



**AGENDA
CITY OF EL SEGUNDO
ARTS & CULTURE ADVISORY
COMMITTEE
5:30 PM
ES PUBLIC LIBRARY - SUE CARTER ROOM
111 W. MARIPOSA AVEUNE
EL SEGUNDO, CA 90245
JANUARY 28, 2025**

MEMBERS OF ARTS & CULTURE ADVISORY COMMITTEE

John Pickhaver, Chairperson
Jane Burrell, Vice Chairperson
David Bart
Jason Haffley
Michele Leach
Nicole Losasso
Brian Mitchell
Joan Palmer
Michael Schepps
Vacant (2)

The Arts & Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Arts & Culture Advisory Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection in the public library at the Help Desk, during normal business hours. Such documents may be posted on the City's website at www.elsegundo.org and additional copies will be available at the meeting.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Arts & Culture Advisory Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. The time limit for comments is five (5) minutes per person. Before speaking to the Arts & Culture Advisory Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: *In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.*

Land Acknowledgment: We acknowledge that we are holding this meeting on the traditional, ancestral, and unceded territory of the Tongva. We recognize the Tongva people as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands). We also acknowledge that Los Angeles County is home to the largest Indigenous population in the United States.

CALL TO ORDER/ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) *Individuals who have received value of \$50 or more to communicate to the **Arts & Culture Advisory Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Arts & Culture Advisory Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. CONSENT

1. **Arts and Culture Advisory Committee meeting minutes from December 10, 2024.**

Recommendation -

1. Approve the Arts and Culture Advisory Committee special meeting minutes of December 10, 2024.
2. Alternatively, discuss and take other action related to this item.

B. NEW BUSINESS

2. **Introduction of New ACC Members**

Recommendation -

1. Welcome the new ACC members.
2. Alternatively, discuss and take other action related to this item.

3. **Select the Chairperson and Vice Chairperson for the ACC.**

Recommendation -

1. Receive nominations for Chairperson and Vice Chairperson of the ACC.
2. Alternatively, discuss and take other action related to this item.

4. **El Segundo Unified School District Student Excursion.**

Recommendation -

1. Approve the budget expenditure for ESUSD Student Excursion.
2. Alternatively, discuss and take other action related to this item.

5. **Discuss the 2025 Summer Concerts in the Park.**

Recommendation -

-
1. Provide feedback for the 2025 Summer Concerts in the Park.
 2. Alternatively, discuss and take other action related to this item.

6. Community Public Art Tour

Recommendation -

1. Receive and file information regarding the Community Public Art Tour (CPAT) and provide feedback.
2. Alternatively, discuss and take other action related to this item.

C. UNFINISHED BUSINESS

7. Cultural Development Program Updates

Recommendation -

1. Receive the Cultural Development Program Update and provide feedback.
2. Alternatively, discuss and take other action related to this item.

8. Review of Draft Cultural Arts Master Plan Update

Recommendation -

1. Receive and file the Draft Cultural Arts Master Plan Update and provide feedback.
2. Alternatively, discuss and take other action related to this item.

D. REPORTS - BUDGET & INITIATIVE COMMITTEE

E. REPORTS - SUBCOMMITTEES

F. REPORTS - RECREATIONS, PARKS AND LIBRARY DIRECTOR

G. REPORTS - COMMITTEE MEMBERS

H. REPORTS - COUNCIL MEMBER LIAISON

ADJOURNMENT

POSTED:

DATE: January 24, 2025

TIME: 4:30 PM

BY: Chelsea Shafer, Acting Senior Admin. Analyst

SPECIAL MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, DECEMBER 10, 2024

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 5:30 pm.

ROLL CALL

Chairperson Pickhaver	-	Present
Vice Chairperson Burrell	-	Present
Member Mitchell	-	Present
Member Bart	-	Present
Member Schepps	-	Present
Member Palmer	-	Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

A. CONSENT CALENDAR:

1. MOTION by Member Palmer, SECONDED by Member Bart, approving Regular Committee meeting minutes of October 22, 2024, MOTION PASSED. 5/0/1 (*Member Bart absent from 10.22.24 meeting*), and Special Committee meeting minutes of November 22, 2024, MOTION PASSED. 4/0/2 (*Member Bart and Member Schepps absent from 11.22.24 meeting*).

B. NEW BUSINESS

2. Staff Debrief: Cultural Development Program (“1% for Art”) November 19th City Council update

Cultural Arts Coordinator Randy Niessen provided an update on the City Council presentation.

Members of the committee asked questions regarding council feedback and community feedback.

(Item was tabled for further discussion until after item C6.)

Members of the committee asked questions regarding the data requested by City Council for the upcoming City Council update, ACC involvement in the presentation, budget for Cultural Arts, and City Council Liaisons. Randy Niessen provided additional feedback.

C. UNFINISHED BUSINESS

3. Receive and File the final report for Gundo Pride

Chairperson Pickhaver presented the update to the committee.

Committee members asked questions regarding expense reporting and the creation of a template.

Chairperson Pickhaver provided additional information.

4. Receive and File the final report for Juneteenth

Cultural Arts Coordinator Randy Niessen gave a brief presentation to the Committee.

Committee members asked questions regarding the City's contract and purchasing policies. Randy Niessen provided additional feedback.

5. Receive and File the final report for Joy Around the World / Festival of Holidays

Committee members provided feedback on the Joy Around the World / Festival of Holidays event. Feedback included more opportunities for art, more lighting, and a dedicated MC. Randy Niessen provided additional feedback.

6. Programming Updates

(Item moved up the agenda during the discussion of B2.)

Mary Fagot, Executive Director of the Bob Baker Marinette Theater, presented briefly to the committee.

Cultural Arts Coordinator Randy Niessen discussed the presentation with the committee.

Committee members asked questions regarding relationships with other Arts and Culture committees, solicitations for events, venue requirements, and show length. Randy and Mary provided additional information.

Cultural Arts Coordinator Randy Niessen discussed the Poet Lauret, City Contract policies, the Library exhibition, and collaboration opportunities for 2025.

7. Cultural Development Program Updates

Cultural Arts Coordinator Randy Niessen discussed two new developments since the previous meeting.

Committee members asked questions regarding the payment evaluation for the 1% payment determination and developer strategies. Randy Niessen provided additional feedback.

Committee members asked questions regarding the

8. Cultural Arts Plan Updates

Cultural Arts Coordinator Randy Niessen discussed the Strategic Plan retreat.

9. Public Art Updates

Cultural Arts Coordinator Randy Niessen discussed the Plunge RFQ presented to City Council for approval and the Teen Center art proposal.

10. Provide Status Updates on the ACC Vacancies

Chairperson Pickhaver discussed the held interviews with applicants.

Cultural Arts Coordinator named the newly appointed members of the committee to be listed on the upcoming ACC meeting.

D. REPORTS - BUDGET & INITIATIVE COMMITTEE

None

E. REPORTS – SUBCOMMITTEES

None

F. REPORTS - ARTS & CULTURE ADVISORY COMMITTEE MEMBER COMMENTS

None

G. REPORTS - COUNCIL MEMBER LIAISON

None

H. RECREATION, PARKS, AND LIBRARY DIRECTOR

Adjourned at 7:53 PM

Chelsea Shafer

Chelsea Shafer, Acting Senior Admin. Analyst for
Randy Niessen, Cultural Arts Coordinator

City of El Segundo Cultural Arts Master Plan

Table of Contents

1. Introduction
 2. Focusing on El Segundo's Cultural Needs
 3. Vision, Mission, and Purpose
 4. Goals of the Plan
 5. City and Private Sector Partnership
 6. Public Art Road Map
 7. Programming Framework
 8. Partnerships & Community Support
 9. Resources and Investment in Cultural Arts
 10. Recommendations to Council
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Introduction

The City of El Segundo is a vibrant and dynamic community that values creativity, innovation, and cultural expression. As we continue to grow and evolve, the arts have become a vital force in shaping our identity, enriching our lives, and fostering a sense of place. Recognizing the power of arts and culture to transform communities, the City of El Segundo has developed this Cultural Arts Master Plan to serve as a roadmap for cultivating a thriving and sustainable cultural environment that benefits residents, artists, businesses, and visitors alike.

This Cultural Arts Master Plan reflects the City's commitment to integrating arts and culture into the fabric of civic life. It provides a strategic framework for expanding access to cultural opportunities, supporting artists, enhancing public spaces through public art, and fostering partnerships with organizations and stakeholders who share our vision for a creative and inclusive community.

The plan outlines clear goals, priorities, and actionable strategies that align with the City's broader vision for economic development, community engagement, and quality of life. It is grounded in the belief that arts and culture are essential drivers of a strong local economy, vibrant neighborhoods, and personal well-being.

With the leadership of the City's Cultural Arts Division and the Arts & Culture Advisory Committee, this plan reflects El Segundo's dedication to honoring its rich history while embracing new opportunities for cultural innovation and growth.

Together, we will create a legacy of arts and culture that celebrates creativity, inspires connection, and positions El Segundo as a cultural hub in the region for generations to come.

Why Now? In 2019, the City of El Segundo adopted the 1% for Arts Ordinance (Ordinance 1594), establishing a Cultural Development Program aimed at integrating public art and cultural initiatives into new development projects. This ordinance requires that 1% of eligible development project costs be allocated to arts and culture, providing a dedicated funding source to enhance the City's cultural landscape.

Over the past five years, the Cultural Development Program has supported the creation of public art installations, cultural events, and initiatives that have brought new energy to El Segundo. However, the COVID-19 pandemic presented significant challenges, causing a global halt across every sector and delaying impactful initiatives. Without an established plan to provide a clear vision, competing priorities, unclear roles, and limited resources hindered progress. This milestone marks a pivotal moment to reassess and reshape the City's approach to cultural arts and outline a clear path forward.

El Segundo has long been a place where innovation and entrepreneurialism thrive, with a strong tradition of fostering cutting-edge industries, creative enterprises, and forward-thinking businesses. Despite this culture of ingenuity, the arts sector has struggled to achieve its full potential. This Cultural Arts Master Plan presents a unique opportunity to strengthen the arts sector, enhance cultural offerings, and add lasting cultural value to the City. By investing in the arts, El Segundo can ensure that creativity remains at the heart of its identity, complementing its innovative spirit while enriching the lives of residents and visitors alike.

This Cultural Arts Master Plan comes at a crucial time. It builds upon the successes of the past five years while addressing emerging opportunities and challenges. By evaluating the impact of the 1% for Arts Ordinance and leveraging its potential, the City is poised to strengthen its role as a regional leader in arts and culture. This plan sets forth a strategic vision to expand cultural programming, foster creative partnerships, and elevate the role of arts in enhancing community identity and economic vitality.

The timing of this plan reflects the City's dedication to creating a sustainable cultural ecosystem that supports artists, engages the community, and enhances El Segundo's reputation as a thriving center for creativity and innovation.

Focusing on El Segundo's Cultural Needs

Access to Arts and Culture Access to arts and culture is a cornerstone of a thriving community. In El Segundo, ensuring that residents of all ages and backgrounds can participate in and benefit from cultural activities is a top priority. Over the past few years, El Segundo has experienced an exodus of cultural institutions that have been pillars in the city's cultural landscape. The El Segundo Museum of Art, a critically acclaimed contemporary art space that focused on community engagement, left El Segundo to operate in satellite spaces outside of the city. We also saw the American Youth Symphony and Zimmerman Automobile Museum close their doors permanently. El Segundo already had a limited offering of cultural spaces, so these were devastating losses to the community.

With no dedicated visual art spaces, such as professional galleries or museums, El Segundo residents are forced to visit other areas of the county to gain access to the visual arts. The lack of access to arts and culture venues and experiences puts added pressure on the Cultural Arts Division to promote access for the community. Expanding programs that bring art into schools, neighborhoods, and public spaces will help create a more inclusive cultural environment. This includes fostering partnerships with local organizations to provide affordable and accessible cultural experiences for all.

Investment in Community Investing in the community through the arts strengthens social bonds and enhances quality of life. By prioritizing creative investment and community-led initiatives, the City can build a cultural ecosystem that reflects the unique character of El Segundo. Through investments in cultural assets like public art and facilities, supporting grassroots projects, partnerships with existing institutions, and collaborative events, the City can build a cultural legacy and will foster a sense of ownership and pride among residents.

Capacity of the Arts Sector A robust arts sector requires strong infrastructure, resources, and leadership. Strengthening the resources for the Cultural Arts Division will help build the capacity of El Segundo's arts organizations and practitioners, ensuring long-term sustainability and growth. This includes providing professional development opportunities, enhancing grant programs, establishing incentives for arts organizations to make El Segundo home, and fostering an environment where creative industries can thrive.

Achieving Our Global Potential El Segundo's innovative spirit positions it as a potential leader on the global cultural stage. By leveraging its unique blend of creativity and entrepreneurship, the City can develop programs and initiatives that attract international recognition. El Segundo's position neighboring LAX also allows us to leverage our unique opportunity as a cultural introduction to Los Angeles County. By building a world-class public art collection, offering inspiring and resonating public programs, and fostering cross-cultural exchanges, El Segundo can be positioned as a destination for creative tourism.

Civic and Economic Impact Arts and culture contribute significantly to civic pride and economic vitality. Public art installations, cultural festivals, and creative placemaking projects can transform public spaces and drive foot traffic to local businesses. The Cultural Arts Master Plan aims to harness these benefits, creating a vibrant and economically dynamic cultural landscape that supports both the community and local businesses.

Following the growing success of the El Segundo Art Walk, the Cultural Arts Division can establish additional partnerships that will draw audiences and increase tourism.

Commitment to Sustainability of the Arts Sustainability is critical to the success of El Segundo's cultural initiatives. By embedding sustainable practices into the planning and execution of arts programs, the City can ensure their longevity and resilience. Currently, the Cultural Arts Division's only source of revenue is the 1% for Art fees collected through the Cultural Development Program. With this funding tied to private development, and businesses having the option to produce public art instead of paying into the Cultural Development Fund, this is not a reliable income source to provide consistent and stable operations of the Division. Furthermore, El Segundo's 1% for Art ordinance is one of the most conservative in the County, with \$2 million being the threshold to trigger developer participation. Prioritizing diverse income sources and leveraging long-term partnerships will be key to achieving sustainability.

With stronger financial positioning, El Segundo can build a thriving, inclusive, and sustainable cultural ecosystem that meets the evolving needs of its community and positions the City as a regional leader in arts and culture.

Vision, Mission, and Purpose of the Plan

Vision: To be an internationally recognized arts destination where creative ideas take off.

Mission: The mission of the Cultural Arts Plan is to engage community, civic, business, and artistic partners in providing captivating experiences, programs, and public art that elevate the City of El Segundo.

Purpose: The purpose of this Cultural Arts Plan is to create the framework for structuring, prioritizing, and delivering Arts and Culture experiences for the community of El Segundo.

Goals of the Plan

Goal 1: Cultural Arts is Stable, Sustainable, and Well-Resourced

Success Indicators: Cultural Arts has the resources to operate without interruption and consistently deliver impactful initiatives every year.

- Objective A: Provide information and background necessary to help the City Council and the Executive Team understand the purpose of the Cultural Development Fund and adhere to the Administrative Guidelines that govern its use and stewardship.
- Objective B: Secure City Council approval for general funds to support the operating costs of Cultural Arts, including staff salaries, marketing, administrative costs, and professional development.
- Objective C: Establish a Cultural Arts Reserve Fund to support the division during economic downturns and unforeseen circumstances.

Goal 2: Create a standardized methodology for identifying and implementing Cultural Arts initiatives utilizing the appropriate funding sources

- Objective A: Amend Ordinance 1594 to clarify definitions and processes, minimizing varying interpretations that impact enforcement.
- Objective B: Establish a clear process for the City to use Cultural Development Funds for city-led initiatives, modeled after the process for developers.
- Objective C: Confirm the City of El Segundo has a clear understanding of staff, committee, and Council roles and responsibilities in relation to Cultural Arts administration.
- Objective D: Develop a communications plan for Cultural Arts.

Goal 3: Cultural Arts builds a cultural legacy for El Segundo and establishes a reputation as an arts destination

- Objective A: Build a quality public art collection that sets a best-practice example, promotes both local and international artists, and is admired by the community.
- Objective B: Invest in impactful programming that promotes the arts and engages the community.
- Objective C: Ensure Cultural Arts initiatives are culturally relevant to El Segundo, promote diversity and inclusion, and offer equitable opportunities for artists.

Goal 4: Cultural Arts sparks cultural investment in El Segundo

- Objective A: Provide incentives for arts and culture organizations to operate in El Segundo.
 - Objective B: Build partnerships with other organizations to support new and diverse initiatives for El Segundo.
 - Objective C: Establish cultural facilities, including a Cultural Arts Center and gallery space in the Public Library, as part of the City's capital assets.
-

City and Private Partnership

El Segundo's Ordinance 1594

El Segundo's 1% for Arts Ordinance (Ordinance 1594) serves as a cornerstone for fostering collaboration between the City and private developers. This forward-thinking policy mandates that 1% of the total construction costs for eligible development projects valued at over \$2 million be allocated to public art or cultural contributions. By leveraging private investments, the ordinance ensures that arts and culture are integrated into the City's growth and development.

Since its adoption in 2019, Ordinance 1594 has provided a funding stream to support a wide array of cultural initiatives, from public art installations to community events. Developers have embraced the opportunity to leave a lasting cultural legacy in El Segundo, working alongside the Cultural Arts Division to create projects that reflect the City's unique character and values. The ordinance has not only enhanced the visual landscape of El Segundo but has also strengthened the partnership between the public and private sectors, fostering a shared commitment to cultural enrichment.

Developer Strategy

To maximize the impact of Ordinance 1594, the City of El Segundo is committed to developing a strategy that incentivizes developers to contribute to the Cultural Development Fund rather than creating on-site public art. By directing funds into a centralized pool, the City can allocate resources more strategically, ensuring that projects align with broader cultural goals and community needs.

Key elements of this incentive strategy include:

- **Streamlined Approval Process:** Offering developers a more efficient and expedited approval process when they opt to pay the 1% fee in-lieu to the Cultural Development Fund and implement a payment process that will allow for less up-front costs to developers. This reduces the complexity and time required for planning and executing on-site art projects, while allowing for more flexibility in financing for the company.
- **Expanded Impact:** Highlighting how contributions to the Cultural Development Fund enable larger-scale, community-wide initiatives, such as signature public art projects, citywide cultural events, and enhancements to cultural infrastructure.
- **Flexible Use of Funds:** Ensuring developers that their contributions will be used effectively to support diverse and impactful cultural programs, ranging from permanent art installations to temporary exhibits, festivals, and educational workshops.
- **Recognition and Branding Opportunities:** Providing public recognition for developers who contribute to the Cultural Development Fund, including naming opportunities for major projects or events, press releases, and features in City communications.

Acknowledgement of the developers who contribute to the Cultural Development Fund will be featured on the Cultural Arts webpage and annual reports.

- **Collaborative Vision:** Engaging developers in the broader vision for cultural development through regular forums, planning sessions, and partnerships that align their investments with the City's cultural objectives. Develop campaigns for social media that profile partnering developers, highlighting their commitment to arts and culture in El Segundo

By shifting the focus from individual on-site installations to collective investment in the Cultural Development Fund, the City can achieve greater flexibility, equity, and impact in its cultural programming. This approach not only benefits developers by streamlining processes and offering recognition but also ensures a cohesive and strategic development of El Segundo's cultural landscape.

Public Art Road Map

Public art has the unique ability to transform spaces, provoke thought, and foster community pride. It enhances the visual landscape of a city while telling stories that reflect the history, values, and aspirations of its people. In El Segundo, public art plays a crucial role in creating a sense of place and identity, enriching the daily lives of residents and attracting visitors from near and far.

The Public Art Road Map outlines a strategic approach to integrating public art into El Segundo's urban fabric. This chapter provides a framework for identifying key opportunities, setting priorities, and ensuring the thoughtful and impactful placement of public art projects throughout the city. By establishing clear guidelines and leveraging the expertise of artists, planners, and community stakeholders, El Segundo can create a cohesive and inspiring public art program that resonates with all who experience it.

This chapter will explore the City's vision for public art, highlight best practices, and offer actionable steps to achieve a dynamic and engaging public art landscape. It underscores the importance of collaboration, innovation, and community involvement in bringing the public art vision to life, ensuring that the arts remain a vital and celebrated aspect of El Segundo's cultural identity.

The Plunge Mosaic Installation

The Urho Saari Swim Stadium, aka “The Plunge,” is a cherished historical recreation facility in El Segundo that is currently undergoing a transformative interior renovation. The public art project for The Plunge will be a prominent component of the facility’s renovation, located in a highly visible and central location. The public art will complement the restored aesthetic and

architectural elements of The Plunge and reflect the facility's history and significance to the community

- **Budget:** \$127,500
- **Estimated Completion:** Q4 2025
- **Public Art Type:** Mosaic Tile Mural

Teen Center Mural

The Teen Center is a dedicated space for youth, featuring activity and gathering space inside and a basketball court and skateboard ramp on campus. A painted mural will be dedicated to the exterior wall of the Teen Center.

- **Budget:** \$20,000
- **Estimated Completion:** Q3 2026
- **Public Art Type:** Mural

Municipal Plaza Light Installation

El Segundo's City Hall is centered downtown on Main Street, with a large community plaza that connects City Hall and El Segundo Police Department. The plaza is an active gathering space for the public, particularly during the El Segundo Farmers Market and special events such as Joy Around the World. This location offers a highly visible and central space for a public artwork. By commissioning a light-based artwork, the plaza can be activated and enjoyed during evening hours, adding to the charm and vibrancy of Main Street.

- **Budget:** \$200,000
- **Estimated Completion:** Q4 2027
- **Public Art Type:** Light Sculpture/Installation

Clutters Park Observatory

Clutters Park is a popular gathering space located off Imperial Highway. It is frequented by aviation enthusiasts as it offers a direct view of LAX to watch planes take off and land. To enhance the aesthetics of the space, increase safety, and offer more functionality, an artwork that serves as an aviation observatory that integrates landscape design, architecture, and nature would be ideal to enhance the user experience of the park.

- **Budget:** \$400,000
- **Estimated Completion:** Q1 2028
- **Public Art Type:** Functional Art/Environmental Art

West Basin Painted Canisters

In partnership with West Basin Municipal Water District, an opportunity to enhance public utility infrastructure exists by commissioning artists to paint the West Basin utility canisters located throughout El Segundo. Focusing on themes of water, marine life, and the environment, the painted canister program offers enhanced beautification.

- **Budget:** \$10,000 (Sponsored by West Basin)
- **Estimated Completion:** Q4 2026
- **Public Art Type:** Painted Mural

Library Park Sculpture Garden

Library Park is a large greenspace frequently used by the community. The public gathers here for leisure, and it is frequently programmed with community events such as concerts in the park. Library Park provides a central and popular location to feature a sculpture garden, a collection of small to mid-scale temporary or permanent artworks to enhance the user experience of the park. By allocating a dedicated section of the park for a sculpture garden, permanent artworks can be added over time, in combination of temporary artworks

- **Budget:** \$200,000
- **Estimated Completion:** Q4 2027, ongoing
- **Public Art Type:** Sculpture

Programming Framework

Arts programming is an essential component of a vibrant and sustainable arts and culture ecosystem. It fosters public engagement with fresh and thought-provoking ideas, unites the community through shared experiences, and ensures El Segundo remains an activated and dynamic city. This framework outlines the cornerstone programs offered by the Cultural Arts Division, designed to establish consistent and impactful initiatives that align with the overarching vision of this Master Plan.

Literary Arts

Poet Laureate Program Launched in 2022, the Poet Laureate Program welcomed Hope Anita Smith as the inaugural Poet Laureate. Her tenure was highly successful, sparking widespread enthusiasm for poetry within the community. Building on this success, the program continues with Kweku John as the Poet Laureate for 2025-2026. This initiative promotes literary arts and engages residents through the transformative power of poetry.

- **Annual Budget:** \$10,000

Visual Artists in Community

Piloted in 2022, this program invited four artists to immerse themselves within the community and produce new bodies of work inspired by their experiences. It provided residents with a meaningful connection to the arts and fostered unique, locally resonant creations.

- **Expansion Opportunity:** Partner with the school district to establish an artist-in-residence program, directly engaging students and youth.
- **Annual Budget:** \$20,000 (2 artists per year)

Art Exhibitions

The El Segundo Public Library has periodically hosted art exhibitions, affirming its role as a cultural hub. Establishing a regular exhibition schedule would further solidify this identity. Although current exhibitions are limited to a single wall in the Reading Lounge, a modest renovation could expand the exhibition space and enhance its quality to meet museum standards.

- **Library Renovation Budget:** \$30,000
- **Annual Exhibition Budget:** \$6,000 (4 exhibitions per year, \$1,500 artist fee per exhibition)

Festival of Holidays

Previously known as "Joy Around the World," this annual event highlights cultural diversity through celebrations of various winter holidays, including Christmas, Kwanzaa, Hanukkah, Diwali, Nochebuena, and Omisoka. The festival features artist performances, children's activities, a holiday market, and the traditional Christmas Tree Lighting. Expanding the festival into a month-long series of satellite programs would deepen residents' understanding of these holidays while enhancing community engagement.

- **Annual Budget:** \$25,000

Concerts in the Park

A longstanding tradition, the Concerts in the Park series is a cherished summer activity for residents. Transitioning this program from the Recreation Division to Cultural Arts would allow for a broader range of culturally diverse performers to be showcased.

- **Annual Budget:** \$15,000

Public Art Tours

In 2024, the Cultural Arts Division organized its first public art tour during the El Segundo Art Walk. This curated excursion introduced attendees to the city's public art installations, providing context and fostering appreciation. Regularly scheduled tours would ensure broader engagement with El Segundo's growing public art collection.

- **Annual Budget:** \$10,000 (4 tours per year, \$2,500 per tour)

Partnerships & Community Support

Strong partnerships and community support form the backbone of a thriving cultural landscape. Collaboration among the City, local organizations, businesses, and residents has driven the success of past initiatives. By leveraging these partnerships, El Segundo can amplify its cultural impact and ensure arts remain an integral aspect of civic life. This section outlines strategies to cultivate and strengthen these vital connections.

Partnership Initiatives

El Segundo Art Walk (ESAW) A hallmark event, the El Segundo Art Walk continues to grow in attendance and impact. While the City currently provides the majority of funding, transitioning to a more balanced partnership model—with Cultural Arts contributing in-kind support—will ensure sustainability and alignment with divisional objectives.

El Segundo Film Festival With its numerous venues suitable for film screenings, El Segundo is well-positioned to host an annual film festival. Partnering with an experienced organization to curate and manage the event would support local institutions like the Old Town Music Hall and drive tourism to benefit local businesses.

Community Support Initiatives

Small Community Grant Nonprofit and community organizations will have access to a one-time grant of \$6,000 to support arts and culture-related activities. The Arts & Culture Advisory Committee will oversee the grant process.

Incubator Program Attracting arts organizations to establish themselves in El Segundo would enhance the city's cultural vitality. The Incubator Program offers financial incentives, providing organizations with decreasing annual installments over three years, enabling them to achieve self-sufficiency and secure stable funding.

Resources and Investment in Cultural Arts

The Cultural Arts Master Plan lays the groundwork for a long-lasting and impactful legacy of arts and culture in El Segundo. Achieving this vision requires robust resource allocation and sustained investment.

Financial Stability

Currently, the Cultural Arts Division relies solely on developer contributions through the 1% fees outlined in Ordinance 1594. This creates financial uncertainty, as developers may choose to commission on-site public art instead of contributing fees. Furthermore, fluctuating commercial development impacts revenue streams. To mitigate these challenges, the City must explore alternative funding models, including:

- Establishing a public percent-for-art ordinance alongside the private/developer ordinance.
- Amending Ordinance 1594 to include multi-unit residential developments and reduce the project threshold from \$2 million to \$1 million.
- Allocating General Fund resources to staff salaries, freeing Cultural Development Fund revenues for public art and programs.

Staffing

Currently, only one full-time staff member is dedicated to Cultural Arts, a limitation that hampers effective plan implementation. Additional personnel are essential. Recommended positions include:

- **Cultural Arts Manager:** Overseeing divisional administration, developer projects, and City-led public art initiatives.
- **Cultural Arts Coordinator:** Facilitating public programs and events.

Recommendations to Council

1. Update and revise the Cultural Arts Administrative Guidelines to streamline processes for City-led public art commissions and artist selection.
2. Amend Ordinance 1594 to increase revenue potential and broaden its scope.
3. Approve the creation of an additional Cultural Arts staff position.
4. Fund Cultural Arts staff salaries from the General Fund to ensure operational stability and demonstrate the City's commitment to arts and culture.



CITY OF
EL SEGUNDO

Cultural Development Program Review

January 21, 2025

Background

- City Council established 1% for Arts fee in 2019
- Applies to commercial or industrial projects with construction costs of \$2 million dollars or more
- Developer has option to:
 - Develop public art on site (through a review process with City staff and the Arts and Culture Committee) or
 - Contribute dollars into CDP fund

Program Components

- Parameters for use of CDP funds are set forth in Municipal Code 15-34. CDP funds may be used as follows:
 - 1. For the design, acquisition, commission, installation, improvement, relocation, maintenance, conservation, restoration, utility charges and insurance of art work
 - 2. To sponsor or support artistic or cultural services
 - 3. For the City costs of administering the fund and associated programs.

- Budget & Project Approvals

- 1. The Arts and Culture Advisory Committee (ACC) prepares an annual budget report and summary of proposed initiatives to be considered and approved by the City Council during the regular budget process. Recommended initiatives include funding for artistically enhanced **capital projects, permanent art, community experiences, grants, and project-based public art consultants.**
- The City Council approves the CDP priorities and annual budget as well as expenditures/contracts over \$50,000, but not individual art projects. This process may be adjusted in the future if needed.

Arts & Culture Advisory Committee
FY 2023-2024 Updates
and
Budget Proposal for FY 2024-2025

- Grant Funding

- 1. Funding decisions for programming funded by the Cultural Development Fund and not sponsored by the City and will be handled in a way similar to public art decisions. Support will be grant based and proposals will be evaluated by a jury consisting of ACC and other community members as well as City staff.

City of El Segundo Arts and Culture Advisory Committee (ACC)
Grant Funding Application Procedures & Requirements

The El Segundo Arts and Culture Advisory Committee (ACC) has established a grant opportunity for organizations to create art and/or cultural events to benefit the El Segundo community.

GRANT APPLICATION REQUIREMENTS

1. The event benefits the El Segundo community by providing educational content or furthering cultural and/or historical understanding.
2. The organization is a non-profit or local community organization.
3. The organization must submit an application and all required materials to the Cultural Arts Coordinator for the City of El Segundo four months prior to the first day of the month in which the event occurs, to allow time for review and for funds to be distributed. Events that apply under this timeframe are not eligible for funding.
4. The ACC funding must be acknowledged in all event marketing materials and at the site of the event, using one of the following credit lines: "Funded in Part by the El Segundo Cultural Development Program" or "Funded by the El Segundo Cultural Development Program."
5. After the event occurs, the Grantee will be required to present a final accounting to the Cultural Arts Coordinator, including a detailed budget, the number of attendees, and its impact.

Although not required, the applicant may make a presentation regarding the grant request to the Arts and Culture Advisory Committee (ACC) at a regularly scheduled public meeting. This presentation needs to occur at least three months prior to the first day of the month in which the event occurs and needs to be added to the agenda seven days before the ACC meeting occurs by informing the Cultural Arts Coordinator. Meetings are held the fourth Tuesday of the month at 5:30 pm.

Supporting documentation such as website address, videos, or printed or digital materials, may also be included with the application but are not required.

REVIEW PROCESS

1. The application will be reviewed by City of El Segundo staff.
2. After this initial review, the ACC membership will vote on the proposal.

PAYMENT

Following the Review Process outlined above, approved applicants will receive payment from the City of El Segundo.

ACC Scorecard (for internal use only and not included with the application)

Event Name and Date: _____

Category	Comments	Score
Type of Organization		
Resident of El Segundo Non-profit (10)		
Non-Resident Non-profit (6)		
Community-based organization (5)		
Benefit to the community of El Segundo (1-10)		
Provides educational or cultural understanding (1-10)		
Fundraising Status		
Non-fundraising (5)		
Fundraising for organization (3)		
Target Audience		
El Segundo residents (5)		
General Public (4)		
Demographic		
Adults and Children (4)		
Adults only (3)		
Children only (3)		
Cost to Participate		
Free to attend (5)		
Fee charged (1-3)		
Impact on the City of El Segundo		
Street Closure (-1)		
Property Wear and Tear (-1)		
Sound Impact (-1)		
Total Score (out of 50) _____ Amount Requested _____ Amount Funded: _____		
Internal Score		
45-50 – up to \$6,000		
40-45 – up to \$3,000		
35-40 – up to \$1,000		



Similar Arts Funding Programs

	EL SEGUNDO	MANHATTAN BEACH	REDONDO BEACH	SANTA MONICA	INGLEWOOD	CULVER CITY	WEST HOLLYWOOD	LA COUNTY
Year Established	2018	2002	2014	1986	2004	1988	2001	2001
Public % Ordinance*	No	No*	Yes	Yes	Yes	Yes	No*	Yes
Public % Calculation	N/A	*Operating costs including staff salaries paid through General Fund	1% on all Eligible Capital Projects	1% on all Eligible Capital Projects	1% on all Eligible Capital Projects	1% at \$500,000 for Capital Projects	*Staff positions, arts grants and core programming paid through General Fund	1% at \$500,000 for Capital Projects
Private % Ordinance*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
*Applies to Commercial	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
*Applies to Residential	No	Yes (4 or more units)	Yes (3 or more units)	Yes (5 or more units)	No	Yes (5 or more units)	No	Yes (30 or more units)
% for Art Formulation	1% at \$2,000,000 for art on-site OR payment in-lieu	1% at \$500,000 for all new developments 1% at \$250,000 for tenant improvement. Payments in-lieu only (no art on-site option)	1% at \$250,000 for art on-site OR payment in-lieu	2% for art on-site on new developments 7500sqft+ or 25,000+ sqft on tenant improvements OR 1% for payment in-lieu	1% at \$250,000 for art on-site OR payment in-lieu	1% at \$500,000 for new developments. 1% at \$250,000 for tenant improvement. Art on-site OR payment in-lieu.	1% at \$200,000 for art on-site or payment in-lieu	1% at \$750,000 for art on-site or payment in-lieu

Discussion Considerations

- Introducing a cap for the maximum fee contribution
- Adjusting the 1% fee
- Adjusting the \$2M valuation trigger
- Allowing an option to provide on-site art and pay the difference in fee
- Tiered contribution based on scope type or square footage, or other metric
- Modify scope of Arts and Cultural Advisory Committee and role of City Council review/approval of programs
- Defer timing of in lieu payment

In-Lieu Payments

- FY 19-20 1% Fees: \$529,055.50
- FY 20-21 1% Fees: \$91,369.75
- FY 21-22 1% Fees: \$943,130.19
- FY 22-23 1% Fees: \$28,000.00
- FY 23-24 1% Fees: \$221,548.10
- Projected FY 24-25 1% Fees: \$1,813,103.54



Financial Valuation of Art On-Site

- FY 19-20 Art Valuation: \$0
- FY 20-21 Art Valuation: \$0
- FY 21-22 Art Valuation: \$616,437.07
- FY 22-23 Art Valuation: \$0
- FY 23-24 Art Valuation: \$125,000
- Project FY 24-25 Art Valuation: \$804,999.70



On-Site Art Completed

- Malibu Tile Mosaic – Embassy Suites by Hilton, 1440 E Imperial Hwy
- Spruce Grove – Kinecta Financial Credit Union, 2140 E El Segundo Blvd
- Sublime Moon Over El Segundo – Steelwave, 2160 E Grand Ave
- Fog Banks – SOF-XI Two Tower, 1946 E Grand Ave
- Pacific Blues – Montana Avenue Capital, 1940 E Mariposa Ave
- Plumafolium – Beyond Meat, 888 N Douglas St
- Cocoon – L'Oreal, 888 N Douglas St
- Wing – L'Oreal, 888 N Douglas St



Snapshot of Programming Initiatives

- Visual Artist Working in Community
 - Community banner project with residents and artist Soo Kim, “I Remember, I Wish” displayed during El Segundo Art Walk
- Poet Laureate
 - Community poets published anthology, “Wordmongers”
 - Community poetry workshops and readings
- Cultural Excursions
 - Senior excursion to Getty Museum
 - Senior excursion to Academy of Pictures Museum
 - Senior excursion to Marciano Foundation and Institution of Contemporary Art
 - Proposed ESUSD student excursion to Pueblo Historical Monument, Spring 2025
- Festival of Holidays
 - Community event celebrating five holidays of Hanukkah, Christmas, Kwanzaa, Omisoka, Noche Buena
- Community Engagement Fund
 - Support of Juneteenth Festival & GUNDO Pride
 - Artist Lindsay Carron installed mural in Library, “Garden of El Segundo”
- El Segundo Art Walk Sponsorship

El Segundo Cultural Development Program presents

ITTY BITTY BIG BAND



EL SEGUNDO'S LIBRARY PARK
SATURDAY, AUGUST 26, 2023, 2:30PM-3PM

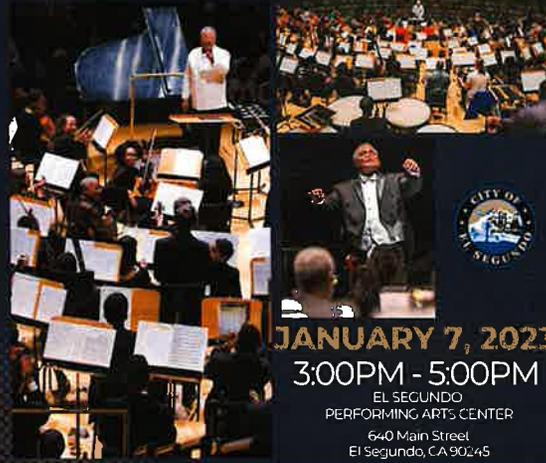
Have a family picnic in the park while you enjoy jazz music of the 1940s performed by this premier South Bay collective.

Directions: Contact Cultural Arts Coordinator Sam Lee at 310-524-1771 or slee2@elsegundo.org.



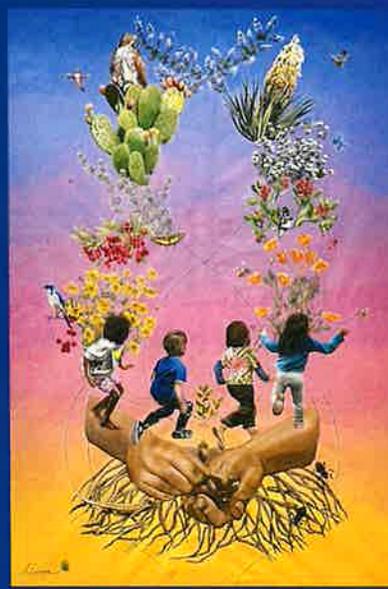
The Arts and Culture Advisory Committee
Along with El Segundo Public Library Presents a FREE Community Concert

INNER CITY YOUTH ORCHESTRA OF LOS ANGELES



JANUARY 7, 2023
3:00PM - 5:00PM

EL SEGUNDO PERFORMING ARTS CENTER
640 Main Street
El Segundo, CA 90245

El Segundo Public Library Presents

Appetizing Words

A Series of Poetry on Demand activations for National Poetry Month.

Join poets during the first three Fridays in April for National Poetry Month as they create on-demand poetry, inspired by you.

Schedule of Poets

April 8 at Tapizon:
Nayeli Adorador-Knudsen & Bobby Gordon
(outside at Main and Pine)

Thank you to our partnering restaurants for welcoming our poets.



ESPL

For additional information, please contact Cultural Arts Coordinator Sam Lee at 310-524-1771 or slee2@elsegundo.org.

Art Workshop for Teens!



Tuesday, May 16th
2:00PM-5:00PM
Ike Carter Community Room
Teens 13-17 years old

WITH ARTIST JOHN MANUEL ILDEFONSO



Future of CDP Program

- Draft Cultural Arts Master Plan will be reviewed by ACC on January 28, 2025
- Cultural Arts Coordinator position vacant

City of El Segundo Cultural Arts Master Plan

Table of Contents

1. Introduction
2. Focusing on El Segundo's Cultural Needs
3. Vision, Mission, and Purpose
4. Goals of the Plan
5. City and Private Sector Partnership
6. Public Art Road Map
7. Programming Framework
8. Partnerships & Community Support
9. Resources and Investment in Cultural Arts
10. Recommendations to Council

Introduction

The City of El Segundo is a vibrant and dynamic community that values creativity, innovation, and cultural expression. As we continue to grow and evolve, the arts have become a vital force in shaping our identity, enriching our lives, and fostering a sense of place. Recognizing the power of arts and culture to transform communities, the City of El Segundo has developed this Cultural Arts Master Plan to serve as a roadmap for cultivating a thriving and sustainable cultural environment that benefits residents, artists, businesses, and visitors alike.

This Cultural Arts Master Plan reflects the City's commitment to integrating arts and culture into the fabric of civic life. It provides a strategic framework for expanding access to cultural opportunities, supporting artists, enhancing public spaces through public art, and fostering partnerships with organizations and stakeholders who share our vision for a creative and inclusive community.

The plan outlines clear goals, priorities, and actionable strategies that align with the City's broader vision for economic development, community engagement, and quality of life. It is grounded in the belief that arts and culture are essential drivers of a strong local economy, vibrant neighborhoods, and personal well-being.