

El Segundo

A City of Innovation, Community & Culture

Where Culture Meets Community

- Small-town charm in a global city
- Culture defines us as a society & community
- Art & Culture are signs of a thriving, confident community

Why This Plan Matters

- Builds on success of past programs
- Improves structure, transparency, awareness
- Raises visibility for corporate contributors

A Thoughtful, Strategic Approach

Balanced and Business-Friendly

- Already one of the most business-friendly arts programs in the region
- Not about maximizing arts spending — about getting the right fit for the City of El Segundo
- Program brings real value to local businesses

What's Needed for Success

- Dedicated full-time staff role = essential
- Diversify funding for long-term sustainability
- Aligns with the City's Strategic Plan and global moment

Now is the moment — with World Cup, Super Bowl, and Olympics on the horizon — to show the world what makes El Segundo exceptional

ACC Cultural Arts Master Plan

City Council Presentation

April 2025



Vision

Mission

Purpose

- **Vision:** To be an internationally recognized arts destination where creative ideas take off.
 - **Mission:** To engage civic, business, and artistic partners in delivering captivating programs and public art.
 - **Purpose:** Framework for delivering Arts & Culture experiences in El Segundo.
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Why Now?

- The Plan arrives at a **pivotal moment**, positioning El Segundo to lead on arts-driven innovation in the South Bay.
 - The Plan outlines a strategic vision to **expand programming, forge creative partnerships**, and use the arts to drive both **community pride** and **economic vitality**.
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Economic Impact of Arts & Culture

- Arts & Culture are a proven **economic driver**—fueling investment, increasing property values, attracting businesses, and generating revenue through tourism and local spending.
 - \$507,000,000,000.00 to CA's economy in 2021. (Otis College Report on the Creative Economy 2023)
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Driving
Economic
Growth
&
Business
Attraction

- The Plan aligns with **Strategic Plan Goal 1, Strategy A** by leveraging Arts & Culture to activate and enhance City-owned spaces.

Economic Impact of
Arts & Culture

Lessons from Leading Cities

- **Santa Monica** – Bergamot Station: 100k+ annual visitors.
 - Model for integrating cultural spaces into economic development
- **Culver City** – Arts District Revitalization helped attract Amazon & HBO
 - boosting real estate development and increasing property values
- **Manhattan Beach** – Growing film hub & community arts center driving local business.

**Economic Impact of
Arts & Culture**

El Segundo and Snap Inc. Launch Immersive Public Art Experience

- 11 **interactive public art pieces** using Augmented Reality on Snapchat.
- Demonstrates creative potential and **tech-forward approach**.
- “El Segundo has long been a birthplace of innovation, including the creation of GPS, rockets, amazing toys, and so much more. This innovation starts with an idea, often sparked by some form of art. We look forward to seeing the augmented reality and potentially **reenergizing public art in El Segundo.**”

**Economic Impact of
Arts & Culture**



Focusing on Arts & Culture in El Segundo

- Access to Arts & Culture
 - Investment in Community
 - Capacity of the Arts Sector
 - Commitment to Sustainability of the Arts
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Access to Arts & Culture

Investment in Community

Capacity of the Arts Sector

Commitment to
Sustainability of the Arts

- The recent loss of key cultural institutions has left a noticeable void, underscoring the urgent need to invest in and expand local cultural opportunities.
- Creative investment complements broader livability goals, especially as younger generations seek walkable, work-live communities.
- Strengthening staffing and resources for the Cultural Arts Division will expand El Segundo's ability to engage business partners and attract creative industries.
- To strengthen resilience and impact, the City should diversify revenue streams and pursue long-term partnerships that support cultural growth.

**Focusing on Arts & Culture
in El Segundo**



Goals of the Cultural Arts Master Plan

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1. Establish a Cultural Legacy & Arts Destination
 2. Spark Investment in El Segundo
 3. Ensure Program Sustainability & Resources
 4. Standardize Arts Funding & Integration

Goal One:

Establish Lasting
Cultural Legacy for
El Segundo &
Position City as a
Premier Arts
Destination

***Key Indicator:** El Segundo receives consistent media attention and data demonstrating enhanced tourism through its Cultural Development Program.*

- Advance public art and community programming that reflect El Segundo's identity while promoting diversity, inclusion, and equitable access—aligned with **Strategic Plan Goal 3, Strategy B** to foster an inclusive and connected community.

Goals of the Cultural Arts
Master Plan

Goal Two:

Arts & Culture Spark Investment in El Segundo

Key Indicator: Data shows that the Cultural Development Program is a motivator for businesses choosing to operate in or partner with the City.

- Use Arts & Culture as a business development tool to attract companies, strengthen partnerships, and support creative industry growth—supporting **Strategic Plan Goal 5, Strategy C** to attract, retain, and grow businesses.

Goals of the Cultural Arts
Master Plan

Goal Three:

Arts & Culture is
Stable, Fiscally
Sustainable, and
Well-Resourced

Key Indicator: Cultural Arts operates with reliable funding and delivers consistently high-impact programming.

- Ensure long-term sustainability by diversifying funding, retaining qualified staff, and establishing shared stewardship—advancing **Strategic Plan Goal 4, Strategy A** (recruit and retain top-quality staff) and **Goal 3, Strategy A** (deliver unparalleled City services).

Goals of the Cultural Arts
Master Plan

Goal Four:
**Develop a
Standardized
Approach to
Identify and Fund
Arts & Culture
Initiatives**

Key Indicator: El Segundo is recognized for the quality, consistency, and impact of its public art and cultural programs.

- Standardize processes, clarify policy, and integrate Cultural Arts into City communications—fulfilling **Strategic Plan Goal 3, Strategy A** to educate and inform the public about City programs.

**Goals of the Cultural Arts
Master Plan**



Optimizing the 1% Ordinance

- Amendments allow split contributions; future updates could expand participation. (e.g. voluntary contributions)
 - Finding ways to grow contributions can improve staffing stability—supporting **Strategic Plan Goal 4, Strategy A**: to recruit and retain top-quality staff.
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Objectives & Key Indicators of Incentive Strategy

- **Streamlined Approval:** Faster permitting and flexible payments for developers contributing to the Fund.
- **Recognition:** Publicly highlight contributing developers through events, media, and City channels.
- **Accountability:** Annual report tracking fund revenue, spending, and community impact.
- **Collaboration:** Engage developers in cultural planning and shared promotional efforts.

Optimizing the
1% Ordinance



Partnerships & Community Support

- Partnerships with local organizations, businesses, and residents have fueled past cultural successes.
 - Strengthening these collaborations will amplify impact and embed Arts & Culture into civic life.
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Current & Future Partnership Initiatives

El Segundo Art Walk (ESAW)

- Strengthen ESAW by enhancing artist-business partnerships, aligning with long-term cultural goals, and tracking impact through clear metrics.

Small Community Grants

- Support local orgs to deliver engaging programs with minimal City resources and measurable results.

Film & Music Festivals

- Launch festivals with expert partners to boost tourism, support local venues, and measure economic impact.

**Partnerships & Community
Support**

Key Recommendations

1. Update and revise the Cultural Arts Administrative Guidelines to streamline processes for City-led public art commissions and artist selection.
2. Direct Cultural Arts Coordinator to seek grant funding for public art and programming as well as to develop a plan for fundraising opportunities to generate additional revenue sources.
3. Expand and enhance communication through website, social media, and City communications to better inform residents, employees, and visitors regarding programs and initiatives through the Cultural Development Fund.
4. Develop key performance indicators for measuring program outcomes, including impact on property values, retail spending, and ability to attract top-tier companies.
5. Document, and disseminate program findings and successes, demonstrating El Segundo's leadership in City-business cultural partnerships.