ordinance in 1986. (Ordinance is located in Appendix 6) The program was adopted to increase the livability of the city and

Community Cultural Plan For The City Of Laguna Beach

the availability of art to the public by incorporating site-specific art into each new commercial or industrial development when the project's total value exceeds \$225,000. The cost or value of the art work should be equal to at least one percent of the project's total value. Alternately as an in-lieu contribution, an amount equal to one and one-quarter percent of the total project valuation may be contributed to the city's art-in-lieu fund to be used for future art works designated by the city. The Art in Public Places program enlists the support and recommendations of local, national and international artists, administrators and educators. Please see Appendix 9 for a listing of the installations under the Art in Public Places program.

Budget for 1996-1997: \$600

5. Music in the Park

Music in the Park is a series of Sunday afternoon concerts presented by the Arts Commission. The concerts are held during the months of August and September in Bluebird Park. In 1995, the sponsorship of the family oriented concerts changed to a cooperative venture with the Arts Commission and Music in the Park, Inc., a new non-profit support organization. The concerts range from classical to rock and roll and are intended to attract a Laguna Beach audience.

Budget for 1996-1997: \$5,000

6. Community Arts Calendar Program

The Laguna Beach City Council approved the Fall 1995 request of the Arts Commission to insert a Community calendar of art and cultural events into the Recreation brochure. The Arts Commission has created a sub-committee to oversee the research for each quarterly calendar.

Budget for 1996-1997: \$1,400

7. Community Cultural Arts Plan

The Arts Commission created a Community Arts Task Force in 1995 to develop a Cultural Arts Plan. The Plan will be presented to the City Council in 1996.

Budget for 1996-1997: \$1,000

8. Art in the Schools

The Arts Commission has a small budget to assist the arts in the Laguna Beach School District.

Budget for 1996-1997: \$100

8. CULTURAL ARTS PROGRAMS IN LAGUNA BEACH

The following listing does not represent all the resources for cultural arts programs in Laguna Beach. It presents some of the programs currently available and illustrates their diversity.

Community Cultural Plan For The City Of Laguna Beach

- Art A Fair - had its humble beginning thirty years ago on a dusty dirt lot in Laguna Beach, across the street from the Royal Hawaiian restaurant on Pacific Coast Highway. The first group of approximately 50 artists were affectionately call “The Sawdust Splinter.” The name “Art A Fair” was chosen the following year by popular vote among the members of this pioneering group. After moving to several other locations over the years, Art A Fair Festival has found its home in a colorful garden-style location on 777 Laguna Canyon Road. Open every day for the months of July and August, this festival showcases quality fine art and master crafts of approximately 150 juried artists. Special entertainment, supervised children’s art activities, free workshops, ongoing artist demonstrations and a variety of gourmet food and beverage round out the special Art A Fair ambiance.
- Art Institute of Southern California - was founded as the Laguna Beach School of Art in 1961 by the Laguna Beach Festival of Arts and the Laguna Beach Art Association (Museum). It opened on the Festival grounds in 1962 and began a rich tradition of teaching drawing, painting, ceramic arts, design, illustration, printmaking and sculpture to interested students of all ages. In 1977, the college moved to its present site at 2222 Laguna Canyon Road and started the process for accreditation. In this process, the name of the school was changed to the Art Institute of Southern California. It received accreditation by the National Association of Schools of Art and Design and is the only four-year college of art and design in Orange County and is one of only four in Southern California. The college gives the students the training and background necessary to develop the skills, knowledge, techniques and critical thinking required of an artist or designer. Although studio work is the core of the curriculum, the college believes that studies in the liberal arts are essential to the development of the artist and provides a program that offers new fields and challenges in learning to the creative mind. A visiting-artist residency program offers students an opportunity to work with an artist in a particular field. The college also sponsors visits and lectures by artists, art critics and art historians that are open to the public. Studio classes are also open to students of all ages in ceramics, sculpture, painting, drawing, photography, printmaking, stone sculpture, computer design, watercolor and life drawing.
- CAP (Community Art Project) - is a public-private partnership for the arts created originally by the Arts Commission. It is a separate nonprofit entity now, although a member of the Arts Commission is on the board creating the public segment of the partnership. CAP has a mission to increase the visibility of art in public places throughout the community. CAP has joined with other art organizations in hosting an international artist for a summer artist-in-residence program.
- CREATE (Changing the Role Envisioned for Artists through Education) - is an innovative educational program which provides enriching artistic and leadership opportunities to talented youth of diverse socio-economic backgrounds. The program started in 1994. For two weeks each summer, students who have shown exceptional talent in the visual and performing arts are invited to live in the artistic community of Laguna Beach. Students participate in classroom instruction, including drawing and painting, sculpture, multi-media graphics and drama and also visit local galleries and the summer art festivals. CREATE is sponsored by Southern California Edison, California Casualty Insurance, Pacific Bell Video Services and the Laguna Beach Unified School District.
- Festival of Arts - the Festival of Arts Association was formed in 1934. The Festival was first staged on El Paseo, a short street across from the Hotel Laguna. In 1941 the Festival moved to its current location at 650 Laguna Canyon Road. The Festival of Arts and Pageant of the Masters are scheduled in July and August each summer. Over 150 painters, sculptors, ceramists, jewelers, photographers and other artist display and sell their work on the Festival grounds in this juried show. Art workshops are offered daily for aspiring artists of all ages. Paintings and drawings by over 150 Orange County school children are on display. Demonstrations in various artistic techniques are offered daily. Art tours are also available and musical entertainment is performed daily. The Festival of Arts sponsor a scholarship program for graduating Laguna Beach High School seniors.

Community Cultural Plan For The City Of Laguna Beach

Many events occur at the Festival of Arts location during the year, either in the Forum Theatre, Irvine Bowl or on the grounds.

- Laguna Art Museum - started as the Laguna Beach Art Association in 1920. The non-profit corporation quickly outgrew its first Town Hall location and after successful fundraising moved to its present site at 307 Cliff Drive. In 1948 the estate of Frank Cuprien served as a catalyst for a fund-raising campaign to enlarge the Gallery. The new addition opened in 1951 and included what was to become the Memorial Collection. The Collection has since grown to include many exemplary works by California artists dating from the late 19th century to the present. The Art Association changed its name in 1972 to the Laguna Beach Museum of Art. By 1979, the museum's endowment had grown to over \$600,000 and professional museum personnel were added to the staff. The Museum launched an expansion program in 1981 and 1984. In keeping with the museum's goal of collecting and exhibiting American art with a particular focus on California art, its name was formally changed to the Laguna Art Museum in 1985. By 1986, \$2.2 million had been raised to complete the renovations and the "new" Laguna Art Museum opened its doors to the public on September 23, 1986. The Museum offers programs in the visual arts, which include educational opportunities for all ages. Exhibits range in content from early California to contemporary art and a collection program which focuses on chronicling American art history. The Laguna Art Museum recently merged with Newport Harbor Museum to form the new Orange County Museum of Art. At this time the Laguna Art Museum will remain open at the Laguna Beach location under special arrangements.
- Laguna Craft Guild
- Laguna Folk Dancers - volunteer-based organization. Offers bi-weekly activities open to all ages and holds an annual festival.
- Laguna Beach Unified School District - offers a program in the arts with concentration in the visual arts and performing arts. Visual Arts include elementary art, art, ceramics, drawing and painting, photography and Art Studio. Performing Arts include elementary classroom art, song flutes, chorus, band and strings, exploratory wheel, drama, vocal productions, marching band, concert band, jazz ensemble, pageantry corps, dance, and "Class Act" a Pacific Symphony program for K - 6 grades.
- Laguna Beach Historical Society - is a non-profit, tax-exempt, non-political community organization committed to preserving the places, things, and memories of Laguna. The Society operates out of the historical Murphy-Smith house at 278 Ocean Avenue.
- LOCA (Laguna Outreach Community Arts) - was founded in 1992 as a non-profit corporation composed of representatives from most of the arts organizations in Laguna Beach, along with other interested individuals from the community. LOCA's mission states that the arts are vital to the health and welfare of all human being. Its mission is to provide educational opportunities through outreach to the schools and community for artistic enrichment by: creating artistic experiences and awareness, engaging professional artists, providing multi-cultural exchange and appreciation of one another, expanding awareness of environmentally compatible procedures and materials, and maintaining and distributing a resource directory. LOCA encompasses not just the visual arts, but dance, music, drama and poetry.
- Laguna Poets - promotes and encourages poetic expression and the development of writing talent within the community by presenting a weekly live poetry reading program. The public events include paid performances and open reading with a purpose of promoting poetry either as a participant or audience. Laguna Poets has a twenty-seven year history of Friday night poetry readings open to the community.
- Opera League of Laguna Beach - offers a lecture series and school outreach program.
- Performing Arts Center, Laguna Beach Guild
- Sawdust Festival - began as an alternative to the juried Festival of Arts. The Sawdust Festival offers a variety of art more craft-oriented and untraditional. It is now housed in a wooded area with a clever facade that pays homage to the shingled and tudor-style of Laguna's past. This permanent location is at 935 Laguna Canyon Road. Following its belief against the jury system, selection for the Sawdust is by lottery, and thereby gives

Community Cultural Plan For The City Of Laguna Beach

the new artists a better chance of joining the show. The Sawdust Festival has something for everyone with artist demonstration booths in glass, ceramics, print making and painting, and children's art classes. Non-stop entertainment and a variety of the best of Laguna's foods are also part of the Sawdust Festival activities. The Sawdust Festival also holds a Winter Fantasy art show in November and December and an Art Walk in the Spring.

- The Laguna Playhouse - was founded in 1920 and is the oldest continuously operating theater company on the West Coast. It gradually evolved from amateur to professional theater status. The Laguna Playhouse built the Moulton Theater at 606 Laguna Canyon Road in 1969 with private funds. Theater Two at 32356 South Coast Highway was purchased in 1994 and is owned outright by the Playhouse, but as the funding campaign is in progress it has not yet opened officially. Programs include Mainstage Season - 5 plays; Youth Theater Season - 4 plays; Educational Programs - professional theater classes and workshops for youth and adults; Stage Talks - post-performance dialogue between audience and artists; and Stage Guides - educational publication about each Mainstage play. Audience comes from throughout Southern California and South Orange County (Lagunans do not make up the majority of the audience). The Playhouse is not able to offer a summer season because of the lack of parking. Many of the directors for the Laguna Playhouse are Laguna Beach or Emerald Bay residents.