

# ARTS AND CULTURE ELEMENT



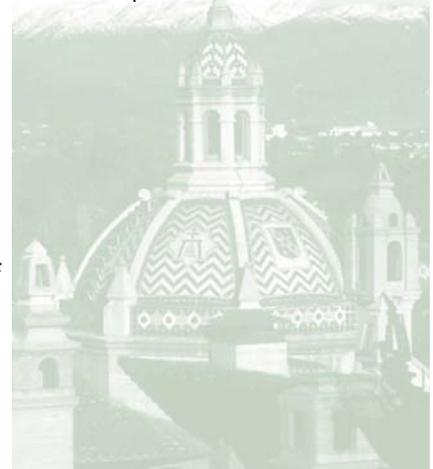
The impetus for the Arts and Culture Element is the shared community belief that the arts are an essential part of Riverside, both intrinsically and economically, and that the arts make significant contributions to the quality of life in Riverside. Arts and culture help to create a more livable city, stimulate the local economy, enhance the urban environment, celebrate the natural environment, engage a wide spectrum of citizens and empower neighborhoods. The arts are part of the social fabric of our City, helping to define and express who we are as a community - historically, today and in the future. Art brings the community together, creating situations not merely for enjoyment and beauty, but also for dialogue, thought and growth.

Riverside has a proud history as a regional center for arts, culture and related education programs that are central to the essence and character of our City. Riverside is home to a well-developed cultural environment where a diversity of art is created, performed, taught and exhibited. With the efforts to revitalize Downtown and formally establish an Arts and Culture District and the rapidly growing programs and facilities of the City's four higher education institutions, Riverside is significantly increasing its cultural and arts foundation and becoming a flourishing center for the arts known beyond the Inland Empire and Southern California. Riverside is striving to become a magnet for the arts — a place which attracts world class entertainers and artists to perform and show their work and draws visitors from around the world to experience the arts.

At the same time, however, the ability of the arts to thrive in Riverside and continue to grow beyond regional recognition faces challenges. Individual artists of all disciplines and cultural backgrounds have limited access to funding. Nonprofit arts organizations experience tougher competition for funding to maintain stability and growth. Schools face budget constraints that may force arts programs to be cut. In addition, coordinated marketing and promotion for the arts in Riverside historically has not occurred. Space for local artists' housing, studios and exhibits is limited. Importantly, Riversiders of all ages have identified the need for more daytime, evening and weekend uses and activities (such as restaurants and shopping) to complement arts facilities and cultural events. At the Citizens' Congress in September of 2003, many people also expressed the desire to have more arts and culture related venues and activities within their neighborhoods.



Artwork abounds in Riverside, including this bronze statue in front of the Metropolitan Museum.





# ARTS AND CULTURE ELEMENT

Therefore, this Arts and Culture Element contains policies and strategies to address these issues and to articulate the contributions and opportunities for the arts in Riverside. The goal is to help foster a civic environment where artistic expression and cultural diversity can flourish, where the influence of arts on the local economy is recognized, and where local government and City leaders legitimize the arts as an essential component of civic support, funding and decision-making.

The Arts and Culture Element is guided by a commitment to the shared principle that arts and culture form the heart of a civil society and contribute to the high quality of life in Riverside by:

- Creating a cohesive sense of place
- Providing real economic benefits to the City
- Projecting neighborhood identity and fostering community pride
- Bridging language and cultural differences
- Enabling children to build self-esteem through artistic expression
- Enhancing students' creativity, critical thinking and problem solving abilities which they will use in life
- Attracting professionals to the community to live and work
- Revitalizing deteriorating neighborhoods
- Contributing to crime prevention
- Enhancing entertainment, educational, and recreational activities for residents and visitors

- Arts Subcommittee, Riverside General Plan Update, 2003

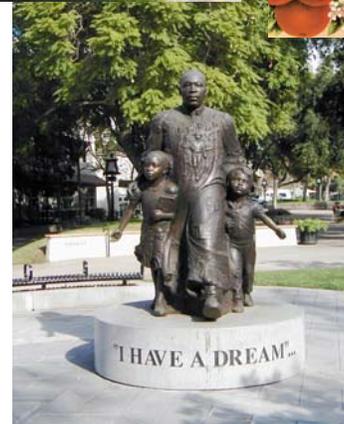
Veteran's Monument



Citrus Label Mural



Sister City Sculpture



Martin Luther King Sculpture



Civic Clock Tower



Freeway Underpass Mural



Chinese Pavilion



## OUR RICH COMMUNITY RESOURCES

Riverside is a thriving arts community. Riverside's cultural and arts facilities and events contain diverse, rich collections and high-quality visual and performing arts that offer interest to local, regional, national and international audiences. A sampling of its assets include:

- ❖ The acclaimed watercolor collection at the Riverside Art Museum, housed in a 1929 former YWCA facility designed by Julia Morgan
- ❖ Film festivals at the historic Fox Theater, which is being restored to its former glory as a performing arts and cinema venue
- ❖ The internationally recognized Keystone-Mast photographic collection at the UCR/California Museum of Photography
- ❖ The art history collection at the Riverside Public Library
- ❖ The nationally recognized musical theater of Performance Riverside
- ❖ Diverse events and dynamic performances at the historic Municipal Auditorium
- ❖ Impressive local artist exhibits at the Riverside Community Arts Association
- ❖ The extensive array of exciting dance and ballet programs of the Riverside California Ballet
- ❖ Academically renowned visual and performing arts facilities and programs, music, drama and visual arts departments and programs at CBU, LSU, RCC and UCR
- ❖ The annual Riverside Dickens Festival, which draws residents and visitors from all over Southern California to three days of literary events, entertainment and activities
- ❖ A variety of free cultural events that celebrate the dynamic and diverse arts scene in Riverside and the Inland Empire
- ❖ Concerts throughout the year of the Raincross Chorale, presenting music ranging from classical to spirituals, folk songs, and Broadway musicals
- ❖ The longest continuously active community theater in the country, the Riverside Community Players
- ❖ The Downtown Riverside Arts Walk, and other cultural community events that celebrate the dynamic and diverse arts scene in Riverside and the Inland Empire
- ❖ The historic and natural artifacts, collections and educational outreach programs at the Riverside Metropolitan Museum
- ❖ The “living history” at the Riverside Metropolitan Museum’s Heritage House, Riverside’s principal resource for learning about the City’s Victorian era
- ❖ The Riverside Metropolitan Museum’s Harada House, a National Historic Landmark that teaches about the struggle for equal rights faced by Asian immigrants to the United States



Riverside Art Museum



Fox Theater



Municipal Museum



Municipal Auditorium



## ARTS AND CULTURE ELEMENT

- ❖ The nationally acclaimed, multi-cultural modern and jazz dance presented by the Bre Dance Theater company
- ❖ The authentic, traditional dances of Mexico, presented by the highly recognized Ballet Folklorico de Riverside
- ❖ World class architecture at the celebrated Mission Inn, a National Historic Landmark
- ❖ The historic Mission Inn's significant collection demonstrating the epic periods of development by the Inn's founder/developer and community leader, Frank Miller



UCR California Museum of Photography

These and other programs help make Riverside a well-established cultural center that is regionally recognized as a destination within the Inland Empire. As illustrated in Figure AC-1 (Arts and Culture Facilities), Riverside's established and planned arts and culture facilities are primarily concentrated at four locations across the City: on the La Sierra University (LSU) campus; on the California Baptist University (CBU) campus; Downtown Riverside, including Riverside Community College (RCC); and on the University of California at Riverside (UCR) campus.

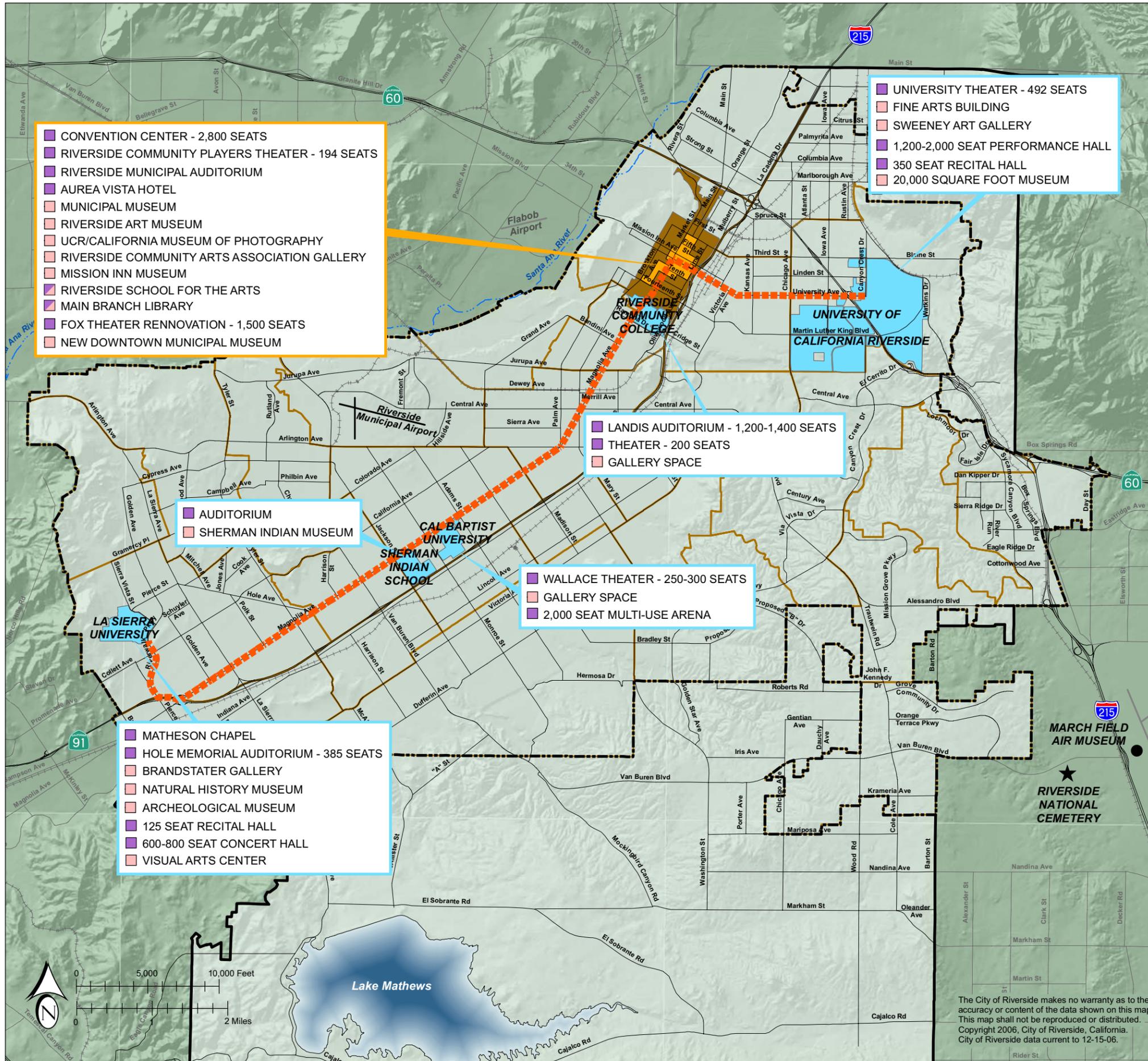
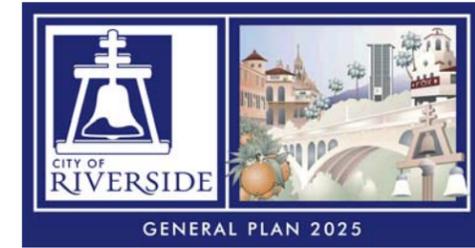
### DOWNTOWN RIVERSIDE

In 2002, the City began implementation of the Downtown Specific Plan, which recognizes arts and culture as a key ingredient in the quality of life in Downtown Riverside and a means for its revitalization. With this, the City has been actively working on formally establishing the Downtown Arts & Culture District, which encompasses Downtown's major cultural and art institutions, as well as significant architectural and historic structures. In addition, future Downtown projects will include more restaurants, shops and housing, including live/work and artist lofts, all of which complement and support a vibrant arts environment. This synergy among the arts, special events, restaurants and shops is a catalyst for the revitalization of Downtown.



Mission Inn

While the focus of this Element is on the "arts," the importance of Downtown's physical historic setting cannot be overemphasized. The older buildings of Downtown form a historic fabric and define its physical uniqueness in relation to other cities. The combination of Riverside's setting and its arts facilities provide a climate in which arts are able to thrive. Also, Downtown's concentration of cultural and art facilities in a compact, attractive, walkable environment sets Riverside apart from many Southern California cities. This concentration of arts facilities is one of the most important aspects of Downtown's identity and a great potential for its revitalization.



- CONVENTION CENTER - 2,800 SEATS
- RIVERSIDE COMMUNITY PLAYERS THEATER - 194 SEATS
- RIVERSIDE MUNICIPAL AUDITORIUM
- AUREA VISTA HOTEL
- MUNICIPAL MUSEUM
- RIVERSIDE ART MUSEUM
- UCR/CALIFORNIA MUSEUM OF PHOTOGRAPHY
- RIVERSIDE COMMUNITY ARTS ASSOCIATION GALLERY
- MISSION INN MUSEUM
- RIVERSIDE SCHOOL FOR THE ARTS
- MAIN BRANCH LIBRARY
- FOX THEATER RENNOVATION - 1,500 SEATS
- NEW DOWNTOWN MUNICIPAL MUSEUM

- UNIVERSITY THEATER - 492 SEATS
- FINE ARTS BUILDING
- SWEENEY ART GALLERY
- 1,200-2,000 SEAT PERFORMANCE HALL
- 350 SEAT RECITAL HALL
- 20,000 SQUARE FOOT MUSEUM

- LANDIS AUDITORIUM - 1,200-1,400 SEATS
- THEATER - 200 SEATS
- GALLERY SPACE

- AUDITORIUM
- SHERMAN INDIAN MUSEUM

- WALLACE THEATER - 250-300 SEATS
- GALLERY SPACE
- 2,000 SEAT MULTI-USE ARENA

- MATHESON CHAPEL
- HOLE MEMORIAL AUDITORIUM - 385 SEATS
- BRANDSTATER GALLERY
- NATURAL HISTORY MUSEUM
- ARCHEOLOGICAL MUSEUM
- 125 SEAT RECITAL HALL
- 600-800 SEAT CONCERT HALL
- VISUAL ARTS CENTER

LEGEND

- DOWNTOWN
- DOWNTOWN ARTS AND CULTURE DISTRICT
- COLLEGES AND UNIVERSITIES
- NEIGHBORHOOD BOUNDARIES
- POTENTIAL ARTS BUS ROUTE
- PERFORMING ARTS FACILITY
- VISUAL ARTS FACILITY
- RIVERSIDE CITY BOUNDARY
- RIVERSIDE PROPOSED SPHERE OF INFLUENCE

SOURCE: CITY OF RIVERSIDE

Figure AC-1  
ARTS AND CULTURAL FACILITIES

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## ARTS AND CULTURE ELEMENT



Riverside Community Arts Association

Downtown will significantly increase its cultural and arts foundation with the planning of several new programs, facilities and the restoration of historic buildings. For example, the Riverside School for the Arts will bring many student artists to Downtown. The live performances at the Municipal Auditorium are continuing to diversify and attract all ages to the venue. UCR's adaptive reuse of the historic Rouse Building as a graduate center for the arts, with studios, classes and performances, will strengthen the partnership between Downtown and the University. The Riverside Metropolitan Museum will relocate and expand to exhibit its vast historic and natural collections. Immense community interest continues in the restoration of the historic Fox Theater as a multi-use venue. These enhancements will attract new people to Downtown.

## THE COLLEGES AND UNIVERSITIES

The other arts and culture hubs in the City – Riverside's four universities and colleges – have impressive arts facilities and programs that are available not only to students, but also to the community. All four institutions have plans to significantly increase and enhance their facilities for the arts.



LSU's Hole Memorial Auditorium

La Sierra University, located in western Riverside in the La Sierra neighborhood, has a successful on-campus gallery, the Brandstater Gallery, that hosts six to eight exhibits a year showcasing the works of local emerging or established artists and faculty and students. Matheson Chapel, the venue for all of LSU's drama performances is used by the community for weddings, concerts, recitals and plays. In addition, LSU has a very successful and well-developed music program that holds numerous performances at Hole Auditorium. LSU's Master Plan includes a new performing arts center with a small recital hall and major concert hall to supplement Hole Memorial Auditorium. This new performance center, located across from the Riverwalk neighborhoods, will have a strong community interface.

California Baptist University, located on historic Magnolia Avenue in the Ramona neighborhood, provides various theater and exhibit spaces in the Wallace Theater for use by students/faculty and local theater groups. Through its Master Plan, California Baptist University is building dramatic new facilities that functionally expand arts opportunities and visually excite the appearance of Magnolia Avenue, as well as planning a School of Music and a flexible multi-use arena that will accommodate athletics and cultural performances.



California Baptist University

## ARTS AND CULTURE ELEMENT



UCR's large campus covers a significant area in the northeastern portion of the City in the University neighborhood and is connected to Downtown by University Avenue. On-campus art facilities include the Fine Arts Building, the four hundred ninety-two-seat University Theater and Sweeney Art Gallery. The University also administers the UCR/California Museum of Photography, located in Downtown. The campus Long-Range Development Plan calls for a new Performance Center that will include a large auditorium, a recital hall, a twenty thousand-square-foot museum and space for relocation of the Sweeney Art Gallery. Pursuing major grants, UCR will create an arts complex associated with the UCR/California Museum of Photography, including a multi-purpose performance space.



UCR Library

Riverside City College, located in the Downtown neighborhood adjacent to the historic Wood Streets neighborhood, attracts students of all ages and ethnicities. The institution is truly a "community college," as it provides opportunities for all community members to participate in arts education programs and performances. RCC has a successful art gallery on campus that exhibits guest artists, student work and featured faculty and hosts a large permanent collection. RCC's Applied Technology Department produces the Inland Valley News that telecasts throughout the Inland Empire. The on-campus Landis Auditorium serves as the home theater for the nationally recognized Performance Riverside.



Riverside Community College

## THE ARTS IN EDUCATION

We understand the value of incorporating the arts and cultural activities into education. Arts in education builds academic and social skills, increases academic performance and test scores, improves behavior and attendance and nurtures the kind of creative thinking required of people in the workforce. The arts also help students connect to their school and community. They reach children who are at risk of dropping out of school by giving them a way to express themselves, develop talents and improve self-esteem. Studies provide evidence of enhanced learning and achievement when the arts are a vital part of students' in-school and after-school experience.

"The arts provide young people with authentic learning experiences that engage their minds, hearts, and bodies. The learning experiences are real and meaningful to them. While learning in other disciplines may often focus on development of a single skill or talent, the arts regularly engage multiple skills and abilities. Engagement in the arts - whether the visual arts, dance, music, theater or other disciplines - nurtures the development of cognitive, social, and personal competencies."

- Champions of Change: The Impact of the Arts on Learning, Arts Education Partnership



# ARTS AND CULTURE ELEMENT

## K-12 EDUCATION



Both of Riverside's school districts are committed to keeping arts integral to K-12 education, even during times of budget challenges. Riverside Unified School District (RUSD) has award-winning instrumental music programs, including jazz bands at all of the high schools and excellent drama and dance programs. Alford Unified School District (AUSD) has strong fine arts, instrumental music and chorale music programs. AUSD is strengthening ties with the excellent chorale and music programs at La Sierra University and California Baptist University. Both districts benefit from the excellent outreach programs of many Riverside arts organizations that engage thousands of elementary and middle school students in performances, classroom workshops, after-school arts education programs and other participatory activities each year. The high schools receive the fruits of this organization by getting students experienced in theater; as a result, both districts have excellent high school drama programs.

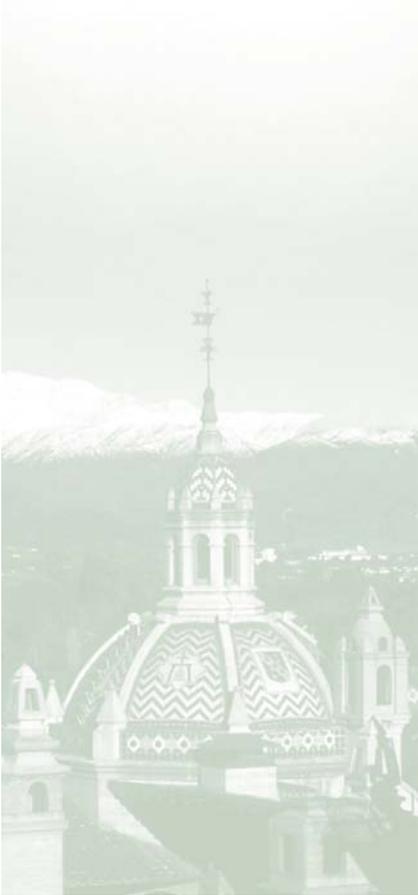
While every student in Riverside is exposed to arts as part of his and her education, school funding for arts programs often becomes discretionary. Funding is particularly difficult at the elementary school level for arts, and in Riverside, no formal arts program exists for the elementary level, only the upper levels. By documenting the direct correlation between the arts and improved test scores, educators can help policy makers with their funding decisions. City support, increased outside funding and more coordination with arts and culture facilities in the City are crucial to maintaining and increasing the role of arts in K-12 education.



## HIGHER EDUCATION

The four post-secondary schools in Riverside contain a tremendous wealth of cultural art resources, programs and opportunities. In addition to art courses, the presence of the college and three universities also means more arts and culture venues, performances, art shows, lectures and other cultural events that the community can enjoy.

All four colleges and universities have well-established, comprehensive cultural and art programs with fundamental classes for all mediums, as well as specialties that make each campus unique, such as LSU's opera program, which hosts the only regular opera performed in Riverside;

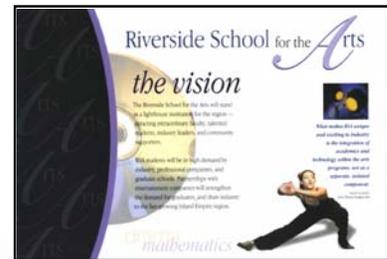




UCR's dance program, which uses new and cutting-edge digital and media techniques for choreography; RCC's television production and broadcasting; and CBU's University Choir and Orchestra, which performs nationally. Each campus has successful visual arts programs and gallery space, with rotating student, faculty and community work. The biggest challenge facing all of these institutions is the need for more classroom, studio, exhibit and performance space to meet the needs of their rapidly expanding programs.

## RIVERSIDE SCHOOL FOR THE ARTS

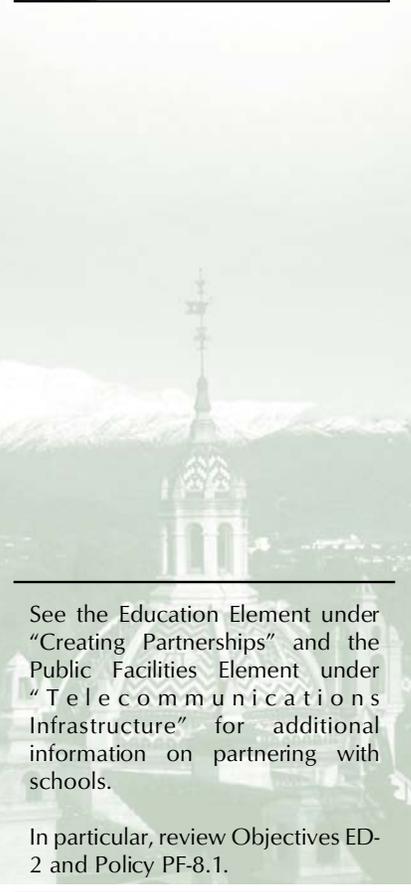
One of the most exciting new developments for arts education in the community is the Riverside School for the Arts (RSA). RSA is a unique, innovative and visionary program that is the result of partnerships between Riverside Community College, the University of California at Riverside and the Riverside County Office of Education. It will serve high school and undergraduate students, providing teenagers and young adults with a first-rate education and skills across the arts, including drawing, painting, music movement, animation, film effects, digital sound, and video production, among others. The curriculum is a blend of liberal arts and arts education focused on understanding culture and narrative, as well as learning to use the technological and artistic tools needed in today's entertainment and arts industries.



RSA is developing a contemporary state-of-the-art campus adjacent to White Park in Downtown Riverside. Because RSA will be located in Downtown, the campus and programs will be tremendous assets to Downtown's revitalization and cultural arts environment, as well as offer many programmatic connections and shared facilities with Downtown's existing art and culture facilities. In addition, Downtown's art focus will contribute significantly to the experience at RSA by providing an environment in which students can move effortlessly from studio to workshop to classroom at RSA, to gallery to performance to museum in the Downtown area. Through interaction with the Downtown arts community, students both benefit from and contribute to the growth of a vibrant cultural center.

## THE ARTS IN EDUCATION

**Objective AC-1: Capitalize upon the arts and culture opportunities offered by the educational community.**



See the Education Element under "Creating Partnerships" and the Public Facilities Element under "Telecommunications Infrastructure" for additional information on partnering with schools.

In particular, review Objectives ED-2 and Policy PF-8.1.



## ARTS AND CULTURE ELEMENT

Policy AC-1.1: Increase coordinated marketing of arts and cultural events at Riverside's higher education institutions.

Policy AC-1.2: Encourage the utilization of municipal resources to help promote the strong and diverse arts facilities and programs offered by the college and universities.

Policy AC-1.3: Promote collaboration on strong joint-use arrangements between the City and various educational institutions, and among educational institutions.

Policy AC-1.4: Increase collaboration and partnering between private/non-profit arts organizations and the facilities and programs available at the higher educational institutions.

Policy AC-1.5: Continue to develop and support coordinated school district/City arts programs with community centers, museums, libraries and schools.

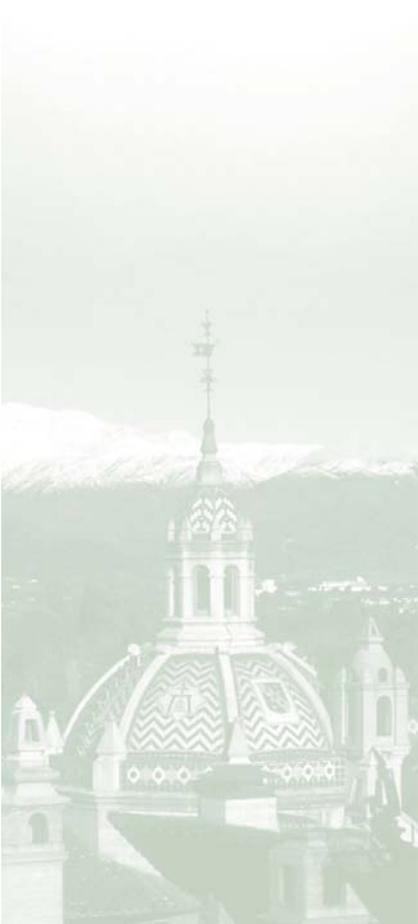
Policy AC-1.6: Promote the creation of greater partnerships between government, business and education to help underwrite and develop additional arts programs for K-12 students.

Policy AC-1.7: Strengthen collaborations among artists, arts organizations, teachers, school administrators and others responsible for arts curricula to maximize the resources of the arts community and the schools and develop innovative approaches to arts programming which also meets the needs of the school districts.

Policy AC-1.8: Encourage the establishment of programs where working artists act as mentors to students.

Policy AC-1.9: Encourage ongoing analysis to demonstrate the direct correlation between the arts and improved test scores, attendance, and behavior in K-12 education.

Policy AC-1.10: Explore funding from new sources in the community in order to maintain K-12 arts education programs when the state faces budget cuts in education.



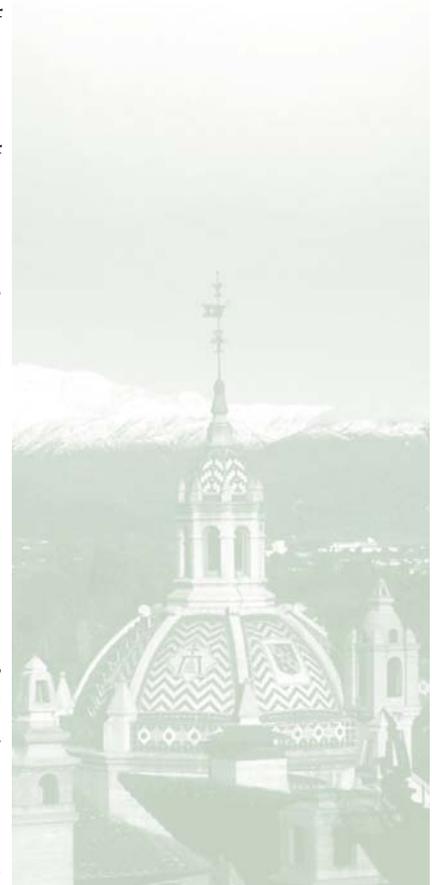


## ART AND CULTURE IN OUR NEIGHBORHOODS

The importance of arts programs in schools is crucial not only to the overall learning experience of the students but also a key component to expose and involve their parents and families in the arts as well. Arts programs reach out to families that ordinarily may not visit a museum to see art, attend live performances or participate in cultural events. By using schools, community facilities and neighborhood facilities on a citywide basis for visual and performing arts, we can bring culturally significant art, artists and events into neighborhoods and broaden the reach of art to more people. Similarly, the college and universities spread geographically across the City in such a way that they each affect different neighborhoods. Schools can provide a link to art for those families that do not seek out art in places such as Downtown, where there is a concentration of arts facilities.

In addition to the arts programs and classes occurring in the schools, Riverside's arts facilities and organizations are reaching into the neighborhoods by sharing with children their excellent outreach and education programs aimed at children and their parents. A sampling of these include:

- ❖ The Riverside Metropolitan Museum has developed "Focus on Kidz", a curriculum-based education program using the State of California Content Standards that includes after-school science programs, a nature lab and guided museum tours for classes.
- ❖ The Riverside Art Museum sends docents into classrooms, and the California Riverside Ballet and Inland Empire Philharmonic Orchestra hold special outreach performances for schools and community groups.
- ❖ The Riverside Community Arts Association works with Riverside's libraries in a program called "Imagining the Future of Reading." In this program, local artists display artwork related to literature in a selected library. At the end of the event, the library is able to keep a set of the artwork for permanent display.
- ❖ Bre Dance Theater provides outreach to underserved communities in the Inland Empire and has trained more than five thousand students, many of whom have received career opportunities, scholarships and dance awards.
- ❖ The Mission Inn Museum's nationally recognized "Family Voices" project promotes the value of Riverside's diverse ethnic heritage





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through students' exploration of their own family history, traditions and values.

The Riverside Arts Council has developed after-school programs in community centers where working artists act as mentors to children and students.

Youth arts programs are not only successful at engaging families in arts and cultural activities, but they are also a proactive means of addressing neighborhood problems. They are powerful crime prevention tools, offering safe and constructive environments and activities for young people during non-school hours. This is a time when they are most susceptible to engaging in violence, drugs, or gang activity. Youth arts programs are especially effective at engaging at-risk youth by reaching them in ways that traditional forms of learning do not and providing them with a reason for being engaged with school or other community organizations. Art programs for at-risk youth can offer an effective and more affordable alternative to police-centered crime prevention.

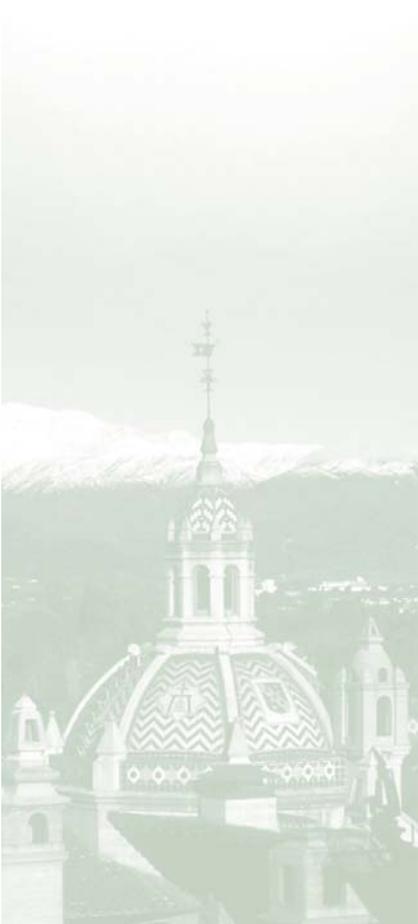
The arts community is striving to increase programs in the neighborhoods and further expand the reach of arts and culture. New partnerships are also being formed among individual artists, arts, health, human service and other non-arts organizations to broaden the reach of art. The goal is to weave the arts into all aspects of everyday life, including education, shopping, entertainment, health, safety and aesthetics.

**Objective AC-2: Celebrate the diversity of Riverside's neighborhoods and residents, using arts and cultural programs to build neighborhood identity and mutual acceptance.**

Policy AC-2.1: Use public art and cultural programs to help support neighborhood identity and foster neighborhood pride.

Policy AC-2.2: Continue to develop and support outreach programs that bring arts into the every area of the community to increase participation in the arts and broaden the reach of arts and culture.

Policy AC-2.3: Involve and engage informal and formal neighborhood leaders in the arts to promote arts and culture throughout the community.





Policy AC-2.4: Use community facilities (e.g., parks, schools, community centers, churches, senior centers, libraries) to increase opportunities for visual and performing arts throughout the City.

Policy AC-2.5: Encourage representative participation of the City's population in arts decision-making and programming.

Policy AC-2.6: Identify, recognize and support existing concentrations of arts facilities/venues and build upon these concentrations to generate more neighborhood identity and recognition throughout the City.

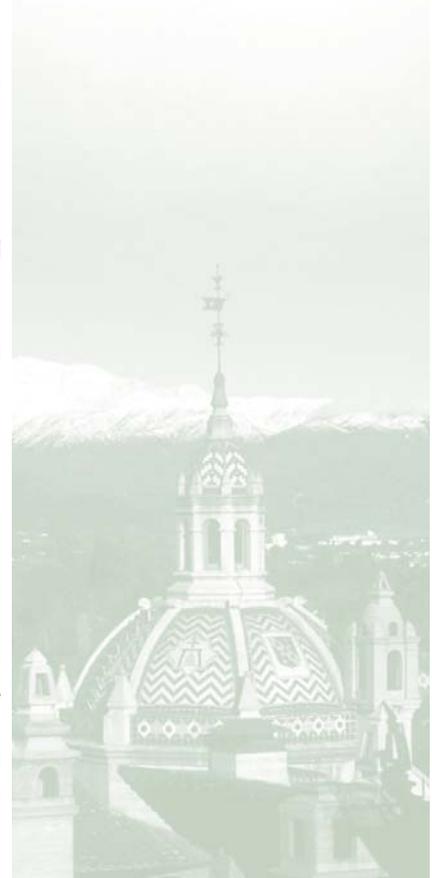
Policy AC-2.7: Encourage ongoing analysis to demonstrate the direct correlation between youth art programs and crime prevention.

## CELEBRATING OUR CULTURAL DIVERSITY

Throughout our history, Riverside has welcomed newcomers seeking opportunities. We have embraced their cultures, visions and energy. Many immigrant families now have second and third generation descendants who are important participants in our business community, educational institutions, political system and cultural life. We anticipate that our City will continue to become even more diverse.

Several community leaders, including those serving the International Relations Council, have explored the concept of building upon this diversity by developing a Global Cultural Village, or one or more Ethnic Cultural Villages in several neighborhoods. A Cultural Village would include uses ranging from cultural centers, community centers, retail, services, hospitality, recreation and entertainment, and may feature authentic architecture of the cultures reflected. It would be a dynamic destination village for residents and tourists alike. The Cultural Village concept can:

- ❖ Fill a major community and regional need for ethnic hospitality and entertainment
- ❖ Be a destination for tourism and those seeking specialty retail and hospitality - ethnic villages can be the engine that makes Riverside the cultural and economic epicenter of the Inland Empire
- ❖ Attract foreign investment in the project and neighborhoods and bring secondary investment in the form of companies attracted to the amenities offered





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- ❖ Leverage sister city relationships and draw federal and corporate sister city-oriented grant money
- ❖ Contribute to Riverside's overall identity by celebrating its history and its future as a host to many cultures

Riverside has many favorable factors to encourage Cultural Villages. First, Riverside is one of the fastest growing regions in the country. The four universities and college draw a large number of foreign students. Riverside has a history of diversity, and as a result, strong local ethnic organizations thrive. Many businesses in the City have international suppliers and clientele. Finally, the overall community sentiment is one that is receptive to cultural diversity.

One or more Cultural Villages in Riverside would bring together the region's ethnic communities, give communities a stake in the future of their neighborhoods and provide economic stimulus to our City.

**Objective AC-3: Continue to explore the Cultural Village concept for one or more neighborhoods in Riverside.**

See this element under "Art in Public Places" for additional information on Art in Public Places.

In particular, review Policy AC-4.16.

Policy AC-3.1: Identify potential sites for Cultural Villages and target potential funding sources and developers.

Policy AC-3.2: Conduct a public process to involve neighborhoods in the development and design of Cultural Villages.

Policy AC-3.3: Use public art and the proposed Art in Public Places Program, in coordination with landscaping, lighting, paving and signage to create gateways upon entering a Cultural Village.





## ARTS, CULTURE AND THE ECONOMY

Arts and culture play an active and important role in Riverside's quality of life and the local economy. However, the economic benefits received from the integration of the arts in both public and private spheres of the community are not always clearly defined or appreciated. By validating and increasing the role of the arts as a major player in the local and regional economies, we strengthen its place in government and the private sector for funding, support and decision-making. Therefore, the City recognizes the importance of monitoring and documenting the fiscal impact of art on the community.

For decades, cities across the country have been using arts and culture as a catalyst to strengthen their economies and revitalize their downtowns. Visitors to Washington D.C., New York, or Chicago can spend days enjoying museums and performances before detouring to the important historical buildings and sites. Including arts and culture as central to revitalization plans helps to make an area a pedestrian-friendly magnet for music, theater, dance and visual arts; for dining, shopping and entertainment; and for festivals and events. Art facilities and cultural events tend to attract more residents, tourists and employees to a city. They provide employment opportunities through support services to the arts, expand the tax base and increase property values. Foremost, arts can enhance the image of a community. The arts provide measurable benefits in the form of increased business, tourism and revenue.

Creating an arts and culture identity is a source of civic pride. This can result in increased recognition of the City by target markets to help attract desired retailers, restaurants, employers and industries. In this way, the arts is both a character asset and economic asset to the City.

With Riverside's exceptional foundation as a regional cultural center and its strong potential for the future, the arts can be a major industry with a significant impact on the City's economy. This requires creating the environment necessary for arts and culture to further develop as an economic resource through:

### THE ROLE OF CITY GOVERNMENT AND CITY LEADERS

The role of City government in the arts is to facilitate -- in partnership with artists, businesses and organizations -- the integration of arts and culture into the overall economy of Riverside. This creates a climate in which the arts are a part of the City's character and its growing economy. It is crucial to have City leadership and support, economic

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Investment in the arts is good public policy and makes good business sense. As an industry, arts and culture in California:

- Generate \$16.75 billion in annual economic activity
- Support 400,000 full time equivalent jobs
- Generate \$830 million in State income

- California Arts Council, Making the Case for the Arts, 2003

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## ARTS AND CULTURE ELEMENT

commitment to arts and on-going City Council recognition of arts policy.

### MARKETING AND PROMOTION

With the growth of the Inland Empire, a major opportunity presents itself to attract residents and tourists to Riverside through arts and culture, as well as expand the audience beyond a regional destination. The City should move aggressively to capture this market through coordinated, targeted marketing and promotion of the cultural arts environment offered in Riverside.

### INCREASED COORDINATION

Increasing and enhancing coordination among arts organizations will promote citywide understanding and commitment to the arts and will raise the potential for new, creative funding options.

### SUPPORTING NEW DEVELOPMENT

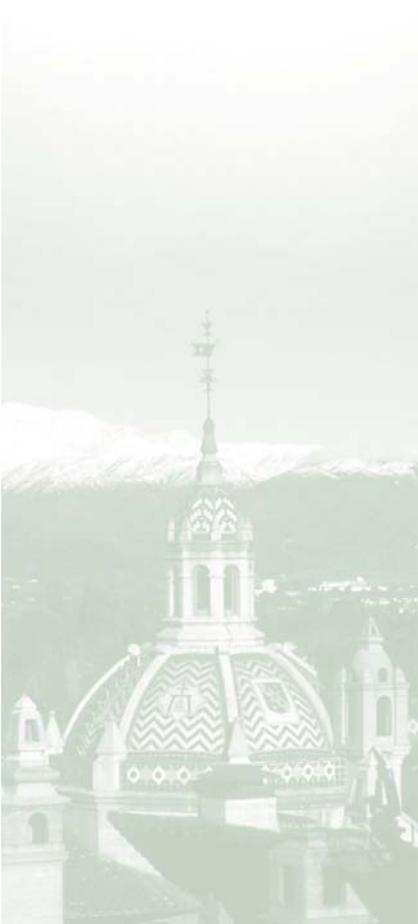
Increased daytime, nighttime and weekend activity in Riverside will complement and complete the arts and culture experience. Retailing, restaurants (including late-night dining), coffee shops, bookshops, entertainment activities, etc., all contribute to the overall experience of visiting an art facility or attending a cultural event.

### ARTS AND CULTURE DISTRICT

The Riverside Cultural Trust is in the forefront of establishing the Downtown Arts and Culture District. This District will be an important marketing tool for attracting increased business activity, tourists and residents to Riverside. Revitalization of Downtown and its quality arts facilities and events will create a flourishing environment for the arts.

### ART IN PUBLIC PLACES

Art in Public Places Programs provide an on-going funding source through developer fees or requirements for art projects for visible projects that affect the whole community. This can include art in new developments, art in public spaces through contribution to a central fund, art at the City's gateways and focal points and spaces for the creation and presentation of art. Cities with art in public places create a cohesive and marketable destination by providing opportunities for visitors to enjoy the artistic and cultural backbone of the City's character.





Art in Public Places programs can:

- ❖ Commission artists whose work is of the highest artistic merit and who bring innovative artwork of all media and disciplines into the public realm
- ❖ Commission artists and artwork that are reflective of Riverside's cultural diversity, recognize the values and contributions of various cultures to the community and contribute to the characteristics, aspirations and unique expressions of Riverside's values
- ❖ Encourage local artistic endeavors and support of local artists
- ❖ Encourage public dialogue and interaction with art (and cultural events) in public places
- ❖ Commission works varying in style, scale, medium, form and content representative of arts on a local, regional and international level
- ❖ Geographically distribute artwork throughout the City
- ❖ Include artists at the inception of development projects

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"All levels of government must recognize the arts as an essential service. All men, women, and children should have the opportunity to experience the arts in their daily lives. Within the urban environment, every citizen should have available accessible avenues of cultural development, expression and involvement."

- National League of Cities

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**Objective AC-4: Strengthen Riverside's identity as the cultural and arts center for the Inland Empire.**

Policy AC-4.1: Expand the City government's leadership role in support of the arts and cultural institutions/facilities.

Policy AC-4.2: Encourage the City Council to create and maintain an on-going recognition of arts policy and commitment to the arts in Riverside.

Policy AC-4.3: Promote the inclusion of artistic/aesthetic considerations in local decision-making.

Policy AC-4.4: Build a City government culture that supports art by ensuring implementation measures related to arts and aesthetics are a part of all City functions (i.e., City Council, Public Works, Planning, Parks, Recreation and Community Services, Police, etc.).

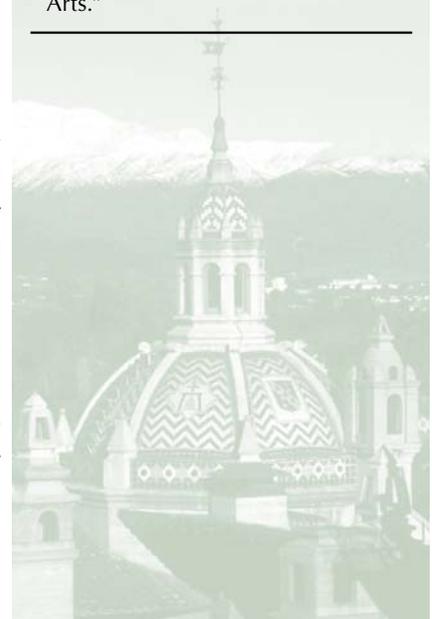
Policy AC-4.5: Use City policies, incentives, land use regulations and design guidelines to weave art into every aspect of life in the community. Encourage inclusion of works of art and cultural events into education, government, health, shopping and business.

Policy AC-4.6: Support the provision of staff resources for arts programming, coordination and funding.

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On October 16, 2007, the City Council approved a campaign to brand Riverside as the "City of the Arts."

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## ARTS AND CULTURE ELEMENT

"There is a misconception that there are only 'x' number of dollars available for arts. This becomes a barrier to cooperation among art organizations because of perceived competition."

- Arts Subcommittee, Riverside General Plan Update, 2003

Policy AC-4.7: Encourage the thorough review, revision and coordination of City permit policies and codes to better meet the needs of the arts.

Policy AC-4.8: Promote the use of City-owned neighborhood facilities for arts programming.

Policy AC-4.9: Promote the establishment of a citywide transportation network of cultural facilities and events, such as an "Arts Bus" that runs between Downtown and the City's college and universities, or a driving brochure of historic buildings, cultural facilities and public art in the City.

Policy AC-4.10: Encourage the expansion of the location of visual and performing art into employment areas, such as the City's business parks and Justice Center.

Policy AC-4.11: Develop opportunities for live/work "artist loft" housing through zoning, regulatory incentives and funding. An example would be to encourage or provide incentives for the inclusion of live/work space in planned developments.

Policy AC-4.12: Encourage the preservation and rehabilitation of existing cultural facilities in Riverside, such as the Fox Theater.

Policy AC-4.13: Encourage the assistance of artists and arts organizations in attaining ownership or long-term control of arts spaces.

Policy AC-4.14: Identify opportunities for small event/performance space and exhibit/gallery space for local artists.

Policy AC-4.15: Use art in public places to enhance the image of Riverside and emphasize its distinctive character.

Policy AC-4.16: Encourage the development of a coordinated, flexible citywide "Art in Public Places" program for new development to provide public art or spaces for art as part of the development project.

Policy AC-4.17: Encourage the development of arts program objectives, and provide standards and guidelines for the installation of public art. Address issues of artist selection, project siting, funding, etc.

See this element under "Celebrating Our Cultural Diversity" for additional information on Art in Public Places.

In particular, review Policy AC-3.3.

## ARTS AND CULTURE ELEMENT



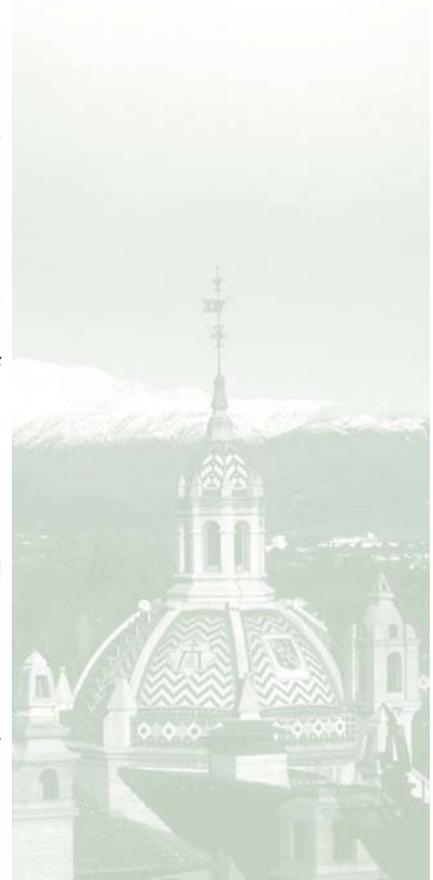
- Policy AC-4.18: Prepare a Master Plan for Art in Public Places.
- Policy AC-4.19: Include art spaces in new public construction when appropriate and create opportunities and incentives for private developers to include art spaces in private development.
- Policy AC-4.20: Use art in public places, in coordination with landscaping, lighting, paving and signage, at the City's regional and local gateways, freeway corridors and Metrolink Stations to strengthen Riverside's identity as a cultural and arts center for regional visitors.
- Policy AC-4.21: Promote the establishment of a committee or board to implement City gateways that would further refine and identify location, funding, design, scale and artist selection.
- Policy AC-4.22: Increase funding support for the arts in Riverside.
- Policy AC-4.23: Assist in the development of new funding sources for arts and other organizations with arts programs that have traditionally not received City funding.
- Policy AC-4.24: Provide public input into considerations regarding arts funding, and provide clear review criteria and public input for all allocations of public money supporting the arts.
- Policy AC-4.25: Determine the means to provide in-kind resources and services to the arts, including equipment, materials, security, space and the reduction of City-imposed fees.
- Policy AC-4.26: Collaborate on strong joint-use arrangements between the public and private sectors to promote Riverside's arts and cultural events, attract new events and develop more spaces for art and cultural events in the City.
- Policy AC-4.27: Encourage the preparation and maintenance of an ongoing analysis to demonstrate the economic benefits of arts for the community and better develop the business aspect of the arts. Focus on the nexus between the arts and economic development.

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See the Land Use and Urban Design Element under "Gateways" for more information on gateways.

In particular, review Objective LU-21.

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## ARTS AND CULTURE ELEMENT

Policy AC-4.28: Explore opportunities for long-term funding the arts (e.g., consider various types of City fees as a way to fund arts).

**Objective AC-5: Comprehensively promote and market Riverside's arts and cultural attractions.**

Policy AC-5.1: Aggressively market Riverside, including the Downtown, as a regional, national and international destination.

Policy AC-5.2: Encourage the implementation and promotion of the Downtown Arts and Culture District.

Policy AC-5.3: Encourage the utilization of municipal resources to package and publicize Riverside's rich and diverse offerings of art and cultural facilities and programs.

Policy AC-5.4: Promote the increased coordination of marketing of Riverside's arts institutions, organizations and facilities. Create a comprehensive listing/directory of all arts and cultural resources, events, schedules and tickets via a website or kiosk.

Policy AC-5.5: Promote marketing and outreach programs to Riverside's residents to better educate the community about what Riverside has to offer, as well as to tourists and surrounding communities to increase Riverside as a destination.

Policy AC-5.6: Promote the development of a "Cultural Passport" for newcomers to Riverside -- a welcome bag with information for Riverside's arts and culture attractions -- that focuses on families and students.

Policy AC-5.7: Promote Riverside's arts and cultural attractions to attract businesses and employees to Riverside.

Policy AC-5.8: Encourage with the local media to provide regular coverage of the arts, including arts and cultural events, facilities, artists, arts in education, etc.

Policy AC-5.9: Encourage and support a variety of arts and culture that is appealing and interesting to younger audiences.



Riverside Metropolitan Museum





Policy AC-5.10: Market the programs like the Downtown Riverside Arts Walk to bring people into Downtown, and increase cross promotion and partnering with local businesses, restaurants and shops for this event.

Museums like the Riverside Metropolitan Museum act locally and to promote broad cultural understanding, sound environmental practices, and a vigorous appreciation of Riverside's history and heritage.

**Objective AC-6: Ensure that all museums in the City are supported in order to provide inclusive organizations and authentic, tangible and accessible resources that respond to the diverse and changing needs of Riverside's dynamic community of learners.**

See the Education Element under "Libraries" for additional information on museums and the education they provide.

In particular, review Policy ED-5.4.

Policy AC-6.1: Promote Riverside's museums to attract business to Riverside.

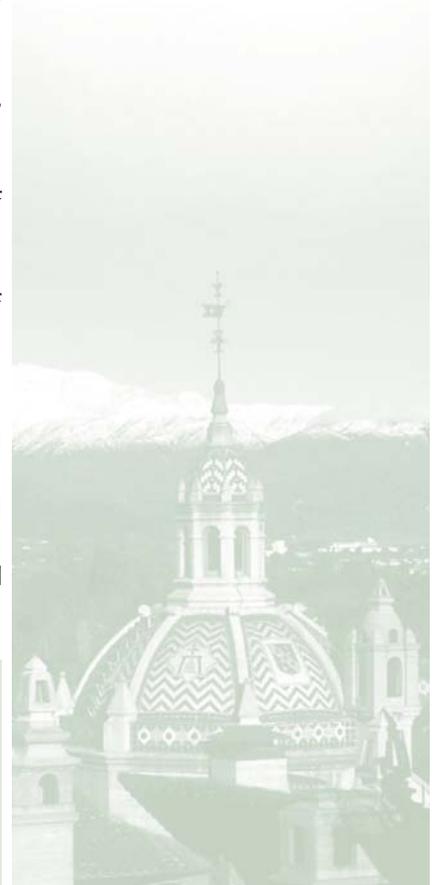
Policy AC-6.2: Expand access to all museum resources from the Downtown area to include the entire Riverside community.

Policy AC-6.3: Initiate partnerships with local educational institutions to utilize museum resources to enhance education in formal learning environments such as public/private schools and universities while addressing the needs of a growing learning community.

Policy AC-6.4: Support the development and implementation of museum programs and services that address the edification of a dynamic and growing community.

Policy AC-6.5: Form local partnerships with key cultural groups and organizations, such as the Riverside African American Historical Society, Riverside Sport Hall of Fame and others to collect, preserve and promote an understanding of Riverside's heritage of cultural diversity.

**Objective AC-7: Ensure that the City's Riverside Metropolitan Museum also remains an inclusive organization and provides authentic, tangible and accessible resources that respond to the diverse and changing needs of Riverside's dynamic community of learners.**





## ARTS AND CULTURE ELEMENT

Policy AC-7.1: Explore the feasibility of creating a contemporary museum for Riverside through construction of a didactic facility that mirrors Riverside's cultural and natural history while providing authentic, tangible, educational resources for all Riversiders.

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See the Education Element under "Libraries" for more information on this topic.

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Policy AC-7.2: Coordinate and provide education resources via Museum's historic structures to enhance accessibility to information about Riverside's historic and cultural heritage.

Policy AC-7.3: Develop and implement Museum programs and services that address the edification of a dynamic and growing community.

