



MISSION  
VIEJO

# Mission Viejo Cultural Arts Master Plan

APRIL 2016

**PREPARED FOR:**

City Of Mission Viejo  
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Mission Viejo, Ca 92691  
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**PREPARED BY:**

**Arts**  
ORANGE COUNTY



APRIL 2016

# Mission Viejo Cultural Arts Master Plan

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# INTRODUCTION

## **MISION VIEJO CULTURAL ARTS MASTER PLAN**

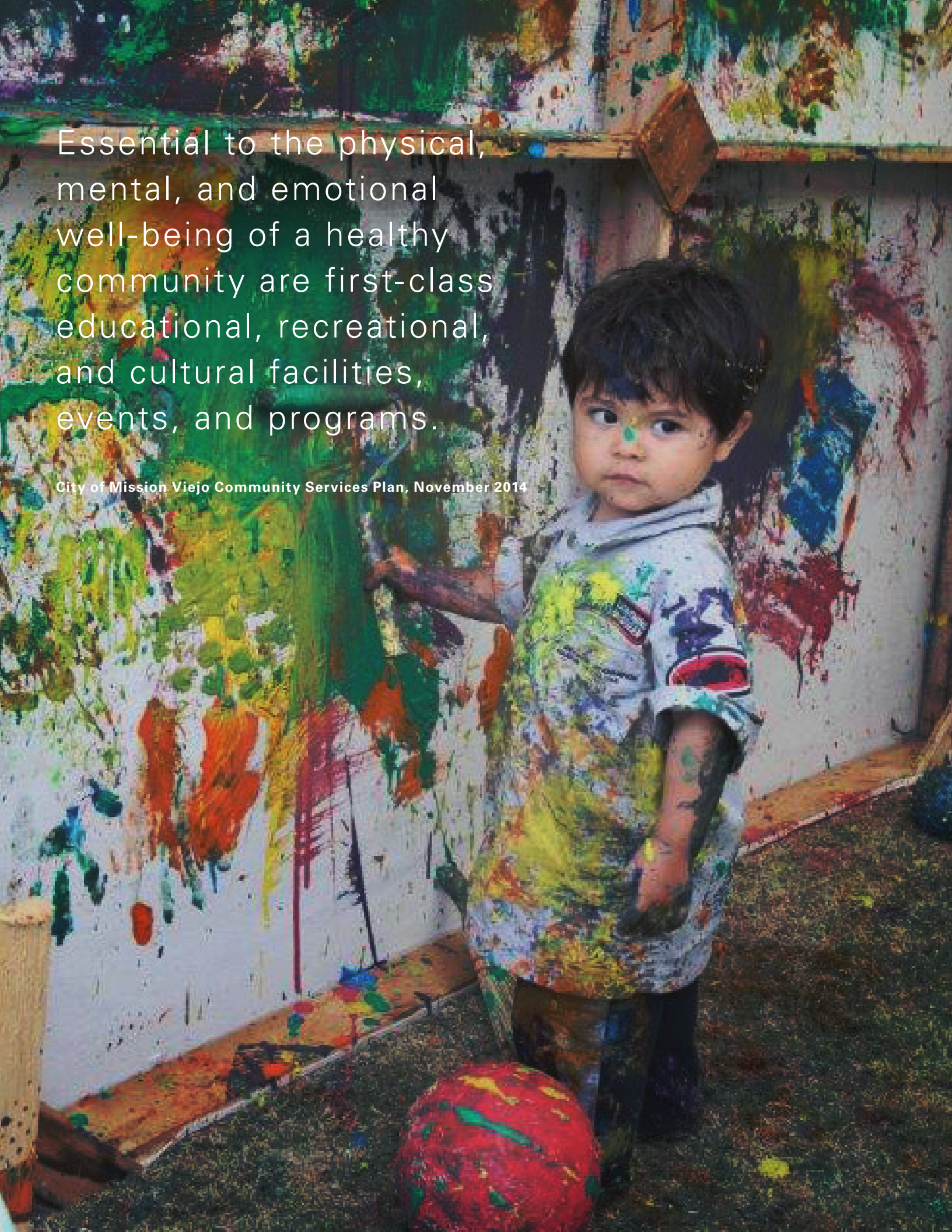
The City of Mission Viejo is engaged in a process of General Plan revisions that reflect its commitment to the future of the community through careful planning and responsiveness to its citizens. There are several references to arts and culture in the Economic Development Element (2002), the Land Use Element (2013), the Conservation/Open Space Element (2013) and the Community Services Plan element (2014) (see Appendix). The Community Services Plan calls for the City to “seek community input in the creation of a Cultural Arts Master Plan that will govern future Cultural Arts programs and services” (Objective 8.3.d). In May 2015, the City issued a request for qualifications (RFQ) for the preparation of a Cultural Arts Master Plan. Arts Orange County was selected as its consultant for the project in June 2015.

The Cultural Arts Master Plan is the result of a six month process of research and evaluation, and is intended to serve as an important resource for the City to understand the desires and needs of its residents and to recommend ways it can address them.

## **PURPOSE AND GOALS OF THE CULTURAL ARTS MASTER PLAN**

The purpose of the Mission Viejo Cultural Arts Master Plan will be to develop a five to ten year strategic plan that defines the role of the City of Mission Viejo in supporting the arts and culture, and the role of the arts and culture in accomplishing the city’s broader goals. The plan will result in a clear set of priorities and steps to accomplish them, which are supported through both policy and a commitment of private and public resources.

- A. Gather community input from residents and stakeholders about how they envision the role of arts and culture in the life of the City
- B. Inventory the City’s current cultural assets and venues to identify gaps and opportunities
- C. Identify and express the role the arts play in elevating the community’s quality of life and contributing to economic development of the community
- D. Integrate consideration of the arts and culture into current and long-term City planning
- E. Identify opportunities for partnership and collaboration to maximize resources and service to the community
- F. Identify and recommend opportunities for the City to advance its own art and culture programs, those of local organizations and its overall arts ecology
- G. Identify potential grants and/or other funding sources to support development of Cultural Arts programs and services

A young child with dark hair and paint on their face and clothes stands in a room with walls covered in colorful paint splatters. The child is wearing a grey hoodie with a colorful pattern. The walls are white with various colors of paint splattered on them, including green, yellow, orange, red, and blue. The floor is dark and has some paint on it. A large red ball is on the floor in the foreground.

Essential to the physical, mental, and emotional well-being of a healthy community are first-class educational, recreational, and cultural facilities, events, and programs.

City of Mission Viejo Community Services Plan, November 2014

# CITY OF MISSION VIEJO LEADERSHIP

## **CITY COUNCIL\***

Frank Ury, Mayor  
Wendy Bucknum, Mayor Pro Tem  
Greg Rath  
Ed Sachs  
Cathy Schlicht  
\*January, 2016

## **COMMUNITY SERVICES COMMISSION\***

Chairperson Ronald E. Ruef  
Vice Chairperson Grant Voss  
Commissioner Judy Bullockus  
Commissioner Brian Goodell  
Commissioner Gary Magill  
Commissioner Gail Reavis  
Commissioner Joseph Tully  
\*January, 2016

## **CITY STAFF\*\***

Dennis Wilberg, City Manager  
Keith Rattay, Assistant City Manager  
Genesis Hansen, Director of Library Services  
Mark Nix, Director of Recreation and Community Services  
Dru Maurer, Cultural Services Supervisor  
\*\*Participating in the Cultural Arts Master Plan process

## **CULTURAL ARTS MASTER PLAN STEERING COMMITTEE**

Robert Breton, Former Mayor, City of Mission Viejo  
Deidre Cavazzi, Dance Instructor, Saddleback College  
Sue Crowson, Member, Cultural Arts Committee  
Genesis Hansen, Director of Library Services  
Dru Maurer, Cultural Services Supervisor

## **MISSION VIEJO CULTURAL ARTS COMMITTEE MEMBERS**

Marilyn Brame, Chair	Laura Houston
Tina Roberts, Vice Chair	Daniel Janbay
Judith Berman, Secretary	Christine Jones
Lillian Aranda	Angie Kieffer
Hilda Baitoo	Margo Kutner
Anna Berezin	Gabriela Moreno
Steve Berezin	Sandra Orozco
George Bloomfield	Nicole Peredo
Robert Breton	Audrey Ruben
Deidre Cavazzi	Micky Scholte
Sue Crowson	Chris Sullivan
Yoko Cullin	Susmitha Valvekar
Margot Ferron	Pam Wagoner
Marlene Gerloff	Gwen Welshimer
Elsie Holdridge	Lynda Zimmer



# MISSION VIEJO CULTURAL ARTS COMMITTEE

## **ABOUT THE COMMITTEE**

The Cultural Arts Committee was established by the City Council in 1992 to promote knowledge, enjoyment and appreciation of the performing, literary and visual arts through community interaction with the arts, in order to strengthen the quality of life in Mission Viejo. The Cultural Arts Committee assists with various functions relating to cultural arts in Mission Viejo. The Committee examines and measures the impact of present and future cultural events, programs, and facilities on the cultural needs of the City; developing mechanisms for encouraging cultural programs and projects within the City.

The Committee fosters performing arts series, recitals, art auctions, outdoor concerts, art exhibits, children's art programs, summer concerts, and community creative festivals such as Mission Viejo's Arts Alive festival, Prelude in the Park, and community public art projects along City trails.

The Committee partners with local businesses to sponsor cultural programming within Mission Viejo. It encourages visual art classes, acting classes, music classes, performing arts groups, and art education programs. The Committee partners with local art agencies, colleges, universities, the Orange County Imagination Celebration, and the Pacific Symphony of Orange County.

The Committee develops coalitions for planning between the City's Library & Cultural Services Department, the California Arts Council, Arts Orange County, the Heritage Committee, Saddleback Art League, Saddleback College, the Saddleback Valley School District, the Capistrano School District, and the Chamber of Commerce. It also facilitates the use of Mission Viejo Television for cultural arts performances and art instruction/demonstrations.

The Committee is comprised of volunteer members, who have special talents and education ranging from a basic appreciation for the arts, to Masters level visual and performing arts degrees. Our members are dedicated to the beautification, enrichment, and cultural growth of the City of Mission Viejo.

# EXECUTIVE SUMMARY

Those who are fortunate enough to live in, work in or visit Mission Viejo take enormous pride in this community and express a great sense of satisfaction with the quality of life it offers. The beauty of its topography and natural surroundings has been respected and amplified through careful planning of its built environment, incorporating abundant landscaping and public art.

It is a city that places a high priority on providing and maintaining world-class amenities to meet the needs and desires of its residents and to attract visitors from surrounding communities. Its parks, recreation and sports facilities are first-rate. Its gem of a public library enjoys great popularity as a resource, social gathering place and cultural center, and is possibly the City's most visible example of what makes Mission Viejo great.

The City has a history of offering well-regarded arts and culture programs, from those that are mostly participatory in nature that engage significant numbers of residents to world-class professional performances such as the Symphony in the Cities concert by the Pacific Symphony that draws 5,000 attendees each year.

As the largest city in South Orange County, Mission Viejo is also a magnet for those who wish to utilize library services, pursue a higher education, shop and take advantage of arts and cultural experiences. Mission Viejo already recognizes that its "civic core" no longer meets the needs of a 21st Century City, and is pursuing plans for its revitalization.

Arts and culture have been central to the revitalization of communities everywhere in the world, and they can play an equally important role in Mission Viejo's efforts as well.

Saddleback College, as the largest institution of higher education in South Orange County, continues to serve as an important asset, offering student and faculty exhibitions and performances along with occasional professional arts presentations by visiting artists and performers. However, recent statewide enrollment policy changes have reduced access to certain visual and performing arts programs that are hugely popular with adults in the Mission Viejo community. And Saddleback College facilities are insufficient to meet both its own needs for serving the curricular imperatives of an institution of higher learning and the community's needs for a robust schedule of sophisticated, professional arts offerings readily accessible to local producing and presenting organizations.

Young people in the community are beginning to experience the gradual return of the State mandated arts instruction in the public schools that was severely impacted by budget cuts in years past. In fact, both Capistrano Unified School District and Saddleback Valley Unified School District have adopted formal Arts Advantage Plans (see Appendix) that have been reviewed and approved by the Orange County Department of Education, and are making progress toward their implementation.



Regular access and exposure to professional arts offerings are needed to enhance the impact of classroom instruction and to provide opportunities for deeper engagement through internships.

The more than 1,000 people who have shared their assessment of arts and culture in Mission Viejo through this planning process believe that now is an ideal time for the City to build upon the strengths and address deficiencies in the current offerings. The recommendations below emanate from their vision, and are described in greater detail in the pages that follow.

1. Communicate more widely the availability of programs through new media and collaboration with other organizations.
2. Diversify programming by reinventing existing events, creating new ones and collaborating with other organizations.
3. Re-energize the City's art in public places
4. Grow the City's investment in arts and culture through both public and private resources.
5. Establish appropriate staff level for Cultural Services
6. Develop visual and performing arts facilities in Mission Viejo.

**These recommendations are being presented to the City of Mission Viejo Community Services Commission for review. The consultants believe that some of these recommendations can be implemented immediately with minimal impact upon resources. However, other recommendations will require considerable additional study in order to determine their feasibility.**

# RESEARCH METHODOLOGY

## THE PROCESS

Arts Orange County engaged in a process of identifying existing arts and cultural assets within the City of Mission Viejo, beginning with its own comprehensive database of organizations and venues throughout Orange County. Additionally, through its relationship with Americans for the Arts and the Otis School of Art and Design, Arts Orange County obtained valuable data related to the economic impact of the arts and culture sector in Mission Viejo and the region, as well as comparative data on municipal budgets for arts and culture nationwide.

City of Mission Viejo staff provided a considerable amount of material requested by Arts Orange County, including: General Plan and Community Services Plan documents; an overview of City arts and culture programs along with budget information, representative images and materials promoting them; the City's Art in Public Places Policy Manual draft; rental policies for the Norman P. Murray Community and Senior Center; position description of the Cultural Services Supervisor; and a description of the Cultural Arts Committee and its membership application form. Some of these items are included in the Appendix of this report in order to keep them readily accessible.

Arts Orange County also received an overview of Saddleback College arts and culture programs from its representative on the Cultural Arts Master Plan Steering Committee as well as from its division of Fine Arts and Media Technology.

Arts Orange County met six times with the City-appointed five-member Cultural Arts Master Plan Steering Committee (July 13, August 17, September 21, November 2 and December 14, 2015, and January 18, 2016). The Steering Committee assisted Arts Orange County by providing essential background information, identifying individuals for interviews, and offering feedback on the online survey instrument.

Arts Orange County identified and conducted face to face interviews with 29 individuals representing different sectors of the Mission Viejo community: leaders in government, business, education, arts and philanthropy. These key stakeholder interviews were conducted from July through November, 2015.

Arts Orange County also conducted a focus group session with the City of Mission Viejo Cultural Arts Committee, currently consisting of 29 members, on September 9, 2015. Arts Orange County conducted an online survey targeting residents, people who work in, study in, and visit Mission Viejo.

Over 1,000 responses were received, and a summary of the survey results and a copy of the survey instrument are included in this report. The survey began on November 10, 2015 and was closed on January 14, 2016. It was promoted through the City of Mission Viejo's communications channels (publications, website, e-mail and social media), through Saddleback College division of Fine Arts and Media Technology e-mail, through teachers in the Capistrano and Saddleback Valley Unified School Districts, through Arts Orange County's e-mail and social media, and through printed cards distributed at the Mission Viejo Public Library and at arts and cultural events held by the City and Saddleback College. Additionally, Arts Orange County assembled 40 packages of free admission tickets to area visual and performing arts events to serve as incentive prizes in a random drawing of survey respondents who provided their contact information. These prizes were donated by 9 organizations, to whom we are deeply grateful: De Angelis Vocal Ensemble, The Irvine Museum, Laguna Playhouse, Orange County Museum of Art, Pacific Symphony, Philharmonic Society of Orange County, Saddleback College, Soka Performing Arts Center and South Coast Repertory.

Arts Orange County conducted a community forum on Thursday, January 14 at 7 pm in the City Council Chambers to receive additional input from the community. It was attended by 40 people. The forum was promoted through the City of Mission Viejo website and social media, flyers in the Mission Viejo Public Library, and through Arts Orange County's newsletter and social media.

- **Six meetings with the City of Mission Viejo Cultural Arts Master Plan Steering Committee**
- **Face-to-face interviews with 36 key stakeholders**
- **Focus group with 30-member City of Mission Viejo Cultural Arts Committee**
- **On-site visits to organizations and venues throughout the City**
- **A community forum with 40 attendees**
- **An online survey with over 1,000 respondents**



# INTERVIEWEES

Many thanks to the following individuals who participated in the interview process, conducted by Arts Orange County:

## CITY OF MISSION VIEJO ELECTED OFFICIALS\*

Cathy Schlicht	Mayor
Greg Raths	Mayor Pro Tem
Wendy Bucknum	City Council Member
Ed Sachs	City Council Member

\*Positions as of December 1, 2015

## CITY OF MISSION VIEJO APPOINTED OFFICIALS\*

Ronald E. Ruef	Vice Chair, Community Services Commission
Robert Breton	Cultural Arts Master Plan Steering Committee
Deidre Cavazzi	Cultural Arts Master Plan Steering Committee
Sue Crowson	Cultural Arts Master Plan Steering Committee
Marlene Gerloff	Chair, Cultural Arts Committee

\*Positions as of December 1, 2015

## CITY OF MISSION VIEJO STAFF

Dennis Wilberg	City Manager
Keith Rattay	Assistant City Manager
Genesis Hansen	Director of Library Services
Mark Nix	Director of Recreation & Community Services
Dru Maurer	Cultural Services Supervisor

## EDUCATION LEADERS

Tod Burnett	President, Saddleback College
Bart McHenry	Dean, Fine Arts and Media Technology, Saddleback College
Dave Anderson	Director of Audience Development, Saddleback College
Ginny Aitkens	Board Member, Saddleback Valley Unified School District
Wendy Harder	Director of Community Relations, Soka University
Steve Venz	Visual and Performing Arts Coordinator, Orange County Department of Education
Patricia Wayne	Coordinator, Saddleback Alliance for Arts Education and Program Director, CREATE CA
Kent Baker	Art Teacher, Capistrano Valley High School



**BUSINESS  
LEADERS**

Bob Bunyan	Former Mission Viejo Company Executive
Chuck McCullough	President, Mission Viejo Chamber of Commerce
Charlie Kintsler	Owner, Saddleback Lanes
Eric Cernich	Owner, Oxbow Partners
Paul Bucknum	Owner, Bucknum Enterprises and Vice President, Rotary Club of Mission Viejo
Dave Leckness	Owner, Kwik Kopy and Former Mayor of Mission Viejo
Pam & Marty Brown	Owners, Village Gallery

**LEADERS IN PHILANTHROPY  
AND THE ARTS**

Norma Kershaw	Philanthropist
Roger Faubel	Principal, Faubel Public Affairs; Board Member, Mission Viejo Community Foundation; Former Mission Viejo City Council Member
John Forsyte	President, Pacific Symphony
Mark Hilbert	Philanthropist, Art Collector, The Hilbert Museum of California Art, Chapman University
Christopher Sullivan	President and Co-Artistic Director, Modjeska Playhouse
Dan Finley	Executive Director, MUZEO Museum and Cultural Center, Anaheim and Resident of Mission Viejo

# ONLINE SURVEY OVERVIEW

Arts Orange County conducted an online survey targeting residents, people who work in, study in, and visit Mission Viejo. Over 1,000 responses were received during the survey period November 10, 2015-January 15, 2016.

Almost half the respondents have lived in Mission Viejo for over 10 years and their racial identifications closely match those reported in U.S. Census data for the community. Not unlike the arts-interested population at large, the vast majority of responses came from women—who are also typically the household decision-makers when it comes to arts attendance. Almost two-thirds of the respondents were 45 years of age and older, but nearly 1 out of 4 were age 16-20, which we attribute to the interest of shown in this arts and culture master plan by teachers in public schools and Saddleback College, who promoted it among their students.

Sixty-eight percent of respondents stated that arts, culture and heritage are very important to them, and over half seek out arts and cultural events at least 5 times per year—more than one-third do so “continually/every month”.

The five most popular arts, cultural and community activities reported by respondents to the survey were films, Arts Alive Festival, Fourth of July Street Faire, Pacific Symphony/Prelude in the Park, and Saddleback College performing arts.

Asked what would encourage them to attend more arts and cultural events, the top five responses were: more information about the event, more choices, ticket discounts, more quality offerings and more arts & culture outdoors.

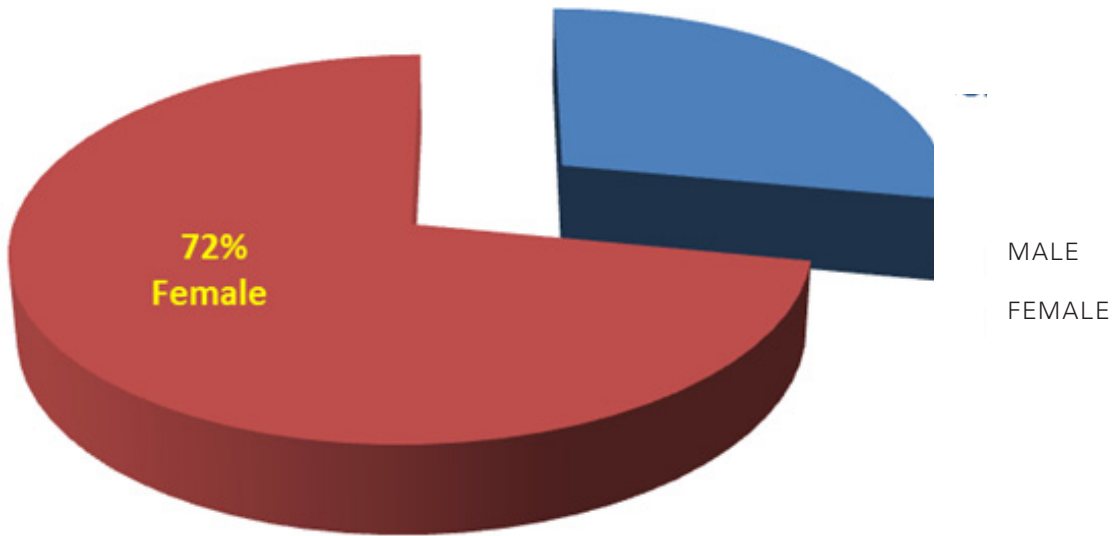
Two-thirds of survey participants responded that it was very important or important that new arts and culture venues not currently available in Mission Viejo be created to meet the growing needs of the City’s residents and visitors: A fine art center for the visual arts (61%) with classrooms, art studios and exhibition space; a mid-sized (300-400 seat) indoor venue (68%) to accommodate music, theatre, dance, films and lectures; an outdoor amphitheater (66%) to accommodate concerts like Pacific Symphony, touring and local bands, as well as for festivals by local cultural, civic, religious and school organizations.

The Appendix includes more than 500 public comments received to the open-ended question in the survey “In your own words, what is MOST IMPORTANT to you for the future of arts, culture and heritage in Mission Viejo?” The facing page illustration is a “word cloud” composed from the most frequently used words in those comments.

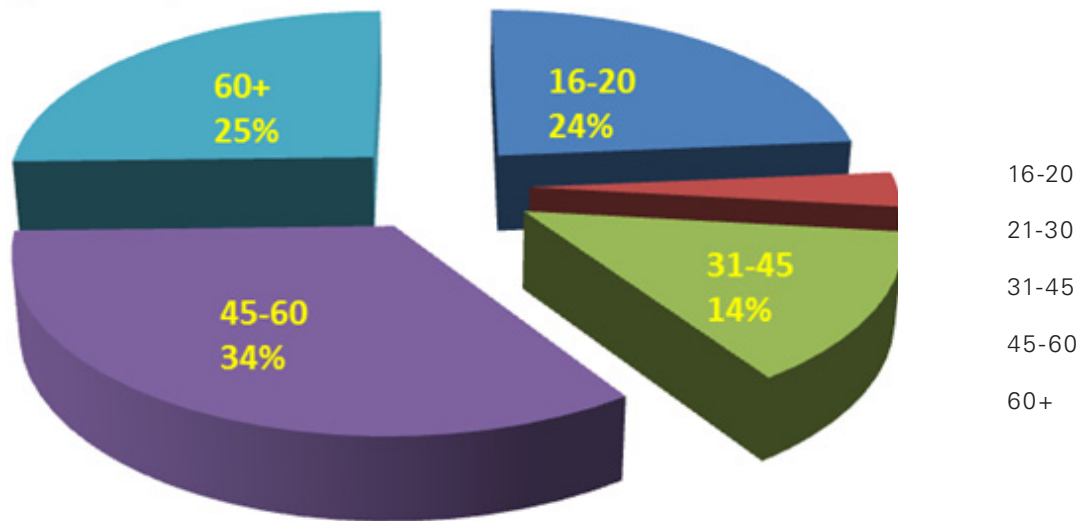


# ABOUT THE RESPONDENTS TO THE ONLINE SURVEY

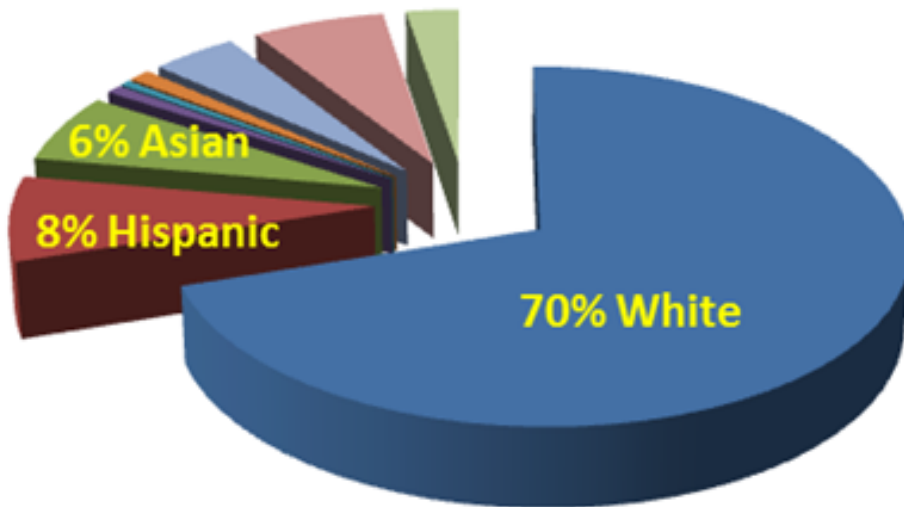
## GENDER



## AGE OF RESPONDENTS

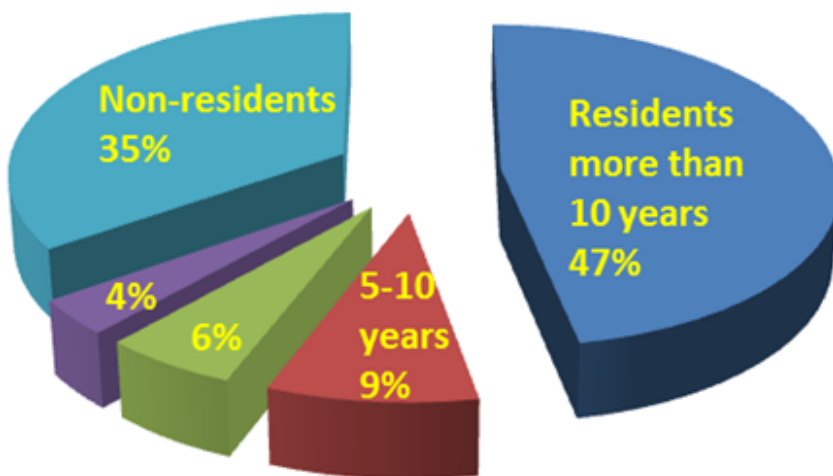


**RACE OF RESPONDENTS**



- WHITE
- HISPANIC
- ASIAN
- BLACK OR AFRICAN - AMERICAN
- AMERICAN INDIAN OR ALASKAN NATIVE
- NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- FROM MULTIPLE RACES
- I CHOOSE NOT TO ANSWER
- OTHER

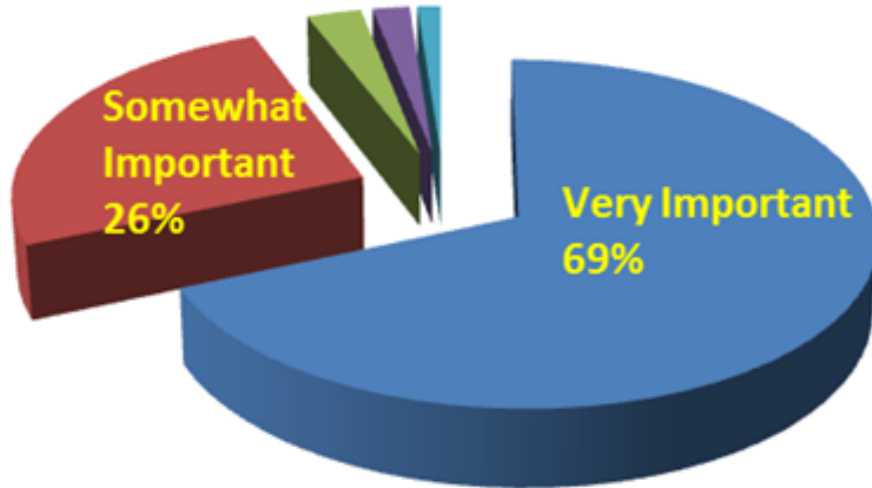
**LENGTH OF RESIDENCE IN MISSION VIEJO**



- MORE THAN 10 YEARS
- 5-10 YEARS
- 3-5 YEARS
- LESS THAN 2 YEARS
- NOT APPLICABLE

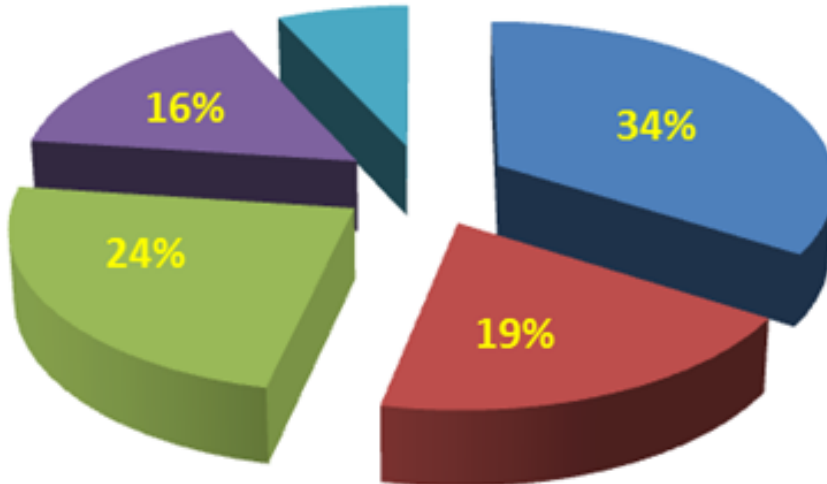
# ARTS ATTITUDES & CONSUMER BEHAVIOR

**IMPORTANCE OF ARTS, CULTURE, AND HERITAGE IN YOUR LIFE**  
95% - VERY OR SOMEWHAT IMPORTANT



VERY IMPORTANT  
SOMEWHAT IMPORTANT  
SOMEWHAT UNIMPORTANT  
NOT IMPORTANT  
NOT SURE

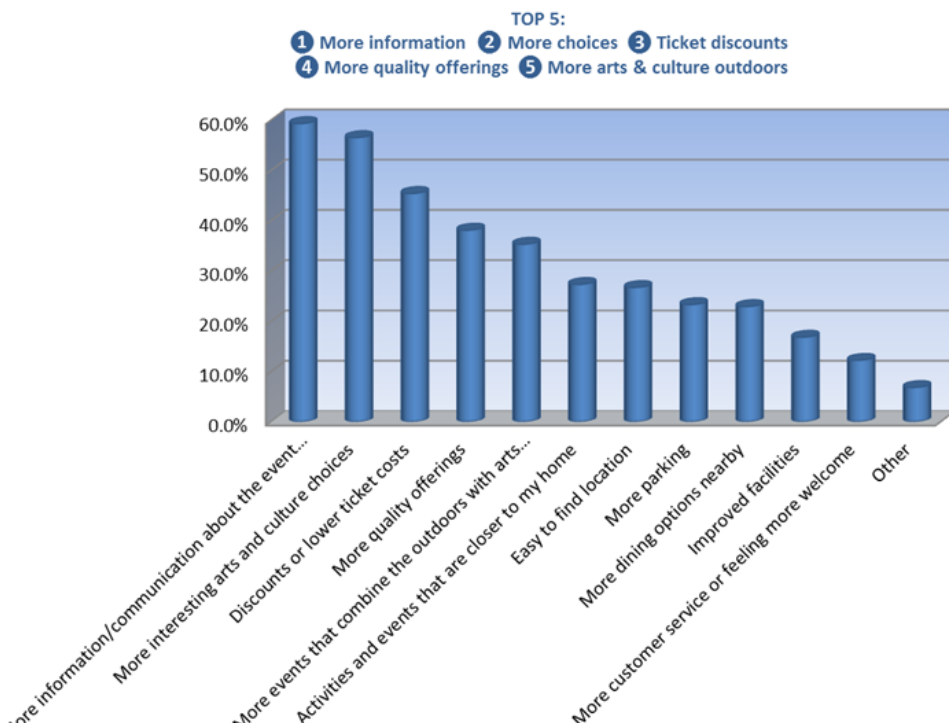
**SEEK OUT ARTS & CULTURAL EVENTS**  
53% AT LEAST 5 TIMES PER YEAR



CONTINUALLY / EVERY MONTH  
5-10 TIMES  
3-5 TIMES  
1-2 TIMES  
NOT AT ALL

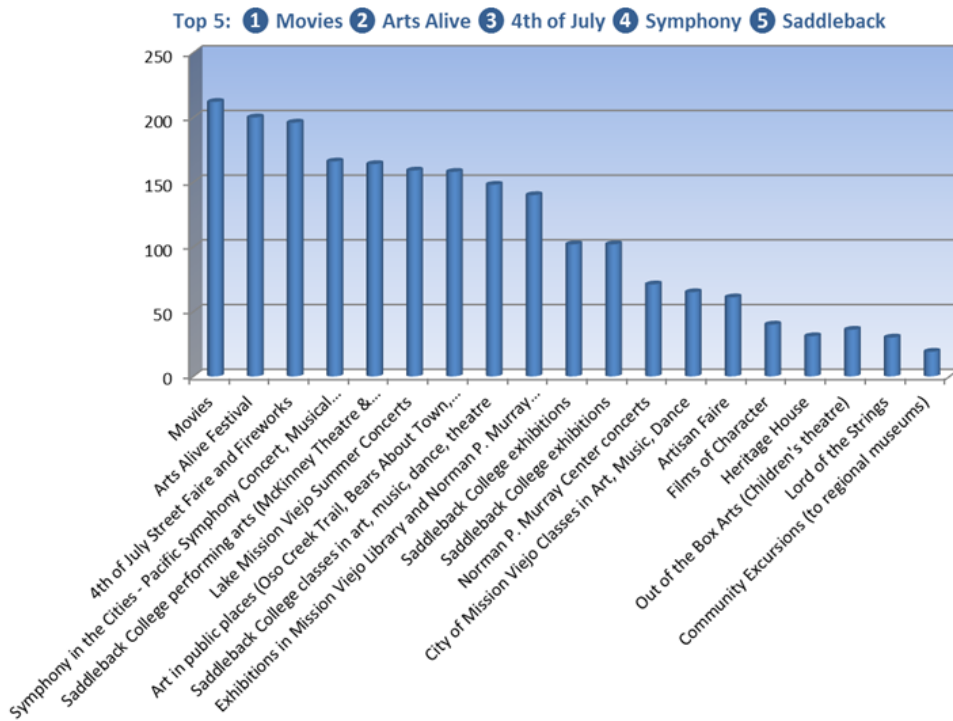
### MOTIVATION

WHAT WOULD ENCOURAGE YOU TO ATTEND MORE ARTS & CULTURAL EVENTS (ANSWER ALL THAT APPLY)



SERIES 1

### FREQUENT ATTENDANCE AT THESE MISSION VIEJO ARTS & CULTURAL EVENTS



SERIES 2

# COMMUNITY FORUM

On January 14, 2016, from 7:00 to 8:30 p.m., an Arts and Culture Community Forum was held in City Council Chamber at Mission Viejo City Hall, attended by 40 members of the public. It was an open discussion facilitated by the consultant. The agenda consisted of the following: welcome and Overview by Genesis Hansen, Director of Library Services, City of Mission Viejo; introduction of Arts Orange County by Dru Maurer, Cultural Services Supervisor, City of Mission Viejo; introductory remarks and overview of Master Plan process, Richard Stein – Executive Director, Arts Orange County; facilitated open community discussion.

## TOPICS OF DISCUSSION

- Community Overview
- Communication, Marketing and Audience Development
- Venues and Facilities - Indoor
- Amphitheater/Outdoor Concert Venue
- Art in Public Places
- Civic Identity
- Programming – Signature Events, Local Organizations, Other Opportunities

The Appendix includes a summary of the public comments recorded that evening on easels in view of the audience by Arts OC staff Nicholas Thurbottle, Elizabeth Miller and Karen Ahola.



STUDIO 5



Artes y Oficios



WM WASTE MANAGEMENT

# CULTURAL ASSESTS IN MISSION VIEJO

## **CITY OF MISSION VIEJO ARTS PROGRAMS**

### **Cultural Services Performing Arts Program**

- Monthly Programs: Lord of the Strings Guitar Series; Timeless Melodies; Art History

### **Lectures & Performances**

- Writers Present Lecture Series
- Children's Theatre Arts Productions
- Guest Artists; Multi Cultural Programs; Piano Concerts; Recitals

### **Creative Classes**

- Watercolor, Ceramics, Painting, Photography, Drama, Middle School Youth, Early Childhood

### **Art Camps**

- One Day Workshops – Collaboration with Saddleback Art League

### **Public Art**

- Community driven projects – Bears About Town (work in progress past 3 years)
- Oso Creek Trail
- KOCE Butterfly Project
- Special Event Murals – located on the Village Green Walkway

### **Gallery and Exhibit Space**

- Parkway Gallery – along Crown Valley Parkway and Marguerite Parkway
- Norman P. Murray Community Gallery
- Mission Viejo Library Gallery
- Heritage Room at Mission Viejo Library
- Heritage House Exhibit Space
- Civic Center – Saddleback Room Lobby Gallery

### **Citizen Committee Groups**

- Mission Viejo Cultural Arts Committee
- Mission Viejo Heritage Committee

### **Special Events and Festivals**

- Arts Alive Festival and Street Painting
- Symphony in the Cities/Prelude in the Park with Pacific Symphony

### **Collaborative Partners**

- Arts Orange County
- Saddleback College
- Kaleidoscope Mall
- Pacific Symphony
- Philharmonic Society of Orange County

## **ARTS & CULTURE ORGANIZATIONS**

Art-a-Fair Foundation  
 Arttime Studio  
 Art Steps  
 Bands and Bellies Peace Concerts  
 Beach Cities Quilters Guild  
 Bixby Educational Events, Inc.  
 Casta del Sol Chorale  
 Children's Theatre Workshop  
 Mission Viejo Friends of the Arts  
 Friends of the Mission Viejo Library  
 Laguna Dance Theatre (formerly Laguna Ballet)  
 Lola Mae Performing Arts  
 Master Chorale of Saddleback Valley  
 Mission Viejo Library  
 Music Theaters Association of Orange Coast Cities  
 Out of the Box Learning and Arts, Inc.  
 Pacific Coast Center for the Arts (formerly California  
 Conservatory of Dance and Pacific Coast Academy of  
 Dance)  
 Saddleback Art League  
 Singers Company (formerly Mission Viejo Singers)  
 Sol Dance Academy  
 South Coast Freestyle Dance Training Center  
 Visual Arts Studio & Art School

## **EDUCATIONAL INSTITUTIONS WITH ARTS PROGRAMS**

Saddleback College  
 Capistrano Unified School District  
 Saddleback Valley Unified School District

## **SADDLEBACK COLLEGE ARTS PROGRAMS**

### Theatre Arts

- › Entertainment and Theatre Technology Program
- › Fall and Spring semester McKinney and Studio Theatre productions
- › Summer of Theatre
- › Saddleback College Civic Light Opera
- › Mainstage Kids

### Dance

- › Fall and Spring semester McKinney Theatre productions
- › Dance Collective
- › Saddleback College Dance Network

### Speech

- › Speech and Debate Teach
- › Forensics Team

### Photography

### Music

- › Vocal Music
  - › Saddleback College Concert Choir
  - › Saddleback College Contemporary Vocal Ensemble
  - › Saddleback College Women's Camerata

### Instrumental Music

- › Saddleback College Symphony Orchestra
- › Saddleback College Wind Ensemble
- › Saddleback College Emeritus Symphony
- › Saddleback College Commercial Music Ensemble
- › Jazz Lab Ensemble
- › Jazz Combos (8 individual small groups)
- › Saddleback College Big Band
- › Keyboard Studies
- › Classical Guitar Ensemble (Gaucho Guitars)

### Art

- › Saddleback College Art Gallery
- › Ceramics
- › Design
- › Printmaking
- › Drawing & Painting
- › Sculpture & Metal Arts

### Art History

### Cinema/Television/Radio

- › KSBR & KSBR Special Events: KSBR Birthday Bash, "Breakfast with Gary & Kelly"
- › OCRockRadio.com (internet radio station)
- › Channel 39

## **VENUES**

Places where exhibitions and performances take place within the City of Mission Viejo

Arttime Studio  
Capistrano Valley High School Performing Arts Theater  
Fair Haven Memorial Services  
Florence Joyner Olympiad Park  
Kaleidoscope Entertainment Center  
Kershaw Garden-Mission Viejo Civic Center  
La Paz Intermediate School  
Marguerite Tennis Center  
McKinney Theatre, Saddleback College  
Mission Viejo City Hall  
Mission Viejo High School Theater  
Mission Viejo Library  
Norman P. Murray Community and Senior Center  
Olympiad Road  
Oso Viejo Park  
Oxford Preparatory Academy  
Saddleback College Art Gallery  
Saddleback College  
The Shops at Mission Viejo  
Studio Theatre, Saddleback College  
Thomas R. Potocki Conference Center  
Trabuco Hills High School Theater  
Various local places of worship

# ECONOMIC IMPACT OF THE ARTS IN MISSION VIEJO

It has been well-documented that the arts contribute not only to the quality of life of a community, but to its economic health as well. A variety of respected entities regularly measure the economic impact of the arts—locally, regionally and nationally—and the data about Mission Viejo underscore the economic value of having a healthy arts sector.

The 2015 Otis Report on the Creative Economy of the Los Angeles Region, prepared by the Los Angeles Economic Development Corporation, defines the creative economy as including the following:

- Businesses and individuals involved in producing cultural, artistic, and design goods and services
- Creative professions and enterprises that take powerful, original ideas and transform them into practical and often beautiful goods, or inspire us with their artistry
- Organizations that provide a venue for artists to share their work with the public such as museums, art galleries and theaters
- Activities one does not instinctively associate with creativity such as apparel, toy and furniture manufacturing - all industries that depend on good design.
- The support system that teaches, nurtures and sustains creative activity: arts programs in K-12 schools, post-secondary arts institutions to develop talent, and philanthropic foundations along with other nonprofit funding organizations to provide

financial resources, incentives, and services to the creative arts

A separate report provided to us by Americans for the Arts (AFTA) on the creative economy of Mission Viejo states that, within its City limits, there are: 340 arts-related businesses, employing 833 people, as of January 2015. This report is based upon information filed by businesses and nonprofits registered with Dun & Bradstreet (D&B). According to AFTA, “Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data.”



**ORANGE COUNTY ECONOMIC IMPACT**

Orange County



**\$15 Billion**

Annual economic impact of creative sector

**82,700 employees**

**\$632 Million tax revenue**

Source: Los Angeles County Economic Development Corporation, The Kyser Center for Economic Research, 2015 Otis Report on the Creative Economy of the Los Angeles Region

**CITY OF MISSION VIEJO ECONOMIC IMPACT**

City of Mission Viejo



**340 Arts-related  
businesses**

**833 people employed**

Source: Dun & Bradstreet, Creative Industries Report for City of Mission Viejo prepared for Americans for the Arts, January 2015



# THE CREATIVE INDUSTRIES IN MISSION VIEJO

*This Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Mission Viejo, California.**

The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

**Mission Viejo is home to 340 arts-related businesses that employ 833 people.**

The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

## RESEARCH NOTES

These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.

To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).

## RECOMMENDATION 1

Communicate more widely the availability of programs through new media and collaboration with other organizations

Word of mouth is undeniably the single most trusted method of learning about the availability and value of programs everywhere, and Mission Viejo is no different, according to the online survey respondents. That being said, the digital age has created numerous mechanisms to communicate targeted messaging, and social media has far surpassed traditional newspapers as a source for what's happening.

Besides the City, there are several entities in the community that have the means of communicating to large numbers of people in their social networks: Saddleback College, Capistrano and Saddleback Unified School Districts, Mission Hospital, The Shops at Mission Viejo, Casa del Sol Community Association, Lake Mission Viejo Association. And beyond the City limits there are many others.

While Mission Viejo's main arts and culture events are well-attended, there continues to be a feeling among interviewees and survey respondents that not enough people are aware of the City's diverse cultural offerings. Current communications and marketing activities are obviously not reaching everyone, so it's worth seeking out additional opportunities to spread the word.

### NEXT STEPS

1a - Create increased awareness of Mission Viejo arts and culture offerings through a new branding campaign.

1b - Invite other entities to collaborate in promoting arts and culture activities in Mission Viejo. Saddleback College graciously offered to help promote the online survey for this plan, and is receptive to ongoing collaboration in the promotion of arts and culture in the City.

1c - Increase the use of social media. Initially, social networks like Facebook seemed accessible only to younger, more tech-savvy people. Today, they are utilized by people of all ages. However, the effective management of communication through social media requires a considerable amount of knowledge and ongoing attention, consistent with City policy. A plan should be developed with individuals (staff and volunteers) to deploy regular social media messaging to reach as wide an audience as possible.

## RECOMMENDATION 2

Diversify programming by reinventing existing events, creating new ones and collaborating with other organizations

Mission Viejo's main arts and culture events are embraced almost equally according to responses to the online survey. These include: Arts Alive, Symphony in the Cities/Prelude in the Park, Oso Creek Trail public art, art exhibitions in the Library and Murray Center, which are presented by the City. Additionally, non-City sponsored events, such as Lake Mission Viejo concerts, performances at Saddleback College, and movie going were frequently cited by survey respondents and interviewees as popular.

### **“Mission Viejo needs a signature event”**

-Interview respondent

Some in the community feel that, while these are all fine events, what Mission Viejo really lacks is a major signature event—one that would be “on a grander scale.” Ideas offered range from a music festival like Coachella or Stagecoach (held in the desert) to launching a 50th Anniversary of Mission Viejo Celebration that can be brought back in subsequent years.

Others feel that Mission Viejo already has a signature event with Symphony in the Cities, which draws 5,000 each year.

### **“The community looks forward to this so much that people plan their vacations around the date of the concert.”**

-Interview respondent, about Symphony in the Cities

The Arts Alive festival has run its course in the minds of some people—one interviewee said that it had “not taken off with the community in a big way.” However, efforts to revitalize it may prove that it can continue to be a popular and meaningful part of the arts and culture calendar.

### **“Arts and culture in MV is rather “mom & pop” level, dominated by family-friendly events, which are fine, but the city needs deeper, richer, more diverse arts programming.”**

-Interview respondent

There is also the sense that Mission Viejo's major arts programs primarily cater to families with children, but that the aging population and changing demographics call for new directions: offering sophisticated arts and culture experiences for adult audiences and taking advantage of the growing multicultural population.

## NEXT STEPS

2a - Symphony in the Cities/Prelude in the Park: Considered by many to be the City's most important, even signature, cultural event, it is recommended that everything possible be done to maintain the presentation of this event annually and to sustain both the public and private funds necessary to do so.

2b - Arts Alive: Consider transforming Arts Alive into a newly-imagined event, while retaining the Arts Alive brand, which is strong.

2c - Music in the Garden: Create a series of small scale free musical performances outdoors at the Kershaw Garden, presenting ensembles from the Capistrano and Saddleback Valley Unified School Districts. The intimate setting is ideal for student ensembles for a diverse range of programs (instrumental, vocal, classical, jazz, pop, rock) and is likely to attract significant attendance by family and friends.

Late spring might coincide with student recital obligations, and could be offered once each week over the course of a month.

2d - Dancing Under the Stars: Animate a community park that is under-utilized with a series of weekly dance band concerts featuring local bands during the summer. Modest staging and a dance floor can be rented, a food truck brought in, and beer and wine service could be provided.

A similar program was featured at the Orange County Great Park from 2008 to 2012, featuring 38 bands and drawing hundreds to each.

2e - Shakespeare Festival: Outdoor summer theatrical productions of Shakespeare are popular offerings throughout the continent. These include famed, large institutions such as the Stratford Festival in Ontario, the Oregon Shakespeare Festival in Ashland, and the Utah Shakespearean Festival in Cedar Bluffs—which have become the primary drivers of the local tourist economy. But there also exist within the region companies that produce and tour productions of Shakespeare on a more modest scale. In summer 2016 The City of Mission Viejo and Saddleback College successfully collaborated in the presentation of *Shakespeare by the Sea*. This underscores the validity of this concept and demonstrated strong community interest.

2f - Film, Video & Digital Media: Of special interest and appeal to younger members of the community is the opportunity to showcase all manner of digital media arts. Digital arts class enrollment is now surpassing that of traditional arts classes in the local school districts.

An inaugural independent film festival in the community last year demonstrated a high degree of interest in the medium. Innovative young artists elsewhere in Orange County have created the Formation Gallery, a “pop-up” exhibition of mostly digital works displayed on iPads and via projections, that further underscores the non-traditional approach being taken by this demographic. Similarly, the City’s new smartphone app, “MV Life” offers new opportunities to engage community members in how they experience Mission Viejo cultural arts offerings.

## RECOMMENDATION 3

### Re-energize the City's art in public places

One of the hallmarks of Mission Viejo's art in public places program is that it has a strong foundation of community engagement. This is reflected in the numerous works on display, many of which are mosaic and tile murals that were created by teams of volunteers under the guidance of professional artists who designed them. These works also illustrate the stories that emanate from the community's heritage and commemorate watershed moments in the life of the city. The Oso Creek Trail, Norman P. Murray Center and Village Green Park comprise linked spaces where these works are permanently installed.

#### **"The only drivable art gallery in Orange County"**

-Interviewee, about Crown Valley Parkway

The recent installation of public art on Crown Valley Parkway, described as "the only drivable art gallery in Orange County," established frame elements in which a rotating schedule of two-dimensional works are exhibited. Thousands of cars pass by and see it daily—more than most museums. The Murray Center patio has cabana seating areas that also include frames for rotating art exhibits.

The result is largely decorative in nature, elements designed to punctuate their natural surroundings or to provide color and contrast to otherwise utilitarian settings. As a result, the art often recedes into the background—as if it was selected to match the furniture—instead of capturing one's attention

and inviting conversation. To some key stakeholders, it also seems dated, reflecting what one would expect from a planned community from the 1960s and 70s rather than the current life of the community.

Commissioning permanent artwork carries with it considerable up front expense, the ongoing cost of maintenance and repair, and the risk that one could be stuck forever with a work that is not universally well-received. This is why many cities have turned to temporary exhibitions of public art. A bold piece on display for a year or two might provoke discussion over its artistic merits, but it will eventually be replaced by something that looks and offers something entirely different. Newport Beach and Palm Desert have highly-regarded and popular rotating sculpture exhibitions.

Also, many cities are seeking to improve the look of utility boxes, park benches, bus shelters, playground equipment and other functional elements in the landscape. New technologies make it possible for artistic "wraps" to be installed that do not interfere with the functionality of utility boxes and are inexpensive to produce and install. Open competitions attract the work of professional, community and student artists and exhibit extraordinary creativity in their designs for these elements, and those selected for installation are provided modest fees.

**NEXT  
STEPS**

3a - City staff should work with the Cultural Committee to identify and inventory locations in Mission Viejo that are appropriate for the future placement of public art. One suggestion was the possibility of creating a rotating public art exhibition in the median on Alicia Parkway along the lake. Another suggestion was the possibility of placing figurative sculptures in various locations around the City. Public art is also viewed as an opportunity to apply the same principles of pride in the City's multicultural communities through the selection of artists, subjects and themes.

3b - Develop a maintenance and conservation plan for City owned permanent public art, including an examination of the City's art works currently in storage. Works that are outdoors require regular inspection, maintenance and repair. A plan to guide staff in performing these tasks, or contracting out to art conservators, is desirable. There are a number of works of public art that were removed due to vandalism or disrepair and are now in storage. These need to be inspected and condition reports produced for repair and conservation. Additionally, the recommended Art Site Suitability Task Force should review their original sites and determine whether these works should be returned to those sites or if other sites are preferable.

## RECOMMENDATION 4

Grow the City's investment in arts and culture through both public and private resources

It has been well-documented that the arts contribute not only to the quality of life of a community but to its economic health. That is why cities across the nation believe making an investment in their arts and culture infrastructure is repaid many times over.

Recognizing this, the City of Mission Viejo has a history of supporting arts and culture programming and public art. In its 2016-17 budget, the City has allocated \$328,675 for Cultural Service Expenditures, which amounts to \$3.38 per capita, based upon a 2014 U.S. Census population estimate of 97,209 residents.

**“The arts need to be both publicly and privately supported.”**

-Harvey Stearn, former President, The Mission Viejo Company;  
former Chair, California Arts Council

Historically, the City of Mission Viejo has funded the following from its General Fund: administrative costs of the City's Cultural Arts Committee, City-sponsored arts programming, the full-time position of Cultural Services Supervisor.

In 2001, the City Council adopted the City's Art in Public Places Policy Manual, which was subsequently updated in 2008.

Although the City does not require a 'percent for art' donation, some developers have voluntarily worked with the City to provide funds or public art pieces which have contributed to the City's public art offerings

Arts organizations within the City of Mission Viejo and those outside the City that provide programs or services within its borders are eligible to apply for funds through the City's annual Community Services Grants program. These funds are not part of the Cultural Services Expenditures Budget, and for 2016 amounted to a total of \$23,300 distributed to five organizations out of the \$75,000 total granted to 22 organizations.

In 2013, the Mission Viejo Friends of the Arts was established by local arts enthusiasts and volunteers as a mechanism to receive and distribute private funds raised in support of City-sponsored arts and culture programming. To date it has raised over \$50,000.

Other outside funding opportunities available to the City of Mission Viejo include the National Endowment for the Arts (NEA) "Our Town" Program; California Arts Council (CAC) "Creative California Communities" Program; and Art Place America, a national initiative comprised of federal agencies, private foundations and corporations. All are specifically targeting funds for innovative approaches to "creative placemaking," and require collaboration with artists and arts organizations as partners.



## **Current City of Mission Viejo Arts & Culture Funding Mechanisms**

- General Fund
- Art in Public Places Voluntary Developer Contribution
- Private Support

Grants from these programs range from \$25,000 to \$500,000, and the selection process is highly competitive. Additionally, the City is eligible to apply for grants from the NEA and CAC to support specific projects, with grant levels typically in the \$10,000 to \$50,000 range (NEA) and \$5,000 to \$10,000 range (CAC).

Over the past decade, foundation and corporate philanthropy for arts and culture has greatly diminished as these funding sources have turned their attention to “safety net” organizations in the wake of the recession. Further, municipalities are rarely eligible for grants from national and regional foundations and corporate arts support is generally accessible only from corporations with a significant presence in the community.

### **NEXT STEPS**

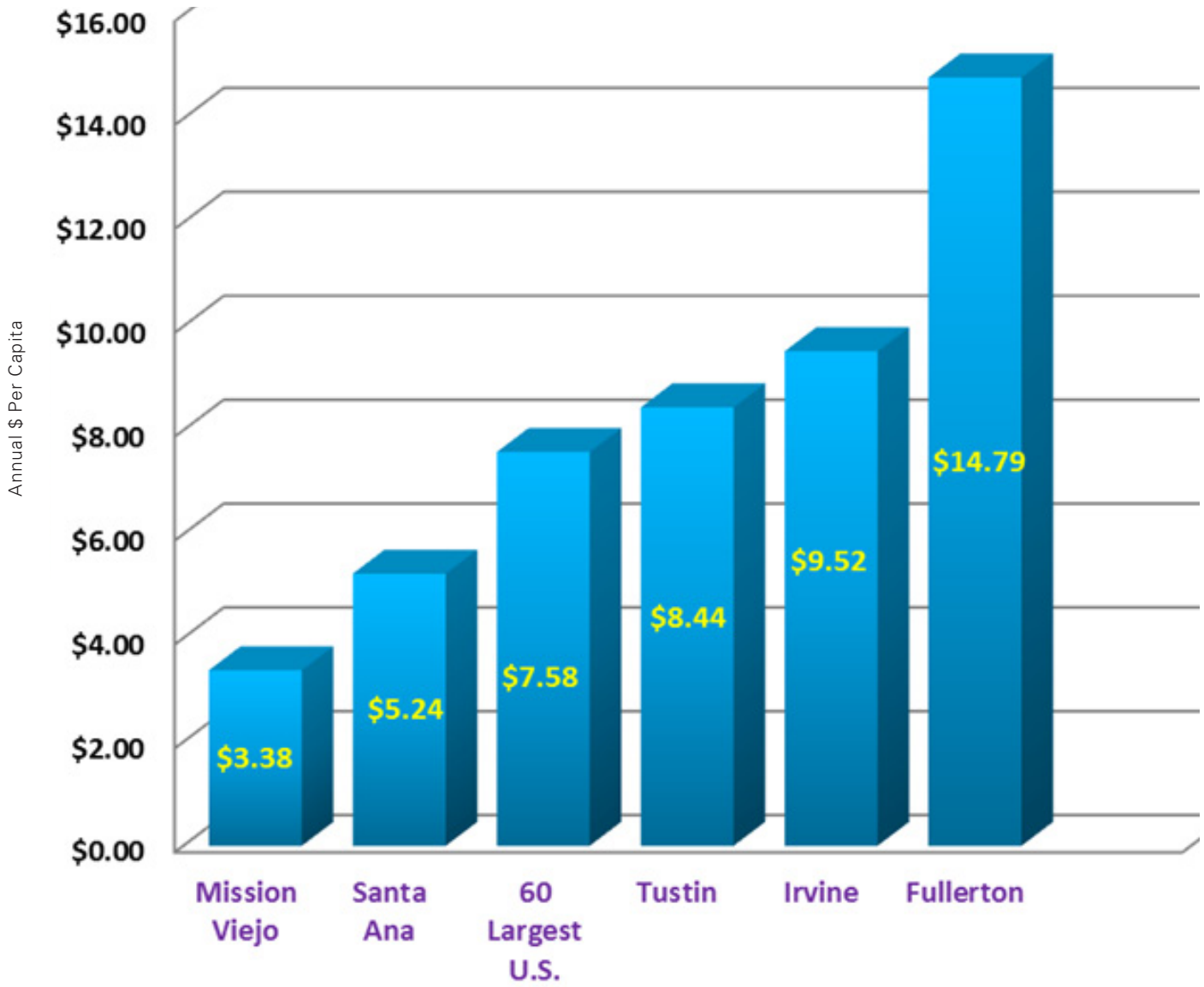
4a - City should prioritize recommendations in this Cultural Arts Master Plan, prepare an estimate of their budget impact and determine a multi-year approach to implementing them. Mission Viejo can use other local city spending as a benchmark to help determine a target spending level that can be achieved gradually over the course of a number of budget cycles.

4b - Research National Endowment for the Arts, California Arts Council and Art Place America grant programs with the goal of applying for funds to support existing City-sponsored arts programs as well as identifying new initiatives these funders are supporting that might be developed here in the future.

4c - Mission Viejo Friends of the Arts should explore collaborating with other local arts and culture organizations on the creation of an annual fundraising event from which all will benefit. This would help remedy the feeling by some in the community that Friends of the Arts competes with local nonprofit organizations for private funds.

4d - Mission Viejo Friends of the Arts should engage with the Mission Viejo Community Foundation and the Mission Viejo Chamber of Commerce to explore how the arts can contribute to as well as benefit from their efforts.

### CITY SPENDING ON ARTS & CULTURE



SOURCE: CITY BUDGETS; AMERICAN FOR THE ARTS



## RECOMMENDATION 5

### Establish appropriate staffing level for Cultural Services

There is a great spirit of volunteerism that exists within the Mission Viejo community, and this is exemplified by the City's 30-member Cultural Arts Committee. Of the two Cultural Services Supervisors assigned to the division, one is occupied with outreach to schools, the Writers Present author series, and acting as liaison to the City's Heritage Committee. The other is responsible for all other programming and services related to the visual and performing arts, provision of arts-related classes, as well as being the liaison to the Cultural Arts Committee and the Friends of the Arts. Although the City is fortunate to have well-respected, professional staff and dedicated volunteers, the Cultural Services division is currently stretched to capacity and unable to grow to meet community expectations without additional resources.

Beyond meeting the current needs, additional human resources will certainly be required to manage additional responsibilities related to the development of new facilities and programs, as well as identifying and helping to secure new funds to support them. To the extent that there is in-house expertise, it may be possible to distribute some specific responsibilities to other City staff on a limited or temporary basis. Hourly Seasonal Temporary (HST) staffing should also be considered. Some specialized tasks (e.g. grant research and writing) can also be outsourced. But with one Cultural Services staff member bridging both Cultural and Library programming needs, the need to address additional human resource support is recommended.

## RECOMMENDATION 6

### Develop visual and performing arts facilities in Mission Viejo

Mission Viejo is richly-equipped with City-owned and operated sports and recreation amenities—17 community recreation facilities and sports parks with 67 sports fields, as well as 45 smaller neighborhood parks and open spaces. Yet, except for the Mission Viejo Public Library, there is not a single facility specifically built for arts and culture owned by the City.

While Saddleback College and high schools in the Capistrano and Saddleback Valley Unified School Districts own and operate visual and performing arts facilities—as they do sports and recreation amenities—such facilities exist primarily for the curricular needs of those institutions, with the scheduling windows for use by outside public and private organizations ranging from extremely limited to non-existent.

The lack of facilities for visual and performing arts in Mission Viejo was raised in stakeholder interviews repeatedly as the single biggest obstacle preventing residents and visitors to the community from having full access to robust cultural offerings.

Because a significant number of these residents regularly seek out and attend arts and culture experiences in other cities, members of the community believe that there is no need to replicate facilities on the scale of the Segerstrom Center for the Arts, the Bowers Museum, or the Hollywood Bowl, but rather to create venues of a size and nature appropriate to this community.

While a strong desire for these venues was expressed by those who participated in this Cultural Arts Master Plan process, the establishment of new facilities requires a significant amount of further study that exceeds the scope of work of this Plan and the expertise of this Consultant. In our action steps below, we recommend a process to determine the feasibility of new arts and culture facilities in Mission Viejo.

Three specific facilities were recommended by members of the community for further investigation:

- An outdoor amphitheater to accommodate concerts like Pacific Symphony, touring and local bands as well as for festivals by local cultural, civic, religious and school organizations
- A fine art center for the visual arts with classrooms, art studios and exhibition space for use by members of the community
- A mid-sized (300-400 seats) indoor venue to accommodate, music, theatre, dance, films and lectures

Two-thirds of the online survey participants responded that it was very important or important that the above venues not currently available in Mission Viejo be created to meet the growing needs of the City's residents and visitors.

There are a number of factors that should be considered in exploring the ultimate feasibility of creating such venues.

## AMPHITHEATER

The popularity of and large attendance at the annual Symphony in the Cities concert, sponsored by the City and featuring the Pacific Symphony, and summer concerts at Lake Mission Viejo indicate a strong demand for outdoor performances in the community. Demand is expected to grow as well following the planned 2017 demolition of the Verizon (Irvine Meadows) Amphitheater where the Symphony has regularly performed for many years and where other musical acts are regularly presented. The fact that the Lake Mission Viejo concerts are accessible to members only has been cited in the survey and stakeholder interviews as a reason the City also needs to consider developing its own facility and program.

There are also other potential uses of the amphitheater: college and high school graduations, Easter sunrise services and other religious events, festivals and pageants, summer Shakespeare, dance performances and concerts by local bands and student groups.

The recommended feasibility study should be able to determine the best size and possible location for an outdoor amphitheater.

## ART CENTER FOR THE VISUAL ARTS

Temporary use of the City's Potocki Center for visual arts classes shows some potential for such uses of that venue, but this is based on very early stages of such use. Additional testing of what new classes and programs can work well in that building—and draw sufficient numbers of registrants and attendees—will be necessary to determine if it can truly fulfill this need. Further, these programs have only limited access to the Potocki Center due to other uses of the Center. The recommended feasibility study should be able to determine if the Potocki Center is the best possible location for an Art Center for the Visual Arts or whether there are better options in the community.

## MID-SIZED INDOOR PERFORMANCE VENUE

Members of the community cited the popularity of the Mission Viejo Library and its programs in suggesting that a 300 to 400 seat indoor venue that is purpose-built to accommodate lectures, music, dance and theatrical productions, would be put to active use by the community. Indeed, its ideal location might be within the Civic Center complex, either as an addition to the Library building itself or adjacent to it. An alternative possibility that was suggested was in the form of an addition to the Norman P. Murray Community and Senior Center.

The recommended feasibility study should be able to determine the best size and possible location for an indoor performance venue.

## NEXT STEPS

6a - Conduct a follow up to the original public survey to obtain further information about the needs, desires and priorities of the community with respect to the creation of arts facilities in the City. This is of particular value in light of the recent Civic Core Visioning process, which underscored preferences in the Cultural Arts Master Plan survey—but also identified new and different ideas residents think are worth serious consideration. The new research instrument would include the facilities identified in both the Core Visioning process and the Cultural Arts Master Plan survey in an attempt to gain a better sense of how the community prioritizes these opportunities.

6b - Hire expert consultants in the field of arts facility planning to prepare a feasibility study that would:

- Conduct sophisticated quantitative market research to validate whether community feedback is matched by demand in the arts consumer marketplace
- Identify what specific arts and culture activities are most in demand and justify the community's investment in creating them
- Assess the needs by prospective local and regional organizations that would use these venues on a regular basis
- Calculate space requirements that fulfill the needs of the users, including seating and parking capacity
- Identify prospective locations for such venues within the City, including adaptive re-use of existing facilities, the leasing of commercial spaces, and land available for new

construction—with environmental and neighborhood impacts to be evaluated.

- Estimate the costs of construction, state-of-the-art equipment and fixtures, and of operating costs—as well as possible sources of funding and earned revenue projections
- Present options for management of the facilities and weighing City management versus possible outsourcing
- Provide data from other area cities on arts facilities operating policies and rental fees to community organizations.

6c - If deemed necessary, Community Services Commission appoint an Arts and Culture Facilities Committee or Task Force to oversee research and planning relative to the future development of visual and performing arts facilities.

# ABOUT THE CONSULTANT



Arts Orange County is the nonprofit, county-wide arts council of Orange County, California. It has served as the official local arts agency and state-local partner of the County of Orange since 1995. Its mission is to be the leader in building appreciation of, participation in, and support for the arts and arts education throughout Orange County.

Arts Orange Council serves as a resource and advocate for the arts community, as a catalyst for leadership on arts issues, and as a sponsor of programs and services which enhance public awareness of arts activities and promote the development of arts and arts education.

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# CITY OF MISSION VIEJO GENERAL PLAN REFERENCES TO ARTS AND CULTURE

## **FROM GENERAL PLAN LAND USE ELEMENT, AUGUST 19, 2013, PP. 7, 9, 12, 13, 17:**

A well-balanced community may be considered one which provides a broad range of housing and business opportunities, as well as recreational, institutional and cultural activities which enhances the overall living environment.

The City's open space system and recreational opportunities represent important features of community identity which provide a sense of place and location within its boundaries.

### MISSION VIEJO CIVIC CENTER

GOAL 6: Maintain the Civic Center as a high quality facility that meets the needs and expectations of the residents and businesses.

Policy 6.4: Continue to encourage public use of these facilities for community based meetings and events.

### EDUCATION

GOAL 7: Work with and support efforts by local school and community college districts to provide high quality public education.

Policy 7.2: Work closely with local school and community college districts regarding new or expanded school sites or facilities.

Policy 7.3: Coordinate with local school and community college districts in the development and utilization of joint school / park facilities.

### LIBRARY SERVICE

In 1997, the Mission Viejo Library opened as a city-operated library and in 2002 the library completed an expansion of the facility. In 2001, the City Council adopted the Library's Strategic Plan, "The Pathway to Providing Exceptional Library Service." The library's mission statement reads, "The purpose of the Mission Viejo Library is to give this community a place to access information, experience cultural heritage, and pursue lifelong learning. It is a place where people of all ages can go to find the facts, feed their dreams, meet their heroes, and learn the truth."

The Mission Viejo Library and Cultural Services Department serves as the community's educational and cultural center. It is the gathering place for people of all ages, a premiere resource for families, and a cornerstone of civic life in our community. It is forward-thinking in its strategic planning to anticipate new technologies and systems, and it responds to the community's changing needs and preferences with creativity and innovation.

GOAL 8: Develop and deliver library services and cultural programs to meet the changing needs of the community.

GOAL 14: Work collaboratively with the community to develop and achieve a healthy community.

Policy 14.3: Build and maintain diverse, safe, and attractive public spaces that provide pleasant places for neighbors to meet and congregate.

**FROM CONSERVATION/OPEN SPACE ELEMENT,  
AUGUST 19, 2013, PP. 9-10:**

GOAL 3: Provide for the orderly development of exceptional recreation programs, recreation facilities, parks, and open space areas in the City.

Policy 3.9: Provide a range of recreational facilities, including physical, cultural, and social types serving all ages, to meet the needs of City residents.

Policy 3.12: Preserve public and private open space lands for active / passive recreational opportunities.

**FROM GENERAL PLAN ECONOMIC DEVELOPMENT  
ELEMENT, FEBRUARY 4, 2002, PP. 4, 25-26:**

The creation of “intellectual property” has become a leading component of wealth in fields such as design, music, literature, and consulting services.

GOAL 3: Enhance employment, educational, and business opportunities in the community.

Policy 3.1: Encourage long-term partnerships between the City, businesses, business organizations and the educational, arts, and environmental communities.

Policy 3.3: Enhance recruitment and retention factors that attract employees such as ambiance, educational, cultural, recreational, and environmental resources.

Policy 3.7: Promote cultural amenities and facilitate community-based events.

# CITY OF MISSION VIEJO COMMUNITY SERVICES PLAN REFERENCES TO ARTS AND CULTURE

## **FROM COMMUNITY SERVICES PLAN, NOVEMBER 2014:**

“Essential to the physical, mental, and emotional well-being of a healthy community are first-class educational, recreational, and cultural facilities, events, and programs.

“The Commission is also committed to maintaining and upgrading our community facilities to better serve present and future generations.

“As a city, Mission Viejo must be prepared to acquire funding, and locally budget for, the acquisition, development and maintenance of its future park facilities.

## CONSERVATION AND OPEN SPACE ELEMENT

Goal 4: Establish a Balanced Public and Private Recreational Facility System

Policy 4.1: Provide a range of recreational programs, services, and facilities, including physical, cultural, and social types serving all ages, to meet the needs of City residents. These objectives would be considered as funds become available.

Objective 4.1.i: Develop and offer cultural programs at the community facilities, or under joint-use agreements with the school districts.

## LAND USE ELEMENT – Public Facilities Component

Goal 8: develop and deliver library services and cultural

programs to meet the changing needs of our community

Objective 8.3.d: Seek community input in the creation of a Cultural Arts Master Plan that will govern future Cultural Arts programs and services.



ONLINE SURVEY  
 OPTIONAL QUESTION 17:  
 IN YOUR OWN WORDS, WHAT IS  
**MOST IMPORTANT** TO YOU FOR  
 THE FUTURE OF ARTS, CULTURE  
 AND HERITAGE IN MISSION VIEJO?

**MORE THAN 500 INDIVIDUAL RESPONSES**

Diversity in Arts and Music. Access to all.

to have a room or theater with a movie-size screen, surround-sound and movie-style seats

Community

whats important to me is that art and its beautiful culture should never be let to die, but to be swayed away by the magic it's presence.

MV needs to be a more well-rounded city in terms of its art and culture, which currently plays second fiddle to athletics.

Art classes

Having a good resource in art.

To me the most important for the future is the acceptance of a majority of arts. Simply limiting art because it may disobey or go outside the bounds of what is culturally agreed upon is a disservice to art.

I think that the history of our city and its surrounding area is important to remembering our heritage.

The advantage of being in our backyard, will most likely stimulate residents and non residents to partake in more events while at the same time bring added revenue to the city.

Be open-minded, seek input from local college art students and instructors on desirable tools and configuration

To show more of the heritage of residence in mission viejo. international fairs in the summer.

Broaden the offerings and make them more appealing to younger adults. Seems like the focus is on traditional arts/culture for mature adults (symphony, oil painting, lord of the strings, artisan faire) or for kids. Concerts at the lake fill a certain gap but those are mainly old-school bands, too. Would be nice to have musicians hosted at local restaurants (arroyo trabuco) or coffeeshops. I think residents want social AND art. A way to connect with each other.

More of it!

Generations below us get to see the importance of Mission Viejo and its art, culture, and heritage it has to offer.



to be honest, i can't see why it's important for the city of Mission Viejo to a top draw of arts and culture when we can travel a short distance to see world class events.

Having access to a wide range of arts for all ages and tastes so to expose the widest audience of the community to the widest range of culture.

Having our own Performing Arts Theater

Hope that it continues and it stays a very cool place to live.

The creative growth

support a continuum of relevant content...from historical through cutting edge.

Incorporate multicultural art projects

art

Support for high school and college programs as a high priority.

Arts in our schools

More focus on the arts, and good Venues to do so

Theatre

Quality leadership for the arts in the city ---it is evident at Mvhs with high quality theater and music programs that need to continue to the community

live performance of music and theatre

MV has through it's initiatives brought more culture to our area then my own city. I enjoy that and feel it is important that this area have more interesting and creative events

Knowledge is power.....

Access and creative opportunities in the arts--our city needs more performances and arts & culture events, as well as a better nightlife, like nearby cities such as Laguna, San Clemente, Costa Mesa, and Santa Ana's arts scenes--an upscale selection of restaurants would certainly help this, as would community offerings like performances, art films, lectures, and other "cool" events.

Provide more opportunities for everyone to participate in art and cultural events. Bring out more diversity and unite the community.

Live theater

Community choir

I lived in RSM for over 15 years and this questionnaire has helped me realize how much the many statuettes of people walking, talking, greeting, etc. kept art on my mind. when seeing them, their design and activity was peacemaking to me, as well as reminding me of an upcoming art activity and, in general keeping art in mind. that VERY often then replaced current thoughts in my mind of problems being focused on by news media, i.e. murders, diseases, world issues, etc.

I think MV could use more "night life" - like a coach house or a theatre for shows/music - but understanding limited resources investing and feeling that there is a lot already being done for young children - something to attract and engage our teenagers in a positive development venue (teen workshops or sports or arts/performing arts) would be awesome

Having quality events that get the community involved, it is what makes MV so special.

Provide a center that has music, dance, drama and art all under on roof, and to be able to perform in a theater setting.

Having a place to host exhibits and programs on a larger scale than what currently exists.

Variety

To keep our heritage alive and well-known and respected by all races and help them embark in a journey of self-discovery through all forms of art. I attend the Orange Coast College dance department in Orange Coast College.

That it is still supported and offered in our city.

Opportunities for children and adults to be exposed to the arts in its many forms. There's not enough of this in our world.

We have lost much of the arts education that flourished in CA public schools and has steadily dwindled since 1978. Arts enrichment, training and performance/ exhibition opportunities for young people can give back to today's children some of what CA's children used to have.

Art gallery

An outdoor amphitheater for symphony concerts, Shakespearean festivals, and dance performances.

Art is important to our personal development, no matter what our age.

Quality

We love the Saddleback College dance and theater programs. We find out about things thru the program mailers they send out. Also the recreation catalog that gets mailed out.

Cultural activities unite people and open minds.

Make it interesting to a diverse group of people, with different backgrounds, ages, religions, and ethnicities

As many events as possible, easy to find out about, ease of parking.

SUPPORT Saddleback College

That access is easy for all demographics.

Orange county needs more culture - music, fine art, theatre and mission Viejo is part of that need.

Preserving and creating an online history of the area that can be used by residents to find the geological and historical links to our areas past.

It is important that the city supports the arts.

Community and union.

Promoting outdoor activity and creativity for youths.

Engage the community with activities they prefer

Visual arts and music performances

Affordable art classes in the city. Free concerts to bring the community together. Love the chalk festival - so unique and awesome - don't stop doing it!

Build a venue for concerts and plays for enhanced cultural benefit.

Saddleback College

The arts are the most uniquely human activity and making them an integral part of our Community not only provides adults with rewarding activities, but it invests our children with creative outlets and critical life lessons.

To continue supporting the arts

art should everywhere in the community

I'm so glad you are doing this survey. I worked in MV for many years before retirement. Offering a rich cultural experience in the arts is crucial for a healthy community.

Having quality events available locally and not having to drive to LA or even Costa Mesa.

I'd love to see a nearby venue for plays, concerts, and art classes ... but affordable for retired seniors ... without having to drive to Costa Mesa.

Meet talented people

## MUSIC

A theater for local groups to perform.

There needs to be places for young (& old) people to go where they learn about music and the arts. Price is a huge thing so keep the prices low so families, couples (i.e. date notes), and even high schoolers can go to learn about music and the arts.

make available cultural events available throughout the year for all ages

I/we LOVE this city -- more arts access will only make it better!

That citizens are able to express themselves and have all necessary resources and education.

The development of your own personal Art creativity brings such a happiness to ones soul.

Better use of existing facilities.

Indoor venue for theater and music.

Continuing arts programs and bringing arts to the masses even if cities want to cut funding because it's such a fundamental part of human nature.

accessibility and variety

Support for Saddleback College art programs by increasing funds for classes, staff, and community outreach.

Financial health of our facilities. Visitors from outside M.V. should be charged a small fee for participation.

Continued engagement with Saddleback & KSBR

Music programs are most important to me.

A performing arts center that offers community theater while also providing arts-related classes to youth and adults.

To keep events free

Having things to do and see is VERY important to our life style.

Good times.....for ALL.

More activities with parking ease.

Making physical art and live performances accessible. There is currently too much reliance on digital/virtual entertainment. It is important to personally experience live performance, actual artwork, and cultural expressions.

If you want to enjoy the intrinsic good effects of the arts, show it by dedicating space for it; build a place for it. Having an event on the lawn or in the council chambers says you aren't serious about it. Perhaps one lawn event is good, but nearly all, no.

For the upcoming generation to see the importance of Art, culture, and heritage.

I know that when I was Cultural Arts Commissioner in the City of Garden Grove our Commission strived for culture of all nationalities and heritages and that is so important for the City of Mission Viejo.

I don't live within the city. that is best answered by your taxpayers.

More events and more notice time so I can arrange to attend with friends.

Arts Alive & Street Painting Festival has been an event that I look forward to every year. It provides an opportunity for professional and budding artists to work together. Opportunities for local Arts and Crafts vendors, as well as art workshops for youth. Also, it is time for the City of Mission Viejo to create a Center devoted to the Visual Arts. A place designated for exhibits and classes for adults and youth.

A small indoor theater that gave quality performances of music and drama would be great--like SCR quality. We enjoy McKinney Theater/Saddleback College performances.

History

I would love to have a sense of community in Mission Viejo.

Having our own performing arts theater and keeping the cost low. OC Performing arts has become greedy with the cost of their tickets so we can no longer afford to take a family of 4 to see a play! also need to showcase our local students.

Community involvement Arts Alice is a good example. A city art center perhaps at Potacki Center or at the library.

Continued engagement!

Do what you feel is right. Asking people what they want and expect is a good step. I can only hope that the people in Mission Viejo have good opinions.

Access, promotes and develops local arts community, serves local resident community, unique Mission Viejo identity

I believe that the arts stimulate creativity and critical thinking as well as foster human interaction which are all important for our children. Mission Viejo has always been a city that embodied family to me and having more opportunities/exposure to the arts would be incentive for me to move my family back to Mission Viejo.

More arts makes MV a better place to live

Events that are accessible to the public. Make them over 2-3 days so that we don't miss the chance to participate. Schedule them at hours that are conducive to various audiences (working parents, business people and not just seniors).

There aren't a lot of information and marketing about the arts & culture scene in Mission Viejo. Also, there are not a lot of galleries and venues that are well known to residents outside of Mission Viejo. If more information were provided to the residents outside of Mission Viejo (and to residents), perhaps that would assist in sustaining the future of arts & culture in the city.

better, larger venues.

A dedicated center to house performances. A knowledgeable arts program management team.

quality music and fine art venues, for both self-development and entertainment.

For starters, this survey! It is fantabulous that the City of MVJ is invested in upping their arts & cultural game by actually asking we the "peeps" what we'd all like to see, hear, do and enjoy! Way to go!!

Creating a Arts Foundation, so when programs are started there are funds to keep them going.

That arts events presented have wide access to a number of age levels, are educational, entertaining

programs for kids and something amazing outside

accessible not-for-profit art/design/creative events

Art exhibitions of traditional, beautiful art instead of obscure abstract art.

There needs to be a performing arts center just like nearby cities and this would promote art

Promoting more activities for kids and teen in connection with Community Liasion of Saddleback School District. I work at Elementary School in Mission Viejo helping out families.

Keep the interest alive!

Ensuring our kids access to all forms of the arts

Another theater venue...in addition to Saddleback College.

Having an outdoor music venue

signs with art in the middle of the street on crown valley parkway are distractions

You never know what class, performance or exhibition will make an impact on a student. Why not be a part of that inspiration?

Education

I would love to see an Art Guild

That venues will remain available for the arts

Just keep doing it.

We need more theater venues other than Costa Mesa

music and theatre productions

I have family in the area with pre teen and teen age children, they are involved in the arts which has helped in their overall development so know the value of arts in their lives. My company also hires employees from the Mission Viejo area so an arts background is a benefit to hiring.

Offering more opportunities for youth to engage in STEAM.

more event

Accessibility

Support Senior participation

Continuous new programs of interest

More quality arts events available in the south county.

involvement

Giving culture to my kids.

More ways to attract a wide variety of people.

Continue to provide the ability to explore arts, culture and heritage events.

Unique artists in small venues at reasonable prices

That it remain accessible to everyone

That they have a special place for arts and culture

How art expression relates to success in life. The art of creating something that you can share builds confidence.

Everyone has ability, don't have to paint like Monet."

Keep pushing on this. Arts and culture are critically important and are often thought of as "nice to do, but not critical."

Make it fun, Make it relevant, inspire creativity and joy

Healthy creative outlet.

Promote and support arts education in the schools K-12.

Excellent quality theatre that is accessible for young audiences.

Making art, culture & heritage events affordable to the general public is most important, as more people will participate if affordable.

Larger scale productions of Broadway shows.

It's most important that it continues to be part of the educational system and community.

Just free, interactive things for us to visit and participate in.

Maybe...just maybe, a place where we can display our work monthly

More publicity to the events

A cultural center like OC performing arts center

That it should be a very important part of every citizens life.

Providing opportunities for residents of all ages participate in art activities.

A center where people can take art & craft classes for all ages

Just from completing this survey, I'm aware of more activities offered in Mission Viejo than before. It is important to find a streamlined and effective advertising strategy to inform city residents of all the activities offered in our community, boosting awareness and participation. As an artist, it would be wonderful to have a dedicated public gallery space where exhibitions and events could be held.



More displays of art in public places, more encouragement for local artists to display their work and more info in local publications about same.

Form art/music partnerships with SBCC & Capo HS.

I believe I answered that in my responses.

Engagement and learning.

The most important thing to the future of arts, culture, and heritage in MV is making the venues accessible to everyone and getting the word out.

I want them here and accessible

low cost, quality

promote diverse arts, culture, heritage for all age groups and ethnicities

I would like to see places for young people to congregate at night that would be both safe, free or low cost, run by artist, and expose us to local artist. during the day it would also be great to have this space include people of all ages and all backgrounds to bond over art. A place where all could meet on common ground (art) and grow as a community.

Low cost and free events involving families

Art Center

To upgrade medias. Invite known artists to exhibit. Hilfiger art/music combo events

Family friendly events

I love the idea of inspiring young people to appreciate the arts.

Freedom to explore and exhibit.

Having our own ART MUSEUM

diversity in what is presented is a way of encouraging originality

Line dancing classes. Line dancing lessons. Public art displayed around downtown Mission Viejo which I consider to be blocks around the MV library. Revitalize the shopping center across from the library. The center is an embarrassment for the city of Mission Viejo. I would like to see the center demolished and start from scratch. I love trader joes. The rest of the center is useless.

Music

provide a place for music like 1. Coffee Gallery in Altadena; 2. Cal Tech Beckman Auditorium

Having activities that children can participate in and become a part of.

I would like to see the City as an integrated place to experience fine dining, theatre and concert performances in a world class venue that would further put MV on the map as a destination and a coveted place to reside.

More diversity of events--many are marketed for kids or seniors, would like some classes and other things for mixed generations. Also an art walk would be great.

Create a venue that is first class museum, concert hall and arts education center.

That residents of Mission Viejo can come together to celebrate the importance of art

There should be more arts programs similar to the quality of Orange County School of the Arts (OCSA).

Youth activities, in arts and music.

I would like to see more variety of dance performances or concerts.

Self expression, inventiveness, cultural awareness and an appreciation of everything that has been done before us and what can be created in our future

public studio space where people from different background and generations can interact and create. Helps communication and understanding between cultures & generations.

holiday events

#### MORE EVENTS

I would like to see more events put on for the youth population to participate in and attend. It would be worth having more concert halls that local bands and larger band can come to perform at since the closest venues are either Irvine or Los Angeles. Those locations are far especially for people who live in southern orange county like in San Juan Capistrano and San Clemente.

Continued availability of Saddleback College programs for all ages

That they are accessible and available to all.

That is continues to grow. Art in whatever form it takes is an extension of a persons heart and soul.

I think art is best experienced when it is not confined to formal settings. Art in public places is wonderful. And if it's interactive- that is even better. Urban Conga <http://www.theurbanconga.com/> is a wonderful group of people who make creative art installations that encourage the

community to interact. It would be so great to have something similar to their projects here- like the musical bench. Thank you!

Opportunity for musicians and artists and audience support.

Enrichment and education for all residents.

Bringing forth Diversity, as a Community.

We need to make sure that the arts in general is open to all to enjoy, experience, and take a part of. I feel like in this time of age, music, dance, and theater are somewhat forgotten in today's society and I would love to see more of both the younger and older working together to promote creativity and a safe imaginative work environment.

Arts Center

More coordinated effort between the city and college when it comes to the arts.

JAZZ ! very very important influence of free style music which would develop healthy heart and soul for younger generation.

Keep the arts Alive

Getting people out of the house and away from the computer. Interaction between people, through the arts, is a fine way to keep a community healthy.

That it keeps continuing to move forward

Continue to try new things and push yourself from the mundane.

To get more growth and diversity.

The education of children in arts, culture, and heritage, both inside and outside of school.

having an eclectic choice of events

The most important thing at this point is reaching out to foster different and diverse communities. I think Mission Viejo already does a great job reaching out to families with children and providing child-friendly activities. But there are also communities of people in their 20s, or unmarried/divorced people in middle age, or of people who want to gather by culture or musical preference...etc. The next step for Mission Viejo is to acknowledge that each of these sub-communities has their own tastes and desires, and to empower leaders to catalyze artistic events by providing the opportunities, venues, voice, and publicity they need to create.

More opportunities for artists to connect with the people in the city in order to inspire and feed the creatively hungry.

That it continues to grow.

That it survives. Art is often seen as one of the least important things, but for many it's the most important. Stressing art based careers and success in those careers is the most important thing.

I would like to take low cost classes and attend low cost, but high quality, concerts and performances.

#### Live Music Venues

I LOVE begin part of a community - and any event is a wonderful event for me - especially in the city of Mission Viejo. Whenever there is an event I hear about - I do go with and bring my family. I love to participate. and I also really like all the events.

Promoting arts in our schools is critical to fostering a solid arts foundation in our culture.

Making mv an attractive and comfortable place for people of all cultures and ethnicities; improving quality of music program in svusd schools; performance venue to replace Verizon wireless

good music venues

Developing professional level work, whether that be in a performance, class or festival that would attract and keep interest

Continue the outdoor seasonal programs at the Norman P. Murray Center. This has really brought us together as a community as we celebrate the arts. My children had formed favorably strong memories from these events, and I'm glad that Mission Viejo has taken an active role in preserving its legacy among the youth.

Information about events, quality of events, range of events, location of events

Mission Viejo could benefit greatly from improving their arts facilities, especially at saddleback college. We have a multitude of art opportunities in this city but I feel that the venues for both performing and taking classes are lacking.

Music education in the schools.

dance, crafts, music,

More art exhibitions and contests

That it is available to kids.

The arts add a richness to any city. The arts communicate to others that we are creative, interesting, innovative, alive, feeling, happy, intelligent people.

Exposing kids to a variety of cultures and getting them excited about learning.

Affordable, variety, family friendly

Promoting and providing opportunities for residents to pursue and display artistic expressions (e.g. local amateur bands, artists, writers, actors etc.)

I think you should be more aware of the fantastic talent that lives in the area.

Maintaining the ambiance of the city. The rural feel is inspiring in and of itself. Keep signage and blight to a minimum. Bring in a big old barn theatre for community performances, crafts, special speakers and events. Using the city hall as a theatre is awful. Zero ambiance. It's like watching performances in an office. I can assist with ideas regarding the big white barn idea. Also, renovation of Vista Del Lago shopping center is a must. Somehow the city needs to contact the owner and get brain storming on how to bring that center alive again. It could be such a shining star in our city -- we need to get a good coffee shop in there, where people can sit outside and watch the boats float by. it's such a waste -- needs some good quality shops. someone needs to get

that ball rolling. Too many empty shops when it could be a wonderful, bustling center. The owner may just need encouragement to get it done.

Theatre programs

Enjoy street faires.

Opportunities

Having the arts continue for a very long time

To keep it alive and continue to inspire and influence the community

The continuous offering of educational programming in our schools and in our city events.

If MV had more fine art and cultural opportunities and events, along with better dining options in and around performing arts venues, my husband and I would highly consider purchasing a home in the area. Until then, we will remain in North OC, closer to the Segerstrom and LA.

understanding diversity

That it have a more vital, integrated presence in the civic fabric so that it becomes a part of the city's identity.

the importance is the ability to express yourself

We need some sort of Arts Center in the city, or an Arts complex which could host traveling art shows, music, dance, theater, and which could showcase local talent as well.

Make diversity arts, culture, and heritage more accessible and affordable.

The most important thing is to continue inspiring and creating art.

More money to music and arts to schools

I think the most important thing for the future of arts, culture, and heritage in Mission Viejo is diversity and acceptance.

I love the arts and I want that to be an important aspect of my own community. While I do love to travel, I think it would be more a part of my life if it was available in my own backyard.

Outdoor events that bring the community together.

Quality, accessibility, variety

have more of it

What's important about the future of art is that it won't chance but to advance, with more opportunities. To also, keep encouraging the artists to bring our their inner creativity.

Theater and museums

Growth, creativity, participation, availability, accessibility for our youth

Facility - Art Center for creative classes and open studio for visual arts. Definitely – Ampitheatre. Our most popular event is the Symphony in the Cities

Providing public access (as opposed to restricted access at the lake) to performances in an open space.

Having venues nearby with adequate parking and affordable prices.

work with local and regional cultural art non-profits to offer collaborative projects and services in this area.

Use art to keep Mission Viejo beautiful.

I wish for the beautiful city of Mission Viejo, to prosper in quality Arts and Culture, the kinds that are rooted in love, compassion and pure intentions, since this is what Art and Culture is all about, and this is what will someday, be part of Mission Viejo Heritage.

What is most important to me for the future of Mission Viejo, is to have Arts and Culture that rises from the seat of love, in the hearts and minds of its artists, writers and speakers,... in a way that it not only enriches the city at present time, but also what we leave for the next generations in Mission Viejo. Profit oriented Arts, Culture or tourism have only short term results that always need to be fueled by more investment every now and then.

The Art that holds deep values regardless of profit, is everlasting and has enough attraction for tourism in it's core that it doesn't rely on spendings on advertisement.

I think that Mission Viejo should have events during the year, in addition to the summer concerts, and have better parking to better accommodate the participants. I also think that there should be a farmers market and festivals that promote cultural diversity.

having a local place to view it.

The good side it brings out in the community - there is no downside to art.

Galleries that show a broad range of work. A more walkable central downtown.

Quality programs/events rather than lots more mediocrity

I believe that art should pique interest in every mindset of people, mostly starting at a young age because having experience in visuals can help spark creativity in their own way in life and aspects.

The most important thing for the future of arts, culture and heritage is that art becomes more easily accessible and promoted more.

I believe that self-expression and education in art is very important.

Concert hall, music/arts classes, co-operation in these fields between the city and local schools and colleges. Healthy arts scene, similar to NYC and other cultural centers - we are behind now.

That it's still present in mission viejo

coming together to learn new things

the ability to express yourself and what you believe in without people judging or criticizing the artist

Maintaining its quality and providing lots of opportunities, especially for those who devote their lives to the arts

In my life, I believe that art will carry on within our culture and we need to express it. We will express peace through art, our culture has gotten so ungrateful and if the city gives people that artistic outlet then maybe our world will get more peaceful each day.

Low cost family events. Movies in the park,

More art, more music, more life!! We can't fall behind

Celebrating ALL cultures

I feel that art needs to be able to connect all ages and to pique interest to ground some aspect of creativity that is made from experience. Thoughts and ideas just don't pop out from your mind, there needs to be a history of memory.

I think it is most important to introduce more ethnic views in the, small, Mission Viejo. I would also be beneficial to broaden the spectrum of young children to the greater world.

It's important to me that we continue to express ourselves and come together by beautifying our city with dance, art, and music.

Better school music programs

to inspire

Proximity and availability

I think the city does a very good job promoting arts, culture & heritage. Programs for kids are always welcome and showcasing our own talent are important for community pride.

For it to continue on. The arts are seen as an extra easy class, or activity. They should be seen as an important part of our society.

Diverse programs that get youth interested and involved

Performance venue with good acoustics

I like art

I believe the visual arts are important to Mission Viejo as well as literature.

To bring high school students a safe place to socialize

I would love to have more options to hear live music: outdoor concerts, indoor concerts, bars or restaurants with music, library concerts like Aliso Viejo does, coffeehouses.

To create an environment that promotes creativity and growth for all ages. Acknowledge local artist and celebrate talent.



Well the future of arts does not really affect me but i hope for the best for all the art supporters or lovers

I think there needs to be more of a music focus in the new era of music

video is most important

Keep people engaged with various activities that will attract them.

The most important thing to me is to help make the community a better place.

Hands on museums

Continue to provide activities that encourage the arts, and creativeness.

A growing development of programs for young people that will attract parents and other citizens to the arts, that would not otherwise participate or be exposed to it.

Well the future of arts wouldn't really impact me but i would like to wish it the best to all the art lovers in that community.

Expansion of opportunities offered to citizens. Such as funding partial tuition to an art school for winning a contest going over all of OC.

To have a place where everyone can easily come together and have fun participating.

to bring the arts to the people

Be more creative, have more foreign culture.

something after school for younger kids (less than high school age) that is safe and stimulates freedom to be creative across multiple intelligences (kinesthetic, visual, auditory, etc. learners), but also it might be cool to bring mixed ages together so high schoolers can get volunteer credit time teaching/assisting with younger kids with common interests

Providing a variety exciting activities and art venues. It could be nice to have guest speakers or people who work in the art industry to give talks and inspire people.

having options more appealing to teens

For the future of arts, culture, and heritage in Mission Viejo, the most important things for them is that they will be used to help increase the people visiting Mission Viejo, enriching the culture of Mission Viejo, and using them to help increase the prosperity of Mission Viejo.

More publicity for the arts and performances to engage the community

A community that places value on the importance of creativity in its citizens and provides ample opportunities for expression of arts and culture; to maintain economic prosperity and prestige in South Orange County, it is important to celebrate arts and culture, with vibrant and diverse offerings! I feel that in concert with this, investing in more fine dining establishments and unique venues/events can help to make Mission Viejo a place to thrive. Communities like Laguna, Santa Ana, Irvine, San Clemente and Costa Mesa shine as examples of cities that have embraced community events centered around arts and culture, alongside unique/gourmet/eclectic locales for dining and drinks--it would be nice to see Mission Viejo similarly strive to invigorate its local economy. The public art and the beautiful Oso Creek Trail is a wonderful outdoor setting and it is fantastic to see this in the heart of our city.

diversity in the arts. making activities available of all different types of art from theater arts to the arts of design (graphic, interior, architecture).

More fairs and more fun!

Personally, I enjoyed events such as the Art Festival with the chalk street painting. I'd love to see more events such as those in the future.

get really involved and nice art supplies that's inspiring

Support the MV Library; it has rotating exhibitions of local art and photography. The Writers' Present Program is outstanding!

Get everyone involved in some sort of art as much as possible. make it more appealing to each generation rather than generalize one event as a whole and see who shows up.

visual arts and music events

Flexible/professional facility to hold a variety of arts (music, drama, art) with ease of parking and good seating. Both an indoor space and an outdoor amphitheater space.

Spread arts, culture, and heritage to elementary and younger children. That is the most influential time in their lives to show them it is okay to be different, that bank geeks, and drama nerds, and different ethnic cultures and races are some of the most fun people you'll ever meet in high school and beyond. Show them how fun a commitment to something bigger than themselves really can be. It is important that by teaching and learning about diversities that surround you you can make individual opinions and judgement calls based on one's own knowledge on subjects- to not have any influence by parents or others around them as to what a certain art, culture, or race is like.

More events and they are advertised very well and also done in a nice place.

Immersion in the arts often requires the participation of the people, as they shape the customs of the world, and to be able to partake in the artistic legacy is paramount to our cultural significance.

I wish there were closer and more accessible art museums. I also wish there were more opportunities for education about theater, whether it be acting, stagecraft, sound, lighting, digital mixing, etc.

The youth.

I feel any investment in the arts & architecture is important to any city. I love to travel to places that have a distinct culture/history and beautiful art/architecture. Our city now is not very exciting. I would love to live in a more vibrant area. One thing I was happy to see was the addition of the dog park. One huge disappointment is when there is opportunity for a unique restaurant when space becomes available at a local strip mall it always seems to end up being a bank.

There needs to have more talk about art and these cultural activities. For future, the most important thing is to have a Mission Viejo identity to these events.

I love having access to the arts in my own backyard. I think MV does a pretty good job with providing us arts already

Performance venue, live concerts -- especially a large place for school choirs and instrumental groups to perform.

That it stays relevant.

That involvement starts at a young age and that there are specific events for different age groups so that everyone feels a part of the arts in Mission Viejo.

Willingness of the public

Lots of community involvement

Safe place for teens and adults to have fun. There are a lot for kids but not for teens and adults.

Diversity

A variety of arts and music programs supported by the City staff.

Creativity

Everything

Live music, live theater venues. Irvine Meadows/Verizon Amp. closing down, good opportunity for the City to pick up some of that business.

Greater Use of public High School facilities, increased usage, for fees to co-benefit these education facilities so hard up for funding!

Music, art, in schools, and outside of schools so the residents can enjoy, learn and understand music and art and it should have an equal footing as does sports. More music and art in schools as well.

To make artistic inspiration extremely accessible to our community.

Important to have the arts available, publicized and of reasonably high quality.

Events that enable local artists and musicians to celebrate their craft.

more activities

More money

More teenager's art

Having different types of arts available to all ages. Creating venues where friends and family can enjoy together.

Not spending too much on it

Keep doing what we are doing; Promote what is already going on.

Need more art

To be able to enjoy movies and plays without having to travel over 5 miles.

To ensure our residents have artistic opportunities and resources that are affordable and close.

The opportunity to appreciate and enjoy the arts.

I love that Mission Viejo is family-friendly, whether your family is starting out, retired or in-between. I think arts, culture and heritage should be accessible to the entire community and not targeted to a single demographic.

I don't feel there is enough arts, culture and heritage available in our school system. So for an abundance of it to be available to all in and out of our beautiful city, and our children of all school ages, to be able to grow up with more art and culture available to them is priceless.

Accessibility, low cost, inspiration, better art departments and more funding for public school

I believe there is a lack of individualism among my age group (high school students). Personally, I express myself quite frequently through writing poetry and discuss arts and self-expression with one of my best friends. Encouraging kids to be able to find some kind of art form is important in developing independence and allowing someone to form their own thoughts, ideas, and opinions versus what other people tell them to do or think.

Passion

The city does a good job compared to most, but more of these kinds of things would be awesome.

A community theatre would offer MV residents a local place to create, share, and gather where all residents could have opportunities to perform and/or support/watch creative original and traditional works

To expand to different media.

I think that the most important thing is to cultivate the artistic desires of the youth. As schools cut budgets for the arts it becomes less accessible even though it is necessary to engage the right brain as well. Any career path would benefit from artistic stimulation and it allows for people to express themselves, important for people that need to.

To stimulate the artistic talents of our youth and help them recognize the value of the arts in their development

venues to experience live music and dining that brings a variety of quality foods - no more chain restaurants

To be able to expose my children to arts, crafts, and creativity.

More, more, more! I love the arts and it's important to me to live in a place that celebrates the arts.

provide quality activities for the youth.

intergenerational participation; educational opportunities, and high quality programming

I would love to see a mid-size theater for performing arts - theater, musicals, symphony. Like a community theater then I won't need to travel outside the city.

A venue to see plays and concerts.

Keep up the excellent work of providing arts and culture to our community

Safety of the people and their rights

engaging legacy enjoyed by all age groups

Having leadership to drive it with a vision

A facility to promote free or low cost art productions.

To make a career out of further something and make something out of my self.

outdoor activities

To include the youth with more activities that bring a hands on aspect

Constantly being creative.

The most important thing for me is having a safe place for people to come and have the option to choose what classes they are interested in and to express their creativity.

I think art is very important because the allow us to express yourself in many ways hat are beautiful and inspiring.

I think that people should be know for any type of art matters what they are into

Getting to express what you believe art is.

music

Art classes - free

To become more of a culture-related city

Preserve art, support young emerging artists, represent all cultures respectfully and honestly.

photography contest

The ability for youth like myself to have a space to create. And really, really create - a venue, resources, means of learning and teaching. Something like a theater, or an art studio, or a complex or combination of the two. We have very creative youth in our area, but because of the fact that these things are not being taught/encouraged/ supported enough at school, many talented artists feel that they cannot pursue their passion or that their talents are not worthwhile. A place where we can easily, and freely, develop these talents and create art would change that!

I like to see the City continue and expand the arts in our community.

I'd want it to thrive.

That we come together in peace and express it in our art.

Learning how to draw.

I would love to see a venue that could hold 300-400 people as described in a previous question.

Enhanced advertising of appealing activities and additional youth activities

Opportunities for kids to participate.

Theater arts

A studio for outoftheboxarts

Classes to encourage creativity.

Economic and cultural growth for the city

More publication about events and more variety of events.

The most important part of the arts, culture, and heritage in Mission Viejo to me is exhibits and activities that are safe to go to and especially affordable for adults on a tight budget. Also, more attention to advertising the event.

That Mission Viejo stays vital, clean, safe and with lots to offer children, teen, adults and senior adults. I'd like more arts and photography classes in the daytime for seniors.

To be entertained and encounter new experiences both visually and hands-on.

synergy - working with people and venues that already exist - encouraging the students through their schools

Performing and visual arts for all ages, but especially for youth. Music, painting, acting, sculpture, photography.

Outdoor Ampitheatre

Have a clean safe place to view and interact with all that Mission Viejo can offer from around the world.

City involvement in cultural and artistic programs

Keep it up!

Mission Viejo needs a community theater! This is important so that local performers who have graduated from high school can continue to perform in the city. It is important so that the K-6 children have a place to participate in children's theater/musicals with each other and their families. This creates a healthy, creative and safe environment for families to enjoy performing and attending. Classes can also be offered for all ages in acting.

That we try new things

That we continue our participation in the arts, etc.

To teach people how to create traditional art with a hands-on experience then teach them how to apply those skills to technology.

I like the fact that younger audiences will be exposed to different arts and culture.

I think that mission viejo needs to allow more creativity and people to be able to make murals and stuff using buildings

to connect with culture and share personalities

everything

Must have a big theater with different types of events EX. Music, Art Festivals, Diverse Events

Having more music festivals to bring together people of all ages.

Developing the interest of youth's in arts from a young age is important.

visual arts venue

I would like for Mission Viejo to increase the involvement of modern technology into the art to attract the greater majority of the population.

That there be a portion of the arts for younger students of mission viejo

Integrating cultural arts and arts from overseas.

that everyone has the ability to express themselves through their art

to make art classes important just like academic classes

More opportunities to experience art.

The Arts Alive festival is my favorite event, and more publicity about theatre shows would be nice.

I'd like to improve and be recognized

Dank Memes

Interesting ways to celebrate

What is most important for the the future of arts, culture and heritage in Mission Viejo is engaging to the public and providing something vast and exciting.



It has to be reflective of the diversity existing here. Also recognize that arts and culture is recognizing the beauty in imperfection and encouraging everyone to contribute and learn without being cordoned off.

This does not apply to me because I do not enjoy the arts.

The teachings of it

More cultural events to express the different cultures.

Application of such items

To express your feelings

Music and innovation is.

Legos.

music

I hope that Mission Viejo has more unique food places

Music is important to interact with

I believe your survey has covered all the important topics to improve the presence of art within our community.

A Chess park would be wonderful for the city! As well as a fossil exhibit!

Live theatre is the one aspect of the arts that appeals to me most.

Diversity in offerings (music, art, film, etc.)

More quality events and help promote businesses in Mission Viejo that promote arts(continuation of crafts such as knitting), culture and heritage.

It is most important that there continue to be free events at the library and in the community (arts alive) for families to attend, especially young children, who may not have much money to go to big events. Having the exposure to all the free children's events at the library, the arts alive program each year, and the middle school enrichment art classes afterschool have been so enriching to my children's lives and we would not have been able to be exposed to that if it cost money.

I appreciate that the city supports the arts, please continue to do so!

To make it a better tourist destination. Not many people know about the Oso Creek trail and the art along it.

Add more art activities that can include local artists and unique art methods (more textile art)

MORE!

Opportunities to participate and learn.

Education

Availability and affordability

keeping the resources available as much as possible for the community of Mission Viejo.

Art galleries

We prefer the Segerstrom Center in terms of venue and production quality. We also enjoy the talented musicians who perform at the KSBR birthday bash.

Accurate preservation of our local history, with a curriculum for grade school education would be a great resource for our local teachers.

More monetary support from the City Council to the Cultural Arts Committee and Friends of the Arts to promote great arts, culture and heritage in MV.

Involving our youth, guidance is so important

Continuing to provide diverse types of cultural arts opportunities and activities is important.

offer high quality events more often that are well attended, less programs attracting small numbers, don't duplicate what's offered elsewhere, keep present facilities beautiful

continuation of symphony concerts, concerts by other groups

To make the arts just as important as youth sports in the community. Having a fun and interesting cultural events, art classes every weekend for residents to attend.

continue arts programs

It is most important that the city continue to provide a variety of venues and opportunities because, when it comes to arts, culture, and heritage, no one size fits all!

Provide personal meaning of one's self.

Keeping the arts alive here in our city and having it; classes, exhibits, lectures, activities accessible to all that wish to participate.

Making it easy to access cultural events. Having different times for events especially during the day hours.

Don't expand, tax dollars should be spent elsewhere.

Arts develops individual's talent, builds character and promotes good positive community involvement.

Be very careful just what you build a venue for. It can become a place for too much political activity and for "soap box" issues.

#### SADDLEBACK COLLEGE

Making it affordable.

That the arts and live music opportunities continue to flourish in our city.

If neighboring communities could come together on these vital issues, costs could be shared. "Presenting Arts and Music of Southern OC" Saddleback College is in a supreme location, but needs better PR as to what's happening and when. Why not join forces with them for your cultural arts programs? They need the funds and PR which your area cities can provide. They invite guest performers on a regular basis, but the McKinney Theater is empty most of the time. Why not approach the school to work out a regular basis for college facilities, important guests, orchestras, choral groups, outdoor art and antique shows? Such as : first Sunday, concert in McKinney, second Saturday and Sunday Art and antiques, third Sunday, Chefs, fourth Sunday Family fun run with outdoor concert, etc.

get the community to know when things will be happening on a regular basis so they can plan ahead for their favorite activities.

To continue to reach the youth of our community with exposure to arts, culture and heritage. The Community of Character is a wonderful program and can only benefit all of us with it's teachings.

More outdoor concerts and art shows would be great

The fine arts (Not commercial or Sell) art. Esthetic Art, Art that is original and professional. Do not copy the tourist type work seen in neighboring communities. Make M.V. known for its FINE ART, museum quality, and originally presented.

Variety and multitude of events.

Opportunities to participate

Affordability

The Irvine Ampitheater was a great place for concerts and the Pacific Symphony, we need a new theater to replace it. Saddleback College has lots of good art exhibits, plays, etc., but it is not very well advertised.

Continuation

The arts bring humanistic values to one's life. They deepen one's life experience and afford one to be able to relate with more people and people of various mindsets. Even if I don't particularly enjoy the art I'm seeing, it has opened my mind to thinking in different ways, and I am richer for it.

Music, dancing, broad range of classes - art, cooking, lectures, etc.

Would like more culture in the area including art exhibits, ballet, opera, literature, poetry readings, theatre, Shakespeare, and increase culture awareness in our youth.

many of the reasons you stated on the previous page make great sense for the city and i think there will be positive outcomes/impact on the city if many of those were implemented.

Community awareness of the offerings at Saddleback College

Large concert performance facility to be added.

Keep it rolling. Diversity!

Innovation and creativity for all ages, genders etc...

With the decline in arts education in the schools, I'm concerned about opportunities for young people to be exposed to the arts and creative expression

All of the above that I entered. I love art and am an artist.

A venue

That diversity be respected and honored; creativity be celebrated and encouraged; that the arts be reinstated in elementary schools (!)

Synergy with quality programs that are already successful, partnerships with existing programs

Having a variety of the arts available for all age levels and interests.

Unique offerings..not just a repeat of what's in other cities.

I love the idea of a performing arts center

Setting a good example for our youth to learn about fine arts and culture

Accessibility and quality of presentation

Quality live theater, independent movies, fine arts classes (watercolor)

Community, knowledge, developing personal skills and talents, and socializing.

More local classical music

Large dance floor for social dancing. Would love to see Mission Viejo have its own community theater.

Ceramics studio

Increased opportunities, esp. for children.

A focus on arts is beneficial to all communities.

Events hosted that are affordable and advertised

Would like to see an arts venue with eateries within a walkable distance.

Brings another layer of greatness to the community that will continue to be more important to the millenials and future generations with the focus on STEAM

To have a staffed art center like other cities.

Providing an environment where artistic expression is welcomed and appreciated.

Finding a building where one could enjoy the arts: theatre, cinema, concerts

More selection of things to do in MV. Usually, I need to go elsewhere to get that kind of experience for the things I like to do.

I would like to see more classical music offerings, such as chamber groups - duos, trios etc.

The availability of affordable theater. It is nearly impossible for a family to enjoy theater in Costa Mesa and LA because tickets are so incredibly expensive.

Provide art activities for those interested in attending.

Family fun

Promoting high-quality performing arts

Arts and culture are essential to any vibrant, healthy community.

There are NO arts/culture in MV. Something would be nice. Driving to LA for art is what I do. Closer would be desirable.

more entertainment

Supplementing the programs available in schools with otherwise unavailable community education and events  
Accessibility.

Genuine visual art venues for world class art exhibitions

# SUMMARY OF PUBLIC COMMENTS

## ARTS AND CULTURE

### COMMUNITY FORUM

**JANUARY 14, 2016, 7-8:30 PM**  
**CITY COUNCIL CHAMBER**

#### **COMMUNITY OVERVIEW**

- Wonderful school programs and first-class institution in Saddleback
- Large population of “empty nesters” aged 40’s-60’s who could use art classes/activities
- Arts/Culture development as a way to reduce demographic gap of post-college aged residents departing for other cities due to lack of nightlife, restaurants, etc.
- Pacific Symphony is a great resource
- Community needs to have a better understanding of philanthropy within the City for future arts support

#### **COMMUNICATION / MARKETING / AUDIENCE DEVELOPMENT**

- 75% in attendance agree they don’t know enough about what’s happening with regards to local arts/cultural events
- Primary current sources for information: Mission Viejo Life Magazine, City E-Connect (E-mail bulletin), OC Register, SparkOC.com
- MV Life Magazine – listings limited to 25 words each, too small for effective descriptions/audience engagement
- Major difference cited in attendance between free annual Pacific Symphony event and ticketed annual Jazz Festival
- Ticket price differences between student performances (e.g. Saddleback College) and professional offerings

(e.g. Segerstrom Center) raised question of whether strong attendance will rely upon a subsidy

- Lack of official City of MV arts presence on social media means events cannot be shared on Facebook to boost visibility and community engagement, particularly with crucial younger demographic (Currently, a “rogue” MV Arts Facebook page is maintained by volunteers.)
- Suggestion to use City’s existing electronic billboard at intersection to promote arts programs
- Using Saddleback students as communication resource—possibly create an app?
- Outreach – promote in neighboring cities for events

#### **VENUES / FACILITIES - INDOOR**

- Severely lacking. Extreme difficulty finding venues to hold cultural events, whether they be performances, art classes, exhibitions or children’s programs.
- People rent church space
- Performing arts center is needed
- Brea – great example of city with art gallery, theatre in civic center
- “All-purpose rooms are really no-purpose rooms” when it comes to the specialized needs of arts programming—but one participant commented that there are some new examples of facilities that are successfully meeting the needs of multiple arts users that should be looked at

- Architecture – defining of a creative place - can be transformative both for audiences and organizations housed at venue
- Modjeska Playhouse has significant interest in putting down roots in Mission Viejo – had to leave for Lake Forest due to lack of venue

#### **VENUES / FACILITIES - INDOOR - POSSIBLE LOCATIONS**

- Norman P. Murray Center is great for seniors but drastically overbooked, and few scheduling windows preclude access to most potential attendees. Potential to add to Murray Center, but lack of sufficient parking and limited street access cited as an obstacle.
- Potential to renovate or add to Potocki Center – would need to solve parking problems, limited street access, and interior space would need to be partitioned for a variety of uses (however, one participant called the Potocki Center “a disaster”)
- Closed Haggen grocery store on La Paz has potential for “storefront theater & art gallery”
- Village Plaza – possibility of acquiring one or more of the store units for arts uses

#### **VENUES / FACILITIES - INDOOR - PLANNING / FINANCING**

- All facility planning will require the hiring of experienced professionals specializing in that field
- Need to identify and secure financial support to sustain a performance space over time
- Potential for revenue streams – meetings/conference rental

#### **AMPHITHEATER / OUTDOOR CONCERT VENUE**

- Verizon Amphitheatre is closing in 2017, leaving a massive hole in the county for booking of touring acts and shows and leaves Pacific Symphony without home venue.
- Major opportunity to put Mission Viejo on the map in one stroke by providing Pacific Symphony with new home and creating a major tourist/visitor draw to the City
- Local hotels/restaurants would see major benefit from “anchor” venue.
- Palm Desert facility example of city-owned amphitheater
- Overwhelming support among the forum participants for the City to create an outdoor amphitheater

### **AMPHITHEATER - POSSIBLE LOCATIONS**

- Baseball field behind Norman P. Murray Center (some forum attendees disagreed, citing lack of parking and difficult access)
- City-owned hillside property behind Saddleback College campus. A commercial development already in-progress plans grading and road construction that may benefit siting an amphitheater here; location provides good separation from residential areas, Saddleback campus parking may expand venue parking capacity
- Suggested that venue location be selected to maximize access to Metrolink station so public transportation option is available to increase audience reach and lessen traffic impact

### **ART IN PUBLIC PLACES**

- Comment – there is ample space in MV for both permanent and rotating public art
- Rotation of public artworks to prevent stagnancy and “discover” new landmark pieces that community wants to make permanent.
- Location is important – move favorite pieces to prominent locations
- Do not put art where it cannot be appreciated (i.e. in the median of high-speed arterial roads)
- Connect with local high schools to build awareness of Public Art and create opportunities to feature work by local students

### **ART IN PUBLIC PLACES / CIVIC IDENTITY**

- Create a true downtown/cultural arts district. Where is downtown? Ability of Arts/Culture to enhance civic identity and character.
- Monument – create a signature artistic infrastructure element (e.g. bridge, archway) that would define the Civic Center as “downtown”
- Connect with local high schools to build awareness of Public Art and create opportunities to feature work by local students
- Current state legislation could support future designation of “Cultural Districts”, may lead to financial incentives though these are not yet well-defined (AB 189-State Arts Districts passed 2015)
- Grants are available for Creative Placemaking

### **PROGRAMMING – SIGNATURE EVENTS / RESIDENT ORGANIZATIONS**

- Success of annual Pacific Symphony performance indicates an appetite for more community “Signature Events”
- Evolve “ArtsAlive” into an event showcasing International Food and Culture
- Inaugural film festival in May at Kaleidoscope (already planned by local group)
- Explore an International Student Film Festival and/or Digital Art Showcase
- Think big, but start small and get something going now in creating organizations & venues that will serve local residents AND attract audiences from beyond



MV. Examples: Newport Harbor Art Museum growing into Orange County Museum of Art & South Coast Repertory growing from storefront to current theatre

#### **PROGRAMMING – OTHER OPPORTUNITIES**

- Proposed digital gallery at mall for local work
- Create a permanent local showcase for art from local schools
- Better facilities for musical education. Symphony's "Class Act" program visits local elementary schools.
- Take advantage of well-regarded local music education programs and potential new housing of PSO to promote "innovation" - support for creation of new and modern music, possibly through a festival.

7/6/2015

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## Cultural Services Supervisor

Class Code:  
375

Bargaining Unit: N/A

CITY OF MISSION VIEJO  
Established Date: Jul 1, 2011  
Revision Date: Aug 12, 2013

### SALARY RANGE

\$29.92 - \$41.20 Hourly  
\$2,393.60 - \$3,296.00 Biweekly  
\$5,186.13 - \$7,141.33 Monthly  
\$62,233.60 - \$85,696.00 Annually

**DESCRIPTION:**  
FLSA: EXEMPT

**DEPARTMENT/DIVISION:** LIBRARY & CULTURAL SERVICES

### DEFINITION

Under general direction, plans, organizes, coordinates, and provides direction and oversight for the City's cultural arts program, including: festivals and concerts; musical and dramatic programs; art exhibits and shows; community participant committees, heritage/historical programs; art classes and lectures; and the selection and installation of public art. Provides administrative support and assistance to a Library Manager- either Support Services or Public Services in areas of expertise; fosters cooperative working relationships with various public and private groups; and performs related work as required.

### SUPERVISION RECEIVED AND EXERCISED

Receives general direction from a Library Manager – Support Services or Public Services. Exercises general and direct supervision over administrative support staff and volunteers.

### CLASS CHARACTERISTICS

This is a supervisory class with program development, administrative, and day-to-day operational responsibilities. Assignments require a comprehensive knowledge of the development and provision of cultural services, the ability to organize and oversee the work of staff and/or volunteers, and the ability to execute various administrative responsibilities. This class is distinguished from the Library Manager in that the latter has overall program, budgetary and administrative responsibility for comprehensive library and cultural arts programs and services.

### EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES:

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Plans, supervises, coordinates, reviews and evaluates a municipal cultural arts program and related activities at one or multiple sites.
- Researches and updates current cultural and heritage program resources and interests within the community.
- Serves as staff liaison, and, prepares agenda and minutes, and attends all meetings of the Cultural Arts and Heritage Committees.
- Books and contracts with artists for performing, visual and literary arts and is responsible to provide technical assistance with programs.
- Coordinates, manages, and monitors the resources; programs and activities, and budget required for significant cultural City events.
- Plans, organizes, assigns, trains, directs and reviews the work of assigned staff and volunteers; performs and assists in the recruitment, selection and evaluation of staff; ensures the most effective use of staff and materials resources; trains staff in

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## City of Mission Viejo - Class Specification Bulletin

work procedures and cultural activities.

- Ensures that programs and venues are in compliance with applicable State, County, and City regulations.
- Assists with production of and plans for program-specific services, guidelines, publicity and activities; evaluates program effectiveness and suggests improvements.
- Prepares and executes program publicity, including web site content, news releases, blog items, programs; and signage.
- Provides input into budget request and administers program budgets after adoption; may prepare and assist in the administration of various grants.
- Plans, staffs, supervises, and implements assigned special events.
- May work closely with representatives of other public, non-profit and private organizations, including school districts and community groups; responds to and resolves inquiries and concerns from participants, family members and the public.
- Administers, monitors, and mediates contractual agreements with various service providers.
- Provides administrative support to the department, such as conducting special projects, preparing reports, or compiling statistics.
- Implements and coordinates activities associated with planning, developing, and organizing community resident participation in arts and cultural programs.
- May participate in interdepartmental/interagency planning sessions specific to critical issues.
- Performs other duties as assigned.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS:****Knowledge of:**

- Philosophy, principles and practices of the role of the local arts and/or heritage programs and the presentation of arts performances and events.
- The arts and cultural programs within the public sector.
- Cultural and social needs of the community.
- Principles, practices and service delivery needs related to program area to which assigned.
- Procedures for planning, implementing and maintaining a variety of arts and cultural activities and programs through community participation.
- Principles and practices of arts and cultural program development, implementation, review, and evaluation.
- Applicable regulations and rules related to the program area and facilities to which assigned.
- Principles and practices of employee and volunteer supervision, including work planning, assignment, direction, review, and training.
- Principles and practices of program administration, including budgeting, purchasing, and personnel management.
- Safety principles and practices, including first aid and adult and child cardiopulmonary resuscitation.
- Standard office practices and procedures, including the use of standard office equipment, record keeping, business mathematics and basic computers applications related to the work.
- Computer applications related to the work, including word processing, spreadsheet and database applications.
- Records management principles and practices.
- Techniques of dealing with individuals of various ages and from various socio-economic groups and for effectively representing the City in contracts and with users and the community.
- Techniques for providing a high level of customer service to public and City staff, in person, electronically, and over the telephone.
- Safe driving principles and practices.
- Safe work practices.

**Skill In:**

- Planning, supervising, coordinating, reviewing and evaluating a cultural arts program.
- Planning, scheduling, assigning, directing and reviewing the work of staff and volunteers.
- Interpreting, applying and explaining policies, procedures and regulations.
- Maintaining facilities and equipment in a clean, safe and secure manner.
- Recommending and administering program and project budgets after approval.

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- Preparing clear and concise reports, correspondence and other written materials.
- Using English effectively to communicate in person, over the telephone and in writing.
- Using tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.
- Operating modern office equipment including computer equipment and specialized software applications programs.
- Operating a motor vehicle safely.

**EXPERIENCE AND TRAINING AND LICENSE/CERTIFICATE:**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from an accredited four-year college or university with major course work in the liberal arts, or a related field and three (3) years of arts experience with a minimum of one (1) year in a supervisory role.

**License:**

Must possess and maintain a valid Class C California driver's license and a satisfactory driving record. Must possess or obtain prior to completion of the probationary period First Aid, Automated External Defibrillator (AED), and Infant, Child and Adult Cardiopulmonary Resuscitation (CPR) Certificates.

**PHYSICAL STANDARDS:****PHYSICAL DEMANDS**

Must possess mobility to work in a standard office and/or recreational facility setting and use standard office and/or recreation equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. The job involves field work requiring frequent walking at site areas to monitor performance and to identify problems or hazards. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in cultural arts programs and activities; and push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift, move, and carry objects that typically weigh up to 40 pounds.

**ENVIRONMENTAL ELEMENTS**

Employees may work in the field and are occasionally exposed to loud noise levels, cold and/or hot temperatures, vibration, confining workspace, chemicals, mechanical and/or electrical hazards. Incumbents may be exposed to blood and body fluids rendering First Aid and CPR. They are required to wear appropriate attire for the activity to which they are assigned. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

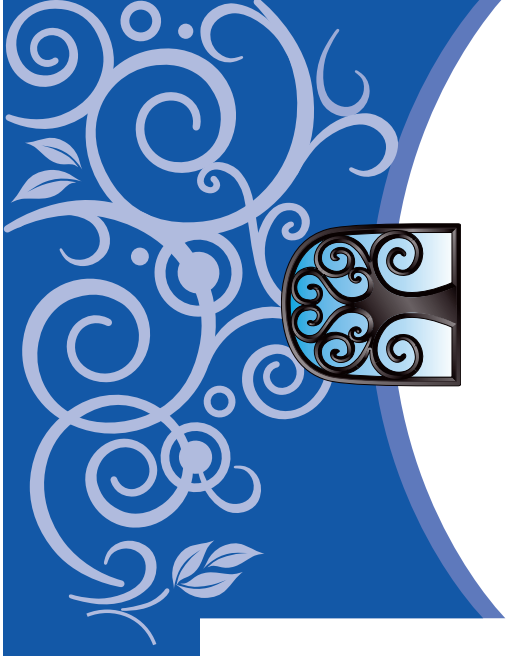
**WORKING CONDITIONS**

May be required to work on evenings, weekends and holidays.

**CORE VALUES**

Incumbents in all City positions are expected to exhibit the behavior characteristics reflected in the City's Values Statement in the performance of their duties: The City of Mission Viejo is committed to the community it serves: "We are dedicated providers of municipal services and stewards of the public trust. We promote the well-being of a community where caring people are the difference. Through Public Service, Integrity, Teamwork, Innovation, and Excellence, we are committed to preserving and enhancing the quality of life within Mission Viejo."

Note: All employees of the City of Mission Viejo are designated by both State law and City ordinance to be "Disaster Service Workers." In the event of a declared emergency or any undeclared emergency or natural disaster that threatens the life, health and/or safety of the public, employees may be assigned to assist rescue and relief workers. Such assignments may be in locations, during hours and performing work significantly different from the employees' normal work assignments and may continue through the recovery phase of the emergency.



City of Mission Viejo  
Recreation and Community Services  
200 Civic Center  
Mission Viejo, CA 92691

The City of Mission Viejo Cultural Arts Committee was formed in the Fall of 1992. It is composed of local residents who have volunteered to assist the City of Mission Viejo with the following:

- Developing strategies for encouraging cultural programs and projects within the City.
- Surveying and analyzing existing cultural and fine arts programs, organizations and facilities including those in public schools and Saddleback College.
- Planning and coordinating monthly Cultural Arts programs at various venues.
- Coordinating the display of visual artworks and performances at public places in Mission Viejo.
- Examining the impact of present and future cultural events, programs, and facilities on the economic development of the city.

**Be Part of the City of Mission Viejo's Legacy by Joining the CULTURAL ARTS COMMITTEE**

Preserve cultural happenings in the community while enjoying the many activities produced by the Cultural Arts Committee. If you are interested, please contact the Recreation and Community Services Department at (949) 470-3061 to attend a meeting.

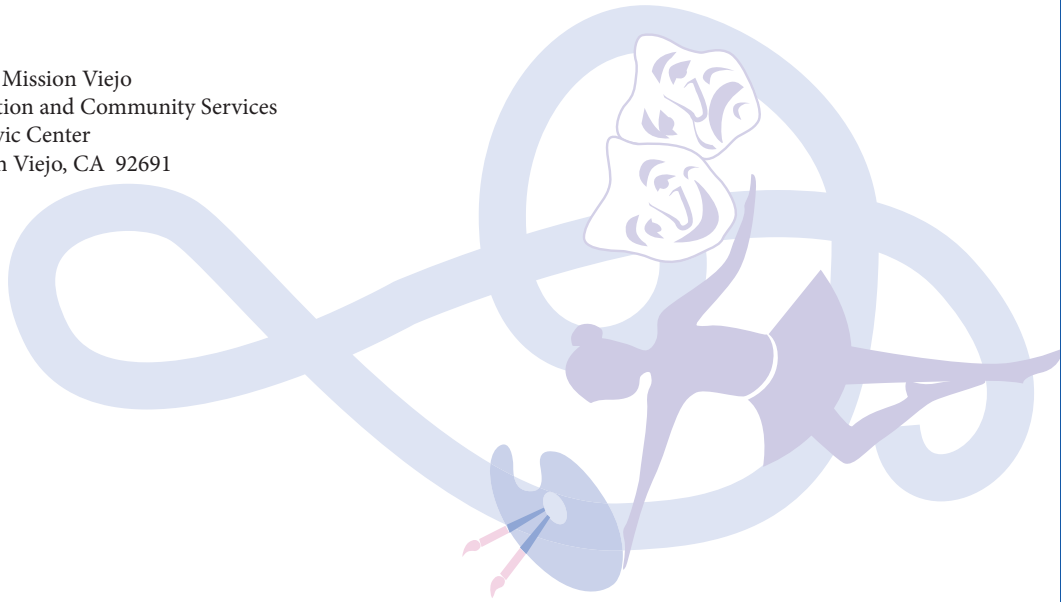
City of Mission Viejo  
Recreation and Community Services Department  
200 Civic Center • Mission Viejo, CA 92691  
recreation@cityofmissionviejo.org

CHARACTER QUALITIES OF THE MONTH	
January - Perseverance	February - Unity
March - Integrity	April - Service
May - Moral Courage	June - Citizenship
July - Fairness	August - Self Control
September - Responsibility	October - Respect
November - Thankfulness	December - Caring

THE CITY OF  
MISSION VIEJO  
**CULTURAL ARTS  
COMMITTEE**



**APPLICATION FOR  
APPOINTMENT**





City of Mission Viejo  
Application for Appointment to the  
**CULTURAL ARTS COMMITTEE**



Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Occupation / Professional Background (Optional): \_\_\_\_\_

\_\_\_\_\_

Educational Background: \_\_\_\_\_

\_\_\_\_\_

List any committee on which you have served and the year(s) of service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Organizations to which you belong (professional, technical, community, charity): \_\_\_\_\_

\_\_\_\_\_

Briefly state why you wish to serve on this committee and what contributions you will bring.  
Be specific (use additional paper if necessary): \_\_\_\_\_

\_\_\_\_\_

Committee Meeting date attended: \_\_\_\_\_ Chairperson Initials: \_\_\_\_\_

I understand that any or all information on this form may be verified.

**Parental Consent (Under 18 years of age)**

I hereby allow my son/daughter to participate on the Cultural Arts Committee.

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Waiver and Release**

I understand that services are being offered on a voluntary basis without anticipation of financial remuneration. I agree to assume all risks for injuries arising out of my participation as a volunteer. I agree that the City of Mission Viejo and all employees, officials, agents, representatives and sureties of the City shall NOT be responsible or liable for any injury, damage, loss or expense, and/or property, incurred while participating as a volunteer.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return or mail to: City of Mission Viejo, Recreation & Community Services, 200 Civic Center, Mission Viejo, CA 92691  
For more information, call the Recreation and Community Services Department at (949) 470-3061

**Capistrano Unified School District**  
 District Strategic Arts Plan Update  
 Spring 2013

Following is an update of the progress of the Arts Action Plan for Excellence:

**Program, Administration and Personnel:**

All secondary arts classes are taught by qualified arts teachers. Arts classes are available for all secondary students; however, as resources dwindle, and competing electives have resulted in a decrease of sections, particularly at the middle school.

**Professional Development:**

Due to fiscal constraints, our ability to support out-of-district professional development has been reduced; however, several secondary music programs are supported by parent booster groups, and teachers have been supported to attend conferences using those funds. The structure of professional development has shifted in CUSD, and more on-site professional development has been taking place with an emphasis on the implementation of the CCSS. However, we have increased the Districtwide emphasis on STEAM, and arts educators have been engaging in conversations about how their work supports the process. Elementary music educators have recently participated in PD on the CCSS, provided by CAP consultant Helena Hanna.

**Partnerships and Collaboration**

The CUSD Foundation has supported the funding of our Honor Group guest conductors, and OCMAA has provided a significant number of resources for Arts educators.

**Program Evaluation**

Although limited, we have promoted the use of peer observation within the district, so that teachers can see their discipline-alike colleagues in action, and gain instructional strategies that can be transferred to their own setting.

**Standards-based Instruction**

With the transition to the CCSS, and potential new VAPA standards, we will be building knowledge across our music educators and making recommendations to revise our course outlines/district-wide curriculum.

**Instruction and Methodology**

All teachers have received training in the elements of quality instruction, including strategies for working with English Learners. In their discipline-specific areas, educators have engaged in conference attendance and festivals, during which they gain strategies for their instruction.

**Funding**

CUSD, like many districts in California, took advantage of the option to sweep Tier 3 categorical funds, including the Arts Block grant. As a result, our district has significantly less funding earmarked for the arts. However, the Board of Trustees has remained steadfast in their desire to continue offering elementary music in Grades 4 and 5. A full-time designated Arts Coordinator is not funded, however.

**Capistrano Unified School District**  
**ARTS ACTION PLAN FOR EXCELLENCE**  
**2003 - 2007**

**Mission Statement**

Capistrano Unified School District (CUSD) is committed to the development of a high quality standards-based education in the arts for all students. The Visual and Performing Arts, including dance, music, theatre and the visual arts, are core subjects which are integrated into the CUSD academic educational program. CUSD recognizes that the Visual and Performing Arts are fundamental to the healthy development of children's minds and spirits.

**District Goals**

All students will:

- Receive Visual and Performing Arts education from qualified arts instructors.
- Have the opportunity to progress in the arts, sequentially, across grade levels.
- Have the opportunity to benefit from current, content specific, educational models and practices.
- Learn in healthy, safe, and modern arts learning environments.
- Be able to utilize current texts, materials, and technologies to enhance standards-based learning.
- Have the opportunity to collaborate with professional artists from the community.
- Create successful and unique forms of expression and communication through the arts.
- Demonstrate standards-based competency in one or more of the Visual and Performing Arts.
- Learn through a variety of standards-based arts teaching strategies and instructional methodologies.
- Utilize a variety of arts assessment models to evaluate content knowledge and performance skills.
- Have the opportunity to benefit from standards-based supplementary arts materials and educational experiences.



**Capistrano Unified School District  
ARTS ACTION PLAN FOR EXCELLENCE  
2003 - 2007**

**Program, Administration, and Personnel:**

<u>Goals</u>	<u>Implementation Tasks</u>	<u>Preliminary Budget Implications</u>	<u>Person(s) Responsible</u>	<u>Time Frame</u>
Seek qualified arts teachers to fill arts job openings within the district.	Contact local university arts teacher credential programs for lists of possible candidates.	Minimal	District Music Coordinator	2002-2007
Provide arts classes for all students.	Encourage after-school and summer arts programs.	Fee-based registration	District Music Coordinator, Teacher Leaders	2003-2007
Provide uninterrupted arts opportunities for student artists to progress across grade levels.	Provide access to courses for designated arts students through the teacher recommendation process, especially for incoming freshman students.	Minimal	Administrators, Arts Teachers and Academic Advisors	2002-2007
<b>Professional Development:</b>				
Support quality discipline-specific professional development opportunities, including out-of-district workshops which may or may not be attached to a university.	Review and revise current course acceptability practices to include arts standards-based workshops offered through outside arts providers such as The California Arts Project (TCAP).	Cost is dependent on teacher column advancement for professional growth hours.	District Music Coordinator, Staff Development Director, and Arts Teachers.	2003-2007
Provide arts-related courses fulfilling Reading Instruction Certificate (RIC) requirements.	Develop arts-infused reading courses for RIC requirements.	\$8,400 per year (staff development)	RIC Instructors and Arts Teachers.	2003-2007
Provide scholarships for teachers to take quality arts courses offered outside CUSD.	Seek funding for teacher scholarships in the arts for standards-based courses.	\$5,000 per year (pending outside funding)	District Music Coordinator, Grant Coordinator (pending grant funding).	2003-2007

**Capistrano Unified School District  
ARTS ACTION PLAN FOR EXCELLENCE  
2003 - 2007**

**Resources and Facilities:**

<u>Goals</u>	<u>Implementation Tasks</u>	<u>Preliminary Budget Implications</u>	<u>Person(s) Responsible</u>	<u>Time Frame</u>
Identify needed materials, equipment, technologies, and facilities, so that funding may be apportioned as needed.	Survey arts teachers on materials, equipment, technologies, and facility needs.	To be determined based on current facilities and student growth.	Music Coordinator, Arts Teachers, and district personnel	2003-2007
Meet arts student needs.	Collaborate with district administrators to upgrade and enhance current and future materials and facilities.	To be determined based on student populations and repair/replacement needs.	Music Coordinator, Arts Teachers, and district personnel	2003-2007
<b>Partnerships and Collaborations:</b>				
Distribute and utilize community partnerships information.	Obtain Arts Orange County <i>Arts Education Resource Guide</i> and other partnership information.	\$650	Music Coordinator and Model Arts Project Team	2003-2007
<b>Program Evaluation:</b>				
Use data collected at conferences and workshops to provide ongoing evaluations.	Evaluate data to identify needs and construct relevant, viable recommendations.	\$8,400 per year (staff development)	Music Coordinator and Model Arts Project Team and Staff Development Director.	2003-2007
Provide opportunities for peer observations and discussions of district program quality.	Continue <i>Job-a-Like</i> and <i>School Families</i> professional development series.	same as above	Music Coordinator and Staff Development Director	2003-2007

**Capistrano Unified School District**  
**ARTS ACTION PLAN FOR EXCELLENCE**  
**2003 - 2007**

**Standards-based Instruction:**

Goals	Implementation Tasks	Preliminary Budget Implications	Person(s) Responsible	Time Frame
Develop and implement <i>CORE Curriculum Guidelines</i> for all disciplines and grade levels.	Develop Elementary and High School <i>VPA CORE Curriculum Guidelines</i> .	To be determined based on possible grant funding	Grant Coordinators, District Music Coordinator	2003-2004
Continue to develop the district-wide curriculum arts map for articulation through vertical teams.	Meet with vertical teams to assess and align curriculum maps.	\$8,400 per year (staff development)	District Music Coordinator and Staff Development Director	2003-2007

**Instruction and Methodology:**

Demonstrate quality arts teaching through modeling.	Provide training through professional development opportunities	\$8,400 per year (staff development)	Music Coordinator, Staff Development Director	2002-2007
Provide opportunities for teachers to observe quality programs at other school sites.	Seek additional funding to provide release time and travel expenses for teacher observations.	\$2,000 (pending funding with Arts Work grant)	Arts Work Grant Coordinator	2003-2004

**Capistrano Unified School District  
ARTS ACTION PLAN FOR EXCELLENCE  
2003 - 2007**

**Student Assessment:**

<u>Goals</u>	<u>Implementation Tasks</u>	<u>Preliminary Budget Implications</u>	<u>Person(s) Responsible</u>	<u>Time Frame</u>
Develop and implement authentic assessment practices.	Development discipline-specific assessment examples.	\$25,000 (Current Arts Work grant)	CA Arts Assessment Network Grant Coordinator	2003-2007
Expand assessments to include constructed response items.	Develop constructed response questions utilizing discipline-specific prompts.	\$8,400 per year (staff development)	District Music Coordinator and Arts Teachers	2003-2007

**Funding:**

Continue to seek outside revenue to provide supplementary standards-based supports for arts programs.	Research and apply for grant or other available funding.	Minimal	CUSD Arts Work Grant Coordinator, District Music Coordinator	2003-2007
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**Saddleback Valley Unified School District**  
Strategic Plan for Arts Education  
**2012-2017**

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## **OVERVIEW**

In 2007, Saddleback Valley Unified School District launched its first Arts Education Plan, an initiative designed to ensure that every K-12 student in Saddleback receives a comprehensive sequential, standards-based arts education that includes dance, music, theatre and visual arts. This plan was based on the *Visual and Performing Arts Framework for California Public Schools Grades K-12*, which aims to “accelerate and sustain visual and performing arts for all learners.” This plan was fueled by the fact that an arts education is essential for all students to develop the creative thinking skills necessary to become college and career ready and to become engaged citizens.

## **TRANSITION TO THE 2012-2017 PLAN**

This Plan is founded on the successes of the first five years (2007-2012). There are some new areas of focus, including:

- Identification of essential standards and development of benchmark and common formative assessments
- Creation of a shared leadership structure
- Creation of focus groups in each arts discipline
- Establishment of an elementary site VAPA liaison
- Integration of VAPA Professional Learning Communities into the district-side Share Accountability for Instruction, Learning and Leadership (SAILL) initiative (using data to drive instruction).

## **VISION**

The Saddleback Valley Unified School District considers high quality instruction in visual and performing arts to be an integral part of our comprehensive K-12 education program. It is our goal to encourage artistic literacy in all of our students at every grade level. Instruction in the Arts allows students to better understand their roles as citizens. It stimulates and develops skills in creativity, communication, problem solving, and critical thinking, which are vital to students’ future successes as positive and contributing members of society.

## **GOALS, OBJECTIVES AND STRATEGIES**

Focus Areas:

1. Leadership
2. Professional Development
3. Core Curriculum
4. Facilities
5. Equipment and Supplies
6. Visibility/Communications
7. Community Connections

**FOCUS AREA: Leadership**

GOALS	OBJECTIVES	STRATEGIES
<p>1. SVUSD will establish a structure for shared leadership in support of Arts education</p>	<p>A. Create a <b><i>TIERED STRUCTURE FOR SHARED LEADERSHIP</i></b> for instruction, learning and leadership in the Arts as described below.</p> <div style="text-align: center;"> <pre> graph TD     A[Directors of Elementary and Secondary Education] --&gt; B[Art Leadership Team]     B --&gt; C[VAPA Coordinator]     C --&gt; D[Dance Focus Group]     C --&gt; E[Drama Focus Group]     C --&gt; F[Music Focus Group]     C --&gt; G[Visual Arts Focus Group]                     </pre> </div>	<ul style="list-style-type: none"> <li>i.) Establish a VAPA coordinator at the district level</li> <li>ii.) Establish an Arts Leadership Team</li> <li>iii.) Create four VAPA Focus Groups; drama, dance, music, and visual art</li> <li>iv.) Encourage the participation of a VAPA site liaison at each school site (K-12)</li> <li>v.) Arts Leadership Team writes start-up by-laws for the VAPA Focus Groups</li> <li>vi.) VAPA Coordinator appoints a chairperson for each Focus Group to represent them on the Arts Leadership Team</li> <li>vii.) Select an administrator liaison to coordinate each focus group</li> <li>viii.) Regularly monitor and develop the Strategic Plan</li> </ul>

***TIERED STRUCTURE FOR SHARED LEADERSHIP***

NAME	MEMBERS	DUTIES
<p><b><i>Arts Leadership Team</i></b></p>	<ul style="list-style-type: none"> <li>• VAPA Coordinator [1] with 2 curriculum leaders [2]</li> <li>• 1 member from each of the 4 Arts Focus Groups [4]</li> <li>• 1 Administrator Liaison for each Arts Discipline [4]</li> </ul>	<p>Ensure the plan is implemented as written (oversees the plan)</p>
<p><b><i>Arts Discipline Focus Groups (Drama, Dance, Music, Visual Art)</i></b></p>	<ul style="list-style-type: none"> <li>• 1 Elementary VAPA Site Liaison (K-6)</li> <li>• 1 Elementary Arts specialist</li> <li>• 1 Secondary Arts specialist</li> <li>• 1 Admin-liaison to the district</li> <li>• 1 Parent</li> <li>• 1 Community Arts Provider</li> <li>• 1 Career Technical Education (CTE) District Representative</li> </ul>	<p>Oversee the needs of each specific Arts Disciplinein:</p> <ul style="list-style-type: none"> <li>• Professional Development</li> <li>• Core Curriculum Development</li> <li>• Visibility</li> <li>• Community Connections</li> <li>• Equipment needs</li> <li>• Facility needs</li> </ul>

**FOCUS AREA: Professional Development**

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>
<p>1. Time and resources for ongoing professional development in the Arts for K-12 teachers and administrators will be provided</p>	<p>A. Conduct a needs assessment survey for multiple subject and single subject VAPA teachers, K-12</p>	<p>ix.) Research a needs assessment survey tool to use with teachers K-12            x.) Create or adopt and administer a needs assessment survey tool            xi.) Analyze data from the K-12 survey</p>
	<p>B. Teachers and administrators will be trained on the elements of a standards-based performing arts program, K-12</p>	<p>i.) Design a professional development plan in the arts for teachers and administrators, K-12</p>
	<p>C. VAPA Leadership team will oversee the implementation of high quality professional development</p>	<p>i.) Implement training in a standards based VAPA curriculum through the professional development plan</p>
	<p>D. Multiple subject teachers can integrate the arts more effectively into daily instruction</p>	<p>i.) Provide professional development opportunities for the K-6 multiple subject teachers according to the Professional Development Plan</p>
	<p>E. Increase the knowledge of 4-12, VAPA single subject teachers in standards-based curriculum and effective instruction in the Arts.</p>	<p>i.) Provide professional development opportunities for 4-12, VAPA single subject teachers according to the Professional Development Plan             ii.) VAPA coordinator and site administrators will facilitate the work of district-wide Professional Learning Communities in the arts.             iii.) Train VAPA teachers in the SAILL Data Team process</p>

**AREA: Core Curriculum**

GOALS	OBJECTIVES	STRATEGIES
<p>1. Ensure that all K-12 students have a standards-based, sequential arts education, taught by highly qualified teachers.</p>	<p>A. Establish a logical sequence of essential standards in grades K-12, which builds on the previous year's instruction</p>	<p>i.) Identify essential standards at each grade level from the California State VAPA Standards. ii.) Offer opportunities for articulation for VAPA teachers K-12</p>
	<p>B. Improve arts instruction through informed decision-making</p>	<p>i.) Establish benchmarks and assessments for each grade level and arts discipline. ii.) Publish and distribute the essential standards, benchmarks and assessments iii.) Administer assessments, collect and evaluate the data through the data team process. (SAILL) iv.) Analyze data to inform future instruction</p>
	<p>C. Provide update textbooks and supplemental materials for the standards-based curriculum</p>	<p>i.) Include VAPA curriculum in the SVUSD cycle of textbook adoption ii.) Provide a budget for adoption of VAPA materials in accordance with the SVUSD cycle</p>
	<p>D. Enrich VAPA core curriculum with community and district resources</p>	<p>i.) Research and identify community resources that align with the core curriculum and community partners ii.) Collaborate with parent organizations to access resources</p>
	<p>E. Increase opportunities for students to receive instruction in a variety of VAPA classes K-12</p>	<p>i.) Explore scheduling options ii.) Explore staffing options</p>



**AREA: Facilities**

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>
<p>1. All schools sites will have facilities that are specifically designated, designed, and maintained to ensure a quality arts education for all students</p>	<p>A. Identify individual site needs</p>	<p>i.) VAPA Focus Group will assess current VAPA facilities at each school site and review needs on an ongoing basis</p>
	<p>B. Provide every VAPA teacher with his/her own room for instruction</p>	<p>i.) In consultation with the principal's designee, the team will recommend appropriate, equitable facilities for each of the Arts disciplines at all school sites</p>
	<p>C. Provide students with display areas and adequate performance space to accommodate the needs of each Arts discipline</p>	<p>i.) In consultation with the principal's designee, the team will recommend the appropriate display area and performance space for each site</p>

**FOCUS AREA: Equipment and Supplies**

GOALS	OBJECTIVES	STRATEGIES
<p>1. All school sites will have equipment and supplies that are specifically designed and maintained to ensure a quality Arts education for all students.</p>	<p>A. Identify individual site needs</p>	<p>xii.) VAPA Focus Groups will assess current arts equipment and supplies inventories at each school site and review needs on an ongoing basis.</p> <p>xiii.) VAPA Focus Group will recommend appropriate, equitable equipment and supplies for each of the arts disciplines at all school sites</p> <p>xiv.) VAPA teachers will inform their principals about any maintenance needs</p>
	<p>B. Provide appropriate equipment and supplies for each art discipline</p>	<p>i.) On a yearly basis VAPA teachers will have the opportunity to request equipment and supply needs for the following year</p>

**FOCUS AREA: Visibility/Communications**

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>
<p>1. Promote the value of Arts education to all stakeholders</p>	<p>A. Parents have access to information regarding SVUSD and community events</p>	<p>xv.) VAPA coordinator maintains the SVUSD VAPA website                      xvi.) Develop a sytem in which schools regularly contribute to the SVUSD website                      xvii.) VAPA Focus groups will regularly provide current information for the SVUSD website</p>
	<p>B. Value of Arts instruction is consistently provided to parents</p>	<p>i.) VAPA Focus groups will regularly provide information and articles to PTA and school groups</p>
	<p>C. Newsworthy arts events are consistently sent to news media and provided for the SVUSD Arts website</p>	<p>i.) Establish a procedure for arts teachers to easily submit press release materials</p>
	<p>D. Businesses in the community support the SVUSD Strategic Plan for Arts Education</p>	<p>i.) Promote the visibility of VAPA instruction and programs to share and to work with the business community                      ii.)</p>

**FOCUS AREA: Community Connections**

GOALS	OBJECTIVES	STRATEGIES
<p>1. Establish partnerships that support the Strategic Plans for Arts Education</p>	<p>A. Establish effective communication and planning between partners and SVUSD</p>	<p>xviii.) VAPA coordinator works with Alliance for Arts Education to research and evaluate partnerships (cities, art organizations, PTS, etc.)                      xix.) Establish a regular meeting schedule with partners                      xx.) Create and maintain an SVUSD Arts master calendar online</p>
	<p>B. Expand opportunities for K-12 students to showcase their work at a variety of venues</p>	<p>ii.) Research performance and exhibition opportunities for K-12 students</p>
	<p>C. Community partners promote student showcase performances, exhibitions, and achievement in the Arts</p>	<p>ii.) The school and local community partners are informed of SVUSD Arts activities and events</p>
	<p>D. Establish sustainable funding partnerships</p>	<p>iii.) Alliance for Arts Education works with SVUSD and partners to identify funding partners                      iv.) Design a strategy to leverage matching funds</p>



# HOW DO CITIES FUND THE ARTS?

In 2013, the 60 largest U.S. cities spent an average of \$7.58 per capita, according to a study of Local Government Support for Local Arts Agencies by Americans for the Arts. While each arts agency differs in type (government department vs. independent nonprofit) and mission (programmatic, regranteeing, and public art), it is clear that cities around the country believe in the value of investing public funds to advance the artistic life of their communities and to support the role they play in the local economy.

Generating revenue from visitors—whether through Transient Occupancy Tax, special fees or a Business Improvement District—is one of the most common methods that municipalities employ to fund their arts and culture facilities and programs and to support their local nonprofit arts and culture institutions.

Revenue from development fees is used most often to pay for the commissioning and installation of public art in cities around the U.S., including the Orange County cities of Brea, Huntington Beach and Laguna Beach. The latter is often referred to as a “percent for art” law, though the assessment varies by community, often ranging from a fraction to 3% of the cost of new construction within a city, with some cities maintaining a specific dollar cap on the assessment. Some assess the fee on public building construction only, and some allow developers to pay into an “in lieu” fund for public art instead of having to commission their own public art and shepherd it through the City’s approval process.

Many cities opt to use multiple mechanisms to fund the arts in their communities. A good example is the City of San Jose, which provides funding for cultural facilities through its General Fund, uses Transient Occupancy Tax revenues to award general operating grants to local arts organizations and fund its own Office of Cultural Affairs, and assesses a fee of 1% of construction costs on City building projects to fund public art commissioning and installation.

Some cities augment their own public funding by applying for grants to federal and state agencies, national, regional and local foundations, corporations and businesses, individual philanthropists and by conducting fundraising events to help pay for specific programs or the purchase of public art.



APRIL 2016



MISSION  
VIEJO

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Mission Viejo, Ca 92691  
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