



ARTS COMMISSION AGENDA REPORT

MEETING DATE: November 3, 2022

ITEM NUMBER: MR-1

SUBJECT: ARTS & CULTURE STAFF REPORT
DATE: NOVEMBER 3, 2022
**FROM: LAURETTE GARNER, PARKS & COMMUNITY SERVICES ARTS
SPECIALIST**

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BRIEF HISTORY OF THE CITY OF THE ARTS

In 1984, the Costa Mesa City Council approved the adoption of the “City of the Arts” motto for the City of Costa Mesa and established an Arts Committee, which eventually was renamed the Cultural Arts Committee. In 1986, the Orange County Performing Arts Center opened and was later renamed the Segerstrom Center for the Arts. In 1999, the Costa Mesa City Council approved the incorporation of “City of the Arts” motto into the official City seal. The Arts & Culture Master Plan (ACMP), prepared by Arts Orange County, was approved by City Council in March of 2021 and a new Arts Commission was created in September 2022.

CURRENT PROGRAMMING AND PROJECTS

- **Arts Grants**
 - The objective of the Arts Grant Program is to support and grow the arts community in Costa Mesa. Funds will be granted to art projects that take place within the City limits. A project may be an event, activity, or program.
 - A new Arts Grant guidelines document is currently in development. (ACMP: Goal 1, Action 2.1)
- **Arts Directory**
 - The *Costa Mesa Arts Directory* is a free online listing of information originally created for Costa Mesa artists and organizations. This Directory has recently been expanded to include the entire Orange County arts community. The Directory serves as a resource to highlight the City of Arts and Orange County’s ever growing population of local artists and arts organizations.
 - In the future, there may be a need to create lists for specialized skills for specific public art projects and programs.
- **ARTventure**
 - ARTventure is a two day Juried Art Show and Exhibition event with a Gala & Awards Ceremony and family friendly Community Event. Annually the event hosts over 200 works of art from over 100 participating artists all over southern California.

- **Exhibit Spaces**
 - The City of Costa Mesa currently offers three exhibit spaces in City facilities, which feature:
 - Art on the Fifth (City Hall)
 - The Exhibit (Costa Mesa Senior Center)
 - Youth Art Gallery (City Hall)
 - More soon on pending changes and upgrades to these spaces. (ACMP, Goal 4, Action 2.3)
- **Public Art & Utility Art Box Program**
 - The City of Costa Mesa is dedicated to incorporating art into public spaces and is especially interested in incorporating the work of local artists whenever possible.
 - The Utility Box Art Program was launched in early 2015, and spotlight a handful of utility boxes as beautiful art pieces. Over forty distinct, artistic designs are now spotlighted throughout Costa Mesa.
 - A Public Art Policy has been drafted to identify potential new policies surrounding Art in Public Places for the City of Costa Mesa. (ACMP, Goal 2.1 through 2.6) More details to follow.

FUTURE PROGRAMMING AND PROJECTS FOR FISCAL YEAR 2022-23

- **Art Crawl Experience**
 - For this fiscal year, staff is currently creating plans to complete one Art Crawl experience for the community. (ACMP, Goal 1, Action 2.1) The Art Crawl will host 30-50 people on a shuttle bus and take them to 2-3 art spaces in one evening or weekend day. Each Art Crawl will be themed and each stop will include an activity, workshop, artist talk and/or tour of the space. Each experience will host an in-depth look at the locations that serve Costa Mesa residents. More details to follow.
- **Implement new Free Park Performances**
 - Ideally, this program will host 3-6 smaller, different performances throughout the City at unique locations and City parks. (ACMP, Goal 1, Action 2.4) More details to follow.
- **New Arts Volunteer Group Recruitment**
 - The application is on the website and outreach has begun to recruit volunteers to assist with all arts programming around the City. (ACMP, Goal 3, Action 3.2) More details to follow.
- **Expand on Arts Branding for Arts & Culture**
 - Department staff will be working on selecting a marketing consultant to create a new logo and/or concept for a recognizable art brand. (ACMP, Goal 3, Action 1.2) More details to follow.