



City of Costa Mesa

Agenda Report

Arts Commission

77 Fair Drive
Costa Mesa, CA 92626

File #: 25-443

Meeting Date: 9/4/2025

TITLE: SCOPE OF WORK ARTS AND CULTURE MASTER PLAN UPDATE

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: MONIQUE VILLASENOR, RECREATION MANAGER

CONTACT INFORMATION: MONIQUE VILLASENOR, RECREATION MANAGER, (714) 754-5679

RECOMMENDATION:

Staff recommends the Arts Commission review and approve the proposed scope of work (Attachment 1) for the Arts and Culture Master Plan Update.

BACKGROUND:

The City of Costa Mesa's Arts and Culture Master Plan (Attachment 2) was adopted in March 2021 and outlined a five-year strategy to support the City's motto as the "City of the Arts." Since its adoption, the City has implemented a wide range of arts initiatives and appointed its first professional arts staff in 2022. In 2023, a dedicated Arts Commission was also formed to guide policy and support programming.

Over the past four years, the City has established and maintained numerous arts programs, including:

- Annual Art Crawl
- ARTventure Juried Exhibition and Community Arts Day
- The Exhibition gallery at the Senior Center
- Youth Art Wall in City Hall
- Free outdoor performances in parks
- Utility Box Art Program
- Arts Grant Program
- Poet Laureate Program
- Artist Directory
- Arts and Culture Calendar
- Free at the Segerstrom Center Campus program

As the Master Plan enters its fifth and final year, an update to the Plan is needed to reflect community needs, assess implementation progress, and position the City for future growth.

The commission reviewed a draft scope at the August 2025 meeting and directed staff to make edits and return for review.

ANALYSIS

This proposed scope of work will be utilized by a consultant to assist staff and the commission in drafting an update to the 2021 Arts and Culture Master Plan and builds upon the success of that plan while integrating new areas of focus, such as:

- A review of existing arts programs and public input
- Updated community engagement (including multilingual surveys and forums)
- Revised strategic goals and implementation strategies
- Evaluation of the City's current arts-related staffing structure and workload
- A proposed staffing plan to align with future arts programming needs
- Funding strategy recommendations and performance tracking metrics
- Public art site assessments
- Economic impact reports

The update will guide the City's arts and cultural vision over the next 5–10 years and ensure that staffing, funding, and policies align with community values and expectation.

FISCAL REVIEW:

The Arts and Culture Master Plan is funded for the 2025-26 Fiscal Year.

LEGAL REVIEW:

No legal review is required at this time.

CONCLUSION:

Staff recommends the Arts Commission review and approve the proposed scope of work (Attachment 1) for the Arts and Culture Master Plan Update.