

State of the ARTS

2006-2007 ANNUAL REVIEW

The *Art* of Becoming Ourselves



by
Cultural Affairs Manager

Kerry Adams Hapner

Art is always a personal encounter—when we look at art, we look for ourselves. Art also builds community—when thousands of Ventura families take part in an ArtWalk, they see the face of their city.

Art not only creates dialogue and pride about who we are, but also builds engagement among residents—get involved in the arts and you are much more likely to partake in a wealth of other civic and social activities, according to a 2006 National Endowment for the Arts study.

“Creativity has emerged as the single most important resource of economic growth, so the best route to continued prosperity is by investing in our stock of creativity in all its forms, across the board.”

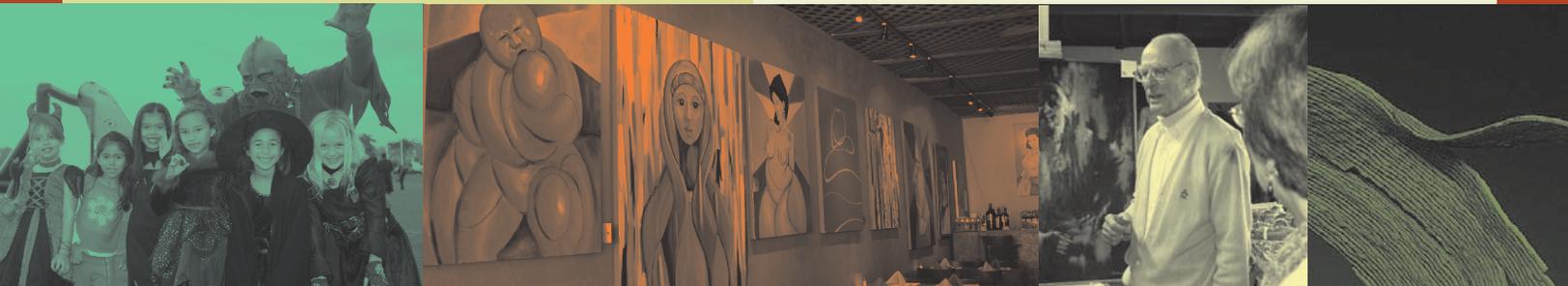
—Dr. Richard Florida, *Rise of the Creative Class*

Art “really means business” and our city’s policy of investing in the arts has paid off! Ventura’s art industry today creates \$18.6 million in economic activity annually, 645 jobs, \$13 million in local household income, and \$768,000 in local government revenues. Operating budgets of our Downtown Cultural District arts organizations have rocketed from a half million to \$4.9 million in just thirteen years. The average cultural tourist spends \$80.55 each day, \$18 more than the average tourist.

Public Art Program murals and sculpture are a good investment in our city’s infrastructure—they bring art to the streets and make Ventura a uniquely exciting place to live. Our arts classes reach more than 10,000 children and adults each year, promoting better learning skills for all ages.



The General Plan Vision for “Our Creative Community”—to make Ventura “California’s New Art City” and “to weave the arts into the fabric of everyday life in Ventura”—is no idle boast or dream, but a call to action for you to pARTicipate in all the Cultural Affairs programs found in the following pages. The “art” is inside the participation process—the art of truly becoming ourselves as we work towards a unique and healthy city that is creative, beautiful, exciting and prosperous for everyone through a commitment to the arts.



Our Mission

“Weave the arts into everyday life throughout Ventura” by

- Creating cultural experiences that are diverse, enriching and inclusive
- Ensuring access to and education in the arts
- Promoting awareness of our cultural heritage and history
- Providing opportunities and support for artists and arts organizations; and
- Supporting economic development and tourism, especially in the Downtown Cultural District

CITY OF
VENTURA
COMMUNITY SERVICES
Cultural Affairs



80% of the *Cultural Plan's* short-term goals are met

City Council unanimously adopted the 2005 *Ventura Cultural Plan: Creating California's New Art City* as a community-crafted ten-year timeline calling for authenticity, identity and partnerships to achieve cultural goals for our people and environment including funding, access, learning, awareness and involvement. Much diligent work and cross-cultural partnerships have overcome limited public funding to achieve 80% of the plan's short-term goals to date—from receiving Olivias Adobe historic restoration grants to creating such accessible new events as the outdoor Starlight Cinema series. But your help is needed to launch new efforts—some are already underway—to reach more goals and all segments of our community with arts participation. Contact Kadams@cityofventura.net or call 805.658.4768 to find out how you can get involved!



Increasing our cultural *expression*

Since 1993, the Cultural Funding Program has been a catalyst in support of our "cultural infrastructure of people, places and organizations" while offering better arts access, lifelong learning and opportunities to all segments of the community, as well as economic development and increased tourism. Last year, 21 local arts organizations and 10 performing and literary artists provided cultural programs in Ventura with the help of \$164,000 in CFP grants and \$39,500 in Artist Fellowships—complete details on our website www.cityofventura.net.

Working Artists Ventura (WAV)

Groundbreaking is scheduled for Spring on this \$57 million downtown project to build affordable live/work space for over one hundred artists, supportive housing for the needy, a theater/gallery and arts-friendly businesses—all built to the highest standards of green building technology (LEED™ certified). Call 805.658.4726 for details.



Public *Awareness*

MAVericks

The Marketing the Arts in Ventura Think Tank aims to create new opportunities for our city's arts community to engage in collective marketing efforts—including joint advertising, monthly First Fridays gallery openings and guest expert speakers.

Mayor's Arts Awards

Each November the Mayor's Arts Awards recognize City residents, artists, educators, organizations and business leaders for their artistic achievements and contributions to the cultural community.



Past Mayor's Arts Awards recipients

Technical Assistance

In April, the Cultural Affairs Division sponsored "Arts Leadership in a Changing Environment: New Skills, New Approaches"—a day-long skill-building conference featuring a number of national speakers, including Americans for the Arts CEO Bob Lynch—designed to build the capacity of local artists and arts organizations.

Municipal Art Collection is *growing!*

Since its inception in 1999, the Municipal Art Collection (MAC) has grown to include 85 works of art by 68 artists, each of whom have made a significant contribution to the history of visual art in Ventura County through sculpture, painting, photography, etching, ceramics and multi-media.

Nine new artists work have been added since 2006 and seven works are now on loan to E.P. Foster Library.



Public Art Program

For sixteen years the Public Art Program has enhanced Ventura's urban design, cultural expression and economic vitality—by a 1991 ordinance designating 2% of eligible capital improvement project (CIP) budgets for the creation of public art associated with the CIP project.

Recently Completed Projects:

- **BUENAVENTURA GOLF COURSE**
Big Swing by Michael Stutz
- **CONSERVATION INTERN PROGRAM**
5 student interns received formal conservation training and worked over three months to conserve 43 sculptures along the Ventura River Trail and in the Downtown Cultural District
- **MONTALVO PARK**
Movement & Kids Play by Louis Longi
- **OLIVAS PARK GOLF COURSE**
Parabolic Flight by Wayne Healy and East Los Streetscapers
- **P.L.A.C.E. (PUBLIC & LOCAL ARTISTS CREATING ENVIRONMENTS) COMMUNITY PROJECT**
Cultural Banners by David Rivas

- **STREETSCAPE MURAL PROJECT**
Bus Shelter Murals and Painted Utility Boxes
Completed by 14 artists and 3 school groups
- **THILLE NEIGHBORHOOD PARK**
Making Lemonade by Nancy Mooslin
- **VENTURA COMMUNITY PARK**
Butterfly Cluster, Sun Shades and Trellis Lights by Anita Margrill
- **WESTSIDE IMPROVEMENTS**
Westside Stories by Helle Scharling-Todd
- **AVENUE WATER TREATMENT PLANT/FOSTER PARK**
Works Project Anthology & Vessel Gate by Paul Hobson

Future Projects:

- **FIGUEROA STREET**
Tortilla Flats Mural by Mary Beth Hanrahan and Moses Mora, Los Grandes Exitos—Completion Winter 2008
- **PEPPER TREE GARDEN**
Artists Kathryn Miller & Andreas Hessing—Completion Spring 2008



Public

Public

Public

Art



Cultural Tourism & *Special Events*

ArtWalks – twice per year, draw over 20,000 residents and visitors of all ages to more than 80 downtown gallery and merchant sites hosting up to 150 artists in a celebration of performing and visual artists.

Street Fairs – July 4 and Holiday (in December), bring 400 handcraft vendors, live stage entertainment and 10,000 attendees

apiece. Cottontail Day is Ventura's largest springtime celebration for children.

Music Under the Stars – hosts top performers, dancing and dining in the historic Olivas Adobe Courtyard every Saturday night throughout summer.

Cowboys, Heroes & Outlaw: Passport to the American West – features bilingual workshops, period entertainment, a Cowboy College and Chumash Village to keep Western history alive for all ages and cultures at the Olivas Adobe.

Festival in the Park – features professional visual and performing artists and their students at Barranca Vista Center, a kid's swap meet and free family activities.

Performances in the Park – free, professional summer family theatre performances at Barranca Vista Park by Gypsies in a Trunk attracting 200 children and adults each month.

Starlight Cinema – brings more than 1,000 youth and adults to free outdoor screenings at many City parks.



RubyMcCormick.com



RubyMcCormick.com

Cultural *Heritage*

Discover Ventura Arts and Historic Tours – Seventy tours per year by expert guides take 2,000 visitors and locals through our city's many historic, cultural, culinary and even "haunted" sites.

Olivas Adobe – visited by over 13,500 people annually, received a 2006 State matching grant of \$1,076,000 for seismic retrofit, restoration and outreach.



Albinger Archaeological Museum – home to many of the 30,000 artifacts discovered at this 1970s excavation site, with an ancient earth oven and the Mission's water filtration building.

Ortega Adobe – downtown's sole witness to its Spanish/Mexican heritage and the first home of Pioneer Ortega Chili, believed to be California's first commercial food operation.

Lifelong Learning

Cultural Arts Classes – in visual, performing and literary arts reach 10,000 people of all ages each year primarily at the Barranca Vista "Imagination Center" and many elementary school sites.



Children's Celebration of the Arts – brings professional artists into classrooms for art-making encounters with art forms from around the world that reach 6,000 children each year.

City Administration

654-7740

Rick Cole–City Manager

Elena Brokaw–Director of Community Services Department

Public Art Commission

658-4740

Tyson Cline–Chair

Matthew Furmanski–Vice Chair

Joyce Cantrell

Susan Cook

Dawne Fowkes Cushing

Kara Davis

Wendy Halderman

Cultural Affairs Commission

658-4740

Eileen Riddle–Chair

Dorothy Schechter–Vice-Chair

Mark Hartley

Marie Lakin

Jim Luttjohann

James S. Rivera

Anthony Strauss

Cultural Affairs Division Staff

658-4726

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Michelle Godoy–Cultural Affairs Coordinator, Street Fairs

Deborah Hazen–Cultural Affairs Specialist, Working Artists Ventura Project

Georgeanne Lees–Educational and Historical Programs Supervisor

Julie Maechler–Cultural Affairs Specialist

Gina Reyes–Cultural Affairs Coordinator, Historic Programs

Denise Sindelar–Public and Visual Art Supervisor

Eric Wallner–Cultural Affairs Supervisor

Lisa Zaid–Public Art Project Manager

