



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

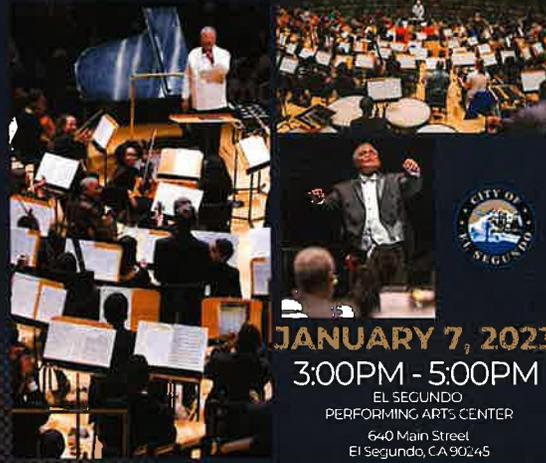
Have a family picnic in the park while you enjoy jazz music of the 1940s performed by this premier South Bay collective.

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



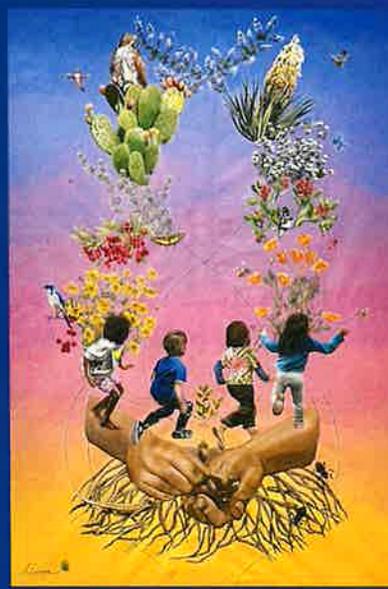
The Arts and Culture Advisory Committee
Along with El Segundo Public Library Presents a FREE Community Concert

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
Ira 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

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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.