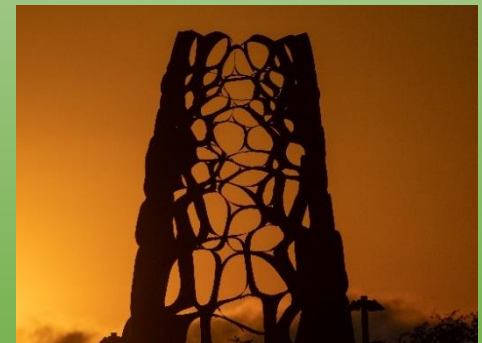




# ALAMEDA COUNTY & CITY LEVEL ARTS PARTNERSHIP NETWORK

## Overview of the City-Level Arts Organizations

Alameda	Dublin	Livermore	Pleasanton
Albany	Emeryville	Newark	San Leandro
Berkeley	Fremont	Oakland	Union City
Castro Valley	Hayward	Piedmont	



## ALAMEDA COUNTY AND CITY-LEVEL ARTS PARTNERSHIP NETWORK

Document Dated 9/26/2023

### Introduction

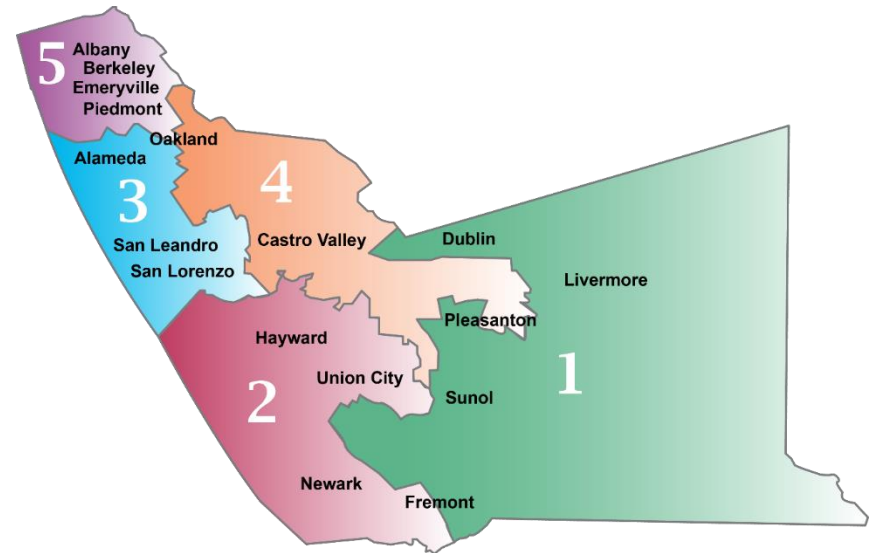
This overview document provides information about the City-Level organizations that are part of the Alameda County and City-Level Arts Partnership Network. In 2021, the Alameda County Arts Commission created the Alameda County and City-Level Arts Partnership Network. The Arts Partnership Network members are organizations that serve their whole city such as City-Level arts departments, councils and associations.

The goal of the network is to create a platform for the Alameda County Arts Commission and representatives of the City-Level arts organizations to meet each other, participate in conversations and discussions, and provide information about current events, programs, and priorities in their part of the County. This creates an opportunity for a deeper understanding of our County arts and arts education ecosystem. In working together, we expand our collective knowledge and develop opportunities to participate in and partner on County and Statewide initiatives to support the arts and our whole regional community.

### County Overview

Alameda County is 7<sup>th</sup> largest County in California by population size with 1.7 million residents (US Census 2020). Alameda County is comprised of the 5 districts of the Alameda County Board of Supervisors. The County includes 14 cities and 6 unincorporated areas.

The cities and major unincorporated areas include:  
Alameda, Albany, Berkeley, Castro Valley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, and Union City.



### Alameda County Arts Commission

The Alameda County Arts Commission is division of the County of Alameda. The Arts Commission has four programs areas: Arts Advocacy, CREATE Arts Education, ARTSFUND Grants, and Public Art. To learn more, visit [arts.acgov.org](https://arts.acgov.org).

## ALAMEDA COUNTY AND CITY-LEVEL ARTS PARTNERSHIP NETWORK continued

The information in this Overview Document was provided by each organization. To learn more about the City-Level arts organizations, please contact each organization directly.

### CITY-LEVEL ARTS ORGANIZATIONS IN THE NETWORK

**Alameda**

City of Alameda Public Art Program

**Albany:**

City of Albany Arts Committee

**Berkeley:**

Berkeley Civic Arts Program

**Castro Valley:**

Castro Valley Arts Foundation

**Dublin:**

City of Dublin Heritage & Cultural Arts Division/Commission

Dublin Arts Collective

**Emeryville:**

City of Emeryville Art In Publics Places Program

Emeryville Celebration of the Arts

**Fremont:**

City of Fremont Art Review Board

Fremont Art Association

Fremont Cultural Arts Council, Inc.

**Hayward:**

Hayward Arts Council

**Livermore**

City of Livermore Commission for the Arts

Livermore Art Association

Livermore Cultural Arts Council

Livermore Valley Arts

**Newark:**

City of Newark Commission for the Arts

**Oakland:**

City of Oakland Cultural Affairs Division

**Piedmont:**

Piedmont Center for the Arts

**Pleasanton:**

City of Pleasanton Civic Arts

Pleasanton Art League

Pleasanton Cultural Arts Council

**San Leandro:**

City of San Leandro Arts, Culture & Library Commission

**Union City:**

City of Union City Arts and Culture Commission



## CITY OF ALAMEDA Public Art Program



Image Above: Public art mural *Egrets with no Regrets* by Dan Fontes. Photograph by Maurice Ramirez.



Image to the Left: Webster street mural *Island Cruisin'* with David "Hyde" Cho. Photograph by Maurice Ramirez.



Images Above: Children with *Rockspinners* by Zachary Coffin. *Beken* sculpture by DeWitt Godfrey, Photos by Maurice Ramirez.



Images to the Left: Alameda Animate dance festival. Photos by Maurice Ramirez. Images

## CITY OF ALAMEDA Public Art Program

**Established:** 2003 with Public Art Ordinance

**Organization:** A division of the Community Development Department

**Location:** City Hall West, 950 West Mall Square, Alameda, CA 94501

**Lead Staff:** Walker Toma, Development Manager

**Phone:** 510-747-6897

**Email:** wtoma@alamedaca.gov

**Website:**

<https://www.alamedaca.gov/Departments/Community-Development/Public-Art-Program>

**Newsletter:** 4,600 subscribers

**Staffing:** The City's Public Arts Program is staffed by the Community Development Department. Staff include 3 part-time staff (1 staff member 30% and 2 other staff members 5-10%).

**Annual Budget:** \$100,000 - \$250,000/year; includes staffing; does not include facilities

**Organizational Funding:** Public Art Ordinance/Public Art Fund and City Government General Fund (for Program staffing)

**Oversight Leadership:**

The Public Art Commission (PAC) consists of 5 commissioners who are appointed by the mayor for terms of four years. The primary role of the PAC is to make decisions and recommendations to City Council regarding the selection and installation of public art, and other matters relating to the quality, quantity, scope, and style of art in public places.

### Mission Statement:

Public art and cultural programming are important to Alameda's cultural identity, diversity and history, and help to create a unique sense of place for residents, workers and visitors.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Grants for Individual Artists
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects

### Top Priorities for Future:

1. Complete Public Art Master Planning process
2. Enable public art grant funding to be distributed with increased regularity
3. Improve marketing for the Public Art Program

### Master Plans:

- Public Art is referenced in the [City General Plan](#).
- A Public Art Master Planning process is currently underway with a consultant.

## CITY OF ALAMEDA

### Public Art Program continued

#### Current Program and Service Highlights:

- Opportunities for Arts Funding including grants for physical and cultural arts
- Public Art Small Grants Pilot Program
- Public Art Commission
- Public Art Requirement (1% of construction costs on all development over 250k)

#### Public Art Funding:

Primarily funded through the Public Art Fund which is determined by private development activity and therefore varies from year to year.

#### Public Art Program:

Eligible projects include private and municipal projects with building development costs of two hundred fifty thousand dollars (\$250,000) or more. This includes commercial, industrial, municipal, and residential projects that create five (5) or more residential units, and applies to both new construction and rehabilitation. This fund is used for development of public art projects.

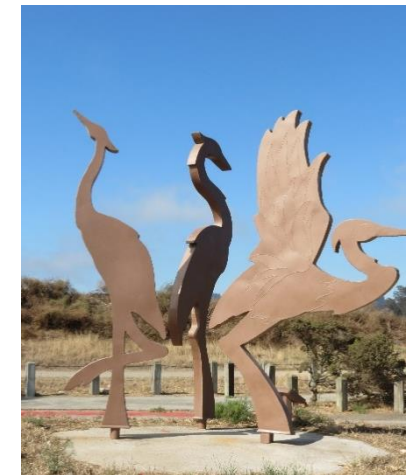
Eligible projects must devote at least one percent (1%) of building development costs for public art. Applicants may:

- Install public art with a value that meets or exceeds the program allocation on the development site;
- Place an in-lieu contribution for an amount equal to the program allocation into the Alameda Public Art Fund.
- Install on-site public artwork that has a value less than 100% of the program allocation, and pay an in-lieu contribution to the Public Art Fund for the balance of the program allocation.





## CITY OF ALBANY Arts Committee



Images from Top to Bottom, Left to Right: *Anemone* by Jason Kelly Johnson & Nataly Gattegno of Futureforms design studio, installed in 2017 at Sprouts Farmers Market, 1075 Monroe Street. *Rose Wave* by Colin Lambert & Peter Adams, installed in 2007 at Ocean View Park, 900 Buchanan Street. *Albany Loop* by Brennan Cox from Groundworks Office, installed in 2018 on the Ohlone Greenway at San Gabriel and Portland Avenues. *Tile Mural* by Josef Norris, installed in 2007 at Jewel's Terrace Park, 1548 Terrace Street. *Hérons* by Mark Canepa installed in 1999 at the Albany Waterfront, end of Buchanan Street.

## CITY OF ALBANY Arts Committee

**Established:** 1974

**Organization:** A division of the Recreation & Community Services Department

**Location:** City Hall, 1000 San Pablo Ave., Albany, CA 94706

**Lead Staff:** Jeremy Allen, KALB/Media Manager

**Email:** AC@albanyca.org

**Websites:** <https://www.albanyca.org/our-city/art-in-albany> and <https://www.albanyca.org/government/boards-commissions-committees/arts-committee>

**Newsletter:** 7,000 subscribers

**Staffing:** 1 full time staff

**Venues:** The Arts Committee has a relationship with the Community Center which hosts the Community Center Foyer Art Gallery.

**Annual Budget:** Budget is based on Work Plan and projects. Budget is approved by City Council.

**Organizational Funding:** Public Art Ordinance

### **Oversight Leadership:**

The Arts Committee has 7 seats appointed by Council Members. Term is 1 year, which can be renewed.

Responsibilities are decided from work plan and availability. No honorarium.

### **Mission Statement:**

Advise the City Council on cultural and artistic matters within the City including the acquisition and placement of public art. The Committee adheres to the Public Arts Master Plan, the Art in Public Places Ordinance and the Public Arts Project Plan in order to support, develop and promote art in Albany and increase the economic vitality of the City.

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Individual Artists
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions
- Poet Laureate Program

### **Top Priorities for the Future:**

- The Arts Committee top priorities are to promote, develop, and support art in the City of Albany.
- Priority task items are outlined in the [Work Plan 2021-2023](#).

### **Master Plans:**

[Public Arts Master Plan](#)

## CITY OF ALBANY

### Arts Committee continued

#### Current Program and Service Highlights:

- Public Art Program / Art in Public Places Ordinance
- Seasonal Haiku Program
- Economic Development Committee Collaboration
- Albany Community Center Foyer Art Gallery Exhibits
- Albany Poet Laureate
- City-wide Arts Promotion

#### Public Art Funding: Public Art Ordinance

**Public Art Ordinance:** An Albany Art in Public Places Program was established on issuance of certain building permits for development in the City of Albany. The Albany Art in Public Places Program shall be in addition to all other charges for approvals and permits required by other ordinances and resolutions of the City of Albany. The fee is based on construction costs set by our City Master Fee Schedule ([Master Fee Schedule](#)). The City of Albany Public Art Ordinance can be found here: [Public Art Ordinance](#).

#### Public Art Projects include:

- Sculpture Loan
- Community Projects
- Mural Program
- Creative Justice Art Project for socially engaged projects in Support of Black Lives, Asian and Asian American and Pacific Islander (AAPI) and Social Justice
- BART Path/Pillar Artwork
- Utility Boxes
- Public Art Installations

#### City of Albany Arts Committee 2021-2023 Work Plan



## CITY OF BERKELEY Civic Arts Program



Images Top Row, Left to Right: Berkeley Inaugural Poet Laureate Rafael González presents at Martin Luther King Jr. Park in Berkeley, July 2019. Photo Credit: Guillermo Ortiz; *Sinbad Voyage* mural by Mokhtar Paki honoring refugees and asylum seekers. Photo Credit: Mokhtar Pakil; Sculptural seating *Wildflowers, Bloom!* by Michael Arcega. Public Art Project at San Pablo Park, Berkeley. Photo Credit: Ethan Kaplan.

Images Bottom Row, Left to Right: Annual Berkeley Indigenous Peoples Day Powwow & Indian Market, FY22 Civic Arts Festival Grantee; Exhibition by Christine Wong Yap, Municipal Artist in Residence with City of Berkeley's Mental Wellness and Recovery Program; SF Bay Brazilian Day & Lavagem Festival, FY21 Civic Arts Festival Grantee.

## CITY OF BERKELEY Civic Arts Program

**Organization:** A sub-unit of Economic Development  
**Location:** City of Berkeley, 2180 Milvia Street, 5th Floor, Berkeley, CA 94704  
**Lead Staff:** Jennifer Lovvorn, Chief Cultural Affairs Officer  
**Email:** [civicarts@cityofberkeley.info](mailto:civicarts@cityofberkeley.info)  
**Websites:** <https://berkeleyca.gov/community-recreation/civic-arts>  
**Newsletter:** 1,000 subscribers  
**Instagram:** [www.instagram.com/berkeley\\_civic\\_arts/](http://www.instagram.com/berkeley_civic_arts/)

**Staffing:** 3 full time staff and 2 part-time consultants  
**Venues:** The Civic Arts Program has office space at Berkeley Civic Center and coordinates programming at the Cube Space gallery.

**Annual Budget:** Budget varies between \$1 - \$2.5 million.

**Organizational Funding:** General Fund, Public Art Funding Ordinance, Developer Fees related to Public Art on Private Development Ordinance, Grants

**Oversight Leadership:**  
Civic Arts Commission with 9 seats, each Commissioner appointed by each of the 9 elected members of Council/Mayor. Term is 8 years, responsible for approvals of public art designs and budgets, grant awards and advises on all things related to art. Members are not paid. Additional there are three standing subcommittees: Grants, Public Art, Policy.

### Mission Statement:

The Civic Arts Program supports a culturally vibrant and diverse arts ecosystem within the City of Berkeley by:

- Funding grants to artists, arts organizations, and festivals.
- Providing opportunities for artists to create and display work in the public realm.
- Ensuring equitable access to high quality arts and culture for residents and visitors alike.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Grants for Individual Artists & Festivals
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions
- Poet Laureate Program

### Top Priorities for the Future:

- Affordable Housing for Artists
- Redevelopment of Civic Center as a Cultural Center
- Solidify recent growth into a sustained and robust program

### Master Plans:

Arts and Culture Plan Adopted by City Council by Resolution

## CITY OF BERKELEY

### Civic Arts Program continued

#### Current Program and Service Highlights:

- Funding grants to artists, arts organizations, and festivals.
- Providing opportunities for artists to create and display work in the public realm.
- Ensuring equitable access to high quality arts and culture for residents and visitors alike.

#### Public Art Funding: Public Art Ordinance

##### Public Art Ordinance:

For Public Building Projects, [Berkeley Municipal Code \(BMC\) Section 6.13](#) provides funding for the placement of permanent and temporary site-specific public art projects in Berkeley's public spaces. The code designates 1.75% for Art. Of that amount, 20% is for Administration and 10% is for conservation. Additionally, the [Public Art on Private Development Ordinance](#) is a requirement that public art be included in development project budgets at 1.75% for on-site art or the option of paying an "in lieu" fee at 0.8%.

##### Public Art Overview:

The Civic Arts Program strives to strengthen the community's sense of belonging and connection by engaging artists to create works that bolster community, enhance the built environment, and reflect the unique character of our city.

Berkeley's Civic Art Collection includes:

- 50 outdoor permanent public artworks, including works of sculpture, integrated design elements, mosaics, tile artworks, and painted murals in a range of public spaces including parks, plazas, and civic buildings.
- 50 small framed artworks.

Additional Public Art Programs include:

- The Cube Space window-front gallery features rotating installations by Bay Area artists working in video, multi-media, and sculpture.
- The downtown Berkeley BART Plaza features rotating sound art installations.





## CITY OF DUBLIN

### Heritage & Cultural Arts Division/Commission



Image Above: Public Artwork *Elatus* by Artist Heath Satow. Installed in 2017; Photo by Vanessa Thomas. Location: Fallon Sports Park. 30+ foot tall abstract polished stainless sculpture.

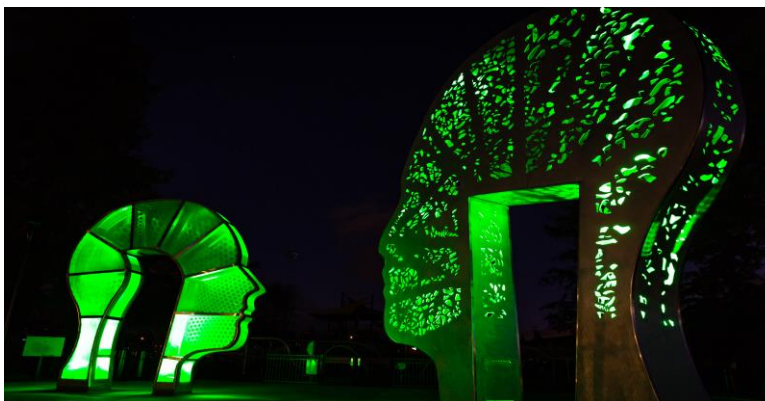


Image to the Left: Public Artwork *Conversation* by Artist Barbara Grygutis. Installed 2020. Location: Imagine Playground at the Dublin Sports Grounds. 16 and 20 foot tall aluminum heads.



Image Above: *Community* mural by Tricia George. 2009. Preschool Room at Shannon Community Center.



Image to the Left: *Sirius* by Peter Voukos. 1990. Shannon Community Center.

## CITY OF DUBLIN

### Heritage & Cultural Arts Division/Commission

**Established:** 1982

**Organization:** Division of and managed by the City's Parks and Community Services Department

**Location:** 100 Civic Plaza, Dublin, CA 94568

**Lead Staff:** Shaun Chilkotowsky, Heritage & Cultural Arts Manager

**Phone:** 925-556-4500

**Email:** parksandcommunityservices@dublin.ca.gov

**Website:** [www.dublin.ca.gov/251/Heritage-Cultural-Arts](http://www.dublin.ca.gov/251/Heritage-Cultural-Arts)

**Staffing:** 2 full time staff

**Organizational Partnerships:** The Division partners with the school district and local arts groups to promote cultural arts programs. City Presented Performances at Dublin High Theatre, Art Space Grants, and community non-profit events.

**Venues:** Programming takes places in a variety of multi use/civic gathering spaces. Currently developing cultural art center.

**Annual Budget:** Budget is based on Work Plan. Project specific budgets start at \$20,000+. Budget is approved by City Council.

**Organizational Funding:** City General Fund and Public Art Fund (Developer contributions/Percent for the Arts)

**Oversight Leadership:** City Staff manage day-to-day operations of the Heritage and Cultural Arts Division. The Heritage and Cultural Arts Commission is advisory to the City Council. The Commission has 7 seats with 4 years terms. The Commissioners are appointed by the Mayor and confirmed by the City Council.

#### Mission Statement:

The City of Dublin promotes and supports a high quality of life, ensures a safe and secure environment, fosters new opportunities, provides equity across all programs, and champions a culture of diversity and inclusion.

#### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions
- Poet Laureate Program

#### Top Priorities for the Future:

- The promotion and support of history throughout the community. This includes restoration, maintenance and operation of the Heritage Park and Museums.
- The promotion and support of the arts within the community including: recommendations on art in public places; exhibits at the Civic Center, Heritage Park and Museums, and Public Art venues; and recommendations for policies on art, cultural activities, and facilities.

#### Master Plans:

- [Public Art Master Plan](#)
- [Parks and Community Services Plan](#)

## CITY OF DUBLIN

### Heritage & Cultural Arts Division/Commission continued

#### Current Program and Service Highlights:

- Heritage and Cultural Arts Division
- Public Art Program including public art in facilities and privately owned buildings as well as a Utility Box Program and Temporary Art Projects
- Cultural Art Center Project in Process

#### Public Art Funding:

Primarily funded through the Public Art Fund which is determined by private development activity and therefore varies from year.

#### Public Art Program:

Dublin has a Public Art Program including over 35 publicly-owned artworks at parks and civic buildings, as well as a growing number of public art pieces installed on private property under the Public Art Ordinance. The 2006 Public Art Ordinance encourages developers to include .5% of the project budget to art.

The City of Dublin is committed to sustaining a healthy Public Art Program by:

- Ensuring the preservation and maintenance of the City's art collection.
- Enhancing community participation in the Public Art process.
- Providing a support system for local artists who work in the City's Public Art Program.
- Celebrating Dublin's history and diversity through a broad range of public art projects.
- Promoting the economic vitality of the City by using public art to brand areas of Dublin.



## DUBLIN ARTS COLLECTIVE



Image Above: Dublin Arts Collective Members at the City of Dublin Volunteer Recognition Event 2023; Photo by Steve Minniear.



Images to the Left: TVAST (Tri-Valley Open Art Studio Tour) Artists in Dublin 2023; Photo by A. Singh. Watercolor Worksheet painting participant at the St Patrick's Day Celebration; Photo by Sawsan Wolski.

Image to the Right: Dublin Arts Collective Members at the City of Dublin Volunteer Recognition Event; 2023 Photo by Steve Minniear.



Images to the Left: Free Little Library Temporary Art Project in local parks. Artwork by Deidre Weinberg installed in 2023; Photo by @kindnessrocks\_dublinca; High Life Youth Art Show Team and Wings art at St Patricks Day Event; Picture This Frame by Ranjini Venkatachari.

## DUBLIN ARTS COLLECTIVE

**Established:** 2018

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** The Frame Company, 7038 Village Parkway, Dublin, CA 94568

**Lead Staff:** Sawsan Wolski, President, and Vanessa Thomas, Co-Founder

**Phone:** (925) 829-4777

**Email:** [info@dacarts.org](mailto:info@dacarts.org)

**Website:** [www.dacarts.org](http://www.dacarts.org)

**Facebook:** [www.facebook.com/DACArtsOrg](https://www.facebook.com/DACArtsOrg)

**Instagram:** [www.instagram.com/dacartsorg/](https://www.instagram.com/dacartsorg/)

**Staffing:** Volunteer-run with 10 volunteers

**Annual Budget:** \$10,000/year

**Organizational Funding:** Grants, Donations, Sponsorships, Member dues, City of Dublin Grants

**Venue:** Meeting and exhibition space provided by Dublin business The Frame Company

### **Oversight Leadership:**

Nonprofit Board of Directors includes Four Executive seats (nominated and appointed by Board members). Board Member terms are three years with annual review. Positions include President, Vice President, Treasurer, Secretary. Board of Directors are unpaid volunteers.

### **Mission Statement:**

The Dublin Arts Collective (DAC) is a non-profit organization promoting and supporting visual arts in the city of Dublin and the surrounding region through collaboration with artists, the communities and other art associations.

The Vision of the Dublin Arts Collective: 1. Advocating for the visual arts community 2. Providing connection and opportunities for networking and further development 3. Collaborating and partnering with city, art and business entities 4. Promoting and supporting the visual arts through the sharing of information, arts education initiatives, projects and events as determined by the organization.

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity
- Presenting - Visual Art/Exhibitions

### **Top Priorities for Future:**

1. Community Outreach and Mobilization in preparation for the upcoming Dublin Cultural Arts Center 2. Advocating for and representing the arts, with an emphasis on the visual arts, in local and regional forums 3. Building our regional footprint and securing consistent funding and support

### **Master Plans:**

- Annual Program Plan (for information contact organization)

## DUBLIN ARTS COLLECTIVE continued

### Current Program and Service Highlights:

- Programs:
  - Art-in-Neighborhood Art Circuit
  - Artist Mentorship
  - Adult Art Workshops
  - Art's Cool Middle School Arts Enrichment
  - Art Challenges, Artist Social Excursions
- Services:
  - Gallery Quest (partnering with local business for art exhibitions)
  - Point of Contact for local visual arts projects

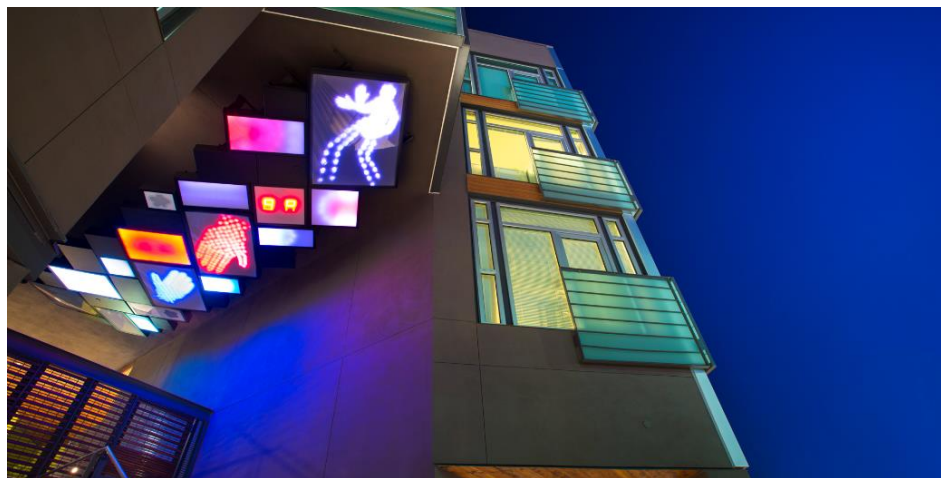
### City Partnership Projects and Community Relationships:

- City of Dublin partnerships for major festivals / events and temporary public art displays including:
  - Splatter Festival
  - Commemorative T-Shirt Contest
  - Dublin Paint Out
- Community Relationships including:
  - Tri-Valley Cultural Tourism Working Group Member
  - Dublin Chamber of Commerce Member
  - Tri-Valley Nonprofit Alliance Member
  - TEDxEmeraldGlenPark





## CITY OF EMERYVILLE Art In Public Places Program



Images from Top to Bottom, Left to Right: *Emeryville Treasure Map* at Sherwin & Horton Streets (2021) mural and photo by Nigel Sussman; Bus Shelter Program (new works every 4 months); artwork by and photo by Jesslyn Aaland; *chocolate cake with rainbow sprinkles* (2022) private AiPP by Sofia Ramos, Christie Park, photo by Amber Evans; City Purchase Award *Grasshopper* (2023) on City Hall by artist Ken Kalman; photo Amber Evans; Light sculpture installation *Crossing Sign Mosaic* private AiPP (2015); artwork and photo by Therese Lahaie; Blessing Hancock's sculpture *DNA* private AiPP (2019) artwork and photo by Blessing Hancock; Guillaume Ollivier's *Light on the Bay* on Hollis Street (2022) photo by Amber Evans.

## CITY OF EMERYVILLE

### Art In Publics Places Program

**Established:** 1991

**Organization:** The Program is managed by the Economic Development Division of Community Development Dept.

**Location:** City Hall 1333 Park Avenue Emeryville 94608

**Lead Staff:** Amber Evans, Community and Economic Development Coordinator

**Phone:** 510-596-4382

**Email:** [aevans@emeryville.org](mailto:aevans@emeryville.org)

**Website:** [www.emeryville.org/publicart](http://www.emeryville.org/publicart)

**Staffing:** 1 part time staff and 9 volunteers

**Venues:** The city owns an undeveloped facility for the development of an arts center.

**Annual Budget:** Staff and consultants: \$178,000, Maintenance \$45,000, Celebration of the Arts \$40,000, Bus Shelter Temporary Art \$12,000, Purchase Award \$30,000, Visual Grants \$50,000, Mural Program \$80,000

**Organizational Funding:** General Fund and General Plan Maintenance funds staff, Residual property tax from the Former Redevelopment funds program \$140,000 and interest \$8,000 annually. Deposits from private development in lieu of on-site development as per ordinance can fund capital projects and murals.

**Oversight Leadership:** The Public Art Committee has nine seats both resident and business representatives allowed. Two-year terms, multiple terms allowed. Appointed by the City Council. Online application. No honorarium. Meets monthly. Advises City Council on all commissions, grants, donations, projects, and programs. Any art to be displayed in or on a city facility is reviewed by the Committee.

#### Mission Statement:

- Promote the visual arts in Emeryville
- Develop a public art program unique to Emeryville
- Invite public participation in and with public spaces
- Provide unusual and challenging employment opportunities
- Encourage collaborations with artists, architects and engineers
- Encourage and support participation by women and minority groups that have been underrepresented
- Support artist participation on design teams for planning public projects
- Encourage and support Emeryville's pluralistic culture, which includes artists
- Encourage a variety of art forms

#### Types of Programs and Services Provided:

- Public Art Program for city government funded and/or managed Public Building Projects
- Grants for Nonprofit Arts Organizations and Individual Artists
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions

#### Top Priorities for the Future:

- Implement Public Art Master Plan, restore Neighborhood Convergence, and implement the Visual Arts Grants, continue Murals, Bus Shelter, Utility Box and Purchase Award programs.

#### Master Plans:

- Emeryville Public Art Master Plan was adopted in 2016 with no end date and scope of work with Departments citywide.
- The City General Plan and Economic Plan also reference and create policy support for the visual arts.

## CITY OF EMERYVILLE

### Art In Publics Places Program continued

#### Current Program and Service Highlights:

- Purchase Award
- Art Donation programs
- Bus Shelter Temporary Art Installation (4 locations)
- Mural Program
- Visual Arts Grants Pilot
- City Commissioned Art in Public Facilities and Utility Box Art
- Percent for Art in Private Development, Residential Development, and Municipal Projects
- Lead for the Rotten City Cultural District
- Otocast Audio Tours of the Cultural district and Artists and Artwork featured in City Hall
- Public Art Walking and Biking Map

#### Public Art Funding:

Funding includes: General Funds and General Plan Implementation Funds for staff; Residual Property Tax of \$140,000 from the former Redevelopment Agency and Interest of \$8,000 from Deposits, for annual art programs. Deposits from private development in lieu of on-site development, as per ordinance can be as much as \$300,000 per project, fund murals and new art projects.

#### Public Art Program:

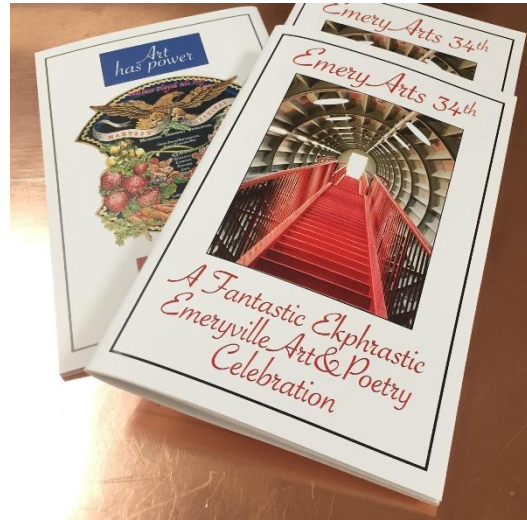
Public art ordinances established the Public Art Committee and the Art in Public Places (AiPP) fees on municipal and commercial projects in 1991. A resolution provided implementation guidelines. An ordinance in 2005 extended half of the percent to residential development. A Public Art Master Plan was adopted by resolution 25 years after the AiPP Ordinance. Current projected investment by private development in required public art currently estimated at \$5.7 million over 1.2 square miles.

A summary of the ordinances include:

- 1.5% for municipal building projects. The Building Division provides valuation by the department constructing the project, and 1% in funds are deposited in the Art in Public Places Program for the Public Art Committee to advise Council on installation(s) at the project site and 0.5% is for maintenance of the collection city-wide. Consultants are paid by Fund, not the project.
- 1% for Commercial and 0.5% for Residential building projects. The Building Department is provided valuation by the developer for all fees. Staff verify it and assign fees for the Art in Public Places Program along with other fees. Projects under \$300,000 in value or less than 20 dwelling units are exempt from the fee. Eligible costs do not include the developer's administrative costs. Additionally, they cannot hire a consultant with fees. If hired, they must be paid separately.



## EMERYVILLE CELEBRATION OF THE ARTS



Images from Top to Bottom, Left to Right: Exhibiting artists Mark Galt and Nancy Klein Green in conversation with guests on opening night (2016), photo by Jim Dennis; Ekphrastic Poetry Chapbook containing poems created by 34th Annual Sarah Kobrinsky's poetry workshop participants (2020), photo by Sharon Wilchar; Street Banner featuring the work of exhibiting artist Michael Murphy (2020), photo by Sharon Wilchar; Visitors at the 30th Annual Emeryville Exhibition (2016), photo by Jim Dennis; Ekphrastic Poetry reading with improvisational jazz duo Ryan Pate and Dillon Vado 36th Annual (2022), photo Sharon Wilchar; Opening Night 35th Annual with Dorian Bartley/The doRiaN Mode: Vintage Jazz & Blues (2021), photo by Jim Dennis; Nancy Karp + Dancers performance for Anna Yates Elementary School 2nd grade at the 36th Annual (2022), photo Sharon Wilchar.

## EMERYVILLE CELEBRATION OF THE ARTS

**Established:** 1987

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 1420 45<sup>th</sup> Street #22, Emeryville, CA 94608  
Mailing Address: P.O. Box 8126, Emeryville, CA 94662)

**Lead Staff Name:** Sharon Wilchar, Project Coordinator

**Phone:** 510-652-6122

**Email:** emeryarts@aol.com

**Website:** [www.emeryarts.org](http://www.emeryarts.org)

**Staffing:** 4 part-time consultants and 120 volunteers

**Venues:** Rotating donated space of 7,000 to 10,000 sq/ft space each year. Future venues expected in 2023 include the City of Emeryville Art Center and a satellite Gallery Emery.

**Organizational Partnerships:** Active partner with City of Emeryville and Rotten City Emeryville Cultural District, a program of the California Arts Council.

**Annual Budget:** \$76,000

**Organizational Funding:** Grants, business and individual contributions, as well as 25% of artwork sales, and 100% net of our publications and commemorative items.

**Oversight Leadership:** The five person Board of Directors includes business owners, residents, and artists. They meet as needed and advise the Project Coordinator. The Coordinator oversees other consultants and consults with key Board Members on their oversight of various volunteer activities. Board Members are also part of the Operating Committee and, as such, are actively involved in fund raising, temporary venue identification, and day-to-day volunteer coordination.

### Mission Statement:

The mission of the nonprofit Emeryville Celebration of the Arts is to foster an appreciation of the arts and artists of Emeryville and promote the city's image as a culturally vital and progressive center for living and working. It's purpose is to:

- Enhance the quality of life in Emeryville
- Recognize the arts as a major cultural and economic resource
- Increase citizen involvement in the arts
- Increase public awareness of creative expression in Emeryville
- Partner with the City of Emeryville in the Rotten City Emeryville Cultural Arts District

### Types of Programs and Services Provided:

- General Support/Advocacy for Arts, Culture and Creativity; Informal Advisory Capacity to the Mayor and City Council
- Grants for Individual Artists (as Fiscal Sponsor)
- Arts Education Program
- Presenting - Visual Art/Exhibitions
- Presenting - Performing Arts/Theater, Music, Dance, etc.
- Poetry Program

### Top Priorities for the Future:

- Continue the 37 year tradition of large annual juried exhibition including advocacy for a permanent Art Center for Emeryville
- Inaugurate programs & management of Gallery Emery in 2023
- Increase already active partnership in Rotten City Emeryville Cultural Arts District including developing new opportunities for our city's creative "makers"

### Master Plans:

Annual Program Plan (for information contact organization)

## EMERYVILLE CELEBRATION OF THE ARTS continued

### **Current Program and Service Highlights:**

- Month-long annual, large, juried art exhibition
- Integration of artist, residential, and business volunteers into mounting and staffing the Exhibition
- Poetry workshop and poetry readings
- Student, Senior, and general public Exhibition tours
- Resource to the Emeryville Community, Alameda County, and Bay Area visitors for additional art experience activities in our city available throughout the year through distribution of information including: Public Art Walking Map, Bus Shelter Art information, mural walking tour, Rotten City Emeryville Cultural District, etc.
- Resource to a large network of Emeryville creatives by providing information on additional art opportunities in our City, Alameda County, and the State of California through e-mail communiques

### **Partnership Projects and Community Relationships:**

- Encourages awareness, appreciation and participation of the arts through community events, communications and other outreach and engagement opportunities
- Promotes and supports partnerships with other organizations at the city level and at the county as well as at state level
- Develops and strengthens partnerships with the local business community
- Promotes and supports opportunities with the schools and the school district as helpful
- Partners with the city on ongoing program opportunities such as city arts festivals, Rotten City Emeryville Cultural Art District, and advocacy events such as city proclamations
- Creates links between artist and arts organizations to individuals, businesses and others





## CITY OF FREMONT Art Review Board



Image Above: A community unveiling event was held on June 14, 2019, for *Solacii*, by artist Tigre Bailando, a temporary art installation located in Fremont's Downtown.



Images to the Left: Box Art featuring Fremont History Box; *Love and Peace All Over the World* by Patterson School students; and a box designed by students at the California School for the Blind.



Image to the Left: *Lanterns*, Located at the Age Well Center at South Fremont, designed by local artists Jonathan Russell and Saori Ide Russell from RideArt Studio.



Images Bottom Row: *Dream Voyage*, by Larry Kirkland, an installation in the Fremont Main Library; *Flame of Inspiration*, located in the Warm Springs Innovation District and designed by artist Amie J. Jacobsen; and *Community*, also located in Warm Springs, designed by Michael Clapper.

## CITY OF FREMONT Art Review Board

**Established:** Mid-1970s

**Organization:** Sub unit of the Planning Board

**Location:** 39550 Liberty Street, Fremont, 94537

**Lead Staff:** Mark Hungerford, Staff Liaison

**Phone:** 510-494-4541

**Email:** [mhungerford@fremont.gov](mailto:mhungerford@fremont.gov)

**Website:** [www.fremont.gov/government/departments/city-clerk/boards-commissions-committees](http://www.fremont.gov/government/departments/city-clerk/boards-commissions-committees)

**Staffing:** 1 full time Staff (Board Secretary), 5 members of the Art Review Board

**Venues:** Meetings are public and held in the Niles Conference Room at the Development Services Center (39550 Liberty Street) on the third Wednesday of each month

**Organizational Funding:** General Fund, City 1% Funds, District-Based Public Art Payments

**Oversight Leadership:** There are five seats on the Board. There is an application process to City Council and the appointment is by the Mayor for a four year term. Members may serve three terms. There is not a honorarium. The Board advises the City in the selection of artists and artwork subject to the Art in Public Places Program Policy.

### **Mission Statement:**

The City of Fremont Art Review Board's mission is to promote community access to art, integrate it into daily life and create community interest that will enrich the economic vitality and cultural vibrancy of the city, creating a unique identity for Fremont.

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects

### **Top Priorities for the Future:**

- Priorities established in Annual Workplans and subject to City Manager's Office direction and City Council adoption

### **Master Plans:**

- [Art in Public Places Program Policy](#)

## CITY OF FREMONT

### Art Review Board continued

#### Current Program and Service Highlights:

##### Art in Public Places Story Map:

Many art installations can be found in public places throughout Fremont. The regularly-updated and interactive Art in Public Places Story Map includes photos and detailed information on over 60 art pieces in the City.

##### boxART! Story Map:

The City's boxART! program helps bring art to Fremont, beautify the community, and abate graffiti. Through the program, launched in 2014, over 90 of the City's traffic signal control boxes have been transformed into compelling and creative murals.

#### Public Art Funding / Programming:

City art programming is funded in two ways: 1) fees collected from private development (currently \$0.72 per sq. ft.) within established Arts Districts, and 2) the City 1% funds for construction of public projects.

Private development projects may either allocate 100% of the fee to the district's art fund or, in the event the project size is greater than 100,000 square feet of new floor area, allocate at least 50% to the art fund and the remainder amount towards an on-site art piece.

Public projects allocate 1% of the construction budget to the art fund to be used for art selection and installation. Funding for these public projects may be supplemented with fees collected from private development.



## FREMONT ART ASSOCIATION



Images Top Row, Left to Right: Fremont Art Association Art Gallery located at 37697 Niles Blvd., Fremont. The gallery has had a storefront in the Niles area of Fremont for 40 years. Watercolor Class; Photo by Teresa Schmidt.

Images Bottom Row, Left to Right: All art in the quarterly exhibits is made by members of the art association. Artworks shown in photos are from the gallery exhibit running from July 14 to October 1, 2023. Gallery photos by Mary Bobik.

## FREMONT ART ASSOCIATION

**Established:** 1959

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 37697 Niles Blvd., Fremont, CA 94536

**Lead Staff:** Mary Bobik, President

**Phone:** 510-754-3323

**Email:** [president@fremontartassociation.org](mailto:president@fremontartassociation.org)

**Website:** [www.FremontArtAssociation.org](http://www.FremontArtAssociation.org)

**Email Newsletter:** Approximately 300 contacts, members and non-members

**Printed Newsletter:** Local Color is sent to people on our email list and posted on the website

**Facebook:** 1,236 followers

[www.facebook.com/fremontartassociation](http://www.facebook.com/fremontartassociation)

**Instagram:** 192 followers

[www.instagram.com/fremontartassociation/](http://www.instagram.com/fremontartassociation/)

**Staffing:** Members who sell their art in the gallery volunteer to staff the gallery once a month.

**Venues:** Fremont Art Association rents a storefront in the Niles area of Fremont.

**Annual Budget:** \$47,000

**Organizational Funding:** Grants, member dues, donations, commissions from selling artwork in the gallery, and commissions from classes through the gallery.

**Oversight Leadership:** The Board of Directors is composed of 11 members of Fremont Art Association, elected by the membership. The term is one year and there are no term limits.

### Mission Statement:

The purpose of this organization shall be to cultivate, promote, and encourage the creation and appreciation of the arts within our community, and to provide programs for the members of the Association.

### Types of Programs and Services Provided:

- Presenting - Visual Art/Exhibitions
- Presenting - Performing Arts/Theater, Music, Dance, etc.

### Top Priorities for the Future:

- Presenting monthly meetings with artist demos on Zoom.
- Bringing classes back into the gallery slowly and carefully with a few small classes.
- The annual art show is returning in spring of 2023, along with a reception for the participating artists and the public.

### Master Plans:

- Annual Program Plan (for information contact organization)

## FREMONT ART ASSOCIATION continued

### **Current Program and Service Highlights:**

- Gallery located at 37697 Niles Blvd., Fremont has a wide range of artwork from members for sale to the public.
- Classes for adults and children are returning to the gallery.
- Monthly general meeting (first Wednesday of most months 1-3 pm) with a guest artist who presents a demonstration on Zoom. This format allows FAA to widen the range of where both the guest artists and the audience comes from. This demo is free and open to the public.
- This organization is open to showcasing art in many forms. In the past, Fremont Art Association has had events which highlighted singers (e.g., Bob Dylan), writers (e.g., Gertrude Stein), other cultures (e.g., the culture of India with food, music, and dance).

### **Partnership Projects and Community Relationships:**

- Encourages awareness, appreciation and participation in art activities within our local communities as well as the county and state by notifying members of events
- Participates in the local business community by being a member of Niles Main Street Association, and participating in some of their activities for the community
- Promotes opportunities with local schools (elementary through high school) to exhibit student art at various times during the year





**FREMONT CULTURAL ARTS COUNCIL, INC.**



Images from Top to Bottom, Left to Right: Students at Glankler Early Learning Center, Fremont, enjoying “April is Arts, Culture & Creativity Month” watercolor activity sheets provided by the Alameda County Arts Commission; Fremont Mayor Lily Mei presenting proclamation of April 2023 as Arts, Culture & Creativity month in Fremont to FCAC President Julie Gilson and Vice President Connie Chew; Public artwork on Fremont Cultural Arts Council facility windows, 3375 Country Drive, Fremont. Featured artwork images by Fremont photographers Jason Cheng and Carlos Sempere; FCAC Board member Al Minard with volunteers at FCAC’s October 2023 Flash Fiction Contest at Half Price Books, Fremont.

## FREMONT CULTURAL ARTS COUNCIL, INC.

**Established:** 1967

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 3375 Country Dr., Fremont, CA 94536

**Lead Staff:** Julie Gilson, President

**Phone:** 510-794-7166

**Email:** [info@fremontculturalartscouncil.org](mailto:info@fremontculturalartscouncil.org)

**Website:** [fremontculturalartscouncil.org](http://fremontculturalartscouncil.org)

**Email Newsletter:** 178 contacts

**Facebook:** 186 members

[facebook.com/groups/119993021352722](https://facebook.com/groups/119993021352722)

**Instagram:** 19 followers [@fcac\\_official](https://www.instagram.com/fcac_official)

**Staffing:** 35 volunteers

**Venues:** Office and meeting space leased from City of Fremont, and as available, rented to local arts and community organizations who must be members of the Council, at the proportional cost of utilities and insurance.

**Annual Budget:** Average annual expenditures 2020-2022: \$8,000 (includes facility rent annual payment of \$2,000 to City of Fremont and excludes discretionary grants, such as \$2,250 due to Covid)

**Organizational Funding:** Donations (40%), Rents from facility users (30%), Grants (15%), Member Dues (15%)

**Oversight Leadership:** Board of Directors of 13 seats including officers. Nine directors are elected by the members at the annual meeting and four directors may be appointed by the board. Terms are 1 year or when their successors are elected. Directors are unpaid volunteers.

### Mission Statement:

To promote cultural and fine arts in the City of Fremont. In addition to producing its own events, sponsoring and assisting other arts and cultural organizations produce events, the FCAC serves as a collective voice in matters of public policy affecting the cultural arts community, such as community and civic efforts to address the need for a performing arts facility and art in public spaces. These efforts further the practice and enjoyment of cultural arts by the community and enhance the visual environment and cultural richness of the community.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Grants for Nonprofit Arts Organizations
- Presenting - Exhibitions in multiple genres

### Top Priorities for the Future:

- Officer & board member recruitment
- Advocacy with City of Fremont for greater inclusion of art in City planning and greater funding for art
- Maintain successful existing programs

### Master Plans:

- Annual Program Plan (for information contact organization)

## FREMONT CULTURAL ARTS COUNCIL, INC. continued

### Current Program and Service Highlights:

- Produce annual arts events for community: Juried Photo Exhibit; Flash Fiction writing contest; Art in the Park; Las Posadas musical entertainment; founding member of Fremont Creates, a celebration of April as Arts, Culture and Creativity month.
- Manage office space (owned by City of Fremont) which is used as office and meeting space by Fremont arts and cultural organizations who are members of the Council
- Network for artists and arts organizations in Fremont
- Advocate for incorporating arts into City plans and increase visibility with City officials and staff

### City Partnership Projects and Community Relationships:

- Encourage awareness, appreciation and participation of the arts throughout community events, communications and other outreach and engagement opportunities
- Create links between artist and arts organizations to individuals, businesses and others
- Promote and support partnerships with other organizations at the city and state level
- Develop and strengthen partnerships with the local business community
- Promote opportunities with the schools and the school district such as art programs and activities at school sites and recognition by the school board
- Partner with the City and advocate for ongoing program opportunities such as enhancing the visual environment, arts festivals, as well as advocacy and awareness events such as city and school district proclamations



# HAYWARD ARTS COUNCIL



Images to the Left: Scholarship Award presented to Hayward Youth Poet Laureate Germani Latchison (center). "Days of Remembrance" Exhibition at the Library Galleries curated by 2023 Volunteer of the Year recipient Karla Lopez.



Image Above: Mayor and Council members presented HAC Board a Proclamation during Art, Culture & Creativity Month. Images to Left: "Arts Is Education" reception at City Hall John O'Lague Galleria; "AAPI Hawaiians in Hayward" & "Sea Level Rise" Exhibitions at the Library Galleries.

Images Above: Fabric Postcard Making Class in conjunction with "Black History Month" Exhibition and Chinese Brush Painting Class during "Spirit of Nature" Exhibition at the Hayward Public Library.

## HAYWARD ARTS COUNCIL (HAC)

**Established:** 1983

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 22100 Princeton Street, H2., Hayward CA 94541  
P.O. Box 126, Hayward, CA 94543

**Lead Staff:** Winda Shimizu, Executive Director

**Phone:** 510-538-2787

**Email:** [hac@haywardartscouncil.org](mailto:hac@haywardartscouncil.org)

**Website:** [www.haywardartscouncil.org](http://www.haywardartscouncil.org) 130 daily visitors

**Email Newsletter:** 568 subscribers

**Facebook:** 571 followers

[www.facebook.com/haywardartscouncil/](https://www.facebook.com/haywardartscouncil/)

**Instagram:** 672 followers

[www.instagram.com/haywardartscouncil](https://www.instagram.com/haywardartscouncil)

**Staffing:** 1 part-time staff; 14 volunteers

**Annual Budget:** \$32,000/year

**Organizational Funding:** City Funding, Grants, Member Dues, Yearly fundraisers

**Venues:** Office is located at the Adult School within the Hayward Unified School District. Gallery exhibitions and receptions, programs and board meetings are held within City of Hayward, Hayward Public Library, HUSD, and Hayward Area Recreation & Park district buildings.

### **Oversight Leadership:**

Nonprofit Board of Directors includes 14 members with 2 year terms with annual reviews. Positions include President, Vice President, Treasurer, Secretary. Board of Directors are unpaid volunteers.

### **Mission Statement:**

The mission of Hayward Arts Council (HAC) is to promote Hayward as a cultural center and to make the arts easily accessible to all members of the community.

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Presenting - Visual Art/Exhibitions
- Youth or Teen Poet Laureate

### **Top Priorities for Future:**

- Arts Education
- Expand exhibitions in social justice and climate change
- Highlight performing arts

### **Master Plans:**

- Annual Program Art Plan (for information contact organization)
- Hayward Arts Council is included in the [Hayward Unified School District's Visual and Performing Arts Plan](#)

## HAYWARD ARTS COUNCIL continued

### **Current Program and Service Highlights:**

- Hayward Arts Council (HAC) maintains five art galleries with rotating exhibits in Hayward: John O’Lague Galleria at City Hall (6 exhibits), two Library Galleries at Hayward Public Library(6 exhibits), Sunset Gallery at the Adult School (3 exhibits), Hayward Chamber of Commerce Gallery (4 exhibits), Hayward Area Senior Center Gallery (3 exhibits).
- In addition, HAC presents ten virtual solo exhibitions at [haywardartscouncil.org](http://haywardartscouncil.org). The third online international exhibition features an artist from India Anu.
- HAC coordinates special exhibitions highlighting climate change and unhoused crisis.
- All exhibitions and programs benefit Hayward residents, households, and businesses of all income levels. All galleries and programs are open to the public and serve a diverse population including students, seniors, and families.
- In 2022, HAC selected the first Hayward Youth Poet Laureate Germani Latchison and nine finalists.
- HAC collaborates with City staff and community members to oversee the design and building of the companion marker for the Japanese American public art at corner of Watkins and C Street at the Heritage Plaza.

### **Partnership with Hayward Unified School District and Educational Organizations:**

- All throughout the year HAC supports Hayward Unified School District which is a Title 1 school district with art supplies, exhibits, classroom lessons and art demos. It’s important to continue this support by offering art frames and supplies to teachers before conducting art lessons that lead to exhibits.
- The All-District Music Festival is a joint endeavor between the Hayward Arts Council and the Hayward Unified School District. Students practice the concert pieces under the direction of their HUSD music teachers as part of their regular curriculum. Then they have joint rehearsals with other schools before finally coming together for a free public concert.
- HUSD Visual and Performing Arts Plan—sponsoring Student of the Month, three Art IS Education exhibits, “Art IS Education” featuring K-12 students at John O’Lague Galleria, and two exhibitions at the Hayward Public Library Gallery, one highlighting the works of Seneca.org art students and one for HUSD middle school students.
- HAC offers free art demos and classes to include seniors, pre-K students in Head Start Program, special needs adults, and GED and ESL adult learners.
- HAC awards scholarships to Cal State University East Bay, Chabot College for four HUSD high school students every year.





## CITY OF LIVERMORE Commission for the Arts



Image Above: Commissioned by the City of Livermore Commission for the Arts; *Influx* sculpture by artist Cecilia Lueza, located beside the Springtown Branch Library, installed in 2022; Photo by Xochitl Ballesteros.



Image to the Left: "Picture This" public art exhibition for the Tri-Valley; "Poppies" and "Livermore" by artist Erin Cherniss.

Image Below: *Hope* by Fasm; Only Up 2020 Mural Fest. Photos by Xochitl Ballesteros.



Images to the Left: Cheza Nami Foundation, Inc.'s 10<sup>th</sup> Annual "Taste of Africa" Festival October 2022; Photo by Cheza Nami Foundation, Inc. Las Positas College 2023 Lit Fest "Drag Queen Story Time" with Donnell Brown, Jr; Photo by Meghan Swanson.

## CITY OF LIVERMORE Commission for the Arts

**Established:** 1869

**Organization:** Stand-alone city government department

**Location:** 1052 S. Livermore Avenue, Livermore, CA 94550

**Lead Staff:** Brandon Cardwell, Director of Innovation & Economic Development

**Phone:** 925-960-4000

**Email:** [info@livermoreca.gov](mailto:info@livermoreca.gov); [arts@livermoreca.gov](mailto:arts@livermoreca.gov); [iied@livermoreca.gov](mailto:iied@livermoreca.gov)

**Website:** [livermoreca.gov](http://livermoreca.gov)

**Email Newsletter:** [info@livermoreca.gov](mailto:info@livermoreca.gov)

**Facebook:** [www.facebook.com/cityoflivermore](https://www.facebook.com/cityoflivermore);

7.4K followers

**Instagram:** [linktr.ee/cityoflivermore](https://linktr.ee/cityoflivermore); 3.3K followers

**Twitter:** @cityoflivermore; 4.2K followers

**LinkedIn:** City of Livermore; 1.6K followers

**Staffing:** 4 full time staff and 1 part-time temp staff

**Annual Budget:** Arts activities, programs, and installations are funded by the Public Art Fund and partly through the General Fund. More info at [Annual Financial Reports](#).

**Organizational Funding:** General Fund, Public Art Fund.

**Oversight Leadership:**

- Commission for the Arts has 9 seats
- Term Limit: 2; term length is 4 years
- Members are not paid
- Appointment by City Council with Subcommittee Interviews

### Mission Statement:

Strengthen Livermore's arts and culture ecosystem.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Grants for Individual Artists
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions
- Poet Laureate Program

### Top Priorities for the Future:

- Implementation of Master Arts Plan "Creative Livermore"

### Master Plans:

- [Creative Livermore – A Framework for the Future of Arts and Culture](#)

## CITY OF LIVERMORE

### Commission for the Arts continued

#### Current Program and Service Highlights:

- Art in Public Places Program
- Commission for the Arts

#### Public Art Program:

- Art in Public Places is a chapter in the Municipal Code; other programs are approved via Resolutions by the City Council.
- Program was established in 2007. Private developers are required to install art or pay an in-lieu fee of 1/3 of 1% or .33 of the project cost



## LIVERMORE ART ASSOCIATION



Images from Top to Bottom, Left to Right: Livermore Art Association (LAA) Members participating in Art Talks on the lawn of Carnegie Park, Livermore, 2022. LAA Artist at LAA site of TVAST (Tri Valley Artist Studio Tour) 2023. Members at LAA's annual potluck in 2022 at Charles R. Winery. Artists and community members at LAA booth at ArtWalk 2022. Community members at our annual Spring Art Show in 2022; Artist demo at monthly general meeting. All photos by Christine Watters except Spring Art Show in 2022, photo by Craig Varden.

## LIVERMORE ART ASSOCIATION

**Established:** 1957

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 2155 3rd Street, Livermore, CA 94550

**Lead Staff:** Christine Watters, President

**Phone:** 925-556-4500

**Email:** [info@livermoreart.org](mailto:info@livermoreart.org)

**Website:** [www.livermoreartassociation.org](http://www.livermoreartassociation.org)

**Email Newsletter:** Approximately 145 contacts

**Facebook:** 574 followers

[www.facebook.com/LivermoreArtAssociation](https://www.facebook.com/LivermoreArtAssociation)

**Instagram:** 573 followers

[www.instagram.com/livermore\\_art\\_assoc](https://www.instagram.com/livermore_art_assoc)

**Staffing:** Volunteer-run with a working board of nine, plus visual art show chairs.

**Venues:** The Livermore Art Association Gallery is in the Carnegie Building in Carnegie Park, Livermore. It is a shared space with Livermore Heritage Guild.

**Annual Budget:** \$20,000

**Organizational Funding:** Member Dues, Donations, City Arts Grants, County Arts Grants, and other Grants

**Oversight Leadership:** Board consists of four officers (President, Vice President, Secretary, Treasurer) and committee chairs (Programs, Membership & Hospitality, Property, Publicity, Gallery Director, Shows), and volunteers for the Portfolio Editor newsletter

### Mission Statement:

The Livermore Art Association (LAA) is a nonprofit organization founded in 1957 to promote public interest and appreciation in the fine arts and the fine crafts, as well as to encourage the artistic progress and the development of its members.

Membership is open to anyone interested in the fields of arts and crafts.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Arts Education Program
- Presenting - Visual Art/Exhibitions

### Top Priorities for the Future:

- Increase programming (shows and events)
- Revise our internal processes to meet future growth
- Grow awareness of our organization and increase participation in our event

### Master Plans:

Annual Program Plan (for information contact organization)

## LIVERMORE ART ASSOCIATION continued

### **Current Program and Service Highlights:**

- Present and sponsor 5 regular art shows including the signature Spring Art Show, Essential Figure Show, Paint Livermore (outdoor painting event), and shows at the public library
- Host monthly general meetings in collaboration with Pleasanton Art League and Dublin Arts Collective. Each meeting has a program provided by a speaker on an art-related topic. Meetings are open to the public.
- Provide Art Space studio visit to one of our member artist's workspace. Goal is to facilitate artist-to-artist connections and to give an opportunity to see how others work.
- Manage the LAA Art Gallery and Gift Shop which is a co-op of our member artists that shows and sells members' artwork.

### **Partnership Projects and Community Relationships:**

- LAA works closely with Pleasanton Art League (PAL) when planning our activities. LAA and PAL jointly host an annual potluck in September for members of both organizations in lieu of a general meeting. The monthly newsletter, the Portfolio, is for members of both LAA and PAL.
- LAA is a member of Livermore Cultural Art Association, Tri-Valley Nonprofit Alliance and Livermore Downtown Inc.
- LAA also works with Alliance for the Visual Arts (AVA).





## LIVERMORE CULTURAL ARTS COUNCIL



Images from Top to Bottom, Left to Right: Chris Bradley Jazz Band performs at Annual Tuesday Tunes, Cantabella Children's Chorus, and Valley Concert Chorale Christmas Concert. Visit [lcac.org](http://lcac.org) for more information.

## LIVERMORE CULTURAL ARTS COUNCIL

**Established:** 1966

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** Livermore, CA 94550

**Lead Staff:** Elizabeth Trutner, President

**Email:** LivermoreCulturalArtsCouncil@gmail.com

**Website:** [www.lcac.org](http://www.lcac.org)

**Instagram:** 560 followers

**Staffing:** Volunteer-run organization

**Annual Budget:** \$15,000 to \$20,000

**Organizational Funding:** Grants and donations from individuals.

**Organizational Partnerships:** LCAC is wholly independent from the City of Livermore, although a council member attends the membership meetings. Our aim has been to encourage collaboration among the member organizations, to increase their visibility, to serve as a resource, and to promote cultural arts programming in Livermore.

**Oversight Leadership:** Only 503(c) organizations and invited public entities may be members of LCAC. Member delegates attend meetings and vote on behalf of the organization they represent. An Executive Committee of 5 people tends to the day-to-day operations of the organizations. There is no honorarium.

### Mission Statement:

The Livermore Cultural Arts Council (LCAC) is a collective of individuals, nonprofit organizations, businesses, and local government representatives with a shared passion for creative expression. We promote and celebrate the arts, in all their beauty and diversity, to enhance the lives of Tri-Valley residents and visitors alike. We unite and serve local artists to foster a vibrant and thriving cultural arts community.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Presenting – Music series
- Networking meetings and promotion for member organizations

### Top Priorities for the Future:

- Ensure quality programming and services continue to be offered in the future
- Explore marketing opportunities and strategies for member organizations
- Share grant opportunities with member organizations
- Maintain and continue to improve LCAC's website
- Revisit organizational documents, membership requirements, and dues
- Increase networking for those involved in the cultural arts
- Expand LCAC's reach and impact

### Master Plans:

Annual Program Plan (for information contact organization)

## LIVERMORE CULTURAL ARTS COUNCIL continued

### **Current Program and Service Highlights:**

- Bi-monthly meetings are designed to educate member organizations on topics including marketing, fund raising, insurance, legal issues, mentoring, board performance, EDI issues, and grants
- Advocacy, mostly at local level
- Maintain calendar of events on website
- E-Canary newsletter and Social Media to promote member organizations and events
- Tuesday Tunes summer outdoor concerts to raise awareness of arts in the community
- Organized a month-long display of member organizations' banners in the Livermore library
- Currently, the membership includes only 501(c)(3) cultural arts organizations. However, LCAC is in the process of re-structuring to open membership with a leadership program and other offerings.

### **Partnership Projects and Community Relationships:**

- Encourage awareness, appreciation and participation of the arts through community events, communications and other outreach and engagement opportunities
- Promote and support partnerships with other organizations at the city level and at the county and state level
- Develop and strengthen partnerships with the local business community
- Promote opportunities with the schools and the school district such as art programs and activities at school sites and recognition by the school board
- Partner with the city on ongoing program opportunities such as city arts festivals as well as advocacy and awareness events such as city and school district proclamations
- Create links between artist and arts organizations to individuals, businesses and others



## LIVERMORE VALLEY ARTS



Image Above: Livermore Valley Arts venue, the Bankhead Theater regularly presents sold out concerts at the beautiful, intimate 503-seat venue. Recent star sell-outs include Al Franken, Lea Salonga, The Smothers Brothers, Paula Poundstone and Debbie Gibson (pictured).



Images to the Right: Livermore Valley Arts offers educational activities, performances at schools and at the Bankhead Theater, and free events on the Bankhead Plaza for the whole family, such as our Cultural Celebration Series and ArtWalk.



Images to the Left: In enriching the lives of young people through art, Livermore Valley Arts fully supports East Bay Jazz, an after-school program for high-caliber high school jazz musicians, in addition to offering classes, workshops, camps, & many other activities at both the Bankhead Theater & The Bothwell Arts Center. Besides the performances on the Bankhead stage, the UNCLE Credit Union Art Gallery in the Grand Lobby of the theater also inspires & engages visitors.

## LIVERMORE VALLEY ARTS

**Established:** 1999

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** 2400 First St, Livermore, CA 94550

**Lead Staff:** Chris Carter, Executive Director

**Phone:** 925-373-6100

**Email:** [boxoffice@bankheadtheater.org](mailto:boxoffice@bankheadtheater.org)

**Website:** [livermorearts.org](http://livermorearts.org), 10,000-15,000 monthly visitors

**Facebook:** [/livermorevalleyarts](https://www.facebook.com/livermorevalleyarts), 7,800 followers

**Instagram:** [@livermorevalleyarts](https://www.instagram.com/livermorevalleyarts), 2,212 followers

**Twitter:** [@livermorevalleyarts](https://twitter.com/livermorevalleyarts), 1,752 followers

**Staffing:** 13 full time staff, 45 part time staff, 200 volunteers

**Venues:** Bankhead Theater and Bothwell Arts Center

**Annual Budget:** About \$3.8 million

**Organizational Funding:** During a normal, non-covid year, approximately 50% of our revenue is earned (ticket sales, camp/class fees, rentals) and 50% is contributed. Most contributions come through private philanthropy. LVA has a capital lease agreement with the city on our building and pay \$1 annually.

**Oversight Leadership:** LVA has a nonprofit board of directors.

- 19 Members are nominated to a 3-year term by the governance committee and approved by the board
- Each term can be renewed once
- Board members are not paid
- Board members serve five key roles: 1) Trustees 2) Donors 3) Ambassadors 4) Consultants

### Mission Statement:

The mission of the Livermore Valley Arts (LVA) is to offer a broad range of arts opportunities and experiences to engage our diverse community. LVA's vision: Become the heart of a vibrant cultural arts community.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Arts Education Program
- Presenting - Visual Art/Exhibitions
- Presenting - Performing Arts/Theater, Music, Dance, etc.

### Top Priorities for the Future:

- Increase earned revenue and diversify contributed revenue sources.
- Continue growing our programming by investing in arts programs that are diverse, broadly attractive, and meaningful.
- Grow our staff to meet the demands of the community.

### Master Plans:

- 3-Year Strategic Plan (for information contact organization)
- Operations and Use Plan

## LIVERMORE VALLEY ARTS continued

### Current Program and Service Highlights:

- The Bankhead Theater is a state of the art 507 seat theater in downtown Livermore. The Bankhead provides a home for nine Resident Companies and a venue for the Bankhead Presents season of touring professional performing arts presentations, popular entertainment, special attractions and family performances. It also serves as a community resource available for rental to schools, community college, nonprofit organizations, corporations, and municipal, county and national government institutions.
- The Bothwell Arts Center is an arts incubator and offers affordable classroom, rehearsal, performance, event, and studio space for artists, musicians, actors, singers, choir and other individuals, groups or events with a cultural arts focus.
- Community events, such as ArtWalk, and free cultural celebrations, also involve LVA.
- Educational Programming in our various facilities and/or in school district spaces in cooperation with the local school districts.
- Honorary Arts Committee

### City Partnership Projects and Community Relationships:

- Encourage awareness, appreciation and participation of the arts throughout the community events, communications and other outreach and engagement opportunities
- Promote and support partnerships with other organizations at the city level and at the county as well as at state level
- Develop and strengthen partnerships with the local business community
- Promote opportunities with the schools and the school district such as art programs and activities at school sites and recognition by the school board
- Partner with the city on ongoing program opportunities such as city arts festivals as well as advocacy and awareness events such as city and school district proclamations
- Create links between artist and arts organizations to individuals, businesses and others
- Invest in partnership arts programs that are offered for free to the community





**CITY OF NEWARK  
Public Art Program**



Images from Top to Bottom, Left to Right, : Community members participating in chalk art activity at the May 2023 Community Celebration following the Swearing in Ceremony of Alameda County Supervisor Elisa Márquez; Newark City Hall; Community members participating in the Alameda County Arts Commission’s free watercolor activity sheet art engagement project at the May 2023 Community Celebration following the Swearing in Ceremony of Alameda County Supervisor Elisa Márquez. Photos of people by R. Osajima.

## CITY OF NEWARK Public Art Program

**Established:** 1955

**Organization:** The coordination of the Public Art Program is currently conducted through the City Manager's Office.

**Location:** 37101 Newark Blvd, Newark, CA 94560

**Lead Staff:** Roya Gonzalez, Administrative Analyst, City Manager's Office

**Phone:** 510-578-4284

**Email:** [roya.gonzalez@newark.org](mailto:roya.gonzalez@newark.org)

**Website:** [www.newark.org](http://www.newark.org)

**Staffing:** 1 staff

**Venues:** City-owned buildings are managed and maintained by the City.

**Annual Budget:** No set annual budget at this time, the budget will be updated based on the 5-year project plan of the Public Art Master Plan Update, when approved.

**Organizational Funding:** Art in Public Places fee charged for new developments.

**Oversight Leadership:** Recommendations will be provided as part of the Public Art Master Plan Update.

### **Mission Statement:**

Approach the entire City as a canvas for public art while cultivating public art audiences and community support and developing projects in which public art can play a role.

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions
- Poetry Program/Poet Laureate/Youth or Teen Poet Laureate

### **Top Priorities for the Future:**

- Complete the Public Art Master Plan Update, including five-year project plan
- Establish a feasible plan that provides Public Art to the community
- Launch the Utility Box Program

### **Master Plans:**

- Public Art Master Plan was approved by City Council in 2001.
- Currently working with Gail M. Goldman Associates & Art Builds Community for a Public Art Master Plan *Update* – scheduled to be complete in fall 2023.

## CITY OF NEWARK

### Public Art Program continued

#### **Public Art Master Plan Goals:**

Currently working with Gail M. Goldman Associates & Art Builds Community for a Public Art Master Plan *Update* – scheduled to be completed in fall 2023.

1. Approach the entire City as a canvas for public art.
2. Cultivate public art audiences and community support.
3. Develop projects in which public art can play a role in achieving other community-building goals and objectives.
4. Establish a formal structure for the Public Art Program.
5. Encourage art that is accomplished and which maintains professional standards commensurate with the region's national standing as a center for arts and culture.

#### **Public Art Funding:**

Public Art Program is funded by the Art in Public Places and Private Development Fee collected on new residential, office, light manufacturing, and high technology development (Resolution 6584).

#### **Public Art Program:**

The Public Art Program was established in 1992, with the approval of Resolution 6582. The Resolution set forth basic goals and parameters and called for the creation of the Public Art Master Plan, which was approved by City Council in 2001.



CITY OF OAKLAND  
Cultural Affairs Division



Images from Top to Bottom, Left to Right: 2023 World Refugee and Immigrant Day Festival, photo by Claire S Burke; Rainbow Recreation Center, 2019 Glass Mosaic, Artist: Johanna Poethig; MacArthur Gateway Arches, 2019, MacArthur Avenue, Painted steel, Artist: Eric Powell; Alphabet Rockers "Movement in Action" at OMCA, photo by Chrissy Mulvihill; Oakland Theater Project's *Exodus to Eden*, photo by Ben Krantz Studio.

## CITY OF OAKLAND Cultural Affairs Division

**Established:** 1985

**Organization:** The Cultural Affairs Division (CAD) is a Division of the Department of Economic and Workforce Development for the City of Oakland.

**Location:** 1 Frank Ogawa Plaza, 9th Floor, Oakland, CA, 94612

**Lead Staff:** Roberto Bedoya, Cultural Affairs Manager

**Phone:** 510-238-2136

**Email:** rbedoya@oaklandca.gov

**Website:** oaklandca.gov/topics/arts-and-culture-in-Oakland

**Email Newsletter:** 3,089 contacts

**Facebook:** <https://www.facebook.com/oaklandculturalaffairs>

**Instagram:** @cityoak\_arts\_culture

**Staffing:** 6 full-time Staff, 1 part-time Staff (3 total vacancies)

**Venues:** Office space is provided by City Government.

**Annual Budget:** \$4,199,809 (0.362% of the City of Oakland's total budget)

**Organizational Funding:** City Government General Fund, Funds related to Public Art Ordinance, Transit Occupancy Tax

**Oversight Leadership:** The Cultural Affairs Commission is an advisory body to the Mayor, City Council, and City Administrator on matters affecting cultural development in Oakland. Membership: 11 commissioners with 10 regular appointments and 1 appointment selected from the Public Art Advisory Committee. Term Limit: 2 consecutive terms. Commissioners are unpaid volunteers. No honorariums are paid for participation.

### Mission Statement:

Oakland's Cultural Affairs Division (CAD) is housed in the City's Economic & Workforce Development Department whose mission is to increase investment in Oakland in a way that contributes to the growth of the City's economy, fosters fiscal sustainability, expands job opportunities for all Oakland residents, and enhances the City's sense of place and quality of life.

### Types of Programs and Services Provided:

- General Support and Advocacy for Oakland Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Grants for Individual Artists
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Poet Laureate Program

### Top Priorities for the Future:

- Staffing
- Communications
- Growth in re-granting resources

### Master Plans:

Belonging in Oakland: A Cultural Development Plan provides a roadmap to support the role of culture in building a just and equitable city – so that every Oaklander in every neighborhood has access to cultural amenities. It was adopted by Oakland City Council in July 2018.

## CITY OF OAKLAND

### Cultural Affairs Division continued

#### **Current Program and Service Highlights:**

- Cultural Funding Program provides approximately \$1.8 million in grants to support the arts in Oakland, including festivals, arts programming, individual artist projects, and general operating support for arts nonprofit organizations.
- Public Art Program provides over \$1 million in funds currently dedicated for public art installations across Oakland.
- Organizational Partnerships: The Cultural Affairs Division forms strategic alliances between business, government agencies, and private philanthropy to supports civic arts programs.
- The Cultural Affairs Commission is an advisory body to the Mayor, City Council, and City Administrator on matters affecting cultural development in Oakland. The Commission members act as ambassadors and advocates for arts and culture in the city.

#### **Public Art Funding:**

The City's Public Art Program has more than \$1 million in funds currently dedicated for public art installations across Oakland. Projects include City funded and/or managed Public Building Projects/Public Capital Improvement and Private Development Building Projects. The overall percentage for the "Percent for Art" is 1.5%. The percentage is calculated as a percentage of total municipal Capital Improvement Project (CIP) budget. The "Percent for Art" budget may include administrative and maintenance costs. Restrictions or caps on percentage spent must follow funding source requirements.

#### **Public Art Program:**

Public Art requirement for municipal Capital Improvement Projects (CIP) established by ordinance in 1989.





## CITY OF PLEASANTON

### Civic Arts Commission | Civic Arts & Events



Image Above: Firehouse Arts Center located in Downtown Pleasanton.



Image to the left: Harrington Gallery, California Watercolor Association Exhibition. Images Below: Movies in the Park; In-house youth theater program serving ages 5 - 18.



Images to Left: Project Paint Box: *I Love Pleasanton*; *Monet's Bench*, one of 46 public art pieces; Jared Frieberg performing on the Firehouse Arts Center stage.

## CITY OF PLEASANTON

### Civic Arts Commission | Civic Arts & Events

**Established:** 1894

**Organization:** Civic Arts and Special Events is a Division of the Library and Recreation Department

**Location:** 4444 Railroad Ave., Pleasanton, CA 94566

**Lead Staff:** Mark Duncanson, Recreation Supervisor;  
Rachel Prater, Recreation Manager

**Phone:** 925-931-5340

**Email:** [firehouseartscenter@cityofpleasantonca.gov](mailto:firehouseartscenter@cityofpleasantonca.gov)

**Website:** [firehousearts.org](http://firehousearts.org)

**Email Newsletter:** 23,755 ([Firehouse Arts Center Newsletter](#))

**Facebook:**

[www.facebook.com/PleasantonLibraryandRecreation](http://www.facebook.com/PleasantonLibraryandRecreation)

[www.facebook.com/FirehouseArtsPleasanton/](http://www.facebook.com/FirehouseArtsPleasanton/)

**Instagram:** [pleasantonlibandrec](#) | [firehousearts](#)

**Twitter:** @pleasantonca / 7,235 followers

**Staffing:** 5.75 full time Staff, 25-30 temporary staff

**Organizational Partnerships:** Pleasanton Art League, Pleasanton Cultural Arts Council, Museum on Main, Pleasanton Downtown Association

**Venues:** Firehouse Arts Center and Amador Theater

**Annual Budget:** \$1,049,542

**Organizational Funding:** City General Fund and revenue from program fees, ticket sales, and donations.

**Oversight Leadership:** Civic Arts Commission is an advisory body to the City Council. Commissioners are selected by the Mayor. Location: 200 Old Bernal Avenue, Pleasanton.

Membership: 9 members, 4 year terms, Maximum 2 terms

#### Library and Recreation Department Mission Statement:

Start your journey here. Discover, Connect, Enjoy.

#### Types of Programs and Services Provided:

- General Support/Advocacy for Arts, Culture and Creativity; Advisory Capacity to the Mayor and City Council
- Grants for Nonprofit Arts Organizations
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Presenting - Visual Art/Exhibitions
- Presenting - Performing Arts/Theater
- Teen Poet Laureate Program

#### Top Priorities for the Future:

- Pleasanton City Council Priorities (FY23/24, in development)
- DEI goals - Expand audience base with more representative acts (Artists of color, LGBTQA+, culture-positive events and performances)
- Increase community partnerships
- Implement sponsorship and donor program

#### Master Plans:

- Citywide Strategic Plan (in development)
- [Library and Recreation Strategic Plan 2019-2024](#)
- [2014 Cultural Plan](#)

## CITY OF PLEASANTON

### Civic Arts Commission | Cultural Arts & Events

#### Current Program and Service Highlights:

- The Firehouse Arts Center is a 20,000 square ft community arts center featuring a 221-seat theater, 2,000 square foot fine arts gallery, 1,800 square foot classroom space, and a grand lobby linking downtown Pleasanton to the facility's parkside patio
- The Amador Theater is a 375 seat performing arts facility; use of the theater is shared with Pleasanton Unified School District
- Temporary installation of two public art pieces at Cultural Arts Building, a Pleasanton Cultural Arts Council initiative, March 2023
- Pleasanton Youth Theater Company Main Stage, Honk Jr., March 24 - April 2, 2023
- Song of the Nightingale, Tri-Valley Repertory Theater, April 29 - Sunday, May 14, 2023
- 11th Annual "Fresh Works" Juried Exhibition, April 1 - June 10, 2023
- Summer Presenting Series, June-August 2023
- Return of Project Paint Box (utility box art), July 2023
- Youth and teen performing arts classes, workshops, and performances
- Professional musical theater company
- Volunteer Program (ushers, gallery docents)
- Visual arts gallery, programs, and lectures
- Contract Art Classes – Flower arranging, watercolor painting, and pencil drawing
- Movies in the Park

#### Public Art Funding:

The City budgets about \$100,000 per year for professional services for the repair and maintenance of public art, art installations, and project paint box (utility box art program). The City also has a public art donation account for art acquisition.

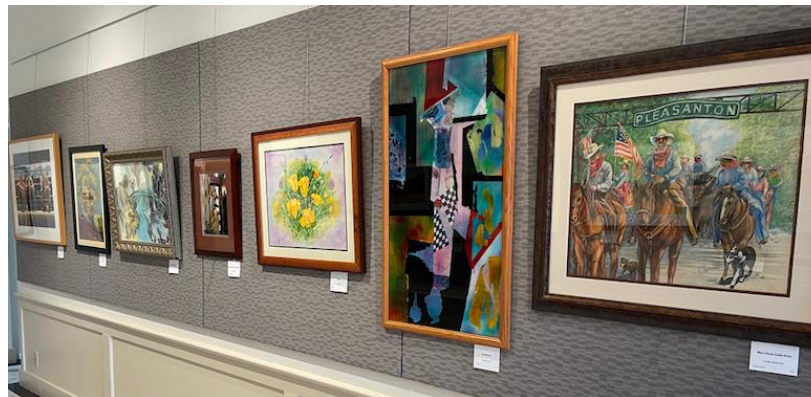
#### Public Art Program:

The City's Public Art Collection contains 42 pieces and 20 painted utility boxes.

[Pleasanton, California Municipal Code -Title 13 STREETS, SIDEWALKS AND PUBLIC PLACES](#)



## PLEASANTON ART LEAGUE



Images Top Row, Left to Right: PAL receives 2023 Arts, Culture and Creativity Month Proclamation at Pleasanton City Council meeting; PAL Members' Show at Museum on Main; Artist Nathaniel Bice paints the historic Kolln Hardware building during PAL's Paint Pleasanton Plein Air Event  
Images Bottom Row, Left to Right: PAL's Pals Youth Art Show at Stoneridge Shopping Center; Guest Artist Peeta Tinay's Demonstration at General Meeting; Lisa Rigge's workshop on Using Pan Pastels to Color Digital Photographs; Artist Amy Leung paints during PAL Art-Day-Out event at Alden Lane in Livermore.

## PLEASANTON ART LEAGUE

**Established:** 1969

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** P.O. Box 23, Pleasanton, CA 94566

**Lead Staff:** Meghana Mitragotri, President

**Email:** [info@pal-art.com](mailto:info@pal-art.com)

**Website:** <https://www.pal-art.com> - Monthly visitors: 200

**Newsletter:** The monthly PAL Portfolio newsletter is an online document sent to 170 PAL members.

**Facebook:** [facebook.com/PleasantonArtLeaguePAL/](https://www.facebook.com/PleasantonArtLeaguePAL/)

**Instagram:** [instagram.com/pleasantonartleague/](https://www.instagram.com/pleasantonartleague/)

**Staffing:** 100% volunteer-driven, PAL Board Members plus member artists/support staff/volunteers as needed

**Venues:** PAL pays for City Facilities and has an MOU with the City of Pleasanton to keep facility fees at a reasonable level. Local Businesses provide spaces for art exhibitions.

**Organizational Funding:** Grants, member dues, workshop fees, donations and a percentage of show registration fees and sales.

**Oversight Leadership:** 22 Board Members (4 Executive Officers – President, Vice-president, Secretary & Treasurer with 2 year terms, one Parliamentarian & 18 Committee Heads including Show Chairs)

### Mission Statement:

The arts are an essential element of a rich and vibrant community. The Pleasanton Art League believes that the arts are fundamental for developing individual potential. In this endeavor, the Pleasanton Art League supports facilities, education programs, and events that enable people to share ideas, display artwork, connect and dialogue with each other. The Pleasanton Art League is dedicated to making the visual arts an integral part of the fabric of life in the Tri- Valley Area and encourages an environment that embraces creativity and its expression.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Arts Education Program
- Presenting - Visual Art/Exhibitions

### Top Priorities for the Future:

- Increase our profile with the community and businesses that see value in art as it relates to their goals.
- Increase our grant writing capabilities and sources.
- Pursue activities with our youth to show them the value of participating in our organization as it relates to their goals and talents in art or nonprofit administration.

### Master Plans:

Annual Program Plan (for information contact organization)

## PLEASANTON ART LEAGUE continued

### Current Program and Service Highlights:

- Pleasanton Art League (PAL) members include artists of all skill levels, art lovers, and art patrons.
- Annual Museum on Main/PAL Art Exhibit “Imagination Expressed” including awards, judge’s presentation, and artist demos.
- Annual “Paint Pleasanton” *plein air* event that allows residents to watch artists paint the many historic locations within the city. Local businesses supply refreshments for the artists and visitors and a sponsored People’s Choice Award.
- Annual PAL Members’ Show at Firehouse Arts Center’s Harrington Gallery which includes awards along with judge’s comments, artist demonstrations, and a reception with entertainment provided by community partners.
- “Healing Spaces” exhibition at John Muir Health Walnut Creek Medical Center to create an ambiance of healing for patients, their family and friends, staff, volunteers, and healthcare practitioners.
- “PAL’s Pals” youth art show & competition open to the Middle and High school students of the Tri-Valley area. Artworks judged and selected for awards. Every student is presented a PAL’s Certificate of Participation and a letter with judge’s comments.
- PAL’s newest program “PAL-Art-Day-Out” encourages artists to paint outdoors in association with PAL’s partners and sponsors.
- Workshops with professional, established artists to provide unique educational opportunities to the community.
- Services for members include: free monthly meetings, opportunities to participate in PAL exhibitions and events, free artist promotion on various publicity platforms, and a personal website gallery page for a small fee.

### Partnership Projects and Community Relationships:

- Art Circuit: PAL has agreements with several businesses in Pleasanton and Dublin to exhibit artwork for PAL members.
- Media Tech Team: PAL partnered with the Livermore Art Association and the Dublin Arts Collective to develop capabilities to successfully and collectively host meeting sessions virtually, in-person, and in hybrid format.
- PAL Scholarships: PAL provides awards/scholarships to the students of Las Positas College as part of their Spring Art Festival. PAL also supports art programs and supplies for schools and institutions that are in need.
- PAL’s support to artists participating in Tri Valley Artist Studio Tour (TVAST) that is organized by Alliance for the Visual Arts. The event open to the entire population of visual artists in the Tri-Valley area. PAL artists participating in TVAST set up art studios at Pleasanton’s Firehouse Arts Center. PAL sponsors this space for participating PAL artists. This event is well received by the community including schools. Local youth participate in mini-workshops and sales activities, thus providing volunteer hours.
- PAL Wall/Nancy Thompson Memorial Wall: PAL, in partnership with the Firehouse Arts Center, provides opportunities to juried members to showcase a solo exhibit every six weeks.
- New partnership with Stoneridge Shopping Center to host PAL’s Pals Youth Art Show.





## PLEASANTON CULTURAL ARTS COUNCIL



Image Above: "Pointing the Way" temporary public art coordinated by the Pleasanton Cultural Arts Council was placed in two locations directing to art throughout Pleasanton. Various artists created panels. It was funded by a Pleasanton Civics Arts Grant.



Image to the Left: Pictured left to right - Linda Briggs, artist of Gentle Beauty, Pleasanton Mayor Karla Brown, and Vera Lowdermilk, artist of Joy, celebrate PCAC's newest temporary art installation at the Cultural Arts Center, Pleasanton. The artwork was a result of a Pleasanton Civics Arts grant aimed at restoring mental health healing from Covid isolation.



Image to the Left: 2023 Youth in Excellence in Arts Award winners in Music, Art and Literary competition were awarded cash prizes by PCAC.



Images to the Left: Outreach work with youth from left to right - Banner project; Native Art: Past and Present Voices curriculum for 3rd graders developed by PCAC; art activity at Quest Innovation Fair.

## PLEASANTON CULTURAL ARTS COUNCIL

**Established:** 1974

**Organization:** Nonprofit 501(c)(3) Organization that serves the whole city

**Location:** P.O. Box 1289, Pleasanton, CA 94566

**Lead Staff:** Kelly Cousins, President

**Phone:** 925-290-7546

**Email:** [Info@pleasantonarts.org](mailto:Info@pleasantonarts.org)

**Website:** <https://pleasantonarts.org/>

**Facebook and Instagram:** Pleasanton Cultural Arts Council

**Staffing:** 10-12 volunteers

**Annual Budget:** \$26,000

**Organizational Funding:** City Grants, private donations, and membership dues

**Oversight Leadership:** The PCAC Board of Directors includes up to 12 members. The Board Positions consist of President, Vice President, Secretary, Treasurer and members who provide Marketing, Fundraising, Membership, Grants, Arts in the Schools, and Technology Assistance with one representative from Pleasanton Arts League. There is also an Emeritus Member of the Board. Term Limits are 5 year terms for a total of two terms. Application for new board membership depends on vacancies and need. Volunteers can assist with PCAC's projects and events such as the planning Youth Excellence in Arts Awards Committee and the school grant committee.

### Mission Statement:

Pleasanton Cultural Arts Council (PCAC) is a nonprofit committed to encouraging, supporting and promoting the Arts in the Pleasanton community and schools to reflect our cultural diversity and inspire all.

We are actively involved with:

- Fostering collaboration among artists, arts organizations and businesses in Pleasanton and the Tri-Valley area.
- Providing recognition and outreach programs in the arts for young people in Pleasanton.
- Nurturing arts in the schools by providing financial support.
- Partnering with other organizations to bring quality arts events to the community.

### Types of Programs and Services Provided:

- General Support and Advocacy for Arts, Culture and Creativity
- Arts Education Programs
- Grants for Schools
- Presenting – Art Events Public Art Assistance

### Top Priorities for the Future:

- Grow our board and funding sources
- Increase membership
- Continue to provide support for the arts in a shifting and uncertain future.

### Master Plans:

Annual Program Plan (for information contact organization)

## PLEASANTON CULTURAL ARTS COUNCIL continued

### Current Program and Service Highlights:

- Youth Excellence in Arts (YEA) Awards: Monetary awards given to students who are judged by professional adjudicators in the area of literary, musical and visual arts.
- Cultural and Art Events: Range of collaborations with various non-profit organizations and City staff to organize and present a variety of events. A recent project was geared to third grade students in Pleasanton studying the Ohlone tribes called “Native Art: Past and Present Voices” that will be shared with Pleasanton USD, Museum on Main, and Parks and Rec curator at Alviso Adobe Park.
- Fundraising Events: These events also include a public art events and activities helping to fund sculptures, murals, stain glass window, art camps, art supplies and other student art activities at schools, city and county wide events.
- Banner Project: This project in development will use the student artwork on individual banners from a variety of youth groups, including NAMI (National Association of Mental Illness), Mariachi Youth Orchestra, Youth Tech group, a Scout Wellness Project and the PCAC visual art applicants of the YEA awards.
- School Grants: provide art supplies, art and music teachers and mini grants for the production of the spring musicals, pottery wheels, murals project on the side of public schools, and a variety of projects for entire schools and individual classes.

### Partnership Projects and Community Relationships:

- City Partnerships: PCAC organized and hosted many Regional and City-wide events such as The Big Draw Arts Festival, Poetry, Prose and Art event and have worked with the City of Pleasanton on various cultural events such as The Treasures of Japan, Pleasanton Celebrates, Ignite! Art, and the annual Tri-Valley Innovation Fair.
- Organizational Partnerships: PCAC has helped support other local organizations. For example, PCAC assisted with raising funds for the Firehouse Arts Center and the remodeling of the Amador Theater in Pleasanton.
- Promote Programs and Public Art in the Community such as Another HAPPY.
- Public Art Fund: PCAC has been recognized by the City of Pleasanton and the Harringtons, private donors, who have developed a public art fund in the City. PCAC helps with the oversight of these funds, helps to select the artwork and manage the procedural steps involved with final approval and installation.



CITY OF UNION CITY  
Arts and Culture Commission



Images Top Row, Left to Right: Mural outside of Union City's Art Gallery, Studio 11; Art & Wellness Camp Participants Painting Pots 2023; Artist Alexandra Muddle with her Mural on Union City's Utility Box 2023. AAPI Art Showcase Musical Performance 2022.  
Images Bottom Row, Left to Right: AAPI Art Showcase Event. Family members supporting, Artist, James Barrer 2022; Hispanic Heritage Month Maize Art Showcase Aztec Dancers Opening Ceremony 2022; AAPI Youth Submission 2023.

## CITY OF UNION CITY Arts and Culture Commission

**Established:** 2020

**Organization:** The Commission is part of the City of Union City and the Community and Recreation Services Department.

**Location:** 34009 Alvarado Niles Road, Union City, CA

**Lead Staff Name:** Erin Ewing

**Phone:** 510-675-5445

**Email:** [erine@unioncity.org](mailto:erine@unioncity.org)

**Website:** [www.unioncity.org](http://www.unioncity.org)

**Staffing:** Marissa Vera (Program Supervisor),  
Erin Ewing (Program Coordinator)

**Venues:** Union City City Hall, 34009 Alvarado Niles Road

**Organizational Partnerships:** Union City Council

**Organizational Funding:** City General Fund

**Oversight Leadership:** Union City residents apply, Mayor approves nominations and selects Chairperson, which rotates every year.

### **Mission Statement:**

Use public art as a way to beautify and enhance the public realm and create a sense of identity for Union City's different neighborhoods and districts.

(Union City's General Plan, Community Design, Chapter 4, GOAL CD-6)

### **Types of Programs and Services Provided:**

- General Support and Advocacy for Arts, Culture and Creativity
- Arts Education Program
- Public Art Program for city government funded and/or managed Public Building Projects
- Public Art Program for Private Development Building Projects
- Presenting - Visual Art/Exhibitions

### **Top Priorities for the Future:**

- Utility Box Mural Art Program
- Community Cultural Events
- Art Forward Crosswalks & BART column Murals

### **Master Plans:**

"The City shall work through the Arts & Culture Commission to prepare a citywide Public Art Master Plan that identifies opportunities for public art throughout Union City. | Responsibility: Economic and Community Development Department | Time Frame: FY 23/24" (Union City's General Plan, Community Design, Chapter 4)"

## CITY OF UNION CITY Arts and Culture Commission

### **Current Program and Service Highlights:**

- Cultural Art Shows & Festivals
- Utility Box Mural Art Program
- Art Camps for Children
- Cultural Mural Art Projects

**Public Art Funding:** Substantial Funding for the current phase of the Mural Art Program is from the City General Fund.

**Public Art Program:** “Union City’s Arts & Culture Commission reviews and advises the City Council, City staff, and project sponsors on proposed public art installations. The policies in Union City’s General Plan, call for the continued installation of Art in public places to [reach the goal to] use public art as a way to beautify and enhance the public realm and create a sense of identity for Union City’s different neighborhoods and districts (Union City’s General plan, Community Design CD-6).”



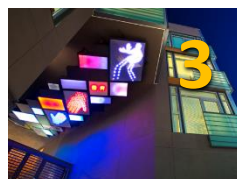


## ALAMEDA COUNTY AND CITY-LEVEL ARTS PARTNERSHIP NETWORK

### Alameda County Arts Commission

The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts and for cultural activities; promoting economic opportunities for Alameda County's artists and arts organizations through programs such as Arts Advocacy, CREATE Arts Education, ARTSFUND Grants, and Public Art; encouraging public participation in the arts and actively advocating for the arts.

**Information about Cover** – These images were featured throughout this document. They were provided by the following organizations:



1. Union City Arts and Culture Commission
2. Dublin Heritage & Cultural Arts Division/ Commission; Photo by Vanessa Thomas
3. Emeryville Art in Public Places Program; Photo by Therese Lahaie
4. Fremont Art Review Board
5. Albany Arts Committee
6. East Bay EDA; Photo by Keith Sutton
7. Oakland Cultural Affairs Division; Photo by Claire S. Burke
8. Hayward Arts Council
9. Pleasanton Cultural Arts Council
10. Berkeley Civic Arts Program; Photo by Ethan Kaplar
11. Fremont Cultural Arts Council, Inc.
12. Livermore Commission for the Arts; Photo by Cheza Nami
13. Alameda Public Art Program; Photo by Maurice Ramirez

### Alameda County Arts Commission