

# Arts Evolution

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LAGUNA BEACH CULTURAL PLAN - APPENDIX

JANUARY 2016

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This Appendix is a companion document to the Laguna Beach Cultural Plan which is available from the City of Laguna Beach Cultural Arts. Please contact the Cultural Arts Manager at (949) 497-0722 for additional information.

## Planning Participants

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# Community Survey Report

As a complement to the other forms of community engagement, the Laguna Beach Community Survey provided an opportunity for area residents and visitors to lend their voice to the planning process. The survey investigates residents' and visitor opinions, attitudes and preferences of arts and cultural activities and events in Laguna Beach and opinions and visions of the future of Laguna's arts and cultural landscape. The main objectives of the survey are to:

- Explore resident visions for the future
- Explore opinions and perceptions about arts and cultural spaces and support for Laguna's working artists
- Gather opinions from visitors on arts and cultural activities

The online survey was open to residents of the City of Laguna from August 2015 through October 2015. Intercept surveys were gathered at various festivals and events around Laguna Beach, providing input from attending residents and visitors. A total of 515 respondents completed the surveys. Significant differences are noted.

This report provides a snapshot of the combined (online/intercept) results and select results from the online only dataset.<sup>1</sup>

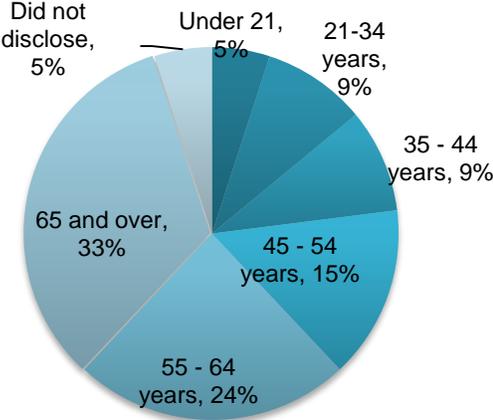
## ***Respondent Profile***

Approximately 56% of all respondents identify as full-time residents of Laguna Beach, and 4% as part time residents. Forty percent do not live in Laguna Beach. Twenty-nine (29%) identify as professional artists.

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<sup>1</sup> A full survey report is available separately.

Of the online survey respondents, 65% are female, 29% are male, and 6% preferred not to report their gender identity.



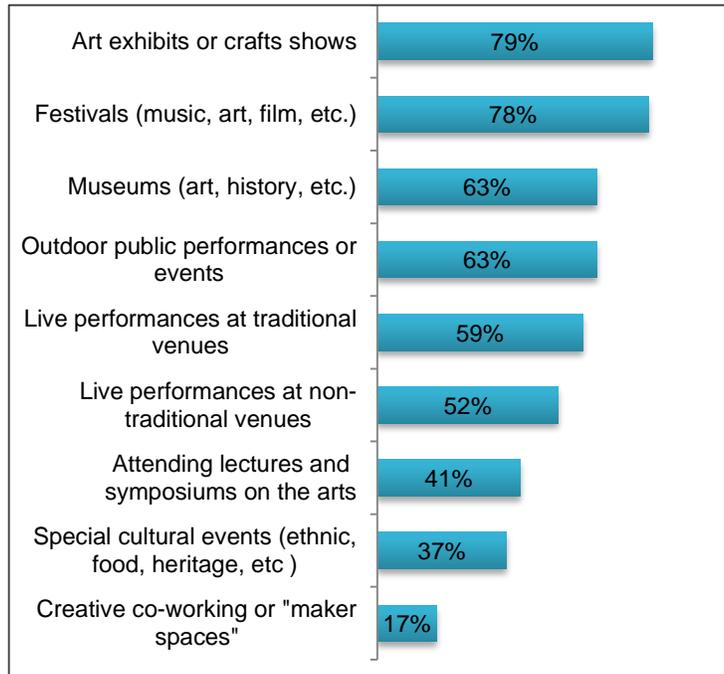
The age range of respondents is broad with 5% under the age of 21, 9% between the ages of 21 and 34 years, 25% between the ages of 35 and 54 years, and 57% over the age of 55 years.

**Arts Engagement and Barriers**

Laguna Beach is a community of artists and arts-engaged residents, and this is reflected in the results. Of the online respondents, 74% have volunteered or currently volunteer for an arts and cultural organization and 75% made a monetary donation to an arts and cultural organization in the last three years.

Respondents' attendance of events and places in Laguna Beach is high. The majority of respondents attend art exhibits, craft shows, festivals, museums, and outdoor public performances. Residents attend more art exhibit, craft shows, and creative co-working spaces in Laguna Beach than those who do not live in Laguna.

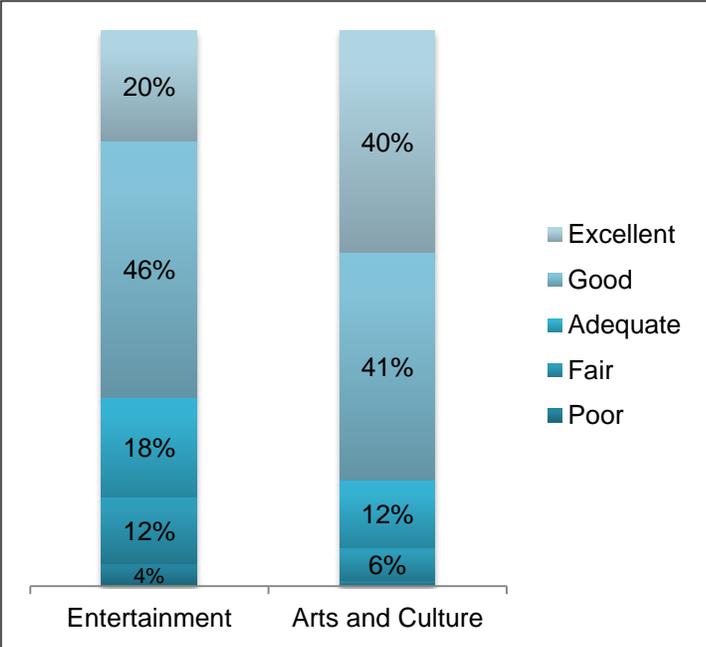
When asked what obstacles the respondents experience in attending arts and cultural activities, the most prevalent barriers, cited



by 47% of all respondents, are the challenge of traffic and parking, and that they do not hear about activities and events (33%). Other significant barriers to attendance cited by respondents are no interest in what is offered (32%) and cost of participation (18%).

Satisfaction with Arts and Cultural Offerings

Online respondents' satisfaction with arts and cultural opportunities (performances, exhibits, festivals) is significantly higher than entertainment opportunities (nightlife, music, events) available in Laguna Beach – 81% and 65% respectively. Younger respondents are significantly less satisfied with entertainment opportunities than older respondents indicating they are looking for a more diverse set of entertainment options at night and at different venues throughout Laguna.



### ***Recognition of Laguna as an Arts Community***

The survey presented all respondents with various descriptions of Laguna Beach. It is clear from the high mean ratings of all the descriptions that respondents think Laguna Beach should be recognized as an arts destination. Within that, their priorities are for art to be part of the daily life of residents, for artistic innovation and creativity, and pride in working artists.

<b><i>Laguna Beach should be recognized as a ...</i></b>	<b>Mean (1-5 rating)</b>
A community where artistic activities are part of daily life.	4.32
A center for artistic innovation and creativity.	4.27
A city of working artists.	4.21
A city known for its iconic public art.	4.00
An international arts destination.	3.97
A place that celebrates its artistic "plein air" heritage.	3.94

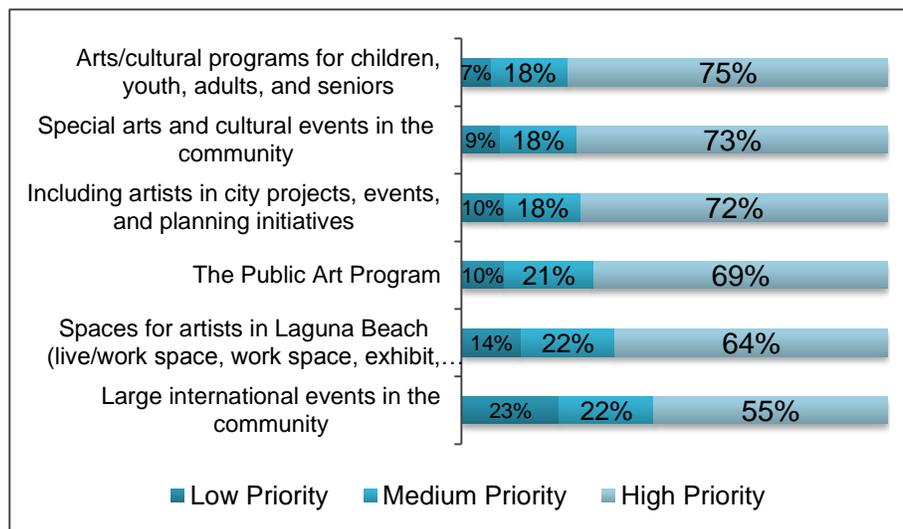
### ***Public Art***

When asked to think about public art in Laguna Beach, respondents see public art related events, art integrated into architecture, and functional public art as the most important. These findings point to the communities' desire for permanent public art integrated into the city that benefits residents and is part of one's daily life.

<b><i>Thinking about public art, how important is...</i></b>	<b>Mean (1-5 rating)</b>
Public art related events	4.24
Art integrated into architecture	4.20
Functional art (artist-designed benches, fences)	4.16
Temporary public art exhibits	4.05
Small-scale, neighborhood art	3.85
Major iconic art	3.75

### ***Opinion on City Priorities***

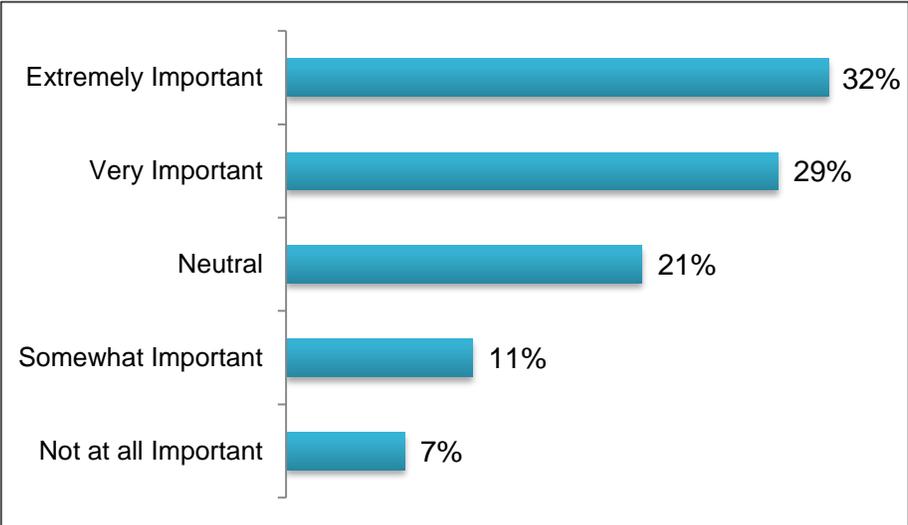
When asked what the City government of Laguna Beach should focus on to meet arts and cultural needs of the residents, respondents rated community programming, special arts and cultural events (community concerts in park, neighborhood celebrations) the highest. Respondents also believe including artists in city projects and initiatives are a priority. Bringing large international events to Laguna is the lowest priority, perhaps pointing to a desire for prioritizing resident opportunities than destination and visitor opportunities.



### ***New Cultural Spaces***

Respondents overwhelmingly support a new cultural arts space in Laguna Beach with over 60% rating the concept as extremely or very important. When viewing the mean ratings for what the spaces should provide, exhibition and gallery spaces are the highest rated with a mean of 4.01 out of 5. Respondents show the least amount of support for commercial business spaces.

*Importance of a new, flexible, cultural arts space...*



<i>The space should include...</i>	<b>Mean (1-5 rating)</b>
Exhibition and gallery spaces	4.01
Community classes and programs for people of all ages	3.93
Performance and rehearsal spaces	3.88
Commercial spaces for compatible businesses	2.83

Respondents are supportive of other types of spaces for artists, with all options showing significant support.

<i>How important is...</i>	<b>Mean (1-5 rating)</b>
Exhibition and performance spaces for artists	4.38
Affordable studio and work space for artists	4.19
Affordable, well-designed live and work spaces for artists	4.03

# Cultural Facility Users Survey Report

## ***Purpose and Overview of the Survey***

As part of the Laguna Beach Cultural Plan planning process, the consultants were asked to assess the community's needs for a potential cultural facility. The purpose of this assessment was to understand the potential interests of local arts and cultural organizations in using a new cultural facility, what types of uses would best serve these organizations and their audiences, their ability to pay fees for its use, and the role of a new facility in expanding their offerings for residents and visitors.

Nineteen organizations, thirteen of which receive City funding, received an invitation to respond to the online survey. The survey was open between September 15 and November 9, 2015. Sixteen organizations completed the survey; three that do not consider themselves users of any future facility opted out of the survey. Several organizations received a follow up call for additional information or clarification of their responses.

Parallel to this process, there was an online communitywide survey of residents to gauge, among other topics, their level and type of interests in a cultural facility.

## ***Survey Respondents***

19 Respondents – 19 Invited

### **Completed the survey (16)**

Blue Water Green Earth	Laguna College of Art + Design
Community Art Project	Laguna Concert Band
KX93.5	Laguna Dance Festival
Laguna Art-A-Fair	Laguna Beach Live!
Laguna Art Museum	Laguna Playhouse
Laguna Beach Alliance for the Arts	LOCA Arts Education
Laguna Beach Plein Air Painters Association	No Square Theatre
Laguna Beach Sister Cities	Sawdust Art Festival

### **Opted out - No Interest in Using a New Cultural Facility (3)**

First Thursday's Art Walk  
Festival of Arts  
Pageant of the Masters

**Organizations (of the 16) that have space and have not identified needs for new space:**

Laguna Art-A-Fair  
Laguna Art Museum  
Sawdust Art Festival

**Organizations with space but that could also make use of space in a new facility:**

Laguna Playhouse  
Laguna College of Art + Design

**Organizations that have no permanent performance or exhibition venue and want a new facility or new options for public performances/exhibitions:**

*Visual Arts*

Community Art Project  
Laguna Beach Plein Air Painters Association  
LOCA Arts Education

*Mixed-Use*

Laguna Beach Sister Cities Association

*Performing Arts*

Blue Water Green Earth  
KX93.5  
Laguna Beach Arts Alliance  
Laguna Beach Live!

Laguna Concert Band  
Laguna Dance Festival  
No Square Theatre

**Other non performance/exhibit space needs identified by some or all organizations**

- Office/Administration – small office spaces (100-150 sq. ft.)
- Reception areas
- Meeting Space and Conference/Board Room
- Classrooms/Workshop space

***Findings Overview and Overall Conclusion***

**Organizations with Their Own Facilities Need, and Would Benefit from, a Multiuse Cultural Arts Venue.**

Arts and cultural organizations in Laguna Beach that do not have a permanent facility for public performances or exhibitions express a strong desire for a new cultural arts venue. Many of these groups suggest that the lack of available space appropriate to their needs (size, technical specifications etc.) limits their ability to: 1) expand their offerings; 2) fulfill their mission to the community; and/or 3) bring in new cultural opportunities from outside Laguna Beach for residents and visitors.

In 2011, the Laguna Beach Alliance for the Arts sponsored a workshop series to address this issue. In addition to a well documented inquiry into space needs and uses, they developed an inventory of existing spaces. Although they concluded that there are more spaces for performing arts than visual arts, a more nuanced review of their data indicates that both genres suffer from inappropriate, inaccessible space for non-venue owning arts and culture organizations. The inaccessibility has a variety of factors related to it that include lack of ADA accessibility and inadequate parking.

### **Visual Arts**

Visual arts organizations and community groups seeking exhibition space often choose to curate exhibits in community locations enabling people to attend their shows in a variety of site specific venues. The library, banks and municipal spaces, such as City Hall and the Susi Q are often available for these purposes. However, for an organization such as the Laguna Beach Plein Air Painters Association, there are very few venues large enough or flexible enough to meet their needs each year. Furthermore, many community sites do not have adequate lighting, wall space or circulation patterns that are conducive to comfortable viewing.

### **Performing Arts**

Performing organizations have a similar lack of appropriate and available space. Options such as the Laguna Playhouse, Irvine Bowl and Forum Theatre, or the Artists Theatre have significant limitations most of which stem from: 1) lack of availability due to prior use commitments or 2) concerns about noise to non-attendees living nearby. In addition, there are problems with finding a venue of the appropriate size (150 seats, 400-500 seats, 1000+ seats) or that can accommodate large scale staging needs such as dance or symphonic music.

### **Arts Learning**

Facilities for arts learning such as classrooms or workshop/studio spaces are desired by most as education and outreach are often part of the organizations' missions. Many organizations believe they could expand their education and outreach offerings in the future if appropriate facilities were available. The Laguna Beach Alliance for the Arts study suggests some venues such as the Susi Q and Community Center could be used for this purpose, moreover it indicates that studio space and

workshop/education facilities are lacking. For the performing arts, dance and music rehearsal space is extremely limited if available at all.

### **Administrative Space**

Ancillary support spaces requested by a majority of those organizations without their own permanent space included administrative or office, meeting/conference, reception, marketing and box office.

### ***Additional Conclusions***

#### **A Cultural Facility Could Expand Offerings.**

A secondary finding relative to presenting outside exhibits and performances is that without a separate venue in Laguna Beach (i.e. one that is not already programmed by the organization that owns/manages the building, such as the Laguna Art Museum, Irvine Bowl or Playhouse), there are significant limitations to the community's ability to bring in high quality, nationally or internationally recognized exhibits and performances. These exhibitions or performances may require greater technical specifications or space for larger audiences but they also need a presenter who is charged with bringing a broader range of cultural offerings to Laguna residents and visitors.

Arts organizations surveyed indicated they would be able to serve more people with a larger and more available venue. Currently they estimate a collective 450+/- performances/events with total annual attendance (paid and unpaid) of approximately 292,000 using the current venues. With a rough count, local organizations anticipated a collective total of 286 performances/events per year that they could add if they had access to better facilities. The general sentiment is that they want to have an alternative to existing options in addition to spaces they already use. Organizations such as KX93.5 and Laguna Concert Band anticipate large audiences (1,000 +) if they had the space to support them.

### **Venue Requirements Suggest Flexibility in a Facility.**

A majority of the organizations surveyed provide some combination of performances or exhibitions, arts education and outreach programs as well as fundraisers, benefits and community events. All indicated that they need a corresponding combination of space for galleries, classrooms, studios, administration (office space) and meetings. Some want a small hospitality kitchen and others suggest a full catering kitchen.

Most describe a need for flexible theatre space with a few having greater specificity such as “a proscenium with four wings on either side, an apron, scrum, dressing rooms for 20+, green room and proper back stage space.” Others desire a semi-thrust space for lectures. Still others want an auditorium with space for classes and presentation, or community arts. Gallery space and places for events as well as state of the art technology were also identified desires. One respondent described their vision as, “...something like the Susi Q [the City’s community and senior center], but for the arts.”

### **Ability to Pay is Low or Uncertain.**

Survey respondents were less clear about their ability to pay for the use of a new venue. It is possible that they chose not to make a written commitment or that they had not yet fully considered the question. Many suggested that with their “meager” budgets, they had few resources available for space rental. Their responses to the question regarding ability to pay “What is affordable to your organization?” included “low budget”, “\$250” and “a percentage of revenue from fees.” While others indicated their ability to pay by way of current fees paid. One now pays \$500-\$1,000 for spaces other than the Laguna Playhouse and another spends more than \$5,000 annually on space rental in general. This wide range in ability to pay for the cost of using a venue indicates that the facility would not be self supporting on local organizational use alone and would require a carefully researched revenue model to ensure viability.

### ***Current Cultural Facilities and Venues***

Each site identified here has some space with certain or potential availability and with a range of pros and cons. Each space is included in the 2011 *Laguna Beach Alliance for the Arts Inventory of Cultural Arts Venues* in Laguna Beach.

**Visual Arts Specific**

City Hall – wall space inside City Hall offices  
Susi Q and Community Center (Susi Q)

Retail Galleries  
Wells Fargo Bank

**Performance and Visual Arts**

Festival of Arts Grounds/tennis court area  
Laguna Art-A-Fair  
Laguna College of Art + Design

Sawdust Art Festival  
[seven-degrees]

**Performing Arts Specific**

Artists' Theatre (Laguna Beach High school)  
Forum Theatre (Festival of Arts)  
Hotel Laguna  
Irvine Bowl (Festival of Arts)  
Laguna Playhouse  
Legion Hall

The Ranch (future use may be prohibited following renovation of the hotel)  
St Mary's Church  
South Coast Cinema  
Women's Club

***Other spaces for use in visual or performing arts, potential future facility or creative workspace that were identified during the planning process include:***

City's parks  
Forest & Ocean Gallery (privately owned but used often for community events)  
City owned buildings

Susi Q and Community Center (underutilized)  
Tivoli Terrace and Tivoli Too  
Unused commercial spaces

## Laguna Beach Arts Venues

The following is a list of arts venues and facilities that were reported through the Cultural Facility Users Survey and Laguna Beach Alliance for the Arts. The list is alphabetical.

### Artists Theater at Laguna Beach High School

625 Park Avenue

Seats: 430  
Uses: Performances  
Other: High school auditorium, proscenium stage and good acoustics; limited availability and good parking

### Hotel Laguna

425 South Coast Hwy

hotellaguna.com

Seating: Entertainment space in garden for 132, banquet rooms for 50-150  
Uses: Exhibit, entertainment, events  
Other: Limited availability

### Irvine Bowl and Forum Theatre

650 Laguna Canyon Road

Seating: Irvine Bowl – 2600; Forum Theatre - 232  
Uses: Pageant of the Masters, concerts  
Other: Limited availability, Irvine Bowl is also known as the Festival of the Arts Amphitheater

### Laguna Art-A-Fair

777 Laguna Canyon Road

[art-a-fair.com](http://art-a-fair.com)

Seating: 50-500  
Uses: Music and visual arts events

### Laguna Art Museum

307 Cliff Drive

[www.lagunaartmuseum.org](http://www.lagunaartmuseum.org)

Seating:Varies

Uses: Special events and some performance

Other: Use fees vary. Limited availability and space

### Laguna Beach Womens Club

286 St Ann's Drive

[wclb.org](http://wclb.org)

Seating:Approx. 125

Uses: Variety of performance, event and meeting uses

Potential for art education and performance rehearsals; stage and sound system.

### The Laguna Playhouse

606 Laguna Canyon Road

[www.lagunaplayhouse.com](http://www.lagunaplayhouse.com)

Seating:420

Uses: Performances

Other: Equity Theatre, easy access and good parking; limited availability

### Legion Hall Post 222

384 Legion Street

[www.lagunalegion.org](http://www.lagunalegion.org)

Seating: Under 200

Uses: Small theatre space, owned by American Legion sublet to No Square Theatre, Other  
10pm curfew, parking is difficult

### Neighborhood Congregational Church

340 St Ann's Drive

[www.ncclaguna.org](http://www.ncclaguna.org)

Seating: Approx 180-300  
Uses: Performances, events and meetings  
Other: Good parking, reasonable costs

### The Ranch at Laguna Beach

31106 S. Coast Highway

[www.theranchlb.com](http://www.theranchlb.com)

Seating:Varies – approx. 200  
Uses: Music performances, events  
Other: Outdoor setting, limited availability, curfew – could become unavailable following remodel.

### St Mary's Episcopal Church

428 Park Avenue

[stmaryslagunabeach.org](http://stmaryslagunabeach.org)

Seating: Approx 200  
Uses: Music  
Other: No cost; good acoustics; limited availability

### Sawdust Art Festival

935 Laguna Canyon Road

[sawdustartfestival.org](http://sawdustartfestival.org)

Uses: Small special event space in Healy House with tables, chairs and kitchen  
Other: Open Air seasonal

### [seven-degrees]

891 Laguna Canyon Road

<http://seven-degrees.com/>

Seating:Varies

Uses: Performances and special events

Other Open air and indoors, full service catering and events staff

### Susi Q and Community Center

380 Third Street

[www.thesusiq.org](http://www.thesusiq.org)

A senior center and community center over subterranean parking. A series of three outdoor "rooms" include a quiet gathering area for the seniors, a break-out space for the City Conference Room, a terrace extension to the Art Studio and a large space for community gatherings. The Center has spaces for community meetings and workshops.

### Wells Fargo Bank Building, Third Floor Gallery

260 Ocean Avenue

Gallery space used by local organizations including Festival of Arts and Laguna Alliance of the Arts.

# Cultural Arts Organization Inventory

Organizations registered as 501c3 arts and/or cultural organizations in Laguna Beach as of January 2016. Annual operating income information for their most recently reported fiscal year.

## **Income Greater than \$1 Million (in alphabetical order)**

- Festival of Arts / Pageant of the Masters
- Laguna Art Museum
- Laguna College of Art + Design
- Laguna Playhouse
- Sawdust Art Festival

## **Income Between \$100,000 and \$400,000**

- Laguna Beach Live!
- Laguna Beach Plein Air Painters Association
- Laguna Dance Festival
- Laguna Radio Inc. (KX93.5)
- No Square Theatre

## **Income Between \$99,999 and \$30,000**

- Artists Fund at the Festival of the Arts
- Laguna Beach Alliance for the Arts
- Laguna Beach Festival of Arts Foundation
- Laguna Concert Band
- LOCA Art Education
- Macgillivray Freeman Films Educational Foundation

## **Income Under \$20,000**

- Community Art Project
- Healing Events in Artistic Language
- Lagunatunes
- Laguna Beach Chamber Singers
- Laguna Beach Chorale
- Laguna Beach Historical Society
- One World One Ocean Foundation
- Rebel Earth Films
- Vox Dance Theatre