



Draft Plan

June 5, 2017

In 2016, the City of West Hollywood began looking to the future by undertaking a community-based cultural planning process – *WeHo Arts: The Plan*. From the start, the Arts and Cultural Affairs Commission (ACAC) defined the overarching goals for this process:

- Celebrate the City's distinctive artistic and cultural identities.
- Identify and commemorate West Hollywood's support and advancement of the arts.
- Articulate a shared vision for the future: securing the position of the arts and culture at the heart of our creative city.

These goals guided the process' design. An emphasis was placed on implementing multiple styles of interaction between residents, visitors, organizations, businesses, and Arts Division Staff and ACAC Commissioners: from quick conversations to in-depth interviews to participatory art-making. The duration of the principal engagement phase, which lasted more than a year, was indicative of the amount of time it took to meaningfully connect with West Hollywood's different sectors. The work to increase conversation and connection will continue as *The Plan* moves into implementation.

Throughout the planning process, contributors acknowledged that West Hollywood is in a pivotal moment in its history and in reasserting its identity amidst various changes – as much to the built environment as to the populations moving to the city. *The Plan* became an opportunity to reflect on and reinforce municipal investments towards multiple aims:

- As a connector of the city's communities.
- As a pathway for groups and artists who are not represented elsewhere to find opportunity and community.
- As a catalyst for local industry and economic growth, drawing on the city's and the region's cultural workforce and audiences to strengthen community vitality.

Achieving these aims was not solely identified as the work of the City of West Hollywood. A network of collaborators and new stakeholders emerged through the planning process. These groups and individuals will be essential in taking the bold steps needed to advocate for and advance the arts in West Hollywood.

This Draft Plan is the result of the last 17 months of conversation and the collaborative work of hundreds of people, including: Arts and Cultural Affairs Commissioners (ACAC); City Council; Arts Division and City staff and interns; artists; hundreds of survey respondents; committed attendees of the Living Room Sessions; passionate advocates who sent emails; the cultural plan consultant; and students of the West Hollywood Community Day School and residents of the West Hollywood Community Housing Corporation. It is the articulation of a collective vision for the next five to ten years.

The *WeHo Arts: The Plan* process of conversation and collaboration generated dozens of exciting ideas that appear throughout this plan document under the title “Repository of Great Ideas,” and will continue to be a source of inspiration and conversation throughout *The Plan’s* implementation. The examples that are listed in this document are those that were offered numerous times or were created through a combination of like ideas and sentiments. They have been reviewed by Arts Division Staff and ACAC.

Furthermore, contributors emphasized that WeHo Arts is getting many things right, including:

- continuing a robust, high quality temporary public art program;
- providing programming in all artistic disciplines; and
- continuing to nurture artists and arts organizations through devoted and responsive staff.

Based on the Arts Division’s current data (as of June 5, 2017), West Hollywood has:

- 31 for-profit art galleries
- 7 municipal facilities where arts events and exhibitions are presented
- 5 music venues
- 4 bookstores
- 3 theaters
- 2 museums
- 1 library
- MANY businesses where artistic practice occurs daily!

In FY ’16-’17, WeHo Arts funded more than 50 non-profit arts organizations/artists through seven distinct grant programs.¹

Innumerable artists, arts administrators, professionals in creative fields, and creative souls live in West Hollywood. 65% of West Hollywood residents who took the online survey indicated that they have a personal creative practice.

It is upon the strong foundation that the city has built to date that this plan will be successful.

¹ Appendix A lists the current WeHo Arts grant programs.

ABOUT THE DRAFT PLAN

This document is structured into six categories, which also represent guiding principles for the City and its partners as they move forward:

- **SPACE**
In order to thrive, the arts, in its myriad forms, need to be ubiquitous, in both creation and presentation.
- **SUPPORT**
Artists, cultural producers, curators, arts administrators, creative individuals need systems that finance and support their professional development.
- **ENGAGEMENT**
Art has the capacity to bring people together and create community; at a time of transition in the city, the arts should be viewed as a resource and the vehicle for people to understand the city's values.
- **CONNECTIVITY**
WeHo Arts should be a conduit for opportunities.
- **VISIBILITY**
Information on the work of WeHo Arts and the city's artists should be easily accessible and highly promoted.
- **EXPERIMENTATION**
West Hollywood has the tools to lead the region, and perhaps the nation, in its support for artists and in the presentation of compelling new work; it shouldn't shy away from taking risks.

Immediately after the section on Experimentation, Operating Considerations are presented. This section includes important reflections on the staffing and funding that will be needed to implement the recommendations listed here.

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SINCE THE START OF WEHO ARTS: THE PLAN...

The Plan's Engagement in Numbers:

From January 2016 to May 2017, the Arts and Cultural Affairs Commission and Arts Division hosted or facilitated:

- **24 Arts & Culture Pop-ups*** – Informal opportunities learn about WeHo Arts' programs and take a quick survey.
- **12 Living Room Sessions** – Long-form, open-ended conversations on WeHo Arts' role in the local and regional arts community.
- **11 Interviews with City Staff** to find out best practices from other city processes and determine expectations for *The Plan*.
- **5 Plan Presentations** to local groups and organizations.
- **4 Art to Us Workshops/Events** – An interactive process where artists worked with local groups to design a project that used art-making to inform *The Plan*.
- **231 online, long survey responses.**
- **500 in-person, short survey responses.**
- **1600 people engaged** – the number of people we informally spoke to or communicated with about *The Plan*.

Concurrent Progress!

As the planning process unfolded, WeHo Arts moved forward on a number of projects to address community member recommendations. These include:

- **Acquisition of The Coast Playhouse** – to address the need for city-owned arts spaces.
- **The creation of a WeHo Artists / Art Opportunities Facebook Group** – to quickly connect artists to listings for grants, space, and open calls.
- **The creation of a West Hollywood Artist Registry and Muralist Roster** – to better know the artists who live in West Hollywood and connect with those who want to create here.
- **A redesign of WeHo Arts Briefs** – to improve communication about arts programs.
- **Interim use of Long Hall as a gallery** – to address the need for city-owned arts spaces.

* Explanations of each type of engagement can be found in Appendix A.

SPACE

“An arts community without a space is not sustainable.”

– Living Room Session Attendee

1. Improve and expand arts uses in existing city-owned facilities and open land.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Maximize the use of under-utilized spaces on an interim basis as City-run gallery and/or presentation spaces. • Activate City spaces on an interim or long-term basis to create a multidisciplinary art center and/or hub for artist live/work space, where arts organizations and individuals can create and present work, engage the public, connect with other artists, and access centralized information on WeHo Arts • Modernize Fiesta Hall to accommodate productions, concerts, and presentations • Address the perception that the Eastside has less and/or lower quality art than the Westside medians & West Hollywood Park 	<ul style="list-style-type: none"> • City of West Hollywood Community Development Department • City of West Hollywood Public Works Department • City of West Hollywood Recreation Division • Arts Posse members/Arts Advocates

2. Present work in the places people frequent – take works to complexes or affordable residences where people may feel more isolated or home-bound.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Host concerts, performances and art-making opportunities in/near West Hollywood Community Housing Corporation complexes • Develop illuminated installations along Santa Monica, in Plummer Park and in other high pedestrian areas. • Continue and expand rotating exhibitions in public spaces and in the West Hollywood Library 	<ul style="list-style-type: none"> • City of West Hollywood Aging in Place Initiative • City of West Hollywood Recreation Division • City of West Hollywood Social Services Division • WeHo TV • West Hollywood Community Housing Corporation

- Spearhead an initiative to address affordable housing and workspace needs for artists, arts organizations, and small creative businesses.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Include artist live/work, studio, rehearsal, exhibit, theatre, and performance space on the public benefit list for developer agreements • Convene a roundtable with Long Range Planning, Rent Stabilization and Housing, and others to discuss zoning and address affordability and lack of artist live/work/presentation space • Assess the feasibility of rental subsidies for artists and non-profit arts organizations • Work with established incubator spaces to evaluate the feasibility of arts non-profit incubator in West Hollywood 	<ul style="list-style-type: none"> • City of West Hollywood Business Development Division • City of West Hollywood Community Development Department • City of West Hollywood Rent Stabilization and Housing Division • Developers and property managers • West Hollywood Chamber of Commerce • West Hollywood Business Improvement Districts • Artspace

- Increase the presentation of free music, theater, and film in public and private places.

Possible Partners
<ul style="list-style-type: none"> • City of West Hollywood Business Development Division • City of West Hollywood Community Development Department • Sunset Strip Venues and Stakeholders • West Hollywood Business Improvement Districts • West Hollywood Chamber of Commerce • WeHo TV

- Develop an active Art + Business partnership program where works can be displayed inside businesses and in vacant storefronts.

Possible Partners
<ul style="list-style-type: none"> • City of West Hollywood Business Development Division • City of West Hollywood Community Development Department • Developers and property managers • West Hollywood Business Improvement Districts • West Hollywood Chamber of Commerce

SUPPORT

“Artists need spaces to create in and to be helped in their endeavors.”

– Arts and Cultural Affairs Commissioner

6. Continue to develop the arts grants program by expanding grant opportunities for individual artists.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Individual Grants to support artists to pursue pivotal career opportunities • Scholarships and/or partnerships with regional arts service organizations for artists to attend capacity building workshops • Develop a list of teaching artists and quick grants for organizations to connect with local artists and fund programs in their facilities/programs • Reduce barriers to participation by asking artists for feedback on grant applications and contracting requirements 	<ul style="list-style-type: none"> • Work with individual artists to identify barriers to applying to existing grants • Municipal arts agencies • Regional art service organizations

7. Commit to supporting emerging performing and visual artists; increase opportunities for emerging artists to present alongside established artists.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Use the City’s arts programs like Summer Sounds as an opportunity to present emerging local artists alongside more established artists • Explore other opportunities to support musicians and the presentation of music throughout the city • Develop an annual or semi-annual opportunity for emerging visual artists to exhibit alongside more established visual artists 	<ul style="list-style-type: none"> • Curators / Producers • Established Artists (to identify emerging artists) • Center Theatre Group (Block Party model)

8. Champion the presentation, support, and development of artists and content from under-represented communities and disciplines.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Create a Cultural Equity Policy in line with the County’s initiative • Pilot an extension of One City One Pride beyond June • Establish baseline metrics on the number of artists from under-represented communities supported by WeHo Arts • Conduct further Living Room Sessions to better understand the circumstances of artists from under-represented communities, in particular, disabled, senior, transgender, and artists of color 	<ul style="list-style-type: none"> • Los Angeles County Arts Commission • City of West Hollywood Boards and Commissions • Community-based and social service organizations • WeHo Arts grantees • City of West Hollywood Social Services Division • City of West Hollywood Aging in Place Initiative

9. Provide Commissioners and arts advocates with opportunities for leadership development on emerging issues and trends in the arts.

Possible Partners
<ul style="list-style-type: none"> • City Boards and Commissions • City Staff liaisons to other Boards • Center for Cultural Innovation • Arts Service Organizations

ENGAGEMENT

“Residents want an experience that goes beyond just showing up and being an audience member. They want to be involved.”

– Arts and Cultural Affairs Commissioner

10. Foster community by bringing people of all ages together through meaningful, high quality, art-making experiences, with a focus on populations that are isolated or disconnected from WeHo Arts' current programming.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Artist-in-Residencies with local Social Service Providers/Organizations (serialize <i>Art to Us</i> for the duration of <i>The Plan</i>) • Pilot a Fund for artists to collaborate with West Hollywood Boards and Commissions and local organizations • Explore a Mentor-Apprentice program for established artists and those interested in learning a particular medium or craft • Enhance Teen and Children’s programming and access to art-making opportunities 	<ul style="list-style-type: none"> • Artist Roundtable • Children’s Roundtable • West Hollywood Teen Center • Schools • Jewish Family Services • Local Social Service Providers • City Boards and Commissions • West Hollywood Community Day School • West Hollywood Community Housing Corporation • City of West Hollywood Recreation Services Division • City of West Hollywood Social Services Division • City of West Hollywood Aging in Place Initiative

11. Pilot a large-scale community arts festival where groups and individuals can create, present, and engage in work around a particular theme.

Possible Resources
<ul style="list-style-type: none"> • Connect with the City of Santa Barbara regarding production of their Solstice Festival. • National Night Out

12. Continue to convene people in structured, informal dialogue, and/or art-making experiences during the duration of *The Plan* in order to maintain relationships and understand community dynamics as they evolve over time.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Host Living Room Sessions in tandem with existing programming • Host a monthly/bi-monthly “Arts Roundtable” 	<ul style="list-style-type: none"> • Artist groups who may want to help convene • Arts Posse advocates

CONNECTIVITY

“WeHo should be a conduit for opportunities.”

– Living Room Session Attendee

13. Work with artists, curators, and arts administrators to increase opportunities for connection, access to resources, and professional development, and to reduce barriers to participation.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Host a monthly/bi-monthly “Arts Roundtable” patterned after the Children’s Roundtable • Convene a salon and networking series where local artists, curators, and the creatively-inclined can present their work, connect with others, and learn about opportunities to support their creative practice • Convene artists for workshops on how to apply for a grant • Improve the visibility of artists’ work by coordinating new cross-promotional strategies between disciplines and organizations 	<ul style="list-style-type: none"> • Passionate local residents / Arts Posse • Artists • Curators, Consultants • Municipal arts agencies • Regional arts service organizations • LA Art Association • Local galleries and theaters

14. Develop new mechanisms with artists, arts administrators, and curators for sharing open calls, grants programs, and professional opportunities.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • WeHo Artists / Arts Opportunities Facebook Group • Host an Arts Roundtable • Update the WeHo Arts website to provide direct links to open calls • Increase cross-posting on various online and digital platforms: such as WeHo TV, and social media 	<ul style="list-style-type: none"> • Local publications and community press • Curators/Arts Consultants • Municipal arts agencies • Regional arts service organizations • Marketing and PR professionals

15. Allocate Economic Development Department resources to growing Art + Business Partnerships.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Expand the Alt/Art Space Registry • Host an Artist + Business Networking event • Develop an Art in Vacant Storefronts program • Develop a communication strategy for the existing mural program 	<ul style="list-style-type: none"> • City of West Hollywood Business Development Division • West Hollywood Chamber of Commerce • West Hollywood Design District • Film Industry Guilds • Santa Monica Boulevard Bars, Restaurants and Cafés • Sunset Business Improvement District • Health clubs and fitness facilities

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VISIBILITY

“More exposure!”

– Short Survey Respondent

16. Increase awareness of WeHo Arts’ programs and opportunities; ensure that the work and programs of WeHo Arts are communicated effectively and frequently to the residents of West Hollywood and to those who are part of the city’s extended community.

Examples from the Repository of Great Ideas

- Undertake a comprehensive communications planning process to identify how and where to design and target communications about WeHo Arts’ programs
- Revise the WeHo Arts website and e-newsletter for ease of use and streamlined presentation
- Access outdoor promotion and marketing locations (billboards, kiosks, street, pole banners, among others)
- Increase communication on programs that support artists from under-represented communities, including One City One Pride and the Transgender Arts Initiative

17. Develop a WeHo Arts Talks series connecting people to the artists presenting and living in West Hollywood.

Possible Partners

- | | |
|---|--|
| <ul style="list-style-type: none">• CalArts• Museum of Contemporary Art• Pacific Design Center• Former ACAC Commissioners• Arts Posse• Artists• Curators, Consultants | <ul style="list-style-type: none">• City of West Hollywood Business Development Division• West Hollywood Business Improvement Districts• West Hollywood Chamber of Commerce• West Hollywood Design District |
|---|--|

18. Invest in building relationships with new groups and partners, expanding WeHo Arts' connections to new populations.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Host an Arts Roundtable with featured speakers from local groups • Host a breakfast for local Social Service Program Managers/Officers to talk about arts programs and opportunities • Host public art tours with local influencers • Partner with concert producer or promoter to extend the publicity reach of Summer or Winter Sounds 	<ul style="list-style-type: none"> • City of West Hollywood Business Development Division • City of West Social Services Division • Sunset Business Improvement District • West Hollywood Chamber of Commerce • West Hollywood Community Housing Corporation • West Hollywood Design District • Visit West Hollywood

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EXPERIMENTATION

“We like to say we are the city of firsts...”

– Long Survey Respondent

19. Leverage the City’s investments in media and technology to develop iconic programming that positions the City as a premier presenter of digital media.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Create a Digital Festival on the Sunset Strip • Expand the presentation of HATCH Grant projects into public spaces • Work with the Teen Center to curate a digital video festival • Present all WeHo Arts’ digital projects on social media platforms 	<ul style="list-style-type: none"> • LACMA Art + Technology Lab • CalArts • WeHo TV • ArtxLA • LA Freewaves • City of West Hollywood Innovation Division • Curators, Consultants • MOCA • ONE Archives • MAK Center for Art & Architecture

20. Commit to a culture of experimentation and learning, which can support West Hollywood’s electric atmosphere and place the arts at the center of conversations about the city’s future.

Examples from the Repository of Great Ideas	Possible Partners
<ul style="list-style-type: none"> • Invite guest speakers to the Arts and Cultural Affairs Commission to speak about upcoming initiatives and new policies • Task artists to collaborate with those who are working on the Metro expansion into West Hollywood • Consider arts grant subsidies for arts organizations to rent in West Hollywood • Develop a fund for other City Departments to bring on artists to their projects 	<ul style="list-style-type: none"> • LACMA Art + Technology Lab • CalArts • WeHo TV • ArtxLA • LA Freewaves • MOCA • ONE Archives • MAK Center for Art & Architecture

OPERATING CONSIDERATIONS

ENSURING A SUSTAINABLE FUTURE

When contributors to the planning process shared their visions for the arts and creativity in West Hollywood, many spoke to the atmosphere of artistic and cultural practice that infiltrated all aspects of life. When they spoke about their favorite art cities, they spoke of places where art, culture, design, history, energy are palpable in private space as well as in the public realm. Art in these places is not exclusively non-profit, for-profit, or of the public sector, it is also personal. Non-profits have space, creative industries thrive, and artists and professionals are the backbone of growing industries. Individual creativity is palpable.

West Hollywood has the constellation of industries, people, and interest to secure a complex and fluid creative ecosystem. It should draw on current best practices and successes – programs and processes that the Arts Division and ACAC are implementing now – to formalize relationships and cultivate advocates. This begins with municipal leadership that acts as a conduit for others to step into opportunity.

CITY OF WEST HOLLYWOOD STAFFING

The Arts Division has three FTE staff positions: Arts Manager; Arts Coordinator; Public Art Coordinator. They are supported by one part-time administrative position, one intern, and several contractors/consultants. To undertake the work of this plan and to sustain the growth and visibility of WeHo Arts, the Division may need to grow either through staffing or contracting. Particularly, the Division would benefit from increased support in arts event/program coordination, communications, community engagement, and Art + Business Partnership development.

To understand the scope of the Arts Division's program oversight, please refer to Appendix A for the WeHo Arts Programs chart.

MUNICIPAL FUNDING

GENERAL FUND

At present, Staff positions, arts grants programs, and core arts programming are funded through the City's General Fund. It was only in 2013 that the grants and core programming achieved funding through this source. ACAC celebrated this achievement as it brought stability and consistency to these programs. No longer were they subject to fluctuations of the Art and Beautification Fund, as described below. Stability for these programs is exceptionally important as they are the City's key pathways to support artists presenting in West Hollywood and arts as a service for residents.

- Arts Grants provide critical support to organizations and individual artists who either reside in West Hollywood or share community values – a “West Hollywood state of mind.” For the most part, these grants provide funding to artists and organizations from under-represented groups, including LGBTQ artists and art, and cultural organizations serving the Russian-speaking community. As West Hollywood confronts issues of affordability, the City's grant program will provide vital support to continuing the production and presentation of works from these groups. These programs should be considered an important city service as they not only ensure the production and

presentation of work in West Hollywood, but invite residents and visitors to attend, participate, and engage in city life.

- Free Theatre in the Parks, Winter and Summer Sounds, and the City’s literary programs are funded from the General Fund. Resident survey-takers expressed that they wanted to continue to attend programming across artistic disciplines, particularly emphasizing programming in the performing arts. These programs represent a core multi-generational service of the City and should continue to be represented as such in the City’s budget.

General Fund dollars for the arts are a fundamental acknowledgement of how the arts support the city’s quality of life and economic vitality. It recognizes the central role artists and non-profit arts organizations – particularly those from under-represented communities – contribute to the overall health of West Hollywood. Such funding should be celebrated as a model for other cities in the region.

ART AND BEAUTIFICATION FUND & NEW SOURCES OF REVENUE

Temporary public art programs are funded through the Art and Beautification Fund. This means that funding fluctuates with the City’s development cycles. As a result, at times in the last decade temporary arts programming has faced limitations due to lack of city development. In order to avert such scenarios and realize many of the recommendations of this plan, funding will need to increase and be utilized in new and innovative ways. These revenue streams will be essential to maintaining a robust culture of creativity amidst changing economic forces.

Potential sources include:

- Designating 1.5% of Transit Occupancy Tax revenue to fund temporary projects, expanded grant programs, and artist residencies.
- As part of the Urban Art Policy, increasing the percent developers are required to contribute to 2.5%.

These monies will be the foundation for supplementary efforts by the Division and its program partners to leverage external resources. In the past, WeHo Arts has received county and federal grants to supplement program budgets. Due to changing priorities over time, state and federal funds are not guaranteed and cannot be exclusively relied upon.

The Division has also tapped into resources through corporate/private-sector partnerships. This is an area the City may wish to explore further as it expands its Arts and Business Partnership program.

PROGRAMMING, PARTNERSHIP & POLICY

It is not only for municipal government to cultivate an arts ecosystem by providing direct programs and grants. The City will need to leverage its leadership to incentivize growth and development. This plan draws heavily on the interest and investments of partners – some of whom have already made themselves known through this planning process – to support the work over the next five to ten years. It will require their imagination in developing policy, in addition to programs, that can communicate the city’s commitment to the arts: policy that invites and promotes artists, creative businesses, non-profits arts organizations, and culture-bearers to live, work, and present in West Hollywood.

IN DEVELOPMENT – Sections on Venues & Examples from Other Cities

NEXT STEPS

JUNE – JULY 2017

- Arts Division Staff, ACAC Commissioners, and the cultural plan consultant will host a series of Living Room Sessions to discuss the Draft Principles and Priorities. This will also be an opportunity to determine community partnerships that can be mobilized for implementation.
- *The Plan* language will be finalized.

AUGUST 2017

- *WeHo Arts: The Plan* will go before City Council.
- Digital media artists work to create data visualizations of *The Plan*.

SEPTEMBER – DECEMBER 2017

- Cultural plan consultant will work with Staff and ACAC to review ideas from the *Repository* to define implementation goals and ACAC and Subcommittee work plan items.
- The City hosts its first Artist Roundtable.

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ACKNOWLEDGEMENTS

WeHo Arts: The Plan is the result of innumerable contributions. Many thanks to the following people and groups, and to the hundreds of unlisted individuals who took surveys, shared opinions, and lent their energy in support of this process.

Individuals:

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& Groups:

Children's Roundtable
Disabilities Advisory Board
Gallery 825
Jewish Family Service – JFS West
Hollywood Comprehensive Services
Center @ Plummer Park
The Laurel/Norton Apartments Neighbors
ONE National Gay & Lesbian Archives
Russian Advisory Board
Scrumptious Cafe Bakery

Senior Advisory Board
The Teens of the West Hollywood Teen
Center
Transgender Advisory Board
West Hollywood Chamber of Commerce
West Hollywood Community Day School
West Hollywood Community Housing
Corporation
West Hollywood Design District
Woven

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Appendix B. WeHo Arts: *The Plan* Engagement Strategies

The following strategies were used from April 2016 through May 2017 to gather information for a draft plan.

Arts & Culture Pop-ups

These informal chats with Arts Division Staff and Arts and Cultural Affairs Commissioners took place at events and locations around West Hollywood. These “pop-ups” were opportunities to learn quickly about the breadth of WeHo Arts’ programming, take a short cultural plan survey, and get to know the folks behind WeHo Arts.

Art to Us* – Artists Embedded in *The Plan

Art to Us is a part of *The Plan*’s efforts to reach new populations and learn from these individuals through arts-based contributions.

Preceding the implementation of *Art to Us*, WeHo Arts reviewed qualifications of artists from across Los Angeles before selecting the artists Alyse Emdur and Rosten Woo. Emdur and Woo worked closely with WeHo Arts and community groups during 2016 to design and experiment with the project. Finalizing a format, *Art to Us* was designed as a series of workshops that could result in a new approach to making civic art. Emdur and Woo worked closely with students from the West Hollywood Community Day School and residents from the West Hollywood Community Housing Corporation.

Art to Us culminated in a one-day immersive visual and audio art installation in Kings Road Park on March 5, 2017. The project lives on in the form of audio recordings between workshop participants and a publication documenting excerpts of the interviews and images of the works they created.

Commissioner “Office Hours”

During 2016, Arts and Cultural Affairs Commissioners supported *The Plan* by doing “Office Hours” at WeHo Arts events – asking questions of, having conversations with, and connecting to event-goers and members of the broader West Hollywood public.

Living Room Sessions

These casual and conversation-driven sessions were designed to find out community members’ most elaborate, imaginative, and visionary ideas for our city’s arts future. They were opportunities to share an idea with fellow community members and members of WeHo Arts, and work through just how WeHo Arts could take an idea and make it a reality.

Some Living Room Sessions had a specific focus. For example, the August 14 session at Plummer Park focused on public art.

One Living Room Session was co-convened with a Russian-speaking artist/translator.

Surveys (500 short responses, 231 long responses)

WeHo Arts implemented short, in-person surveys at Arts & Culture Pop-ups. Simultaneously, a longer survey was available online for those who preferred to offer their suggestions online. Both were available in English and in Russian.

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Appendix C. WeHo Arts: The Plan Engagement Dates, Types & Locations

Date	Event Title	Type of Event	Street	City	State	Zip Code
4/16/2016	Kids Fair	Arts & Culture Pop-up	647 N San Vicente Boulevard	West Hollywood	CA	90069
5/15/2016	Russian Arts & Culture Festival	Arts & Culture Pop-up	7377 Santa Monica Boulevard	West Hollywood	CA	90069
6/4/2016	One City One Pride Arts Activations WeHo Park	Arts & Culture Pop-up	647 N San Vicente Boulevard	West Hollywood	CA	90069
6/21/2016	One City One Pride WeHo Park	The Plan @ WeHo Arts Event	647 N San Vicente Boulevard	West Hollywood	CA	90069
6/26/2016	Summer Sounds: Jennifer Leitham	The Plan @ WeHo Arts Event	8300 Santa Monica Boulevard	West Hollywood	CA	90069
6/29/2016	OutSet	The Plan @ WeHo Arts Event	625 N San Vicente Boulevard	West Hollywood	CA	90069
7/10/2016	Summer Sounds: M6Forró	The Plan @ WeHo Arts Event	7377 Santa Monica Boulevard	West Hollywood	CA	90069
7/18/2016	Farmer's Market	Arts & Culture Pop-up	7332 Fountain Avenue	West Hollywood	CA	90069
7/20/2016	LA PRIDE Community Forum	Arts & Culture Pop-up	647 N San Vicente Boulevard	West Hollywood	CA	90069
7/24/2016	Summer Sounds: Beat Mosaic	The Plan @ WeHo Arts Event	7377 Santa Monica Boulevard	West Hollywood	CA	90069
8/1/2016	Transgender Advisory Board	The Plan Presentation	8300 Santa Monica Boulevard	West Hollywood	CA	90069
8/2/2016	National Night Out	Arts & Culture Pop-up	1209 N Fuller Avenue	West Hollywood	CA	90069
8/6/2016	Santa Monica + Robertson	Arts & Culture Pop-up	8595 Santa Monica Boulevard	West Hollywood	CA	90069
8/7/2016	Summer Sounds: Zetz Klezmer	The Plan @ WeHo Arts Event	7377 Santa Monica Boulevard	West Hollywood	CA	90069
8/14/2016	Focus on Public Art	Living Room Session	1200 N Vista Street	West Hollywood	CA	90069
8/18/2016	LA PRIDE Community Forum	Arts & Culture Pop-up	647 N San Vicente Boulevard	West Hollywood	CA	90069
8/21/2016	Summer Sounds: Mark Christian Miller	The Plan @ WeHo Arts Event	1000 N Kings Road	West Hollywood	CA	90069
8/21/2016	Hart Park Pop-up	Arts & Culture Pop-up	8341 De Longpre Avenue	West Hollywood	CA	90069
8/28/2016	Puppet Theater on Wheels	The Plan @ WeHo Arts Event	7377 Santa Monica Boulevard	West Hollywood	CA	90069
9/15/2016	Children's Roundtable	The Plan Presentation	8300 Santa Monica Boulevard	West Hollywood	CA	90069

9/17/2016	General Conversation on Arts & Culture @ Scrumptious Cafe	Living Room Session	1111 N Hayworth Avenue	West Hollywood	CA	90046
9/18/2016	Engage-A-Lot: Eastside Neighborhood Festival	Arts & Culture Pop-up	7718 Santa Monica Boulevard	West Hollywood	CA	90046
9/21/2016	Focus on Teen Center	Living Room Session	7377 Santa Monica Boulevard	West Hollywood	CA	90069
9/26/2016	Focus on Creative Businesses and Professionals	Living Room Session	8674 Melrose Avenue	West Hollywood	CA	90069
9/28/2016	Senior Advisory Board	The Plan Presentation	8300 Santa Monica Boulevard	West Hollywood	CA	90069
10/1/2016	WeHo Reads @ Library Celebration	Arts & Culture Pop-up	625 N San Vicente Boulevard	West Hollywood	CA	90069
10/11/2016	West Hollywood Chamber of Commerce, Government Affairs Committee	The Plan Presentation	8272 Santa Monica Boulevard	West Hollywood	CA	90046
10/15/2016	Focus on Arts Advocacy	Living Room Session	8716 Sunset Plaza Place	Los Angeles	CA	90069
10/17/2016	WeHo U	Living Room Session	8300 Santa Monica Boulevard	West Hollywood	CA	90069
10/24/2016	Focus on Writers and Literary Arts	Living Room Session	625 N San Vicente Boulevard	West Hollywood	CA	90069
10/26/2016	Focus on LGBTQ Art and Artists	Living Room Session	7377 Santa Monica Boulevard	West Hollywood	CA	90069
11/2/2016	Plummer Park Community Center	Arts & Culture Pop-up	7377 Santa Monica Boulevard	West Hollywood	CA	90069
11/12/2016	Robertson and Beverly	Arts & Culture Pop-up	Robertson and Beverly Boulevard	West Hollywood	CA	90048
11/13/2016	Route 66 Celebration	Arts & Culture Pop-up	8447 Santa Monica Boulevard	West Hollywood	CA	90069
11/14/2016	Focus on Music and Musicians	Living Room Session	8333 Santa Monica Boulevard	West Hollywood	CA	90069
11/15/2016	Russian Advisory Board	The Plan Presentation	8300 Santa Monica Boulevard	West Hollywood	CA	90069
11/16/2016	Focus on the Russian-Speaking Community	Living Room Session	7377 Santa Monica Boulevard	West Hollywood	CA	90069
11/18/2016	Night Pop-up @ Santa Monica and San Vicente	Arts & Culture Pop-up	8869 Santa Monica Boulevard	West Hollywood	CA	90069
11/19/2016	Night Pop-up @ La Peer and San Vicente	Arts & Culture Pop-up	8960 Santa Monica Boulevard	West Hollywood	CA	90069

12/14/2016	Focus on Visual Arts	Living Room Session	825 N La Cienega	Los Angeles	CA	90069
1/28/2017	Workshop 1	Art To Us	1217 N Laurel	West Hollywood	CA	90046
2/4/2017	Workshop 2	Art To Us	1217 N Laurel	West Hollywood	CA	90046
2/11/2017	Workshop 3	Art To Us	1217 N Laurel	West Hollywood	CA	90046
3/5/2017	Art to Us Culminating Event	Art To Us	1000 N Kings Road	West Hollywood	CA	90069
5/6/2017	Focus on the Performing Arts	Living Room Session	8325 Santa Monica Boulevard	West Hollywood	CA	90069

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