



**STAFF REPORT**  
**9/14/2021**

**TO:** Cultural and Arts Commission Chair and Commissioners

**FROM:** Celina Jimenez, Grants Manager

**SUBJECT:** Recommend Approval to Conduct a Request for Proposals Solicitation Process to Conduct a Feasibility Study for the Coachella Art Walk Program in the Amount of \$40,000

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**STAFF RECOMMENDATION:**

Staff recommends that the Cultural and Arts Commission consider approving a Request for Proposals solicitation process to conduct a feasibility study for the Coachella Art Walk Program in the amount of \$40,000 from the City of Coachella's Art in Public Places Program Fund.

**BACKGROUND:**

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

**DISCUSSION/ANALYSIS:**

The City of Coachella would like to implement a place-making and economic development strategy through the cultural arts by possibly developing a Coachella Art Walk visual arts space in its Downtown Pueblo Viejo District (see map on page 3). Since the stakes are very high in implementing a project of this magnitude that requires not only a significant investment of time, money, and knowledge—but also vision, a strong mission, clear plans, and a compelling case for support – all of which begin with a feasibility study. A comprehensive process, including facility needs assessment, program plan development, stakeholder and community engagement, market analysis, regional and national benchmarking, capital and operating cost estimation, financing/fundraising assessment, and a tremendous amount of additional data collection and analysis, is necessary to align dreams and reality, both known and yet to be discovered. Through a feasibility study, the City of Coachella hopes to explore the critical steps that should be taken before embarking on the lengthy journey of creating a new or revitalized cultural arts space.

The first phase of the feasibility study might be the community needs assessment which typically

includes a review of internal data, the formation of a task force, market and demographic analysis, stakeholder interviews, and a benchmarking study, among other elements.

The City of Coachella would like to establish cross-sector partnerships that would include nonprofit cultural organizations, schools, universities, and other agencies in an effort to examine all existing background materials, including intended operational, financial, and concept plans. Once an analysis of this data has been completed, an advisory task force comprised of community stakeholders could be formed. This group will provide important background information, specifically regarding the community's needs and expectations. A key element of facilities and program planning work is gaining a deep understanding of the project's motivation and goals (the vision). It is imperative to convene major stakeholders so that they can articulate the project's vision and intended goals. This is perhaps the most important step in the entire process, as it uncovers the core reason for the study and sets the stage for community, political, and financial support throughout the rest of the process.

Arts and culture are important to a city's economy. Arts and culture-related industries, also known as "creative industries," provide direct economic benefits to communities:

- ✓ They create jobs
- ✓ Attract investments
- ✓ Generate tax revenues
- ✓ Stimulate local economies through tourism and consumer purchases
- ✓ Are principal determinants of quality of life

The arts are part of the traditional quality-of-life factors including safe neighborhoods, good schools, strong infrastructure, and accessible recreational and outdoor "natural" attractions, to create more viable, desirable and livable communities.

Sample listing of possibilities for the Art Walk:	Things to Do Categories:
<ul style="list-style-type: none"><li>▪ Fine Arts Building</li><li>▪ Art Gallery/Museum</li><li>▪ Art Studio</li><li>▪ Outdoor Sculpture / Botanical Garden</li><li>▪ Pop Up Vending</li><li>▪ Ticketed Guided Tours</li><li>▪ Visitor Center</li><li>▪ Art, Music, Film Festivals</li></ul>	<ul style="list-style-type: none"><li>▪ Arts &amp; Culture</li><li>▪ Spas &amp; Wellness</li><li>▪ Music &amp; Nightlife</li><li>▪ Shopping &amp; Lifestyle</li><li>▪ Tacos &amp; Tequila</li></ul>



# ART WALK

DOWNTOWN COACHELLA



### [Sample] Vision

Coachella will be recognized as an arts and cultural destination. Through a variety of performing and visual arts, the city's history, small-town character, cultural destinations, and other civic settings come to life. Creative wayfinding encourages pedestrians to discover the many assets of the City. Art Walk events, supported by local businesses, engage citizens and visitors of all ages while enhancing local commerce and creating a sense of cultural identity.

**ALTERNATIVES:**

1. Not Approve the Request to Solicit Proposals to Conduct Feasibility Study for the Coachella Art Walk Program
2. Provide Alternative Direction

**FISCAL IMPACT:**

If the Cultural and Arts Commission approves the staff recommendation, the \$40,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2021-22.

**ATTACHMENTS:**

1. Sample - City of Laguna Beach Final Creative Placemaking Assessment
2. Sample - City of Ogden Utah RFP for Creative District Plan