

Capitola City Council

Agenda Report



Meeting: July 28, 2022

From: City Manager Department

Subject: Art and Cultural Commission Annual Report

Recommended Action: Receive Report

Background: According to Capitola Municipal Code §2.56.050, each year the Art & Cultural Commission (Commission) is required to offer an assessment of the Commission's annual goals, plans, and objectives from the prior year, and recommend a Commission work plan for the upcoming year for Council consideration.

Discussion: 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 approved moving forward with the summer events at the June 24, 2021, meeting. The summer events were then able to begin on July 14.

With a 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 amounts. Each sponsorship level afforded different benefits. This program was so successful that it was continued in 2022.

The Art and Cultural Commission organized the annual Twilight Concerts Series. This 2021 series originally had eight free concerts in Capitola Village on Wednesday evenings during the summer. The response was so good, more sponsors were secured, and two additional concerts were added in September.

The Commission organized the free Movies on the Beach series, which was comprised of two movies shown on September 10 and 17.

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.

The Art and Cultural Commission added a Plein Air event in 2015. In, 2021, the event took place November 1- 7. Thirty-five artists were invited to take part in the juried competition, exhibition, and sale. Artists painted throughout the City, but primarily along the coast and Soquel Creek. The judging and sale took place on November 7 at New Brighton Middle School and was a tremendous success. Artists sold more than \$15,000 in paintings at the event.

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

The Commission recommended the use of the Public Art Fund for the following projects in 2021:

- Professional winning paintings from Plein Air Event. Will be displayed at the City and become part of the City's permanent collection.

- The artwork and design for the Capitola village banners. This was a partnership with the Capitola Village Business Improvement Association.
- The professional winners of the Reflection of 2020 Art Contest. This was a partnership with the Capitola 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.

The Commission brought a Depot Hill Stair Mural project to the City Council in 2021, however due to concerns vocalized by some Depot Hill residents, the project was not approved.

In 2022, the Commission will continue to offer free public entertainment events. The Commission will continue to investigate public art opportunities for the City.

Fiscal Impact: None

Attachments:

1. 2021 Art and Cultural Annual Report

Report Prepared By: Larry Laurent, Assistant to the City Manager

Reviewed By: Chloé Woodmansee, City Clerk

Approved By: Jamie Goldstein, City Manager