



# *City of Manhattan Beach*

## *Parks & Recreation*

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1560 Manhattan Beach Blvd • Manhattan Beach, CA 90266 • (310) 802-5440

October 11, 2018

MEMO

TO: Honorable Mayor and City Council

FROM: Martin Betz on behalf of the Cultural Arts Commission

RE: Art in the Park proposal

At the September 24, 2018 meeting of the Cultural Arts Commission (CAC), Commissioner Betsy Rubino presented a proposal to develop an *Arts in the Park* program that the CAC would organize and sponsor. The *Arts in the Park* concept involves the solicitation of Beach Cities, El Segundo and Torrance-based arts organizations to sponsor booths and present workshops, interactive performances and disseminate information on their particular areas of expertise. These workshops will encompass the visual and performing arts and include disciplines ranging from painting and theater, to Ballet and Hip Hop. Each booth will be provided with materials to host an interactive workshop. In addition, schools in the Manhattan Beach Unified School District, as well as private schools serving Manhattan Beach, will be invited to share their programs.

Currently the proposed location is Polliwog Park with a proposed timeframe of May 2019. *Arts in the Park* calls for 20 -30 participant organizations and will be a one day event with a budget of between \$20,000-30,000 dollars. The hope is to make this an annual event to highlight arts programs available to residents of Manhattan Beach.

The Commission requests permission to pursue these discussions and ultimately present a proposal to the City Council.

Thank you,

Martin Betz  
Cultural Arts Manager