

Attachment C

Arts and Culture Background Conditions and
Analysis Report

Arts and Cultural Element Existing Conditions and Background Analysis

General Plan Update

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Acronyms and Abbreviations

Acronym/Abbreviation	Expanded Form
CIP	Capital Improvement Program
FY	fiscal year
NBMC	Newport Beach Municipal Code

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1 Executive Summary

Arts and cultural activities play an important role in the social fabric of Newport Beach. The dedication and involvement of the City and the community has resulted in a wide range of arts and cultural organizations, resources, attractions, and activities that create a sense of community pride and enrichment. This report provides a comprehensive analysis of the current state of Newport Beach's arts- and culture-related offerings and a detailed context on existing and planned City facilities, educational programming and activities, and events and festivals that shape Newport Beach into the unique, coastal community that it is today. The document outlines the role and importance of art and culture within Newport Beach and the processes the City follows to support and promote art and culture in the community through the Newport Beach City Council Policy Manual, the Newport Beach Municipal Code, and the Capital Improvement Program. Based on this overview, the report concludes with several recommendations to consider in the updated Arts and Culture Element so the City can continue its existing support and further uphold Newport Beach as a local and regional destination for arts and culture. The comprehensive General Plan Update is an opportunity to build upon past efforts and explore new and innovative strategies that will further cement the legacy and impact of arts and culture in Newport Beach.

The City has long acknowledged the importance of arts and culture and supports efforts that seek to further enhance the beauty and elegance of its communities. To demonstrate its commitment to expanding its artistic footprint, the City included an Arts and Cultural Element in the 2006 General Plan. In 2014, the City strengthened this commitment by releasing the Newport Beach Master Arts and Culture Plan, a structured framework detailing the community's vision for cultural and arts programs, including the goals and actions necessary to implement it.

The City maintains a vibrant arts and cultural environment that holds a central position in the daily lives of its residents, workers, and visitors. The City's arts and culture also significantly contributes to its greater economy, as detailed in **Appendix A: Arts and Cultural Element Economic Analysis**. Opportunities to strengthen this foundation exist by enhancing access to arts and cultural experiences and exploring new dimensions of artistic and cultural offerings. Based off a thorough review of the City's adopted General Plan elements, the existing regulatory framework, and the wealth of available community arts, cultural, and literary assets today, prospective issues and opportunities that should be considered in the City's General Plan Update include the following:

- Securing sustainable funding to secure longevity for arts and cultural programming;
- Expanding partnerships to create synergies in arts and culture;
- Bridging the gap between arts and culture and economic development to attract and retain a talented workforce; and
- Increasing educational opportunities around arts and culture to build on the strong sense of community.

Recommendations range from short-term actions (implementable within two years) to long-term commitments (actions that may take five or more years to implement) that, if implemented, would provide the City with opportunities to strengthen its ability to provide arts- and culture-related activities and experiences. Many of these recommendations are inspired from the goals and policies included in the City's 2014 Master Arts and Culture Plan, a document with provisions that remain largely relevant and applicable today. Opportunities exist to further establish and support cultural, arts, and literary services within Newport Beach. Together, these recommendations will help bolster a vibrant, sustainable, and culturally enriched future within Newport Beach.

2 Introduction

The City of Newport Beach (City) is currently undertaking a General Plan Update. One of the central functions of the General Plan is to present a vision for the City's future and a strategy to make that vision a reality. It is necessary to periodically reassess issues, evaluate how effectively the City is addressing them, and update goals and policies accordingly as part of the General Plan update process.

The Arts and Cultural Element is currently one of four optional elements included in the City's 2006 comprehensive General Plan. This Arts and Cultural Element Existing Conditions and Background Analysis provides a review of current conditions and identifies key issues and opportunities. Based on these findings, this report offers recommendations on enhancing the City's efforts to integrate arts seamlessly into the community, recognizing its vital role in fostering community pride, enhancing civic health, and bolstering economic vitality. This report serves as a foundational analysis for the General Plan Update, providing relevant context, key findings, and recommendations from which policies will be developed. Policies of the General Plan Update will help ensure the community's future arts and cultural needs can be met, while maintaining all the arts and cultural resources available today.

Arts and cultural activities play an important role in the social fabric of Newport Beach. The dedication and involvement of the community has resulted in a wide range of art and cultural organizations, resources, attractions, and activities that create a sense of community pride and enrichment. Since the City's incorporation in 1906, Newport Beach has continued to grow its presence and support of the arts. Among the notable art-related moments in its history are the City's establishment of the Newport Beach Arts Commission (Arts Commission) in 1974 and the Newport Beach Arts Foundation in 1998 and most recently, in 2006, the adoption of the City's first Arts and Cultural Element as part of the 2006 General Plan. In addition to the adopted Arts and Cultural Element, in 2014, the Master Arts and Culture Plan was prepared for the City, which provides an informative and detailed roadmap for how the City can build off the accomplishments in place at the time the report was written and work toward creating nationally renowned arts, cultural, and literary programs (comprised of the City's programming, events, and festivals) and community.

While the inclusion of an Arts and Cultural Element is not legally required under state or federal law, the City has included it as an optional element in the 2006 General Plan. This implies that arts and culture are an important fixture for Newport Beach's sense of pride and unique identity. The Arts and Cultural Element provides the overall policy direction for the City's role in supporting and promoting arts and provides a foundation for how local policy is developed and implemented through local policies and the Newport Beach Municipal Code (NBMC).

3 General Plan Review

The following section includes an overview of how the City envisions, plans for, and promotes culture and arts within the 2006 General Plan. While the adopted Arts and Cultural Element is the primary hub for consideration of the arts, other 2006 General Plan elements either directly or indirectly reference how arts and culture events are accommodated, whether through providing adequate arts-based classes and programming for people of all ages, encouraging special events at park facilities, or ensuring access to special events.

3.1 Adopted Arts and Cultural Element

The currently adopted Arts and Cultural Element, adopted in 2006, contains an overview of all the organizations, resources, attractions, activities, and facilities that support and make up the community's cultural and arts program, each of which are a source of community pride and enrichment for the residents and visitors alike. The adopted Arts and Cultural Element includes the following sections: Culture and Arts Organizations and Programs, City of Newport Beach Arts Commission, Performing and Visual Art Facilities, Museums, Events and Festivals, Libraries, and Goals and Policies. The intent of the adopted Arts and Cultural Element is to ensure that the City meets its future needs to improve and expand the arts, cultural, and literary offerings and facilities through coordination with various community groups, businesses, agencies, citizens, and the City to create an active, cohesive, and enriching cultural and arts program.

The adopted Arts and Cultural Element goals include the following:

CA 1: Active and vital arts, cultural, and literary activities and programs that enrich the community.

CA 2: Adequate physical facilities and venues that support cultural, art, and literary programs.

CA 3: Establish a broad range of public and private funding sources to support cultural art goals and activities.

The 13 associated policies range from encouraging public art in both public and private developments to promoting awareness of existing programs and activities related to art, exploring new and existing venues to support the arts and literary programs, promoting cultural tourism, and seeking public and private funding sources to promote and support the arts programs and events. The adopted Arts and Cultural Element does not include reference to the preservation of *cultural* resources that have historical, archaeological, or cultural significance such as artifacts, sites, buildings, and structures; these resources are currently discussed in the City's Historical Resources Element and Natural Resources Element primarily.

3.2 Other Adopted Elements that Relate to Topics of Arts and Culture

3.2.1 Adopted Land Use Element

The City's adopted Land Use Element serves as the central organizing element for the 2006 General Plan and includes goals and policies for the integration and coordination of all of the 2006 General Plan elements. The adopted Land Use element provides guidance for the development pattern of Newport Beach; as it relates to the arts, the element includes planning for parks and recreation, commercial and visitor serving uses, public facilities (like public schools, libraries, and other community centers), and private institutions (like private schools, cultural institutions, museums, and other comparable facilities), among other uses. The element provides a number of goals and policies with varying focuses that generally touch upon support for accommodating uses that improve the quality of life of residents, which could include new culture and arts facilities, and policies to accommodate adequate community supporting uses, such as libraries, museums, and other community or recreation centers. Relevant policies are listed below:

- **Policy LU 2.4: Economic Development:** Accommodate uses that maintain or enhance Newport Beach's fiscal health and account for market demands, while maintaining and improving the quality of life for current and future residents.
- **Policy LU 2.8: Adequate Infrastructure:** Accommodate the types, densities, and mix of land uses that can be adequately supported by transportation and utility infrastructure (water, sewer, storm drainage, energy, and so on) and public services (schools, parks, libraries, seniors, youth, police, fire, and so on).
- **Policy LU 6.1.1: Adequate Community Supporting Uses:** Accommodate schools, government administrative and operational facilities, fire stations and police facilities, religious facilities, schools, cultural facilities, museums, interpretative centers, and hospitals to serve the needs of Newport Beach's residents and businesses.
- **Policy LU 6.1.2: Siting of New Development:** Allow for the development of new public and institutional facilities within the City provided that the use and development facilities are compatible with adjoining land uses, environmentally suitable, and can be supported by transportation and utility infrastructure.

3.2.2 Adopted Historical Resources Element

First adopted in 2006 as part of the City's comprehensive General Plan, the adopted Historical Resources Element outlines the City's commitment to recognizing, maintaining, and protecting Newport Beach's historic, archeological, and paleontological resources. The primary objective of the element is to preserve and maintain Newport Beach's resources in order to create an awareness and appreciation for its rich history. While the adopted Historical Resources Element does not explicitly discuss arts, culture events and art present a unique opportunity to raise awareness and appreciation of Newport Beach's history. This connection between history and culture is reflected in various ways, including the Newport Harbor Nautical Museum, which displays local photographs, artifacts, and memorabilia related to the rich industrial and recreational history of Newport Beach.

3.2.3 Adopted Recreation Element

The adopted Recreation Element ensures the provision of sufficient parks and recreation facilities for the residential and business population of Newport Beach. The element includes descriptions of each park type and marine recreation facility, existing issues and needs, and associated goals and policies. As it relates to the adopted Arts and Cultural Element, the adopted Recreation Element provides planning for the City's recreational and education programming. The City currently offers a wide variety of arts-based programming through the Department of Recreation & Senior Services. Additionally, the City's many parks serve as integral outdoor assets for many existing and future temporary events (either private or City-partnered/sponsored) such as film production, surfing contests, volleyball tournaments, runs, races, concerts, boat shows, and other such competitions, and exhibitions. These temporary events and the locations that support them help define Newport Beach's unique coastal identity. Policies also are included regarding the joint use of facilities, which could include space for art exhibits, performances, or other arts and cultural events. The following goal and policies are related to the adopted Arts and Cultural Element.

- **Goal R 4: Provision of Recreation Programs:** Provision of a variety of seasonal and year-round recreational programs designed to meet the needs of all residents, including children, seniors, and persons with special needs.
- **Policy R 4.3: Variety of Programs:** Provide a variety of quality programs offered in safe and secure environments for the community's youth that enhance and extend the learning day, promote health and wellness, encourage expansion of skills, and reinforce self-esteem, good character, and positive behavior.
- **Policy R 4.5: Variety of Adult Recreational Programs:** Provide a variety of quality enrichment and recreational programs for the adult population that promote health and wellness; development and/or enhancement of skills and talents; extend learning opportunities; promote sportsmanship; and provide unique opportunities to engage in new activities.
- **Policy R 4.7: Senior Programs:** Provide quality services and programs which meet social, recreational and health needs of the senior population.
- **Policy R 5.1: Non-City Facilities and Open Space:** Utilize non-City recreational facilities and open space (e.g., Newport-Mesa Unified School District, county, and state facilities) to supplement the park and recreational needs of the community. Maintain the use of existing shared facilities, and expand the use of non-city facilities/amenities where desirable and feasible.
- **Policy R 5.2: School Districts:** Expand and maintain existing joint use agreements with Newport-Mesa Unified School District for use of facilities that will enhance the provision of parks and recreational facilities for residents.
- **Policy R 5.3: New Joint-Use Agreements:** Develop additional long-term, joint-use agreements with other public and private agencies to assure recreation facilities for future generations.
- **Policy R 9.6: Special Events:** Require that impacts to public access, recreation, and coastal resources be minimized as a result from special events.

3.2.4 Adopted Circulation Element

The adopted Circulation Element, updated in 2022 (not included as part of the comprehensive General Plan Update process), provides a holistic overview of the regional and local transportation facilities, transportation trends, and associated goals and policies. Among other topics, the element discusses how events, such as those events

sponsored by or in partnership with the City, may require additional coordination, preparation, and planning to head off community traffic impacts.

Seeing as many of the arts and cultural events draw large crowds, policies that discuss alternative transportation and parking practices may correlate to the City's sponsored or partnered events. The following goal and policies relate to arts and cultural facilities, events, and programs:

- **Goal CE 1.2:** Reduced summertime visitor traffic impacts.
- **Policy CE 1.2.2: Shuttle Service:** Encourage remote visitor parking and shuttle services.
- **Policy CE 4.1.3: Seasonal Public Transit:** Coordinate with OCTA to provide seasonal, recreational, and special events shuttles.

4 Regulatory Review

While the inclusion of an Arts and Cultural Element is not required by any federal or state law, nor are arts and culture required to be analyzed as part of the seven mandated elements of a general plan, California Government Code Section 65303 provides jurisdictions the opportunity to include any other elements that relate to the physical development of that jurisdiction. The following sections outline the applicable local and state regulations that guide the planning and operational support for arts and culture within Newport Beach.

4.1 State Regulations

The existing Arts and Cultural Element includes public facilities, such as the City's libraries and community centers, as public assets that provide community-based arts, cultural, and literary enrichment opportunities. Under state law, California Government Code Section 65302(a) requires a city to address a jurisdiction's proposed general distribution, location, and extent of uses for public buildings and grounds, which include community centers and libraries. The City's adopted Land Use Element addresses this requirement through adopted Land Use Goal 2 (Policy LU 2.8: Adequate Infrastructure) and Land Use Goal 6.1 (Policy LU 6.1.1: Adequate Community Supporting Uses and Policy 6.1.2: Siting of New Development).

4.2 Local Regulations

The City regulates arts and culture activities through the Newport Beach City Council Policy Manual and the NBMC. The City's local policies outline the role and importance of art and culture within Newport Beach and the process the City follows to support and promote art and culture in the community. The NBMC provides a comprehensive guide for how the City operates, regulates, and supports the cultural and arts industries and the City's unique cultural identity.

4.2.1 Newport Beach City Council Policy Manual

Art in Public Places (I-9)

Originally adopted in 1986 and amended in August 2017, Policy I-9 recognizes the positive impact art plays in enhancing public spaces. The policy establishes the City's intention to incorporate art and artists in the City planning and design processes. The City's Arts Commission is provided review authority for any future modifications, relocation, repairs, and/or replacement associated with art in public places.¹

Financial Support for Culture and Arts (I-10)

As amended in August 2017, Policy I-10 recognizes the importance of promoting culture and the arts within Newport Beach and establishes a Reserve Fund to develop an arts and culture master plan, acquire land and/or construct facilities to promote art, and institute other art promotion projects. As approved by the City Council, \$55,000 each

¹ City of Newport Beach. 2017a. "Art in Public Places (I-9)." In Newport Beach City Council Policy Manual. Last amended August 8, 2017. Accessed October 4, 2023. <https://www.newportbeachca.gov/home/showpublisheddocument/2445/636385635248500000>.

year shall be provided with the assumption that the community will match the funds equally through contributions or donations. The policy also provides guidance on financially sponsoring art and cultural events, stating that no amount of support shall exceed 50% of the Arts Commissions' annual budget, and provides a number of priority considerations for granting support.²

Acquisition of Art by the City of Newport Beach (I-11)

As amended in May 2015, Policy I-11 supports art placed in public sites or in public buildings. The policy establishes that each conveyance of art to the City, be it through donation, exhibition, loan, sale, or commission, be reviewed by the Arts Commission for recommendation to the City Council.³

4.2.2 City of Newport Beach's Municipal Code

The City supports arts and culture, directly and indirectly, within the NBMC. The following uses and activities relate specifically to supporting culture and arts:

Handicraft Industry

Defined in Chapter 20.70 (Definitions), the handicraft industry includes establishments engaged in on-site production of goods by hand involving the use of hand tools and small-scale equipment and the incidental direct sale to consumers. Examples of these products include, but are not limited to, candles, ceramics, mosaics, sporting and athletic goods, and wood carving. The handicraft industry is permitted by right in the Office-Airport (OA) zoning district, all commercial retail zoning districts identified in Chapter 20.20 (OA, OG, OM, OR, CC, CG, CM, CN, CV, CV-LV), all mixed use zoning district identified in Chapter 20.22 (Mixed Use Zoning Districts) (MU-W1, MU-W2, MU-V, MU-MM, MU-DW, MU-CV/15th St), and the industrial (IG) zoning district identified in Chapter 20.24 (Industrial Zoning District). As defined in Section 20.40.040 (Off-Street Parking Spaces Required), the off-street parking requirement is 1 parking space per 1,000 square feet. As defined in Chapter 20.40.040 (Off-Street Parking Spaces Required), the off-street parking requirement is 1 parking space per 500 square feet.

Artist's Studio

Defined in Chapter 20.70 (Definitions), an artist's studio is a workspace for artists and artisans, including individuals practicing one of the fine arts or skilled in an applied arts or craft and producing custom-made works; an artist's studio does not include the handicraft industry. Artist's studios are permitted by right in all mixed use zoning districts identified in Chapter 20.22 (Mixed Use Zoning Districts) (MU-W1, MU-W2, MU-V, MU-MM, MU-DW, MU-CV/15th St) and commercial retail zoning districts identified in Chapter 20.20 (OA, OG, OM, OR, CC, CG, CM, CN, CV, CV-LV). As defined in Section 20.40.040 (Off-Street Parking Spaces Required), the off-street parking requirement is 1 parking space per 1,000 square feet.

² City of Newport Beach. 2017b. "Financial Support for Culture and Arts (I-10)." In Newport Beach City Council Policy Manual. Last amended August 8, 2017. Accessed October 4, 2023. <https://www.newportbeachca.gov/home/showpublisheddocument/2444/636385636959430000>.

³ City of Newport Beach. 2015. "Acquisition of Art by the City of Newport Beach (I-11)." In Newport Beach City Council Policy Manual. Last Amended May 12, 2015. Accessed October 4, 2023. <https://www.newportbeachca.gov/home/showpublisheddocument/20998/635745358839670000>.

Section 5.04.100 (Exemption for Artists and Art Exhibits) also discusses how artists and art exhibits are exempt from acquiring a business license if their exhibition or art display does not result in annual gross receipts in excess of \$3,800, as adjusted by the Consumer Price Index.

Live/Work Units

Chapter 21.70 (Definitions) defines live/work units as structures or spaces within structures that are used jointly for commercial and residential purposes. Live/work units are permitted by right in the following zoning districts: MU-V (Mixed-Use Vertical), MU-MM (Mixed-Use Mariners' Mile), MU-DW (Mixed-Use Dover/Westcliff), and MU-CV/15th St (Mixed-Use Cannery Village and 15th Street) with limitations. As defined in Section 20.40.040 (Off-Street Parking Spaces Required), the off-street parking requirement is two parking spaces per unit in a garage, plus two spaces for guest/customer parking. While live/work units are not specifically called out in the MU-W1 (Mixed-Use Water) and MU-W2 (Mixed-Use Water) districts, residential units are allowed over commercial units, with the handicraft industry as a permitted use in both zones.

Special Events

Seeing as the City hosts many large special events benefitting and supporting arts and culture within the community, special events and how they are permitted directly impact the City's arts and culture program. Chapter 11.03 (Special Events) outlines the permitting process for special events, including the applicability, type of permit, standards and requirements, and permit review procedures needed to host a special event. Section 11.03.060.E (Review Process) outlines steps the City may take to review an application, which could include additional department review, public notice of the proposed event to property owners, and/or additional conditions of approval prior to permit issuance. Among other exempt activities, events held or conducted by or on behalf of the City, a public school, or the state conducted on property owned or leased by such entity are exempt from the permitting provisions.

4.2.3 2014 Master Arts and Culture Plan

In 2014, the City partnered with Arts Orange County (also known as Arts OC) to prepare a Master Arts and Culture Plan. The document serves as a valuable roadmap for future planning for the City's arts and cultural programs, in addition to the larger network of arts organizations and programs. The 2014 Master Arts and Culture Plan looks at existing City policies related to the arts, inventories existing community assets, outlines the role arts play within the City and regional economies, and includes 10 recommendations to strengthen the City's commitment to a comprehensive and robust arts and cultural landscape. Though the report was produced nearly 10 years ago, the following recommendations are generally still applicable:

- Grow public investment in arts and culture
- Establish an appropriately-staffed division of arts and culture
- Establish arts-friendly city policies
- Develop a 21st century arts and culture communication plan
- Develop a multi-faceted approach to arts and culture programming
- Refine the City's public art policy
- Develop new accessible creative spaces

- Animate existing City parks, beaches, and other public spaces with unique programming, signature events, and neighborhood festivals.
- Establish key partnerships that support arts education
- Include aesthetic considerations in City processes that review and approve public and private development of the built environment

Additionally, the document includes valuable resources such as short- and mid-term action steps for consideration and access to public survey and public forum/stakeholder interview data, among other information sources.

4.2.4 City of Newport Beach Capital Improvement Program

The City's CIP serves as a living roadmap for the provision of public improvements, special projects, and ongoing maintenance programs, as well as implementation of the City's master plans.⁴ The fiscal years (FYs) 2023–2024 through 2028–2029 Capital Improvement Program (CIP) was adopted by the Newport Beach City Council on June 13, 2023. While the CIP addresses a number of capital improvement projects that will enhance the community's quality of life, the following projects were identified as being related to the City's arts, cultural, and literary offerings:

Balboa Library/Fire Station No. 1 Replacement (Project No. 23F12): This project involves the design and construction of a new facility to replace the Balboa Branch Library and Fire Station No. 1, both located at 110 East Balboa Boulevard. The existing structures, which have been in service for nearly 60 years, have exceeded their useful service lives. To maximize the available space and to take advantage of common public areas, the two buildings will be replaced within a single new facility. In FY 2023–2024, an architect and other professionals will provide preliminary concepts and final design for replacing the facilities at their current location. A total of \$6.7 million is allocated for this project within the CIP period.

Central Library Lecture Hall (Project No. 19F11): This project provides funding for the design, construction, and construction management of a new lecture hall at the Central Library. Based on the growing success of numerous programs and community events, the Library Foundation and Library Services have collaborated on the development of a separate lecture hall. Just over \$11.6 million is allocated for this project within the 2023-2024 CIP period.

Facilities Maintenance Master Plan Program (Project No. 24F02): This project prioritizes repairs and/or major maintenance of City facilities based on factors that include current conditions and age of facilities. According to the CIP, this FY's project list includes planned work at community centers, libraries, and Marina Park, among other facilities. A total of \$17.475 million is allocated for this project within the CIP period.

Balboa Peninsula Summer Trolley (Project No. 19T13): This project continues operational funding for the Balboa Peninsula Summer Trolley, a free shuttle service traveling from Newport Boulevard to Balboa Village and back. The City contracts with a private operator to provide 20-passenger shuttles for this service. A total of \$497,500 is allocated for this project over the CIP period, for a total of \$1.463 million (including prior year expenses).

⁴ City of Newport Beach. 2023a. Fiscal Year 2023-24 Through 2028-29 Capital Improvement Program. June 2023. Accessed on October 24, 2023. <https://ecms.newportbeachca.gov/WEB/DocView.aspx?id=2913482&dbid=0&repo=CNB&cr=1>.

5 Existing Conditions

5.1 Regional Context

The public art offerings unique to Newport Beach are part of a much greater creative tapestry that extends across the region. Located in nearby Costa Mesa, the Segerstrom Center for the Arts is Orange County's largest non-profit arts organization. This regional cultural institution is renowned for its world-class performing arts venues for dance, music, and theater, including the Renée and Henry Segerstrom Concert Hall and the Judy Morr Theater. The center bolstered its offerings in 2022, when the Orange County Museum of Art and South Coast Repertory moved into their new campus.

Educational institutions are also significant contributors to the region's arts and cultural scene. The Laguna College of Art and Design in Laguna Beach offers a series of community education courses that include figure drawing workshops and painting classes. Community members may also access the school's Dennis and Leslie Power Library during open hours. The University of California, Irvine, Claire Trevor School of the Arts hosts public productions by students enrolled in one of the school's four departments: art, dance, drama, and music. Other cultural institutions located within 10 miles of Newport Beach include the Bowers Museum in Santa Ana, the Laguna Art Museum in Laguna Beach, and the Irvine Barclay Theatre located on the University of California, Irvine, campus.

5.2 Local Context

Artistic and cultural endeavors and traditions have played an important role in shaping community life, values, and the overall culture and economy of Newport Beach. A pioneer of arts and culture in the region, Newport Beach served as the original site of the Orange County Museum of Art (then the Balboa Pavilion Gallery) and the South Coast Repertory, before they moved to their new home at the Segerstrom Center for the Arts in Costa Mesa in 2022. Although these facilities are no longer located in Newport Beach, Newport Beach residents continue to embrace arts and culture through newly adopted traditions and facilities that are at the core of the community.

The City has long acknowledged the importance of arts and culture and supported efforts that seek to further enhance the beauty and elegance of its communities. To demonstrate its commitment to expanding its artistic footprint, the City included an Arts and Cultural Element in the 2006 General Plan. In 2014, the City strengthened this commitment by releasing the Newport Beach Master Arts and Culture Plan, a structured framework detailing the community's vision for cultural and arts programs, including the goals and actions necessary to implement it.⁵ The comprehensive General Plan Update is an opportunity to build upon past efforts and explore new and innovative strategies that will further cement the legacy and impact of arts and culture in Newport Beach.

⁵ City of Newport Beach. 2014a. Newport Beach Master Arts and Culture Plan. Prepared by Arts Orange County. November 25, 2014. Accessed September 25, 2023. https://artsoc.org/wp-content/uploads/2021/03/NB_Master_Arts_and_Culture_Plan_2014.pdf.

5.2.1 Cultural Arts Funding and Staffing

The City allocates funding for the arts via the City's Library Department in the annual budget. A significant portion of library funding is reserved for administrative operations and management of each branch, including staffing costs; arts and cultural programming receives a significantly smaller portion of budget. In the City's adopted budget for FY 2023–2024, the Library Department received \$10,259,001 in total funding and allocated \$254,388, or roughly 2.5%, of that funding to the Cultural Arts division. The City's adopted FY 2023–2024 budget includes contracted professional services equal to \$22,300. The budget also outlines \$60,500 for arts-related programming, which is operated through the Department of Recreation and Senior Services budget, and \$135,000 for the Sculpture Garden.⁶

Additional funding for the promotion of arts and culture citywide is provided by the City Council through the Reserve Fund for Culture and Arts. Funding is mandated by City Council Policy I-10, Financial Support for Culture and Arts, which requires an annual contribution of \$55,000 to the fund. Per Newport Beach policy, all expenditures from the reserve fund should be matched by the community as individual contributions and donations. The Newport Beach Arts Foundation, initially established to fundraise money in support of the City's public art program, has contributed to the City's arts and cultural programs since 2012.

Eligible activities covered by the fund must be approved by the City Council and may include the development of a Master Arts and Culture Plan, the acquisition of land and/or construction of artistic and cultural facilities, and the promotion of arts and cultural projects. In FY 2022–2023, the Arts Commission provided \$30,000 in funding to several organizations providing cultural and arts grants to the community. Selected organizations include the Balboa Island Improvement Association, which received \$3,000 to support the Balboa Island Classical Concert Series, and the Laguna Playhouse, which received \$5,000 to support the Our Stories program, a series of theatrical and fine art workshops for students and individuals in youth shelters in the Newport-Mesa Unified School District. Additionally, as of 2022, the Arts Commission initiated a new youth program, the Student Art Exhibition, which provided \$525 in funding to students in grades pre-K through 12th.

Members of the General Plan Advisory Committee (GPAC) have conveyed a need for increased funding and access to facilities to support the arts in Newport Beach. Potential revenue streams could include private contributions from the community, which would require raised awareness of the arts in Newport Beach and increased funds through City sources such as grant funding, which would require staff resources to track and pursue grants. Efforts to reduce costs for the arts could involve fee waivers for the use of City facilities for art events. Strategies to financially support the arts should be supported through policies of the updated General Plan.

5.2.2 Partners

In addition to the Arts Commission and its supporting non-profit organization, Newport Beach Arts Foundation, the City maintains a rich network of private non-profit arts organizations, artists, and other commercial businesses and facilities that facilitate access to the arts. There is a need to further build upon and foster partnerships to enhance arts in Newport Beach. Below is an overview of the City's key partners related to arts and culture. A more

⁶ City of Newport Beach. 2023b. Annual Budget Fiscal Year 2023–2024. Last modified August 30, 2023. Accessed September 25, 2023. <https://ecms.newportbeachca.gov/WEB/DocView.aspx?id=2912988&dbid=0&repo=CNB>.

comprehensive listing of all private businesses, galleries, artists, and other arts and cultural supportive institutions is presented in the 2014 Master Arts and Culture Plan, however some of this information may be outdated.

City of Newport Beach Departments

Both the Library Services and Recreation and Senior Services Departments directly contribute to the success of the arts, literary, and cultural offerings of the City. The Library Services Department provides the primary staffing for the Library and Cultural Arts divisions, helps integrate public art at the various library branches, and hosts lectures, workshops, cultural events, among other activities. The Recreation and Senior Services Department helps facilitate the arts-related programming and coordinate the various events held at parks and community centers.

City of Newport Beach Arts Commission

The City supports initiatives that aim to expand the reach of arts and culture citywide, many of which are supported by several arts-affiliated organizations. As an affiliate of the Newport Beach City Council, the Arts Commission directly advises the City Council on all matter related to arts and culture and thus shapes much of the artistic landscape of Newport Beach.

Established in 1974, the Arts Commission helps raise citywide awareness of the arts through advocacy of relevant programs and acts as the City Council's advisory body for all artistic matters. Commissioners are appointed by the City Council and may serve up to two consecutive 4-year terms. The Arts Commission advises the City Council on design elements, such as paintings, statues, and decorations, for City property and provides recommendations on policy related to the artistic aspects of the community. The Arts Commission may also approve and initiate activities in Newport Beach including but not limited to visual arts, music, theater and dance, and literary arts.

The Arts Commission also maintains a working relationship with the City's Library Services Department, specifically through support of the Newport Beach Public Library's Cultural Arts Division. The Arts Commission staff liaison is the library services director, in addition to a cultural arts assistant staff member.

Newport Beach Arts Foundation

Founded in 1998, the Newport Beach Arts Foundation is a non-profit organization and the fundraising arm of the Arts Commission. Events like the Art in the Park show and the Juried Art Exhibition that are closely affiliated with the Arts Commission are supported by the Newport Beach Arts Foundation. By partnering with local artists and businesses, the Newport Beach Arts Foundation supports the City's cultural and arts community and helps provide support the conveyance of public art within the Newport Beach Sculpture Exhibit.

Board of Library Trustees

The Board of Library Trustees are appointed by the Newport Beach City Council to make policy and oversee the administration of the Newport Beach Public Library system. The Board of Library Trustees considers the annual budget for library services and provides recommendations to City Council and the City Manager, as needed.

Newport Beach Public Library Foundation

Closely affiliated with the Newport Beach Public Library, the Newport Beach Public Library Foundation is a joint public-private partnership with the City that provides additional funding and support to the library. The organization was instrumental in the funding and development of a new Central Library that opened in July 1994 and has since continued to provide sponsorship of literary and cultural programs citywide. Programs curated by the foundation include book discussion groups, a creative writing contest for teens, and the Witte Lectures, a series of lectures that invite authors of critically acclaimed books to discuss contemporary issues such as racial disparities and climate change with the audience, among other programs.

Friends of the Library

The Friends of the Library was begun in 1957 by a dedicated group of volunteers. The mission of the Friends of the Library is to donate all revenue to the library to fund various needs and projects. The group operates a used bookstore out of the Central Library. The group also sells books of special value via Amazon or an auction house where proceeds filter to the group. Additionally, the group has partnered with Ralphs, a chain grocery store, where shoppers can link their Ralphs Rewards card to the Friends of the Library to participate in Ralphs Community Contribution Program that provides funding to a participating organization. The Friends of the Library also hosts triannual book sales.

Newport Beach Sister City Association

The Newport Beach Sister City Association is a non-profit, volunteer organization with the goal to promote international communication, understanding, education, and friendship between the people of Newport Beach and the people of foreign cities. These principles are put into action through facilitating cultural exchanges, fostering business collaborations, encouraging student and teacher exchanges, providing student scholarships, hosting families, and conducting fundraising initiatives. The City holds sister city affiliations with Okazaki, Japan; Antibes, France; and Ensenada, BC, Mexico. However, there are few updates regarding recent efforts by the Sister City Association, which presents opportunities to better foster this relationship through policies of the updated General Plan.

Key Partner Organizations

In addition to the Arts Commission, the other two organizations listed as key partners in the 2014 Master Arts and Culture Plan include the Newport Beach Public Library and Visit Newport Beach, the City's tourism information center. Other partners include the Newport-Mesa Unified School District, whose partnership with the City allows for public use of the facilities at Corona Del Mar Middle and High School, including those housed within the school's performing arts center. Arts Orange County, the county's official arts agency and a non-profit arts council, has emerged as a major partner in recent years, serving as a primary collaborator on the 2014 Master Arts and Culture Plan and curator of the selection of sculptures at the Newport Beach Civic Center Park. The 2014 Master Arts and Culture Plan also identified potential regional partners such as the Claire Trevor School for the Arts at the University of California, Irvine, and the Segerstrom Center for the Arts.

Other key partnership opportunities exist and should be pursued with organizations such as the University of California Irvine, the Costa Mesa School District. School districts in Newport Beach can play an important role in the arts to help support youth programming through the use of facilities and can be recipients of essential arts

funding. Efforts to support youth arts should consider neighborhoods across the City to ensure that all children have access to arts programs. Additional partnership opportunities should be pursued and this should be supported by policies in the updated General Plan.

5.2.3 Educational Programs and Activities

Throughout the year, the Cultural Arts division supports a variety of special lecture programs, discussion groups, and workshops on varying topics (see Section 4.2.6, Libraries, for a more detailed account). Additionally, the City's Department of Recreation and Senior Services offers classes in all art disciplines year-round for all ages and abilities. Fee-based class offerings range from drawing and painting to theatre, dancing, and creative writing. Classes are outlined in the Newport Navigator, an online and in-print seasonal reference guide. Classes are offered in-person and online. City-sponsored programming takes place at the Civic Center, OASIS Senior Center, and the Newport Coast Community Center, among other facilities and locations.

In addition to the programming provided directly by the City, Newport Beach's public and private schools host a number of educational offerings such as at Newport Harbor High School and Corona Del Mar Middle and High School, as well as Sage Hill School and Pacifica Christian High School. Schools typically offer classes in dance, theatre, studio art, music, and more. The Performing Arts Academy at Newport Harbor High School is comprised of several departments: theatre arts, vocal music, instrumental music, and dance. Students of these programs learn and perform at the school's Norman R. Loats Performing Arts Center, a state-of-the-art facility that contains a dance studio, music room and studio, a piano lab, the Black Box Theater, and the Robert B. Wentz Theater.

The Performing and Multimedia Arts Academy at Corona Del Mar Middle and High School offers structured pathways designed to help students specialize in multiple arts areas including dance, musical theatre, visual and media arts, and vocal music. Students can hone their skills by participating in one of the school's organizations like the Backstage and Performing Artists Company or the Orchesis Dance Company. Productions and performances of these groups typically take place at the Corona Del Mar High School Performing Arts Center, which may be rented out to the community for public use.

While there are a variety of educational programs and activities related to arts and culture, there is opportunity to further build upon awareness of events in Newport Beach. Increased awareness of arts and culture in Newport Beach can help to create a strong sense of community, connection, and understanding. Marketing in the form of social media as well as more traditional methods can help reach a variety of demographic groups to bring the community together for the arts and this can be supported through policies of the updated General Plan.

5.2.4 Events and Festivals

Arts and cultural activities are hosted throughout the year and include art exhibits at the Newport Beach Central Library, Sunday Musicales, the annual Newport Beach Art Exhibition, and Summer Concerts on the Green, a summer concert series presented by the City's Arts Commission. These events are free and open to the public, facilitating open access to arts and culture.

Sunday Musicales, Summer Concerts on the Green, and Movies in the Park

The Sunday Musicale program is a free program presented by the Newport Beach Public Library that showcases performers of classical and instrumental music. Events within the program take place at the Central Library for 1 hour on select Sundays throughout the year. A similar program, Summer Concerts on the Green, is presented by the City's Arts Commission and hosts non-classical musical performers and acts. Unlike the Sunday Musicale program, this event takes place outdoors on the Newport Beach Civic Center Green and, on occasion, other venues such as Marina Park. The Department of Recreation and Senior Services also holds Movies in the Park, a series of free movie offerings located at different parks throughout the community.

Newport Beach Art Exhibition

The Newport Beach Civic Center also serves as the venue for the Newport Beach Art Exhibition, an annual event and juried art exhibition that provides artists with an opportunity to showcase and sell original work to the public. Due to the juried nature of the event, artists may also compete for awards in categories for paintings, drawings, three-dimensional art, and photographs. The event also supports the Newport Beach Arts Foundation, with 20% of each sale made at the event donated to the organization, which operates as the fundraising arm of the Arts Commission.

Student Art Exhibition

In 2022, the Arts Commission initiated a new youth program known as the Student Art Exhibition. Through this program, students in grades pre-K through 12th are encouraged to submit their two-dimensional original artwork in the following mediums: painting (acrylic, oil, watercolor), drawing (ink, pencil, charcoal, pastel, markers, crayons), or collage. In 2022, a total of nine winners (and three honorable mentions) were awarded a total of \$525 collectively through three categories (Pre-K–3rd grade, 4th–7th grade, and 8th–12th grade).

Art in the Park

Similar to the Newport Beach Art Exhibition, Art in the Park, an annual public art exhibition sponsored by the Newport Beach Arts Foundation, features paintings, ceramics, textiles, glass, wood, and jewelry works, among other mediums, that can be purchased by attendees. The event typically takes place at the Civic Center and includes over 100 artists, art activities for children, food, and music.

Other Non-City-Sponsored Arts Events

Contributing to the larger arts scene, there are many other non-City-sponsored annual events. Such events can be supported by the updated General Plan through policies that support advertising, education, and the use of City facilities, where appropriate. These events include, but are not limited to, the following:

- Annual Lighting of the Bay
- Annual Newport Beach Sandcastle Contest
- Balboa Island Artwalk
- Balboa Island Parade
- Baroque Music Festival
- The Decorative Arts Society Lecture Series

- Fall Faire and Artisan Marketplace at the Environmental Nature Center
- Fashion Island's Holiday Tree Lighting
- Hyatt Regency Newport Beach Jazz Festival
- Hyatt Regency Summer Concert Series
- Imagination Celebration
- Lunar New Year Celebration at Fashion Island
- Newport Beach Classical Car and Truck Festival
- Newport Beach Film Festival
- Newport Boat Parade
- Newport Dunes Movies on the Beach and Tunes at the Dunes
- Taste of Balboa
- Watercolor West International Juried Exhibition at the Art Gallery at Coastline College
- Wooden Boat Festival

5.2.5 Facilities

The City owns and operates an array of different facilities, both indoors and outdoors, to support the multitude of arts and cultural offerings throughout Newport Beach. From the beaches, wharves, parks, and piers to the City's four libraries, conference rooms, and community centers (including the OASIS Senior Center), the City provides opportunities for classes, events, and other arts- and culture-related programming. The City also features art at some of its facilities, however, there is opportunity for the City to expand the locations of rotating art shows to ensure that art is being showcased at a variety of facilities that are accessible to populations across the City. Once owned by the City but sold in 2016, the Balboa Theater is currently being renovated as a performing arts and special event theater that will seat around 325 people. Once complete, the new theater will provide a space for live musical performances, theatrical and film presentations, and private corporate events, community events, and private celebrations.

Approved by the City Council in 2013, the Sculpture Exhibition in the Newport Beach Civic Center Park is a free public space that features a rotating selection of public art selected by the Arts Commission. The exhibition, also referred to as a "museum without walls" is comprised of pieces from artists throughout the country; the pieces are typically on display for 2 years before being returned to the artists and replaced by a new phase, or set, of sculptures. Members of the GPAC have noted that in some instances artists have offered to donate their sculptures to the City, however due to the lack of resources needed to maintain the art long-term.

In recent years, Arts Orange County, the county's official local arts agency, has assisted with the exhibit's curation. The Central Library and City Hall also include space for rotating art exhibitions. In addition to the Sculpture Exhibition, public art can be found on display throughout Newport Beach in locations such as Castaways Park, Balboa Island, and the Environmental Nature Center. The City created and hosts an interactive storymap online with locations, pictures, and descriptions of the art pieces for users to navigate.

Other Facilities

Arts and cultural institutions such as the Newport Theatre Arts Center, a local community theatre with a constant rotation of shows and events, and the Balboa Island Museum, a facility dedicated to preserving the history and culture of the island, provide individuals with access to information and resources that are unique to Newport Beach and the region. As discussed in Section 4.2.3, Educational Programs and Activities, schools also serve as a valuable resource for performing arts spaces and present opportunities for shared use of parks, theaters, and other facilities that should be supported through the policies of the updated General Plan. Local businesses such as the Gong Art Gallery and the Huse Skelly Gallery contribute to the local tapestry of arts and culture in Newport Beach. Both facilities host exhibitions featuring pieces by local and guest artists, and the Huse Skelly Gallery offers fee-based in-person and online workshops and classes for individuals to learn and refine their skills.

While there are existing facilities in the City, as further supported by Appendix A, smaller event venues have not bounced back from the drop in post-pandemic sales in the same way that larger venues have. There are plans to improve upon the existing Theater Arts Center, which presents an opportunity to consider improvements that can meet a variety of local arts and culture needs.

5.2.6 Libraries

Libraries in Newport Beach offer much more to the community than books; they act as places where residents gather, exchange ideas, socialize, and escape summer heat. The Newport Beach Central Library is considered by many to be the heart of the community. Given its proximity to City Hall, the Newport Beach Central Library is indicative of the community's engaged role in City functions. The Central Library is bustling on any given day and attracts residents for public events, offering opportunity for residents to feel connected to their local government.

The Newport Beach Public Library system is comprised of a Central Library and three additional branches including the Balboa branch, the Corona del Mar branch, and the Crean Mariners branch. The Crean Mariners branch shares the facility with the Mariners Elementary School, which has exclusive access to the children's library during school hours. As the host to a robust and extensive array of public offerings (including literacy services and tutoring; an accredited high school diploma and career certificates programs [Career Online High School]; children, teens, and adult services; events; lectures; and workshops), the library system plays a major role in shaping Newport Beach's cultural identity. As a social, educational, and cultural hub for Newport Beach, the library system provides opportunities for community members to gather, while opening up new ways for people to explore new interests and topics, further enriching their lives.

In addition to the branch locations listed above, drop off and pick up services are provided at three other locations: the Newport Coast Community Center, the OASIS Senior Center, and the Marina Park Community and Sailing Center. The system's facility network serves many of Newport Beach's residential and commercial areas, facilitating access to library services. The four libraries provide access to both in-print and digital books and media. In addition to accessing items like desktop and laptops, the City also provides access to check out "Tech Toys" such as GoPro cameras, media converters, tablets, external hard drives, digital instruments and recording devices, and gaming

devices. As of FY 2021–2022, the four libraries served 118,379 active borrowers and circulated 1,195,178 materials and 772,496 electronic materials.⁷

Civic Facilities

In addition to providing a wide range of services at four dedicated branch locations and limited services at three community centers, the Newport Beach Public Library also operates as a major public arts and culture institution to promote lifelong learning in Newport Beach. The Cultural Arts Division of the library promotes citywide arts and cultural events and programming throughout the year. Many of the programs previously mentioned in this report are hosted at library facilities such as the Newport Beach Central Library, where artists have the opportunity to showcase their work in temporary exhibitions.

Sherman Library and Gardens

Though not City-owned and operated, the Sherman Library and Gardens is a historical research library containing multiple collections of books, photographs, maps, and newspapers specializing in the history of the Pacific Southwest. The library's art collection features paintings by local artists and notable artists such as William Wendt. The botanical garden includes over 100 species of palms, an orchid collection, sculptures, and a koi pond; it also serves as the backdrop for performances, festivals, and other art displays.

5.2.7 Museums

Balboa Island Museum

Over the last decade, Newport Beach has experienced the closure and relocation of two museums, including the closure of the Newport Sports Collection Museum in 2014 and the relocation of the Orange County Museum of Art in 2022. However, Newport Beach is home to several other facilities including one active museum—the Balboa Island Museum—which was established in 2018. Located on Balboa Island, the museum was founded to document, preserve, and promote the history and culture of the island, Newport Beach, and Orange County. The museum is located within a historic building on the island's Main Street.

Sherman Library and Gardens

Additionally, as discussed earlier in Section 4.2.6, the Sherman Library and Gardens includes archival collections covering a wide range of subject matter, generally relating to the 19th and 20th century history of the Pacific Southwest.

⁷ Newport Beach Public Library. 2023. "Facts & Figures." Accessed October 24, 2023. <https://www.newportbeachlibrary.org/about/news-and-press/facts-and-stats#:~:text=Current%20Library%20Budget%3A%20%249%2C898%2C816%20Service,Population%3A%2083%2C727%20Active%20Borrowers%3A%20118%2C379.>

6 Issues and Opportunities

The City maintains a vibrant arts and cultural environment that holds a central position in the daily lives of its residents, workers, and visitors. Opportunities to strengthen this foundation exist by enhancing access to arts and cultural experiences and exploring new dimensions of artistic and cultural offerings. Based off a thorough review of the City's adopted General Plan elements, the existing regulatory framework, and the wealth of available community arts, cultural, and literary assets today, prospective issues and opportunities that should be considered in the City's General Plan Update include the following:

- Securing sustainable funding to secure longevity of art and cultural programming
- Expanding partnerships to create synergies in arts and culture
- Bridging the gap between arts and culture and economic development to attract and retain a talented workforce
- Increasing educational opportunities around arts and culture to build on the strong sense of community

Chapter 6, Recommendations, identifies both the issues and opportunities and recommended policies and strategies to address each topic.

7 Recommendations

Propelling the Arts and Cultural Element forward necessitates a comprehensive approach and a commitment to sustained growth. The recommendations discussed within this report build off the strong foundation set forth in the adopted Arts and Cultural Element and the already established structure of the City's cultural and arts program, which is supported by City staff, dedicated Arts Commissioners, and numerous other arts, cultural, and literary partners. Recommended solutions range from short-term actions (implementable within two years) to longer-term commitments (actions that may take five or more years to implement) by the City. To secure the longevity of a growing cultural and arts program, the City is asked to consider a thorough evaluation of sustainable funding options to ensure a stable financial foundation for additional arts- and culture-related initiatives and programs. Moreover, investing in dedicated cultural and arts staff is essential to guide and steer these endeavors effectively. Expanding partnerships with various stakeholders would cultivate a synergistic environment. By analyzing and integrating art and culture within the larger economic development landscape, the City has the opportunity to attract and grow a vibrant creative class, attract additional visitors, and support local talent. Increasing public awareness about the cultural significance of arts is pivotal, as well as expanding access to broader audiences. Opportunities exist on a number of levels to further establish and support cultural, arts, and literary services within Newport Beach. Together, these recommendations will help bolster a vibrant, sustainable, and culturally enriched future within Newport Beach.

7.1 Maintain a standalone Arts and Culture Element

As discussed in Chapter 2, General Plan Review, Newport Beach currently has a standalone Arts and Cultural Element. While a number of cities maintain standalone arts and culture elements, other cities weave support for the arts and culture into the Land Use/Community Design Element, Recreation/Civic Facilities Element, and Economic Development Element, among other options.

While integrating related components of the Arts and Cultural Element into other elements of the General Plan has benefits that promote cross-sector collaboration and facilitate the seamless incorporation of arts and culture into other aspects of city planning, maintaining a standalone Arts and Culture Element signifies the prominence and legacy role that arts plays within the City. In order to build upon the City's existing foundation and help promote arts as an integral fixture within the community and the region, it is recommended to maintain a standalone Arts and Culture Element. Arts is perceived by many in the community as the language that brings people together to develop understanding, connection, and a sense of community and this can be fostered through a standalone Arts and Culture Element. Additionally, it is recommended to update the title of the element to change "Cultural" to "Culture" in the title so as not to confuse the reader with the identification, preservation, or protection of any cultural or archaeological resources. Working with the community to identify and define culture in Newport Beach will also be of importance to assist in the development of goals and policies that will meet the long-term needs of the community.

7.2 Implement and Update the 2014 Master Arts and Culture Plan

Nearly a decade after the 2014 Master Arts and Culture Plan was prepared by Arts Orange County, the findings and recommendations are largely still relevant and applicable today. The 2014 Master Arts and Culture Plan was carefully crafted with input from a number of different arts- and culture-focused stakeholders, partners, and practitioners. While progress has been made, new technologies and arts advancements have arisen, and changes within the City landscape have occurred since the report was developed, the recommendations could be further implemented and integrated with modifications and updates in accordance with the following below sections. In order to capture today's issues and opportunities, it is recommended to update the 2014 Mast Arts and Culture Plan on a regular basis (every five to ten years) in order to remain current with the evolving arts and culture scene and capitalize on new technologies and advancements in the field. A regularly updated master plan can address the short-term and long-term needs of all the districts across Newport Beach and can develop strategies for building upon partnerships, identifying opportunities for needed facilities, connecting the community to the arts, and increasing funding opportunities.

7.2.1 Grow Public and Private Investment in Arts and Culture

At the time the 2014 Master Arts and Culture Plan was written, the City's cultural and arts program was funded by the General Fund, the Reserve Fund for Cultural Arts, and the Public Arts and Cultural Facilities Fund (previously referred to as Council Policy I-13, adopted in 2013). The Public Arts and Cultural Facilities Fund set aside 2 percent of the unallocated public benefits fees (also considered a Percent-for-the-art program) for the acquisition and maintenance of permanent art structures and installations in public places. Gifts and other monetary contributions also factored into the City budget. In 2014 the City was also interested in allocating \$150,000 from the City's Tourism Business Improvement District (TBID) to support the arts. Since then, the Public Arts and Cultural Facilities Fund is no longer active, reducing the available funding for the cultural and arts program. Adding to this equation, the City also receives support from the Newport Beach Arts Foundation. An opportunity remains to encourage more support for the Arts Foundation through increased marketing and outreach, donation of in-kind resources, reduced City-imposed fees, and increased access to needed facilities.

The 2014 Master Arts and Culture Plan recommended forming a task force to look at the City's current arts funding formulas and policies and providing recommendations for the use of existing and potential funding sources, streamlining the annual budgeting process, establishing a clear working relationship with the Newport Beach Arts Foundation, and garnering private donations through prominent art philanthropists.

Building upon these next steps, the City has the opportunity to expand funding opportunities to expand access to programming, provide quality signature events, expand partnerships, and generally increase public awareness of the arts and culture related offerings.

Funding mechanisms could include revenues from developer fees (also known as Percent-for-the-Art) and other public-private partnerships, endowments, and grants. The Percent-for-the-Art program could be developed separately for public projects, where a certain percentage of the construction value (typically 1 to 2 percentage points) of a capital improvement project is set aside for public art at the site or placed in an arts fund, and for private projects, where new development would require public art or an in-lieu fee.

Additionally, while public funding opportunities can demonstrate a sustained commitment to the arts, the updated General Plan can incorporate policies for the pursuit of private funding mechanisms, such as donations or endowments, while finding creative ways to honor and celebrate such contributions. Funds should consider not only the pursuit of and support for the arts but also, the long-term maintenance of art.

7.2.2 Establish an Appropriately Staffed Arts and Culture Division

Aligned with the recommendation to appropriately staff the Cultural Arts division, the City could consider adding a full-time, part-time, seasonal, or otherwise culture and arts position (either through consultant/contracted services or directly through the City) to allow the City to expand its offerings and partnerships, leverage state and federal grantmaking opportunities, provide more structured support to the Arts Commission, and coordinate enhanced communication on events. Currently, the City does not have a dedicated full-time cultural arts position, where City programs of similar size and budget are staffed from anywhere between 1 and 3 full time employees. Such a staff person should be well-versed in grant writing, event planning, and should have a pulse on local happenings in the arts. This role could also include regular updates such as a “Monthly Art Watch” to report out to the City Council and increase awareness of the arts across the community.

Without a dedicated staff member, many of the recommendations within this report would fall upon the combined efforts of other department staff and/or volunteer efforts. Based off the City’s existing organizational framework and the organization of other similar cities, the position could be placed under the Recreation and Senior Services Department and would provide cross-departmental support with the Library Services and Community Development department (in close collaboration with the City Manager’s Office which provides economic development support).

7.2.3 Establish Arts-Friendly City Policies

This recommendation largely focuses on establishing a task force to address policies that further support artists, non-profits, and other regional partners. Suggested policy considerations include reduced costs for public facility use by artists, encouraging additional live/workspaces for artists, addressing parking and transportation issues related to events, and promotion of non-City sponsored arts and culture events. Building upon this recommendation in the context of supporting the larger creative economy, additional policy recommendations are included in Recommendation 7.3, Reinforce the Role the Arts Play in Economic Development.

7.2.4 Develop a 21st Century Arts and Culture Communication Plan

To further increase accessibility to the arts for all ages, abilities, and economic backgrounds, the City could benefit from a comprehensive and coordinated outreach campaign and framework as outlined in the 2014 Master Arts and Culture Plan. Building off the existing Policy CA 1.3 Promotion of Cultural Arts – *Build public awareness and encourage participation in the City’s arts, cultural, and literary activities*, it is recommended to enhance and further define this policy to promote greater awareness of the arts of all cultures through the development of a comprehensive and coordinated outreach campaign and framework. The goal of the Communication Plan should be to better connect the community to the arts by providing access and visibility to programming, events, and

opportunities to contribute to the larger arts community. As the recommendation suggests, an effective outreach campaign and framework should be coordinated across operations of all public facilities (including parks, community and recreation centers, and libraries) and should utilize the City's existing relationships with the media (both print and digital), social media channels, and other local and regional partners to expand the marketing reach. Another recommendation would be to coordinate with City staff on increasing signage of upcoming events and programming throughout all seven of the city's districts to promote awareness and grow the reach of cultural arts within the city.

7.2.5 Develop a Multi-Faceted Approach to Arts and Culture Programming

In an effort to maintain existing respected and popular programs and establish new unique programming opportunities, the City should continue to support programs like Art in the Park, Newport Film Festival, and library lectures, for example, while also remaining open to prospective new signature events and programs. Additionally, new or improved event venues in Newport Beach could help attract new events and programs. The City could further invest in the Cultural Arts grants, which has recently grown from \$25,000 annually to \$30,000 annually. Should additional funding for the cultural and arts program be made available through recommendation #1 of the Master Arts and Culture Plan, individual grant awards could increase in addition to the fund itself.

The City can also establish "purposeful strategic partnerships" to play a role, not just in potential venue sharing, but incorporating feedback for the larger arts and cultural planning and programming within the City. The task of evaluating and exploring partnerships and other initiatives will likely require a substantial commitment from a full-time staff person with experience managing relationships, which could build off of Section 7.2.2.

7.2.6 Refine the City's Public Art Policy

Adopted Council Manual Policies I-9 and I-11 address the responsibilities of the Arts Commission in advising City Council in both public art selection and placement. While both policies have been updated since 2003 and 2013 respectively, the City Council is considering policy additions to the policy I-9 that address suitability criteria. Currently, site selection is left to the Arts Commission to determine suitability without formal principles or standards to guide the process. With the adoption of suitability criteria, this could create a more objective process that considers Citywide needs across various opportunity sites with a variety of types of art, rather than siloed consideration on a project-by-project basis.

If the City wanted to further refine the public art policy, the City could consider the development of a Master Plan for Art in Public Places to identify future locations for public art in all seven of the City's districts. This could be developed through a coordinated and thoughtful approach with input from all relevant city departments, the Arts Commission, Arts Orange County, and the arts community.

Additionally, Council Manual Policies I-9 and I-11 could be updated to include criteria and guidelines for the commissioning and conveyance of public art within the City. Updated policies should include provisions for how public art is maintained over long periods of time, as maintenance of certain types of public art can be cost prohibitive to growing the City's current collection.

7.2.7 Develop New Accessible Creative Spaces

The 2014 Arts and Culture Master Plan identified several expressed needs within the City in terms of facility space to be used for art exhibits, venues, events, and performances. Of particular mention was the need for a large, 350-seat flexible performance space and a teen center. Since the 2014 Master Arts and Culture Plan was released, progress has been made on the newly renovated Balboa Theater and the new Central Library Lecture Hall. The City could revisit facility needs to understand how to accommodate the growing needs of the arts community (e.g. via venue sharing agreements) and compare findings against an updated market analysis. Through this analysis, the City could identify any new facilities or existing facilities to be retrofitted to include spaces that can accommodate arts and culture activities. Other examples of potential new facilities could include a youth-focused facility.

As a short-term option for additional temporary artist space, the City could consider amending the NBMC or developing policies allowing temporary use of vacant ground floor commercial or lobby space for art exhibits, display space, and “pop up” culture activities. This option would provide artists with a low impact solution for temporary, tactical spaces to support their craft, while making use of available and underutilized commercial spaces throughout the City.

7.2.8 Animate Existing City Parks, Beaches, and Other Public Spaces

Outreach from the 2014 Master Arts and Culture Plan suggested that residents wanted to see expanded programming, signature events, and neighborhood festivals throughout the City’s parks, beaches, and other public spaces. Opportunities remain to further activate park spaces with cultural arts-related, interactive offerings such as puppet theaters, pop-up art installations, and other more youth focused activities.

Public art is primarily used as a mechanism to activate public spaces, yet most pieces are stationary and take the form of conventional pieces such as statues or sculptures. In recent years, many cities have commissioned interactive art installations that encourage the community to have fun and experience joy through physically playing with the art. Interactive art is at the heart of the playful city concept, which acknowledges the physical and mental benefits of playing and addresses the lack of these opportunities, especially for adults, by embedding them throughout the city throughout each of the seven districts– outside of designated playful spaces such as parks and playgrounds – in the form of art. Many interactive art pieces are set up to provide quick, yet enjoyable, experiences that can be found in everyday settings. The 2014 Master Arts and Culture Plan noted that community members are interested in seeing arts in surprising locations.

In addition to facilitating human connection, public art may also be used to raise public awareness, educate individuals, and stimulate thought and conversation on contemporary issues. Educational arts installations could be erected on walking and nature trails to help connect the viewer to their surroundings, and could even serve to connect the viewer to historic buildings, properties, or other landmarks.

Public spaces could be further animated through digital experiences and technologies. Cities around the world have embraced hybrid and digital art experiences that combine technology, and sometimes music, with traditional forms of art to create innovative and interactive installations. The City’s library system offers access to enhanced software systems, recording and music production services, along with other services. To further enhance the City’s public

art programming, the City could consider ways to incorporate digital experiences and technologies to augment the City's educational offerings. Opportunities include providing virtual reality access at libraries (e.g. within the City's existing Media Lab) or mobile audio tours of existing City landmarks and public art exhibits accessible via QR codes and mobile phone applications. By expanding digital access to arts and culture, the City can enhance comfortability around new technologies and increase participation in culture and arts.

7.2.9 Establish Key Partnerships that Support Arts Education

To increase opportunities to engage youth in the arts, the City is encouraged to proactively seek opportunities to encourage venue-sharing for arts facilities and continued collaboration with educational institutions, such as the Newport-Mesa Unified School District, University of California, Irvine, and the Costa Mesa School District. This could include an appointed City staff liaison, such as an appointed staff person as described in Section 7.2.2, to coordinate with the Newport-Mesa Unified School District on implementation of their strategic arts plan for public schools.

7.2.10 Include Aesthetic Considerations in City Processes

It is important to incorporate input by arts and culture experts early in the development review process. The 2014 Master Arts and Culture Plan details that input should be sought from “everything from buildings to playground equipment, from way-finding and interpretive signage to bus shelters and park benches.”

Artists can play a significant role in the planning process, contributing to the vibrant, inclusive, and aesthetically pleasing urban environments. Through collaborative efforts with urban planners and residents, artists can help shape public spaces that mirror the City's distinct character while fostering a sense of identity and belonging.

7.3 Increase Access to Arts and Cultural Programming

Increased access to culture and arts can provide a number of benefits including encouraging diverse cultural expression, increasing community and social cohesion, youth development and empowerment, among other benefits. The City could build upon existing efforts such as the Student Art Exhibition, events that are free to the public, and could strategically plan public events in locations that are accessible by various modes of transportation. Further, the City should consider varying demographics through the advertising for arts and cultural programming such as an increased social media presence for younger generations and mailers or other considerations for seniors that may not be on social media. As of 2022, the City's demographics largely reflect the following: 81.6% as White, 9.7% Hispanic or Latino, and 8.1% as Asian⁸ ⁹. Twenty percent of residents are under the age of 18 years old, and 23.6% of residents are 65 years of age and over. Events could consider those that may not be able to or wish to drive, those that need access to free events, and events that are tailored to a variety of ages, cultures, and other characteristics.

⁸ The remaining racial and ethnic makeup includes 0.8% Black or African American alone, 0.3% American Indian and Alaska Native alone, and 0.1% Native Hawaiian and Other Pacific Islander alone.

⁹ “City of Newport Beach, California – Quickfacts.” U.S. Census Bureau. Accessed October 9, 2023. <https://www.census.gov/quickfacts/fact/table/newportbeachcitycalifornia/PST045222>.

7.4 Reinforce the Role the Arts Play in Economic Development

Arts and culture are a major contributing factor in Newport Beach's growing local economy, providing employment opportunities and generating revenue from tourism and sales. According to the 2014 Master Arts and Culture Plan, the creative economy (defined as the business, individuals, creative professions, and organizations and manufacturing industries that support the cultural and artistic production of goods and services) contributes nearly \$57 million to the larger local economy annually. Support for the creative economy can attract and maintain Newport Beach's creative class while further developing the City's reputation as an arts and culture supportive environment. In order to support and expand the creative economy, the City can consider policies and implementation measures that promote job growth and help attract the creative class such as the following:

- Facilitate access to resources, services, and technical assistance for creative industries, entrepreneurs.
- Study available options to provide in-kind resources and services to the arts, including equipment/decorations, security, space, and the reduction of City-imposed fees.
- Support a regular analysis of the economic benefits of arts and culture.
- Support new and existing signature events that enhance the image of Newport Beach and help stimulate the economy.
- Support the development of live/work spaces and other flexible creative spaces.
- Support cultural tourism opportunities by reviving the Arts Commission's Museum Tours and supporting other guided, self-guided, or fee-based touring efforts.

Appendix A

Arts and Cultural Economic Analysis

To: **Dudek**

From: **Lance Harris - Pro Forma Advisors**

Date: **March, 20 2024**

re: **Newport Beach General Plan Update Economic Support – Arts and Culture Element**

Memo Organization

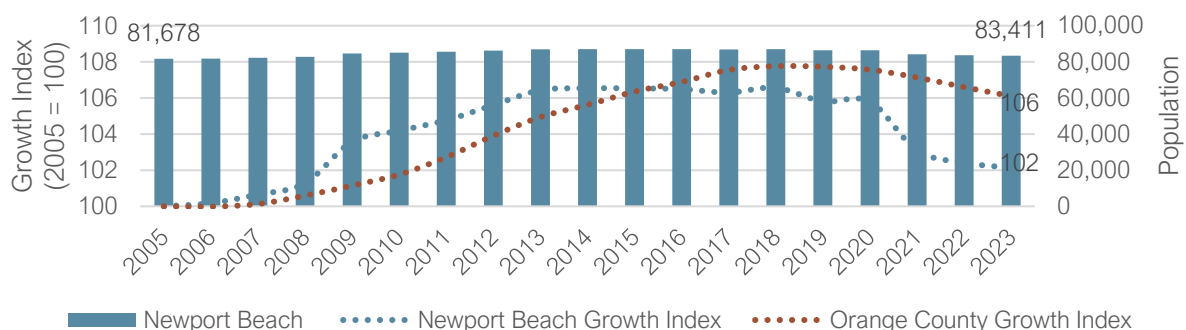
This memorandum includes four sections. The first section presents population growth and socioeconomic information that may impact the updated Arts and Culture Element in the City of Newport Beach (Newport Beach). The second section reviews national trends and emerging arts and culture formats. The third section provides a review of Newport Beach's existing arts and culture supply, illustrative examples of their utilization, and any planned or proposed developments. Finally, the last section provides a comparative analysis to better evaluate Newport Beach's relative supply of select arts and culture industries.

Market Overview

Population

Newport Beach experienced its greatest growth in the late 1990s and early 2000s, which preceded the General Plan. Since 2005, the year prior to the General Plan's adoption, population in Newport Beach has increased by approximately 1,700 people or less than 100 people per year. This historic growth is small, reflecting a compound annual growth rate of approximately 0.1 percent. The following **Figure 1** presents the Newport Beach population and associated growth in comparison to Orange County (County). Total population increased by only two percent since 2005, which is approximately a third of the growth rate of the larger County region.

Figure 1: Historic Population Growth (2005 – 2023)



Note: Population estimates referenced are from the Department of Finance and reflect the Newport Beach population as of January 1st of each year.

Source: California Department of Finance (E-4)

Newport Beach Population and Age Projections

For comparison purposes, the 2020 Census data on population and age is presented in **Table 1** in a format comparable to the County projections. As noted, Newport Beach is indexing (total percent of the population's age groups divided by total percent of the County) lower in Children and Young Adults (under 24 years of age). The Young Workers and Family Formation groups are comparable to the County while Newport Beach is over indexing with Empty Nesters and Seniors. While there is no long-term population forecast by age for Newport Beach, it can be assumed that it will continue to have a population with older residents relative to the County.

Table 1: Population by Age Comparison (2020)

	Newport Beach		Orange County		Index
	Number	Percent of Total	Number	Percent of Total	
Children/Young Adults (Under 24)	21,377	25%	1,028,153	32%	77.8
Young Workers (25 - 34)	11,698	14%	417,984	13%	104.7
Family Formation (35 - 54)	24,131	28%	800,483	25%	112.8
Empty Nesters (55 - 74)	20,210	24%	715,126	22%	105.7
Seniors (75+)	7,770	9%	225,443	7%	129.0
Total	85,186	100%	3,187,189	100%	100.0

Source: Department of Finance (P-3); US Census

According to the SCAG forecast, Newport Beach is estimated to reach a population of 92,000 in 2045. As noted, given unprecedented impacts of the global pandemic and changes in people's behavior regarding where to live and work, growth has slowed in areas throughout California. Using the January 1st, 2023, population estimate for Newport Beach and applying SCAG's 2016 to 2045 CAGR suggests that the population will grow to approximately 88,650 in 2045. Assuming Newport Beach follows the County's change in population by age, the following **Table 2** presents a breakdown of the projected population growth by age group. These estimates suggest that increased demand will occur for recreational activities for older individuals due to Seniors doubling in population over the next 20 plus years. On a percentage basis, the greatest declines are for those under 24 with relatively modest change in the Family Formation and Empty Nesters life stage categories.

Table 2: Population Projection by Age for Newport Beach (2020 - 2045)

	2020	2045	Change	Percent Change
Children/Young Adults (Under 24)	21,377	18,422	(2,955)	-14%
Young Workers (25 - 34)	11,698	10,557	(1,141)	-10%
Family Formation (35 - 54)	24,131	23,948	(183)	-1%
Empty Nesters (55 - 74)	20,210	20,170	(40)	0%
Seniors (75+)	7,770	15,553	7,782	100%
Total	85,186	88,650	3,464	4%

Source: SCAG; Pro Forma Advisors; US Census

Entertainment and Recreation Spending

Given the higher incomes of Newport Beach residents, the propensity to spend on arts and culture related activities is significantly higher than the national average. In 2023 it is estimated that for major entertainment and admission related spending Newport Beach has a potential spending index over twice the national average (**Table 3**).

Table 3: Entertainment/Recreational Fees and Admission Spending in Newport Beach (2023)

	Average Amount Spent per Household	Total (MM)	SPI
Entertainment/Recreation Fees and Admissions	\$1,959	\$75.4	233
Tickets to Theatre/Operas/Concerts	\$223	\$8.6	243
Tickets to Movies	\$132	\$5.1	209

Note: SPI = The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. MM= Millions of dollars.

Source: ESRI Business Analyst, Consumer Expenditure Survey, Bureau of Labor Statistics

Beyond the propensity to spend on arts and cultural activities, data collected by MRI-Simmons suggest that Newport Beach residents also tend to participate in arts and cultural activities at a higher rate than the national average. As shown

in the following **Table 4**, activities where residents had high participation include attending museums, theater, and various musical performances.

Table 4: Arts and Culture Preferences in Newport Beach (2023)

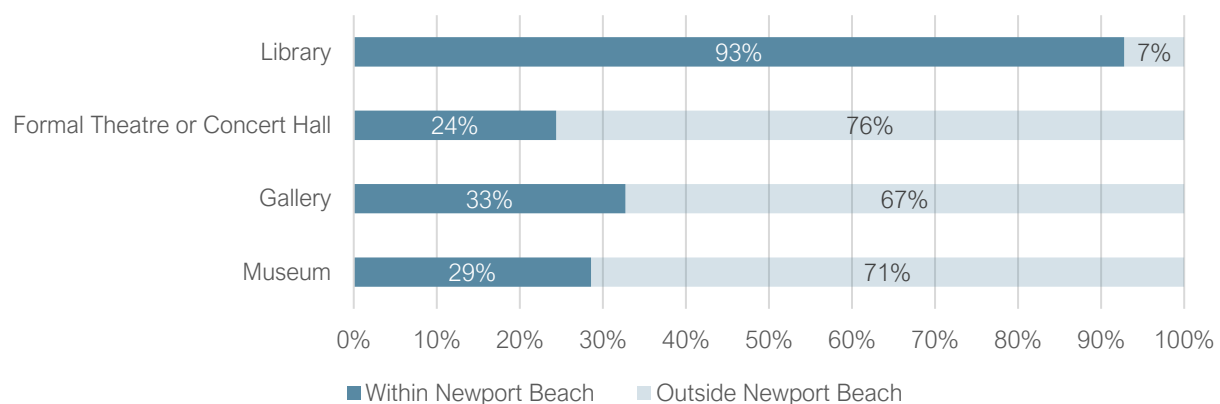
	Expected Number of Adults/HHs	Percent	MPI
Went to museum in last 12 months	16,339	22.6%	179
Attended classical music/opera performance/12 months	4,895	6.8%	203
Attended rock music performance in last 12 months	7,992	11.1%	140
Went to live theater in last 12 months	13,308	18.4%	183

Note: MPI = Market Potential Index, which measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: ESRI Business Analyst, MRI-Simmons.

The survey data can be contrasted with the previous survey conducted for the Newport Beach Master Arts & Culture Plan in 2014. As noted in **Figure 2** below, at the time of the survey, most residents went outside the city to experience various theater, concert, and museum/gallery experiences. It is important to note that Newport Beach libraries host a variety of arts and cultural events and have a significantly high utilization during the time of the survey.

Figure 2: Newport Beach Stakeholder and Public Survey on Arts and Culture (2014)



Source: Newport Beach Master Arts & Culture Plan (Appendix B-2)

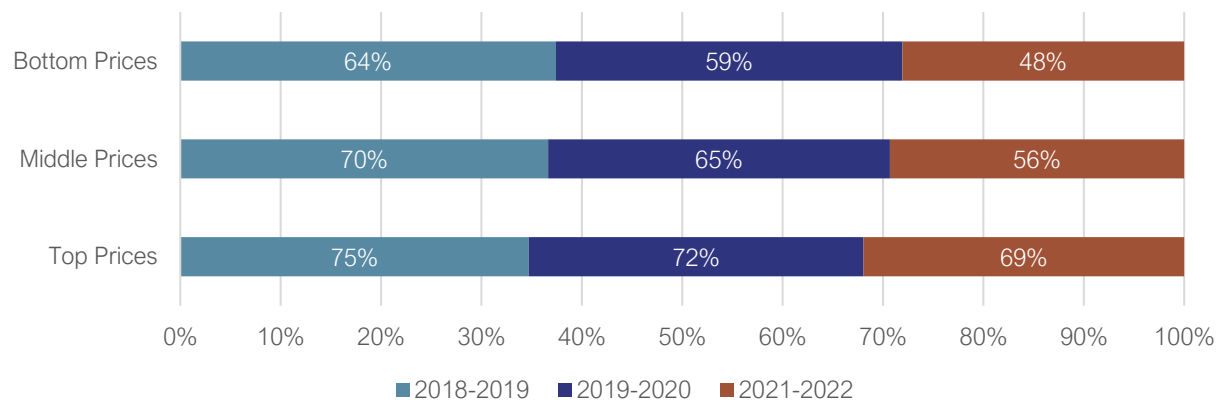
Art and Culture Trends

National

The Fine & Performing Arts sector comprises mostly live performance activities (e.g. concerts and theater). Following COVID related closures in 2020 and 2021, large music events and music festivals have bounced back and even increased beyond pre-pandemic levels. The average number of tickets sold per show and average ticket price all show upward movement among the top 100 North American tours in comparison to totals from 2019, the last full year of live activity prior to the pandemic. During the first half of 2022, gross averages for an average box-office of approximately \$856,200 per show. This represents a 24.4 percent increase over the \$688,500 gross average in 2019's mid-year analysis.

On the other hand, smaller venues like local theaters are facing a longer road to recovery. As shown in the figure below, the nationwide average ticket sales for performing arts organizations are around 75 percent of what they were before the pandemic. As a result, many regional theaters have closed or are struggling to continue operations. The pandemic accelerated longer-term trends that have been challenging the theater sector for years, including but not limited to the declining number of ticket subscribers (e.g. season) as well as people trading live theater for other forms of entertainment as rising costs of living put pressure on levels of discretionary spending. Furthermore, live theater attracts generally older audience a demographic that was more typically conscious about returning to crowds due to health concerns.

Figure 3: Industry Ticket Price Analysis (2019 – 2022)



Source: JCA Arts and Marketing (2022)

Demographic Trends

It has been widely reported that Millennials (those born between 1981 and 1996 roughly) and Gen Z (those born between 1997 and 2012 roughly) Americans tend to use a larger proportion on their discretionary spending on experiences. In fact, surveys suggest that more than 78 percent of Millennials would choose to spend money on a “desirable experience” or event over buying something desirable. Approximately 55 percent of the age cohort note that they are spending more on events and live experiences than prior to the pandemic. This shift in priorities, compared to previous generations, supports the growth of an economy driven by the consumption of experiences. As such, as these demographic blocks

make up most consumers, it will be important for attractions (inclusive of arts and culture) to recognize them as the dominant spending group and tailor their experiences to match their expectations. Millennials and Gen Z typically look for:

- Opportunities to create memories: 18-24-year-olds make up the largest demographic of Instagram users. They also respond well to experiential marketing that encourages them to share their experiences on social media and save their favorite moments.
- Bonding experiences: 79% of Millennials feel that going to live events with family and friends helps deepen their personal relationships. In many cases, they will meet someone at an event that will become a friend in the future.

The key takeaway from the reported trends is that Gen Z and Millennials value memories and are willing to pay for unique experiences compared to Baby Boomers and Gen X individuals. This presents some interesting issues as Newport Beach has an aging community that might not be aligned with these trends, particularly as they relate to arts and culture.

Emerging and Popular Arts and Culture

The following section profiles recent trends in music and arts. A generally consistent trend across most platforms is the incorporation of technology and immersive experiences with art. The continued popularity of social media helps strengthen the appeal of highly visible and social arts and culture experiences that can be shared and popularized among social networks.

Music Festivals: Popularized in the 1990s during Lollapalooza, which borrowed from the Redding Festival in Britain as well as historic Woodstock, music festivals are an increasingly desired way to see a variety of bands. Music festivals typically take place outdoors and are often held for a weekend or longer. Festivals also can feature numerous acts on multiple stages with a lineup unified by a similar genre, but sometimes an eclectic mix unified by the event itself.

Alternative Music Venues: Sphere at The Venetian is an example of a one-of-a-kind novel entertainment destination. The Sphere opened in September 2023 with performances by U2 and is home to a multi-sensory film “Postcard from Earth.” The 17,500 seated (20,000 with standing room) venue includes cutting edge audio and video technology with a fully programable 580,000 square feet exterior. The Sphere was designed host a wide variety of Las Vegas entertainment events, including original immersive experiences, concert residencies, marquee sporting events, corporate events, and other ticketed experiences.

Immersive Theater: Immersive theater differentiates itself from traditional theater by often removing the stage and seats to create a new form of theater designed to immerse the audience within the performance itself. This dynamic is achieved by using non-theater site-specific locations that allow the audience to converse with the actors and interact with their surroundings. For example, Punchdrunk is a British theatre company founded in 2000. The theatre company has successfully repurposed large, abandoned spaces to create unique shows that allow the audience the freedom to experience the production at their own pace while wearing specialized masks to encourage exploration and a loss of inhibition. Repeat attendance also occurs at a higher rate than traditional theater as attendees can shape new experiences and explore various elements of the production based on who they engage with.

Immersive Art: Immersive art offers a heightened level of interactivity and experiential engagement. Immersive art is a form of creative expression that intends to envelop the observer, which can be done through image mapping/projection or

through virtual reality or augmented related technology. The defining feature of immersive art installations lies in their ability to provide visitors with a multisensory environment. Examples of immersive art include teamLab (Tokyo, Japan), Meow Wolf (Santa Fe, New Mexico; Denver, Colorado; Las Vegas, Nevada; and Grapevine, Texas), and the various touring immersive art shows such as “Van Gogh: The Immersive Experience.”

Temporary Public Art: There are numerous examples of temporary public art installations that have been commissioned by local governments. For example, for five summers after Charles Schulz’s death (creator of the Peanuts comic strip) in 2000, artists designed and displayed individual renditions of his characters all over Saint Paul, Minnesota. It was reported that over two million people visited the installations. Other examples include curating national artists for temporary public art installations (e.g. biannual Desert X in the Coachella Valley or Christo and Jeanne-Claude’s Gates in New York City’s Central Park). Finally, some municipalities have benefited from street artists’ work that were created illegally but are kept and maintained due to their public appeal. In some instances, such as the Venice Art Walls in Venice Beach, local municipalities have created hybrid environments that support temporary public art on permanent installations.

Permanent Public Art: Municipalities have leveraged permanent public art in various ways. One example is Denver’s first pedestrian walkway, Dairy Block Alley, that integrates ten site-specific public art commissions in the length of one city block. The activated alley features vibrant paintings, sculptures, and an interactive walkway. Dairy Block Alley is intended to provide pedestrians an immersive escape in the busy Lower Downtown Denver neighborhood. Other more traditional examples of permanent public art include sculptures, sculpture gardens, statutes, and murals. For both temporary and permanent public art, the intent of the projects can range from inducing tourism to raising awareness for social issues.

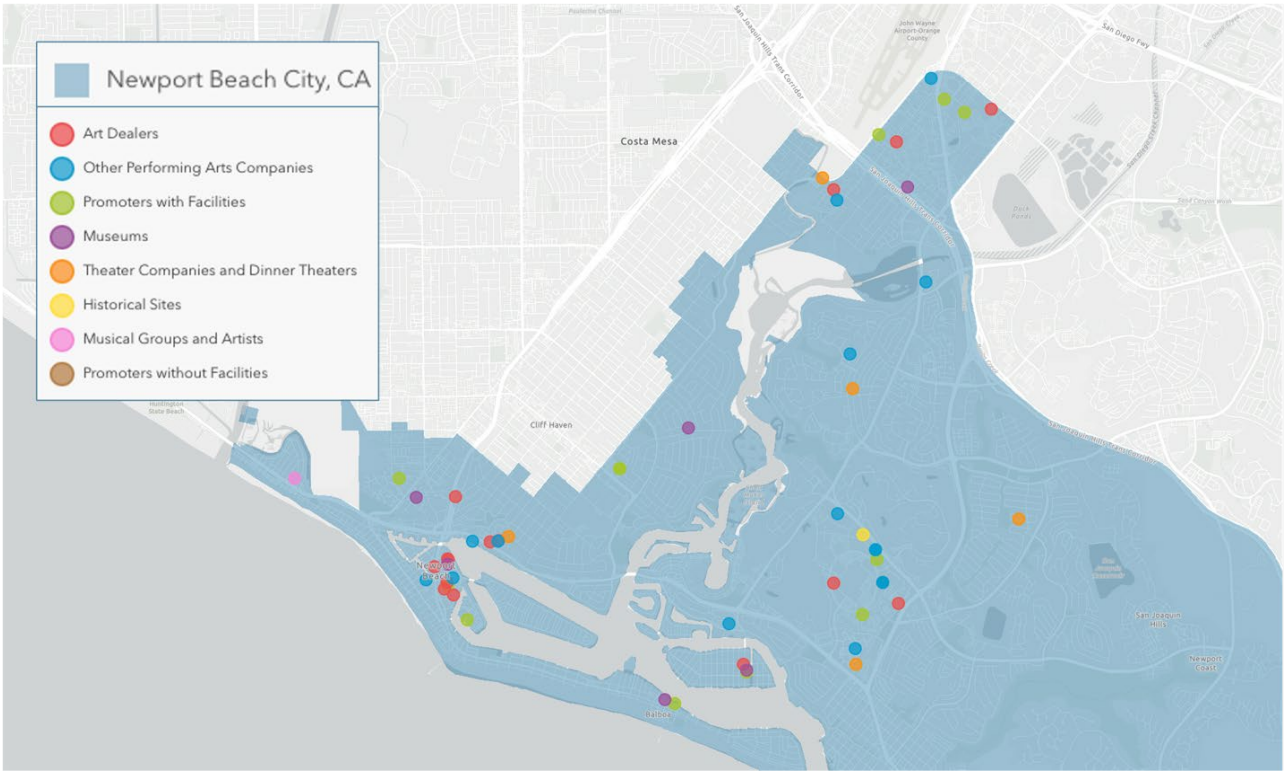
Arts and Culture Inventory

The following uses the North American Industry Classification System (NAICS) and previously defined Museums and Collections and Performing Arts industries in the Newport Beach Master Arts & Culture Plan to determine the existing supply of related industries in Newport Beach and select benchmark cities.

Existing Supply

The following **Figure 4** is a map of the existing Newport Beach arts and cultural businesses. Based on data from the California Employment Development Department, there are currently 57 businesses within the Museums and Collections and Performing Arts industries in the Newport Beach. A full list of the businesses is presented in the Appendix of this memorandum.

Figure 4: Newport Beach Arts and Culture Business Map (2023)



Source: California Economic Development Department (2023)

Utilization

Three representative facilities were selected to analyze the market and behavior of users over the last 12-months (November 2022 to October 2023). The facilities selected include ExplorOcean, Balboa Island Museum, and the Newport Theatre Arts Center. As shown in the table and figures below, key findings include:

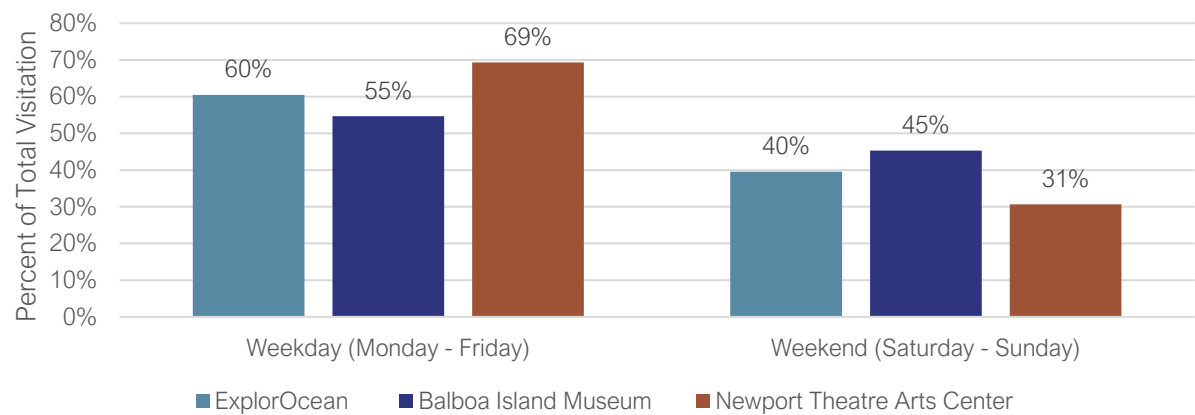
- The Balboa Island Museum and Newport Theater tend to attract the highest income and highest educated people, with a longer typical length of stay compared to ExplorOcean.
- ExplorOcean has the highest average persons per household and attendance over the last 12-month time period. While data is not available on age, it is assumed that these guests tend to be younger driven by children in a family household formation.
- The Newport Theatre Arts Center shows the least variance in attendance when examined on daily arrivals. In contrast, the ExplorOcean and Balboa Island Museum's attendance tends to spike on the weekend.
- All the facilities experience a low percent of total visitation before noon. ExplorOcean and the Balboa Island Museum tend to attract most of their guests between 12pm and 5pm. In contrast, due to performance scheduling, most visitors to the Newport Theatre Arts Center arrive after 5pm.
- To various extents, most visitors at these cultural venues participated in dining, leisure, or shopping before or after attending one of the venues. The trip chain of visitors is important when considering the economic impacts of various arts and cultural activities.

Table 5: Audience Overview (2023)

	ExplorOcean	Balboa Island Museum	Newport Theatre Arts Center
Most Common Ethnicity	46% White	81% White	62% White
Median Household Income	\$106,096	\$140,651	\$125,085
Persons per Household	2.77	2.04	2.60
Bachelor's Degree or Higher	44%	61%	50%
Average Length of Stay	40 Minutes	61 Minutes	60 minutes
Foot Traffic (11/22 – 10/23)	166,000	14,000	76,000

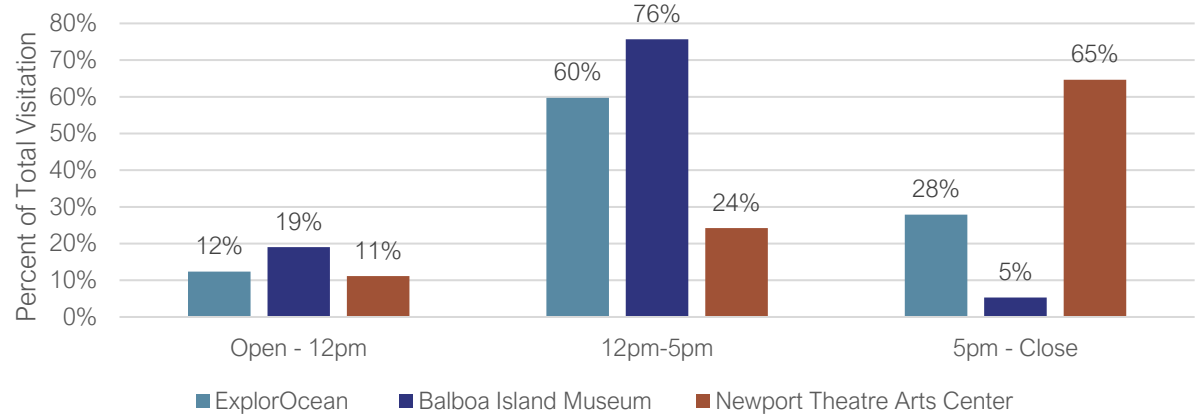
Source: Placer.ai

Figure 5: Visitation by Day of Week (November 2022 – October 2023)



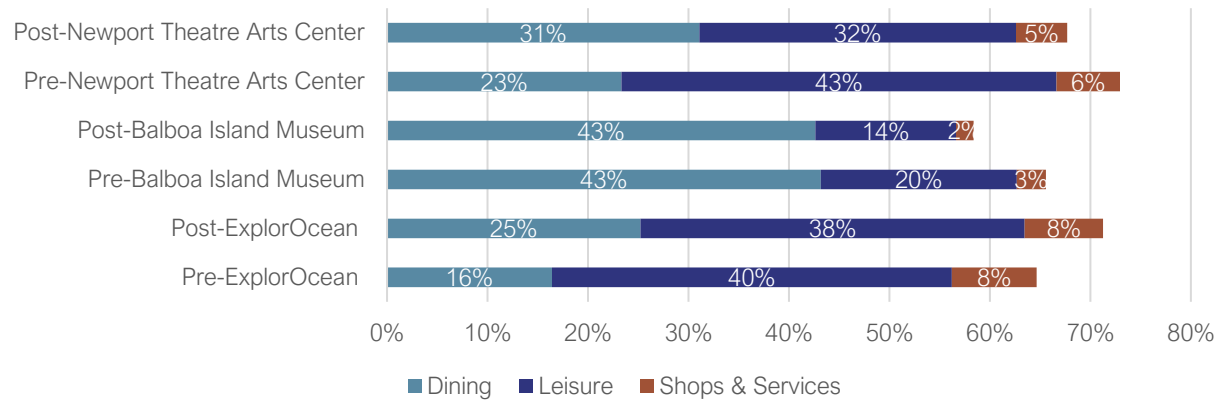
Source: Placer.ai

Figure 6: Visitation by Time (November 2022 – October 2023)



Source: Placer.ai

Figure 7: Visitation Journey (November 2022 – October 2023)



Source: Placer.ai

Planned and Proposed

Currently there is only one planned and no proposed developments that will impact arts and culture in Newport Beach. On January 6th, 2023, the Los Angeles Times reported that LAB Holdings is planning to begin renovations of the Balboa Theater in 2023. As of the time of the analysis, no update has been confirmed that LAB Holdings will progress on the rehabilitation of the historic theatre. As previously reported, the LAB Holdings' plan is for the theatre to return as a performance center, hosting live music, drama, film, and private events. Newport Beach is also planning for a new facility to replace the Balboa Branch Library and a Central Library Lecture Hall, which may facilitate various arts and culture.

A summary of other planned and proposed developments in the region include:

- Plans have been discussed in the City of Irvine for a temporary amphitheater in the Great Park to be developed in 2024.
- In Fullerton a public-private partnership project secured entitlements in 2022. Located next to the historic Fox Theater, the adaptive reuse project includes an existing restaurant and former dance studio building converted into multiple food and beverage uses, and an existing surface parking lot developed into an outdoor food hall concept with a microbrewery. The City of Fullerton has also partnered with the Fullerton Historic Theatre Foundation to restore the theater that closed in 1987.
- Neighboring Costa Mesa attracted the new Orange County Museum of Art (opened in 2022) that relocated from Newport Beach.
- The City of Brea is in the process of putting together its first-ever Cultural Arts Master Plan.
- The electric vehicle manufacturer Rivian broke ground on the South Coast Theater project (City of Laguna Beach). Construction at the site of the historic theater on South Coast Highway in Laguna Beach is ongoing and was originally targeted to open by the end of 2023.

- The City of Mission Viejo is currently examining the viability of developing a new venue for live performances and events, based on recommendations from their Cultural Arts Master Plan from 2016. The City of Mission Viejo has engaged performing arts facility planning consultants to evaluate the market, gather community input, and provide insight into potential sites and the initial and ongoing costs the City could expect for such a facility.

Benchmark Analysis

Newport Beach is compared to four other peer cities in Orange County. First, a location quotient analysis was conducted to see any relative strength or weakness in the Arts, Entertainment, and Recreation industry. Second, the peer cities firms identified as being a part of the Museum or Performing Art industries were identified and compared in terms of their total businesses relative to their population.

Location Quotient

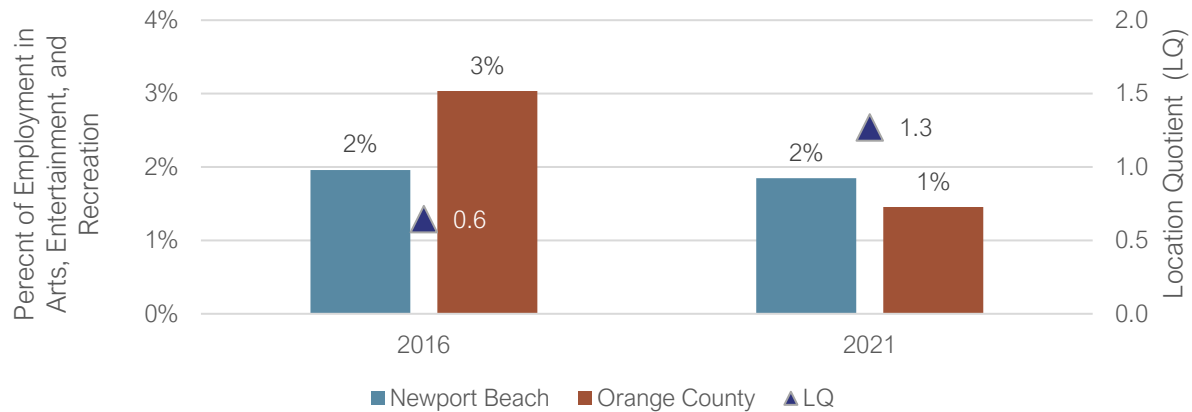
The location quotient (LQ) is a tool that measures the relative concentration of different industries in specific localities relative to a larger level of geography. In most cases, the LQ would compare a county to a state or national level of employment concentration. However, it is useful to get a proxy for relative employment concentration among industries within a sub-regional level geography. The calculation helps evaluate Newport Beach's strength or weakness in the Arts, Entertainment, and Recreation industry, relative to Orange County as a whole. A concentrated (high) LQ means that a given industry is represented more than one would expect, given its total level of employment. The following describes the LQ:

- $LQ > 1.0$ means that an industry is more concentrated in Newport Beach than in Orange County.
- $LQ < 1.0$ means that an industry is less concentrated in Newport Beach than in the Orange County.
- $LQ = 1.0$ means that an industry is equally concentrated in Newport Beach as in the Orange County.

Because industries with a LQ greater than one indicates relatively high production of a particular service, it is likely that some amount of that industry is being exported. Employment in that industry (or the portion of employment that causes the LQ to exceed 1.0) is then assigned to the economic base and is given credit for supporting the economy. Conversely, if an industry has a LQ less than one, it is assumed to be a local-serving or non-basic industry. For comparison purposes, it is often useful to focus on the outlier industries with a LQ greater than 1.25 or less than 0.75. The assumption is that industries falling within 0.75 and 1.25 are probably producing at levels sufficient to meet local demand in the local area.

As shown in below in Figure 8, The LQ for Newport Beach was 0.6 in 2016 and doubled to 1.3 in 2021. Interestingly, the relative minor loss of jobs within the industry in Newport Beach over the last 5 years has moved it from an area with a lower to higher concentration of jobs due to the much higher loss of jobs within the larger Orange County area. However, in both 2016 and 2021, Newport Beach employment in Arts, Entertainment, and Recreation are near the low and high range of sufficient LQ levels, respectively, which suggest that these industries are likely within the expected range to meet local demand.

Figure 8: Location Quotient Analysis for Arts, Entertainment and Recreation Jobs in Newport Beach (2021)



Source: US Census

Comparison

The following **Table 6** provides a comparison of the existing inventory of businesses in the NAICS defined Museums and Collections and Performing Arts industries. The comparison shows the relative strength of Newport Beach compared to the peer cities. As noted, except for Dance Companies, Newport Beach has businesses in each of the select industries. Overall, the number of businesses per one thousand residents is second highest of the benchmarks. Laguna Beach has the highest number of businesses per one thousand residents because of the robust number of art dealers. However, the actual supply of venues to experience arts and culture is limited in Newport Beach compared to other peer cities.

The primary performing arts facilities in Newport Beach include the Newport Theatre Arts Center along with local schools have auditoriums and other facilities that can be used as performing arts spaces. Other peer cities either operate various galleries and theaters (e.g Brea) or have a more diverse offering of venues where the public can experience performances (i.e. Laguna Beach Playhouse).

Table 6: Firm Overview (2023)

	Newport Beach	Brea	Costa Mesa	Huntington Beach	Laguna Beach	Mission Viejo	Orange County
Art Dealers	16	3	17	14	62	12	298
Dance Companies	-	-	1	1	-	1	26
Historical Sites	1	-	-	-	-	-	5
Museums	6	3	7	10	11	8	160
Musical Groups and Artists	1	1	1	3	1	2	43
Other Performing Arts Companies	15	6	9	18	7	7	273
Promoters with Facilities	12	5	13	18	6	9	277
Promoters without Facilities	1	-	-	3	-	-	18
Theater Companies and Dinner Theaters	5	2	8	4	2	1	67
Total	57	20	56	71	89	40	1,167
Population (1/1/2023)	83,411	48,184	111,183	195,714	22,445	91,846	3,137,164
Business per 1,000 Persons	0.68	0.42	0.50	0.36	3.97	0.44	0.37

Source: California Economic Development Department (2023)

Appendix

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Appendix Table 1: Newport Beach Arts and Culture Business Overview (2023)

Name	Address	Type	Employees
Hin Events LLC	4590 Macarthur Blvd., Newport Beach, CA 92660-2030	Promoters with Facilities	1-4 employees
Corporate Global Events	1048 Irvine Ave # 993, Newport Beach, CA 92660-4602	Promoters with Facilities	1-4 employees
Grand Ballroom	400 Main St., Newport Beach, CA 92661-1330	Promoters with Facilities	1-4 employees
Bliss Fine Florals	439 31st St., Newport Beach, CA 92662-3830	Promoters with Facilities	1-4 employees
Legacy Agency Inc	500 Newport Center Dr # 800, Newport Beach, CA 92660-7008	Promoters without Facilities	5-9 employees
Pacific Coast Shootout	101 Shipyard Way # D, Newport Beach, CA 92663-4447	Promoters with Facilities	1-4 employees
Gala Celebrations Modern Event	206 Marine Ave # 5844, Newport Beach, CA 92662-7057	Promoters with Facilities	1-4 employees
Events By Robin	200 Newport Center Dr # 11-453, Newport Beach, CA 92660-7501	Promoters with Facilities	1-4 employees
K Sage Events	1433 Superior Ave # 129, Newport Beach, CA 92663-2717	Promoters with Facilities	1-4 employees
Simple Science	610 Newport Center Dr # 350, Newport Beach, CA 92660-6438	Promoters with Facilities	10-19 employees
Campus Jacks	3950 Campus Dr., Newport Beach, CA 92660-2206	Promoters with Facilities	10-19 employees
Appreciation Events Inc	4490 Von Karman Ave., Newport Beach, CA 92660-2008	Promoters with Facilities	10-19 employees
International Hockey Events	1048 Irvine Ave # 164, Newport Beach, CA 92660-4602	Promoters with Facilities	1-4 employees
Linear Gallery LLC	20250 SW Acacia St # 260, Newport Beach, CA 92660-1768	Art Dealers	1-4 employees
Art & Treasures	420 31st St # B9, Newport Beach, CA 92663-3885	Art Dealers	Unknown employees
Gallery West	510 30th St., Newport Beach, CA 92663-3714	Art Dealers	1-4 employees
Debra House Gallery	229 Marine Ave # 1, Newport Beach, CA 92662-1286	Art Dealers	1-4 employees
Lahaina Galleries	1173 Newport Center Dr., Newport Beach, CA 92660-6950	Art Dealers	5-9 employees
Bradford Gallery	355 Old Newport Blvd., Newport Beach, CA 92663-4120	Art Dealers	1-4 employees
Peter J Art Gallery	3416 Via Lido # C, Newport Beach, CA 92663-3972	Art Dealers	1-4 employees
Ethos Contemporary Art	3405 Newport Blvd., Newport Beach, CA 92663-3817	Art Dealers	1-4 employees
Aleph Gallery Inc	3410 Via Lido, Newport Beach, CA 92663-3909	Art Dealers	1-4 employees
Sam's Stone Gallery	5020 Campus Dr., Newport Beach, CA 92660-2111	Art Dealers	1-4 employees

Egart Brokers	2700 W Coast Hwy # 210, Newport Beach, CA 92663-4752	Art Dealers	1-4 employees
Art Therapy Oc	432 32nd St., Newport Beach, CA 92663-3801	Art Dealers	1-4 employees
Seaside Gallery & Goods	124 Tustin Ave # 100, Newport Beach, CA 92663-4781	Art Dealers	1-4 employees
Art Inspiring Change	3419 Via Lido # 256, Newport Beach, CA 92663-3908	Art Dealers	1-4 employees
Art Deco Through Modernism	1441 Avocado Ave # 307, Newport Beach, CA 92660-7704	Art Dealers	1-4 employees
Nottingham Fine Framing-Design	3920 Birch St # 102, Newport Beach, CA 92660-2251	Art Dealers	1-4 employees
Balboa Island Msm Newport Bch	210 Marine Ave # B, Newport Beach, CA 92662-1275	Museums	5-9 employees
Orange County Performance Arts	101 Scholz Plaza, Newport Beach, CA 92663-2658	Museums	1-4 employees
Deborah M Allen Art + Design	3419 Via Lido # 129, Newport Beach, CA 92663-3908	Museums	1-4 employees
Grayburn Plantation LLC	660 Newport Center Dr # 1450, Newport Beach, CA 92660-6452	Historical Sites	1-4 employees
Lyon Air Museum	1807 Highland Dr., Newport Beach, CA 92660-4402	Museums	5-9 employees
Comprehensive Arts Resource	1300 N Bristol St # 100, Newport Beach, CA 92660-2989	Museums	1-4 employees
ExplorOcean	600 E Bay Ave., Newport Beach, CA 92661-1347	Museums	20-49 employees
Steinberg Sports & Entrtn LLC	2901 W Coast Hwy., Newport Beach, CA 92663-4023	Other Performing Arts Companies	5-9 employees
Newport Theatre Arts Ctr	2501 Cliff Drive, Newport Beach, CA 92663-5127	Theater Companies and Dinner Theaters	1-4 employees
Eastbluff Community Theater	2401 Bamboo St., Newport Beach, CA 92660-4103	Theater Companies and Dinner Theaters	1-4 employees
Courtesy Entertainment LLC	500 Newport Center Dr # 600, Newport Beach, CA 92660-7006	Other Performing Arts Companies	1-4 employees
Fair Oaks Mezz	500 Newport Center Dr # 600, Newport Beach, CA 92660-7006	Other Performing Arts Companies	1-4 employees
Asher Entertainment Prdctns	314 33rd St., Newport Beach, CA 92663-3132	Other Performing Arts Companies	1-4 employees
Two Frames Late	20271 SW Birch St # 100, Newport Beach, CA 92660-1714	Other Performing Arts Companies	1-4 employees
Powerjam Entertainment Group	120 Tustin Ave # C-608, Newport Beach, CA 92663-4729	Other Performing Arts Companies	1-4 employees
Sleepy Giant	4 San Joaquin Plaza # 200, Newport Beach, CA 92660-5934	Other Performing Arts Companies	50-99 employees
Gourmet Detective	3100 Irvine Ave., Newport Beach, CA 92660-3104	Theater Companies and Dinner Theaters	5-9 employees
G Hospitality Corp	218 Prospect St., Newport Beach, CA 92663-1940	Musical Groups and Artists	1-4 employees
Backstage & Performing Artists	1954 Port Chelsea Place, Newport Beach, CA 92660-5348	Theater Companies and Dinner Theaters	1-4 employees
Newport Beach Film Festival	4630 Campus Dr., Newport Beach, CA 92660-1822	Other Performing Arts Companies	1-4 employees

Elan International	620 Newport Center Dr # 1100, Newport Beach, CA 92660-8011	Other Performing Arts Companies	1-4 employees
Its All Me Entertainment	620 Newport Center Dr., Newport Beach, CA 92660-6420	Other Performing Arts Companies	1-4 employees
2381 Fair Oaks Partners A CA	503 32nd St # 200, Newport Beach, CA 92663-3820	Other Performing Arts Companies	1-4 employees
Fair View 949 LLC	23 Corporate Plaza Dr # 247, Newport Beach, CA 92660-7934	Other Performing Arts Companies	1-4 employees
28 Entertainment LLC	1024 Bayside Dr # 505, Newport Beach, CA 92660-7462	Other Performing Arts Companies	1-4 employees
Newport Entertainment	2549 Eastbluff Dr # 493, Newport Beach, CA 92660-3500	Other Performing Arts Companies	1-4 employees
Couture Paintings	531 Baypointe Dr., Newport Beach, CA 92660-8505	Other Performing Arts Companies	1-4 employees
Indian Whalers Players Corp	7 Corporate Plaza Dr., Newport Beach, CA 92660-7904	Theater Companies and Dinner Theaters	1-4 employees

Source: California Economic Development Department (2023)