

CITY OF CORONADO



CULTURAL ARTS COMMISSION 2014 ANNUAL REPORT & 2015 WORK PLAN

To: Coronado City Council
From: Steve Baker - 2014 Chair
Coronado Cultural Arts Commission
Date: February 3, 2015
Subject: 2014 Annual Report to City Council and 2015 Work Plan

The Coronado Cultural Arts Commission (CAC) serves as a leading voice for the arts in Coronado through program development, creative initiatives, and dynamic alliances. Established in 2011 by City Council Resolution #8507, the Commission is comprised of seven volunteer Commissioners representing seven program areas: Arts Education, Arts Partners and Advocacy, Communication: Public Relations and Media, Special Events and Development, Literary Arts, Public Art, and Visual Arts and Film.

The CAC serves the Coronado community as an umbrella organization and voice for the arts through support, enrichment, and development of a thriving arts environment. The CAC serves and partners with local artists and cultural arts organizations to further develop a vibrant and cohesive arts community, strengthen arts education, enhance cultural tourism and economic development, and enrich life in Coronado for citizens and visitors.

The Commission meets on the first Thursday of each month at 4:30 PM in the Council Chambers at City Hall. The meetings are open to the public. Agendas and minutes of previous meetings are posted and available on the City's website: www.coronado.ca.us, and may be reviewed at City Hall, 1825 Strand Way, Coronado, CA 92118 and also the Coronado Public Library.

The CAC had an extremely productive and successful year. With the release of the results of the 2013 Coronado Citizen Satisfaction Survey it is clear that the arts are making a meaningful difference in the life of Coronado's residents. The area of Arts and Culture registered the largest increase of satisfaction since the survey was last taken in 2011 jumping nine percentage points.

2014 COMMISSION WORK

Election of Officers and Commission Appointments

- At the January 2, 2014 CAC meeting Commissioner Steve Baker was elected to serve as the Commission's Chair and Commissioner Heidi Wilson as Vice-Chair.
- In October 2014 Commissioners Steve Baker and Kris McClung elected not to seek reappointment to the CAC with their terms expiring December 31, 2014.
- At the November 4, 2014 City Council Meeting Commissioner Kari Kovach was reappointed to a full, first term on the CAC which will expire on December 31, 2017.
- On December 1, 2014 founding CAC Commissioner Doug St. Denis tendered her resignation from the CAC but will remain as Executive Director of the Coronado Island Film Festival.
- At the December 16, 2014 City Council Meeting Doug Metz and Amy Steward were each appointed to a three-year term on the CAC which will expire on December 31, 2017.

CAC Report to the Community

- Produced a 24-page full color 2013 Annual Report available to the public on CoronadoARTS.com as a downloadable pdf. The report offers a complete description of the CAC with detailed information on our goals and accomplishments in our program areas as well as information regarding our arts partner organizations. The Annual Report also includes a three-page summary of the findings of the Economic Impact report that provides an important first look at the actual depth, breath and financial impact of Coronado's art and culture community. Designed to provide a baseline for future surveys we were pleased to document and highlight the significant efforts of our arts partner organizations and proud to proclaim their contributions in making arts and culture a vibrant and inherent cornerstone of our community.

Oz Con International

- Produced *Oz Con International* in conjunction with San Diego based Winkie Con, a 10-day series of collaborative events with Coronado's Arts Partners celebrating Coronado's unique connection to Wizard of Oz author and former Coronado resident, L. Frank Baum. The Commission planned and facilitated *Celebrate Oz!* as part of Oz Con International, a one-day community festival of art, music and dance in Spreckels Park which included a children's parade and featured concerts by both the Coronado Community Band and the Coronado Community Big Band

2014 COMMISSION & PROGRAM AREA ACCOMPLISHMENTS

Coronado Cultural Arts Commission – General Accomplishments

- Conducted a Commission Work Plan Meeting and initiated the first steps toward launching in 2015 a strategic planning process for the Commission, a Cultural Compass which will establish a 5-year plan for the arts through 2020.
- Positioned Coronado as an “Arts Destination” with the launching of the Oz Con International Festival, work on the Coronado Island Film Festival and the 2014 Coronado Writers Workshop.
- Collaborated with the Programming Director (Tony Perri) for Channel 19 as well as the KCMS Program Director (Amy Steward) to develop arts related programming for Channel 19. Programming included Oz Con events, a Writers Workshop video, dedication of Public Art, and Coronado Island Film Festival events.
- Encouraged cross-program and organization planning between program areas. Public Art is working with Arts Education on a future Public Art project for the community; Communication: PR & Media is supporting Special Events and Development in promoting special events of the Commission; and Visual Arts & Film are teaming with Art Education on future exhibitions as well as Public Art projects.
- Created arts opportunities for different age groups with a local poster content commemorating the commissioning of the USS Coronado, collaborated with the City and stakeholders on the design and uses of the new Coronado Senior Center, and scheduled gatherings for local visual artists and authors to network and create opportunities to develop, exhibit and share their artwork.

Arts Education – Commissioner Kris McClung

- In March the Commission sponsored a USS Coronado Poster Contest in conjunction with the festivities surrounding the commissioning of the USS Coronado. Over 300 entries from public and private school students were submitted. Ten winners in three categories and a Grand Prize Winner were awarded. The overall winner, Miles Kenney from Christ Church Day School presented the framed poster to the Commanding Officer of the USS Coronado during the Commissioning ceremony.
- Acted as a liaison between CAC and the Channel 19 partnership between the City of Coronado and the Coronado Unified School District.
- Acted as a liaison between the CAC and CoSA and all schools (public/private) for the purpose of finding ways to collaborate:
 - Facilitated venue for 2014 Coronado Writers Workshop (CWW) at CHS
 - Sponsored table for CAC and worked the new *Fiestaval* event at CoSA
 - Planning a juried art show for Coronado schools scheduled for Fall 2015
 - Researched and developing proposal for Coronado Utility Box Wrap Project

Arts Partners & Advocacy – *Commissioner Steve Baker*

- Held bi-monthly meetings of CAC Arts Partners to collaborate and developed programming for our local arts partners.
- Collaborated with various Arts Partners on events throughout the year.
- Recruited CAC Arts Partners to take advantage of the advertising opportunities on the City of Coronado Free Summer Shuttle.
- Hosted a Social Media session for Arts Partners to instruct and encourage partners to use social media (Facebook, Twitter, Linked In) to engage audiences effectively.

Communications: PR &Media – *Commissioner Kari Kovach*

- Promoted more than twelve CAC events and activities via press releases and social media.
- Recruited three new members to Communications Working Team.
- Produced *Art in Your Inbox*, a monthly CAC e-mail that highlights the arts in Coronado and reaches approximately 800+ subscribers.
- Communicated with a total of approximately 35 media outlets including: Coronado media, San Diego/Regional media, San Diego organizations & schools, Coronado Chamber of Commerce, and Coronado Visitors Center.
- Developed street banners and coordinated local, regional and national media coverage of Oz Con International Festival events including a commemorative insert in the Coronado Eagle Newspaper.
- Publicized CAC events and activities directly on San Diego media & event listing websites, totaling approximately 25 outlets.
- More than tripled the number of CAC Twitter followers vs 2013.
- Recruited and registered local artists, authors and art businesses for the CoronadoARTS.com directory.
- Increased usage of CoronadoARTS.com
 - Average monthly users increased 38% vs. 2013
 - Average number of sessions increased 25% vs. 2013
- Worked directly with CoSA Foundation to publicize their inaugural OzCon Summer Intensive classes & *Oz Alive*.

Literary Arts – *Commissioner Susan Enowitz*

- Launched Coronado Writers Workshop (CWW). The one-day event consisted of 10 sessions with 15 presenters and attracted over 75 participants. Sponsors included Coronado Bay Books, Coronado High School and Coronado Eagle Newspaper.
- Recruited and established a Literary Arts Working Team (LAWT).
- Hosted a Coronado Literary Gathering at the Coronado Public Library drawing over 30 local authors.

- Collaborated with the Coronado Scribes and other writers in Coronado to post individual profiles on CoronadoARTS.com.
- Gathered poems and samples of local writers for posting on the CoronadoARTS.com website on a monthly schedule.
- Collaborated with Library to develop a new brochure about local authors and/or books on Coronado -projected completion spring 2015.
- Encouraged and assisted the Coronado Public Library to create an exhibition of books by local authors.

Public Art – *Commissioner Jeff Tyler*

- Acquired *Imagine Dragon* as a permanent addition to Coronado’s Public Art Collection.
- Continued collaboration with the Senior Center Design Team to include public art as an integral part of the new center.
- Designed, collaborated and coordinated with City of Coronado and the Design Review Commission the Tent City wrap design of the Portable Restroom Facility.
- Researched, recommended and selected current “bicycle” style bike rack in conjunction with the Bike “Corral” Esthetics Stakeholders Team.
- Researched, prepared and submitted a Coronado Gateway Project Scope of Work and participated in the stakeholders meetings on this project.
- Collaborated with Arts Education Working Team and Friends of the Library on the Public Utility Box Art Project.
- Continued growth of the Public Art Working Team with the addition of three new members.

Special Events & Fundraising – *Commissioner Heidi Wilson*

- Facilitated the CAC **Master Class** idea with a *Summer Intensive* program of dance, TV and Film developed in collaboration with the CoSA Foundation resulting in a final performance entitled: *Oz Alive!* in the Coronado Performing Arts Center.
- Introduced a fundraising event: *Dinner a l’ART*, billed as “a series of uncommon dinners” featuring a spectacular venue, a celebrity chef, and a very special guest. The first dinner on August 9, 2014 resulted in a net profit of \$3,850.
- Developed a CAC Sponsorship Policy and ancillary support materials creating opportunities for the Commission to partner with businesses to sponsor CAC programs and events identified as “Sponsorship Opportunities” on the CAC’s 2015 Work Plan.
- Adopted as a primary goal for 2015 the coordination of a year-long celebration of the 125 Anniversary of the Incorporation of the City of Coronado and received approval from the City Council. Initial planning began in November 2014.

Visual Arts and Film – Commissioner Doug St. Denis

- Compiled list of 56 Coronado visual artists with the intention of including them in future Visual Arts and Film activities.
- Continued growth of the Visual Arts Working Team with the addition of eleven new members.
- Began design and approval process for a **Community Gallery** in the Community Center adjacent to Nautilus Room. Concept approved by CAC and Parks & Rec Commission. Will seek City Council approval early 2015.
- Hosted two **Art Under the Umbrellas** events. The first was held in conjunction with the Mother’s Day Brunch at the Bayside Grill at the Coronado Golf Course. The second event was in conjunction with the Celebrate Oz! event in Spreckels Park. Over 30 local Coronado artists participated.
- Established relationship with Penny Rothschild, owner of new Emerald C Gallery. Several Coronado artists currently have work on exhibit.
- CIFF announced IRS approval of its 501c (3) Tax Exempt Status, retroactive to January 2013 and sets official launch date for first film festival on Martin Luther King Weekend 2016.
- Supported CIFF fundraising and awareness-raising community events , including:
 - Feb, 2014: VIP Champagne Reception, co-host Hotel del Coronado
 - March 2014: First Annual Red Carpet Oscar Party at Nicky Rottens
 - Memorial Day 2014: “Act of Valor” screening (Village Theatres) and Reception at CHA (Navy SEAL exhibit), Co-hosts CHA & Tent City Restaurant
 - June 2014: “Some Like it Hot” 55th Red Carpet Anniversary screening (Village Theatres) following cocktail reception at Hotel Del. Co-Host: Hotel Del
 - Entry into Coronado’s Fourth of July Parade
 - Aug 2014 “The Wizard of Oz” (Village Theatres). Two sold-out screenings in conjunction with Coronado Celebrates Oz

ADDENDUM A



2015 Cultural Arts Commission WORK PLAN

Coronado Celebrates 125

- In 2015 Coronado will celebrate the 125th Anniversary of the incorporation of the City of Coronado. The Cultural Arts Commission set as their number one goal for 2015 the coordination of the celebration and upon approval from the City Council began preparation for the year-long celebration. This event is an unprecedented opportunity for the City to proactively collaborate with a wide variety of individuals, businesses and organizations to engage citizens and visitors alike in an extraordinary celebration of all that Coronado is. In doing so, we will honor Coronado's history, its accomplishments, and its citizens.

2015 COMMISSION GOALS

- 1) Provide the leadership to coordinate and promote civic and community activities to celebrate Coronado's 125th Birthday. **
- 2) Position Coronado as an "Arts Destination" through the actions of the Commission's Working Teams.
- 3) Support workshops, lectures and *Master Class* series through the Commission's Working Teams. **
- 4) Encourage collaborations with restaurants and businesses to feature arts related events.
- 5) Support efforts to make Channel 19 a valuable Community resource. **
- 6) Encourage the interaction of the arts and public spaces for the betterment of the Coronado arts community and citizens. **
- 7) Define the process and develop a timeline to initiate the *Cultural Compass* a 5-year strategic plan for the arts by September 2015.
- 8) Develop funding strategies to support the work of the Commission. **

2015 PROGRAM GOALS

Arts Education – *Commissioner to be appointed in February 2015*

- 1) Continue to develop, post, and update the list of arts education businesses in the community for the CAC website.
- 2) Establish and produce a student art show sponsored by the CAC in coordination with the Coronado public and private schools. **
- 3) Continue to act as a liaison between the CAC and CoSA for the purpose of finding ways to collaborate.
- 4) Select a student or students to come to Commission meetings and report on student arts activities.
- 5) Recruit a representative from each school in Coronado to sit on the Arts Education Working Team.
- 6) Facilitate arts education learning workshops in partnership with CAC Working Teams. **
- 7) Facilitate collaboration of CAC and CoSA for their 2015 October Fiestaval of the Arts. **

Arts Partners & Advocacy – *Commissioner Doug Metz*

- 1) Provide a “roundtable” forum for local arts organizations to exchange information, event and activity schedules, and discuss topics of common interest in the form of workshops or presentations.
- 2) Encourage collaborations between organizations.
- 3) Establish membership with local, regional, state and national arts service organizations to establish networking opportunities, and gain access to best practices as well as information and resources.
- 4) Build on the most recent Economic Impact Report and other community surveys and collaborate with our Arts Partners to articulate the impact the arts have on this community and the greater San Diego region.

Communications: PR & Media – *Commissioner Kari Kovach*

- 1) Increase visibility of website/build website traffic.
- 2) Increase listings on CoronadoARTS.com event calendar to include arts events in Coronado businesses.
- 3) Expand website to include interactive Arts Blog.
- 4) Optimize social media.
- 5) Expand presence and reach beyond Coronado by proactively pursuing public relations opportunities.
- 6) Continue to recruit working team members and meet regularly to generate new marketing ideas.

Special Events & Development – *Commissioner Heidi Wilson*

- 1) Coordinate with Partners and others on a tribute to L. Frank Baum Weekend (October 16-18) and produce a one-day community-wide Celebrate Oz! Festival of art, music and dance in Spreckels Park. (October 17, 2015) **
- 2) Investigate grant opportunities to support CAC programs, services, and initiatives. **.
- 3) Explore innovative funding ideas with local businesses.
- 4) Continue to develop Dinner a l'Art Series opportunities. **
- 5) Implement the CAC Sponsorship Program and facilitate new opportunities.

Literary Arts – *Commissioner Susan Enowitz*

- 1) Support all Coronado writers in posting individual profiles on CoronadoARTS.com.
- 2) Enlist writers to post book reviews for CoronadoARTS.com.
- 3) Collaborate with the Coronado Public Library to complete local author and book brochure to be available on CoronadoARTS.com and with hardcopies available at the Coronado Public Library and Coronado Visitors' Center. **
- 4) Produce 2015 Coronado Writers Workshop. **
- 5) Continue development of partnership with Bay Books.
- 6) Explore additional partnership opportunities with the Coronado Public Library.
- 7) Support the Coronado Scribes in their production and the publicity of their book.

Public Art – *Commissioner Jeff Tyler*

- 1) Collaborate with the City and designated planning teams to incorporate Public Art in City projects, including the Coronado Senior Center, the City Gateway Project and the Spreckels Restroom Remodel/Rebuild.
- 2) Collaborate with CAC Visual Arts & Arts Education on possibilities for Interactive Art created by students/community.
- 3) Continue to explore and pursue additional opportunities to add temporary art installations as appropriate. **
- 4) Explore and develop opportunities for enabling Coronado residents to commission new public art projects as family legacy donations. **
- 5) Increase the promotion of Public Art on both the City and CoronadoARTS.com websites.

Visual Arts and Film – *Commissioner Amy Steward*

- 1) Establish local venues for ongoing art exhibits. **
- 2) Continue to work in concert with Coronado Island Film Festival Board and committees to promote and raise awareness of CIFF and the 2016 January Film Festival launch date. **
- 3) Develop on-going one day and multi-session workshops and classes.
- 4) Continue to organize *Art Under the Umbrellas* (AUTU) in popular locations and consider a seasonal AUTU schedule, preferably with music and food components. **

- 5) Establish the *Coronado Community Gallery* for local artists in the Coronado Community Center outside of the Nautilus Room. **
- 6) Organize a “Florals by Locals” exhibition in conjunction with the annual Flower Show. **

** Potential Sponsorship Opportunity