



# Burbank Cultural Arts Plan

June 2009

City of Burbank  
Park, Recreation and Community Services Department  
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# Burbank Cultural Arts Plan

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## **I. ACKNOWLEDGMENTS**

The Burbank Cultural Arts Plan is the result of a year-long process of cultural assessment, research and outreach, community engagement, and multiple cultural planning meetings. On this page, we recognize the work of the Burbank Cultural Arts Planning Committee and acknowledge their energy and dedication, and guidance throughout this process.

### Burbank Cultural Arts Planning Committee Members

Ray Adams, Vice Chair, Downtown Burbank Partnership

Alice Asmar, Art in Public Places

Barbara Beckley, Colony Theater

Craig Bullock, Burbank Heritage Commission

Shiela Cavalluzzi, Individual Artist

Ruth Davidson-Guerra, City of Burbank Asst. Community Development Director – Housing and Redevelopment

Steven Ferguson, Burbank Park, Recreation and Community Services Board Member

Peggy Flynn, Burbank Unified School District Visual and Performing Arts Coordinator

Marisa Garcia, City of Burbank Park, Recreation and Community Services Department

John Gong, VP of Marketing and Synergy, The Walt Disney Company

Cindy Pease, Media City Ballet

Christina Ramos, Burbank Art Association

Anja Reinke, Burbank City Council Member

Dr. David Rosen, Ph.D. Senior Vice President Woodbury University

Robert Shahnazarian, Feudal Records President

Kristen Smith, City of Burbank Park, Recreation and Community Services Department

Gail Stewart, City of Burbank, Business District Manager – P-Bids

Randall Williams, Fine Arts Federation, Burbank Art Association

Lynda Willner, Burbank Philharmonic Orchestra

Michelle Yates, Board, Chair for the Burbank Arts Education Foundation/Warner Bros. [Lisa Rawlins, Warner Bros./sitting in for Michelle Yates while on maternity leave]

### City of Burbank Staff

Regi Cutler, City of Burbank Park, Recreation and Community Services Department

Kim Freed, City of Burbank Park, Recreation and Community Services Department

Cathryn Villalobos, City of Burbank Park, Recreation and Community Services Department

## II. INTRODUCTION

### **Burbank Cultural Arts Planning Initiative**

In the spring of 2008, the Los Angeles County Arts Commission (Arts Commission) selected the City of Burbank to participate in the County's Municipal Cultural Planning Initiative, funded by the National Endowment of the Arts and the Los Angeles County Productivity Investment Fund. The Arts Commission supports cultural planning for municipalities in order to build community consensus, maximize cultural assets, and resolve cultural/neighborhood development issues. A key priority for this initiative is to build upon work the Arts Commission has already undertaken with select County municipalities and school districts through its Arts for All Blueprint for Arts Education, which is restoring sequential K-12 arts education in all public schools.

Burbank was selected as it is a vibrant school district partner in Los Angeles County's "Arts for All" program and is committed to providing quality art experiences for its residents. The Arts Commission hired Allison Sampson Management Consultants to facilitate and support Burbank's cultural planning process.

To begin, City of Burbank staff recruited and appointed a Cultural Arts Planning Committee (Planning Committee) drawn from a wide-range of arts, civic, business, government and educational stakeholders. This outreach resulted in the active involvement of many senior level City representatives including the City Manager's Office, Park, Recreation and Community Services and Community Development Departments, as well as stakeholders from the Burbank Unified School District, property and business owners, arts nonprofits and philanthropic community. Ultimately, a broad-based Planning Committee was appointed and included representation by individual artists, performing arts and fine arts organizations, government, entertainment entrepreneur, higher education, business owners and entertainment industry corporations based in Burbank including Disney and Warner Bros.

From the start, the Planning Committee was very enthusiastic, creative and hands-on, with high levels of attendance throughout the nine months of six, three-hour planning sessions hosted by the City of Burbank at their new Community Services Building. Their early work together also resulted in the preparation and creation of Burbank's first Cultural Arts Asset Inventory List [See Appendix B]. Applicable parts of this asset inventory are already being incorporated into the City's first searchable arts venue website [See Appendix C] that will be available for public use sometime in 2009/2010. Another immediate benefit of the planning process was the introduction of arts' advocates and community business members to one another and their nine-month continuing dialogue about the importance of the arts in various facets, including that arts are vital to Burbank and its residents' quality of life, and the importance of the arts to cultural tourism, arts education, and economic development.

An important part of their frequent dialogue surrounded the economic importance of the arts. The Planning Committee firmly believes that every dollar spent in the arts is highly effective for providing family activities, business generation and tourism, and a general improvement in the quality of life in Burbank. Once implemented, the Burbank Cultural Arts Plan will stimulate both economic and social returns on this investment of time and resources. The Planning

Committee has already recommitted to continuing communications far beyond the planning process.

In 1991, Burbank successfully led a cultural arts planning effort that resulted in the relocation of the Colony Theatre to a public performance space in Burbank, the start of Burbank's Arts in Public Places program and the reopening of the Starlight Bowl.

Although City Manager, Mary J. Alvord, retired during the planning process, Ms. Alvord's vision that the arts are a priority in Burbank was instrumental in the success of the 1991 Cultural Arts Plan and in this new three-year plan. Midway in the process, Michael Flad came aboard as the new City Manager and continues the support of his predecessor. Additionally, the Burbank City Council expressed support for the arts and the 2008-2009 cultural planning initiative through a legislative action and also by appointing Councilmember Anja Reinke to the Planning Committee.

Further, during the 2007 City Council Goal Setting process, the City Council requested staff to research the potential of developing a Cultural Arts Commission. On February 5, 2008, City staff reported back to the City Council on the fifteen (15) Southern California cities surveyed regarding art commissions. The City Council was in support of developing such a commission and directed staff report on the establishment of a Cultural Arts Commission. Concurrently, the opportunity was presented to the City of Burbank to participate with the Los Angeles County Arts Commission Municipal Cultural Planning Initiative.

A public hearing was also held in March 2009 to share information about the Plan and obtain feedback on the community's art priorities and needs.

As a result of this broad based participation and perspectives, the Planning Committee articulated four goals of the Cultural Arts Plan:

- Cultural Arts Leadership
- Support of the Arts
- Arts Education and Access
- Facilities/Venue Optimization

### **Current Context Considerations**

As the nine-month planning process concluded, the Planning Committee noted that many positive and challenging developments had occurred during their time together. A brief SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis facilitated by the consultants revealed that there were many more strengths than weaknesses to the implementation of Burbank's Cultural Arts Plan. For example, the partnership and team spirit between the City and its Planning Committee is functioning well and gives the Cultural Arts Plan a high degree of probability to achieve full implementation within three years.

Further, Burbank's planning process was launched with a strong foundation due to many factors. As an "Arts for All" educational district partner, Burbank enjoyed a strong base for its arts

education leadership. Overall, Burbank’s high level of interest in the arts and its desire to positively impact youth and their families through the arts, as well as understanding the arts as an attractor for business and tourists, are strengths within the planning context.

One of the challenges faced during the planning process was the rapid economic decline. Taking this challenge into consideration, the Planning Committee was very clear that preserving and building the arts was more critical than ever to artists, local cultural institutions and area residents.

At the same time, the Cultural Arts Plan is also one of realism and recognizes that during this time, it is less likely that additional City staff will be dedicated to implementing the Cultural Arts Plan. Rather, the Plan focuses on utilizing existing resources to gain support for the arts. Acknowledging the competition for resources in the City, business and philanthropic sectors, the overarching themes throughout the Cultural Arts Plan are:

- Identification of opportunities for collaboration and partnerships;
- Communications and outreach about the benefits of the arts;
- Enhancing the marketing of the arts in Burbank locally and regionally;
- Integration of the arts into all forms of civic planning; and
- Seizing all opportunities to recognize Burbank’s potential as a major regional force in the creative economy.

*See Appendix A for Participants, Stakeholders and Meetings.*  
*See Appendix B for Cultural Arts Asset Inventory List.*

### **III. VISION STATEMENT**

The purpose of the City of Burbank’s Cultural Arts Plan is to focus, develop and amplify the diverse and vibrant arts community that enriches the lives of Burbank’s residents. At the core of this effort is a stated commitment to ensure that the arts are accessible to all and a vision to identify Burbank as a regional arts destination.

Embracing a fresh approach to forming new partnerships representing all genres of the arts, the Cultural Arts Plan will support Burbank’s arts community and provide exposure and further expansion of that community. Greater civic awareness of the arts and broad support from the community will be a great source of pride for Burbank. The Cultural Arts Plan will develop strategies to ensure that the arts are a unifying force in Burbank’s urban planning initiatives in the creative economy and build upon Burbank’s commitment to the arts education community and its reputation as a media capital.

#### **IV. EXECUTIVE SUMMARY**

The following is an executive summary of major proceedings of the Planning Committee and its resulting goals. In the Appendix section of the Cultural Arts Plan, detailed information is provided including the first Cultural Inventory Asset List, data collection, as well as a detailed work plan for the goals, strategies, parties responsible and milestones for Burbank's Cultural Arts Plan.

##### **Survey Discussion**

During the process, the facilitators led several discussions regarding surveys, assessment and data collection as it relates to cultural planning in the field today. The Committee reviewed several handouts about Burbank-specific data including:

- Demographics provided by the Chamber/City website
- Employers provided by Chamber website
- Industry clusters provided by Chamber and American for the Arts
- City services provided by the City of Burbank

During these discussions, it was agreed that data and assessments will help with an overall understanding about what is happening in Burbank today, and for future goal-setting within the new Burbank Cultural Arts Plan. In the cultural planning field today, there are many options to surveying and assessment, which include: surveying grantees, determining resident usage patterns of the arts, public forums, hiring pollsters, acquiring resident opinions regarding the arts, stakeholder interviews, town hall meetings, organizational surveys and workshops, and comparisons with other cities, etc. For this process, the Committee decided to utilize existing data including gathering information from Burbank's Property Based Improvement Districts (P-BIDs), audience surveys from the Starlight Bowl, information provided by the City's Community Development Department, Burbank's arts grantees supplied by the Los Angeles County Arts Commission and utilization of their own cultural arts asset and venue inventory lists they have internally developed.

For clarification, the City of Burbank currently does not have a cultural arts grant program. A Perform Arts Grant Program was implemented in 1993 to actively foster, develop and assist with funding for performing arts in Burbank. The program encouraged arts participation and experiences by and for all members of the public, and ultimately enhanced the quality of life within the City of Burbank. The grant program was discontinued in 2003 due to budget cuts.

##### **Survey Highlights**

###### **1991 Cultural Arts Plan**

Under the direction of the City Council in 1990-91, a Cultural Arts Task Force was formed and comprised of representatives from the City, Burbank Unified School District, Chamber of Commerce and stakeholders. The goal of the Task Force was to "complete an integrated arts master plan which addresses facility, programs and financing issues related to performing and fine arts." Direct results of this plan included: the development of the Art in Public Places

Program, the reopening of the Starlight Bowl, and the relocation of the Colony Theatre to a public performance space, the Burbank Center Stage. This 1991 plan was shared with the Committee for information and to be utilized as an assessment tool.

### **Burbank's P-BIDs, Chamber and City Information**

As part of the survey process, the Committee looked closely at City demographics, top employers and industry clusters, business and tourism data as well as conducted an extensive group-generated cultural arts inventory and venue identification process. This information is shared in later parts of the document.

### **New Survey Data**

The Committee agreed that they would wait until they further explore goals formation and strategies setting before deciding what surveys, research or other information might be gathered externally. Some of this work may be conducted during the implementation phase after the Cultural Arts Plan is adopted.

The group also discussed other cities' cultural plans and their survey and assessment techniques including work conducted in Santa Monica, Pasadena and Los Angeles.

### **Cultural Arts in Burbank**

The Committee defined arts and culture in the City of Burbank to include the following:

- Animation
- Art in Public Places
- Art therapy
- Art walk
- Arts education
- Community arts
- Ethnic arts
- Film festival
- For-profit hybrids such as Wax Poetic (hair salon and gallery)
- Galleries
- Media Arts
- Media, Entertainment and Studios – Burbank is the Media Capital
- Performing arts – e.g., dance, theater arts, music including instrumental and vocal
- Philanthropic organizations such as The Burbank Arts Education Foundation
- Showcases
- Visual Arts

## **Burbank’s Creative Sector**

Creative sector-centric business plays an important role in Burbank’s economic vibrancy. Businesses such as studios, production houses, animation facilities, new media, film and television pre- and post-production, advertising, arts schools and services, make up a significant part of the business clusters in this City of more than 100,000. Burbank’s workforce of 100,000 includes at least 60 percent that are media-related. Some of the leading employers in Burbank include The Walt Disney Company, Warner Bros. Entertainment and NBC/Universal.

Today, creative industries are being sought after and encouraged by various cities and counties for a variety of reasons including economic development and job creation, cultural tourism, creating more vibrant and diverse communities. Specifically, urban areas that often prosper have strong creative industries. The drivers of prosperity are often artists, musicians, writers, filmmakers, producers, fashion designers, creative thinkers, etc. This environment, in turn, attracts more creative people, as well as businesses and capital.

The importance of the creative industry to Burbank Planning Committee was frequently acknowledged throughout its many meetings.

*See Appendix F for other Data Collection and Top Employer Information.*

## **Summary of Attractions**

Burbank offers a diversity of entertainment, cultural arts, and historical sites and attractions including:

**Magnolia Park Area** – Known for its small-town feel, tree-lined streets and Eisenhower-era storefronts. Central to the community are its unique shops, boutiques, corner markets, occasional chain stores and eateries.

**Downtown Burbank** – Attracting over 10 million visitors annually with over 80 different kinds of restaurants and eateries; 30 movie screens, and over 200 shops.

**The Media District** – Much of Burbank’s economy is based on the entertainment industry. While Hollywood may be a symbol of the entertainment industry, much of the actual production occurs in Burbank. Many companies have headquarters or facilities in Burbank including: The Walt Disney Company, ABC, NBC, Cartoon Network, Nickelodeon, New Wave Entertainment, Warner Bros Music Group, and Warner Bros Studios.

**Studio Tours** – Burbank is best known for its film and television studios including NBC Studio Tours, where “The Tonight Show with Jay Leno” originates. Also, the Warner Bros. Studios V.I.P. Tour showcases the many facets of movie and television production.

**A few prominent points of interest** – The Bob’s Big Boy in Burbank (est. 1949) is the oldest remaining Bob’s Big Boy restaurant in America; Starlight Bowl; and American Animated Film Society Museum.

**Nearby Attractions** – The City of Burbank is located close to many of Los Angeles’s regional attractions including the Hollywood Bowl, Universal Studios, the Annual Tournament of Roses Parade, Alex Theatre, Ford Theater, Norton Simon Museum, Pacific Asian Museum, Gene Autry National Center, Dodger Stadium, Griffith Park including the Los Angeles Zoo, Griffith Observatory, Greek Theater along with horse and hiking/mountain biking trails, and the Los Angeles Equestrian Center.

### **Cultural Arts Inventory**

As part of the planning process, the Committee identified cultural arts resources within the City of Burbank. This work has been organized into a comprehensive Cultural Arts Asset Inventory List of the City’s public and private cultural arts assets, as well as its nonprofit organizations and arts education programs and institutions. The preparation of this list was informative to the overall planning process and has been incorporated into the implementation phase of the Plan.

Along with providing the Committee and public with its first comprehensive Cultural Arts Asset Inventory List, the City has initiated the creation of a Burbank Cultural Arts Directory that will be made available to the public. The directory will be created in calendar year 2009. Additionally, the list serves as a new information tool for marketing purposes, for the promotion of the City’s rich cultural arts assets and for cultural tourism.

Further, the Cultural Arts Asset Inventory List’s preparation was constructive in verifying where venues and programs were underdeveloped or may be encouraged in the future. For example, visual arts venues were not identified to be plentiful in Burbank. Thus, the Committee produced an initial draft of the venue list, focusing on the identification of potential private spaces that might host cultural arts events in the future. Arts venues included bookstores, studio spaces, restaurants, theatres, etc. The venue list will be completed in the implementation phase.

*See Appendix B for Cultural Arts Asset Inventory List and Appendix C, Venue List [Draft]*

## **V. THE PLAN & IMPLEMENTATION**

The Planning Committee embarked on goal and strategy formation for the Cultural Arts Plan after completing an assessment and survey phase, which also concluded with the creation of Burbank’s first comprehensive Cultural Arts Inventory Asset List. Through an interactive process of large group formal meetings and small group working sessions, the Planning Committee developed the following goals to reflect the values, vision and accountability for implementation of the Cultural Arts Plan over the next three year. These goals include:

### **Goal #1 CULTURAL ARTS LEADERSHIP**

To formalize cultural arts leadership for Burbank, to provide cultural arts stewardship for Burbank, and to implement and monitor the four goals of the Burbank Cultural Arts Plan.

Leadership structure will be an advisory committee, with the primary function of plan implementation oversight, ambassador and advocate for the arts, and connecting the arts to resources.

**Goal #2**  
**SUPPORT OF THE ARTS**

To stimulate cultural arts support, awareness and arts participation by promoting arts organizations, programs, and the broadest possible collaborations to better serve the Burbank region.

For example, the strategies within this goal encourage using contemporary technology as methods of communication (e.g., e-newsletters, online databases, viral marketing, etc.)

**Goal #3**  
**ARTS EDUCATION AND ACCESS**

To extend Burbank’s commitment to provide access and equity of all arts disciplines to every generation in the City and region.

This goal is focused on students of the arts, of all ages, differentiated from Goal #2 concerning audience participation or patrons of the arts.

**Goal #4**  
**FACILITIES/VENUE OPTIMIZATION**

To improving the use of existing facilities, and create opportunities for all forms of arts presentations in the existing spaces and facilities.

Specific implementation strategies, responsible parties, timelines and milestones that support these four goals are found in a document called **Goals and Strategies Work Plan**. The Work Plan is designed as an external document to be circulated among all stakeholders and to be utilized by the proposed Cultural Arts Advisory Committee, which will provide stewardship for the plan going forward. The Work Plan serves as tasks reminders, a benchmarking tool and tracking mechanism. The document also provides specific directions on future external milestone reporting to the appropriate governmental bodies including the City Council and the Park, Recreation and Community Services Board.

*See Appendix D: Goals and Strategies Work Plan for complete goals, strategies and work plan.*

**VI. CONCLUSION**

Given funding restraints in this economic climate, the goals of the Plan are both ambitious and realistic. To achieve a full integration into all sectors of Burbank, the champions of the Cultural Arts Plan must be relentless about communicating the benefits of the arts. The challenge for Burbank and a proposed Cultural Arts Advisory Committee is to follow through on its goals and

enjoy the momentum of success, thereby maintaining the high level of participation experienced throughout the planning process.

Ensuring that goals remain concrete, matched with timelines and accountability for achieving the goals, will eventually help attract more funding towards the arts in Burbank, resulting in a greater launching platform for a long-term arts sustainability plan as the economy recovers.

## **VII. Appendix A: Participants, Stakeholders, Meetings**

### **Burbank Cultural Arts Planning Committee Members**

Ray Adams, Vice Chair, Downtown Burbank Partnership  
Alice Asmar, Art in Public Places  
Barbara Beckley, Colony Theater  
Craig Bullock, Burbank Heritage Commission  
Shiela Cavalluzzi, Individual Artist  
Ruth Davidson-Guerra, City of Burbank, Assistant Community Development Director – Housing and Redevelopment  
Steven Ferguson, Park, Recreation and Community Services Board Member  
Peggy Flynn, Burbank Unified School District Visual and Performing Arts Coordinator  
Marisa Garcia, City of Burbank, Park, Recreation and Community Services - Deputy Director  
John Gong, VP of Marketing and Synergy, The Walt Disney Company  
Cindy Pease, Media City Ballet  
Christina Ramos, Burbank Art Association  
Anja Reinke, Burbank City Council Member  
Dr. David Rosen, Ph.D. Senior Vice President Woodbury University  
Robert Shahnazarian, Feudal Records President  
Kristen Smith, City of Burbank, Park, Recreation and Community Services – Recreation Services Manager  
Gail Stewart, City of Burbank, Business District Manager – P-Bids  
Randall Williams, Fine Arts Federation, Burbank Art Association  
Lynda Willner, Burbank Philharmonic Orchestra  
Michelle Yates, Board, Chair for the Burbank Arts Education Foundation/Warner Bros. [Lisa Rawlins, Warner Bros./sitting in for Michelle Yates while on maternity leave]

### **Guests**

Lizzet Alvarez, Ford Theatre Foundation  
Mary Alvord, City Manager, City of Burbank  
Ollie Blanning, Los Angeles County Arts Commission  
Crystal Diaz, Los Angeles County Arts Commission  
Tram Le, Ford Theatre Foundation  
Emiko Ono, Los Angeles County Arts Commission  
Trent Steelman, The Colony Theatre Company  
Lugene Whitley, Arts Council for the City of Long Beach

### **Staff to the Committee**

Regi Cutler, City of Burbank Park, Recreation and Community Services Department  
Kim Freed, City of Burbank Park, Recreation and Community Services Department  
Cathryn Villalobos, City of Burbank Park, Recreation and Community Services Department

## **Consultants**

Allison Sampson  
Karen Constine

## **Stakeholders of the Plan**

- Residents of Burbank and its businesses including employees and employers
- Adaptive Community
- Art in Public Places Committee
- Arts and Cultural community including nonprofits and for-profits, artists, arts educators
- Burbank Unified School District and School Groups
  - PTA
  - School Board members
  - Superintendent
- Business Community Representatives
- Community Leaders
- Deaf/Hard of Hearing Community
- Disabled Community
- Ethnic Communities
- Historical Preservation Stakeholders
- Other Nonprofits
  - Providence St. Joseph's Hospital
  - Woodbury University/Higher Education
- Park, Recreation and Community Services Board
- Senior Community Representatives
- Service Clubs, such as: (see Service Clubs listed on page 24)
  - Kiwanis
  - Masonic Lodges
  - Boosters Clubs
  - Elks
  - Rotary
  - Zonta
  - Lions
- Young Adults

**Burbank Cultural Arts Planning Committee Meetings**

Meetings were held in City of Burbank’s Community Services Building and Police & Fire Headquarters Building.

**2008**

October 13, 2008  
November 11, 2008  
December 17, 2008

**2009**

January 27, 2009  
February 24, 2009  
April 1, 2009

**Public Meeting**

March 18, 2009, Community Meeting  
Community Services Building

## Appendix B: Cultural Arts Asset Inventory List

### City of Burbank's Arts & Culture Spaces:

- **Venues+**
  - Burbank Center Stage (building is owned by the City, run by the Colony Theatre)
  - Burbank Little Theater (City-owned, run by the Grove Theater)
  - Creative Arts Center (City-owned, located at George Izay Park)
  - Libraries (3)
    - Burbank Central Library
    - Buena Vista Branch Library
    - Northwest Branch Library
  - Park Spaces (41 public parks and recreation facilities)
    - Including Olive Recreation Center, McCambridge Recreation Center, Ovrom Community Center, Verdugo Recreation Center, Johnny Carson Park, and Robert Gross Park
  - Police & Fire Museum
  - Starlight Bowl, owned and operated by the City of Burbank

+ Also see Burbank Unified School District for public venues including auditoriums and stadiums (16 auditoriums and 2 stadiums)

### City of Burbank's Activities & Programs:

- **Public Art** – The Burbank *Art in Public Places Ordinance* was passed in May 1992. It requires that 1% of major construction project costs be allocated towards onsite art or, if desired, be placed in the Public Art Fund, which is utilized to enhance or maintain art located on public land.
  - Art in Public Places installations include: \* *not developed through Art in Public Places Program*
    - Airport Plaza – *Through The Clouds* by Riis C. Burnell
    - Belmont Village – *Dreaming Dog* by Gwynn Murrill
    - Between ABC Building and Disney Studios – *Bridge at Walt Disney Studio* by Liz Lerner
    - Buena Vista Library – *Read, Reach & Realize* by Wayne Healey & East Los Streetscapers
    - Burbank City Federal Credit Union – *Money Totem* by Ron Pekar
    - Burbank Empire Center – *Roundabout* by Elyn Zimmerman
    - Burbank Empire Center – *Tiki Tower AKA Inu Yari, Tower Lean, and Empire Man of the Year* by Peter Shire
    - Burbank Empire Center – *Zoids* by April Greiman
    - Burbank Public Library – *Dr. David Burbank* by Rick Doray

- Burbank Water and Power – *Community* by Kathleen Caricof
- Burbank Water and Power – *Water and Light* by Dale Claude
- Burbank Water and Power – *Water, Power & Light* by Hugo Ballin
- Chandler Bikeway – *Family Outing* by Gary Lee Price
- Chandler Bikeway – *The Wagon Pull* by W. Stanley Proctor
- City Animal Shelter – *Best Friends* by Jay Fay
- City Attorney’s Office – *Justice\** by Bartholomew De Mako
- City Council Chambers at City Hall – *Four Freedoms\** by William Allen
- City Hall – *Bas Relief\** reportedly created by William Allen
- City Hall Lobby – *Burbank Industry\** by Hugo Ballin
- City Hall Lobby – *Bronze Medallion\** reportedly created by William Allen
- City Hall – *Tribute to Craftsmen* by Bartholomew De Mako
- Courthouse Parking Structure – *Burbank Evolves* by John “Tony” Sheets
- DeBell Golf Club – *Impact* by Shiela Cavalluzzi
- Environmental Recycle Center – *Afternoon Dragonfly* by Sharon Jokela
- Environmental Recycle Center – *Reclaimed Column* by Otto Rigan
- Fotokem Building – *Untitled* by Gordon Huether
- Howard L.L.C – *The Theory of Flight, Part One* by Lance Lindborg
- Johnny Carson Park – *Requiem\** by Erwin Binder
- Lincoln Park/ Buena Vista Library – *Lincoln In Meditation* by Henry Van Wolf
- McCambridge Park – *Sun’s Warmth Provides Life’s Pleasures* by Michael Amescua
- Media Studios North – *Bella Coola* by Woods Davy
- Mercury Air – *Flight* by Michael Amescua
- Metrolink Station – *Pivot* by Paul Tzanetopoulos
- NNC/LCC Building – *Nevada Sunset* by Gordon Huether
- Park Adventure Senior Apartments – *Early Burbank* by Marlo Bartels
- Police/ Fire Headquarters – *Pillars of the Community* by Paul Marioni & Ann Troutner
- Police/ Fire Headquarters – *Police & Fire Opera* by Terry Schoonhoven
- Police/ Fire Headquarters – *The Guardians* by Shiela Cavalluzzi
- Shamrock Gateway Plaza – *He Envisioned Dreams that Others Might Share* by Andrea and Aldo Favilli
- Shopping Complex – *Burbank Gateway* by Adel Rakhshani
- SMC Properties – *Something Big-Urity* by Marie Moseley
- Stough Canyon Nature Center – *Tree of Life* by Andrea Favilli
- Walt Disney Studios – *Façade-Team Disney Building The Seven Dwarfs* by Michael Graves
- Walt Disney Studios – *Mickey Fence* by Michael Graves

- Water Reclamation Plant – *Amoebas at Work* by Elizabeth Criss
- Water Reclamation Plant – *Seven Elevations* by David Criss
- Wexler Building – *The Requirement* by Daniel Miller
- Wildwood Canyon Park – *Tree Sprit* by Ron Pekar

- **City of Burbank’s Programs**

- Burbank PerformArts Association (comprised of those performing arts groups which were part of the City of Burbank performing arts grant program). The meeting space and group coordinator, are provided by the City of Burbank, Park, Recreation and Community Services Department
- Burbank Public Library (Friends of the Library funds all programs)
  - Burbank READS – “One Book, One City” a citywide book club, offers a variety of lectures, films and entertainment based on selected books
  - Children’s Activities include the following:
    - Book Clubs for 4<sup>th</sup> and 5<sup>th</sup> Grade, Middle School & High School
    - Preschool Storytime (September-May)
    - Read-To-Me
    - Summer Reading Club (June-July)
    - Teen Summer Reading Club
    - Toddler Tales
  - Coffee & Conversation – authors of all genres, including Mystery Authors who do lead panel discussions on various topics
  - Family Night at the Library – program has included music, puppetry and magic geared for school-age children and families (September-May)
  - Film Series:
    - Family Film Festival – after-school movie series for families
    - Friday Movie Matinee – features classic films geared to the senior population
    - Le Petit Cinema – small, Indie films or documentaries
  - Historic re-enactors/One-person shows – such as “An Evening with Abraham Lincoln,” “Cesar Chavez,” Edgar Allan Poe,” “Jane Austen,” “Jack London,” and “Louisa May Alcott”
  - Lectures – variety of subjects
  - Musical concerts – Sounds of Summer, All That Jazz, and Musica Classica
  - Opera Talks – lecture by L.A. Opera Speakers Bureau (January-May)
  - Shakespeare Under the Stars – outdoor performance with Shakespeare at Play Company (August)
  - Writing workshops – for aspiring authors

- Free Wi-Fi in City parks, libraries, Downtown and other public facilities (communication pathway to the public)
- Heritage Commission
- Joslyn Adult Center (Park, Recreation and Community Services Department)
  - Arts/Crafts Classes and Groups
    - Crochet/knitting/sewing
    - Drawing
    - Greeting cards
    - Painting
    - Photography
    - Quilting
    - Scrapbooking
    - Tie-dye art
    - Valley Porcelain Artists
    - Writing
  - Dance
    - Ballroom
    - Hula
    - Line dance
    - Square dance
    - Swing
  - Music
    - Guitar
    - Karaoke
    - Music appreciation
    - Piano
    - Sing-a-long
    - Ukulele
- Recreation Classes held quarterly (Park, Recreation and Community Services Department) – Classes for children, young adults, and adults
- Creative Arts Center
  - Gallery Exhibits (held monthly) – Creative Arts Center
    - Annual Shows
      - Annual Spring Fling which showcases the performing arts classes
      - Burbank Art Association Juried Show
      - Fine Arts Federation Membership
      - Holiday Arts & Crafts Boutique
      - Youth Art Expo (School age children K-12)

- Performing Arts
- Visual Arts
- Visiting Artist Workshops
- Starlight Bowl, Summer Concert Series (Park, Recreation and Community Services Department)

**Burbank Independent & Nonprofit Groups [Nonprofits are denoted by \*]:**

**By Disciplines:**

- **Dance**
  - Ballet Folklorico
  - Burbank Children’s Ballet
  - Burbank School of Ballet
  - Garri Dance Studio
  - Media City Ballet
  
- **Performing Arts (non-theaters & dance companies)**
  - Burbank Chorale
  - Burbank PerformArts Association
  - Burbank Philharmonic Orchestra\*
  - Burbank Youth Ballet Co.\*
  - Methodist Church Adult Acting Group (BUMPS)\*
  - Missolua Children’s Theatre\*
  - One World Rhythm \*
  - Shakespeare at Play\*
  
- **Theaters (venues/companies)**
  - Colony Theatre/Burbank Center Stage\*
  - Falcon Theater
  - Gene Bua Theatre/Theatre Banshee\*
  - Grove Theater Company “Little Theater”\*
  - Sidewalk Studio Theatre
  - Syzygy Theatre Group (performs at the “Little Theatre”\*)
  - Third Stage
  - Victory Theater\*
  
- **Visual Arts**
  - Burbank Art Association\*
  - Burbank PerformArts Association

- Fine Arts Federation\*
  
- **Other Historic/Other Disciplines/Institutions**
  - Burbank Historical Society
  - Burbank Tournament of Roses
  - Gordon Howard Museum (Burbank’s History)

**Festivals, Shows and Parades (City & Non-City):**

- **Burbank on Parade (City)** – co-sponsored with nonprofit Burbank on Parade Organization
  
- **Burbank International Film Festival** at Woodbury University
  
- **Connect with your Community** (City-Community Development Department) – multifaceted program of the City of Burbank’s Community Development Department. The program aspires to truly “build community” and transform neighborhoods by focusing on creating opportunities and projects that strengthen the local nonprofit and community service agenda.
  - Earth Day at Elmwood cul-de-sac (April)
  - Focus Neighborhood Family BBQ at Lundigan Park (May)
  - Lake Alameda Fall Fun Fest (October)
  - National Night Out (August)
  - Neighborhood Leadership Program Graduation; Location TBA (May)
  - Peyton Grismer Back to School Celebration (August)
  - Snow Day at Catalina Activity Center (January)
  - Verdugo Street Fair (June)
  - YMCA Healthy Kids Day Partnership (April)
  
- **Downtown Property Based Improvement District (P-BID)\*** – Arts-related events sponsored by Downtown Burbank P-BID include [[www.downtown-burbank.org](http://www.downtown-burbank.org)]:
  - 12 Days of Holiday Cheer (Sponsors include Downtown P-BID, City, YMCA, Burbank Town Center)
  - Come Out & Dance! Thursday Night Summer Concerts (July/August)
  - Downtown Burbank Fine Arts Festival (twice a year)
  - Taste of Downtown Burbank (September/October)
  
- **Magnolia Park Property BID\*** – (includes area’s antique stores, one-of-a-kind boutiques and family-related and restaurants). Arts-related events sponsored by Magnolia P-BID include:

- Be-Boppin in the Park (August)
- Bike Tour (April)
- Holiday in the Park (November)

### **Education (Nonprofit & Private)◆:**

- **Arts Education (Youth & Adult)**
  - Art Classes held at the Boys and Girls Club\*
  - Bethune Theatredanse – youth, adult & disabilities\*
  - Burbank Arts Education Foundation\*
  - Kumaras Center for the Arts & Etiquette
  - MUD – Make-Up Designory
  - Time Travelers Today (DIY historical theatre for K-5 classrooms)
    - [www.Timetravelerstoday.com](http://www.Timetravelerstoday.com)
  - Woodbury University
    - Institute of Transdisciplinary Studios
      - Politics & History
      - Academic Writing Program
    - School of Architecture which includes both Architecture and Interior Architecture (Design)
    - School of Media, Design & Culture
      - Animation, Costume, Graphic Design, Fashion, New Media (film/video/virtual), Psychology, Communication, Foundation Arts & Design
    - Woodbury, in partnership with Burbank Unified School District, is organizing an arts academy of middle school and high school students. Consisting of three parts:
      - Classes in architecture, design, animation, fashion, costume, and fine arts.
      - Portfolio Development for local High School Students who are seeking to enter arts colleges.
      - Theatre classes leading to production
    - Speakers & Lectures
      - Lectures
        - Animation Lecture Workshop
        - Architecture Lecture Series
        - Fashion and Costume Lectures
        - Graphic Design Lectures
      - Speakers

- The Library Associates
  - Julius Shulman Communication Awards – featuring interviews and talks such as Dustin Hoffman, Lily Tomlin
  - Ray Bradbury Creativity Award – featuring interviews and talks by people such as Anjelica Huston, Roy Disney, Ray Bradbury, F. Murray Abraham
- Venues & Galleries
  - Venues
    - Ahmanson Main Space, School of Architecture (Woodbury)
    - Ekenboll Courtyard (Woodbury)
    - Fletcher Jones Foundation Auditorium (Woodbury)
    - Los Angeles Times Library (Woodbury)
  - Gallery Space (hosts exhibits and visiting artists)
    - Cabrini Gallery
    - The New Woody's Gallery
    - The Powell Gallery
    - The Tamkin Gallery
- Video Symphony [also a school for video production]
- YMCA – arts and cultural programs

◆ Also see, Cultural Arts Community Assets - non-city/for-profit/organizations or programs

**Burbank Unified School District (Public Education Related to Arts & Culture):**

- **School Venues**
  - Bret Harte Elementary Auditorium
  - Burbank High School Auditorium
  - Burbank High School Field
  - Disney Elementary Art Activities Room
  - Edison Elementary Auditorium
  - Emerson Elementary Auditorium
  - Jefferson Elementary Auditorium
  - John Burroughs High School Auditorium
  - John Burroughs High School Field (also known as Memorial Field)
  - John Muir Middle School Auditorium
  - John Muir Middle School Field
  - Jordan Middle School Auditorium

- Jordan Middle School Field
- Luther Burbank Middle School Auditorium
- Luther Burbank Middle School Field
- McKinley Elementary Auditorium
- Miller Elementary Auditorium
- Monterey High School Visual Arts
- Providencia Elementary Auditorium
- Roosevelt Auditorium
- Stevenson Auditorium
- Washington Auditorium
  
- **School Groups**
  - Booster Clubs
  - Burbank High School Animation
  - Burbank High School Band
  - Burbank High School Dance
  - Burbank High School Orchestra
  - Burbank High School Photography
  - Burbank High School Show Choir (National Award Winner)
  - Burbank High School Theater
  - Burbank High School Video Production
  - Burbank High School Visual Arts
  - Burbank High School Vocal Music Association (National Award Winner)
  - Elementary Music
  - John Burroughs High School Band
  - John Burroughs High School Dance
  - John Burroughs High School Orchestra
  - John Burroughs High School Photography
  - John Burroughs High School Show Choir (National Award Winner)
  - John Burroughs High School Theater
  - John Burroughs High School Theater Technical
  - John Burroughs High School Video Production
  - John Burroughs High School Visual Arts
  - John Burroughs High School Vocal Music Association (National Award Winner)
  - John Muir Middle School Orchestra
  - John Muir Middle School Theater
  - John Muir Middle School Visual Arts
  - John Muir Middle School Vocal Music Association
  - Jordan Middle School Band
  - Jordan Middle School Theater

- Jordan Middle School Visual Arts
- Jordan Middle School Vocal Music Association
- Luther Burbank Middle School Band
- Luther Burbank Middle School Media Arts
- Luther Burbank Middle School Theater
- Luther Burbank Middle School Visual Arts
- Luther Burbank Middle School Vocal Music Association
- Monterey High School Visual Arts
  
- **School Activities**
  - 29<sup>th</sup> Congressional District Arts Competition
  - 43<sup>rd</sup> District Film Festival (Winner 2008)
  - Bob Hope Airport Tower Banner Contest
  - City of Burbank Youth Art Expo
  - Disneyland Band Performances
  - Downtown Burbank Arts Festival with City of Burbank and Burbank Arts Education Foundation
  - Elementary and Middle School Artist in Residency Programs
  - Elementary Arts Festivals
  - Elementary Chorus Programs
  - Elementary Dance Festivals
  - Getty Arts and Language Arts Program
  - Getty Center Get-Away Days
  - Library of Congress “Picturing America” Grant Program
  - Los Angeles County Arts Commission Artist in Residency Grant Program
  - Los Angeles County Museum of Art Teachers Academy
  - Los Angeles County Museum of Art Evenings for Educators
  - Los Angeles Music Center Arts Capacity Teams
  - Los Angeles Music Center Bravo Awards (Jefferson Elementary – Finalist 2007; Jordan Band Director, John Whitener – finalist 2009)
  - Los Angeles Music Center Spotlight Awards (Student winners and finalists in photography, vocal music, instrumental music, and dance 2005 to present)
  - Mr. Holland’s Opus Grant Program
  - *Picture This* Performance and Photography Event with Burbank Philharmonic
  - PTA Reflections Contest
  - Rockin’ for the Arts fund raisers with Burbank Music Academy (Elementary and Middle Schools)
  - Skirball Center GATE Program
  - Skirball Center Teacher Professional Development
  - Visual and Performing Arts Assemblies (Elementary, Middle and High Schools)

- Visual and Performing Arts Class Performances (Middle and High Schools)
- Woodbury University Portfolio Workshop Course for BUSD High School Students
  
- **School Classes**
  - Creative Writing (High School and Burbank Adult School)
  - Dance (Middle and High School)
  - Drama (Middle and High School)
  - Elementary Music Curriculum Grades K-5
  - Elementary Music Specialist Program Grades 2-5
  - Elementary Visual Arts Curriculum Grades K-5
  - Instrumental Music (Middle and High School)
  - Media Arts (Middle School, High School and Regional Occupational Program)
  - Photography (High School and Regional Occupational Program)
  - Poetry (Burbank Adult School)
  - Theater Technical (High School and Regional Occupational Program)
  - Video Production (High School and Regional Occupational Program)
  - Visual Art (Middle and High School)
  - Vocal Music (Middle and High School)

**Other Cultural Arts Community Assets – non-city/for-profit/organizations or programs**

- **Bookstores**
  - Astounding Fantasy – Art books & Comics
  - Barnes & Noble
  
- **Bronze Foundries**
  - American Fine Arts Foundry
  - Andevan Bronzeworks
  - Corey Casting Company
  
- **Businesses – Alternative spaces/Connected to the arts**
  - Romancing the Bean
  - Wax Poetic
  
- **Car Culture**
  - Antique Car Show Friday Nights at Bob’s Big Boy
  - Road Kings Classic Car Show
  
- **Dance Studios**

- Burbank School of the Ballet
- Gerry's Dance Studio
- Media Dance Center
- The Red Chair
  
- **Faith-Based Institutions**
  - Places of worship, e.g., choirs, festivals, orchestra, bands
  - SGI-USA
  
- **Film Venues & Others**
  - AMC Burbank 16
  - AMC Town Center Burbank 6
  - AMC Town Center Burbank 8
  - American Animated Film Society Museum ([www.asifa-hollywood.org](http://www.asifa-hollywood.org)) located at 2114 W. Burbank Blvd.
  - Burbank Town Center (Mall) – movie night
  - Burbank International Film Festival
  
- **Galleries**
  - Asmar Art Studio
  - Graphic Gallery
  - Pieces Art Gallery
  - Randall's Art Gallery
  - Towns Burr Gallery
  
- **Music Academies/Store**
  - Burbank Music Academy
  - Pederson Music
  - Primitive
  
- **Senior Community**
  - Dumplings (Senior Dancing Group)
  - Gingersnaps (Senior Dancing Group)
  - Senior Artists Colony
  
- **Service Clubs**
  - Burbank High School Key Club
  - Chamber of Commerce
  - Elks
  - John Burroughs High School Key Club
  - Kiwanis (Noon & Sunrise)

- Lions
- Masonic
- Moose
- National Honor Society (Burbank Unified Middle Schools)
- Rotary (Noon & Sunrise)
- Zonta
  
- **Studios, Entertainment & Media Companies**
  - ABC Television Network
  - Cartoon Network
  - Central Casting Center
  - Clear Channel Communications
  - CW Television Network
  - Cinema Secrets
  - DIC Entertainment
  - Feudal Records
  - Guilds
    - Many post-production houses like Foto-Kem Industries, Dolby, Thomson Technicolor and Four Media
    - More than 700 media-related companies including DIC Animation, Dick Clark Productions, Westwind Media, Sony Pictures Digital, NBC's Bravo Cable Network and IDT Entertainment.
  - NBC/Universal
  - Nickelodeon
  - Post-Production Houses
  - Production Facilities & Digital houses
  - Recording Studios
  - Sound Studios
  - The Walt Disney Company
  - Warner Bros. Studios
  - Warner Music Group
  - Yahoo! – media

### **TV Shows & Celluloid History**

- **TV Shows originate or film in Burbank [Partial List]:**
  - *Ellen*
  - Historic Home of the *Tonight Show* with Johnny Carson
  - Rehearsal space for TV shows such as *Dancing with the Stars*
  - *Tonight Show* headquarters' of Jay Leno

- Warner Bros. Studios and The Walt Disney Company television shows including:
  - Brothers & Sisters
  - Cold Case
  - Eleventh Hour
  - ER
  - Sarah Connors Chronicles
  - The Mentalist
  - Without a Trace
  
- **Other**
  - Warner Bros. Museum

### Appendix C: Draft Venue List

## Venues

### George Izay Park & Olive Recreation Center

CONTACT INFO

Costs:  
Hours of Operation: Varied  
Parking: Yes  
Insurance Required   
Size:  
Capacity:

- Film
- Sound
- Stage
- Studio
- Theatre
  
- Ballroom
- Banquet Hall
- Convention Hall
- Meeting Room
  
- Museum
- Gallery
  
- Arena
- Gym
- Grounds
- Outdoor Space

Other:  
4 Softball Diamonds; Playground area

### Warner Bros

CONTACT INFO  
  
  
wbsfoperations@warnerbros.com

Costs: Varied  
Hours of Operation: Variable  
Parking:  
Insurance Required   
Size: Main lot: 10,665 - 32,130 sf; Ranch: 7,644-13,938 sf  
Capacity:

- Film
- Sound
- Stage
- Studio
- Theatre
  
- Ballroom
- Banquet Hall
- Convention Hall
- Meeting Room
  
- Museum
- Gallery
  
- Arena
- Gym
- Grounds
- Outdoor Space

Other:

**Appendix D: Goals and Strategies Work Plan**

<p><b>Goal #1</b>  <b>CULTURAL LEADERSHIP</b></p> <p><b>To formalize cultural leadership for Burbank, to provide cultural arts stewardship for Burbank, and to implement and monitor the four goals of the Burbank Cultural Plan. Leadership structure will be an advisory committee, with its primary function as plan implementation oversight, ambassador and advocate for the arts, and connecting the arts to resources.</b></p>				
Strategies	Actions	Budget	Lead	Timeline/Milestones
1. PRCS Staff to complete staff report and present to City Council.	Place on City Council agenda	-0-	Kris Smith (Kris) Marisa Garcia (Marisa)	<p><u>Timeline:</u>  <b>June 30, 2009</b></p> <p><u>Milestone:</u>                      City Council accepts the Plan</p>
2. Existing Planning Committee to become Cultural Arts Advisory Committee to steward and assist with implementation of goals through the first year.	<p>1. Cultural Arts Advisory Committee is comprised of members that have broad-base of arts knowledge, dedication and demonstrated interest in arts</p> <p>b) Address priorities and goals of plan and implementation process</p>	-0-	PRCS Director and/or his designee  (Marisa / Kris)	<p><u>Timeline:</u>  <b>June 30, 2009</b></p> <p><u>Milestone:</u>                      Activate Committee and schedule to meet in August.</p>
3. Reevaluate Cultural Arts Advisory Committee's role following the first year with consideration of forming a Cultural Arts Commission	<p>Evaluate formation of Commission and create a plan</p> <p>Coordinate with PRCS Board &amp; Art in Public Places Committee.</p>	-0-  City staff time	Kris Marisa	<p><u>Timeline:</u>  <b>June 30, 2010</b></p> <p><u>Milestone:</u>                      Within first year of Cultural Arts Advisory Committee's formation, present recommendation to the City Council, PRCS Board, and Art in Public Places Committee.</p>

Strategies	Actions	Budget	Lead	Timeline/Milestones
<p>4. Within Cultural Arts Advisory Committee, form sub-committees to implement goals of Cultural Arts Plan</p>	<p>Activate committees</p>	<p>Unknown  City staff time and meeting expenses</p>	<p>Kris Chair of Committee</p>	<p><u>Timeline:</u> <b>February 26, 2010</b>  <u>Milestone:</u> Committees formed &amp; have plans to meet and work</p>
<p>5. After formation of Cultural Arts Advisory Committee and during Plan's execution, cultural leadership to review, prioritize and consider programming ideas identified by Planning Committee [See Appendix E]</p>	<p>Review Appendix E and prioritize programming ideas for possible implementation. Review budget needs, staffing needs, etc.  Cultural Arts Advisory Committee to make recommendation to PRCS Dept.</p>	<p>Unknown  City staff time and meeting expenses  Program implement costs unknown at this time</p>	<p>Kris to help bring recommendations to City</p>	<p><u>Timeline</u>  <b>April 1, 2010</b> begin process  <u>Milestone:</u> Process underway and program idea list is vetted by Cultural Leadership Advisory Committee; further operational actions are considered</p>
<p>6. Monitor and report annually to the Park Board about progress on Plan implementation.  At the end of second year, the overall Plan will be assessed and evaluated.</p>	<p>Form Sub-Committee within Cultural Arts Advisory Committee to review the Plan's progress.  Create report with recommendations, if any, to update the 3<sup>rd</sup> year of Plan.  Present report accordingly to City committees &amp; City Council.</p>	<p>-0-  City staff time</p>	<p>Chair of the group and Kris to help bring recommendations to City</p>	<p><u>Timeline</u>  <b>May 31, 2010</b> <b>May 31, 2011</b>  <u>Milestones</u> Upon adoption of plan update/confirm timeline.  Write annual report on 1<sup>st</sup> Anniversary of the Plan.  Write report on 2<sup>nd</sup> Anniversary of the Plan along with recommendations for future cultural planning in Burbank. Present to appropriate policy making bodies.</p>

**Goal #2**  
**SUPPORT OF THE ARTS**

**To stimulate cultural support, awareness and arts participation by promoting arts organizations, programs, and the broadest possible collaborations to better serve the Burbank region.**

(Note: 10% of Burbank arts’ audiences reside in Burbank.  
 Build on designation as a County “Arts for All” city.)

<b>Strategies</b>	<b>Actions</b>	<b>Budget</b>	<b>Lead</b>	<b>Timeline/Milestones</b>
<p>1. Create local Marketing &amp; Outreach Plan*</p> <p>(Marketing Plan will include a communications plan component to reach out to venue owners for benefit of arts partnerships)</p> <p>*In future, the plan may grow from local to regional and beyond</p>	<p>Write grant for support of marketing plan funding                      AND                      Make effort to find marketing plan partnerships and resources.</p>	<p>Unknown</p> <p>Factors will include City staff time and available funding</p>	<p>To be selected by Cultural Arts Advisory Committee</p>	<p><u>Timeline:</u>                      Cultural Arts Advisory Committee to form sub-committee</p> <p><b>November 30, 2009</b></p> <p>Grant writing, resource and Partnership identification:  <b>June 30, 2010</b></p> <p><u>Milestone:</u>                      Marketing plan;                      Created, w/oversight for implementation</p>
<p>2. To raise participation and awareness of arts, research and assess benefits of festivals (all disciplines)</p>	<p>Form working research group of existing downtown arts festivals groups, and others, public sector (CDD, PBID), and Chamber, to identify festivals, partnerships, marketing opportunities through aggregation. (no authorization required)</p>	<p>Unknown</p> <p>Factors include street closure cost, marketing cost, and possible cost offset by vendors</p>	<p>City (Kris)</p> <p>PBID</p> <p>CDD</p>	<p><u>Timeline:</u>                      Selecting and inviting group to form for Festival discussion  <b>July 31, 2009</b></p> <p>Convening group to set out research throughout  <b>Fall 2009</b></p> <p>Decision on Festivals  <b>December 30, 2009</b></p>

Strategies	Actions	Budget	Lead	Timeline/Milestones
				<p><u>Milestone:</u>            Decision on Feasibility and effectiveness of Festivals as-is or in future</p> <p>Post all Festivals on Web site, including any invitations to encourage others to produce festivals in Burbank, such as film community.</p>
<p>3. Building corporate alliances and develop local business relationships (business associations) for promotional sponsorships</p>	<p>Develop speakers bureau to market plan and the arts</p> <p>Develop compelling case statement or communication piece w/menu of opportunities to sponsor arts in Burbank</p> <p>Develop prospect list and distribute it with follow up</p>	<p>Unknown</p> <p>Grant dependent.</p> <p>No one in City to take this project.</p> <p>Grant or partnership dependent</p>	<p>Cultural Arts Advisory Committee</p> <p>(with limited Support By City)</p>	<p><u>Timeline:</u>            Speakers Bureau to market plan (no authority needed) to be selected until Cultural Arts Advisory Committee activates:  <b>June 30, 2009</b></p> <p><u>Milestone:</u>            PBID meeting  <b>Present at July 2009</b></p> <p>Grant writer and grant writing for case statement and Menu:  <b>December 31, 2009</b></p> <p><u>Milestone:</u>            Abandon or continue, and pursue prospects:  <b>March 31, 2010</b></p>
<p>4. Institutionalize ongoing commitment to p/r and communications about the arts in Burbank</p>	<p>Involving Public Information Office and Chamber</p>	<p>Unknown</p> <p>City staff time and marketing material</p>	<p>Elected officials who champion the plan</p> <p>Cultural Arts Advisory Committee</p> <p>City Staff</p>	<p><u>Timeline:</u></p> <p>Meet w/PIO re: Arts and City mgr:  <b>June 30, 2009</b></p> <p>Meet w/Burbank civic pride group:  <b>July 31, 2009</b></p> <p>Get this on agenda for Cultural Arts Advisory Committee (ambassador and advocate functions):  <b>September 30, 2009</b></p>

Strategies	Actions	Budget	Lead	Timeline/Milestones
				<p><u>Milestone:</u>            Cultural Arts Advisory Committee adopts their “job” of advocating for arts in all forms of communications</p>
<p>5. Create opportunities for nonprofits to collaborate on programs, venues, partnerships</p> <p>-----  <i>Also See Goal #4, strategy #2</i></p>	<p>Cultural Arts Advisory Committee working with the City to explore bringing together arts groups and others to explore collaborative ventures</p>	<p>Unknown</p> <p>City staff time and Meeting expenses</p>	<p>Kris</p> <p>Cultural Arts Advisory Committee</p>	<p><u>Timeline</u></p> <p><b>November 20, 2009</b></p> <p><u>Milestone</u>            Meeting is convened to explore idea; ongoing actions results.</p>

**Goal #3**  
**ARTS EDUCATION AND ACCESS**

**To extend Burbank’s commitment to provide access and equity of all arts disciplines to every generation in the City and region.**

**This goal is focused on students of the arts, of all ages, differentiated from Goal #2 concerning audience participation or patrons of the arts.**

Strategies	Actions	Budget	Lead	Timeline/Milestones
1. Educate public on available programs	Create a course offerings listing by contacting each organization/venue on new listing for its educational program offerings	Unknown  City staff time and materials	City - PRCS/Kris  BUSD Arts Coordinator  David Rosen: Woodbury	<u>Timeline:</u> <b>November 30, 2009</b> (Linked with Goal #2's timeline)  <u>Milestone:</u> On Burbank Website
2. Conduct needs assessment in three areas:  a) Participation Levels  b) Support areas  c) Overall needs assessment of arts providers and public	Reach out to Woodbury to sponsor project as part of curriculum	-0- , if sponsored  City staff time	City – PRCS/Kris  David Rosen: Woodbury	<u>Timeline:</u> Idea launching <b>April 30, 2009</b>  Assessment completed by <b>November 30, 2009</b> Recommendation <b>By January 29, 2010</b>  <u>Milestones:</u> Woodbury Partnership secured and activated.  Needs assessment discussed, delivered, distributed, & presented w/recommendations.

Strategies	Actions	Budget	Lead	Timeline/Milestones
<p>3. To collaborate, optimize resources and improve quality of programs, create a formal network of arts education providers.</p>	<p>Identify, invite and create group to operate by electronic format (Yahoo group, or private sector host such as Warner Bros. or Disney, etc...)</p>	<p>-0- City staff time</p>	<p>City BUSD Arts Coordinator  Private Sector Host TBD</p>	<p><u>Timeline:</u> <b>November 30, 2009</b> (Linked to Goal #2 Timeline)  <u>Milestones:</u> Network is established  Host assigned (shared with BUSD)</p>

**Goal #4**  
**FACILITIES/VENUE OPTIMIZATION**

To improve the use of existing facilities, and create opportunities for all forms of arts presentations in the existing spaces and facilities.

Strategies	Actions	Budget	Lead	Timeline/Milestones
1. To make facilities <u>accessible</u> to local organizations, regional presenters and patrons, organize and post listings	Prototype of venue listing underway by PRCS staff  Check draft venue listing for accuracy  Get each listing for website  Decide on distribution format and employ a Wikipedia style for updates  Divide list into 2 – Venues and Organizations, identifying host of both lists	Unknown  Webmaster cost	Kris  Private Sector Host?  (i.e., service to field, WB, Disney, etc...)	<u>Timeline:</u>  With grant funding, or private sector sponsorship, or public sector host partner: <b>July 31, 2009</b>  Without grant funding: <b>December 30, 2009</b>  <u>Milestone:</u>  When a host (such as Chamber) is found, list is posted on web and activated by user groups and involving film location industry/stakeholders

Strategies	Actions	Budget	Lead	Timeline/Milestones
2. To encourage <u>collaborations on venues</u> (e.g., venue sharing, developing a venue list, etc.) to optimize current and future venues in Burbank – both commercial and public	Complete draft venue list for private facilities  Review City venue list for possible arts facilities collaborations  Host collaborative session with commercial and nonprofit sector to explore ideas/partnerships  <i>See Goal 4 strategy #1 above; and Goal #2 Strategy 5</i>	Unknown  Webmaster Cost for final venue list hosting  (One time funding of \$15,000 to create website.  Possible on-going cost of \$5,000 to maintain and host website) ----- Meeting costs	Cultural Arts Advisory Committee  Kris	<u>Timeline</u> <b>Dec. 30, 2009</b>  <u>Milestone</u> Venue List Completed/possible sooner  Meeting Held

## Appendix E: Draft Future Program/Initiative List

The following lists future potential arts and cultural initiatives and program concepts. The Cultural Arts Advisory Committee will review, discuss and evaluate this Appendix during the Cultural Arts Plan's implementation process. (See Goal #1)

- AMC – Asking AMC to use one screen for independent films [or films such as those shown at the Rialto in So Pasadena.]
- Annual Meeting of Arts Organizations – Chamber of the Arts
- Art walk [develop one or more for Burbank]
- Arts calendar on City website
- Barnes & Noble – Suggest Barnes & Noble local poets' readings
- Branding – create logo for Cultural Arts Advisory Committee
- Burbank Libraries – pairing up with cultural offerings [on the calendar]
- Bus shuttles for Burbank's Parent Education Program / other parents & children programs [e.g., for that great summer program at the Ford Theatre with free admission]
- Bus shuttles for seniors for events near Burbank – e.g., Hollywood Bowl, etc.
- Business owners renting out unoccupied space for performing/rehearsal space
- City link to event and parade permits – e.g., from Santa Clarita
- City-sponsored arts competitions
- Concerts in the park(s)
- Council Meeting Awards
- Encourage publish Arts Events Calendar in section of Burbank Leader
  - <http://www.santaclarita.com/arts/Events/PaintTown>
  - <http://www.santa-clarita.com/arts/eventservices/index.asp>
- Paint Holiday Store Windows – e.g., from Santa Clarita
- Registry for artists, musicians, actors, vocalists, dancers, writers, etc.
- Speakers Bureau for the Arts
- Sponsorship opportunities for the arts on the City's website
- Suggestion Box for Arts (and Arts events)
- Supporting capacity building for arts nonprofits
  - Topics might include exploring ways to innovate partnerships; to build and strengthen capacity for the arts and arts organizations, etc.

## **Appendix F: Data Collection**

This section of the Appendix lists selected assessment and survey data reviewed by the Committee.

### **Selected City Demographics and Related Information (provided by City of Burbank)**

#### **Location**

Burbank is located in the eastern part of the San Fernando Valley, in Los Angeles County, 12 miles from the downtown area of the City of Los Angeles.

#### **Housing**

Housing units 42,847 (April 2000 U.S. Census data)  
Average household size 2.27 (1990 Census data)

#### **City Government**

City Charter adopted in January 13, 1927  
Council/Manager form of government  
Number of City Employees: approximately 1,400

#### **City Council**

Dave Golonski, Mayor  
Gary Bric, Vice Mayor  
Dr. David Gordon, Council Member  
Marsha Ramos, Council Member  
Anja Reinke, Council Member

#### **Area**

17.155 Square miles

#### **Transportation**

**Air** – Burbank/Glendale/Pasadena Airport caters to 4.9 million travelers per year on six major carriers, with more than 70 flights daily. Nearby Los Angeles International, Ontario, and El Monte (small aircraft) provide additional hubs for travel.

**Bus** – Southern California Metro Transit Authority

**Rail** – Metrolink and Amtrak

#### **Parks, Recreation and Community Services**

41 public parks and recreation facilities, including the following:

- 2 municipal swimming pools
- 22 tennis courts
- 4 community centers/3 gymnasium facilities
- 2 adult centers
- 1 municipal golf course

1 skate park

**Population**

100,316 (per 2000 U.S. Census)  
108, 029 (per 2008 California Dept. of Finance)

**Population**

1970.....88,871  
1990.....93,643  
1996.....99,880  
2000.....100,316

Sex

Male.....48,346 (1996)  
Female.....51,534 (1996)

Race

White.....72,409  
Black or African American.....2,066  
American Indian & Alaska Native.....549  
Asian.....9,181  
Native Hawaiian & Other Pacific Islander.....142  
Other race.....9,908  
Two or more races.....6,061  
Hispanic origin (of any race).....24,953

**Burbank’s Major Employers – Provided by Burbank Chamber of Commerce**

Burbank’s top employers account for more than 30% of the workforce. The city boasts a workforce of 100,000, at least 60% of which are media-related.

<b>Top Employers</b>	<b>Type</b>
Ascent Media	Media
Bob Hope Airport	Aviation
Burbank Unified School District	Education
City of Burbank	Government
Crane Hydro-Aire	Aviation
Clear Channel Communications	Entertainment
Foto-Kem Industries	Media-Related
Kaiser Permanente	Health Care

Administration Office

NBC/Universal

Entertainment

Providence/Saint Joseph  
Medical Center

Medical

The Walt Disney Company

Entertainment

Warner Bros. Entertainment,  
Inc.

Entertainment

Yahoo!

Media

## **Appendix G: Burbank Cultural Arts Planning Initiative Process Calendar**

The Planning Committee followed this general cultural arts planning process over the course of their six meetings. In addition, the Committee held several subcommittee meetings and/or worked with the consultants in between meetings during the nine-month period. The consultants also worked closely with City staff involved in the process.

### **CULTURAL ARTS PLANNING MEETINGS**

#### **MEETING 1 – PRE-PLANNING**

- Introduction and welcome to Cultural Arts Planning Committee
- Overview of cultural arts planning field
- Overview of the proposed process – municipal adoption of the plan
- Presentation by City Representative or other(s) regarding municipality's current programs(s); city structure as it relates to the arts and culture; and/or introduction of City staff
- Developing a proposed timeline
- Discussion of overall goals and process for baseline data collection
- Envisioning process – (exercise: thinking about the future)
- Assignments

#### **MEETING 2 – PLANNING AND NEEDS ASSESSMENT**

- Reporting back on assignments
- Determine best methods of data collection for the cultural arts plan
  - What information is needed?
  - Compile data from existing resources
  - Identifying/collecting new information via various sources (focus groups, public meetings, surveys, etc.)
- Assign members/working groups to collect data (around issues/goals)
- Assignments

#### **MEETING 3 – DATA COLLECTION, GOAL FORMATION AND ACTION PLAN**

- Reporting back on assignments
- Begin to identify key issues, organize findings, and produce interim assessment report – working group committees might be formed around key issues; encourage public engagement through hearings, working group, etc.
- Analyze and organize information
- Solidify potential goals and actionable future steps – plan formation begins
- Identify monitoring and evaluation needs
- Assignments

### **MEETING 4 & 5 – GOAL SETTING**

- Reporting back on assignments
- Sharing the results – evaluate the potential solutions to key issues including goals, objectives and action steps
- Cultural Arts Planning Committee drafts a plan and circulates plan. Plan includes monitoring and evaluation criteria such as periodic monitoring and annual or bi-annual progress reports.
- Identifying funding/resources to implement the plan or programs
- Convene public hearing(s) to review plan; obtain public feedback
- Finalize goals, key responsibilities, timelines and funding
- Assignments

### **MEETING 6 – FINAL PLAN ADOPTION BY COMMITTEE**

- Reporting back on assignments
- Write a final plan for public distribution with executive summary
- Cultural Arts Planning Committee adoption
- Assignments

### **OTHER STEPS**

- Communication is encouraged throughout the whole process (e.g., website, meeting postings, flyers, outreach, etc.)
- Cultural Arts Planning Committee presents final plan for acceptance and implementation to the municipality
- Plan is adopted by municipality
- Implement the Plan