



DATE / **DEC 21 2006**

FILE CODE /

354 South Spring Street / Suite 800
Los Angeles / California 90013-1258

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www.crala.org

CRA File No. 5041
Council District: 15 ✓
Contact Person: Jay Virata
(213) 977-1658

Honorable Council of the City of Los Angeles
John Ferraro Council Chamber
200 N. Spring Street
Room 340, City Hall
Los Angeles, CA. 90012

Attention: Alan Alietti, Office of the City Clerk

COUNCIL TRANSMITTAL:

Transmitted herewith, is a Board Memorandum adopted by the Agency Board on December 21, 2006, for City Council review and approval in accordance with the "Community Redevelopment Agency Oversight Ordinance" entitled:

VARIOUS ACTIONS RELATED TO:

AUTHORIZATION TO EXECUTE A MEMORANDUM OF UNDERSTANDING WITH THE SAN PEDRO PENINSULA CHAMBER OF COMMERCE, IN AN AMOUNT NOT TO EXCEED \$75,000, TO INITIATE AN ARTS, CULTURE AND ENTERTAINMENT DISTRICT WITHIN THE BEACON STREET AND PACIFIC CORRIDOR REDEVELOPMENT PROJECT AREAS

RECOMMENDATION

That City Council approve(s) recommendation(s) on the attached Board Memorandum.

ENVIRONMENTAL REVIEW

The proposed action is not a project as defined by the California Environmental Quality Act.

FISCAL IMPACT STATEMENT

There is no fiscal impact to the City's General Fund, as a result of this action.

Cecilia V. Estolano, Chief Executive Officer

cc: Alan Alietti, Office of the City Clerk (Original & 3 Copies on 3-hole punch)
Annemarie Sauer, Nancy Duong, Office of the CAO
Paul Smith, Ivania Sobalvarro, Office of the CLA
Adriana Martinez, Office of the Mayor
Noreen Vincent, Office of the City Attorney
Mike Molina, CD15

10

MEMORANDUM

BS6600
PA6600

DATE: DECEMBER 21, 2006

TO: AGENCY COMMISSIONERS

FROM: CECILIA V. ESTOLANO, CHIEF EXECUTIVE OFFICER

RESPONSIBLE
PARTIES: WALTER D. BEAUMONT, ASSISTANT PROJECT MANAGER
JAY VIRATA, REGIONAL ADMINISTRATOR

SUBJECT: AUTHORIZATION TO EXECUTE A MEMORANDUM OF UNDERSTANDING
WITH THE SAN PEDRO PENINSULA CHAMBER OF COMMERCE, IN AN
AMOUNT NOT TO EXCEED \$75,000, TO INITIATE AN ARTS, CULTURE AND
ENTERTAINMENT DISTRICT WITHIN THE BEACON STREET AND PACIFIC
CORRIDOR REDEVELOPMENT PROJECT AREAS

HARBOR REGION (CD15)

RECOMMENDATION

That the Agency, subject to City Council review and approval, authorize the Chief Executive Officer or designee to execute a Memorandum of Understanding (MOU) with the San Pedro Peninsula Chamber of Commerce (Chamber), in an amount not to exceed \$75,000, to fund activities related to the establishment of an Arts Culture and Entertainment District within the Beacon Street and Pacific Corridor Redevelopment Project Areas.

SUMMARY

The recommended action will facilitate establishment of an Arts, Culture and Entertainment District (ACE District) in downtown San Pedro. The genesis of the ACE District is rooted in a 2003 vision statement authored by James P. Allen, a San Pedro resident and Vice Chair of the Pacific Corridor Community Advisory Committee (CAC), and submitted to the San Pedro Peninsula Chamber of Commerce (Chamber). The Chamber adopted the vision statement (See Attachment A) and has incorporated the creation of the ACE District into its public policy goals. Subsequently, the CAC endorsed the Chamber's vision statement, in concept, and requested that Harbor Region staff incorporate it into the Agency's annual work program for the Beacon Street and Pacific Corridor Redevelopment Project Areas.

On November 15, 2006, Camilla Townsend, Chamber CEO, sent a letter to the Agency requesting \$75,000 to initiate activities to establish the ACE District (See Attachment B). The Chamber proposes to contract with Community Arts Resources (CARS) and 18th Street Marketing and Management Services (and make available Chamber resources) to create an ACE District Development Plan, Budget and Timeline for:

1. Outreach/Preparation.
2. Needs Assessment Workshop/De-Brief.
3. Report/Follow-up.
4. Summary Meeting/Action Items.
5. Report back to the CRA/Chamber Boards.
6. Next Steps/Initiate Efforts.

With the following deliverables:

1. Website
2. Database
3. Workshop
4. Workshop Summary

Corporate biographies for CARS and 18th Street Marketing are on Attachment C. CARS is an Agency pre-approved vendor for Arts Services (Pool # Arts07). 18th Street Marketing is a San Pedro firm that has prepared websites and marketing campaigns for arts related events, organizations and conferences. The Chamber will comply with Agency requirements to conduct a solicitation for these consultant services before any contracts are finalized.

Staff recommends partnering with the Chamber via the proposed MOU rather than contracting directly with the consultant team, because this partnership sends a different message to our stakeholders and strengthens support within the Chamber's leadership and membership for ACE District.

The ACE District is viewed by the community as the best strategy to preserve and sustain San Pedro's artists and cultural institutions and provide the Agency and the City with an economic development strategy that will guide planning, land-use, zoning decisions and future redevelopment. Rather than conduct a major study, this approach will engage local stakeholders through extensive community outreach and public workshops to determine the ACE District's structure, potential funding sources and initial action items.

RE

Initial Action.

SOURCE OF FUNDS

Beacon Street General Revenue and Pacific Corridor Bond Proceeds Series A.

PROGRAM AND BUDGET IMPACT

Funding for the proposed action will be derived from BS6600 and PA6600 Cultural Arts and Entertainment and is consistent with the approved FY07 Budget and Work program.

ENVIRONMENTAL REVIEW

The proposed action is not a project as defined by the California Environmental Quality Act.

BACKGROUND

The genesis of the ACE District can be found in the September 2002 Urban Land Institute (ULI) Advisory Services Panel Report which concluded that San Pedro “is blessed with a vibrant arts community and San Pedro’s galleries are leading the way to creating a unique retail destination”. The ULI Report also advised that if “waterfront, local cultural attractions and the downtown are marketed in unison, they will all benefit from the increased perception of critical mass and from cross traffic.”

While there is wide-spread public and private support for local artists, art galleries, cultural organizations and facilities, there is also a sense that these groups have been forgotten by the City and the Agency as the long awaited redevelopment of San Pedro gains momentum. Other stakeholders are concerned about restrictions and impediments to opening or operating restaurants (especially those that feature sidewalk/outdoor dining), taverns, nightclubs and other venues featuring entertainment, food and drink.

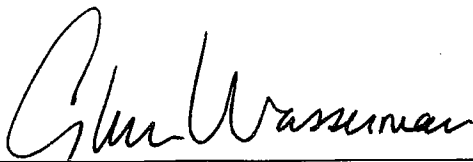
For 100 years, the Chamber has promoted and enhanced the commercial, professional, economic, educational, cultural and environmental well being of San Pedro. The approximately 700 Chamber members are committed to the economic stability of San Pedro; through its Board and Committees, the Chamber has forged effective partnerships with business, government and the community to ensure that resources are used to effectively maintain and improve the quality of life in San Pedro. To that end, the Chamber will provide staff and other in-kind services to leverage the Agency’s financial participation.

When completed, the ACE District strategy will provide a “turn-key” plan to address these pressing issues and galvanize local stakeholders and government into action. The community is in general agreement that an ACE District would be beneficial, however, there is no consensus on the underpinning goals and parameters.

In November 2006, the CAC supported the \$75,000 allocation from the Beacon Street and Pacific Corridor FY07 Work Program and Budget under BS6600 and PA66600 Cultural Arts and Entertainment for these initial activities to establish the ACE District.

Cecilia V. Estolano
Chief Executive Officer

By



Glenn F. Wasserman, Chief Operating Officer

There is no conflict of interest known to me, which exists with regard to any Agency officer or employee concerning this action.

Attachment A Vision Statement
Attachment B Chamber Proposal
Attachment C Corporate Biographies.

Vision Statement for the Arts, Culture and Entertainment District

(passed by the Arts subcommittee of Chamber's economic Development committee
and by the ED committee as a whole)

San Pedro is aptly described as the area's best kept secret. It has aspects of San Francisco's North Beach, Genoa's harbor, and old Greenwich Village. Within its bounds, San Pedro contains more interesting things than much of the rest of the city combined. Where else can you go to see a working harbor, painters and sculptors, a nautical museum spun out of an old ferryboat terminal, or enjoy the cuisine from both coasts of the Adriatic Sea? We need to connect the parts and wrap it all up in a package that spells destination.

The purpose of this Plan is to create an Arts, Culture and Entertainment Zone that will revitalize Downtown San Pedro in concordance with guidelines put forth in the Urban Land Institutes report (Sept. 22-27 2002). It's direct goal is to attract new businesses that are primarily engaged in the arts, entertainment, and food and beverage industries which are deemed core retail anchors. These will exist in close proximity, and will in turn create a dynamic and vibrant pedestrian oriented district.

The method by which we can create this district is to combine and update various existing zoning overlays into one comprehensive plan for a revitalized economic core containing San Pedro's historic roots and architecture.

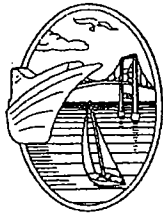
The new environment should be a mixture of artists, galleries, museums, entertainment venues and restaurants that draw specific attention to San Pedro as a destination. It will be a place where "things are happening" and which will stimulate cultural tourism. This is a natural extension of current trends in the existing market but also draws heavily upon elements which have historically made the core business area viable.

The plan includes the area between Pacific Avenue and the Waterfront bounded by 14th Street on the south and Santa Cruz Street on the north. It is centered around the main transit corridors of Fifth, Sixth and Seventh streets and Pacific Avenue.

We believe San Pedro is poised to reinvent itself for the 21st Century. An important part of this transformation will involve the Arts, Culture, and Entertainment environment at the city's core.

We envision a district in which residents and visitors enjoy fine restaurants and cafes, purchase the work of local and world class artists at working studios or galleries, shop, attend theaters and nightclubs, and live among a socially and ethnically diverse community of neighbors.

Submitted for approval to the Board of the San Pedro Chamber of Commerce
this June 18, 2003 by James P. Allen -sub committee chair



San Pedro Peninsula

Chamber of Commerce

November 15, 2006

Ms. Cecilia V. Estolano, CEO
 Community Redevelopment Agency,
 City of Los Angeles
 354 S. Spring Street, Suite 800
 Los Angeles, CA 90013

RE: Arts Culture and Entertainment District Incubation Proposal

Dear Ms. Estolano:

The San Pedro Peninsula Chamber of Commerce (Chamber) and the Community Redevelopment Agency of the City of Los Angeles (CRA) have demonstrated a mutual interest in the continued economic development of downtown San Pedro.

The current and future vitality of the San Pedro area is due to the following factors: the presence of talented artists; a diverse population from many cultures; and the many unique businesses that feature fine dining and entertainment. The City of Los Angeles and especially the CRA are major contributors to the economic development of San Pedro through ownership and operation of cultural institutions, public parking lots and the implementation of varied redevelopment schemes to reverse economic decline.

Not so many years ago, the Chamber, the CRA and the City of LA partnered and contracted with the Urban Land Institute (ULI) to convene a panel of experts to study San Pedro and make recommendations on how to redevelop the downtown as well as the waterfront areas. This September 2002 ULI Report, often quoted and widely supported, suggested that the construction of new, market-rate housing should be completed before major efforts to address the retail/commercial districts are initiated.

Now that the long-awaited economic renaissance of downtown San Pedro is underway and is witnessed by the over 240 new market rate housing units under construction and the over 500 units in the entitlement process. It is now time to turn our mutual attention to the Arts, Cultural and Entertainment (ACE) District endorsement. Similar to the development of market-rate housing aimed at increasing our population base and boosting local purchasing power, the ACE District is the appropriate development strategy to improve our struggling commercial/retail district. It is time to provide a much needed forum/advocacy group for our local artists (and the core identity of the San Pedro area), to help mitigate the threat of continued redevelopment and gentrification.





San Pedro Peninsula

Chamber of Commerce

In June 2003, James P. Allen, submitted a "vision statement" for the creation of the ACE District to the Chamber's Board of Directors. The ACE District vision statement was approved by the Chamber Board (see Attachment 1), transmitted to the Pacific Corridor Community Advisory Committee (CAC) where it was also endorsed, in concept and

incorporated into the CRA's approved 2006-07 Work Program and Budget as PA6600 and BS6600 Cultural Arts and Entertainment District. We believe, our next steps should be to work on the formation of the ACE District and its development as a viable form of support for these precious assets.

Nearby cities such as Long Beach, Culver City and trendy communities such as North Hollywood and Leimert Park contain active arts districts that are featured as a community revitalization tool. Numerous urban planning studies advocate for the establishment of arts districts in re-development areas and therefore, we believe it unnecessary to conduct another planning effort. It is, however, appropriate to conduct public outreach and hold a public workshop to solicit input from our stakeholders to determine the ACE District's structure, potential funding sources and initial action items.

Proposed Methodology/Budget:

The Chamber proposes to join with the CRA to provide an environment in which to incubate this concept and form the ACE District through a community development services contract in an amount not to exceed \$75,000. This amount being roughly one-half the approved CRA budget for the ACE District. The Chamber will provide in-kind services that will more than equal the contract value. Below is a short summary of what services will be provided by the Chamber.

In order to give the launch of the ACE District the full attention it deserves and nurture it through the initial phase, the Chamber will contract with eighteenth street Marketing and management Services (18th St.) and Community Arts Resources (CARS). These outreach consultants will have access to the Chamber's membership database, significant Chamber staff support, the Chamber's office and meeting area, and use of the Chamber's newsletter and website.

Consultant Profile – (For further information about the Consultants see Attachments 2,3)

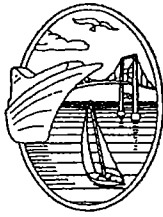
18th St. provides the following

1. Marketing and marketing communications skills
2. A thorough knowledge of the San Pedro area and the arts, cultural and entertainment community
3. Patient, sensitive negotiating skills, and
4. Demonstrated understanding of internet based communications strategies.

CARS provides the following:

1. Research of comparable models regionally and nationally





San Pedro Peninsula

Chamber of Commerce

2. Workshop coordination and facilitation
3. Written summary of workshop
4. Coordination with 18th St, CRA and Chamber

The outreach consultants will be responsible for authoring an ACE District Development Plan, Budget and Timeline for:

1. Outreach/Preparation.
2. Needs Assessment Workshop/De-brief.
3. Report/Follow-up.
4. Summary Meeting/Action Items.
5. Report back to the CRA/Chamber Boards.
6. Next Steps/Initiate Efforts.

With the following Deliverables:

1. Website
2. Database
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Conclusion:

It is premature to determine what the ACE District will be or how it will function. Only by engaging the stakeholders can we jointly determine downtown San Pedro's future. However, two things are certain, that the ACE District should have a formal structure and a secure, initial funding source. Everything else is on the table. We urge the CRA and the City to join us in this most important work.

Sincerely,

Camilla Townsend, CEO
San Pedro Peninsula Chamber of Commerce

Cc: Jayme Wilson, Pacific Corridor CAC Chairperson
Gordon Teuber, CD15 Economic Development Director

Attachments

1. Chamber Public Policy Priorities
2. 18th Street Marketing Biography
3. CARS Biography



The San Pedro Chamber's Public Policy Priorities

1. Implementation of the Property Based Bid (PBID) for San Pedro
2. Completion of an Arts and Entertainment Zone
3. A comprehensive Parking Plan for Downtown San Pedro
4. Create a comprehensive Traffic Plan for San Pedro
5. Expansion of the Los Angeles Police Department's Harbor Division with the aim of providing community-based policing and dedicated foot patrols in the redevelopment district
6. The building of the Port of Los Angeles Police Headquarters on the site next to the Port of Los Angeles Charter High School
7. Creation of new opportunities for higher education in the downtown area to prepare our local workforce for the well-paid knowledge based jobs of the future advocating on behalf of the new Port of Los Angeles High School
8. Continued investment in, and maintenance of, Western Avenue, Gaffey Avenue, and the Weymouth Corners Business Corridors

The Board believes the city's leaders need to concentrate on making Los Angeles a more friendly place for business, providing true "one-stop" centers assisting business owners and operators with permitting, taxation, and other regulatory hurdles.

They believe the only way to provide good jobs for the city's residents is by encouraging those who will employ them.

linda grimes

880 west 18th street, san pedro, ca. 90731, 310 732 0010, lgrimes@ix.netcom.com



eighteenth street marketing management services

we like to inspire entrepreneurs, non profit organizations and community groups with the tools to expand and enrich their public image in an innovative and locally focused manner.

we seek collaborators and learning organizations willing to explore cutting edge marketing solutions, management and effective communications techniques designed to encourage community empowerment and maximize civic engagement.

portfolio:

Sayres Response to Terrorism Conference – April 11 and 12, 2007
(www.sayresandassociates.com) A two day intensive counter terrorism conference bringing together an international roster of distinguished professionals with special focus on the asymmetric threat in the maritime arena. Duties include: web site development, established reservation system, conference logistics as well as sales and marketing support. (9/06 – present)

Aquarium of the Pacific – Water and Earth: Ocean Cinema
(www.aquariumofpacifc.org) Produced and promoted an experimental Documentary Film Series, curated by Dr. Betsy McLane, director Imerita of the International Documentary Association. The series ran over four Friday nights in August 2006, encouraged new visitor participation and attracted donor underwriting interest. Efforts are underway to present a new series in the Spring of 2007. (8/05 – present)

Pacific Energy Partners: Pier 400 Project
(www.PacificEnergyPier400.com) Facilitated project marketing branding, outreach, public relations and event management services in order to produce a series of Pier 400 Project Community Education Forums and a related web site. The Forums were designed to educate the community and its stakeholders as to the planned Pacific Energy Partners Pier 400 Liquid Bulk Marine Terminal. (1/05 to present)

Grand Vision Foundation

(www.grandvision.org) public relations, marketing and outreach consulting, in support of the Warner Grand Theater's SAVE YOUR SEAT Campaign and other fundraising efforts.
(3/06 – present)

Community Impact Forum: From Bridge to Breakwater

Produced for the Central San Pedro Neighborhood Council, a public information forum to educate and give perspective to stakeholders affected by the Port of Los Angeles redevelopment plans. Forum was organized as a panel discussion by members of the POLA Bridge to Breakwater Team; the POLA Senior Project Engineer, EEK/Gafcon (the architectural and construction joint venture), a USC Professor of Urban Planning, the LA CRA and moderated by the editor of the online Neighborhood Council newsletter. Event was covered by local press and cable TV media. (3/04)

Community Impact Forum: AmeriGas Pipeline Lease Extension

Sponsored by the three San Pedro Neighborhood Councils, this forum's goal was to review renewal of a local gas company permit to transport petroleum products through the Port of Los Angeles. The forum featured a panel discussion with representatives from AmeriGas, the Port of LA, the US Coast Guard, the LA Fire Department, and other related agencies. Moderated by a representative from Siembra Energy, this forum helped the Neighborhood Councils gather factual information in order to allow the community and their stakeholders to express their public opinions about the potential renewal of this permit. (7/04)

USC Neighborhood Participation Project Learning and Design Forum–

Fueled by a Hewlett Study Grant, this USC team facilitated a Neighborhood Council understanding of the inner workings of LA city departments. Led the Central San Pedro Neighborhood Council Arts and Culture Committee through a three month process, resulting in the adoption of a Memorandum of Understanding with the LA Department of Cultural Affairs. Effort included organizing ongoing Harbor Area Arts and Culture Town Hall Meetings and WGT Community Producers Meetings in concert with the Department of Cultural Affairs.
(6/04 – 6/06)

other projects:

Spoken Word: OnStage @ the Warner Grand – Producer of a distinguished Speakers Series featuring local authors talking about their recent books. Topics vary from political science and urban planning issues to murder mysteries and feminist thinking. Spoken Word is held each First Thursday at the historic Art Deco Warner Grand Theatre in San Pedro from 7:00 to 8:00 PM, www.warnergrand.org. Spoken Word is targeted to enlightened folks seeking to leverage their social and intellectual capital (www.gracenet.net). (11/04 through 6/05)

Sundays are FUN Days – Co-Producer of a First Sunday kid's film series marketed through the local schools beginning in February 2005. Films based on literature are always under consideration. (02/05 to present)

Random Lengths News 25th Anniversary Celebration - Public Relations, Marketing and Management support for a year long celebration and reflection on the life of a local, independent press. Launched the 25th Anniversary year with a gallery showing of the best 25 covers from 500 editions at Gallery 478 in San Pedro. June activities to include an exhibit at Angles Gate Cultural Center entitled, "art, illustration and cartoons: a 25th year retrospective". (10/04 – 12/05).

corporate experience:

Twenty year veteran of AT&T sales and marketing. Intimate knowledge of global telecommunications and videoconferencing technologies in an arena of increasing competition. Extensive focus on international Fortune 100 account leadership, new product development/deployment and annual attainment of revenue objectives. Demonstrated considerable expertise with multicultural business environments. Responsible for the direction, planning and implementation of various organizational effectiveness programs and continuous education projects.

affiliations:

Golden State Pops Orchestra (www.gspo.com) – President of the Board of Directors.

GraceNet LA – Founder and Director of LA chapter, organized as a monthly First Thursday distinguished speaker's series and networking organization.

Member of: **San Pedro Peninsula Chamber of Commerce**: SPPC B/E/A committee – co chaired the October 2004 and 2005 Grand Experience Presentation of the San Diego Opera for 1200 school kids.

Other affiliations - Networking Women International, NEW Entrepreneurs for Women, the Central San Pedro Neighborhood Council Urban Planning Committee, the CSPNC Community Safety and Security Committee, co chair of the CSPNC Arts and Culture Committee and served on the executive board of Friendly House, a women's recovery home.

CREATIVE DIRECTION

Community Arts Resources' extensive experience in the arts regularly attracts the attention of clients around the country who seek out our expertise and for creative advice. CARS has helped structure various festivals, provided marketing direction for events, participated in design charrettes for the arts, and served as creative director for Theme Park attractions.

EVENT PRESS

Wordplay
 READ • LISTEN • LEARN

Free Admission
 Free Parking

Sunday
 April 14th, 2002
 10am - 2pm

Los Angeles Valley College, Monarch Square
 5800 Fulton Ave. (between Diamond & Burbank)

818/773-3276

Festival Familiar de Lecuna
 Entrada Gratis. Amplio Estacionamiento Gratuito.
 Enfocando la importancia y la diversidad que la
 lectura representa para los niños.

Expect the Unexpected
 Hollywood Forever Cemetery
 Saturday August 16 8am

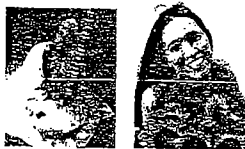
a day of celebration!

MAY 1, 2002
 CLOVER PARK

Join nature meet and dance from around the world,
 sample a mouth-watering array of savory treats, shop from the surrounding
 marketplace of artists and discover how the art and environmental message.
 Admission is free and there's plenty of live parking. www.cloverpark.com

celebrate★
LA
 Festival
 Natural History

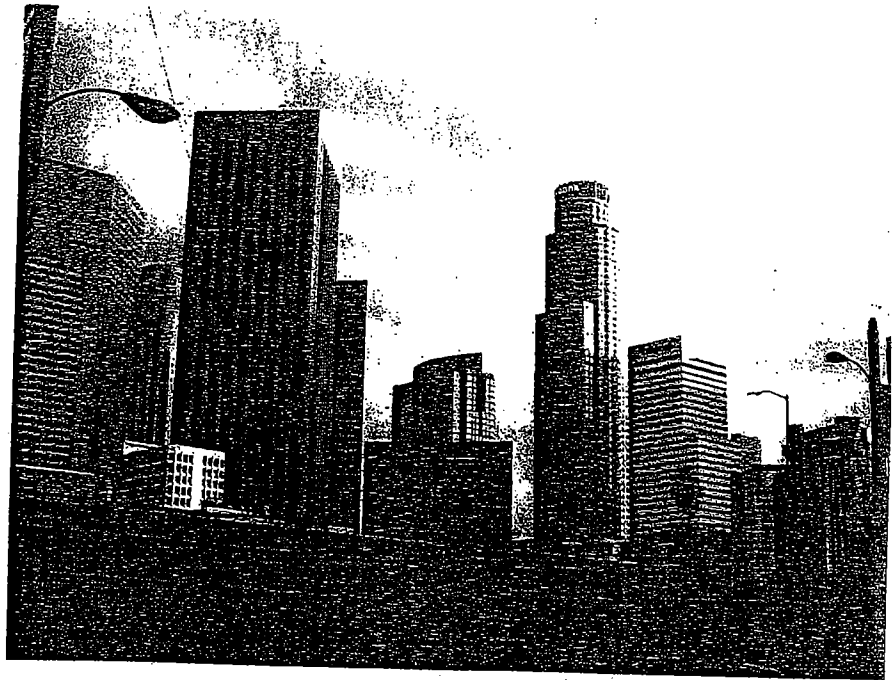
Your 2 day
 pass gets you in for \$10
 September 28 & 29 • 10am - 4pm
 FREE with museum admission



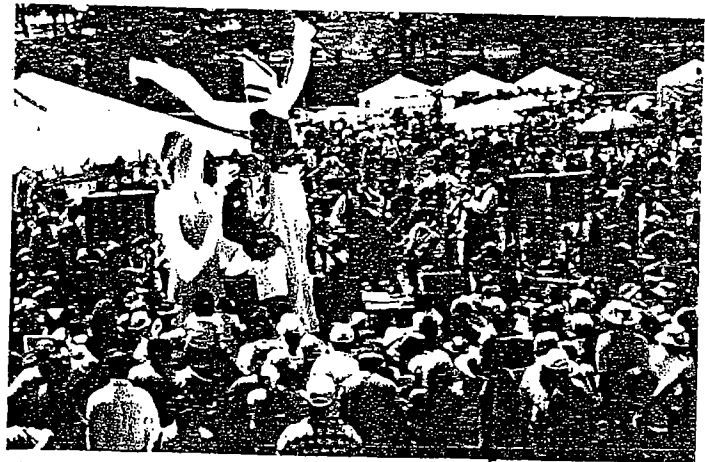
SHOP
 GROOVE
 HEAR
 TASTY

santamonica
festival

- ♦ The J. Paul Getty Museum Family Festivals (1995-2006)
- ♦ The Getty Villa Museum Family Festivals (2006)
- ♦ Santa Monica Festival: A Celebration of Our Community Roots (1992-2006)
- ♦ Natural History Museum Celebrate LA (2003)
- ♦ Wordplay's Childcare Resource Center Family Reading Festival (2002)
- ♦ Yiddishkayt Festivals (1995-2006)
- ♦ Best of Mexico/Lo Mejor de Mexico (2000-2001)
- ♦ World Festival of Sacred Music (1999)
- ♦ Courtyard Kids Dedication Ceremony & Festival, Japanese American National Museum (1999)
- ♦ 30th Anniversary of the Los Angeles Music Center, Festival For Families (1994)
- ♦ Picofest (1992)
- ♦ Hollywood Boulevard Streetfest (1992)
- ♦ Los Angeles Festival's Open Festival (1990)
- ♦ Festival of Masks (1982-1994)
- ♦ Fringe Festival Los Angeles (1987)



FESTIVALS



PROCESSIONS AND PARADES

- ♦ Fowler Museum of Cultural History ¡Carnaval! (2006)
- ♦ Santa Monica Festival Opening Procession (1996-2005)
- ♦ City of Santa Monica's July 4th Holiday Stroll in Palisades Park (1994-2002)
- ♦ Artists-In-Residence, The Disney Institute, Orlando, Florida (May 1996)
- ♦ Parade of Masks (1991-1994) Craft and Folk Art Museum
- ♦ Ben and Jerry's Parade O' Flavors (1993)

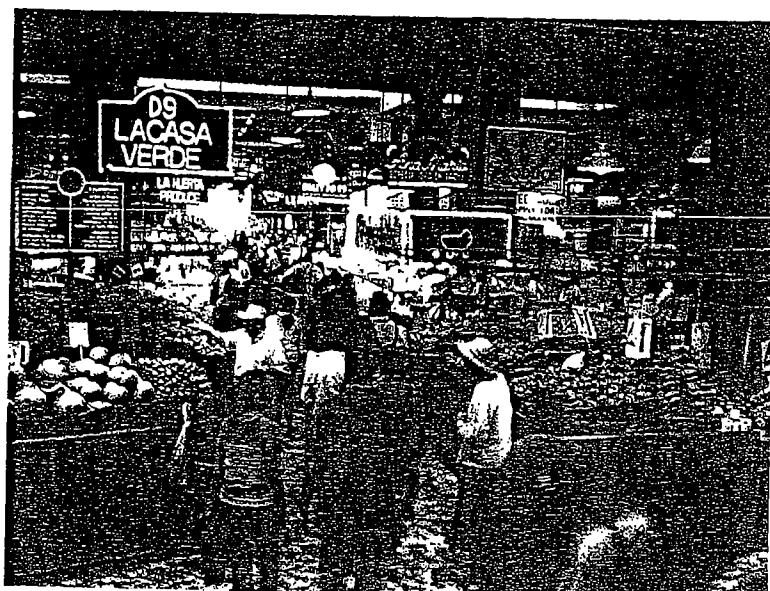


TOP: Santa Monica BIG Opening
BOTTOM: Santa Monica Procession

TOURS



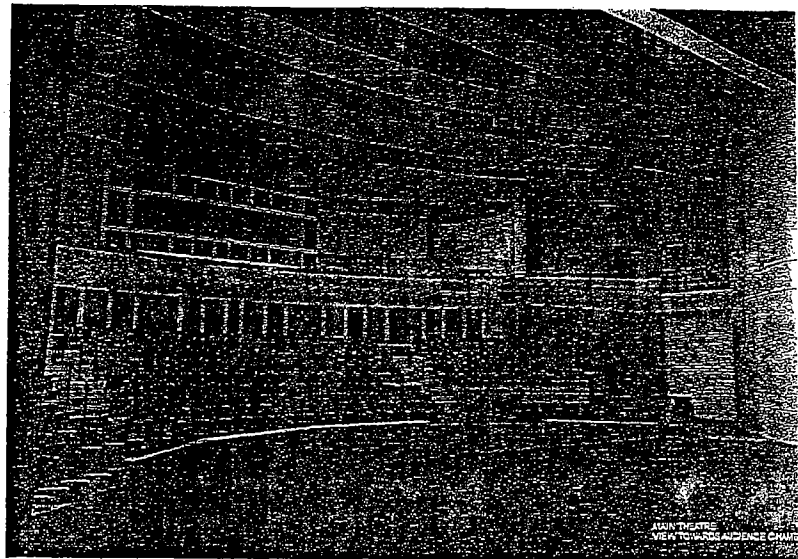
- LA River Tours, sponsored by the Skirball, the Natural History Museum, and the California Endowment (2006)
- ♦ ArtBus and Los Angeles Tours (1987-2006)
- ♦ Arts and Culture Tours for Progressive Jewish Alliance (2006)
- ♦ Board Tours for the California Endowment (2004)
- ♦ Bus Tours for the Multicultural Undergraduate Summer Internships sponsored by the Getty Trust and the L.A. County Arts Commission Arts Internship Program (1996 - 2006)
- ♦ Bus Tours for the Convention of the College Art Association (1999)
- ♦ Getty Conservation Staff Bus Tour (1999)



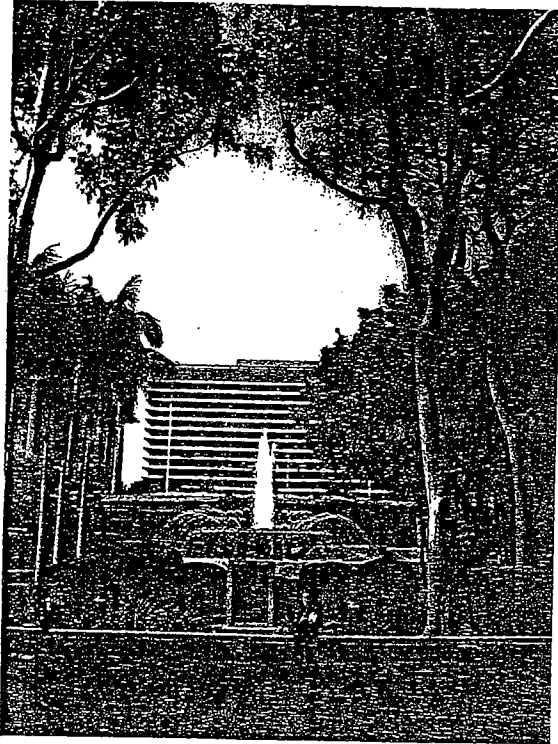
ABOVE / RIGHT: ArtBus Tours

ARTS POLICY

- Grand Avenue Civic Park: A Vision for Programming, Design and Governance (2004-2006)
- Lompoc Theater; A New Community Asset (2004-2006)
- Ventura Cultural Plan (2004)
- Nate Holden Performing Arts Center Community use for a new theater (2003 - 2006)
- Broadway Historic District, Los Angeles Conservancy (2000-2003)
- San Buenaventura Cultural Center (1999)
- San Pedro Warner Grand Theatre Study (1996)
- Los Angeles' Broadway Entertainment District Study (1994-1995)
- City of San Bernardino, Court Street Square (1993)
- MCA Universal CityWalk (1993)
- Live on Hollywood (Including Holiday in Hollywood and Sunday Market Festivals) (1993)
- Plaza de Cultura y Arte (2003)
- California Plaza's Water Court Performance Plaza (1988)

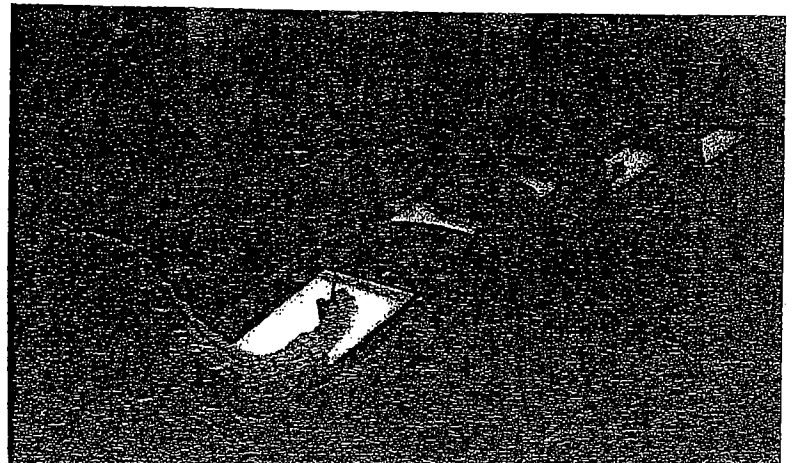


CREATIVE DIRECTION



- Grand Avenue Civic Park (2004-2006), Lead Design Team
- Disney's California Adventure Theme Park – Festival Development (2002- 2003)
- Walt Disney Studios Theme Park, Paris – Animation Academy (1998-2002)
- Disney's California Adventure Animation Pavilion (1997-2000)
- World Festival of Sacred Music (1999)
- Disney Imagineering Millennium Festival Concept (1998)
- Disney's California Adventure Artists Loft (1998)
- Animation Celebration, Disney/MGM Studios, Walt Disney World (1996)
- Mark Taper Forum's Virtual Theatre (1995)
- Hollywood Redevelopment "Live on Hollywood" (1992-1994)

ABOVE: Grand Avenue Civic Park,
RIGHT: Animation Academy, Disney Studios Paris



CONFERENCES AND SEMINARS



- ◆ National Critics Conference (2005)
- ◆ Grantmakers in the Arts Annual Conference (2005)
- ◆ California Arts Council's "Touring Conference For Performing Artists" (1992 - 1995)
- ◆ "How to Market Yourself" Seminar (1990)



ABOVE: LA County Arts Internship Program
RIGHT: National Critics Conference