

ARTS AND CULTURE FRAMEWORK

DEFINING ARTS AND CULTURE

Planning for “arts” and “culture” can be tricky as the terms have many meanings. For that reason, we have used a broad understanding of these terms during the formulation of the Arts & Culture Master Plan.

Traditionally, the arts have conjured images of companies and institutions – the ballet, the opera, the symphony, theaters and museums. Today the arts mean much more. With greater access to both new and traditional media, inspired entrepreneurship and venture capital, downtown revitalization and the fusion of culture and cuisine, the arts can be more immediate. They are as likely to be in the form of crafts, community art, digital media or food as in painting, sculpture, dance, theater and music. This plan takes a broad view of the arts and culture and recognizes that the diversity of media and modes of expression is a strength of the arts sector and deserving of support.

Like the term “art,” “culture” refers to the way in which a group of people express their ideas, values and hopes. At its core “culture” embodies all the activities that we do as a community and help to form our knowledge of and attachment to the places in which we live. Captured in architecture, histories and the shared events that bring people together, a community's culture is its unique stamp upon the world. Art and culture are how we express ourselves as individuals and how we engage each other as a community.

ARTS AND CULTURE ARE TAKING A NEW ROLE IN OUR CITIES

The arts and culture have always been an essential part of what it means to be human. Through image, stories, dance and other forms of expression, we become inspired, delighted and connected to each other as a community. Until recently the arts were viewed as “enhancements” or “special extras” within our daily lives. Over the past decade, however, our understanding has shifted. Scientific research has shown the arts stimulate a child's brain development. We see new and increased funding for “cross-sector partnerships” to develop vibrant urban areas. There has been a fundamental shift in business for more creativity and innovation. As a result, we see the arts and culture taking a critical role in guiding how we develop as cities, communities and individuals.

Today, within the United States, we know that:

- Arts unify communities. 67 percent of Americans believe “the arts unify our communities regardless of age, race and ethnicity.”

- Arts improve academic performance and lower dropout rates.
- Arts strengthen the economy. In the United States today, the arts and culture sector is a \$730 billion industry representing 4.2 percent of the nation’s GDP—a larger share of the economy than transportation, tourism and agriculture (U.S. Bureau of Economic Analysis).
- Arts are good for local businesses. Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking and babysitters.
- Arts drive tourism. Arts travelers stay longer and spend more to seek out authentic cultural experiences.
- Arts spark creativity and innovation. Creativity is among the top five applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring.
- Arts improve healthcare. Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families and even staff. More than two-thirds believe these programs provide healing benefits to patients—shorter hospital stays, better pain management and less medication.
- Arts and healing in the military. The arts are part of the military continuum—promoting readiness during pre-deployment as well as aiding in the successful reintegration and adjustment of veterans and military families into community life.¹

During conversations with local stakeholders, many said this was the arts and culture’s “time” in the City of Carlsbad. Given the opportunities, needs and political will, aligning arts and culture-based strategies with other community priorities just makes sense.

CREATIVE PLACEMAKING

The city’s planning efforts also take place within a national groundswell of interest in the ways in which arts and culture can advance diverse community strategies. For instance, since 2010, the National Endowment for the Arts, ArtPlace (a

¹ Reference: Ten Reasons to Support the Arts. Randy Cohen, 2017. The Americans for the Arts, <https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/ten-reasons-to-support-the-arts-2017>

consortium of 12 philanthropic foundations and six major financial institutions, with diverse federal agencies participating as strategic partners) and the Kresge Foundation have invested over \$80M in “Creative Placemaking” projects all across the country. Creative Placemaking is an area of city planning that partners with the arts and culture sector in order to develop the quality and vitality of a place. In addition to national arts funders, both the US Department of Housing and Urban Development (HUD) and the US Department of Education have revised funding guidelines to encourage arts strategies as part of their programs.

BENEFITS OF THE CREATIVE ECONOMY

The success of new approaches such as Creative Placemaking prompts cities to reassess the role and value of the arts and culture within their communities and to examine the types of skills, connections and capacities needed to harness the potential of their arts and culture assets. Even smaller towns and cities are engaging the arts and culture community with economic development in order to achieve the following:

- Support for the development of downtown assets and cultural renewal;
- Increase in business attraction and expansion of the tax base;
- Growth of a regional and community image; and
- Arts increasing the attractiveness of the area to highly desirable, knowledge-based and creative-sector employees.

These national trends tie in closely with Carlsbad's goals to strengthen the city's strong and diverse economy and its position as an employment hub in North San Diego County.

THE ARTS IN CALIFORNIA

Shifts in the arts and culture sector are happening throughout the state and the nation. A recent report² by the James Irvine Foundation looked at how people in the State of California participate in arts and culture activities. The report identified many of the same trends that are emerging in Carlsbad today.

People's participation in arts and cultural activities, especially in ways that allow them to develop or release their own artistic impulse, is extensive — and perhaps

² Novak-Leonard, et.al. (2015) The Cultural Lives of Californians: Insights from the Cultural Survey of Arts & Culture Participation. University of Chicago and The James Irvine Foundation

nowhere more so than in California. At the same time, California’s cultural landscape is undergoing massive changes, affecting the ways people encounter, experience and engage with art. These changes include California’s demographic shift to be a so-called “majority-minority” state and rapid technological advances that offer new opportunities for artistic expression and access. These changes pose challenges and exciting new opportunities for how artists and organizations create and share their expertise and work.

Key findings include:

- Californians want to engage in arts and culture, and demand is high.
- Art happens everywhere - new technology, expectations and cultural norms mean Californians engage in art in new ways and places.
- There is disparity — Californians have varied arts interests, but there are evident patterns of lower participation levels for some of California’s largest and growing demographic groups.



Photo from the Carlsbad Music Festival

CARLSBAD’S SUCCESS STORIES

Carlsbad has a rich history with several arts and culture organizations and traditions that are embedded as a core component of that legacy. These organizations bring diverse cultural experiences to the community. It is one of the aspirations of the Arts & Culture Master Plan to continue to support these organizations and to create programs that will assist them with capacity building to strengthen their operations and help each to further its mission.

NEW VILLAGE ARTS THEATRE

The only live theater venue in the Village of Carlsbad, New Village Arts has brought critically acclaimed productions to the city since 2001. Founded by graduates of New York’s Actors Studio Drama School, the company first staged shows at the Granary – a converted chicken coop in Carlsbad’s Magee Park. Thanks to the support of the City of Carlsbad, New Village Arts is currently housed in one of the Village’s oldest buildings – a 1922 former lumber yard – with a 99-seat theater and artists incubator space known as The Foundry. With innovative classes and outreach programming such as Teatro Pueblo Nuevo, NVA offers professional and family educational opportunities that help to create a healthy and culturally vibrant community.



New Village Arts Building

Photo from New Village Arts

MURALS

Today the Village of Carlsbad is known for a unique and eclectic set of murals supported by local businesses and artists. Residents and visitors can find works tucked along quiet streets and alleyways such as “The Robot,” by local artist Jason Markow, at the corner of State St. and Carlsbad Village Dr. and Michael Summers’ “Cat Nap,” located on the exterior of Witch Creek Winery. A popular spot is the

Carlsbad Art Wall created by local community artist Bryan Snyder. Bryan works with a rotating set of local and regional artists, muralists, teens and community members to create ever-changing artworks along the wall of Señor Grubby's.



Carlsbad Art Wall at Señor Grubby's

MUSEUM OF MAKING MUSIC

The Museum of Making Music is the official museum of NAMM - the National Association of Music Merchants, the not-for-profit association that serves and strengthens the global music products industry. Founded in 1998 and opened to the public in March 2000, the Museum celebrates the rich history of the music products industry from 1900 to today. Through unique exhibitions, live music performances and educational programs, the Museum shares the accomplishments and impact of the people who make, sell and use musical instruments and other products.



Museum of Making Music Gallery Space
Photo from Museum of Making Music

CARLSBAD MUSIC FESTIVAL

Now in its 15th season, the annual Carlsbad Music Festival has offered a three-day summer celebration of “adventurous music by the beach.” The Festival features over 60 performances and is curated by Founder and Artistic Director Matt McBane, who is also a composer and violinist. Performers bring a mix of eclectic and adventurous music including contemporary classical, indie rock, world music, electronic, jazz and more. Each year, dozens of free outdoor concerts draw thousands of visitors to the Village of Carlsbad where they can find a beer garden, food trucks and an artisan market. In addition, the Carlsbad Music Festival is supported by their partner organization St. Michael’s Episcopal Church.

TGIF CONCERTS IN THE PARKS

What started in 1985 as a series of intimate jazz concerts in parks has grown to a major fixture of summer in Carlsbad. Nine concerts are presented in four city parks. Each event features food vendors and hands-on art activities at the Family Open Studios. Live music and a dance floor offer evening entertainment for over 30,000 residents and visitors annually. Musicians are featured from San Diego, as well as across southern California and nationally. Support for the concert series comes from the City of Carlsbad through the Cultural Arts Office as well as Parks & Recreation, Public Works, Carlsbad Police, Carlsbad Explorers and Senior Volunteer Patrol. In addition, the concert series receives strong annual support from the Carlsbad Friends of the Arts.

LEO CARRILLO RANCH HISTORIC PARK

Opened in 2003, the Leo Carrillo Ranch Historic Park is Carlsbad’s 27-acre former working ranch, once owned by actor Leo Carrillo. Today, this historic park is home to handcrafted adobe buildings, antique windmills, a reflecting pool and many other historic structures where visitors can explore California history. Known for the natural beauty found in the agave, bougainvillea, Birds of Paradise, flowering trees and dozens of peacocks, the City of Carlsbad supported the stabilization and preservation of this unique historical asset. A unique entry gate was created specifically for the park through the city's public art program. Leo Carrillo Ranch is a designated Historic National Landmark and is connected to the citywide trails system via the four-mile-long Ranch Carrillo Trail.



TGIF Concert Series



Carlsbad Music Festival