

# Arts and Culture Existing Conditions

July 2021







Bell Arts Factory, Photo Bell Arts Factory

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All photos in this report are courtesy of the City of Ventura, except as noted.



Children's Celebration of the Arts, Ventura Parks and Recreation Department

# Introduction

*The Existing Conditions Report for Arts and Culture presents and analyzes the characteristics of Ventura’s cultural ecosystem, and identifies key issues and opportunities to address in the General Plan Update.*

## Purpose of Report

The purpose of the report is to articulate what distinguishes Ventura’s arts, culture and creative economy, to introduce national arts and cultural trends, and to compare key Ventura features to other communities. This examination not only documents the current situation but also provides a context for useful policy dialogue in developing the Arts and Culture Element of the General Plan Update.

## Summary of Key Findings

### *Policy Context*

The City has recognized the importance and role of Ventura’s arts and culture in its past General Plan and two cultural plans. While now outdated, they reflect a history of aspirational cultural policy.

### *Emerging Trends in Arts and Culture*

There are a number of trends in arts and culture that may have special relevance for Ventura’s General Plan Update. These include development of the creative economy, engaging artists in the work of city government as creative problem-solvers, and using public/private partnerships as a way to supplement public sector resources. Additionally, there are relevant trends in “opening up” the field of public art, streamlining city permissions for arts and culture activities, activating public spaces, and promoting neighborhood- or community-initiated projects.

### *Regional Creative Environment*

While it is not a suburb of Los Angeles, Ventura is in close proximity to one of the world’s great cultural centers. Ventura’s residents have ready access to sophisticated cultural institutions and experiences, and their creative interests are influenced by access to this larger regional arts environment. Ventura County has several economic characteristics that impact Ventura’s arts ecosystem. Nonprofits countywide are undercapitalized on the average, compared to nearby counties and the state, and the countywide impact of the Great Recession on jobs was long-standing and took a period of many years to reach pre-recession levels, likely impacting the creative sector. Also, there is no countywide economic development plan or goal that addresses growth in the creative economy.

### *Ventura’s Cultural Identity*

Ventura has a distinctive cultural identity that is a defining characteristic and a continuing source of pride. This identity is based on a realness and authenticity, and arises in part from Ventura’s origins in agriculture, oil production, and manufacturing. This identity was also the foundation for past arts and cultural planning and should remain a reference point for future planning.

### *City Arts and Cultural Programs*

The City’s arts and cultural functions are currently managed by the Community Partnerships Division of the Parks and Recreation Department. They encompass a broad range of arts, culture, historic, and educational programs.

Ventura's history and heritage are defining features and the City plays a lead role in preservation and interpretation of its historic structures and places. The City owns and manages several historic buildings and places, including the Albinger Archaeological Museum, Olivas Adobe and Ortega Adobe.

The City's public art collection is remarkable by any definition and now encompasses 213 works located throughout many areas of the city, including City Hall, offering the public extensive and free access to the arts. The public art program is undergoing a period of diminished resources. City Council suspended application of the public art requirement to water and wastewater capital projects in 2012 and the program has no dedicated staff at the present time.

The Department provides three funding programs that serve the arts and culture sector. It also offers arts classes and experiences at the Barranca Vista Imagination Center, in the community, and in public schools, as well as several annual events and contests for the general public.

#### *History of City's Cultural Leadership*

Throughout the 1990's and 2000's City government maintained a leadership role in arts and culture. During the Great Recession, the Office of Cultural Affairs was downsized and reorganized and has operated since that time with reduced functions, budget and staffing.

#### *Ventura's Creative Economy*

Ventura's creative economy ranks above-average nationally. In 2019, Ventura reported a total of 4,408 creative jobs, with a strong presence of individual artists and other self-employed workers. Ventura's creative enterprises earned \$188 million. When compared to four benchmark cities, Ventura indexes higher than Santa Barbara and Encinitas and lower than Laguna Beach and Santa Monica. Consistently, all cities surpass Ventura significantly in art gallery and individual artist sales, which reflects the decline of these sectors in the city. Ventura has an opportunity to benefit from reinvestment in the creative sector. The strong presence of individual artists illustrates the opportunity to build markets and leverage the talent present in the community.

#### *Ventura's Cultural Assets*

Ventura's community of nonprofit arts and cultural organizations has grown and diversified in the 15 years since the last general plan. There are currently 37 organizations with revenues totaling approximately \$12 million in 2018/19.

Individual artists have been a defining feature of Ventura's arts community for decades and were a subject of the 1992 and 2005 cultural plans. Artists comprise the top three creative occupations – photographers, writers and authors, and musicians and singers – and the 6th largest industry – artists, writers and performers.

Ventura has a large collection of venues where the public can attend arts and cultural events and programs. These are 44 well-recognized venues and additional informal venues for the arts, although there is no large performing arts center or outdoor amphitheater/festival site. Therefore, certain concerts and performances must take place in venues outside Ventura. There is potential for more and informal venues for arts activity, especially those that activate civic spaces, including downtown, with pop-ups, temporary art events, street performers, street fairs and other creative activities that make areas more interesting and successful as gathering places.





Applied Science Center, Ventura College, Gensler Architecture



# Policy Context

Two previous City plans recognize the role and importance of arts and culture. However, they are from 2005 so their value is primarily in defining the context for the current conditions.

## Previous Plans

### General Plan (2005)

The City's previous general plan included an arts and cultural element, entitled Our Creative Community. The overall city vision also includes cultural aspects:

In the future, Ventura is a community that...

- Recognizes the importance of children and seniors by providing exceptional cultural, educational, and social support programs.
- Celebrates and is enriched by the arts and diverse cultural opportunities.

The goal of Our Creative Community is for Ventura, "...to become a vibrant cultural center by weaving the arts and local heritage into everyday life." The element focuses on building a strong local, community-based cultural infrastructure: places, people and organizations. It emphasizes Ventura's authenticity, highlighting local artists, architecture, culture, history and the environment, as opposed to cultural strategies such as importing Broadway shows or blockbuster exhibits.

Policies:

- Increase public art and cultural expression throughout the community.
- Meet diverse needs for performance, exhibitions, and workspace.
- Integrate local history and heritage into urban form and daily life.
- Ensure proper treatment of archeological and historic resources.

The economic development element of this plan recognizes cultural arts as boosting economic development through a high quality of life, including a thriving cultural scene. Arts and craft manufacturing are cited as contributing to the economic success of the Ventura Avenue corridor.

### Creating California's New Art City (2005)

The New Art City plan is the City's most recent cultural plan, developed through a comprehensive communitywide visioning process, led by staff with some participation by consultants. The plan follows and builds on a 1992 cultural plan which was prepared when the cultural community was comparatively in a fledgling state. The 1992 plan was largely implemented and helped shape the cultural community. The 2005 New Art City plan was intended to address changed circumstances.

There is a strong correlation between the General Plan and the New Art City plan, both of which were adopted in the same year. The policies of the General Plan are largely reformulations of the goals of the New Art City plan.

The New Art City plan is tied to the community and focused on authenticity. There was an overarching community desire to nurture Ventura’s own unique cultural identity, and to grow the cultural infrastructure while respecting and paying homage to existing assets and underlying culture. The plan set an inclusive definition of culture encompassing artists, culture, history, and the environment, along with Ventura’s surf culture, natural beauty, agricultural roots, Mission-era founding and eclectic architecture.

The six policies of the New Art City plan were to:

- Build and preserve a city that is reflective of Ventura’s heritage and aspirations.
- Support Ventura’s cultural infrastructure – people, places, and organizations.
- Creative broad-based public awareness of local and regional cultural offerings and amenities.
- Enhance opportunities for lifelong learning in the arts.
- Ensure comprehensive access to and involvement in cultural opportunities for all segments of the population, prioritizing cultural equity.
- Stabilize and expand funding and other resources that support Ventura’s cultural assets.



Music Under the Stars, Ventura Parks and Recreation Department

# Emerging Trends in Arts and Culture

*Certain trends in arts, culture and creative economy may have special relevance for Ventura's General Plan Update.*

**Creative Economy:** In the past decade, some cities have broadened their policy focus from arts and culture to encompass the whole creative sector of the economy. This recognizes the organic interconnection of the nonprofit and fine arts communities with the for-profit and commercial creative industries. Viewing them as an economic sector better enables a larger toolkit of economic development strategies and growth in the sector. Sacramento, San Jose and Philadelphia – among many other cities – have reoriented towards the creative economy and in some cases have reorganized the arts to economic development within the structure of city government.

**Artists in City Government:** Cities are increasingly engaging artists to work directly in city government as creative problem-solvers for a broad range of municipal challenges. This is different from engaging an artist to create a work of art, such as a public art piece. The overall question is, "What if art making and creative capabilities were integrated into municipal governments as one of their tools for dealing with such exciting times locally, globally, and nationally, when political, economic, and social institutions are pretty much guaranteed to break?" The City of Holyoke, Massachusetts used a poetry program, Art at Work, to improve police-community relations. Minneapolis' Creative CityMaking Program used a theater artist to build understanding and empathy among housing inspectors, placing "renters first." Los Angeles County's Creative Strategists Initiative embeds artists in municipal planning, public health and libraries for yearlong residencies.

**Public Private Partnerships:** Some cities employ PPPs as a way to supplement public sector monies with private sector funding and to enable the comparative nimbleness of private agencies. The City of Baltimore's independent nonprofit Office of Promotion and the Arts handles arts grants, tourism promotion, film and television production, and public events; it is noted for its entrepreneurship as well as its success in cultivating private funding that augments City arts dollars. The City of Laguna Beach has a public private partnership with its Business Improvement District that includes the arts. Hotels in the city voluntarily self-assess a 12% surcharge, not considered a tax, that funds the arts, tourism marketing and other purposes; this arises from the longstanding link between arts and tourism in Laguna Beach and helps shape arts events and venues to tourism purposes. The City of Thousand Oaks has a longstanding partnership with TO Arts (formerly Thousand Oaks Alliance for the Arts). In this arrangement, TO Arts raises significant funds to support primarily the city's Civic Arts Plaza theaters and programming.

**New Possibilities Arising from COVID-19 Challenges:** The pandemic has caused enormous disruption and loss for the creative sector's nonprofit organizations, creative businesses, workforce, and artists. At the same time, the sector's adaptations have yielded approaches that could be lasting and have generated a growing sense that recovery can include valuable lessons. For example, use of online programming, video recording, and distance learning have all expanded the definition of audience and community, since they are not as bounded by geography. Settlement Music School in Philadelphia, founded as part of the settlement house movement in the early 1900s, has a long history of community service primarily through in-person lessons. At the start of the pandemic, it moved its training online and has now created a large and lasting international student enrollment. The Old Globe Theatre in San Diego transformed its education programming to include a live daily Facebook event serving teachers and high school students with a much broader reach than previously. Performing arts organizations have begun

to consider live performances as one part of a continuum of live, online, and designed-for-video programming that can redefine the concept of a programming season.

**Public Art:** Public art plays an increasingly broad role in improving the collective quality of life for communities. It transforms and humanizes public spaces, tells community stories, and is a tool of activism, education and problem solving for social and environmental issues. Current and future trends in public art are inclusive and cross over to other sectors, such as design. According to Forecast Public Art, systems and networks are relying on artists and designers to advance solutions to emerging problems. Public art is humanizing data and information for easy consumption and encouraging discourse across cultures, communities, and sectors. More and more, we are seeing public art as part of a community's efforts to achieve goals for economic growth, attraction and retention of talent, raising awareness about issues, and mitigating environmental challenges. The physicality of public artworks is expanding from sculpture to interactive works, temporary installations, community-initiated projects, and more. In the times of COVID-19, communities are engaging with public art as a resource for healing and connection. Broward County, Florida is currently developing a video-based public art project: artists tell stories from the community through projections on County buildings, allowing residents to view and engage on their own terms.

**Activation of Public Spaces:** Cities are most successful in activating public spaces when public input drives their uses. Community-defined public space programs that include uses, activities, and calendars of activities are becoming very popular. According to Project for Public Spaces, vibrant programming is based on a combination of reflecting the community culture, supporting local business, encouraging collective activities, providing community tours/observations, and always incorporating an element of surprise and whimsy. In New York City, *The Tables*<sup>1</sup> programs ping pong tables in Bryant Park. This activation has become a place of connection cutting across age, race, and class, bringing together investment bankers, people living on the street, professional ping pong players young amateurs, and others. *Musical Swings*<sup>2</sup>, a temporary interactive public art installation that is touring to different US cities, offers a look at the idea of cooperation, the notion that one can achieve more together than separately. Each swing in motion triggers different notes, all the swings together compose a piece, but some sounds only emerge from cooperation of the people who are swinging. The project stimulates ownership of the public space, bringing together people of all ages and backgrounds, and creating a place for playing gathering.

**Streamlined City Permissions:** Working with internal and external stakeholders to streamline the delivery of city services, can make a significant difference for small businesses and artists, and increase the economic impact of the creative sector. Streamlining event permitting, insurance, public safety, other event services is at the core of eliminating barriers to successful events and activities and the activation of public spaces. This also promotes public entrepreneurship and resident engagement. Cities such as Orlando, FL and Boston, MA provide one-stop points of contact for licensing, insurance, and other needs to arrange events. The City and County of San Francisco recently passed a ballot measure intended to eliminate bureaucracy and make it easier for small businesses to open and operate throughout San Francisco, helping businesses navigate the effects of COVID-19.

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<sup>1</sup> <https://www.nationalgeographic.com/culture/2019/05/ping-pong-players-find-community-new-york-city-park/>

<sup>2</sup> <http://www.musicalswings.com/>

**Neighborhood/Community-initiated Arts:** Community-initiated and neighborhood-based art projects provide an opportunity for a collective art project, designed and built by a community with a professional artist. These projects may celebrate stories and histories, or simply bring more beauty, joy, and surprise to a space. In Boulder, CO, the Office of Arts and Culture and Create Boulder established a Neighborhood arts program and then launched the *Creative Neighborhood: COVID-19 Work Projects*<sup>3</sup> to support artists and bolster the social infrastructure of the community. Working with neighborhoods, the projects leverage the talent of artists to unite and vitalize neighborhoods with the goal of helping neighbors stay connected during the restrictions, and helping people to reconnect, recover and adjust to new social conditions.



Prayer Mandala, Chris Saunders

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<sup>3</sup> <https://www.giarts.org/blog/carmen-graciela-diaz/boulders-creative-neighborhoods-covid-19-work-projects>

# Regional and Local Context

*This section places Ventura's arts and culture in the context of Los Angeles' regional cultural resources and of Ventura County's nonprofit and economic environment. It describes in detail Ventura's arts, culture, and creative economy.*

## Regional Creative Environment

The City of Ventura is in a region with significant cultural resources. This larger cultural context helps define Ventura's situation and possibilities for future creative development.

### Los Angeles Cultural Region

While it is not a suburb of Los Angeles, Ventura is in close proximity to one of the world's great cultural centers. According to the Otis 2020 Creative Economy Report, Los Angeles County has a major concentration of creatives, with 402,465 workers directly employed in creative industries in 2018, or more than one-third of all creative sector employment in the state.<sup>4</sup> Ventura is home to and benefits from the availability of artists and other creatives working in or trained by the Los Angeles creative economy. Ventura's residents have ready access to sophisticated cultural institutions and experiences, such as the J. Paul Getty Museum and Hollywood Bowl. Their creative interests are influenced by access to this larger regional arts environment.

### Ventura County Environment

#### *2019 State of the Region Report*

The Ventura County Civic Alliance prepared a State of the Region report in 2019 that includes several characteristics relevant to the City of Ventura's arts and cultural community.<sup>5</sup> Three economic factors in particular highlight challenges that impact Ventura's arts ecosystem.

First, nonprofits countywide are undercapitalized on the average, compared to nearby counties and the state. This is confirmed anecdotally by nonprofit arts and cultural organizations in Ventura, who report a difficult funding environment.

Second, Ventura County has a creative economy that comprised 5% of all business and 2.8% of all workers in the county in 2017. The largest creative industry in Ventura County was film, radio, and TV, followed by visual arts/photography, design and publishing, and performing arts. The countywide creative economy is above the national average but slightly below the California average. Despite this economic presence, there is no countywide economic development plan or goal that addresses growth in the creative economy.

Third, the report also shows that the countywide impact of the Great Recession on jobs was long-standing and took a period of many years to reach pre-recession levels. Unemployment was at a long-term low in 2006 (4.3%), rose to a high of 10.8% in 2010, and then took until 2018 to reach a level lower

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<sup>4</sup> 2020 Otis Report on the Creative Economy, Otis College of Art and Design in cooperation with Beacon Economics, [https://www.otis.edu/system/files/Otis\\_Creative%20\\_Economy\\_Report\\_0.pdf](https://www.otis.edu/system/files/Otis_Creative%20_Economy_Report_0.pdf)

<sup>5</sup> 2019 State of the Region Report, Ventura County Civic Alliance, <https://civicalliance.org/2019-state-of-the-region-report/>



than 2006 (3.8%). This slow employment recovery likely impacted the creative sector and correlates with the undercapitalization mentioned above.

## Ventura Creative Environment

This section describes and analyzes the City of Ventura's arts and cultural ecosystem, including its creative economy.

### Ventura's Cultural Identity

Ventura has a distinctive cultural identity that is a defining characteristic and a continuing source of pride. This identity is based on a realness and authenticity, and arises in part from Ventura's origins in agriculture, oil production, and manufacturing. Creative leadership in Ventura describes it as gritty, unpretentious, low-key, funky, working class, and a diamond in the rough. While it can be highly sophisticated, artmaking in Ventura often reflects these characteristics and is at times inspired by the beauty of the natural environment. The arts community is more defined by its community of individual artists than its cultural institutions. Creativity is now found not only in the artist's studio but also in the growing community of creatives in fields such as design, technology, media, culinary, and artisan brewing. This identity was been the foundation for past arts and cultural planning and should remain a reference point for future planning.

### City Arts and Cultural Programs

The City's arts and cultural functions are currently managed by the Community Partnerships Division of the Parks and Recreation Department. They encompass a broad range of arts, culture, historic, and educational programs. Note that during the COVID pandemic, some programs have been modified or suspended, and the Department has developed online alternatives to some programs to continue serving the community.

#### *Historic Sites*

Ventura's history and heritage are defining features and the City plays a lead role in preservation and interpretation of its historic structures and places. The City owns and manages several historic buildings and places:

- **Albinger Archaeological Museum**: The museum is located next to Mission San Buenaventura and was once home to cultures spanning 3,500 years of history – prehistoric Native Americans, Chumash Indians, Chinese Immigrants, Mexicans, Spaniards, and American settlers. The museum collection includes artifacts from the site from these cultures, as well as excavations of several structures, including the oldest remaining structure in the county, the mission water filtration building. The museum is on the National Register of Historic Places.
- **Olivas Adobe**: This historic site features the restored 1847, two-story adobe home of Don Raymundo Olivas. It celebrates Ventura's Rancho and Latino heritage and is on the National Register of Historic Places and is a California Historical Landmark.
- **Ortega Adobe**: This 1857 historic home is an architectural example of smaller adobe homes that once lined Main Street in sharp contrast to the residences of wealthy landowners nearby. It was here that Emilio Ortega first began fire-roasting chiles, believed to be the first commercial food operation of its kind in California.
- **City Hall**: Ventura's City Hall building started out in 1912 as the Ventura County Courthouse Annex, housing the Sheriff's office and jail. Over a five-year period from 1927-1932, the building was transformed into an elegant structure housing the County Courthouse, with a terra cotta exterior, copper sheathed dome, and Italian marble foyer. It closed in 1969 due to seismic issues

and was purchased by the City. After extensive renovations and improvements, it opened as City Hall in 1974. The building is on the National Register of Historic Places and is a California Historical Landmark.

- Ventura Pier: Constructed in 1872, the Ventura Pier was for decades a commercial wharf for the area's agricultural, construction, and oil trade. It now serves primarily a recreational purpose, as an attraction for fishing, walking, picnics, and excellent views of the coastline.



Ortega Adobe

### *Public Art*

The City's public art collection is remarkable by any definition and now encompasses 213 works located throughout many areas of the city, offering the public extensive and free access to the arts. Established in 1991, the program incorporates artists' works into City capital improvement projects. The program is based on recognition of the substantial economic and social benefits of incorporating commissioned works of art into the construction of capital improvement project (CIP) projects and enhancing Ventura's urban design. It is funded by an allocation of 2% of eligible CIP costs. The balance of the public art fund at the start of the current year (July 1, 2020) was \$2,768,326. This balance constitutes funds set aside to incorporate public art into designated future CIP projects.

A subset of the total collection is called the Municipal Art Collection and has 81 works, almost all of which are on public display at City Hall. In fact, City Hall is literally "filled with art" displayed in public foyers, hallways, and meeting rooms. Works in the Municipal Collection, which was established in 1999, are a highly diverse collection of paintings, drawings, photographs, mixed media, sculptures, glassworks, ceramics, and etchings. Beyond City Hall, the public art collection has 132 works in locations in Ventura, including sculptures, murals, and temporary installations, plus designs for utility boxes, recycling boxes, bus shelters, and bike racks. There is also a work of landscape art in Peppertree Booster Pump Station Park and a rotating exhibit at the Coastal Community Cancer Center. This mostly outdoor collection ranges from sculptures by nationally prominent artists (Jud Fine, Dennis Oppenheim, East Los Streetscapers) to significant commissions by Ventura artists to simple functional works adding interest to mundane city infrastructure.

The public art program is undergoing a period of diminished resources. City Council suspended application of the public art requirement to water and wastewater capital projects in 2012 for two years, and again for four- year periods in 2014 and 2018. The program does not have dedicated staff at the present time which has resulted in a lack of attention to program administration and deferred maintenance and conservation of the collection. Despite this, in response to the COVID pandemic, staff has promoted the public art collection to the public as a safe and free art experience. Staff has partnered with Public Works to develop self-guided public art bicycle tours and promoted the utility box art program.

### *Cultural Funding*

The Department provides two funding programs that serve the arts and culture sector.

- Cultural Funding Grant Program: This program awards \$90,000 annually in unrestricted funds to nonprofit arts and cultural organizations located in Ventura.
- Special Event Grant Program: This program awards \$10,000 annually to community celebrations, some of which include cultural events.

### *Arts & Tours*

The Department offers arts classes and experiences at the Barranca Vista Imagination Center, in the community, and in public schools.

- Barranca Vista Imagination Center: The City-owned and managed center offers classes in theater, dance, music, and wellness.
- Bus and Walking Tours: The City offers residents and visitors a selection of cultural and historic bus and walking tours.





Tortilla Flats, MB Hanrahan and Moses Mora, 2008, Ventura Public Art Program



China Alley Memorial Mural, Qi Pang, 2004

- Children’s Celebration of the Arts: This annual program sends professional artists to classrooms during the school day to conduct workshops highlighting the art forms of world cultures.

### Programs

The Department also offers educational and class programs to adults, children, and youth.

- Interpretive Outreach Program: This program offers dozens of pre-K through 6<sup>th</sup> grade educational programs focusing on nature and California history in classroom settings and through outdoor field trips to Ventura parks, beaches, and historic sites.
- Recreation Arts Classes: The Department offers year-round adult and senior recreation classes, which include visual arts, music, and dance.
- After-School Programs: These programs are provided by the City in partnership with the Ventura Unified School District and Ventura Police Activities League. Their mission is to provide safe and supervised after-school education, enrichment, and recreation for students. These programs often include an art component.

### Events and Contests

The Department produces several annual events and contests for the general public.

- Annual cultural events: Music Under the Stars summer concert series and 4<sup>th</sup> of July Street Fair.
- Contests celebrate community creativity and include the annual Art Tales Writing Contest for youth and adults, and City of Ventura Photo Contest for amateur photographers.

## History of City’s Cultural Leadership

The City has a long history of leadership in arts and culture, one that has shifted in the past decade. The City’s role began with stewardship of its historic structures. In 1921 the City acquired the historic Ortega Adobe and in 1963, the Fleischmann Foundation donated the Olivas Adobe to the City. The City has restored and managed these and other historic sites into the present time.

The City’s goals and investments in arts and culture in recent decades have been guided by communitywide cultural plans developed and adopted in 1992 and 2005. Each was the product of citywide visioning and community engagement. The second was entitled *Creating California’s New Art City*, reflecting the scope of the community’s vision and aspiration. During that time period, the City’s arts functions were managed by the Office of Cultural Affairs within the Community Services Department. The Office had a strong voice in arts leadership and connected the arts to other civic goals, which was reflected in its mission statement:

*The mission of the Office of Cultural Affairs is to promote broad community awareness of, access to, and education in the arts and the city’s historic resources in Ventura; provide opportunities and support to Ventura artists and arts organizations; foster cross-cultural understanding; and support economic development and tourism, especially in the downtown core.*

The former Office of Cultural Affairs oversaw a collection of programs more extensive than currently offered. These included a more active public art program, professional development and technical assistance for the arts community, more public events, a larger grants program, and tourism collaborations with Visit Ventura. The Office was regarded by the community as the leadership voice for the arts and it commissioned a number of studies for cultural facilities and the economic impact of the arts. The Office also led development of a major capital project, the WAV (Working Artists Ventura) on South Ventura Avenue, a \$54 million mixed use project that includes artists live/work units, community, and commercial spaces.





Candlelight Tour, Olivas Adobe





During the Great Recession, the staff and budgets of the Office of Cultural Affairs were cut and, in 2010, the Office was reorganized and placed within the Community Partnerships Division of the Parks, Recreation, and Community Partnerships Department. In 2006/07, Cultural Affairs Division staff numbered 14: 12 full time and 2 half time positions. In 2020/21, Arts and Culture Section staff number 3 full time. In the current year, the operating budget of the Arts and Culture Section of the Community Partnerships Division is \$826,437, a slight reduction from the pre-COVID budget of approximately \$1 million (this is in addition to the expense of one full-time staff member accounted for in a separate portion of the departmental budget).

The City also revised its City Council appointed advisory structure for arts and culture in 2020. In 2019, City Council directed staff to reevaluate advisory commissions, boards, and committees. Staff was asked to consider consolidation of the Cultural Affairs, Library, and Public Art Commissions. A new ordinance was adopted in 2020 that: 1) repealed the ordinances of the Cultural Affairs and Public Art Commissions, and 2) established a new 9-member Arts and Culture Commission with a newly clarified role. The new Commission's consolidated responsibilities include advising City Council on arts, culture, cultural tourism, public art, murals, and cultural funding. Members are also appointed to serve on related advisory bodies, including CIP art and design subcommittees, the municipal art acquisitions subcommittee, and the CVB board.

### Ventura's Creative Economy

Ventura's creative economy ranks above-average nationally. It has shown growth (from 2017 to 2019, pre-COVID) and is distinguished in part by its concentration of individual artists. The term creative economy is used to describe creativity throughout a whole economy.<sup>6</sup> It is comprised of economic systems where value is based on imaginative qualities rather than the traditional resources of land, labor, and capital. The foundation for a vibrant creative economy is the creative sector of industries and occupations. Creative industries include arts, culinary, craft, advertising, design, entertainment, architecture, books, media, software, and more. Creative workers (creatives) are individuals with advanced training and experience in the design and production of a broad range of cultural products and services, including individual artists of all disciplines.

The creative industries and occupations are a vital force in individual and community development. They empower people to take ownership of their own development and stimulate the innovation that drives inclusive sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation and innovation.<sup>7</sup>

### Ventura Creative Vitality Index

The Creative Vitality™ Index (CVI), a data source provided by WESTAF<sup>8</sup>, provides a portrait of Ventura's creative economy. CVI provides a national benchmark of the creative economy and can compare the *per capita* concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation.

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<sup>6</sup> *The Creative Economy*, John Howkins, 2001, <https://cvsuite.org/learn-2/creative-economy/#what%20is>

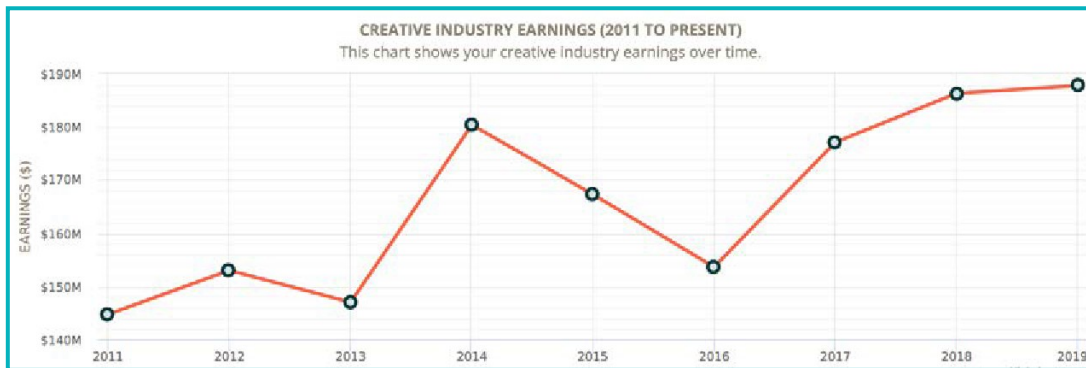
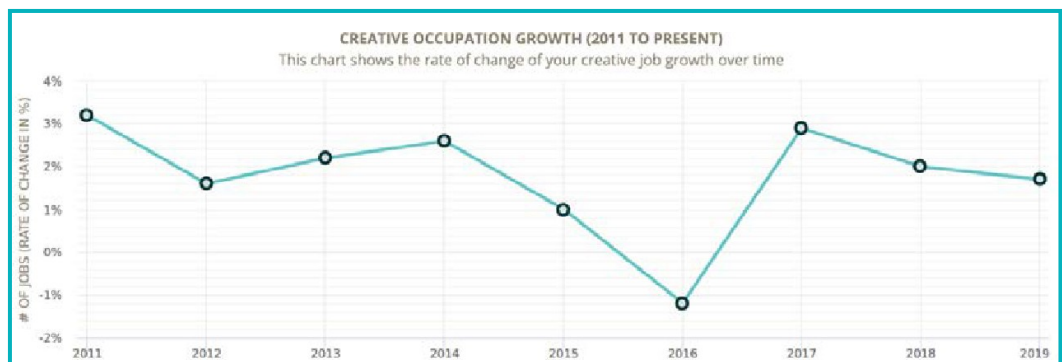
<sup>7</sup> United Nations Development Program, <http://www.hdr.undp.org/en/content/how-cultural-and-creative-industries-can-power-human-development-21st-century>

<sup>8</sup> WESTAF is the Western States Arts Federation, headquartered in Denver, is one of six nonprofit regional arts organizations funded by the National Endowment for the Arts to strengthen arts infrastructure in the thirteen western states. <https://www.westaf.org>

For 2019, the City of Ventura demonstrates an above average CVI score of 1.46, compared to the national index of 1.00. In the last 5 years, the index was at its highest in 2015 (1.51) and declined to 1.26 in 2016. Since then, it has increased from 1.27 in 2017 to its current level.

### City of Ventura Profile

In 2019, Ventura reported a total of 4,408 creative jobs. Of those jobs, 51% represent self-employed or extended proprietor<sup>9</sup> workers. The top five creative sector occupations with the greatest number of jobs within the 81 industry classifications are: 1) Photographers, 2) Software Developers, 3) Writers and Authors, 4) Musicians and Singers, and 5) Graphic Designers. Overall, Ventura’s creative sector jobs have increased 2% from 2018 to 2019. Ventura’s creative industries earned \$188 million in 2019. The top five industries are: 1) Book publishers, 2) Caterers, 3) Graphic design services, 4) Cultural and historical clubs, and 5) Architectural services. Overall, creative industries grew 1% from 2018 to 2019.



<sup>9</sup> Extended Proprietors jobs represent miscellaneous labor income for people who do not consider their creative work a primary job.

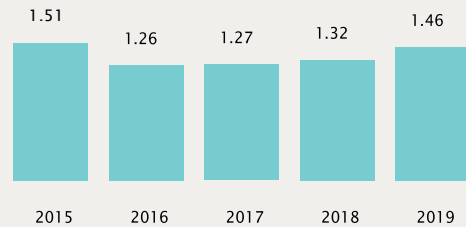
Creative Vitality Index

**1.46**  
CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



**GAIN**

▲ 2%  
since 2018

2019 Creative Jobs



**4,408**  
Total Creative Jobs

There are 72 more creative jobs in the region since 2018

Occupations with greatest number of jobs



**GAIN**

▲ 1%  
since 2018

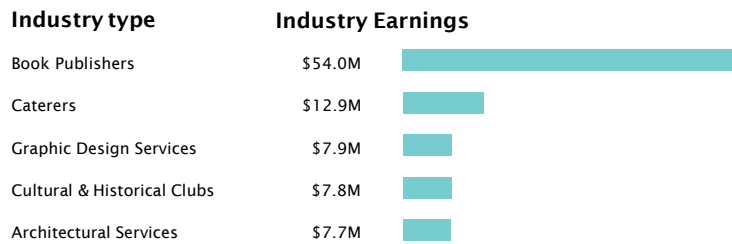
2019 Creative Industries



**\$187.8M**  
Total Industry Earnings

There is a gain of \$1.5 million in creative industry earnings in the region since 2018

Industries with greatest earnings



**GAIN**

▲ 50%  
since 2018

2019 Cultural Nonprofit



**\$23.3M**  
Nonprofit Revenues

There are \$11.7 million more in revenues in the region since 2018

DATASOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics  
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: [learn.cvsuite.org](http://learn.cvsuite.org)

### City Comparisons

The table below compares the CVI and past performance of four California cities to the City of Ventura. The cities – Santa Barbara, Laguna Beach, Encinitas, and Santa Monica – are standard arts and cultural benchmark cities for Ventura and are chosen for their similarity and/or aspirational value to Ventura’s creative economy. Data from creative occupations, cultural nonprofit revenues, performing arts participation, bookstore electronic media store sales, music instrument sales, and art gallery sales/individual artist sales are indexed using a population-based calculation. (Please see Appendix A for complete comparison table).

When compared to the national index of 1.00, Ventura indexes higher at 1.46. When compared to the benchmark cities, and again using a *per capita* concentration of creative activity, Ventura indexes higher than Santa Barbara and Encinitas and lower than Laguna Beach and Santa Monica. The detailed index data shows Santa Barbara boasts higher cultural arts revenues and art gallery/individual artist sales, and Ventura has higher performing arts sales and media sales. When comparing to Encinitas, Ventura has higher cultural nonprofit revenues and bookstore media sales, although lags behind in art gallery/individual artist sales. Santa Monica and Laguna Beach enjoy considerably higher cultural nonprofit revenues and art gallery/individual artist sales.

So, consistently, all cities surpass Ventura significantly in art gallery and individual artist sales, which reflects the decline of these sectors in Ventura. What are the implications of these comparisons and what can be done to improve them? Ventura has an opportunity to benefit from reinvestment in the creative sector. The strong presence of individual artists illustrates the opportunity to build markets and leverage the talent present in the community.

<b>Creative Vitality Index City Comparison 2019</b>	
<i>For purposes of this comparison, the comparison cities are indexed at 1.00.</i>	
<b><u>Comparison City/Region (1.00)</u></b>	<b><u>Ventura</u></b>
<b>Santa Barbara</b>	<b>1.45</b>
<b>Encinitas</b>	<b>1.29</b>
<b>Laguna Beach</b>	<b>.71</b>
<b>Santa Monica</b>	<b>.32</b>
<small>           Occupations &amp; Demographic: Economic Modeling Specialists International            Industry Sales: Economic Modeling Specialists International            State Arts Agency Grants: National Assembly of State Arts Agencies (Final Descriptive Reports)            Nonprofit Revenues: National Center for Charitable Statistics, NCCS            Western States Arts Federation, Creative Vitality Index (CVI)            The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region’s creative vitality compared to another region.         </small>	





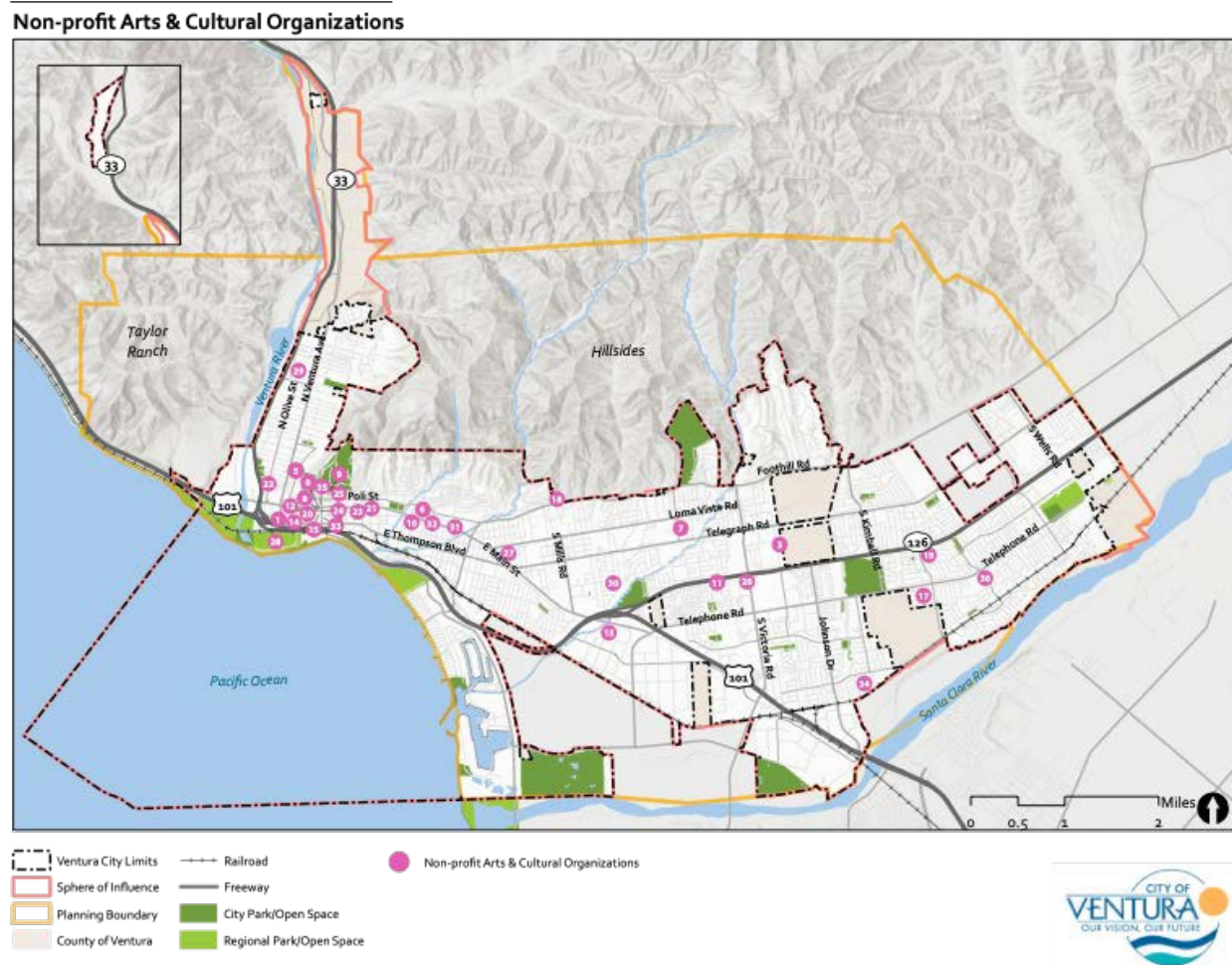
Kellogg Park amphitheater, stage/mosaic piece by Kevin Carman, Ventura Public Art Program

## Ventura Cultural Assets

### Nonprofit Arts and Cultural Organizations

Ventura’s community of nonprofit arts and cultural organizations has grown and diversified in the 15 years since the last general plan. There are currently 37 organizations with revenues totaling approximately \$12 million in 2018/19.<sup>10</sup> By comparison, in 2005 there were about 12 organizations with revenues totaling \$4 million. The current arts and cultural community includes disciplines ranging from a museum to multiple performing and visual arts organizations, arts education, cultural/heritage, literary, media, craft and arts services. There has been a continuous formation of new nonprofits over the decades, with two organizations dating to the 1950s and 60s while the majority were formed since 1990 and 10 were created since 2010. There are five organizations with 2018/19 (pre-COVID) operating budgets greater than \$1 million and three more with budgets greater than \$250,000. So, the great majority are small-budget organizations, with few or no paid staff. The map shows that nonprofits are concentrated in and near downtown and midtown, with few located on the eastside.

**Figure 1: Nonprofit Arts and Cultural Organizations Map**



<sup>10</sup> Note that the figure of approximately \$12 million in total nonprofit revenues for 2018/19 excludes a \$9 million legal settlement that provided one organization an extraordinary one-time increase.



### Ventura's Artists

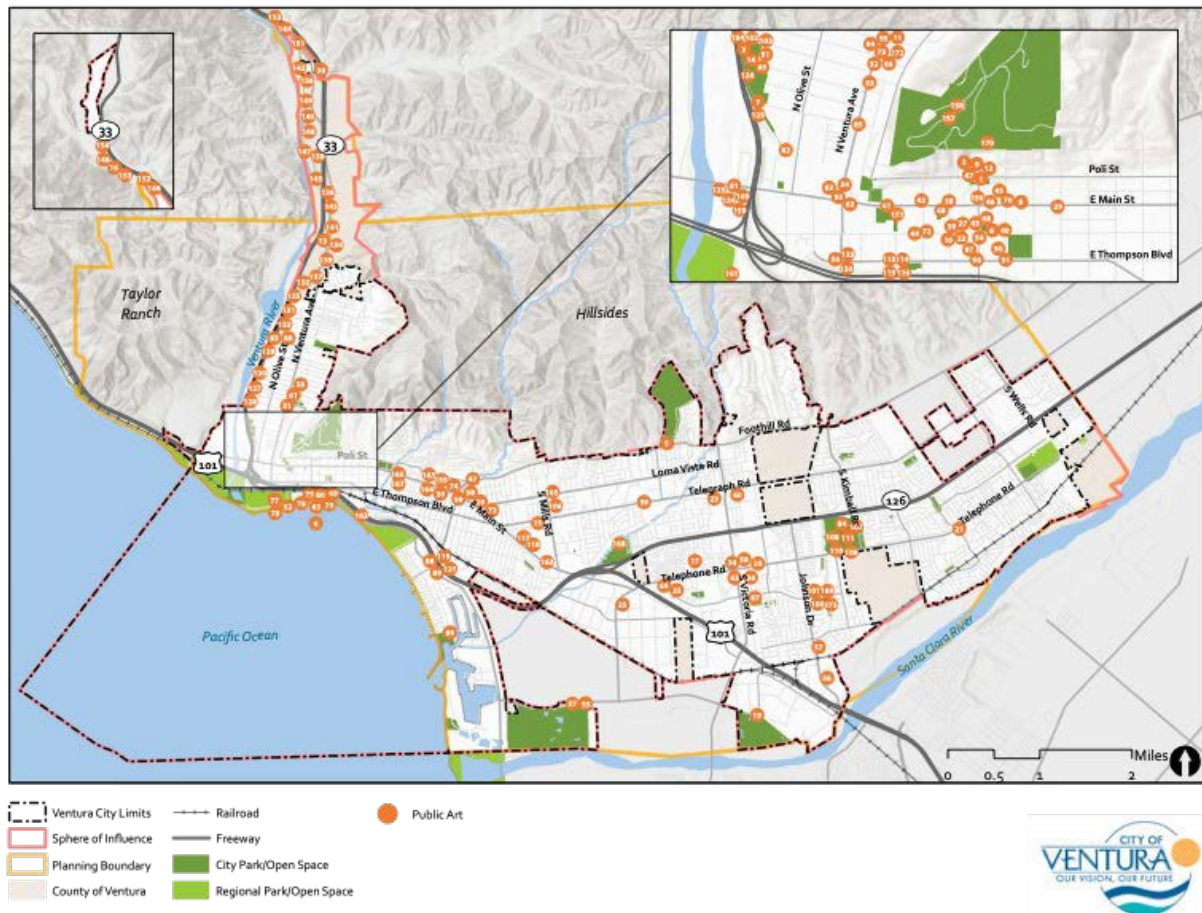
Individual artists have been a defining feature of Ventura's arts community for decades and were a subject of the 1992 and 2005 cultural plans. While there is no census of Ventura artists, their presence is clear from the Creative Economy profile. Artists comprise the top three creative occupations – photographers, writers and authors, and musicians and singers – and the 6<sup>th</sup> largest industry – artists, writers and performers. There are several organizations serving and visual artists, such as the Buenaventura Art Association, San Buenaventura Artists Association, Bell Arts Factory, WAV and Art City Studios. Many of the community's other arts organizations, of course, employ and serve individual performing, literary, and media artists as well. Ventura artists are well represented in the City's public art collection and artists are continually adding to art in the public realm through murals and other projects. There are numerous art galleries (see Ventura's Arts Venues, below), although this number has been declining because of the current recession and negative market influences on the business model for many art galleries.

### Ventura's Public Art Collection

See the description of the public art collection on page 15. The map clearly illustrates the wide distribution of these artworks throughout nearly all areas of the city, offering the public extensive and free access to the arts. However, the easternmost neighborhoods of the city have the fewest artworks.

Figure 2: Public Art Map

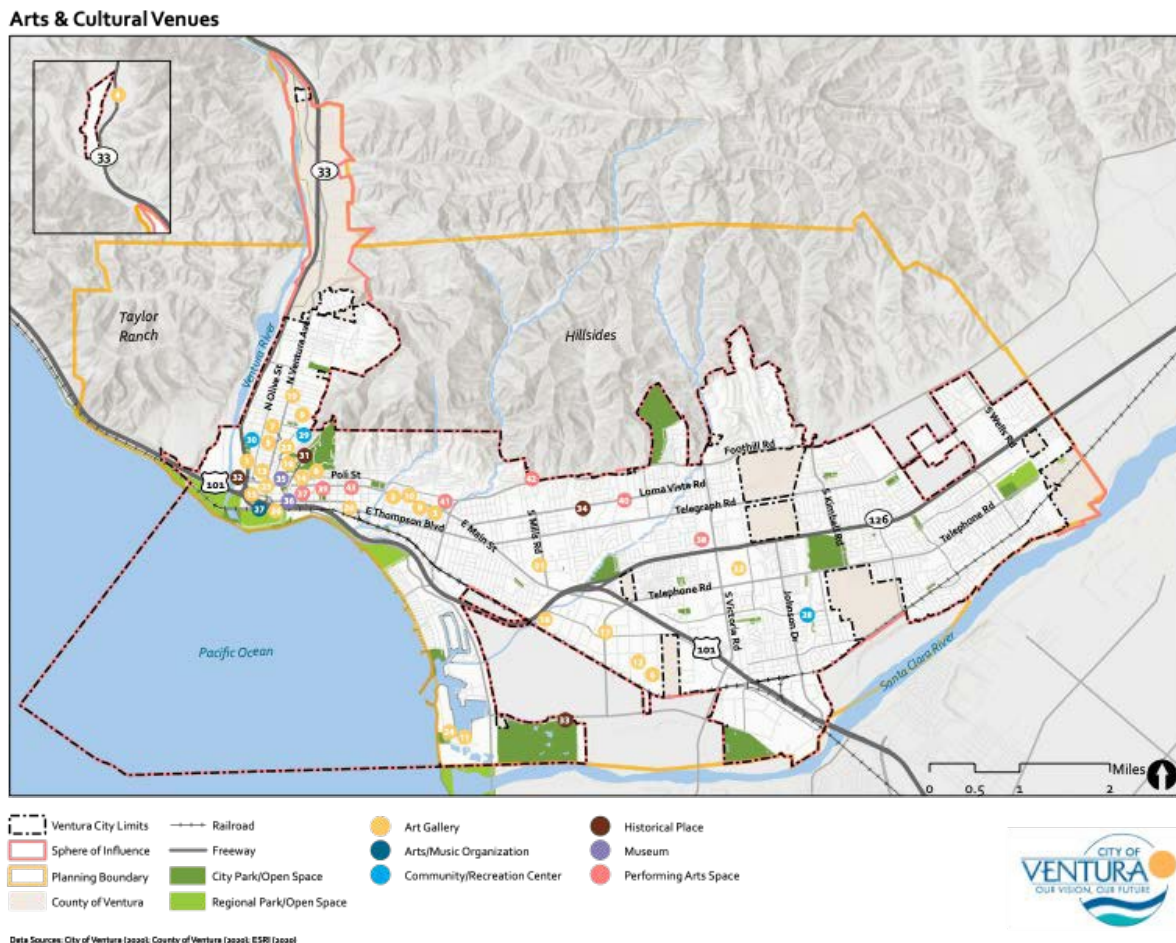
#### Public Art



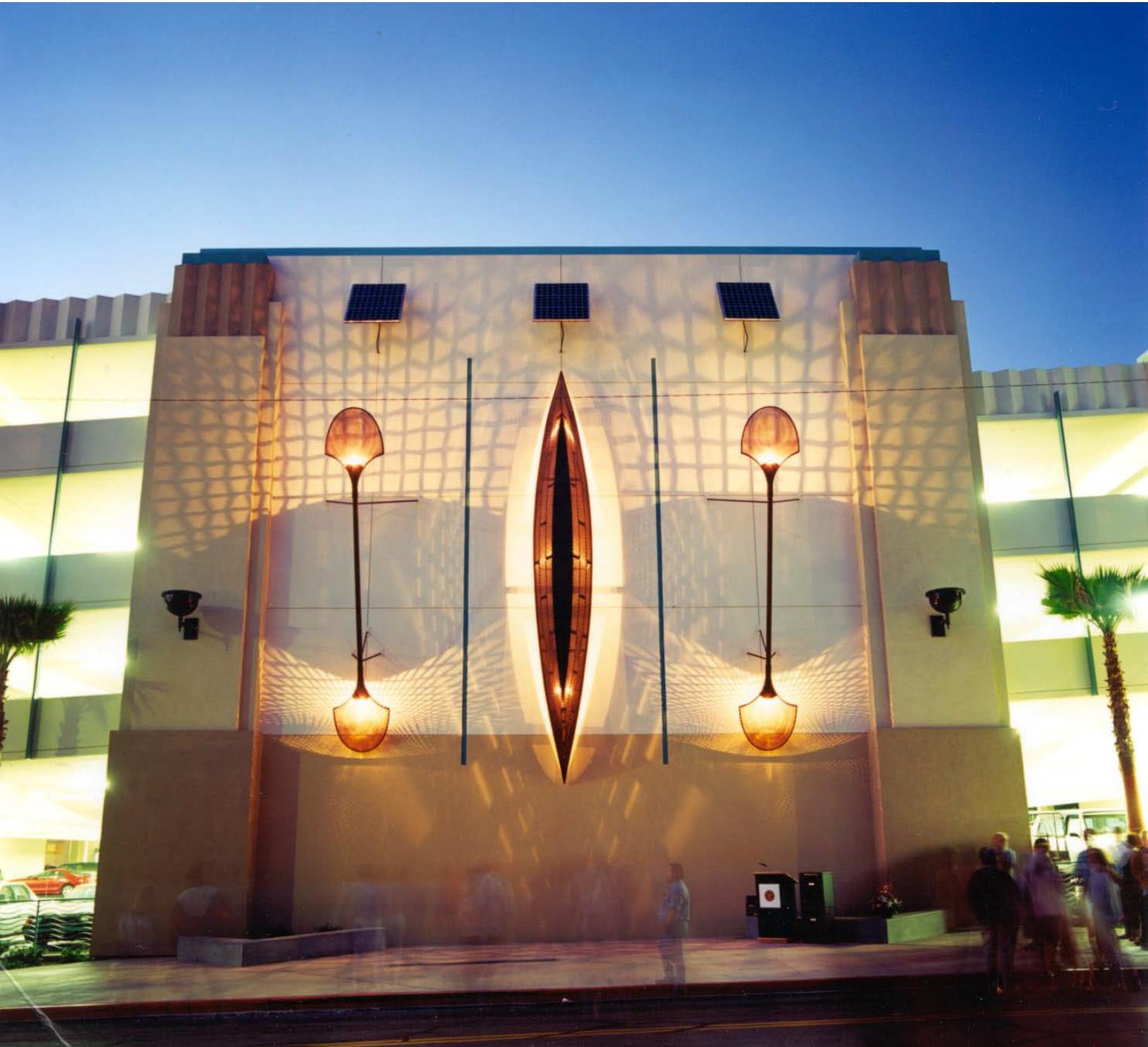
### Ventura's Arts Venues

Ventura has a large collection of venues where the public can attend arts and cultural events and programs. There are 44 well-recognized venues, including 27 art galleries, 7 theaters and performing spaces, 4 historic homes and sites, 3 community/recreation centers and two museums. There are additional informal venues for the arts, such as clubs, studios, classrooms, churches, libraries and parks. The Visit Ventura website touts downtown as a "live music mecca" and highlights 5-10 music venues (at least some of which are currently impacted by COVID). These include the Majestic Ventura Theater, which is part of the Live Nation booking network, as well as smaller clubs and bars with live music. Stakeholders note that there is no large performing arts center or outdoor amphitheater/festival site, and that certain concerts and performances must take place in venues outside Ventura, such as the 1,600 seat Oxnard Performing Arts Center and 1,800 seat Thousand Oaks Civic Arts Plaza. Stakeholders also discussed the potential for more and informal venues for arts activity. They describe the desirability of activating civic spaces, including downtown, with pop-ups, temporary art events, street performers, street fairs and other creative activities that make areas more interesting and successful as gathering places. The map shows the concentration of venues in and near downtown, the westside, and midtown, with almost none on the eastside.

Figure 3: Arts Venue Map







Traveler, by Blue McRight & Warren Wagner

# Key Issues and Opportunities

*The existing conditions report identifies a clear set of issues and opportunities that can be addressed in the arts and culture element of the general plan update. All are defined by their potential to benefit the community's cultural and economic development.*

## *Future of City Leadership in Arts and Culture*

The City's recent history of arts involvement shows a significant decrease in staff, budget and programming following the Great Recession. Yet the arts community expresses a need for leadership and services that could be filled again by the City, and that would align with its goals, such as for economic development, downtown revitalization, and equity. They do not see the City as the sole driver of leadership but rather a partner that can serve as an organizing principle and both provide and facilitate access to resources. What is a reasonable role for City government in the arts, given the limitations of resources?

## *Ventura's Remarkable Cultural Identity*

Ventura's cultural identity – based on its authenticity, history, and community of individual creatives – is distinctive and provided a foundation for successful past cultural development. Building on this identity offers a competitive advantage for Ventura's future economic competitiveness, resident quality of life, tourism. It is an opportunity for Ventura to further distinguish itself from other places and retain a desirable "realness."

## *Creative Economy*

Ventura's creative economy is above-average but is largely undirected by policy and planning. There is an opportunity to define the growth potential in the creative sector and pursue its economic development. This offers the dual benefit of economic and cultural growth.

## *Public Art Program*

The public art collection is remarkable for a city of Ventura's size yet currently has diminished revenues and no dedicated staff. What should the City do with this legacy? Staff seeks to rekindle the program and assign staff at least part time to the program. Public art is among the most accessible of all City arts functions since it is free and almost always publicly available. With the current trends of public art addressing many social issues and playing a part in community vibrancy, there is ample opportunity to expand the program.

## *Arts and Cultural Funding*

Ventura's arts and cultural community faces a challenging funding environment, which results in limitations on their collective ability to serve community needs. It also diminishes the sustainability of the arts, since artists and arts organizations that are under-capitalized are more vulnerable to disruptions caused by natural disasters, public health crises and economic downturns. This challenge precedes COVID and the current recession but is exacerbated by them. The situation would benefit from leadership, policy and systemic solutions tied to shared community priorities.

## *Artists as a Public Resource*

Ventura's cultural community is defined in part by its individual artists and creatives. This independent population is resourceful and largely self-supporting, typically not waiting for governmental action to pursue its objectives. This group comprises a collective resource of creativity and leadership. Cities are increasingly engaging artists to utilize their creative problem-solving in a municipal context, embedding



artists in City departments or as part of individual City projects. Artists thrive in community leadership roles, on boards or as partners with community organizations. The City can consider creating structures and permissions for artists to take on new roles inside city government as well as in the community.

### *Arts in the Neighborhoods*

Ventura is a city of neighborhoods and invests in its hyper-local culture through such vehicles as the Neighborhood Community Councils, Beautification Grants, and the Public Art Program. There are additional opportunities to invite and support local arts initiatives, or activities that use arts and culture as one component. Such low-cost, small-scale activities help build neighborhood identity and community connections, and can address urban challenges, like blight and youth-at-risk.

### *Cultural Facilities*

Cultural facilities are a key component of the ecosystem supporting arts and cultural development in a community. They play a role in enabling and directing the cultural development of a community. Ventura has a collection of art galleries, artists live/work, artist studios, historical buildings and smaller arts venues although lacks larger performing and visual arts facilities and has relatively few facilities for arts education. Addressing the community's needs for facilities can begin with an assessment and is an opportunity to consider questions about the community's cultural aspirations and priorities. The current public health situation is transforming the use and design of cultural facilities and will be an important part of a facilities assessment.

### *Activation of Public Spaces*

The creation of a Public Space Program is an opportunity to engage residents, artists, and small businesses. Through a community engagement process, residents can help identify the spaces, the activities, and the events for various places around Ventura. This may be pop-ups, food events, temporary art events, artist markets, and other creative activities that make areas more interesting and successful as gathering places. What are the possibilities across the City of Ventura?

### *Cultural Tourism*

Ventura has long promoted its arts, culture and history as part of its brand. These activities are featured by Visit Ventura on its website and other promotional materials. There is an opportunity to refocus on Ventura's culture as part of the visitor experience, and to develop tourism "product" that organizes and capitalizes on the existing venues, events, and experiences. Cross-sector experiences are one potential, such as linking culture to the environment or outdoor sports. Cultural tourism can also contribute to tourism goals, such as promoting off-peak stays, attracting (or re-attracting) certain categories of visitor, and reinforcing brand goals.

### *Cultural Exchange*

Within the region, Ventura's arts and culture is surrounded by a collection of distinct cultural communities. Oxnard, Ojai, Camarillo, Santa Barbara, and Thousand Oaks – each has its own cultural identity and offers its own experiences. It is natural for each community to compete and advocate for its own cultural scene. In addition to promoting and supporting its own cultural community, Ventura can establish relationships with its neighboring communities and explore potential collaborations and differentiation. In this way, Ventura can focus on its strengths and avoid duplication, and help develop a stronger regional culture that benefits all residents.



Hope Chest, Michelle Gould  
"Think Outside the Box," Utility Box Program, Ventura Public Art Program

# Appendices

## Appendix A: Creative Vitality Index City Comparison

For purposes of this comparison, each comparison city or state is benchmarked at 1.00 and Ventura's index is higher or lower, depending on its relative value.

Comparison Category <sup>11</sup>	City of Ventura	California
<b>2019 CVI Value</b>	<b>1.19</b>	<b>1.00</b>
Creative Occupations	2,681	902,581
Cultural Nonprofit Revenues	\$23,302,041	\$5,273,588,069
Performing Arts Participation	\$12,159,305	\$6,388,332,512
Bookstore Electronic Media Store Sales	\$12,915,416	\$2,888,380,130
Music Instrument Sales	\$3,149,023	\$473,600,010
Art Gallery Sales/Individual Artist Sales	\$13,239,647	\$16,999,456,366
Population	111,566	39,837,308
<b>Past Performance</b>	<b>Ventura, CA</b>	<b>California</b>
<i>2019 CVI Value</i>	<i>1.19</i>	<i>1.00</i>
<i>2018 CVI Value</i>	<i>1.05</i>	<i>1.00</i>
<i>2017 CVI Value</i>	<i>1.00</i>	<i>1.00</i>
<i>2016 CVI Value</i>	<i>1.18</i>	<i>1.00</i>
Comparison Category	City of Ventura	City of Santa Barbara
<b>2019 Value</b>	<b>1.45</b>	<b>1.00</b>
Creative Occupations	2,681	4,216
Cultural Nonprofit Revenues	\$23,302,041	\$40,345,090

<sup>11</sup> The Creative Vitality™ Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation.

Performing Arts Participation	\$12,159,305	\$2,747,365
Bookstore Electronic Media Store Sales	\$12,915,416	\$9,782,924
Music Instrument Sales	\$3,149,023	\$3,112,819
Art Gallery Sales/Individual Artist Sales	\$13,239,647	\$61,215,003
Population	111,566	92,340
<b>Past Performance</b>	<b>Ventura, CA</b>	<b>Santa Barbara, CA</b>
2019 CVI Value	1.45	1.00
2018 CVI Value	1.54	1.00
2017 CVI Value	1.51	1.00
2016 CVI Value	1.26	1.00
<b>Comparison Category</b>	<b>City of Ventura</b>	<b>City of Encinitas</b>
<b>2019 Value</b>	1.29	1.00
Creative Occupations	2,681	3,939
Cultural Nonprofit Revenues	\$23,302,041	\$4,888,267
Performing Arts Participation	\$12,159,305	\$15,959,104
Bookstore Electronic Media Store Sales	\$12,915,416	\$7,543,882
Music Instrument Sales	\$3,149,023	\$624,063
Art Gallery Sales/Individual Artist Sales	\$13,239,647	\$46,200,223
Population	111,566	76,799
<b>Past Performance</b>	<b>Ventura, CA</b>	<b>Encinitas, CA</b>
2019 CVI Value	1.29	1.00
2018 CVI Value	0.96	1.00
2017 CVI Value	0.92	1.00
2016 CVI Value	0.87	1.00
<b>Comparison Category</b>	<b>City of Ventura</b>	<b>City of Laguna Beach</b>
<b>2019 Value</b>	0.71	1.00
Creative Occupations	2,681	1,066
Cultural Nonprofit Revenues	\$23,302,041	\$26,018,877



Performing Arts Participation	\$12,159,305	\$6,161,756
Bookstore Electronic Media Store Sales	\$12,915,416	\$1,022,820
Music Instrument Sales	\$3,149,023	\$0
Art Gallery Sales/Individual Artist Sales	\$13,239,647	\$22,200,771
Population	111,566	24,754
<b>Past Performance</b>	<b>Ventura, CA</b>	<b>Laguna Beach, CA</b>
2019 CVI Value	0.71	1.00
2018 CVI Value	0.72	1.00
2017 CVI Value	0.74	1.00
2016 CVI Value	0.68	1.00
<b>Comparison Category</b>	<b>City of Ventura</b>	<b>City of Santa Monica</b>
<b>2019 Value</b>	0.32	1.00
Creative Occupations	2,681	23,536
Cultural Nonprofit Revenues	\$23,302,041	\$42,603,486
Performing Arts Participation	\$12,159,305	\$144,983,118
Bookstore Electronic Media Store Sales	\$12,915,416	\$29,451,059
Music Instrument Sales	\$3,149,023	\$8,483,629
Art Gallery Sales/Individual Artist Sales	\$13,239,647	\$948,298,466
Population	111,566	91,555
<b>Past Performance</b>	<b>Ventura, CA</b>	<b>Santa Monica, CA</b>
2019 CVI Value	0.32	1.00
2018 CVI Value	0.28	1.00
2017 CVI Value	0.28	1.00
2016 CVI Value	0.25	1.00
<p><i>Occupations &amp; Demographic: Economic Modeling Specialists International</i>  <i>Industry Sales: Economic Modeling Specialists International</i>  <i>State Arts Agency Grants: National Assembly of State Arts Agencies (Final Descriptive Reports)</i>  <i>Nonprofit Revenues: National Center for Charitable Statistics, NCCS</i>  <i>Western States Arts Federation, Creative Vitality Index (CVI)</i>  <i>The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.</i></p>		

## Appendix B: Cultural Asset Lists

Table 1: Ventura Nonprofit Arts and Cultural Organizations

#	Name of Organization	Street Address
1	Arts for Earth Foundation	65 W. Thompson Blvd. #107
2	Artsventura	432 N. Ventura Ave.
3	Balboa Middle School Music Boosters	247 S HILL RD
4	Bell Arts Factory	432 N VENTURA AVE STE 101
5	Buenaventura Arts Association	432 N VENTURA AVE STE 30
6	California Poets in the Schools Ventura	48 ENCINAL PLACE
7	Community Access Partners of San Buenaventura	65 DAY RD
8	Descendants of the Earth	PO BOX 301
9	Focus on the Masters	505 POLI ST STE 310
10	Hula Halau O Puananihaaheo	620 SARATOGA AVE
11	Kulia I Ka Punawai	620 SARATOGA AVE
12	Museum of Ventura County	100 E MAIN ST
13	Music 4 Kids	1255 CALLENS RD STE A
14	Music and Art for Youth	175 S VENTURA AVE STE 218
15	NAMBA	47 SOUTH OAK STREET
16	Off Broadway Across America	1541 SANTA BARBARA ST
17	Off Main Ventura County Poetry Project	1296 PLACID AVE
18	Performance Theatre for Young Artists	3451 FOOTHILL RD
19	Phoenix Family Performing Art Collaborative	689 SPRINGFIELD AVE
20	Pier into the Future	PO BOX 7553
21	Rubicon Theatre Company (Buron, Inc.)	1006 E MAIN ST
22	San Buenaventura Artists Union	197 Dubbers St.
23	Selah Dance Collective	915 POINSETTIA PL APT C
24	Ventura Audobon Society	PO BOX 24198
25	Ventura Botanical Gardens	567 South Poli St
26	Ventura County Arts Council	646 COUNTY SQUARE DR STE 154
27	Ventura County Ballet Company	2750 E MAIN STREET

28	Ventura County Fair Foundation	10 W. HARBOR BLVD
29	Ventura Educational Project	255 W STANLEY AVE, SUITE 100
30	Ventura Film Society	3979 MARSHALL STREET
31	Ventura High School Music Boosters	2 Catalina Street
32	Ventura Modern Quilt Guild	1794 E MAIN ST
33	Ventura Music Festival	472 EAST SANTA CLARA ST
34	Ventura Piping Society	2342 BUFFALO AVE
35	Ventura Senior Handicraft Project	429 EAST MAIN STREET
36	Wishtoyo Foundation	9452 Telephone Road
37	Artlife Foundation	PO BOX 23020

*Sources: City of Ventura (2020), IRS (2019)*

**Table 2: Public Art Collection**

#	Name of Artwork	Artist	Type of Artwork	Notes
1	Father Serra	John Palo-Kargas	Sculpture	Bronze Sculpture (Removed)
2	Muptami - Memory	Kathleen Conti	Mural	Mural on board
3	Community Pride	Leeann Lidz & others	Mural	Mural on cinderblock wall
4	Wavespout	Ned Kahn	Sculpture	Kinetic sculpture
5	Chumash Flute Player	Eric Richards	Sculpture	untreated forged iron on sandstone rock
6	Traveller	Blue McRight & Warren Wagner	Sculpture	steel w/ rust patina, solar powered lanterns
7	Drinking Fountain	Jeff Sanders	Sculpture	stainless steel
8	Matrix	Sally Weber	Sculpture	illuminated digital color film images laminated within clear (diamond) glass panels
9	Municipal Art Collection	Various	Various	81 artworks displayed in City Hall
10	Abundance	Helle Scharling-Todd	Mural	Tile Mosaic Mural
11	Portrait of a Neighborhood	Catherine Day	Mural	acrylic on masonite panel
12	Ventura: The Land & Its People	Michael Dvortcsak	Mural	Oil on Canvas Mural
13	Win*Pin	Wyndra Roche	Sculpture	weld assemblage of found metal objects
14	Grow To Change	MB Hanrahan	Mural	Ceramic Tiles on Wood Panels
15	Bus-Home	Dennis Oppenheim	Sculpture	painted steel
16	Wheel Totem Pole	Annette Fourbears	Sculpture	Cold Rolled steel and found objects
17	Making Lemonade	Nancy Mooslin	Sculpture	painted steel kinetic sculpture
18	The Wave	Larissa Strauss	Mural	Mosaic Glass Mural
19	The Big Swing	Michael Stutz	Sculpture	Bronze
20	The Emerging Heart Series	Gerald Zwiers	Mural	MDO Plywood bus stop mural
21	Fish Stixs	Michael Zelcer	Mural	MDO Plywood bus stop mural
22	Ventura Eye Chart	Stephen Schafer	Mural	MDO Plywood bus stop mural
23	Winter Sunset from my Porch	Joanne Kegel	Mural	MDO Plywood bus stop mural
24	In Direction	James Cox	Mural	MDO Plywood bus stop mural
25	Rhythmic Destinations	Buena High School	Mural	MDO Plywood bus stop mural
26	Unsame	James Cox	Mural	MDO Plywood bus stop mural



#	Name of Artwork	Artist	Type of Artwork	Notes
27	Surf's Up	Michael Zelcer	Mural	MDO Plywood bus stop mural
28	Doors of Ventura	Tobie Roach	Mural	MDO Plywood bus stop mural
29	Surfers Point	Terence Ulrich	Mural	MDO Plywood bus stop mural
30	Roads of Ventura	Tobie Roach	Mural	MDO Plywood bus stop mural
31	Under the Ventura Sun	Cabrillo Middle School	Mural	MDO Plywood bus stop mural
32	The Language of Caring	Gerald Zwiers	Mural	MDO Plywood bus stop mural
33	Kali Yuga	Chris McMakin	Mural	MDO Plywood bus stop mural
34	I Know, Do You?	VCRA with Sheila Fein	Mural	MDO Plywood bus stop mural
35	Vistas Hermosas	Aaron Benner	Mural	MDO Plywood bus stop mural
36	Works Project Anthology & Vessel Gate	Paul Hobson	Sculpture	Painted galvanized steel & Makrolon
37	Parabolic Flight	Wayne Healy & East Los Streetscapers	Sculpture	Corten, concrete & ceramic tile
38	A Masterpiece Through My Eyes	Pierpont Elem. With Karine Osborne	Mural	Utility Box
39	Among Us	Anna Hahn Pelkey	Mural	Utility Box
40	California's Best Kept Secret	Chris Bailey	Mural	Utility Box
41	China Treasure Box	Stefan Verstappen	Mural	Utility Box
42	Contrasting Motion	Joel Dynn Rabina	Mural	Utility Box
43	Four Dresses	Glaen Redecker	Mural	Utility Box
44	Do Your Part/It's a Small World	Montalvo Elem. with Jill Bonilla	Mural	Utility Box
45	Sea	Paul McTaggart	Mural	Utility Box
46	Ventura in Motion	Judy Suzuki	Mural	Utility Box
47	McWherter Demonstration Garden (Pepper Tree Garden)	Kathryn Miller & Andreas Hessing	Landscape	Landscape intervention
48	Big Read Mural	MB Hanrahan	Mural	Multi-Panel Mural Installation
49	Dragonfly	L. T. Mustardseed	Sculpture	Bike Rack, Powder coated steel
50	Ocean	L. T. Mustardseed	Sculpture	Bike Rack, Powder coated steel
51	Bikerfly	Tyson Cline	Sculpture	Bike Rack
52	Fish (Them Bones)	Douglas Lochner	Sculpture	Bike Rack, Galvanized steel and aluminum

#	Name of Artwork	Artist	Type of Artwork	Notes
53	Get It In Gear	Douglas Lochner	Sculpture	Bike Rack
54	Bike Tree	John Suttman	Sculpture	Bike Rack, Wrought Iron
55	The Bike Rack	John Suttman	Sculpture	Bike Rack
56	Snap Shot Memories	Cabrillo Middle School	Mural	MDO Plywood bus stop mural
57	Local Fauna	Shirin Anderson	Mural	MDO Plywood bus stop mural
58	Plein Air Painters	Susan Seaberry	Mural	MDO Plywood bus stop mural
59	Signs of the Avenue	MB Hanrahan	Mural	MDO Plywood bus stop mural
60	Four by Four	Laurel Huggins & Mary Elizabeth Holmes	Mural	MDO Plywood bus stop mural
61	Large Bowl of Berries	Petrina Sharp	Mural	MDO Plywood bus stop mural
62	Love House Dahlia Farm	Caroline Allen	Mural	MDO Plywood bus stop mural
63	The Ventura Flight Club	Laurel Huggins & Mary Elizabeth Holmes	Mural	MDO Plywood bus stop mural
64	Farmers' Market	Susan Seaberry	Mural	MDO Plywood bus stop mural
65	Seaweed and Shells	Helle Sharling-Todd	Mural	Mosaic Mural
66	Wall Play	Helle Sharling-Todd	Mural	Glass and Mosaic Mural
67	Spolia	Matthew Furmanski	Sculpture	Recycled Terra Cotta/Steel Sculpture
68	Hope Chest	Michelle Flores-Gould	Mural	Utility Box
69	Westpark Entry Sign	Helle Sharling-Todd	Mural	Mosaic Mural
70	Only Rain Down the Drain	Michelle Flores-Gould	Mural	Utility Box
71	Year Round Beauty	Terri Suzanne	Mural	Utility Box
72	Ventura Silhouettes	Vista Real Charter High School	Mural	Utility Box
73	Prairie I	David Spaulding	Sculpture	Found Metals; created 1987, donated 2016
74	Octopus	Ventura High Interact Club with Jen Livia	Mural	Utility Box
75	Surf's Up	Lynn Fogel	Mural	Utility Box
76	Palms on the Promenade	Lynn Fogel	Mural	Utility Box
77	A Delicate Balance (Brown Pelican)	Ralph Massey	Sculpture	Bronze sculpture on steel pole; moved from River Trail

#	Name of Artwork	Artist	Type of Artwork	Notes
78	A Delicate Balance (Great White Egret)	Ralph Massey	Sculpture	Bronze sculpture on steel pole; moved from River Trail
79	The Five Senses	Mark Lere	Sculpture	Bronze and stainless steel light boxes
80	The Five Senses	Mark Lere	Sculpture	Bronze and stainless steel light boxes
81	Clay Track Middens	Valerie Temple	Sculpture	Concrete w/ Ceramic Mosaics
82	Clay Track Middens	Valerie Temple	Sculpture	Concrete w/ Ceramic Mosaics
83	Clay Track Middens	Valerie Temple	Sculpture	Concrete w/ Ceramic Mosaics
84	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Light boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
85	Westside Stories	Helle Sharling-Todd	Sculpture	Galvanized steel, tile and glass mosaics; part of Westside improvements
86	Westside Stories	Helle Sharling-Todd	Sculpture	Galvanized steel, tile and glass mosaics; part of Westside improvements
87	Movement & Kids Play	Louis Longi	Sculpture	Bronze sculptures
88	Swimming at the Channel Islands	Kathy Winton	Mural	Utility Box
89	Swimming at the Channel Islands	Kathy Winton	Mural	Utility Box
90	Sunset Flight of the Blue Heron	Patricia Cadenas	Mural	Utility Box
91	Sunset Flight of the Blue Heron	Patricia Cadenas	Mural	Utility Box
92	The Nature of Nothing	Michelle Flores-Gould	Mural	Utility Box
93	The Nature of Nothing	Michelle Flores-Gould	Mural	Utility Box
94	Ventura's Bounty	Janel Timmons	Mural	Utility Box
95	Ventura's Bounty	Janel Timmons	Mural	Utility Box
96	Ocean Songs	Terri Suzanne	Mural	Utility Box
97	Ocean Songs	Terri Suzanne	Mural	Utility Box
98	Turning in to the Wave of Peace	Ryan Reeves	Mural	Utility Box
99	Turning in to the Wave of Peace	Ryan Reeves	Mural	Utility Box
100	Color Play	Boys & Girls Club with Jen Livia	Mural	Utility Box

#	Name of Artwork	Artist	Type of Artwork	Notes
101	Color Play	Boys & Girls Club with Jen Livia	Mural	Utility Box
102	Westpark Benches	Helle Sharling-Todd	Mural	Mosaic on concrete benches
103	Westpark Benches	Helle Sharling-Todd	Mural	Mosaic on concrete benches
104	Westpark Benches	Helle Sharling-Todd	Mural	Mosaic on concrete benches
105	Steve Cummings Memorial	Michelle Flores-Gould	Mural	Utility Box
106	Steve Cummings Memorial	Michelle Flores-Gould	Mural	Utility Box
107	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Light boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
108	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Liht boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
109	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Light boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
110	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Light boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
111	Butterfly Cluster, Trellis Lights, Sunshades	Anita Magril	Sculpture	Light boxes, painted aluminum umbrellas, painted steel butterflies, fiber optic lighting
112	Movement & Kids Play	Louis Longi	Sculpture	Bronze sculptures
113	Tortilla Flats	MB Hanrahan	Mural	Multi-panel mural Installation
114	Tortilla Flats	MB Hanrahan	Mural	Multi-panel mural Installation
115	Tortilla Flats	MB Hanrahan	Mural	Multi-panel mural Installation
116	Tortilla Flats	MB Hanrahan	Mural	Multi-panel mural Installation
117	Bee Box: Bee Friendly (2 boxes)	MB Hanrahan	Mural	Utility Box
118	Bee Box: Bee Friendly (2 boxes)	MB Hanrahan	Mural	Utility Box
119	The Perspectives	Jon Nelson	Mural	Utility Box
120	The Perspectives II	Jon Nelson	Mural	Utility Box
121	The Perspectives	Jon Nelson	Mural	Utility Box
122	The Perspectives II	Jon Nelson	Mural	Utility Box
123	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers

#	Name of Artwork	Artist	Type of Artwork	Notes
124	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
125	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
126	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
127	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
128	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
129	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
130	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
131	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
132	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
133	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
134	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
135	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
136	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
137	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
138	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
139	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
140	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
141	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
142	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
143	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
144	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
145	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
146	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers



#	Name of Artwork	Artist	Type of Artwork	Notes
147	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
148	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
149	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
150	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
151	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
152	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
153	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
154	Mark	Jud Fine	Sculpture	Series of 32 concrete and iron trail markers
155	Jellin	Ventura High School Interact Club	Mural	Utility Box
156	Words on a Wire	Peg Quinn	Mural	Utility Box
157	Ojai Meadows Preserve-Sycamore Trees	Cathy Winton	Mural	Utility Box
158	Ojai Meadows Preserve-Sycamore Trees	Cathy Winton	Mural	Utility Box
159	Ojai Meadows Preserve-Sycamore Trees	Cathy Winton	Mural	Utility Box
160	Ojai Meadows Preserve-Sycamore Trees	Cathy Winton	Mural	Utility Box
161	Ojai Meadows Preserve-Sycamore Trees	Cathy Winton	Mural	Utility Box
162	A Day at the Beach	Alan Whitcomb	Mural	Utility Box
163	Adopt Love	Courtney dawson	Mural	Utility Box
164	Sunset into Dust	Monika Petroczy	Mural	Utility Box
165	Sunset into Dust	Monika Petroczy	Mural	Utility Box
166	Dizzy	Cabrillo Middle School	Mural	Utility Box
167	Fenced in	Cabrillo Middle School	Mural	Utility Box
168	Bikerfly	Tyson Cline	Sculpture	Bike Rack
169	Bikerfly	Tyson Cline	Sculpture	Bike Rack
170	Bikerfly	Tyson Cline	Sculpture	Bike Rack
171	Bikerfly	Tyson Cline	Sculpture	Bike Rack

#	Name of Artwork	Artist	Type of Artwork	Notes
172	Ocean	L. T. Mustardseed	Sculpture	Bike Rack, Powder coated steel
173	Bee Cause	MB Hanrahan	Sculpture	Painted hubcaps sculpture
<i>Sources: City of Ventura (2020)</i>				

**Table 3: Ventura Arts Venues**

#	Venue Name	Street Address
1	Art City Studios	197 Dubbers St.
2	Art Gallery of Grace & Lee Hodges Studio	1560 E. Main St.
3	Bag Art Gallery	2090 E. Main St.
4	BC West Creek Gallery	8672 N. Ventura Ave.
5	Bell Arts Factory	432 N. Ventura Ave., Unit 101
6	Bronze Fine Art Collection	2476 Palma Dr., Suite D
7	Buenaventura Art Association	432 N. Ventura Ave. #30
8	Focus on the Masters	505 Poli St., Suite 310
9	Gallery 1880	1890 E. Main St.
10	H Gallery + Studios	1793 E. Main St.
11	Harbor Village Gallery & Gifts	1559 Spinnaker Dr. #106
12	Inspiring Art Gallery	2186 Eastman Ave. #104
13	John M. White	110 N. Olive St., Unit N
14	Latitudes Gallery - Ventura	401 E. Main St.
15	Pete Ippel Art Studio	65 W. Thompson Blvd., Unit 201
16	Ray Harris Art Studio K	3521 Arundell Cir., Studio K
17	Red Brick Art	4601 Telephone Rd., Ste. 112
18	Stoneworks Studios	300 N. Ventura Ave.
19	Studio 1317: Ventura Art Gallery	1317 N. Ventura Ave.
20	Upfront Gallery-Contemporary Art	267 S. Laurel St.
21	Ventura County Arts Council Arts Collective	3301 E. Main St.
22	Ventura County Arts Council Atrium Gallery	800.S. Victoria Ave.
23	Ventura County Potters Guild	350 N. Ventura Ave.
24	Ventura Pottery Gallery	1567 Spinnaker Dr., #105
25	Vita Art Center	28 W. Main St.
26	Working Artists Ventura - WAV Theater Gallery	175 S. Ventura Ave.
27	Music And Art For Youth	175 S. Ventura Ave., Unit 218
28	Barranca Vista Center	7050 Ralston St.
29	Ventura Avenue Adult Center	550 N. Ventura Ave.

30	Westpark Community Center	450 W. Harrison Ave.
31	Mission Basilica San Buenaventura	211 E. Main St.
32	Ortega Adobe	215 W. Main St.
33	Olivas Adobe	4200 Olivas Park Dr.
34	The Dudley House	197 N. Ashwood Ave.
35	Albinger Archaeological Museum	113 E. Main St.
36	Museum of Ventura County	100 E. Main St.
37	NAMBA Performing Arts Space	47 South Oak St.
38	Buena High School Theater	5670 Telegraph Rd.
39	The Majestic Ventura Theater	26 S. Chestnut St.
40	Ventura College - Performing Arts Center	4700 Loma Vista Rd.
41	Ventura High School Theater	2 N. Catalina St.
42	Performance Theatre for Young Artists	3451 Foothill Rd.
43	Rubicon Theatre Company	1006 E. Main St.
44	643 Project Space	643 N. Ventura Ave.
<i>Data Source: City of Ventura (2020)</i>		