



CALIFORNIA CULTURAL DISTRICT JOURNEY
A San Pedro Cultural Policy Project

SAN PEDRO CULTURAL POLICY PROJECT

**Linda Grimes, Cultural Policy Fellow, Council District 15,
Managing Director of the San Pedro Waterfront Arts District.**

Formed a coalition of San Pedro based arts and cultural organizations, in order to be considered in the Cultural District two year pilot program conducted by the California Arts Council.

Five organizations signed on as partners – the San Pedro Chamber of Commerce, CD 15 Councilman Joe Busciano, the Grand Vision Foundation and Angels Gate Cultural Center.

We were selected as a semifinalist and will be hosting a site visit on Friday, June 2nd.




The **San Pedro Waterfront Arts District** is a nonprofit organization created from the ashes of the state Supreme Court's decision in 2009 to strike down Community Redevelopment Agencies.


It is a volunteer organization made up of artists and arts organizations who embrace growth, while remaining vigilant against gentrification efforts that could obliterate the community's unique character.

Since becoming a non-profit in December of 2014, the Arts District has organized a nine member volunteer Board, an Advisory Council, as well as a 12-member Design Advisory Panel to assist with public art-related projects.

The goals of the new Arts District are to:

- Cultivate new sustaining partnerships;
 - Build upon past accomplishments and use the infrastructure created under the CRA to advance future projects;
 - Generate new opportunities to support local arts, culture and entertainment;
 - Fulfill our mission to nurture the cultural roots of San Pedro through arts advocacy, education and promotion.
- 


WHY DID WE DO THIS?

- San Pedro is about to experience an energized wave of development
 - Due to the rise of the San Pedro Public Market;
 - A development-friendly Councilman;
 - The planned construction of over 492 rental housing units in the downtown core and 676 homes under construction on the site of a former Navy housing site, along Western Avenue.
 - This seems to be a sustainable surge that will carry this community into the future.
 - Becoming a California Cultural District reflects the intentions outlined by the former CRA to evolve into a lasting, sustainable organization.
- 

WHAT IS A CALIFORNIA CULTURAL DISTRICT ?

ENABLING LEGISLATION: AB 189

“state-designated cultural district” means a geographical area with a concentration of cultural facilities, creative enterprises, or arts venues that does any of the following:

- (1)** Attracts artists, creative entrepreneurs, and cultural enterprises.
 - (2)** Encourages economic development and supports entrepreneurship in the creative community.
 - (3)** Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
 - (4)** Fosters local cultural development.
 - (5)** Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
 - (6)** Promotes opportunity without generating displacement or expanding inequality.
- 

CULTURAL DISTRICTS - ACROSS THE UNITED STATES.....

Thirteen states have established statewide cultural district programs.


Arkansas and California have enacted cultural district policies but have yet to launch programs

Legislation for new programs is under consideration in several other states.

- Rhode Island has the oldest program (1998)
- Newest is South Carolina (2014)
- Number of districts per state range tremendously from 78 in Louisiana to under 10

CALIFORNIA ARTS COUNCIL ROLE:

The Arts Council shall establish criteria and guidelines for state-designated cultural districts

- (1)** Establish a competitive application system by which a community may apply for certification as a state-designated cultural district.
 - (2)** Provide technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and provide promotional support for state-designated cultural districts.
 - (3)** Collaborate with other public agencies and private entities to maximize the benefits of state-designated cultural districts.
- 

DISTRICT TYPOLOGY AND LOCATION

We are an urban district focused on cultural production at the mid-point of our life cycle. Based on the last census, the median age in the district is 34 and the median household income is \$57,000.

Our demographics, along with the fact that over 75% of the population has graduated high school, are key indicators of art participants.

We know these art patrons will be more involved in their community as volunteers, as shown in the 2009 NEA Report, *Art Goes in Their Communities*.

The socio-economic factors along with the new wave of development, poises this area at a key juncture to keep culture alive in our community.



Downtown Galleries & Studios

- 3 Sheets Art Space - 807 Pacific Ave.
- Gallery 741 - 741 Pacific Ave.
- Gallery Azul - 741 Pacific Ave.
- PAC ARTS - 303 Pacific Ave.
- Croatian Cultural Center - 510 7th St.
- Gallery 478 - 478 7th St.
- Chamber Board Room Gallery - 390 7th St.
- Hiroko Bronze, Stone & Ceramics - 382 7th St.
- NEWS PILOT ART SPACES
 - Guillaume Zuili Photography - 378 7th St.
 - Juila Strickler Paintings - 376 7th St.
 - Cherry Wood Studio/Gallery - 374 7th St.
 - James Porschen Photography - 372 7th St.
 - Fabian Rodriguez Mixed Media - 370 7th St.
 - Linlin Hu Painting - Acrylic- 368 7th St.
- Menduina Schneider Art Gallery - 366 7th St.
- Paul Turang - 364 7th St.
- Jim Harter - 362 7th St.
- Nancy Crawford - 360 7th St.
- Sirens Java & Tea - 356 7th St.
- Michael Stearns Studio - 347 7th St.
- Studio 345 Gloria Lee & Pat Woolley - 345 7th St.
- Studio 343 J.J. Geary - 343 7th St.
- huZ Galleries - 341 7th St.
- Gallery 381, Annie Appel Photography - 381 6th St.
- Mike Rivero Painting Studio - 414 6th St.
- Angels Gate pop-up gallery - 415 6th St.
- Marymount California University's Marylyn & Chuck Klaus Center for the Arts - 430 6th St.
- Yong Sin Painting Studio - 443 6th St.
- Parkhurst Galleries - 439 6th St.
- Machine Studio - 446 6th St.
- fiNDings Art Center - 470 6th St.
- 4TH AND MESA STREET - THE LOFT BUILDING
 - Loft 2 Studios & Gallery
 - Loft 3 Studios
 - The Loft Gallery



Battleship USS Iowa

Warner Grand Theatre

Grand Annex

TE San Pedro Rep

LA Maritime Museum

Little Fish Theatre

National Watercolor Society

Tall Ships Exy Johnson & Irving Johnson

LAMI TopSail

Port O'Call Village

Ports O'Call Waterfront Dining

Crafted

San Pedro Art Association

AltaSea

Angels Gate Cultural Center

Fort MacArthur Museum

Korean Bell of Friendship

Cabrillo Marine Aquarium

Pt. Fermin Lighthouse

Sunken City Landslide

Cabrillo Beach Boat Ramp

WHAT MAKES FOR A SUCCESSFUL DISTRICT?

- Pre-existing density
- Cultural asset mapping
- Cohesive identity
- Multi-sector leadership
- Partnerships
- Data

WHAT ARE THE BENEFITS OF A PILOT CULTURAL DISTRICT PROGRAM?

Official state certification

California Cultural Districts branding materials

Technical assistance

Joint marketing support

Participation in developmental evaluation of the program

Stipend of \$5,000 for evaluation participation



APPLICATION PROCESS

The California Arts Council seeks qualified organizational partnerships to apply through a multi - tiered process adjudicated by a review panel to include the following:

- Submission of a Letter of Intent (LOI), : Due March 29, 2017
- Site visits for semi-finalists – scheduled for June 2nd, 2017
- Finalists will be invited to submit a full application.

NEXT STEPS:

CAC Site Visit – June 2nd, 2017

Conduct Stakeholder Meeting

PBID Trolley Tour of Proposed District

Inclusion of all Cultural Assets

Selection as Pilot Finalist

