

# Redwood City Center for Creativity

Vision and Opportunity

[www.rwccfc.org](http://www.rwccfc.org)



Presented by ARTSRWC, an arts roundtable of artists, arts advocates, arts organizations, and civic leaders in Redwood City

12 November 2021

We seek your support for a vision for a **Center for Creativity** in Redwood City.

Serving everyone in the mid-peninsula, a dedicated center for the arts in our community will provide broad cultural, economic, health, and civic impacts for children and adults alike.



# ARTS RWC is driving the vision, with many supporters

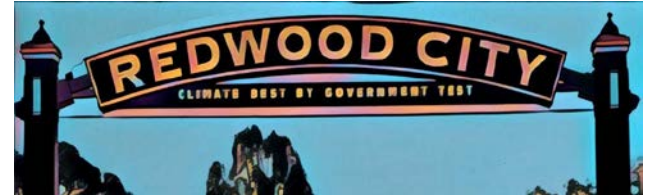
ARTSRWC is a roundtable of artists, arts advocates, arts organizations, and civic leaders in Redwood City

- Formed in 2010; meets monthly
- Includes leaders of Art on the Square, Parks and Arts Foundation, Art Bias, Dragon & Fuse Theaters, The Main Gallery, civic leaders (City Council members, department heads, Arts Commission members, county reps), many more

Supporters of the Center for Creativity listed at [rwccfc.org](http://rwccfc.org)

ARTS RWC was instrumental in many milestones

- 2012 - Redwood City Parks and Arts Foundation founded
- 2014 and on - Numerous public art projects starting with the Utility Box Mural program, followed by murals, sculptures, shadow art & more
- 2016 - Percent for Art Ordinance passed by City Council
- 2018 - Public Arts Master Vision adopted; Civic Cultural Commission changed to Arts Commission
- 2020-21 - Center for Creativity vision pursued



# Redwood City Center for Creativity

## VISION:

- A permanent facility dedicated to house and program a broad range of the arts
- Classroom, studio, exhibition, theater, and retail space
- Space to be reconfigurable, flexible, and multi-use to maximize the usability and impact
- Serving all ages and abilities in the city, county and beyond

## MISSION:

- Catalyze creative exploration and community engagement. Be a place for all to create and experience art in many forms and access arts education and enrichment.





# Redwood City Center for Creativity

## FACETS:

- Arts instruction and mentoring
- Participatory creative experiences for all ages
- Art exhibitions, cultural performances, lectures and workshops featuring local and international artists
- Studio/performance spaces with shared resources for working artists and non-profits
- Cafe, arts-oriented retail and outdoor spaces

## LIKELY BUSINESS STRUCTURE:

- Public-private partnership including RWC Parks & Arts Foundation with Redwood City and possibly other government entities



# Status of development

2020-present	Vision development, outreach to city & county government, developers, funders
Oct-Nov, 2021	Community Survey
2022 (envisioned)	Feasibility Study to evaluate possible locations, programming, operating models, and enlist support of City and County Government
Future	Commitment to specifics of above, fundraising, etc...



# 2021 Survey shows strong community support

Public survey completed Nov. 13, 2021

PURPOSE: Gauge the community interest in this vision for a Center for Creativity in Redwood City, leading to a feasibility study

Versions for adults and kids, in English, Spanish, Mandarin

## PRELIMINARY FINDINGS:

>1900 respondents (66% Redwood City; 88% San Mateo County)

>80% believe there's a NEED for an arts center in Redwood City

>80% believe an arts center would enhance life for city residents



# Why an Arts Center?

In addition to the fulfillment and enjoyment of individuals who make and partake of the arts, access to the arts significantly improves broad aspects of civic life - economics, health, education, community cohesion

## ARTS+ ECONOMIC DEVELOPMENT

- Arts generate 4.2% of U.S. GDP
- Arts support 4.92 million jobs in the U.S.
- 53% of businesses value arts partnerships

## ARTS+ TOURISM

- 68% of tourism in U.S. is driven by art
- Cultural tourists spend 2X more
- 68% increase in empathy for other cultures
- 80% of people explore new places for the arts

## ARTS+ HOUSING

- 20% rise in property values
- Arts raise awareness
- More art = more value





# Art Improves Civic Life - cont.

## ARTS+ LIFELONG LEARNING & YOUTH EDUCATION

- \$1 for after school art programs save \$9 on other costs
- 2X as likely to graduate college
- 100 points higher on their SAT
- 4 out of 5 more likely to vote
- 9 out of 10 say arts increase connection to community
- 40% more likely to have friends from different racial groups
- IQ increased by music training in 3-5 year olds
- 63% reduction in risk of dementia

## ARTS+ COMMUNITY DEVELOPMENT & COHESION

- 86% of arts participants more involved in civic issues
- 40% feel more positive about their community after taking part in the arts
- Arts-rich neighborhoods 1.6X more connected
- Arts participation unites generations, reduces fear, and empowers citizens

## ARTS+ IMMIGRATION

- 85% strengthen community ties
- 57% believe American culture improved by immigrant cultures
- Culture improves immigrants' well-being



# Yet today, the arts are in decline

- Arts education in public schools has been severely cut since Proposition 13 in 1978
- Arts of all kinds - visual, music, performance, and more - are disappearing from the Bay Area because the costs of living and running arts businesses are unsustainable
- Galleries, artist studios, and community theater groups have been forced to reduce programs, close doors, or move to more affordable areas

*These ongoing losses are reducing cultural richness and economic value in Redwood City and the region.*



# The Center for Creativity would address critical local needs in the arts...

- Supplement arts education and provide creative experiences for children and youth
- Enrich families and community members through ready access to learn, create and experience art
- Support working artists through
  - access to affordable studio, exhibition, practice and performance spaces
  - professional development programs
- Be *THE* resource center for all arts and cultural activities, events, performances and opportunities in Redwood City and the peninsula



# ...and benefit the community broadly

Redwood City being a rich and lively cultural destination as the Arts, Culture, and Entertainment Destination on the Peninsula will

- Enrich the city's children & facilitate lifelong learning
- Boost local businesses
- Increase tourism
- Instill community pride and cohesion
- Engage families and citizens
- Encourage civic dialogue





We ask for your support for a **Center for Creativity** in Redwood City.

Serving everyone in the mid-peninsula, a dedicated center for the arts in our community will provide broad cultural, economic, health, and civic impacts for children and adults alike.

Our recent survey results indicate strong community support.

