

DRAFT

ARTS & CULTURE MASTER PLAN



City of Costa Mesa
Arts & Culture Master Plan

Presentation to City Council
March 16, 2021

Prepared by



EXECUTIVE SUMMARY

The City of Costa Mesa Arts & Culture Master Plan results from the compilation and synthesis of significant community input collected during the course of over 1 year.




It reflects the dreams and wishes of Costa Mesans expressed in the following Vision and Mission Statements and distilled into goals and action steps for the City to pursue.



VISION

The City of Costa Mesa rededicates itself to the distinction of being a “City of the Arts,” a place where:

- **Creativity and creative people can flourish**
 - **Imagination, inspiration and innovation are held in high regard**
 - **The arts are agreed to be essential to everyone’s education**
 - **Arts and culture enrich lives and uplift the human spirit**
 - **Arts and culture promote civic pride**
- 


MISSION

Building on the efforts, accomplishments and momentum of its proud history – recognizing the challenges and competitive pressures of today – and responsible to the expectations and vitality of the future, the City of Costa Mesa sets forth 4 core priorities...





PRIORITIES

- **Increase opportunities for all to experience arts and culture throughout our community**
 - **Expand public art throughout the city, both indoor and outdoor**
 - **Professionalize and elevate the status of arts and culture in City government**
 - **Support Costa Mesa's thriving creative economy**
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Methodology

- Monthly meetings with Cultural Arts Committee Arts Plan Sub-Committee
- 78 key stakeholder interviews
- 7 community conversations
- Site visits to organizations & venues
- 1,000+ responses to online survey

**ARTS & CULTURE MASTER PLAN
PUBLIC OUTREACH SESSIONS**

PUBLIC INPUT WANTED!

The City of Costa Mesa invites your ideas and priorities as it prepares its first ever **Arts & Culture Master Plan**. The plan needs to be genuine to the hopes, wishes and priorities of people who live, work, play, and study in the community. Please invest some of your time to share your thoughts with us.

MARCH

Tuesday, March 27 | 6 p.m. | EVENING FORUM
Costa Mesa Senior Center (695 W. 19th St.)

Wednesday, March 28 | 7:30 a.m. | EARLY BIRD FOCUS GROUPS
Costa Mesa City Hall Room 1A (77 Fair Dr.)
(Coffee & light refreshments provided)

Thursday, March 29 | 12 p.m. | LUNCHTIME FOCUS GROUPS
Balearic Community Center (1975 Balearic Dr.)
(Bring your own lunch)

APRIL

Thursday, April 5 | 6 p.m. | EVENING FORUM/FOCUS GROUP
Kaiser Elementary School MPR (2130 Santa Ana Ave.)

Friday, April 6 | 1-5 p.m. | DROP-IN OFFICE HOURS
Costa Mesa City Hall Room 1A (77 Fair Dr.)

Saturday, April 7 | 10 a.m. | AM FOCUS GROUPS
Costa Mesa Senior Center (695 W. 19th St.)

FOR QUESTIONS OR TO RSVP, PLEASE CALL (714) 754-5300

Community Input from All Sectors

OC Fair & Event Center
Segerstrom Center for
the Arts and its
Resident Organizations
South Coast Repertory
Orange County
Museum of Art

PROFESSIONAL ARTS &
ENTERTAINMENT

All-American Boys
Chorus
Arts & Learning
Conservatory
The Attic Theatre
Costa Mesa
Playhouse

COMMUNITY ARTS &
ARTS EDUCATION

South Coast Plaza /
C.J. Segerstrom & Sons
The LAB / CAMP /
The LAB Holding
Triangle Square

DESTINATION RETAIL

South Coast Metro
Alliance
Travel Costa Mesa
Steelwave
(Hive & The Press OC)
Red Oak Investments
(Baker Block)
Sakioka Company

MAJOR BUSINESS

Community Input from All Sectors

OC Department of
Education
Newport-Mesa Unified
School District
Orange Coast College
Vanguard University

EDUCATION

VANS
RVCA
Urban Workshop
Transparent
Productions

CREATIVE INDUSTRIES

Neighborhood
Community
Conversations
Online Survey

COSTA MESA RESIDENTS

Mesa Art & Framing
Costa Mesa Ceramics
Location 1980
Graphic Decisions
Leonardo Da Vinci
Institute

SMALL BUSINESS

Community Input from All Sectors

SOY (Save Our Youth)
"Día del Niño"
Festival attendees
Bilingual Community
Conversation
Spanish-language
online survey

LATINO COMMUNITY

OC Community
Foundation
OneOC
United Way of OC
Individual Arts Patrons

SOCIAL SERVICES & PHILANTHROPY

KOCE-TV / PBS SoCal
Local Arts Magazine

MEDIA

Mayor & City Council
Parks & Recreation
Commission Cultural Arts
Committee City Manager
Economic & Development
Services Department

CITY GOVERNMENT

Online Survey Overview



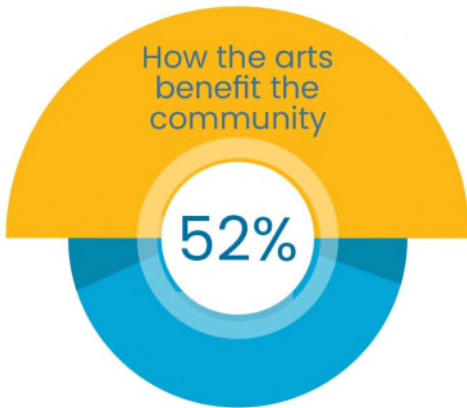
(Scale: 1=low to 5= high)



Responding "Very"



Discounts/Lower Prices



Top answer:
Safe & healthy
activities for youth



6 times or more



Top answer:
Word of mouth

Why are the arts important?

IMPROVE
WELL-BEING

IMPROVE
HEALTHCARE

IMPROVE THE
WELL-BEING OF
MILITARY &
VETERANS

UNIFY
COMMUNITIES

HAVE SOCIAL
IMPACT

MAKE
NEIGHBORHOODS
SAFER

IMPROVE
ACADEMIC
PERFORMANCE

DRIVE THE
CREATIVE
INDUSTRIES

STRENGTHEN
THE ECONOMY

SPARK
CREATIVITY &
INNOVATION

DRIVE TOURISM &
REVENUE TO LOCAL
BUSINESS

GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.1: Expand arts and cultural offerings for children and youth

Addresses the #1 benefit of arts and culture in the community cited by the public survey respondents: to provide safe and healthy activities for youth.

“The arts change lives.”

**“It all comes down to the kids—
arts education is critical.”**

--Comments from stakeholders



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.1: Expand arts and cultural offerings for children and youth

Actions:

- 1.1.1 – Increase the City’s financial contribution to SMART Camp
- 1.1.2 – Engage community organizations to expand their after school programs
- 1.1.3 – Creative more public performance opportunities for youth



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.1: Expand arts and cultural offerings for children and youth

Actions:

- 1.1.4 – Engage major organizations to deliver youth arts programs citywide, including Segerstrom Center for the Arts, South Coast Repertory, Orange County Museum of Art, OC Fair & Event Center & others
- 1.1.5 – Engage higher education (Orange Coast College, University of California, Irvine & Vanguard University) to provide/support youth arts activities
- 1.1.6 – Work with NMUSD to strengthen their range of after school arts programs



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.1: Expand arts and cultural offerings for children and youth

FY21-22 FY22-23 FY23-24 FY24-25 FY25-26

1.1 – CHILDREN & YOUTH

Existing

SMART Camp

EXPAND & POSSIBLE ADDITION OF
OTHER ORGANIZATIONS/YOUTH PROGRAMS

\$60,000

\$70,000

\$80,000

\$90,000

\$100,000



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.2: Increase free arts experiences year-round for all

City-wide, especially outdoors, in parks and in neighborhoods



***“We don’t charge
to use parks.”***

--Comment from stakeholder

GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.2: Increase free arts experiences year-round for all

Actions:

- 1.2.1 – Invent a new art “crawl” experience
- 1.2.2 – Create a “Costa Mesa Resident” free ticket program at Segerstrom Center
- 1.2.3 – Acquire a professional “showmobile”
- 1.2.4 – Develop ongoing free performances city-wide, including at new Lions Park
- 1.2.5 – Manage an open call for local & regional artists for these performances
- 1.2.6 – Offer sliding scale of fees
(based on experience) and
technical support



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.2: Increase free arts experiences year-round for all

1.2- FREE ARTS EXPERIENCES CITY-WIDE

Existing ArtVenture
CURRENT EXPENDITURE YEARLY

Existing Galleries
CURRENT EXPENDITURE YEARLY

Existing Action Arts
CURRENT EXPENDITURE YEARLY

FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
\$400	\$400	\$400	\$400	\$400
\$10,000	\$10,000	\$10,000	\$10,000	\$10,000



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.2: Increase free arts experiences year-round for all

		FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
New	Free Park Perfs. by local artists ONCE PER DISTRICT FY19-20 (6), INCREASE ONE ANNUALLY NOT INCLUDING SUMMER, WHEN CONCERTS ALREADY SCHEDULED BUDGET \$2,000 PER CONCERT FOR ARTISTS, STAFFING, PROMO	\$6,000	\$12,000	\$24,000	\$36,000	\$48,000
New	Art "Crawl" \$250 AVAILABLE TO VENUES (4) FOR STAFFING, REFRESHMENTS RENTAL & STAFF OF 4 SHUTTLE VANS (ESTIMATED AT \$500 EACH)		\$3,000	\$3,000	\$3,000	\$3,000



GOAL #1:

Increase opportunities for all to experience arts and culture throughout our community.

Objective 1.2: Increase free arts experiences year-round for all

		FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
New	Costa Mesa Free at Segerstrom Center Campus PILOT PROGRAM TO OFFER FREE TICKETS TO CM RESIDENTS AT SELECTED PERFORMANCES; ADD OCMA WHEN ITS OPENS		\$50,000	\$60,000	\$60,000	\$60,000
New	Showmobile \$150,000 ONE-TIME CAPITAL EXPENSE, USEFUL LIFE AT LEAST 10 YEARS		\$150,000			



GOAL #2:

Expand public art throughout the City.

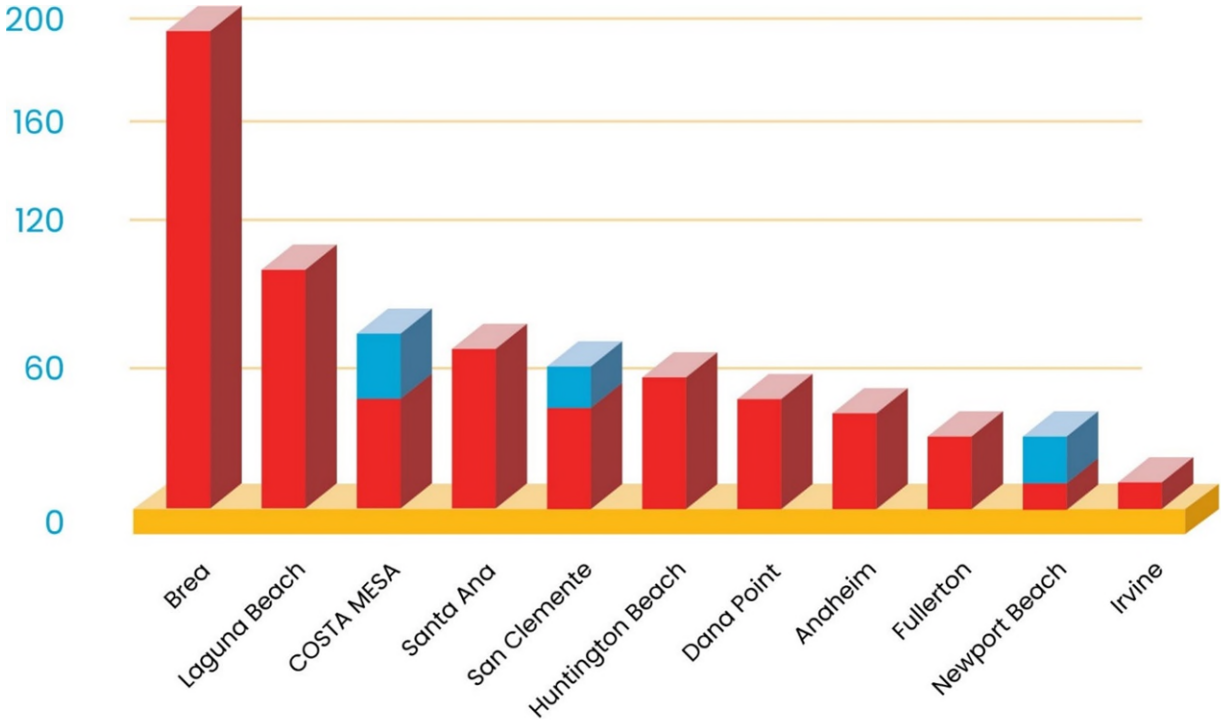
Objective 2.1: Establish and grow a world class public art program that serves all districts and neighborhoods.





“Beautification of the City should be a high priority and public art can play a major part in that.”

--Stakeholder comment

Public Art in Costa Mesa



 Permanent works of public art on display
 Temporary/rotating works of public art on display

Reflects cities with 10 or more works of public art
Source: Arts Orange County Public Art Inventory



GOAL #2:

Expand public art throughout the City.

Objective 2.1: Establish and grow a world class public art program that serves all districts and neighborhoods.

Actions:

- 2.1 – Continue City-operated temporary utility box art program
- 2.2 – Develop plan for more ambitious temporary & permanent art
- 2.3 – Create new program of temporary large-scale public art around the City
- 2.4 – Consider a policy of fees for public art from new development in City
- 2.5 – Create new program of permanent art around the City
- 2.6 – Incorporate imaginative design in all of City's functional elements



GOAL #2:

Expand public art throughout the City.

2 - EXPAND PUBLIC ART

		FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
Existing	Utility Box Art 12-14 per year	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
New	Large-scale (6) INSTALLATION OF LARGE-SCALE TEMPORARY ART THROUGHOUT THE CITY; ONE IN EACH OF THREE DISTRICTS PER YEAR, TWO-YEAR LOAN INSTALLATION AND SELECTION CONSULTANTS		\$60,000	\$60,000	\$60,000	\$60,000
New	Re-design public amenities TO BE DETERMINED; AS NEEDED FOR REPLACEMENT					
New	Permanent Public Art DEVELOP PLAN; FUND THROUGH DEVELOPER FEES					



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.1: Boldly assert Costa Mesa's "City of the Arts" stature and brand, placing arts & culture front and center in all that the City does.



“Arts should have a seat at the table in all City matters.”

--Stakeholder comment

GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.1: Boldly assert Costa Mesa’s “City of the Arts” stature and brand, Placing arts & culture front and center in all that the City does.

Actions:

- 3.1.1 – Create an inspiring, new, world class logo
- 3.1.2 – Incorporate the logo in all communications (print, digital, signage, vehicles)
- 3.1.3 – Agendize an “Artistic Moment” at every City Council meeting
- 3.1.4 – Appoint an “Artist Laureate” annually



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.1: Boldly assert Costa Mesa’s “City of the Arts” stature and brand, Placing arts & culture front and center in all that the City does.

3.1 – ASSERT “CITY OF THE ARTS” BRAND

		FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
New	Graphic design BRANDING PROCESS		\$15,000			
New	Artist Laureate HONORARIUM FOR INDIVIDUAL ARTIST SELECTED FOR ONE YEAR TERM – RESPONSIBILITIES WILL INCLUDE FREE PUBLIC PROGRAMS, APPEARANCES		\$2,500	\$2,500	\$2,500	\$2,500

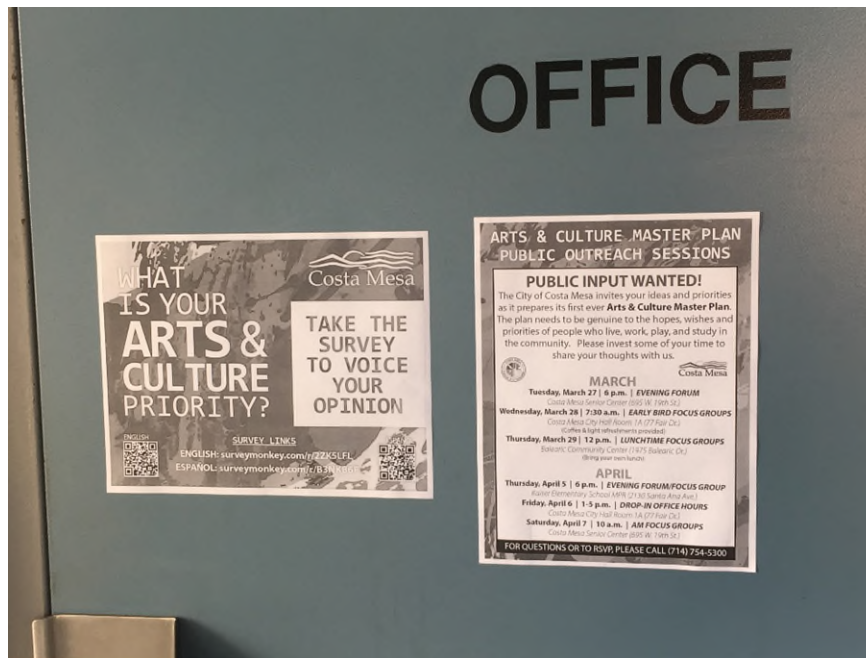
U.S. Poet Laureate Joy Harjo



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.2: Hire professional arts and culture staff.



“A City arts plan will be totally worthless if they don’t hire an arts coordinator.”

--Stakeholder comment

GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.2: Hire professional arts and culture staff.

Actions:

- 3.2.1 – Create a new full-time Arts Specialist position
- 3.2.2 – Develop a position description
- 3.2.3 – Open a search
- 3.2.4 – Invite outside arts leaders to be part of interview process
- 3.2.5 – Hire a new Arts Specialist

**NOW
HIRING**

ARTS PROGRAM SPECIALIST



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.2: Hire professional arts and culture staff.

3.2 – HIRE PROFESSIONAL ARTS STAFF

ARTS SPECIALIST (FTE)
SALARY AND BENEFITS

FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
	\$120,000	\$120,000	\$120,000	\$120,000



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.3: Establish a City Arts Commission and retain the City's Cultural Arts Committee.

“Simply put, it demonstrates a higher commitment to the arts.”

--Stakeholder comment



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.3: Establish a City Arts Commission and retain the City's Cultural Arts Committee.

Actions:

- 3.3.1 – Establish an Arts Commission of 7 members appointed by City Council
- 3.3.2 – Retain Cultural Arts Committee with new mission



GOAL #3:

Professionalize and elevate the status of arts and culture in City government.

Objective 3.3: Establish a City Arts Commission and retain the City's Cultural Arts Committee.

3.3 - ESTABLISH ARTS COMMISSION

New

Commissioner stipends
\$100/MONTH STIPEND PER COMMISSIONER

FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
		\$8,400	\$8,400	\$8,400



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.1: Re-imagine the City's arts grants program for greater impact.

**“View the City as a canvas,
as a stage.”**

**“Create more access and
exposure for the people
who live here.”**

--Stakeholder comments



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.1: Re-imagine the City's arts grants program for greater impact.

Actions:

4.1.1 – Re-think the mission of the grant program

4.1.2 – Increase the range of grant amounts



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.1: Re-imagine the City's arts grants program for greater impact.

4.1 - RE-IMAGINE ARTS GRANTS

EXISTING ARTS GRANTS
SEE RECOMMENDATIONS SECTION FOR DETAILS

FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
\$4,000	\$5,000	\$7,500	\$10,000	\$12,500



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.2: Address the need for creative spaces.

“I don't see the arts as a luxury but as a solution—opening residents' minds, celebrating diversity, creating safer neighborhoods.”

--Stakeholder comment



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.2: Address the need for creative spaces.

Actions:

Visual Arts

- 4.2.1 – Identify potential location for permanent, purpose-designed exhibition space
- 4.2.2 – Make it easier for owners to establish creative spaces and art on their property
- 4.2.3 – Explore incentives for commercial and industrial property owners for arts uses



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.2: Address the need for creative spaces.

Actions:

Performing Arts

4.2.4 – Kickstart use of new Lions Park Campus facilities through free use policy

4.2.5 – Help solve space needs for local community theaters in/adjacent to City

4.2.6 – Conduct further research into usage need/audience market for additional venues



GOAL #4:

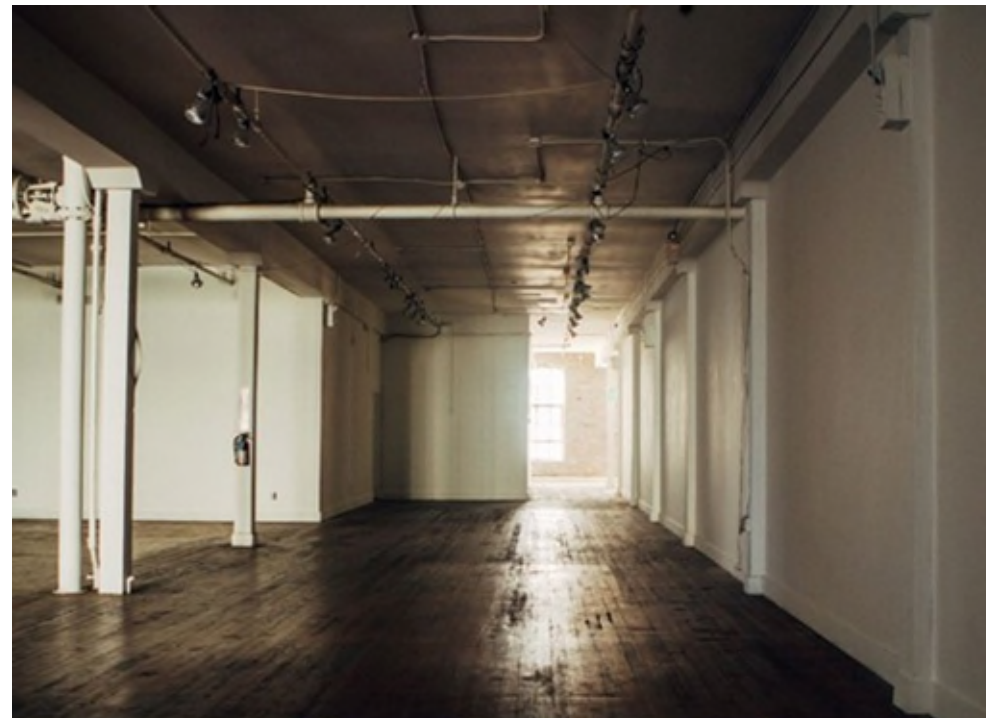
Support Costa Mesa's thriving creative economy.

Objective 4.2: Address the need for creative spaces.

4.2 - NEED FOR CREATIVE SPACES

TBA, STAFF TIME AND POSSIBLE OUTSIDE CONSULTANTS

FY21-22 FY22-23 FY23-24 FY24-25 FY25-26



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.3: Help keep Costa Mesa's "creatives" in the City.



**“Costa Mesa should be a
creative Silicon Valley.”**

--Stakeholder comment

GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.3: Help keep Costa Mesa's "creatives" in the City.

Actions:

4.3.1 – Explore opportunities to increase supply of affordable artist housing



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.3: Help keep Costa Mesa's "creatives" in the City.

4.3 - KEEP "CREATIVES" IN COSTA MESA

FY21-22

FY22-23

FY23-24

FY24-25

FY25-26

NEW

**AFFORDABLE ARTIST HOUSING
TO BE DETERMINED**



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.4: Promote greater creative sector collaboration.

“Do we want to talk about arts & culture as they are defined now— or how they will be defined by a future generation?”

--Stakeholder comment



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.4: Promote greater creative sector collaboration.

Actions:

4.4.1 – Encourage formation of a local arts alliance

4.4.2 – Convene creative industries to keep Costa Mesa's creative "vibe" going



GOAL #4:

Support Costa Mesa's thriving creative economy.

Objective 4.4: Promote greater creative sector collaboration.

4.4 – PROMOTE CREATIVE SECTOR

STAFF TIME

FY21-22 FY22-23 FY23-24 FY24-25 FY25-26



Costa Mesa's Creative Economy

COSTA MESA
CREATIVE SECTOR

6% of all firms
in the City

4.1% of all jobs
in the City

\$15.1M

State/Local Tax
from Costa Mesa
Creative Sector

Compared to
4% of US firms
2% of US jobs
nationwide

Costa Mesa has
5.8% of all OC
creative sector jobs,
BUT is only **3.5%** of
OC's overall
population

Costa Mesa's Creative Economy

\$63.7M

Annual Wages
In Costa Mesa's
Creative Sector

\$1.7M+

Direct Tax Revenue
To City of
Costa Mesa
From Creative Sector

Costa Mesa's
Nonprofit Arts orgs.
generate

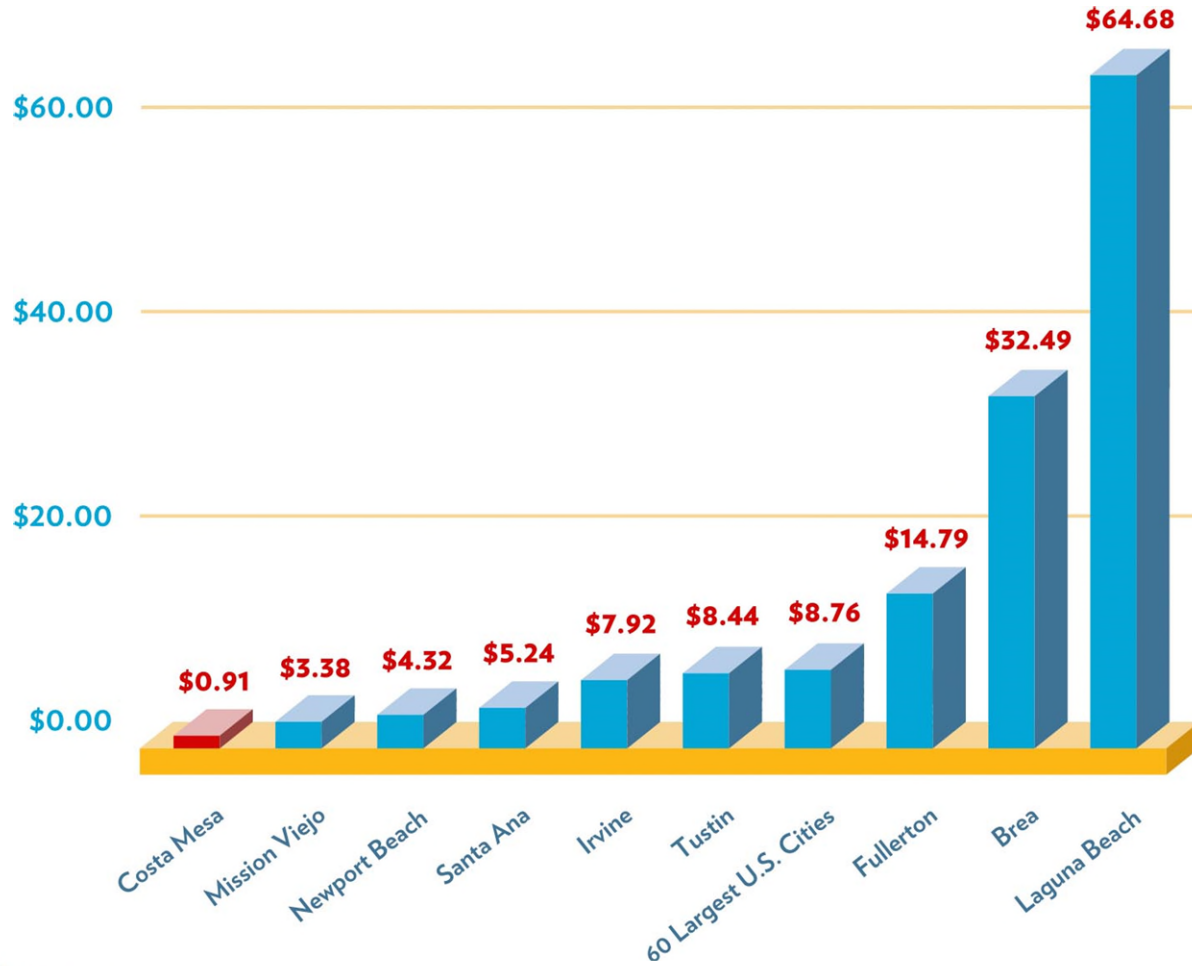
\$110M

In Revenue

\$521M

TOTAL ECONOMIC
IMPACT OF CM
Nonprofit Arts

How Much Do Cities Spend on the Arts?



Additional Potential Funding Sources



- ✓ Private foundations
- ✓ Business sponsorships
- ✓ Local citizens



City of Costa Mesa Arts & Culture Budget

	FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
TOTAL					
\$103,400 CURRENT FY18-19 BUDGET	\$112,900	\$530,400	\$408,300	\$432,800	\$457,300
PER CAPITA					
(BASED ON 113,825 POPULATION) \$0.91 CURRENT PER CAPITA ARTS EXPENDITURE	\$0.99	\$4.66	\$3.59	\$3.80	\$4.02
ANNUAL TAX REVENUE GENERATED BY COSTA MESA CREATIVE SECTOR \$1,700,000					



The City of Costa Mesa rededicates itself to the distinction of being a “City of the Arts,” a place where:

- **Creativity and creative people can flourish**
- **Imagination, inspiration and innovation are held in high regard**
- **The arts are agreed to be essential to everyone’s education**
- **Arts and culture enrich lives and uplift the human spirit**
- **Arts and culture promote civic pride**