

To support a fuller understanding of the Arts Subcommittee's goal and policy recommendations, CAC has annotated those recommendations below with a summary rationale for CAC's support of each policy. In addition, we have identified the percentage of community support for each goal and policy (or their substantive equivalent) as reflected in the CAC community survey. A detailed report of the survey methodology and results was provided to Community Vitality and GPAC with earlier correspondence. CAC will be pleased to provide additional copies on request.

Goal 1: Maintain a strong identity for Mill Valley as a regional destination for excellence in the arts, culture and arts education. (91% Support)

Policy 1.a.—Identify and record, on an ongoing basis, the contribution of the arts, culture and arts education to the city's history, character, economic vitality and quality of life. (84% Support)

CAC Rationale—A wealth of private arts, culture and arts education organizations contribute to Mill Valley's artistic character. Having a complete and accurate understanding of our community's past and present arts and cultural assets—and their contribution to the community—is an essential first step in any organized effort to support and strengthen Mill Valley's artistic identity.

Program 1.a.i: Conduct an initial and, thereafter, periodic arts census to document art-related events, assets, activities, organizations and venues.

Program 1.a.ii: Catalog the City's art history, including arts, artists and arts education.

Program 1.a.iii: Determine and monitor the economic impact of the arts upon the City's economy.

Policy 1.b.—Leverage the arts sector contribution as a key component of the City's economic vitality strategy. (88% Support, survey policy 4(c))

CAC Rationale— The arts sector is a vital engine in the Mill Valley economy. (See CAC Economic Impact Assessment, Attachment B) In addition to generating jobs and tax revenues, the sector attracts locals and visitors into town to shop in our stores and dine in our restaurants. The arts contribute greatly to the City's national reputation as a desirable place to visit and live, and thus enhance our property values. Cultural tourism provides essential support to sustain excellent cultural facilities which in turn promote cultural tourism. The arts sector offers tremendous opportunities for economic growth that will continue to complement the City's character.

Program 1.b.i: Undertake a public awareness campaign to encourage full local participation and build community.

Program 1.b.ii: Promote cultural tourism essential to sustain top-quality cultural offerings and economic vibrancy.

Program 1.b.iii: Address and accommodate arts uses in traffic, transit and parking plans.

Policy 1.c.—Support, sustain and develop excellent arts and cultural facilities. (92% Support, survey policy 4(d))

CAC Rationale—Mill Valley currently has no framework or policies for supporting its valued cultural resources. Faced with the loss of Village Music, the closure of the Sweetwater, and the relocation of the Mill Valley Film Festival offices, Mill Valley had no policies to guide a coordinated civic response. Contrast this with the city of San Rafael which courted and supported our city’s iconic Film Festival whose offices are now located in San Rafael. The City needs effective policies and programs to help secure a future of excellent cultural facilities in our community.

Program 1.c.i: Assess facility needs and availability.

Program 1.c.ii: Encourage cooperative uses of public and private facilities.

Program 1.c.iii: Develop a facilities retention and improvement plan.

Policy 1.d.—Actively promote and publicize the City’s arts and cultural assets both within and outside the community. (92% Support, survey policy 1(b))

CAC Rationale—Independent efforts of private arts and cultural organizations are necessarily diffuse. By recognizing, promoting and celebrating its artistic identity, Mill Valley can provide a harmonizing voice that can strengthen the arts sector as a whole and all that it provides for our community.

Program 1.d.i: Devise the ways and means for effective use of gateway displays, signs and banners.

Program 1.d.ii: Implement and update outreach tools such as a central informational and ticketing kiosk, an arts and entertainment website, arts app and QR Readers.

Program 1.d.iii: Provide listings for arts organizations in City publications, such as the Parks & Recreation Activities Guide.

Program 1.d.iv: Produce and maintain a City arts guide with a directory of artists.

Goal 2: Establish and maintain strong and cooperative civic arts leadership, working collaboratively with public and private arts providers. (92% Support)

Policy 2.a.—Define and support a strong, clear role for the Art Commission. (92% Support)

CAC Rationale—Mill Valley’s Arts Commission has no authority to participate in, consider or influence City decisions affecting the arts sector. Even to host its own arts events, the Arts Commission must obtain Parks & Recreation permission. The Arts Commission has no paid staff and receives its limited funding (\$16,000) from a line item in Park & Recreation’s \$5 million budget. Mill Valley needs a strong and independent Arts Commission to oversee the implementation of the arts and culture goals and policies of the 2040 Plan.

Program 2.a.i: Create clear roles, guidelines and responsibilities for the Arts Commission, including the administration and oversight of Arts & Culture provisions of the MV2040 Plan.

Program 2.a.ii: Expand the funding and provide on-going staff support for the Arts Commission.

Program 2.a.iii: Enable the Arts Commission to participate in the approval process for artistic components of major public or private development projects.

Policy 2.b.—Foster cooperation and collaboration with and among members of the arts community. (95% Support)

CAC Rationale—A united arts community can strengthen programs by sharing resources, coordinating calendars, collaborating and more. Mill Valley can play an important role in fostering mutual understanding and support among members of the arts community, city leaders, government agencies and members of the public.

Program 2.b.i: *Conduct an annual roundtable among City and arts leaders to develop shared arts sector priorities.*

Program 2.b.ii: *Build cooperative but independent relationships between the Arts Commission and all other city agencies.*

Policy 2.c.—Encourage and support partnerships between the arts and business communities. (94% Support)

CAC Rationale—Our community has a strong tradition of supporting the arts, culture and arts education with its talents, skills and financial resources. This support is critical to sustain and grow the rich cultural opportunities that distinguish our community and enrich our lives. Mill Valley can nurture, support and celebrate the role of private individuals and businesses in this regard.

Program 2.c.i: *Develop mechanisms that improve communication, coordination and sharing of resources between the arts and business communities.*

Goal 3: Provide and encourage robust public and private arts funding and support. (91% Support)

Policy 3.a.—Provide public funding and encourage private financial support for arts, culture and arts education. (87% Support, survey policy 3(b))

CAC Rationale—The arts sector has a profound effect on Mill Valley’s quality of life and economic vitality. (See CAC Economic Impact Report, Appendix B) Yet historically Mill Valley has provided negligible arts funding, even for its own Arts Commission. By contrast, many cities wisely invest in their arts and culture sector and reap exponential economic and other benefits as a result. Mill Valley should provide and encourage funding for the arts at a level commensurate with their importance to the City’s identity and financial health.

Program 3.a.i: *Provide dedicated City funding for the arts.*

Program 3.a.ii: *Assist artists and arts organizations in obtaining private support from businesses and foundations.*

Program 3.a.iii: *Develop new revenue streams for the arts, such as “percent for art” developer fees or reinvestment of tax revenue from the arts and hospitality sectors.*

NOTE TO CV: Possible uses for additional funding:

- Arts Commission staff
- Public awareness/publicity (arts census, arts app, signage, City branding)
- Arts shuttle and transportation coordination
- Planning, coordination, production and display of public art
- Coordination of citywide arts events/celebrations to unite diverse forms and providers
- Grants, stipends, studio space, housing for arts uses
- Outreach and support for accessibility and diversity

Policy 3.b.—Provide supportive services and other incentives to facilitate the delivery and enjoyment of the arts, culture and arts education. (90% Support, survey policy 3(a))

Rationale—Mill Valley controls many services, resources and facilities that are, or could be, utilized to facilitate the delivery and enjoyment of the arts, culture and arts education in our community. These include, for example, performance and display facilities, parking and traffic control and public signage. Mill Valley can have a substantial positive impact on the availability of arts opportunities— at relatively little cost to the City—by prioritizing arts activities and providing incentives for arts uses.

Program 3.b.i: Allow priority status for arts uses of city services.

Program 3.b.ii: Consider implementing fee waivers for arts events.

Program 3.b.iii: Develop a manual to help streamline application processes for the use of city facilities.

Program 3.b.iv: Expand volunteerism and its provision and coordination.

Program 3.b.v: Implement a community shuttle that serves the arts.

Policy 3.c.—Encourage artists and arts sector workers to live and work within the city. (80% Support)

CAC Rationale—Among Mill Valley’s great artistic assets is its past and continuing role as a birthplace and magnet for artistic talent. The arts benefit, as does the community as a whole, when exceptional graphic and performing artists make their home here. Increasingly, artists cannot afford to live or work in Mill Valley unless and until they achieve super-stardom. This trend undermines the artistic vibrancy of the community. Like the teachers and firefighters who serve our community, the artists are important contributors whom we should strive to attract and retain.

Program 3.c.i: Support the creation of affordable housing and workplaces for artists.

NOTE TO CV: Possible ideas:

- Public and/or private subsidies to landlords willing to commit a portion of housing stock for affordable housing for artists and city workers).
- Underwriting of low cost studio space in a commercial building.
- Artist in residence programs and open studios for independent local artists.

Program 3.c.ii: Consider zoning modifications that support the artists’ residences and workplaces.

Goal 4: Reflect and encourage arts, culture and arts education in the City's environment. (91% Support)

Policy 4.a.—Support and encourage the inclusion of artwork and artistry in the planning and design of new and established buildings and structures. (90% Support)

CAC Rationale—The coming decades will inevitably bring changes in the physical environment. Mill Valley is united in its desire to avoid the cookie-cutter feel that is overtaking suburban U.S. cities. Incorporating artwork and artistry in the built environment will help, not only to reinforce the City's artistic identity, but to enhance its distinguishing beauty.

Program 4.a.i: Provide incentives for the inclusion of artwork in development projects.

Program 4.a.ii: Revise city regulations to better accommodate the incorporation of artwork in buildings and structures.

Policy 4.b.—Facilitate the integration of artwork and performances in public and publicly-accessible spaces (e.g., public buildings, parks and squares, rights-of-way, in and on private businesses and homes). (93% Support)

CAC Rationale—Artwork and performances in public places encourage human interaction, counterbalance the isolation that comes from increased reliance on technology, and are readily accessible to all members of the community. As a leading arts center, Mill Valley should seek to maximize opportunities to create and experience artworks of all kinds in public spaces.

Program 4.b.i: Identify opportunities for and incorporate public art throughout the City.

Program 4.b.ii: Initiate a program for public art, with varied and changing art installation and performances citywide.

Program 4.b.iii: Enact an ordinance exempting noncommercial artwork on private property from permit requirements.

Program 4.b.iv: Support performances and events in public spaces and nontraditional settings.

Policy 4.c – Support community opportunities for artistic enrichment through arts education. (Not surveyed)

CAC Rationale—Our community understands and appreciates the importance of arts education to creative thinking, academic achievement, and leading successful, rewarding lives (witness our strong support for Kiddo!). Learning about and participating in local creative endeavors also helps to forge meaningful connections that strengthen our community.

Program 4.c.i: Support and promote educational workshops and lectures.

Program 4.c.ii: Consider self-guided arts and culture walking tours.

Program 4.c.iii: Support opportunities for community members to participate in creative processes.

Goal 5: Attract and support diverse art forms, artists and audiences to sustain a vibrant cultural environment. (93% Support)

Policy 5.a.—Support and encourage a wide variety of established and emerging art forms and artists. (90% Support)

CAC Rationale—Diverse artists and art forms are essential to a vibrant creative environment. Variety and invention are necessary to reflect and serve our community’s eclectic artistic tastes and to expand our artistic horizons.

Program 5.a.i: When enacting city regulations, ensure support for free artistic expression.

Program 5.a.ii: When promoting the arts, also promote the value of artistic diversity to encourage creativity, expand horizons and accommodate a wide variety of artistic tastes.

Program 5.a.iii: Institutionalize support for artistic freedom, variety and eclecticism.

Program 5.a.iv: Provide low cost opportunities for artists to display and sell their works in public.

Policy 5.b.—Support diversity, including varied ethnic, cultural, age, gender and economic populations, among the users and providers of the City’s arts, culture and arts education offerings. (89% Support)

CAC Rationale—Mill Valley is increasingly portrayed and perceived as hostile to diversity. CAC members have reported, for example, that their ethnic minority workers, artists and performers suffer frequent police stops and questioning in the City and some have refused to return. In order to attract the diverse perspectives and experiences that are essential to a vibrant creative environment, Mill Valley must act affirmatively to dispel this perception and to welcome diversity.

Program 5.b.i: Host and support multi-cultural arts events, performances and displays.

Program 5.b.ii: Assist in the identification and recruitment of culturally diverse arts leaders and providers.

Program 5.b.iii: Support and reflect artistic expression that draws upon the cultural diversity as found in the community’s workforce.

Program 5.b.iv: Provide a welcoming environment for all individuals in our community regardless of their ethnicity, culture, gender, age or socio-economic status.

NOTE TO CV: Possible actions:

- *Instruct and train City workers to provide a welcoming environment for all individuals in our community regardless of their ethnicity, culture, gender, age or socio-economic status*
- *Provide an official mechanism for reporting and addressing discriminatory treatment*

Goal 6: Ensure that arts, culture and arts education are broadly accessible to all members of the community. (94% Support)

CAC Rationale –The arts, culture and arts education are among Mill Valley’s defining attributes, and are themselves important tools for uniting our community. Access to these opportunities is integral to civic participation in Mill Valley and should be made as fully available as possible to all members of our community.

Policy 6.a.—Support and encourage affordable arts, culture and arts education offerings for all community members. (94% Support)

***Program 6.a.i:** Consider low cost ticketing, an empty seat program and subsidies for financially disadvantaged persons.*

***Program 6.a.ii:** Explore resource pooling to minimize the cost of producing and participating in arts events.*

***Program 6.a.iii:** Allow for affordable arts festivals with low entry fees for local artists.*

Policy 6.b.—Encourage and assist arts, culture and arts education providers to accommodate individuals with special needs. (85% Support)

***Program 6.b.i:** Explore and support the provision of accommodations, such as priority seating and close captioning for public events.*

***Program 6.b.ii:** Encourage the use of technology to encourage arts engagement by individuals with special needs.*