



Capitola Art & Cultural Commission
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CAPITOLA ART & CULTURAL COMMISSION

ANNUAL REPORT 2021

Background:

The Capitola Art & Cultural Commission's purpose is to advise the City Council as to the allocation of public funds for the support and encouragement of existing and new programs in the arts; acquire by purchase, gift or otherwise, works of art subject to City Council approval; initiate, sponsor or direct special programs which will enhance the cultural climate of the City; establish close liaison with other commissions and civic organizations in order to foster public interest in the arts; and implement the Art & Cultural Master Plan.

The Art and Cultural commission is composed of the following: One (1) City Council Member; One (1) Planning Commissioner; One (1) Artist or Arts Organization Representative Member; One (1) Arts Professional Member and Five (5) "At-Large" Members. Appointments are made by the City Council. The commission is staffed by a ¼ time administrative assistant and the Assistant to the City Manager.

The Art & Cultural Commission meetings are on the 2nd Tuesday of the month. In addition, the commission holds a planning retreat in the beginning of the year.

Members during 2021:

Roy Johnson (Chair and Arts Professional Member), Sam Storey (Vice-Chair and Council Representative), Courtney Christiansen (Planning Commission Member), Kelly Mozumder (Artist Representative), Laura Alioto (At-Large Member), Mary Beth Cahalen (At Large Member), Laurie Hill (At Large Member), Susan McPeak (At-Large Member, and James Wallace (At Large Member)

2021 Highlights: Events & Entertainment:

Due to the COVID-19 pandemic, the 2021 summer events got off to a late start. With the State of California easing some of its requirements, the City Council was able to approve moving forward with the summer events at the June 24, 2021 meeting. The summer events were then able to begin on July 14th.

Twilight Concerts:

The Art and Cultural Commission organized the 36th annual Twilight Concerts Series. This annual series originally had eight free concerts in Capitola Village on Wednesday evenings during July, August, and September. The free, family concerts attract over 1,000 attendees to each of the free, family friendly. With the short window to get sponsors, the sponsorship program was changed for 2021. Instead of having sponsorships limited to sponsoring individual concerts, staff created a sponsorship level program for all the summer events. The tiered level program went from \$2500 down to a less than \$500 donation level. This allowed sponsors to contribute different amount. Each sponsorship level afforded different benefits. This program was so successful that it was continued in 2022. The performing bands are paid \$1250 for the concert. A sound engineer is contracted to provide the audio for the concerts. Because of the popularity of the of the concerts and the late start, two additional concerts were added in September.

Postcards were created and distributed at the events, however, due to the late start, postcards were not mailed to households. Advertising was focused on social media and other electronic formats. Staff did not see any significant change in attendance, in fact it may have been higher. Art and Cultural Commissioners attended the concerts to pass out information and give announcements

2021 Sponsors: Gayle's Bakery & Rosticceria, Marriott-Fairfield Inn – Capitola, Best Western Plus – Capitola, Zelda's, Lanai Financial Solutions-Christine McBroom, Toyota of Santa Cruz, Capitola Mall, Capitola Beach Suites, Pizza My Heart, Green Waste Recovery, Steve & Dianne Pereira, Swenson Builders, Devcon Construction, The Sand Bar Capitola.

2021 Bands: Extra Large, Live Again, Mambo Tropical, Joint Chiefs, Mike Hammer and the Nails, Tsunami Band, Everyday People, The Billy Martini Show, Digbeats, Jive Machine, B-Movie Kings.

Planned/Considered Changes: Return to the normal June to August schedule with twelve concerts in 2022. Mail postcards to Capitola residents.

Movies at the Beach:

Organized the annual Movies at the Beach events. The free Movies on the Beach series was comprised of two movies on September 10th and 17th. The movies regularly attract over 200 people, with the animated movies bringing the largest crowds, weather depending. The attendance is younger and more local than the concerts. There was no free popcorn in 2021 due to ongoing COVID-19 concerns

In 2021 the attendance for the movies was not as high as normal for the September movies. Staff believes this was due to the movies taking place in September and not mailing the postcards.

The movies are promoted on the event postcard, as well as the City website, scroll, social media, and banners.

- Movie Event Evaluation: All movies were shown on a screen secured to the bandstand stage.
- Movies: Dolittle, Frozen 2

Planned/Considered Changes: Move the two movies to August. Include free popcorn if possible.

Sunday Art at the Beach:

The Commission helped organized the Sunday Art at the Beach Events. This event takes place on Sunday's during the summer months. In 2021, three events were held in July and August.

This event is free to attend. The Sunday Art and Music at the Beach program continues to be coordinated by Leslie Fellows on a contract basis. Artists pay for booth rentals to display and sell their arts and the funds are used to pay the program coordinator.

Music was not included in 2021 due to the short timeline and the additional work needed to have the music. Artists were very happy to have the event return and have a place to sell their work.

Planned/Considered Changes:

- Music is not planned for 2022. The overall event will be evaluated after 2022.

Capitola Plein Air

The Art and Cultural Commission added a Plein Air event in 2015. In, 2021, the event took place November 1st - 7th. Artists painted throughout the City, but primarily along the coast and Soquel Creek. Thirty-five artists were invited to take part in the juried competition, exhibition, and sale. The artists created art in the open air throughout

Capitola. People had the opportunity to watch artists create art throughout the weekend. The judging and sale took place on the November 7th at New Brighton Middle School and was a tremendous success. Artists sold over \$15,000 in paintings at the event.

In 2021, the City of Capitola Plein Air was chair by Commissioner Laurie Hill. In addition, it took many volunteer hours to put on the event, with many commissioners assisting. Special acknowledgement needs to go to Commissioner Laurie Hill, who has served as the chair since 2016 as well as Commissioners Susan McPeak and Courtney Christiansen who all donated a significant number of hours to ensure the event took place and was a tremendous success.

The City Council approved \$1000 to produce the Plein Air event and \$2250.00 to purchase the first and second place winners in the professional division. Summer event sponsors contributed \$2500 to the event. The winning paintings will remain part of the City's permanent art collection. Artists were charged entry fees and sales commissions are to be used for future children's art in the community. Additional sponsors were secured to help put on the event.

First place winner in 2021 was "Awe: Steel Bridge" by Barbara Tapp and second place winner was "Incoming" by Steven McDonald. Many other paintings received awards and recognition.

Plein Air Sponsors: Lenz Arts, Gayle's Bakery and Rosticceria, Best Western Plus Capitola, Fairfield Inn and Suites Capitola, and Shadowbrook Restaurant.

Special Recognition Awards to artists from Capitola Soquel Chamber of Commerce, Capitola Village Business Association, Palace Arts, Times Publishing, and Santa Cruz Realtors Association.

Planned/Considered Changes: Commission needs to form a subcommittee to plan and secure sponsors.

“Awe: Steel Bridge” by Barbara Tapp



“Incoming” by Steven McDonald



Food Truck Fridays

The Food Truck Fridays took place on July 30th, August 27th, and September 24th. The Food Truck events were included in the 2021 sponsorship programs. Music at the events were paid for by sponsors.

Planned/Considered Changes: Based on the concerns of some restaurants in the village, sponsorship of the Food Truck events may be separated from the rest of the events.

2022 Event Addition

Begonia Festival 5th year Commemoration event on September 3rd and 4th. In partnership with the Beach Festival and the Capitola Historical Museum, the event will commemorate the 5th year since the final Begonia Festival. The event will include art and video at the Museum and City Hall as well as a concert and dancing at Esplanade Park on September 4th. The City Council approved \$1500.00 in the 2022-23 budget for the event.

Public Art Project & Improvements:

In 2004, the City Council approved the implementation of a Public Art Fee. The purpose was to ensure that 2% of the cost of eligible municipal capital improvement, renovation, or restoration projects funded in whole or in part by the City of Capitola, or any private, non-residential development project with a total building permit valuation of \$250,000 or more be set aside for the acquisition of works of art to be displayed in or about public places within the City. For a private development, there is an “in lieu” option to contribute 1% of the total budget of the project to the Public Arts Program. Fees collected are placed in a restricted Public Art fund. As of June 30, 2022, the Public Art Fund has a balance of \$171,000. In fiscal year 2021-22 only one project met the criteria to contribute to the Public Art fund. The amount from that project was \$5,000.

The Art and Cultural Commission is always working on finding appropriate public art projects and locations for public art.

The Commission brought the Depot Hill Stair Mural project to the City Council in 2021, however due to concerns of some Depot Hill residents, the project was not approved. As part of the project, the selected finalists were paid a stipend to create a project proposal.

The following is a list of projects funded in 2021 by the Public Art Fee, the total amount spent in 2021 was \$10,550 including project stipends

Project	Public Art Fund Amount
Professional winning paintings from Plein Air Event. Will be displayed at the City and become part of the City's permanent collection.	\$2,300.00
The artwork and design for the Capitola village banners. This was a partnership with the Capitola Village Business Improvement Association.	\$1,800.00
The professional winners of the Reflection of 2020 Art Contest. This was a partnership with the Capitola	\$950.00

Recreation Division. The artwork will be part of the City's permanent collection.	
The multi city Getting Outside the Frame project in partnership with the three other cities and coordinated by the Friends of Santa Cruz County Parks the project included five frames in Capitola.	\$5000.00

2022 Public Art Projects

The Commission has begun working on several public art projects in 2022 including;

Project	Status	Project Budget
Artistic enhancement of the fallen lower Pacific Cove Tree Stump.	Call to Artists was issued, however none of the submittals were recommended by subcommittee. Will make modifications to the Call to Artists and reissue.	\$5,500
Extensive Art installation on the Monterey Avenue Railing.	Subcommittee has been established and are working on the Call to Artists.	\$50,000
Begonia Festival Commemorative Art Installation at the corner of Wharf Road and Stockton Ave near the Soquel Creek Park location	Subcommittee is in process of finalizing the proposed scope and then will issue a Call to Artists.	\$20,000 (Matching funds of \$20,000 from the Begonia Festival)

Goals and Activities (Based on 2022 retreat)

Additional Projects Discussed
New street light banners in the village
Battle of Band for Youth (Spring 2023)
Plein Air Open: a sister event to the current plein air art event. This would be open to youth and amateur artists.
Rispin Art Installation
Round about Art Installation (Bay Avenue/Capitola Avenue)
Wharf Project Possibly in conjunction with the Seymore Marine Discovery Center
Welcome to Capitola Artistic Installations on Bay Ave and 41 st
Mural on Surface of the Jade Street Park Basketball Court
Art Installation in Noble Park
Paintings on the Utility Boxes
Including the idea of Sidewalk Art in future projects
Artistic Restoration of the Historic Capitola Carousel
Considering functional art projects, such as those that include seating, in appropriate locations
Program to define areas and develop registration where musicians can busk in Capitola