

# RIVERSIDE: “THE CITY OF ARTS AND CULTURE”

## *A MODEL CULTURAL PLAN FOR CALIFORNIA’S INLAND EMPIRE*

City residents are encouraged to attend one of the following public meetings in Riverside to provide input into the Cultural Plan. For more information please call (951) 826-5193.

1. THURSDAY, FEBRUARY 19, 2006 (6 -7 P.M.):  
ERIC M. SOLANDER CENTER AT BRYANT PARK: 7801 GRAMERCY PLACE
2. SATURDAY, FEBRUARY 21, 2009 (11 A.M. – NOON):  
COMMUNITY SETTLEMENT ASSOCIATION: 4366 BERMUDA AVENUE
3. WEDNESDAY, FEBRUARY 25, 2009 (6 -7 P.M.):  
ORANGE TERRACE COMMUNITY CENTER: 20010 ORANGE TERRACE PARKWAY

## **INTRODUCTION**

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Within the context of building economic development and community identity and pride in Riverside, arts and culture are increasingly important quality-of-life factors that impact our current and future potential. A creative economy uses arts and culture to revitalize a community or region’s economic well-being. Riverside: “The City of Arts and Culture” – *A Model Cultural Plan for California’s Inland Empire* encapsulates these ideals.

A primary question that guides the cultural plan is: “What policies, strategies and resources are in place, aligned and coordinated to maximize the impact of the arts on the local economy and improve the quality of life for a growing, diverse city — one that is able to respond to the current and future cultural needs of the community?”

The specific goal is to leverage Riverside’s artistic and cultural leadership role by creating, piloting and sharing a best practice cultural planning model for local and regional arts and cultural organizations and communities.

We aspire to develop a cultural plan that will be a living, dynamic document.

And we expect that the plan will allow for increased leveraging of the economic impact of arts and culture in the region, while continuing to improve the quality of life in this important region of California.

## RIVERSIDE CULTURAL PLAN

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Make it happen! With this expression, the community of Riverside demonstrates its commitment to action in forging its cultural future. The City Council declared Riverside as the “City of Arts and Culture.” Reflecting its rich heritage and sustained development of local arts and culture, Riverside views itself as the cultural capital of the Inland Empire. The primary purpose of this plan is to provide a road map for fulfilling this bold vision.

This plan is based on the belief that much can and should be accomplished in a short time. Riverside has engaged in substantial planning and preparation in recent years, and there is a shared desire among cultural and civic leaders to take the next steps in the community’s cultural development. Accordingly, this plan focuses first on recommendations for a two-year period — 2009 and 2010 — in leading the cultural evolution of the Inland Empire.

The Riverside Cultural Plan was prepared in a time of unprecedented economic upheaval and increasing fiscal pressure on the City and the community. It has been imperative to balance ambition and practicality, taking into account the serious and unpredictable economic circumstances. A theme of the recommendations is leveraging the best use of existing resources, creating synergies among partners and setting a bold course of action.

The Riverside Cultural Plan addresses seven (7) arts and culture issue areas that combine vision with current cultural strengths and available resources:

1. Branding and Marketing Riverside’s Arts and Culture
2. University and College Connections
3. Fox Performing Arts Center
4. Arts and Cultural Festivals and Events
5. Arts Education (K-12)
6. Funding and Resources
7. City Hall: Organizational Structure to Advance Arts and Culture

The plan also identifies long range opportunities that will take longer to accomplish and depend on resources that may become available in the future.

The draft cultural plan matrix can be found on the City’s web site at [www.riversideca.gov/arts](http://www.riversideca.gov/arts). We welcome your input, as it will be helpful in shaping the plan as it moves from a draft to a document that will be presented to the City Council in April 2009 for their consideration to adopt for implementation.

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### Branding and Marketing Riverside's Arts and Culture

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Launch and annually update the "101 Things to do in Arts and Culture in Riverside" initiative.	Riverside Arts Council	Other support: Mayor's Office, City Development Department: Arts & Cultural Affairs Division. The "101 Things to do in Arts and Culture in Riverside" was distributed at the annual Mayor's State of the City Address, starting on January 22, 2009.
2	1	2009	Use the "101 Things to do in Arts and Culture in Riverside" to create and publish an inventory of organizations and artists in Riverside that can provide programs in neighborhoods, schools and community settings. Provide this as a downloadable document on the City's web site and other web sites (such as the Greater Riverside Chambers of Commerce, the Riverside Arts Council, etc.) through links.	Riverside Arts Council	Other support: City Development Department: Arts & Cultural Affairs Division, Riverside Cultural Consortium, City Information Technology staff. The Riverside Arts Council has created a preliminary spreadsheet. The City of Laguna Beach has an inventory/directory that can serve as a model.
3	2	2009	Send out a weekly email blast to email lists (such as the Riverside Arts Council's e-list) on "101 Things to do in Arts and Culture in Riverside".	Riverside Arts Council	Base this on the Riverside Arts Council's InlandArts.com email blast, although make it a regular, weekly distribution.
4	2	2009	Create a Riverside County Philharmonic-led marketing campaign: "Celebrate the 50th Anniversary of the Riverside County Philharmonic".	Riverside County Philharmonic	Other support: City Development Department: Marketing staff. Employ all of the City's marketing tools.
5	2	2010	Create an arts and cultural marketing campaign highlighting local programs and events, organizations and institutions, and integrating/utilizing existing marketing tools including the "Riverside Outlook" newsletter, electronic signs, websites, community events calendar, "Riverside Magazine", the Government Television channel, and utility bill inserts.	City Development Department: Arts & Cultural Affairs Division	Other support: Riverside Arts Council, college & universities, The Press-Enterprise, Riverside Art Museum, visual arts community, performing arts community, Next Shift arts community, history and heritage community, literary arts community, etc. Build on existing meetings convened by The Press-Enterprise.
6	2	2010	Develop a branding campaign for "City of Arts & Culture." Include this designation on all relevant City and community-based organization communications (including email signatures and web sites) and in the banner program. Include arts stakeholders in planning process. Include measurable outcomes in branding plan.	City Development Department: Arts & Cultural Affairs Division	Other support: City Development Department: Marketing staff, Riverside Arts Council. The City Development Department: Marketing staff is creating a branding plan. Include a public survey as part of the branding campaign process; identify success measures for branding/marketing.

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### University & College Connections

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Identify campus/city partnership opportunities, such as the University of California, Riverside's Bridge Program and Gluck Outreach Program, with City Development Department: Arts & Cultural Affairs Division, with the goal of including the partners in programs such as but not limited to the Festival of Lights entertainment stage, the Downtown Street Jam on the second Saturdays of the month, programs in city-wide community centers, etc.	City Development Department: Arts & Cultural Affairs Division	Other support: College and universities.
2	1	2009	Create a joint cultural marketing initiative involving the City and the four campuses, building on current marketing efforts. Create an inventory and calendar of campus and city cultural activities and opportunities. The goal is to increase community awareness of and participation in campus cultural activities. All partners share costs and/or resources. Link to community-wide marketing collaborative. Employ electronic, printed and other conventional marketing tools. Use Government Television channel; link campus outreach to Housing & Neighborhood activities and Mayor's Multicultural Forum. Link to openings of the Fox Performing Arts Center and the University of California's Barbara and Art Culver Center of the Arts to increase visibility. Consider use of marketing students and classes to develop and assist with implementing marketing ideas. Partner with The Press-Enterprise's amplifying art via new media marketing initiative. Inventory existing marketing publications and vehicles to identify marketing opportunities.	Riverside Cultural Consortium: Marketing Committee	Other support: College and universities; City Development Department: Arts & Cultural Affairs Division.
3	2	2009	Create a Performing Arts Planning Group and a Visual Arts Planning Group. Institute monthly arts discipline-based "shared planning" meetings with staff from city and campus venues, to share scheduling and other information and identify potential joint marketing and programming opportunities. Identify performance opportunities for campus groups, such as inclusion in the "10-Minute Play Festival", and visual arts opportunities.	Riverside Cultural Consortium	Meetings will be held in City-wide university/college performing arts venues and museums/art galleries.
4	2	2010	Develop a gala and grand opening for the University of California, Riverside's Barbara and Art Culver Center of the Arts.	UCR, ARTSBlock Staff	Other support: University of California, Riverside's visual, performing, and media arts departments.

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### Fox Performing Arts Center

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Complete and adopt a Fox Performing Arts Center facility use policy for commercial, non-profit, and educational organizations.	City Development Department: Arts & Cultural Affairs Division	Other support: Fox Performing Arts Center Operator/staff, City Council, arts stakeholders.
2	1	2009	Plan and coordinate the January, 2010 Fox Performing Arts Center public Grand Opening events.	City of Riverside	Opening date: January 2010. Other support: Fox Grand Opening Planning Committee.
3	1	2009	Convene Riverside business owners to identify cross-promotional opportunities with Fox Performing Arts Center programming.	City Development Department: Arts & Cultural Affairs Division	Other support: Fox Performing Arts Center Operator and staff, City Development Department: Economic Development staff, Cultural Accountability Performance (CAP) marketing collaborative.
4	1	2009	Coordinate the January 2010 opening of the Fox Performing Arts Center, including events programming and operations/management contract implementation plan.	Fox Performing Arts Center Operator	Other support: City Development Department: Arts & Cultural Affairs Division.
5	1	2009	Designate 2010 as the "Year of the Fox"; incorporate roll-out into marketing collaborative. Highlight the Fox Performing Arts Center programming in an arts and cultural marketing campaign.	City Development Department: Arts & Cultural Affairs Division	Other support: City Council, City Marketing staff, Fox Performing Arts Center Operator/staff.
6	1	2010	Activate the Riverside Fox Theater Foundation to create an endowment through naming opportunities and other funding sources.	City Development Department: Arts & Cultural Affairs Division	Other support: City Council. The Board of Directors should include community cultural donors along with appropriate City ex officio representation.
7	2	2010	Create a Fox Performing Arts Center subscription series.	Fox Performing Arts Center Operator	Other support: City Development Department: Arts & Cultural Affairs Division, Riverside Cultural Consortium: Marketing Committee, Cultural Accountability Performance (CAP) marketing collaborative.

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### Arts & Cultural Festivals / Events

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Expand promotion of monthly Riverside Arts Walk on First Thursdays.	Riverside Cultural Consortium	Make this a priority of the Riverside Cultural Consortium Marketing Committee. Track return on efforts.
2	1	2009	Add small sidewalk art displays and performances for the Riverside Arts Walk on First Thursdays.	Riverside Cultural Consortium	Other support: City Development Department: Arts & Cultural Affairs Division, local merchants.
3	1	2009	Encourage/incentivize businesses to remain open during Riverside Arts Walk on First Thursdays.	Riverside Downtown Partnership	Other support: City Development Department: Arts & Cultural Affairs Division, the Riverside Arts Council, and the Riverside Cultural Consortium.
4	1	2009	Launch the Riverside Arts Festival in White Park.	City Development Department: Arts & Cultural Affairs Division	Other support: Diane Funk Productions, City Parks, Recreation and Community Services Department, Riverside Art Museum, Riverside Arts Council, Riverside Cultural Consortium. The Riverside Arts Festival is scheduled for June 12-13, 2009.
5	1	2009	Bring back Downtown Wednesday Nights as a family-oriented art and culture event. Goal: Start summer 2009.	City Development Department: Arts & Cultural Affairs Division	Other support: Riverside Cultural Consortium, local merchants.
6	1	2009	Promote and enhance Ghost Walk as a unique Riverside event.	California Riverside Ballet	Other support: City Development Department: Marketing staff; Riverside Arts Council, Riverside Cultural Consortium.
7	2	2010	Enliven the Downtown Arts & Culture District with ongoing, small-scale arts and cultural activities, with a measurable goal of producing two events, one of which is the Downtown Street Jam that will be held on the second Saturdays of each month, starting on March 14, 2009.	City Development Department: Arts & Cultural Affairs Division	Other support: Riverside Downtown Partnership, Riverside Cultural Consortium, Riverside Arts Council, college and universities, local merchants.
8	2	2010	Encourage, enhance, and expand city-wide Riverside's musical artists, with a measurable goal of producing two events, one of which is the Opera Camp.	City Development Department: Arts & Cultural Affairs Division	Other support: City of Riverside Parks, Recreation and Community Services Department, Riverside Cultural Consortium, Riverside Arts Council, college and universities, and local merchants. The Glass House in Pomona is a good model to consider.

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### Arts Education K-12

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Involve the Riverside Unified School District and the Alvord Unified School District as members of the Riverside Cultural Consortium, in order to share information about schools and community resources, and to explore partnerships to connect schools with community arts and cultural resources.	Riverside Cultural Consortium	Other support: Riverside Arts Council. The purpose is to promote networking, partnerships, advocacy, marketing, student opportunities, access to city-wide venues.
2	2	2010	Launch "A City of Neighborhoods" in collaboration with the Smithsonian Institution, with the goal of training teachers on how to engage students in the arts and other disciplines in the City's 26 neighborhoods.	City Development Department: Arts & Cultural Affairs Division	Other support: Riverside Unified School District, Alvord Unified School District, Riverside Arts Council, the City Development Department: Housing and Neighborhoods Division, the City Parks, Recreation and Community Services Department, and the City Metropolitan Museum Department.

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### Funding and Resources

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Create a type of "Pennies for the Arts" Program whereby patrons could donate spare change to augment the City's budget for arts and culture.	The Community Foundation	Other support: City Development Department: Arts & Cultural Affairs Division.
2	1	2009	Seek increased foundation, government and private sector support, including specialized public support to augment the City's budget for arts and culture (2009 goal: a 5% increase over base).	City Development Department: Arts & Cultural Affairs Division	
3	1	2009	Seek increased foundation, government and private sector support, to augment the Riverside Arts Council's Community Arts Partnership Grant (2009 goal: a 5% increase over base).	Riverside Arts Council	

## SECTION 1: RIVERSIDE CULTURAL PLAN IMPLEMENTATION

### City Hall: Organizational Structure to advance Arts & Culture

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Review best practices on how arts and cultural affairs are structured in other cities and compare to the current City of Riverside organizational structure to determine if the structure is effective and efficient to develop and enhance Riverside as the "City of Arts & Culture". Report to the City Manager and recommend any proposed changes as part of the City Budget Process.	City Manager	Los Angeles, San Francisco, San Antonio, and Chicago are some cities to research. Review the October 23, 2007 City Council Memorandum on the Arts & Cultural Affairs Update.

## SECTION 2: LONG-RANGE OPPORTUNITIES

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
<b>Programs</b>					
1	1	2010	Develop signature summer festival: "Arts Fun in the Sun Festival".	City Development Department: Arts & Cultural Affairs Division	Other support: Riverside Cultural Consortium, City Parks, Recreation and Community Services Department. Planning in 2009, including research into Fremont Arts Festival, Reno's "Hot August Nights" and Seattle's "Bumbershoot Festival". First festival in 2010.
2	1	2010	Create an annual arts leadership awards event.	Greater Riverside Chambers of Commerce	Other support: Cultural Accountability Performance (CAP), City Development Department: Arts & Cultural Affairs Division, Riverside Arts Council. Explore partnership with existing events such as the Greater Riverside Chambers of Commerce annual meeting.
3	1	2010	Leverage and expand programming with the Smithsonian Affiliates Program, with a measurable goal of two programs/exhibitions.	City Metropolitan Museum	Other support: Development Department: Arts & Cultural Affairs Division, Smithsonian Week in Riverside Committee, Riverside Cultural Consortium, Riverside Unified School District, Alvard Unified School District, college/universities, community partners, corporate and foundation sponsors.
4	2	2010	Add arts and cultural internships to the Municipal Internship Program (three-month paid/unpaid internships in City departments for college and university students).	City Development Department	Other support: City Human Resources Department.
5	2	2011	Create a public art master plan and program.	City Development Department: Arts & Cultural Affairs Division	
<b>Marketing</b>					
1	1	2010	Expand the Riverside Arts Council's InlandArts.com and/or combine with P-E.com. Explore connection with KPCC's arts and culture announcements and email distributions to existing e-lists, with the goal of increasing distribution.	Riverside Arts Council	Other support: City Development Department: Marketing staff and the Arts & Cultural Affairs Division. The Press-Enterprise could contract with the Riverside Arts Council to develop capability and provide content.
2	2	2010	Create a combined, communitywide arts audience list, with a measurable goal of diversifying and expanding audiences (2010 goal: expand audience list by 10%).	Riverside Arts Council	Other support: City Development Department: Arts & Cultural Affairs Division, Riverside Cultural Consortium, City Attorney's Office.
3	2	2010	Expand dissemination of the "Creative Riverside Cultural Inventory" to for-profit and non-profit businesses, organizations and individuals.	Riverside Arts Council	Other support: City Development Department: Arts & Cultural Affairs Division, Riverside Cultural Consortium, City Information Technology staff. To date, the Riverside Arts Council has distributed the "Creative Riverside Cultural Inventory" to about 100 people/organizations.

<i>Facilities</i>					
1	1	2010	Undertake a City-wide Arts & Cultural Facility Specifications Inventory, including but not limited to information related to seating capacity, staging, sound, lighting, etc.	City Parks, Recreation and Community Services Department	Other support: City Development Department: Arts & Cultural Affairs Division. Address facility issues such as the Riverside Metropolitan Museum relocation, artists live/work, mid-size theater (black box), and municipal art gallery. Also, inventory unused and under-utilized city spaces, such as the Bobby Bonds Community Center and other community centers in parks, school auditoriums; look for opportunities to coordinate with schools and universities. Explore the possibility of including municipal art gallery in convention center renovation.
2	2	2011	Plan and identify alternatives for a mid-sized theater (black box) to provide a flexible venue for student performances.	City Development Department: Arts & Cultural Affairs Division	Other support: College and Universities, Riverside Arts Council, Riverside Cultural Consortium.
<i>Fund Development</i>					
1	2	2011	Create a United Fund for the Arts.	The Community Foundation	This will depend on the Foundation Board of Directors and the economy.
2	3	2011	Implement a workplace giving program for the arts.	The Community Foundation	This will depend on the Foundation Board of Directors and the economy.

## SECTION 3: REGIONAL CULTURAL DEVELOPMENT FOR THE INLAND EMPIRE

No.	Imp. Priority	Comp. Date	Recommendation	Implementation Lead	Comments
1	1	2009	Further develop a Context and Purpose for Regional Cultural Planning.	The Community Foundation	Use Riverside cultural planning as a best practice model in the Inland Empire. Also include findings of The James Irvine Foundation's "Cultural Engagement in California's Inland Regions" study.
2	1	2009	Further identify Regional Issues in Cultural Development.	The Community Foundation	Base this on county-wide forums and community leader interviews.
3	1	2009	Create a potential Methodology for Regional Cultural Planning.	The Community Foundation	Include commentary on special challenges and opportunities of two-county, regional cultural planning. Include findings of The James Irvine Foundation's "Cultural Engagement in California's Inland Regions" study.
4	2	2010	Launch a Regional Cultural Planning Summit.	The Community Foundation	The two cross-county summit could include presentations on best practices and cultural planning workshops.