# Sierra Madre Cultural Arts Master Plan 2007

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# Those Responsible for the 2007 Cultural Arts Master Plan

# **Sierra Madre City Council**

Enid Joffe, Mayor Joseph Mosca, Mayor Pro Tem John Buchanan, Councilmember Donald Watts, Councilmember Kurt Zimmerman, Councilmember

#### **Community Arts Commission**

Lisa Spigai-Perez, Chair Erica Blodgett, Vice Chair David Culwell, Commissioner James Faulkner, Commissioner Cathy Imhoff, Commissioner Barbara Wamboldt, Commissioner

Past Commissioners
Christel Chang
Jacki Raymond
Jan Reed
Christine Soldate

#### **Cultural Arts Master Plan Committee**

Commissioner Cathy Imhoff, Chair – Arts Facilities
Ilona Volkmann – Funding & Promotion
Commissioner Jacki Raymond – Arts Facilities
Lisa Spigai-Perez – Arts Education
Lisa Carlson – Cultural Tourism
Soozee Van Dyke Woods – Individual Artists
Commissioner Barbara Wamboldt – Architecture
Elisa Weaver, Deputy Director of Community & Personnel Services – Staff Liaison to the
Community Arts Commission

#### **Support Staff to the Master Plan Committee**

Michelle Keith, Director of Community & Personnel Services
Alexis Braun, Recreation Coordinator
Rosemary Garcia, Recreation Coordinator
Hayley Owen, Community Arts Intern
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# Others Who Contributed to the Master Plan Committee

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The arts community of Sierra Madre greatly appreciates the efforts of all those who participated in compiling the 2007 Cultural Arts Master Plan.



Community Arts Commissioners hang an art show in City Hall.

# The Cultural Arts Master Plan Process

In January 2006, the Community Arts Commission recognized the necessity of planning to meet the future needs of the arts community – an identity which has a long history in Sierra Madre. The Commission with the support of the City Council created an ad hoc steering committee to develop the City's first ever Cultural Arts Master Plan. The purpose of the plan is to determine the needs and gaps in service for the arts community and recommend how to address these issues, now and in the future.

The principal tasks of the Cultural Arts Master Plan Committee were to determine the needs for cultural arts in Sierra Madre, research local demographics, obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met.

In order to meet these objectives, the Committee spent a considerable amount of time collecting data. Multiple instruments were used in conducting the needs assessment for the Cultural Arts Master Plan. The first was a survey distributed to the Sierra Madre community; a second survey was mailed to arts agencies in the greater Los Angeles area; two community workshops were conducted for the residents; and, interviews of local nonprofit organizations that have an interest in the arts.

The Cultural Arts Master Plan Committee decided to focus the master plan on the following areas: Cultural Tourism, Funding & Promotion, Arts Facilities, Individual Artists and Arts Education. After months of analysis, the committee submitted its findings, which form the basis of this document.

This document, which represents the hard work, commitment and spirit of volunteerism true to Sierra Madre, brings focus to the mission of the Community Arts Commission... "to promote the community's interest in, awareness of, and appreciation for the arts; to provide support and encouragement to artists living in the community; and to increase the community's participation in the arts."

The master plan makes tangible recommendations, suggests strategies for implementation, and lists measurable goals - making it a living document for the City of Sierra Madre for many years to come.

#### CITY OF SIERRA MADRE MISSION STATEMENT

THE CITY OF SIERRA MADRE PROVIDES QUALITY, COST-EFFECTIVE PUBLIC SERVICES THAT PRESERVE THE SMALL TOWN CHARACTER AND ENHANCE THE HEALTH, SAFETY AND WELFARE OF THE COMMUNITY.

# **Overview**

The City of Sierra Madre Community Arts Commission was established in 1999 to actively encourage the understanding, development, appreciation and programming of existing and future music, drama and other creative art activities for the artistic enrichment of the community, utilizing local resources. (City of Sierra Madre, 2006, Chapter 2.34)

In 2006 the Community Arts Commission embarked upon a Cultural Arts Master Plan in order to ensure that its duties are executed in a manner that best serves the needs and wants of the taxpayers and residents of Sierra Madre.

The general purpose of this plan is to determine the current needs for cultural arts in Sierra Madre, research local demographics, obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met. The Cultural Arts Master Plan has made tangible recommendations, suggests strategies for implementation, and lists measurable goals for the Community Arts Commission and the community making it a living document for many years to come.

The Master Plan process included creating a Steering Committee made up of residents interested in the arts who worked together to conduct a needs assessment through questionnaires distributed to the community, focus groups with artists, questionnaires to arts facilities within a 50-mile radius, and interviews with local agencies that focus on cultural arts.

The Cultural Arts Master Plan (CAMP) Steering Committee analyzed the findings and results from the needs assessments and compared them to the research objectives. The CAMP needs assessment focused on seven target areas with the following objectives:

#### Diversity:

- 1. To identify ways to celebrate and promote cultural, ethnic and racial diversity of the arts in the community through public venues, forums, exhibitions, etc.
- 2. To determine ways to educate the community about diversity in art through inclusion and representation of various outside artists and their works.

#### **Cultural Tourism:**

- 1. To identify groups and resources in the community which promote cultural tourism as well as identify current cultural events within Sierra Madre.
- 2. To explore potential opportunities to attract tourists to Sierra Madre through cultural events.

#### **Architecture**

 To determine the need for an aesthetic perimeter for architecture and public art in the downtown area which could promote foot traffic on Sierra Madre Boulevard and increase enjoyment, appreciation and commerce in Sierra Madre's public places.

## **Funding & Promotions**

- To identify existing media vehicles both locally and regionally (such as City publications, press releases, various websites and organizations such as Chamber of Commerce, churches and community organizations) in which cultural arts events can be promoted.
- 2. To develop a databank of grantors, potential sponsors, and potential partners as well as find other tie-ins to fund cultural events and programs.

#### **Arts Facilities**

- 1. To identify existing local and regional arts facilities in Sierra Madre including galleries, studios (music, dance, art), and theaters.
- 2. To determine facilities Sierra Madre residents frequent.
- 3. To determine why residents leave the City for art-related amenities.
- 4. To determine facilities that may be amenable to provide gallery, studio space or concert venues at low or no cost.

#### **Individual Artists**

- 1. To determine the need for an artist co-op (a place to have affordable studio space, a place to show work regularly, have workshops, and artist's meeting place for the exchange of ideas).
- 2. To determine the local artist and craftsperson presence in the community.

#### **Arts Education**

1. To determine ways to use pre-existing resources to extend arts education.



# History of the Arts in Sierra Madre

The arts have always played an important role in Sierra Madre's culture. Sierra Madre has affectionately been known as an artist colony, especially the northern portion in the Sierra Madre Canyon. Over the years, many groups, facilities, events, and individuals have played key roles in developing this reputation for the City. The following is an overview of the history of the arts in Sierra Madre. It is not intended to be an all-inclusive list, but a taste of Sierra Madre's rich history.

## **Arts Groups**

The Dramatic Club was formed in 1887. These first plays starring Mace Thompson and Edith Blumer first took place in the Town Hall and in 1909 in the Woman's Club House. In the 1930s the Art Chairman of the Woman's Club founded the Little Art Gallery, where local artists could exhibit their work. These exhibits soon expanded to the City Hall, and became the impetus for the current Art Shows at City Hall. (SMHS, 1976)



Sierra Madre has been in the Tournament of Roses Parade since 1917. When the City chose not to enter the 1954 Rose Parade, the Civic Club requested permission to sponsor an entry for Sierra Madre. This renewed local enthusiasm for the float and the *Sierra Madre Rose Float Association* was born. Today, Sierra Madre remains the smallest city in population of all the six self-built floats and has the smallest budget. (SMHA, 2007)

Sierra Madre Municipal Art League hosted arts events and converted an old barn into an arts studio for the local art students. This organization was started by Henry Hauxhurst in 1932. The Little Theater Around the Corner, formerly known as the Children's Drama Guild of Sierra Madre (1937), provided a place for children to perform and grow in their creativity.

The Sierra Madre Arts Guild was founded in 1938. The first meeting was held at the Old Adobe Studio of Alfred James Dewey, which still stands today on East Montecito. The Arts Guild published a literary magazine, "Highlights," which featured works of local authors and artists. The Guild also hosted many programs relating to the arts, many of which took place at the Adobe Studio or in the Sierra Madre Canyon. (SMHS, 1976)

The Studio Players formed in 1960 in the living room of one of its founding members. Daniel Parker, Sellwyn Myers, Hugh Warden, James McCoy first met to read plays together. The group quickly grew and began to offer workshops and productions throughout the city. Many members went on to work together at the Pasadena Repertory Theater. (SMHS, 1976)

The Creative Arts Group was started in 1960 out of the Children's Theater. This organization is still in existence today as the only nonprofit art center in Sierra Madre. They offer classes and workshops, civic support, tours, benefits, scholarships, birthday parties,

gallery shopping, artist receptions, exhibitions, and free art days to the community. (CAG, 2007)

Little Art Unit was organized with seven charter members: Irene Delahooke, Gladys DuPuis, Meline Denny, Owen Grammel, Mable Hanaford, Florence Robinson, and Marguerite Randolph in 1962. The group met bi-weekly at the home of Mrs. Randolph, who was both an arts counselor and instructor, to discuss the arts and plan arts exhibitions and events. (2007)

The Sierra Madre Playhouse has been in operation since 1980, providing hundreds of thousands of happy theater patrons with the finest in live, family entertainment. (2007)

#### **Arts Events**

In 1957 the Friends of the Library formed an Exhibits Committee to begin a series of juried exhibits in the Community Room of the Public Library. This evolved into the present *Annual Sierra Madre Art Fair*. (SMHS, 1976) The first Art Fair took place in 1962 in Memorial Park, where it still resides today.

Sierra Madre is known for its annual *Wistaria Festival*, which celebrates its 114-year-old, over 1-acre wistaria vine that is named by the Guinness Book of World Records as the largest blooming plant and one of the seven horticultural wonders of the world. The Festival began in 1918 by Mrs. Ida Lawless with the Woman's Club as a fundraiser for the American Red Cross's World War I relief efforts. Today the Sierra Madre Chamber of Commerce hosts the event each year with vine-viewing and a large craft faire in the City's downtown.

#### **Arts Facilities**

In 1887 Mr. A.I. Hawks moved to Sierra Madre and planted a lemon farm. Around 1895 he constructed an adobe building in which to cure his lemons. The *Hawks Adobe* has been used for various purposes throughout the years. At one point it was the famous studio of artist Alfred Dewey and used as an Arts Center where the Sierra Madre Arts Guild held its meetings; it was later occupied by Suman Potteries, and still later it continued in its arts tradition by being the first home of the Creative Arts Group. Today, the Adobe still stands at 37 E. Montecito and currently houses retail business. (1972)

The Memorial Park Band Shell was constructed in 1986. A photo caption in the Sierra Madre News stated "...carpenter volunteers are needed to complete the structure. Also needed is lumber for the shell which is the realization of a year-old dream." Both the general contractor, Carlyle Griffin, and the electrician, Michael Sizer, volunteered their time to create this project (1986). In 2006, two Boy Scouts, Austin Larson and Matthew Bamberger, renovated the Band Shell, giving it a much-needed make-over.



Throughout the Sierra Madre Historical Archives, *Sierra Madre City Hall* (and prior to that the *Town Hall*) was a place where many arts exhibits were shown in the *Little Art Gallery*. There is also reference to performances taking place in the Town Hall as well. Today, Art Shows are hung in the foyer of City Hall for six weeks at a time throughout the year.



The Howard Whalen Sculpture Garden was conceived by Whalen as a permanent living memorial exhibition. His studio was a part of the garden and exhibited many of his works and models. It was located on East Carter. An earthquake in 1992 caused extensive damage to many of Whalen's creations and afterward nature took over the garden. In the late 1990s volunteers restored the garden, but without sufficient funding, the land is now

for sale and many of the pieces of art are being sold/donated/loaned to the Sierra Madre Public Library. (SMHA, 2007)

The *Sierra Madre Playhouse* is a converted neighborhood movie theater on Sierra Madre Blvd., which was built in the early 1920s. Charles Andrese and Cheryl Pertile founded the Playhouse in 1980. Tom Hanks once performed in a production of "Barefoot in the Park" in the early 1980s. (LA Times, 1992) The Board of Directors for the Playhouse renovated the building in 1998. The City helped in this process by issuing the organization a low-interest \$20,000 community redevelopment loan to repair the roof. In 2000, the Playhouse was able to raise enough money to purchase the building.

#### **Artists of Note**

John Hart moved to Sierra Madre in 1884. Prior to settling in Sierra Madre, Mr. Hart went to Europe to study violin at the Conservatory of Music in Leipzig. After returning to the United States, he founded the Cleveland Conservatory of Music. A few years later a gun exploded damaging three fingers on his left hand. He then suffered a severe illness which prompted him to move to California. He began teaching piano and violin, and to supplement this income, began to make wine on his 40 acres in Sierra Madre. On the northern portion of his property he built an adobe winery, which is now the City's Hart Memorial Park House. He lived a life of civic fortitude until his death in 1932. (SMHA, 2007)

Oskar Seiling toured on the concert stage before coming to Sierra Madre around 1910. Once in Sierra Madre he taught violin and preformed in town alongside his wife, *Louise Seiling*, who was a light opera singer in New York. Once in Sierra Madre the couple enjoyed performing together for the townspeople, bringing in many artists and guests from all over Los Angeles. According to Lucile Eaton, the author of the memoir on the Seilings, "I think they represented a cultural aspect of the village not otherwise cultivated at that time." (Eaton, n.d.)

Oscar Rasbach was a composer, whose most notable piece was "Trees" published in 1920. He dedicated this song to Mrs. L. L. Krebs, a resident of Sierra Madre. Other songs written in Sierra Madre include:

The Look

- Debt
- The Laughing Brook, words by Elizabeth Scantelbury of Sierra Madre
- A Wanderer's Song
- Overtones
- Mountains
- Gifts
- Promise
- April

Additionally, he composed the music for Dawn Boy, an operetta whose first performance was by students of the Sierra Madre Grammar School in 1932. (Oscar Rasbach, n.d.)

Possibly one of Sierra Madre's most influential artists was painter *Alfred James Dewey*. Dewey moved to Sierra Madre in 1924 to "retire." According to an unmarked newspaper article in the Sierra Madre Archives, "...Dewey headed the artist community [in Sierra Madre] when it was at its height." (SM Artist's Painting Featured at Sanwa Bank, n.d.) Dewey painted California landscapes; he is among the "Plein Aire" or open air painters in the Impressionistic style (Sullivan-Gross, 1985). Dewey headed the Sierra Madre Arts Guild for many years from his studio in the Old Adobe still standing on East Montecito, where he also taught art lessons and painted a number of portraits. Additionally, he designed many of Sierra Madre's Rose Parade entries. (Goss, 1985) Today, many of his paintings hang in the Bank of the West lobby including: "Canyon Scene," "Cottage in the Woods," "Desert Mountains," "Landscape," "Trees," "Eucalyptus" and "Grove of Trees." He died at the age of 84 in 1958. (SM Artist's Painting Featured at Sanwa Bank, n.d.)

While living in Sierra Madre, sculptor *Gutzon Borglum* designed the Los Angeles Times eagle. The eagle sculpture weighs more than 200 pounds and has a wingspan of 7 ½ feet. (LA Times, 2002) It survived the bombing of the original Times building in 1910 and now sits in the lobby of the new Times Building. (Nelson, n.d.) After leaving Sierra Madre, Gutzon Borglum went on to sculpt Mt. Rushmore. (Chapman, 1997)

Painter *Henry Hawxhurst* came for a visit to Sierra Madre in 1904 and loved the town so much he moved from his home in San Francisco and opened a studio in the foothill village. In 1932 during the height of the Depression, he organized the Municipal Art League, devoting his time and money to free art instruction to an initial group of 79 students. This project was widely publicized throughout the country so much so that the Federal Government sent representatives to study it and subsequently started the Federal Art Project to give employment to artists throughout the United States (Henry Hawxhurst, 1947)

Bea Ward McIvor, niece to E. Waldo Ward, was recognized at 15 for her artistic talent. By the time she was 16 she was painting posters for billboard and newspaper ads for Grauman's Chinese Theatre as well as Warner Bros. After she married, she left the Hollywood scene but continued to paint. Her portraits of Hugo Reid and Lucky Baldwin hang at the entrance of Arcadia City Hall. When she died at the age of 94 in 1991, she was still painting. (Chapman, 1984, 1991)

Frank H. Bowers was a muralist originally from Berkeley, California. (Frank H. Bowers, 1964) He did a number of murals in town, including a mural for the Sierra Madre VFW Post 3208 as well as the Pirate Mural at the Buccaneer Lounge. (www.sierramadrenews.net, 2002) One of his most noted works was a large painting hung in the auditorium of the once Sunkist building, capital of the California Fruit Growers Exchange in the 1930s. (Tumbladh, 1936)

Howard Wheeler Whalen moved to Sierra Madre with his wife, Jo, in 1947. He was an accomplished sculptor, actor, and set designer. (Knowles, 1975) After first moving to town he worked as a pottery designer and worked on designs for the NASA space capsule. He was most known for his sculptures and, in fact, taught sculpture for the Creative Arts Group. (Obituaries, 1982) Friends and admirers created the Howard Whalen Sculpture Garden next to his studio to keep his work alive and to establish a permanent place of natural beauty. (HWSC Flyer, n.d.)

Igor de Kansky is a world-famous artist, designer and craftsman who worked in lacquer painting and wood-carving. De Kansky moved to Sierra Madre in 1966 and has works at the St. Vibiana Cathedral, Orthopedic Hospital, St. Vincent de Paul Hospital and Claremont McKenna College (Igor de Kansky's, 1989, Art World, 1982). His drawings and paintings have been commissioned by private collectors in France, are on display at the California Design Exhibit and are featured on the cover of *Home* magazine. His wife, *Helga de Kansky*, danced in Paris as a prima ballerina for the International Company Grand Ballet du Marquis de Cuevas. Once in Sierra Madre, she became a much sought-after private ballet teacher. (Tomaso, 1975))

Internationally known *Djibril N'Doye* was selected as the featured artist in the 2004 Sierra Madre Art Fair. He began drawing in the rural village of Bargny, Senegal where his mother encouraged his talent, but could never afford formal artistic instruction, which he feels helped him develop his distinctive drawing style. Once in Sierra Madre N'Doye began to burn intricate images into wood. According to the Pasadena Star News, "[N'Doye] considers art a universal language – above race or skin color. "Many people use the term 'black art' or 'African art,' I don't. Art is art. I am just an artist. I never set myself out to associate myself based on the color of my skin." (Felt, 2003)



Verna Chilton, beloved friend to The Sierra Madre Playhouse and many others, died in late 2005. Chilton was an accomplished actress who lived for the opportunity to step on stage. Verna was one of the most active and motivated Sierra Madre Playhouse board members. (www.SierraMadrePlayhouse.org)

A great number of other artists have lived in Sierra Madre since its inception over 100 years ago. The above has not been intended as an all-inclusive list, but a taste of Sierra Madre's history. Attachment E is a listing of other artists mentioned in the Sierra Madre Historical Archives, although again, it is not intended to be an all-inclusive list.

# The 2007 Action Plan

The Action Plan supports five target areas derived from the original seven created for the needs assessment.<sup>1</sup>

- 1. Cultural Tourism
- 2. Funding and Promotion
- 3. Arts Facilities
- 4. Individual Artists
- 5. Arts Education



Within each target area, goals were established. For each goal the Action Plan describes the purpose of the goal and the need for action in that area. It then provides the following for each:

- <u>Desired Outcome</u>: a simple statement of what we hope to accomplish through this goal.
- <u>Continuing Actions</u>: services and programs we already provide, but which were identified in the needs assessment as indispensable.
- <u>Short-Term Strategies</u>: steps that should take place immediately or begin within the first two years of the Cultural Arts Master Plan implementation.
- <u>Long-Term Strategies</u>: steps that should guide the implementation process over the next three to ten years.
- <u>Indicators of Success</u>: results that will be tracked over time to determine if the community is achieving the desired outcomes of the Plan.

<sup>&</sup>lt;sup>1</sup> The two target areas included in the needs assessment, but excluded from the Action Plan are Diversity and Architecture. Diversity was integrated into the five existing target areas. After the analysis of the needs assessments, the committee determined Architecture was not an area the Sierra Madre community needed or wanted the Community Arts Commission to focus on.

# **Cultural Tourism**

Goal 1: To increase awareness of cultural activities in Sierra Madre

**Desired Outcome:** To increase marketing and promotions in both the City and its surrounding areas specific to cultural tourism events in Sierra Madre.

# **Continuing Action:**

Promote cultural tourism events in Sierra Madre.

## **Short-Term Strategies:**

Appoint a Commissioner to develop a cohesive list of organizations and locations outside of Sierra Madre to promote cultural tourism events.

# **Long-Term Strategies:**

Appoint a Commissioner-liaison to current cultural events in Sierra Madre.

- Update and add to the list of cultural tourism groups and resources.
- Contact groups and help with events that promote cultural tourism.
- Work with Chamber of Commerce, City of Sierra Madre staff, community organizations, churches, and nonprofit and for-profit art organizations to market the community's cultural assets to current and potential visitors.

#### Indicators of Success:

- There are more avenues for cultural tourism in Sierra Madre.
  - More events are marketed in and outside the City promoting cultural tourism.
- Community members and/or tourists involved with cultural events and seek out cultural resources in Sierra Madre.

Please see Appendix F for a list of current organizations within Sierra Madre.

**Goal 2:** To explore potential opportunities to attract tourists to Sierra Madre through cultural events.

**Desired Outcome**: Increased public participation in cultural tourism activities through promotion of cultural and artistic events. The recognition of Sierra Madre as a valuable cultural and artistic mecca in Southern California.

#### **Continuing Action:**

Maintain involvement with current cultural events.

Please See Appendix G for a list of current events.

#### **Short-Term Strategies:**

- Look into further event opportunities such as a Music or Film Festival.
- Add more artistic flair to existing events to attract tourists interested in Sierra Madre cultural events. Example: the addition of the Youth Art Show in conjunction with the Mount Wilson Trail Race.
- Promote the image of Sierra Madre as a Southern California "Artist Colony."

#### **Long-Term Strategies:**

 Make cultural artistic events annual, to further increase awareness of Sierra Madre as a cultural tourism destination. Continue to present Sierra Madre as a valuable "Artist Colony."

# **Indicators of Success:**

- Increased cultural events and resource opportunities that have the potential to attract tourists.
- Increased cultural tourism, especially related to the arts.



Youth Art Show hung at the 2006 Mount Wilson Trail Race.

# **Funding and Promotions**

**GOAL 1:** Improve the promotion of Sierra Madre arts events and programs to ensure maximum community participation and attendance.

**Desired Outcome:** Arts promotion is a continuing process in Sierra Madre and surrounding areas so that information on new or recurring events can easily be dispersed with minimum effort and maximum effectiveness.



**Continuing Actions**: Assemble and distribute promotional materials to all media contacts.

- Publications / Newspapers / Radio and Television stations
- Regional arts newsletters
- Local community/church publications
- Chamber of Commerce
  - Website
  - Newsletter
- City and other arts internet sites
  - Websites such as hosted by the Los Angeles County Arts Commission

# **Short-Term Strategies:**

Appoint a Community Arts Commissioner to contact media/information outlets.

- Have the commissioner develop contacts with the above outlets.
- Have the commissioner contact the outlets periodically to assure that the contact information is current.
- Have the commissioner develop relationships with local arts event planners to gather input for the media and to advise on the formats and lead time for publication required by individual media sources.

## Long-Term Strategies:

- Commissioners continually search for new information opportunities.
- Commissioners attend local and regional arts events and programs planning sessions.

#### Indicators of Success:

- Improved attendance and sales for arts events and programs.
- One-stop shopping for cultural arts promotion.

**GOAL 2:** Enhance the cultural arts identity for the City of Sierra Madre.

**Desired Outcome:** A branding of arts events and programs easily recognizable to community artists and attendees alike so that Sierra Madre becomes known as an arts destination and artists' community.

#### **Continuing Action:**

Utilize the Community Arts Commission logo on all advertising and publicity for cultural arts events in Sierra Madre and its surrounding community.

## **Short-Term Strategies:**

Plan and implement arts programs and events on a regular basis so the logo can be used as a branding identifier.

## **Long-Term Strategies:**

Ensure the logo is a sought-after endorsement for official cultural arts events and programs.

#### Indicator of Success:

Increase in attendance at arts programs and events due to artists and arts patrons attending when they see the cultural arts logo.

**GOAL 3:** Develop relationships with prospective sponsors, grantors, partners and tie-ins with other events

#### **Desired Outcome:**

Identify and make contact with organizations, foundations, government agencies, commissions, private companies and individuals who provide funding support for arts programming, providing outside financial support to Sierra Madre arts programs, events, and services.



#### **Continuing Actions:**

- Continue to foster the Arts in Public Places Program (APP) by distributing the APP program brochure and collecting the 1% development fee on new public buildings in addition to community donations.
- Ensure a streamlined process in Development Services for collecting the APP fee.
- Continue to orchestrate fundraising arts events.

## **Short-Term Strategies:**

- Appoint a Community Arts Commissioner to develop a master list of funding organizations and individuals.
  - Keep the list current by periodic review (at a minimum every two years).
  - Establish contact with likely funding/partnership sources.
- Establish a subcommittee (or appoint a Commissioner) to write grants encouraging outside funding.

#### Long-Term Strategies:

• Develop on-going relationships with potential funding sources, possibly annual contributions or on an event-by-event basis.

#### Indicator of Success:

- Increased funding or partnership agreements for cultural arts events or programs.
- Art programs are self-sufficient.
- Art programs demonstrate the City's partnership in support of the arts.

# **Arts Facilities**

**GOAL 1**: Identify local and regional arts facilities that exist in Sierra Madre including galleries, studios (music, dance, art), and theaters.

**Desired Outcome**: To create a current inventory of facilities in Sierra Madre that is made available for cultural arts activities and to encourage businesses and nonprofits to provide space.

#### **Continuing Actions:**

- Keep an up-to-date inventory of facilities in Sierra Madre including galleries, studios (music, dance, visual arts), and theaters. Include rental cost, size, amenities and application/use.
- Sponsor City Hall art shows.

#### **Short-Term Goals:**

- Have the Community Arts Commissioners be pro-active in finding local venues that will support the arts.
- Obtain listings of new businesses from the appropriate City department to see if they have facilities that would enhance cultural arts programs.

# Long-Term Goals:

- Find new facilities that may be amenable to provide gallery, studio space or concert venues at low or no cost.
- Check facilities on the inventory list yearly to make sure they are still available and appropriate for arts functions.
- Continue to offer wall space in City Hall for display of local artists.
- Invest in showcases to display 3-dimensional art and in other hanging systems so that other City buildings such as the Youth Activity Center and the Hart Park House might display art safely.

#### **Indicator of Success:**

- There is an up-to-date list of arts facilities in Sierra Madre.
- Residents of Sierra Madre use these facilities, creating a rich and varied cultural arts experience.

**GOAL 2:** Determine facilities that Sierra Madre residents frequent and the kind of arts facilities artists and residents feel that the City needs.

**Desired Outcome:** Continue to meet the cultural needs of the community by providing the most effective venues we have available and add to them as needed.

#### **Continuing Action:**

Continue to survey those using the arts facilities to make sure facilities are meeting the needs of visual and performing artists, writers, filmmakers etc.

#### **Short-Term Goals:**

Determine whether the arts community can be better served by using existing arts facilities in a different way. Examples include:

An author's night held in the elementary school art room rather than the library.

- The Artists Open Studio provides the public a look at community art by using the artists' own studios as a gallery.
- The children's art show hung in Kersting Court in conjunction with the Mount Wilson Trail Race resembles a unique use of space.
- Seek out indoor venues for music and such.
- New ideas include using the Float Barn for welding classes, the Playhouse for children's activities such a puppet show, or Bean Town for an open-mic night.

#### Long-Term Goals:

- Provide a link between events that are held city-wide such as the Wistaria Festival, the Mount Wilson Trail Race, Dickens Village etc. so that the arts are very visible.
- Offer local visual and performing artists an opportunity to showcase themselves by providing space for them.
- Find more venues for music rather than just the band shell or the elementary school auditorium.

#### Indicator of Success:

• Sierra Madre provides unique and visible showcases for all of its very talented visual and performing artists.

#### GOAL 3: Utilize outside facilities to fill residents' needs.

**Desired Outcome:** Provide Sierra Madre residents with information about and/or access to arts opportunities outside the City.

# **Continuing Action:**

- Continue to sponsor field trips such as:
  - Huntington Library and Gardens
  - Getty Villa
  - Pageant of the Masters / Sawdust Festival
  - New field trips might include Griffith Park Planetarium or the Hollywood Bowl



Continue to access resources through the Los Angles County Arts Commission

#### **Short-Term Action:**

Community Arts Commissioners facilitate partnerships with arts facilities outside the City.

- Bring in guest speakers from outside organizations.
- Take advantage of opportunities provided by organizations such as the Los Angeles County Arts Commission or the City of Pasadena Cultural Affairs.

#### **Long-Term Action:**

Continue to seek out cultural arts events that may interest the citizens of Sierra Madre.

#### Indicator of Success:

- Participation in field trips and programs with the outside organizations.
- Citizens take advantage of/use information and/or transportation provided for them.

**GOAL 4:** Determine facilities that may be amenable to provide gallery, studio space or concert venues at low or no cost.

**Desired Outcome:** Sierra Madre will have enough space to accommodate the needs of artists and those who enjoy the arts — to work, dabble in, and connect with each other through the arts.

# **Continuing Action:**

- Continue to provide space at City Hall for art shows
- Continue to promote art events in town through email blasts, SMTV3, press releases, utility bills, Wistaria Vine, etc.
- Continue to work together with established Sierra Madre-based organizations like Creative Arts Group to co-sponsor events such as:
  - Community Art Show
  - Centennial Art Show
  - Artist Open Studio Tour

#### **Short-Term Goals:**

- Look for more Sierra Madre-based organizations like the Playhouse and the Library to jointly host art events and/or to connect different organizations together.
  - Friends of the Sierra Madre Library Art Fair
  - Concerts in the Park
  - Friday Family Movie Nights
  - Authors' Nights
  - CAG puppet show at the Playhouse
- Provide or make arrangements for space for artists and the community to gather together similar to the artist get-together after the Artist Open Studio Tour.

# Long-Term Goals:

- Be alert to and look toward establishing new events that promote the arts.
- Pursue space for artists and community to meet through various events.

#### Indicators of Success:

- The Community Arts Commission will keep an up-to-date list of facilities.
- Good attendance at various events at said facilities by those in the community.



Participating metal studio in the Artists Open Studio event.

# **Individual Artists**

**GOAL 1:** Support and provide encouragement to artists in the community.

**Desired Outcome:** Artists will have more opportunities to show their work and to establish connections in the community.

# **Continuing Action:**

Continue existing programs and events that help artists gain exposure.

- City Hall Art Shows
- Artists Open Studio Tour
- Authors Nights
- Community Arts Contests

## **Short-Term Strategies:**

- Provide resources for art businesses:
  - CA lawyer for the arts
  - Estate planning
  - Copyright issues
  - Tax workshop
  - Provide free pamphlets to artistic residents giving all necessary information needed to run an in-home business (i.e. permits, zoning, licenses, etc).
  - Upon establishing a recognized in-home art business supported by the City, there should be some sort of decal issued by the City signifying a bonafide business in residence.
- Re-establish the Community Arts Commission website subcommittee to continually update arts pages on the City's website.
  - Establish forum for art communication, create a pipeline/chat room connect to and/or accessed via City's website.
  - o Provide information on events in the City and surrounding communities.
  - Display work, set up webcasts to showcase work, maintain a continuous slide show.
  - Link artists' database to the site.
- Develop programs on SMTV3 to support the arts.

# Long-Term Strategies:

- Maintain and enhance the Community Arts Commission website.
- Develop long-term programming connections with SMTV3.

## **Indicator of Success:**

- Increased resource materials for community artists establishing themselves.
- Increased traffic on the Community Arts Commission website.
- Increased arts programming on SMTV3.



**GOAL 2:** To enhance the local artist and craftsperson presence in the community.

**Desired Outcome:** To increase information about artists in Sierra Madre and establish the cultural identity of Sierra Madre as an arts community. Residents will be more aware of the artists in their community and be able to support them.

# **Continuing Action:**

- Continue events like the Artist Open Studio of local artists/writers/musicians that promote community exposure to the arts.
- Maintain the Sierra Madre Arts website and connections to SMTV3.

# **Short-Term Strategies:**

Offer programs and events that highlight Sierra Madre artists.

- Utilize local fundraising events: Sierra Madre School auction, Friends of the Sierra Madre Library wine-tasting to showcase local art (possibly donate a piece to gain recognition).
- Booth at the art fair to share the costs and if body of work is small.
- Continue to offer and expand upon the Artists Open Studio Tour.
- Create video of Artists Open Studio Tour and link to City's website.
- Sponsor a writing competition.
- Establish arts workshops.
- Offer and advertise City artists' database to local and neighboring communities and/or restaurants for murals, events, etc.
- Broaden the Community Art Show hosted by the Community Arts Commission and the Creative Arts Group.
- Sponsor a juried show and invite artists from neighboring communities to enter.

## **Long-Term Strategies:**

Select a variety of events as annual programs offered by the Community Arts Commission.

#### **Indicators of Success:**

- Artists have more opportunities to showcase their work through programs and events in the City.
- Community more aware of artists in the community.
- Increased artists' sales.

#### **GOAL 3:** To research the feasibility and develop an artist co-op.

**Desired Outcome:** To develop space where artist can create and show work, run workshops, and conduct meetings to promote the exchange of ideas.

#### Continuing Actions:

- Maintain contact with artists to keep up-to-date with their wants for a studio space.
- Conduct follow-up surveys and questionnaires if necessary.

#### **Short-Term Strategies:**

- Review whether or not the co-op can be included in the East Montecito Plan.
- Facilitate artist-in-residence programs.
  - Sponsor author/writers' book signings.

Open microphone night for poets, song writers, performance art, etc.

## Long-Term Strategies:

Appoint a subcommittee to determine the feasibility of an artist co-op:

- Research if the City can provide a space for a co-op.
- Explore co-op space opportunities with local real estate agents.
- Establish a budget for operating the co-op.
- Explore funding sources via grants, successful artist as benefactor-give-back.
- If a space is established, create a business plan.

#### **Indicators of Success:**

- An artist co-op is established that provides artists with studio space, a meeting place and a gallery.
- The space would be compliant with artists' needs and wants.
- The co-op would be self-sufficient once operational.



Participating painting studio in the Artist Open Studio event.

# **Arts Education**

**GOAL 1:** Enhance and reinforce the entire spectrum of arts education for everyone.

**Desired Outcome**: Residents will have greater knowledge of the arts.

# **Continuing Action:**

- Continue to run arts activities, classes, and programs with schools, youth organizations, the Sierra Madre Community Center, Senior Center and Sierra Madre arts organizations.
- Continue art-related fieldtrips outside of Sierra Madre.

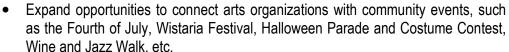
## **Short-Term Strategies:**

 Work with schools, youth organizations, the Sierra Madre Community Center, Senior Center, and Sierra Madre arts

organizations to assess needs, and identify areas for growth, in the arts.

- Expand arts activities such as the Mt.
   Wilson Trail Race Kids Art Show.
- Expand city hall art exhibitions.
- Create more opportunities for youth art shows.
- Support all Sierra Madre arts organizations.
  - Expand programs to connect, enhance, and promote all Sierra

Madre arts organizations, such as Creative Arts Group, Sierra Madre Playhouse and Southern California Lyric Theater.



- Utilize arts resources outside Sierra Madre, whenever possible.
  - Expand trips to art museums, such as The Huntington Library and The Getty Museum.
  - Expand relationships with the City of Pasadena and its artists' network.

# Long-Term Strategies:

- Encourage continuing education of all arts programs through and with the Sierra Madre Community Center, Senior Center, and Sierra Madre arts organizations.
  - Expand art classes through the Community Services Department
  - Expand arts relationships with area schools
  - Expand arts education and classes for Seniors with the input of the Senior Commission.
- Diversify annual programs to encourage education of different types of art i.e. variety of music in the Concerts in the Park.
- Create an arts mentoring program
  - Create an avenue where artists can teach new artists about how to hang a show, how to sell work, etc.



#### Indicators of Success:

- There are more programs, activities and events promoting arts education in Sierra Madre.
- Sierra Madre residents have more exposure to the arts.

**GOAL 2:** Extend arts education to an increasingly diverse audience through better coordination among existing efforts and enhanced levels of partnership and collaboration.

**Desired Outcome:** Continue to provide, and enhance, arts awareness in the Sierra Madre community.

## **Continuing Action:**

 Continue coverage and access through the Wistaria Vine, the City's website, SMTV3, et al. of the arts.

# **Short-Term Strategies:**

- Work with Sierra Madre artists, arts educators, and arts organizations to extend arts education and arts opportunities for all.
- Encourage artist collaboration through the creation of a "Chat Room for Artists" on the city's website, under the auspices of the Community Arts Commission.

# Long-Term Strategies:

 Regularly update the data base of Sierra Madre artists and make it available via hard copy and online.

#### **Indicator of Success:**

More members of the community attend arts programs and use the arts website.



Participants at the first ever Author's Night

# 2007 Cultural Arts Master Plan Recommendations

- 1. Strengthen Sierra Madre as an artist community.
- 2. Increase two-way communication with artist and art enthusiasts.
- 3. Enhance arts programs.
  - Field Trips
  - Forums
  - Classes
  - Events
- 4. Update and expand artist database on the City of Sierra Madre website.
- 5. Expand upon locations and opportunities to showcase the arts.
- 6. Further develop public arts
  - Arts in Public Places Program
  - Fundraisers
  - Donations
- 7. Research potential workspaces for the arts.



Sierra Madre School Principal Bluemel and friends perform in the park.

# **Challenges and Indicators of Success**

# Challenges

- To secure funding for desired programs and facilities.
- To find the physical space to implement programs and showcase art.
- To maintain credibility and enthusiasm for the Cultural Arts Master Plan with artists and the community.
- To involve artists in the programs and activities outlined in the Master Plan.
- To devise appropriate programs and activities utilizing professional, private, or volunteer efforts as necessary and available.
- To maintain an effective and working Master Plan document, revising it to reflect the ever-changing needs of the community.

#### Indicators of Success

- Increased participation by artists in City programs and activities. Enrollment in arts classes and activities should be monitored by the Community & Personnel Services Department and reported to the Community Arts Commission.
- An increase in support from the community: i.e. the sharing of money, goods, time, expertise, business knowledge, or volunteerism.
- More organized programs to provide the community opportunities to fulfill their arts needs.
- Continual evaluation of programs and events.
- An annual review of the short-term and long-term goals by the Community Arts Commission to ensure the community is achieving those goals.
- Better utilization of resources.

# **Appendices**

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# Appendix A – Muni Code Ch. 2.34 Duties of the Community Arts Commission

The Community Arts Commission consists of seven members appointed by the City Council. At all times, at least four members of the commission must be residents of Sierra Madre. The Commission meets at 6:30 pm on the second Wednesday of each month at City Hall to execute the following powers and duties bestowed upon the commission by the City Council:

- To support, encourage and facilitate the arts in the City;
- To encourage public access to the arts by integrating art into community activities;
- To advise the council and administrator concerning the resources and needs of the community on the subject of the arts, opportunities for participation of artists and performance in city-sponsored activities, and ways to encourage community involvement;
- To advise the council concerning the spending of monies which, from time to time, may be earmarked for art purposes;
- To explore methods of obtaining private, local, state and federal funds to promote art and other cultural projects within the City and make recommendations to the City Council on applying for such grants and funds;
- To encourage public and private partnerships to assure the flourishing of the arts and artists in the City;
- To identify and coordinate the needs and resources of artists and the community;
- To support the creation of art by and for residents of all ages;
- To generate funding to support a variety of public art events including, but not limited to, live theater, music and dance festivals, museum activities, and arts education;
- To catalogue the various cultural and artistic resources available within the City and to promote a wider awareness and utilization of these resources;
- To encourage workshops, displays of art, concerts and similar activities with an emphasis on utilization of local artistic resources;
- To organize various community activities subject to prior approval and ongoing review by the Council. (City of Sierra Madre, 2006, Chapter 2.34)

# Appendix B - Definition of Terms

**Art**: The physical expression of creativity or imagination. As such, "art" may be taken to include forms as diverse as prose writing, poetry, dance, acting or drama, music, sculpture, photography, illustration, architecture, and painting. Art may also be understood as relating to creativity, aesthetics and the generation of emotion. (Wikipedia, Art)

**Artist Co-op**: An autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise. In the case of Sierra Madre, this could look like a facility in which artists could work and show their art, and possibly contain space for artists to live. (Wikipedia, Cooperative)

**Arts Education**: Instruction and programming in any arts area — including the performing arts (dance, music, theater) and visual arts, creative writing, media arts, history, criticism, and aesthetics. Education in art takes place across the lifespan. As a result, children, youths, and adults learn about art in community-based institutions and organizations such as museums, local arts agencies, recreation centers, places of worship, social service agencies, and prisons, among many other possible venues. Education in art also occurs in the home as well as through formal and informal apprenticeship programs. (Wikipedia, Art Education)

Arts Facilities: Any building or venue that could be used for the arts. This includes school auditoriums, recreation centers, park amphitheaters, or local shops that could be used to display art.

**City**: Refers to the City of Sierra Madre. Sierra Madre is a small city in Los Angeles County, California, United States. The population was 10,578 at the 2000 census. It is in the Foothills of the San Gabriel Mountains below the Angeles National Forest with the City of Pasadena to the west, and Arcadia to the south and east. (Wikipedia, Sierra Madre, CA)

**City Council**: A City Council is a form of local government, usually covering a city or other urban area, such as a town. A five-member City Council governs the City of Sierra Madre. The City Council sits as the governing board for the Community Redevelopment Agency of the City of Sierra Madre and the Sierra Madre Financing Authority of the City of Sierra Madre. (City of Sierra Madre, 2007)

**Commission**: The Sierra Madre City Council encourages citizen participation in its decision-making process through the use of citizen commissions. Currently, there are six citizen commissions established by the Council to advise and assist them in dealing with specific problems. These advisory bodies study a variety of issues and problems in detail. After gathering all pertinent information, hearing arguments, and weighing values, they recommend to the Council what they consider the best action to take. In certain situations, commissions are empowered to make specific decisions, subject to appeal to the Council. Members of commissions are appointed by the City Council. (City of Sierra Madre, 2007)

**Community Member**: Any person, resident or non-resident, who actively participates in programs and activities in the City of Sierra Madre.

**Cultural Arts**: A term used to encompass the variety of arts and arts events that define Sierra Madre. This includes works from the Sierra Madre Playhouse and Creative Arts Group as well as events like the Wistaria Festival and the annual Friends of the Library Art Fair.

**Cultural Arts Master Plan**: A written document which will make tangible recommendations, suggest strategies for implementation, and list measurable goals, providing direction for the Community Arts Commission based off of the need and wants of the Sierra Madre community.

**Cultural Tourism**: A subset of tourism concerned with the City's culture, especially its arts. It focuses on Sierra Madre's diverse customs, unique forms of art and distinct social practices. (Wikipedia, Cultural Tourism)

**Master Plan**: A long-range policy document that defines the framework by which the City's physical and economic resources are to be managed over time. The City's decision-makers are to be guided by the goals and policies contained in a master plan. (City of Sierra Madre, 1996, 2)

**Resident**: Someone who lives in the City of Sierra Madre.

**Taxpayer**: Any person who pays taxes to the City of Sierra Madre whether it be through property taxes, sales tax, utility tax or any other tax which provides revenue to the City of Sierra Madre.

# **Appendix C - Method of Procedures**

In early 2006 the City of Sierra Madre Community Arts Commission created the Cultural Arts Master Plan Steering Committee to determine the needs for cultural arts, research local demographics, obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met.

In order to meet these objectives, the Committee spent a considerable amount of time collecting data. Multiple instruments were used in conducting the needs assessment for the Cultural Arts Master Plan. The first was a survey distributed to the Sierra Madre community; a second survey was mailed to arts agencies in the greater Los Angeles area; two community workshops were conducted for the residents of the town; and local nonprofit organizations that have an interest in the arts were interviewed as well.

# **Cultural Arts Master Plan Questionnaire**

The community survey was conducted during the summer of 2006. A paper questionnaire was distributed throughout Sierra Madre by Community & Personnel Services staff and members of the Cultural Arts Master Plan Committee. The data was collected and entered into a database by City staff for analysis.

## **Description of the Subjects**

Members of the Sierra Madre community were asked at random to voluntarily complete the questionnaire. Community members were selected upon availability regardless of age, race, residency, or interest in the arts. The committee's goal was to reach a sampling pool of people who spent time and money in the City.

Since this questionnaire was conducted as a random, convenience study, there was no sample profile of the subjects. Discussion on the demographics of those who completed the questionnaire will be discussed in the next chapter.

#### **Description of Data Collectors**

The Community Arts Intern did the majority of the data collection; however, members of the Cultural Arts Master Plan also collected questionnaires. Each collector was given an instructional letter with guidelines for distributing and collecting the surveys. Additionally, the questionnaire was posted online where community members could download the survey and mail it back to the City.

#### **Description of Instrument**

A half-sheet cover letter accompanied each questionnaire which stated the purpose of the Community Arts Commission, the Cultural Arts Master Plan and the benefit to completing the survey. Additionally, the letter stated how long the survey should take to complete, to where the survey should be returned and a phone number in case of questions.

The questionnaire consisted of twenty-four questions. The first four were cross-sectional questions used to gather information on the community in order to get a feel for what arts

facilities and events the community attended, what facilities the community wanted, and how people received information regarding City-supported arts events.

The next ten questions were situated on a Likert Scale. Respondents were asked to rank their level of agreement on arts in Sierra Madre on a scale of one to ten with "1" meaning strongly disagree and "5" meaning strongly agree.

On the back side of the questionnaire there were three open-ended questions asking how Sierra Madre could celebrate and promote the arts, what arts facilities are used outside the City, and if the respondents were aware of any unused space available for arts purposes.

These open-ended questions were followed by three more Likert rating questions, measuring the interest of the respondents in getting involved with the arts on a scale of one to five with "1" meaning not interested and "5" meaning very interested. The questionnaire ended with four demographic questions to be used in cross-tabulation with the other questions in the survey.

The instrument was field-tested through the Cultural Arts Master Plan Steering Committee. Approximately twenty people completed the survey paying attention to clarity of the questions as well as how long it took to complete the survey. A copy of this questionnaire and its cover letter can be found at the end of this appendix.

## **Description of Procedures**

After determining the research objectives in the spring of 2006, the Cultural Arts Master Plan Steering Committee drafted questions to determine needs as they pertain to the arts in Sierra Madre. Each committee member submitted questions to the initial "questionnaire suggestions" document which was then reviewed by the committee as a whole. The initial questions were modified by the committee and given to staff to create the questionnaire. The questionnaire was then reviewed by the committee and then by the Community Arts Commission. After approval by both entities, the survey was coded and 1,200 copies of the questionnaire and cover sheet were distributed to the community.

The Community Arts Intern was responsible for the majority of the distribution and collection of the questionnaire. The intern attended all major and minor City events and activities including concerts in the park, swimming lessons, adult softball, summer fun in the park, city hall art shows, City Council meetings, pool movie nights, and healthy family fun activities. Additionally, the intern would go to the downtown area of the City and ask residents to complete the survey. Similarly, a stack of twenty questionnaires were delivered to each member of the Cultural Arts Master Plan Steering Committee and Community Arts Commission for distribution.

Staff and committee/commission members were instructed to ask Sierra Madre community members if they had the opportunity to complete a questionnaire as a part of the needs assessment for the Cultural Arts Master Plan. If the respondent had not completed the questionnaire and was willing to do so, the researcher provided the respondent with the survey with the attached cover letter and a writing instrument. The researchers were

encouraged to wait for the respondent to complete the survey; however, if the respondent preferred, the survey could be returned to the address on the cover letter at a later date.

All questionnaires were returned to the City of Sierra Madre Community & Personnel Services Department where the Community Arts Intern entered the data into a database based on the coding developed earlier in the process.

# **Arts Facilities Questionnaire**

During the summer of 2006 the Community Arts Intern created an Arts Agency List which was comprised of almost 200 arts organizations within a 50-mile radius of Sierra Madre. A two-page questionnaire was mailed to these agencies in November of 2006. A volunteer then compiled a single document containing the data from the returned questionnaires.

## **Description of the Subjects**

The target group for this study was arts organizations who could possibly serve the residents of Sierra Madre. The list of organizations was compiled through the phone book as well as a listing of arts organizations who participate in the Los Angeles County Arts Internship Program. For this study it did not matter if an organization was large or small, profit or nonprofit, or if the organization had a specific focus. The only criteria were that the organizations focus on the arts within a 50-mile radius of Sierra Madre, California.

Out of the 189 arts organizations identified:

- 32% were theaters
- 22% were galleries
- 14% were art schools / studios
- 11% were museums
- 10% were dance studios
- 3% provided art supplies and services
- 2% were music-related
- 2% were kids' arts programs
- 2% were gardens
- 1% were film-related
- 1% were photography-related

#### **Description of Reviewers or Observers**

This was a mail-response survey and therefore self-administered by each respondent. When the questionnaires were returned, a volunteer then compiled a single document containing the surveys' responses. The data was later analyzed by staff and the members of the Cultural Arts Master Plan Steering Committee, all of whom are artists themselves or have strong interests/ties to the arts.

#### **Description of Instrument**

A half-sheet cover letter accompanied each questionnaire which stated the purpose of the Community Arts Commission, the Cultural Arts Master Plan, and the benefit to completing the survey. Additionally, the letter stated to where the survey should be returned and by when, as well as a phone number in case of questions.

The questionnaire contained nine open-ended questions. The questions were designed to discover more about each arts agency – their missions, programs, wishful programs, funding sources, relationship with the City of Sierra Madre, and partnership efforts. The last part of the second page asked some demographic information on each organization. A copy of the cover letter and questionnaire can be found at the end of this Appendix.

# **Description of Procedures**

After reviewing the research objectives, the Cultural Arts Master Plan Steering Committee drafted questions to determine what organizations have the potential to offer arts programs and services to the residents of Sierra Madre. The Steering Committee brainstormed on questions to ask of the arts organizations and then had staff draft a questionnaire. The questionnaire was then reviewed by the committee and again by the Community Arts Commission. After approval by both entities, the survey was mailed to the 189 arts organizations in the Arts Agency List with instructions to return the completed questionnaire by December 15, 2006.

Toward the middle to end of December, a volunteer made follow-up phone calls to the arts agencies who had not responded to the initial mailing. Organizations interested in completing the survey were faxed a second copy of the questionnaire and asked to fax or mail it back by the end of the year.

All questionnaires returned to the City of Sierra Madre Community & Personnel Services Department were compiled into one document by a department volunteer, with analysis to be completed by staff and the Cultural Arts Master Plan Steering Committee.

# Sierra Madre Community Workshops

At the end of November and in early December of 2006, the Cultural Arts Master Plan Steering Committee hosted two community workshops. Members of the community gathered at the Community Recreation Center to share their opinions on the Community Arts Commission, the arts in Sierra Madre, and gave input for the creation of the Cultural Arts Master Plan. Notes were taken by attendees and compiled into a single document.

#### **Description of the Subjects**

All the members of the Sierra Madre community were invited to take part in the community workshops. Those who showed up and participated did so voluntarily. As this was a public forum, all members of the public were invited whether or not they had a vested interest in the arts.

Because this study was conducted as a voluntary convenience study, there was no sample profile of the subjects.

#### **Description of Reviewers or Observers**

A staff person was in attendance at the workshops to take notes, answer questions and provide support to the Steering Committee. The Chair of the Community Arts Commission

and a member of the Steering Committee led the discussion while another volunteer took additional notes.

# **Description of Instrument**

Questions were prepared by the Cultural Arts Master Plan Steering Committee before the workshops. The questions were split into three general areas: individual artist / artistic diversity / arts education; architecture / arts facilities; and cultural tourism / arts funding & promotion. However, these were only to serve as guidelines to move the conversation.

At the workshop each participant was given a sheet of paper with the three headings to be used as a place to take notes / provide feedback to the committee. At the bottom of the sheet participants were asked to identify which workshop they attended, if they would like to join the Cultural Arts Master Plan Committee and to provide their contact information if they would like to be updated on the Cultural Arts Master Plan.

## **Description of Procedures**

To continue to fulfill the research objectives developed in the spring of 2006, the Cultural Arts Master Plan Steering Committee decided to host Community Workshops to get a more detailed and personal response for the study. Two dates were selected, a Wednesday evening and a Saturday morning, in hopes of attracting more participants. Postcards were created and mailed to all the residents in Sierra Madre inviting them to participate in the workshop. Press releases were distributed to the local news venues, a notice was placed on the local cable channel, and emails were sent out to the city-wide distribution list in order to inform residents and community members of this opportunity to contribute to the Cultural Arts Master Plan process.

Questions were prepared by the Cultural Arts Master Plan Steering Committee before the workshops. The questions were split into three general areas: individual artist / artistic diversity / arts education; architecture / arts facilities; and cultural tourism / arts funding & promotion. However, these were only to serve as guidelines to move the conversation. A copy of these questions can be found at the end of this Appendix.

At the workshop each participant was given a sheet of paper with the three headings to be used as a place to take notes / provide feedback to the committee. At the bottom of the sheet participants were asked to identify which workshop they attended, if they would like to join the Cultural Arts Master Plan Committee, and to provide their contact information if they would like to be updated on the Cultural Arts Master Plan.

A staff person was in attendance at the workshops to take notes, answer questions and provide support to the Steering Committee. The Chair of the Community Arts Commission and a member of the Steering Committee led the discussion while another volunteer took additional notes.

Each workshop lasted approximately two hours. At the end of each workshop, staff collected the participants' notes and the volunteer who took notes compiled his notes together with staff and the participants' notes. These were later distributed to staff and the Cultural Arts Master Plan Steering Committee to be analyzed.

## Interviews of Local Nonprofit Organizations with an Interest in the Arts

After reviewing the results from the Arts Facilities Questionnaire, the Cultural Arts Master Plan Committee members decided they wanted more details from the arts facilities and organizations in town who provided arts services. The Cultural Arts Master Plan Steering Committee created a list of all the arts organizations in town and went out to conduct personal interviews with each organization. The notes from each document were put together in one binder to provide the Steering Committee insight on what programs and services exist in Sierra Madre.

#### **Description of the Subjects**

The target group for this study was organizations in Sierra Madre that are related to the arts whether through arts classes, events, or facilities. The list of organizations was compiled based off the Arts Agency List with the addition of a few agencies from the committee members. For this study it did not matter if an organization was large or small, or if the organization had a specific focus – however, the committee chose only to interview nonprofit organizations.

#### **Description of Reviewers or Observers**

Members of the Cultural Arts Master Plan Steering Committee conducted the interviews with the different arts organizations in town. The committee created the questions together, so all interviewers were aware of the objectives of the interviews. A copy of these questions can be found at the end of this appendix.

## **Description of Instrument**

The interview questions were developed by the Cultural Arts Master Plan Steering Committee to answer questions not yet answered through the other instruments. Items of interest included arts resources, promotion, programs and events, facilities, art education and collaboration.

#### **Description of Procedures**

After reviewing the results from the Arts Facilities Questionnaire, the Cultural Arts Master Plan committee members decided they wanted more details from the arts facilities and organizations in town that provided arts services. The Cultural Arts Master Plan Steering Committee created a list of all the arts organizations in town. Each member of the steering committee took responsibility for one or more organizations. The member was responsible for making contact with the organization, conducting the interview, typing up notes from the interview and turning in the completed notes to the Deputy Director of Community & Personnel Services. The Deputy Director then compiled the notes from each document into one document to provide the Steering Committee insight on what programs and services exist in Sierra Madre.





## **Cultural Arts Master Plan Questionnaire**

The City of Sierra Madre Community Arts Commission strives to promote the community's interest in, awareness of, and appreciation for the arts; to provide support and encouragement to artists living in the community; and to increase the community's participation in the arts. In order to best determine the needs for cultural arts in Sierra Madre, the Commission is working on its first ever Cultural Arts Master Plan in order to obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met. By completing the attached questionnaire, you will be an integral part of this process helping to make the Cultural Arts Master Plan a living document for the Community Arts Commission for many years to come.

The following survey should take you less than 5 minutes to complete. Once completed, please drop off the survey at the Community Recreation Center, City Hall or mail to:

Cultural Arts Master Plan 232 W. Sierra Madre Blvd. Sierra Madre, CA 91024

Thank you for participating in the Cultural Arts Master Plan. Should you have any questions please call the City of Sierra Madre Community and Personnel Services Department at 626-355-5278.

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€€	Southern Artist Fair School Pl School Ar	e at Ma ays t Show	ary's Ma ⁄/s	rket		<u> </u>
€	Concert V	enues/				<u> </u>
€€	Street Ba Newspap Word of n I do not re	nner er nouth eceive	informat			_
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	1	2	3	4	5	N/A
	1	2	3	4	5	N/A
	1	2	3	4	5	N/A
	1	2	3	4	5	N/A
blic	1	2	3	4	5	N/A
У	1	2	3	4	5	N/A
ects	1	2	3	4	5	N/A
13. The City should allocate money toward cultural arts			3	4	5	N/A
14. The current art and cultural resources in and around Sierra Madre suite my needs				4	5	N/A
	$\in$	€ Sierra Ma € Memorial € Other (ple at apply) € Southern € Artist Fair € School Pl € School Ar € Other (ple at apply) 6 School Ar 6 Other (ple at apply) 6 School Ar 6 Other (ple at apply) 7 School Pl 8 School Pl 9 School Ar 8 Other (ple at apply) 8 School Pl 9 School Ar 9 Other (ple at apply) 9 School Pl	SK Visual  Sierra Madre Sc  Memorial Park E  Other (please lise  at apply)  Southern Califor  Artist Faire at Mate  School Plays  School Art Show  Other (please lise  Concert Venues  Other (please lise  Concert Venues  Newspaper  Newspaper  Newspaper  Newspaper  Newspaper  Other (please lise  Newspaper  I do not receive  Other (please lise  ngly disagree and 5 m  Strongly Disagree  1 2  1 2  1 2  1 2  1 2  1 2  1 2  1	<ul> <li>SK Visual</li> <li>Sierra Madre School Aude</li> <li>Memorial Park Bandshe</li> <li>Other (please list)</li> <li>at apply)</li> <li>Southern California Lyric</li> <li>Artist Faire at Mary's Made</li> <li>School Plays</li> <li>School Art Shows</li> <li>Other (please list)</li> <li>Concert Venues</li> <li>Other (please list)</li> <li>Events? (check all that apply)</li> <li>Street Banner</li> <li>Newspaper</li> <li>Word of mouth</li> <li>I do not receive informat</li> <li>Other (please list)</li> <li>Other (please list)</li> </ul> Ingly disagree and 5 meaning Strongly Disagree <ul> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> </ul> Ingly disagree and 5 meaning Strongly Disagree <ul> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> </ul> Ingly disagree and 5 meaning Strongly Disagree <ul> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> </ul> Ingly disagree and 5 meaning Strongly Disagree <ul> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> </ul> Ingly disagree and 5 meaning Strongly Disagree <ul> <li>1</li> <li>2</li> <li>3</li> <li>1</li> <li>2</li> <li>3</li> </ul> Ingly disagree <ul> <li>2</li> <li>3</li> <li>3</li> <li>4</li> <li>4</li> <li>5</li> <li>6</li> <li>7</li> <li>7</li> <li>8</li> <li>9</li> <li></li></ul>	SK Visual  Sierra Madre School Auditorium  Memorial Park Bandshell  Other (please list)  At apply)  Southern California Lyric Theate  Artist Faire at Mary's Market  School Plays  School Art Shows  Other (please list)  Concert Venues  Other (please list)  Events? (check all that apply)  Street Banner  Newspaper  Word of mouth  I do not receive information  Other (please list)  In 2 3 4  In 2 3 4	SK Visual  Sierra Madre School Auditorium  Memorial Park Bandshell  Other (please list)  At apply)  Southern California Lyric Theater  Artist Faire at Mary's Market  School Plays  School Art Shows  Other (please list)  Concert Venues  Other (please list)  Events? (check all that apply)  Street Banner  Newspaper  Word of mouth  I do not receive information  Other (please list)  Ingly disagree and 5 meaning strongly agree Strongly Disagree  Strongly Disagree  Strongly Disagree  Strongly A 5  I 2 3 4 5  I 3 4 5  I 3 5  I 3 6  I 3 7  I 3

Questions continued on the back side.

15. In what ways can Sierra Madre celebrate and pro	mote the arts	in	the commu	ınity? _				
16. What arts facilities do you use outside of Sierra M	ladre and for	wh	at purpose	?				
17. Are you aware of any unused space that can be u	used for arts p	our	poses in Si	erra Ma	adre? If	SO, W	hat?*	
Please rate the following on a scale of 1 to 5 with 1 m	neaning not ir		ested and ! ot Intereste		ing very		ested:	ested
18. I would be interested in establishing and mainta co-op (a public art gallery space to exhibit and froattend workshops, create a consortium to buy and so and meet with fellow artists)*	equent show	s,	1	2	3	4	5	N/A
19. I would financially support art education activities*	k		1	2	3	4	5	N/A
20. I am interested in partnering with the city to end the arts*	ergize/promo	te	1	2	3	4	5	N/A
Demographic Information:  21. Do you consider yourself (check all that apply)		€	A frequent An arts su I do not of 45 – 54	pporte	•	t the a		lder
€ 18 – 24 € 35 – 44 23. Sex:		€	55 – 64					
	€ \$60,000 - € \$80,000 -	\$7			€ Ov	er \$1	00,000	
*If you are interested in participating in Sierra Madr more about Sierra Madre's arts and other programming								earning
Name:	Email: _							
Staff Use Only Survey # Entered	Phone:							



#### **Arts Facilities Questionnaire**



The City of Sierra Madre Community Arts Commission strives to promote the community's interest in, awareness of, and appreciation for the arts; to provide support and encouragement to artists living in the community; and to increase the community's participation in the arts. In order to best determine the needs for cultural arts in Sierra Madre, the Commission is working on its first ever Cultural Arts Master Plan in order to obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met. By completing the attached questionnaire, you will help us identify arts programs and services already being met as well as help us identify areas in which the arts can be strengthened. Additionally, you will be an integral part of this process, helping to make the Cultural Arts Master Plan a living document for the Community Arts Commission for many years to come.

Once complete, please return the attached questionnaire by **Friday**, **December 15**, **2006** to:

City of Sierra Madre Cultural Arts Master Plan 232 W. Sierra Madre Blvd. Sierra Madre, CA 91024

Thank you for participating in the Cultural Arts Master Plan. Should you have any questions please call the City of Sierra Madre Community and Personnel Services Department at 626-355-5278.

Does yo	ur organization have a mission statement, policies, or procedures which relate to the arts? If so, w
	ve programs or services or events specifically related to the arts, what are they? Feel free to atta- tion brochure or event listings.
Could yow	ur organization provide other arts programs and services if additional funds were available? If so
What are	your current funding sources?
Do your	activities have a financial impact on the City of Sierra Madre? If so, please describe.
	y of Sierra Madre regulatory functions (zoning, licensing, permits, fees, etc) impact your organizad to the arts?

		71gam2attori iii 00i	ving the arts?		
Are there any er the arts?	merging opportuni	ties, programs, or	regulations which	your foresee tha	t will impact service
	nmendations or idenster Plan process		ıld like to give to th	e Community Ar	ts Commission in t
Organization:					
Organization:				Title:	
Organization: Contact: Address:				Title:	
Organization: Contact: Address: Email:				Title:	
Organization: Contact: Address: Email: Art Specialty Are				Title:	
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Organization: Contact: Address: Email: Art Specialty Ard User Group (ple [] 6 & Under [] Low Income	ea(s): ease check all that []6 – 12[]13-1	apply): 7 [] 18 – 24		Title: Phone:	[] 65 & Over
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Organization: Contact: Address: Email: Art Specialty Ard User Group (ple [] 6 & Under [] Low Income Training [] Other (please	ea(s):ease check all that [] 6 – 12[] 13-1 [] Disabled e explain):	<i>apply):</i>  7 [ ] 18 – 24   [ ] Youth Only	[] 25 – 39 [] Senior Only	Title: Phone: [] 40 – 64 [] Professiona	[] 65 & Over

#### **Possible Discussion Questions for Community Workshops:**

#### Architecture

- Should the Arts Commission create/mandate an aesthetic definition of architecture for the city/downtown?
- Should the Arts Commission create/mandate an aesthetic definition public art for the city/downtown
- o Is there a need for architecture to be defined as art?
- Should architecture be recognized as art? If so, how?

#### Arts Facilities

- What arts facilities do residents frequent (both in and out of Sierra Madre)?
- O What arts facilities are needed in Sierra Madre?

#### Individual Artists

- What does the City/Commission do for individual artists in Sierra Madre?
- In an ideal world, where money is not an issue, what would you like the see the City/Commission do for individual artists?
  - Prioritize these items

#### Artistic Diversity

- Does the Arts Commission plan for a variety or arts program?
- O What can the Arts Commission do to highlight the artistic diversity in town?

#### Arts Education

- O Do you believe arts education is important?
- O What aspects of arts education are most important?
- o Are there arts education needs that the Arts Commission can meet?

#### Arts Funding & Promotion

- Where should the money for the arts come from? General Fund? Commission sponsored fundraisers? Grants?
- How much of staff time (or commissioner time) should be spent searching for funds/planning fundraisers?

#### Cultural Tourism

- O What arts events in town bring in outside residents?
- O What can the Arts Commission do to bring in non-residents to highlight resident artists?

## Interview Questions for Local Nonprofit Arts Organizations:

- 1) What resources/contacts do you have for the arts?
- 2) How do you promote cultural arts?
- 3) What are your flagship programs and events?
- 4) Who in Southern California do you get information from?
- 5) Who do you give information to in Southern California?
- 6) Who makes your organization work?
- 7) Who is in your network?
- 8) What facilities do you have for public art use?
- 9) What opportunities do you have for arts educations?
- **10)** Do you feel there are any ways your organization could collaborate with the City through the Community Arts Commission?

# Appendix D - Presentation of the Results

In early 2006 the City of Sierra Madre Community Arts Commission created the Cultural Arts Master Plan Steering Committee to determine the needs for cultural arts, research local demographics, obtain community input, assess strategies for cultural art development and recommend programs and measures to fill needs not being met.

In order to meet these objectives, the Committee spent a considerable amount of time collecting data. Multiple instruments were used in conducting the needs assessment for the Cultural Arts Master Plan. The first was a survey distributed to the Sierra Madre community; a second survey was mailed to arts agencies in the greater Los Angeles area; two community workshops were conducted for the residents of the town; and local nonprofit organizations that have an interest in the arts were interviewed as well.

A total of 646 surveys were collected in the City of Sierra Madre during the months of July and August of 2006. Questionnaires equaling 189 were mailed to arts agencies in the greater Los Angeles area. Approximately twenty people attended each of the community workshops (for a total of 40 participants), and six organizations were interviewed.

#### Cultural Arts Master Plan Questionnaire

A total of 646 surveys were collected in the City of Sierra Madre during the months of July and August 2006. The following is a summary of the data collected from the questionnaire.

Which arts facilities do you frequent in Sierra Madre?

- 1. 405 (63%) Memorial Park Band Shell
- 2. 250 (39%) Sierra Madre Playhouse
- 3. 186 (29%) Creative Arts Group
- 4. 52 (8%) Mission Renaissance
- 5. 49 (8%) Harlequin Gallery
- 6. 40 (6%) Other Facilities
- 7. 18 (3%) Christopher Carol Designers
- 8. 11 (2%) SK Visual

What arts events do you attend in Sierra Madre?

- 1. 486 (75%) Concerts in the Park
- 2. 434 (67%) Wistaria Festival
- 3. 210 (33%) Friends of the Library Art Fair
- 4. 134 (21%) School Plays
- 5. 125 (19%) Art Shows at City Hall
- 6. 103 (16%) Community Art Show at Creative Arts Group
- 7. 77 (12%) School Art Shows
- 8. 67 (10%) Artist Faire at Mary's Market
- 9. 55 (9%) Monthly Art Shows at Creative Arts Group
- 10. 34 (5%) Southern California Lyric Theater
- 11. 22 (3%) Other Events

What kind of arts facilities do you feel Sierra Madre needs?

- 1. 241 (37%) Performing Arts Facility
- 2. 233 (35%) Concert Venues
- 3. 205 (32%) Art Galleries
- 4. 157 (24%) Studio Space
- 5. 39 (6%) Other

How do you receive information regarding City supported arts events?

- 1. 377 (58%) Word of Mouth
- 2. 363 (56%) Street Banner
- 3. 348 (54%) Wistaria Vine Community Newsletter and Brochure
- 4. 335 (52%) Newspaper
- 5. 221 (33%) Flyers distributed in town
- 6. 121 (19%) Insert in the Water Bill
- 7. 120 (19%) City Website
- 8. 102 (16%) Flyers distributed through schools
- 9. 92 (14%) SMTV3
- 10. 33 (5%) Do not receive information
- 11. 25 (4%) Other
- 12. 12 (2%) Other Website

When asked to rate the following agreement statements on a scale of one to five with (1) meaning strongly disagree and (5) meaning strongly agree, the following mean scores resulted. To see the breakdown for each question, please see Figure 1.

- 1. Sierra Madre's image is closely tied to the arts 3
- 2. The arts benefit Sierra Madre 4
- 3. Sierra Madre promotes arts within the City 4
- 4. Sierra Madre promotes arts beyond the City boundaries 3
- 5. Sierra Madre supports the artists in the community 3
- 6. I would like to see an aesthetic definition of architecture & public art for the downtown 4
- 7. I believe cultural activities increase business in the community 4
- 8. I believe the level of cultural activity in the community affects the area's quality of life 4
- 9. The City should allocate money toward cultural arts 4
- 10. The current art and cultural resources in and around Sierra Madre suit my needs 4

When asked to rate the following interest statements on a scale of one to five with (1) meaning not at all interested and (5) meaning very interested, the following mean scores resulted. To see the breakdown for each question, please see Figure 2.

- 1. I would be interested in establishing and maintaining an artist co-op 3
- 2. I would financially support art education activities 3
- 3. I am interested in partnering with the City to energize / promote the arts -2

Figure 1. Agreement statement levels.

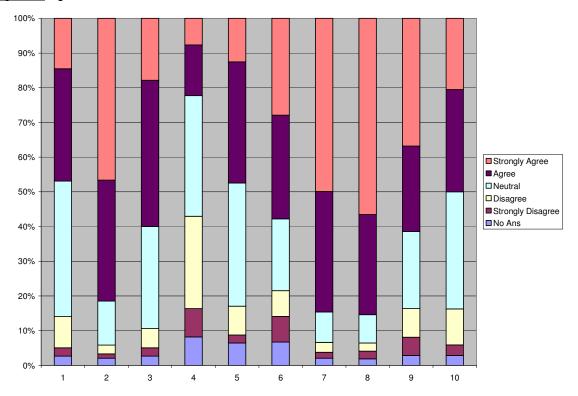
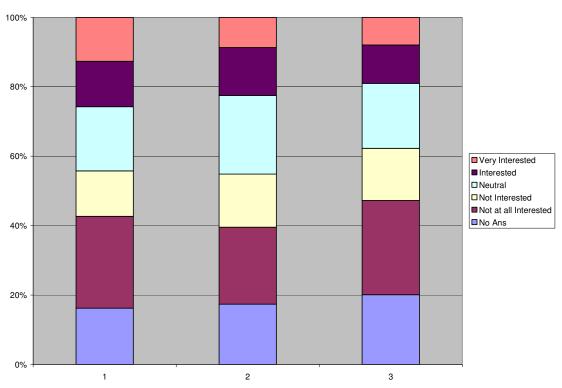


Figure 2. Interest statement levels.

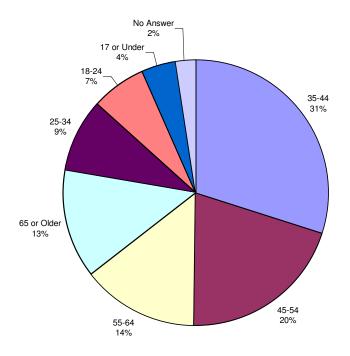


When asked to describe themselves, respondents replied in the following manner:

- 1. 323 (50%) Resident of Sierra Madre
- 2. 227 (35%) An arts supporter
- 3. 188 (29%) A frequent visitor to Sierra Madre
- 4. 173 (27%) A parent of an artistic child(ren)
- 5. 141 (22%) An artist
- 6. 40 (6%) A business owner in Sierra Madre
- 7. 32 (5%) Do not think about the arts

The last three questions asked additional demographic questions. The ages of respondents are illustrated in Figure 3, with the largest number of respondents in the 35-44 age group followed by those ages 45-54. The majority of the respondents were female at 54%, 26% reported they were male, and 20% chose not to answer the question. Finally, 31% chose not to reveal their household income. 24% of respondents checked that they earned over \$100,000 on an annual bases, 11% made between \$80-99,000, 12% made \$60-79,000 and 20% made under \$59,000.

Figure 3. Ages of respondents



#### **Resident Response**

323 of the respondents to the Cultural Arts Master Plan questionnaire considered themselves residents. The following are their responses to select questions.

When asked what kind of arts facilities they felt Sierra Madre needs, 39% reported a performing arts facility, 37% concert venues, 32% stated art galleries, and 27% felt that the City needed more studio space.

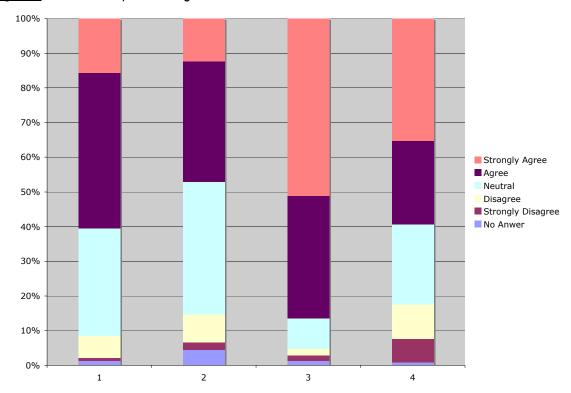
When asked about how resident respondents receive information regarding City-supported arts events, they responded as follows:

- 1. Wistaria Vine Community Brochure 73%
- 2. Street Banner 69%
- 3. Word of Mouth 63%
- 4. Newspaper 60%
- 5. Flyers distributed in town 42%
- 6. Insert in the Water Bill 29%
- 7. SMTV3 20%
- 8. Flyers distributed through schools 18%
- 9. City website 16%

When asked to rate the following agreement statements on a scale of one to five with (1) strongly disagree and (5) strongly agree, the following mean scores resulted. To see the breakdown for each question, please see Figure 4.

- 1. Sierra Madre promotes arts within the City 4
- 2. Sierra Madre supports the artists in the community 3
- 3. I believe cultural activities increase business in the community 4
- 4. The City should allocate money toward cultural arts 4

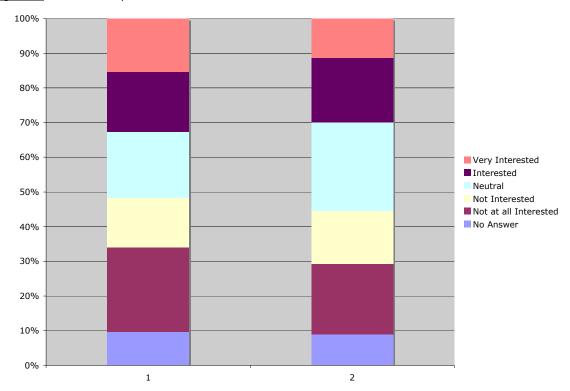
Figure 4. Resident response to agreement statements



When asked to rate the following interest statements on a scale of one to five with (1) meaning not at all interested and (5) meaning very interested, the following mean scores resulted. To see the breakdown for each question, please see Figure 5.

- 1. I would be interested in establishing and maintaining an artist co-op 2
- 2. I would financially support art education activities 2

Figure 5. Resident responses to interest statements



## **Artist Response**

141 of the respondents to the Cultural Arts Master Plan questionnaire considered themselves artists. The following are their responses to select questions.

When asked what kind of arts facilities they felt Sierra Madre needs, the number one response was tied at 49% as art galleries and studio space, 46% said performing arts facilities and 31% reported concert venues.

When asked about how artist's respondents receive information regarding City supported arts events they responded as follows:

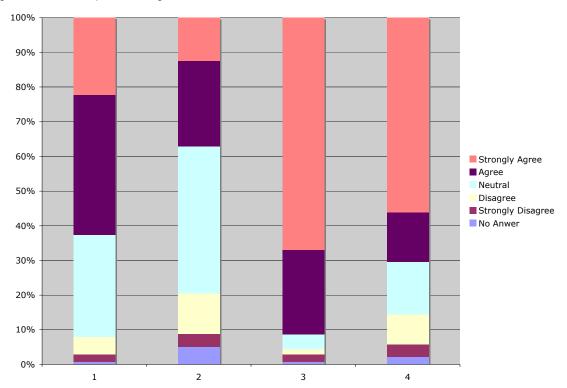
- 1. Word of Mouth 72%
- 2. Street Banner 70%
- 3. Newspaper 61%
- 4. Wistaria Vine Community Brochure 54%
- 5. Flyers distributed in town 35%
- 6. City website 20%
- 7. SMTV3 16%

- 8. Insert in the Water Bill 16%
- 9. Flyers distributed through schools 16%
- 10. Do not receive information 5%

When asked to rate the following agreement statements on a scale of one to five with (1) strongly disagree and (5) strongly agree, the following mean scores resulted. To see the breakdown for each question, please see Figure 5.

- 1. Sierra Madre promotes arts within the City 4
- 2. Sierra Madre supports the artists in the community 3
- 3. I believe cultural activities increase business in the community 4
- 4. The City should allocate money toward cultural arts 4

Figure 6. Artist response to agreement statements



When asked to rate the following interest statements on a scale of one to five with (1) meaning not at all interested and (5) meaning very interested, the following mean scores resulted. To see the breakdown for each question, please see Figure 5.

- 3. I would be interested in establishing and maintaining an artist co-op 3
- 4. I would financially support art education activities 3

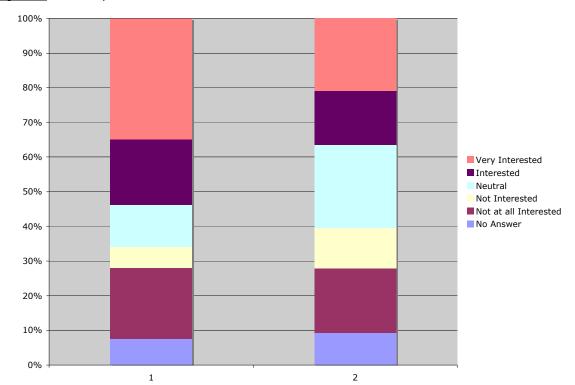


Figure 7. Artist response to interest statements

## Arts Facilities Questionnaire

During the summer of 2006 the Community Arts Intern created an Arts Agency List which comprised almost 200 arts organizations within a 50-mile radius of Sierra Madre. A two-page questionnaire was mailed to these agencies in November of 2006. A volunteer then compiled a single document containing the data from the returned questionnaires. Unfortunately, only seven organizations responded, which was the impetus to the interviews with the local nonprofit organizations. The following are the responses from the limited respondents.

Does your organization have a mission statement, policies, or procedures, which relate to the arts? If so, what?

- 1. **Descanso Gardens**; See "Aims for the Guild" attached
- 2. **Bilingual Foundation for the Arts**; The mission of our organization is to present classic Spanish language Play To English & Spanish speaking audiences thereby bringing an awareness of the Hispanic Theatre.
- 3. **Sierra Madre Playhouse**; Mission Statement, Director Contract, Numerous Procedures, Policies and Guidelines for Directors and producers.
- 4. **18th St. Arts Center**, Yes, we have all of the above. 18th St. arts center is dedicated to serving individual artists and art organizations who are working with issues of cultural diversity.
- 5. **Creative Arts Group**; Founded in Sierra Madre in 1960, Foothill Creative Arts Group (CAG) provides a friendly and nurturing environment for people of all ages, ethnicities and economic backgrounds. Bringing together the richness of our diverse community through programs,

- exhibitions and workshops, CAG provides a means for discovering creative self-expression and developing and understanding and appreciation of others through the arts.
- 6. **Autry National Center** The Autry National Center explores the experiences and perceptions of the diverse people of the American West, connecting the past and the present to inform our shared future.
- 7. Pacific Asia Museum No response.

If you have programs or services or events specifically related to the arts, what are they?

- 1. **Descanso Gardens**: Art exhibits monthly at Descanso's Boddy House, Summer Concerts at Descansos Under the Oaks theatre. On-going classes in watercolor painting & floral arranging.
- 2. **Bilingual Foundation for the Arts:** Play presentations, education programs, community outreach and special events related to the theater.
- 3. **Sierra Madre Playhouse:** App. 140 performances of 7 plays each year plus 10 to 25 "second stage" shows on Sunday evenings. Second stage may be plays, readings, comedy or music.
- 4. **18th St. Arts Center:** Attached a brochure.
- 5. **Creative Arts Group:** CAG offers classes and workshops in the arts for children and adults, outreach programs, exhibitions, and workshops. CAG provides a means for discovering creative self-expression and developing an understanding and appreciation of others through the arts.
- 6. **Autry National Center** Native American theater, exhibitions, film screenings, music arts classes for youth and families.
- 7. **Pacific Asia Museum** Attached a brochure.

Could your organization provide other arts programs and services if additional funds were available? If so what?

- 1. **Descanso Gardens:** Yes, expanded concerts, art exhibits, etc.
- 2. **Bilingual Foundation for the Arts:** Yes, expand education programs to serve greater numbers in a wide area.
- 3. **Sierra Madre Playhouse:** We are bound by availability of our facility which is used for performances, rehearsals, adult & children's acting classes.
- 4. **18**th **St. Arts Center:** Not really, rather we would deepen or expand our current programs.
- 5. **Creative Arts Group:** With additional funds, CAG could expand its outreach program for the local schools to include more grade levels and a more in-depth art program for the children.
- 6. Autry National Center: Yes
- 7. **Pacific Asia Museum**: Yes too many to name here.

#### What are your current funding sources?

- 1. **Descanso Gardens:** Admissions, Memberships and Grants, Rentals.
- 2. **Bilingual Foundation for the Arts:** National Endowment for the Arts, LA County Arts Commission, City of Los Angeles Dept. of Cultural Affairs, The Boeing Company, Union Bank of California, Target, Asian Pacific Foundation, Pacific Life Foundation, The Walt Disney Company, NBC, So Cal Edison.
- 3. Sierra Madre Playhouse: Ticket sales and donations.
- 4. **18th St. Arts Center:** 50% rental income from leases to artists, studios and art organizations, 40% grants (government & foundation and International Funders), 10% individual donations.

- **5. Creative Arts Group:** Memberships, Class fees, fundraising activities (Art Festival & Garden Tour) and grants.
- 6. **Autry National Center:** Contributed revenues from individuals (including membership), foundations, corporations, and government. Earned revenue from special events, admissions, museum store and café.
- 7. Pacific Asia Museum: Admission fees, grants, memberships, gifts.

Do your activities have a financial impact on the City of Sierra Madre? If so, please describe.

- 1. **Descanso Gardens:** No
- 2. Bilingual Foundation for the Arts: No
- **3. Sierra Madre Playhouse:** Bring-in an average of 60 people to each performance. This has a visible impact on local restaurants. Our cast members, counting rehearsals and performances account for an additional 2,500 or so visits a year.
- 4. **18th St. Arts Center:** Not that I am aware of.
- 5. **Creative Arts Group:** Major events bring people into the City, and sales tax is generated through the Gallery and special art sales.
- 6. Autry National Center: None to their knowledge.
- 7. Pacific Asia Museum: None.

What City of Sierra Madre regulatory functions (zoning, licensing, permits, fees, etc.) impact your organization as related to the arts?

- 1. **Descanso Gardens:** No.
- 2. Bilingual Foundation for the Arts: No.
- 3. **Sierra Madre Playhouse:** The City has been very cooperative in this respect.
- 4. 18th St. Arts Center: None.
- 5. **Creative Arts Group:** Special use permits allowing us to erect canopies on our own property and banner fees add to the cost of our fundraising events and accumulate to be substantial over time, but by far the biggest hit by the City is the water bill for our sprinkler system. We pay \$250 each billing period for water we never use. It seems unfair and is a huge bill for us.
- 6. Autry National Center None to my knowledge.
- 7. Pacific Asia Museum None.

Are there partnerships and collaboration efforts with other departments, governmental agencies, community agencies, etc? Which assist your organization in serving the arts?

- 1. Descanso Gardens: Grants from Pasadena Showcase for the Arts.
- 2. Bilingual Foundation for the Arts: Government funding agencies as written on #4.
- 3. **Sierra Madre Playhouse:** Congregational Church has been very cooperative in allowing use of their meeting rooms for meetings, rehearsals and classes. The City has not been helpful in this area. The City has been helpful with the Wisteria Vine Listings.
- **4. 18**<sup>th</sup> **St. Arts Center:** Yes, in Santa Monica we partner with the city's' cultural affairs and the environmental affairs department. We also partner with several public and private schools and several businesses.
- 5. **Creative Arts Group:** The Community Arts Commission and CAG present an annual Community art show. We also participate in the Library's Art Fair and the Chamber's Dickens Village and Wistaria Festival with free outreach programs for children. We are planning an Impressions of Sierra Madre show in conjunction with the City's centennial March 2007.

- 6. **Autry National Center** Los Angeles County Arts Commission, City of Los Angeles Department of Cultural Affairs, Los Angeles Unified School District.
- **7.** Pacific Asia Museum City of Pasadena, Institute of Museum and Library Services, LA County Arts Commission, National Endowment for the Arts.

Are there any emerging opportunities, programs, or regulations which you foresee that will impact services for the arts?

- 1. **Descanso Gardens:** Yes, Hope to create new gallery for cultured art exhibits and on going monthly exhibits.
- 2. Bilingual Foundation for the Arts: No.
- 3. **Sierra Madre Playhouse:** We are looking forward to SMTV3 collaboration for Publicity and Promotion.
- 4. **18**<sup>th</sup> **St. Arts Center:** Regulations that impact 18<sup>th</sup> Street from City of Santa Monica: business licenses for artists, and the city waives the fee. Zoning regulations encourage the creation of affordable housing and artists live-work studios.
- 5. Creative Arts Group: No response.
- 6. Autry National Center: None to my knowledge.
- 7. Pacific Asia Museum: Not specifically.

Are there recommendations or ideas which you would like to give to the Community Arts Commission in their Cultural Arts Master Plan process?

- 1. Descanso Gardens: No.
- 2. **Bilingual Foundation for the Arts:** None specifically; very happy to know about this plan.
- 3. Sierra Madre Playhouse: We frequently need additional meeting and rehearsal space.
- **4. 18**<sup>th</sup> **Street Arts Center:** Look at ways to support individual artists who live within the City. Provide operating support grants to arts organizations within the City. Partner with your visitors and conventions bureau to help market the existing arts organizations programs to your residents.
- 5. **Creative Arts Group:** Would like to see the Community Arts Commission help promote art activities of all art organizations in town through the Wistaria Vine, cable television, City calendars, at City Council meetings, and information about what is going on in the water bill or other city-wide mailing.
- 6. **Autry National Center –** Ensure that individual artists, arts organizations, and cultural institutions have access to service and funds.
- 7. **Pacific Asia Museum** No response.

# Sierra Madre Community Workshops

At the end of November and in early December of 2006, the Cultural Arts Master Plan Steering Committee hosted two community workshops. Members of the community gathered at the Community Recreation Center to share their opinions on the Community Arts Commission, the arts in Sierra Madre, and gave input for the creation of the Cultural Arts Master Plan. The following are the notes separated by each workshop.

#### Wednesday Workshop

Should the AC create/mandate an aesthetic definition of the architecture for the City/ downtown?

- Is this a priority? No with what is going on in town this should not be a main focus
  - It should not be forgotten, for instance, the Shirley Hotel it's what hits you when you come into town.
- Tour of artists' studios could help create tourism.
- Support Sierra Madre as artists' colony, this use to be huge draw to Sierra Madre.

#### What are the artists' needs?

- How could an artists' co-op be a support?
  - South Pasadena did a private co-op and it failed; if the City provided a space it might be able to sustain itself.
  - The old YAC space would be a good location for use of a co-op.
  - The donation of building from a private source.
  - o The need is for dedicated work and display space, not necessary for living space.
  - Could this be a part of the E. Montecito Master Plan?
- Host a Sierra Madre Artist Website
  - Display artist work
  - Forum for artist to communicate
  - Place to inform about events; gather museum calendars
  - Web casts to showcase artists
  - Computer co-op
- Set up resource for artists to use California Lawyers for the Arts help with estate planning / copyright issues
- Studio space for artists in the City
- Showcase opportunities throughout the City
  - Systematic way to show work
  - Space for artists who do not have a large inventory to show
  - Area of display for 3-dimential work
  - Bring a gallery into town
  - Ideas of locations to show work
    - Show art in local shop ask merchants now face time is important; survey businesses willing to host; have a list for artists
    - Spas or hair salons
    - Talk to new developers
    - New Senior Housing Project
    - Hart Park House
    - Lizzie's Trail Inn
    - Woman's Club
    - Masonic Temple
    - Local churches
  - Legality/liability with showcasing art
    - Insurance issues to address
    - Art Lawyers can reach through Los Angeles County Arts Commission
  - Use existing City events to showcase the arts
    - Friends of the Library Art Fair set up area for local artists set up one joint booth for the artists who could not afford a booth – Community Arts

- Commission is there to gather email of local artist for database or to gather email of residents or visitors to add to email promotions list.
- Wistaria Festival use Montecito area for local artists set up a walking studio tour during the event – distribute a map of studios.
- Wine and Jazz Walk put up art in the business during the event.
- Art in the Park before Movie Nights.
- Centennial events.
- How to support writers?
  - Writers in attendance did not feel the Community Arts Commission supports them.
  - Sponsors writer book-signing.
  - o Have writers do feature article on local artist.
- How to promote?
  - Advertise artist and art events outside the City
  - Welcoming outside artist will bring more people guest artist come into town
  - Have ongoing programs
  - o Judge shows from artists in Southern California
- Use SMTV3
  - Programs to support the arts
  - Running slide show for artist work great for 3-dementional work
  - Lots of videos of artists
  - Use PCC to help with TV program lots of interns/ studio space
  - College satellite channel state-wide
  - Tape studio tours
  - o Gather museum calendars (Art Week, Art News) and event to air on TV
- Art Education
  - Networking
  - o Behind everything you do, should be education element
  - Cover adults, senior and children

#### Are artists the Commission's top priority?

- Perception is that the Community Arts Commission does not care about the artists, but cares about the City.
- Need to create an image that nurtures artists.
- Artists talk to each other, if one goes another will go
- "What are you doing for me and my art?"
- Set up Networking / Mentoring Programming
- Commission has to reach out; build face-time with artists
- Establish personal contact with artists
- Need to utilize the artists' database

#### **Saturday Workshop**

What is the identity of the town?

- It used to be an artist colony
  - In theory, the Montecito Arts District
  - If this is identified as a need in Cultural Arts Master Plan, the Commission can take a resolution to council – Council designate Sierra Madre as an artist community

How can we make it easy for artists to work in town?

- Identify artists with residence sign
- Home occupancy/working permits
- Amend zoning rules to make it easier for artists to work out of their homes
- Current home/work rules don't necessarily relate to artists
- Make sure artists know what they need business license, etc.
- Facilities
  - Co-op retail for supplies, studio to work, gallery to show/sell
  - o If City has space, they should donate it for a not-for-profit artist co-op
  - Donate services / space instead of money
  - Use churches
  - Have maps of the art studios in town
  - Use the library for more events

#### How can the arts and arts events be promoted?

- Email
- Banner over Baldwin
- Something identifying Sierra Madre as artist community in kiosk in Kersting Court
- Walking tour maps of arts locations in town have located on websites, local businesses, Chamber office, Kersting Court and Lizzie Trail Inn
- Booklet of all art/artists in town
- Website
  - Develop for promoting
  - Use for artist forum, community chat room
- Pasadena Chamber create a brochure to place in hotels suggest Sierra Madre as great day-trip from Pasadena or other areas of Los Angeles, highlight the arts
- MTA Promotions Gold Line
- Articles in different magazines Budget Travel, Sunset, etc.
- Phone book
- Piggy Back on other events
  - Wistaria Festival
  - Art Fairs
  - Creative Arts Group Garden tours
  - Wine and Jazz
- Start new events in town
  - Combine all disciplines into a Festival, help build bridges between the different art mediums
  - o Have a Sierra Madre Film Festival, maybe use the Playhouse or library
  - Scavenger Hunt in Sierra Madre need to find arts things / locations throughout town

#### How do we fund arts programs?

- Come up with more creative fundraising ideas
  - Bennington Moose everyone paints one and decorates, place throughout town, auctions off at the end (other towns use cows, maybe bears)

## Interviews of Local Nonprofit Organizations with an Interest in the Arts

After reviewing the results from the Arts Facilities Questionnaire, the Cultural Arts Master Plan committee members decided they wanted more details from the arts facilities and organizations in town who provide arts services. The Cultural Arts Master Plan Steering Committee created a list of all the arts organizations in town and went out to conduct personal interviews with each organization. A total of six organizations were interviewed; the following are the notes from each interview.

## City of Sierra Madre Community & Personnel Services

What resources/contacts do you have for the arts?

- Los Angeles County Arts Commission
- Creative Arts Group
- The City's Arts Book (which is slated to be added to the City Website in the next year and will include e-mail information not in the old book)
- The City's Arts Commission
- Database of all arts facilities
- May pursue developing relationships and linked sites with other area cities on arts information

## How do you promote cultural arts?

- Staff support for the Arts Commission and the Cultural Arts Master Plan
- Including an arts component in City recreation and cultural programming

#### What are your flagship programs and events?

- Wistaria Festival participation and City support
- Library Arts Fair
- Artists Studio Tour
- City Flag Contest

#### From whom in Southern California do you get information?

- Los Angeles County Arts Commission
- LA Cultural Net
- Metro Experience LA
- Artists
- Newspapers

#### To whom in Southern California do you give information?

- Source for local artists
- Artists have the Community Arts Commission as a forum for their concerns
- Press releases
- E-mail blasts
- Mailers to artists
- Information to schools
- Banners, posters, flyers

What makes your organization work?

- Volunteers
- Resident interest
- Commissioners
- City Staff

Who is in your network?

Refer to Questions 4 and 5

What facilities do you have available for public art use? Under what conditions?

- Band Shell
- Any public building or park
- Rehearsal space for dramatic groups
- All events must be permitted for-profit events require either business licenses or, for artists, a home occupancy license. To display art, such as at City Hall, approval must be given by the Arts Review Board and Arts Commission. For art to be displayed permanently, the Community Services Commission must also be part of the review process.

What opportunities do you have for arts education?

- Classes offered
- Programs through the Community Arts Commission such as art tours
- Providing venues for meetings, events and classes

In what ways do you seek collaboration with non-governmental organizations?

- At every opportunity look to co-sponsorships with groups such as the PTA at Sierra Madre Elementary School
- Offer co-sponsorships to small groups who don't have the resources to do events on their own
- Offer city "official" status to individuals and groups
- Involve artists in citywide efforts such as the Master Plan
- Partner in efforts such as the All-America City Awards

#### Sierra Madre Public Library

What resources/contacts do you have for the arts?

Most have long history of the events. They have folders with past participants from each event. It is mostly the volunteers on the committee who are the best to contact the resource.

How do you promote cultural arts?

Through our events, try to promote events through newspapers, banner in Sierra Madre. Outside they will try to get in Sunset Magazine, different art magazines and internet sites (and the City website). It is all about who is in charge, it changes each year.

What are your flagship programs and events?

Wine Tasting, Friends of the Library Art Fair, Preschool Story Hour, and Travelers & Collectors

Where in Southern California do you get information?

N/A

Whom do you give information to in Southern California? N/A

What makes your organization work? Long history and great volunteers

Who is in your network?
Members of the Friends of the Library

What facilities do you have for public art use?

There is a wonderful collection of art currently hanging in the library

What opportunities do you have for arts education?

Preschool story hour, Sierra Madre Historical Archives Exhibit, which is on the website, as well as many of art reference books

Do you feel there are any ways your organization could collaborate with the City through the Community Arts Commission?

Yes – they are willing to have the Community Arts Commission piggy back on events only if it doesn't take away funding from the library. These events are the majority of fundraising for the library. Help promote the Library as art spot and work together to make events even better. Good to have cross-communication with each other.

## Sierra Madre Playhouse

What resources/contacts do you have for the arts?

- Directors
- Actors
- Board Members
- Volunteers
- All the behind-the-scenes people

How do you promote cultural arts?

- Advertising in local newspapers
- Critics who come to see the plays
- Word-of-mouth
- Discount tickets through LA State Tix
- Posters
- Newsletters
- They have a publicist

What are you flagship programs and events?

- Plays
- Classes for adults and children
- 2<sup>nd</sup> stage presentations

Where in Southern California do you get information?

Actors' equity

Whom do you give information to in Southern California?

General public and actors' equity

What makes your organization work?

- Board of Directors
- Volunteers
- Audience appreciation
- Actors
- Behind-the-scenes workers
- Producer

Who is in your network?

- They have no formal network
- Directors
- Actors

What facilities do you have for public art use?

• When the building is not in use, it can be rented, but there is very little time when it is available

What opportunities do you have for arts education?

Classes

Do you feel there are any ways your organization could collaborate with the City through the Community Arts Commission?

- They collaborate with the Southern California Lyric Theater
- Hang artist's work in the lobby

#### **Creative Arts Group**

What resources/contacts do you have for the arts?

Faculty, art association and clubs in the area and gallery artists

How do you promote cultural arts?

• Teaching, exhibiting and community outreach

What are you flagship programs and events?

• Art festival, the garden tour and classes

Where in Southern California do you get information?

Students and members

Whom do you give information to in Southern California?

No response

What makes your organization work?

 Works because of a working, hands on board of directors, staff and faculty and the need they fill in the community

Who is in your network?

- City
- Local Businesses
- Other art centers and galleries

What facilities do you have for public art use?

Not generally available for public art use unless in cooperation with Creative Arts Group

What opportunities do you have for arts education?

 The goal of Creative Arts Group is arts education and, therefore, all the programs provide such including Pasadena Unified School District classes, and other public school classes, classes in general, tour, scholarship classes and outreach programs

Do you feel there are any ways your organization could collaborate with the City through the Community Arts Commission?

Collaboration with the City currently happens with the Community Arts Show

#### **Sierra Madre Chamber of Commerce**

What resources/contacts do you have for the arts?

Arts Commission Artists Book, and various flyers sent to the office

How do you promote cultural arts?

• Holiday Open House – artists demonstrate and show their work

What are you flagship programs and events?

Wistaria Festival, Chili Cookoff, Citizen of the Year Dinner, Holiday Open House

Where in Southern California do you get information?

 Local and state Chambers of Commerce, municipal government offices, Council of Governments, Southern California Arts Group, California Philharmonic, Pasadena Playhouse

Whom do you give information to in Southern California?

Walk-ins or by phone, photography magazines, arts and crafts magazines

What makes your organization work?

Volunteers, and listening to suggestions of the Chamber business

Who is in your network?

All Sierra Madre businesses

What facilities do you have for public art use?

None, except rented facilities

What opportunities do you have for arts education?

None

Do you feel there are any ways your organization could collaborate with the City through the Community Arts Commission?

Yes, we do for the Wistaria Festival and "as needed" events

#### **Southern California Lyric Theater**

What resources/contacts do you have for the arts?

- City of Sierra Madre
- Sierra Madre Community Services Department

How do you promote cultural arts?

Bringing classical theater and musicals to audiences to raise arts awareness

What are you flagship programs and events?

- Concerts in the Park
- Fairy Tales and Fantasy
- Shakespeare in the Park

Where in Southern California do you get information?

City of Sierra Madre and Sierra Madre Community Services Department

Whom do you give information to in Southern California?

Wistaria Vine, Mountain View News

What makes your organization work?

- Underwriters
- Volunteers
- Sierra Madre School Auditorium
- Memorial Park Band Shell

Who is in your network?

- Sierra Madre Playhouse
- Sierra Madre School Auditorium
- Memorial Park Band Shell

What facilities do you have for public art use?

None

What opportunities do you have for arts education?

•	After-school opportunities	programs at s for exception	t the Sierra al people	a Madre	Playhouse	and	ongoing	inclusive	theater
Comm	u feel there unity Arts Con Already doin		s your orga	nization d	could collab	orate	with the	City thro	ugh the

## Appendix E - List of Sierra Madre Artist

A.J. Dewey Anais Nin

Andrea Zimmerman
Barbara Bridges
Bob Mitchell
Carolyn Coker
Catherine Turney
Chuck Youmans
Dennis Dunning
Diane Noble
Donald Dewey
Ed Gregory

Ella Shepard Bush, Miniature Painter

Ellen Stapenhorst
Eve Begley
Faye Angus
Frances Ames
Francois Therou
Gail Kimberly
Gordon Baker Lloyd
Henry Hawxhurst
Howard Miller

Idella Stone

Jackie Knowles

Jack Giles

\*\*Please note that this is not an all inclusive list.

James F. Scheer

Jim Miller
Joe Scalzo
Krik Mitchell
Lee Shippey
Lloyd Krebs
Lewis Smedes
Mark Sailor
Mark Strickland
Merrill Joan Gerber
Merrill Joan Gerber

Millie Solury Paula Randall Peter Fay

Richard Salzberg
Rob L. Wagner
Robert Wortham
Rodney Gale
Rupert Pole
Samuel Gulkis
Sheldon Bull
Stephen Williams
Steve Stapenhorst
William Price
William Smythe

# Appendix F - List of organizations to work with promote arts

Foothill Creative Arts Group	108 N. Baldwin Ave.	(626) 355-8350	
Friends of the Sierra Madre Public Library	P.O. Box 334, 91025		
Garden Club	502 E. Sierra Madre Blvd.		
Nature Friends	568 Yucca Trail	(626) 355-0117	
Rotary Club of Sierra Madre	P.O. Box 863, 91025		Tuesdays 7:30 a.m., Senior Center, 222 W. Sierra Madre Blvd.
Sierra Madre Chamber of Commerce	37 Auburn.	(626) 355-5111	First Friday of Month, Senior Center
Sierra Madre Civic Club	P.O. Box 413, 91025		
Sierra Madre Community Foundation	P.O. Box 716, 91025		
Sierra Madre Historical Preservation Society	P.O. Box 202, 91025		
Sierra Madre Kiwanis	P.O. Box 324, 91025		Tuesdays at noon, Masonic Temple next to Moe's Unocal, 33 E. Sierra Madre Blvd.
Sierra Madre Rose Float Association	P.O. Box 603, 91025		
Sierra Madre Rotary Club	P.O. Box 863, 91025		Tuesdays 7:30 a.m., The Only Place in Town Cafe
Sierra Madre Surf Club			
Sierra Madre Volunteer Firefighters Association	P.O. Box 911, 91025		
Sierra Madre Woman's Club	550 W. Sierra Madre Blvd.		
Sierra Madre 4 <sup>th</sup> July Committee			
Bethany Church of Sierra Madre	93 N. Baldwin Ave.	Phone: (626) 355- 1403	
Church of Christ, Sierra Madre	212 N. Lima	(626) 355-1817	
Sierra Madre United	695 W. Sierra	(626) 355-0629	

Methodist Church	Madre Blvd		
Episcopal Church of the Ascension	25 E. Laurel Ave	Phone: (626) 355- 1133	
Congregational Church of Sierra Madre	170 W. Sierra Madre	(626) 355-3566	
Saint Rita's Roman Catholic Church	318 N. Baldwin Ave	(626) 355-1292	
Southern California Lyric Theater			
Sierra Madre Playhouse	87 W. Sierra Madre	626 256-3809	
Sierra Madre School			
Sierra Madre Community Services and Personal	611 E, Sierra Madre Blvd	626 355 5278	
Sierra Madre City Hall	232 W. Sierra Madre Blvd	626 355- 7135	
Sierra Madre Library	440 W. Sierra Madre	355-7186	
Mater Dolorosa Family Retreat House	700 North Sunnyside Avenue	(626) 355 - 7188	

## Appendix G - List of Current Events

- 1. Family Movie Night
- 2. Community Art Shows at City Hall
- 3. Chamber Mixers
- 4. Relay life
- 5. Harvest on the Hill
- 6. Jazz and Wine Walk
- 7. Historical Society Film Nights
- 8. Kiwanis Pancake Breakfast
- 9. Legendary Bingo
- 10. Dickens Village
- 11. Halloween Happenings
- 12. Oktoberfest Golf and Tennis Tournament
- 13. Travelers & Collectors
- 14. Fireman Ball
- 15. Wistaria Festival
- 16. Friends of the Library Wine and Food Tasting
- 17. Huck Finn Fishing Derby
- 18. Arbor Day
- 19. Easter Egg Hunt at Memorial Park
- 20. Creative Arts Garden Tour
- 21. One Book One City
- 22. Sierra Madre Nursery School Carnival
- 23. Fire Department Pancake Breakfast
- 24. Friends of the Library Art Fair
- 25. Mount Wilson Trail Race
- 26. Artists Open Studio
- 27. Launchizilla Sierra Madre Film Festival
- 28. Doggie Days
- 29. Sierra Madre Film Festival for Centennial
- 30. 4th July Celebrations
- 31. Concert in the Park during Summer Months
- 32. Shakespeare in the Park
- 33. Author Night
- 34. Citizens Year Banquet
- 35. Older American Banquet
- 36. Mater Dolorosa Family Retreat House Fiesta
- 37. Sierra Madre Surf Club Luau
- 38. Pioneer Days

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