



Legislation Text

File #: 2017-0414, **Version:** 1

DATE: October 10, 2017

SUBJECT:

RESOLUTION APPROVING PROCLAMATION IN RECOGNITION OF OCTOBER 2017 AS "CELEBRATION OF THE ARTS MONTH" IN SUPPORT OF NATIONAL ARTS AND HUMANITIES MONTH

EXECUTIVE SUMMARY:

National Arts and Humanities Month was launched by Americans for the Arts 30 years ago as "National Arts Week," in honor of the twentieth anniversary of the National Endowment for the Arts. In 1993, it was reestablished by Americans for the Arts and national art partners as a month-long celebration with the goal of focusing on the arts at local, state, and national levels. Dedication to those goals has translated into large-scale celebrations across the country, reflecting the rich diversity of culture in America through art, music, cultural programming, and education; and making National Arts and Humanities Month the largest annual celebration for the arts and humanities in the nation today.

Celebrating National Arts and Humanities Month raises public awareness about the role of the arts in communities and people's lives; it encourages individuals and organizations to participate in the arts and humanities, and allows governments and businesses to show their support of the arts. The District started its public art initiatives in the 1980s as a means of activating the waterfront's parks and public spaces with innovative artworks. The proposed proclamation would be an acknowledgement of the District's long-standing role in supporting and promoting the arts on tidelands for the enrichment of both residents of San Diego and visitors to the region.

RECOMMENDATION:

Adopt a Resolution approving a proclamation in recognition of October 2017 as "Celebration of the Arts Month" in support of National Arts and Humanities Month.

FISCAL IMPACT:

"Celebration of the Arts Month" activities will be funded by the District's Waterfront Arts & Activation department from its FY18 NPE budget.

COMPASS STRATEGIC GOALS:

This agenda item supports the following Strategic Goal(s).

- A Port that the public understands and trusts.
- A vibrant waterfront destination where residents and visitors converge.
- A Port that is a safe place to visit, work and play.
- A Port with an innovative and motivated workforce.
- A financially sustainable Port that drives job creation and regional economic vitality.

DISCUSSION:

In 2015, President Obama proclaimed October as National Arts and Humanities Month and called upon the citizens of the United States to observe this month with ceremonies, activities, and special programs to celebrate the arts and humanities in America. Locally, arts and cultural programming strengthens the San Diego economy as indicated by data reporting that the total spending by the nonprofit arts and culture industry in San Diego County, including both nonprofit organizations and their audiences, exceeds \$1 billion annually (Attachment A).

For FY18, one of the goals of the Waterfront Arts & Activation department is to broaden its offerings to include a variety of cultural programming for the District and members of the public. In support of “Celebration of the Arts Month,” the Waterfront Arts & Activation department has developed a month-long calendar with arts and cultural events for Port employees and/or members of the public to enjoy or participate in throughout the month of October.

Below are some highlights from the events and exhibits planned during “Celebration of the Arts Month.”

- Saturday, October 7, 2017, from 12:00 p.m. to 2:00 p.m., a free family-friendly event will take place at Pepper Park in National City. Guests will celebrate Arts Month by enjoying live circus performances, free popcorn, a photo booth, face painting, and giveaways. Fern Street Circus serves families and transforms neighborhoods through performing and teaching circus arts. Professional artists collaborate with learners and their families in neighborhood settings. Participants co-create every aspect of the Circus, using their own talents and available resources, working in public locations and creating visible community.
- Friday, October 27th, 2017, from 6:30 p.m. to 9:00 p.m., a free film screening of the artistic documentary, *Landfill Harmonic*, will take place at the Broadway Pier. *Landfill Harmonic* tells the story of the Recycled Orchestra of Cateura, a Paraguayan musical group that plays instruments made entirely out of garbage, and the transformation of the town the orchestra participants call home. This inspiring true story demonstrates the power of music and the amazing strength of the human spirit.
- Additionally, a variety of special employee-focused activities, such as an open house, musical performances, and trivia contests will be scheduled throughout the month.

The proposed proclamation (Attachment B), recognizing October 2017 as “Celebration of the Arts Month,” will reaffirm the District’s long-standing role in supporting and promoting the arts on tidelands for the enrichment of residents and visitors to the region. Everyone at the District will be invited to join in “Celebration of the Arts Month” through flyers, event calendars, and other announcements that will be posted throughout the month, with the goal of providing more opportunities for employees to gain

an awareness and appreciation for how art influences and enriches peoples' lives.

General Counsel's Comments:

The Office of the General Counsel has reviewed the issues set forth in this agenda and found no legal concerns as presented.

Environmental Review:

The proposed Board action does not constitute a "project" under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because it will not have a potential to result in a direct or indirect physical change in the environment and is, therefore, not subject to CEQA. No further action under CEQA is required.

In addition, the proposed Board action allows for the District to implement its obligations under the Port Act and/or other laws. The Port Act was enacted by the California Legislature and is consistent with the Public Trust Doctrine. Consequently, the proposed Board action is consistent with the Public Trust Doctrine.

Finally, the proposed Board action does not allow for "development," as defined in Section 30106 of the California Coastal Act, or "new development," pursuant to Section 1.a. of the District's Coastal Development Permit Regulations. Therefore, issuance of a Coastal Development Permit or exclusion is not required.

Equal Opportunity Program:

Not applicable.

PREPARED BY:

Yvonne Wise
Director, Waterfront Arts & Activation

Attachment(s):

Attachment A: Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Culture Organizations and their Audiences in San Diego County

Attachment B: Proclamation in Recognition of October 2017 as "Celebration of the Arts Month"