

City of Santa Clarita
Arts Commission

Arts Blueprint

Phase I



DRAFT
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EXECUTIVE SUMMARY

Section I



1.1 Introduction

Shortly after the City of Santa Clarita Arts Commission was formed in December 2009, the Commission began work to develop the first phase of an Arts Blueprint, which is intended to serve as a guiding document for the next three years for five subject areas. As part of the Arts Blueprint process, each Commissioner was responsible for an area of focus (Initiative) and developed a plan for that area for the next three years.

The five sections of the Blueprint are as follows:

- Art in Public Places
- Arts Education
- Arts Venues
- Leadership and Development
- Marketing and Communications

1.2 Methodology

The development of each section involved conversations with various stakeholders, such as the leaders of the local arts community, professional artists and musicians, the business community, educators, developers, economic development experts, and local media representatives. Additionally many of the sections researched best practices from others communities, and a survey of local residents was completed to assess the current levels of arts activities and the needs for the future.

The resulting first phase of the Arts Blueprint includes 31 recommendations with several in each section. The Arts Blueprint will serve as a guiding document for the Arts Commission and staff to implement the recommendations over the coming years. The Commission will begin work on the second phase of the Arts Blueprint in early 2012, which will address additional arts and culture areas in a similar process to this first phase. It is anticipated that the second phase of the Arts Blueprint will be completed by the end of 2013.

1.3 Art in Public Places

Public art is a valuable tool in bringing art to a community. The nature of art works being placed in public spaces raises awareness of the power of art, particularly visual art, in a way that engages the viewer on a different level than in museums or gallery spaces. As the City of Santa Clarita continues to add art pieces to its collection, it is vital that the processes and approaches balance many factors, how these projects are identified and funded, who is responsible to select the artists to create these works, how does the process encourage all artists, local, regional, and national, to participate in the projects, how are the works maintained, and how does the City deal with potential donations of art works. The Art in Public Places Blueprint section addresses all of these issues, and creates the short and long-term planning processes to ensure that future public art projects are successful and contribute to the artistic life of Santa Clarita.

The Art in Public Places Initiative was led by former Arts Commissioner Sandy Fisher, and was developed utilizing input from community members, including artists, educators, and others who met on a monthly basis over the last year and a half. This Art in Public Places Initiative Committee identified several key areas to be addressed in the Blueprint, including the benefits of public art, funding sources, an Arts in Public Places Advisory Committee who would develop an annual Public Art Projects Plan, Project Ad Hoc Committees, a balanced support of local and regional artists, maintenance and conservation, and an art donation policy. The goal of this section of the Arts Blueprint is to encourage the continued expansion of the City of Santa Clarita's public art collection, and to develop procedures and processes to further improve the planning and implementation of the program.

1.4 Arts Education

Arts education for the students of the Santa Clarita Valley is a crucial component to their future success, as the arts serve as a wonderful tool to increase creativity and to encourage students to stay in school. Ideally, this opportunity to experience and participate in the arts should be available for an entire lifetime, enriching the lives of the City's residents from childhood to their senior years. While it is not the role of the City of Santa Clarita to get involved in the day-to-day operations of the local schools, there are many opportunities to support and complement the work efforts of the schools, as well as work with the arts community to build bridges between artists and educators. The City has a significant role in several education programs and offers a wide variety of classes in the arts, but there is always room to grow these programs, and to look for new partnerships to ensure the arts are a vital part of the Santa Clarita community.

The Arts Education Initiative was led by Arts Commission Chair Paul Strickland, and was drafted utilizing input from community members, including artists, educators, and others who met on a monthly basis over the last year and a half. The biggest challenge with this area was identifying the role of the City of Santa Clarita and the Arts Commission, as much of the discussions at the monthly meetings focused on what schools and school districts can do to advance the opportunities for their students. As such, the Arts Education Blueprint focuses on creating partnerships and expanding City programs and classes to offer more opportunities for children, youth, adults, and seniors to be exposed to and participate in the arts.

1.5 Arts Venues

Arts facilities and venues are essential in supporting a creative community, as almost all arts related activities require a site for performances or visual art displays to occur. In the development of the Arts Blueprint, almost every initiative area has had discussions about facilities and venues. It is a crucial element to maintaining and developing the arts community in Santa Clarita. With the idea of the Arts Mall, the need for arts facilities is addressed in a creative and innovative way and with a combination of private and public funds being invested in this concept. With economic development being such a vital part of the idea, the potential outcome would not only alter the future of the local arts

community, but could also transform Santa Clarita into a major arts and cultural destination.

The Arts Venues Initiative was led by Arts Commission Vice-Chair Eric Schmidt, and was developed through conversations with a variety of stakeholders, including leaders of local arts organizations and associations, professional musicians and visual artists, educators, developers, economic development experts, and a television studio owner. This section also included an online survey of arts facilities and venues and the completion of a directory of arts facilities in Santa Clarita. The Arts Venues section of the Arts Blueprint addresses three areas, with the primary focus on the Arts Mall Conceptual Plan. The Arts Mall concept is the first step to a long-term solution for supporting arts in Santa Clarita, as well as an idea that could make Santa Clarita renown as an arts and cultural center. .

1.6 Leadership and Development

The Arts Commission was formed primarily to provide leadership for the arts community. For local arts groups to survive and grow, it is essential that they can build their infrastructure, be it by increasing funding opportunities, creating stronger boards of directors, or by expanding the audience base. The leadership and development of the arts community is one of the most vital elements to the success of each individual artist and organization in Santa Clarita. When looking at the accomplishments of other arts communities across America, the one commonality is a strong sense of support and collaboration to achieve each artist's or group's goals. This support is not simply financial, but also includes having the opportunities to increase knowledge and expertise and to have the best board leadership each community has to offer. The Santa Clarita Arts Foundation, in conjunction with the City leadership, can build the level of support necessary for Santa Clarita to become a community that has a prosperous arts and cultural life.

The Leadership and Development Initiative was led by Arts Commissioner Dr. Michael Millar. The development of this section involved conversations with a variety of stakeholders, including leaders, staff, and boards of directors of local arts organizations and associations. A survey of 25 cities across the United States of similar size to Santa Clarita was developed to assess what other communities are offering in the leadership and development field. The Leadership and Development section of the Arts Blueprint addresses four areas, with the primary focus on the development of an Arts Foundation. The goal of this section of the Arts Blueprint is to support the arts community in building their professional capacity to ensure that the local arts organizations and individual artists are able to achieve their full potential.

1.7 Marketing and Communications

Santa Clarita has a vibrant arts community, composed of talented individuals and successful arts organizations, from elementary school students to professional artists of all types. Tens of thousands of friends, families, teachers, administrators, and funding

partners support these artists. This talent must have the opportunity to showcase itself to the entire community. If the community is not aware of local talent, it cannot grow and evolve. Marketing and communications are the tools to inform, engage, and involve the entire community in the arts. Currently there are limited opportunities to share what the arts community contributes to Santa Clarita, but with some strategic and creative approaches, the arts can become more of a part of the community identity.

The Marketing and Communications Initiative was led by Arts Commissioner John Dow, and was developed based on a thorough assessment of existing marketing and communication efforts, including on-line, print, and media and with input from leaders in the arts community, experts in the communications and marketing field, business leaders, and local media contacts. The result of these conversations and assessments is that the implementation of this Blueprint section will focus on the continued development of the 661Arts.com website, increasing the identity of the arts as a valuable part of the Santa Clarita community, and the creation of a comprehensive community engagement plan that addresses how the Arts Commission communicates and works with other entities, such as City leadership, the business community, the school community, and others. The goal of this section of the Arts Blueprint is to inform, engage, and involve the entire community in the arts

1.8 Conclusion

The Arts Blueprint concept was formulated by the Arts Commission to be a tool to tackle numerous arts and culture areas simultaneously. With each Commissioner choosing an area and focusing their efforts on that topic, the result has been to create the first phase of a plan that will guide the Commission and the community into the future. The contributions of the various participants on the five Initiative areas contained in this document are greatly appreciated, and without the time and expertise of everyone who took part in the discussions that led to the creation of the Arts Blueprint the results would not have been nearly as successful.

1.9 Attachment

1A – Table of Recommendations

ARTS BLUEPRINT – PHASE I

Table of Recommendations

ART IN PUBLIC PLACES
RECOMMENDATION 1 – Clearly communicate the benefits of public art to City leaders, departments, and the community through a strategic outreach campaign.
RECOMMENDATION 2 – Identify and develop consistent funding sources for the Art in Public Places Program.
RECOMMENDATION 3 – Form an Art in Public Places Advisory Committee to develop an Annual Public Art Projects Plan.
RECOMMENDATION 4 – Form Project Ad Hoc Committees for each Public Art Project.
RECOMMENDATION 5 – Develop a balanced approach in supporting local and regional artists.
RECOMMENDATION 6– Develop Public Art Maintenance and Conservation Plan.
RECOMMENDATION 7 – Develop a public art donation policy for City Council adoption.
ARTS EDUCATION
RECOMMENDATION 8– Complete thorough assessment of existing City arts education programs and explore new opportunities for programs and partnerships.
RECOMMENDATION 9 – Partner with the Los Angeles County Arts Commission to help achieve Goal 2 of the Arts for All plan in the Santa Clarita Valley. Goal 2 states, implementers and policy makers have sufficient tools, information, and professional development to achieve sequential K-12 arts education.
RECOMMENDATION 10 – The City of Santa Clarita should become a member of the Santa Clarita Valley K-12 Arts Education Consortium, and the Chair of the Arts Commission should serve, or appoint a member of the Commission to serve, as a representative to the Consortium.
RECOMMENDATION 11 – Include the needs of the arts education community in the implementation of Arts Venues section of the Arts Blueprint.
RECOMMENDATION 12 – Explore and implement opportunities for students to perform or exhibit their artistic works to the entire community.
RECOMMENDATION 13 – Utilize the www.661Arts.com website as a hub for both improving communications between the arts education community and as a tool to share the successes of students and teachers with the entire community.
RECOMMENDATION 14 – Utilize Arts Commission meeting recognitions to focus on student and teacher accomplishments in the arts.
RECOMMENDATION 15 – Explore opportunities to expand the arts courses offered through the City’s Contract Classes program.
RECOMMENDATION 16 – Explore the expansion of the City’s Arts Grants program to include a category for innovative arts education programs.

ARTS VENUES
RECOMMENDATION 17 – Continue to develop the arts facilities directory and make it available to the community through the City of Santa Clarita and 661Arts.com websites.
RECOMMENDATION 18 – Fund the development a feasibility study for the Arts Mall concept including identification of a site and funding options.
LEADERSHIP AND DEVELOPMENT
RECOMMENDATION 19 – Create a scholarship program for technical assistance workshops and conferences, and bring broad-based workshops and conferences to Santa Clarita for the benefit of the entire arts community.
RECOMMENDATION 20 – Develop a program to reach out to local businesses and individuals to encourage participation on the boards of directors of local arts organizations.
RECOMMENDATION 21 – Assist the arts community in producing an annual event that brings together both performing and visual arts groups to allow audiences to experience diverse arts offerings.
RECOMMENDATION 22 – Develop a discount ticket package for local art offerings to expose patrons to a greater variety of arts.
RECOMMENDATION 23 – Finalize the formation of the Santa Clarita Arts Foundation which will offer robust programs and fundraise for the entire Santa Clarita arts community.
MARKETING AND COMMUNICATIONS
RECOMMENDATION 24 – Continue to develop and evolve the 661Arts.com website to improve communications between the arts community and to better inform the broader community about the arts.
RECOMMENDATION 25 – Finalize the team members of the 661Arts.com contributors group and have them begin writing postings for the website.
RECOMMENDATION 26 – Develop a marketing campaign for the 661Arts.com website and implement the campaign at the conclusion of the design phase.
RECOMMENDATION 27 – Work with the 661Arts members to create a unified marketing campaign for the Santa Clarita arts community.
RECOMMENDATION 28 – Develop an outreach program for marketing leaders to demonstrate the value of the arts to the community.
RECOMMENDATION 29 – Schedule individual meetings with agencies that produce regional and national marketing materials and encourage them to include the arts as part of Santa Clarita’s identity.
RECOMMENDATION 30 – Develop and launch a creative and engaging arts marketing campaign with the goal to increase awareness and discussion about the arts.
RECOMMENDATION 31 – Develop a Community Engagement Plan to detail how the Commission partners and shares information with the City and the community.

ART IN PUBLIC PLACES

Section II



2.1 Introduction

Public art enhances the aesthetic quality of public and private spaces, educates the community about art, inspires, fosters civic pride, and strengthens community, and regional identity for social and economic benefit of the City of Santa Clarita. The Art in Public Places Program expands the opportunities for citizens to experience quality art in their own community. The Art in Public Places section of the Arts Blueprint was drafted utilizing input from community members, including artists, educators, and others who met on a monthly basis over the last year. The Public Art Initiative Committee identified seven areas that are important components to the City's Art in Public Places program for the future:

- 1) Benefits of Public Art
- 2) Funding Sources
- 3) Art in Public Places Advisory Committee / Annual Public Art Projects Plan
- 4) Project Ad Hoc Committees
- 5) Balanced Support of Local and Regional Artists
- 6) Maintenance and Conservation Plan
- 7) Art Donation Policy

2.2 Benefits of Public Art

The Arts define, inspire, and engage people, providing solace and entertainment, insight and opportunity, commemoration and innovation. The arts connect people, helping to celebrate both the things people hold in common and each person's individuality. Nationwide, an average of 55 million viewers experience public art first hand every day. Over 5 million travelers see public art every day in the nation's airports and subways. Public Art is enduring original works of art in public places that contribute to a sense of place and enhance the quality of life in a City by contributing to its unique identity.

In an effort to continue to expand the role of public art in Santa Clarita, the City will need to develop awareness of the Art in Public Places Program and create incentives for participation by local businesses. There has been some initial success with developing art opportunities with community partners. An example of this can be seen with Westfield Valencia Town Center. Through the efforts of staff in Arts & Events and Planning, Westfield was urged to include several public art components into their site. As a result of the work, Westfield allowed the City to curate a 20x20 foot space near Sisley Restaurant, known as the *Town Center Art Space*. Additionally, in conjunction with the expansion of the Patios, Westfield agreed to install a California Bear sculpture developed by a Southern California artist and facilitated by the City of Santa Clarita. Because of the continued success with the collaboration, Westfield just recently allowed the City to curate two additional art spaces in the mall (*Small Space, Big Stories Gallery* and *The Community Wall*). Partnerships like this will expand the visibility of art within the community.

Many of the current public art projects were initially developed by various City Departments, and brought to the Arts and Events Office for facilitation. These collaborative partnerships should continue with Redevelopment, Economic Development, Landscape Maintenance Districts (LMD), and Capital Improvement Projects (CIP). Through these partnerships, continued successes, and an internal campaign that demonstrates the value of art to the city structure, more awareness will garner more understanding and support for the program.

The Public Art Ad Hoc Committee felt that it is very important to promote the economic benefit of the arts to City Departments, Commissions, the City Council, and community stakeholders. There is a need to develop a culture internally that will foster public art projects throughout the City and encourage public art in private and civic development projects.

RECOMMENDATION 1 – Clearly communicate the benefits of public art to City leaders, departments, and the community through a strategic outreach campaign.

2.3 Funding Sources

For a truly successful Art in Public Places program, consistent funding mechanisms are required to support large, medium, and small art projects. Aside from donations by private individuals and corporations, there are a number of approaches to garner financial support for art. A successful strategy could utilize several funding methods:

Grants, Donations, and Endowments

Grants from the National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), and other large foundation grants should be considered. Santa Clarita Arts Foundation, which is being developed as a 501(c)(3), could administer the public art program, so that donated monies could be used tax-free, and would represent taxable deductions for donors. With the funding being tied to a foundation, an endowment could be created to pay for art selection, commissioning, and maintenance.

Civic Percent-for-Art

Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding. The policy also guarantees that public art projects will be planned each year, as long as Capital Improvement Projects are underway and municipal construction continues.

A Civic Percent for Art Program is a way for the City of Santa Clarita to commission artists to produce original artwork for City-owned buildings. As part of the annual Capital Improvement Project budget, the City Council would appropriate within each project one percent (1%) of each Capital Improvement Project budget for art.

Commercial Percent-for-Art Ordinance

The term "percent for art" refers to a program, often a city ordinance, where a fee, usually some percentage of the project cost, is placed on large scale development projects in order to fund and install public art in the development. A Commercial Percent-for-Art Ordinance would appropriate within each development project in the City one percent (1%) of the project budget for public art. Such an ordinance would direct the inclusion of works of art in industrial, as well as business spaces throughout the City. This concept has been investigated previously, but each time the idea has been introduced the business and development community has expressed major concerns about this approach.

Line Item Budget for Public Art Projects

A budget request could be made to fund annual public art projects through the annual budget process. This request could be a one-time fund or preferably an ongoing line item budget for projects.

Alternate Sources of Funding

Funding for public art can come from a variety of means. Below is a list of some additional funding opportunities that could be researched.

- Hotel/motel taxes (Transient Occupancy Tax) – These are funds which are collected as part of each hotel room stay within the City limits.
- Neighborhood appeals – This method would involve local citizens and businesses contributing to public art projects in their area of the community.
- Sales tax revenue – The primary source of income for the City, a portion of the revenues could be dedicated to public art projects.
- Proceeds from the sale of City land – If the City were to sell land that it owns, a portion of the sale price could be allocated to public art projects.
- Local companies (including locally based branches of national corporations) – This approach would be similar to the existing sponsorship program for City events, with local businesses contributing to public art projects either on their own properties or on properties owned by the City.

RECOMMENDATION 2 – Identify and develop consistent funding sources for the Art in Public Places Program.

2.4 Art in Public Places Committee / Annual Public Art Projects Plan

An Art in Public Places Advisory Committee, appointed by the Arts Commission, could serve as an advisory body to the Commission. This Committee would provide general oversight of the Art in Public Places Program. The composition of the Art in Public Places Advisory Committee would consist of one appointed Arts Commissioner and additional Committee members appointed by the Arts Commission. The Committee

would include a majority of individuals who have a background or professional expertise in the arts, such as practicing professional visual artists, curators, art historians, architects, designers, writers and critics, arts administrators, collectors, arts activists, and arts volunteers. City staff, including the Arts & Events Supervisor would serve as non-voting advisors to the Committee.

The Annual Projects Plan is a prioritized list of arts projects developed by the Art in Public Places Advisory Committee. Based on all of the recommendations developed by the Art in Public Places Initiative Committee, the Advisory Committee would develop this plan. This work will be completed in collaboration with appropriate City staff and Departments. The plan, which will include project descriptions, budgets, locations, and recommended design approaches, will be presented to, and approved by the Arts Commission.

The plan will also take into account location strategies, which will make sure that art pieces to be installed in the City are accessible and visible to the public as much as possible. Art should be placed in locations that can become gathering places for the Community. The Initiative Committee is recommending that public art should reinforce and enhance the community's image, the surrounding environment, and help to create distinctive, yet cohesive character, for each community (Canyon Country, Newhall, Saugus, Valencia) within the City.

An array of diverse art styles and mediums should be represented in the City of Santa Clarita public art collection. Diverse artists, media, scale, style, form, and more should be weighed and considered for each project. Examples of acceptable art forms/projects include: sculpture, murals, earthworks, decorative or ornamental building elements like fountains, archways, columns, standardized fixtures such as gates, street furniture, fences, directional elements, etc. The Art in Public Places funds should not be used for the directional elements such as super-graphics, signage, or color coding, art objects which are mass produced of standard design such as playground equipment or fountains, reproduction, by mechanical or other means, of original works of art, except in cases of film, video, photographs, printmaking or other media arts, decorative or functional elements and details, which are designed solely by an architect as opposed to an artist, and landscape architecture and landscape gardening, except where these elements are designed by the artist and are an integral part of a work of art.

RECOMMENDATION 3 – Form an Art in Public Places Advisory Committee to develop an Annual Public Art Projects Plan.
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2.5 Project Ad Hoc Committees

For each art project, an Ad Hoc Committee should be developed to create the Call for Artists and to guide each project through the artist selection process, which is detailed in Attachment B. The Ad Hoc Committee's will work from the Annual Art Plan developed by the Art in Public Places Advisory Committee, or other public art projects that are identified by other Departments and Divisions. The Ad Hoc Committees will consist of

key City staff, based on the nature of the project, as well as a team of art professionals and an Arts Commissioner.

RECOMMENDATION 4 – Form Project Ad Hoc Committees for each Public Art Project.

2.6 Balanced Support of Local and Regional Artists

The City should balance its support of the arts through the use of community artists, regional talent, and even internationally known artists for major installations. Some projects may seek to support local talent, while others, such as the Roundabout Project in Newhall, will seek to have an iconic piece of art, thus requiring a global search for a known artist. To support local artists, some projects should require residency in the City of Santa Clarita.

RECOMMENDATION 5 – Develop a balanced approach in supporting local and regional artists.

2.7 Maintenance and Conservation Plan

The development of a Maintenance and Conservation Plan for existing and future public art pieces, which are part of the City of Santa Clarita's collection, is essential to ensure that the art works are presented in the best condition as possible. Maintenance, conservation, and repair costs could be budgeted each year based on the City's current public art collection. This figure would be based on realistic projections based on the nature of the collection and the Maintenance and Conservation Plan. If many artworks are made of durable materials that need only cleaning or polishing one to two times a year, this will be much less expensive than maintaining a collection with lots of technology, moving parts, etc. Once a formula is developed to assure the appropriate maintenance of the collection, this money should be appropriated and held in a separate account.

The development of the Maintenance and Conservation Plan will research other cities approaches to these issues, and will investigate the idea of including the future maintenance, conservation, and repair costs into the initial funding for the public art project. Currently the maintenance of the art pieces is a partnership between the Arts and Events Office and the artist or artists who created the works. Due to the relatively recent creation of most of the art pieces in the City's collection, this issue has not been of primary focus, but as the collection ages and grows, this issue will become more vital.

RECOMMENDATION 6– Develop Public Art Maintenance and Conservation Plan.

2.8 Art Donation Policy

The City of Santa Clarita currently does not have a policy or process that addresses donations of art pieces, either on a short-term or permanent basis. A policy should be developed that will be reviewed and recommended by the Arts Commission to be considered for adoption by the City Council. The policy will be based on models from other cities and should include a review process that includes the Arts Commission.

RECOMMENDATION 7 – Develop a public art donation policy for City Council adoption.

2.9 Conclusion

Public art is a valuable tool in bringing art to a community. The nature of art works being placed in public spaces raises awareness of the power of art, particularly visual art, in a way that engages the viewer on a different level than in museums or gallery spaces. As the City of Santa Clarita continues to add art pieces to its collection, it is vital that the processes and approaches balance many factors, how these projects are identified and funded, who is responsible to select the artists to create these works, how does the process encourage all artists, local, regional, and national, to participate in the projects, how are the works maintained, and how does the City deal with potential donations of art works. The Art in Public Places Blueprint addresses all of these issues, and creates the short and long-term planning processes to ensure that future public art projects are successful and contribute to the artistic life of Santa Clarita.

2.10 Attachments

2A - Sample Call for Artists (Request for Qualifications)

2B - Artist Selection Process Guidelines



Central Park Median Public Art Project

Request for Qualifications

CALL SUMMARY

The City of Santa Clarita is seeking an artist (or team of artists) to create a permanent, outdoor art piece to be located on a median in the City of Santa Clarita. The artwork will be situated prominently on a median in front of Central Park which is located at 27150 Bouquet Canyon Road. The goal is to incorporate art at the site as an enhancement to the project.

Interested artists are asked to send the materials requested in “How to Apply” section to:

City of Santa Clarita
Central Park Median Public Art Project
23920 Valencia Blvd., Suite 120
Santa Clarita, CA 91355
Fax: 661-255-1996

PROGRAM DESCRIPTION

Central Park is located in the community of Saugus within the City of Santa Clarita. The Park facilities include: picnic tables, kids playground equipment, several sports fields, public restrooms, and a dog park. Central Park is also the location for the popular “Concerts in the Park” events. The artwork will be installed on a median just outside Central Park, and will be visible to many motorists each day as they travel on Bouquet Canyon Road, to those that attend sporting events there, or those that come to the City’s Annual “Concerts in the Park” events.

The artist will have a space available to them for use that is 10 feet wide and 100 feet long. Please see the attached map and photographs for the location of the artwork. These significant outdoor artworks will be highly visible and must compliment the City’s aesthetic in style, scale, and medium. Artists’ are encouraged to use all types of materials for this project including but not limited to: stone, metal, wood, etc.

PROJECT GOALS

The following project goals will help guide the selection of the commissioned artwork:

1. Artwork is of an original, site-specific design(s).
2. Artwork is fabricated in a durable, low maintenance material that will withstand the heat and other elements of Santa Clarita.
3. Artwork is complementary to the overall context of the surrounding area.
4. Artwork has strong public appeal and will be embraced by the local community.

BACKGROUND

The City of Santa Clarita's leadership has placed a priority on offering recreational facilities and programs since incorporation. The city has established many neighborhood parks and maintains a comprehensive recreation program. There is a recreation center in Canyon Country that includes an aquatic park with wading, diving, and Olympic swimming pools along with a bicycle/skatepark, community swimming pools in both Newhall and Canyon Country and a community center in downtown Newhall. The city's largest park is located in Saugus and is known as Central Park. There are currently a total of seventeen parks scattered in various neighborhoods throughout the city. Many have lighted tennis and basketball courts, baseball and soccer fields. There are over 3,000 acres (12 km²) of open space and 32 miles (51 km) of off-street trails within its boundaries.

BUDGET

A budget of \$13,250.00 must cover all associated costs of the project, including but not limited to, design, fabrication, materials, labor, transportation, insurance, consulting fees (such as structural engineering or testing), installation, permit fees, per diem, and taxes for both pieces. It is the responsibility of the artist to purchase all the art materials necessary to complete the project.

ELIGIBILITY

The project is open to all artists, age 18 and over, regardless of race, color, religion, natural origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability.

TIME LINE:

September 3, 2010	Deadline to submit materials to the Arts and Events Office
September 16, 2010	Santa Clarita Arts Commission meets to select 3 artists' for the proposal phase. Each artist will receive a stipend of \$500 for this phase of the project.
November 5, 2010	In order to receive the stipend/honorarium, the finalists will be required to present and submit a detailed conceptual design proposal that includes the following: <input type="checkbox"/> To-scale renderings of the proposed artistic enhancement, location, and orientation

- ☐ A written description and/or sample of the materials to be used and written substantiation of their appropriateness
- ☐ A timeline for the design, fabrication, and installation
- ☐ A written budget for all project costs (not to exceed)
- ☐ A brief written narrative describing the concept, theme, and intent of the proposal

November 18, 2010 Artist or Artists' are selected by the Arts Commission for the project.
 November 19, 2010 Artist Agreement sent to the winning artist(s).
 December 17, 2010 Agreement returned to Arts and Events Office.
 Spring 2011 Completed artwork installed at Central Park median site.

The City of Santa Clarita Arts and Events Office and Santa Clarita Arts Commission reserve the right to change the project timeline.

HOW TO APPLY:

Artists interested in being considered should submit the following application materials to the Arts & Events Office by September 3, 2010.

1. *Letter of Interest.* The letter should be no more than one page in length and should explain the artist(team) interest in the project.
2. *Current resume.* If submitting as a team, a current resume should be submitted for each team member.
3. *Three examples of the artist's work.* Art examples may be in any visual medium or a combination of mediums, such as photographs, CD, slides, computer prints, etc. Each art example must be clearly labeled with the artist's name, the title of the piece, and medium.
4. *SASE.* A self-addressed stamped envelope must be included for the return of application materials.
5. *Optional.* The artist may include up to three (3) selections of support materials such as review, news articles, and other related information.

Send all required materials to:

City of Santa Clarita
 Central Park Median Public Art Project
 23920 Valencia Blvd., Suite 120
 Santa Clarita, CA 91355
 Information: (661) 286-4078

Artist Selection Process Guidelines

When a public art project has been identified, a Call for Artists / Request for Qualifications (RFQ) is sent out to artists' notifying them of the opportunity. To be considered, artists' must submit examples of past work, a letter of intent, and biographical information.

1. Call for Artists

When the funding is in place, staff works with a Project Ad Hoc Committee to develop the Call for Artists / Request for Qualifications (RFQ), based on the recommendations by the Art in Public Places Advisory Committee Annual Art Plan. The RFQ generally includes the following elements:

- Project Description
- Project Goals
- Background / Theme
- Budget
- Eligibility
- Timeline
- How to Apply

The Call for Artists is then released through Café, advertised through online resources, such as LA Culture Net, Americans for the Arts Public Art Network, Arts and Events Office website and e-blasts, and e-mails are sent to local artists through the Santa Clarita Artists' Association and 661Arts.

2. Approval of Artists

Artist submissions are shared with the Project Ad Hoc Committee, who individually review and rate the submittals online. The Committee will use the following criteria when evaluating artists and proposals (70 points - Art samples, 15 - Letter of interest or artist statement, and 15 - Resume)

Traditionally three finalists are selected through this process, but for larger projects it is recommended that up to five are selected.

3. Approval of Public Art Projects

The finalists develop conceptual proposals, for which they are paid a stipend depending on the total budget for the project.

During the evaluation process of artist proposals, Ad Hoc Committee members will use a variety of criteria to determine their selection including:

- Artists' credentials, including experience, training, and professional recognition.
- Evaluation of the artist's proposed budget, if one is required.
- The artist's ability to successfully complete the project. When evaluating proposals, the Committee must consider both the creative response to the site and the artist's ability to manage the complex logistics of public art

projects, including: budgetary and insurance requirements, committees, sub-contractors, installers, and other construction and administrative logistics associated with the proposed project.

- The artist's ability to respond to the particular contextual issues and considerations of the project.
- Evaluation of the proposed materials and their appropriateness to the project, including issues of structural and surface integrity, protection against theft, vandalism, public safety and weathering, and an analysis of long term maintenance needs.
- An analysis of the artist's proposed method of installation of the artwork and an evaluation of safety and structural factors involved in the installation.
- Panelists will use consensus in their decision-making unless a failure to reach a decision requires a formal vote, determined by a simple majority. Panelists may elect not to recommend any applicants for the project, in which case, staff will recommend another round of artist selection or an alternative process.

From the finalist conceptual presentations one artist or artist team is selected. For a project under \$50,000, a memo from the City Manager is distributed to the City Council, which includes the details of the project and a copy of the selected artist's concept proposal. If the City Council has any questions, comments, or feedback, that information is shared with staff or the City Council can agendaize the proposed public art work for discussion and/or approval at a future City Council meeting. For projects over \$50,000, the proposed contract for public art work must go to the City Council for approval.

4. Installation of Art Works

Staff contracts with the selected artist or artist team, and the artist begins designing and fabricating the art work. While the artist is completing their work, staff meets with the appropriate internal and external partners to determine issues such as installation, safety, and maintenance. When the artist has completed as much fabrication as possible before installation, staff works closely with all the partners and the artist to arrange the logistics of installation.

5. Dedication Ceremonies

While the artist is completing their fabrication, arrangements are made for the dedication ceremony in partnership with the Communications Division. After the installation and dedication ceremony, the new art work is included on the Arts and Events website and added to any appropriate printed materials.

The entire process can occur in months or take several years, depending on the scope and nature of the project. Often the timeline for the public art project is tied to the timeline for the larger project which is where the art work will be installed.

ARTS EDUCATION

Section III



3.1 Introduction

The Arts Education Initiative utilized an Ad Hoc Committee to assess the needs of the arts and education communities in Santa Clarita. These series of monthly meetings, attended by local artists, educators, school administrators, and parents culminated in findings in six distinct areas:

- 1) City of Santa Clarita arts education programs.
- 2) National, regional, and local initiatives focused on arts education.
- 3) Arts venues.
- 4) Marketing and communications opportunities.
- 5) Life-long learning in the arts.
- 6) Funding of current and future initiatives and programs.

3.2 City Programs

The City of Santa Clarita is committed to increasing opportunities for students in the Santa Clarita Valley to participate in, and be exposed to, high-quality arts experiences, while also increasing the awareness of the value the arts add to the community.

The City currently offers a variety of arts education programs to local schools. These programs include assemblies and workshops, and arts competitions. Below are some of the existing programs:

- Share the World, produced in partnership with the California Institute of the Arts, Community Arts Partnership program.
- Cowboys in the Schools assemblies and workshops and the Youth Poetry Roundup contest, associated with the annual Cowboy Festival.
- Art on Canvas painting and drawing contest and the Through the Lens photography contest.
- Literacy and Arts Festival contests, produced in partnership with the Santa Clarita Valley Education Foundation.
- Recycled Work of Art and Go Green art contests, associated with the annual Earth Arbor Day event.
- Train to Finish drawing and coloring contests, associated with the annual Amgen Tour of California event.
- A variety of contract classes offering arts educational opportunities for children, youth, and adults in all types of artistic expression.

RECOMMENDATION 8– Complete thorough assessment of existing City arts education programs and explore new opportunities for programs and partnerships.

3.3 Arts Education Initiatives

There are numerous efforts currently underway to expand arts education opportunities across the country, state, and county. These efforts are often focused on advocacy or increasing funding for arts education, but some, particularly the Los Angeles County Arts for All and the Santa Clarita Valley K-12 Arts Education Consortium are focused on direct programming and development.

The role of the advocate is the most important that community members can play to help to increase arts-related opportunities for the children of Santa Clarita. The City of Santa Clarita’s role, however, is not to advocate directly to the school districts for any particular policies or funding, or to organize community efforts to do this level of advocacy. The City’s energies would be better suited to support programming and development efforts, such as the Los Angeles County initiative, Arts for All:

The Los Angeles County regional blueprint for arts education, Arts for All, was adopted by the County in 2002. The mission of Arts for All is to bring about systemic change in the 80 school districts of Los Angeles County and Los Angeles County Office of Education classrooms in order to implement comprehensive, sequential K-12 arts education for every public school student in the LA County, adopting curricula in alignment with the State Board of Education approved Visual and Performing Arts (VAPA) Framework and Standards. Such systemic change will require the mobilization of diverse stakeholders, including policy makers, implementers, and recipients of arts education.

Many of the efforts of Arts for All are focused on local advocacy directly to the school districts, which as stated above should not be the role of the City of Santa Clarita. Of the four goals identified in the LA County plan, three are primarily geared towards advocacy. The fourth, which is Goal 2 in the plan, is that implementers and policy makers have sufficient tools, information, and professional development to achieve sequential K-12 arts education.

RECOMMENDATION 9 – Partner with the Los Angeles County Arts Commission to help achieve Goal 2 of the Arts for All plan in the Santa Clarita Valley. Goal 2 states, implementers and policy makers have sufficient tools, information, and professional development to achieve sequential K-12 arts education.

The Santa Clarita Valley K-12 Arts Education Consortium was developed by the College of the Canyons with all five local school districts to offer a variety of programming and development opportunities to the community. In the short time since its formation the Consortium has achieved major milestones, including the selection of the Consortium as part of the Partners in Education program of the John F. Kennedy Center for the Performing Arts. This program is based on the belief that educating teachers is an essential component of any effort to increase the artistic literacy of young people. The College has also developed a comprehensive Arts Education Outreach program, which utilizes the performers who are part of each season at the Santa Clarita Performing Arts Center at College of the Canyons as the foundation for a variety of assemblies, student bus-in performances, and workshops. The Consortium is the most comprehensive arts education effort undertaken in the history of the Santa Clarita Valley.

RECOMMENDATION 10 – The City of Santa Clarita should become a member of the Santa Clarita Valley K-12 Arts Education Consortium, and the Chair of the Arts Commission should serve, or appoint a member of the Commission to serve, as a representative to the Consortium.

3.4 Art Venues

One of the most common themes that emerged at the monthly Ad Hoc Committee meetings was the need for venues where students can perform or display their work. This need is not at individual school sites, but more focused on community-wide sites. The Arts Commissioner appointee working on the Arts Venues Initiative met with the Arts Education Ad Hoc Committee to discuss the venue needs from an arts education perspective. This discussion was extremely valuable and the information is included in the Arts Venues section of this blueprint document.

RECOMMENDATION 11 – Include the needs of the arts education community in the implementation of the Arts Venues section of the Arts Blueprint.

While there are no obvious existing arts venues to meet all the needs of the arts education community, there are current opportunities to showcase the work of students which should be further explored. An example would be the Community Wall at the Westfield Valencia Town Center, which is part of the City's Arts Exhibits program. This wall could be utilized to highlight the best visual art work of a school district as part of the program. While this display space would not be restricted to this use only, it is an opportunity to have student art work displayed outside of their own schools. Additionally, the City produces numerous events each year, some of which could include school groups as performers.

RECOMMENDATION 12 – Explore and implement opportunities for students to perform or exhibit their artistic works to the entire community.

3.5 Marketing and Communications

Marketing and communications in the context of arts education is primarily focused on two areas; improving communications between local teachers, parents, students, and artists to create a community beyond each school site or district, and informing the whole community about the achievements of local students or educators. Both of these can be achieved by utilizing the www.661Arts.com website, which was developed as part of the Marketing and Communications Initiative of the Arts Commission.

RECOMMENDATION 13 – Utilize the www.661Arts.com website as a hub for both improving communications between the arts education community and as a tool to share the successes of students and teachers with the entire community.

The Arts Commission can continue to utilize their monthly meetings to showcase achievements in the arts education community, primarily through the arts recognitions at each meeting. The recognitions should focus on students and educators who have contributed to the community through the arts. At the beginning of each semester, an outreach e-mail should be sent to all teachers and administrators in the Santa Clarita Valley reminding them of the opportunity.

RECOMMENDATION 14 – Utilize Arts Commission meeting recognitions to focus on student and teacher accomplishments in the arts.

3.6 Life-long Learning

Any discussion about arts education tends to focus on opportunities for school-age students, however, the role the arts play in a person's entire life is vital and should be supported. The primary way the City of Santa Clarita achieves this is through the contract classes offered by the Recreation Division throughout the year. Currently, there are many classes for people of all ages to participate in. While it is very successful, there might be opportunities to expand these courses. Some ideas include offering a broader scope of classes that target seniors, such as theatre or film production.

RECOMMENDATION 15 – Explore opportunities to expand the arts courses offered through the City's Contract Classes program.

3.7 Funding

Funding is one of the biggest challenges for all arts education efforts. With the difficult economic times, arts education has suffered budget cuts and reduced resources. While these cuts have rarely eliminated programs completely, the ever-changing economic climate makes growth of programs almost impossible. This topic was the most commonly raised by members of the Ad Hoc Committee, and even though it is not the role of the City of Santa Clarita to solve funding issues in the schools, it is included in this plan, as it is a vital issue and concern. The City currently funds the Arts Grants program which occasionally supports arts education programs, but due to limited funding, it is a challenge to have arts education programs as one of the primary focus areas of the grants program.

In an effort to support one of the primary funders of arts education programs in the community, the City of Santa Clarita partners with the Santa Clarita Valley Education Foundation on a variety of events and programs, primarily the annual Literacy and Arts Festival, which serves as a fundraiser for the Foundation.

As the Arts Commission continues to explore future funding mechanisms, arts education programs should be included in the discussion. The need for a stable funding stream for the arts is a crucial component for almost every aspect of future arts planning.

RECOMMENDATION 16 – Explore the expansion of the City’s Arts Grants program to include a category for innovative arts education programs.

3.8 Conclusion

Arts education for the students of the Santa Clarita Valley is a crucial component to their future success, as the arts serve as a wonderful tool to increase creativity and to encourage students to stay in school. Ideally, this opportunity to experience and participate in the arts should be available for an entire lifetime, enriching the lives of the City’s residents from childhood to their senior years. While it is not the role of the City of Santa Clarita to get involved in the day-to-day operations of the local schools, there are many opportunities to support and complement the work efforts of the schools, as well as work with the arts community to build bridges between artists and educators. The City has a significant role in several education programs and offers a wide variety of classes in the arts, but there is always room to grow these programs, and to look for new partnerships to ensure the arts are a vital part of the Santa Clarita community.

3.9 Attachments

3A - List of Ad Hoc Committee Members

3B - Short and Long Term Goals identified by Ad Hoc Committee Members

3C - Arts for All: Los Angeles County Regional Blueprint for Arts Education

- 3D - Santa Clarita Valley K-12 Consortium Information
- 3E - Santa Clarita Performing Arts Center 2011-12 Arts Education Outreach Season
- 3F - Santa Clarita Valley Education Foundation Brochure
- 3G - *Seasons* Brochure: Arts classes offered in the fall 2011 edition, including Child Development, Youth and Teen, Adult, Public Library, and Senior Center classes

Arts Education

Ad Hoc Committee Members

Commissioner - Paul Strickland

City Staff - Donna Avila
Phil Lantis

Kimberly Adam
Sal Aranda
Jaylene Armstrong
Taylor Arnone
Glenna Avila
Jim Backer
Jeff Brown
Alex Button
Christopher Chase
Brent Christensen
Mavis Cordero
Brian Cummings
Ellen Edeburn
John Fossa
MaryAnn Fragodt
Darcy Frandsem
Jim Garifi
Mary Gaskin
Carl Goldman
Carrie Gordon
Alex Grady
Dawn Grider
Marilyn Hackett
Chris Halladay
Kathy Harris
Gail Hart
Gary D. Heidkamp
Bob Hernandez
Gregory Hinde
Janet Hinde
Susan Hinshaw
Lincoln Hoppe
Larry Hurst
Drew Jorgensen
T. Katz
Sherry Klahs
Bev Knutson

Julie Lawson
Tony Lazzara
Lori Ann Levy-Holm
Bret Lieberman
Joan Lucid
Janene Maxon
Brendan McCann
Lorelle A. Miller
Dan Nickels
Brian Nordella
Cindy Pharis
Adam Philipson
Janie Prucha
Mary Purdy
Amber Rakin
Colene Rizzo
Mark Salyer
Larry Schallert
Lisa Schindewolf
Evelyn Serrano
Phil Shaheen
Murray Siegel
Virginia Stewart
Tami Toon
Ann Unger
Linda Valdes
David Veal
Peggy Jo Vernon
Rosalind Wayman
Steve Whelan
Pat Willett
Alan Williams
Cecily Willis
Kurt Wilson
David Wischart
Murray Wood
John Zaring

Arts Education Ad Hoc Committee

Short and Long Term Goals

(Short Term Goals)

Information

Get to know the members of the Committee better. (Roster)

Gain a better understanding of how this committee wants to impact the community with the arts.

Provide opportunities for the public to "Stand up for the Arts". Invite the community to a series of luncheons. Organize business and individuals to come to monthly luncheons and have a range of speakers who are strong Arts Education Advocates- who can speak about "Why Arts Matters" and give the guests a new appreciation of how they can be art advocates and "Stand up for Arts." Over a period of a year create the long list of invited guests to the luncheons. The cost of the lunches would be paid by guests. Guests are introduced and asked to tell who they are. Take group pictures and get articles written up in the different SCV magazines about these luncheons as "Why Art Matters"

Arts Venues

Get 100% behind building the performing arts setting at Towsley Canyon where the Santa Clarita Shakespeare Festival was held this year. The program had amazing community support and attendance with over three hundred people per evening for the production of "Tempest," and featured students from the Hart district, two teachers and professional performers all working together to bring an outstanding production to our community. Let's build the amphitheater and put on musical, theatre, and other arts programs in a state of the art arena.

Marketing

Learn all of the events and activities each art non-profit organization has scheduled and provide media information about each of these art events in the paper with a weekly, monthly calendar for the residents to read and know in advance of the upcoming events. Work with the Signal and other media to create a weekly arts calendar (at the present this is not done in a persistent and constant way.)

The City should help to promote and support the high school performing arts programs and create opportunities for the schools to participate together in producing shows and concerts where all schools can participate

Provide monthly information on local arts activities and events to the local media outlets to create visibility for the local arts scene.

Set up monthly arts presentations to the City Council to inform the members about the local arts scene.

Create an ad campaign that will champion the importance of the arts to the local community.

Establish an Artists or Art Commission Newsletter and/or guide and/or calendar which has a significant section on youth art and artists.

Fund or encourage every school in the Santa Clarita Valley, to have display cases for student artists that are secure, around the campus.

Establish a tradition of radio play for local bands and artists. This would require both the ability to mic live music and “scholarships” to record something that is radio ready.

Use the term "Awesometown" into "Santa Clarita is an Art Town" by creating a poster of all the art groups that exist in SCV. The poster has photos of the different arts events, and is used in the different media, passed out to different non-profits, and to principals of all the different schools, asking the principals to get the information to the teachers to share with students. Spotlight different arts events that occur in SCV Art Town in the media, and TV or radio. Too little is focused on the different art events in a daily, weekly, and monthly manner. The Signal does not have a constant process of telling what is going on. Example the forthcoming Arts and Craft Fair in November needs a lot of advertising and promotion.

Arts Events

Organize a Children’s Art Exhibit working with the different schools to celebrate March is Art Education Month or Youth Art Month. Talk to the State Art Education Department to get information to use for the coming year 2011 in March. Create group collaborative efforts for community benefits, such as the City does with Street Art Festival. Develop group activities for Halloween with the different art groups and have some kind of event in the City Hall Parking lot for children , youth and families to participate in.

Local Art Tours

Set up an arts bus tour to visit the local galleries, theaters, and arts venues in Santa Clarita Valley.

Organize a tour of California Institute of the Arts (galleries, theaters, concert halls, dance theater and studios, printmaking studio, animation studios, arts studios, rehearsal rooms, etc) and College of the Canyons (Performing Arts Center and other facilities) to inform the local community of some of the resources within the community.

Resources

Art supply scholarships for adults and seniors, on fixed or low incomes

Low cost or no cost - Community Gallery or Show opportunities for adults and seniors.

PR projects which communicate the necessity of Visual Arts for ALL AGES- Seniors and Adults are often over looked!!!

(Long Term Goals)

Information

Provide information to the all of the stakeholders, “Why the Arts Matter.” The arts enrich our lives. From the high school musical that attracts an entire town to the regional theater bringing plays to life. The arts make us smarter, increase our happiness, and connect us more deeply to each other. The arts are essential to the proper functioning of American society. How can this be transmitted to the community?

Conduct a community arts assessment. Invite 120 people from business, education, and individuals to participate in a three-day session where time would be developed into different tasks to find out how the arts are evaluated in the community.

Arts Events

Art Fair and opportunities to share the arts (performance and display) How about trying to sponsor an arts fair here in Santa Clarita? After all, we have Cal Arts. It seems like a natural! The closest arts fairs are always in LA. How about having a big one here? We are trying to get one at Canyon--helping to make kids aware of careers in the arts (besides performing!). However, it would be cool if the city would help get one started--sort of like the business expo!

Find more opportunities/avenues for the local schools to be highlighted in our area. We all get very busy in December. However, it would be nice to have other opportunities for the high schools and junior highs to perform in our own area. Maybe the Arts Commission could support things that the Districts can't. For example, the choral educators put on a festival every year. With the budget issues in the district, it would be helpful if there were a way for this festival to be supported by the Arts Commission!

Establish a venue in SCV where young artists can display their art outside of their school, that affords access to large numbers of the general public .e.g. a gallery in Newhall Main street, regular shows at the mall, slide shows at the Movie theaters, displays in the theaters, local coffee houses, McDonalds, bus stops (make poster sized copies), city hall, etc. This would be a complicated process to identify venues, contract with host sites, and petition for Art from youth (or adult) Art teachers and artists, and a fair system to identify which pieces would be selected for the venue and for how long.

Establish a venue for youth musicians to perform in front of significant numbers of people who are not their friends and family. For example, opening for a summer music show, music videos produced for movie theaters during the commercials, an amphitheater in Newhall or near a Movie House where there lots of the general public there for another

reason, farmers market etc. The music could range from rock to traditional to classical to jazz and beyond

Encourage local performances by local artists at the Performing Arts Center at COC or other significant venues, with marketing to draw the general public; and/or opening for name bands

Art Venues

Help to create a venue other than COC PAC

Create a place for professionals to explore their craft, to network, to make life better artistically for the community and mentor the kids.

Arts in the Schools

Get some music into the elementary schools in the other districts besides the Newhall District. Maybe that would mean getting a grant for artist in residence programs or for purchasing instruments or music. The Music Center and the Santa Clarita Performing Arts Center have people that come in, but that is for a short-term thing. I'd like to see a way for music and art programs to be instilled in all of the elementary schools out here. Possibly, hire some retired music teachers to facilitate that.

Expose K and elementary school children to excellent art and live music performances early and often and in short bursts so they can't get bored.

Develop communication between all educational entities. Create partnerships between schools and the business community and local organizations. Investigate ways different businesses and groups can sponsor arts education programs for high school students. Discuss with the different school board districts ways the schools can be offered Visiting Artists to visit different high schools, middle schools and elementary schools to make presentations, called, "Meet the Artist." Students of all ages have little understanding of the different kinds of art expressions and to meet a real artist. SCV has no Art Museum and only one art gallery, and there are little opportunities for school age boys and girls to become familiar with "Why Art Matters," and to meet and see different kinds of art being created and meeting artists. Elementary Schools do not have any art education teachers in SCV or other cities at this time. It is up to the classroom teacher to provide art education lessons. This could be called, "Sustainable Arts Related Businesses" with the sponsorship of businesses providing the means for these kind of arts education programs for schools.

Resources

Study each and every SCV's school's Art and Music program and support excellence while encouraging expansion by helping with resource development. Start with the elementary schools.

Encourage, in some way, every citizen to find their artist's mode of expression and provide low cost ways of learning, improving and eventually expressing themselves in some way to an audience or the viewing public.

Scholarships for Visual Arts Education- Adults and Seniors (Often over looked)

Supply Scholarships for Visual Arts Education/Educators

Facility Allowances for low cost Art Education for Adults and Seniors

Study Other Cities

Study other arts communities e.g. Ojai, Laguna, Carmel, NOHO, including high end and low end, to see what are the essential elements e.g. an Arts Commission, Orchestras in the park, venues, low rent for starving artists, art subsidies etc; and then implement and market the city with examples of why its an arts community and as artist friendly as it is business friendly.

Develop Programs

Set up master programs that bring the best artists to Santa Clarita to teach workshops and do lectures to interest and train student of the arts in their craft and opportunities

Develop and sustain a larger grants program to provide on-going, multi-year support through grants to local non-profit organizations to provide free arts education programs for the local community.

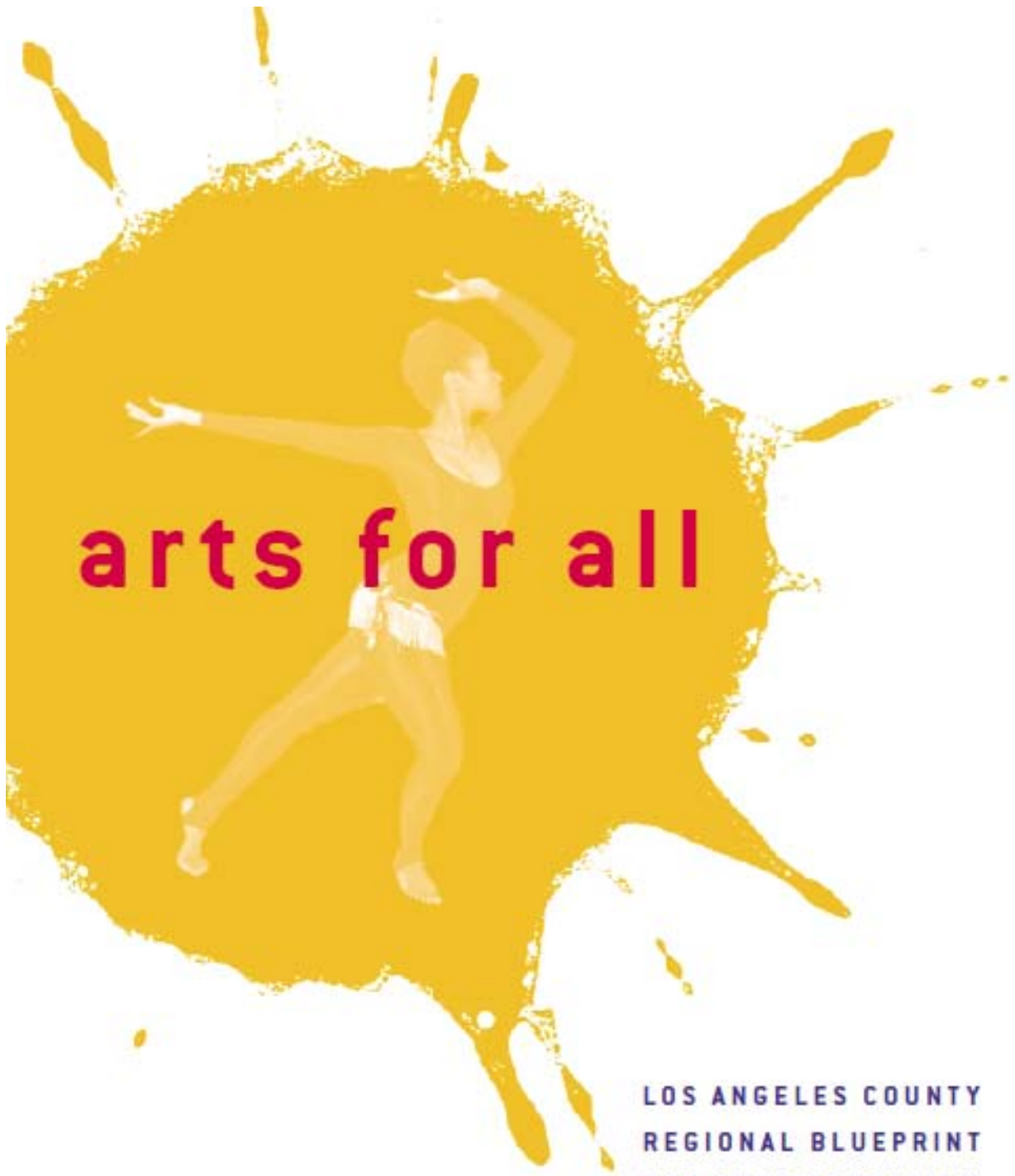
Support the development and programming of local community arts centers for children, teens, and adults in various Santa Clarita Valley neighborhoods.

Develop an Artists-in-Residence grants program to support local artists and to provide much-needed arts education programming within the local arts-starved public schools.

Establish a Traditional Music Society, camp, and/or venue for bluegrass, folk, singer songwriters, Irish, old tyme, blues, klezmer and other ethnic music. Related but not necessarily, would be to teach young people to play traditional music by bringing masters of the art together with classical teachers and their students to encourage expansion of their musical horizons.

Establish a songwriting contest

To increase our presence in the community by pooling our resources. We can present a unified vision to the community by having the students from differ schools work together.



arts for all

**LOS ANGELES COUNTY
REGIONAL BLUEPRINT
FOR ARTS EDUCATION**

Updated October 2004

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 Yvonne Bradshaw-Burke, Second District
 Zev Yaroslavsky, Third District
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 Michael Antonovich, Fifth District

The Los Angeles County Board of Supervisors adopted
ARTS FOR ALL on August 6, 2002

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 Aurdia Brooks
 Judith Galperin
 Betty Haugen
 Ronald D. Rosen
 Michael S. Schneider

The following Commissioner served during
 the development and adoption of the Blueprint:
 Robert J. "Robb" Hankins

Laura Zucker,
 Executive Director, Los Angeles County Arts Commission

The Los Angeles County Arts Commission adopted
ARTS FOR ALL on July 15, 2002



Los Angeles County
 Office of Education

LOS ANGELES COUNTY BOARD OF EDUCATION

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Dr. Darline P. Robles,
 Superintendent, Los Angeles County Office of Education

The following Board Members served during
 the development and adoption of the Blueprint:
 Sharon R. Beauchamp
 Ronald D. Rosen

The Los Angeles County Board of Education adopted
ARTS FOR ALL on July 15, 2002

EXECUTIVE COMMITTEE OF THE COUNTY TASK FORCE ON ARTS EDUCATION

Did Huff*, Senior Deputy, Supervisor Yvonne Bradshaw-Burke
 (March 2003–December 2003)
 Janice Pober, Senior Vice President, Corporate Affairs, Sony Pictures Entertainment
 Dr. Darline P. Robles, Superintendent, Los Angeles County Schools
 Laurie Schell, Executive Director, California Alliance for Arts Education
 Dr. Carl Selkin, Dean, College of Arts and Letters, California State University, Los Angeles
 Mark Slavkin, Vice President of Education, Music Center
 Gail Tierney*, Deputy, Supervisor Don Knabe (December 2003–present)
 Laura Zucker, Executive Director, Los Angeles County Arts Commission

* The Education Deputy of the current Chair of the Board of Supervisors is the Board's
 representative on the Executive Committee.

STAFF

Ayanra Hudson Higgins, Arts Education Director, Los Angeles County Arts Commission
 Sofia Kleider, Arts Education Coordinator, Los Angeles County Arts Commission
 Janet Acker, Arts for All Project Director, Los Angeles County Office of Education

ARTS FOR ALL: Los Angeles County Regional Blueprint for Arts Education was commissioned
 by the Los Angeles County Arts Commission under the direction of Ayanra Hudson, Arts
 Education Director. Strategic Planning Consultant Terry Wolverton/Consult'Her guided
 the process, facilitated the Advisory Group and community consultations meetings, and
 drafted the Blueprint, with the assistance of M. Gwin Whitley, Arts Commission Director
 of Communications. Linda Chiosso edited the final draft and Roberto San Luis of San Luis
 Design provided the graphic design. Assistance in the final phase of the project was provided
 by Jane Choi through the Arts Commission's Arts Internship Program.

**ARTS FOR ALL: LOS ANGELES COUNTY REGIONAL BLUEPRINT FOR ARTS EDUCATION
 WAS FUNDED BY**

LOS ANGELES COUNTY
 FUNDING DIVISION 100



For copies of **ARTS FOR ALL** or for additional information contact:
 Los Angeles County Arts Commission
 374 Kenneth Hahn Hall of Administration
 500 West Temple Street
 Los Angeles, CA 90012
 Tel: (213) 974-1343

ARTS FOR ALL can be downloaded at www.lacountyarts.org

Since 2002, when the Blueprint was adopted, much progress has been made toward achieving its vision and many new partners have been engaged
 in the process. Updates on pages 11–17 reflect this forward movement. Bulletins on continuing progress as it occurs may be found in the inside
 back cover pocket.



VISION

Every public school student in Los Angeles County will receive a high-quality K-12 education of which the arts are an intrinsic part of the core curriculum. Each County school district will acknowledge that exposure to and participation in the multiple arts disciplines:

- strengthens a child's academic growth and development as an individual;
- prepares the child to feel a part of and make a positive contribution to the community; and
- ensures a creative and competitive workforce to meet the economic opportunities of the present and future.

Thus, sequential instruction in the multiple arts disciplines will be scheduled into the school day and included in the budget of every County school district.

ARTS FOR ALL: Los Angeles County Regional Blueprint for Arts Education provides guidance and an outline of how to achieve this vision. It presents a comprehensive series of policy changes, educational initiatives, and establishment of a new infrastructure to promote systemic and balanced provision of the arts, and identifies the roles of key stakeholders. The Blueprint proposes that systemic change can only occur through the cooperative participation of all stakeholders and by working to develop supportive policy and action at each level of involvement.

The State of Arts Education in Los Angeles County



In the year 2000, the Arts Education Task Force of Arts for LA, a coalition of senior arts leaders, commissioned the *Arts in Focus* survey, a first of its kind within the County, which detailed the status of arts education for 1.7 million students in eighty school districts and Los Angeles County Office of Education classrooms—representing 27% of all public school students in the state, and 3.4% of all public school students in the country.

The full report, released in May 2001, can be downloaded at www.lacountyarts.org. The following key findings of the survey guided the development of the Regional Blueprint:

- While school leaders profess a unanimous belief about the value of arts education, there is a lack of systemic approaches to teaching dance, music, theatre and the visual arts. **54% reported no adopted arts policy** and **37% reported no defined sequential arts education** in any discipline, at any school level.
- There is a shortage of qualified personnel to coordinate and implement a sequential arts education program. **64% reported no district level arts coordinator** and the **current ratio of credentialed arts teachers to students is 1:1200**.
- District level leaders have a strong desire to improve arts education, but are given no real incentives to develop comprehensive sequential systems to teach the arts. **Nearly 50% reported “lack of instructional time in students’ schedules as the most significant challenge.”**
- Many districts would not have arts programs without the support of parents and partnerships with non-profit arts organizations. **78% of districts allocate less than 2% of their budget to arts education** and **82.3% use partnerships with non-profit organizations to provide arts education**.
- Despite these challenges, the study finds that **five of the most populous school districts in the County have both an arts education policy and notable future plans**.

Listening to the Stakeholders

Responding to the findings of the *Arts in Focus* survey, the Los Angeles County Arts Commission established an Arts Education Hub in partnership with the Los Angeles County Office of Education (LACOE), a regional education body that coordinates services for the 80 school districts in the County plus LACOE classrooms. In November 2001, the Hub convened a twenty member Advisory Group (see pages 4–5), comprised of arts education leaders, to develop preliminary goals and strategies of a Regional Blueprint for arts education, as well as the process by which the Advisory Group would elicit feedback on the draft Regional Blueprint.

During the past two decades, there have been three primary instructional delivery systems in arts education in Los Angeles County schools:

- 1) integrating the arts into core-curriculum through training classroom teachers to utilize the arts to teach reading, math, history, etc.
- 2) teaching the arts as distinct subjects by credentialed arts teachers
- 3) bringing professional artists—both contracted through nonprofit arts organizations and independently—into the classroom to provide arts instruction.

Initial meetings with the Advisory Group made it clear that a successful mechanism for change would incorporate all three approaches.

Working with Terry Wolverton/Consult'Her, eight community consultations were held over the course of three months, March 2002 through May 2002, with **Policy makers**, **Implementers** and **Recipients** of arts education.

Policy makers include state legislators, state agencies, County Supervisors, University of California Regents and California State University Trustees, district superintendents, funders, school board members, PTA, municipal arts commissions, local corporate and foundation partners.

Implementers embrace principals and administrators, teachers, members of school site council, directors of instruction, credentialed arts teachers, district arts coordinators, arts organizations, arts administrators, professional artists, and representatives of higher education who train teachers.

Recipients encompass parents, students, members and leadership of the PTA, and employers who stand to benefit from a better-educated workforce.

Each of the first three meetings convened representatives of one of the stakeholder groups. The remaining five meetings were held in each of the County supervisorial districts, with individuals representing a cross-section of the stakeholder groups.

The following individuals who participated (see pages 4–5) made invaluable contributions of knowledge, insight, perspective, and resources that have deepened and strengthened this Regional Blueprint.

Community Consultation Participants

- Yolie Ferra Aguilar, Executive Director, Los Angeles County Children's Planning Council
- *Kristine Alexander, Executive Director, The California Arts Project
- Bernice Armenta, Parent
- Glenn Avila, Director, Community Arts Partnership, California Institute of the Arts
- Jan Bajta, Performing Arts Special Events Coordinator, Long Beach USD
- Carlos C. Barón, Member, Los Angeles County Arts Commission
- Leah Bas-Baylan, Dance Advisor, Arts Education Branch, Los Angeles USD
- Phoebe Bealey, President, Los Angeles County Arts Commission
- Michelle Berne, Coordinator, SMAJITS in the Schools Program, Santa Monica Division of Cultural Affairs and the Santa Monica Unified School District
- Jo Bernstein, Teacher, Watchtower High School, Los Angeles USD
- Aurilia Brooks, Member, Los Angeles County Arts Commission
- William Bloomfield, Project Director, Workplace Hollywood
- *Cynthia Campoy Brophy, Executive Director, The HaArt Project
- Kathleen Burke-Kelly, Dean of Academic Affairs, East Los Angeles College
- *Richard W. Burrows, Director of Arts Education, Los Angeles USD
- Kerry Burtis, Teacher, Conejo Valley High School, Glendale USD
- Don Campbell, Director and Founder, WORLDprocess Youth Writing Workshops
- Dolores Chavez, Producer, Mark Taper Forum, PLAY
- Shaelyn Church, Director of the Arnesberg Professional Development Program, Inner-City Arts
- Allis Clauson, Executive Committee Member, Los Angeles County Arts Commission
- Rex Connor, Assistant Superintendent, Beverly Hills USD
- *Joe Condon, Superintendent, Lawndale School District
- Lough Cavan, Artistic Director, Virginia Avenue Project
- Thomas Dae, Assistant Superintendent, Culver City USD
- Bryan Davidson, Outreach and Education Coordinator, A.S.K. Theater Projects
- Joyce Davis, Principal, Camp Glenn Hockey School, LACOE
- Spoke Dolomite, Parent, San Fernando Valley
- Gary Dummit, Principal, Loyola Village Elementary School, Los Angeles USD
- *Kym Eisner, Executive Director, A.S.K. Theater Projects
- Pam Ellis, Board Member, Glendale USD
- *Maria Elena Fernandez, Artist and Professor, California State University Northridge
- Dorothy Heidner, Program Director, W.M. Keck Foundation
- David Home, Director, Division of Alternative Education, LACOE
- Rudell Freer, President, Los Angeles County Board of Education
- Meryl Friedman, Executive Director, Virginia Avenue Project
- Wendy Golden, Executive Director, Thank Goodness It's Today
- Paula Goodman, Program Coordinator, Art Center for Kids, Arts Center College of Design
- Akroyce Graham, Founder and CEO, Spirit Awakening Foundation
- Linda Gross, Executive Director, Santa Monica-Malibu Education Foundation
- Claudia Hastings, Assistant Director, Thank Goodness It's Today
- Doris Hausmann, Director of Arts and Education, Armory Center for the Arts
- Genethia Hayes, Board Member, Los Angeles USD
- Melissa Hayes, Director of Cultural Tourism and Consumer Promotions, Los Angeles Convention and Visitors Bureau
- Lynn Hickey, Visual Arts Specialist, Los Angeles USD
- Angela Hoffman, Education Coordinator, Palos Verdes Art Center
- *Samuel C. Hui, president, Otis College of Arts & Design
- Jim Hubbard, Creative Director, Venice Arts
- *Lois Hunter, Senior Program Specialist of Theatre and Dance, Los Angeles County High School for the Arts
- Sandy Johnson, Board Member, Hacienda-La Puente USD
- Crystal Jones, Program Coordinator, Saturday High, Art Center College of Design
- Zina Joseph, Santa Monica-Malibu PTA Council
- Marion Joy, Teacher, Santa Monica USD
- Laurel Karabian, Vice President, Los Angeles County Arts Commission
- Janita Kack, Music Resource Teacher, Pasadena USD
- Tracy Kelly, Program Director, Art Share Los Angeles
- Carol Kinsol, Curriculum Specialist, Washington Elementary School, Burbank USD
- Jim Knight, Teacher, Culver City High School, Culver City USD
- Joanne Koenig, Regent, The University of California, and President, Music Center
- *Robin Kramer, Senior Fellow, California Community Foundation
- *Renne Kredell, Director, Mid South, The California Arts Project
- Ginny Kruger, Assistant Chief Deputy, Supervisor Yarnalovsky
- Beverly Lafontaine, Marketing Director, Pasadena Conservatory of Music
- Phil Lantis, Cultural Affairs Coordinator, City of Santa Clarita
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- *Lynda Levitan, President, 31st District PTA
- Vicki Lind, Assistant Professor, University of California Los Angeles and Member, California Curriculum Framework Committee
- Robin Lithgow, Theater Advisor, Arts Education Branch, Los Angeles USD
- Kenny Long, Dance Teacher, Hollywood High School, Los Angeles USD
- Marjorie Lyte, Member, Los Angeles County Arts Commission
- Leticia Mancina, Parent
- *Kerida Marcotte, Consultant

* Advisory Group Member

- Pam Marion, Principal, Community Magnet School, Los Angeles USD
- Jade Mayberry, Student, Watchtower High School, Los Angeles USD
- Michael D. McCarty, Storyteller, The Griot Workshop
- Kathleen Milne, Senior Vice-President, Workforce and Economic Development, Entertainment Industry Development Corporation
- *David Moorhouse, Director, Curriculum and Instructional Services, LACOE
- Elizabeth Morin, Director, Youth Arts and Education, Department of Cultural Affairs, City of Los Angeles
- David Paul Nondler, Director of Education, Pasadena Shakespeare Company
- Nancy Nemacek, Executive Director, Corporate Communications and Public Affairs, Universal Studios
- Jeanne Novcak, Graduate Student, Attenberg School for Communication, University of Southern California
- Louis Ochoa, Teacher, Arm Street School, Los Angeles USD
- Juan Palmer, Member, Pasadena Arts Commission
- Amanda Parsons, Partner, ACCESS Community Arts and Education
- Kim Perrier, Program Director, The HeArt Project
- Gail Phinney, Director of Education, Palos Verdes Art Center
- Joan Pineda, Student, Jefferson High School, Los Angeles USD
- Janice Pober, Vice President Corporate Affairs, Sony Pictures
- Kate Porraiti, Art Teacher, Lincoln Middle School, Santa Monica-Malibu USD
- Rose Portillo, Associate Director and Education Outreach Director, About Productions
- Ken Prash, Performing Arts Supervisor, City of Manhattan Beach
- Dennis Packett, Director of Curriculum, Torrance USD
- Suzanne Ragan, Professor, Cal State Los Angeles and Member, California Curriculum Framework Committee
- Louise Reichlin, Director, Los Angeles Choreographers and Dancers
- *Ray Reider, Executive Director, S. Mark Taper Foundation
- Nat Reynolds, Executive Director, PS Arts
- *Vicki Reynolds, Member, California State Board of Education
- *Ken Robinson, Senior Advisor to the President, Education, J. Paul Getty Trust
- *Ronald D. Rosen, Member, Los Angeles County Arts Commission and Los Angeles County Board of Education
- Alana Roston, Board Member, Beverly Hills USD
- Max Rowe, Student, La Canada High School, La Canada USD
- Beverly Ryder, Vice President Corporate Community Involvement, Edison International
- Larnelle Ryan, District Representative, Senator Koch's Office
- Alan Sacks, Teacher, Watchtower High School, Los Angeles USD
- Joya Salas, Program Coordinator, Theatre Of Hearts/Youth First
- Erika Salazar, Student, All Peoples Continuation High School, Los Angeles USD
- *Laurie Schell, Executive Director, California Alliance for Arts Education
- Sheila Scott-Wilkinson, Executive Director, Theatre Of Hearts/Youth First
- Carl M. Selkin, Dean, College of Arts and Letters, Cal State Los Angeles
- William Seymour, Artistic Director, LACER After-School Programs
- Linda Shafer, President, 1st District PTA
- Joel Shapiro, Director of Instruction, Glendale USD
- Marian Shima, Public Affairs Director, Los Angeles Times
- Harp Simons, Cultural Affairs Coordinator, Santa Monica Cultural Affairs Division
- *Mark Slavkin, Vice President for Education, The Music Center
- Jarrett Smith, Development Director, LACER After-School Programs
- Joyce Smith, Program Specialist, Arts Education, City of Glendale Arts and Culture Commission
- Carol Solis, Director of Arts Education, Grammy Foundation
- Adinah Solomon, Deputy Supervisor Yaroslansky
- Cecilia Soriano, Executive Director, American Academy for Dance and Kinesthetic Arts
- Larry Springer, Director, Division of Juvenile Court and Community Schools, LACOE
- Thomas Stang, Teacher, Phoenix Academy Residential Community Education Center, LACOE
- Elizabeth Sullivan, Assistant Superintendent, LACOE
- Elizabeth Swaman, Program Associate, Performing Tree
- Margaret A. Taylor, Assistant Principal, Camp Glenn Rockies, LACOE
- Beth Tabler, Director of Education and Community Programs, Inner-City Arts
- Elizabeth Tobias, Educational Outreach Coordinator, Will Geer Theatricalum Botanicum
- Mary Torma, President, 10th District PTA
- Janet Tiernock, Director, Pre K-12 Instruction and Curriculum, Montebello USD
- Julie Van Camp, Professor, Cal State Long Beach
- Danny Wagner, Director, Arts and Media, Baldwin Park USD
- Joylene Wagner, President, Glendale PTA Council
- Geraldine Walkup, Visual Arts Curriculum Leader, Long Beach USD
- Barbara Warmbold, Visual Arts Specialist, Sierra Madre School, Pasadena USD
- Tara Wiatman, Program Officer, Thelma Pearl Howard Foundation
- Christy Wilkins, Executive Director, Dramatic Results
- Melinda Williams, Director of Education, Music Center Education Division
- Glenda Wina, Press Deputy, Supervisor Burke
- Jerry Walk, Board Member, Public Corporation for the Arts
- Caprice Young, Board President, Los Angeles USD
- Linda Yudin, Co-Director, Viver Brail Dance Company
- Jonathan Zeichner, Co-Director, Inside Out Community Arts
- *Laura Zucker, Executive Director, Los Angeles County Arts Commission

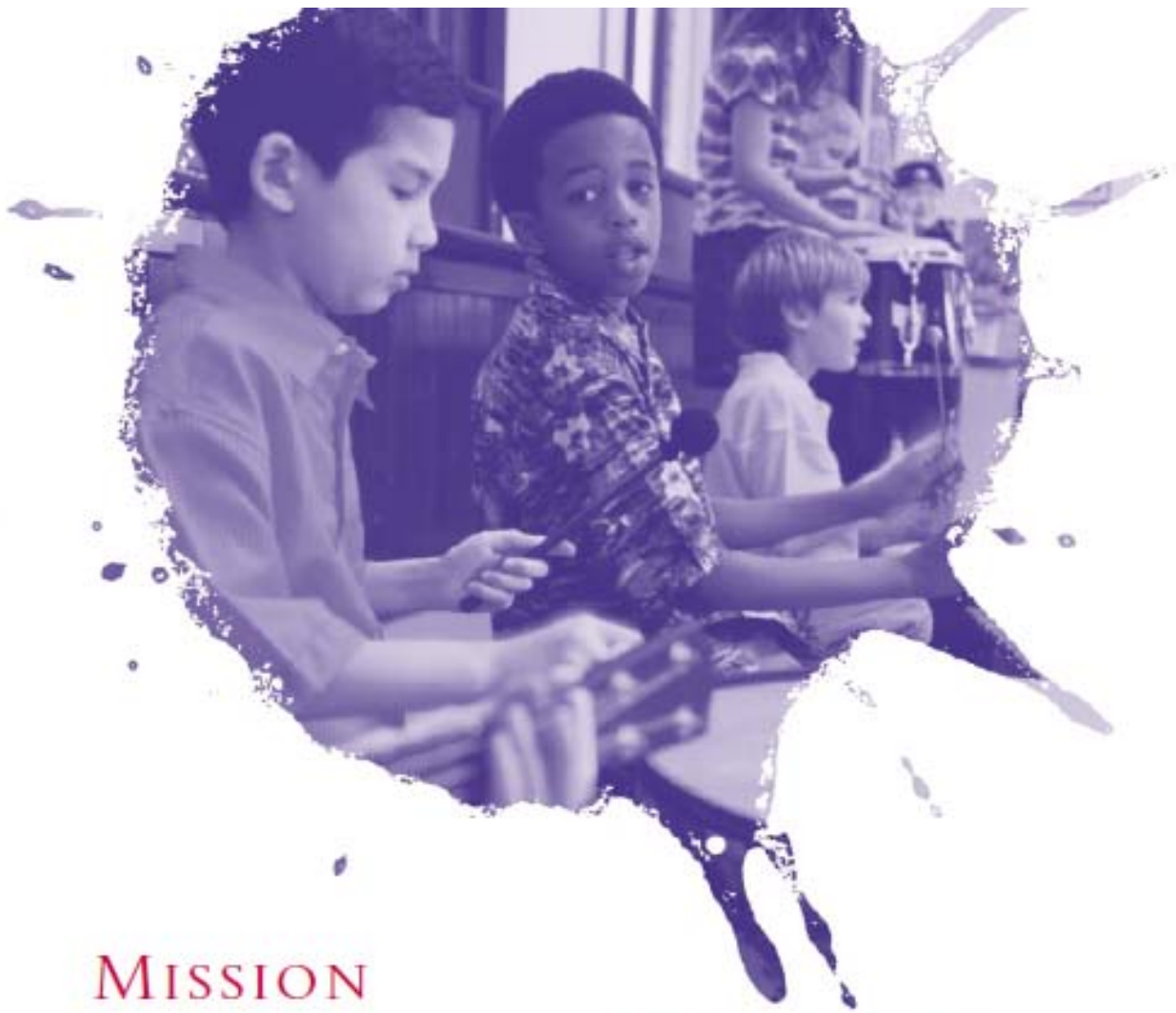
* Advisory Group Member

Shared Beliefs

ARTS FOR ALL: Los Angeles County Regional Blueprint for Arts Education is guided by a commitment to the following principles:

- The arts are a vital and indispensable part of a comprehensive education of every student, fostering each student's development into a responsible citizen. A comprehensive education must include a balanced, sequential (K-12), high-quality program of instruction in the arts.
- Exposure to and participation in the arts has been demonstrated to enhance students' creativity, critical thinking, and problem-solving abilities, as well as improving student performance in other core subject areas, goals often not met through other means.
- The arts enable students to build self-esteem and self-discipline, to work cooperatively within groups, and to effectively express themselves.
- Integrating the arts into other subject areas improves academic achievement, motivates attendance, increases test scores, promotes involvement, and encourages disciplined behavior.
- The arts contribute to building a productive and forward-thinking workforce by teaching skills and competencies required by an information-based economy.
- With Los Angeles County's ever-expanding diversity, the arts serve as an essential bridge across language and cultural differences and build linkage, both within and between communities.
- Preparing general classroom teachers, credentialed arts teachers, professional artists, and administrators to effectively teach in the arts and through the arts is essential for successful implementation of the vision.
- In our media-driven society, knowledge of the arts is a necessary part of cultural literacy. Each of us is exposed daily to a myriad of images, which we must be able to read and discern if we are to make informed choices as consumers and as citizens.
- Fulfillment of the vision will have a positive impact not only on students, parents, and schools, but also on institutes of higher learning, the private sector, and the community at large.



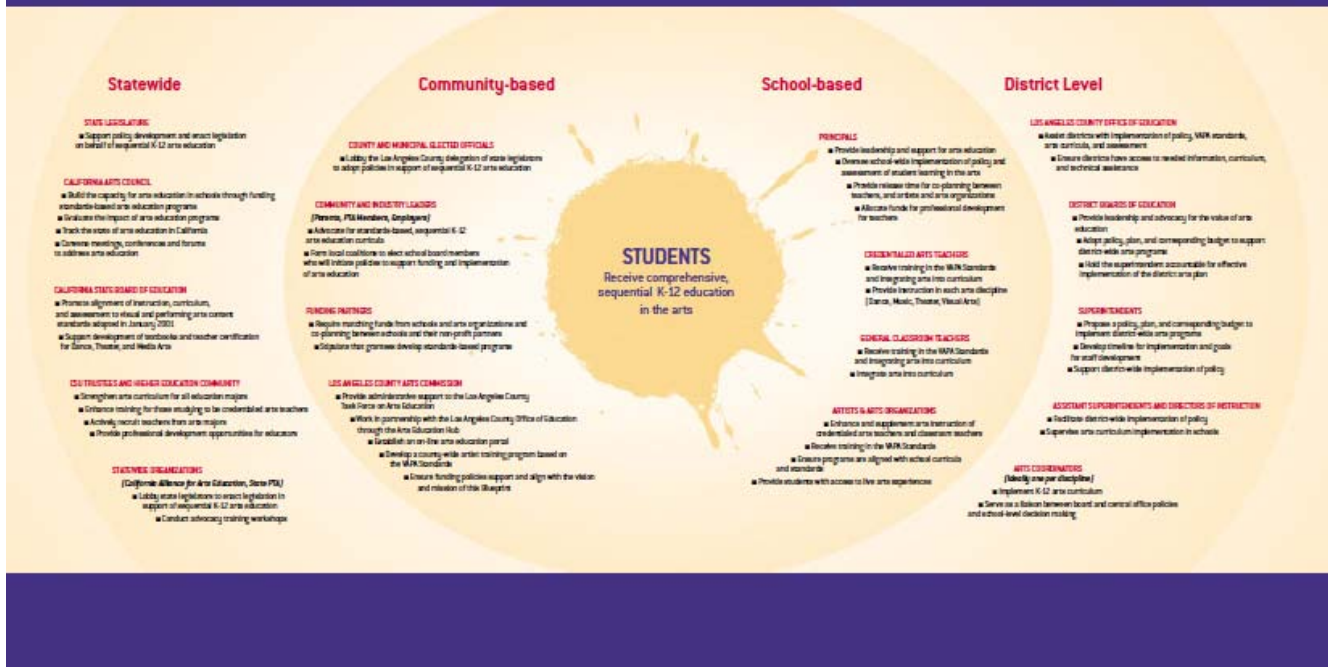


MISSION

To bring about systemic change in the 80 school districts of Los Angeles County and Los Angeles County Office of Education classrooms in order to implement comprehensive, sequential K-12 arts education for every public school student in the County, adopting curricula in alignment with the State Board of Education-approved Visual and Performing Arts (VAPA) Framework and Standards. Such systemic change will require the mobilization of diverse stakeholders, including policy makers, implementers, and recipients of arts education.

A Call to Action

No single agency, organization, or interest group can bring about the systemic change needed to guarantee a quality, sequential K-12 arts education for every public school student in Los Angeles County. The commitment and involvement of every stakeholder group is necessary to achieve the vision. The following chart provides an overview of the steps that each stakeholder can take to create systemic change.



GOAL 1

Each of the 80 school districts in Los Angeles County and Los Angeles County Office of Education classrooms enacts a policy*, adopts a plan with timeline, and approves a budget to implement sequential K–12 arts education.

STRATEGY	LEADERSHIP *PARTNERS FOR LEADERSHIP
<p>A Provide technical assistance and articulated models to help school board members and superintendents to develop a district policy, plan and budget for sequential K-12 arts education. A policy might include:</p> <ul style="list-style-type: none"> • school district employs a minimum of one Arts Coordinator • district increases fulltime, permanent positions for credentialed arts teachers to ensure a ratio sufficient to achieve the goal of sequential arts education • district recognizes importance of visual arts, dance, music and theatre and supports creating a balance among all four through hiring credentialed arts teachers in each discipline • district will require that in times of budget cutbacks, reductions be distributed equally across subject areas, rather than eliminating programs • district requires time be allotted each week for each arts discipline 	<p>CALIFORNIA ALLIANCE FOR ARTS EDUCATION</p> <ul style="list-style-type: none"> * Association of California School Administrators * California State University, Los Angeles * Los Angeles County Arts Commission * Los Angeles County Board of Supervisors * Los Angeles County Office of Education * Music Center Education Division * Parents * Parent Teacher Associations * Sony Pictures Entertainment

PHASE I TECHNICAL ASSISTANCE

To help districts build the capacity to provide district-wide arts education, during the 2003-4 school year, district and community leaders from five vanguard school districts (Culver City, Norwalk-La Mirada, Pasadena, Rosemead, Santa Monica-Malibu) received training and technical assistance through a coach to conduct an assessment of arts education in the district; to develop a comprehensive arts education policy; to develop a budgeted plan of action to address the identified arts education gaps; and, by June 2004, brought before the school board for adoption the policy and/or budgeted arts education plan.

—Funding Partners: Sony Pictures Entertainment, National Endowment for the Arts

The Los Angeles County Office of Education was the sixth district receiving technical assistance during the 2003-4 school year to develop a policy and a long-range budgeted plan to provide sequential arts education in the juvenile halls, probation camps, community schools and special education sites. In August 2004, an arts education policy was adopted by the Los Angeles County Board of Education.

—Funding Partners: California Department of Education, Los Angeles County Office of Education

Six additional school districts have committed to plan for arts education during the 2004-5 school year and will receive technical assistance to develop and adopt an arts education policy and long-range budgeted plan (Beverly Hills, Burbank, Castaic, Compton, Hacienda La Puente, Long Beach).

—Funding Partner: Arts for All Pooled Fund

At least five districts will be chosen each school year to receive technical assistance.

PHASE II TECHNICAL ASSISTANCE

Provides 40 hours of technical assistance to the district and community teams that have completed Phase I Technical Assistance through quarterly meetings with a coach, who will guide the teams in the implementation of the long-range plan and help assess progress, review and revise the long-range plan as needed.

—Funding Partner: Arts for All Pooled Fund

*A Model School District Arts Education Policy is available online at www.lacountyarts.org.

PROGRESS TOWARD THE GOAL IS IN RED TYPE.

BULLETINS ON ADDITIONAL PROGRESS AS IT OCCURS MAY BE FOUND IN THE INSIDE BACK COVER POCKET.

GOAL 2

Implementers and policy makers have sufficient tools, information, and professional development to achieve sequential K–12 arts education.

STRATEGIES	LEADERSHIP *PARTNERS FOR LEADERSHIP
<p>A. Develop an on-line informational portal including:</p> <ul style="list-style-type: none"> resource directory of approved content-based arts education programs <p><i>www.LAArtsEd.org, the first ever Los Angeles County Arts Education Resource Directory, was launched in February 2004 and expanded in August 2004 to include 41 vetted arts education providers with 157 programs that meet state education standards, including the Visual and Performing Arts Standards. The website is searchable by artistic discipline, grade level, school subject area, program type and cultural origin, and features audio and video streaming of the programs as well as an online booking form. The website will be expanded each year through an annual application process.</i> —Funding Partners: Los Angeles County, Target Corporation</p> <ul style="list-style-type: none"> data demonstrating the impact of the arts on student achievement available funds for which schools and districts may apply professional development opportunities technical assistance for developing sequential arts education programs (i.e. model district policy) 	<p>LOS ANGELES COUNTY ARTS COMMISSION</p> <ul style="list-style-type: none"> Community-based Arts Organizations Los Angeles County Office of Education
<p>B. Provide technical assistance to schools to support arts education partnerships with nonprofit organizations.</p>	<p>LOS ANGELES COUNTY OFFICE OF EDUCATION</p> <ul style="list-style-type: none"> Los Angeles County Arts Commission Music Center Education Division
<p>C. Provide information about and professional development in the WAPA Standards to all teachers, principals, and school boards.</p>	<p>LOS ANGELES COUNTY OFFICE OF EDUCATION</p> <ul style="list-style-type: none"> The California Arts Project
<p>D. Identify and disseminate quality written year-long arts curricula, textbooks, support material, and tools for meaningful assessment</p> <ul style="list-style-type: none"> for each arts discipline; for non-arts subjects, utilizing the arts as an instructional tool. 	<p>LOS ANGELES COUNTY OFFICE OF EDUCATION</p> <ul style="list-style-type: none"> Local School Districts
<p>E. Provide in-service professional development for:</p> <ul style="list-style-type: none"> general classroom teachers; specialists in non-arts subjects; and credentialed arts teachers to enhance capacity to provide instruction to the WAPA standards, and to strengthen capacity to assess student performance in the arts. <p><i>A team comprised of County-based universities, representatives from school districts, arts organizations, museums and members of the Executive Committee worked with a consultant to develop a plan of action (downloadable at: http://lccountyarts.org/teachertrainingplan.pdf). Finalized in September 2004, that addresses these priorities for teacher training:</i></p> <ol style="list-style-type: none"> 1) Review and organize arts education professional development resources in order to help districts access quality programs and identify areas where there are gaps or overlap. 2) Work with the Arts for All districts to support the development of a professional development strand within their district plans, and to assist in formulation of initial professional development efforts. 3) Help districts align quality professional development and written curriculum materials to support and advance their goals for sequential arts education. 4) Develop a model Framework for Ideal teacher preparation in the arts, based on partnerships between schools, universities, and arts organizations. <p>—Funding Partner: Arts for All Pooled Fund</p>	<p>MUSIC CENTER EDUCATION DIVISION & CALIFORNIA STATE UNIVERSITY LOS ANGELES, COLLEGE OF ARTS AND LETTERS</p> <ul style="list-style-type: none"> California State University Teacher Education Programs (California State University Dominguez Hills, School of Education; California State University Long Beach, School of Education; California State University Los Angeles, School of Education; California State University Northridge, School of Education) Colleges of Art (Art Center College of Design, California Institute for the Arts, Otis College of Art and Design, California State University Dominguez Hills, College of Arts and Sciences, California State University Long Beach, College of the Arts, California State University Northridge, College of Arts Media, and Communication) Community-based Arts Organizations (Jenny Center for the Arts, Inner City Arts, Los Angeles County Museum of Art, Los Angeles Opera, Museum of Contemporary Art, P.S. Arts) County School Districts Receiving Arts for All Technical Assistance Additional Partners (California Art Education Association, California Dance Educators Association, California Educational Theatre Association, Chapman University, Calif Institute, Hoover High School/ Glendale Unified School District, Los Angeles Unified School District, Loyola Marymount University/ School of Education, Pacific Oaks College and School, The California Arts Project, The GRAMMY Foundation, University of California, Los Angeles, University of Southern California, Urban Education Partnership)

(GOAL 2 continued on page 13)

GOAL 2

(Continued from page 12)

Implementers and policy makers have sufficient tools, information, and professional development to achieve sequential K-12 arts education.

STRATEGIES	LEADERSHIP *PARTNERS FOR LEADERSHIP
<p>F. Develop and implement a county-wide professional development program for artists and arts organizations to provide professional development in the WAPA standards, general curriculum content standards, learning styles, teaching styles, and classroom management, leading to a professional designation for artists who complete.</p> <p>Launched in January 2003, the first ever Los Angeles County Arts Education Training Program provides County-based arts education providers with an opportunity to deepen their understanding of the Visual and Performing Arts Standards and develop tools to be effective in a K-12 setting. As of June 2004, approximately 200 arts education providers have received training through the County program. —Funding Partners: Dana Foundation, California Arts Council</p>	<p>LOS ANGELES COUNTY ARTS COMMISSION</p> <ul style="list-style-type: none"> * Armory for the Arts * Music Center Education Division * Community-based Arts Organizations
<p>G. Provide opportunities for arts education providers to improve partnerships with schools.</p> <p>In 2002, the Los Angeles County Arts Commission initiated and continues to coordinate the Arts Education Roundtable and Listserv. The bimonthly roundtable meetings bring together small, mid-sized and large organizations providing education programming for discussion topics and expert panels ranging from pooling resources to national, state and local policies supporting arts education. The listserv acts as a bulletin board for members to share ideas and information about upcoming programs and events. In addition to the roundtable listserv, the Arts Commission coordinates the teaching artist listserv, comprised of artists who have completed the WAPA professional development workshops.</p>	<p>LOS ANGELES COUNTY ARTS COMMISSION</p>
<p>H. Assist and encourage professional artists to pursue education to become credentialed arts teachers</p>	<p>LOS ANGELES COUNTY ARTS COMMISSION</p> <ul style="list-style-type: none"> * Colleges of Art (Art Center College of Design, California Institute for the Arts, Otis College of Art and Design, California State University Dominguez Hills, College of Arts and Sciences, California State University Long Beach, College of the Arts, California State University Los Angeles, College of Arts and Letters, California State University Northridge, College of Arts Media, and Communication)
<p>I. Research national initiatives and contribute to the national discussion by sharing Arts for All as a model for the field.</p> <p>The Los Angeles County Arts Commission is an active member of the Arts Education Partnership and was invited by the Partnership to present Arts for All at its January 2004 meeting. Arts for All was also presented at the 2003 Grassroots in the Arts Conference and was highlighted at the 2004 Arts Education Pre-Conference of Americans for the Arts (AFTA). The Blueprint was included in Arts Education: Trends in Public Policy Development and Implementation prepared by the Illinois Arts Alliance and will also be one of five programs featured in AFTA's Fall 2004 monograph on arts education. In addition, both the Art Education Director of Arts Commission and the Executive Director of the California Alliance for Arts Education serve on the national Arts Education Council of American for the Arts.</p>	<p>EXECUTIVE COMMITTEE OF THE LOS ANGELES COUNTY TASK FORCE ON ARTS EDUCATION</p> <ul style="list-style-type: none"> * Los Angeles County Arts Commission

PROGRESS TOWARD THE GOAL IS IN RED TYPE.

BULLETINS ON ADDITIONAL PROGRESS AS IT OCCURS MAY BE FOUND IN THE INSIDE BACK COVER POCKET.

GOAL 3

Parents, students, arts supporters, and community and industry leaders mobilize to advocate for sequential K-12 arts education.

STRATEGIES	LEADERSHIP *PARTNERS FOR LEADERSHIP
<p>A Establish local advocacy coalitions in each district to elect school board members who support funding and implementation of K-12 sequential arts education.</p>	<p>COUNTY TASK FORCE ON ARTS EDUCATION</p> <ul style="list-style-type: none"> * Community Leaders * Entertainment Industry * Parent Teacher Associations
<p>B Develop Arts Education briefing materials as a resource for candidates running for School Board.</p>	<p>LOCAL ADVOCACY COALITIONS</p> <ul style="list-style-type: none"> * Parent Teacher Associations
<p>C Develop and conduct advocacy training workshops for parents, community members, teachers, administrators, students, artists, and arts organizations.</p> <p>Advocacy training, provided by the California Alliance for Arts Education, has been incorporated into the County-wide Arts Education Training Program. Participants receive a general overview of advocacy as well as strategies and resources to support advocacy.</p>	<p>COUNTY TASK FORCE ON ARTS EDUCATION</p> <ul style="list-style-type: none"> * California Alliance for Arts Education * Local Advocacy Coalitions * Parent Teacher Associations
<p>D Disseminate data demonstrating how arts involvement supports student success in school.</p> <p>The California Alliance for Arts Education (CAAE) provides critical resources and information, including data on the impact of arts education, through ArtsEdMail, a bi-weekly e-mail news bulletin. CAAE also announces new research and data on arts education through an "e-mail blast" to state legislators.</p>	<p>CALIFORNIA ALLIANCE FOR ARTS EDUCATION</p> <ul style="list-style-type: none"> * Local Advocacy Coalitions * Parent Teacher Associations
<p>E Develop and disseminate annually Arts Education Performance Indicators (AEPI), a report highlighting local efforts to improve arts education and the status of arts education in each local school district.</p> <p>Based on self-reported school district data, the first annual AEPI report documents the status of arts education in each of the County's 81 school districts based on five critical success factors for arts education—a school board adopted arts education policy and plan, district level arts coordinator, an arts budget of at least 5% and a student to credentialed arts teacher ratio no higher than 400:1. The first report, released in February 2004, can be downloaded at http://lacountyarts.org/artsedu/AEPI_0504.pdf.</p>	<p>COUNTY TASK FORCE ON ARTS EDUCATION</p> <ul style="list-style-type: none"> * Los Angeles County Arts Commission * California Alliance for Arts Education * California State University, Los Angeles * Los Angeles County Board of Supervisors * Los Angeles County Office of Education * Music Center Education Division * Sony Pictures Entertainment
<p>F Enlist community leadership and the County Supervisors to lobby the L.A. County Delegation of State Legislators to adopt policies in support of sequential K-12 arts education.</p> <p>The California Alliance for Arts Education (CAAE) is working to shape, develop and support arts education legislation. The CAAE Legislative Advocacy Committee's efforts include monitoring legislation affecting arts education, identifying those issues which are important, providing an analysis and evaluation of key issues, developing strategies for responding to key issues, and building coalitions with partners in allied areas of interest. CAAE also spearheads an annual "Arts Learning in Action" campaign, which encourages elected officials to attend an arts class, student performance or culminating event each March during Arts Education month.</p> <p>Arts education has been incorporated into the County's annual legislative agenda, enabling the County's advocates in Sacramento and Washington, D.C. to respond effectively to arts education-related legislative proposals. As part of the normal legislative cycle, the County now takes positions on specific arts education bills within the general framework outlined in the legislative agendas.</p>	<p>CALIFORNIA ALLIANCE FOR ARTS EDUCATION</p> <ul style="list-style-type: none"> * County Task Force on Arts Education * County Board of Supervisors * Entertainment Industry * Local Advocacy Coalitions * Parent Teacher Associations

PROGRESS TOWARD THE GOAL IS IN RED TYPE.

BULLETINS ON ADDITIONAL PROGRESS AS IT OCCURS MAY BE FOUND IN THE INSIDE BACK COVER POCKET.

GOAL 4

Funding policies of public and private funders support and align with vision and mission of this plan.

STRATEGIES	LEADERSHIP *PARTNERS FOR LEADERSHIP
<p>A Require matching funds from schools/grantors.</p> <p>In 2003, the Arts Commission approved guideline changes requiring arts organizations applying for funding to provide evidence of matching money from the school districts for school-based programs funded.</p>	<p>LOS ANGELES ARTS FUNDERS/ LOS ANGELES EDUCATION FUNDERS</p> <ul style="list-style-type: none"> * Sony Pictures Entertainment * Southern California Grantmakers
<p>B Require arts organizations and cultural institutions that partner with schools to ensure all program personnel are trained in and have developed curricula that fulfills the VAPA Standards, whether such partnerships involve</p> <ul style="list-style-type: none"> • bringing professional artists into the classroom; or • bringing students to the organization or institution. <p>The Arts Commission's approved 2003 guideline changes also include a requirement for arts organizations applying for funding to demonstrate how their education program meets the Visual and Performing Arts Standards for California public schools.</p>	<p>LOS ANGELES ARTS FUNDERS/ LOS ANGELES EDUCATION FUNDERS</p> <ul style="list-style-type: none"> * Sony Pictures Entertainment * Southern California Grantmakers
<p>C Create a pooled fund to support implementation of the Blueprint</p> <p>Conceived by key partner Sony Pictures Entertainment, the Arts for All Pooled Fund was created in February 2004 to support the implementation of the Blueprint. A lead gift of \$500,000 over two years from the Entertainment Industry Foundation helped launch the pooled fund and contributors to date have also come from Sony Pictures Entertainment (\$30,000), Warner Bros. Entertainment (\$50,000 over 2 years), Creative Artists Agency (\$50,000 over two years), the J.P. Morgan Chase Foundation (\$25,000) and the Jewish Community Foundation (\$25,000 over 2 years) for a total of \$680,000. Other members of the pooled fund include the Dana Foundation, Los Angeles County Arts Commission and the Target Corporation for their support of targeted Blueprint initiatives. The round table of funders meets quarterly to discuss priorities and make joint funding allocations.</p>	<p>SONY PICTURES ENTERTAINMENT</p> <ul style="list-style-type: none"> * Creative Artists Agency * Entertainment Industry Foundation * J.P. Morgan Chase Foundation * Jewish Community Foundation * Warner Bros. Entertainment

PROGRESS TOWARD THE GOAL IS IN RED TYPE.
BULLETINS ON ADDITIONAL PROGRESS AS IT OCCURS MAY BE FOUND IN THE INSIDE BACK COVER POCKET.

STATE GOALS & PARTNERS

New policies and priorities at the State level are required to maximize the achievement of goals at the district level. The County Task Force on Arts Education works closely with the California Alliance for Arts Education and other State-level stakeholders (including but not limited to the Legislature, State Board of Education, PTA, and the California Arts Council) to support policy development on behalf of sequential K–12 arts education. The California Alliance for Arts Education successfully introduced the following 2002–2004 legislative platform, supported by the County Board of Supervisors, which was passed by the legislature and signed by the Governor:

SCR 5 (Scott) A far-reaching CAE sponsored resolution affirming the importance of standards-based instruction in the visual and performing arts.

SB469 (Scott) Co-sponsored by CAE and the CA State PTA, the bill elevates the Visual and Performing Arts in the Instructional Materials bill.

AB1512 (Cohn) Establishes the CDE Arts Work Grant Program into statute, as separate and distinct from the Local Arts Education Partnership.

SB611 (Ducheny) Makes clear the intent of the Legislature to support all Subject Matter Projects, including the arts, health, and foreign language. The intent will encourage the University of California to continue maintenance funding in these three subject areas.

CA Master Plan for Education: CAE advocacy was responsible for inclusion of visual and performing arts among academic areas to be taught at all levels.

The County Task Force on Arts Education will continue to work with state-level stakeholders to support the following arts education policies:

STATE LEGISLATURE/GOVERNOR

- Reinstate Arts Work Grant Program of the California Department of Education
- Mandate minimum weekly instruction in the arts
- Lengthen the school day
- Mandate a per pupil allocation for the arts
- Require the arts to be included on the exit exam for high school graduation
- Fund coordinating bodies for implementation (arts education hubs in urban areas, regional networks elsewhere)
- Support legislation to change the either/or graduation requirement for foreign language and arts; both should be required
- Support legislation to develop assessment tools for arts education

STATE COMMISSION ON TEACHER CREDENTIALING

- Develop Certification of Dance, Theater, and Media Arts instructors
- Require increase in art courses required for all teachers to be credentialed
- Require arts classes as part of the Administrative Services Credential
- Work to fill open positions on Commission with arts advocates

STATE BOARD OF EDUCATION

- Support development of quality year-long written arts curricula to address the WAPA Standards
- Support development of quality written curricula utilizing the arts as an instructional tool for other core subjects
- Support the development of textbooks in dance and theater

CALIFORNIA STATE UNIVERSITY TRUSTEES AND OTHER HIGHER EDUCATION INSTITUTIONS

- Strengthen arts curriculum for all education majors
- Enhance training for those studying to be credentialed arts teachers
- Actively recruit teachers from among arts majors

Mobilizing the Effort and Assessing Progress

The original publication of the Regional Blueprint for Arts Education in September 2002 was a vital first step in an ongoing process of planning and implementation by stakeholders. Once the Blueprint had been adopted by the Los Angeles County Board of Supervisors, the Los Angeles County Arts Commission (LACAC) and the Los Angeles County Board of Education (LACOE), each organization or agency identified as leaders, with the support of a team of partners (see *Goals* on pages 11-15), developed a plan of action for the strategy(ies) for which they have assumed responsibility. Because each strategy represents a piece of the mission, action plans unfold simultaneously in order to fulfill the vision of the Blueprint.

In March 2003, an Executive Committee of the County Task Force on Arts Education, authorized by the Board of Supervisors upon their adoption of the Blueprint, was formed to guide and monitor implementation of the Blueprint (see *inside front cover*). Comprised of representatives of the primary leadership partners, this committee meets on a monthly basis to report on and analyze progress made and provide direction as needed.

The implementation of the Blueprint is staffed primarily by the Los Angeles County Arts Commission. The Los Angeles County Office of Education has hired an Arts for All Project Director to manage LACOE's strategies in the Blueprint. Staffing was made possible through grants from the Los Angeles County Productivity Investment Fund in 2001-2 and the California Arts Council in 2001-3. The National Endowment for the Arts supports staffing for 2002 to the present.

The full County Task Force on Arts Education, which carries out its work in sub-committees of partners, was convened in February 2004 to share and celebrate the achievements of the first 18 months of implementation, including the official launch of www.LAArtsEd.org. Approximately 200 stakeholders attended this first annual Arts for All Progress Report Meeting.



L.A. County Supervisor Dan Krabe addressing first annual ARTS FOR ALL Progress Report meeting.



ARTS FOR ALL Executive Committee members (l to r): Laurie Schell, Dr. Darlene P. Robles, Agneta Hudson Higgins (smiling), Mark Slavkin, Dr. Carl Selkin, Laura Zucker and Janice Peber



Terms

"The Arts" are defined as dance, music, theatre and the visual arts, as there are State Board of Education adopted standards for each respective discipline (see below). However, this plan also acknowledges and supports the role of media, literary, and folk arts in arts education, and views the arts in a continuum that encompasses community-based, commercial, and professional arts activities.

Credentialed Arts Teacher—A certificated teacher trained to deliver arts instruction in dance, music, theatre, or the visual arts.

"K-12 arts education"—The multifaceted approach this Regional Blueprint recommends is that sequential K-12 arts education be delivered to students by three groups—**general classroom teachers**, **credentialed arts teachers** within their disciplines, and **professional artists**, to enhance and supplement instruction—working together with a district Arts Coordinator.

The Regional Blueprint is designed to address "public school students" in all 80 school districts within Los Angeles County and Los Angeles County Office of Education classrooms because it is within these districts that the County coordinates services. **Los Angeles County Office of Education classrooms** provide comprehensive educational programs to incarcerated, abused and neglected youth in residential facilities; community-based programs for at-risk youth (juvenile offenders, truants, dropouts and teen parents); and support for school districts to ensure that students with disabilities receive the best possible education. LACOE also operates the award-winning Los Angeles County High School for the Arts and the International Polytechnic High School.

"Scheduled into the school day"—Many respondents to the Blueprint commented on the importance of after-school programs, currently a common practice in the delivery

of arts education. These programs have provided an invaluable stopgap in the face of cutbacks that virtually eliminated arts education from the school schedule, and will continue to be important. It is part of the mission of this Regional Blueprint that arts will be returned to the regular (perhaps extended) school schedule, available to all students, and after-school programs will then provide enrichment to those students beyond the school day.

"Sequential" arts education is cumulative, with each unit of learning building upon the previous one, as opposed to learning that occurs on a random or occasional basis and/or without reference to previous units.

Visual and Performing Arts (VAPA) Standards—Content standards in dance, music, theater, and visual arts were adopted by the California State Board of Education in January 2001 (downloadable at <http://www.cde.ca.gov/be/st/ss/index.asp>). The standards guide school districts in developing comprehensive arts education programs at all grade levels. The VAPA standards are specified by grade level and were developed through a collaboration among school district curriculum specialists, teachers in each of the arts representing the California professional arts educator associations, artists, instructors from institutes of higher learning, and the California Department of Education staff. The guiding principles in devising these standards are contained in the *Visual and Performing Arts Framework for California Public Schools, Kindergarten Through Grade Twelve*, 2004 (available for purchase at the California Department of Education Press, 1-800-995-4099 or download a copy at <http://www.cde.ca.gov/re/pn/fd/vpaframework.asp>). Those principles include that the arts are core subjects, each containing a distinct body of knowledge and skills, and that academic rigor is a basic characteristic of a comprehensive education in the arts.

Santa Clarita Valley K-12 Arts Education Consortium Presents:

K-12 Arts Professional Development Outreach • Information 2011-2012

Kennedy Center's *Partners in Education* Program

The Kennedy Center's *Partners in Education* program is designed to assist arts organizations throughout the nation develop and/or expand educational partnerships with local school systems in order to establish arts-based professional development programs for teachers. The program is based on the belief that educating teachers is an essential component of any effort to increase the artistic literacy of young people.

SCV K-12 / Arts Education Consortium

The Santa Clarita Performing Arts Center at College of the Canyons and Castaic Union School District, Newhall School District, Saugus Union School District, Sulphur Springs School District and the William S. Hart Union High School District are members of the *Partners in Education* program of the **John F. Kennedy Center for the Performing Arts**. Selected because of their demonstrated commitment to the improvement of education in and through the arts, the Partnership Team participates in collaborative efforts to provide professional development opportunities in the arts for educators in the Santa Clarita Valley.



How to Participate:

You will achieve a deeper understanding of the beauty, depth and range of the arts. Presenters provide the tools and techniques for integrating the arts into your classrooms. Selected teachers pay a \$25 Enrollment Fee payable to The Santa Clarita Community College. (Includes all materials, supplies and refreshments.) **Maximum 35 Participants**

Interested?

- Complete the application.
- Calendar the dates!
- Submit to your school district.
- Attend the workshops.
- Complete the assignments.
- Two examples of student learning
- One Teacher Reflection Form

Professional Development Outreach Outcomes

Teachers will understand:

- The definition of arts integration
- The ways to integrate art forms with other curriculum
- The benefits of integrating arts with other curriculum

Teachers will be able to:

- Identify Visual and Performing Arts Standards
- Construct activities to use for arts integration
- Evaluate the power of learning through the arts

Teachers will appreciate:

- The beauty and value of the arts in aesthetic terms
- The arts as a means to address human intelligences
- The value of integrating arts with other curriculum

2011-2012 Calendar of Events

COHORT 2010 (Year 2)

2011	April 25	Applications Available
	May 13	Applications Due
	September 12	Welcome Reception, 3:45-5:00 p.m.
2012	September 26	Tableau Workshop, 3:45-6:45 p.m.
	January 24	Poetry Off The Page: Part II Workshop, 3:45-6:45 p.m.
	February 27	Scientific Thought In Motion, 3:45-6:45 p.m.
	April 23	Power of the Arts Project Roundtable, 3:45-5:00 p.m.
	June 2	Celebration/Reception 6:00-9:30 p.m. Santa Clarita Performing Arts Center

COHORT 2011 (Year 1)

2011	April 25	Applications Available
	May 13	Applications Due
	September 12	Welcome Reception, 3:45-5:00 p.m.
2012	September 26	Defining Arts Integration Workshop, 3:45-6:45 p.m.
	September 27	Defining the Power of Learning Through the Arts Workshop, 3:45-6:45 p.m.
	January 23	Poetry Off The Page: Part I Workshop, 3:45 - 6:45 p.m.
	February 27	Scientific Thought In Motion, 3:45-6:45 p.m.
	April 23	Power of the Arts Project Roundtable, 3:45-5:00 p.m.
	June 2	Celebration/Reception 6:00-9:30 p.m. Santa Clarita Performing Arts Center



Castaic Union School District • Janene Maxon
Sulphur Springs School District • Kathy Harris

Santa Clarita Valley Consortium Members:
Saugus Union School District • Joan Lucid
Newhall School District • Nancy Copley
Santa Clarita Performing Arts Center at College of the Canyons • Adam Phillipson
William S. Hart School District • Vicki Engbrecht
Partial Funding provided by:

Kennedy Center for the Performing Arts

* This workshop/course was developed in association with The John F. Kennedy Center for the Performing Arts and is partially underwritten by the U.S. Department of Education and the National Committee for the Performing Arts.

Title II Professional Development Funds / Santa Clarita Performing Arts Center at College of the Canyons / Private Foundations



A note from our Director

The success of our K-12 Arts Education Outreach program at the Santa Clarita Performing Arts Center (PAC) at College of the Canyons has exploded this year! Having made great strides in our efforts, and with the continued support and partnerships with all five school districts and their complementary parent organizations, we last year reached out to more than 16,000 students with dozens of exciting school assemblies, five PAC bus-tres, and countless classroom visits. We also hosted a number of multi-week residencies that spanned the arts, including in theatre, dance, music and even film.

This year, the Arts Education Outreach program is adding something new: PACkages. We can work with your school, PTA/PTSA, PAC or ASB support groups to customize a PACkage using a model that brings cost-effective arts education experiences to all of your students. Please call to discuss an Arts Education Outreach PACkage specifically tailored to your arts needs!

College of the Canyons has continually demonstrated its leadership in arts education and is at the forefront of creating meaningful and innovative partnerships with all members of the community. A special thanks goes to COC Chancellor Dr. Dianne G. Van Hook; Interim Vice President, Assistant Superintendent of Instruction Dr. Floyd Moos; the PAC Arts Education Advisory Committee, and its chair, Rita Garasi; as well as all K-12 Superintendents and Assistant Superintendents (Nancy Copley, Vicki Enbrecht, Kathy Harris, Joan Lucid, Janene Maxon) who have joined us as consortium partners. We also thank the PAC team, parent/teacher groups, principals and, of course, the teachers and students of the Santa Clarita Valley whose passionate and vital participation continues to make our program so successful.

It is incredibly rewarding to offer this level of arts education and immersion. The stories, smiles, and "aha" learning moments are plentiful, and wonderful to behold. The 2011-12 season is shaping up to be the best yet, with surprises in store for Spring 2012, so stay tuned!

Adam Philipson
Managing Director
Santa Clarita Performing Arts Center

Thank you to our print sponsor:



Performing Arts Center Arts Education Advisory Committee

Rita Garasi, Chair	Elana Helgeson
James Backer	Dee Dee Jacobson
Ami Belli	Kathy Kellar
Remo Belli	Charlotte Kleeman
Erica Betz	Frank Kleeman
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





















With support from:



2011•12

Santa Clarita Performing Arts Center

Arts Education OUTREACH SEASON

School Shows	Grade	K	1	2	3	4	5	6	7	8	9	10	11	12		Page
Sing Out Loud! – LA Opera		■	■	■	■	■	■	■	■	■	■	■	■	■	 	2
The Crayon Court – Tj3 Productions		■	■												  	2
A Midsummer Night's Dream – Will & Co.						■	■	■	■	■	■	■	■	■		2
Pinocchio – Will & Co.		■	■	■	■											2
Don Quixote – Will & Co.						■	■	■	■	■	■	■	■	■		2
The Mask Messenger – Faustwork Mask Theatre					■	■	■	■	■	■	■	■	■	■		3
Harp and Flute/Arpa y Aulos		■	■	■	■	■	■	■	■	■	■	■	■	■		3
Joe Hernandez-Kolski									■	■	■	■	■	■		3
Renaissance					■	■	■	■	■	■	■	■	■	■		4
Andrew Grueschow		■	■	■	■	■	■	■	■	■	■	■	■	■		4
Beautiful Monsters – Helios Dance Theater				■	■	■	■									4
The Gizmo Guys – Performances to Grow On		■	■	■	■	■	■									5
Samite		■	■	■	■	■	■	■	■	■	■	■	■	■		5
Les Chanteuses – COC Assemblies		■	■	■	■	■	■	■	■	■	■	■	■	■		5
Little Big Frog – Faustwork Mask Theatre						■	■	■	■	■	■	■	■	■		6
Metales M5 Mexican Brass									■	■	■	■	■	■		6
Rennie Harris RHAW						■	■	■	■	■	■	■	■	■		7
JazzREACH Clinic/Assembly									■	■						7
South Pacific Fusion – Te Vaka						■	■	■	■	■					 	8
The Crayon Court at The Colorful, Wonderful Rainbow Ball					■										  	8
Cuentos del Arbol (Tree Tales) – Pushcart Players							■									9
TAO									■	■	■	■	■	■	  	9
She Said/She Says – JazzREACH									■	■	■	■	■	■		9
Color Formation – Tj3 Productions					■	■	■	■	■	■	■	■	■	■	 	10
Puppet Making and Performances – Tj3 Productions					■	■	■	■	■	■	■	■	■	■	 	10
Advanced Puppet Making and Performances – Tj3 Productions					■	■	■	■	■	■	■	■	■	■	 	10
Storytelling through Shadows – Tj3 Productions					■	■	■	■	■	■	■	■	■	■	 	10
Lula Washington Dance Theatre						■	■	■								10
Mary Pickford Institute					■	■	■	■	■	■	■	■	■	■		10
Drum Circle – Remo Drums			■	■	■	■	■	■	■	■	■	■	■	■		11
Beat the Odds – Remo Drums			■	■	■	■	■	■	■	■	■	■	■	■		11
Tiffany Bong					■	■	■								 	11
Mask Movement Theatre Workshop – Faustwork Mask Theatre							■	■	■	■	■	■	■	■	  	11
Sculpting A Face – Faustwork Mask Theatre		■	■	■	■	■	■	■	■	■	■	■	■	■	 	12
Musibántica with Enzo Fina						■	■	■	■	■	■	■	■	■		12
Aimee Young Hopkins		■	■	■	■	■	■	■	■	■	■	■	■	■		12
Illuminating Shakespeare – COC Workshop										■	■	■	■			12



Art



Dance



Film



Music



Theatre

PROFESSIONAL OUTREACH OPPORTUNITIES

Assemblies

The Santa Clarita Performing Arts Center is proud to make available a wide range of professional performers with national and international experience to entertain, engage and educate your students. Professional artists will bring multi-genre, multicultural works to your school's performance space for class groups from 60 to 400+ students. All assemblies are based on availability, and many come with accompanying study guides. Please pay close attention to show requirements. Unless otherwise noted, the following assemblies are available year-round.

LA Opera – For more than 20 years, LA Opera has produced education and outreach programs that introduce the joy of opera to tens of thousands of young students. LA Opera's award-winning programs continue to achieve the highest standards of artistic excellence. These fun, interactive, 45-minute recital programs are designed for K-12 students and feature LA Opera's professional artists.

"Sing Out Loud!" – No experience is necessary to get the most out of this program that features artists from the LA Opera performing operatic favorites. "Sing Out Loud!" provides historical background while referencing modern media (film and TV) to show the connections of familiar stories and music with traditional operatic subjects.

Age Group: Grades K-12

Fees: \$900 single; \$1,250 back-to-back (more than two performances can be provided)

Requirements: A tuned, acoustic piano in the performance area.

The Crayon Court – TJ3 Productions, which also provides Workshops and a Bus-In this year (see below) continues to provide its incredible assembly program to the students of Santa Clarita. A shorter version of their larger production, the audience is introduced to *Colorimetry* (the mixing of colors) by Carlton the Chameleon and members of The Crayon Court.

Age Group: Grades K-2

Availability: Year-round

Fees: \$500 single; \$800 back-to-back

Requirements: Stage area.

Will & Co. – A multicultural theatre company known for presenting exciting adaptations of classic works of literature for all audiences, Will & Co.'s performances are geared towards promoting literacy and connecting directly to the California VAPA content standards. The troupe of costumed actors arrives with a trunk of props and a backdrop for engaging presentations that are adaptable to any space. Each play is highly interactive and uses students in the performances.

"A Midsummer Night's Dream" – Young audiences will be delighted by the poetic language of Demetrius, Helena, Hermia and Lysander, lovers who get crosscrossed by that "shrewd and knavish sprite," Robin Goodfellow.

Age Group: Grades 4-12

"Pinocchio" – Based on the Italian classic *The Adventures of Pinocchio* written by Carlo Collodi in 1883, this play retells the story of a wooden puppet named Pinocchio who, through the loving relationship with his carver, Geppetto, learns valuable lessons about kindness, courage and honesty.

Age Group: Grades K-4

"Don Quixote" – Travelling the nation on his quest to become a knight and to fight for the honor of his beloved Dulcinea, Don Quixote rides through the desert of La Mancha with the ever-faithful Sancho Panza at his side in search of the Golden Helmet of Mambrino.

Age Group: Grades 4-12

Fees: \$1000 single; \$1,350 back-to-back (more than two performances can be provided)

Requirements: An open playing area/performance space and 8-10 student volunteers per performance.





Faustwork Mask Theatre – Founded by Artistic Director Rob Faust in 1983, Faustwork Mask Theatre has been committed to exploring and celebrating the art of the mask by challenging and delighting audiences of all ages with a unique synthesis of theatre, physical comedy, music, dance and poetry.

"The Mask Messenger" – A series of vignettes ranging from comic to bizarre to poignant highlight this show that illuminates and expands on the concept of the mask. After a brief mock-lecture about the myriad uses of masks in cultures throughout the world, performers demonstrate the power of transformation by assuming the emotional states expressed in each mask. Full masks are worn on top or on the back of the head, creating distortions that baffle the eye and tickle the funny bone.

Age Group: Grades 3-12

Fees: \$800 single; \$1,250 back-to-back

Requirements: none

**** SPECIAL NOTE:** Please see "Special Limited Engagements" below for an exciting assembly offering with Founder Rob Faust, as well as the PAC Almost Free Family Series offering of the above full show on October 1, 2011.



Harp and Flute/Arpa y aulos – An ensemble inspired by two of the most ancient instruments in the history of our culture – the lyre and the tibia (or aulos) – Arpa y Aulos returns to our season. The program encompasses music from the Renaissance up to the present day with the belief that, just as it is important to understand the music of the past, it is vital to play the music of our time. The duo specializes in concert-lectures in both English and Spanish and has been very active in community concerts and educational programs.

Age Group: Grades K-12

Fees: \$375 single; \$650 back-to-back; \$925 triple

Requirements: One chair and two microphones

Joe Hernandez-Kolski – A two-time HBO Def Poet, "Pocho Joe" is an actor and writer committed to creating work that challenges the audience while making them laugh. As a spoken word poet, Joe performed on the sixth season of HBO's Russell Simmons Presents Def Poetry, and currently tours the country with his lecture/performance "Refined Latino Pride." As a teacher, Hernandez-Kolski continues to work with several organizations throughout Los Angeles, teaching Hip-Hop Culture and Spoken Word Workshops. He currently hosts DownBeat 720, a positive performance lab for High School Performing Artists.

Age Group: Grades 7-12

Fees: \$275 single; \$450 back-to-back; \$625 triple

Requirements: A microphone



PROFESSIONAL OUTREACH OPPORTUNITIES

Assemblies



Renaissance – Bringing back that “Mellow-A-Cappella,” Renaissance is an all a cappella, street corner-style, doo-wop singing quintet that dramatically recreates the street corner experience of the 50s and 60s through creative arrangements, rich harmonies and reflective anecdotal humor. Not only about doo-wop, the group also creates a unique and consistent sound touching on gospel and classic R&B. Their performances transcend categorization by intertwining social and cultural awareness themes into their music, which offers “food for the spirit as well as the soul.”

Age Group: Grades 3-12

Fees: \$1,000 single; \$1,800 back-to-back

Requirements: A performance area

Andrew Grueschow – A Los Angeles-based percussionist with an interest in music from around the world, Andrew studied the music of the Ewe and the Dagomba people in Ghana, West Africa. He is a member of the Zedonu African Music and Dance Company, which is featured on the “All” soundtrack and, together with the Hands On Semble (an award-winning percussion ensemble), can be heard on the recently released “Prince of Persia” soundtrack. His curriculum often focuses on the music of Ghana, and composition/performance of original works.

Age Group: Grades K-12

Fees: \$275 single; \$450 back-to-back; \$625 triple

Requirements: None

Helios Dance Theatre – A highly praised, Los Angeles-based contemporary dance company founded by Laura Gorenstein Miller in 1996, Helios has premiered and performed at UCLA’s Royce Hall, REDCAT, The Getty Center, CalArts, USC, Lincoln Center in NYC, and The Royal Opera House in London. Its choreography – a mix of classical, contemporary and pedestrian movement – is a wonderful introduction for audiences not yet familiar with the powerful storytelling potential of contemporary dance. Through a company of dance artists, Helios strives to create dance that explores emotional content and storytelling along with movement invention.

“Beautiful Monsters” – In this creative piece inspired by childhood dreams and nightmares, the dreamer is simultaneously captivated by – and frightened of – the creatures of the night. Using animal imagery and other dream subjects, the work includes an audio documentary collage of children talking about their dreams, as well as an original animated film made by Chris Miller (director of *Shrek the Third*). The audience explores the connections between dream and dance in this special interactive program which shows students an approachable way into the world of dance through the recognition of movements and meanings from their everyday life.

Age Group: Grades 2-6

Fees: \$900 single/\$1,600 double

Requirements: A performance space





The Gizmo Guys – Presented by Performances to Grow On (www.ptgo.org) and the PAC, world-class jugglers Allan Jacobs and Barrett Feller, have been performing their original comedic juggling routines since 1987. Highlighting their blend of diverse talents, The Gizmo Guys associate the importance of math and science to their juggling expertise while emphasizing the necessity of practice, cooperation and teamwork.

Age Group: Grades K-6

Availability: May 21-25

Fees: \$1,200 double

Requirements: None



Samite – Another Performances to Grow On and PAC presentation, Samite was born and raised in Uganda and is on his way to becoming one of East Africa's most acclaimed flautists. He performed throughout Uganda until 1982 when he was forced to flee to Kenya as a political refugee. He emigrated to the U.S. in 1987, and in 2002 founded Musicians for World Harmony (www.musiciansforworldharmony.org). The 2009 film *Taking Root: The Vision of Wangari Maathai* also features his original score. Samite sings original and traditional songs in his mother tongue, Luganda, while playing on the kalimba, marimba, litungu and various flutes.

Age Group: Grades K-12

Availability: Sep 26-29

Fees: \$1,200 double

Requirements: None



COC Assemblies – Student ensembles from the various Performing Arts departments at College of the Canyons are also available for your school.

Los Chantousos – Your students will have an opportunity to become part of a choir when COC's own women's choir performs selected choral pieces and leads students in sing-alongs. Songs are age-appropriate and easy for students to learn quickly.

Age Group: Grades K-12

Availability: Now/Dec; Mondays or Wednesdays between 10 a.m. and noon.

Fees: \$250

Requirements: A tuned, acoustic piano in the performance area is required for all assemblies.

PROFESSIONAL OUTREACH OPPORTUNITIES

Assemblies

Special Limited Engagements: – The following artists and companies are in Santa Clarita for a limited time while appearing in performances not associated with the Arts Education Outreach. They have been kind enough to make themselves available for special assemblies at your schools. Please contact the Arts Education Outreach office as soon as possible to secure your performance dates.



Faustwork Mask Theatre

Sept. 30-Oct. 4, 2011 – Rob Faust, Founder and Artistic Director of this award-winning, world-renowned company, will be available to provide a special assembly production of "Little Big Frog." His shows have toured theaters, festivals, universities and schools, and the company has made appearances around the world. Mr. Faust has performed and choreographed with Pliobolus Dance Theater, Martha Clarke, Jules Feiffer, Mangrove and the Paul Winter Consort, and designs and creates the masks used in Faustwork performances. His masks and sculptures – made from wood, leather, celastic, neoprene, or bronze – are primarily used on stage, but can occasionally be seen in galleries. See the originator at work for a limited time!

"Little Big Frog" – In this heart-warming and quirky retelling of the classic Grimm's fairy tale, "The Frog Prince," Little Big Frog, who has been "kissed with a kiss that nearly missed," instead becomes a really big frog; his human friend Bud is the inadvertent recipient of Fairy Frog Mother's rusty magical powers becoming an ant, a bug, a coyote, and more! All of this utilizes masks, puppets, poetry, music and comic dance to illuminate themes of tolerance for others, self-acceptance, reverence for nature and respect for all creatures great and small.

Age Group: Grades K-4

Fees: \$875 single; \$1375 double

Requirements: None

Metales M5 Mexican Brass – Nov. 9-10, 2011

Uniting classical and world music, a contemporary repertoire and pops arrangements in programs that range through the brass literature and beyond, these five young musicians break the barriers of musical genres as they take the Blues, Opera and Bach to the roads of Michoacán. Mexico's leading brass quintet was founded in 2005 in Morelia, Michoacán, combining the skills of fine classical chamber music with a non-stop interaction with the audience.

Age Group: Although M5 may be appropriate for all ages, the PAC and ArtsEd Outreach recommend this assembly for grades 7-12.

Fees: Special fee arrangements can be set up with the Outreach office.

Requirements: Performance space

Special Note: M5 will be at College of the Canyons for a free Master Class for students and other interested parties on Nov. 10.





Rennie Harris RHAW – March 22-24, 2012

Nicknamed the "Ambassador of Hip Hop," Rennie Harris brings his Puremovement experience to the Santa Clarita Valley. Driven by community outreach and education (including lectures and classes as well as mentorship), Harris created RHAW, a youth-driven company inspired by the overwhelming interest from teens and young adults to join his internationally renowned company: Rennie Harris Puremovement. Ultimately, RHAW is a training company that teaches its pre-professional dancers about professionalism, production, Street Dance History and technique in the various styles of street dance, such as Campbell Locking, Popping & Boogaloo, B-boy/girl, House and Hip Hop dance.

Age Group: Grades 4-12

Fees: Special fee arrangements can be set up with the Outreach office.

Requirements: Performance space

jazzREACH Clinic/Assembly – April 11-12, 2012

Established in 1994, jazzReach is a nationally recognized New York City-based 501 (c)(3) non-profit organization dedicated to the promotion, performance, creation and teaching of jazz music. Through the presentation of innovative, widely acclaimed live multi-media educational programs for young audiences, captivating main-stage concerts for general audiences and informative clinics and master-classes for student musicians and ensembles, jazzReach is steadfastly dedicated to fostering a greater appreciation, awareness and understanding of this rich, vital, ever-evolving American art form. In these special 90-minute clinic/assemblies, professional musicians will work with your school's musicians and music groups by listening and giving expert feedback and commentary followed by a special assembly performance!

Age Group: This project is specially directed at grades 7 and 8.

Fees: \$1,000

Requirements: None

SPECIAL NOTE: jazzReach is in Santa Clarita for an ArtsEd Outreach Bus-In and regular performance on the PAC's Mainstage.



PROFESSIONAL OUTREACH OPPORTUNITIES

Bus-Ins

This year the PAC hosts five diverse, educational, bus-in performance opportunities for your students, providing them the opportunity to experience high-quality performances by professional artists on the PAC's Mainstage. Bus-in performances are free on a first-come, first-served basis for schools with small groups of students. Schools will be charged \$5 per student for groups of 120 students or more. Seating is available on a first-come, first-served basis and reservations are required. Please note that schools must arrange for transportation; the cost of buses is not included. Scholarship opportunities are available. Please contact the PAC K-12 Arts Education Outreach program.



Te Vaka

South Pacific Fusion – Oct. 10 at 10:30am

From Tokelau, Tuvalu, Samoa, Cook Islands, and New Zealand, under the leadership of award-winning songwriter Opetia Foa'i, Te Vaka uses the rhythms of the log drum ("pate"), combined with traditional and contemporary instruments for their Polynesian-style show. This unique 10-piece group from New Zealand has enchanted the world with the music, costume and dance of the South Pacific since 1997. From timeless roots in Polynesia, Te Vaka has incorporated contemporary influences to create something that is new, refreshing and exciting.

Age Group: Grades 4-8

The PAC is proud to announce that Te Vaka's evening performance on Sunday, Oct. 9 (a free community event on the theatre's Mainstage) has been selected to be part of the World Festival of Sacred Music: 16 days and nights that fill L.A.'s major theaters, churches, synagogues, temples and outdoor venues.



Tj3 Productions

Dedicated to producing quality live theater that is participatory, fun and educational, Tj3 incorporates puppetry arts as its foundation and uses many different styles of the form to introduce young audiences to the worlds of theater, art and music. Performances have been praised by parents and teachers alike for the company's high level of professionalism, as well as for the show's ability to hold a student's attention. Formed in 1998, the company's artistic director, Thom Fountain, is a two-time, Emmy-nominated performer who oversees every aspect of each production and corresponding workshop.

The Crayon Court at The Colorful, Wonderful Rainbow Ball Nov. 2 at 10:30am

An expanded version of their school assemblies, the entire world of this interactive, multi-media musical and puppet extravaganza allows the audience to explore the worlds of art, color and music through the presentation of a whimsical kingdom where crayons come to life. The audience will experience Colorimetry (the mixing of colors) while enjoying the three-dimensional story and musical numbers like "You Cannot Rhyme with Orange" and "Miss Black and White." Students in the audience participate with professional performers as they bring to life some of the show's most popular production numbers. The show is most appropriate for pre-K through the second grade.

Age Group: Grades K-3





Pushcart Players – An award-winning professional theatre and arts-in-education company for young audiences, Pushcart programs offer the finest artists and arts educators available in the field, bringing the best of theatre arts to young viewers in schools and local theaters.

Cuentos del Arbol (Tree Tales) – Jan. 27, 2012 at 10:30am – Appropriate for all ages, this musical – drawn from Spanish and Latin American folklore – is designed to bring Spanish to life by being presented in a bilingual format, and offering proud stories of the cultural heritage of Spain and Latin America while also providing access to the arts and arts education without a language barrier.

The centerpiece of all the stories is a tree (Un Arbol) that has sheltered, shielded and nurtured countless characters who have passed by her over the years. Filled with a fiesta of Latino and Hispanic themes, indigenous in locale, but universal to the human experience, these stories are about dreaming dreams, setting goals, rising to challenges and keeping commitments.

Age Group: Grades K-5



To make reservations and/or schedule school assemblies, please contact the PAC K-12 Arts Education Outreach Program at 661-362-3041 or email us at PACArtsEd@canyons.edu

TAO Drum: The Art of Japan Drum

Feb. 13, 2012 at 10:30am – Formed in Aichi, Japan, in 1993, this elite company of 13 drummers is made up of young drummers who not only are trained in traditional Japanese drumming skills, but also bring other traditional instruments including Shakuhachi (bamboo flutes) and the Shamisen, a stringed instrument that most resembles a banjo. TAO's modern take on the traditional taiko art form makes use of innovative choreography and contemporary costumes, while maintaining precision, energy and immense stamina – traditional hallmarks of the taiko drum experience.

Age Group: Grades 6-12

jazzREACH – Established in 1994, jazzREACH is a nationally recognized New York City-based 501(c)(3) non-profit organization dedicated to the promotion, performance, creation and teaching of jazz music. Through the presentation of innovative, widely acclaimed live multi-media educational programs for young audiences, captivating main-stage concerts for general audiences and informative clinics and master-classes for student musicians and ensembles, jazzREACH is steadfastly dedicated to fostering a greater appreciation, awareness and understanding of this rich, vital, ever-evolving American art form.

She Said/She Says

– April 13, 2012 at 10:30am – The History and Status of Women in Jazz is a comprehensive program highlighting some of the many important achievements of female composers, arrangers, instrumentalists and vocalists from early 20th century through present-day. Using U.S. and 20th Century women's history as a backdrop, She Said/She Says celebrates the lives of some of the many courageous, creative women who have dedicated their lives to the serious study and practice of jazz music.

Age Group: Grades 7-12

Augment Your Bus-In

While at your visit to College of the Canyons, our staff can help you make the most out of your experience by helping you and your students explore the campus: from tours of the Performing Arts Center, Art Gallery or Library, to walks through the Student Center or Honor Grove. Please contact us to arrange a special addition to your trip, including a **COC Art Gallery Tour** or **Back of the PAC**.



PROFESSIONAL OUTREACH OPPORTUNITIES

Workshops

Arts Education workshops – based on the specific requirements of the California VAPA Content Standards – are highly flexible, interactive offerings that can be fine-tuned to meet the needs of your classroom and/or curriculum. Geared towards the needs of teachers, our workshops have the advantage of being completely packaged while, at the same time, having needs-based adjustability. If you are looking to book one of our workshops, please note that this is the perfect opportunity to create a PACage for your school or district by developing a comprehensive program that will bring professional teaching artists to each grade of your school based on your specific needs.



Tj3 Productions – These unique workshops, combining two classes of up to 50 students, provide a highly interactive, grade-specific learning experience using colors and shapes in a program that provides a continuous experience from kindergarten through third grade.

Color Formation – Students learn how secondary colors are created from primary colors through the use of light, water and gels, and how to see colors in nature.

Puppet Making and Performance – Students use construction paper and crayons to make colorful fish puppets, performing with them in a living aquarium.

Advanced Puppet Making and Performance – Students create puppets using paper bags, crayons, crepe paper and their imaginations. They will then bring their creations to life in simple scenarios created by the students themselves.

Storytelling through Shadows – Divided into small production groups consisting of three or four students, each production group writes a one-line story consisting of character, prop(s) and setting. They then design and make shadow figures to perform their story.

Note: Shadow stage with light source is provided. This workshop requires 90 minutes.

Fees: \$200 per class; multiple classes/back-to-backs are available, please contact us for rates and arrangements.

Requirements: Work tables; materials are provided in pre-made kits; however, schools will need to provide tape and safety scissors.

Lula Washington Dance Theatre – A proven success over the past years, Lula Washington once again brings her dance workshop to the Santa Clarita Valley. Her 12-session workshop has been given to 4th- and 5th-grade classes at many schools already and culminates in a one-day dance performance that shows off what the students have learned. Beginning with an introduction to dance and dance vocabulary, students proceed to learn important fundamentals like correct posture, proper breathing and basic ballet positions, while also learning the various genres of dance and the basic movements/positions and vocabulary of each of those disciplines.

Age Group: Grades 4-6

Fees: Special fee arrangements can be set up with the Outreach office.

Requirements: Movement space

Mary Pickford Institute – In 12 interactive classes, MPI instructors immerse students in the creative process from concept to completed production. Students are guided through a step-by-step journey as they complete 3-to-5-minute, narrative videos. By the workshop's end, students will take away not just new digital skills, but an understanding of narrative construction, a confident mindset that enables them to articulate their experiences, and a foundation for a lifelong pattern of investigation, analysis, and creative association. The workshop meets California Educational Standards in English, history and media education.

Fees: \$3,600

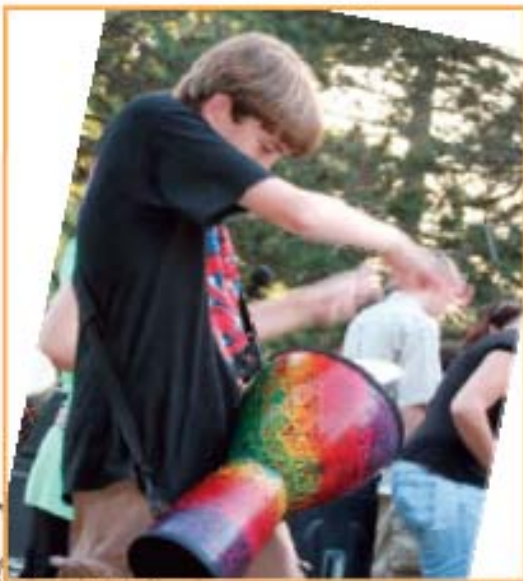


Remo Drums – From the plains of Eurasia and rain forests of South America to the deserts of Africa and mountains of North America, mankind has been drumming since the beginning of time. Over the centuries, as drumming has grown, unique percussion instruments have evolved from many cultures around the world, creating an art of drum making that is as old and as varied as the art of drumming itself.

Drum Circle – Drumming is now used around the world in schools, hospitals, classrooms, and for many large corporations as a tool for team building, to reduce stress, strengthen community, and to break down social, economical and racial barriers. Most of all, it is FUN and CREATIVE! (Please note that the Drum Circle can also be adapted for an assembly or modified to fit a five-to-12-session workshop; please contact the Arts Education Office for more info.)

Fee: \$275

Requirements: A large, cleared space for students, such as a playground (to be able to form a circle); all drums and percussion instruments are provided.



Beat the Odds – A new addition to the Remo Drums programming, this eight-session workshop integrates activities from contemporary drum circles and group counseling to teach skills such as focusing and listening, team building, leadership, expressing feelings, managing anger/stress, empathy and gratitude. The program serves an entire classroom at the same time and is inclusive and culturally relevant, and does not bear the stigma of therapy.

Fees: Please speak with the Assistant Superintendent of your District to discuss special rates for a package.

Requirements: A large, cleared space for students, such as a playground (to be able to form a circle).

Tiffany Bong – A Hip Hop/Street dancer, choreographer and educator, Tiffany has been teaching dance for more than 15 years, specializing in Lockin'. Her stimulating CAVAPA standards-based workshops in Hip Hop/Street Dance introduce students to the history and culture of dance styles such as Lockin', Poppin', and B-boying/B-girlin' (Breakdance). The workshop culminates in an interactive, student performance where they present their creative work and celebrate their growth and success.

Age Group: Grades 3-6

Fees: \$85/session; workshop lengths to be determined with interested schools.

Requirements: Movement space

Faustwork Mask Theatre – As noted on page 6, Faustwork also provides the following workshops on its mask-based performances.

Age Group: Grades 5-12

Mask Movement Theatre Workshop – With theatre, mime and dance exercises, character development, improvisations with masks and the creation of short sketches, these sessions seek to provide an opportunity for participants to experience first-hand the power of transformation through masks. At the same time, the workshop will foster awareness of the importance of movement, posture and gesture in theatre and dance, and facilitates improved self-image and self-expression in everyday life while improving strength, flexibility, and focus. Ages 10+.

Fees: Workshop-length dependent; contact Outreach office.

Requirements: An open area with ample room for participants to move freely; loose fitting clothing, sweats, or dance wear; bare feet, tennis or dance shoes.



PROFESSIONAL OUTREACH OPPORTUNITIES

Workshops

Maskmaking Workshop: "Sculpting A Face"

The students will sculpt in clay, working toward the completion of an expressive face from which they might later create a finished mask. The focus will be on sculpting a face with specific emotional content that will project well from all angles. Teachers will be given a maskmaking techniques handout for maskmaking follow-up.

Age Group: Grades 5-12

Fees: Workshop-length dependent; contact Outreach office.

Requirements: None

MUSICANTICA – Focusing mainly on the music of southern Italy's oral tradition while at the same time reaching out to a contemporary audience, MUSICANTICA's repertoire includes both traditional and original compositions that connect the southern Italian tradition with the individual experiences of immigrants in Southern California. A variety of traditional instruments are used, including the tamburieddhu, the putipù, and the chitarra battente, as well as castanets, the mandolin, the mandola, the Greek bouzouki, and the oud.

Recycled Material Musical Instruments – In his workshop, Enzo Fina teaches students how to make musical instruments using recycled materials like paper plates, plastic bags, toothpicks, ice cream sticks, straws and rubber bands. At the end of the workshop he leads a festive performance with these instruments.

Age Group: Grades 3-7

Fees: \$2,000 for six-week residency

Requirements: None, all materials are provided.

PAC's Almost Free Family Series – Our continuing series of outstanding family-focused performances are priced for the family to enjoy! Although our Almost Free Family Series performances are not available during the school week, teachers can put together a group of students to see these performances. VAPA Standard Teacher Study Guides are available. Keep an eye out for the Santa Clarita Performing Arts Center at College of the Canyons 2011-2012 season brochure, or visit our Website to see what's on the schedule: www.canyonspac.com

Take advantage of group discounts: 15 to 49 people receive a 10 percent discount off the regular ticket price and one free ticket to the group leader/coordinator; 50 or more people receive a 15 percent discount off the regular ticket price and one free ticket to the group leader/coordinator.

Aimee Young Hopkins – A performer, singer and vocal instructor, Hopkins has performed all over the country as an Artist-in-Residence with the Missoula Children's Theater. Her music workshops introduce students to breath control, pitch-matching, rhythm, melody, and harmony. Students form a musical ensemble incorporating musical elements such as steady beat, tempo, dynamics, rhythm patterns, pitch, and enunciation, while also reflecting on what they have learned.

Age Group: Grades K-12

Fees: \$90/session; workshop lengths to be determined with interested schools

Requirements: None

COC Workshops – Instructors from the College of the Canyons performing arts departments provide ongoing workshops in various genres and themes throughout the school year.

Illuminating Shakespeare – Paul Wickline, COC Theatre Department chair, offers a one-hour workshop for teachers and students who would like to learn to read and perform Shakespeare's plays with better comprehension and more enjoyment. Most appropriate for theatre and English classes, this workshop focuses on skills such as scansion, supporting the verse line, and handling antithesis. The workshop includes practical, easy-to-follow exercises to help the student actor conquer a few of the challenges of acting Shakespeare.

Availability: Fall/Spring

Fee: \$2.25

Requirements: None

For more information on our Arts Education Outreach opportunities, or to make reservations and/or schedule school assemblies, please contact the PAC K-12 Arts Education Outreach Program at 661-362-3041 or email us at PACArtsEd@canyons.edu



SCV K-12 Arts Education Consortium and Professional Development Outreach

In 2010, the Kennedy Center's Partners in Education Program selected the Santa Clarita Valley K-12 Arts Education Consortium – which includes the Castaic Union, Newhall, Saugus Union, Sulphur Springs and William S. Hart school districts, as well as the PAC – to participate in its nationally recognized arts integration development program for teachers. The consortium was chosen because of its commitment to the improvement of education in and through the arts.

Thirty-one teachers, chosen from school districts throughout the valley, were asked to commit to one year of professional development (ProDev) instruction. During this year, they were exposed to leading-edge tools and techniques for integration of the arts into their classrooms.

The first cohort of teachers has reached the end of its ProDev program and the consortium asks you to join us in congratulating the following teachers for completing the inaugural year of ProDev Outreach, and thanking them for their commitment to this vital project:

Lynda Ashley
Gayle Berentsen
Sylvia Borg-Otting
Renee Brannan
Geneen Caskey
Susan Cherritt-Nave
Linda Davis
Carolee Doing
Trisha Dominguez
Dina Echols
Cindy Edwards
Chryle Ehrlich
John Fossa
Susan Friedman
Margo Grisanti
Sally Haggan
Cynthia Hatton
Brenda Keller
Cynthia Kirk
Lee Erin Kurimoto
Joan LaMarr
Dulce Mogan
Cate Muro
Priscilla Nielson
Julie Sheldon
Tara Speiser
Jennetta Thomas
Jennifer Twitchell
Melissa Valencia
Dianne White
Kristine Wilde



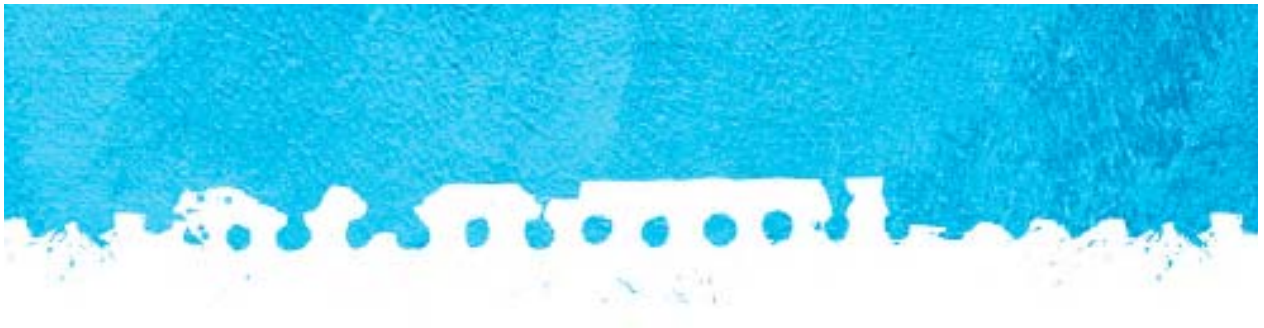
If you are interested in participating in the 2011-12 Cohort, please contact the Assistant Superintendent of your school district.

The Santa Clarita Valley K-12 Arts Education Consortium

Castaic Union: Janene Maxon, Newhall: Nancy Copley, PAC: Adam Phillipson, Saugus Union: Joan Lucid
Sulphur Springs: Kathy Harris, WS. Hart: Vicki Engbrecht

Partial funding provided by The Kennedy Center for the Performing Arts; Title II Professional Development Funds; SCFAC at CDC and the CDC Foundation; and private foundations

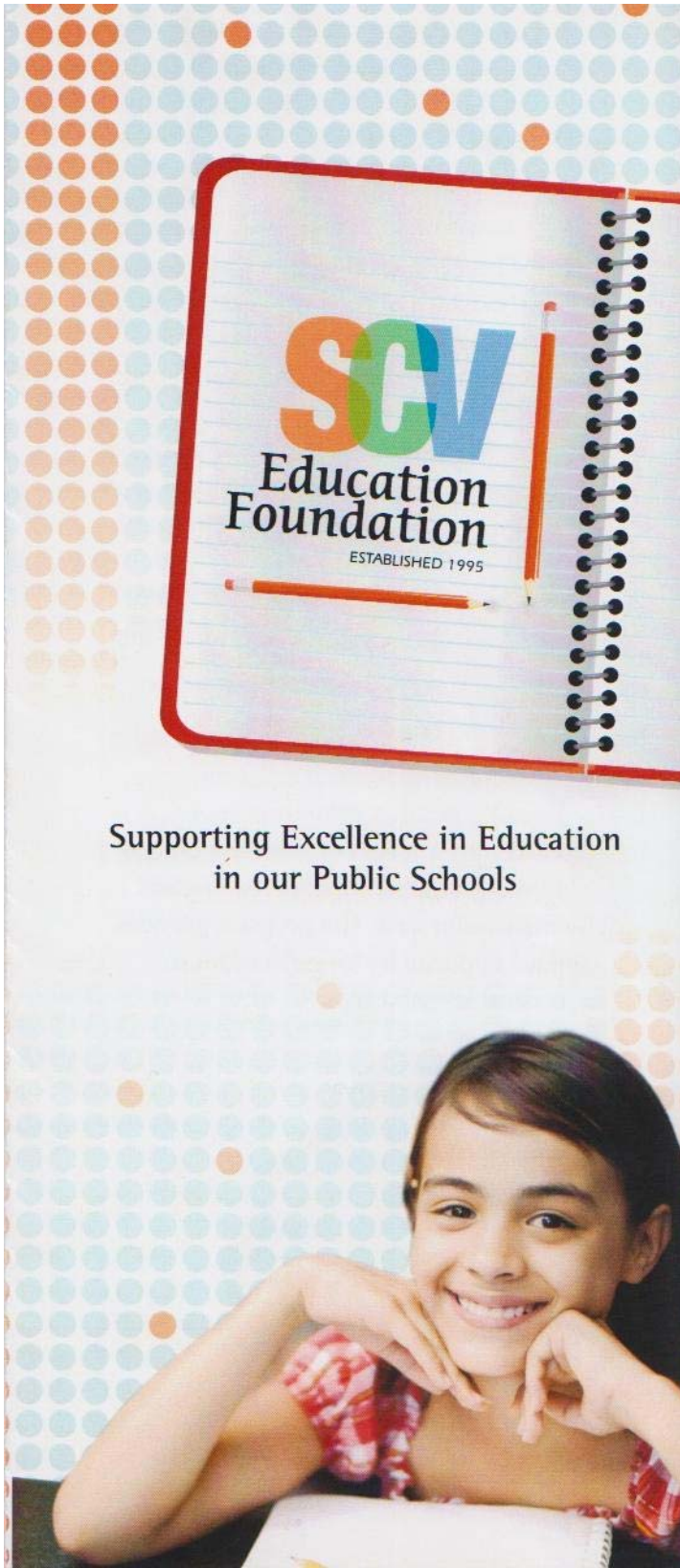




SANTA CLARITA COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES
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CHANCELLOR
 Dr. Dianne G. Van Hook





Supporting Excellence in Education
in our Public Schools

STUDENT ENRICHMENT

The SCV Education Foundation awards tens of thousands of dollars to teachers for **educational materials**, paving the way for new programs or adding support to existing programs. Science, art, music, technology and other areas that enhance the educational experience for public school students all benefit from this important program.

READ WITH ME!

On school campuses, volunteers are matched with students to work one-on-one or in small groups to **improve reading** and comprehension skills. This program provides a unique opportunity for generations to form valuable friendships.



LITERACY & ARTS FESTIVAL

Presented by the SCV Education Foundation and the City of Santa Clarita, this community-wide event provides a day of entertainment, education and activities to encourage, promote and expose the **importance of literacy** and the performing arts to people of all ages.



SCHOLARSHIPS

Every year since 1998, the SCV Education Foundation has **awarded scholarships** to graduating seniors from the Wm. S. Hart School District.



TEACHER TRIBUTE

25th Anniversary - April 2009



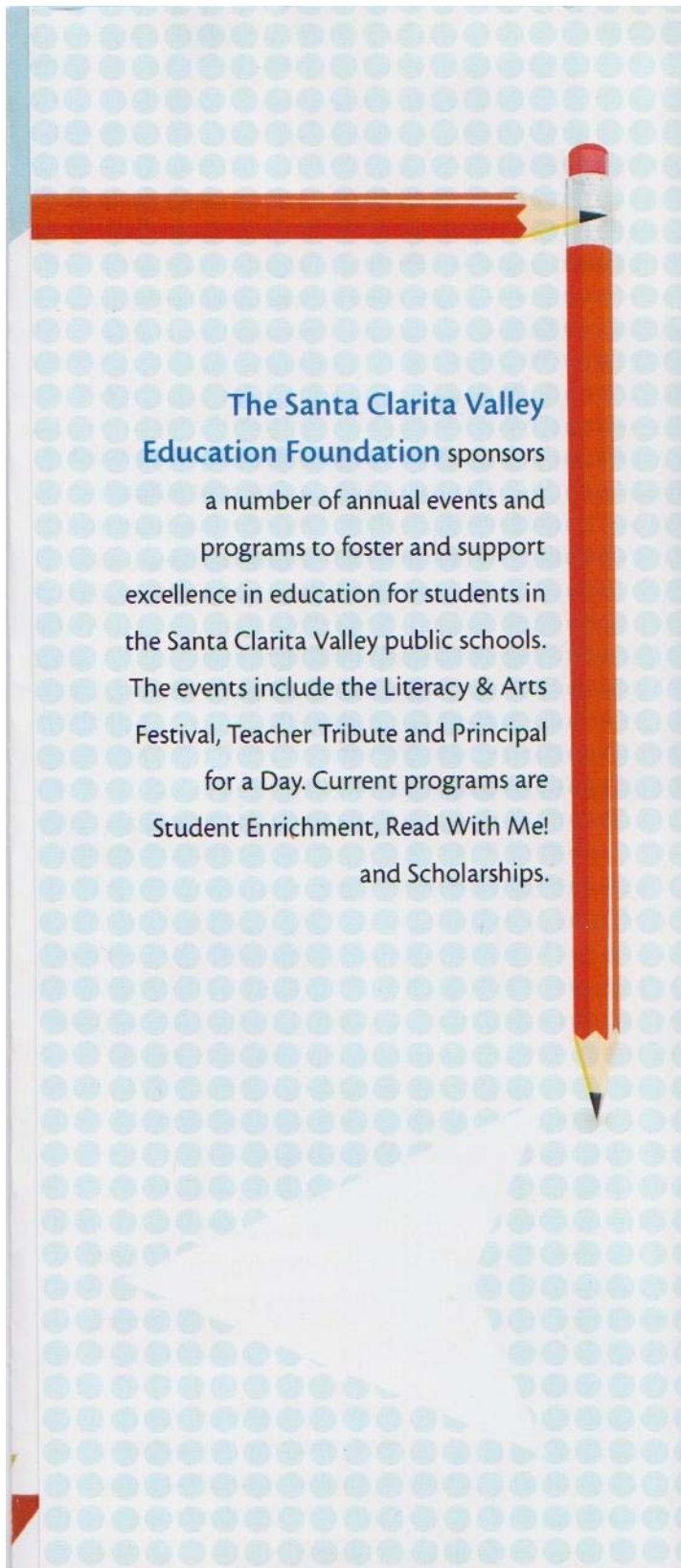
Recognizing excellence in education is the focus of Teacher Tribute, which **honors teachers** from the Santa Clarita Valley's six school districts. With more than 1,000 teachers honored thus far, the program allows businesses and individuals to recognize the outstanding teachers who educate our youth – the leaders of tomorrow.

PRINCIPAL FOR A DAY



Principal for a Day is designed to develop an understanding of the rewards and challenges of education today and to **promote a relationship** between education and businesses. Since 1981 this program has proved to be a valuable link between businesses and schools.

*More information available by calling:
661-414-4465 or referencing our website:
www.scveducationfoundation.org*



The Santa Clarita Valley Chamber of Commerce created its Education Committee in 1984 to develop partnerships between local businesses and public schools. In order to focus solely on education and to be eligible for foundation grants and additional corporate support, the Chamber and the Education Committee decided to form a foundation. In November 1995, the Chamber Education Committee qualified as a 501(c)(3) nonprofit charitable Foundation. Now the Foundation is known as the Santa Clarita Valley (SCV) Education Foundation.



P.O. Box 221295
Santa Clarita CA 91322-1295

info@scveducationfoundation.org
www.scveducationfoundation.org

(661) 414-4465

Graphic Design by Kay Kaminski 2008
www.kaykaminski.com

City of SANTA CLARITA

SEASONS

Fall 2011

Special from:
Mayor: MARSHA MCLEAN
Mayor Pro Tem: LAURIE ENDER
Councilmembers:
FRANK FERRY, BOB KELLAR
and LAURENE WESTE

City Information
Recreation Class Schedule
Youth & Adult Sports
Public Library Programming

*Online registration for classes begins at
8:00 a.m., on Tuesday, August 2, 2011*



Gym Kicks™ (3-5 yrs)

A combination of martial arts moves, and trampoline and tumbling. Participate in coordination and agility drills emphasizing listening skills and self-control. **Location:** Shin's Family Martial Arts Center, 27935 Smyth Dr., 702-0123 **Min/Max:** 4/12 **Fee:** \$80 (\$85 NR)-4 wks

Code	Start Date	Time
1204.440	M-9/12	11:00-11:45 am
1204.442	F-9/16	10:15-11:00 am
1204.443	Sa-9/17	10:00-10:45 am

Little Tigers Tae Kwon Do (3-5 yrs)

Guaranteed to have fun kicking and punching while enjoying a fantastic and energetic learning experience aimed at discipline, respect, self-confidence, and integrity. **FREE** uniform included (one time only). **Location:** T. K. Tae Kwon Do, 19188 Soledad Cyn. Rd., 252-0783 **Min/Max:** 5/12 **Fee:** \$60 (\$65 NR)-5 wks

Session I	Session II	Day	Time
9/10-10/8	10/15-11/12		
1205.431	1205.432	Sa	9:20-10:00 am

Gymboree® Play Classes

Classes consisting of games, music, activities, and play equipment geared for your child's age/developmental stage. Each child must be accompanied by one adult. **Location:** Gymboree, 27025 N. McBean Pkwy., 287-3890 **Min/Max:** 5/15 **Fee:** \$50 (\$64 NR)-6 wks **No Class:** M-9/5

Code	Age	Start Date	Time
1206.401	Birth-6 mos	Th-9/1	1:30-2:15 pm
1206.402	6-12 mos	W-8/31	5:00-5:45 pm
1206.403	10-16 mos	M-8/29	12:30-1:15 pm
1206.404	16-22 mos	M-8/29	11:30 am-12:15 pm
1206.405	22-28 mos	F-9/2	11:30 am-12:15 pm
1206.406	28-36 mos	Tu-8/30	10:30-11:15 am
1206.407	6 mos-5 yrs*	M-8/29	9:30-10:15 am

*Family Play-One parent with two paid children

Gymboree® Art Classes

Painting, sculpting, collage designing, dress up and other imaginative and artistic activities will make every day an arts day! **Fee** includes all materials. Each child must be accompanied by one adult. **Location:** Gymboree, 27025 N. McBean Pkwy., 287-3890 **Min/Max:** 5/5 **Fee:** \$50 (\$64 NR)-6 wks

Code	Age	Start Date	Time
1206.421	18 mos-2 yrs	F-9/2	10:30-11:15 am
1206.422	2-3 yrs	Tu-8/30	11:00-11:45 am
1206.423	3-5 yrs	F-9/2	12:30-1:30 pm

NR: Non-Resident **Fee:** NR (Non Resident) fees indicated throughout this magazine apply to those living outside of the City of Santa Clarita boundary line. Prior to registering for a class, please refer to the Resident/Non Resident Boundary Map on page 61 or visit santa-clarita.com/sessions, and select "Residency Status" to determine if you are a resident of the City of Santa Clarita.

Registration Information pages 62 & 63

Child Development Classes

Gymboree® Preschool Class (3-5 yrs)

Three hour drop-off preschool program. Activities include letter and phonics awareness, art, music, science, circle time, socialization skills, sports and more. **Location:** Gymboree, 27025 N. McBean Pkwy., 287-3890 **Min/Max:** 5/15 **No Class:** 9/5

Code	Start Date	Days/Time	Fee/Wks
1206.424	Tu-8/30	Tu/Th, 1:30-4:30 pm	\$219 (\$234 NR)-6 wks
1206.425	M-8/29	M/W/F, 1:30-4:30 pm	\$269 (\$274 NR)-6 wks

Paint Me a Story (Mommy and Me) (3-6 yrs)

Come have fun with us as we read a story and paint a project related to the story. All materials included. **Location:** Color Me Mine, 24305 Town Center Drive, Suite 190, 799-0266 **Min/Max:** 5/20 **Fee:** \$108 (\$113 NR)-6 wks

Code	Start Date	Time
1206.431	W-9/7	9:00-10:15 am

Picasso's Playmates (2-5 yrs)

Painting, gluing, collage, and sculpture are a few examples of the many fun art projects covered at this parent and me class. \$10 material fee due at 1st class. **Location:** Picasso Playmates, 22432 13th St., 254-4290 **Min/Max:** 5/7 **Fee:** \$89 (\$94 NR)-8 wks

Code	Start Date	Time
1207.401	M-9/2	10:00-10:45 am
1207.402	W-9/4	10:00-10:45 am
1207.403	Th-9/15	11:00-11:45 am

Carol's Tales for Tots (3-5 yrs)

This Tots class provides a story time experience that includes a craft, movement, and/or game activity with age-appropriate questions and discussion to help children feel understood, heard, and respected. Parents must stay with their child. **Instructor:** Carol Yacoubian **Min/Max:** 5/10 **Fee:** \$64-8 wks

Code	Start Date	Time	Location
1207.411	W-9/14	10:00-11:00 am	OOP

Did You Know...

The Santa Clarita Public Library will provide six day a week delivery from other libraries, assuring that materials are received in a timely manner?

City of
**SANTA CLARITA
PUBLIC LIBRARY**



santa-clarita.com • (661) 250-3700 37

Child Development Classes

New

Learn Create and Explore (Art) (3-6 yrs)

Learn something new about an artist or art concept. Children will create individual works of art based on the themes they just learned. Explore the art world during free-art time and the fitness world through movement and physical play. **Location:** My Gym Valencia, 28331 Constellation Rd, 222-7432 **Min/Max:** 5/10 **Fee:** \$66 (\$71 NR)-6 wks

Code	Start Date	Time
1207.413	M-9/12	11:00 am-12:00 pm
1207.414	M-9/12	4:00-5:00 pm

Story Craft (2-5 yrs)

This class is designed to introduce children and their parent(s) to the world of children's literature. We read a story and have fun creating related messy art projects. \$10 material fee due at 1st class.

Location: Picasso Playmates, 22432 13th St., 254-4290 **Min/Max:** 5/7 **Fee:** \$99 (\$104 NR)-8 wks

Code	Start Date	Time
1207.421	Th-9/15	10:00-10:45 am

A Suzuki Early Childhood Education Music Experience for Babies/Toddlers and Parents

The SECE Baby/Toddler music classes are one hour, mixed-age classes which provide children, from birth to three years of age, and parents the opportunity to participate in a series of music-based activities that encourage natural learning in music literacy, counting and social skills. One child/one parent per family may participate in class. \$24 cash material fee due at 1st class. **Instructor:** Alysa Korn **Min/Max:** 5/12 **Fee:** \$120-8 wks **No Class:** 10/4

Code	Age	Start Date	Time	Location
1208.401	0-3 yrs	Tu-9/13	9:30-10:20 am	OCP

Gymboree® Music Classes

Discover new rhythms, dance to different beats, and sing new songs. Each child must be accompanied by one adult. **Location:** Gymboree, 27025 N. McBean Pkwy., Valencia, 287-3890 **Min/Max:** 5/12 **Fee:** \$50 (\$64 NR)-6 wks

Code	Age	Start Date	Time
1211.401	6-15 mos	Th-9/1	11:30 am-12:15 pm
1211.402	16-30 mos	Sa-9/3	10:00-10:45 am
1211.403	28 mos-5 yrs	Th-9/1	9:30-10:15 am

Did You Know...

The Santa Clarita Public Library debuted in July with new book and media purchases totaling \$900,000?

City of
SANTA CLARITA
PUBLIC LIBRARY
santaclearitalibrary.com



Singing and Acting for Preschoolers (3-5 yrs)

Your child will love "Mr. Microphone", practicing bows on our stage under the stage lights and playing fun, motivating games. **Location:** Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464

Min/Max: 5/10 **Fee:** \$132 (\$137 NR)-11 wks

Code	Class	Start Date	Time
1209.401	Singing	W-9/7	12:30-1:15 pm
1209.402	Acting	W-9/7	3:30-4:15 pm

New

Music Together Family Favorites (6 mos-5 yrs)

This engaging introduction to Music Together contains some of the best-loved songs from the nine Music Together song collections. The CD included in your materials has won eight awards including a Parent's Choice Silver Honor award. Through music, movement, and instrument play we will help develop your child's musical, social, academic potential all while having fun! \$15 materials fee due at 1st class. **Instructor:** Moira McCarty-Lamb, 661-313-5959 **Location:** Sing, Sign & Play 24250 W. Lyons Ave., and West Coast Music Academy 26635 Valley Center Dr., #109, **Min/Max:** 5/12 **Fee:** \$84 (\$89 NR) 6 wks

Code	Start Date	Time	Location
1212.411	Th-9/8	5:30-6:15 pm	West Coast
1212.412	M-9/12	10:30 am-11:15 am	Sing, Sign
1212.413	Sa-9/10	9:15-10:00 am	West Coast

New

Music Together Babies (1-9 mos)

Every child's development benefits from early exposure to music and movement and because the early months are so important, we offer this special "Babies Class" as an introduction to Music Together. The music activities and materials are specially designed for parents who want to learn as much as possible about music development in babies. Meet other parents of newborns and learn some fascinating music activities you can recreate at home with your baby. \$25 material fee due at 1st class. **Instructor:** Moira McCarty-Lamb **Location:** Sing, Sign & Play 24250 W. Lyons Ave., and West Coast Music Academy 26635 Valley Center Dr., #109, **Min/Max:** 5/12 **Fee:** \$112 (\$117 NR) 8 wks

Code	Start Date	Time	Location
1212.414	F-9/9	10:30-11:15 am	Sing, Sign
1212.415	Sa-9/10	11:15 am-12:00 pm	West Coast

Sing, Create & Play (6 mos-5 yrs)

Come sample the fun at our one-day theme related classes. Enjoy music, sign language, storytime, crafts, snacks and exploration time at the two-hour classes. **Instructor:** Moira McCarty-Lamb, 313-5959 **Location:** Sing, Sign & Play 24250 W. Lyons Ave., **Min/Max:** 5/12 **Fee:** \$24 (\$29 NR)

Code	Date	Time	Theme
1212.421	M-8/29	9:30-11:30 am	Let's Go
1212.422	Th-9/1	9:30-11:30 am	ABC Adventure
1212.423	F-9/2	9:30-11:30 am	Musical Museum



Music Movers

Designed to support and challenge emerging skills using music as the tool. Activities help improve cognitive growth, confidence as well as listening, academic, social, and language skills. Parent/guardian asked to participate. **Location:** Vibe Performing Arts Studios, 24460 1/4 Lyons Avenue, 255-2464 **Min/Max:** 4/10 **Fee:** \$72 (\$77)-6 wks

Code	Age	Start Date	Time
1213.411	12-24 mos	Tu-9/6	9:30-10:15 am
1213.412	2-3 yrs	Tu-9/6	10:30-11:15 am
1213.413	3-5 yrs	Tu-9/6	11:30 am-12:15 pm

Princess Ballet (3-5 yrs)

Little girls can let their imaginations soar as they twirl to classic fairy tales. Costume props provided in class. Ballet shoes and leotard required. **Location:** Vibe Performing Arts Studios, 24460 1/4 Lyons Avenue, 255-2464 **Min/Max:** 5/12 **Fee:** \$132 (\$137 NR)-11 wks

Code	Start Date	Time
1215.401	M-9/12	10:00-10:45 am
1215.402	Tu-9/6	2:30-3:15 pm
1215.404	Sa-9/10	9:30-10:15 am
1215.405	Sa-9/10	12:30-1:15 pm

Mommy & Me Toes and Taps (Walking-2 yrs)

Using props, songs, and imagination, experience your child's first dance class together. Parents will be dancing too! Tap shoes recommended for children, but not required for parents. **Location:** STAR Dance Center, 24264 Lyons Avenue, 253-9909 **Min/Max:** 5/12 **No Class:** M-9/5 **Fee:** \$150 (\$155 NR)-10 wks

Code	Start Date	Time
1216.401	M-8/29	11:15 am-12:00 pm
1216.402	W-8/31	9:15-10:00 am
1216.403	Th-9/1	9:15-10:00 am
1216.404	F-9/2	10:15-11:00 am

Tiny Stars Tap/Ballet Preschool

Our fun tap/ballet combination classes teach social skills, motor development, coordination, grace, and poise while having a great time! Props, games, singing and fun music also featured. **Location:** STAR Dance Center, 24264 Lyons Avenue, 253-9909 **Min/Max:** 5/12 **Fee:** \$130 (\$135 NR)-10 wks **No Class:** M-9/5

Code	Age	Start Date	Time
1216.411	3-4 yrs	M-8/29	12:15-1:00 pm
1216.412	2-3 yrs	Tu-8/30	4:00-4:45 pm
1216.413	2-3 yrs	W-8/31	11:15 am-12:00 pm
1216.414	3-4 yrs	W-8/31	10:15-11:00 am
1216.415	2-3 yrs	Th-9/1	9:30-10:15 am
1216.416	2-3 yrs	Sa-9/3	9:15-10:00 am
1216.417	3-4 yrs	Sa-9/3	12:15-1:00 pm

Registration Information pages 62 & 63

Child Development Classes

Sing, Sign & Play (6-18 mos)

Where music, sign language, and fun will educate and delight your little one. \$40 material fee due at 1st class. **Instructor:** Moira McCarty-Lamb **Location:** Sing, Sign & Play, 24250 W. Lyons Ave., 313-5959 **Min/Max:** 6/12 **Fees:** \$108 \$113 NR)-9 wks

Code	Start Date	Time
1217.402	F-9/9	11:30 am-12:15 pm

New

Science, Stories, and Art for Preschoolers

Drop off your child for a wonderland of discovery. Six different project experiences offered each morning. Projects include: potion making, dinosaur land, story time, drawing time, super science volcanoes, and pop fizz color mixing experiments; and that's just the first day. \$20 material fee due at 1st class. **Instructor:** Kim Shirley, 661-904-7211 **Min/Max:** 8/12 **Fee:** \$119-8 wks

Code	Age	Start Date	Time	Location
1219.401	2 1/2-5 yrs	Th-9/8	9:00 am-12:00 pm	NOP

Lighthouse Pre-K Classes (3 1/2-5 yrs)

Prepare your child to be successful entering Kindergarten, both academically and socially. \$20 material fee due at 1st class. **Location:** Lighthouse Learning Center, 28300 Constellation Road, 661-255-2202 **Min/Max:** 5/20 **Fee:** \$156 (\$161 NR)-8 wks

Code	Start Date	Time
1222.401	M-9/12	9:30-11:30 am
1222.402	W-9/14	9:30-11:30 am

Don't miss Parkmobile this Fall!

The Parkmobile is a mobile recreation vehicle that travels daily to different City Parks providing free, safe and supervised fun for children ages 5-11. The Parkmobile staff travels to a different City park on Tuesdays, Wednesdays and Thursdays, facilitating games, crafts, contests, and much more! Look for the Parkmobile from 2:30-5:00 p.m. at the following parks beginning Wednesday, August 17 - Thursday, November 10, 2011. **There will be no Parkmobile program during Fall break: October 4-6.** Note: In the event of extreme weather conditions, or if Parkmobile attendance is fewer than five, the program will be cancelled for the day.

Tuesday	Wednesday	Thursday
Todd Longshore Park*	Pamplico Park*	Bridgeport Park*

* See page 60-61 for park locations

Typical Parkmobile Daily Activities

2:30-3:10-Arrival, free play	3:35-4:05-Craft
3:15-3:30-Snack	4:10-5:00-Organized Games

Schedule subject to change without notice. Parkmobile park sites change periodically, so watch for new information!

For more information, or to suggest a park site, please call (661) 284-1465.

For Parkmobile Party Package information check out our ad on page 43.



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Special Interest

Skateboarding I (7-13 yrs)

Skateboarding I is designed for the "first time" skater. Emphasis is on safety, skate etiquette, and skateboard basics for beginners. Learn proper foot placement; regular, goofy, pushing, riding, tack turns, switch turns, and safe approaches to ramps. **Rider must wear: helmet, elbow and knee pads.** Instructor: Tim Salzarulo Min/Max: 5/8

Fee: \$100 (\$125 NR)-4 wks

Code	Age	Date	Time	Location
1500.401	7-13 yrs	Sa-9/10	8:00-9:00 am	SCSC-SKP
1500.402	7-13 yrs	Sa-10/8	8:00-9:00 am	SCSC-SKP

Skateboarding II (7-13 yrs)

Skateboarding II is designed for skaters riding at an intermediate level. Emphasis is on safety, learning turns, drop-in's, skatepark flow, and an introduction to maneuvers like the ollie, 180 turn, pop-shove it, and switch stance. **Rider must wear: helmet, elbow and knee pads**

Pre-requisite: Participant must have taken Skateboarding I and/or successfully pass a skills test on the first day of class.

Instructor: Tim Salzarulo

Min/Max: 5/8 Fee: \$100 (\$125 NR)-4 wks

Code	Age	Date	Time	Location
1500.403	7-13 yrs	Sa-9/10	9:00-10:00 am	SCSC-SKP
1500.404	7-13 yrs	Sa-10/8	9:00-10:00 am	SCSC-SKP

Fall Skateboarding Camp (7-15 yrs)

The fall skate camp is for skateboarders ages 7-15. Come skate in the park free of all the normal riding traffic. This camp is designed for the beginner to the advanced; we will have multiple instructors to help each rider at their level. Learn or fine tune skills like the ollie, kickflips, grinding, boardsliding and "bow" riding. T-shirt, snacks and drinks included. **Rider must wear: helmet, elbow and knee pads.** Instructor: Tim Salzarulo Min/Max: 10/30 Fee: \$275 (\$300 NR)-4 wks

Code	Age	Date	Time	Location
1500.405	7-15 yrs	M-F 10/3-10/7	8:00-12:00 pm	SCSC-SKP

Cooking with Miss Glenna (5-7 yrs)

This cooking workshop for children will use classic children stories to inspire them, as they discover the joy of cooking. Your child will learn to count, measure, mix, and pour. \$5 material fee payable to the instructor. Instructor: Miss Glenna Min/Max: 5/8 Fee: \$25

Code	Theme	Date	Time	Location
1502.401	Five Little Monkeys	9/9	3:30-5:00 pm	SCP
1502.402	Foggy Eats Out	10/7	3:30-5:00 pm	SCP
1502.403	Turkey Is a Funny Bird	11/18	3:30-5:00 pm	SCP

Registration Information pages 62 & 63

Youth and Teen Classes



Cake Decorating (6-12 yrs)

Have fun and build self-confidence in our cake-decorating mini-class. Learn how easy cake decorating can be, and go home with a decorated cake. \$70 material fee due at workshop. Instructor: Theresa Fredrickson Min/Max: 15/25 Fee: \$20-1 mtg

Code	Date	Time	Theme	Location
1503.401	F-10/21	3:45-5:00 pm	Halloween	VGP
1503.402	F-11/18	3:45-5:00 pm	Thanksgiving	VMP
1503.403	F-12/9	3:45-5:00 pm	Gingerbread House	VMP

Valencia Tutors Math, Comprehension, Composition & Handwriting (5-18 yrs)

Designed to prepare for upcoming grade level standards in math, comprehension and composition. Taught by credential teachers in small groups coordinated by skill and/or grade level. Location: Valencia Tutors, 18986 Soledad Canyon Road, 661-210-8500 Min/Max: 5/20 Fee: \$150 (\$155 NR)-6 wks

Code	Grades	Start Date	Time
1510.401	K-12	M-9/12	3:30-4:30 pm

Social Skills for Tweens and Teens

Assisting individuals with developmental disabilities with social skills. The focus of skills will include social communication, building friendships, and peer interaction. Instructor: Carol Rodriguez, 661-843-1910 Min/Max: 5/12 Fee: \$85-8 wks

Code	Age	Date	Time	Location
1522.401	5-8 yrs	W-9/7	3:00-4:00 pm	OOP
1522.402	9-12 yrs	Th-9/8	4:00-5:00 pm	OOP
1522.403	13-16 yrs	Th-9/8	5:00-6:00 pm	OOP

Did You Know...

The new Santa Clarita Public Library system includes the Canyon Country, Newhall and Valencia branches?

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Youth & Teen Classes

Creative U

Machine Sewing

This course is designed for the novice and the beginner. Students will learn pattern reading, measurements, hand-sewing in addition to sewing techniques at their own pace/level. All fabric, notions and tools will be provided during class. \$52 material fee due at 1st class.

Hand Work

No matter your child's ability or age, they will be patiently taught hand work skills such as knitting, crocheting, needle felting, embroidery, and cross stitch. As your child's ability grows, so will the complexity of their projects. \$44 material fee due at 1st class.

Location: Creative U Studios, 26370 Diamond Place, Ste. 509, 260-0800
Min/Max: 5/8 Fee: \$96 (\$101 NR)-8 wks

Code	Class	Age	Date	Time
1524.401	Machine Sewing	9-15 yrs	Th-9/7	6:00-7:00 pm
1524.402	Machine Sewing	9-15 yrs	Sa, 9/3	11:00 am-12:00 pm
1524.403	Hand Work	5-12 yrs	Tu, 8/30	5:00-6:00 pm
1524.404	Hand Work	5-12 yrs	Sa, 9/3	10:00-11:00 am



Drums-Beginning (8-15 yrs)

Reading, rudiments, and technique covered. Drum set not required for home practice. Drum pad with stand, sticks, and lesson book costing approximately \$65 need to be purchased at first class. Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Ave, 255-7464

Min/Max: 5/15 Fee: \$132 (\$137 NR)-11 wks

Code	Start Date	Time
1530.401	Th-9/8	6:00-6:50 pm

Keyboard-Beginning

Affordable group classes are a great way to learn to play the keyboard! Keyboards provided. Learning materials may need to be purchased at first class. Keyboards available to rent at Vibe for home practice (call ahead).

Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464
Min/Max: 5/12 Fee: \$132 (\$137 NR)-11 wks

Code	Age	Start Date	Time
1530.402	5-7 yrs	Tu-9/6	4:00-4:50 pm
1530.403	5-7 yrs	Sa-9/10	12:30-1:20 pm
1530.404	5-7 yrs	W-9/7	4:00-4:50 pm
1530.405	8-12 yrs	Tu-9/6	5:00-5:50 pm
1530.406	Teen/Adult	Tu-9/6	6:00-6:50 pm



Guitar-Beginning

A fun approach to learning basic chord structure, strumming skills, scales, and more. Instrument required (available to rent-call ahead). Tuner, metronome, and lesson book costing approximately \$40-\$50 may need to be purchased at first class. Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464 Min/Max: 5/12 No Class: 11/11

Fee: \$132 (\$137 NR)-11 wks

Code	Age	Start Date	Time
1530.407	7-12 yrs	Th-9/8	4:00-4:50 pm
1530.408	7-12 yrs	F-9/9	4:00-4:50 pm
1530.409	7-12 yrs	Sa-9/10	10:00-10:50 am
1530.410	13-Adult	Th-9/8	5:00-5:50 pm

Broadway Kidz (7-12 yrs)

Discover the magic of theatre as you sing and act! Perform in a musical production review, featuring selections from favorites of all generations. Learn character development, stage techniques, voice projection, and more! Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464 Min/Max: 5/15 Fee: \$132 (\$137 NR)-11 wks

Code	Start Date	Time
1530.412	W-9/7	5:30-6:20 pm

Pop Starz (7-12 yr)

Learn to sing and perform in the style of the current pop artists! Combine singing, stage movement, microphone technique, image and attitude. Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464 Min/Max: 5/12 Fee: \$132 (\$137 NR)-11 wks

Code	Start Date	Time
1530.417	W-9/7	4:30-5:20 pm

Singing

Develop self-confidence and personal expression while having fun. Proper breathing, control, range, pitch, solo/group singing, ear training, and performance technique covered. Instructor: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464 Min/Max: 6/10

Fee: \$132 (\$137 NR)-11 wks

Code	Age	Start Date	Time
1518.421	5-6 yrs	Tu-9/6	3:30-4:20 pm
1518.422	7-9 yrs	Tu-9/6	4:30-5:20 pm
1518.423	10-12 yrs	Tu-9/6	5:30-6:20 pm
1518.424	Teens	Tu-9/6	6:30-7:20 pm
1518.425	Adult	Tu-9/6	7:30-8:20 pm

Did You Know...

All branches of the Santa Clarita Public Library will be open every Sunday?



Art Classes

Clay Creations (8-12 yrs)

Come create fun figurines with clay. You can create it, paint it, and play with it. All materials included. Location: Color Me Mine, 24305 Town Center Drive, Suite 190, 799-9266 Min/Max: 4/15 Fee: \$120 (\$125 NR)-6 wks

Code	Start Date	Time
1532.407	M-9/12	4:00-5:30 pm

Young at Art (6-13 yrs)

A fun beginning art course in drawing, painting, and sculpture. Introduces young artists to charcoal, soft pastel, watercolor, sculpture, and acrylic on canvas. \$15 material fee due at 1st class. Instructor: SCV-ARTS Staff, 200-3049 Min/Max: 5/10 Fee: \$89 (\$94 NR)-4 wks

Code	Start Date	Time	Location
1534.405	Tu-9/13	4:15-5:30 pm	SCSC-AC

Figure Drawing & Portraiture (7-15 yrs)

Discover the fundamentals of drawing! Develop your powers of observation and ability to capture the 3-dimensional qualities of the human form. What appears to be difficult becomes easy and fun to draw! \$5 material fee due at 1st class. Location: KidsArt Studio 25856 Tournament Road, 260-1774 Min/Max: 5/7 Fee: \$99 (\$104 NR)-5 wks

Code	Start Date	Time
1542.401	W-9/7	4:45-6:15 pm
1542.402	W-10/12	4:45-6:15 pm

Japanese Anime Characters (7-15 yrs)

Learn to draw your most favorite and popular Anime characters such as the Dragon-ball, Yu-Gi-Oh, Evangelion, Gundam Wing! \$5 material fee due at 1st class. Location: KidsArt Studio, 25856 Tournament Road, 260-1774 Min/Max: 5/7 Fee: \$99 (\$104 NR)-5 wks

Code	Start Date	Time
1542.403	Th-9/8	4:45-6:15 pm
1542.404	Th-10/13	4:45-6:15 pm

A Palette of Art (7-15 yrs)

Learn different media each class! Cartoon Paper Sculpture, Portraiture, Cartooning, Sculpture and Anime. \$5 material fee due at 1st class. Location: KidsArt Studio, 25856 Tournament Road, 260-1774 Min/Max: 5/7 Fee: \$99 (\$104 NR)-5 wks No Class: 11/11

Code	Start Date	Time
1542.405	F-9/9	4:45-6:15 pm
1542.406	F-10/14	4:45-6:15 pm

The Art Room (8-12 yrs)

Imagination runs wild in this popular class of recycled art projects, fun collage, and beautiful self-portrait art. Lots of fun with a variety of materials. \$15 material fee is due at 1st class. Instructor: Janis Doukakos Min/Max: 8/14 Fee: \$100 (\$105 NR)-5 wks

Code	Start Date	Time	Location
1542.411	Th-9/1	5:00-6:30pm	SCSC-AC

Registration Information pages 62 & 63

Youth and Teen Classes



The following sports are being offered in the Santa Clarita Valley:

- Basketball
- Bocce
- Bowling
- Floor Hockey
- Golf
- Gymnastics
- Soccer
- Softball
- Swimming
- Tennis
- Track and Field
- Volleyball

Special Olympics is a year-round athletic training and competition sports program for athletes eight years old and above with some form of intellectual disabilities or closely related disability.

If you are interested in participating, either as an athlete, volunteer, coach, or spectator, please contact:



Special Olympics
Northern California
Santa Clarita

24779 Valley Street, Newhall, CA 91321
(661) 253-2171 • Email: santaclarita@nocal.sos.org
nocal.sos.org/santaclarita.html

City of SANTA CLARITA

Fine Craft Show

November 12 & 13
Saturday & Sunday 10 a.m.-5 p.m.

Fine Crafts
Great Food
Music and More!

OLD ORCHARD PARK
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Youth & Teen Classes

City of
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- Learn leadership skills
- Learn more about local government
- Meet local government officials and staff
- Explore your community, and beyond!

*Get involved, meet new people,
and have fun!*

For more information, call (661) 250-3708
or visit santa-clarita.com/vip



54 City of SANTA CLARITA



Dance

Ballet-Classical (Beginning) (7-12 yrs)

Dance to various styles of music keeping energy and spirits up while practicing the art of ballet. Also learn the proper way to stretch, which will be valued forever. Instructor: Suzette Marechal Min/Max: 8/14
Fee: \$72 (\$77 NR)-8 wks No Class: 9/16

Code	Start Date	Time	Location
1550.401	F-9/9	4:00-5:00 pm	SCSC-AC

Tap/Ballet

This combination class offers fundamentals in tap and ballet. Tap and ballet shoes required. Min/Max: 8/12 Instructor: Brittany
Fee: \$72 (\$77 NR)-8 wks

Code	Age	Start Date	Time	Location
1551.401	3-4 yrs	W-8/31	4:00-4:45 pm	SCSC-AC
1551.402	5-6 yrs	W-8/31	4:45-5:30 pm	SCSC-AC

Hip-Hop (8-15 yrs)

Learn high-energy dance combinations to the latest hip-hop and pop music! Enthusiastic dance instructor teaches current dance moves for a fun and funky class. Instructor: Brittany Min/Max: 8/14
Fee: \$72 (\$77 NR)-8 wks

Code	Start Date	Time	Location
1552.402	W-8/31	5:30-6:30 pm	SCSC-AC

Hawaiian/Tahitian Dance

This popular class teaches grace while having lots of fun learning beautiful island dancing. Dances taught are: Hula, Tahitian and Maori (poi balls). Moms are welcome to join in the fun! \$25-\$30 uniform fee due to instructor at 1st class. Instructor: Kahau Ashton of Moheo Polynesian Pro. Dance Co. Min/Max: 5/25 Fee: \$40 (\$45 NR)-6 wks

Code	Age	Start Date	Time	Location
1553.401	3-4 yrs	Tu-9/6	3:00-3:30 pm	SCSC-AC
1553.402	5-7 yrs	Tu-9/6	3:35-4:25 pm	SCSC-AC
1553.403	7-Adult	Tu-9/6	4:30-5:20 pm	SCSC-AC
1553.404	6-Adult Continuing	Tu-9/6	5:30-6:20 pm	SCSC-AC

Dance-Beginning classes

Learn basic fundamentals in jazz, ballet, tap, and hip hop with a super instructor! Appropriate dance shoes required. Location: Vibe Performing Arts Studios, 24460 1/2 Lyons Avenue, 255-7464 Min/Max: 5/20/12*
Fee: \$132 (\$137 NR)-11 wks

Code	Class	Age	Start Date	Time
1554.401	Storybook Ballet/Tap	3-5 yrs*	Sa-9/10	10:30-11:15 am
1554.402	Storybook Ballet/Tap	3-5 yrs*	M-9/12	11:00-11:45 am
1554.403	Hip Hop	5-6 yrs	M-9/12	4:30-5:20 pm
1554.404	Ballet/Tap	5-7 yrs	M-9/12	3:30-4:20 pm
1554.405	Hip Hop	10-12 yrs	M-9/12	6:30-7:20 pm

Seasons Fall 2011



New

My Gym Dance Classes

Learn basic fundamentals in ballet, jazz, and hip hop!
Location: My Gym Valencia, 28331 Constellation Rd, 222-7432
Min/Max: 5/15 **Fee:** \$66 (\$71 NR)-6 wks

Code	Class	Age	Start Date	Time
1554.421	Ballet	3-4½ yrs	W-9/14	2:30-3:30 pm
1554.422	Ballet/Jazz	5-7 yrs	W-9/14	3:30-4:30 pm
1554.423	Jr Hip-Hop	5-8 yrs	Th-9/15	4:45-5:45 pm

Dance-Various Beginning Classes

Bring appropriate footwear to first class (ballet, tap, jazz shoes).
Location: New World Dance, 18906 Soledad Cyn. Rd., **Min/Max:** 5/15
Fee: \$99 (\$104 NR)-11 wks

Code	Class	Age	Start Date	Time
1555.400	Intro to Dance	2½-3½ yrs	Tu-9/6	1:30-2:30 pm
1555.401	Pre-Ballet/Tap	3-5 yrs	Tu-9/6	3:00-4:00 pm
1555.402	Hip Hop	6-9 yrs	Tu-9/6	4:00-5:00 pm
1555.403	Ballet	11-17 yrs	Th-9/8	5:00-6:00 pm
1555.404	Hip Hop	11-17 yrs	Th-9/8	6:00-7:00 pm
1555.405	Hip Hop	4-6 yrs	Sa-9/10	10:00-11:00 am
1555.406	Hip Hop	7-11 yrs	Sa-9/10	11:00 am-12:00 pm
1555.407	Ballet/Tap	5-8 yrs	Sa-9/10	11:00 am-12:00 pm

Dance-Various Beginning Classes

Bring appropriate footwear to first class (ballet, tap, jazz shoes).
Location: STAR Dance Center, 24264 Lyons Avenue, 253-9909 **Min/Max:** 5/12 **Fee:** \$130 (\$135 NR)-10 wk **No Class:** M-9/5

Code	Class	Age	Start Date	Time
1557.401	Hip Hop	4-6 yrs	Th-9/7	3:45-4:30 pm
1557.402	Tap/Ballet	4-6 yrs	W-8/31	4:30-5:20 pm
1557.403	Boys Hip Hop/Break	8-10 yrs	Th-9/7	5:30-6:30 pm
1557.404	Hip/Hop/Jazz	6-9 yrs	Sa-9/3	10:00-11:00 am
1557.405	Ballet/Tap	6-9 yrs	M-8/29	5:30-6:30 pm

Musical Theater Workshop (7-15 yrs)

Acting, singing, dancing, makeup, costumes and more! A complete performing experience for all. Watch your child perform at a local theater at the end of session. **Location:** STAR Dance Center, 24264 Lyons Avenue, 253-9909 **Min/Max:** 5/16 **Fee:** \$150 (\$155 NR)-8 wks

Code	Start Date	Time
1559.401	W-9/7	5:30-6:30 pm

NR: Non-Resident Fee: NR (Non Resident) fees indicated throughout this magazine apply to those living outside of the City of Santa Clarita boundary line. Prior to registering for a class, please refer to the Resident/Non Resident Boundary Map on page 61 or visit santa-clarita.com/seasons, and select "Residency Status" to determine if you are a resident of the City of Santa Clarita.

Registration Information pages 62 & 63

Youth and Teen Classes

The City of Santa Clarita presents

The NFL Punt, Pass, and Kick FREE Competition FREE

Established in 1967 – The NFL Punt, Pass & Kick (PPK) is the oldest NFL national skills football program competition.

Wednesday • September 21

4:00 – 8:00 pm

Central Park • Field # 7

- Girls and boys compete separately in five age divisions (age as of December 31, 2011): 4-7, 8-9, 10-11, 12-13 and 14-15
- All participants launch one punt, one pass and one kick, with scores in distance and accuracy (in feet)
- A participant registration form must be completed by a parent to participate (Participation forms available at the event)

For more information call (661) 250-3757, or visit:
youthsports@santa-clarita.com

City of
SANTA CLARITA
Presents

SNAG
Starting New At Golf
National Recreation
and Park Association

FREE
G-Ball
First Touch Golf



Starting New at Golf (SNAG) "G-Ball" Clinic

Introduce your child to the game of golf in a fun, easy, and safe environment. SNAG "G-Ball" is a modified form of golf designed to develop the skills and knowledge needed to play golf. Players will learn golf fundamentals, including how to putt, chip, and swing using SNAG "G-Ball" equipment. Clinics will meet on Saturday for 6 weeks. **Max:** 48
Location: SCSC Field **Fee:** FREE (All Participants must Pre-Register)

Code	Age	Day	Date	Time
1101.404	5-6 yrs	Sa	10/1-11/5	8:30-9:30 am
1101.405	7-8 yrs	Sa	10/1-11/5	9:30-10:30 am

See page 62 for registration options and dates.
 For more information contact Youth Sports (661) 250-3756

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Special Interest

Star Club (Adult)

The award winning STAR (Success Through Achievement in Recreation) Club offers a wide variety of activities for adults with special needs. Designed to increase social awareness and interaction, and provide information and activities promoting a healthy and active lifestyle. Activities include recreation sports, crafts, picnics, and parties! Caregiver's attendance recommended at no additional cost. Instructor: Dana Abel
Min/Max: 5/20 Fee: \$40 (\$45 NR)-8 wks

Code	Start Date	Time	Location
2725.401	M-9/12	12:00-1:00 pm	SCSC-AC

Bowling for Special Needs (Adult)

Come join the fun in the open bowling session for individuals with all disabilities: developmental, learning, physical, autism, and head injuries. Location: Santa Clarita Lanes, 21615 Soledad Canyon Road, Saugus
Min/Max: 5/15 Fee: \$30 (\$35 NR)-6 wks

Code	Start Date	Time
2602.402	W-9/14	2:30-4:00 pm

Beginning Knit (Adult)

Learn the time honored skill of knitting and see how relaxing and gratifying it can be. Learn to knit, purl, cast-on and complete two projects. Location: Creative U Studios, 26370 Diamond Place, Ste. 509, 260-0800
\$10 material fee due at 1st class. Min/Max: 5/6 Fee: \$40 (\$45 NR)

Code	Start Date	Day/Time
1301.401	9/13-2 wks	Tu, 7:00-9:00 pm
1301.402	9/17-2 wks	Sa, 2:00-4:00 pm
1301.403	10/11-2 wks	Tu, 7:00-9:00 pm
1301.404	10/15-2 wks	Sa 2:00-4:00 pm
1301.405	11/1-2 wks	Tu 7:00-9:00 pm
1301.406	11/5-2 wks	Sa 2:00-4:00 pm

The City of Santa Clarita is committed to providing quality programs and services for all.

The City offers reasonable accommodations to encourage participation through the Inclusion program. To participate in the program of your choice:

1. Sign up for the program you are interested in;
2. Complete an Inclusion Request Form a minimum of 2 weeks in advance. Forms can be downloaded at santa-clarita.com.



For more information or to schedule a meeting to discuss an accommodation, please contact Arax Valijan, Inclusion Coordinator, at (661) 250-3719 or avalijan@santa-clarita.com.

Registration Information pages 62 & 63

Adult Classes



Sewing Basics (13 & up)

See how fun and easy sewing is. Learn shortcuts while making pajama pants. Bring a sewing machine in good working condition. Contact instructor one week prior if machine needed (limited availability \$20 material fee). jeanette@stitchclub.com \$10 material fee due at 1st class. Instructor: Jeanette Swanson Min/Max: 4/12 Fee: \$85-4 wks

Code	Start Date	Time	Location
1303.401	Tu-9/6	6:30-8:30 pm	VGP

Quick Gifts (13 & up)

Want to make great gifts for the Holidays? Join us as we complete a different project each week. Projects include: Tote bag, casserole tote, quilted pillow, and more! See website for pictures. If machine is needed (limited availability \$5 a day) Contact Jeanette at jeanette@stitchclub.com \$10 material fee payable to instructor at 1st class. Instructor: Jeanette Swanson Min/Max: 4/12 Fee: \$85 per level-4 wks

Code	Start Date	Time	Location
1303.402	Tu-10/4	6:30-8:30 pm	VGP

How to Get Organized (Adult)

This class will teach you to understand the organizing process so you can troubleshoot any organizing problem that comes your way. Learn to manage your time, create effective systems, get rid of clutter, and plan for the holidays! Instructor: Nikki Simon Min/Max: 5/15 Fee: \$45-4 wks

Code	Start Date	Time	Location
1304.401	Th-9/1	6:30-7:30 pm	CCP

Acting for Teen & Adults (15-Adult)

Learn character development, commercial/film acting, and voiceovers. Coordination of speech, body movement, and much more! Instructor: Maestro Ruben Morano Min/Max: 5/25 Fee: \$60-6 wks

Code	Start Date	Time	Location
1305.401	W-8/31	6:30-7:30 pm	VMP

Resume & Interview Skills (Adult)

Are you unemployed? A new Graduate? Considering a career change? Come learn cutting edge resume and interview strategies from an experienced Career Counselor. Topics will range from creating a resume that makes you stand out from the crowd, to answering tough interview questions. Instructor: Lindsay Barbarino, M.S. Min/Max: 6/25 Fee: \$40

Code	Date	Time	Location
1307.401	Sa-10/1	9:00 am-12:00 pm	VGP

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Adult Classes

New

Digital Photography (Adult)

Basics I: The essentials of digital camera basics. Students will learn the various functions and modes of the digital camera and the creative applications of that knowledge. Must have a digital point and shoot with modes or "SLR" camera available for use. Bring camera to class.

Basics II: The essentials of visual communication through the digital photography medium. Learn the basics of composition, elements of design, and lighting to achieve creative results. Bring Camera to class. Prerequisite-Basics I

Basics III: Explore the visual effects of various focal lengths and filters and their creative applications. Students will learn how to create dramatic perspectives through selection of lens focal length from wide angle to telephoto. The use of filters to enhance image quality and creativity will be discussed. Bring Camera to class.

\$5 material fee due at class.

Instructor: James Mahoney Location: VGP Min/Max: 10/20

Code	Class	Start Date	Time	Fee/Wks
1311.A13	Basics I	W-9/7	7:00-9:00 pm	\$57-2 wks
1311.A14	Basics II	W-9/21	7:00-9:00 pm	\$57-2wks
1311.A15	Basic III	W-10/5	7:00-9:00 pm	\$57-2wks
1311.A16	Basics I, II, III	W-9/7	7:00-9:00 pm	\$150-6 wks

Computer 101 (16-Adult)

Learn to use Microsoft Word, Excel, Powerpoint, and create a Web site. \$10 material fee due at 1st class. Bring Laptop with microsoft office. Location: Lighthouse Learning Center, 28300 Constellation Road, 661-255-2202 Min/Max: 5/25 Fee: \$100 (\$105 NR)-5 wks

Code	Start Date	Time
1312.401	W-9/14	6:30-8:00 pm



Scrapbook and Card Making (Adult)

Scrapbook: If you've got a whole year's worth of photos piled up, here's your chance to use them to complete an entire scrapbook album. Make four themed pages each session. Themes include: holidays, vacation, birthday, and baby. Bring a straight paper cutter and adhesive. \$25 material fee due at 1st class.

Card-Making: Learn how to make handmade cards that anyone would love to receive and will save you money. We will decorate a storage box to keep them in. Special highlight on holiday cards. \$35 material fee due at 1st class. Instructor: Cydney Junius Min/Max: 5/12 No Class: 10/31 Fee: \$55 (NR \$60)-4 wks

Code	Class	Start Date	Time	Location
1311.A01	Scrapbook	M-9/12	6:30-8:00 pm	SCSC-AC
1311.A02	Card-Making	M-10/17	6:30-8:00 pm	SCSC-AC

Home Maintenance & Repairs (Adult)

Let me show you how to perform regular home maintenance yourself! Tips on tuning up your home and making repairs, conducting routine inspections, keeping major appliances running efficiently, and increasing energy efficiency. \$10 material fee due at 1st class. Instructor: Robert White Min/Max: 8/35 Fee: \$50-5 wks

Code	Start Date	Time	Location
1310.A01	Th-9/8	6:30-8:00 pm	OOP

Jewelry Making for Beginners (13-Adult)

Learn to make bracelets, earrings, and necklaces. Students will choose the beads and learn to use the tools to create one-of-a-kind jewelry. \$30 material fee covers 3-4 wks of beads. Bring wire cutter, flat nose & needle nose pliers, beads, containers for beads. Instructor: Brenda Litt Min/Max: 6/10 Fee: \$60 (\$65 NR)-5 wks

Code	Start Date	Time	Location
1311.A03	W-9/14	6:30-8:00 pm	SCSC-AC

New

Web Design (16-Adult)

Learn to create your own web site on a PC or Mac with features such as, online registration, online payment, calendar, video and more! \$10 material fee due at 1st class. Bring Laptop Location: Lighthouse Learning Center, 28300 Constellation Road, 661-255-2202 Min/Max: 5/25 Fee: \$100 (\$105 NR)-5 wks

Code	Start Date	Time
1312.402	M-9/12	6:30-8:00 pm

Flamenco Guitar (13-Adult)

Learn Flamenco Guitar, the fiery passionate style from Southern Spain. Students will focus on technique like Rasgueado, Picado, Alzapua and learn song culture and philosophy. Bring Guitar Instructor: Adam Chamberlin Min/Max: 5/20 Fee: \$65 -6 wks

Code	Start Date	Time	Location
1314.401	W-9/7	6:30-7:30 pm	OOP



New

How to Make Lasagna (Adult)

For the holidays, impress your family and friends by learning the complete process of making lasagna the old-fashioned way! Learn to make meat sauce from scratch as well as all the other components involved. This is a demonstration class only. Each student will receive a sample of baked lasagna. Instructor: Rosaria Campanile-Minneci Min/Max: 10/25 Fee: \$35

Code	Date	Time	Location
1324.404	Sa-11/19	10:00 am-1:00 pm	CCP

Glam Camp (16-Adult)

Learn how to do the "Cat Eye" with liquid liner. Discover what make-up works best for your eye color and how to hide blemishes and dark circles. Keep your skin glowing with the use of highlighters and see a demo on a surprise Halloween look. Instructor: Carey Babcock, Esthetician Min/Max: 5/14 Fee: \$80 (\$85 NR)-4 wks

Code	Start Date	Time	Location
1325.401	Sa-9/24	10:15 am-12:15 pm	SCSC-AC

Dog Agility-Beginning (Adult)

Use basic obedience cues and positive reinforcement while applying Dog Agility principles in a fun environment. Dog must be 6 months or older. Proof of vaccinations required at 1st class. Instructors: Animal Encounters, Inc. Staff, 888-WILD-411 Min/Max: 10/20 Fee: \$90 per person-5 wks

Code	Start Date	Time	Location
1328.401	Sa-9/10	10:00-11:00 am	VMP

Puppy Preschool (Adult)

Get your 3-18 month puppy started the right way! Focus on the power of positive reinforcement, potty training, crate training, basic obedience cues, learning the leash. Proof of vaccinations required at 1st class. Instructor: Animal Encounters, Inc. Staff, 888-WILD-411 Min/Max: 10/20 Fee: \$50 per person-5 wks

Code	Start Date	Time	Location
1328.402	Sa-9/10	9:00-10:00 am	VMP

Trick Training 101 (Adult)

Focus on teaching your pet fun tricks that will entertain friends and family while building your bond/communication skills. Proof of vaccinations required at 1st class. Instructor: Animal Encounters, Inc. Staff, 888-WILD-411 Min/Max: 10/20 Fee: \$50 per person-5 wks

Code	Start Date	Time	Location
1328.403	Sa-9/10	11:30 am-12:30 pm	VMP

You can find the City of Santa Clarita on:



Registration Information pages 62 & 63

Adult Classes



Pet CPR & First-Aid Certification Course (Adult)

Earn your Red Cross Certification in CPR/First Aid for dogs and cats! Additional topics include toxins, injuries, and disaster preparedness. No pets at class. Optional \$45 material fee for certification. Instructor: Fawn Nyvold 888-WILD-411 Min/Max: 5/20 Fee: \$40

Code	Date	Time	Location
1328.404	Sa-9/10	3:00-6:00 pm	VMP

Learn to Become a Therapy Dog Team (Adult)

This class will cover the basic behaviors needed to pass your therapy certification. Dogs are not required, but are strongly recommended to have attained their Canine Good Citizen title by the last day of class. Enrollment does not guarantee a passing score. Do not bring dogs to first two classes, lecture only. Proof of shots. Instructor: Fawn Nyvold, 888-WILD-411 Min/Max: 5/20 Fee: \$125-5 wks

Code	Start Date	Time	Location
1328.405	Sa-9/10	1:00-2:30 pm	VMP

Dog Obedience (Adult)

Ever wonder who the master is, you or your dog? Will cover nuisance problems and basic obedience commands: heel, come, down, sit, and stay. Dogs must be 4 months old. Bring dog and proof of Parvo shots to 1st class. Instructor: Barbil Ruby Min/Max: 5/20 Fee: \$80-8 wks

Code	Start Date	Time	Location
1328.411	W-9/7	7:00-8:00 pm	CCP
1328.412	Sa-9/10	9:00-10:00 am	CCP

Wild and Crazy Dog Obedience (14-Adult)

Basic obedience commands taught: heel, sit-stay, come, down, and more. Dogs must be 4 months old. Proof of Parvo required at 1st class. Do not bring dog to first class. Instructor: Animal Behavior and Training Associates Min/Max: 6/20 Fee: \$80-8 wks

Code	Start Date	Time	Location
1328.420	Tu-8/30	7:00-8:00 pm	SCP

Crazy Canine Crash Course (14-Adult)

Fast-paced course. Teach your dog to heel, sit-stay, come, down, focus, and release using positive training methods. Dogs must be 4 months old. Proof of Parvo required at 1st class. Instructor: Animal Behavior and Training Associates Min/Max: 8/15 Fee: \$65-4 wks

Code	Start Date	Time	Location
1328.421	Sa-9/10	10:00-11:30 am	SCP

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Adult Classes

One-Day Workshops

Journaling Workshop: (Adult)

Perhaps as a child you had a diary with a tiny lock and key. We're older and wiser now, but we still need a safe place to process our experiences, thoughts, and emotions. Join me for a morning of inspiration, writing prompts, and ideas to get the most of keeping a journal for specific event; wedding, travel, baby, or as an everyday tool for growth and clarity. Bring a journal or notebook.

Mini-Retreat: Gratitude and Abundance (Adult)

If we let it, preparing for Thanksgiving can be far more meaningful than defrosting a turkey or stressing over the perfect afternoon. Join me for a one-day mini-retreat, we will let go of the destructive cycle of want-need-more and use guided visualization, relaxation, journaling, even gentle movement to cultivate true gratitude, create room for abundance, and experience joy. Bring blanket, mat, and journal.

Write Your Holiday Letter in One Afternoon (Adult)

Get'er done! Make it fun! We'll use clear, straightforward principles of personal essay, photojournalism, and creative writing to craft your ready-to-send holiday letter in no time flat. Do it, and then enjoy the holidays! Bring notebook, datebook, and photos.

Instructor: Sarah Fazell Min/Max: 6/14 Fee: \$45 per workshop

Code	Class	Date	Time	Location
1401.401	Journaling	Sa-11/5	9:00 am-12:00 pm	VGP
1401.402	Mini Retreat	Sa-11/9	9:00 am-12:00 pm	VGP
1401.403	Holiday Letter	Sa-12/3	9:00 am-12:00 pm	VGP

Discovery Workshops (Adult)

Limiting Beliefs Be Gone

Learn how you can take control over your beliefs and stop getting in your own way. Applying and activating the process of change is fun and simpler than you think and won't wear off.

Resolving Inner Conflicts

An ingrained habit, an important decision, or any other thought may cause indecision and conflicting view points. Understand the conflict then work on uniting those parts to resolve your dilemma.

Family Vision Board (5-Adult)

Treat your child to the joy of discovering the power of the Law of Attraction. Co-create a Vision Board with your child that reflects your child's dreams and aspirations.

Relating to Relationships

What is the hardest part of communication? Understanding yourself and others by first understanding personality profiles. Will give you powerful tools to circumvent common issues allowing you to promote, sustain, and enhance meaningful and lasting relationships.

Basic Shamanism

40,000 years ago the magic of Shamanism was a global practice and it's still alive and vibrant throughout the world. Shamanism, a powerful way to restore balance and wholeness to your life.

Fee: \$30 (\$35 NR) \$5 material fee due to instructor. Instructor: Jayne Rutledge C. HT. or *Penny Randall, C. HT., Location: Healing Light Center, 27225 Camp Plenty Rd., #5, 252-4100 Min/Max: 8/10

Code	Class	Start Date	Time
1403.401	Beliefs Be Gone	Sa-9/17	12:00-2:00 pm
1403.402	Relating to Relationships*	Sa-9/17	2:30-4:30 pm
1403.403	Family Vision Board*	Sa-10/1	10:00 am-12:00 pm
1403.404	Resolving Conflicts	Sa-10/22	12:00-2:00 pm
1403.405	Basic Shamanism*	Sa-10/22	2:30-4:30 pm



How to Heal Yourself

with Acupressure Massage (Adult)

Learn the basics of Chinese healing as it relates to acupressure massage. Will focus on specific points to use for common problems such as energy, mental clarity, low back, neck, and shoulder pain, etc. \$3 material fee is due at 1st class.

Instructor: Dr. Randy Martin Min/Max: 12/30 Fee: \$25

Code	Date	Time	Location
1405.401	Su-9/18	2:15-4:15 pm	VMP

Read All Day and Get Paid For It (13-Adult)

Every week thousands of scripts are submitted to studios, production companies, agencies, and directors. Learn to condense scripts into a few pages of script analysis, and what is required to land a job reading scripts.

Write for Magazines (13-Adult)

Too busy to write a novel? Too daunted by the thought of writing a film or television script? Start your writing career by writing for the magazines. Hundreds of publications need your words; find out how to earn an income while sitting on the couch.

Screenwriting Warriors: Basic Training (13-Adult)

Have you always wanted to write the blueprint for a film, or seen a movie and thought, "I can write better than that!" Then do it! Begin, develop, complete, and market your screenplay by avoiding common beginner mistakes. Instructor: Jack Adams Min/Max: 10/30

Fee: \$27 per workshop

Code	Class	Date	Time	Location
1407.401	Read All Day	W-11/2	6:30-9:30 pm	OOP
1407.402	Write for Magazines	W-11/9	6:30-9:30 pm	OOP
1407.403	Screenwriting	W-11/16	6:30-9:30 pm	OOP

Sushi Making (12-Adult)

Learn to make sushi that is just as good as what you order at your favorite sushi bar. Learn the basics from buying fish to making rice and rolling edible masterpieces. We eat as we go, so come hungry!

\$15 material fee due at class. Instructor: Nikki Gilbert Min/Max: 10/24 Fee: \$55



Code	Date	Time	Location
1413.401	Sa-9/10	11:45 am-1:45 pm	CCP

Just ONCE Guitar for Busy People: (13-Adult)

In one meeting, learn basic chords to get you playing along with your favorite songs and give you years of musical enjoyment. Bring acoustic guitar. \$29 material fee due at class.

Instructor: Jason Retana Min/Max: 8/10 Fee: \$25 (\$30 NR)

Code	Date	Time	Location
1409.401	W-8/31	6:00-8:30 pm	SCSC-AC



Adult Classes

Educational Photo Tour to Union Station & China Town (Adult)

Pack up your camera and wear your walking shoes to capture Photographic images of Union Station, Olivera Street, and China Town. Metrolink pass is \$17 & bring money for lunch. Digital camera is preferred. No experience required. Instructor: Karen Brady Min/Max: 6/10 Fee: \$50 (\$55 NR)

Code	Start Date	Time	Meeting Location
1402.401	Sa-10/8	10:00 am-2:00 pm	Santa Clarita Metrolink

Sports Photography (Adult)

Learn basic sports photography guidelines and camera gear. Bring camera equipment & note pad/pen. Instructor: Thomas W. Marshall Min/Max: 8/10 Fee: \$35

Code	Start Date	Time	Location
1412.401	Sa-9/10	10:35-11:45 am	SCP

Photography (14-Adult)

Portrait and Family:

Learn how to pose individuals and families, use of props, finding creative locations and retouching images. Learn to use your camera creatively, the use of fill flash, backlighting, and other photographic equipment.

Nature and Wildlife:

Bring all the skills taught in the digital seminars together to produce outstanding, publishable nature and wildlife images. Learn all the digital processing tricks that a program like photoshop can do to improve your images.

Travel Photography:

This seminar is designed around taking beautiful travel images with little to no support equipment, like tripods and long lenses. Learn the use of Point-and-Shoot and D-SLR cameras. In urban areas, like cities, picking your subject and using local folks to accent your image is key. Learn how to find the most interesting and photographed locations. We all travel, and learning these basic skills can improve the quality of your photography when you travel to once-in-a-lifetime locations

Adobe Elements 9 for Photographers

This software has rapidly become one of the top selling digital processing programs in the world. Created by Adobe, the same company that created Photoshop, Elements 9 incorporates many of the photo editing and processing tools available in Photoshop, but with a much easier and intuitive user interface. Learn how to adjust the brightness, contrast, and shadows in your images. Sharpening images, and removing distracting elements, are all made easy in this program.

Instructor: Brent Russell Pauli Min/Max: 8/30

Fee: \$35 (\$40 NR) per seminar

Code	Class	Date	Time	Location
1411.401	Portrait and Family	Tu-9/13	6:00-8:00 pm	SCSC-AC
1411.402	Nature and Wildlife	Tu-9/20	6:00-8:00 pm	SCSC-AC
1411.403	Travel Photography	Tu-10/11	6:00-8:00 pm	SCSC-AC
1411.404	Adobe Elements 9	Tu-10/18	6:00-8:00 pm	SCSC-AC

Registration Information pages 62 & 63

Cupcakes (12-Adult)

The new craze! Decorate cupcakes to match your next themed party. \$15 material fee due at class. Instructor: Theresa Fredrickson Min/Max: 10/20 Fee: \$25

Code	Date	Time	Location
1415.404	F-11/4	6:00-8:00 pm	VMP

Buttercream Transfers (12-Adult)

Learn how to fill, frost, and decorate a cake with a picture for any occasion. Go home with a completely decorated cake. \$15 material fee due at class. Instructor: Theresa Fredrickson Min/Max: 10/14 Fee: \$25

Code	Date	Time	Location
1415.401	F-10/21	6:00-8:00 pm	VGP

3-D Cookie (12-Adult)

Learn to decorate your cookies with style. Will add a new dimension to the "flat cookie". Work with fondant and royal icing to make your accents stand out. \$15 material fee due at class. Instructor: Theresa Fredrickson Min/Max: 10/20 Fee: \$25

Code	Date	Time	Location
1415.402	F-11/18	6:00-8:00 pm	VMP

Fondant Fun (12-Adult)

Come craft a cake. Learn to torte, frost, and decorate a cake without using decorating tools. Learn to make ropes, balls, and more! Go home with a completely decorated cake. \$15 material fee due at class. Instructor: Theresa Fredrickson Min/Max: 10/20 Fee: \$25

Code	Date	Time	Location
1415.403	F-9/23	6:00-8:00 pm	VMP

Candy Train (12-Adult)

Create an edible centerpiece for gift. Learn to assemble candy to create a train that is appropriate for any occasion. \$20 material fee due at class. Instructor: Theresa Fredrickson Min/Max: 10/20 Fee: \$25

Code	Date	Time	Location
1415.405	F-12/9	6:00-8:00 pm	VMP

Organic Gardening (Adult)

Learn how to grow fruits, berries, grapes, and vegetables without the use of harmful chemicals. An organic garden can be easy, fun, and save you money. Instructor: John Windsor

\$5 material fee is payable to the instructor Min/Max: 5/24 Fee: \$24

Code	Dates	Time	Location
1338.401	Sa-9/24	9:00 am-12:00 pm	VGP

Water Wise Landscaping (Adult)

Designed to show students how to have successful and prosperous gardens while using less water and other natural resources. Students will learn about drought tolerant plants, how and when to plant them for best results. Instructor: John Windsor \$5 material fee payable to the instructor. Min/Max: 5/24 Fee: \$24

Code	Dates	Time	Location
1338.402	Sa-9/24	1:00-4:00 pm	VGP

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MAKE A DIFFERENCE DAY SATURDAY OCT 22



Get Involved!

The City of Santa Clarita, in partnership with HandsOn Santa Clarita, will celebrate national Make A Difference Day on Saturday, October 22. Community members are invited to sign up to volunteer in honor of the national day of service. Projects will involve plantings, community clean-ups, painting, beautification and more.

Over the years we have engaged almost 10,000 people, hosted over 300 projects and contributed more than 44,500 hours of service to the Santa Clarita Valley... not only saving our community millions of dollars, but also empowering volunteers to Make A Difference and Be the Change. With your help, Make A Difference Day will help agencies provide the programs and projects that help to ease hunger, lend hope, leave tails wagging, create squeals of delight in children and build foundations for future growth.

By sharing your expertise, enthusiasm, and energy, you can make a difference in Santa Clarita.



HandsOn
SANTA CLARITA

To volunteer visit:
santa-clarita.com or VolunteerInSCV.org.



Art Classes

Oil Painting (12-Adult)

Step-by-step to beautiful paintings in oil. No-pressure relaxed atmosphere for successful paintings. \$75 material fee due to instructor at 1st class.

Instructor: SCV-ARTS, 200-3049 Min/Max: 5/10 Fee: \$80 (\$94 NR)-4 wks

Code	Start Date	Time	Location
1327401	Tu-9/13	6:30-8:00 pm	SCSC-AC

Basic Drawing for Everyone (13-Adult)

Drawing is a way of communicating. Will use still-life set ups and explore different media: charcoal, pen & ink wash, conte/ crayon & pencil. Learn the use of perspective/contour drawing, effects of light/shadow.

Instructor: Leslie Ann Halborg Min/Max: 6/15 Fee: \$64-7 wks
No Class: 9/5

Code	Start Date	Start Time	Location
1327411	M-8/29	7:00-8:00 pm	OOP



Your City Council is here to serve YOU!

Marsha McLean - Laurie Ender

Frank Ferry - Bob Kellar - Laurene Weste

Contact us at: 661-255-4395
or via email at: citycouncil@santa-clarita.com

PHONE NUMBERS YOU MIGHT NEED

Emergencies	911
Sheriff's Department (non-emergency)	255-1121
Fire Department (non-emergency)	286-0821
Animal Control	257-3191
Anonymous Crime Tip Hotline	284-2-TIP (2847)
Building Permits	255-4935
Bus Information (Schedules & Routes)	294-1287
Community Preservation (code enforcement)	286-9076
Graffiti Hotline	25-CLEAN
L.A. County Business License Division	255-7342
L.A. County Courthouse in Santa Clarita	255-7383
Report Streetlight Outage	800-611-7911
Report Dangerous Team Driving	877-310-7667
Report Illegal Dumping	294-2520

Seasons Fall 2011



Adult Classes

Dance Classes

Ballroom Dance (Adult-Couples only)

Great social dance preparation for parties, weddings, and cruises!
Instructor: Kendy Varnum, 661-670-0488 **Location:** NP **Min/Max:** 12/36
Fee: \$44 per person per class-6 wks
No Class: F-9/23 & Su-9/25

Newcomer: For those with little or no experience! Basic foundation of social Ballroom Dance introduced. Emphasis on positions, hand holds, and fun dance moves.

Beginning: Basic steps in two dances from the Latin, smooth, swing categories will be taught. **Prerequisite:** Newcomer

Round Dance: Designed to keep you moving! Learn various social dance routines which travel in counter clockwise pattern around the floor.
Prerequisite: Prior dance instruction.

Code	Level	Start Date	Time
1330.401	Newcomer	F-9/9	7:00-7:55 pm
1330.402	Round Dance	F-9/9	8:00-8:55 pm
1330.403	Newcomer	Su-9/11	4:00-4:55 pm
1330.404	Beg. Ballroom	Su-9/11	5:00-5:55 pm

Swing Dance Class (Adult)

Swing is an easy to learn dance, highly enjoyable, and lots of fun. Designed for beginners in a format that will have you dancing very quickly. Partner required. **Instructor:** Russell Evans **Min/Max:** 10/30 **No Class:** 11/25
Fee: \$28 per person-4 wks

Code	Level	Start Date	Time	Location
1336.401	Beg	F-9/9	7:00-8:00 pm	SCP
1336.402	Int*	F-10/14	7:00-8:00 pm	SCP
1336.403	Adv*	F-11/18	7:00-8:00 pm	SCP

* Prerequisite: Russell's Beginning Swing class.

Ballet (13-Adult)

Ballet improves posture, strength, and flexibility. Enjoy beautiful classical music, calm and quiet your mind, and develop long lean muscles. Ballet shoes and appropriate dance wear required. **Instructor:** Suzette Marechal **Min/Max:** 5/14 **Fee:** \$82 (\$87 NR)-8 wks

Code	Start Date	Time	Location
1337.401	Th-9/1	6:00-7:00 pm	SCSC-AC

Tap (Adult)

Bored with running, aerobics, or the stair master? Dance to various styles of music to keep energy and spirits up while learning the beautiful art of classical ballet or tap. **Location:** STAR Dance Center, 24264 Lyons Avenue, 253-9909 **Instructor:** Star Dance Staff, **Min/Max:** 5/12

Fee: \$150 (\$155NR)-10 wks

Code	Start Date	Time
1337.411	Th-9/1	6:30-7:30 pm

Hip Hop (16-Adult)

Stretch first, and get a cardio workout while learning some fun and funky hip hop moves. No experience required, just a love of today's hottest music! **Instructor:** Brittany Min/Max: 8/14 **No Class:** 10/10
Fee: \$82 (\$87 NR)-10 wks

Code	Start Date	Time	Location
1340.401	W-8/31	6:30-7:30 pm	SCSC-AC

Sassy Jazzy Dance (13-Adult)

Ladies, strut your stuff and burn away the calories as we explore a variety of dance styles. Everything from the 70's disco to Broadway show tunes, and more! No dance experience required. **Instructor:** Suzette Marechal **Min/Max:** 5/14 **Fee:** \$82 (\$87 NR)-8 wks

Code	Start Date	Time	Location
1340.402	Th-9/1	7:15-8:15 pm	SCSC-AC

Hula Hoop Dance (13-Adult)

Build core strength, burn calories, and have FUN! A variety of movement, hoop tricks and tips taught, encouraging development of your own unique style and flow. Hoops provided. **Instructor:** Susan Edwards **Min/Max:** 8/15

Code	Level	Start Date	Time	Fee	Location
1342.401	Beg	Tu-9/13	6:15-7:15 pm	\$72-8 wks	NP
1342.402	Inter	W-9/14	7:30-8:30 pm	\$56-6 wks	VMP

Belly Dancing (15-Adult)

Beginning: Ancient Belly dance, eloquent and exciting is presented in a fun supportive class for beginners. Finger cymbals & veils available for an optional fee. **Instructor:** Jenza

Continuing: Review basic dance vocabulary with props. Learn to combine movement seamlessly, practice short choreographed phrases.

Instructor: Mahalia Min/Max: 15/40 **Fee:** \$47-8 wks

Code	Level	Start Date	Time	Location
1344.401	Beginning	Tu-9/20	7:30-8:30 pm	NP
1344.402	Continuing	W-9/21	7:35-8:35 pm	NP

Latin Club Dance (Adult)

New to Latin dancing and wondering what all the hype is about? This class will give you the foundation you need to get out and dance the Bachata, Merengue, Cumbia (various styles) and more! No partner required.

Instructor: Jonathan Kraut **Min/Max:** 10/35 **Fee:** \$40-6 wks

Code	Start Date	Time	Location
1346.401	Th-9/15	7:30-8:30pm	SCP

Square Dance-Beginning I (10-Adult)

Learn the first 35 basic calls in square dancing using a mixture of music styles including, Country, Rock & Roll, Oldies, Big Band, and Pop! . No partner or experience necessary. Wear casual clothes and comfortable shoes. **Instructor:** Rod Shupling **Min/Max:** 16/40 **Fee:** \$70-10 wks

Code	Time	Start Date	Location
1348.401	7:15-9:15 pm	Tu-8/30	VMP

NR: Non-Resident Fee: NR (Non Resident) fees indicated throughout this magazine apply to those living outside of the City of Santa Clarita boundary line. Prior to registering for a class, please refer to the Resident/Non Resident Boundary Map on page 61 or visit santa-clarita.com/seasons, and select "Residency Status" to determine if you are a resident of the City of Santa Clarita.



Did you know that the new Santa Clarita Public Library offers programs for all ages? A full schedule of weekly programs at the City's three library branches are on tap for this Fall and you won't want to miss a single one!



Children

"One World, Many Stories" – children can sign up and get their reading logs for the summer reading program at any of the three branches, and programs for pre-school and school age children are planned for every week. Watch the events calendar on the library website (www.santaclaritalibrary.com) for details on programs featuring favorites such as Annie Banannie, Swazle Puppets, Buster Balloon, Wildlife Company, and Chazz the Drummer.

Programs

Children & Families

To celebrate its cultural tapestry, the City of Santa Clarita Library will be offering the following Cultural Landscape programs and events September through December, coordinated by the Santa Clarita Human Relations Forum.

These free events and programs will feature international music and dance and theatrical performances, and interactive multi-cultural story times and crafts for children. Cultural programs and events are organized in partnership with numerous community agencies, including Santa Clarita's Human Relations Forum, College of the Canyons, Valley Interfaith Council, and William S. Hart Union High School District.

TUE, SEPT 6 10:00 a.m. and 11:00 a.m.

Preschool Storytime

Stories about children and families from many places and traditions.

Canyon Country Jo Anne Darcy Library
18601 Soledad Canyon
Santa Clarita, CA 91351

WED, SEPT 14 (Ages 6-12) 4:00 p.m.

Native American Petroglyph Art

Art Educator, Margo Gravelle, will teach children ages 6-12 how to create a pictograph in the Native American petroglyph tradition.

Valencia Library
23743 Valencia Blvd
Santa Clarita, CA 91355



SAT, SEPT 17 (Family Program) 2:00 p.m.

Dream Carver Oaxacan Wood Carver

Dream Carver is a bilingual, musical puppet show for the whole family about Oaxacan wood carver, Manuel Jimenez. The story is based on Dream Carver, a children's book by Diana Cohn.

Newhall Library
22704 9th Street
Santa Clarita, CA 91321

TUE, OCT 4 (All ages) 3:30 p.m.

Mexican Papel Picado

All ages are invited to punch and cut colorful tissue paper banners in the Mexican Papel Picado tradition. Make them as simple or as elaborate as you wish!

Newhall Library
22704 9th Street
Santa Clarita, CA 91321



SAT, OCT 08 (Ages 6-12) 3:00 p.m.

Amate Bark Painting

Art Educator, Margo Gravelle, will teach children ages 6-12 techniques for creating Amate bark paper paintings, an ancient art tradition of the Otomi people in Mexico.

Canyon Country Jo Anne Darcy Library
18601 Soledad Canyon
Santa Clarita, CA 91351

WED, OCT 12 10:00 a.m.

Baby and Toddlers Storytime

Stories about children and families from many places and traditions.

Valencia Library
23743 Valencia Blvd
Santa Clarita, CA 91355

for Everyone!

Teens

Adults

SAT, NOV 5 (All ages) 2:00 p.m.

'Where in the World Have I Wandered?'

Georgette's bilingual stories from around the world and array of musical instruments will have kids of all ages wondering where they can wander.

Canyon Country Jo Anne Darcy Library
18601 Soledad Canyon
Santa Clarita, CA 91351

WED, NOV 9 (Ages 6-12) 4:00 p.m.

Korean Horang-i Folk Painting

Children ages 6-12 will paint Korea's mythological tiger, Horang-i, on rice paper. Historical background and art technique will be provided by Art Educator, Margo Gravelle.

Newhall Library
22704 9th Street
Santa Clarita, CA 91321

TUE, NOV 15 (All ages) 6:30 p.m.

Chazz

Discover the universal rhythm with Master Percussionist, Chazz. The whole family can participate in an interactive drum-circle using African Djembe drums.

Valencia Library
23743 Valencia Blvd
Santa Clarita, CA 91355



SAT, DEC 3 2:00-3:30 p.m.

Family Food Festival

Bring a dish of your family's favorite everyday or celebration food to your nearest library and sample what other families in our community eat. Table-top cards will be available for you to write your dish's name and background. Valencia, Canyon Country Jo Anne Darcy, Newhall branches.

"You Are Here" - Maintain good reading habits during the summer while having fun interacting with your friends in the library. Teens ages 13 to 17 will maintain reading lists and receive prizes and incentives for reading. Watch the library online calendar on our website for news of weekly programs.

Teen Advisory Board - The library staff invites teens ages 13-17 to help plan programs and advise the youth services librarian and staff on matters of interest to teens. The Teen Advisory Board (TAB) will meet the first Tuesday of each month starting in August in Valencia. Apply at the Valencia Library starting July 5.

Teen Book Club - Get together with your friends and talk about the books you love on the second Wednesday of each month in Valencia and Canyon Country.

Anime Club - Meet in the Valencia and Canyon Country branches once a month to read, discuss and learn about New Manga titles available at the library.

Special Programs - watch our website for news of special programs such as how to make Candy Sushi and making Duct Tape Bags and Wallets, and performers featuring magic, storytelling, and airbrush tattoos.

Adult Summer Reading Program

- **"Novel Destinations"** - Explore new experiences and journey to exotic locales on a literary expedition through the library. You might take an Odyssey with Homer or book A Passage to India with E. M. Forster...the options are wide open and the horizons limitless. Adults can sign up to receive a library passport. Collect passport stamps for books read and turn it in to receive a memento token and a raffle entry to win a Sony Nook or an Amazon Kindle!

NaNoWriMo - Love books? Write one! November is National Novel Writing Month. Join Nanowrimo participants around the world as we all struggle to write 50 thousand words in 30 days. Learn how to silence your inner critic under the weight of crushing deadlines and earn merit badges as you complete challenges like word-count padding and abusing caffeinated beverages. Writing begins November 1, and ends at midnight November 30. Check out nanowrimo.org to see what you'll be in for.

Family Development Programs - The City of Santa Clarita will present a series of programs for parents and families at the library. Explore topics related to parenting and childhood health and education. Check the online calendar for specific programs and times.



For more information on your City of Santa Clarita Public Library please visit our website at:

santaclaritalibrary.com



Santa Clarita Valley Senior Center

Improving Our Community for an Aging Society

The SCV Senior Center offers over 100 educational, recreational, and supportive programs on a regular basis. Most activities are for adults 18 and over.

Classes

Arts & Crafts Classes:

Art & Calligraphy
Needlework & Crafts
Mixed Media
Oil Painting
Origami
Watercolor

Exercise Programs:

Aerobics
Arthritis Foundation Exercise
Chair Exercise
Pilates
Qigong
Tai Chi Ch'uan
Yoga
Zumba Gold

Dance & Music:

Hula
Line Dance
Men & Ladies Glee
Orchestra
Silvertone Singers
Swing Jazz Club
Tap Dance

Personal Development:

AARP Drivers Safety
Creative Writing
Live, Laugh, Love
Self-Improvement

Recreation & Leisure:

Bridge
Canasta
Chess Club
Community Dance
Duplicate Bridge
Food Bingo
Improvisation Club
Mah Jongg
Senior Cinema
Wii Games

Educational & Technical Training:

Amateur Radio Club
Archeology & Anthropology
Computer Training
Current Events

Services

Assistance / Support
Handyworker Services
Health and Wellness
Nutritional
Transportation
Trips and Tours
Volunteerism
and more..

For more information about our classes or services, please call or visit our website at:

scvseniorcenter.org

SCV SENIOR CENTER
22900 Market Street
Santa Clarita, CA 91321
Call: 259-9444 • Fax: 661-259-1647
Email: admin@scvsc.org

City of
SANTA CLARITA

A proud sponsor of the SCV Senior Center

ARTS VENUES

Section IV



4.1 Introduction

Arts facilities and venues are essential in supporting a creative community, as almost all arts related activities require a site for performances or visual art displays to occur. The development of the Arts Venues Initiative involved conversations with a variety of stakeholders, including leaders of local arts organizations and associations, professional musicians and visual artists, educators, developers, economic development experts, and a television studio owner. This Initiative also included an online survey of arts facilities and venues and the completion of a directory of arts facilities in Santa Clarita. The Arts Venues section of the Arts Blueprint addresses three areas, with the primary focus on the Arts Mall Conceptual Plan. The Arts Mall concept is the first step to a long-term solution for supporting arts in Santa Clarita, as well as an idea that could make Santa Clarita renown as an arts and cultural center:

- 7) Arts Facilities Directory
- 8) Arts Facilities and Venues Survey
- 9) Arts Mall Conceptual Plan

4.2 Arts Facilities Directory

The directory is a simple tool to identify the facilities and venues available in Santa Clarita. While it is unlikely to have captured every site in town, it does demonstrate the need for more arts venues, as most of the locations listed are being used almost to capacity. The directory has several categories, such as colleges, dance studios, libraries, music venues, schools, theaters, visual arts venues, and miscellaneous multipurpose sites. Only the colleges and the schools have large venues for performances, and there is no location, other than the California Institute of the Arts, that has a large space dedicated to display visual art pieces. The directory is a vital piece in clarifying that an arts venue solution would need to be broad and visionary.

RECOMMENDATION 17 – Continue to develop the arts facilities directory and make it available to the community through the City of Santa Clarita and 661Arts.com websites.

4.3 Arts Facilities and Venues Survey

The survey was conducted by sending an e-mail to anyone who had registered for any City Recreation program over the last year. This method was used as it was vital that the results were not just from those who were already part of the arts, but more a reflection of the entire Santa Clarita community. The survey was completed by almost three hundred individuals and the responses contributed to the approach taken in the Arts Mall Conceptual Plan. Highlights of the survey's key findings are as follows:

- 70% of the respondents have a family member that participates in the arts.

- 94% indicated that they or a family member have attended a City-sponsored art event.
- 53% attend art events in the City multiple times throughout the year.
- 27% leave the Santa Clarita Valley once a month or more for arts entertainment.
- 96% have attended an arts event at a local arts facility, with the Santa Clarita Performing Arts Center at College of the Canyons being the most visited of these venues.
- 53% spend between \$50-\$100 a month on arts activities.

From the survey results, it can be deduced that there is a large number of Santa Clarita residents who both participate in and attend arts related activities in Santa Clarita, and that a significant number of people are leaving the valley on a regular basis for their arts entertainment needs.

4.4 Arts Mall Conceptual Plan

Through the assessments above and from the input a variety of stakeholders, an idea was developed that would not only meet the needs of the local arts community, but would also serve as a major economic development tool. The idea is to create a place that offers a mix of for-profit and non-profit spaces and creates a destination site for individuals and associations and organizations from across California and the nation. The idea does not have a name, but for the purposes of this document is referred to as the Arts Mall. The Mall would function on multiple levels:

- Promote the City of Santa Clarita as a destination for state and regional art and music conferences and festivals.
- Provide state-of-the-art performance and visual art venues for local organizations.
- Provide hundreds of jobs during construction and continued employment opportunities at the various spaces located in the Mall.
- Allow local arts groups to reach a larger audience.
- Serve as a magnet for regional and national performers and artists.

As described in the Conceptual Plan, the Arts Mall will include retail sites, restaurants, public art galleries, a City-sponsored arts center, a conference center, an outdoor amphitheater, and a variety of performance venues. A key to the success of the concept is that the Mall itself is a piece of art, with unique first-of-its-kind architecture that attracts attention and interest before the visitor even enters the site.

The Conceptual Plan was the first step in a very long process that will require further research and discussions. The next step is to assess the feasibility of the concept and to determine if there is a location within the City of Santa Clarita that would be ideal for the Arts Mall to be located.

RECOMMENDATION 18 – Fund the development a feasibility study for the Arts Mall concept including identification of a site and funding options.

4.5 Conclusion

In the development of the Arts Blueprint, almost every initiative area has had discussions about facilities and venues. It is a crucial element to maintaining and developing the arts community in Santa Clarita. With the idea of the Arts Mall, the need for arts facilities is addressed in a creative and innovative way and with a combination of private and public funds being invested in this concept. With economic development being such a vital part of the idea, the potential outcome would not only alter the future of the local arts community, but could also transform Santa Clarita into a major arts and cultural destination.

4.6 Attachments

- 4A - The Arts Mall Conceptual Plan
- 4B - Santa Clarita Valley Facilities Directory
- 4C - Facilities and Venues Survey Results

The Arts Mall Conceptual Plan

A vision for Arts Venues by Arts Commission Vice-Chair Eric Schmidt

The following report is based upon input gathered from local arts groups, City Arts and Events personnel, The City Business Development Department, an Arts Commission Venues Committee, a City sponsored 'art survey,' and the five Arts Commissioners.

TheArtPark artspace theartsmall
ArtZone
theXFactory creatEcenter ArtGenesis
sonicpalette
THEideaSPACE InfiniteIdeas arthouse
Cre8Zone
cre8avision **ARTMART** creationcenter
SonicVision
SoundColorVision cre8space theartworks
outOFtheBOX

A creative vision for our City's future.

Whatever it's called, what it will be is a large and unique home for the arts. Based upon a partnership between the City of Santa Clarita and private developers it will include retail sites, restaurants, public art galleries, a city sponsored art center, a conference center, an outdoor amphitheater and a variety of performance venues.

TheArtPark functions on multiple levels:

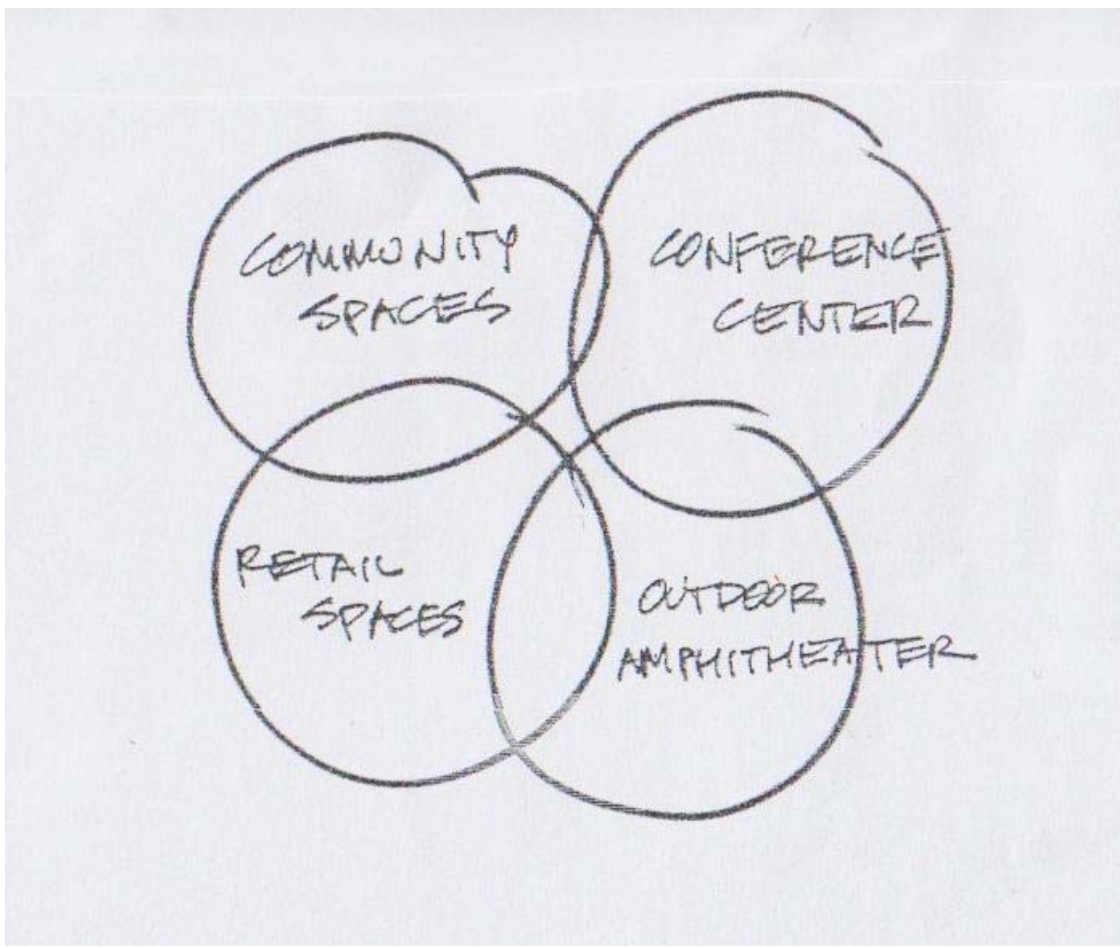
1. It will be the centerpiece of a marketing campaign that will promote the City of Santa Clarita as a number one destination point for state and regional music and art conferences and

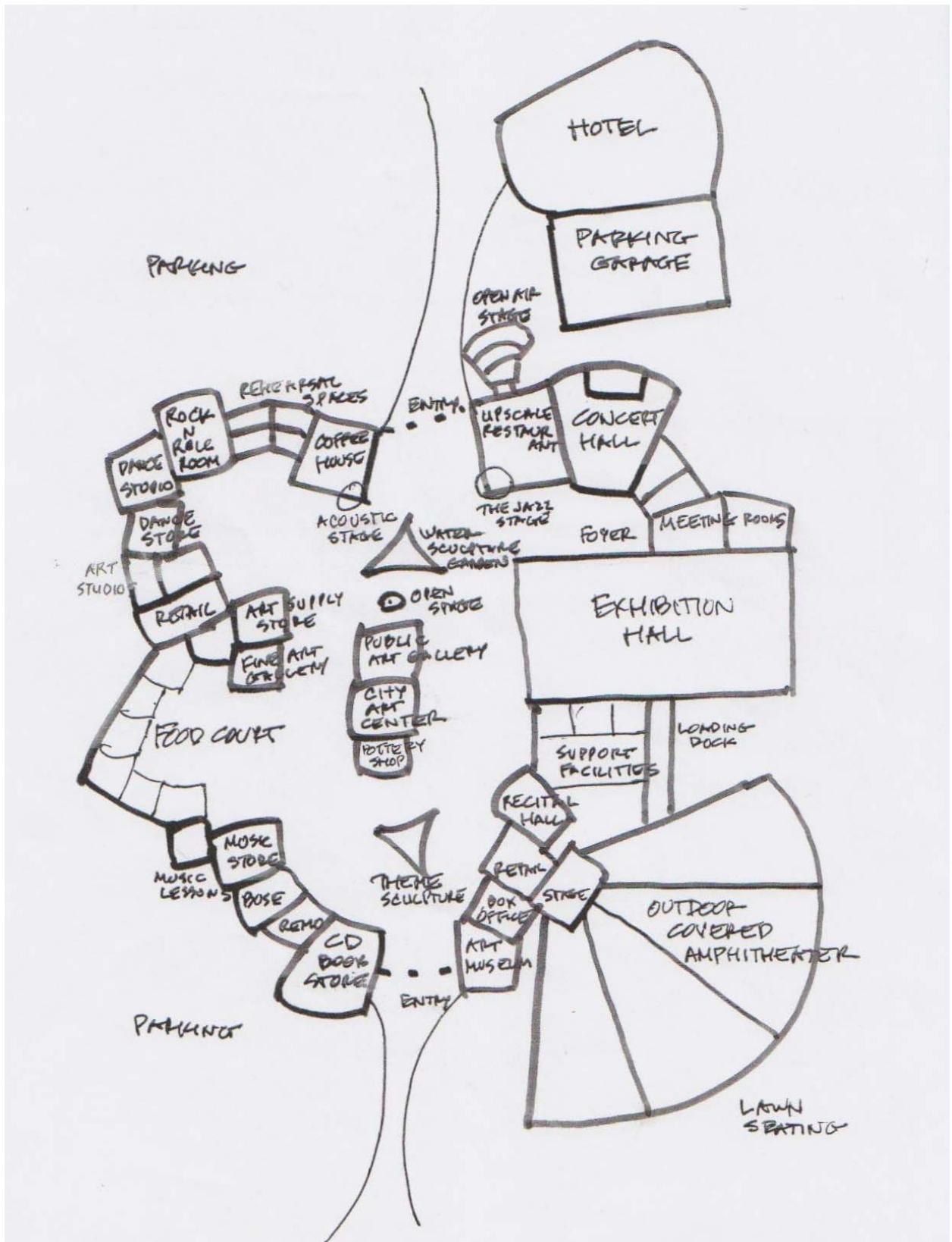
festivals. Thus, **theartsmall** can become a huge factor in attracting tourism dollars into our local economy.

2. **cre8space** will provide badly needed state-of-the-art, but affordable, performance venues for use by Santa Clarita Valley music, theatre, art and dance organizations. As we exist now, our community is sorely lacking in quality performance venues. There are tens of thousands of local residents who participate in artistic events and, at this time, are underserved by our City's current level of support.
3. The construction of **cre8Zone** will provide for hundreds of jobs, for several years, for those in the building trades, as well as material and equipment providers.
4. The retail spaces will offer multiple employment opportunities and will help to provide financial support for the performance venues of **theartworks** by providing a continuing source of income for maintenance, utilities and upgrade expenses.
5. While being a home for our many, and varied, local arts groups **theXFactory** will allow our community arts organizations to reach a larger audience and share their art form with a wider audience.
6. The **ArtZone** would become a magnet for a variety of nationally recognized performers, bands, troupes and ensembles. Current city residents have to travel 'over the hill' to attend concerts, taking their entertainment dollars with them. By having venues that are attractive to touring groups we can keep our money here and eventually even attract outside visitor dollars.
7. **creatECenter** could serve as a unique focal point for the future development of the Whitaker-Bermite property.

What it might look like:

As a very unique, really, a first-of-its-kind type of structure, there is no existing model. You'll have to use your imagination and think: Cirque du Soleil (in a tent), meets Denver International Airport, meets Austin City Walk, with a dash of.....Nashville, LA Live and Epcot Center. The basic design concept would include four dedicated areas: the conference center, the amphitheater, community use, and retail sites.





Possible construction funding sources:

1. The City could supply the land and offer other incentives to attract a developer and the retail establishments.
2. Corporations could fund and name a particular venue or stage.
3. An overall 'giant' sponsor could name the entire facility.
4. A City bond issue could help fund the initial construction. As ten of thousands of local residents are deeply involved in some form of the arts, they would be the major benefactors of such a facility. It would seem to be a very logical investment for them and the City to make.
5. Companies that are focused on art and music (i.e. Remo, Roland, Yamaha, Bose, Disney, Sony) could have retail stores or 'museums' featuring their products.
6. Some existing valley arts groups may want to make the art center their 'home' and focus already budgeted monies here.

Performance Venues (either City or privately owned and operated)

1. Piano Recital Hall
 2. Concert Hall
 3. Outdoor Amphitheater
 4. The Rock-n-Roll room
 5. The Coffeehouse stage
 6. The Jazz stage
 7. The Conference Center
- To include a medium size exhibition hall, several smaller conference halls, a selection of meeting rooms and catering facilities

Type of retail tenants:

1. Art supplies
2. Musical instruments (there could be several locations)
3. Dance wear shops
4. Instrument repairs
5. CDs and records (a boutique)
6. A food court
7. A coffee house
8. Dance Studio
9. Visual art schools
10. Fine art gallery

11. Upscale dining facilities

Other rental spaces:

1. Recording studio
2. Rehearsal spaces for dance and rock-n-roll bands
3. Private art studios
4. A pottery studio/shop
5. Private instrumental instruction studios
6. Instrumental repair shop

City owned and operated spaces:

1. Art gallery (for local artist presentations)
2. Sculpture garden (with water design element)
3. City Art Center, for art classes
4. Rehearsal spaces for existing arts groups such as Escape Theater, Master Chorale, and SC Ballet.
5. Management and booking office.
6. Facility support.

Besides having delegated spaces for visual art to be displayed throughout, the cre8Zone would have walls and floors painted with murals and designs by local school art programs.

The performance venues should each have a primary use and several secondary functions. This will allow us to avoid the one-size-fits-all approach, which often ends up with a space that doesn't work well for anything. By having each stage and performance area focused on serving a specific goal we can design and construct each for a minimal cost and a maximum result. For example in the piano recital hall, you don't need a very large stage with curtains and complex lighting or a large audio support system. This room would also work well for lecture presentations or small chamber ensembles.

The Rock-n-Roll Room doesn't need fancy seating or posh appointments.

The idea is to make the venues available to any of our residents for free or with very minimal fees possible. Outside groups and for-profit promoters would be charged a prevailing industry rate.

Type of performance venues would include:

1. Piano recital hall, 300 fixed seat capacity. Secondary use for small acoustic ensembles and lectures. Simple sound and lighting support.



2. Concert hall with a 800-1000 portable seat capacity. A room designed specifically for live ensembles including bands, orchestras, and choirs. Also dance recitals and visiting touring larger ensembles. This would be a part of the conference center and adjacent to the main exhibition hall.





3. The Jazz Room. A space for small jazz groups (think of a piano trio) that would be part of an upscale restaurant.
4. The Rock-n-Roll Room. No permanent seating. Capacity 300-500 standing, or in festival seating (bring your own). A simple stage with limited lighting and sound support, as the visiting bands would bring in their own gear. Designed for ear-splitting decibels, it would need to be constructed out of titanium or kryptonite.



5. The Coffee house. A small performance area (50-100) adjacent to a coffeehouse where local singers would be showcased.



6. The Amphitheater (2500-8000). A full stage, with a covered audience area, that is open on all sides to additional seating on grass. Would be a permanent home for the City's Summer Concert Series. By having a more attractive and permanent venue the City should be able to attract bigger and more recognized name acts.
7. An outdoor stage, for small bands and theatre performances with simple amphitheatre seating. No lighting or sound support.
8. Several simple, inside open air stages, where a solo act or small group would be featured. Some sparse built-in seating near them and very limited sound and light support.

Other possible features:

1. A small cinema theater for art-house films and film festival screenings. Secondary use for lectures and meetings.
2. A dinner theatre.
3. An adjacent upscale hotel would be advantageous to help attract conventions and add additional meeting and conference facilities.
4. Adjacent parking garage.

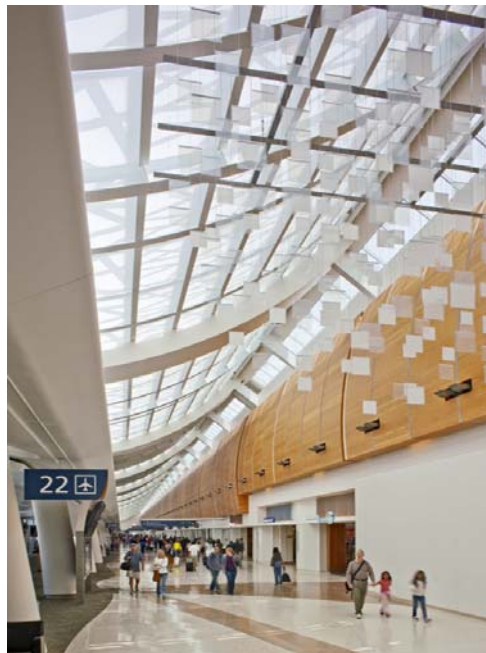
The "arts" have historically been under-financed by communities throughout the United States. While they represent an integral and

large segment of our society they still rely upon the generosity of a few well funded endowments, individuals, and corporate sponsors. One of the largest expenses for any art group is that of rent/lease for performance sites. While our City invest in parks, swimming pools, baseball, soccer and football fields, to be enjoyed by our large sports community, now is the time for our community to make an equal investment in sites that would be utilized by our equally large creative community (see “art survey” that list the number of local residents interested and participating in the arts). The relative health of a society is often measured in what it deems important via what it spends its resources on. The arts are considered by many to be one of the most valuable areas to support, as it defines our society’s willingness to look inside to its own collective soul. Numerous national studies have shown that aggressive financial support of the arts, by a municipality, can have a very positive result, both financially for the city and surrounding area, and for the enjoyment and expression of the citizens. It can become a defining element in the city’s personality (think of Nashville and Austin and Monterey for music. Laguna Beach and Sedona for visual arts). The City of Santa Clarita is optimally situated to become a new “center for the arts” in the western United States. Already existing nationally recognized local institutions such as Cal Arts and The Cowboy Festival, the coming new Disney Studios, as well as our rich history as a location for hundreds of films and television productions prepares us well to be a leading community of the arts.

In today’s current economic environment, it seems fool-hardy to envision such a large undertaking as the **artspace**. However, it is exactly this kind of creative thinking, thinking “out of the box” and planning ahead that will allow us to differentiate our community from others. A recent study, commissioned by the City of Santa Clarita, reports that we could support a medium size conference and convention center. By focusing the design on a specific ‘niche’ we can brand Santa Clarita as a unique destination point. One that supports and welcomes the arts as a way of producing not only economic growth, but a healthful exploration of the creative spirit. **cre8avision** would fill the needs and desires of tens of thousands of our City residents who participate in art events. Enhancing not

only their personal lives, but further enhancing the attractiveness of our entire valley.

TheArtPark..... a creative vision for our City's future







Santa Clarita Valley Arts Facilities

Colleges	Website	Phone Number	Address
College of the Canyons	http://www.coc.cc.ca.us/	(661) 259-7800	26455 Rockwell Canyon Road
California Institute of the Arts	http://www.calarts.edu/	(661) 255-1050	24700 McBean Pkwy.
The Masters College	http://www.masters.edu/	(661) 259-3540	21726 Placerita Canyon Road
Dance	Website	Phone Number	Address
The Dance Experience (Santa Clarita Stars Dance Program)	http://www.thedanceexperience.net/	(661) 251-7460	26951 Ruether Ave
Dance Studio 84	http://www.dancestudio84.com/	(661) 775-7655	27889 N Smyth Dr.
Preciado's Ballroom Dance	www.pbds.tv	(661) 290-3359	24811 Railroad Ave.
New World Dance Center For the Media and Performing Arts	www.newworlddance.biz	(661) 702-9512	18906 Soledad Canyon Rd
Pamela Johnston's Dance Studio	www.pamelajohnstonsdancestudio.com	(661) 252-0357	17716 Sierra Highway
Santa Clarita Ballet Company/Academy	http://www.santaclaritaballet.net/	(661) 251-6844	26798 Oak Ave.
Star Dance Center	http://www.stardancecenter.com/	(661) 253-9909	24264 Lyons Ave

Studio 1 Dance Academy	www.studio1danceacademy.net	(661) 296-1268	28028 Seco Canyon Rd
Libraries	Website	Phone Number	Address
Canyon Country Library	http://www.colapublib.org/libs/canyoncountry/	(661) 251-2720	18601 Soledad Canyon Rd.
Newhall Library	http://www.colapublib.org/libs/newhall/	(661) 259-0750	22704 W. Ninth St.
Valencia Library	http://www.colapublib.org/libs/valencia/	(661) 259-8942	23743 Valencia Boulevard
Miscellaneous/ Multipurpose	Website	Phone Number	Address
Barnes and Noble Booksellers	http://www.barnesandnoble.com/	(661) 254-6604	23630 Valencia Boulevard
Borders Books	http://www.bordersstores.com/	(661) 286-1131	24445 Town Center Drive
Friendly Valley Auditorium	none	(661) 252-3223	19345 Avenue of the Oaks
J.R's Comedy Club	http://www.comedyinvalencia.com/	(661) 259-2291	27630 The Old Road
SCV Arts	http://www.scvarts.com/	(661) 200-2291	27737 Bouquet Canyon Rd #113
SCV Senior Center	http://www.scvseniorcenter.org/	661) 259-9444	22900 Market Street
Saugus Speedway	http://www.saugusspeedway.com/	(661) 259-3886	22500 Soledad Cyn Rd

Heritage Junction at William S. Hart Park	http://www.scvhs.org/	(661) 254- 1275	24101 San Fernando Road
Valencia Hyatt	http://valencia.hyatt.com/hyatt/hotels/	(661) 799- 1234	24500 Town Center Drive
Vibe Performing Arts Studios	http://www.vpasonline.com/	(661) 255- 7464	24460 1/4 Lyons Avenue
Music	Website	Phone Number	Address
Artistic Development, Inc.	www.artistd.com/	(661) 222- 3168	23502 Lyons Ave. Suite 104A
Doc's Inn	http://www.docsinn-newhall.com/	(661) 254- 1651	23912 Lyons Ave
Keyboard Galleria Music School	www.keyboardgalleria.com	(661)259- 5397	21515 Soledad Canyon Rd
Little School of Music	http://www.littleschoolofmusic.com	(661) 222- 2239	26111 Bouquet Cyn. Rd. #G5
Lowe's Music	http://www.lowesmusic.com	(661) 259- 5502	22932 ½ Lyons Ave.
The Music Tree	none	(661)255- 2503	24324 Walnut St
The Vu Ultra Lounge	none	(661) 255- 7833	22505 West 8th Street
Mixer's	www.mixerslounge.com	(661) 296- 7700	26532 Bouquet Cyn. Rd.
Salt Creek Grille	http://saltcreekgrille.com/	(661) 222- 9999	24415 Town Center Dr.

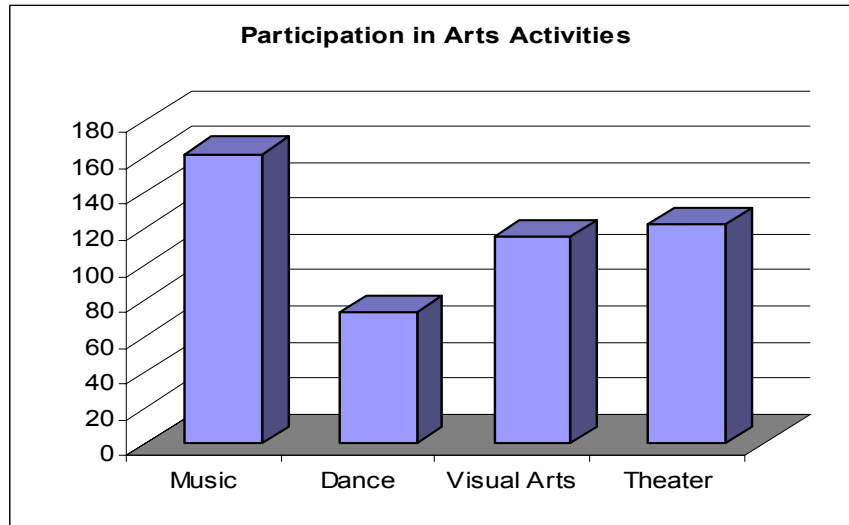
Hubbadaddy's Studios	www.hubbadaddys.com/	(661) 287-4480	26330 Diamond Place #140
Antioch Church	None		24422 Chestnut St.
World Music	www.worldmusicnewhall.com	(661)288-2616	23566 Lyons Ave #101
Schools	Website	Phone Number	Address
Newhall School District	http://www.newhall.k12.ca.us	(661) 291-4000	25375 Orchard Village Rd. Suite 200
Dr. J Michael McGrath, Meadows, Newhall, Oak Hills, Old Orchard, Peachland, Pico Canyon, Stevenson Ranch, Valencia Valley, Wiley Canyon			
Saugus Union School District	http://www.saugus.k12.ca.us/	(661) 294-5300	24930 Avenue Stanford
Bridgeport, Cedar creek, Charles Helmers, James Foster, Highlands, Mountainview, Northpark, Plum Canyon, Rio Vista, Rosedell, Santa Clarita, Skyblue Mesa, Tesoro del Valle, West Creek Academy			
Sulphur Springs School District	http://www.sssd.k12.ca.us/sssdhp.htm	(661) 252-2100	17866 Sierra Highway
Canyon Springs, Fair Oaks Ranch, Leona Cox, Mint Canyon, Mitchell, Pinetree, Sulphur Springs, Valley View, Golden Oak			
William S. Hart Union School District	http://www.hart.k12.ca.us/	(661) 259-0033	21515 Redview Dr.
Arroyo Seco Jr. High, La Mesa Jr. High, Placerita Jr. High, Rancho Pico Jr. High, Rio Norte Jr. High, Sierra Vista Jr. High			
Canyon High, Golden Valley High, Hart High, Saugus High, Valencia High, West Ranch High, Bowman, Academy of the Canyons			
Theatre	Website	Phone Number	Address

Canyon Theatre Guild	http://www.canyontheatre.org/	(661) 799-2700	24242 San Fernando Road
Repertory East Playhouse	http://www.repeastplayhouse.org/	(661) 288-0000	24266 San Fernando Road
Visual Arts	Website	Phone Number	Address
B & R Gallery	http://www.bnr-art.com/	(661) 298-2038	17720 Sierra Highway
Elaine Wilson Studios	http://www.elainewilsonstudios.com/	(661) 253-1925	27016 Waterside Court
Fine Art and Soul	http://www.fineartandsoul.com	(661) 775-4900	28271 Newhall Ranch Rd.
Joy Art Gallery	n/a	(661)254-1717	23417 Lyons Ave
Kids Art	http://www.kidsartclasses.com	(661) 260-1774	25856 Tournament Rd.
Mission: Renaissance Fine Arts Studio	http://www.fineartclasses.com	(661) 290-2722	24251 Town Center Dr. Suite 125
Picasso's Playmates	www.picassoplaymates.com	(661) 254-4290	22432 13 th Street

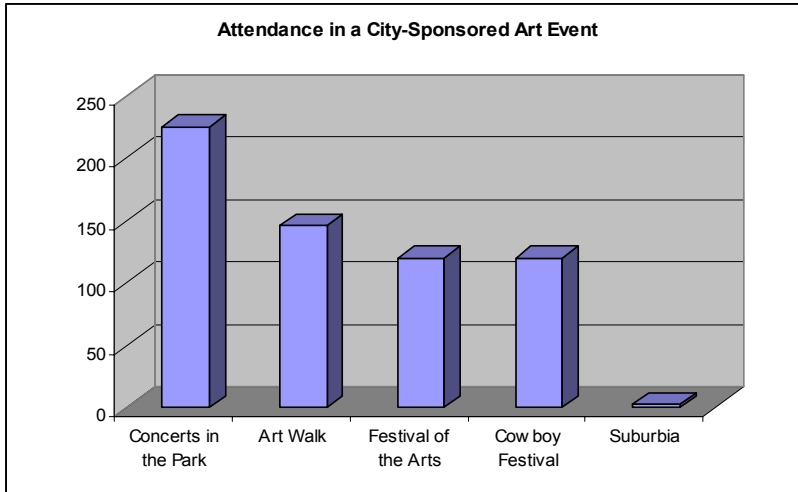
Arts Blueprint for Facilities and Venues Survey Results 2011

The survey was conducted by sending an e-mail to anyone who had registered for any City Recreation program over the last year. This method was used as it was vital that the results were not just from those who were already part of the arts, but more a reflection of the entire Santa Clarita community.

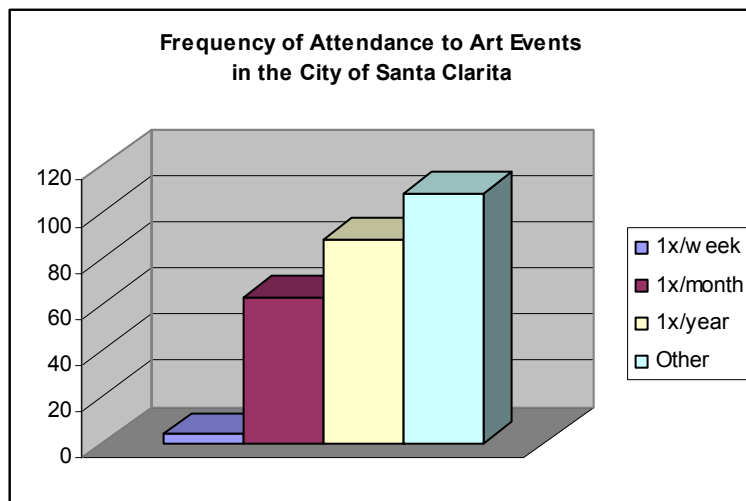
- There were a total of 278 respondents.
- Two hundred six (206), or 70 percent, of the respondents said they or a family member participate in arts activities, as follows:
 - Music – 78 percent
 - Theater – 59 percent
 - Visual Arts – 56 percent
 - Dance – 35 percent



- Ninety-four percent (261) indicated that they or a family member had attended a City-sponsored art event, broken down as follows:
 - 86 percent had attended Concerts in the Park
 - 56 percent had attended Art Walk
 - 46 percent had attended Festival of the Arts
 - 46 percent had attended the Cowboy Festival
 - 1 percent had attended Suburbia

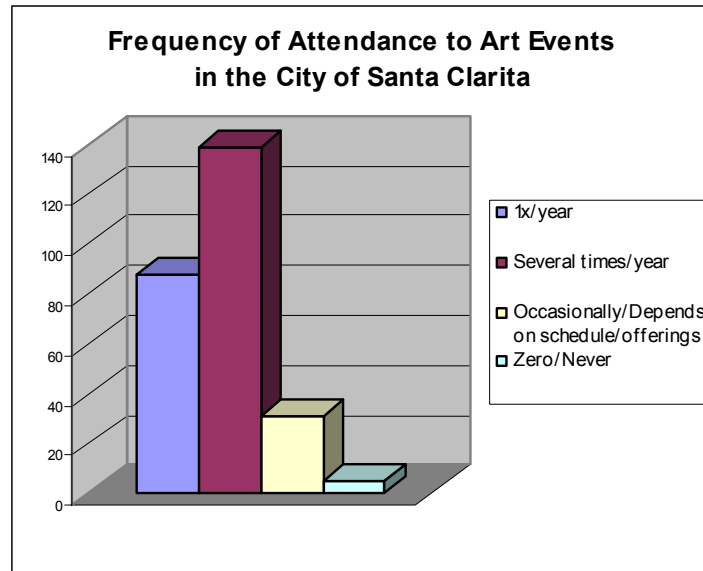


- Of the 263 respondents who answered the question about frequency of attendance to art events in the City, 33 percent said they attend or participate once a year, 24 percent said they attend once a month, and another two percent said they attend once a week. Forty-one percent answered “Other.”

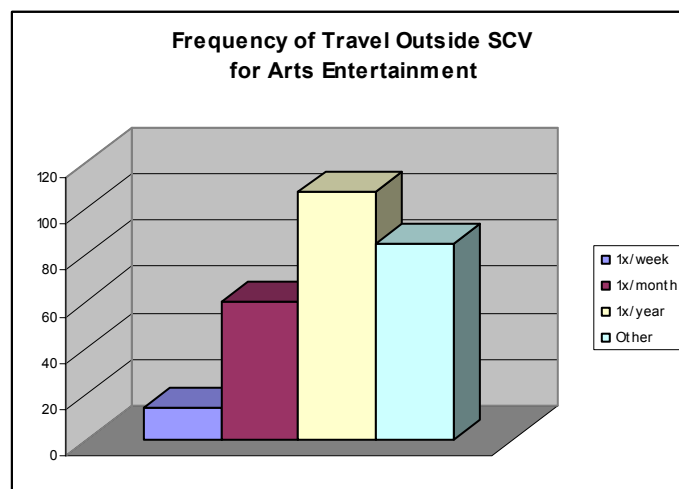


NOTE: Below is a different way of looking at the responses to the same question, where the “Other” category is broken down into “several times/year,” “occasionally,” and “zero.” The responses for “once a week” and “once a month” were lumped with “several times/year.”

- Of the 263 respondents who answered the question about frequency of attendance to art events in the City, 139 (53 percent) indicated that they attend several times a year, 88 (33 percent) attend once a year, and 31 (12 percent) attend occasionally or depending on schedule and/or type of events offered. Only five (two percent) of respondents said they do not or have never attended an art event in the City.



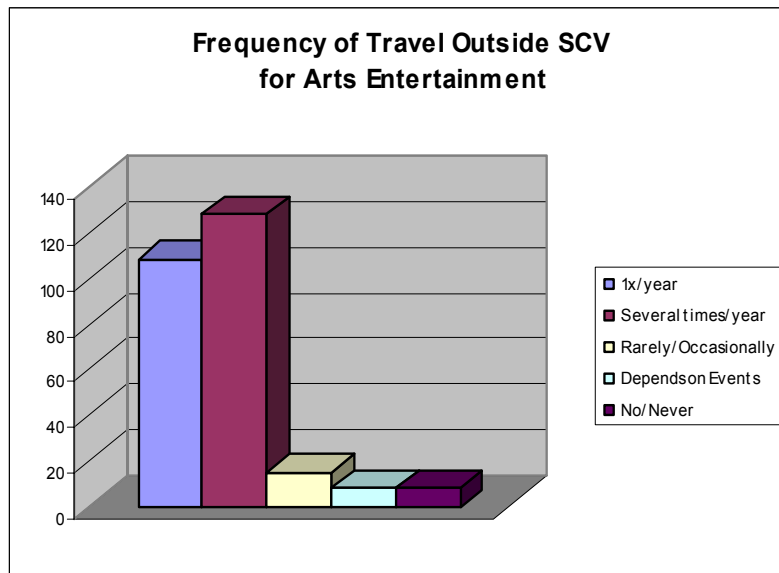
- Two hundred sixty-seven respondents answered the question about frequency of travel outside the Santa Clarita Valley (SCV) for arts entertainment. Five percent of the respondents said they go out of SCV once a week, 22 percent said they do once a month, and 40 percent said they travel outside SCV for arts entertainment once a year.



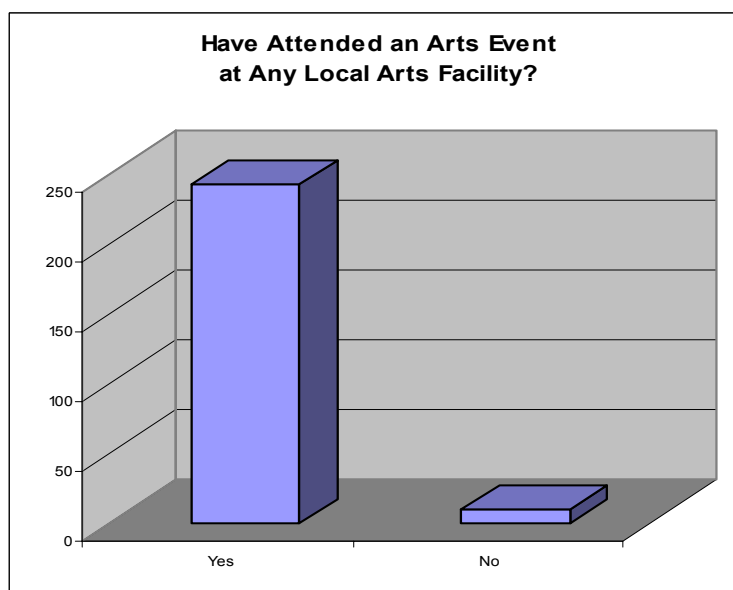
NOTE: Below is a different way of looking at the responses to the same question, where the “Other” category is broken down into “several times/year,” “occasionally,” and “zero.” The responses for “once a week” and “once a month” were lumped with “several times/year.”

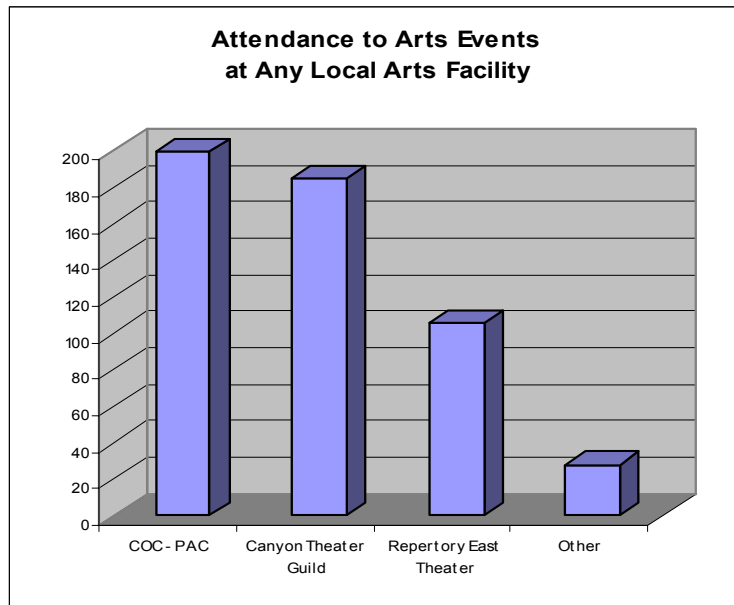
- Two hundred sixty-seven respondents answered the question about frequency of travel outside the Santa Clarita Valley (SCV) for arts entertainment. Forty-eight

percent or 128 of these respondents said they do so several times a year, 40 percent or 108 said once a year, six percent or 15 travel rarely or occasionally outside SCV for arts entertainment, and three percent or 8 respondents said they do so depending on events. Another three percent indicated that they do not go outside SCV for arts entertainment.



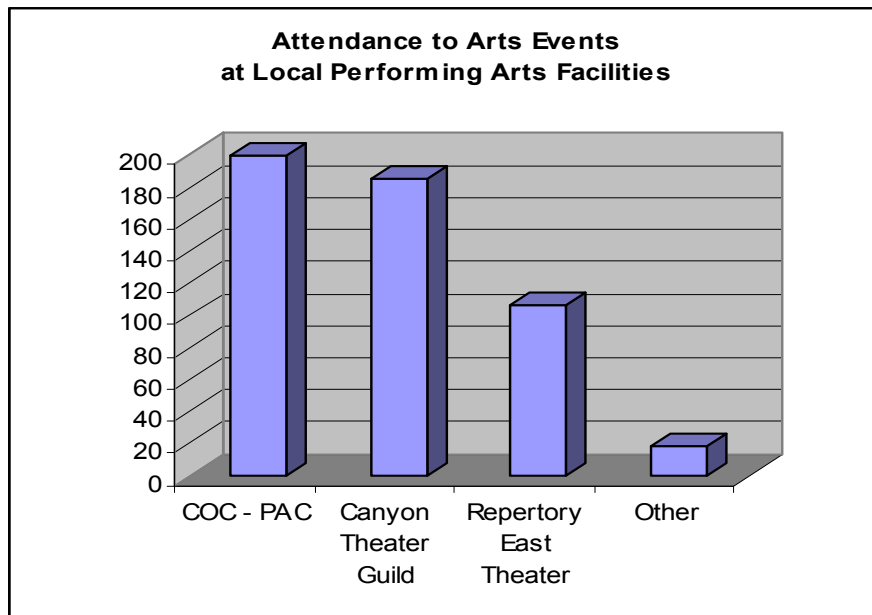
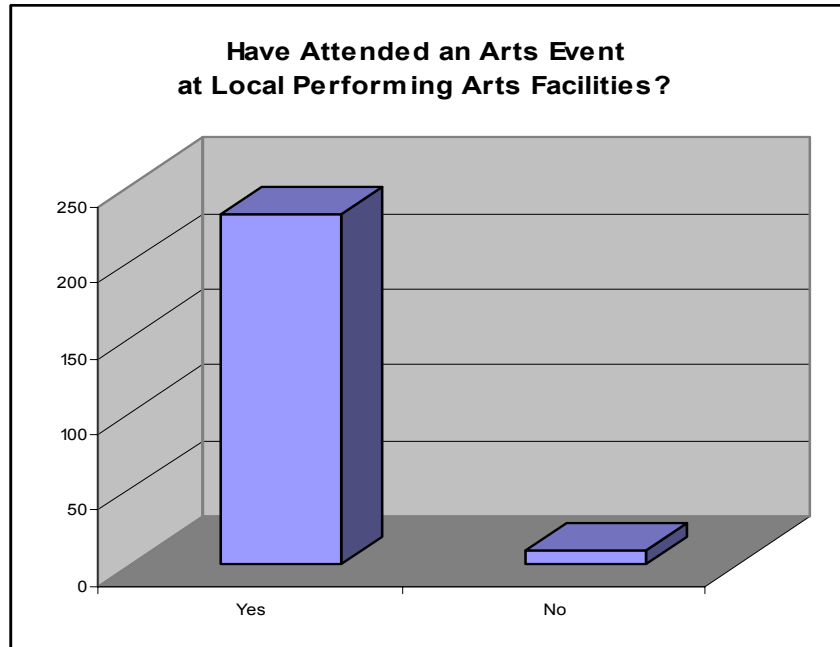
- Almost all of the respondents (96 percent) have attended an arts event at a local arts facility or venue. Of these, 83 percent have gone to the Performing Arts Center at the College of the Canyons, 76 percent to the Canyon Theater Guild, 44 percent to the Repertory East Theater, and 12 percent to other venues, including local high schools, CalArts, and art exhibits in various local venues.





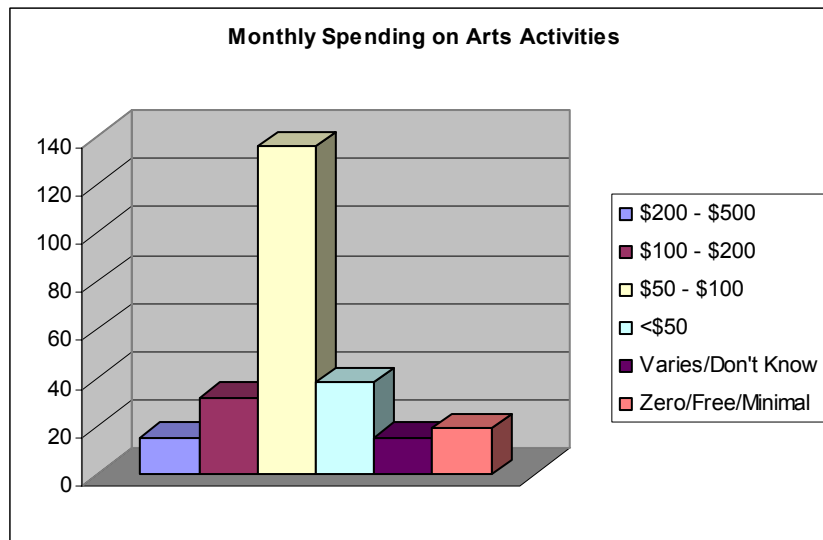
Alternate interpretation of responses to Q#5 (relating to performing arts facilities only):

- Almost all of the respondents (96 percent) have attended an arts event at a local performing arts facility. Of these, 86 percent have gone to the Performing Arts Center at the College of the Canyons, 79 percent to the Canyon Theater Guild, 45 percent to the Repertory East Theater, and eight percent to other venues, including local high schools and CalArts.

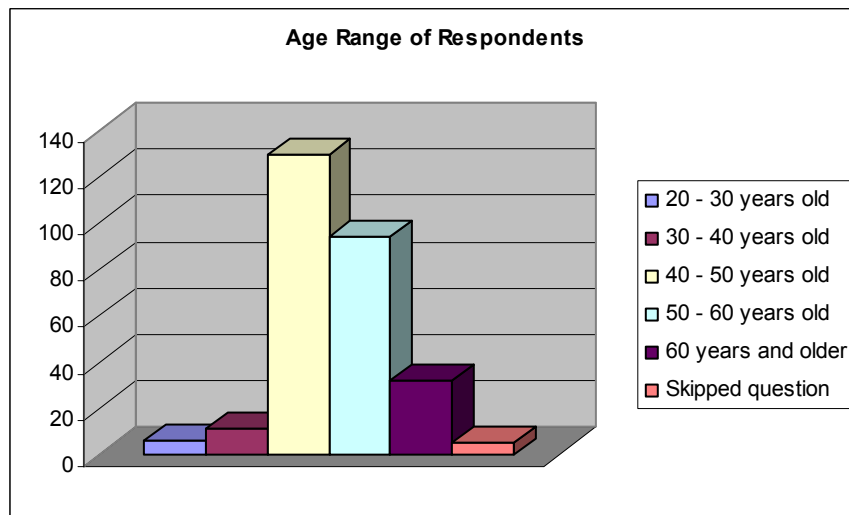


- A majority of the respondents (53 percent) spend between \$50-\$100 a month attending or participating in arts activities, while 15 percent spend less than \$50/month.

- Thirteen percent said they spend \$100-\$200 monthly on arts activities and a very small number (six percent) spend between \$200 and \$500 a month. Another seven percent said they attend free activities or spend a minimum amount.



- Almost half of those who responded to the question about age were in the 40-50 age range (48 percent), followed by 34 percent between 50-60 years old. Only two percent were between the ages of 20 and 30, four percent between 30 and 40 years old, and 12 percent were 60 years and older.



Desired changes or improvements in the City's arts and cultural landscape identified from the survey:

Programming:

- Twenty-eight percent of the respondents wants to see more and a better variety of arts-related programs, including art exhibits, live theater, professional theater productions, shows, jazz and classical concerts, and art in parks and public places, among others.
- Twenty-two percent indicated that they like the events and shows currently offered in the community, and were pleased with what the City offers.
- Sixteen percent would like to see more affordable events, shows, and arts programs for youth and families, including City programs, children's theater, and after-school activities.
- Twelve percent suggested better concerts, musicals, theater, and performances as well as more affordable shows at the Performing Arts Center (PAC) in the College of the Canyons. They would like to see more popular or current performers at PAC, plus reduced rates for local businesses' use of PAC.
- Four percent suggested more multi-cultural events, plays, and performances.
- Three percent suggested more original bands and a better mix/variety of performers at Concerts in the Park as well as a longer season for Concerts.
- A handful of respondents suggested spreading events/activities throughout the City, including holding some in Canyon Country.
- Several respondents would like to see performances and shows that are similar to those offered in venues like the Thousand Oaks Center, Laemmle Theater, ArcLight, Fox Theater, Cerritos, Royce Hall, etc.

Facilities:

- Twenty-four percent wants to see the addition of facilities, from independent film theaters to facilities for workshops, exhibitions and competitions, to venues for teens, to an art gallery, art museum, or a cultural arts center that would put Santa Clarita on the map.
- A few respondents suggested the use of other venues such as Heritage Park, Placerita Nature Center, and Central Park, as well as the completion of Heritage Village in Hart Park, and the development of a performing arts park at Towsley Canyon.

Advertising and Partnerships:

- Seven percent of the respondents expressed the need for more/better/unified advertising for arts programs and events.
- Almost three percent suggested that the City continue to support and partner with art groups, including the continuation of the City's MOU with PAC, as well as support for local music bands and artists.
- On the other hand, roughly five percent do not seem to favor public support of the arts, suggesting that arts should be privately funded.

LEADERSHIP AND DEVELOPMENT

Section V



5.1 Introduction

The Arts Commission was formed primarily to provide leadership for the arts community. For local arts groups to survive and grow, it is essential that they can build their infrastructure, be it by increasing funding opportunities, creating stronger boards of directors, or by expanding the audience base. The Leadership and Development Initiative was developed through direct conversations with the leaders of many local arts groups. These discussions included staff leaders, who have traditionally been the representatives in conversations with the City, and the boards of directors of the organizations. These meetings resulted in four areas identified as important components to raising the vitality of arts in Santa Clarita:

- 10) Professional Development / Technical Assistance
- 11) Board Development / Recruitment
- 12) Audience Development
- 13) Funding / Arts Foundation

5.2 Professional Development / Technical Assistance

One of the key elements to raising the capacity for local organizations is to offer professional development opportunities for the leaders of the groups. This can be achieved through two different approaches, either by offering sponsorship opportunities for leaders to attend technical assistance workshops or conferences that are held outside the Santa Clarita Valley, or by bringing those workshops and conferences to Santa Clarita. The ideal approach is to bring these technical assistance opportunities to the community, but due to the various types of local arts groups, this solution will not always be practical. The ideal approach is to both encourage participation in training opportunities outside of the Santa Clarita Valley, and to attract workshops and conferences to our community.

RECOMMENDATION 19 – Create a scholarship program for technical assistance workshops and conferences, and bring broad-based workshops and conferences to Santa Clarita for the benefit of the entire arts community.

5.3 Board Development / Recruitment

Many of the arts organizations that participated in the series of Leadership and Development Initiative meetings expressed a desire to increase the number and strength of their boards of directors. While existing board members are not serving their organizations with passion and expertise, but there are often key functions that are not able to be achieved with the existing board members. Many arts groups identified a need for expertise in the area of business management.

To assist the local groups in identifying and recruiting new board members from the business community, a recruitment program should be developed to reach out to the larger companies in the City and encourage mid-level managers to consider joining boards of directors of arts organizations. This effort should actively promote the benefits of having employees offer their services to arts organizations.

RECOMMENDATION 20 – Develop a program to reach out to local businesses and individuals to encourage participation on the boards of directors of local arts organizations.

5.4 Audience Development

One of the biggest challenges facing the local arts community is that each organization must expand their audience base and earned income. While ticket sales should not be the only funding mechanism, it is an essential piece. Often, adding audience members results in an increase of other funding areas. If a new audience member enjoys what the organization is offering, they can occasionally be encouraged to make a donation or become a sponsor for the group. Also, when applying for foundation and government grants, it is very appealing to the funder if the arts organization can demonstrate that they are expanding their audience base.

The difficult part of building an organization's number of ticket buyers is to reach new audience members in a way that is engaging and compelling. With the numerous types of activities that occur in Santa Clarita, finding a person with time and money to attend a performance or visual art show is a big challenge. The arts organizations consistently communicated that their audience base is almost entirely comprised of friends and family of the members of the organization.

To overcome this obstacle, there are two approaches which require the local arts community to work collectively. The first is to produce an event which brings the arts community together to showcase the high quality of talent in Santa Clarita. While this would not necessarily expand the number of arts patrons in total, it will potentially expose the audience members to the other arts offerings available in the community. For example the event produced at the Santa Clarita Performing Arts Center at College of the Canyons (PAC) to commemorate the tenth anniversary of 9/11 serves as a model for this type of production. This event featured sixteen local groups, both performing and visual arts, working together and was a huge success. The second approach is to create a ticket package that allows ticket buyers to attend shows of numerous groups at a discount. This method could include various different packages grouped by type, such as a package that includes a ticket to every community performance at the PAC. This model is currently offered by the College of the Canyons for their touring productions.

RECOMMENDATION 21 – Assist the arts community in producing an annual event that brings together both performing and visual arts groups to allow audiences to experience diverse arts offerings.

RECOMMENDATION 22 – Develop a discount ticket package for local art offerings to expose patrons to a greater variety of arts.

5.5 Funding / Arts Foundation

By far the biggest concern of each organization that was consulted for this section of the Blueprint was funding. With the economic difficulties of the last several years, the challenge in raising money has become the primary concern for the entire arts community. To address this challenge, a community-wide approach must be taken to help identify and implement approaches to address this need. It is important to note that the solution is not for the City of Santa Clarita to simply increase grant funding to local organizations, but rather for a larger solution to be implemented.

One way to assist local art groups is to increase their capacity to receive grants from foundations and government entities other than the City.

This effort has already begun, as the City of Santa Clarita's Arts Grants program has been altered to offer advice and honest feedback to organizations that apply through the Arts Grants program. Additionally, this year the Arts Commission required local groups to fill out their organizational budget information on the California Cultural Data Project, which is required for many regional grant opportunities, such as the Los Angeles County Arts Commission and the California Arts Council. By implementing these requirements for the City's grant program, they are better prepared for other grant opportunities.

While the above changes are a step in the right direction, they do not solve the funding issue. The best long-term solution is to complete the formation of the Santa Clarita Arts Foundation. The Arts Foundation would serve two primary purposes. The first is to provide leadership for many of the ideas contained in this section of the Blueprint, such as technical assistance programs, board development, audience development, and potentially even the management of the Arts Grant program. The Foundation would take on these programs to serve as the focal point for funding and developing arts in Santa Clarita. Additionally, in order for the Foundation to be successful in fundraising, its programs must be compelling enough to entice funders in supporting the Foundation. The second purpose of the Santa Clarita Arts Foundation is to raise funds that can be passed on to the arts community through grants. These funds would come from local businesses and individuals as well as granting agencies. As the Foundation is developed, it is crucial that the leadership of the organization is comprised of community leaders with the power to make arts giving a part of the mindset of Santa Clarita. This leadership

should not be primarily the leaders of the arts community, but rather the “movers and shakers” of the business community.

RECOMMENDATION 23 – Finalize the formation of the Santa Clarita Arts Foundation which will offer robust programs and fundraise for the entire Santa Clarita arts community.

5.6 Conclusion

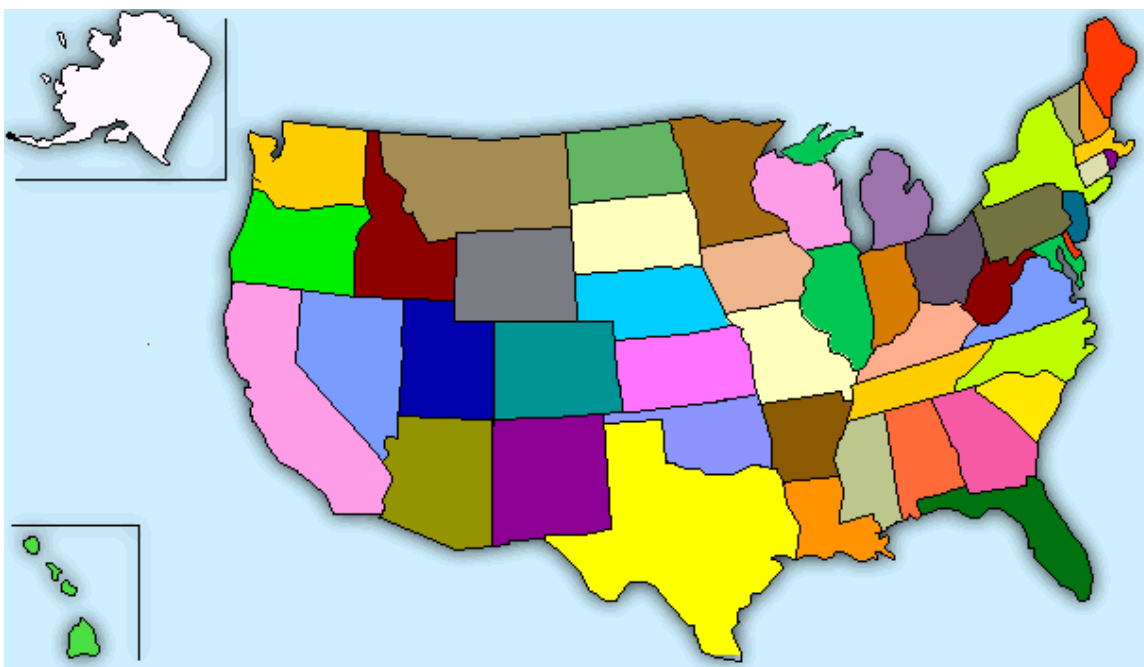
The leadership and development of the arts community is one of the most vital elements to the success of each individual artist and organization in Santa Clarita. When looking at the accomplishments of other arts communities across America, the one commonality is a strong sense of support and collaboration to achieve each artist’s or group’s goals. This support is not simply financial, but also includes having the opportunities to increase knowledge and expertise and to have the best board leadership each community has to offer. The Santa Clarita Arts Foundation, in conjunction with the City leadership, can build the level of support necessary for Santa Clarita to become a community that has a prosperous arts and cultural life.

5.7 Attachments

5A - Survey of 25 American Communities of Similar Size to Santa Clarita

Survey of 25 American Communities of Similar Size to Santa Clarita

This survey assesses the leadership and programming of 25 cities across the United States with a population of between 175,000 and 200,000 according to the 2010 Census. The goal of this survey is to seek out both municipal and community models for programs and to see which communities have thriving arts communities. Additionally, the survey determined who served as the primary agency that funds the arts, and if these funding groups are within government or if they are separate arts foundations.



Shreveport, Louisiana

Population:	199,311
Size:	117.8 square miles
Founded:	1836
Median Income:	\$30,526
Industries:	Service industries, tourism, health services
City Dept:	n/a
City Arts Leadership:	City outsources to Shreveport Regional Arts Council
City Arts Programs:	n/a
Community Arts Leadership:	Shreveport Regional Arts Council
Community Arts Programs:	Artspace – multi-disciplinary arts center Coolspace @ Artspace – Galleries and performance spaces for local artists Giftspace @ Artspace – Artist’s work for sale ArtBreak – student arts festival Public Art program Central Art Station – Under construction art space Shreveport Common – Arts district that is being developed Northwest Louisiana Artist Directory ShreveportBossierFunGuide.com – Regional events calendar SNAP (Shreveport Nonprofit Arts Promoters) – Monthly marketing workshops Grants – Artist fellowships and organizations Technical assistance workshops and advisory services
Arts Foundation:	n/a

Akron, Ohio

Population:	199,110
Size:	62.4 square miles
Founded:	1825
Median Income:	\$31,835
Industries:	Rubber and polymers, biomedicine, health services
City Dept:	Public Service Department
City Arts Leadership:	Recreation Bureau
City Arts Programs:	Akron Arts Expo – Arts festival Art Museum’s Downtown at Dusk Concerts Downtown Lunch Hour Concert Series Summer Concerts in the Park
Community Arts Leadership:	Akron Area Arts Alliance
Community Arts Programs:	Summit Artspace – Community arts center with studio, rehearsal, and classroom space Arts Alive! Awards – recognizing outstanding achievement in the arts Arts Calendar Quarterly membership meetings Artcetera – Art events and tours geared towards younger Audiences
Arts Foundation:	Akron Community Foundation which funds the arts and social services

Tacoma, Washington

Population:	198,397
Size:	62.6 square miles
Founded:	1875
Median Income:	\$37,879
Industries:	Service industries, lumber, food processing, paper
City Dept:	Community and Economic Development Department
City Arts Leadership:	Tacoma Arts Commission – 15 members appointed by City Council
City Arts Programs:	TacomaCulture.org – website for the arts, historic preservation, and international programs Tacoma Art Listserv Art at Work – Tacoma Arts Month – Events throughout the month of November Spaceworks Tacoma – Matches artists with vacant spaces Professional Development and Trainings Grants – Individual artists, arts projects, arts anchors fund (organizations with a budget over \$200,000) AMOCAT Awards Public Art Program – 1% of civic projects Resource Library
Community Arts Leadership:	n/a
Community Arts Programs:	n/a
Arts Foundation:	Greater Tacoma Community Foundation, which supports the arts and other causes

Aurora, Illinois

Population:	197,899
Size:	39.42 square miles
Founded:	1845
Median Income:	\$54,861
Industries:	Manufacturing, tourism, transportation
City Dept:	Community Services Department
City Arts Leadership:	Public Art Commission
City Arts Programs:	Downtown Alive! / Blues on the Fox – Concert series Winter Garden of Youth – Student art exhibit Art at City Hall – Exhibit space Aurora Historical Society Exhibit ARTWorks – Fine art scholarship/apprenticeship program for high school seniors Downtown Outdoor Art and Science Walk – Series of sculptures
Community Arts Leadership:	n/a
Community Arts Programs:	n/a
Arts Foundation:	Community Foundation of the Fox River Valley, which supports the arts and social services.

Oxnard, California

Population:	197,899
Size:	39.21 square miles
Founded:	1903
Median Income:	\$48,603
Industries:	International trade, agriculture, manufacturing, defense, and tourism
City Dept:	Development Services – Planning Division
City Arts Leadership:	Art in Public Places Committee – A five member committee, appointed to review applications for public art installations.
City Arts Programs:	Very limited Public Art Program. Events including Multicultural Festival, Holiday Parade, Earth Day, and other community events. Performances, lectures, and visual art displays at Carnegie Art Museum, formerly the Oxnard Library. Owned and operated by the City. Children’s art classes through Recreation
Community Arts Leadership:	Ventura County Arts Council, which was created in 1996 primarily to administer the State/Local Partnership program of the California Arts Council and provide art services support.
Community Arts Programs:	Administers State/Local Partnership program of the California Arts Council and provides some professional development opportunities
Arts Foundation:	n/a

Fontana, California

Population:	196,069
Size:	42.43 square miles
Founded:	1952
Median Income:	\$56,380
Industries:	Distribution centers for major retailers
City Dept:	Community Services
City Arts Leadership:	Parks & Recreation Commission / City Council
City Arts Programs:	City Hall Council Foyer Exhibit Space Center Stage Theater – Recently restored theater Steelworkers Auditorium – Performing arts venue Art Depot Gallery – Space for exhibits and classes Fontana Community Senior Center Exhibit Space
Community Arts Leadership:	n/a
Community Arts Programs:	n/a
Arts Foundation:	n/a

Yonkers, New York

Population:	195,976
Size:	20.3 square miles
Founded:	1872
Median Income:	\$44,663
Industries:	Manufacturing, transportation
City Dept:	n/a
City Arts Leadership:	No arts leadership in the City
City Arts Programs:	Art Trucks Program – Artist wrapped Public Works trucks
Community Arts Leadership:	ArtsWestchester
Community Arts Programs:	Artist Residency Program Teaching Artist Directory The Big Read – Literacy program through NEA Mount Vernon Public Library Exhibit Space Folk Art Program – Documents and showcases local folk art Summer Youth Job Training Program Free Arts Weekend – First weekend in December Public Art Program – runs program for cities or businesses Arts Awards – Annual awards for artists and groups Live @ ArtsWestchester – Music, dance, and spoken word series at ArtsWestchester offices Arts Exchange – Restored bank that is a arts center including exhibit space, office space, and performance space
Arts Foundation:	ArtsWestchester – Also serves as the primary funding source. Part of the United Arts Fund

Augusta, Georgia

Population:	195,844
Size:	306.5 square miles
Founded:	1736 / 1996 (City – County consolidation)
Median Income:	\$37,231
Industries:	Medicine, biotechnology, military, energy
City Dept:	n/a
City Arts Leadership:	No City leadership
City Arts Programs:	n/a
Community Arts Leadership:	Greater Augusta Arts Council
Community Arts Programs:	Community Arts Calendar Arts Weekly Podcast Arts Ticketing – Centralized ticketing for area groups Database of Artists Arts in the Heart of Augusta Festival Arts Education Programs – Includes camps, reading programs, and education elements at festivals Regranting – Funds from the City Arts Awards – Annual gala and fundraiser First Friday events – Monthly event in the downtown area
Arts Foundation:	Greater Augusta Arts Council (regranting)

Mobile, Alabama

Population:	195,111
Size:	159.4 square miles
Founded:	1702 / 1814 (Incorporated)
Median Income:	\$37,439
Industries:	Aerospace, steel, ship building, retail, manufacturing
City Dept:	Mayor's Office
City Arts Leadership:	Cultural and Civic Development Division
City Arts Programs:	Mobile Museum of Art Mobile Film Office Historic Development Commission Mobile Public Library The Museum of Mobile – 3 sites that display historical items
Community Arts Leadership:	Mobile Arts Council
Community Arts Programs:	Arts Calendar Member Organization Directory Art Awards – annual awards for individuals, groups, and businesses ArtStart – Daily e-mail of events Professional Development Workshops – for teachers, artists, and arts organizations In School Programs – Performances and artists-in-residence Art Gallery Spaces Serves as Box Office for members Provides meeting space, bulk mail permit, post office box, and photocopy machine
Arts Foundation:	n/a

Little Rock, Arkansas

Population:	193,524
Size:	116.8 square miles
Founded:	1821
Median Income:	\$37,572
Industries:	Banking, medical services, aircraft manufacturing, and importing
City Dept:	City Manager's Office
City Arts Leadership:	Arts and Cultural Commission appointed by City Board of Directors
City Arts Programs:	Accent – Leadership program for emerging (young) leaders
Community Arts Leadership:	Arkansas Arts Council (for the entire state but located in Little Rock)
Community Arts Programs:	Arkansas Living Treasure Award- Lifetime achievement Arkansas Artist Registry Arts on Tour – List of performing and visual arts shows that tour Arts in Education Artist Roster Governor's Arts Awards – Annual event to recognize individuals and businesses that support the arts Small Works on Paper – Annual touring visual arts exhibit Granting – Arts education, mini grants, expansion grants, general operating support, individual artist fellowships, major arts partners, and collaborative project support
Arts Foundation:	Arkansas Arts Council

Moreno Valley, California

Population:	186,365
Size:	51.48 square feet
Founded:	1984
Median Income:	\$47,387
Industries:	Military, medical services, and retail
City Dept:	Parks and Community Services
City Arts Leadership:	Arts Commission
City Arts	Facilitates interaction among artists Promotes arts activities and arts education Recognizes achievement in the arts Advises on the role of the arts in economic development Supports existing organizations involved in arts Researching grants for the arts and making recommendations to the City Council Encourages service organizations and/or other governmental agencies to propose, finance, and develop public arts projects Reviewing proposed gifts as to their artistic quality, authenticity, appropriate site, and maintenance and installation costs Research and provide reports and recommendations of possible sources of funding, in addition to public funds for potential City public art projects.
Community Arts Leadership:	Diamond Valley Arts Council
Community Arts Programs:	Promotes arts-related activities, events, and programs Network of visual and performing artists, individuals, and businesses committed to nurturing the arts
Arts Foundation:	n/a

Glendale, California

Population:	191,719
Size:	30.58 square miles
Founded:	1906
Median Income:	\$41,805
Industries:	Medical services, entertainment, retail, and restaurant headquarters
City Dept:	Community Services and Parks Department
City Arts Leadership:	Arts and Culture Commission
City Arts Programs:	E-mail distribution of arts information Diamond Awards for Achievement in the Arts Annual Open Studio Tour and Gallery Exhibition Co-Production of Unity Festival – Annual cultural festival Management of public art projects Assessment and update of the Strategic Plan for the Arts Arts Mixers
Community Arts Leadership:	Glendale Arts
Community Arts Programs:	Manages Alex Theater, which is the arts center for Glendale Arts Calendar Community Box Office Reduced ad rates for local media sources
Arts Foundation:	n/a

Amarillo, Texas

Population:	190,695
Size:	90.3 square miles
Founded:	1887
Median Income:	\$34,940
Industries:	Meat packing, petroleum, helium, helicopter assembly, and food packaging
City Dept:	Civic Center Department
City Arts Leadership:	Civic Center Department
City Arts Programs:	Amarillo Civic Center Global-News Center for the Performing Arts
Community Arts Leadership:	Chamber of Commerce
Community Arts Programs:	Arts in Amarillo Calendar
Arts Foundation:	Amarillo Area Foundation, which funds various types of organizations including the arts and offers non-profit support through the Nonprofit Service Center.

Huntington Beach, California

Population:	189,992
Size:	31.88 square miles
Founded:	1909
Median Income:	\$76,527
Industries:	Oil, tourism, retail, aviation, and manufacturing
City Dept:	Community Services Department
City Arts Leadership:	Recreation and Culture Division / Allied Arts Board appointed by City Council
City Arts Programs:	Huntington Beach Arts Center – With both visual and performing arts programs for the community Advocates for the arts Identifies needs or arts organizations and encourages public support Biennial Art Awards program that recognizes individual, organizations, and corporations that support the arts Develops Art in Public Places projects
Community Arts Leadership:	No unified leadership
Community Arts Programs:	Monthly Art Walks, produced by Downtown Association
Arts Foundation:	n/a

Columbus, Georgia

Population:	189,885
Size:	220.8 square miles
Founded:	1828
Median Income:	\$34,798
Industries:	Military, insurance services, and medical services
City Dept:	Civic Center Department
City Arts Leadership:	Civic Center Department and Foundation
City Arts Programs:	Civic Center, which is not just an arts facility, but has a major focus on sporting events, including being the home to two semi-pro teams (hockey and indoor football)
Community Arts Leadership:	Columbus Cultural Arts Alliance (while each of the below operate separately)
Community Arts Programs:	Springer Opera House RiverCenter for the Performing Arts Columbus Symphony Orchestra Rankin Arts Center The Columbus Museum
Arts Foundation:	Georgia Council for the Arts, statewide organization which seems to be the primary funding agency for the area

Grand Rapids, Michigan

Population:	188,040
Size:	45.3 square miles
Founded:	1826
Median Income:	\$37,224
Industries:	Health services, furniture, automotive, aviation, Christian publishing
City Dept:	Parks and Recreation
City Arts Leadership:	Board of Arts and Museum Commissioners
City Arts Leadership:	Concerts and cultural events Outdoor public art and sculpture Grand Rapids Art Museum
Community Arts Leadership:	Arts Council Grand Rapids
Community Arts Programs:	Marketing support United Arts Fund Arts Festival – Fundraiser for arts community Arts Education Funding Pool Professional development and strategic planning services Regional administrator for State funds Operates exhibit venue Art Prize – Award program for individuals and organizations
Arts Foundation:	Arts Council Grand Rapids Grand Rapids Community Foundation – supports arts and social services

Salt Lake City, Utah

Population:	186,440
Size:	110.4 square miles
Founded:	1847
Median Income:	\$36,944
Industries:	Government, trade, transportation, utilities, and professional and business services
City Dept:	Not under City
City Arts Leadership:	Outsourced to Arts Council (see below)
City Arts Programs:	n/a
Community Arts Leadership:	Salt Lake City Arts Council
Community Arts Programs:	<p>The Art Barn – Exhibit and classroom space</p> <p>Brown Bag Concert Series</p> <p>City Arts Grants – City funds and Council manages</p> <p>Finch Lane / Park Galleries</p> <p>Guest Writer Series</p> <p>Living Traditions Festival – Celebration of folk and traditional arts</p> <p>Public Art Program – Managed for the City by the Council</p> <p>Quarterly Newsletter / Arts Calendar</p> <p>Sidewalk Artists – Program that encourage performers and visual artists to set-up in specific areas of the City</p> <p>Twilight Concert Series</p> <p>Family and Youth Program – includes classes and events / activities for families</p>
Arts Foundation:	Salt Lake City Arts Council

Tallahassee, Florida

Population:	181,376
Size:	103.1 square miles
Founded:	1824
Median Income:	\$30,571
Industries:	Colleges, government, trade, agriculture, manufacturing, and scientific research
City Dept:	Mayor's Office
City Arts Leadership:	No leadership, outsourced to Council on Culture and Arts
City Arts Programs:	Cultural Arts Planning
Community Arts Leadership:	Council on Culture and Arts
Community Arts Programs:	Granting – Receives funding from City and County Arts Calendar Weekly E-Newsletter Provides content for weekly magazine in local paper On-line directory of artists and organizations Arts education directory Marketing and public relations assistance Some Enchanting Evenings – Audience development program Meeting spaces Professional development workshops Art exhibit space
Art Foundation:	Council on Culture and Arts

Worcester, Massachusetts

Population:	181,045
Size:	38.6 square miles
Founded:	1673
Median Income:	\$47,415
Industries:	Transportation, textiles, shoes, clothing, and wire and machinery
City Dept:	City Manager's Office
City Arts Leadership:	Worcester Arts Council
City Arts Programs:	Grants Restoration of the Greendale Eagle Project – Which will serve as a arts center once completed Art in the Park Sculpture Exhibit Cultural Calendar
Community Arts Leadership:	Worcester Cultural Coalition
Community Arts Programs:	Advocacy and marketing efforts for member arts organizations
Arts Foundation:	Worcester Arts Council

Newport News, Virginia

Population:	180,719
Size:	119.1 square miles
Founded:	1896
Median Income:	\$36,597
Industries:	Shipbuilding, military, aerospace, railroads, and technology
City Dept:	Parks, Recreation, and Tourism Department
City Arts Leadership:	Arts Commission
City Arts Programs:	Grants Professional Development
Community Arts Leadership:	No unified community leadership other than Commission
Community Arts Programs:	Newport News Community Gallery Peninsula Fine Arts Center Ferguson Center for the Arts Public Art Program – Ran by private foundation below
Arts Foundation:	Arts Commission Newport News Public Art Foundation

Huntsville, Alabama

Population:	180,105
Size:	210 square miles
Founded:	1809
Median Income:	\$41,074
Industries:	Aerospace, military, technology and engineering research,
City Dept:	Only art events
City Arts Leadership:	Recreation
City Arts Programs:	Sidewalk Art Strolls – Art walk events Concert in the Park
Community Arts Leadership:	Huntsville Art Council
Community Arts Programs:	Events Calendar Arts Assembly – Member meetings and gatherings of over 100 arts organizations and artists Panoply Arts Festival SEAFARE – Arts Education funding program Party – Annual fundraiser event Public Art program Exhibit spaces Community Cultural Planning Grants – Very small support for organizations
Arts Foundation:	n/a

Knoxville, Tennessee

Population:	178,874
Size:	98.09 square miles
Founded:	1786
Median Income:	\$27,492
Industries:	College, entertainment, energy, research, and transportation
City Dept:	Mayor's Office
City Arts Leadership:	Public Art Committee Recreation (Arts Center)
City Arts Programs:	Public Art program Knoxville Arts and Fine Crafts Center – Exhibits, class, and workshops
Community Arts Leadership:	Arts and Culture Alliance of Greater Knoxville
Community Arts Programs:	Arts Calendar Arts & Heritage Fund Advocacy for the arts Arts in the Airport – Public art program KnoxTix – Ticketing service Education and Development workshops The Emporium Center – Visual and performing arts center, with office space for some arts groups Penny4Arts – Arts program that allows kids to attend exhibits and performances for a penny
Arts Foundation:	Arts and Culture Alliance of Greater Knoxville

Providence, Rhode Island

Population:	178,042
Size:	20.5 square miles
Founded:	1636
Median Income:	\$15,525
Industries:	Trade, transportation, utilities, educational and health services, and professional and business services,
City Dept:	Arts, Culture + Tourism Department
City Arts Leadership:	Arts, Culture + Tourism Department
City Arts Programs:	Arts Calendar Buy Art Providence – Art sales at various locations throughout the City to raise funds for the arts Artist and Arts Organization Workshops Arts Directory for individuals and groups City Hall Gallery Film Permits
Community Arts Leadership:	City serves as main leadership agency
Community Arts Programs:	Providence Performing Arts Center – run by independent non-profit Providence Art Club – Association of visual artists Museum of Art – On the campus of the Rhode Island School of Design
Arts Foundation:	n/a

Grand Prairie, Texas

Population:	175,396
Size:	81.1 square miles
Founded:	1863
Median Income:	\$46,816
Industries:	Aircraft and helicopter industries, entertainment, and energy
City Dept:	City Manager's Office
City Arts Leadership:	Special Projects Office
City Arts Programs:	Community Art program – Public art program funded by percent for arts, which is under the umbrella of Keep Grand Prairie Beautiful program
Community Arts Leadership:	Grand Prairie Arts Council
Community Arts Programs:	Concerts in the Park Annual Juried Art Show Summer in the Arts – Art camps for students Shining Star / Ruthe Awards – Awards for artists, organizations, and businesses Grants – Including funding from the City The Uptown Theater – Performance venue GPAC Studio – Exhibits, meeting rooms, storage, and workshop and classroom spaces
Arts Foundation:	Grand Prairie Arts Council

Brownsville, Texas

Population:	175,023
Size:	147.5 square miles
Founded:	1848
Median Income:	\$24,468
Industries:	Steel, international trade, manufacturing, and retail
City Dept:	City Manager's Office
City Arts Leadership:	Cultural Affairs Advisory Committee
City Arts Programs:	Cultural Planning Arts Events (through Parks and Recreation)
Community Arts Leadership:	No unified leadership
Community Arts Programs:	Brownsville Museum of Fine Art Galeria 409
Arts Foundation:	n/a

MARKETING AND COMMUNICATIONS

Section VI



6.1 Introduction

In order to determine how to improve communications and better market the arts within the Santa Clarita Valley and to the surrounding communities, the Marketing and Communications Initiative relied on two primary methods. The first method was a thorough assessment of existing marketing and communications efforts, including on-line, print, and media. The second method was through multiple conversations with leaders in the arts community, experts in the communications and marketing field, business leaders, and local media contacts. The result identified three areas of focus to inform the broader community and the region about the arts in Santa Clarita:

- 14) Arts Website.
- 15) Santa Clarita Arts Identity.
- 16) Community Engagement.

6.2 Arts Website

The web continues to be one of the most vital and cost effective tools for information sharing. The first project of the Marketing and Communication Initiative was to utilize an existing website resource that the arts community had started to developed by. By maximizing the site's effectiveness, the Initiative can begin to address the multiple marketing needs of the arts. The website, 661Arts.com, was created by the 661Arts group to be the hub of arts information for the Santa Clarita Valley.

661Arts is an alliance of artists and arts organizations working together to create and to promote an awareness of culture in Santa Clarita. 661Arts meets once a month to address arts-related issues, network, and develop arts within the community. Originally working under the name "Arts Alliance," the group was formed in 1996 when the City of Santa Clarita invited arts organizations and individual artists to a meeting to discuss community arts needs. Out of this effort, the Arts Alliance was formed to identify and address the cultural needs of the Santa Clarita Valley.

A team was created to review and redesign the 661Arts.com website. Led by the Commission liaison for the Marketing and Communications Initiative, web developers, and City staff, this effort took many months. It entailed the creation of an entirely new site with multiple functions, and the capacity to address the communication and marketing needs of the arts community. There are two primary goals for the website:

- To build an information exchange between the various members of the arts community and create a stronger sense of connection between artists, students, teachers, and school administrators.
- To share information about the multitude of arts offerings in the Santa Clarita Valley, as no single on-line source currently details what events, programs, and initiatives are taking place locally.

RECOMMENDATION 24 – Continue to develop and evolve the 661Arts.com website to improve communications between the arts community and to better inform the broader community about the arts.

As part of the development of 661Arts.com, a group of potential ongoing contributors to the site were identified. One of the most important aspects of making the 661Arts.com site engaging is to have consistent new information and comments added to the site. This team of contributors will cover the broad spectrum of the arts community, focusing on areas, such as arts education, music, theatre, fashion, film, visual art, poetry, etc.

RECOMMENDATION 25 – Finalize the team members of the 661Arts.com contributors group and have them begin writing postings for the website.

Once the 661Arts.com site has completed the design phase, a marketing campaign is needed to inform the Santa Clarita community about the resource. This campaign should include elements such as a launch party, traditional marketing and public relations efforts, and social media.

RECOMMENDATION 26 – Develop a marketing campaign for the 661Arts.com website and implement the campaign at the conclusion of the design phase.

6.3 Santa Clarita Arts Identity

The assessment of the current marketing and communications efforts for the arts in the Santa Clarita Valley was a vital information gathering tool. It demonstrated that there is much work needed to increase the identity of the arts as a valuable part of the Santa Clarita community. Work needs to be done at every level, starting from within the arts community to regional and national branding efforts.

In terms of marketing, each artist and arts organization in Santa Clarita operates somewhat in isolation, with very little mention of their role in the wider arts community on websites, printed materials, and other marketing materials. While multiple partnerships and collaborations do occur between various arts groups for productions, events, and programs, this is not reflected in the marketing materials of the individual organizations. The 661Arts group has made several efforts over the years to address this issue, but these efforts have not yet been successful.

RECOMMENDATION 27 – Work with the 661Arts members to create a unified marketing campaign for the Santa Clarita arts community.

The assessment also revealed that the Santa Clarita community does not often include the arts as a part of the community's identity. This is seen in printed publications, on-line websites and e-newsletters, and radio and television media. There are pockets of arts

information being shared through the existing marketing resources, but these efforts are primarily about individual events. A concerted effort needs go into reaching out to local marketing community leaders to share with them the value of expanding their coverage of the arts and including information about the arts community. This effort should teach the benefits of including the arts in publications, websites, etc., particularly as it relates to expanding their audiences as a result of including arts information.

RECOMMENDATION 28 – Develop an outreach program for marketing leaders to demonstrate the value of the arts to the community.

Numerous groups within the Santa Clarita community are charged with branding Santa Clarita outside of the valley. These efforts include both regional and national efforts. Currently, when these groups describe Santa Clarita, they do not include the arts as part of their information. For example, local hotels include many descriptions of the community in their websites or printed materials, but do not mention the wonderful cultural offerings available in Santa Clarita. While it is understandable that the arts might not be the primary element to describe the community, it does warrant inclusion, particularly as Santa Clarita is the home to the California Institute of the Arts, an internationally recognized arts college. The best solution is to engage the entities that produce these outreach materials and demonstrate to them the benefits of including information on the arts.

RECOMMENDATION 29 – Schedule individual meetings with agencies that produce regional and national marketing materials and encourage them to include the arts as part of Santa Clarita’s identity.

The final method, and perhaps most valuable in terms of a long-term approach to increase awareness of the arts in Santa Clarita, is through advocacy and word of mouth. To achieve this goal there needs to be a way to increase exposure and discussions about the arts. All of the above will be a part of this effort, but there needs to be a direct marketing push to the members of the community about the arts and what they contribute to Santa Clarita. This effort should be engaging and creative, not a simple “Support the Arts” style campaign, but one that is more playful and leads to a conversation.

RECOMMENDATION 30 – Develop and launch a creative and engaging arts marketing campaign with the goal to increase awareness and discussion about the arts.

6.4 Community Engagement

Community engagement has a great deal in common with the creating a Santa Clarita Arts Identity section. The primary focus of this section refers to how the Arts Commission and staff communicates and works with other entities, such as City leadership, the business community, the school community, and others. The goal of this

area is to define how the Arts Commission shares information both within the City structure and to the outside community, and to identify processes that the Commission can implement to assist in these efforts. This area was discussed at the Arts Commission Retreat, which was held on March 19, 2011, and the creation of a Community Engagement Plan was identified as one of the three objectives for the Commission in the coming year.

RECOMMENDATION 31 – Develop a Community Engagement Plan to detail how the Commission partners and shares information with the City and the community.

6.5 Conclusion

Santa Clarita has a vibrant arts community, composed of talented individuals and successful arts organizations, from elementary school students to professional artists of all types. Tens of thousands of friends, families, teachers, administrators, and funding partners support these artists. This talent must have the opportunity to showcase itself to the entire community. If the community is not aware of local talent, it cannot grow and evolve. Marketing and communications are the tools to inform, engage, and involve the entire community in the arts. Currently there are limited opportunities to share what the arts community contributes to Santa Clarita, but with some strategic and creative approaches, the arts can become more of a part of the community identity.

6.6 Attachments

- 6A - Santa Clarita Arts On-Line Assessment
- 6B - Santa Clarita Arts Print / Publications Assessment
- 6C - Santa Clarita Arts Media Assessment

SANTA CLARITA ARTS ON-LINE ASSESSMENT

The Arts On-Line Assessment was accomplished by entering key phrases into a search engine and analyzing the results to see if there were trends that could demonstrate the current role of the arts in Santa Clarita. The key phrases were as follows:

1. Santa Clarita
2. Santa Clarita Arts
3. Santa Clarita Entertainment
4. Santa Clarita Tourism

The top fifty results for each search were reviewed.

SANTA CLARITA

Here are the top fifty results from a Google search on “Santa Clarita:”

1. santa-clarita.com (The City of Santa Clarita)
2. wikipedia.org
3. tripadvisor.com
4. santaclaritaguide.com
5. the-signal.com
6. city-data.com
7. dailynews.com
8. mapquest.com
9. timeanddate.com
10. marriott.com
11. apartmentguide.com
12. wunderground.com
13. santaclaritatransit.com
14. scvchamber.com
15. lasuperiorcourt.org
16. lamountains.com
17. pardeehomes.com
18. metrolinktrians.com
19. apartments.com
20. weather.gov
21. santaclaritalibrary.com
22. santaclaritasuperads.com
23. mountasiafuncenter.com
24. forrent.com
25. scvlife.net
26. dvcsantaclarita.com

27. santaclaritavelo.com
28. lq.com (La Quinta Inn & Suites)
29. valencia.hyatt.com
30. semarathon.com
31. equityapartments.com
32. paris911.com
33. expedia.com
34. wikitravel.org
35. santaclarita.com
36. santaclaritalanes.com
37. twitter.com/santaclarita
38. cowboyfestival.org
39. apartmentratings.com
40. weather.yahoo.com
41. filmsantaclarita.com
42. santaclaritashelter.com
43. scvsheriff.com
44. venere.com (Holiday Inn Express Hotel & Suites)
45. santaclaritastreetfair.com
46. bankofsantaclarita.com
47. scvhs.com (Santa Clarita Valley Historical Society)
48. visitsantaclarita.com
49. arestravel.com
50. hamptoninn.hilton.com

The following quote from the Wikipedia entry for Santa Clarita is an example of the amount of time spent describing the arts community on many of the above sites:

“Santa Clarita is usually associated with the Six Flags Magic Mountain amusement park, though the park is located just outside city limits in unincorporated Los Angeles County, and the California Institute of the Arts (CalArts), located in Valencia.”

This is the only mention of the arts on the site, although there is a large section describing the role the entertainment industry plays in Santa Clarita. Another example is from the Santa Clarita Valley Chamber of Commerce, which has a section for arts, culture, and entertainment on their site. The one line description is as follows:

“In Santa Clarita we're very proud of our Arts, Culture and Entertainment. You will find an abundance of theater, movies, music, and other forms of enriching entertainment.”

Finally, a similar description of Santa Clarita that does include a mention of the arts as part of the community:

“Scenic Santa Clarita is just 20 minutes north of Burbank airport and a short drive from the hustle and bustle of Los Angeles. Santa Clarita offers an abundance of California sunshine and a plethora of activities for all ages. Home to Six Flags Magic Mountain & Six Flags Hurricane Harbor, Santa Clarita boasts some of the golden state's most coveted golf courses, charming wine lounges, family and fine dining, impressive retail shopping, live music events, and a rich western heritage.”

This is from Visit Santa Clarita , the site for the City of Santa Clarita Tourism Bureau. For the arts to become part of the community, the arts must be included on sites that are marketed towards local citizens, and to potential visitors. For example, CalArts recently was named the top arts school in the nation by Newsweek / Daily Beast, and yet it only receives a passing mention in a few of the sites about Santa Clarita.

SANTA CLARITA ARTS

Here are the top fifty results from a Google search on “Santa Clarita Arts:”

1. arts.santa-clarita.com (The City of Santa Clarita Arts and Events Office)
2. santa-clarita.com (The City of Santa Clarita Arts Commission)
3. santaclaritaartists.org
4. streetartfest.com (The City of Santa Clarita Festival of the Arts site)
5. canyonspac.com (Santa Clarita Performing Arts Center at College of the Canyons [PAC])
6. santaclarita.com/arts
7. scsopa.com (Santa Clarita School of Performing Arts)
8. santaclaritaguide.com
9. vponline.com (Vibe Performing Arts Studios)
10. thirdthursdayscv.org (Santa Clarita Art Walks)
11. santaclaritacitybriefs.com
12. yelp.com
13. facebook.com/pages/santa-clarita... (PAC Facebook page)
14. scvarts.com
15. scveducationfoundation.org
16. scfestivalofthearts.com (Another City of Santa Clarita Festival of the Arts site)
17. santa-clarita.com/concerts (The City of Santa Clarita Concerts in the Park site)
18. visitsantaclarita.com
19. canyons.edu
20. scvartwalk.org
21. local.yahoo.com (A listing of martial arts school in Santa Clarita)
22. santaclaritarealestateforum.com
23. santaclaritaballet.net
24. santaclaritastreetfair.com
25. shinsblackbelt.com (Martial arts site)
26. experiencela.com (PAC listing)

27. yelp.com (PAC listing)
28. santaclaritaguide.com
29. ealas.org (Albert Einstein Academy of Letters, Arts, and Sciences)
30. yellowpages.aol.com (Arts and craft suppliers)
31. socialmartialarts.com (Martial arts)
32. losangeles.citysearch.com
33. kravmaga-santaclarita.com (Martial arts)
34. scvchamber.com
35. kristinajacob.wordpress.com
36. calarts.edu
37. gbsantaclarita.com (Martial arts)
38. martialinfo.com (Martial arts)
39. youtube.com (Santa Clarita School of Performing Arts)
40. facebook.com/pages/santa-clarita...(Santa Clarita Literacy and Arts Festival facebook page)
41. dailynews.com
42. 661-arts.com
43. local.vcstar.com
44. 661arts.com
45. yellowpages.com
46. local.stltoday.com
47. goldstar.com (PAC)
48. meetup.com (Martial arts)
49. theatermania.com (PAC)
50. westranchbeacon.com

The groups above tend to have arts specific information on their sites, except of course for the numerous martial arts and directory sites. The Santa Clarita Performing Arts Center at the College of the Canyons has done a great job of being listed on several sites, and most of the local art organizations are represented above. However, what stands out from looking at these sites is that each group describes their own activities by rarely or only briefly is there any discussion or demonstration of Santa Clarita being an arts community.

SANTA CLARITA ENTERTAINMENT

Here are the top fifty results from a Google search on “Santa Clarita Entertainment:”

1. santaclaritaguide.com
2. scvmall.com
3. visitsantaclarita.com
4. mountasiafuncenter.com
5. santaclaritamagazine.com
6. yelp.com
7. California.hometownlocator.com
8. facebook.com/pages/santa-clarita... (Santa Clarita entertainment Facebook page)

9. topix.com
10. lawyers.com (Attorneys)
11. local.yahoo.com
12. golfsantaclarita.com
13. pramikentertainment.com
14. businessattorneys.legalmatch.com (Attorneys)
15. lawyers.findlaw.com (Attorneys)
16. scvchamber.com
17. santaclaritacarealestate.org
18. local.vcstar.com
19. laweekly.com
20. awo.com (Attorneys)
21. kdfosbrookhomes.com
22. econdev.santa-clarita.com
23. santa-clarita.com (The City of Santa Clarita Arts Commission)
24. santaclarita.com/jobs
25. trulia.com
26. scvbar.org (Attorneys)
27. filmsantaclarita.com
28. joeymarmo.com
29. jnedj.com (Joyful Noise Entertainment)
30. scvedc.org (Santa Clarita Valley Economic Development Corporation)
31. santaclarita.olx.com
32. youtube.com (Santa Clarita Magician)
33. buycabletelevision.com
34. onlineeducation.net
35. valencia.hyatt.com
36. santa-clarita.jobscore.com
37. hometownstation.com
38. showmelocal.pasadenastarnews.com
39. yellowpages.turnto23.com
40. cruise-line-jobs.jobamatic.com
41. santaclaritamagician.com
42. ourweekly.com
43. punchbowl.com (S.O.S. Entertainment)
44. directory.santaclaritadirect.info
45. scvlife.net
46. la.cityvoter.com
47. variety.com
48. santaclaritacitybriefs.com
49. idish.net
50. dealery.com

The primary conclusion that can be drawn from this list is that the only arts related site that appears in the top fifty of the “Entertainment” list is the City of Santa Clarita Arts Commission at #23. Most of the above are directory sites and many are directories to

entertainment attorneys. The line that exists between the arts community and the entertainment community is not unique to Santa Clarita. There are many residents in the City who make their living as artisans in the entertainment field and there is a unique opportunity for Santa Clarita to bridge the two together and describe as a “creative community”.

SANTA CLARITA TOURISM

Here are the top fifty results from a Google search on “Santa Clarita Tourism:”

1. [visitsantaclarita](#)
2. [santaclaritaguide.com](#)
3. [tripadvisor.com](#)
4. [santaclarita.com](#)
5. [santa-clarita.com](#) (The City of Santa Clarita Tourism Bureau)
6. [the-signal.com](#)
7. [santaclaritacitybriefs.com](#)
8. [youtube.com](#) (Tourism Bureau Guidebook)
9. [scvchamber.com](#)
10. [travel.yahoo.com](#)
11. [planetware.com](#)
12. [whitepages.com](#)
13. [discoverlosangeles.com](#)
14. [latourist.com](#)
15. [reunionplanner.com](#)
16. [local.vcstar.com](#)
17. [California.hometownlocator.com](#)
18. [scvbj.com](#) (Santa Clarita Valley Business Journal)
19. [onlineeducation.net](#)
20. [bschool.com](#)
21. [arestravel.com](#)
22. [ca.allpages.com](#)
23. [scvtn.com](#)
24. [articles.latimes.com](#)
25. [govoutreach.com](#)
26. [sepcopublishing.com](#)
27. [uptake.com](#)
28. [searchbydegree.com](#)
29. [events.jspargo.com](#)
30. [sportseventsmagazine.com](#)
31. [publicceo.com](#)
32. [arctic-north-guides.com](#)
33. [tourism.youmagix.com](#)
34. [stevekleemann.com](#)
35. [santa-clarita-travel-and-tourism.generalanswers.org](#)

36. directory.santaclaritadirect.info
37. santaclaritamagazine.com
38. botw.org (Best of the Web)
39. teamso-cal.com
40. wallstreet4realestate.com
41. hometownstation.com
42. jobsearch.monster.com
43. californiaforvisitors.com
44. kuuloakai.com
45. westranchbeacon.com
46. codepublishing.com
47. scvedc.org (Santa Clarita Valley Economic Development Corporation)
48. isellsantaclarita.com
49. californiatouristguide.com
50. mountasiafuncenter.com

This list is very important as these are the sites reaching beyond the borders of the Santa Clarita Valley and describing the community to people from other parts of California, other states, and even other countries. Arts and cultural tourism is such a large part of what attracts people to Los Angeles, it is crucial that Santa Clarita is able to tap into this opportunity to draw visitors to the community. Most of these sites have no reference to the arts, but occasionally there are mention of the various arts and cultural events that occur in Santa Clarita and serve to draw visitors from other areas, such as the following article in The Signal newspaper about the role of the City of Santa Clarita Tourism Bureau:

“Magic Mountain is a significant draw for tourists to Santa Clarita with 3 million visitors annually to the park. Concerts, events and Fright Fest are all features that consistently attract customers. But you don’t have to be a tourist to Santa Clarita to enjoy what the tourism office and bureau provides. There are many events each month and 14 major events throughout the year that provide entertainment for everyone. These include the Cowboy Festival, Concerts in the Park, Lexus Jazz and Blues Concert Series, Street Arts Festival, Hart of the West Powwow, the Festival of Trees and Six Flags Magic Mountain’s Fright Fest.”

Of course the above events are part of the arts community in Santa Clarita, but, the arts community cannot be fully described by the large cultural events that occur once a year. Working with the various groups represented above to alter the way the arts community is described, will help serve both the needs of the artists in Santa Clarita, and also will add another tool for those charged with attracting visitors to the Santa Clarita Valley.

Santa Clarita

Arts Print and Publications Assessment

The Arts Print and Publications Assessment was accomplished by reviewing printed documents from two primary sources, first the City of Santa Clarita with the various publications produced by different Departments and Divisions within the City structure, and second the various printed publications such as newspapers and magazines that are not produced by the City of Santa Clarita.

CITY PUBLICATIONS

The following City publications were reviewed as part of the arts print and publications assessment:

Seasons magazine (published four times a year and mailed to every home in the City)
Arts and Events Office publications
Economic Development publications

The primary publication for the City Manager's Office to communicate with the community has become the Seasons magazine. The Communications Office, which is a part of the City Manager's Office, took over the design and publication of this magazine about three years ago, and since that time it has transitioned to encompass citywide matters as opposed to being a Parks, Recreation, and Community Services Department publication.

Seasons magazine has done a wonderful job describing arts and cultural events throughout the year, as well as to inform the public of the role of the Arts Commission. However, this information is limited to City produced or sponsored events and programs, and there is no space dedicated to the larger arts community, except for the occasional ad for the 661Arts.com website. At one point, the Seasons magazine included an Arts Calendar, which was published twice a year and included all of the groups that were part of the 661Arts group. The cost of this publication was determined to be too high for the value it represented for the individual groups who were listed and those funds were transitioned into the development of the 661Arts website.

The various Arts and Events Office publications, which primarily are postcards for individual events or programs, such as art exhibits, serve their purpose well, but once again they do not address the need to describe the arts community in which these events are taking place.

Finally there are various documents and publications created by the Economic Development Division, which has been very supportive of the arts through listing various arts events and including public art in its annual Santa Clarita Visitor's Guide. In an

effort to better represent the multi-faceted arts community that exists in Santa Clarita, enhancing the coverage of arts within these publications has the potential to reach a diverse group of target audiences such as visitors, residents, and existing and future business owners.

OTHER PUBLICATIONS

There are several publications in the Santa Clarita Valley that serve to inform the community about what is happening and to share issues that are important to Santa Clarita's citizens. The most widely used publication that covers happening around the Santa Clarita Valley is The Signal newspaper. The Signal has always done a good job in covering the individual arts events and programs that take place in Santa Clarita, but they like most of the entities assessed do not dedicate much space to a discussion of the arts community.

Some of the local magazines include the following:



Santa Clarita Media Assessment

The Media Assessment is perhaps the most interesting of the three assessments, as Santa Clarita basically has only two media outlets under the traditional description of radio and television. These are KHTS – AM1220 and SCVTV – Channel 20. And these two outlets are perhaps the closest to achieving the goal of sharing information about the arts community. It is important that what is not discussed in this assessment is the role of news media such as podcasts and You Tube postings, but at this time it is too difficult to truly assess the value that can be placed on these approaches.

KHTS - AM1220

The only hometown radio station in the Santa Clarita Valley, KHTS has demonstrated a real commitment to dedicating time to the arts community, primarily through the Thursday Matinee radio show, hosted by the current Chair of the Arts Commission Paul Strickland. This show, which had been on since 2003, focuses on the arts community in a way that newspapers and magazines are generally not able to do. While the show still often focuses on upcoming events and programs, much like the print media, because there are artists being interviewed the sense that these events are part of a larger community come through in most shows. When a guest shares their artistic background it naturally highlights the various arts groups in the area, and often includes a discussion about the schools they attended to learn their craft. This is an important part of creating an arts community, as it is important to realize that each group is made of individuals who often work with one group on one project and another group on another project. KHTS does have other shows, which often feature brief discussions about upcoming community events, but it is really Thursday Matinee that can serve as a model for other efforts to describe the arts community in other media forms.

SCVTV – Channel 20

SCVTV has experienced various changes to the way the station is run over the last few years, which has resulted in more flexibility in the programming opportunities. With this flexibility there has been an increase in the amount of time spent on arts and culture, and the recent development of various music programs focused on Santa Clarita musicians is a wonderful example of a partnership that benefits the station and local musicians. Some of these programs include Everything Local, House Blend, OutWest Concert Series, and several more. This commitment to showcase and develop local musicians is a tribute to the leadership of the station, and gives the opportunity for the viewers of the station to discover that there is lots of talent located in the Santa Clarita Valley. SCVTV also features other shows about the arts including a video version of Thursday Matinee, and shows like 60 Minutes with an Artist. Similar to KHTS above, SCVTV is demonstrating how to present an arts community. These shows are not just focused on the next event,

but are sharing the artists and their passion to create; be it through music, visual arts, performance, or whatever method they use to create. The role of both of these valuable local resources in creating a community of artists is greatly appreciated and sets a fine example for others to follow.