



LIVERMORE  
CALIFORNIA  
CULTURAL ARTS FRAMEWORK



# CREATIVE LIVERMORE

A FRAMEWORK FOR THE FUTURE OF THE ARTS AND CULTURE

2022



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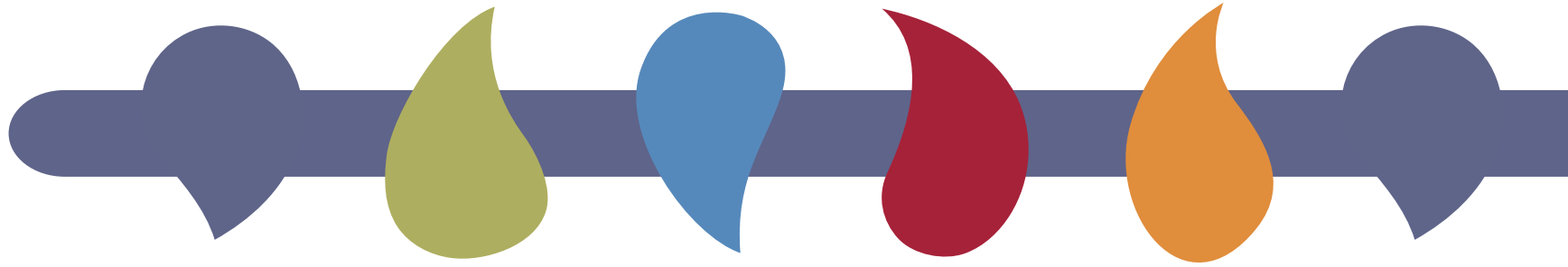
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*Cover :*

*Hope, artist FasmCreative, Livermore CA 2020*

*Children interacting with the pop-up art activity with the Livermore Poet Laureate. Photo by Quynh-Mai Nguyen*

*Airborn, artist Esther Wertheimer, 2004*



# EXECUTIVE SUMMARY

The City of Livermore is home to a unique convergence of innovation and creative enterprise in sectors as diverse as scientific research, culinary arts, and viticulture. It is a place where ranching heritage thrives, and creativity plays a crucial role in residents' lives. The people of Livermore enjoy the arts as audience members, funders, volunteers, and participants; and they care deeply about how the arts enrich their families.



*Livermore High School jazz performing in front of the Bankhead Theater during a community event. Photo by Quynh-Mai Nguyen*

## PURPOSE

In March 2021, Livermore commissioned a consulting team to evaluate the local cultural ecosystem by analyzing existing programs and facilities and identifying strengths and challenges. The purpose was to engage the community in crafting an ambitious shared vision for the future of the arts and culture in Livermore, to identify the top arts and culture priorities of residents and community stakeholders, and to establish a framework for decision-making and prioritization of activities and resources over the next 10 years. The framework builds upon the work of the 2007 artsAlive! plan and provides a framework for the coming decade.

## TIMELINE AND METHODOLOGY

The consulting team worked with City staff, Commissioners, and community stakeholders over the course of a year. Monthly meetings with the members of the Commission for the Arts' ad hoc planning committee and periodic meetings with the full Commission guided the planning process. The framework is informed by the team's research, including stakeholder interviews and benchmarking analysis, as well as the consultant team's knowledge of models and best practices from throughout the country.

## COMMUNITY VISION FOR THE ARTS AND CULTURE IN LIVERMORE



Livermore is a regional destination for the arts with a flourishing cultural ecosystem that encourages participation and inspires diverse thought, conversation, and connection.

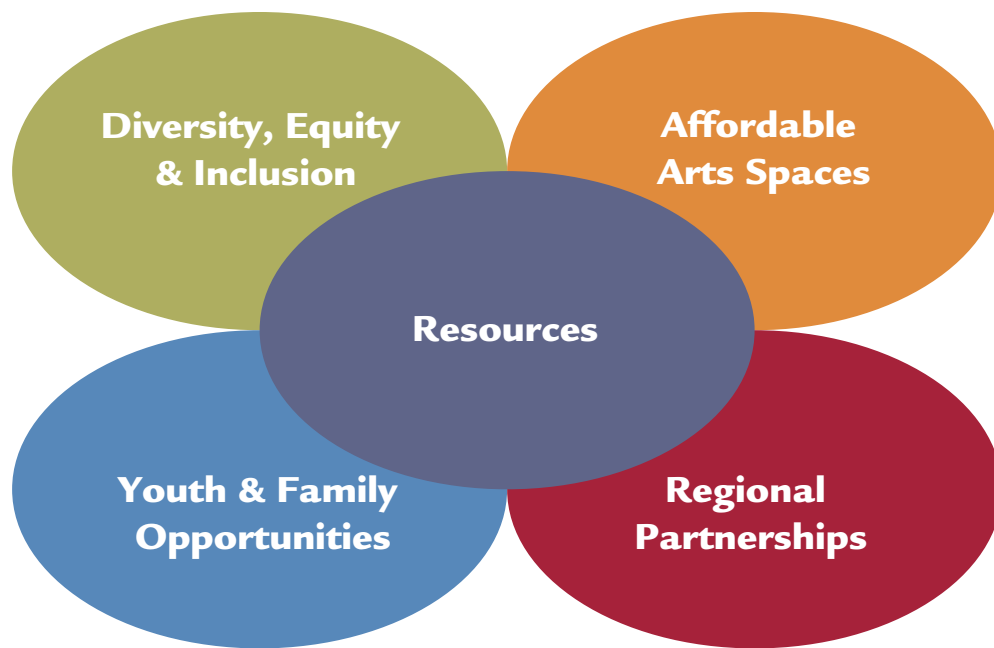
### TIMELINE AND METHODOLOGY cont...

Most importantly, this framework for the future of the arts and culture in Livermore is shaped by extensive participation and input from residents, businesses, and visitors. Opportunities for community engagement included interactive web-based mapping on the coUrbanize platform, an online survey, a series of online and in-person focus groups, and eleven pop-up events from July 2021 to December 2021.

### THREE KEY FINDINGS

Based on the research, analysis, and input, the consulting team drew three high-level conclusions that define the strengths and weaknesses of the current cultural ecosystem. These are:

- Livermore is a local arts center with an active creative community and a variety of cultural venues where one can experience the arts.
- Livermore has limited opportunities for youth and families to participate in arts activities that are diverse, accessible, and free to all.
- Livermore will require stronger support systems for creative producers, including increased affordable production space for the arts, to sustain and grow its cultural ecosystem.



## GOALS

The characteristics of the current arts ecosystem provide the framework for the plan’s five interlocking goals (listed below). Targeted intervention by City leadership and community partners will enable Livermore to sustain and grow its creative community and thrive as an arts destination—one that actively produces and consumes art and establishes a pipeline for future creators.

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Develop adequate **resources** and ensure alignment between arts and culture investments and other community priorities.

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Drive **diversity, equity, and inclusion** across the arts and culture ecosystem.

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Support participatory arts and cultural **opportunities for youth and families**.

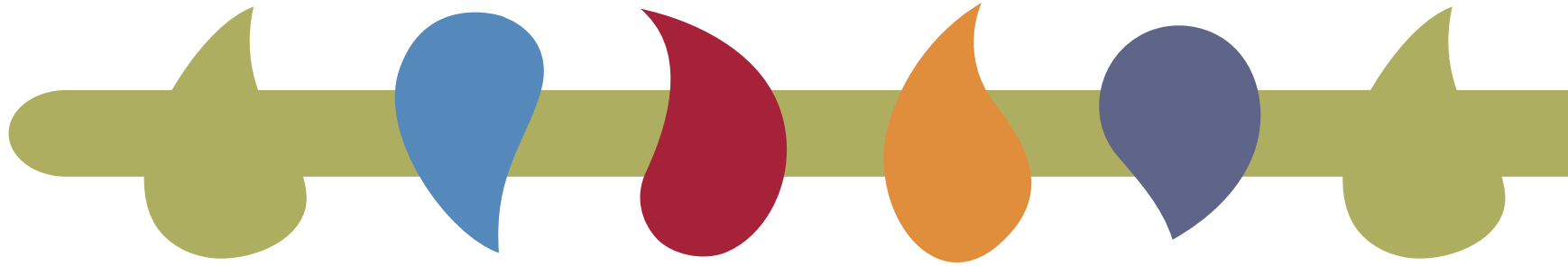
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Create access to **affordable spaces** for artists and arts organizations.

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**Partner** with external organizations to create and promote arts and cultural experiences for residents and visitors to the Tri-Valley area.

# 2



## BACKGROUND



*Welcome Home, artist Cameron "Camer1SF" Moberg, 2021*

### CONTEXT

Livermore's western heritage is evident in its name, a tribute to local rancher Robert Livermore. This history, along with the City's viticulture community, science and technology labs, and innovative spirit help define its unique character. The community is also powered by arts and culture. Residents enjoy the arts in a variety of ways: as avocational artists, arts lovers, arts supporters, and arts professionals from a broad array of traditions. Thirty-two volunteer-led arts organizations provide opportunities for people to participate in numerous forms of art and cultural activity. Community members can enjoy traditional, audience-based art forms through Livermore Valley Opera, Livermore-Amador Symphony, and Shakespeare & Performing Arts Regional Company (SPARC); they can support creative entrepreneurs through the BATCH: Maker's Market and Livermore Valley Made initiative; and participate in diverse cultural experiences offered by groups such as the Filipino Barrio Fiesta, Cheza Nami, and Grupo Folklorico Tlapalli.

## artsALIVE! - THE 2007 CULTURAL PLAN FOR LIVERMORE

artsALIVE!, the City of Livermore’s last arts and cultural plan, was completed and adopted by City Council in 2007, shortly before the Great Recession. The plan included four principal strands as the basis for its recommendations:

- Promote a unique sense of place—creation of a cultural district and development of facilities
- Ensure visibility and vitality of cultural arts organizations, artists, and educators
- Support a diverse range of publicly accessible options
- Provide long-term, sustainable resources



*The Doors, artist Maria Alguilar, 2004*

Certain key elements of the plan were successfully implemented, especially given the economic times. These include:

- The development of First Street and the surrounding area into a lively regional destination for dining, shopping, arts, and entertainment. The Commission for the Arts has contributed to this by supporting sculpture, murals, and arts activities downtown. The area around First Street has also become a cluster of live music venues in restaurants and bars.
- The Bankhead Theater was completed and is highly active. It includes a 500-seat auditorium, an outdoor plaza, and an indoor gallery.
- The City adopted a public art requirement and has begun building a public art collection.
- The City, through the Commission for the Arts, provides small grants to support arts organizations and activities in Livermore.

Other aspects of the plan have yet to be realized, including a more centralized and coordinated approach to supporting, managing, and marketing the arts in Livermore, an increased diversity of cultural offerings, and adequate resources to support accessible arts activities.

## PURPOSE

The City of Livermore commissioned Art Builds Community to evaluate the local cultural ecosystem and identify strengths and weaknesses. The purpose was to:

- Create an ambitious shared vision for the future of arts and culture in Livermore.
- Identify the top arts and culture priorities of residents and community stakeholders.
- Establish a framework for decision-making and prioritization of activities and resources over the next 10 years.

The team was tasked with identifying local cultural resources, evaluating existing cultural programs and facilities, and benchmarking them against a select group of cities. The results of this analysis are presented in several sections of the framework, as well as in the detailed appendices. Further, the team was tasked with developing ways to illustrate how support for the local arts and cultural ecosystem could contribute to civic pride, place-making, and economic development.

Upon adoption the plan will be utilized in the following ways. With every two-year budget cycle, staff and the Commission for the Arts will develop goals and priorities for arts and culture investments that are consistent with this plan and take into consideration other inputs, including but not limited to:

- City Council-adopted goals and priorities;
- Broader land use, economic development, and quality of life objectives; and,
- Opportunities to partner with external organizations to achieve mutual goals.

In addition, the plan will help inform community partners interested in aligning their priorities with the City's arts and culture goals.





## TIMELINE AND METHODOLOGY

The consulting team worked with the City and community stakeholders over the course of a year, starting in April 2021. The work was guided by monthly meetings with the Commission for the Arts' ad hoc planning committee, and periodic meetings with the full Commission. The framework is informed by the team's research and knowledge of models and best practices from throughout the country. Most importantly, this framework for the future of the arts and culture in Livermore was shaped by extensive participation and input provided by Livermore's residents, businesses, and visitors.

### TIMELINE

#### April 2021

Project Initiation

#### May 2021 - February 2022

Monthly Ad Hoc Committee Meetings

#### May 2021 - January 2022

coUrbanize Mapping

#### May 2021 - December 2021

Stakeholder Meetings

#### August 2021 - December 2021

Artist-Led Outreach

#### June 2021 - January 2022

Focus Groups and Pop-Ups

#### January 2022 - April 2022

Framework Development and Review

#### November 2022

Framework Adoption



Top image: Art Builds Community tour of Livermore Shakes. Photo by Quynh-Mai Nguyen

Bottom image: Art Builds Community tour of art exhibited in the Bankhead Theater. Photo by Quynh-Mai Nguyen

## METHODOLOGY

### Research

The consulting team conducted extensive research to develop Creative Livermore. They analyzed the outcomes of the 2007 artsALIVE plan, interviewing individual community stakeholders and conducting benchmark studies of the public art programs, cultural facilities, and other arts programming in a select group of cities, including Livermore's immediate neighbors. The research and community outreach were built on a list of core questions about the arts and culture in Livermore.

*(Appendix 1)*

### Stakeholder Interviews

The consulting team spoke with more than 30 community leaders and stakeholders identified by the ad hoc planning committee members and City staff. *(Appendix 2)*

### TAKE-AWAYS

- Downtown Livermore is a major asset, a community “living room” where everyone comes together. The presence of the arts, ranging from the Bankhead Theater events and murals to free concerts and the nearby Bothwell Arts Center, all contribute to its vitality.
- There is agreement about the importance of completing the Quest Science Center and the SPARC Theater and about the value of these planned cultural assets.
- Virtually everyone voiced the need to engage more diverse community members in the arts—as audience members, presenters, performers, volunteers, and leaders.
- Many people noted the importance of live music in Livermore and the range of venues and styles available.

*“There is a lot of diversity here and I would like to see [public art] pieces made to recognize and acknowledge the diversity, minorities, and first peoples...”*

*- Focus Group Participant*

- Livermore has a good selection of arts resources and offerings; however, it needs to include more:
  - free activities;
  - community-oriented activities;
  - fully accessible activities for people from a wide array of backgrounds, ages, and abilities;
  - participatory opportunities;
  - diverse cultural representation; and
  - financial stability for the existing arts and culture nonprofit organizations.
- Nonprofit organizations, community groups, and artists are challenged to find affordable space for meetings, rehearsals, events, and storage.
- While Livermore enjoys tremendous volunteer participation and engagement in the arts, participants, volunteers, and audiences are aging, and there is a need to cultivate new supporters.
- Stakeholders want the City to provide greater support for the arts, including larger grants, increased programs for youth and families, and access to affordable space.

## Benchmark Studies

The ad hoc planning committee and City staff identified cities to serve as benchmarks for the consultant's research. These include the Bay Area cities of Dublin, Mountain View, Palo Alto, Pleasanton, San Ramon, and Walnut Creek. Other cities include San Luis Obispo, Asheville, NC, and Ashland, OR.

The benchmark studies looked specifically at public art programs, as well as at the presence and structure of cultural facilities, with a focus on performing arts facilities. In addition, the team looked at staffing and support for all cultural programs in Pleasanton and Dublin. While the key findings are included below, detailed charts are available in Appendices 5 and 6.

## PUBLIC ART

### Bay Area Benchmark Cities

- Three of the six Bay Area cities require between .5% and 1% private development fee that supports public art.
- Five of the six Bay Area cities provide an in-lieu payment option that ranges between .45% and .5%.
- All Bay Area cities fund public art in public (civic) construction at 1% of the construction costs of a major city project.
- One local city provides funding at .5% from underground construction and structured parking facilities, nonprofit owned buildings, and hospitals.

### Non-Bay Area Benchmark Cities

- The three benchmark cities outside of the Bay Area require a .5% private development fee with the option to pay an equivalent in-lieu fee into the public art program.
- The three benchmark cities outside of the Bay Area require a minimum of .5% up to 1% to fund public (civic) art projects.

### All Benchmark Cities

- Six of the cities' funding also supports areas such as restoration, conservation, education programs, and program administration.
- All the cities receive additional support from one of the following: foundations, private donations, or grants.
- All the cities have professional-level support for their public art programs, and several of them include more than one full-time staff person.
- As a point of comparison, Alameda County, Livermore's home, has five full-time staff in its public art program and sets aside 2% for art in its capital construction.

Livermore can align its public art program with the benchmark cities in the following ways:

- Develop a framework that integrates public art with the City's urban design and neighborhood goals.
- Explore more flexibility in the use of public art funds.
- Seek grants and sponsorships to support artists and arts organizations that provide fully accessible, citywide programming.

## CULTURAL CITIES

In comparison to the benchmark cities, and assuming the completion of the SPARC Theater and Quest Science Center, Livermore's performing arts facilities will continue to support its success as a regional arts destination. This is partly due to community-based performing arts facilities, including Las Positas College and many informal venues. There are also nearby facilities in Dublin and Pleasanton where Livermore's arts organizations and artists can present their work.

The following is a summary of the key findings regarding cultural facilities in the benchmark cities versus in Livermore:

- The benchmark cities have more publicly owned and operated performing arts spaces. For example, in Dublin, Mountain View, and Pleasanton the facilities are operated and maintained by city staff.
- Most benchmark cities have moved away from a resident company model toward partnerships that promote more efficient planning and use of space.
- In many of the benchmark cities, publicly owned facilities receive staffing and/or a public operating subsidy.

Additional items of note regarding cultural facilities in Livermore:

- Production costs of the Bankhead Theater are relatively fixed regardless of the size of the audience or revenue potential of the programming, which means many of Livermore's smaller performing arts organizations have difficulty utilizing the theater.
- The Bothwell Arts Center serves a critical function in the community, providing space for rehearsals, studios, classes, and small performances. However, it is antiquated and does not meet the demand.
- Artists and residents are eager to see professional-quality gallery space in Livermore. While a commercial gallery is unlikely to be viable for economic reasons, the City can explore ways to expand and improve existing exhibition/gallery options.
- One of the largest challenges facing arts producers in most California cities is the lack of affordable space for production (studio, rehearsal, storage, etc.). This is also true in Livermore and impacts the growth and health of the cultural ecosystem.



*Whale murals by artist Darren Greenwood, located at the Livermore Water reclamation plant in 2010.*

*“...not a lot of people are working on a professional level, making a living from their art.*

*[I] want to see the city start more programs rather than one-time installations—music/art incubators, spaces for artists, residencies...”*

*- Focus Group Participant*

### ART SUPPORT IN NEIGHBORING CITIES

- Pleasanton and Dublin support a wide range of participatory and community-centered arts programming in City facilities.
- Both cities provide space and staff resources for arts classes and activities through the General Fund, partially offset by class fees and rental income. Dublin has one FTE staff member in its Civic Arts & Special Events section who supports arts activities. Pleasanton’s Library and Recreation Department budget provides both full-time and substantial part-time staff to support arts classes and camp activities. Five City staff members manage and support the Firehouse Art Center.
- Pre-COVID, Dublin’s Museum and Heritage Center staff included one FTE and three part-time program support positions, in addition to recreation leaders who supported tours and volunteers, plus contract staff leading arts classes.
- Dublin’s historian and poet laureate are City appointed volunteer positions.
- Unlike its neighboring cities, where the arts are an element of library and recreation departments, Livermore Area Recreation and Park District (LARPD) provides limited arts programming.



*The Livermore Amador Valley Transit Authority (LAVTA) art shelter program supports local artists to create art on the shelters to prevent vandalism.*



*My heart is an artist,  
My heart is made of jello!  
My heart dreams of coconuts,  
My heart hungers for fruits and vegetables,  
My heart holds/carries trust,  
My heart broke when someone hurt my feelings,  
My heart sings/dances when the music starts,  
When I'm creative, my heart is a hummingbird,  
My dream for art in Livermore is a giant card for Livermore!*

*- Zoey W., Barrio Fiesta Pop-Up*

## **Community Engagement**

Community engagement activities were offered between July and December 2021.

### **Pop-Ups**

The consultants and poet laureate Cynthia Patton both hosted tables at community events, including at the farmer's market and the libraries, the Filipino Barrio Festival, the Livermore Pride Festival, ArtWalk, and Batch Markets. More than four hundred people stopped by, participated in a poetry or craft activity, provided feedback, and engaged in the planning process.

### **Focus Groups**

The consultants conducted four online and one in-person focus group conversations that included artists, businesses, and residents. One online group focused specifically on the Springtown neighborhood, and the in-person group convened arts leaders from the Black, Indigenous, People of Color (BIPOC) communities. Almost one hundred community members participated in these conversations about the future of Livermore's arts and culture.

*Top image: A young girl participated in the artist led outreach poetry project where she wrote her own poem and made it into a beaded necklace. Photo by Quynh Mai Nguyen*

*Bottom image: Group of community members engaging in the artist led outreach at a pop-up event. Photo by Quynh Mai Nguyen*

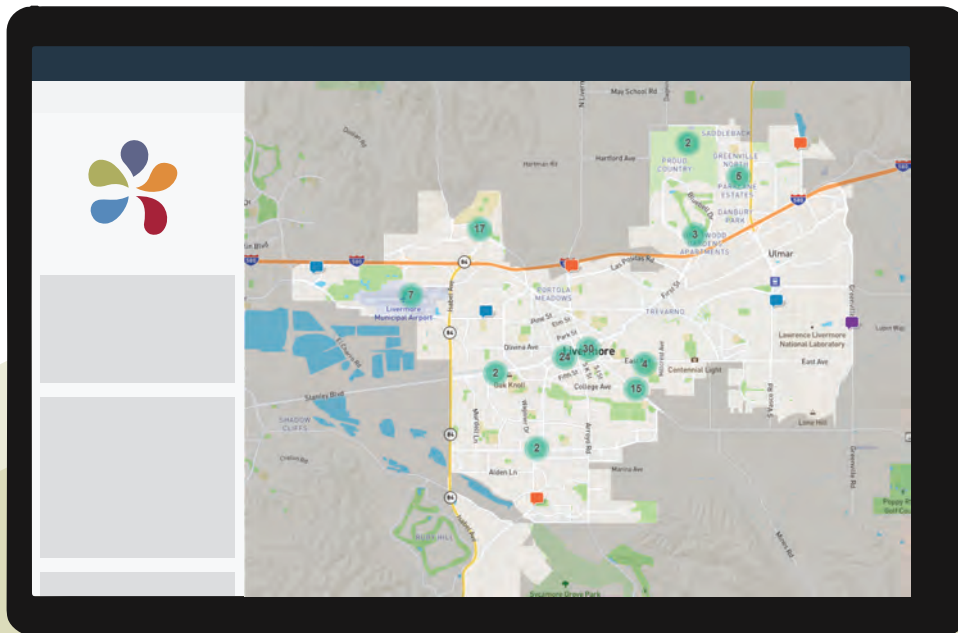
## Community Engagement cont.

### Online Survey

An online survey was built around the same core questions as the interviews, with 212 people completing it. A complete set of the responses is available in Appendix 3. Respondents included 158 residents, five business representatives, and 20 visitors.

### coUrbanize

coUrbanize is an interactive online tool that allows participants to map aspects of the community that they feel are important. In Livermore, people were asked to map existing arts and cultural resources, as well as to indicate locations they felt would benefit from public art. Maps are available in Appendix 4.



*coUrbanize map that provides locations that community members identified where they would like to see more public art in Livermore.*

*My heart is a beating fountain  
of energy and life force,*

*In(side) my heart is all  
my loving relations,*

*My heart hungers/thirsts for peace,  
justice, and equity for all,*

*My heart is made of cells,  
blood, passion, desire,*

*My heart holds/carries love for  
all the beauty of the world,*

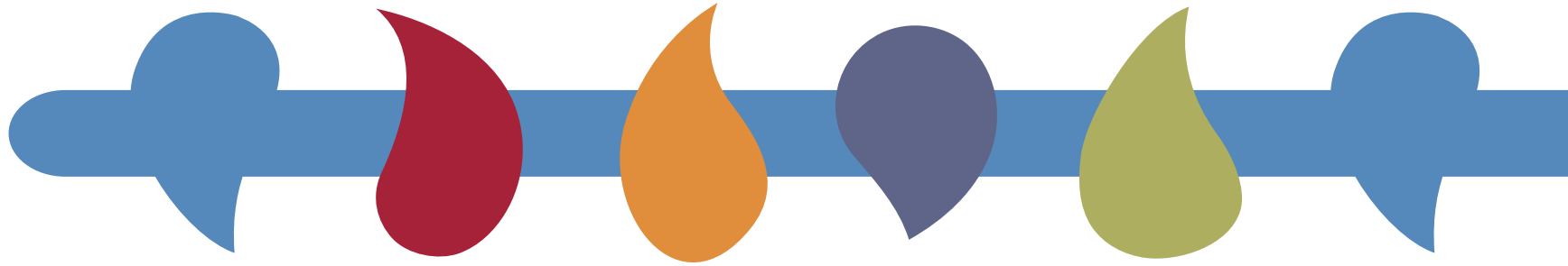
*My heart broke when I learned  
of the desecration of our planet,*

*My heart misses dancing  
contra with community,*

*My heart hopes/dreams of a  
sustainable, nurturing future  
for all beings,*

*My dream for Livermore is access  
for all people to express and enjoy  
our innermost feelings,*

*- Ann B.  
Batch Makers  
Market Pop-Up*



*Art Builds Community engaged with community members at downtown festivals to gather input about the public art and cultural events they want in Livermore. Photo by Quynh-Mai Nguyen*

## RESEARCH FINDINGS

During the planning process, the consulting team, the ad hoc committee, residents, and staff explored the status of arts and culture in Livermore. A picture of a dynamic cultural community emerged revealing many strengths, and some significant weaknesses. The team developed an understanding of the participants' vision for the future of Livermore's arts and the many ways people envision the creative sector contributing to their lives. Residents and stakeholders alike view the arts as an essential part of what makes Livermore a special place to live, work, and play.

The following is what emerged, organized around the areas of focus that are reflected in the core questions.



# ARTS AND CULTURE IN LIVERMORE



*Filipino dancers and community members enjoying the Filipino Barrio Festival.  
Photo by Quynh Mai Nguyen*

Overall, participants feel that Livermore has a broad selection of cultural resources and that arts and cultural offerings have increased over time. And people want to actively participate in the arts by experiencing:

- More choices and activities for teens and young adults;
- Free arts opportunities that are accessible to people of all ages, backgrounds, and abilities;
- A broader variety of culturally diverse art forms; and
- Newly commissioned and presented artworks.

Participants feel that existing arts and culture nonprofit organizations need additional support to better serve the community, including:

- Funding and other resources;
- Affordable space for a full range of cultural activities, from studios and rehearsal space for art production to gallery space and storage space;
- Partnerships to promote and support more diverse art forms; and
- Coordination among the arts and cultural organizations on marketing and calendars, to expand awareness, and broaden audiences.

Participants stressed the importance of understanding the Tri-Valley region as an interdependent arts community and fostering collaboration and partnerships that extend beyond a single city.



# NEW EVENT OR INITIATIVE



When asked what single new initiative they would like to see, most participants suggested a universally accessible, regional event that would bring the whole community together.

Suggestions include:

- A free, multi-venue, regional, multicultural, music festival that highlights the wide range of local musicians and venues.
- An arts and wine festival that can build on two of Livermore's strengths.

Many participants wanted more opportunities to enjoy visual art, particularly changing displays, such as a sculpture garden with rotating installations, a series of art billboards, or an outdoor gallery.

*Wineries are an important part of the agriculture in Livermore. The image shares photographs of a winery.*

# STRENGTHS



- Livermore’s cultural facilities, both existing and planned, are a community asset.
- Downtown Livermore is an active focal point, a gathering place, and a resource for arts and culture.
- The lively and active music scene features a variety of musical genres.
- There is a broad selection of regional arts opportunities, especially in performing arts.
- Parks, wineries, historic buildings, and Las Positas College are potential arts venues.
- Livermore benefits from tremendous volunteer participation and support for the arts.




*Top Image: Local business owner Fortune Emporium creates engaging festivals with performances from local performers and opportunities to buy from local artists. Photo by Quynh-Mai Nguyen*

*Bottom Image: Wineries have the potential to support the regional performing arts.*

# CHALLENGES



- In many communities, the arts, along with parks, are the purview of community services departments. In Livermore, parks and recreation are not a component of the City but delivered by a separate organization. This creates a unique challenge.
- The Bankhead Theater and other existing cultural spaces have limited availability for local performing arts organizations due to the current scheduling models and cost.
- The City of Livermore’s cost recovery model is prohibitive for artists and arts organizations hosting events or meetings in City facilities.
- Volunteers and audiences are aging and becoming less representative of the Tri-Valley’s changing demographics.
- There is a universal desire to engage a broader and more representative cross-section of the community in the arts.
- Barriers to participation, such as cost, access, awareness, and diversity of offerings, need to be lowered.
- The arts and cultural expressions of diverse cultural groups, such as the Hindu and Latino communities, which have a strong presence in the area, are not universally accessible beyond the confines of their communities.
- There is a desire for more participatory arts activities, including social dances, classes, and opportunities to create art.
- There are inadequate arts offerings for teens and young people.
- Despite the mild climate, there are not enough outdoor arts activities.
- Parks and historic buildings are an underused arts resource.




**“We need more diverse  
arts advocates in high  
City Positions...”**

*- BIPOC Focus Group Participant*



# ROLE OF THE ARTS POST COVID

- 
- The arts are a reason for people to re-emerge and to come together.
  - The arts have proven to be effective tools for enhancing wellness, and arts programming can provide healing support for the community.



*“When I'm creative,  
my heart enjoys  
time...”*

*- anonymous*

*Top Image: The Livermore community and regional community members participate as vendors in the art festivals located downtown. Photo by Quynh Mai Nguyen*

*Bottom Image: Sunflower Sculpture, Patricia Vader, 2017*

# BIGGEST CONCERN OVER ARTS EXPANSION



- There is substantial concern about arts funding and where it might come from.
- The Chamber of Commerce is concerned about a potential increase to the current arts development requirement, arguing that the business community already supports the arts in Livermore through both the existing art fee and contributions.



*Community members enjoy an outdoor dance performance in a Livermore park setting.*

*“...my dream for art in Livermore is L.E.D. structures, a jazz/blues club like Yoshis”*

*- anonymous*

# VISION FOR THE ARTS IN 5 YEARS



When asked about their vision for the arts in five years, participants cited the following priorities:

- All existing cultural resources are flourishing.
- The SPARC Theater and the Quest Science Center are open.
- The City of Livermore commits additional staff and financial resources to arts priorities.
- The Bothwell Arts Center has been renovated or replaced.

**“My dream for art in  
Livermore is accessibility  
to all and art that  
connects us from age  
0-100.”**

*- Poetry Workshop  
Participant*

# 4



## CREATIVE LIVERMORE: VISION, MISSION, AND GOALS



The consulting team worked with the ad hoc planning committee, the Commission, and Innovation and Economic Development Department staff to formulate the following vision, mission, and goals. Collectively, they reflect the community's aspirations and map out ways to achieve them over the next ten years.

*A 500-seat audience capacity view from the Bankhead Theater stage.  
Photo by Quynh-Mai Nguyen*



## VISION

Livermore is a regional destination for the arts with a flourishing cultural ecosystem that encourages participation and inspires diverse thought, conversation, and connection.

## MISSION

Strengthen Livermore's arts and culture ecosystem.



*Taking Flight, artist  
Seth Vandable, 2015*



## GOALS

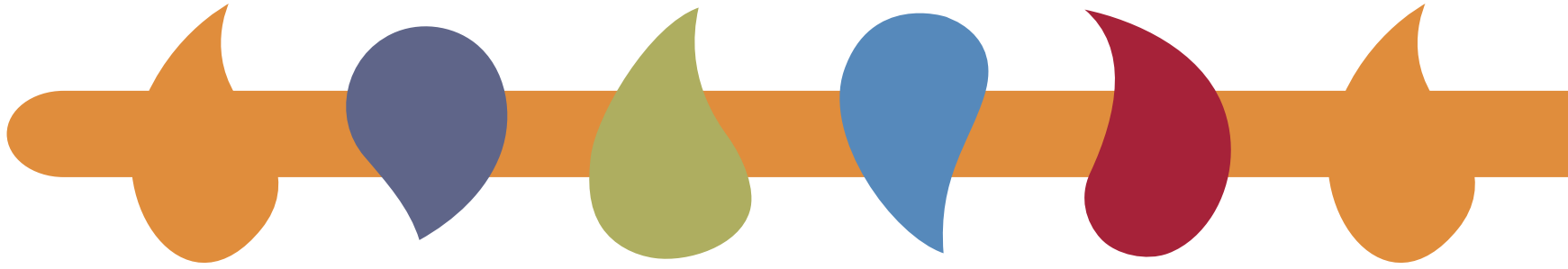
Arts and culture contribute to Livermore's livability and economic strength. The city can realize its vision for the arts by considering the needs of the current cultural ecosystem and developing strategies to address them. Achieving its goals will provide professional development opportunities for creative practitioners and empower arts organizations and artists to expand entertainment, participatory, and educational opportunities for residents and visitors. This will stabilize and support existing arts infrastructure and provide the tools and resources to expand the community's cultural life in meaningful ways over the coming decade.

The needs and aspirations of the current arts ecosystem resulted in the plan's five interlocking goals. Targeted intervention by city leadership and community partners will enable Livermore to sustain and grow its creative community and thrive as an arts destination; one that actively produces and consumes art and provides a pipeline for future creators.

- Partner with external organizations to create and promote arts and cultural experiences for residents and visitors to the Tri-Valley area.
- Drive diversity, equity, and inclusion across the arts and culture.
- Support participatory arts and cultural opportunities for youth and families.
- Develop adequate resources and ensure alignment between arts and culture investments and other community priorities.
- Create access to affordable spaces for artists and arts organizations.

*“When I'm creative, my heart grows, swells, sings ... My dream for art in Livermore is to reach everyone and give everyone an opportunity to express themselves.”*

*- anonymous*



## IMPLEMENTATION

This framework for the arts and culture is intended to assist the City of Livermore in effectively guiding investments in the arts and supporting the development of the local cultural ecosystem over the next ten years. Primarily, the framework will help shape future recommendations in the following areas: Commission activities, budget, and partnerships. It will also inform community partners interested in aligning their work with City priorities. Staff will develop detailed programs and recommendations that address the key findings and goals of the framework. This will happen annually as part of the City’s workplan and budget development processes, as well as through longer-range planning for more complex projects with longer planning horizons.

A separate toolkit provided to City staff discusses each of the goals, proposes potential strategies to achieve them, and offers tools and models that have been successfully employed in other places. Staff and the Commission for the Arts can draw on this toolkit and adapt projects, programs, and policy approaches to fit the local context and align with established priorities over time.



*Temporary textile public art adorns a downtown tree for the unexpected viewer.*

# 6



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# Appendix 1 | QUESTIONS FOR RESEARCH AND OUTREACH

- Q01** Which best describes you, or the non-profit or business that you represent?
- Q02** What arts and cultural activities do you participate in regularly in Livermore?
- Q03** What type of arts and cultural activities would you like to see more of?
- Q04** If you could ask the City to develop one new cultural event or initiative what would it be?
- Q05** What do you think are Livermore's strengths when it comes to the arts and culture?
- Q06** How would you describe the creative economy or cultural infrastructure of Livermore?
- Q07** What new opportunities do you envision for the arts and culture in Livermore?
- Q08** As the community emerges from the pandemic, is there a particular role or opportunity that you can see the arts and culture contributing to?
- Q09** Are there innovative approaches to supporting the creative economy that you would like to see developed in Livermore?
- Q10** Are you familiar with (were you involved with) the previous cultural plan, artsALIVE!, from 2007? If yes, is there one recommendation from that plan that has yet to be implemented that you think is particularly important?
- Q11** What do you see as the primary challenges to expanding the arts and culture in Livermore?
- Q12** What do you hope this cultural plan could accomplish?
- Q13** What is your vision for the arts in your community in five years?
- Q14** Who do you think needs to be enlisted to accomplish your vision?



## Appendix 2 | LIST OF INTERVIEWS - STAKEHOLDERS

### **Charlene Anderson**

Associate Director,  
Tri-Valley Conservancy

### **Dawn Argula**

CEO, Livermore Valley  
Chamber of Commerce

### **Anwan Baker**

Director of Library Services,  
Livermore Public Library

### **Arthur H. Barinque**

Artist, Community Organizer

### **Stephanie Beasley**

Community Relations Officer,  
Sandia National Laboratories

### **Will Bolton**

President, Livermore  
Heritage Guild

### **Nadia Breiz**

Fortune Emporium

### **Chris Carter**

Executive Director, Livermore  
Valley Performing Arts

### **Sheila Fagliano**

President, Livermore Rodeo  
Stockmen's Association

### **Tracy Farhad**

CEO, Visit Tri-Valley

### **Dr. Dyrell Foster**

President, Las Positas College

### **Alan Frank**

President, Livermore Amador  
Symphony Association

### **Mat Fuzie**

General Manager, Livermore Area  
Recreation and Park District

### **Anne Giancola**

Visual Arts Manager, Livermore  
Valley Performing Arts

### **Nadine Horner**

External Relations Officer,  
Lawrence Livermore National  
Laboratory

### **Jennifer Koidal**

General Manager, San Francisco  
Premium Outlets

### **Scott Lanphier**

Director of Public Work,  
City of Livermore

### **Amy Mattern**

Dean of Arts and Humanities,  
Las Positas College

### **Catherine Ndungu-Case**

President, Cheza Nami

### **Cynthia Patton**

Livermore Poet Laureate

### **Michelle Dawson**

Coordinator of Community  
Engagement, Livermore Valley  
Joint Unified School District

### **Marc Roberts**

City Manager, City of Livermore

### **Jim Schmidt**

Past President,  
Livermore Valley Opera

### **Joan Seppala**

Founder and Publisher,  
The Independent

### **Carolyn Siegfried**

Past President, Rotary Club  
of Livermore

### **Rachel Snedecor**

Executive Director,  
Livermore Downtown Inc.

### **Paul Spence**

Community Development  
Director, City of Livermore

### **Trent Thompson**

Owner and Creative Director,  
Only Up Gallery

### **Lisa Tromovitch**

Founding Artistic Director,  
Livermore Shakespeare Associates

### **Beth Trutner**

President,  
Livermore Cultural Arts Council

### **Kenny Way**

Operator, Vine Cinema  
and Alehouse

### **Ashley Wheeler**

Co-community Leader,  
Del Arroyo 4H Club

### **Christine Wente Von Metzch**

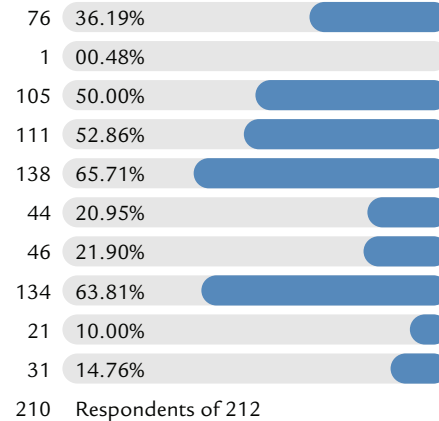
President, Wente Foundation  
for Arts Education



# Appendix 3 | SURVEY RESULTS

## Q01 What kinds of arts and cultural activities do you regularly participate in? Please check all that apply.

210 Respondents of 212



- Art classes
- Livermore Performing Arts Center
- Visit galleries
- Visit public art installations
- Attend performing art events (e.g. theater, concerts, etc.)
- Attend lectures, symposia, etc.
- Participate in digital or media art events
- Attend festivals, such as the mural festival
- Spoken word events
- Other (please specify)

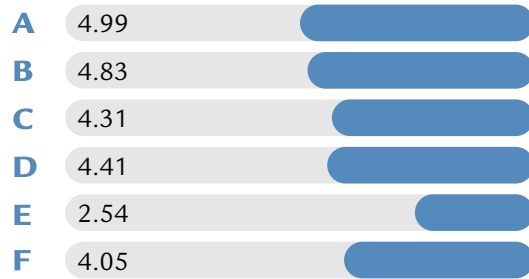
### Other (please specify)

- Open studio events
- Attend Livermore art shows
- School
- Multicultural events, crafts
- Being in theater productions
- Library events
- Home art
- Batch Makers Market
- Critique group
- Visual art shows
- Camera club
- Critique group
- Teach art
- Farmers market
- Writing events and sessions where we share written pieces
- Various ethnic festivals (they usually feature art and culture)
- Strictly zoom concerts for now
- Livermore schools art and music events
- Play music with various groups
- Play music with ensembles in other Bay Area cities
- House concerts, music at wineries, film festivals
- Poetry readings, live music
- Historical site events (LHG)
- Enter and attend art shows
- Art in the environment
- I don't
- N/A (x5)

# Appendix 3 | SURVEY RESULTS

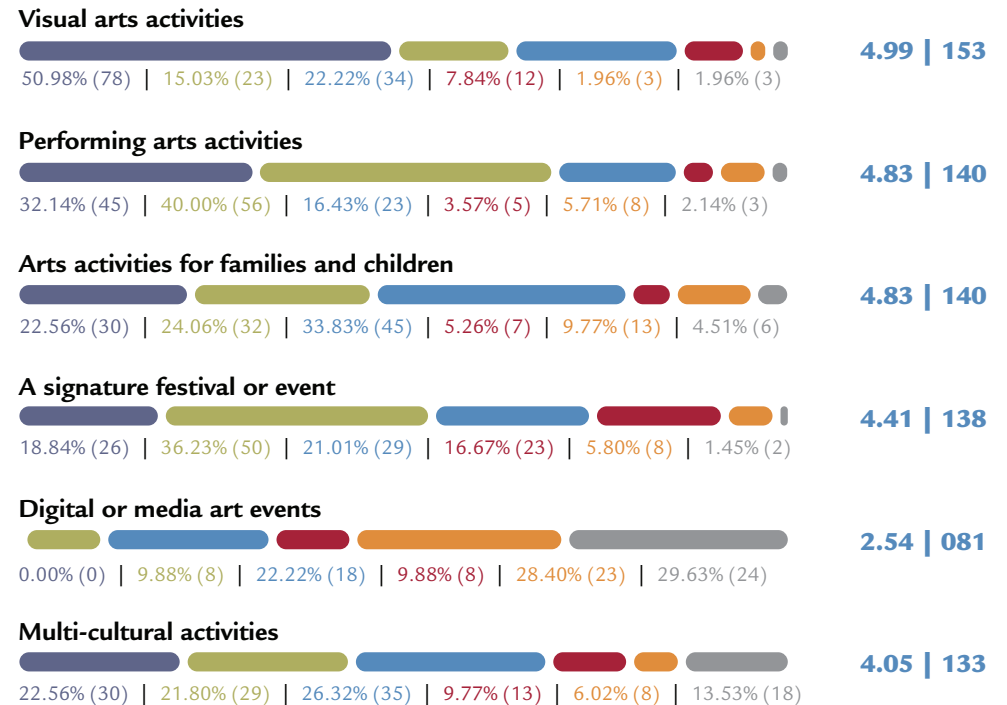
## Q02 What type of arts and cultural activities would you like to see more of in Livermore? Please rank the following, with 1 being the highest.

210 Respondents of 212



- A** Visual arts activities (e.g. public art, art shows, etc)
- B** Performing arts activities (e.g. theater, dance, concerts, etc)
- C** Arts activities for families and children
- D** A signature festival or event
- E** Digital or media art events
- F** Multi-cultural activities

### DISTRIBUTION OF RATINGS







# Appendix 3 | SURVEY RESULTS

## Q03 If you could ask for one new art or cultural event or initiative in Livermore, what would that be?

Answered: 186 | Skipped 25

### ART EVENT

Farmers market/makers events (x2)

Neuro-diverse art events (x2)

Juried art show on 1st St over weekend

Different art classes for kids, different types of art media such as sculpting and ceramics, not just drawing or coloring.

Kids art activities (x2)

Stockmen's Park activities (x2), continue black box theater support

More Mexican artists

Community activity stations, stuff like this workshop is fun! (x2)

Art classes (x2)

Poetry slam (x2), photography classes

Murals (x4)

Maybe an event such as this one where kids and adults alike can participate and use their creativity

We like the art walk and how about Shakespeare in the Park (x2)

Meetup events for young adults, art events

Art on the 4th of July with fireworks

Chalk murals with families

Utilitarian art sculptures, art play sculptures

A public gallery (x3) with regular hours and welcomes children, collaborative community art and culture events

Off-broadway play (x2)

Youth exhibitions (x2)

Mental health art therapy

Low cost children's art programs, live music and hands-on art experiences (x2)

Ceramic classes

Lightshow against Bankhead Theater

A Museum Of Modern Art Livermore

A signature annual art and music festival, perhaps with wineries hosting both music and art, or at one location downtown in the green area near

Photography only shows

A combined visual/performing arts event (x6)

One large event incorporating all of the arts in one outdoor space for a weekend. (I'm remembering the Festival of the Arts held in Carnegie Park in the 1970s. There were stages on each corner of the park with visual arts displayed on big panels, quartets that roamed around, kids art related activities.)

Addition of Murals and art to Las Positas College Campus. The students would love funding to have more art and art that represents us, inclusivity, togetherness, and love!

Freeway presence art-microbrewery-wine-food as described in the VISION 2010 Working Landscape Plan.

1. More Filipino and 2. Hispanic or Native American art.

Annual Art Festival (x3)

High end theater that attracts big names

A student/youth centered music and art festival in cooperation with area schools and local arts organizations inclusive of traditional and multi cultural genres

City wide art day with the ability for anyone to participate and create art.

Youth arts - using the arts to empower youth to express their feelings, concerns, ideas. They could be mentored by experienced artists in our community and beyond.

I think something like the museum of ice cream would be fantastic!

Native plants as art. Promote native plants in public spaces and appreciate nature as art. Too many public places feature the same old plantings: society garlic, rosemary, daylilies, eponymous hedges... yawn.

Painting in the park

Community musical theater (x2)

Cultural Event

Music festival (x2) cooperation with sporting events (e.g. cycling race weekend + wine fest + outdoor music)

Livermore History Museum, comparable to Pleasanton's Museum on Main

Kids Music Festival

Folk dance festival

Amphitheatre for summer symphony concerts ala tanglewood

A multicultural event (x3) celebrating all our residents' cultures in the same place

Maybe a woman of color or woman in the arts history event learning about stolen music, stolen credit, and how that affects the art we have today. And maybe adding youth to it.

Art & Wine Festival (x2)

I would want a festival like Splatter

Signature festival or event (x2)

Day of the Dead Festival and more art classes

Mexican culture

More festivals (x2)

Small venue jazz/boogie woogie

Native American and Indigenous festivals

Trans march (x2), family day in the park

Cultural parade

Asian Food Festival, Local Music & Brewer Festival

More fairs with vendors

Islamic/Muslim history cultural event to educate more people

Celtic music

Local art history

Cultural festival with lots of booths and family fun

Jazz & Blues Festival with wineries – "Reds, Whites & Blues"

Diversity of cultural contributors to art events.



# Appendix 3 | SURVEY RESULTS

## Q03 If you could ask for one new art or cultural event or initiative in Livermore, what would that be?

Answered: 186 | Skipped 25

### ART EVENT cont.

Livermore Heritage Fun Day where people/schools dress up like 1800's Ranchers and Goingto-Meeting outfits ... especially vendor themed tents on First Street celebrating the founding of Livermore.

More live music outdoors (x3). Scheduling more accessible music or making downtown a welcome environment for street musicians

Affordable live music

Historical event abt Livermore's history over the years. Birthday celebration?  
A jazz festival would be great. Piano bar, jazz, blues club

Heritage festival

Family event for children

An open wind band or jazz band.

Regular open mic night

Something science-oriented! Like Exploratorium hands on activities. There's an element named after Livermore for Pete's sake

Jazz festival

A music festival (x2) with local bands/musicians

Concerts

### INITIATIVE

As an initiative, I believe that Livermore (and LARPD) should support creating a "makers space" for art groups and individuals to design and construct large projects, stage sets, etc.

More multicultural events funding

More art/culture period!

Our city should provide a space for an art center to include a gallery and classrooms close to downtown. A place where folks of all ages can come for instruction and art display.

More small venue events to complement larger ones (e.g. spoken word meetups, writing, art, or music workshops)

A cooperation between local artists and other local businesses that focuses on mutual benefit.

I would like to see more collaboration with the arts community and the schools. I would love to see kids in schools learning about and participating in multicultural arts.

An initiative that includes stated goals and identifies indicators to measure its effectiveness. An initiative that integrates diverse communities in the city. A priority on elderly, homebound, people with disabilities, new residents, various ethnic groups, and families in economic classes that may not normally be able to afford to participate in most of the things listed in your activities in question #2.

An artistic initiative that explores and celebrates the inherent unique attributes of this place - the history, ecosystem, and position in the universe. An initiative that increases people's appreciation for others and for our community. An example could be something that frames the sunlight at solstice or equinox - art/dance/etc around the actual event.

Another would be to learn about the migrating species that pass through - celebrate their arrival with the arts.

Something that supplements parades. More engaging than standing on a sidewalk in blasting heat/freezing cold.

Bring back Honey and Wine Festival the way it originally was

More art in schools

I like the outdoor events we do I really like putting together the World Cultural Fair by LAYAC in 2019 March in Bankhead - more inclusiveness and accessible cultural celebrations and opportunities like Chez Nami.

Fund zoom broadcasts of the Livermore symphony or Del Valle series.

LRPD support visual art shows at Robert Livermore Community Center rather than price the community arts out of contention. Also invest in the Bothwell facility by LRPD

Renovate the Bothwell. Or at least decide what is to be done with the building. It is in limbo.

Provide affordable space for holding meetings and visual art events. There is currently a severe lack of decent affordable space for small nonprofits to use , especially once you factor in the restrictions and add-on expenses.

I would ask for NO MORE public art or murals. It is a waste of taxpayer money. Art is in the eye of the beholder, what one enjoys, another is offended by. Most of the murals look like inner city graffiti. Not impressed. I do like the Livermore themed one with the fire engine, etc. That one is relevant to our city.

To have an actual art gallery. Originally Livermore's building plans was to have an art gallery built.

I would love to see the LAA Spring Art Show be longer (a few weeks ) and be held at the Robert Livermore Rec Center. The city of Tracy puts on an annual show with a catered reception that is amazing. People come from all over to attend.

More variety in types of art that is offered. So many do photography, jewelry/bead making, etc. I feel like I've seen the same things over and over again. Need something fresh.

Free events all over the city not only in downtown area

More spent on literary arts

More small community theater options

One that is for the entire community and does not leave anyone group out. Very "general" event. Livermore community event. Celebrate all, not just one specific group.

We need more studio spaces for music rehearsals & small performance venues.

### MISCELLANEOUS

Outdoor movies

Cars

Sports stadium

Beer stuff

Street performers

Something in collaboration with the local activism groups

BLM

How about high schools from the area

A wine stroll.

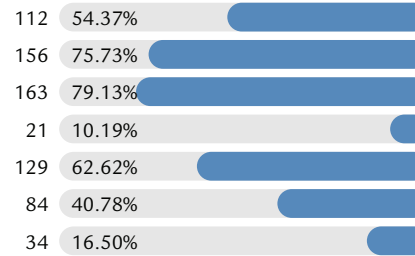
N/A (x37)



# Appendix 3 | SURVEY RESULTS

## Q04 Where would you like to experience the arts? Please check all that apply.

206 Respondents of 212



- Indoor venues such as theaters and concert halls
- Outdoor venues such as amphitheaters and wineries
- Parks
- Online experiences
- On the street or sidewalk
- Schools
- Other (please specify)

### Other (please specify)

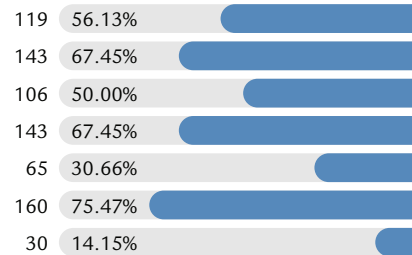
- A large "Makers Space"
- Open studios in homes of artists around the city like the TVAST event in Nov of 2021
- Smaller venues
- Woven into normal life. Impromptu. Infused into City Planning. A larger space in our downtown would be perfect. The apartment complex planned for Railroad Ave is taking the last spot we had available.
- Coffee shops
- Bankhead Plaza, Carnegie Park, Veterans Park
- Carnegie Building
- Downtown (x4)
- Library (x2)
- Cafe
- Gallery (x3)
- Online for now, tho I hope we can get back to the Bankhead. Outdoor Shakespeare also Robert Livermore COMMUNITY Center Pleasanton Band at Ravenswood
- Free admission, open to all
- Art shows at public venues
- An art route identifying on a map where visitors could visit artists either by appointment or calling ahead.
- Indoor venue such as galleries, (temporary) visual art spaces
- Community locations (LARPD and Bothwell)
- Libraries, stores, restaurants, medical facilities
- Las Positas College
- Our art community needs to be exposed to I-580 commuters..
- A couple of the mega churches have great venues
- All of Livermore don't forget the north side of town north of 580
- My friends and I are in recovery and need to be around places with not centered around alcohol N/A (x3)



# Appendix 3 | SURVEY RESULTS

## Q05 How can the arts serve Livermore in the future? Please check all that apply.

211 Respondents of 212



- Share history
- Celebrate diversity
- Recognize Livermore as a destination
- Expand arts and cultural offerings
- Enhance the City's brand
- Support creativity
- Other (please specify)

### Other (please specify)

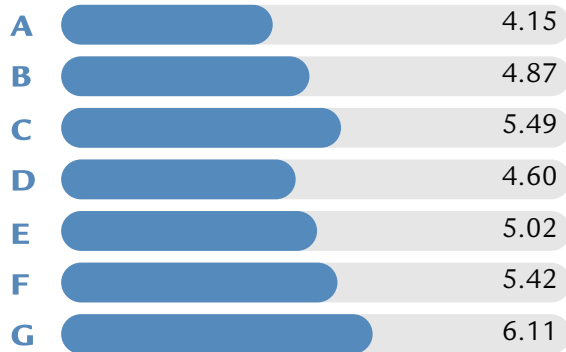
- Creating the infrastructure to support arts groups, i.e. a Makers Space is vital to a thriving arts scene in Livermore
- Enrich our personal and civic lives
- Provide an opportunity for shared experiences for diverse members of the community. Support efforts to build cohesion among diverse members of the community. The arts can serve to educate and stimulate ecological awareness and stewardship. The arts can support overall economic development efforts. The arts can be used to help individuals self actualize - creating a healthier citizenry and contributes to the community.
- Be more inclusive (x2)
- More art classes
- Be engaging - interactive opportunities that bring people together
- Give opportunities to others
- Animation, makerspace, sculpture
- More contemporary performances
- Keeps me busy
- City needs to provide affordable venues for artists to sell; city needs to promote that "art" is more than images of wineries! "art" includes images of other places, around the world (diversity). If Livermore really appreciates art, it would appreciate art representing other lands. We Livermore residents travel; when we return we make art showing the places we have been. Provide non-profits with affordable venues for visual art shows. Rents are currently too high and there are no public buildings available for reasonable rent.
- Provide a low-cost venue for non-profit art organizations
- My art organization says we are very limited on putting on shows because all the community building charge to much to non profits for rent.
- Involve the community in exhibits and art activities
- Would like to see public buildings available to the non profits at affordable rates.
- Visual Art Activities that the public can participate in.
- The horse industry and events are a natural and historical mix. We must nurture that relationship.
- Your list below only allows one choice, science, historic, ag. You need more diversity offering.
- Inspire the youth, ignite the community
- Needs freshening up in what is being offered
- Share history with a focus on building understanding and perspective
- Share history. Don't remove any Livermore history.
- Prioritize music art and theater in the public school curriculum, help instill cultural arts as a value parent hold for their children in their education. Arts are for everyone
- Enhance the lives of residents
- Beautify Livermore and improve quality of life for residents. We dont want branding, we just want a beautiful, safe, inclusive place to live.
- Bring people together
- N/A (x2)



# Appendix 3 | SURVEY RESULTS

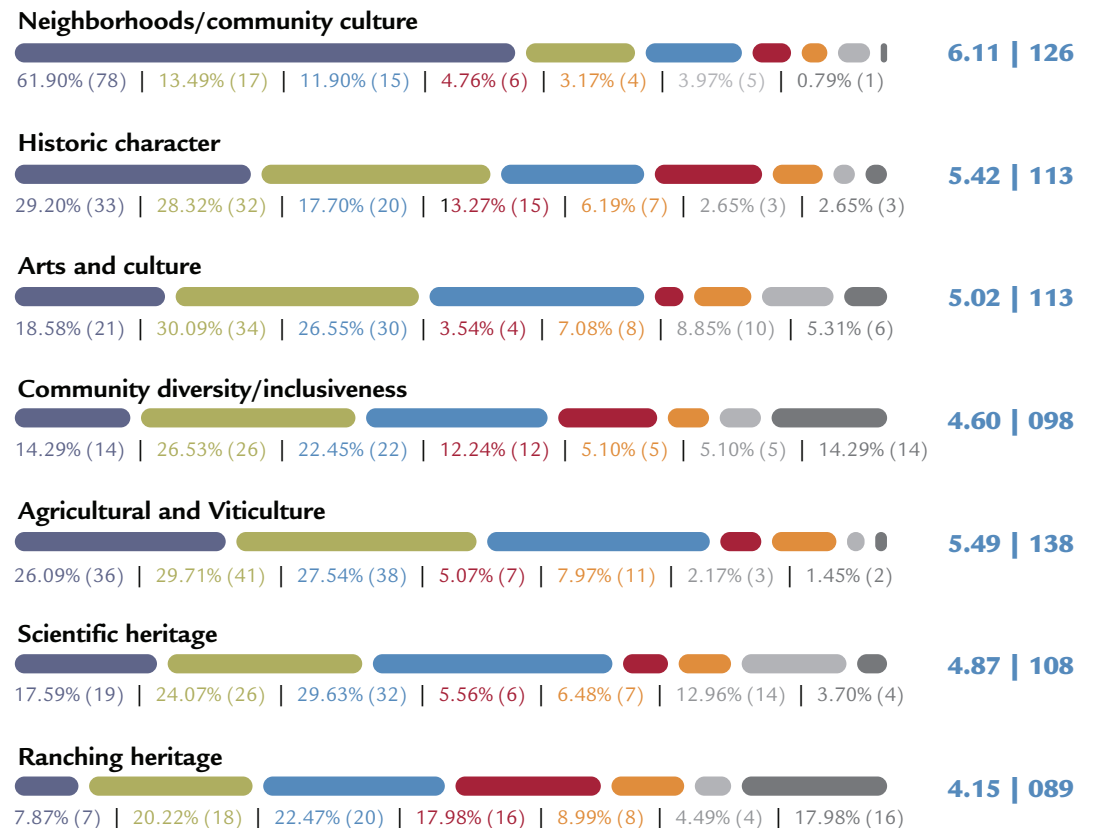
## Q06 What is special about Livermore?

208 Respondents of 212



- A Ranching heritage
- B Scientific heritage
- C Agricultural and Viticulture
- D Community diversity/inclusiveness
- E Arts and culture
- F Historic character
- G Neighborhoods/community culture

### DISTRIBUTION OF RATINGS

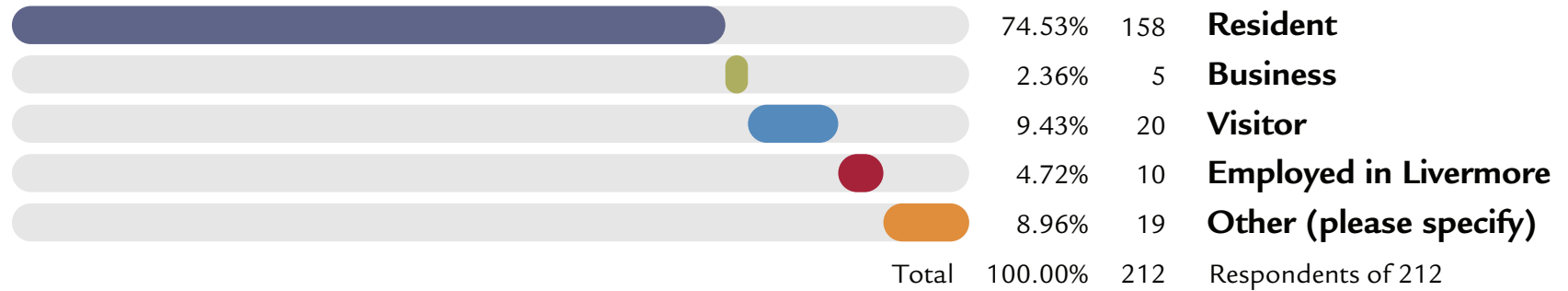




# Appendix 3 | SURVEY RESULTS

## Q07 Please tell us a little bit about yourself.

212 Respondents of 212



### Other (please specify)

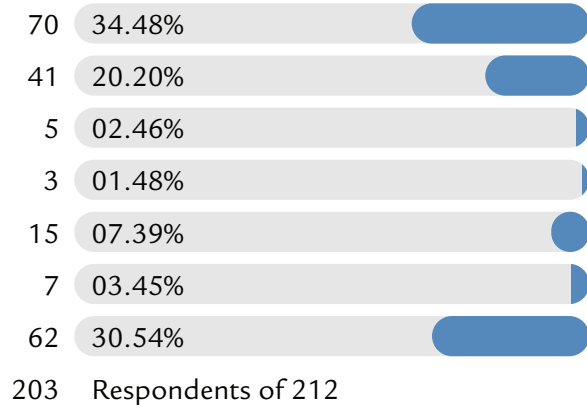
- Worked at LLNL since 1980, 2 children, love our community
- BOTH a long-term resident and a local photographic business showcasing California.
- Board Member at Bankhead Theater
- I ran the LAA Spring Art Show at the Bothwell in September.
- An artist who paints local scenes to preserve them for others
- Both a resident and member of Livermore Art Association board
- Member of an art organization
- Volunteer in Visual Arts Non Profit Organization and Events
- Retired, worked in Livermore 37 years
- Nonprofit
- Former resident
- Pleasanton artist
- Resident and student
- Neighbor
- Multiple presence in Livermore
- Native, born at St. Paul's
- Resident and employed in
- For 52 years
- Student



# Appendix 3 | SURVEY RESULTS

## Q08 Which best describes you, or the nonprofit, or business you present?

203 Respondents of 212



**Arts & culture supporter (participant, advocate, etc.)**

**Artist**

**Nonprofit visual arts organization**

**Nonprofit performing arts organization**

**Nonprofit civic organization**

**For profit creative business**

**Other (please specify)**

### Other (please specify)

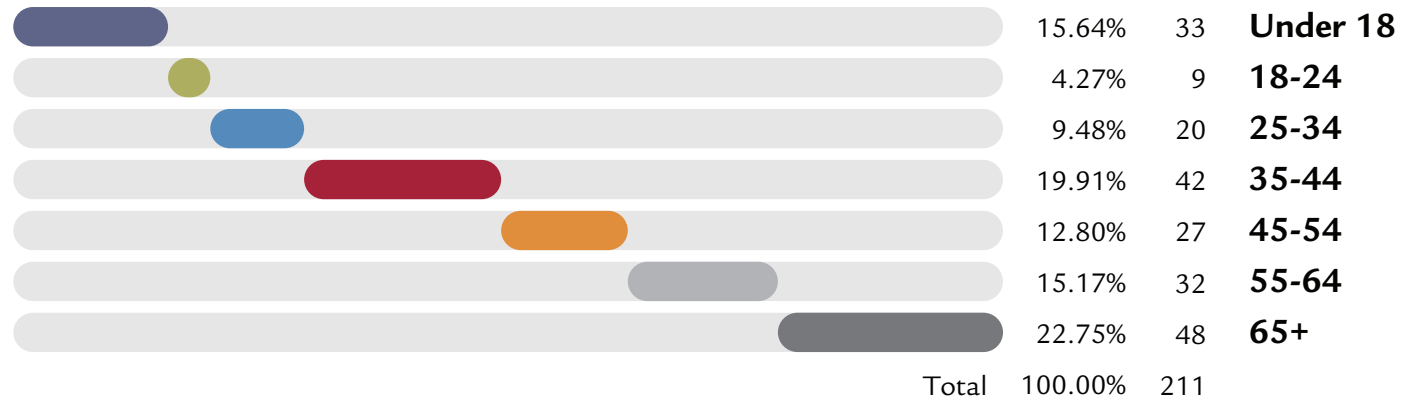
- President of Livermore Arts and Science Inc.
- Writer, community volunteer
- Livermore resident (x7)
- Arts supporter, disabled student
- Disabled student (non-verbal)
- Mother who wants to immerse 2-year-old in art/nature events
- Someone who enjoys creativity
- Parent of Girl Scout
- Resident of Dublin
- Art teacher/mental health
- Science and technology
- Artist and advocate for arts
- Rancher, farmer, marketer, agritourism advocate
- Resident since 1961, retired
- Arts and cultural support + artist
- Other nonprofit
- Student (x16)
- Interested in art
- Visitor
- Healthcare
- Church
- Government
- N/A (x19)



# Appendix 3 | SURVEY RESULTS

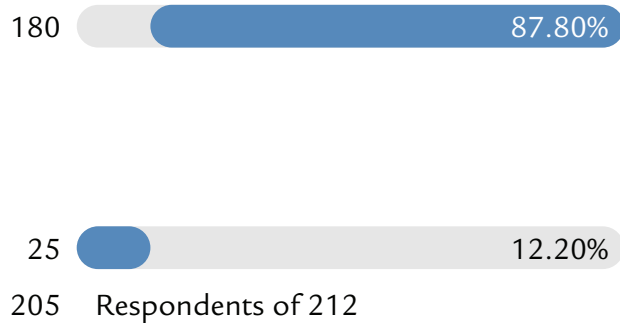
## Q09 Please tell us your age.

211 Respondents of 212



## Q10 Please provide us with your zipcode.

205 Respondents of 212



Livermore Resident			Outside Livermore Resident		
118	94550	Livermore, CA	5	94568	Dublin, CA
62	94551	Livermore, CA	5	94588	Napa, CA
			3	91945	Pleasanton, CA
			2	94553	Martinez, CA
			1	94531	Antioch, CA
			1	94519	Concord, CA
			1	94506	Danville, CA
			1	94536	Fremont, CA
			1	94541	Hayward, CA
			1	95023	Hollister, CA
			1	94566	Lemon Grove, CA
			1	94954	Petaluma, CA
			1	94583	San Ramon, CA
			1	95376	Tracy, CA





# Appendix 3 | SURVEY RESULTS

**Q11 Please provide us with your e-mail if you would like to be added to the City's arts and culture mailing list**

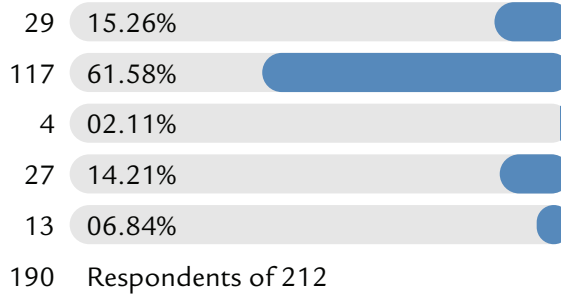
114 Respondents of 212



114 of 212 Respondents

**Q12 How did you hear about this survey?**

109 Respondents of 212



- Social Media**
- Pop-Up Event**
- Newletter**
- E-mail**
- Other (please specify)**

### Pop-Up Event

- Sundays at Hagemann Ranch (x13)
  - Batch Makers Market/Season Finale (x16)
  - Del Valle HS (x23)
  - Civic Center Library (x11)
  - Livermore Pride Fest (x32)
  - Batch Makers Market/Pride (x8)
  - Art Walk (x14)
- 12.20%

### Other (please specify)

- Found it when I was looking for information about the project.
- Given flyer personally (x2)
- Friend (x2)
- From Cynthia Patton, Livermore Poet Laureate
- Independent
- Nextdoor (x4)
- Google alerts
- Google News



11.11% | 13.67% | 19.66% | 9.40% | 27.35% | 6.84% | 11.97%



# Appendix 4 | COURBANIZE MAP AND COMMENTS

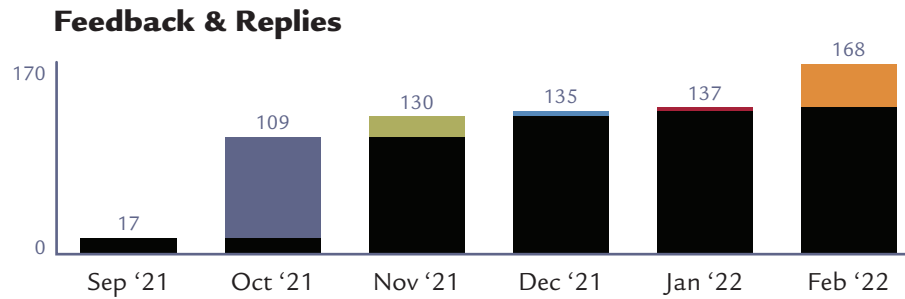
## Online Outreach Report

coUrb.co/LivermoreCulturalArtsVision

### Engagement Over Time

The cumulative number of comments and replies on coUrbanize over the project's online engagement period.

Total  
**168**



### Audience Reached

**514**

Website Visitors

**018**

Followers

**168**

Total Comments

### Community Sentiment

coUrbanize's system analyzes key words and phrases in each comment to determine its overall sentiment.





# Appendix 4

## COURBANIZE MAP AND COMMENTS

### Livermore coUrbanize Map Comments At-A-Glance

[coUrb.co/LivermoreCulturalArtsVision](https://coUrb.co/LivermoreCulturalArtsVision)

**Elizabeth** Sep 29, 2021  
Mertes Center for the Arts (Theater, Music, Dance programs: multiple productions & showcases /year– some with open-to-the-community auditions; shows open to the public). Also, 3 stages [main theater, black box, outdoor amphitheater] & a small customizable/empty art gallery available for 3rd parties to rent.

**Jonathan** Jan 7, 2022  
Underutilized parking area- potential farmers market /craft market / music venue. Has potential for weekend use from Livermore residents and also significant weekday traffic from commuters.  
1 SUPPORTER

**Art Builds Community** Sep 1, 2021  
Airborn (2004) by Esther Wertheimer.  
Reading Room Garden,Civic Center Library, 1188 S. Livermore Avenue. City Public Art.  
This bronze sculpture was installed in the Reading Room Garden as part of a City Public Works project during the construction of the new Civic Center Library.

**Sabrina** Sep 24, 2021  
Nice spot to put a more attractive welcome to Livermore sign or a welcoming sculpture.

**CATEGORIES**

- Existing Public Art
- Existing Arts/Cultural Venues
- Public Art Opportunity
- Program/Event Opportunity



# Appendix 4

## COURBANIZE MAP AND COMMENTS

### Livermore coUrbanize Map Comments At-A-Glance

Various map comments from the community highlight different potential opportunities in a collaborative effort to provide a comprehensive record.

[coUrb.co/LivermoreCulturalArtsVision](http://coUrb.co/LivermoreCulturalArtsVision)

**Tee** Oct 13, 2021  
This area has a large, grassy area, and it also has a nicely sized park. I think some events here would be appreciated.  
1 SUPPORTER

**Art Builds Community** Oct 19, 2021  
I think that's a great idea! I attended the Batch Makers event over the weekend and it was great! It would be cool if an event/program like that could possibly tour around different parks to reach different parts of Livermore and the community.

**Adam** Oct 6, 2021  
Former fountain with opportunity for an art installation.  
1 SUPPORTER

**Art Builds Community** Sep 2, 2021  
Bankhead Theater  
3 SUPPORTERS

**jean King King** Nov 20, 2021  
Beautiful theater with wide variety of performances.  
1 SUPPORTER

**Jackie** Jan 12, 2022  
What kinds of arts and cultural activities do you participate in regularly in Livermore? List all that apply from the choices in the description.  
I would like to see programs that go to the schools and make available to students things like Speech and Drama. We used to have very strong music and theater programs for youths and young adults. Without it being something that costs money for students.

**Lori** Jan 22, 2022  
What kinds of arts and cultural activities do you participate in regularly in Livermore? List all that apply from the choices in the description.  
Attend art events, attend festivals. I would like more a variety of art classes: woodworking, pottery, mosaic, plein air painting, etc. I would like Poetry slams, a children's and youth art tile wall, a huge community event to make a huge wall mosaic out of tiles that represents Livermore or an important person.

**Glen** Sep 28, 2021  
Bus stop shelter with Livermorium artwork

**Kate** Jan 20, 2022  
youth art classes!! more outdoor musical performances.



# Appendix 5 | PUBLIC ART BENCHMARK CHARTS

## 5A

### Art Support in Neighboring Cities

	Dublin, CA Parks & Community Services	Pleasanton, CA Recreation Services in Library Department
<b>PUBLIC ARTS STAFFING</b>	2.0 FTE: Heritage and Cultural Arts Manager and Heritage and Cultural Arts Supervisor support public art as part of their duties	1.0 FTE Recreation Manager, Civic Arts & Special Events are supported by General Fund and share responsibility for public art management along with other duties. Operations Service Department, Engineering, Economic Development, and Traffic provide additional project support.
<b>OTHER ARTS STAFFING</b>	1.0 FTE Museum and Heritage Center staff, 3 part-time program support staff, 4-5 recreation leaders, contract staff and volunteers (pre-COVID)	5.0 FTE in entire division include a Recreation Manager, Recreation Supervisor, Recreation Coordinator, two Theatre Technicians. 30 to 35 part-time employees at 30 hours or less to support the arts programs. Staff supports activities at the Firehouse Arts Center.
<b>PUBLIC PERCENT FOR ART</b>	1%	Public art purchases are funded with donations from private donors or organization—as well as some of the City General Fund.
<b>PRIVATE PERCENT FOR ART</b>	1%	Developers with commercial, office, or industrial projects are encouraged to acquire and install original works in publicly accessible areas of their development or make a cash contribution for City-sponsored public art projects or the City's art in public places fund.
<b>OTHER FUNDING SOURCES</b>	Public Art Funds can be granted to partner agencies to meet the goals of the Public Art Master Plan.	Matching Grants for Public Art: City established matching grant program to encourage public art. For every request, Council determines an appropriate level of match, not to exceed 50% of the cost of the project.
<b>PROGRAMS</b>	Temporary Art Program and Utility Art Program funded through community beautification funds.	Private donations of public art.
<b>NOTES</b>	Public art funds are included in the City's annual budget and the 5-year Capital Improvement Program, which also shows the proposed use of funds collected. Public art project management is capped at 25 percent of each public art project, and up to 2% of project management costs may be used for program administration.	The Department of Finance maintains a public art account to fund public art projects. Public art maintenance is contracted from City General Operation Services budget. The City is developing sponsorship for the Movies in the Park program. Arts staff and program costs are supported by General Fund with some cost recovery from ticket sales and class registration fees.



# Appendix 5 | PUBLIC ART BENCHMARK CHARTS | 5B - Bay Area Public Art Programs

	Mountain View, CA Community Development	Palo Alto, CA Community Services	Walnut Creek, CA Arts & Recreation	San Ramon, CA Parks & Community Services	Alameda County, CA Alameda County Arts Commission
<b>ARTS STAFFING</b>	Less than .5 FTE public art liaison	3.0 FTE includes Public Art Program Director, Public Art Program Coordinator, Communications and Artist Studio-Program Coordinator	1.0 FTE Public Art Manager and 2 part-time employees: Chief Preparator/Senior Program Assistant, Public Art Program Coordinator.	1.0 FTE Recreation Supervisor duties include overseeing the public art program and acting as liaison to Arts Advisory Committee.	5.0 FTE: Director, Program Coordinator, Public Art Program Coordinator, Program Associate.
<b>PUBLIC PERCENT FOR ART</b>	1%	1%	1%	1%	2%
<b>PRIVATE PERCENT FOR ART</b>	No	1%	1% building construction valuation; .5% for underground construction, nonprofit construction, or hospitals.	1%	No
<b>IN-LIEU OPTION</b>	No	1%	1% building construction valuation; .5% for underground construction, nonprofit construction, or hospitals.	0.5% in-lieu fee	No
<b>OTHER FUNDING SOURCES</b>	No	Government grants	In-lieu fees are placed in the Public Art Fund and used for City-owned art or City-sponsored exhibitions.	The city dedicates \$30,000 annually to public art in parks from the Private Sector Art & Beautification fund. San Ramon Arts Foundation grants financial assistance to cultural arts, organizes special fundraising events, and supports local artists. It supports the Arts in San Ramon and the San Ramon Valley. Temporary public art projects are commissioned when staff time and funding are available.	California Arts Council, National Endowment for the Arts, Foundation for the Arts in Alameda County, East Bay Community Foundation, Alameda County Office of Education's Alliance for Arts Learning Leadership.
<b>PROGRAMS</b>	Site-specific permanent artworks	Site-specific artworks, changing artworks, and artist residencies.			
<b>NOTES</b>	In addition to public art, the City of Mountain View owns and operates the Center for Performing Arts.	Public Art Commission provides project review and public art plan implementation oversight. In addition to public art, the City of Palo Alto supports a municipal art gallery and theatre and arts programming in several City facilities.	The Bedford Gallery has 5.0 FTE and is part of the Arts & Recreation Department. It receives additional support through the Diablo Regional Arts Association, Leshar Foundation, and JP Morgan Chase. The Public Art Program is the Bedford Gallery Advisory Council and the Arts Commission. The Public Art Fund is exclusively used to provide sites for art, acquire and install art, maintain art, support publicly accessible art, and fund administrative costs associated with the Public Art Program.	The Beautification Fund is used in accordance with the annual public art project budget to repair and restore significantly damaged or vandalized artwork on public property.	If there is no publicly accessible site for public art in a new county construction project, the public art can be placed at another publicly accessible location. The Art Commission oversees the planning and administration of the program.



# Appendix 5 | PUBLIC ART BENCHMARK CHARTS

## 5C

### Public Art: Benchmark Cities Outside Bay Area

	Asheville, NC Planning and Urban Design Department, Public Art and Cultural Commission	Ashland, OR Planning Division of Community Development Department, Public Arts Commission	San Luis Obispo, CA Parks & Recreation
<b>STAFF DEDICATED TO ARTS</b>	3.0 FTE includes Urban Design + Place Strategies Manager, Urban Designer II, Downtown Development Specialist	1.0 FTE associate planner works with the public art program at .10 time.	N/A
<b>PUBLIC PERCENT FOR ART</b>	1%	0.5%	1%
<b>PRIVATE PERCENT FOR ART</b>	No	0.5%	0.5% non-residential construction projects costing in excess of \$100,000
<b>IN-LIEU OPTION</b>	No	Yes	Yes
<b>OTHER FUNDING SOURCES</b>		Transient Occupancy Tax (see notes)	Private Donations of Public Art
<b>GRANT SUPPORT</b>	N/A	N/A	City established matching grant program to encourage public art. For every request, Council determines an appropriate level of match, not to exceed 50% of the cost of the project.
<b>PROGRAMS</b>	University of North Carolina and City of Asheville Partnership: French Broad River Art Competition and Exhibit. The City's Public Art Program provides honorariums for the three top submissions.		
<b>NOTES</b>	Asheville Area Arts Council is the second oldest arts council in North Carolina. It supports artists and arts organizations through grant funding and programs while serving community needs. It is a membership organization with a range of membership levels.	Public Art Account includes funds donated, appropriated, or generated for the purpose of acquiring public art and education. Transit Occupancy Tax (TOT) and Commercial Development in-lieu fee contribute to the Public Art Fund. Contributions or appropriations other than the public percent for art funds may be dedicated to or earmarked for a specific education program or work of art, subject to acceptance by the Council.	Department of Finance maintains public art account. Every two years, an amount equal to 1% of the construction of all eligible projects is placed in this account. Funding is transferred by Finance staff to either a public art phase of a capital project account or to a specific public art project account once the Council determines appropriate public art projects for the two-year financial plan.



# Appendix 6 | CULTURAL FACILITIES BENCHMARK CHART

\* No union employees  
 \*\* Configuration dictates capacity

CITY	FACILITY	CAPACITY (seats)	STYLE	BUDGET	SUBSIDY	EARNED	CONTRIBUTED INCOME	ADDITIONAL FACILITIES	OWNERSHIP/ OPERATING ORGANIZATION
LIVERMORE	• Bankhead Theater*	507	Proscenium	3.6m	No	Yes	Yes	No	Private
	• Las Positas College, Mertes Center for the Arts	464	Proscenium	Held Within College		No	No	Yes	Public
DUBLIN PLEASANTON	• Dublin Unified School District Center for the Performing Arts & Education	502	Proscenium	Held Within School		No	No	Yes	Public
MOUNTAINVIEW	• Mountain View Center for the Performing Arts*	600	Proscenium	Held Within City		No	No	Yes	Public
PALO ALTO	• Stanford University Bing Concert Hall	550-950	Hybrid**	10m	Yes	No	Yes		Private
	• Stanford Memorial Auditorium	1705	Proscenium						
	• Stanford Memorial Church	1200	Church						
	• Lucie Stern Community Center	428							
WALNUT CREEK	• Leshner Center for the Arts Hofmann Theatre	785	Proscenium					Yes	
SAN LUIS OBISPO	• Performing Arts Center San Luis Obispo Christopher Cohan Center	1286	Proscenium	1.5m	Yes	Yes	Yes		Public
	• Performing Arts Center San Luis Obispo Alex & Faye Spanos Theatre	498	Proscenium						Public
ASHLAND, OR	• Oregon Shakespeare Festival Agnes Bowmer Theatre	600	Proscenium	35m	No				Public
	• Ashland High School	412	Proscenium						Public
ASHEVILLE, NC	• Wortham Center for the Performing Arts	500	Proscenium						





# Appendix 7 | GRANT PROGRAMS

## FUTURE GRANT PROGRAMS FOR LIVERMORE

Throughout the City's Cultural Arts Framework planning process, residents expressed the desire for opportunities to participate locally in expanded cultural activities and arts organizations called for expanded City support. The City of Livermore can accomplish several key goals from the cultural framework through the development of new grants programs. These include the goals of providing expanded City support for the arts and culture, providing more opportunities for youth to access and experience the arts, as well as achieving equity and diversity and supporting the professional development of local artists.

The suggested programs offer a structure that can help ensure that the City's investment in cultural funding is clearly targeted and supports the goals and outcomes identified in the cultural framework. These grant programs can be implemented as additional funding becomes available.

In addition, all City grants programs can encourage increased diversity by adding diversity metrics to the grant application and final reports submitted by grantees. These can include: diversity plan adoption for all grant applicants over a certain size; statistical profile information about board leadership, staff, artists, volunteers, and audiences; audience surveys including data collecting, anecdotes, and photographs of audiences; multilingual dissemination of promotional materials; and organizational initiatives that value and integrate diversity into core operations.

All grant opportunities should be widely publicized. In addition, the application process and associated requirements should be reviewed for relevance and ease of use. Ideally, staff will offer application workshops to assist and encourage first-time applicants.



# Appendix 7 | GRANT PROGRAMS

## ORGANIZATIONAL SUPPORT GRANTS

Strengthen the organizational capacity of local cultural organizations with funding that targets specific operational needs, such as staffing and long-range planning. This approach will help increase the overall sustainability of the arts ecosystem in Livermore. Generally, operational support is limited to organizations that have been in existence for some time (five to ten years) and have budgets over a certain size. Another aspect to consider in developing an operational support grant program is the option of multi-year support, which has the benefit of allowing organizations to count on core funding. Approaches to consider for Livermore include the two described below, as an illustrative example of the concept.

### Operational Support 1

MAXIMUM AWARD OF \$10,000 PER YEAR

**GOAL:**

Strengthen the organizational capacity of arts organizations to encourage sustainability and further growth and development.

- This category would be for organizations seeking to enhance capacity but who do not yet have a clear multi-year plan of action for capacity development.
- Projects supported might include part-time staff, technical assistance and training, or development of a strategic, development, or marketing plan.

### Operational Support 2

MAXIMUM AWARD OF \$25,000 PER YEAR FOR UP TO THREE YEARS

**GOAL:**

Strengthen the organizational capacity of arts organizations to encourage sustainability and further growth and development, leading to permanent administrative staff, larger budgets, and increased participation in the arts.

- For groups who have defined a clear path for multi-year organizational development, such as a completed strategic plan along with part-time professional staff.
- Projects supported might include staffing, technical assistance and training, development of a strategic, development, or marketing plan, and other long-term capacity development.



# Appendix 7 | GRANT PROGRAMS

## YOUTH ARTS GRANTS

One of the top priorities articulated by Livermore residents during the cultural planning process was to provide increased access to the arts for all and to increase opportunities for young people to access the arts. By establishing a Youth Arts Grants Program to support out-of-school projects and programs for young people, the City can help ensure both increased equity in regard to access, as well as additional opportunities for children and youth to experience the benefits of arts and cultural activities.

The grant program can be designed to ensure access to high quality arts education activities for all children in Livermore through project-based partnerships among arts organizations and community-based groups that serve youth. Important considerations to include in designing this grant program are that the projects should include paid, professional artists and engage children and youth in stimulating, interactive, and enriching cultural experiences. Another consideration is not limiting the applications to arts and culture organizations but instead include community-based nonprofits among the eligible applicants. Another is to consider limiting eligible projects to locations other than school facilities, so as not to replace anything currently being offered by the Livermore Valley Joint Unified School District or to limit access to enrolled students. Project grants could range from \$5,000 to \$7,500.

## PRESENTING GRANTS

Develop a program that provides capacity building along with presentation grants for organizations that develop and present the cultural traditions and work of communities of color. Such a program could be designed in a variety of ways. One might be as a “contract for services,” where a large organization is hired to mentor one or several smaller organizations in areas such as audience outreach and development, marketing, set design, lighting, etc. and then hosts a series of presentations. Another might be for the City to develop a series of technical assistance workshops and then offer a grant that helps cover the costs of presenting the work that each of the workshop participants produces. A third option would be to simply offer a grant that supports the costs of presenting work to the public. Participation in this program can target smaller organizations, under a certain budget size, which are culturally specific and present the work of communities of color.



# Appendix 7 | GRANT PROGRAMS

## INDIVIDUAL ARTIST FELLOWSHIPS

Individual artists are the essential building blocks of the arts ecosystem and are vital contributors to the creative economy. By creating an artist fellowship program, the City can reward and honor local artists for their innovation and contributions to Livermore's creative community. Such a program will, over time, support the professional development of Livermore artists and attract additional artists to the City. In addition, the program can be designed to provide people in Livermore increased access to artists of the highest caliber and engagement with the artists' work.

The goals of such a grant program would be to recognize and honor the achievements of artists living in Livermore, to broadly promote the work of Livermore artists, and to increase the creation of innovative new work in Livermore. Other considerations to address in developing such a grant program include: a residency requirement, i.e., the number of years an artist needs to have lived or worked in Livermore prior to being eligible; the availability to artists in all disciplines, however, to make the program easier to manage, funding could be limited to a specific discipline, or set of disciplines, per year; and ways that the artist fellows will be recognized and promoted by the City.



# Appendix 8 | INFORMAL MUSIC VENUES IN LIVERMORE

## Livermore Non-Traditional Venues

<u>VENUE</u>	<u>CAPACITY</u>
3 Steves Winery	75 outdoors   50 indoors
Altamont Beer Works	
Americano	
Arroyo Cellars	
Bankhead Theatre LVPAC	
Beer Baron	J Block-100ish outdoors
Bent Creek Winery	96 (24 tables of 4)
Big White House Winery	50-70 outside
Blacksmith Square	
Bothwell Arts Center	
Bottle Taps	
Carnegie Building	
Casa Orozco	~120 outdoors
Cedar Mountain Winery	
Charles R. Vineyards	100 outdoors
Concannon Vineyard	300 outdoors
Coda Ridge Wines	90 outdoors
Darcie Kent Vineyards	110 outdoors
Del Valle Winery	200 outdoors

<u>VENUE</u>	<u>CAPACITY</u>
Farmers Market	
Fava Lora Vineyards Winery	80-100 outdoors
Fenestra Winery	
First Street Wine Co.	
Gare Winery	30-40 in tasting room
Homegrown Hops	200 outdoors
Hop DeVine	
John Evan Cellar	
Las Positas College	1200 outdoors
Las Positas Vineyards-indoors	100 indoors
Las Positas Vineyards-outside	100 outdoors
Leisure Street Winery	
Livermore J Block	Consortium of bars; family friendly w/music
Livermore Sunday Farmers Market	
Livermore Thursday Farmers Market	
Longevity Wines	
McGrail Vineyard	300 outdoors
Mitchell Katz Winery	50-75 outdoors
Monica's Livermore	outdoors



# Appendix 8 | INFORMAL MUSIC VENUES IN LIVERMORE

## Livermore Non-Traditional Venues

<u>VENUE</u>	<u>CAPACITY</u>
Murrieta's Well	
Nottingham Cellars	80-100 outdoors
Occasio Winery	80-100 outdoors
Occasio Winery-Sidewinder Spirits	
Old Mexico Bar & Grill	
Omega Winery	
Page Mill Winery	40-50 outdoors
Panama Bay Coffee	
Parkwest Casino 580	
Pennyweight Craft Brewing	
Pine Street Bar	
Pleasanton Senior Center	
Polomoni's Bar & Lounge	
Poppy Ridge	
Purple Orchid	
R Place	
Railroad Saloon	
Rebel Kitchen Libations	
Retzlaff Vineyards	

<u>VENUE</u>	<u>CAPACITY</u>
Rios Lovell Estate Wines	260 outdoors
Rodriquez Molyneaux	
Rosa Fierro Cellars	
Rusty's Bar and Grill	40-60 outdoors
Sauced Barbeque and Spirits	
Shadow Puppet Brewing Company	
Simply Fondue	
Steven Kent Winery	
Stockmen's Park	
Sutherland Distilling	
Swirl on the Square	
Tenuta Winery	
Tesla Vineyards	20-30 outdoors
The Singing Winemaker	
The Last Word	
The Steam House Coffee and Kava Bar	
Uncle Yu's at the Vineyard	
Wente Vineyards	1700 outdoors
Wood Family Vineyards	20-30 private indoors



## Appendix 9 | LIST OF POP-UP EVENTS

### **Farmer's Market | Thursday, July 22, 2021**

Carnegie Park - 2155 3rd St

Facilitated by Art Builds Community

### **4th Annual Filipino Barrio Fiesta | Sunday, October 3, 2021**

Bankhead Plaza

Facilitated by Cynthia Patton, Livermore Poet Laureate

### **ArtWalk Livermore 2021 | Saturday, October 9, 2021**

Stockmen's Park

Facilitated by Art Builds Community

### **Civic Center Library | Wednesday, October 13, 2021**

1188 S Livermore Ave

Facilitated by Cynthia Patton, Livermore Poet Laureate

### **Livermore Pridefest 2021 | Saturday, October 16, 2021**

Carnegie Park - 2155 3rd St

Facilitated by Art Builds Community

### **Batch Makers Market - Pride Edition | Sunday, October 17, 2021**

Carnegie Park - 2155 3rd St

Facilitated by Cynthia Patton, Livermore Poet Laureate

### **Del Valle High School | Tuesday, November 16, 2021**

Facilitated by Cynthia Patton, Livermore Poet Laureate

### **Rincon Library | Friday, November 19, 2021**

725 Rincon Ave

Facilitated by Cynthia Patton, Livermore Poet Laureate

### **Batch Makers Market - Season Finale | Sunday, November 21, 2021**

Carnegie Park - 2155 3rd St

Facilitated by Art Builds Community

### **Hagemann Ranch | Sunday, November 28, 2021**

455 Olivina Ave

Facilitated by Cynthia Patton, Livermore Poet Laureate