

Attachment A

Cultural Arts Program Development

Since 2014, under the direction of Cultural Art Manager Martin Betz and Cultural Arts Supervisor Eilen Stewart (2015) the Cultural Arts Program area has produced for the City of Manhattan Beach the following programs and initiatives:

- Remodel of the interior of the Manhattan Beach Art Center (MBAC) to facilitate a more dynamic exhibition program. Since 2014, over 25 exhibitions have been presented, including three community based pop-up shows. Since 2017, MBAC has collaborated with the Manhattan Beach Public Library to present four exhibitions.
- Developed a balanced program to ensure that local artists receive the representation they deserve in our exhibition schedule.
- Developed a nationally recognized exhibition program featuring artist such as John Van Hamersveld, Ed Moses, Cheech Marin's Collection, Bill Sandel, California Locos, June Edmonds, and Cosimo Carvallo to name a few.
- Rebranded the *Creative Art Center* as the *Manhattan Beach Art Center* (MBAC) and created the MBAC brand that includes, a newsletter with over 1,000 subscribers and a social media group, *Friends of the Art Center* that has 40 local members and 200 online followers. MBAC also published two books and five brochures highlighting the artists and their accomplishments.
- For the local community, staff has developed special programs which include: *StArt Projects*, an intensive afterschool program for High school art students (in its third year), *Late Night at the Library*, a collaboration with the Manhattan Beach Public Library featuring an artist lecture and music performance related to the MBAC exhibition program, *MBAC Live*, featuring an open mic night and cos-play figure drawing every other Thursday, *MBAC Youth Music Program*, with youth bands playing at every opening as a featured event. MBAC also hosts special workshops and performances related to the exhibition twice a month, *Metlox Movies*, an outdoor movie presentation in collaboration with the library geared toward families, and have a school tour program in collaboration with the Mira Costa High School Art Department.
- Improved the quality of the Summer Concert Series (formerly Concerts in the Park) by upgrading the sound, the staging, and other production values. Staff has taken the entertainment to the next level. The attendance has increased dramatically and this year staff has raised over \$70, 000 in sponsorships to date. Staff has also added a youth component to highlight Manhattan Beach's long history of youth bands.
- Under the leadership of Eilen Stewart, the Live Oak Park Ceramics studio was reorganized and updated to be much more user friendly and efficient. The participants in the program have gone from 80 to 200. Staff has also added many special workshops such as Raku, and a wildly popular biennial art sale for students and teachers. A proposed expansion plan is in the approved CIP for 2019.
- In 2015, staff and Commission members began to develop a work plan for the Cultural Arts Commission, which was adopted by the City Council in 2017. During this time staff developed a decommissioning policy and installed *Light Gate. Sculpture Garden 2014, and Sculpture*

Garden 2015-2016 were also installed.

Future Program Development Goals

- Expansion of Gallery space within the MBAC
- Development of studio education program at MBAC
- Designation of MBAC as a Museum.(kunsthalle, non-collecting)
- Repair and maintain public art collection
- Revive music and theater program at Joslyn Community Center
- Develop spoken word literary programs at the MBAC
- Develop arts and music festivals for MBAC/Heights campus (i.e. California Locos/skate park opening.)
- Develop pop-up galleries downtown and El Porto area
- Work with Chamber of Commerce to create “arts district” in North End
- Install public sculpture honoring paddle board race
- Re-commission Craig Cree Stone sculpture
- Place sculpture in Aviation Ave. Pocket Park
- Expand Ceramics studio and programs (CIP)
- Develop small metal program at Live Oak Studio (Jewelry)
- Develop Ceramics artist in residence program
- Develop a plan for Public Arts Trust fund to fund ongoing arts Programs such as festivals, exhibition program, theater and music performances
- Develop a traveling mini “walkable Space” Cultural festival that can be implemented in different neighborhoods within the City
- Expand holiday craft night
- Expand City Hall Plaza Programing and Manhattan Beach Public Library collaborations