



City of
SANTA CLARITA

Arts Master Plan

Research Appendix

Table of Contents

Community Survey Report 3
Summary of Visioning Exercises 12
AMPED Arts Summit Notes..... 18



Community Survey Report

Santa Clarita Community Survey Results Summary

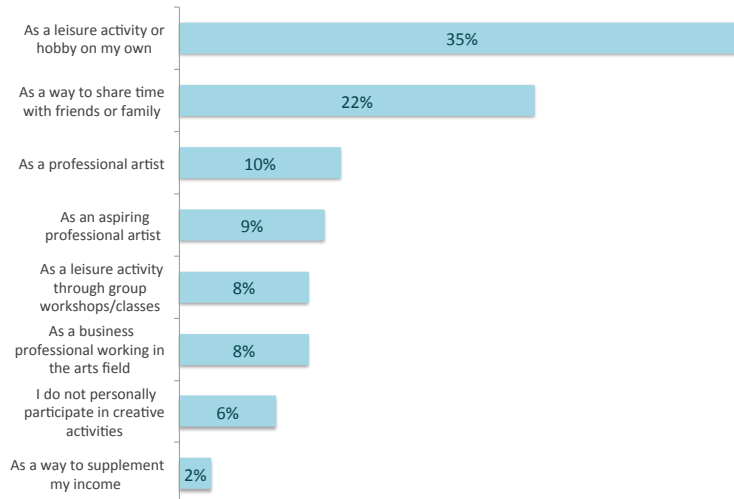
The Survey Details

- The survey and all data was managed and housed on a survey website managed by The Cultural Planning Group. The survey link was distributed by the City of Santa Clarita through multiple organizations' email lists and public city lists.
- The survey was available to all residents from March 9, 2015 through May 15, 2015. A total of 1,056 participants completed the survey (including intercept surveys).
- Results were analyzed with Statistical Package for Social Sciences (SPSS 23.0) and are based on the responses received for each question. Significant differences are noted where applicable.

Arts and cultural activities respondents do...

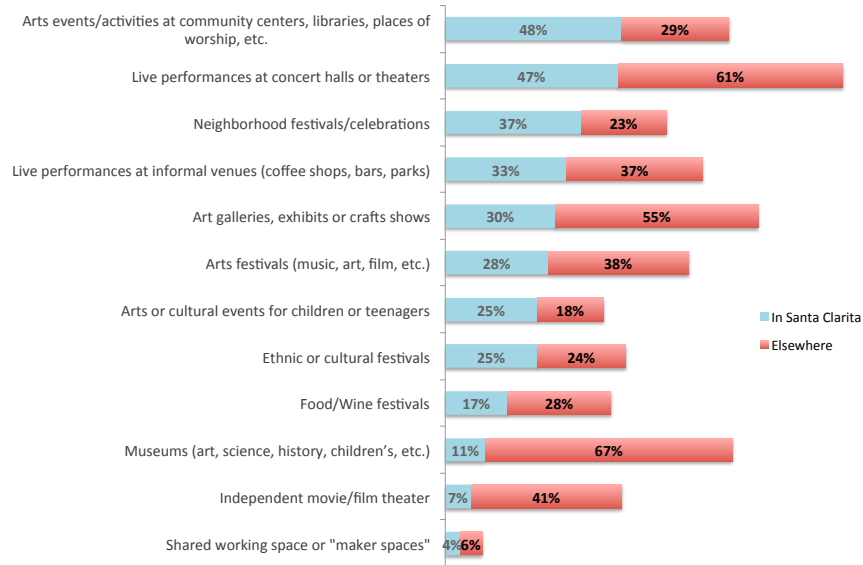
- | | |
|---|---|
| 65% Read novels, short stories, or poems | 17% Made videos, short films or animation |
| 63% Took photographs | 17% Sung in choir, with a group, or solo |
| 51% Cooked creative dishes or meals | 13% Made sculptures, woodwork, or ceramics |
| 31% Painted or drew pictures, or did print-making or collage | 13% Wrote novels, short stories, or poems |
| 29% Made crafts such as jewelry, sewing, knitting, or quilting | 13% Played live music or performed rap |
| 27% Danced socially or with a group | 13% Acted in plays, musicals, or theatre |
| 27% Played a musical instrument | 10% Wrote music, composed lyrics |
| 18% Worked with fiber arts such as knitting, sewing, embroidery | 9% Made digital illustrations or 3-D digital art |
| | 5% Performed in storytelling events or poetry slams |
| | 3% Choreographed dance, ballet, modern, etc. |

Why they participate in arts and cultural activities...

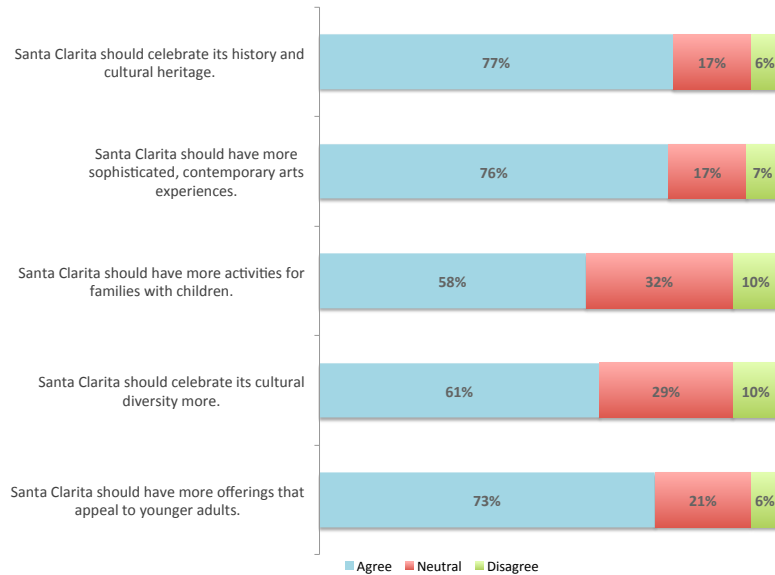


What respondents are attending...

In Santa Clarita and Elsewhere



Priorities for the future



Notable Quotes

"[We need] A culture to serve as a way for our young adults (18 to 25 year olds) to participate and experience some sort of 'night life' and activities. It seems those falling in this age bracket must leave the Santa Clarita Valley in order to participate in fun and entertainment."

"[We need] A complex with an outdoor amphitheater and an indoor theater with rooms for classroom, rehearsal space and visual art galleries with activities for children and adults offering a wide variety of music, theater, dance and visual art."

"[We need] More activities that are focused on youth (local elementary schools), showing them the value of the arts in our culture and the work force."

Vision: "Old Town Newhall would become a vibrant center of the arts, with restaurants, galleries, theaters, a community arts center, the library, etc...but opportunities in other parts of the city would also be starting to grow. "

Vision: "Santa Clarita artists would be able to find numerous, quality opportunities to create and display their work -- through galleries, or small restaurant/clubs that display art work, open mic nights, etc. There would be affordable space available for emergent artists and artistic groups to meet and work or rehearse and then to share their work with an audience. There would be an independent movie theater."

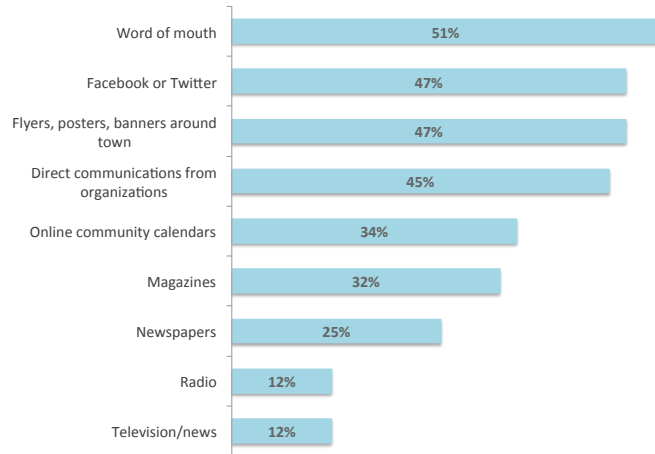
More Quotes

"[The City] Working in harmony with the communities they serve instead of displacing or excluding the local community; different types of events geared toward children, families, young working professionals, and seniors at a better price; better theatre space for our current companies; events in a wider area of town than just Main St. and the mall."

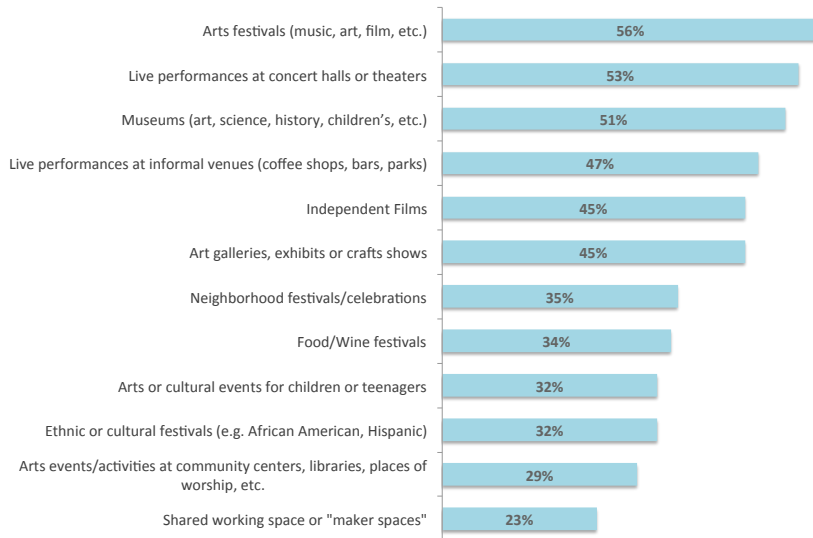
"The City of Santa Clarita is biased when it comes to art. I grew up a graffiti artist, and yes it is a valuable art and skill. It's how many such as I learned to paint - it kept me out of trouble and danger and even saved my life. Now I paint, draw and sculpt. Yet I don't fit into many of the art gallery shows or events in Santa Clarita Valley. The reason why is because I design/create environments, creatures, characters and places only one can dream of. That is not accepted in the city. In the end I hate the arts in Santa Clarita because it doesn't embrace every form of art."

"I like that the city is trying to be more arts oriented, however I feel that the offerings are not very sophisticated and very 'small town'."

Where respondents find information about arts and cultural activities...



What respondents want more of in Santa Clarita...



What people like in Santa Clarita's cultural life...

- CalArts
- Canyon Theater Guild
- Santa Clarita Children's Choir
- Concerts in the Park
- Cowboy Festival
- Live music at farmers market
- Luna Fest
- Santa Clarita Performing Arts Center at College of the Canyons
- Repertory East Playhouse
- Santa Clarita Ballet Academy
- Santa Clarita Master Chorale
- Senses on Main events
- Taste of the Town

What is loved...

About Santa Clarita's cultural life

- Community feel
- Local community performances
- Family centered culture
- Celebrating of local artists and local places
- Film and theatre culture

What is aspired to...

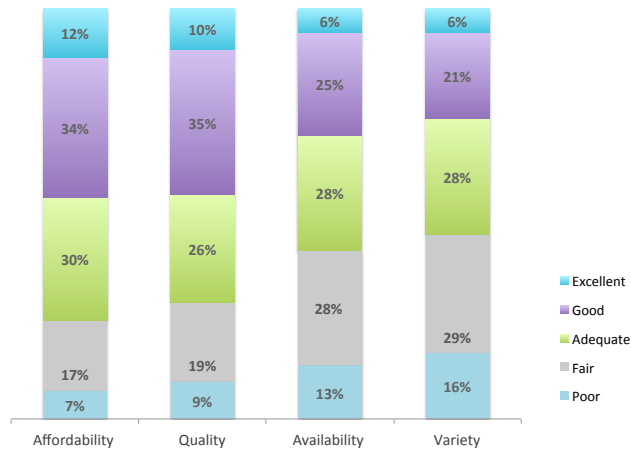
For Santa Clarita's cultural life

- Support of more contemporary forms of art
- More updated, unique arts experiences
- A comprehensive portal for happenings
- Higher quality offerings that appeal to younger audiences and diverse audiences

Desired new spaces and places...

- A multi-purpose cultural center where people can create, participate, perform, and share.
- A independent/foreign film theater
- Active arts spaces and maker spaces
- More visible art in the community
 - Public art
 - People creating art
 - Integrated into daily life
- An amphitheater
- A larger performing arts center

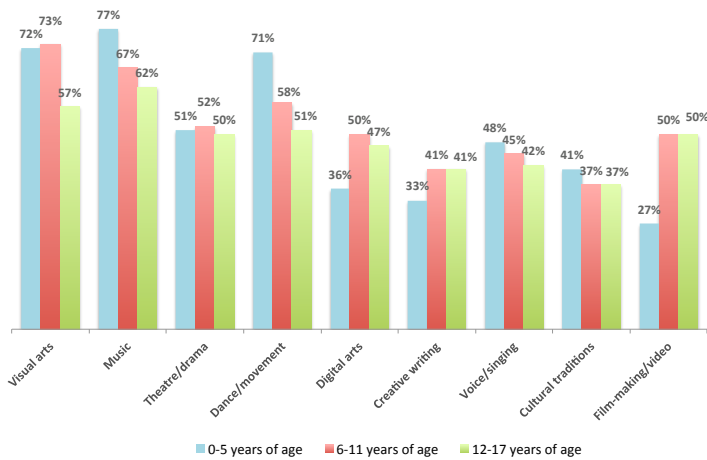
Rating of arts and cultural offerings in Santa Clarita



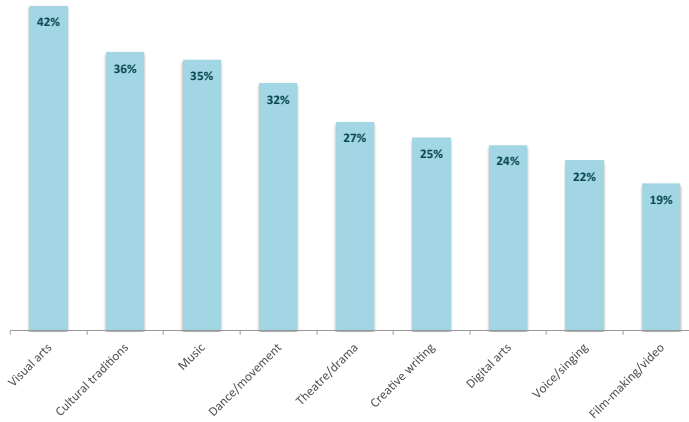
Arts participation by children in household

- 43% of the respondents have children who participate in arts and cultural activities.
- Where children participate..
 - 0-5 years of age
 - 78% at home
 - 61% in school
 - 64% outside of school
 - 6-11 years of age
 - 67% at home
 - 73% in school
 - 77% outside of school
 - 12-17 years of age
 - 56% at home
 - 73% in school
 - 69% outside of school

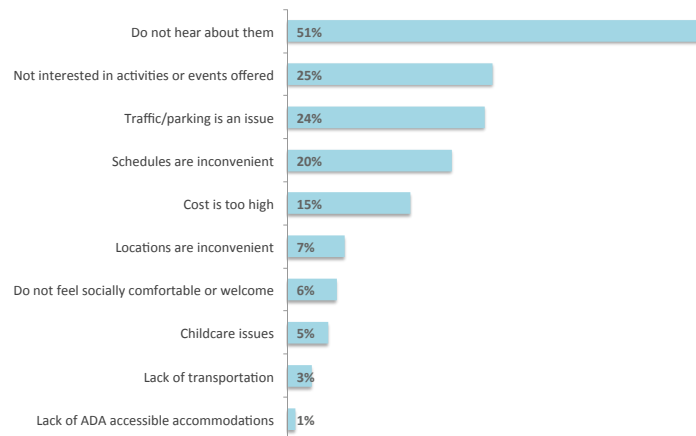
Arts class preferences for children



Arts class preferences for adults (themselves)



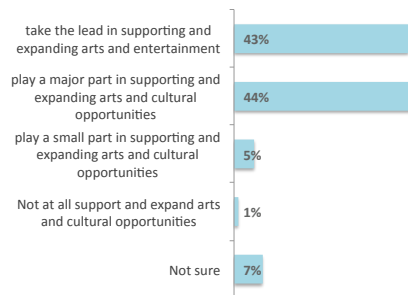
Barriers to participation in cultural activities



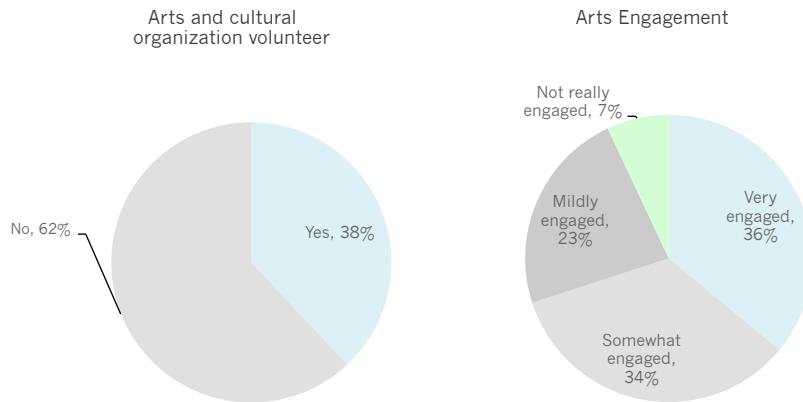
Priorities for the City should be ...

- #1 · Provide higher quality arts and entertainment opportunities
- #2 · Support the development of artists in Santa Clarita
- #3 · Support nonprofit arts and cultural organizations

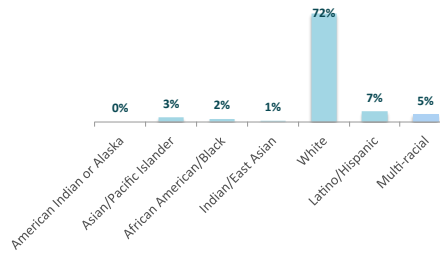
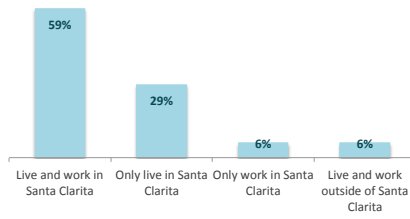
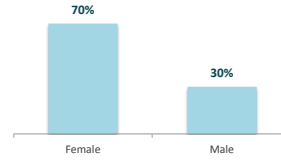
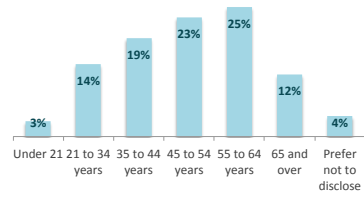
The City should...



Respondent profile



Respondent Profile



Summary of Visioning Exercises

Several visioning exercises were conducted as part of the planning process for the Santa Clarita Arts Master Plan. Visioning was done by the City Council and Arts Commission during a joint workshop, and by the Stakeholder Committee. In each of these sessions, participants were asked to identify elements of a vision for the community's cultural future, answering the question, "What would success look like?" Participants were asked to take a long view, perhaps ten years; to go beyond a list of needs or wants to focus on larger aspirations; and to identify the desired impact on the community resulting from successful cultural evolution. The collective vision articulated by these processes was corroborated and validated by the community survey and other community engagement.

City Council Members' Vision Ideas

- Incorporate Santa Clarita Valley film history and Walk of Western Stars with popular filming into regional and national film festivals
- Arts Commission as decision makers
- A great arts district in Old Town Newhall
- Public/private partnerships
- Arts funding
- Arts of all types being appreciated and valued – funded
- Dedicated funding stream
- In time – creation of funding for the arts
- Adequate funds for quality public art
- A successful arts foundation
- Cultural arts valued as essential
- Insure we maintain a high degree of community involvement
- Involvement of all forms of art – dance, performing, visual, etc.
- A children's museum
- Children's art museum
- Fine art museum
- A historical and cultural museum
- Veteran memorial projects and venue

- Use art to attract tourism with themes (of) film, history, events – create funding with art
- Vibrant cultural tourism
- Arts tourism
- Create regular outdoor venues to attract art opportunities for all kinds of tourism & local viewing & shopping
- A sense of overall artsy community identity
- Develop a sense of place with high quality public art that reflects our history and natural surroundings
- Facility that creates: tourism, historical films, Native American, old west, museums
- East side performing arts with an (Arts) Center – emphasis on kids
- Amphitheatre
- Fairgrounds and convention center for large scale events – making Santa Clarita an arts destination
- Venue for an arts complex, such as exists in Paso Robles
- Affordable 500-seat arts venue for non-profits
- Outdoor Towsley performance space runs out of dates
- Public art venue for young artists along trails and public places
- Outdoor performance venue – amphitheater

Arts Commissioners' Vision Ideas

- Continued development of a creative economy
- Arts as an economic engine
- Development of a diverse community of artists and arts supporters who know each other and work together
- Arts Roundtables
- Home to a community of working artists
- Arts as a vital part of community identity
- Progress toward a cultural identity, where the resources, history and potential specific to this PLACE are engaged
- An arts district or districts where the community and visitors can gather
- Cultural arts center
- Facilities and venues to attract and host “large/top” acts, e.g. convention center/concert venue

- Vibrant arts district
- Cultural museum
- Designated art funding as part of City budget
- Autonomous Arts Commission with granting authority
- Foundation or fundraising mechanism
- Line item budget for cultural arts
- Significant corporate sponsorship/endowment/interest (e.g., Getty, Norton-Simon, etc.)
- Culture of arts philanthropy
- Dedicated, sustainable government funding stream (TOT, facilities tax, percent for arts, etc.)
- An environment in which serious artists contribute to community life and feel valued
- Artists and arts organizations contributing strongly to community
- Arts touching lives of everyone in community
- Strong arts education
- National cultural arts destination
- Arts network includes higher education
- Community embraces arts institutions like CalArts and both benefit and partner
- A Santa Clarita “Art Brand”
- Arts destination
- Annual art event much like Cowboy Festival (e.g., “Art Night” old Pasadena)
- Lively and growing cultural offerings and events for residents and which draw visitors from other communities
- Better outreach for events (e.g., banners, bus stops)
- Regional art event on scale of Cowboy Festival
- Adult cultural activities that go beyond bands
- More public art projects
- Vision of public art in Santa Clarita Valley
- Separation of Parks/Recreation and Arts
- Diverse, large-scale public art

Stakeholder Committee Member's Vision Ideas

- Rotating art/traveling exhibits
- Major public art
- Light displays (in) Old Town Newhall, Westfield, business parks, streets/urban
- CalArts/Pixar/Disney character program
- Clearly articulated public art ethos
- Building community
- Accessibility – both financial and cultural experiences
- Santa Clarita that values the arts with its pocket(book) – “You understand the values of an organization by where it spends its money.”
- Existing art organizations and arts education valued, nurtured and celebrated
- Arts education is valued here
- More obvious arts integration (design of SCV events, community)
- Multi-generational involvement
- No division between arts and entertainment
- Less pollution & traffic (fewer reasons to need to leave for cultural fulfillment)
- Our community walking the walk, not just talking – we have had lots of arts events fail for lack of attendance
- Residents more connected and involved in their community (less fragmentation)
- Multi-cultural arts that the community can learn from (embrace diversity)
- “Santa Clarita Art Night”
- Bands at bars/restaurants/lounges
- Vibrant nightlife where one can enjoy live music and dancing
- Vibrant nightlife
- Celebrating imagination
- Eclectic offerings
- Think big and bold
- Thought-provoking art
- Arts that are interactive or inspire action – less passive
- Diversity equals interesting

- Improvement in all aspects of community life when art and artists are integrated
- Ample opportunities for people of various ages and backgrounds to be enriched by art that represents various backgrounds
- (Becoming a) fine arts/learning/performing community
- Education: 1) Deep involvement (performance) in K-8, feeding into 9-12; 2) Arts integration (by the) high school district (into) core topics (curriculum)
- Creative education
- Expansion of COC gallery to be a teaching museum – Cal Arts, too
- Spoken work/poetry readings
- Presentation of local history
- Convergence and celebration of the various cultures in SC in Old Town Arts and Entertainment District (music, dining, galleries, etc.)
- Performances: identity, embrace present. Art from our Valley’s many cultures
- Artists and “non-artists” interact in ways that enrich both groups
- Collaboration with County, national and global arts organizations
- Collaborations with local groups
- Partnerships and collaboration between organizations and artists
- Santa Clarita sets the example for a rich cultural arts community for other growing cities
- Residents brag about cultural of the community
- Santa Clarita as a destination for arts
- Young people move here because it is cool
- Cultural arts identity
- Arts and entertainment magnet city
- Artists are celebrated here
- Draw visitors through word of mouth
- Community that supports and expects arts and artists that enrich community
- Art is part of life for Santa Clarity residents
- Less of a “bedroom community” – become more of a place
- The arts are everywhere
- Entertainment destination

- Outdoor performance venue/amphitheater
- Comedy club
- Performance venue – non-traditional
- Community gathering space to enjoy multiple disciplines/types of art
- Public market (similar to Phoenix)
- Outdoor amphitheater

Frequency of Specific Topics:

Arts as identity of Santa Clarita	15
Arts are valued by the community	12
Cultural tourism/arts destination	9
Vibrant arts scene	9
More/better public art	8
Arts funding by the City	7
Amphitheater/large performance venue	7
Museum/children’s discovery center	7
More arts programming	6
Support for artists and cultural organizations	6
Arts education	6
Cultural Arts Center	5
Arts Foundation/private philanthropy	5
Cultural diversity	4
Arts district	3
Film Festival	3
More partnerships/collaborations	3
Strong, effective Arts Commission	3
Emphasis on history	2
Development of creative economy	2
Marketing/outreach	1

Vision Statement:

The City of Santa Clarita will be recognized as a “city of the arts,” where arts and culture are valued by the community and sought out by visitors – a city with a vibrant cultural life, outstanding cultural programming and venues, and compelling public art, and a city where artists are valued and respected members of the community.

AMPED Arts Summit Notes

A town hall-style community meeting was conducted as part of the planning process for Santa Clarita's Arts Master Plan. The meeting was titled the AMPED (Arts Master Plan) Summit and was held on Monday evening, April 6 at the Santa Clarita Activities Center, and was attended by approximately 175 people. The agenda included welcoming remarks from Mayor Marsha McLean and an overview of the planning process, provided by the planning consultants. Attendees then assembled in small groups for discussion on selected topics, with a separate table for additional topics not already identified. The following is a summary of the key ideas from each topic table.

Santa Clarita Arts Master Plan AMPED Summit Topic Themes

- 1) Arts education and lifelong learning in the arts
 - a) Communicate art opportunities through a website, public awareness, APP and all social media.
 - b) Partnership with Art Organizations, Schools, and Non-Profit Organizations.
 - c) Desire creative funding for PTA, Schools, and Parents.
- 2) Public and private arts funding
 - a) A shared facility that all groups can use.
 - b) The City needs to give or play a strong role for financial support of the arts.
 - c) Securing corporate and private funding for the arts is getting harder for non-profits.
- 3) Arts facilities
 - a) A complex (multi –use facility) that has room for performing and visual arts, gallery space, and class rooms for workshops, etc.
 - b) Amphitheater.
 - c) Small venues that could hold up to 500 people...with parking.

- 4) Next steps for public art
 - a) Utilize a variety of spaces for public art.
 - b) Have temporary public art pieces that are surprising and unexpected.
 - c) More communication about the public art pieces, such as history of the pieces, information about artist, and location of the art piece.

- 5) Arts programs for children and families
 - a) Desire for a multipurpose/multi-use facility for art programs to be accessible to all and for it to house various art forms (visual, music, theater, etc.).
 - b) Better communication or a way for people to learn about the different programs offered in the entire valley.
 - c) Multicultural art festivals or venues/events for youth and families to experience the arts in its many forms.

- 6) Arts and entertainment programming for adults
 - a) More small venues (i.e. coffee shops, cafes, etc.) where local artists and musicians can perform.
 - b) A website, calendar, or app where all local art and music events are listed (both small and large scale events).
 - c) More events geared toward young adults. Provide more offerings that are aimed toward Millennials.

- 7) Newhall Arts District
 - a) Live/Work spaces for artists at low cost, Cooperative work space for artists to work and hold open houses or art walks.
 - b) Cultural arts center and outdoor space or town square for visual and performing arts, a gallery space, workshops, café, world class art museum/gallery.
 - c) Incentives for property owners in Old Town Newhall to lower rent, rent property to art friendly businesses, for artists to move there so that Old Town Newhall can become a destination point to discover.

- 8) Celebrating Western heritage
 - a) The cultivation of our western heritage, not limited to the Cowboys.
 - b) The importance of collaborating with other agencies (i.e. The SCV Historical Society, CalArts, etc.) to bring City events that celebrate our western heritage.
 - c) The need for markings/identification of buildings that are designated "historical".
- 9) Advancing the arts community
 - a) The need for an Arts Venue (Arts Center) that would have gallery space, performance space, and office space. This shared space would accommodate both visual arts groups and some performance groups to some degree.
 - b) Second was the idea that the non-profit arts groups in town should build alliances both regionally and locally to facilitate growth.
 - c) Lastly, the groups at the table discussed the idea of better marketing for the arts. If more people in the valley knew about art events, there would be more attendance, and more art consuming (purchase of art and ticket sales to events), then currently occurs.
- 10) Support for individual artists
 - a) Need an Art Facility (multi-use art (all) center, gallery, and work space) to gather for arts, education, and entertainment.
 - b) Improve on and help bridge the communication gap (every aspect) between artists and community to raise awareness of happenings, establish a network of artists/professionals, and to increase the visibility of the arts and artists.
 - c) Santa Clarita to have a strong supportive system of individual artists, and offer them more affordable opportunities and venues to display their artwork (feel valued as an artist living in Santa Clarita).
- 11) Programming with/for Millennials
 - a) Communicating or marketing correctly to Millennials.

- b) Letting programming be more cutting edge; to not worry about the older population judging them on what they believe is creative or art.
 - c) Social media connection or an APP to let people see what is happening right then. With possible alerts for things happening that night.
- 12) What topic(s) do you feel are important and are not on the Summit's topic list? What can you tell us about this topic? How might the Santa Clarita Arts Master Plan contribute towards a solution?
- a) Central location where all art venues can advertise their programs, meetings, etc. Current website needs to be updated and maintained.
 - b) We need a building in Santa Clarita dedicated to the display of visual art. Partner with other museums such as LACMA to rotate art.
 - c) Art consumption in Santa Clarita is evolving and we need places where adults can go for entertainment. Most events are geared towards families.