

City of Santa Clarita
Arts Commission

Arts Blueprint

Phase I



February 28, 2012

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
1.1 Introduction.....	4
1.2 Methodology.....	4
1.3 Art in Public Places.....	4
1.4 Arts Education.....	5
1.5 Arts Venues.....	5
1.6 Leadership and Development.....	6
1.7 Marketing and Communications.....	6
1.8 Conclusion.....	7
1.9 Attachment	
Table of Recommendations.....	8
 ART IN PUBLIC PLACES.....	 10
2.1 Introduction.....	11
2.2 Benefits of Public Art.....	11
2.3 Funding Sources.....	12
2.4 Art in Public Places Committee / Annual Public Art Projects Plan.....	13
2.5 Project Ad Hoc Committees.....	14
2.6 Balanced Support of Local and Regional Artists.....	15
2.7 Maintenance and Conservation Plan.....	15
2.8 Art Donation Policy.....	16
2.9 Conclusion.....	16
2.10 Attachments	
Sample Call for Artists (Request for Qualifications).....	17
Artist Selection Process Guidelines.....	20
 ARTS EDUCATION.....	 22
3.1 Introduction.....	23
3.2 City Programs.....	23
3.3 Arts Education Initiatives.....	24
3.4 Arts Venues.....	25
3.5 Marketing and Communications.....	26
3.6 Life-Long Learning.....	26
3.7 Funding.....	27
3.8 Conclusion.....	27
3.9 Attachments	
List of Ad Hoc Committee Members.....	29
Short and Long Term Goals Identified by Ad Hoc Committee.....	30
Arts for All: Los Angeles County Regional Blueprint for Arts Education.....	35
Santa Clarita Valley K-12 Consortium Information.....	53
Santa Clarita Performing Arts Center 2011-12 Arts Education Outreach Season.....	54

	Santa Clarita Valley Education Foundation Brochure.....	70
	<i>Seasons Brochure: Arts classes offered in fall 2011 edition, including Child Development, Youth and Teen, Adult, Public Library, and Senior Center classes.....</i>	<i>76</i>
ARTS VENUES.....		95
4.1	Introduction.....	96
4.2	Arts Facilities Directory.....	96
4.3	Arts Facilities and Venues Survey.....	96
4.4	Arts Mall Conceptual Plan.....	97
4.5	Conclusion.....	98
4.6	Attachments	
	The Arts Mall Conceptual Plan.....	99
	Santa Clarita Valley Facilities Directory.....	112
	Facilities and Venues Survey Results.....	117
LEADERSHIP AND DEVELOPMENT.....		125
5.1	Introduction.....	126
5.2	Professional Development / Technical Assistance.....	126
5.3	Board Development / Recruitment.....	126
5.4	Audience Development.....	127
5.5	Funding / Arts Foundation.....	128
5.6	Conclusion.....	129
5.7	Attachment	
	Survey of 25 American Communities of Similar Size to Santa Clarita.....	130
MARKETING AND COMMUNICATIONS.....		156
6.1	Introduction.....	157
6.2	Arts Website.....	157
6.3	Santa Clarita Arts Identity.....	158
6.4	Community Engagement.....	159
6.5	Conclusion.....	160
6.6	Attachments	
	Santa Clarita Arts On-Line Assessment.....	161
	Santa Clarita Arts Print / Publications Assessment.....	168
	Santa Clarita Arts Media Assessment.....	170

ARTS VENUES

Section IV



4.1 Introduction

Arts facilities and venues are essential in supporting a creative community, as almost all arts related activities require a site for performances or visual art displays to occur. The development of the Arts Venues Initiative involved conversations with a variety of stakeholders, including leaders of local arts organizations and associations, professional musicians and visual artists, educators, developers, economic development experts, and a television studio owner. This Initiative also included an online survey of arts facilities and venues and the completion of a directory of arts facilities in Santa Clarita. The Arts Venues section of the Arts Blueprint addresses three areas, with the primary focus on the Arts Mall Conceptual Plan. The Arts Mall concept is the first step to a long-term solution for supporting arts in Santa Clarita, as well as an idea that could make Santa Clarita renown as an arts and cultural center:

- 1) Arts Facilities Directory
- 2) Arts Facilities and Venues Survey
- 3) Arts Mall Conceptual Plan

4.2 Arts Facilities Directory

The directory is a simple tool to identify the facilities and venues available in Santa Clarita. While it is unlikely to have captured every site in town, it does demonstrate the need for more arts venues, as most of the locations listed are being used almost to capacity. The directory has several categories, such as colleges, dance studios, libraries, music venues, schools, theaters, visual arts venues, and miscellaneous multipurpose sites. Only the colleges and the schools have large venues for performances, and there is no location, other than the California Institute of the Arts, that has a large space dedicated to display visual art pieces. The directory is a vital piece in clarifying that an arts venue solution would need to be broad and visionary.

RECOMMENDATION 17 – Continue to develop the arts facilities directory and make it available to the community through the City of Santa Clarita and 661Arts.com websites.

4.3 Arts Facilities and Venues Survey

The survey was conducted by sending an e-mail to anyone who had registered for any City Recreation program over the last year. This method was used as it was vital that the results were not just from those who were already part of the arts, but more a reflection of the entire Santa Clarita community. The survey was completed by almost three hundred individuals and the responses contributed to the approach taken in the Arts Mall Conceptual Plan. Highlights of the survey's key findings are as follows:

- 70% of the respondents have a family member that participates in the arts.
- 94% indicated that they or a family member have attended a City-sponsored art event.
- 53% attend art events in the City multiple times throughout the year.
- 27% leave the Santa Clarita Valley once a month or more for arts entertainment.

- 96% have attended an arts event at a local arts facility, with the Santa Clarita Performing Arts Center at College of the Canyons being the most visited of these venues.
- 53% spend between \$50-\$100 a month on arts activities.

From the survey results, it can be deduced that there is a large number of Santa Clarita residents who both participate in and attend arts related activities in Santa Clarita, and that a significant number of people are leaving the valley on a regular basis for their arts entertainment needs.

4.4 Arts Mall Conceptual Plan

Through the assessments above and from the input a variety of stakeholders, an idea was developed that would not only meet the needs of the local arts community, but would also serve as a major economic development tool. The idea is to create a place that offers a mix of for-profit and non-profit spaces and creates a destination site for individuals and associations and organizations from across California and the nation. The idea does not have a name, but for the purposes of this document is referred to as the Arts Mall. The Mall would function on multiple levels:

- Promote the City of Santa Clarita as a destination for state and regional art and music conferences and festivals.
- Provide state-of-the-art performance and visual art venues for local organizations.
- Provide hundreds of jobs during construction and continued employment opportunities at the various spaces located in the Mall.
- Allow local arts groups to reach a larger audience.
- Serve as a magnet for regional and national performers and artists.

As described in the Conceptual Plan, the Arts Mall will include retail sites, restaurants, public art galleries, a City-sponsored arts center, a conference center, an outdoor amphitheater, and a variety of performance venues. A key to the success of the concept is that the Mall itself is a piece of art, with unique first-of-its-kind architecture that attracts attention and interest before the visitor even enters the site.

The Conceptual Plan was the first step in a very long process that will require further research and discussions. The next step is to assess the feasibility of the concept and to determine if there is a location within the City of Santa Clarita that would be ideal for the Arts Mall to be located.

RECOMMENDATION 18 – Fund the development a feasibility study for the Arts Mall concept including identification of a site and funding options.

4.5 Conclusion

In the development of the Arts Blueprint, almost every initiative area has had discussions about facilities and venues. It is a crucial element to maintaining and developing the arts community in Santa Clarita. With the idea of the Arts Mall, the need for arts facilities is addressed in a creative and innovative way and with a combination of private and public funds being invested in this

concept. With economic development being such a vital part of the idea, the potential outcome would not only alter the future of the local arts community, but could also transform Santa Clarita into a major arts and cultural destination.

4.6 Attachments

4A - The Arts Mall Conceptual Plan

4B - Santa Clarita Valley Facilities Directory

4C - Facilities and Venues Survey Results

The Arts Mall Conceptual Plan

A vision for Arts Venues by Arts Commission Vice-Chair Eric Schmidt

The following report is based upon input gathered from local arts groups, City Arts and Events personnel, The City Business Development Department, an Arts Commission Venues Committee, a City sponsored 'art survey,' and the five Arts Commissioners.

TheArtPark artspace theartsmall ArtZone
theXFactory createCenter ArtGenesis
sonicpalette
THEideaSPACE InfiniteIdeas arthouse Cre8Zone
cre8avision **ARTMART** creationcenter SONICVISION
Sound**C**olor**V**ision cre8space theartworks
outOFtheBOX

A creative vision for our City's future.

Whatever it's called, what it will be is a large and unique home for the arts. Based upon a partnership between the City of Santa Clarita and private developers it will include retail sites, restaurants, public art galleries, a city sponsored art center, a conference center, an outdoor amphitheater and a variety of performance venues.

TheArtPark functions on multiple levels:

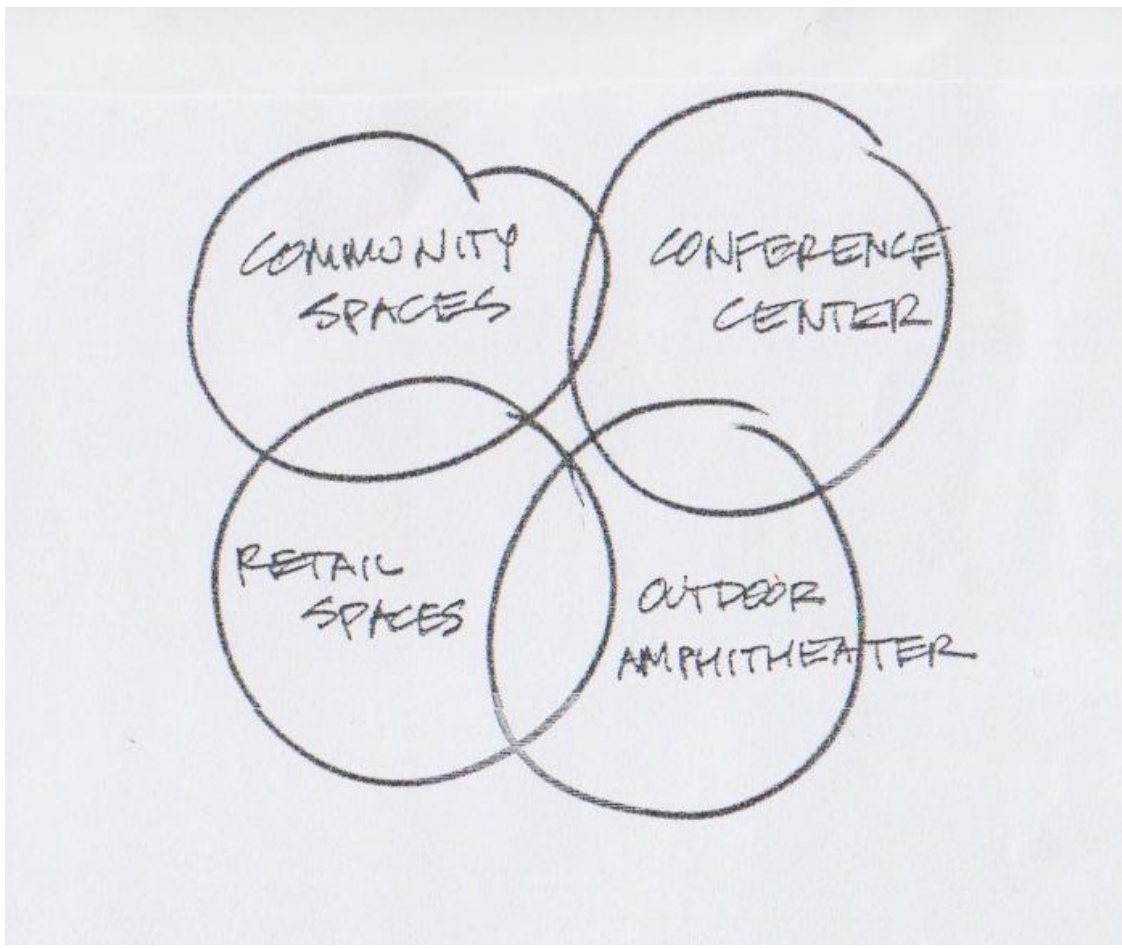
1. It will be the centerpiece of a marketing campaign that will promote the City of Santa Clarita as a number one destination point for state and regional music and art conferences and festivals. Thus, theartsmall can become a huge factor in attracting tourism dollars into our local economy.
2. cre8space will provide badly needed state-of-the-art, but affordable, performance venues for use by Santa Clarita Valley music, theatre,

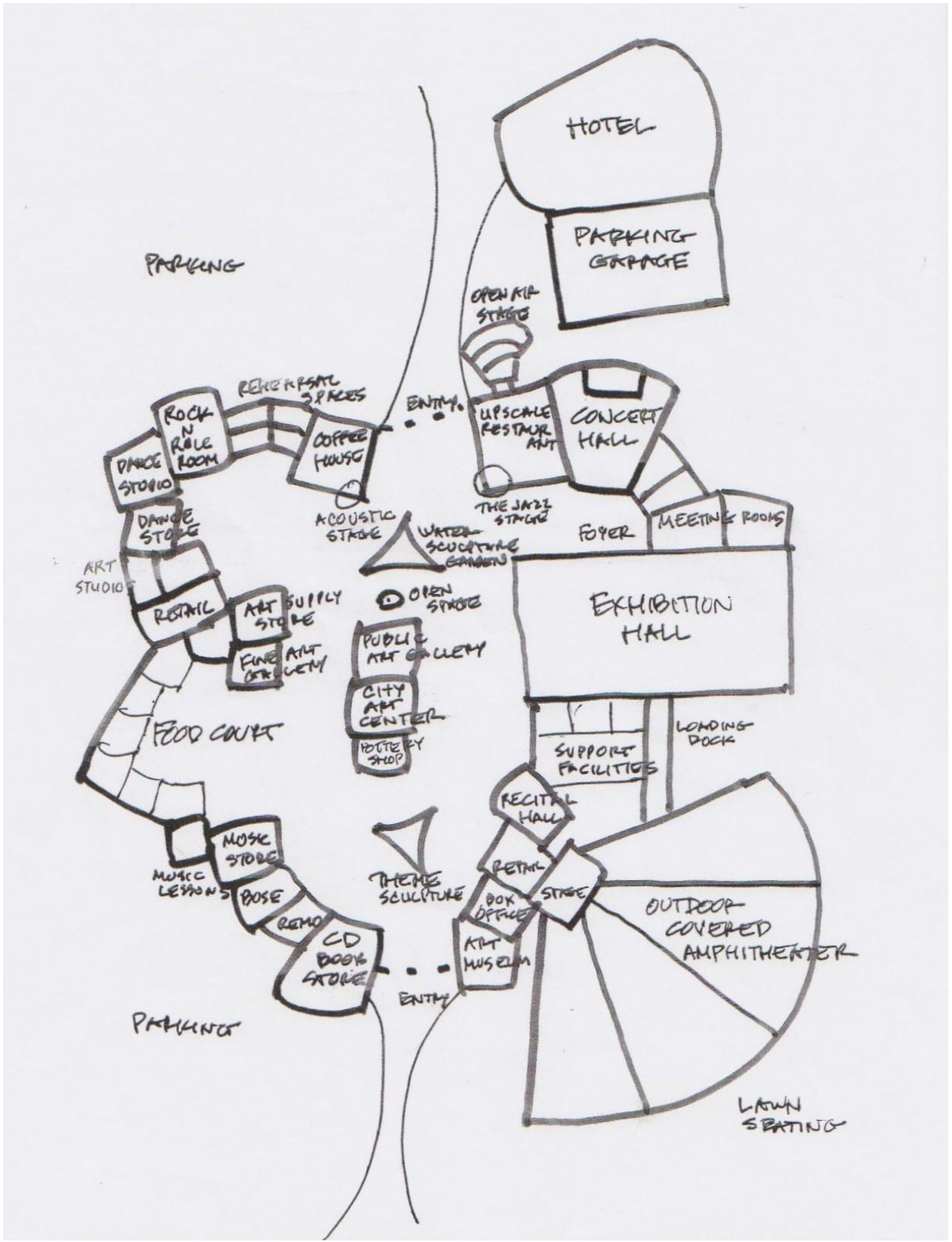
art and dance organizations. As we exist now, our community is sorely lacking in quality performance venues. There are tens of thousands of local residents who participate in artistic events and, at this time, are underserved by our City's current level of support.

3. The construction of **cre8Zone** will provide for hundreds of jobs, for several years, for those in the building trades, as well as material and equipment providers.
4. The retail spaces will offer multiple employment opportunities and will help to provide financial support for the performance venues of **theartworks** by providing a continuing source of income for maintenance, utilities and upgrade expenses.
5. While being a home for our many, and varied, local arts groups **theXFactory** will allow our community arts organizations to reach a larger audience and share their art form with a wider audience.
6. The **ArtZone** would become a magnet for a variety of nationally recognized performers, bands, troupes and ensembles. Current city residents have to travel 'over the hill' to attend concerts, taking their entertainment dollars with them. By having venues that are attractive to touring groups we can keep our money here and eventually even attract outside visitor dollars.
7. **creatECenter** could serve as a unique focal point for the future development of the Whitaker-Bermite property.

What it might look like:

As a very unique, really, a first-of-its-kind type of structure, there is no existing model. You'll have to use your imagination and think: Cirque du Soleil (in a tent), meets Denver International Airport, meets Austin City Walk, with a dash of.....Nashville, LA Live and Epcot Center. The basic design concept would include four dedicated areas: the conference center, the amphitheater, community use, and retail sites.





Possible construction funding sources:

1. The City could supply the land and offer other incentives to attract a developer and the retail establishments.
2. Corporations could fund and name a particular venue or stage.
3. An overall 'giant' sponsor could name the entire facility.
4. A City bond issue could help fund the initial construction. As ten of thousands of local residents are deeply involved in some form of the arts, they would be the major benefactors of such a facility. It would seem to be a very logical investment for them and the City to make.
5. Companies that are focused on art and music (i.e. Remo, Roland, Yamaha, Bose, Disney, Sony) could have retail stores or 'museums' featuring their products.
6. Some existing valley arts groups may want to make the art center their 'home' and focus already budgeted monies here.

Performance Venues (either City or privately owned and operated)

1. Piano Recital Hall
 2. Concert Hall
 3. Outdoor Amphitheater
 4. The Rock-n-Roll room
 5. The Coffeehouse stage
 6. The Jazz stage
 7. The Conference Center
- To include a medium size exhibition hall, several smaller conference halls, a selection of meeting rooms and catering facilities

Type of retail tenants:

1. Art supplies
2. Musical instruments (there could be several locations)
3. Dance wear shops
4. Instrument repairs
5. CDs and records (a boutique)
6. A food court
7. A coffee house
8. Dance Studio
9. Visual art schools
10. Fine art gallery
11. Upscale dining facilities

Other rental spaces:

1. Recording studio
2. Rehearsal spaces for dance and rock-n-roll bands
3. Private art studios
4. A pottery studio/shop
5. Private instrumental instruction studios
6. Instrumental repair shop

City owned and operated spaces:

1. Art gallery (for local artist presentations)
2. Sculpture garden (with water design element)
3. City Art Center, for art classes
4. Rehearsal spaces for existing arts groups such as Escape Theater, Master Chorale, and SC Ballet.
5. Management and booking office.
6. Facility support.

Besides having delegated spaces for visual art to be displayed throughout, the cre8Zone would have walls and floors painted with murals and designs by local school art programs.

The performance venues should each have a primary use and several secondary functions. This will allow us to avoid the one-size-fits-all approach, which often ends up with a space that doesn't work well for anything. By having each stage and performance area focused on serving a specific goal we can design and construct each for a minimal cost and a maximum result. For example in the piano recital hall, you don't need a very large stage with curtains and complex lighting or a large audio support system. This room would also work well for lecture presentations or small chamber ensembles.

The Rock-n-Roll Room doesn't need fancy seating or posh appointments.

The idea is to make the venues available to any of our residents for free or with very minimal fees possible. Outside groups and for-profit promoters would be charged a prevailing industry rate.

Type of performance venues would include:

1. Piano recital hall, 300 fixed seat capacity. Secondary use for small acoustic ensembles and lectures. Simple sound and lighting support.



2. Concert hall with a 800-1000 portable seat capacity. A room designed specifically for live ensembles including bands, orchestras, and choirs. Also dance recitals and visiting touring larger ensembles. This would be a part of the conference center and adjacent to the main exhibition hall.



3. The Jazz Room. A space for small jazz groups (think of a piano trio) that would be part of an upscale restaurant.



4. The Rock–n–Roll Room. No permanent seating. Capacity 300-500 standing, or in festival seating (bring your own). A simple stage with limited lighting and sound support, as the visiting bands would bring in their own gear. Designed for ear-splitting decibels, it would need to be constructed out of titanium or kryptonite.



5. The Coffee house. A small performance area (50-100) adjacent to a coffeehouse where local singers would be showcased.



6. The Amphitheater (2500-8000). A full stage, with a covered audience area, that is open on all sides to additional seating on grass. Would be a permanent home for the City's Summer Concert Series. By having a more attractive and permanent venue the City should be able to attract bigger and more recognized name acts.
7. An outdoor stage, for small bands and theatre performances with simple amphitheatre seating. No lighting or sound support.
8. Several simple, inside open air stages, where a solo act or small group would be featured. Some sparse built-in seating near them and very limited sound and light support.

Other possible features:

1. A small cinema theater for art-house films and film festival screenings. Secondary use for lectures and meetings.
2. A dinner theatre.
3. An adjacent upscale hotel would be advantageous to help attract conventions and add additional meeting and conference facilities.
4. Adjacent parking garage.

The “arts” have historically been under-financed by communities throughout the United States. While they represent an integral and large segment of our society they still rely upon the generosity of a few well funded endowments, individuals, and corporate sponsors. One of the largest expenses for any art group is that of rent/lease for performance sites. While our City invest in parks, swimming pools, baseball, soccer and football fields, to be enjoyed by our large sports community, now is the time for our community to make an equal investment in sites that would be utilized by our equally large creative community (see “art survey” that list the number of local residents interested and participating in the arts). The relative health of a society is often measured in what it deems important via what it spends its resources on. The arts are considered by many to be one of the most valuable areas to support, as it defines our society’s willingness to look inside to its own collective soul. Numerous national studies have shown that aggressive financial support of the arts, by a municipality, can have a very positive result, both financially for the city and surrounding area, and for the enjoyment and expression of the citizens. It can become a defining element in the city’s personality (think of Nashville and Austin and Monterey for music. Laguna Beach and Sedona for visual arts). The City of Santa Clarita is optimally situated to become a new “center for the arts” in the western United States. Already existing nationally recognized local institutions such as Cal Arts and The Cowboy Festival, the coming new Disney Studios, as well as our rich history as a location for hundreds of films and television productions prepares us well to be a leading community of the arts.

In today’s current economic environment, it seems fool-hardy to envision such a large undertaking as the **artspace**. However, it is exactly this kind of creative thinking, thinking “out of the box” and planning ahead that will allow us to differentiate our community from others. A recent study, commissioned by the City of Santa Clarita, reports that we could support a medium size conference and convention center. By focusing the design on a specific ‘niche’ we can brand Santa Clarita as a unique destination point. One that supports and welcomes the arts as a way of producing not only economic growth, but a healthful exploration of the creative spirit.

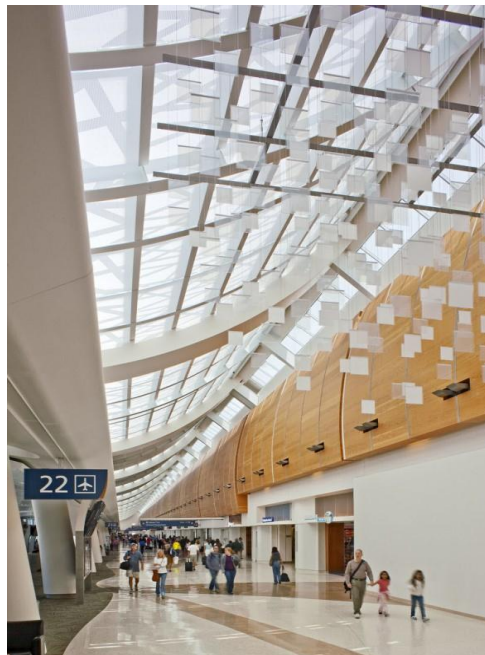
cre8avision would fill the needs and desires of tens of thousands of our City residents who participate in art events. Enhancing not only their personal lives, but further enhancing the attractiveness of our entire valley.

The ArtPark..... a creative vision for our City's future

sports & convention centre



LEISUREWILDS @ QINGDAO







Santa Clarita Valley Arts Facilities

Colleges	Website	Phone Number	Address
College of the Canyons	http://www.coc.cc.ca.us/	(661) 259-7800	26455 Rockwell Canyon Road
California Institute of the Arts	http://www.calarts.edu/	(661) 255-1050	24700 McBean Pkwy.
The Masters College	http://www.masters.edu/	(661) 259-3540	21726 Placerita Canyon Road
Dance	Website	Phone Number	Address
The Dance Experience (Santa Clarita Stars Dance Program)	http://www.thedanceexperience.net/	(661) 251-7460	26951 Ruether Ave
Dance Studio 84	http://www.dancestudio84.com/	(661) 775-7655	27889 N Smyth Dr.
Preciado's Ballroom Dance	www.pbds.tv	(661) 290-3359	24811 Railroad Ave.
New World Dance Center For the Media and Performing Arts	www.newworlddance.biz	(661) 702-9512	18906 Soledad Canyon Rd
Pamela Johnston's Dance Studio	www.pamelajohnstonsdancestudio.com	(661) 252-0357	17716 Sierra Highway
Santa Clarita Ballet Company/Academy	http://www.santaclaritaballet.net/	(661) 251-6844	26798 Oak Ave.
Star Dance Center	http://www.stardancecenter.com/	(661) 253-9909	24264 Lyons Ave

Studio 1 Dance Academy	www.studio1danceacademy.net	(661) 296-1268	28028 Seco Canyon Rd
Libraries	Website	Phone Number	Address
Canyon Country Library	http://www.colapublib.org/libs/canyoncountry/	(661) 251-2720	18601 Soledad Canyon Rd.
Newhall Library	http://www.colapublib.org/libs/newhall/	(661) 259-0750	22704 W. Ninth St.
Valencia Library	http://www.colapublib.org/libs/valencia/	(661) 259-8942	23743 Valencia Boulevard
Miscellaneous/ Multipurpose	Website	Phone Number	Address
Barnes and Noble Booksellers	http://www.barnesandnoble.com/	(661) 254-6604	23630 Valencia Boulevard
Borders Books	http://www.bordersstores.com/	(661) 286-1131	24445 Town Center Drive
Friendly Valley Auditorium	none	(661) 252-3223	19345 Avenue of the Oaks
J.R's Comedy Club	http://www.comedyinvalencia.com/	(661) 259-2291	27630 The Old Road
SCV Arts	http://www.scvarts.com/	(661) 200-2291	27737 Bouquet Canyon Rd #113
SCV Senior Center	http://www.scvseniorcenter.org/	661) 259-9444	22900 Market Street
Saugus Speedway	http://www.saugusspeedway.com/	(661) 259-3886	22500 Soledad Cyn Rd

Heritage Junction at William S. Hart Park	http://www.scvhs.org/	(661) 254-1275	24101 San Fernando Road
Valencia Hyatt	http://valencia.hyatt.com/hyatt/hotels/	(661) 799-1234	24500 Town Center Drive
Vibe Performing Arts Studios	http://www.vpasonline.com/	(661) 255-7464	24460 1/4 Lyons Avenue
Music	Website	Phone Number	Address
Artistic Development, Inc.	www.artistd.com/	(661) 222-3168	23502 Lyons Ave. Suite 104A
Doc's Inn	http://www.docsinn-newhall.com/	(661) 254-1651	23912 Lyons Ave
Keyboard Galleria Music School	www.keyboardgalleria.com	(661)259-5397	21515 Soledad Canyon Rd
Little School of Music	http://www.littleschoolofmusic.com	(661) 222-2239	26111 Bouquet Cyn. Rd. #G5
Lowe's Music	http://www.lowesmusic.com	(661) 259-5502	22932 1/2 Lyons Ave.
The Music Tree	none	(661)255-2503	24324 Walnut St
The Vu Ultra Lounga	none	(661) 255-7833	22505 West 8th Street
Mixer's	www.mixerslounge.com	(661) 296-7700	26532 Bouquet Cyn. Rd.
Salt Creek Grille	http://saltcreekgrille.com/	(661) 222-9999	24415 Town Center Dr.

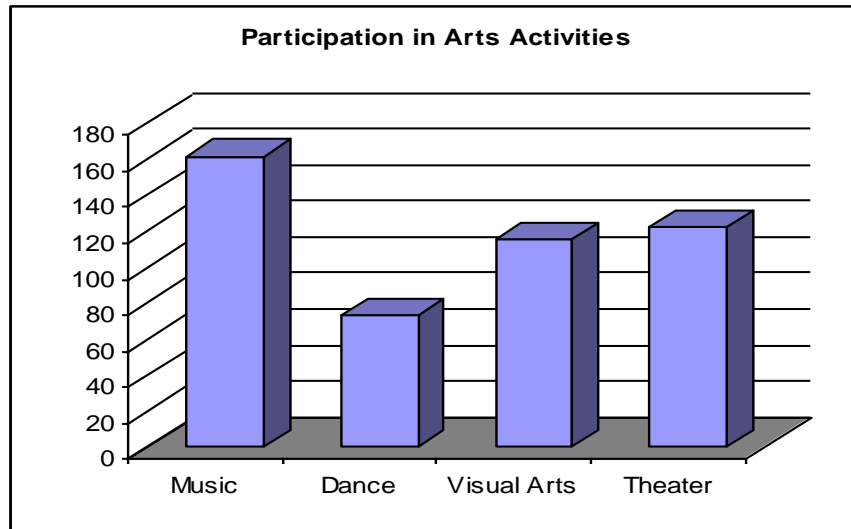
Hubbadaddy's Studios	www.hubbadaddys.com/	(661) 287-4480	26330 Diamond Place #140
Antioch Church	None		24422 Chestnut St.
World Music	www.worldmusicnewhall.com	(661)288-2616	23566 Lyons Ave #101
Schools	Website	Phone Number	Address
Newhall School District	http://www.newhall.k12.ca.us	(661) 291-4000	25375 Orchard Village Rd. Suite 200
Dr. J Michael McGrath, Meadows, Newhall, Oak Hills, Old Orchard, Peachland, Pico Canyon, Stevenson Ranch, Valencia Valley, Wiley Canyon			
Saugus Union School District	http://www.saugus.k12.ca.us/	(661) 294-5300	24930 Avenue Stanford
Bridgeport, Cedarcreek, Charles Helmers, James Foster, Highlands, Mountainview, Northpark, Plum Canyon, Rio Vista, Rosedell, Santa Clarita, Skyblue Mesa, Tesoro del Valle, West Creek Academy			
Sulphur Springs School District	http://www.sssd.k12.ca.us/sssdhp.htm	(661) 252-2100	17866 Sierra Highway
Canyon Springs, Fair Oaks Ranch, Leona Cox, Mint Canyon, Mitchell, Pinetree, Sulphur Springs, Valley View, Golden Oak			
William S. Hart Union School District	http://www.hart.k12.ca.us/	(661) 259-0033	21515 Redview Dr.
Arroyo Seco Jr. High, La Mesa Jr. High, Placerita Jr. High, Rancho Pico Jr. High, Rio Norte Jr. High, Sierra Vista Jr. High			
Canyon High, Golden Valley High, Hart High, Saugus High, Valencia High, West Ranch High, Bowman, Academy of the Canyons			
Theatre	Website	Phone Number	Address

Canyon Theatre Guild	http://www.canyontheatre.org/	(661) 799-2700	24242 San Fernando Road
Repertory East Playhouse	http://www.repeastplayhouse.org/	(661) 288-0000	24266 San Fernando Road
Visual Arts	Website	Phone Number	Address
B & R Gallery	http://www.bnr-art.com/	(661) 298-2038	17720 Sierra Highway
Elaine Wilson Studios	http://www.elainewilsonstudios.com/	(661) 253-1925	27016 Waterside Court
Fine Art and Soul	http://www.fineartandsoul.com	(661) 775-4900	28271 Newhall Ranch Rd.
Joy Art Gallery	n/a	(661)254-1717	23417 Lyons Ave
Kids Art	http://www.kidsartclasses.com	(661) 260-1774	25856 Tournament Rd.
Mission: Renaissance Fine Arts Studio	http://www.fineartclasses.com	(661) 290-2722	24251 Town Center Dr. Suite 125
Picasso's Playmates	www.picassoplaymates.com	(661) 254-4290	22432 13 th Street

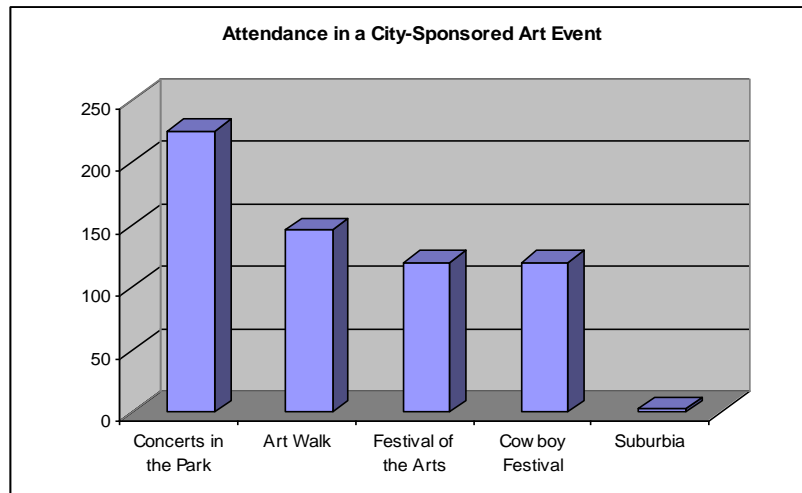
Arts Blueprint for Facilities and Venues Survey Results 2011

The survey was conducted by sending an e-mail to anyone who had registered for any City Recreation program over the last year. This method was used as it was vital that the results were not just from those who were already part of the arts, but more a reflection of the entire Santa Clarita community.

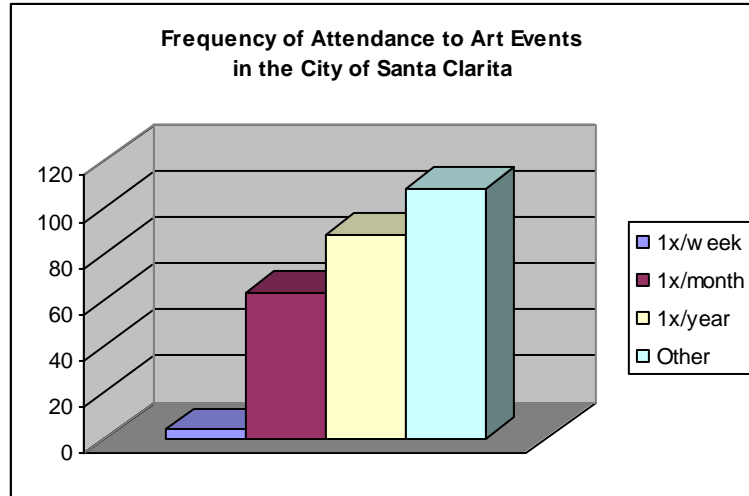
- There were a total of 278 respondents.
- Two hundred six (206), or 70 percent, of the respondents said they or a family member participate in arts activities, as follows:
 - Music – 78 percent
 - Theater – 59 percent
 - Visual Arts – 56 percent
 - Dance – 35 percent



- Ninety-four percent (261) indicated that they or a family member had attended a City-sponsored art event, broken down as follows:
 - 86 percent had attended Concerts in the Park
 - 56 percent had attended Art Walk
 - 46 percent had attended Festival of the Arts
 - 46 percent had attended the Cowboy Festival
 - 1 percent had attended Suburbia

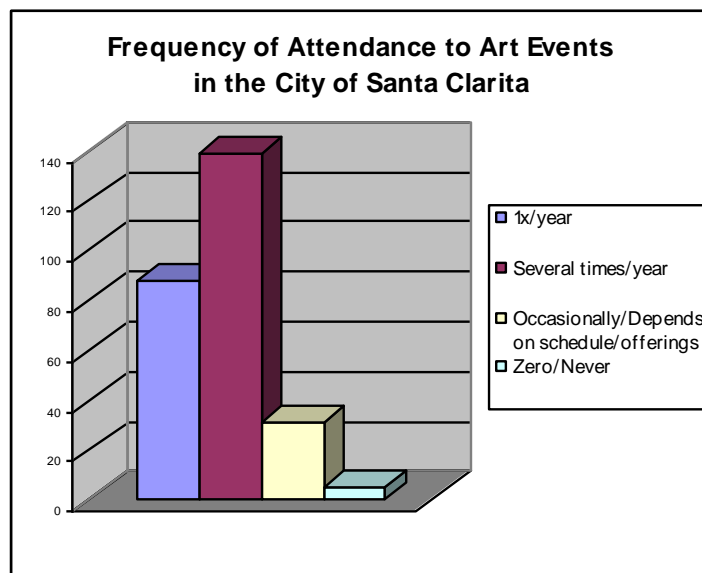


- Of the 263 respondents who answered the question about frequency of attendance to art events in the City, 33 percent said they attend or participate once a year, 24 percent said they attend once a month, and another two percent said they attend once a week. Forty-one percent answered “Other.”

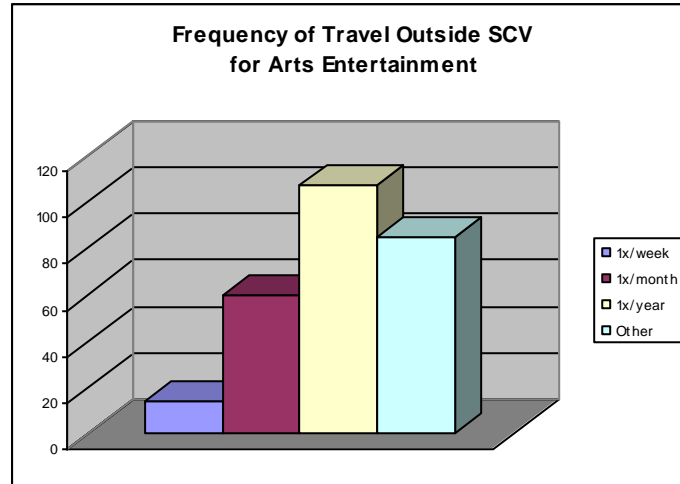


NOTE: Below is a different way of looking at the responses to the same question, where the “Other” category is broken down into “several times/year,” “occasionally,” and “zero.” The responses for “once a week” and “once a month” were lumped with “several times/year.”

- Of the 263 respondents who answered the question about frequency of attendance to art events in the City, 139 (53 percent) indicated that they attend several times a year, 88 (33 percent) attend once a year, and 31 (12 percent) attend occasionally or depending on schedule and/or type of events offered. Only five (two percent) of respondents said they do not or have never attended an art event in the City.

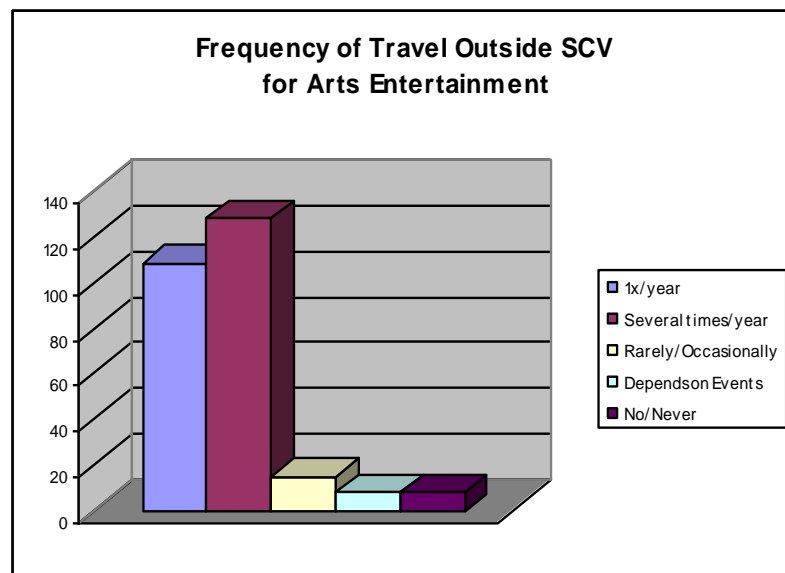


- Two hundred sixty-seven respondents answered the question about frequency of travel outside the Santa Clarita Valley (SCV) for arts entertainment. Five percent of the respondents said they go out of SCV once a week, 22 percent said they do once a month, and 40 percent said they travel outside SCV for arts entertainment once a year.

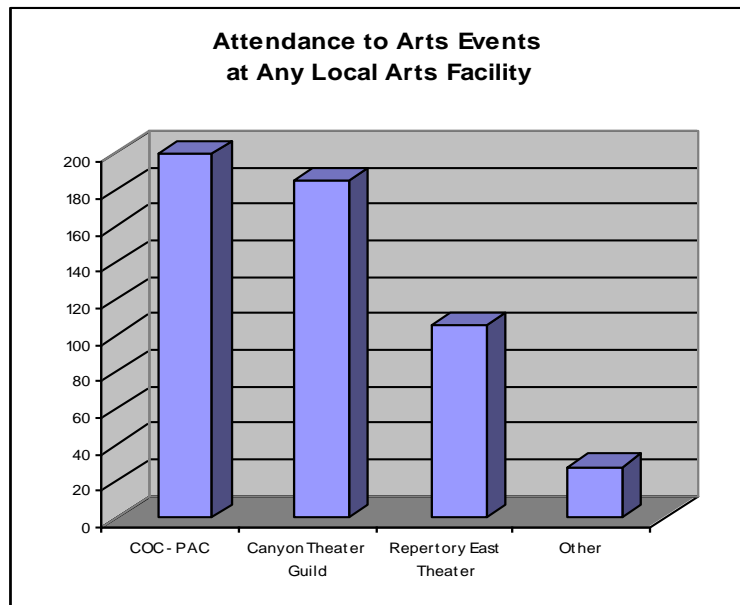
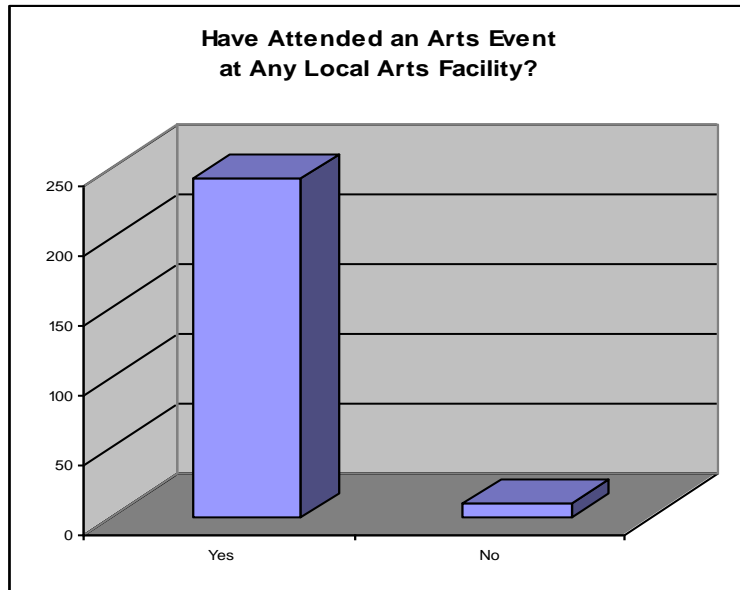


NOTE: Below is a different way of looking at the responses to the same question, where the "Other" category is broken down into "several times/year," "occasionally," and "zero." The responses for "once a week" and "once a month" were lumped with "several times/year."

- Two hundred sixty-seven respondents answered the question about frequency of travel outside the Santa Clarita Valley (SCV) for arts entertainment. Forty-eight percent or 128 of these respondents said they do so several times a year, 40 percent or 108 said once a year, six percent or 15 travel rarely or occasionally outside SCV for arts entertainment, and three percent or 8 respondents said they do so depending on events. Another three percent indicated that they do not go outside SCV for arts entertainment.

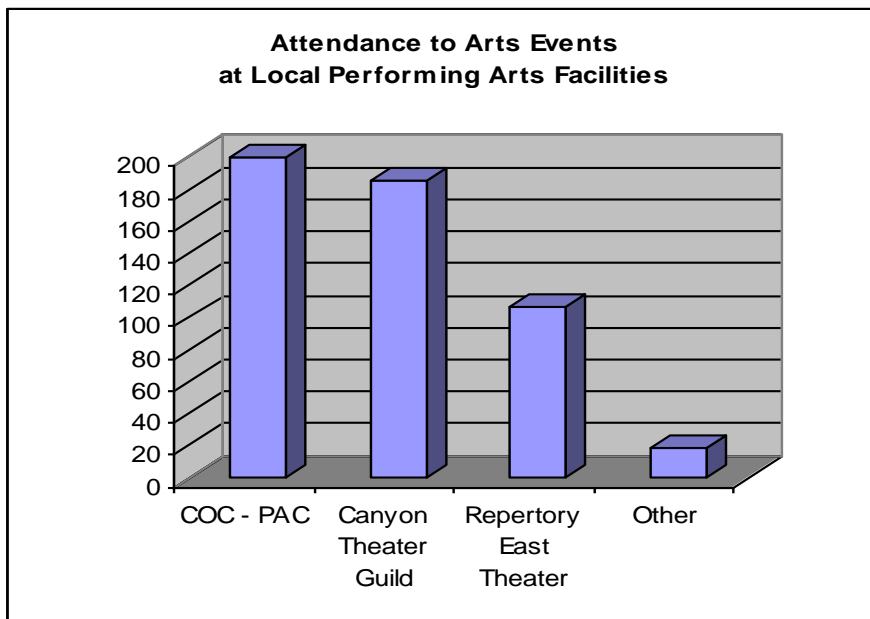
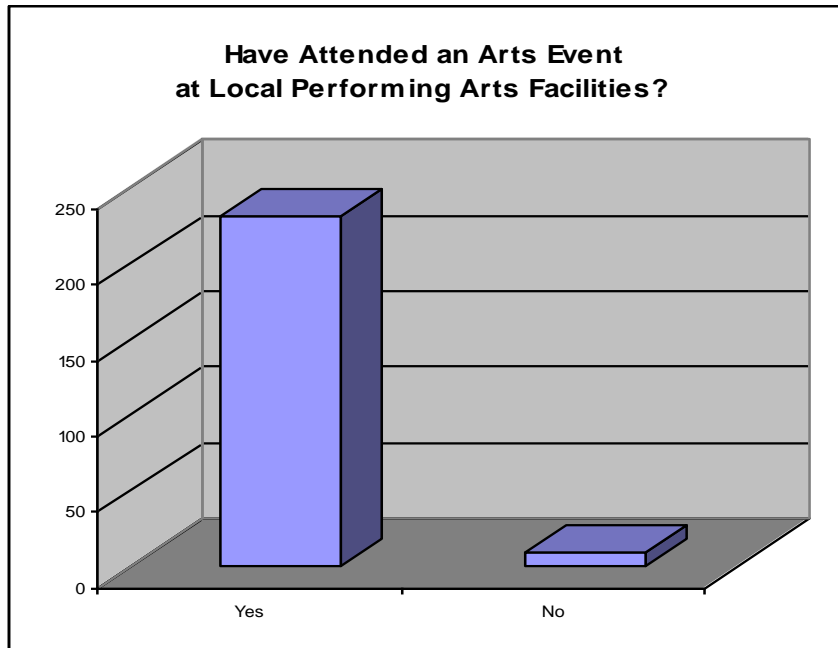


- Almost all of the respondents (96 percent) have attended an arts event at a local arts facility or venue. Of these, 83 percent have gone to the Performing Arts Center at the College of the Canyons, 76 percent to the Canyon Theater Guild, 44 percent to the Repertory East Theater, and 12 percent to other venues, including local high schools, CalArts, and art exhibits in various local venues.

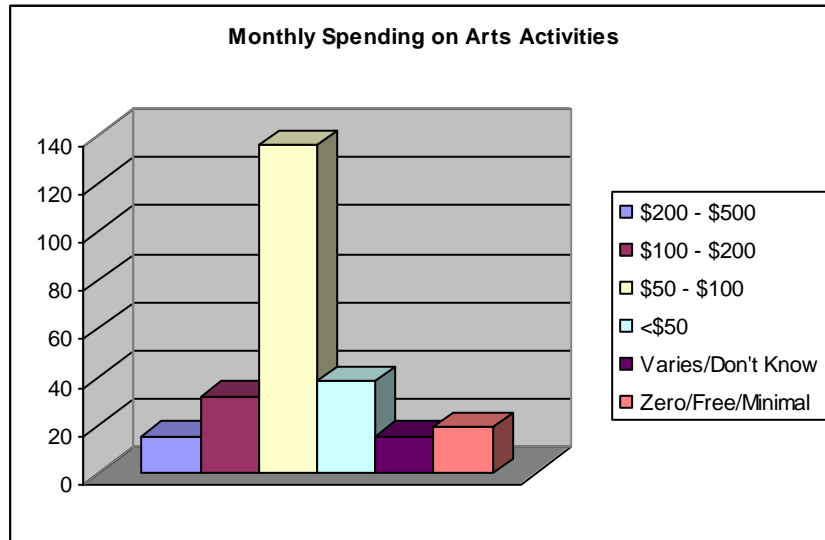


Alternate interpretation of responses to Q#5 (relating to performing arts facilities only):

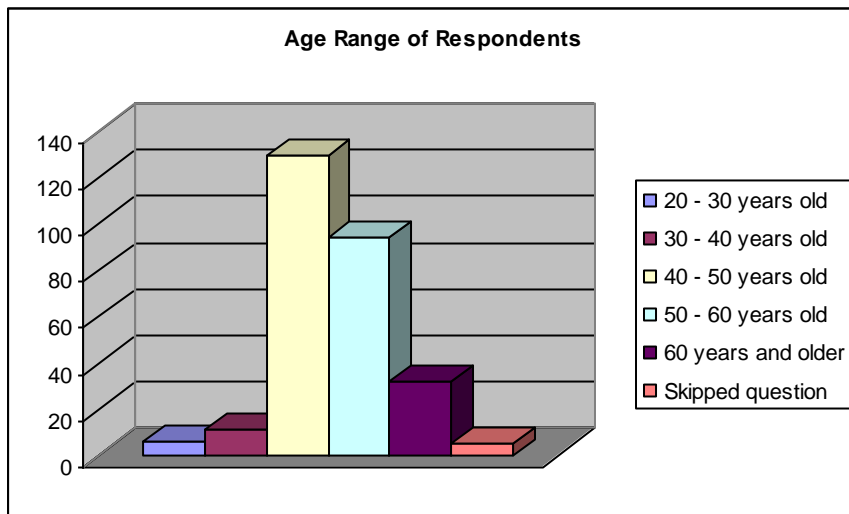
- Almost all of the respondents (96 percent) have attended an arts event at a local performing arts facility. Of these, 86 percent have gone to the Performing Arts Center at the College of the Canyons, 79 percent to the Canyon Theater Guild, 45 percent to the Repertory East Theater, and eight percent to other venues, including local high schools and CalArts.



- A majority of the respondents (53 percent) spend between \$50-\$100 a month attending or participating in arts activities, while 15 percent spend less than \$50/month.
- Thirteen percent said they spend \$100-\$200 monthly on arts activities and a very small number (six percent) spend between \$200 and \$500 a month. Another seven percent said they attend free activities or spend a minimum amount.



- Almost half of those who responded to the question about age were in the 40-50 age range (48 percent), followed by 34 percent between 50-60 years old. Only two percent were between the ages of 20 and 30, four percent between 30 and 40 years old, and 12 percent were 60 years and older.



Desired changes or improvements in the City’s arts and cultural landscape identified from the survey:

Programming:

- Twenty-eight percent of the respondents wants to see more and a better variety of arts-related programs, including art exhibits, live theater, professional theater productions, shows, jazz and classical concerts, and art in parks and public places, among others.
- Twenty-two percent indicated that they like the events and shows currently offered in the community, and were pleased with what the City offers.
- Sixteen percent would like to see more affordable events, shows, and arts programs for youth and families, including City programs, children’s theater, and after-school activities.
- Twelve percent suggested better concerts, musicals, theater, and performances as well as more affordable shows at the Performing Arts Center (PAC) in the College of the Canyons. They would like to see more popular or current performers at PAC, plus reduced rates for local businesses’ use of PAC.
- Four percent suggested more multi-cultural events, plays, and performances.
- Three percent suggested more original bands and a better mix/variety of performers at Concerts in the Park as well as a longer season for Concerts.
- A handful of respondents suggested spreading events/activities throughout the City, including holding some in Canyon Country.
- Several respondents would like to see performances and shows that are similar to those offered in venues like the Thousand Oaks Center, Laemmle Theater, ArcLight, Fox Theater, Cerritos, Royce Hall, etc.

Facilities:

- Twenty-four percent wants to see the addition of facilities, from independent film theaters to facilities for workshops, exhibitions and competitions, to venues for teens, to an art gallery, art museum, or a cultural arts center that would put Santa Clarita on the map.
- A few respondents suggested the use of other venues such as Heritage Park, Placerita Nature Center, and Central Park, as well as the completion of Heritage Village in Hart Park, and the development of a performing arts park at Towsley Canyon.

Advertising and Partnerships:

- Seven percent of the respondents expressed the need for more/better/unified advertising for arts programs and events.
- Almost three percent suggested that the City continue to support and partner with art groups, including the continuation of the City’s MOU with PAC, as well as support for local music bands and artists.
- On the other hand, roughly five percent do not seem to favor public support of the arts, suggesting that arts should be privately funded.