

# Arts and Entertainment Strategic Plan

City of Roseville

FINAL PLAN

Approved by City Council - May 7th, 2014



Roseville's new Vernon Street Town Square, opened August 24, 2013.

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# Table of Contents

Executive Summary .....	3
Planning Context.....	6
Roseville’s Arts and Entertainment Needs .....	11
The Community’s Vision for Arts and Entertainment.....	11
Roseville’s Market for Arts and Entertainment .....	14
Roseville’s Current Arts and Entertainment Resources.....	18
Competitive Analysis .....	23
Roseville’s Arts and Entertainment Opportunities.....	26
Economic Impact of the Arts .....	28
Community Vision for Arts and Entertainment.....	30
Strategies for Arts and Entertainment .....	31
High Priority Strategies .....	32
Second Priority Strategies .....	42
Programming Criteria and Scenarios .....	49
Appendices .....	5G
City of Roseville Arts Demand Analysis .....	5G
Roseville Community Survey .....	68
Planning Process .....	81
Planning Participants.....	82



Downtown Tuesday Nights

## Executive Summary

The City of Roseville commissioned this Arts and Entertainment Strategic Plan in April 2013 for the purpose of understanding communitywide needs and determining an appropriate course of action for responding to those needs. The planning effort occurs at a point in Roseville's history when it is especially timely to address these issues, with the opening of the Vernon Street Town Square and other revitalization efforts in the downtown area. The City is pursuing an overall direction of growth and revitalization, and arts and entertainment are a key component in that endeavor. They help attract and retain creative talent to the community, and enhance an already desirable quality of life. Many of the City's plans make specific reference to the role that arts and entertainment can play in the development of the City and form a policy framework for this current planning effort.



Royal Stage Christian Performing Arts Roseville

Roseville is home to a collection of arts, entertainment and cultural resources. These include a year-round schedule of community events, City cultural facilities and programs, two downtown theaters, a well-regarded library system, a nationally prominent Native American Museum, a vibrant local arts community, an entertainment district in historic Old Town, and a growing scene of younger artists and “creatives.”

Roseville is also a culturally active place, although not all the activity takes place in the city. Residents and workers currently engage in a broad variety of arts and entertainment activities. There is a balance of amateur participation and attendance (“doing as well as watching”), and about two-thirds of children participate in arts activities outside of school. There is significant loss of arts and entertainment attendance outside of Roseville.

Analysis of arts demand shows a strong and significantly unmet need for arts and entertainment programming both among Roseville's residents and from the region. Demand for arts programs is even stronger among city households than for the region in general, although the region represents a very large potential customer pool for its arts programs because of its population density. The community expressed clear preferences for Roseville's arts and entertainment future:

- More options for arts and cultural experiences in the city.
- A more vibrant downtown district that attracts people throughout all times of the day and days of the week.
- More neighborhood and ethnic festivals, live music events, and local theater performances, although there is significant demand for many niche interests.
- More options for all residents – seniors, family and young (20s/30s) residents.
- Classes in music, visual art and theatre for themselves (adults) and their children.

An analysis of the competitive environment for performing arts facilities in the Roseville region shows a gap that can potentially be filled by programming in one or more venues in Roseville. The opportunity is first to provide programming in existing facilities, such as the Roseville Theater, the Tower Theater, Vernon Street Town Square, Vernon Street restaurants and bars, and perhaps in Old Town's bars and clubs. Beyond programming existing venues, Roseville can also consider developing a new, mid-sized venue downtown and, potentially, a performing arts center.



Third Saturday Art Walk at Blue Line Arts

This planning effort yielded a number of opportunities for responding to the community's needs for arts and entertainment. These include leveraging the strong demand for arts and entertainment programming, reinforcing the revitalization of downtown, providing more opportunities for participation, and organizing greater private support from the community.

Roseville residents and civic leaders already understand the economic arguments in favor of investment in arts and entertainment. The Arts and Entertainment Strategic Plan itself is an example of that belief and represents an effort to leverage the arts as part of a holistic strategy to enliven the new Vernon Street Town Square, as well as enhance economic and social vitality throughout the city. The City of Roseville has also supported development of its creative economy for approximately ten years, in recognition of the economic impact of this sector. These efforts include attraction of location of creative businesses and creative professionals to the community and plans to develop a multi-university center downtown. Supporting the efficacy of this overall policy is a large body of research, including Americans for the Arts' 2011 Arts & Economic Prosperity study. This demonstrates that every public dollar invested by local government in the arts returns on the average three dollars to local government in increased tax revenues.

There are eleven recommended strategies for developing and leveraging Roseville's arts and entertainment opportunities, based on the community and market assessment. Because resources are limited, these are prioritized in two groups. High priority strategies are intended to be started during the first three years of the plan's implementation. Second priority strategies can be undertaken when funding is available and other conditions are opportune.

### High Priority Strategies

1. Establish an Arts and Entertainment Commission and Division, and hire a Program Producer.
2. Develop a downtown Arts and Entertainment District.
3. Develop a signature festival.
4. Enhance Recreation class offerings in the arts.
5. Explore development of a "Police Arts League" with the Roseville Police Activities League.

## Second Priority Strategies

*To be implemented when funding and other necessary conditions are present.*

### *Programmatic Strategies*

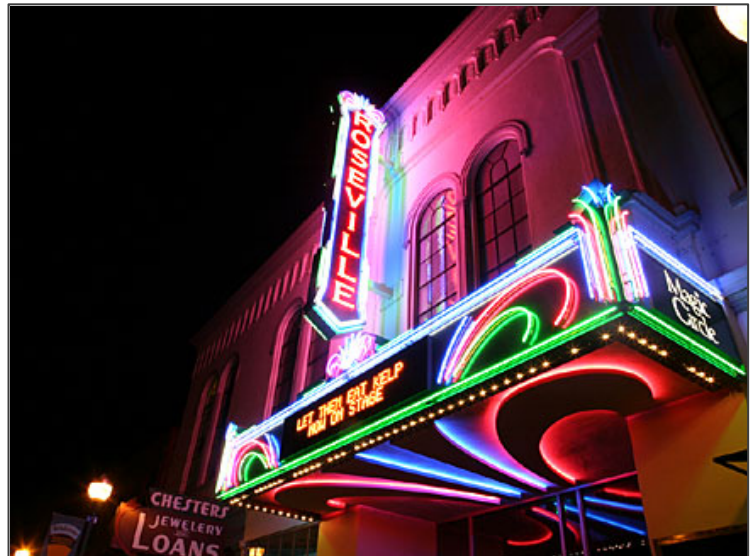
6. Develop a public art master plan and create an ongoing public art program.
7. Develop an enhanced community-wide arts and entertainment marketing program.
8. Support and facilitate organizational capacity building for local arts and entertainment providers.

### *Capital Strategies (Real Estate Development)*

9. Develop one or more artists' live/work projects.
10. Explore development of a flexible use arts and entertainment venue in conjunction with the multi-university center, on or near the Vernon Street Town Square.
11. Explore future development of a performing and visual arts center, particularly as part of the new development in the west side of Roseville.

The market assessment and community survey provided clear direction for the types of arts and entertainment programming that would appeal to Roseville, and that could reinforce downtown revitalization. The overall recommendation to develop a downtown arts and entertainment district includes a framework for this that includes engaging a producer to oversee programming, creation of a programming fund (to be distributed through contracts for services), and development of an annual programming theme. Responsibility for programming should be with a public/private partnership, beginning with the City and transitioning over a three year period to a business improvement district.

The community's strongest demand for arts and entertainment programming are festivals (food and wine, neighborhood, ethnic), live music and theater. Given the overall strength of demand, there is an audience for many and varied art forms and types of events. This means that providing a range of performing, visual, literary, digital and other arts disciplines is the most effective way to build a communitywide audience. In addition, experimentation will be required to identify and develop niche audiences, such as for literary events or dance performances, which are lower on the priority list.



The 1926 Roseville Theatre, operated by the Roseville Theatre Arts Academy

## Planning Context

### Overview

The City of Roseville commissioned this Arts and Entertainment Strategic Plan in April 2013 for the purpose of understanding communitywide needs and determining an appropriate course of action for responding

to those needs. The planning effort occurs at a point in Roseville's history when it is especially timely to address these issues.



*Cosmos* by Aris Demetrios (1990), located in Roseville Sculpture Park

The City of Roseville is a historical community in Central California. It is a major employment, retail and residential hub for the Sacramento region, located in the foothills of the Sierra Mountains. The City has a history of cultural development from its early years with the construction in 1912 of the Carnegie Library. More recently, in 1988, it created a Cultural Arts Commission, which collaborated with the Parks and Recreation and Library Departments. In the intervening years, the City invested in cultural development, including creation of a cultural arts coordinator position and adoption of a Strategic Cultural Arts Plan. The Commission was disbanded in 2005 due to budgetary concerns as well as the lack of interest by residents, providers and partners. A subsequent pilot program with a Cultural Arts Committee, a partnership with the Arts Council of Placer County (PlacerArts), ended in 2008.

The City now desires to review and analyze the current environment, needs and interests of the entire community as it relates to culture, arts, and entertainment. It also seeks to build strong partnerships with Roseville's arts and entertainment providers, residents and the business community.

Revitalizing downtown Roseville is a key City priority and, as part of this effort, completed and opened a new Vernon Street Town Square on August 24, 2013. The City Council views arts and entertainment as a strategy that can contribute to revitalization, as well as enhance the quality of life. This underscores the importance of understanding the level and nature of community interest in such activities. It is also essential to assess the market for arts and entertainment, both downtown and throughout the community, to help identify the City's role and to develop partnerships that can best fulfill community needs. Ultimately, the City desires to increase attendance and time spent downtown through its arts and entertainment involvement.

### History and Development of Roseville



The City of Roseville is located on the Interstate 80 corridor, approximately 16 miles northeast of downtown Sacramento. This places the City in the northeast edge of the Sacramento Metropolitan area. Located within Placer County, Roseville is the largest city within the County. It borders the California gold country in the nearby Sierra Nevada range.

Roseville's historic Ice House

The first residents in the area were the Maidu Indians. Their territory extended from the Sacramento River to the Sierra Nevada. Of the two principal divisions that made up the Maidu nation, the southern Maidu controlled the entire American River drainage area, and the Bear and Yuba Rivers. Outside exploration of the region was first recorded in the early 1800's. This included early fur trapping explorations.



Lincoln Street Red Cross Parade, 1918

The discovery of gold in 1848 brought over 10,000 people to Placer County. By the 1850's, miners failing to find promised riches began turning to other pursuits, such as farming. Disgruntled miners and pioneer ranchers formed the nucleus of the first families who settled the area before it became known as Roseville.

On November 29, 1863, during construction of the transcontinental railroad from Sacramento to Promontory, Utah, railroad graders reached "The Junction." The original map of the City was filed with the Placer County Recorder on August 13, 1864, titled "Plan of the Town of Roseville at the Junction of the Central Pacific and California Railroads." Between 1870 and 1906, small frame buildings and roughhewn board sidewalks sprang up. A school was built; churches and fraternal organizations were established; and efforts were made to stimulate industry, first by the establishment of a flourmill and later a winery.

In April of 1908, the Southern Pacific Railroad Company officially moved its terminal, roundhouse and shops from Rocklin to Roseville. This move brought many jobs and residents to the community. After the railroad's relocation, an organized drive for incorporation began. On April 2, 1909, by a vote of 241 to 90, the people voted in favor of incorporation.

Roseville became a Charter City on January 10, 1955 and, on March 26, 1964 during the City's 55th anniversary, Roseville was honored as an All American City. Today Roseville has become the premiere city of Capital Region. The City's current population is 123,514 and it is expected to be 183,817 at build out. The current daytime population is in excess of 165,000 and the projected daytime population at build out would exceed 240,000. In addition, the City has attracted a significant amount of non-residential growth including commercial, office and industrial development. It is home to several major shopping malls and auto malls. It is anticipated that Roseville, along with the remainder of the South Placer/Sacramento Region, will continue to be the focus of significant development and business activity. Both older and newer developments characterize the City.

The center of the City contains historic downtown buildings, civic structures, and single-family residences on small lots, contributing to a sense of the community's heritage, while newer commercial and office development and larger residences make up most of the community edges of town. The current focus of new development is along the eastern, western and northern portions of the community within the City's twelve specific plan areas and the North Industrial area.

Downtown Roseville includes four business districts: Vernon Street, Historic Old Town, Riverside and Atlantic Street. These business districts are separated by the J. R. Davis Rail Yard, the largest west coast facility of the Union Pacific Railroad, and run along Riverside and Atlantic Street.

## Demographics

(Source: Census Bureau 2010, American Community Survey 2009)

The demographic profile of Roseville reveals the characteristics of an affluent, suburban community – predominately Caucasian, well-educated and relatively high income. These are characteristics that are closely associated with persons who are likely to be regular consumers of arts and cultural programs.



Parks and Recreation SPARKS Program

- Population: 122,060
- Population projection at build-out: 170,000
- Age distribution:
 

Ages 1-19	25.9%
Ages 20-34	24.4%
Ages 35-50	22.2%
Ages 51-64	14.3%
Ages 65+	13.1%
Persons per household:	2.58
- Educational attainment:
 

High school graduate	92.4%
Bachelors degree	33.0%
Post-graduate degree	11.8%
- Racial distribution (percentages total more than 100% since respondents can identify themselves as being more than one race, e.g., Hispanic and White):
 

White	80.8%
Black	2.6%
American Indian/Alaska Native	0.8%
Asian	10.6%
Other	3.2%
Two or more races	2.0%
Hispanic or Latino	17.3%
- Income Range: The current median household income is \$68,208. (City Economic Development Departments lists median household income as \$75,122.) Household income is a measure of income of the householder and all other individuals 15 years and over in the household, whether they are related to the householder or not. The median is the point at which half of the incomes are higher and half are lower than the median income. The mean (average) household income is \$82,156. Over one-third of total households make above \$100,000 per year.



The Fountains at Roseville

## City Planning and Policy

Roseville is recognized as a well-planned City. It has a comprehensive General Plan and action-oriented area specific plans, including a Downtown Specific Plan. In 1998, the City completed a Strategic Cultural Arts Plan. These documents make numerous references to the role that arts and entertainment can play in the development of the City and form a policy framework for this current planning effort. The goals and strategies of this plan are informed by and build on the recommendations of the related plans. This plan also provides additional strategies and incentives to encourage effective implementation of each plan.



Maidu Museum and Historic Site

### ***Roseville 2025 – General Plan (updated 2010)***

This General Plan articulates several general principles that suggest the City’s role in promoting arts and entertainment opportunities for the citizens of Roseville:

- Promote and enhance Roseville’s unique character and identity.
- Distinguish Roseville from adjacent communities through the quality of development and design, and the level of public services and facilities provided.
- Protect and enhance Downtown and the City’s established neighborhoods.
- Create a balanced land use pattern with an appropriate mix of uses to accommodate resident employment, service and social needs within the community.

In the Community Form section of the plan, the City’s goal is to:

*“...promote the creation of a town center offering government services, social and **cultural activities**, and commercial opportunities in Central Roseville, in partnership with private interests.”* The Community Design section is more specific, calling on the City to *“encourage, promote and support the maintenance and expansion of a wide range of programs that serve to increase public understanding, appreciation and enjoyment of cultural and artistic forms, and the display of artistic expression in public spaces to contribute to the cultural experience and the sense of place and community.”* It also defines the City’s role to *“encourage, promote and support art in public spaces and programs to enhance the design of the City.”*

### ***Downtown Specific Plan (April 2009)***

Likewise the Downtown Specific Plan contains strategies and proposed projects with many detailed references to arts, culture and entertainment:

- *“Incorporate more arts, culture, entertainment, and public spaces in the Downtown”;*
- *“A mix of retail and residential uses with parks, public plazas, the creek walk, and cultural resources”;*



- *“A unique place for the community and visitors to gather for festive events and celebrations”;*
- *“Create and enhance public places that support community activity, spirit, and involvement”;*
- *“Promote arts, culture, heritage, entertainment, and education.*
- *“Historic Old Town is seen as a place of up and coming arts and entertainment”;*
- *“Create the desired aesthetic and intensity,” with “lofts, live-work units, etc.”*
- Develop Royer Park with *“an art plaza”;*
- Create *“an amphitheater adjacent to Dry Creek”*
- *“Revitalize and enhance the economic, social, cultural, and recreational fabric of the city’s downtown urban core”;*
- Continue to support civic activities throughout the year and *“promote the sense of a community gathering place that is active and fun”;*
- Focus on further developing pedestrian-oriented retail, including *“a new art gallery”;* and
- *Create an “Entertainment District” in Historic Old Town.*
- *“Establish and maintain a comprehensive program to encourage public art downtown. In order to enhance a “sense of place” the City should implement an art in public places*

program. This program will provide established locations in which artists can display their pieces. The program will outline all requirements such as selection, term and maintenance responsibilities to ensure that it is ongoing and successful. The Specific Plan will also encourage the placement of art as part of private development projects by providing development incentives based on the expense associated with the artwork.”

The Downtown Specific Plan articulates the following economic Strategy: *“The Downtown can greatly expand its retail market segment by expanding upon the historical character of the Downtown and developing two unique yet complementary market environments focused on culture, music, entertainment, the arts and food that would attract its own visitors to the City.”*



Coyote, Lynn Risling, Maidu Museum

## Roseville's Arts and Entertainment Needs

### The Community's Vision for Arts and Entertainment

*What makes arts and entertainment in Roseville **distinctive or special**? What do you like about it?*

Residents view arts and entertainment as an integral part of the overall quality and character of life in Roseville. Its quality of life includes a relaxed, small-town atmosphere; quality schools; a well regarded parks, trails, open space, and library system; the natural environment; and casual public gathering places, such as downtown and the Fountains. Roseville also has a sense of its own history, including elements such as the Maidu Indians, the Gold Rush, the railroad and, more recently, suburban growth. Residents recognize and value the community's arts organizations and creative people, and frequently express the wish that the many activities and events were better known throughout the community and that the arts community had stronger internal connections. They celebrate positive changes in the local arts and entertainment scene in recent years, including the reemergence of Blue Line Arts and the Roseville Theater Arts Academy, the arrival of Vernon Street restaurants, bars, venues, Standout Talent, Beatnik Bookstore and Blacktop Comedy, and many other positive contributions. Residents like having cultural icons, such as the Roseville and Tower Theaters, and more recently the Maidu Museum. They view arts and culture in Roseville as more often community-based and informal, with an emphasis on children's arts activities, music in the parks, a coffee shop youth culture, downtown community events, and local arts organizations.

### Favorite Places and Events in Roseville

*A partial list, not in priority order*

- Maidu Museum
- Mahany Park (Accessible Playground)
- Shakespeare in the Park
- Music in the Park
- Sports Center
- Martha Riley Library
- Roseville Theater
- Bike trails and golf courses
- Blue Line Gallery
- Downtown Tuesdays and other downtown events
- Farmers' Market
- Parks and playgrounds



What should be **different** about the arts and entertainment life of Roseville, looking ahead five or ten years?

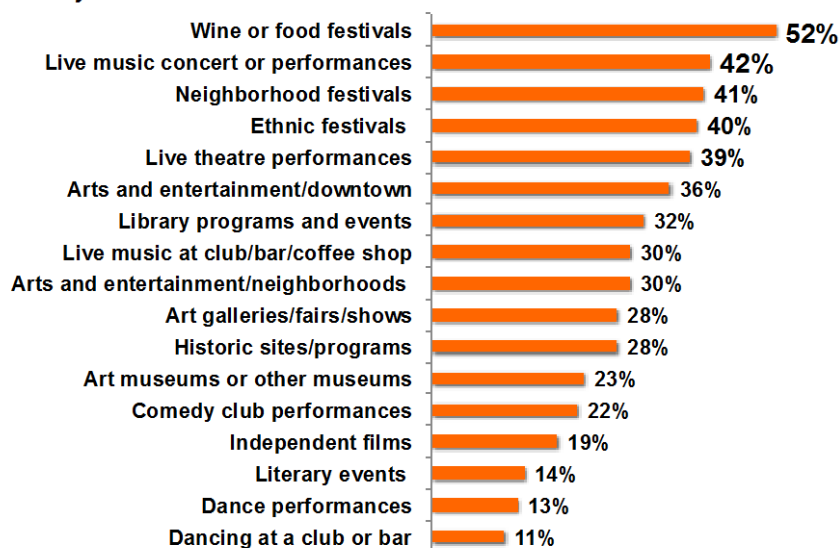
Residents expressed clear messages about the overall arts and entertainment life they want to see in Roseville. These share a theme of communal events—coming together through activities that include the arts—as well as informal and participatory activities. People also want to see more activity locally, close to home, and better information about what’s available.

- More options for arts and cultural experiences in the city.
- A more vibrant downtown district.
- More neighborhood and ethnic festivals, live music events, and local theater performances.
- More options for all residents – seniors, family and young (20s/30s) residents.
- Classes in music, visual art and theatre for themselves (adults) and their children.

Residents also expressed detailed preferences for types of arts and entertainment activities. This chart ranks activities according to those most often desired. It is important to note that activities ranked lower are not less desirable per se; rather, they have smaller potential audiences or perhaps are already being provided. Still, activities such as literary, comedy club performances, dance performances and independent films may well be viable niche programs to offer the public. In fact, all of these four activities are examples of events that may fit well with Roseville’s tastes. Reading is the number one personal activity that residents do, a recent comedy performance at the Roseville Theater was successful, local dance performances also are well attended, and independent films was often mentioned in community forums, as an alternative to the multiplex offerings at Roseville’s other movie theaters.

## Arts and Entertainment Desired

*What do you want see more of in Roseville?*



## Notable Quotes

*As adults, my husband and I would like to see more events to celebrate ethnicity in our culture as well as arts/music in the form of Festivals that have fun for all.*

*So much in Roseville is geared toward young families, children, and seniors. I would recommend art/cultural activities that can be enjoyed by sophisticated single 20s-30s.*

*Greater availability of affordable, quality music, dance, and theatre classes/programs - and a greater variety of them!*

*To have the old main street have upscale restaurants, bars, and venues to draw and keep people. To be the center of gravity, not the old cut-off area by the Owl and the Donkey. That area just doesn't seem to be able to self-generate.*

*A connection between art and cultural offerings and a very wide range of participation throughout the population - ethnic, social, economic, age, and location(s) throughout the city.*

*Bring back downtown theater programs!*

*More art and cultural experiences. Living in Roseville is a bit of a bubble from the more diverse world--it would be great to see us value cultural differences and value arts as highly as our community values sporting events.*

*To actually have an art and cultural life. There's not much of one to speak of right now. Create a thriving downtown with a mix of entertainment, theater, shopping and residential.*

*More thriving arts district in downtown, more connectivity between the North, South, East, and West Roseville.*

## Roseville’s Market for Arts and Entertainment

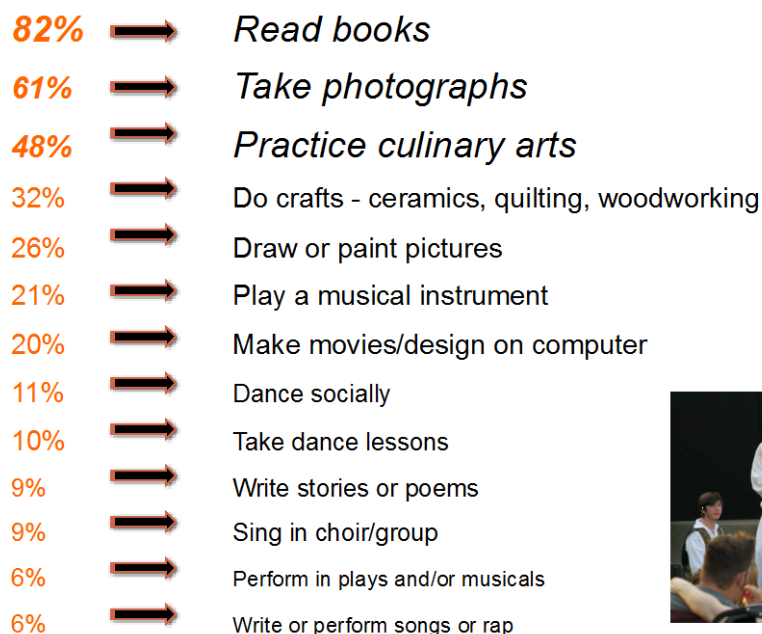
*What types of arts and entertainment activities do Roseville’s residents **currently do**?*

Roseville is a culturally active place. Residents and workers currently engage in a broad variety of arts and entertainment activities, in a range of places. There is a balance of amateur participation and attendance (“doing as well as watching”), and about two-thirds of children participate in arts activities outside of school.

- Residents most frequently attend neighborhood events (71%), library events (65%), and downtown events (61%) in Roseville in the last 12 months.
- Residents most frequently attend live music events (72%), museums (72%), historic sites (71%), theatre performances (64%), art shows/fairs (60%), and ethnic festival events (45%) elsewhere in the last 12 months.
- More than 55,000 Roseville residents, or more than half, attended a live music event, a museum or a theater performance in the last 12 months.
- Over 14,000 Roseville residents make art (photographs, crafts, etc.) and/or play musical instruments, and a large majority engages in some form of personal artistic expression.
- 77% of residents have children who participate in arts activities in school (frequently or occasionally) and 66% participate in arts activities outside of school (frequently or occasionally).

### Personal arts participation

*Arts and cultural activities residents do...*

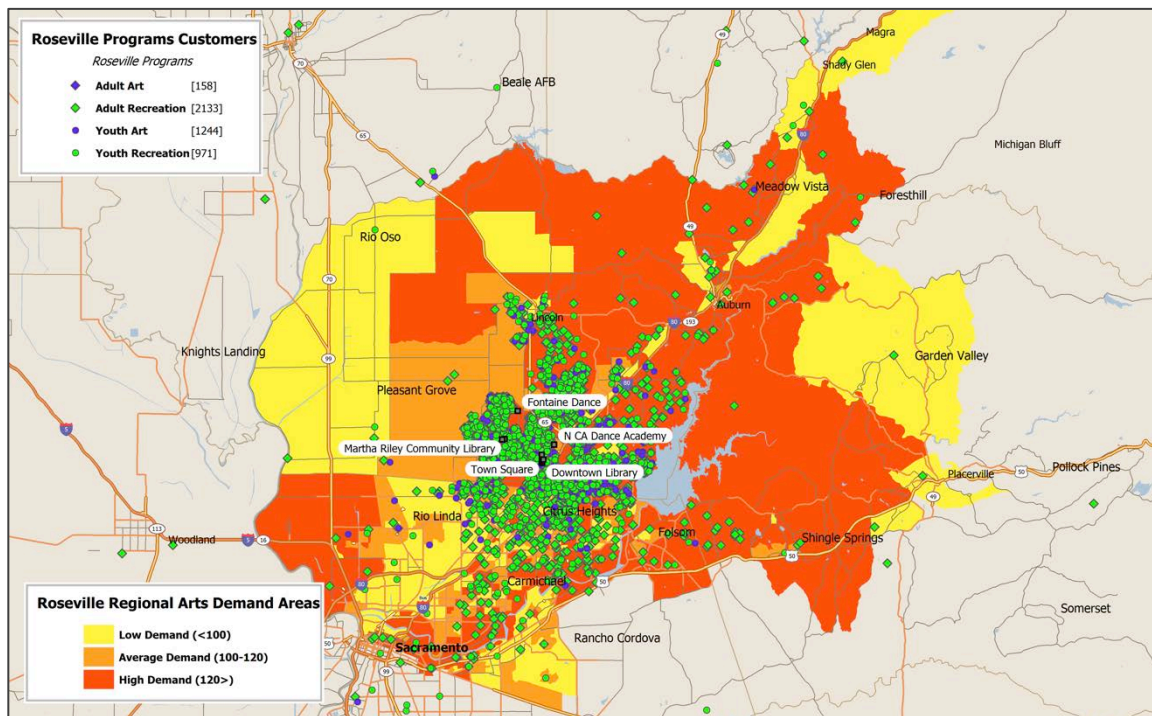


**What’s the *strength of the market* in Roseville for arts and entertainment? Where is it located?**

Roseville has a strong and significantly unmet demand for arts and entertainment programming<sup>1</sup> among residents and workers in the city and in the region. Demand for arts programs is even stronger among city households than for the region in general, although the region represents a very large potential customer pool for its arts programs because of its population density. There are half a million households with a population of 1.3 million of which 33% show high demand and another 49% show average demand. Roseville also currently loses arts and entertainment attendance (“leakage”) to nearby cities. Roseville’s market area for arts and entertainment programming includes a geographic area extending in the south to northern parts of Sacramento, west into Rio Linda and Pleasant Grove, north to Lincoln and Auburn, and east to Shingle Springs. These areas are all within a drive time to Roseville of 20- to 40-minutes.

The following map illustrates the strength and geographic reach of regional demand for arts and entertainment programs. Darker is stronger: red and orange show high and average demand, respectively, while yellow shows low demand. Green and purple dots indicate current customers for Roseville’s Recreation arts programs (their location helps establish the market area).

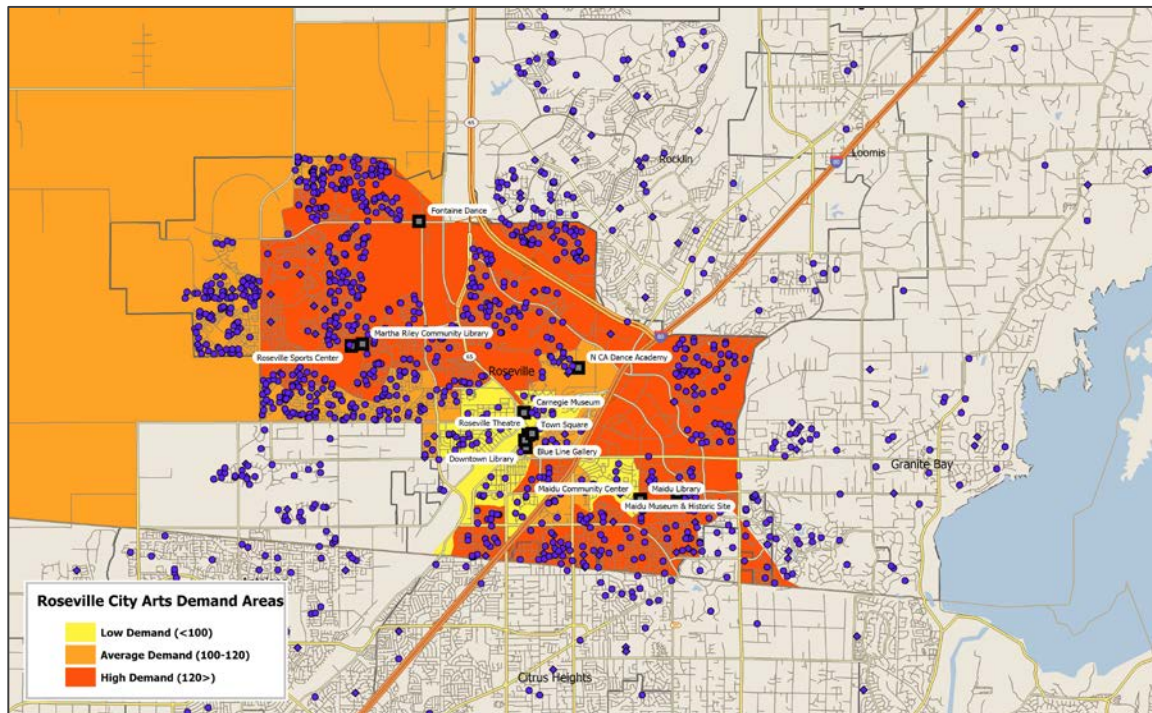
**Regional Demand for Arts and Entertainment Programming**



<sup>1</sup> To estimate demand for arts and entertainment programming for this market study, a joint index was created using seven arts-related consumer market potential indexes (MPIs). Market potential data measures the demand for a product or service in a geographic area and the expected number of consumers for that product or service. The seven arts activities were: attended live dance, live music, or live theater; visited a museum; played a musical instrument or did drawing/painting; and took adult education classes (all within the last 12 months).

The next map shows the same measures for the City of Roseville. There are 47,477 households in the city with a population in 2012 of 123,874—42% of these households show high demand for the arts and another 52% show average demand.

### Roseville’s Demand for Arts Programming



The highest demand for arts programs comes from six population groups that include a mix of families with children, singles, and seniors.

#### *Who’s **not** in the High Demand Group?*

Most of the attention in market studies is on likely customers. However, especially in arts and entertainment, it is also useful to understand those that are not currently participating in the arts and why. It is often not because of a lack of interest but rather because of practical obstacles of time and money, and sometimes because of cultural barriers. That is, people often do not go to a museum or attend a concert because they are too busy with other family activities, it is too expensive, or they are working two or three jobs and don’t have the free time. For some, the arts are simply not part of their experience. There are several generations now in California and elsewhere that have had limited exposure to arts education in schools, and there are familiar cultural barriers for many adults to doing what is seen as “highbrow” activities or not reflective of their own culture.

Those participating less in the arts activities measured in the market study are not “less cultural.” Studies on cultural participation consistently show that population groups express their cultural interests in different ways and some face specific barriers to more conventional arts participation. The implication for this Arts and Entertainment Strategic Plan is that the City can consider common sense strategies such as offering culturally diverse programming, doing targeted outreach for programs, removing practical barriers to participation (e.g., scheduling, transportation, cost), and including diverse representation in its planning.

For additional detail, please see the complete report *City of Roseville Arts Demand Analysis*, page 29.



Break dancer in Roseville

## Roseville's Current Arts and Entertainment Resources

Roseville is home to a collection of arts, entertainment and cultural resources that contribute to its desirable quality of life. These include a year-round schedule of community events, City cultural facilities and programs, two downtown theaters, a well-regarded library system, a vibrant local arts community, an entertainment district in historic Old Town, and a growing scene of younger artists and "creatives."

### Roseville Arts and Cultural Organizations

Roseville is home to a modestly sized community of nonprofit arts and cultural organizations. While they produce many and valuable arts programs for adults and children in the community, they accomplish much with little. They are primarily community-based organizations, volunteer-run with small budgets. There are few professional arts administrators to boost organizational capacity. There are vital and long-standing organizations and programs, with a mix of professional programming and community-based arts.

**Blue Line Arts** Blue Line Arts is a nonprofit organization that supports local artists as well as artists from around the world to Roseville's downtown. The Blue Line Gallery was completed in 2008 as the permanent home for the organization. Located at 405 Vernon Street on the ground floor of the City's parking garage, the 5,000 sq. ft. state of the art gallery is host to a wide variety of cultural activities, exhibitions, and special events, all focused on the mission: "creating a vibrant community through the arts".

#### Maidu Indian Museum

Located within Maidu Regional Park, the Maidu Museum & Historic Site celebrates Indian culture and our natural resources. This nationally significant institution is a unique resource.

#### Northern California Dance Conservatory

The Conservatory provides a variety of dance training in its 9,500 square foot dance facility divided into five large, state of the art studios. The organization provides a high quality, sequential dance training program for aspiring professional ballet students, plus an array of classes for children and amateurs. The Conservatory has a black box theater that allows students the opportunity to perform in an intimate, professional setting.

#### Performing Arts of Roseville/Music in the Parks

Performing Arts of Roseville has provided the community with free, family concerts. It has become a summer tradition. The organization seeks to bring to the people of our area, young and old alike, the joy of music, the joy of diversity and the joy of fellowship.



**re|create** works with local businesses to collect unwanted items, industrial by-products, for use in environmental conservation lessons, art and creative expression. More than 3,500 students have created hands-on art projects through the reCREATE school program. The re|create Eco-Art Center provides classes, camps, scout programs, birthday parties, and corporate team building programs, along with a store chock full of re-use treasure.



**Roseville Historic Society/Carnegie Museum** Operated by the Roseville Historical Society, the museum showcases Roseville's rich history and provides walking tours of the historic downtown area. It is located in the 1912 Carnegie Library building, 557 North Lincoln Street, Roseville, CA.

#### **Roseville Theatre Arts Academy**

RTAA is a nonprofit performing arts theater company for children and youths operating out of the historic Roseville Theatre at 241 Vernon Street. The organization provides multiple performing arts programs including acting, choir, dance, media workshops, camps, field trips and Saturday matinees.

#### **Roseville Utility Exploration Center**

Created out of the city's belief that sustainability is a principle to live by, the Roseville Utility Exploration Center (RUEC) is a one-of-a-kind environmental learning center focused on bringing visitors information on protecting natural resources in a fun, engaging way. The RUEC is housed within the Martha Riley Library building, currently undergoing certification as the city's first LEED-certified green building. Designed for active community use, the center provides a lively combination of hands-on exhibits with a Learning Lab for demonstrations, presentations and workshops.

#### **Stand Out Talent**

Stand Out is the resident organization and operator of the City's Tower Theatre. The organization creates and provides content in live theatre and cinema, partnering with schools, artists and organizations with similar vision and drive. The organization also provides theatre workshops and classes for young people.

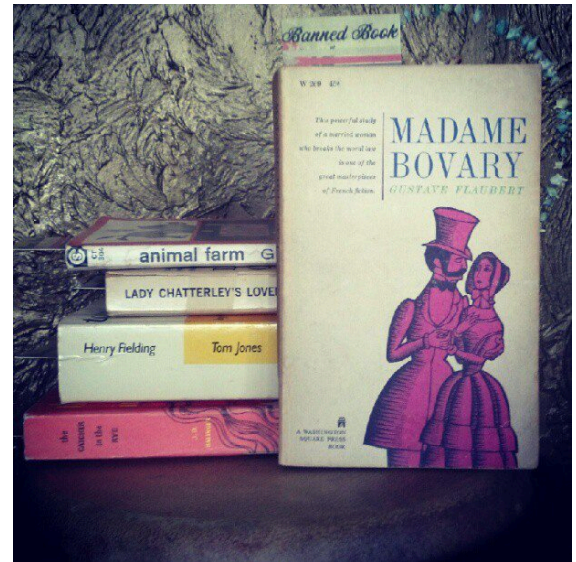
#### **PlacerArts**

PlacerArts is the Arts Council of Placer County, a nonprofit organization founded in 1983 and the designated state-local partner of the California Arts Council for the County of Placer. PlacerArts is a catalyst for the arts and humanities in communities throughout Placer County. PlacerArts maintains an arts calendar, arts directory, online box office, arts education programs, ARTSpace classes, ArtWalk and Studios Tour events, advocacy, and other partnership, programs and services. The organization is located in the Arts Building in downtown Auburn.

## Roseville Arts and Entertainment Facilities and Venues

### Beatnik Books

Located in Historic Old Town, Beatnik Books is a privately owned bookstore selling used books, art, gifts, and other items. The bookstore also has a small stage and provides intimate and informal arts events and readings. The store participates in the Third Saturday Art Walk and serves as a gathering place for younger artists and creatives.



Beatnik Books, Historic Old Town

### Blacktop Comedy

Opened in 2010, Blacktop Comedy has been dedicated to supporting the local improv community through performances, classes and workshops. In an effort to raise the visibility of Roseville as a destination for some of the best, unscripted theater in the country, Blacktop Comedy seeks to establish a home for those who love improv.

### Historic Old Town Roseville

Historic Old Town is located in Downtown Roseville between Main Street to the north, Pacific Street to the south, Washington Blvd. to the west and Lincoln Street to the east. For approximately fifteen years, it has been the focus of City efforts, including redevelopment projects, to be revitalized and developed as an entertainment zone. Old Town is currently home to nine bars and clubs, some offering live music and dancing, including:



Bar 101  
Boxing Donkey & Irish Pub  
Owl Club  
Onyx Club  
Rose Room

The Place  
Trocadero  
Vault Nightclub

### Roseville Theatre

The Roseville Theatre was built in 1926 on Vernon Street in downtown Roseville. Owned by the Roseville Masonic Lodge 222, this 500-seat proscenium theater also houses rehearsal studios and the administrative offices of its tenant and operator, the Roseville Theatre Arts Academy. Roseville Theatre Arts Academy continues a long-standing program of community and children's theatre and also provides rental and co-production for special events, such as dance and comedy.

**The Tower Theatre** This historic Art Deco style theater built in 1940 is owned by the City of Roseville and operated by Stand Out Talent. It is also located on Vernon Street two blocks from the Roseville Theatre. Stand Out provides a year-round schedule of theatre, film, children's theater training, and other events.

## Public Art in Roseville

Roseville has developed a collection of public art works, in both public and private business locations. Listed below are examples of public art on City property.

**Sculpture Park** This park is located behind Home Depot, off North Sunrise Blvd. at the trailhead for the Miners Ravine bike trail. The sculpture for which the park is named is "Cosmos," created by Aris Demetrios in 1990 and dedicated to the people of Roseville by developer Angelo Tsakopoulos. The park also includes bronze plaques of 90 school children's art.



Rotunda of City Hall, *Native Oaks* (hanging leaves and acorns) by Troy Corliss

**Civic Center** Hanging leaves and acorns - "Native Oaks" by Troy Corliss Facade Windows - "Common Threads" by Kurt Runstadler Plaza & Fountain Sculpture - "Renaissance" by Yoshio Taylor

**Maidu Community Center** Front Sculpture - "Maidu Family" by Tommie Moller and Florence Bird Mural - "Honored Elders" by Tommie Moller and Gerda Francesca Stained Glass - "Transcending" by David Wooten

**Downtown Library** Stained Glass - "Manseed", donated by the Manhart Family

## Arts Programs and Events

**Roseville Parks & Recreation Arts Classes & Activities** The City of Roseville Parks & Recreation offers a large selection of cultural arts activities and events for both youth and adults (<http://www.roseville.ca.us/parks/default.asp>).

### Third Saturday Art Walk

Every 3rd Saturday, galleries and art-friendly venues in Downtown and Historic Old Town Roseville and the Downtown Library at 225 Taylor Street host a reception-style event, offering a wide variety of exhibited art, complete with music, food and a chance to meet the artists. Art Walk times are 6-9 p.m.

## Community Events and Celebrations

### Selected Schedule of Community Events and Celebrations

April	Creek Week Restoration Earth Day Event Roseville Mobile Food Night Maidu Yeoman	October	Family Fun Night Concert on the Square Wine Down Wednesdays Farmer's Market Family Fun Night Family Fest Roseville Mobile Food Night
May	Berry Fest Downtown Tuesday Nights Roseville Chamber Business Showcase Roseville Mobile Food Night Third Saturday Art Tour	November	Holiday Parade Movies in the Square Roseville Mobile Food Night
June	Music in the Park Placer County Fair Downtown Tuesday Nights Roseville Mobile Food Night	December	Maidu Craft Fair & Book Sale Santa in the Park Christmas in the Square Tree Lighting Ceremony Breakfast with Santa Movies in the Square Performance Night Reading with Santa by the Fire Gingerbread House Display Tree Grove Library Winter Gala Maidu Craft Fair & Book Sales Roseville Mobile Food Night
July	July Fourth Celebration Music in the Park Downtown Tuesday Nights Roseville Mobile Food Night		
August	Music in the Park National Night Out Roseville Mobile Food Night		
September	Bikefest Concert on the Square Family ArtFest Farmers' Market (9 weeks) Animation Festival Movies in the Square Music in the Park Roseville Bikefest Roseville Mobile Food Night SPLASH Wine Down Wednesdays (9 weeks)		

## Competitive Analysis

An analysis of the competitive environment for performing arts facilities in the Roseville region shows a gap that can potentially be filled by programming in one or more venues in Roseville. This includes both expanded use of existing facilities in Roseville as well as developing one or more future facilities.

Several performing arts facilities in nearby communities provide the majority of the competition for arts and entertainment in downtown Roseville. In addition, Roseville is located in the market area for Sacramento, with its relatively strong arts and entertainment offerings. The following are the primary, relevant arts and entertainment destinations within a 40-minute drive time.

**Thunder Valley Casino Amphitheatre:** a 4,500 seat outdoor amphitheater in Lincoln (six miles from downtown Roseville) offering performances during the summer months. The casino is owned by the United Auburn Indian Community and is operated as a for-profit tribal enterprise. The Amphitheatre is considered a mid-sized commercial entertainment venue with a regional audience, offering relatively high-end and mid-priced commercial fare (pop, rock and jazz music of diverse genres, comedy performances, celebrity appearances, and special events).



Thunder Valley Casino Amphitheatre  
Lincoln, California (six miles from Roseville)

**Three Stages at Folsom Lake College/Harris Center:** the local performing arts venue most often mentioned as a benchmark by Roseville's residents (16 miles from downtown Roseville). The complex includes four performing arts spaces, a visual arts gallery, and a recording studio. Theaters include Stage One (850 seats), Stage Two (200 seats), Stage Three (100 seat recital hall), and a black box space (for rehearsals, classes and low-tech performances). Located on the community college campus, Three Stages is a nonprofit venue for the college's arts programs and has an educational mission in addition to its purpose of providing arts and entertainment to the community. As a collection of smaller venues, it offers more intimate performances and events, and a focus on nonprofit performing arts and lectures, as opposed to commercial performing arts entertainment. Three Stages opened in 2011 with a total construction cost of approximately \$43 million.

Three Stages at Folsom Lake College/Harris Center



**Sacramento:** offers a broad variety of performing and visual arts venues, museums, commercial entertainment, clubs and other cultural attractions (approximately 20 miles from downtown Roseville). When they leave Roseville for arts and entertainment, Roseville's residents most often mention Sacramento as their destination. Venues range from the 10,000-seat Sleep Train Arena (offering mass-market entertainment shows), the Wells Fargo Pavilion and Community Center Theater (offering Broadway and other theater productions), the newly-renovated Crest Theatre, the Sacramento Ballet, Opera and Symphony Orchestra, twenty-plus museums and the Sacramento Zoo, to dozens of smaller theater and dance companies, concert venues, and clubs.

**The Mondavi Center** (Robert and Margrit Mondavi Center for the Performing Arts): a performing arts venue located on the UC Davis campus in Davis, California (35 miles from downtown Roseville). There are two theaters, Jackson Hall (1,801 seats) and Vanderhoef Studio Theatre (250 seats). The Mondavi Center offers a variety of local and world-renowned musical concerts, theater, dance, lecturers and other entertainers. The nonprofit facility opened in 2002 and cost a total of \$57 million.

**The Sleep Train Amphitheatre:** a large outdoor venue with 8,000 seats and a lawn area with capacity for an additional 10,500 people in unreserved seating. Operated by a major international entertainment company, Live Nation, this venue is a major commercial entertainment venue with a regional audience, offering relatively high-end commercial fare (pop, rock and country music and other large-scale touring shows).

Given the strength of the regional market for arts and entertainment programming, there appears to be an opportunity for Roseville to attract audiences for programming in one or more facilities. The opportunity arises from a combination of market demand and geography. The two closest competitors—Thunder Valley and Three Stages—represent large and small venues that bracket a mid-size opportunity for Roseville. Likewise, the Sleep Train Amphitheatre is simply so large that it provides entertainment options in, and draws from, an entirely different market segment. The other venues in Sacramento and Davis are less relevant because of distance. Thunder Valley Casino Amphitheatre and other commercial venues in Sacramento service the regional demand for headliner entertainment in venues that require more than about 3,000 or 4,000 seats to be financially sustainable. On the other end of the spectrum, the Three Stages facility provides sophisticated performing arts, community-based and educational events on a nonprofit basis. Three Stages draws primarily from its immediate area and is at least a half-hour drive from Roseville. Programming in small- and mid-sized venues in Roseville have the natural advantage of being close to home and occurring in a downtown area that, although it does not currently offer sufficient amenities, can become a more attractive destination for a night out that includes an arts or entertainment event. Roseville's opportunity is first to provide programming in existing facilities, such as the Roseville Theater, the Tower Theater, Vernon Street Town Square and perhaps in Old Town's bars and clubs. Beyond programming existing venues, Roseville can also consider developing a new, mid-sized venue downtown and, potentially, a performing arts center.

The City is currently working with a master developer for development on and near the Vernon Street Town Square, including commercial, retail, housing and a multi-university center. There is an opportunity to include a new venue in this area that could reinforce, and not duplicate, the capacities of the existing venues. A flexible venue, one that can be configured to accommodate a range of performances and events, would not be duplicative of the Roseville Theater's traditional proscenium venue or Tower Theater's small theater arrangement. The principle advantages of such a venue are its capacity to be easily re-configured to accommodate a range

of performing arts, digital/technological events, films, meetings, lectures, and special events. This range of events allows for commercial as well as nonprofit events, increasing the revenue potential. Also, the location contributes to the goals of a more vital downtown, with activities at all times of day and evenings, and all days of the week.

In addition, the City and some in the community have expressed interest in developing a performing arts center with some similarities to Three Stages, which would provide a larger proscenium theater/auditorium and other spaces. This concept is a more expensive and ambitious project, one that will require additional analysis. Locating it downtown in a coherent relationship to the other arts and entertainment assets, would be ideal, adding to the vitality and reinforcing other efforts to enhance the downtown Roseville experience. Conversely, locating it on the west side, as part of other development in that area of the City, could detract from the focus on downtown.



Northern California Dance Academy, Roseville

## Roseville's Arts and Entertainment Opportunities

This planning effort yielded a number of opportunities for responding to the community's needs for arts and entertainment. These include leveraging the strong demand for arts and entertainment programming, reinforcing the revitalization of downtown, providing more opportunities for participation, and organizing greater private support from the community. These opportunities also form the basis for the eleven recommended strategies presented on page 8.

*Provide and facilitate more arts and entertainment programming downtown.*

There is clearly market demand for additional arts and entertainment programming in Roseville. Focusing these efforts downtown will reinforce the goals for revitalization, including synergy of the existing facilities and resources; integration with the planned new development; optimized utilization of the new Vernon Street Town Square; increased activity throughout times of day and days of the week; increased business activity; a more effective mix of restaurants, retail and other amenities; increased recognition and visitation from the region; and an enhanced metropolitan character.

*Leverage greater impact from existing downtown arts and entertainment resources.*

In meeting the market demand for additional arts and entertainment programs downtown, the existing venues, organizations and people can and should be involved. Their collective capacity is a valuable and ready resource for providing performing and visual arts, special events, new approaches to programming, and collaborations.

*Provide or facilitate more arts and entertainment participation by residents in the neighborhoods, throughout the city, especially by leveraging the resources of the Parks, Recreation and Library.*

This plan is a communitywide plan, including downtown but also encompassing arts and entertainment interests throughout the city. Residents' current interests and desires for the future include a variety of amateur activities. They read books, take photographs, cook, sing, draw, paint and dance, among many other passions. Their children participate in approximately the same amount of arts activities as they do sports. There is a clear interest in more such opportunities for residents of all ages and levels of interest. Roseville has a robust Parks and Recreation infrastructure that provides introductory arts experiences, and can be expanded to serve a broader range of interests. Parks and Recreation already has active partnerships with private providers in the community and can expand this practice as well. Similarly, the Roseville Library offers arts, cultural and literary programs to the community that can be further enhanced to meet growing demand.

*Facilitate growth and development of local arts providers.*

Roseville's arts and entertainment providers, nonprofit as well as commercial, do much with little. They have individual and collective capacities that can be augmented to serve the community's interests and revitalize downtown. Investing in their success is a long-term strategy for revitalization as well as the metropolitan character desired for Roseville's future.

*Increase the amount of private and community support for arts and entertainment.*

One of the City's objectives in this plan is to calibrate the nature and extent of its role in arts and entertainment. There is a natural desire to avoid undue local government growth and spending,

while city officials acknowledge their role in leading and directing civic efforts, including arts and entertainment. Striking the appropriate balance is an important issue, one that must be defined in relation to private and community support. There are clear opportunities to grow the support and participation of local businesses, residents, local arts providers, audience members and donors for arts and entertainment in Roseville. One focus of City action should be to facilitate this growth.

*Diversify arts and entertainment beyond performing arts.*

While there is strong community demand for music and theater, there is interest in other art forms. Programming both downtown and elsewhere could include festivals, food and wine, chalk art, digital arts, literary arts, children’s art, amateur arts and crafts, public art, visual art, participatory community-based projects.

*Balance the contrasting themes within Roseville’s brand and identity.*

Roseville has an evolving identity. The former brand, “Tradition, Pride, Progress,” reflects an integration of past and future, and the changing character of the community’s aspirations. More recently, the City has focused on managing growth, positive development and revitalization—these reflect the evolution of the city’s identity into more of an exurban community. Discussions of Roseville’s culture and character conducted for this plan revealed several elements that must be balanced in implementation of this plan: 1) a preference for the authentic, informal, historical, and community-based, 2) the aspiration for a metropolitan, sophisticated and upscale community experience, and 3) an interest in popular and youth-oriented activities. These elements are not mutually exclusive. In fact, they provide a rich foundation for experimentation and innovation in developing arts and entertainment that reflect the unique and evolving character of Roseville.

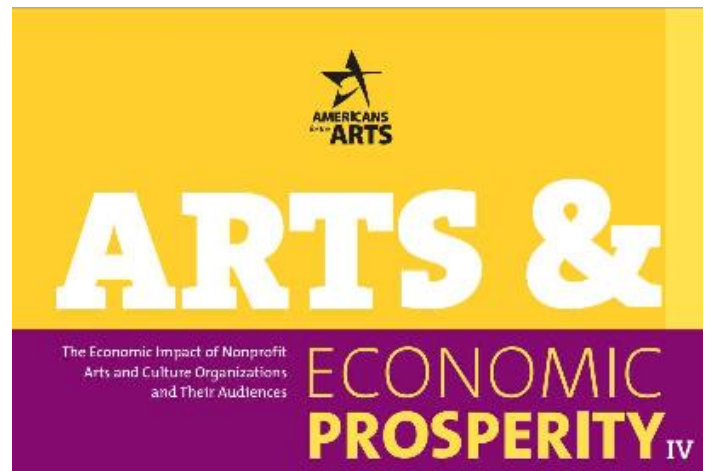


Native American dancer at Maidu Museum

## Economic Impact of the Arts

Roseville residents and civic leaders already understand the economic arguments in favor of investment in arts and entertainment. The Arts and Entertainment Strategic Plan itself is an example of that belief and represents an effort to leverage the arts as part of a holistic strategy to enliven the new Vernon Street Town Square as well as enhance the economic and social vitality citywide.

The City of Roseville has also supported development of its creative economy for approximately ten years, in recognition of the economic impact of this sector. These efforts include the attraction of creative businesses and creative professionals to the community, and plans to increase higher education presence downtown in a multi-university center.



The value of arts investment in communities is now supported by a substantial body of arts economic impact studies throughout the nation. Perhaps the most compelling is the 2011 national Arts and Economic Prosperity IV study, by Americans for the Arts. This study is intended to provide comprehensive support for government and civic leaders in such investments. This is the fourth in a series of national Arts and Economic Prosperity studies, conducted during the recession. While it presents national averages, it has strong apparent relevance to Roseville, since many of the communities that participated in the study shared similarities to the city.

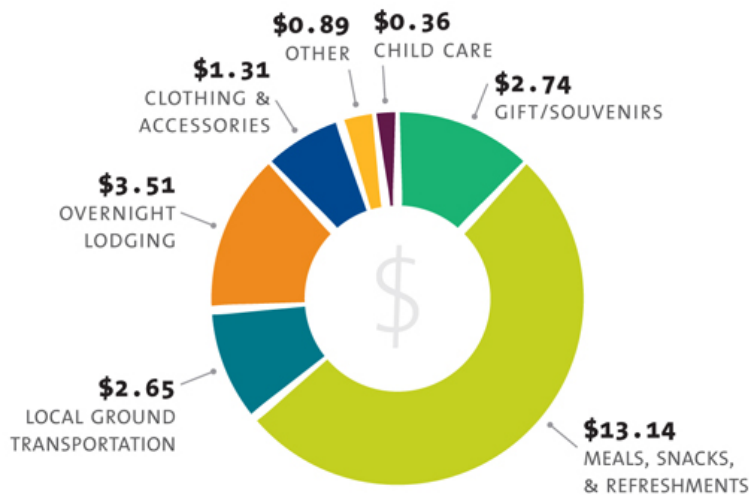
*America's artists and arts organizations live and work in every community coast-to-coast—fueling creativity, beautifying our cities, and improving our quality of life. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts amid shrinking resources and alongside other pressing needs. They worry about jobs and the economy. Is their region a magnet for attracting and retaining a skilled and innovative workforce? How well are they competing in the high-stakes race to attract new businesses? The findings from Arts & Economic Prosperity IV send a clear and welcome message: leaders who care about community and economic vitality can feel good about choosing to invest in the arts.*

*Robert Lynch, President and CEO, Americans for the Arts*

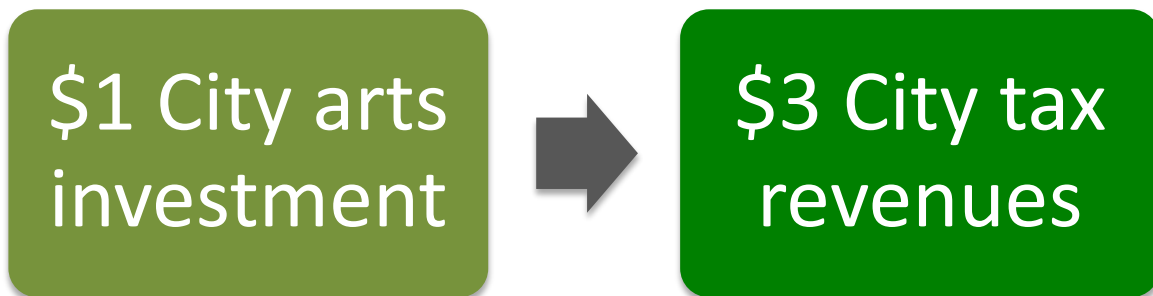
Arts & Economic Prosperity IV shows that arts and cultural organizations leverage additional event-related spending by their audiences that pumps revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission. Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research has repeatedly demonstrated that arts tourists stay longer and spend more than the average traveler. Arts & Economic Prosperity IV



**AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60**



reflects those findings: 32 percent of attendees live outside the county in which the arts event took place, and their event-related spending is more than twice that of their local counterparts (nonlocal: \$39.96 vs. local: \$17.42). The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, but it also attracts visitors who spend money and help local businesses thrive. Arts & Economic Prosperity IV demonstrates that America’s arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation’s economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business.



Arts & Economic Prosperity IV demonstrates that every public dollar invested by local government in the arts returns on the average three dollars to local government in increased tax revenues.

## Community Vision for Arts and Entertainment

The community of Roseville articulated its vision for the future of arts and entertainment through the community engagement, research, discussion and development of this plan. This vision represents the community's definition of success—what Roseville's arts and entertainment should become. It acknowledges that, even starting from a position of strength and high quality of life, efforts will be required to more fully fulfill this vision.

*Roseville embraces arts, culture and entertainment as an integral part of its quality of life, community identity and economic development. As Roseville grows and revitalizes, the arts are a driver of positive change for the community, attracting new creative talent, motivating residents to return or stay in Roseville, and reinforcing its role as a regional destination. Roseville's arts have a distinct, compelling focus and identity, reflecting the community's unique innovative spirit as well as its long cultural heritage. Arts and entertainment programs reflect and serve the community's diverse population, and are accessible to people of all ages and backgrounds. Arts, culture and entertainment have an effective mixture of public and private leadership, balancing community and commercial interests.*



Winner of the Roseville Theatre Arts Academy Idol competition

## Strategies for Arts and Entertainment

There are eleven recommended strategies for developing and leveraging Roseville's arts and entertainment opportunities, based on the community and market assessment. Because resources are limited, these are prioritized in two groups. High priority strategies are intended to be started during the first three years of the plan's implementation. Second priority strategies can be undertaken when funding is available and other conditions are opportune. The recommendations are presented in greater detail on the following pages.

### **High Priority Strategies (Started in Years 1 – 3)**

1. Establish an Arts and Entertainment Commission and Division, and contract a Program Producer/Arts Supervisor.
2. Develop a downtown Arts and Entertainment District.
3. Develop signature festival.
4. Enhance Recreation class offerings in the arts.
5. Explore development of a "Police Arts League" with the Roseville Police Activities League.

### **Second Priority Strategies**

*To be implemented when funding and other necessary conditions are present.*

#### ***Programmatic Strategies***

6. Develop a public art master plan and create an ongoing public art program.
7. Develop an enhanced community-wide arts and entertainment marketing program.
8. Support and facilitate organizational capacity building for local arts and entertainment providers.

#### ***Capital Strategies (Real Estate Development)***

9. Develop one or more artists' live/work projects.
10. Explore development of a flexible use arts and entertainment venue in conjunction with the multi-university center, on or near the Vernon Street Town Square.
11. Explore future development of a performing and visual arts center, particularly as part of the new development in the west side of Roseville.

## High Priority Strategies

*To be initiated during the first three years of implementation (FY15 – FY17)*

### **1. Establish an Arts and Entertainment Division within the Parks and Recreation Department, with an Arts and Entertainment Commission and dedicated staff.**

There are more than 4,000 local arts agencies in the United States. Most communities with an active arts and cultural community have a local agency with a mission to act as a planning and coordinating entity. These agencies usually take one of several forms: a government arts commission or office of cultural affairs; a non-profit cultural council; or, less often, a quasi-governmental agency with both public and private aspects.

These agencies typically serve a variety of functions, depending upon the unique needs of their community. These often include:

- Acting as a central arts coordinating agency
- Providing funding for both operating and project support for local artists and cultural institutions
- Producing or presenting arts and entertainment programs
- Providing technical assistance and capacity-building services to local arts groups
- Marketing the arts in their community
- Creating arts partnerships and promoting collaborative programming
- Supporting arts education in local schools
- Maintaining local arts calendar and inventory of arts resources
- Strategic planning for arts and culture in their community
- Managing local public art programs
- Planning for cultural facilities and venues
- Coordinating festivals and community special events
- Providing services and support to local artists
- Supporting the development of the creative economy
- Advocacy for the arts
- Promoting the arts through annual awards and celebrations
- Advising local government on arts policy development

To produce the most effective results in implementing this plan, the City of Roseville should create an Arts and Entertainment Commission, with an Arts and Entertainment Division, within the Parks, Recreation and Library Department, to perform an appropriate mix of these services. The Commission should be composed of a group of seven to nine citizens who would be advisors to the City Council on all matters relating to the arts

and cultural development of Roseville. While the Commission will not be overseeing all of the programs listed above, as the Arts and Entertainment Plan is implemented, they can be expected to expand their range of activities. The Commissioners should be appointed by the Mayor and ratified by the City Council based on demonstrated interest and involvement in the arts. Commissioners should serve staggered three-year terms with a maximum of two consecutive terms. Appointees to the Arts Commission should have a demonstrated interest in the arts and a commitment to the civic life of the community. Staff and board members of local cultural organizations are not appropriate appointees since their organizations are likely to be recipients of Arts Commission funding and other benefits.

The Arts Commission will be a volunteer, unpaid body. For the Commission to be effective, it will require dedicated staff support. Initially, the city may assign these duties to a member of the existing staff. As soon as possible, however, a professional arts administrator who has experience in developing local arts and cultural programs should support the Arts Commission. It is important that this position be filled with a person with a background in producing and presenting high quality arts and entertainment events in public settings. The person should also have a track record in securing outside funding for cultural programs. Since only some of the Arts and Entertainment Plan recommendations will be initiated in the early years, it is recommended that this position be filled on a contract basis for the first three years, at which point the City can determine whether it will be appropriate to convert this to a City staff position. A title for this position can be Program Producer or Arts Supervisor.

Additional detail on this recommended strategy is provided in the Implementation chapter, page **Error! Bookmark not defined.**

Lead Agency:	Roseville Parks, Recreation and Library Department
Partner Agencies:	PBID Downtown businesses & property owners (both Vernon and Old Town) Cordish Companies Evergreen Company Venues on Vernon Arts and entertainment providers Artists Police and Fire Departments
Timeline:	Years 1 - 2
Resources:	\$100,000 annually for Program Producer's compensation \$25,000 for first year programming

Actions/milestones:

- Establish Arts and Entertainment Commission and recruit initial members
- Establish Arts and Entertainment Division, within PRLD
- Recruit and engage Program Producer (on contractual basis)

- Development/implementation of first year “season” of programs, in partnership with arts and entertainment providers, downtown businesses and other local partners
- Assistance to Recreation Division in planning expansion of arts programming
- Assistance to Roseville Police Activities League in planning and initiating new Police Arts League (see Strategy #4, below)

Outcomes:

In summer 2014 (early FY2015), the program producer should be hired, followed by establishment of the Arts and Entertainment Commission in fall 2014, with guidance from the program producer. By spring 2015, an initial programming season should be planned, for implementation during 2015/16. The initial three seasons should be evaluated against specific performance goals, both artistic and in terms of community participation and benefit.

## **2. Develop a Downtown Arts and Entertainment District.**

The City has made a substantial investment in developing and revitalizing its downtown. The Civic Center, Vernon Street Town Square and streetscape improvements have all raised the visibility and character of the Vernon Street and Old Town areas. What has not yet been achieved is the critical mass of activities, experience and events to create “destination status.” The designation of this area, encompassing both Vernon Street and Old Town, as an Arts and Entertainment District is one important step in creating a destination.

Forming a District serves multiple purposes. First, it enables “programming the downtown” in a coordinated manner that will provide the synergy needed to support revitalization. The District designation will include a marketing strategy, establishing the awareness that downtown is a place to go for lively, entertaining and culturally rich experiences. It will also facilitate the creation of public/private partnerships to program the District. These programs should range from presentations in the two downtown theaters, to scheduled and unscheduled performances in the Vernon Street Town Square, to small-scale activities by individual artists or buskers on the sidewalks, and to events created specifically to take advantage of the creative possibilities of the downtown environment. These efforts will be augmented by the anticipated development under a master plan being created by the Cordish Companies and the Evergreen Company, which includes special programming within the Vernon Street area.

Programming the Arts and Entertainment District will require an initial investment or seed money from the City, in the form of contracts for services to such partners as arts organizations, downtown businesses, artists, promoters, and others. Over a scheduled period of time, the benefits of programming the District will become apparent, in terms of increased foot traffic, increased retail sales and rising visitation. Downtown businesses are currently contemplating the possibility of forming a Property Business Improvement District (PBID), which could potentially serve as the City’s primary partner in the District. The PBID could over a three-year period assume increasing management and funding responsibility for the Arts and Entertainment District. The City’s Program Producer

should plan and oversee programming, oversee administration and assist with fundraising. This will provide the best opportunity to develop programming that is “more than the sum of the parts” in attracting people downtown and that reflects a distinctive artistic vision for Roseville. The goal is in part to provide a range of experiences that, taken together, present a compelling and distinct identity for Roseville.

While the City may choose to initiate the Arts and Entertainment District, it is best to transition it to a public/private partnership. This is the most effective way to assure success and sustainability for the District. The District will face multiple and at times competing priorities, including balancing commercial, community and artistic interests. If it is formed, the new downtown PBID could potentially be that the private partner, maintaining an ongoing relationship with the City to manage elements of downtown. Including Arts and Entertainment Programming as part of this relationship could be highly desirable. To best maintain the balance of interests, the City should assure through its contract with the PBID that curatorship and programming include an amount of community-based, free, and/or artistically challenging content. One of the producer’s responsibilities is to recognize the need for balance and to establish a varied season of programming that addresses the goals for downtown revitalization.

To leverage the existing arts and entertainment resources in Roseville, the District can offer project funding for programming proposals from organizations and collaborations in the community. In this way, Roseville’s arts organizations, artists, and entertainment businesses can compete to develop the best ideas, within a framework established by the producer.

In addition to providing seed funding for District programming, the City should look at ways of articulating the District both internally and at the boundaries, in the form of banners and other physical improvements. The City should also explore the creation of a zoning overlay that would permit and encourage uses and activities compatible with the arts and entertainment character of the District.

The District will require a strong, ongoing relationship with the Police Department, Fire Department and others to plan for and assure the security of people and businesses downtown, and to reinforce the image of downtown as a safe, attractive area.

For additional detail on programming criteria and scenarios, please see page 26.

Lead Agency: City of Roseville initially, in partnership with and transferring to PBID

Partner Agencies: Downtown PBID (in formation)  
Downtown businesses & property owners (both Vernon and Old Town)  
Cordish Companies  
Evergreen Company  
Venues on Vernon  
Arts and entertainment providers  
Artists  
Police and Fire Departments

Timeline: Years 2 - 4

Resources: \$50,000 for first year programming

Actions/milestones:

- Establishment of planning committee composed of downtown businesses, nonprofit cultural organizations and City representatives
- Formation of the Property Business Improvement District
- Establishing boundaries of District
- Passage of ordinance establishing district, including zoning and land use overlay
- Determine design guidelines, including signage
- Engage Program Producer to implement programming
- Finalizing District programming goals and priorities
- Development/implementation of first year “season” of programs
- Evaluation of results, including attendance and impacts on business

### **3. Develop a signature festival.**

The development of the new Vernon Street Town Square represents an important opportunity to begin to draw citizens and visitors alike to downtown. The City has identified the need to improve the current mix of retail, restaurants, amenities, arts and entertainment downtown. This may be especially true of the Old Town area, which is underused during the day and given over to young adult oriented entertainment in the evening. The City, Roseville Merchants Association and others produce festivals and special events that draw people downtown, yet there is widespread agreement that there is no event that has both drawing power and the right identity to serve as a signature event.

One strategy to begin to rebrand and revitalize Vernon Street and Old Town is to develop an annual arts-related festival capable of attracting thousands of residents and visitors over a two or three day period. This aligns with the market analysis and the community’s expressed priorities for festivals, arts programming and downtown events. To integrate it with other downtown programming, this festival could be overseen by the program producer recommended in #1, above, and the public/private partnership managing the Arts and Entertainment District recommended in #5, below. The program producer could address challenges inherent in creating a signature festival, including: identifying a theme that is authentic and that differentiates it from other regional festivals; finding the initial funding support to ensure that the festival develops a reputation for very high quality from the outset; excellent local and regional marketing; City support for needed services such as street closures, parking management and sanitation; and cooperation of local residents and merchants.

Lead Agency: Roseville Arts and Entertainment Division initially, in partnership with and transferring to Downtown Property

Business Improvement District (PBID), assuming its formation

Partner Agencies:

Downtown businesses and property owners  
Arts and entertainment providers  
Artists  
Cordish Companies  
Evergreen Company  
Venues on Vernon  
Police and Fire Departments

Timeline:

Year 2 planning  
Years 3 and beyond, annual production of the festival

Resources:

For the first three years of the festival:  
\$35,000 City seed funding  
\$25,000 - \$35,000 private funding (grants and sponsorships)  
\$25,000 - \$35,000 admissions  
Budget to be negotiated annually thereafter

Actions/milestones:

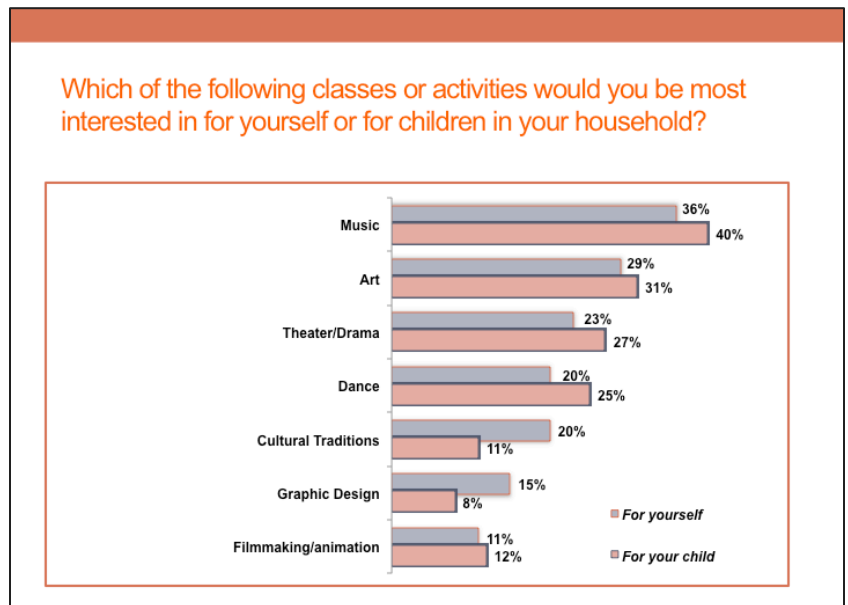
- The Program Producer should lead a planning effort for the festival during year 2 of District programming. Include diverse District stakeholders in the planning effort, building on lessons learned from the programming and relationships developed during District start-up.
- Include businesses and other potential partners in the planning effort to build in potential funding and other resources (cash as well as inkind).
- The festival plan should start with modest goals for spending, complexity, attendance, etc. The plan should establish a theme or identity, a framework for programming, and build incrementally over a multi-year period.
- Utilize the District's programming fund as a mechanism to solicit programming proposals for the festival.

Outcomes:

Initiate the festival planning effort in the fall of 2015 and begin the first festival during the 2016/17 (third) season of District programming.

#### 4. Enhance Recreation class offerings in the arts.

Roseville has offered arts classes through its Parks and Recreation programs for many years. These classes are primarily for children but include some offerings for adults. They are considered introductory arts experiences, in line with the overall philosophy of the recreation field. This means that residents who desire involvement beyond an introduction can seek additional training in the community, through local art or dance studios, community college classes, and other opportunities. Since they are introductory in nature, Recreation classes are highly market-driven, defined often by what can be “sold” through the Recreation Guide with sufficient enrollment. This often results in a shifting selection of classes. The market analysis and community survey done for this plan showed that the community has a deeper interest and involvement in arts experiences. Parks and Recreation staff has expressed interest in expanding its offerings to serve a broader range of interests. While current staff desires professional arts education expertise to assist in developing enhanced class offerings, it has identified a variety of existing classes and relationships on which deeper curriculum can be developed, and which demonstrate a potential community market for expansion.



The community survey identified specific priorities for classes both for adults and their children (see chart, above). Music, art, theater and dance are the top four choices; however, given the size of the market there is likely to be sufficient interest for class offerings in any of the disciplines. According to cities, such as Walnut Creek and Palo Alto, that have developed more extensive arts class offerings for the community, the single most important element in a successful program is a charismatic and effective teaching artist. Price, schedule and facility are all less important drivers of enrollment. Therefore, the smart strategy for Roseville to develop a deeper set of arts classes is to identify the best teachers and partner with them to build related classes. Price, scheduling, location, equipment, etc. can be refined as these classes are repeated and enhanced. The class offering and prices for Cities of Walnut Creek are found at <http://www.walnut-creek.org/cae/default.asp> and Palo Alto <http://www.cityofpaloalto.org/civicax/filebank/documents/35372>. Resources for identifying high quality teaching artists can be found through the Sacramento Metropolitan Arts Commission, California Alliance for Arts Education, and the Teaching Artist Support Collaborative of California (TASC).

It is important to note that staffing levels, according to a recent assessment, are excessively lean and workloads are at capacity; additional staff resources would be required for expansion of this area. It is recommended that the Program Producer

(strategy #1, above) assist Recreation staff with program planning. The Department already has active partnerships with private providers in the community and can expand this practice as well. Similarly, the Roseville Library offers arts, cultural and literary programs to the community that can be further enhanced to meet growing demand.

Lead Agency: City of Roseville Recreation Division

Partner Agencies: Library  
Arts providers  
Teaching artists

Timeline: Year 1 – Planning  
Year 2 – Initial implementation  
Years 3 and beyond – ongoing experimentation and development of class and program offerings

Resources: \$10,000 - \$40,000 part-time contract recreation staff position, increasing to half-time over five years  
\$10,000 - \$20,000 for annual program costs  
Annual class subsidy to be determined during initial years, as revenue stream is established

Actions/milestones:

- Recreation staff, in cooperation with the Arts and Entertainment district producer, can lead a planning effort to develop a framework for enhanced class offerings over an initial three-year period.
- Initial class offerings can build on current capacities/relationships of the Recreation Division, such as already-popular arts teachers, the ballet class partnership with Northern California Dance Center, a potential collaboration with the middle school guitar-making program, Blacktop Comedy, and/or a partnership with the Police Activities League. Additionally, given the community's interest in reading, exploring creative writing classes in cooperation with the Library is recommended. Given the community's interest in amateur photography and digital media, developing class series in these topics is also a natural avenue.
- Based on this plan, initiate one or two enhanced class programs over a two-year period. Monitor enrollment, revenues, student and teacher satisfaction, and other elements of success.
- There are no industry standards for arts class prices in the region. However, a range for class prices in Walnut Creek, Palo Alto, Mountain View and other arts education providers in the region is presented in the following table. Class prices vary widely, influenced by demand, cost recovery, enrollment (more students in group music, for example, lowers the cost), equipment and other factors. Many of these prices would represent an increase over Roseville's current Recreation price levels. However, all programs offer scholarships to make classes more accessible to all elements of the community. And the success of the other

programs demonstrates that, especially in more affluent suburban communities, the prices are acceptable.

**Arts Class Price Ranges**

*Most classes are offered in a series of 6 to 16 over an 8 to 16 week period*

	Pre-K	Youth	Adult	Seniors
Art/ceramics	\$9 – \$15	\$11 - \$18	\$19 - \$23	--
Film/digital	--	\$18 - \$20	\$14 - \$23	--
Photography	--	\$18 - \$20	\$19 - \$48	--
Dance	\$10 - \$23	\$12 - \$23	\$10	\$7 - \$15
Theater	--	\$13 - \$26	--	--
Music/group	\$11 - \$21	\$9 - \$19	\$17 - \$20	--
Music/private lessons	--	\$41 (30-minute lesson) and \$82 (60-minute lesson)	\$41 (30-minute lesson)	\$8 – \$9

Note: single workshops and master classes are often priced at \$40 - \$65.

**Outcomes:**

Complete development of the three-year class plan by March 2015 and include initial classes in the summer 2015 Activity Guide. Start with 1 – 2 arts offerings in 2015. Expand to 3 – 4 by year three of the class plan (2017). Revenue and enrollment targets should be a part of the class plan.

**5. Explore development of a “Police Arts League” with the Roseville Police Activities League.**

Roseville has, for a number of years, offered programs through the Roseville Police Activities League (RPAL). RPAL is a nonprofit organization, closely affiliated with the Roseville Police Department and part of a national program that exists to prevent juvenile crime and violence by providing civic, athletic, recreational and educational opportunities and resources to young people, particularly youth at risk. However, not all young people are athletically inclined. At the same time, abundant evidence exists that demonstrates that involvement for the arts can have the same beneficial impacts as the PAL program. It is proposed that a “Police Arts League” also be created as a strand within the Police Activities League. This program could capitalize on the talents of police officers who are interested in the arts and operate in conjunction with the excellent existing recreation program already offered by the city. This development could potentially draw national attention to RPAL because the arts are rarely, if ever, included in PAL programs. Also, arts involvement has been shown to be an effective contributor to the effectiveness of programs for youth at risk outside the PAL context.

Lead Agency: Roseville Police Activities League

Partner Agencies: Roseville Police Department  
 City of Roseville Recreation Division  
 Roseville Library  
 Arts and entertainment providers

Timeline: Year 1



## Second Priority Strategies

*To be initiated when resources and other conditions are opportune.*

### **Programmatic Strategies**

#### **6. Develop a public art master plan and create an ongoing public art program.**

Both the General Plan and the Downtown Specific Plan identify public art as an important element in creating lively public spaces. The Downtown Plan suggests specific guidelines, including encouraging the incorporation of public art in private development. To implement these strategies, the development of a Citywide Public Art Master Plan is proposed.

This Public Art Master Plan would recommend enactment of City ordinances and resolution specifying public art components for both public and private projects, with accompanying policies, guidelines and procedures. These policies and guidelines would cover such topics as design criteria, selection procedures, contracting with artists, public art donations, maintenance and conservation, community participation and many other areas relevant to successfully implementing a public art program. The Master Plan would also identify potential sites, budgets and funding sources and themes for specific public art projects. One concern that has been raised is the federal and state statutes that can limit the power to relocate a work of art once it is installed. The public art master plan can identify contractual strategies that the City will need as its downtown develops and changes. Often public art planning projects includes workshops to prepare local artists to create outstanding artworks for placement in the public realm.

Lead Agency: Roseville Parks, Recreation and Libraries Department

Partner Agencies: Roseville Development Services  
Arts and Entertainment Commission  
Private developers  
Local and regional artists

Timeline: Once effort is initiated:  
Year 1 – Master planning process  
Year 2 – Plan implementation

Resources: \$75,000 – Planning consultant  
Implementation – Varies depending on plan recommendations

Actions/milestones:

- Creation of the proposed Arts and Entertainment Commission
- Hiring of the proposed Program Producer
- Develop/issue public art master plan request for proposals
- Engage public art plan consultant
- Complete public art master plan process
- Council action adopting public art master plan, including passage of percent for art ordinance
- Development of program policies, guidelines and procedures
- Implementation of the public art master plan

**7. Develop an enhanced community-wide arts and entertainment marketing program.**

Roseville currently has a variety of existing calendars and marketing efforts for its arts and entertainment offerings. These include the Recreation Guide and online marketing webpages, PlacerArts 360, Sacramento 365, R-Town Community Event Calendar, Press Tribune calendar, Roseville Merchants Association calendar, Placer Performance Calendar, Sacramento Choral Calendar, the marketing of individual arts organizations, and others. Despite these efforts, community members consistently report difficulty in accessing information and there is a general lack of visibility in the community about Roseville's arts and entertainment life, especially downtown. To support expanded arts and entertainment offerings and to increase community awareness of Roseville's cultural life, it is essential to strengthen and integrate marketing. This must include a robust social media component.

The most effective community-wide marketing program for arts and other quality of life activities is Artsopolis, an online program. Created and licensed by the Arts Council of Silicon Valley, it covers events in a variety of categories, including: art, family, festivals, food, free, literature, museums, music, nightlife, screen, sports, stage, workshops, and others. This integrates arts and entertainment events with sports and other activities important to the community. Recognizing the importance of social media, it also includes a range of social media tools (FaceBook, Twitter, Pinterest, 4Square, etc.), and an effective mobile platform. A key advantage is that event producers enter data once, and it is distributed to the community and available to other online calendars for wider distribution. Additionally, Artsopolis can "pull" event information from other calendars. The most cost-efficient way to implement Artsopolis in Roseville would be to explore adding on to Sacramento's existing Artsopolis program, Sacramento 365, with a Roseville site. This can be done either by the City or through a contract with services to a community organization.

The ongoing cost of the site can be financed through advertising sales and other user fees.

Lead Agency:	Roseville Arts and Entertainment Division
Partner Agencies:	Current arts marketing programs Arts providers Arts and Entertainment District
Timeline:	Once effort is initiated: Year 1 – Planning Year 2 – Implementation
Resources:	\$25,000 for consultant to assist committee in developing the marketing plan, funded by private sources \$20,000 City start-up costs to develop Artsopolis site \$3,000 - \$5,000 annual fee to Artsopolis (paid after the first year through advertising and other user fees.) to be paid from private sources and user fees. Part-time staff resources to manage site

Actions/milestones:

- Establish planning committee composed of representative arts and entertainment marketing stakeholders, including existing calendars, arts and entertainment providers, Recreation Division, Arts and Entertainment District, PBID, and school district.
- Explore options of creating a “daughter” site of Sacramento 365 (branded for Roseville), a separate Roseville site, or other solution.
- Develop plan for community-wide marketing program, integrating arts and entertainment with other leisure and sports activities. The plan should address branding, marketing goals, marketing tools needed (e.g., event website functions, social media component, mobile application, potential box office function, staff resources required, etc.), an implementation timeline, and an evaluation component for ongoing assessment of the program.
- Determine optimum organization to implement plan and manage the ongoing marketing program. This may be the City, PBID, Sacramento 365, an arts organization, an outside contractor, or other entity.

**8. Support and facilitate organizational capacity building for local arts and entertainment providers.**

The local nonprofit arts organizations in Roseville tend to be small and in many cases staffed by volunteers. While many are producing quality work, they often lack the resources or technical capacities to grow artistically or to increase their services to the public. In addition to direct dollar support for their programs, they are in need of a variety of technical assistance: fund-raising and sponsorship development, marketing, and board and leadership development, among others.

The City can play an important role in strengthening and stabilizing the nonprofit arts providers. Funding support for the nonprofit arts in this country rests on a three-legged stool: earned income from tickets, admissions and sales (30 – 60% of budgets); contributed support from individuals, foundations and corporations (30 – 50% of budgets); and government support (5 – 20% of budgets). In many instances, the government dollars represent the “seed” funding that encourages the contributed dollars to flow. The City should establish a fund to provide both project funding and technical assistance for local arts and entertainment providers, including information and referrals to the many regional and national resources for organizational capacity building. Funding should be provided as contracts for services. The fund can be supported by private sources, such as grants and community fundraising.

The City can play a vital role for local arts providers by convening and networking. Organizing regular meetings of arts and entertainment leaders can strengthen their communications with the City, but also promote a more cohesive and collaborative arts and entertainment community.

Lead Agency: Roseville Arts and Entertainment Division

Partner Agencies: Arts and entertainment providers  
CompassPoint Nonprofit Services  
(<http://www.compasspoint.org>)  
Nonprofit Resource Center of Northern California  
(<http://www.nprcenter.org>)

Timeline: Once effort is initiated:  
Year 1 – planning  
Year 2 – start of grant-making

Resources: \$50,000 annually for grants fund, from private fundraising and grants

Actions/milestones:

- Create information and referral service for organizational capacity building for arts organizations. This can include grant opportunities, technical assistance workshops, conferences, online resources, a board referral service, and other assistance.
- Create annual grant fund (in the form of contracts for services and not gifts-in-kind) for nonprofit arts and cultural organizations. Develop policies and procedures for an annual project grants program for arts activities accessible to the public; conduct a peer review selection process, with approval by the Arts and Entertainment Commission. Note that these project grants are intended to be distinct from the Arts and Entertainment district programming fund; these project grants are intended to provide activities outside the constraints of the District’s programs, and to serve either a different geographic area or a different artistic or community purpose. Also, accept applications on a rolling basis throughout the year for technical assistance activities that will strengthen the grantee’s organizational capacity, to be awarded by staff review.

## **Capital Strategies (Real Estate Development)**

### **9. Develop one or more artists’ live/work projects.**

There are myriad instances where the introduction of artists into a district can hasten and enhance the revitalization of the area. This phenomenon puts people on the streets, extends the daily activity cycle of the district and has the potential of attracting “hip” businesses, coffee shops and retail establishments. There is the potential for pursuing this strategy for downtown by supporting the development of artist live-work and studio space. This might be especially suitable for the Old Town area, using artists as “urban pioneers” to encourage increased residential development and the attraction of new small businesses. Other areas of downtown, including the riverside are additional potential locations.

This strategy does not necessarily involve major capital investment by the City. An instructive model is the WAV (Working Artists Ventura) in Ventura, CA. In this case, new construction of a live/work building was undertaken by Place, Inc., a nonprofit developer. The project has 65 live-work units, several market-rate units and street-level retail and gallery space. The total project cost was \$57 million, of which the City’s investment was \$3.5 million, primarily for assembling the land and pre-development costs.

Lead Agency:	Roseville Development Services Roseville Arts and Entertainment Division
Partner Agencies:	Private developers Local and regional artists Private funders
Timeline:	When feasible
Resources:	TBD – will require funding for land acquisition and pre-development costs

#### **Actions/milestones:**

- Identify potential sites for a live-work development in the downtown
- Conduct a survey of local and regional artists to assess demand
- Issue RFP for private developers
- Determine financing options

### **10. Explore development of a flexible use arts and entertainment venue in conjunction with the multi-university center, on or near the Vernon Street Town Square.**

Both the audience demand analysis and the citizens’ preferences expressed in the community survey indicate a significant unmet demand for arts and entertainment offerings in Roseville. There are two barriers to expanding programming to meet these

demands: 1) the valuable but limited capacities of local nonprofit and commercial arts providers, and 2) the limited number of well-designed presenting venues with the technical capacities to present high quality professional events. This presents a “chicken and egg” problem. On the one hand, arts groups cannot expand (or new ones emerge) without appropriate venues. On the other hand, there is a perceived risk in investing capital dollars in a facility that might not be fully utilized in the beginning.

As the Competitive Analysis illustrates, there is an opportunity to develop a multi-use venue that can serve a variety of purposes. An excellent example of such a facility is the Forum space at the Yerba Buena Center for the Arts in San Francisco. This highly flexible space can be configured for theater in the round, for music recitals, for dance performances, as rehearsal space, for lectures and workshops, for meetings and gatherings, and for galas and parties. If developed as part of the multi-university complex, it would have immediate benefit to that project while the local and regional arts providers develop to the point where they can fully realize the potential of this venue.

Until this new venue is developed in downtown, the City should encourage full utilization of existing downtown theaters, the Tower Theater and the Roseville Theater. Programming should be high quality, diverse and in alignment with the residents’ preferences expressed in the survey. Particular attention should be placed on programming that would appeal to the young adult (20s and early 30s) demographic. This can be accomplished through grants and other funding support to the operators of the two venues.

Lead Agencies:	City of Roseville Cordish Companies Evergreen Company
Partner Agencies:	University partners Downtown business interests Nonprofit arts providers
Timeline:	Once effort is initiated: Year 1 – 2 – planning and negotiations Years 3+ – implementation
Resources:	\$10 – 25 million in capital costs, depending upon private sector participation

Actions/milestones:

- Initiate discussions with partners regarding potential usage of a multi-use performance, meeting, lecture and workshop facility.
- Negotiate with Cordish for inclusion of this facility in their master development plans.

**11. Explore future development of a performing and visual arts center, particularly as part of the new development in the west side of Roseville.**

While development of a major City cultural center with performance and exhibition venues is not currently a priority with the community, there appears to be a market for such a facility, and it can contribute to the cultural and economic life of the city. Development at this point in time may be premature, given the modest scale of local providers and the higher priority for development of downtown arts and entertainment uses. However, with the significant development that is planned for the Westside in the future, serious consideration should be given to planning and building a cultural center as that development takes place. It should be noted that locating a performing arts center outside of downtown could impede revitalization efforts. When the City begins planning for such a facility, it should revisit the issue of location.

Lead Agency: Roseville Development Services  
Roseville Arts and Entertainment Division

Partner Agencies: Private developers  
Arts program providers

Timeline: In connection with Westside Development

Resources: TBD

Actions/milestones:

- Update the audience demand analysis to verify demand
- Survey local and regional arts providers to determine potential usage
- Negotiate with private developers interest in the west side of the city



Summer Music in Royer Park

## Programming Criteria and Scenarios

The market assessment and community survey provided clear direction for the types of arts and entertainment programming that would appeal to Roseville, and that could reinforce downtown revitalization. The recommendation to establish an Arts and Entertainment Committee and hire a Program Producer (Recommendation #1, page 9) includes a framework for this. The framework includes the following elements:

- Creation of a Program producer position to plan and oversee programming and administration. The program producer can initiate programming, help select projects from the community, and “seed” or co-produce projects arising from the community.
- Development of a theme and annual schedule for programming and events that leverages Roseville’s existing resources, including the downtown theaters, Vernon Street Town Square, Blue Line Gallery, the Library, Vernon Street restaurants and bars, the Old Town bars, Beatnik Books, Shady’s, Java Jungle the streets and open spaces, etc. The producer should be responsible for this theme and schedule.
- Creation of a programming fund that includes matching project grants for performances, events and activities within the district. Roseville and outside organizations and businesses should be eligible to apply for project grants, on a competitive basis. City support should also include logistical assistance such as event permitting, street closures, security, cleaning, etc. To establish a practice of public/private partnership, matching funds and services should be provided by project organizers, so that the cost of events is not borne entirely by the City.
- Recommendation #5 calls for the establishment of a downtown Arts and Entertainment District. If the District is created, responsibility for downtown programming can transition to the recommended public/private partnership.

The **criteria** for downtown arts and entertainment programming should include:

- **Types of events.** The community’s strongest demand for arts and entertainment programming are festivals (food and wine, neighborhood, ethnic), live music and theater. Given the overall strength of demand, there is an audience for many and varied art forms and types of events. This means that providing a range of performing, visual, literary, digital and other arts disciplines is the most effective way to build a communitywide audience. In addition, experimentation will be required to identify and develop niche audiences, such as for literary events or dance performances, which are lower on the priority list.

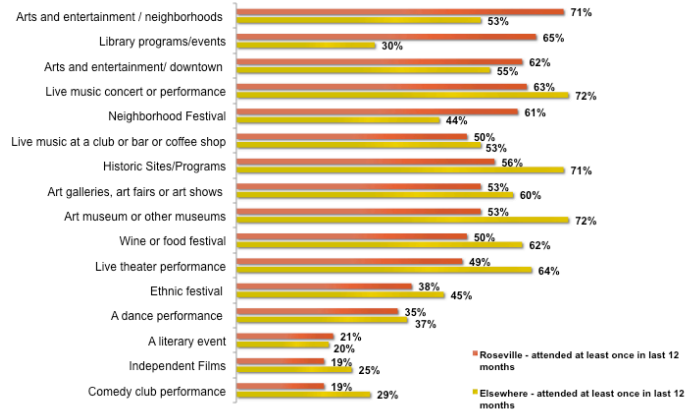
The graphs on the following page show which arts and entertainment residents want to see more, what they currently attend in Roseville and elsewhere, and their personal artistic activities. They illustrate particular opportunities for more festivals, and live music and theater. In addition, there are opportunities to program visual arts, comedy, literary events, dance, and independent films. Residents’ strong personal interest in reading, photography and cooking suggests programming in that area.

## What residents want...

What do you want see more of in Roseville?



## Attendance – Comparison (Any attendance over last year)



## Personal arts participation

Arts and cultural activities residents do...



- Artistic Character.** The character of programs should balance the community’s interest in community-based work with professional work. Both have a place in the annual arts and entertainment calendar. Community-based work includes such activities as children’s theater, student performances, amateur visual art, and community theater. Professional performances and events could include music of many genres (rock, jazz, R&B, classical, etc.) and theater productions from local or regional companies. In addition, events beyond the performing and visual arts, such as lectures, poetry slams, public art projects that involve community participation, special events that imaginatively utilize a downtown space (e.g., the top level of the parking structure, the rail yard), can add an element of the unexpected.

- **Leveraging the downtown venues.** Prioritize use of the downtown theaters, clubs, galleries, Vernon Street Town Square, and open spaces (streets). That is, programs that feature and propose effective use of these venues should be more competitive for project funding. Also, the Third Saturday Art Walk is a vital event that can be further developed with programming support.
- **Focus on a theme.** As described above, the District should be programmed in alignment with an annual theme. A theme that is sufficiently open can encompass and facilitate a range of programming, and not be restrictive. For example, in Pasadena, California, communitywide festivals have used the themes of The Universe (science, art and technology), The Tender Land (environment), and Skin (identity). Roseville's themes could reflect its transition to a metropolitan community (arts, culture and technology), the natural environment (foothills, trails, streams, Maidu landscape, salmon), history and heritage (railroads, Gold Rush, agriculture), community arts (students, amateurs, school groups, community-based art projects), and popular culture (celebrity culture, video games, music and movies).



Children's arts class at Blue Line gallery

Programming **scenarios** should include the following elements:

- Year-round schedule drawing on a theme
- Activities that draw visitors at night and on the weekends
- Events that activate existing venues and spaces
- Community arts activities
- Professional events/performances
- The innovative and unexpected
- Signature festival, presumably during the spring or fall for best weather
- Free nights or events, such as the Third Saturday Art Walk
- Consider mini-festivals or events, such as theater, independent film, animation, high school showcase, senior citizen celebration, and rock 'n roll.

## Appendices

### City of Roseville Arts Demand Analysis

#### Methodology

The City of Roseville provided address information for customers of its recreation and art programs within the past two years. These addresses were geocoded and plotted on a map to establish the general boundaries for the demand analysis. To estimate demand for arts programs an index was created using seven arts-related consumer market potential indexes (MPI)<sup>2</sup>: took adult education classes, attended live dance, live music, or live theater in the past 12 months, visited a museum in the past 12 months, played a musical instrument or did drawing/painting in the past 12 months. Market potential data measures the demand for a product or service in an area and the expected number of consumers for that product or service. The MPI compares the local demand with national demand with an index of 100 representing overall demand nationally. An index of 120 implies that the demand in the local area is likely to be 20 percent higher than the national average; 80 implies demand is 20 percent lower. Data is computed by a combination of several national surveys and data segmentation systems.<sup>3</sup> The MPI for arts programs was applied to the geography established for this analysis (at the block group level) and that geography was stratified into three "demand areas"; 1) high demand (index 120 or higher), 2) average demand (index 100-120), and 3) low demand (index below 100). These demand areas were then analyzed by Mosaic<sup>4</sup> group and Census<sup>5</sup> demographics. In addition, estimated buyer counts<sup>6</sup> for each of the arts variables were provided in each area.

<sup>2</sup> Source: ESRI.

<sup>3</sup> . For complete methodology visit [http://www.esri.com/data/esri\\_data/~media/Files/Pdfs/library/whitepapers/pdfs/market-potential-methodology.pdf](http://www.esri.com/data/esri_data/~media/Files/Pdfs/library/whitepapers/pdfs/market-potential-methodology.pdf)

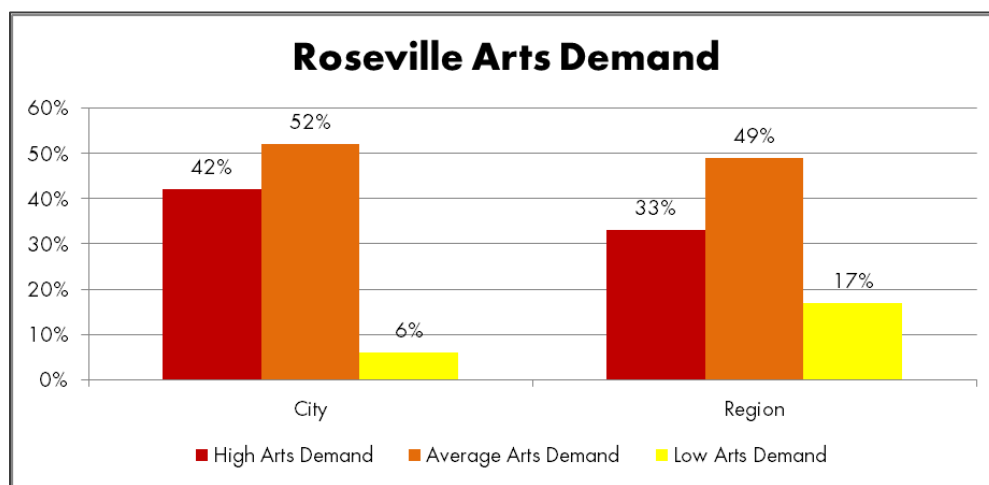
<sup>4</sup> Source: Experian.

<sup>5</sup> Source: ScanUS, 2012 July updates.

<sup>6</sup> Source: ESRI

## Summary of Findings

- Customers of the City's recreation programs reside primarily within a 20- to 40 minute distance from the new Vernon Street Town Square location. The majority resides within close proximity to the city's recreation facilities, but the geographic reach is truly regional. It extends to the south in northern parts of Sacramento, west into Rio Linda and Pleasant Grove, north to Lincoln and Auburn, and east to Shingle Springs.
- Demand for arts programs in Roseville is strong; even stronger among city households than for the region in general, although the region represents a very large potential customer pool for its arts programs because of its population density. Mosaic reports 47,477 households in the City of Roseville with a population in 2012 of 123,874—42% of these households show high demand for the arts and another 52% show average demand. Regionally (the geography established for this study) there are half a million households with a population of 1.3 million of which 33% show high demand and another 49% show average demand.



- Within the City of Roseville there are 44,758 households with average to high demand for arts programs. Within the region (including the city) there are 413,901 households with average to high demand. The estimated number of buyers for various types of arts activities in the city ranges from a low of 4,735 for dance performances to a high of 26,418 for live music. Regionally it is estimated that there are 49,815 buyers for dance and 267,035 for live music. For adult education there are approximately 6,918 buyers in the city and 73,221 in the region.
- The highest demand for arts programs comes from six Mosaic groups that include a mix of families with children, singles, and seniors.<sup>7</sup> **Booming with Confidence** (Mosaic group C) has the highest index (138) and is described as prosperous, established couples in their peak earning years living in suburban homes. There are 5,047 of these households in the city and 38,155 in the region. **Power Elite** (Mosaic group A) has an

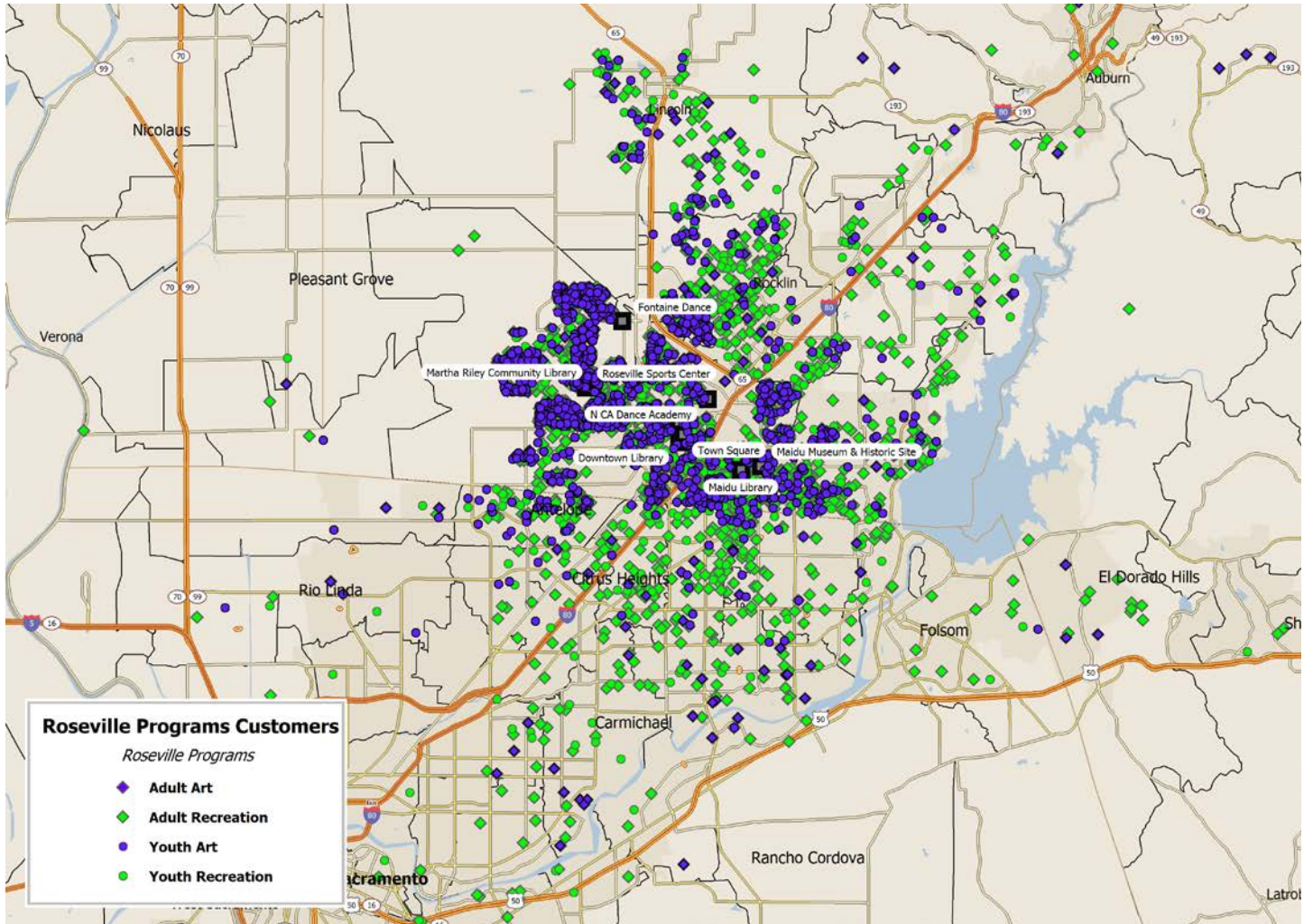
<sup>7</sup> More complete descriptions can be found in the Appendix.

index of 133 and is described as wealthy households living in the most exclusive neighborhoods. There are 1,910 of these households in the city and 20,810 in the region. **Flourishing Families** (Mosaic group B) has an index of 313 and is described as affluent, middle-aged families and couples earning prosperous incomes living comfortable active lifestyles. There are 8,264 of these households in the city and 38,426 in the region. The next set of Mosaic groups represent primarily singles and couples (fewer families with children) living in the region. **Young City Solos** (Mosaic group G) has an index of 129 and is described as younger and middle-aged singles living active and energetic lifestyles in metropolitan areas. There are 286 of these households in the city and 7,515 in the region. **Autumn Years** (Mosaic group J) has an index of 125 and is described as established, ethnically-diverse and mature couples living gratified lifestyles in older homes. **Significant Singles** (Mosaic group K) has an index of 12 and is described as middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living.

- Average demand is where the majority of households fall. Demand in this group ranges from 100 for the more rural or younger groups, and as high as 119 for the more affluent suburban residents. This is a very diverse mix of nine Mosaic groups with names such as **Families in Motion**, **Middle-Class Melting Pot**, and **Golden Year Guardians**. Low demand is represented by primarily urban Mosaic groups with indexes ranging from 77 to 97 with names such as Cultural Connections, **Struggling Societies**, and **Aspirational Fusion**.
- The Mosaic descriptions are helpful to understanding the types of programs that might appeal the majority of the population, and the maps illustrate where each group is dominant. Census demographics are also provided on the population to further understand the opportunities and challenges within the market. For example, average demand areas in the city have the most households with children under age 18 (43%); less than within the region (35%). Demand appears to be lower on average for populations of color; within the high demand area in the city 80% of the population is White/Caucasian with 12% Hispanic population. The average demand area show 77% White/Caucasian with 16% Hispanic population. The low demand area shows 78% White/Caucasian with 32% Hispanic population. Household income is also substantially lower where demand is lower. In the city, average household income in the high demand area is \$90,968 compared with \$85,297 in the average demand area, and \$57,942 in the low demand area. The trend is similar within education. In the high demand area of the city 30% of adults over age 25 have a college degree or higher compared with 33% in the average demand area, and 16% in the low demand area.

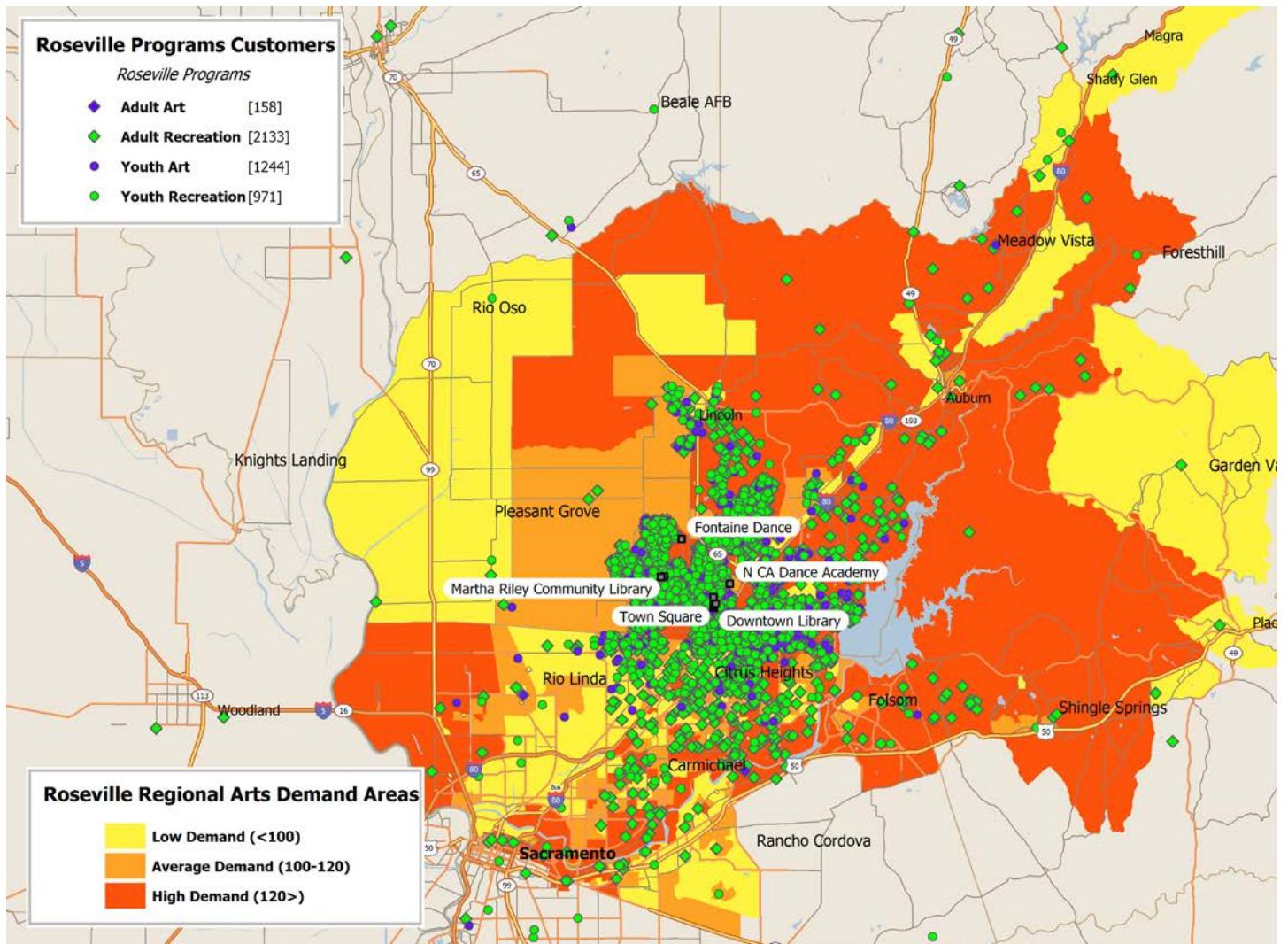
## Roseville Parks & Recreation Customers

This map illustrates where the City's current art and recreation customers reside and was used to establish the geographic boundaries for the demand analysis.



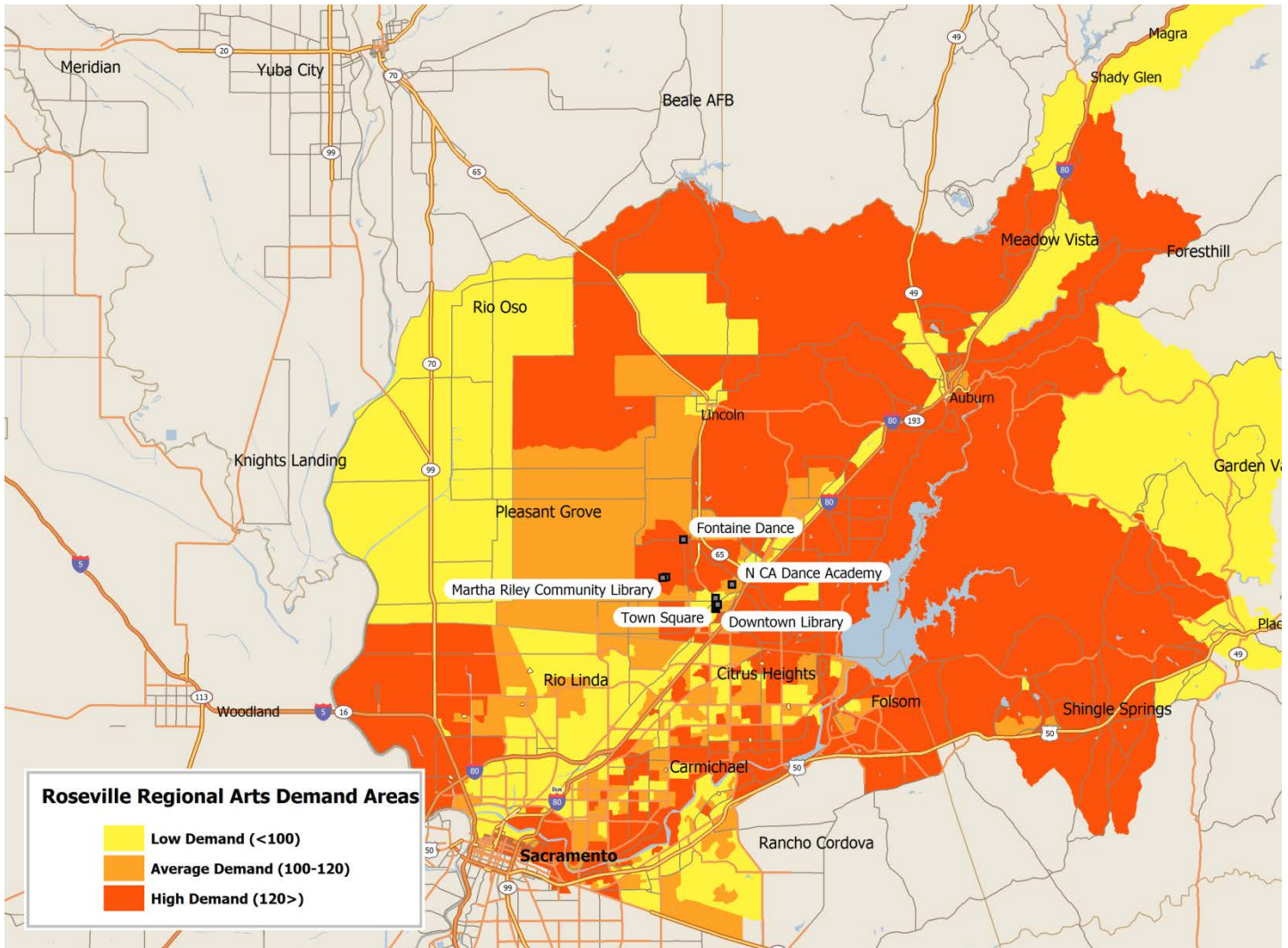
### Demand for Arts Programs within the Region and Current Customers

This map illustrates the consumer demand for arts programs within the region. The Recreation Department customers are plotted as the top layer.



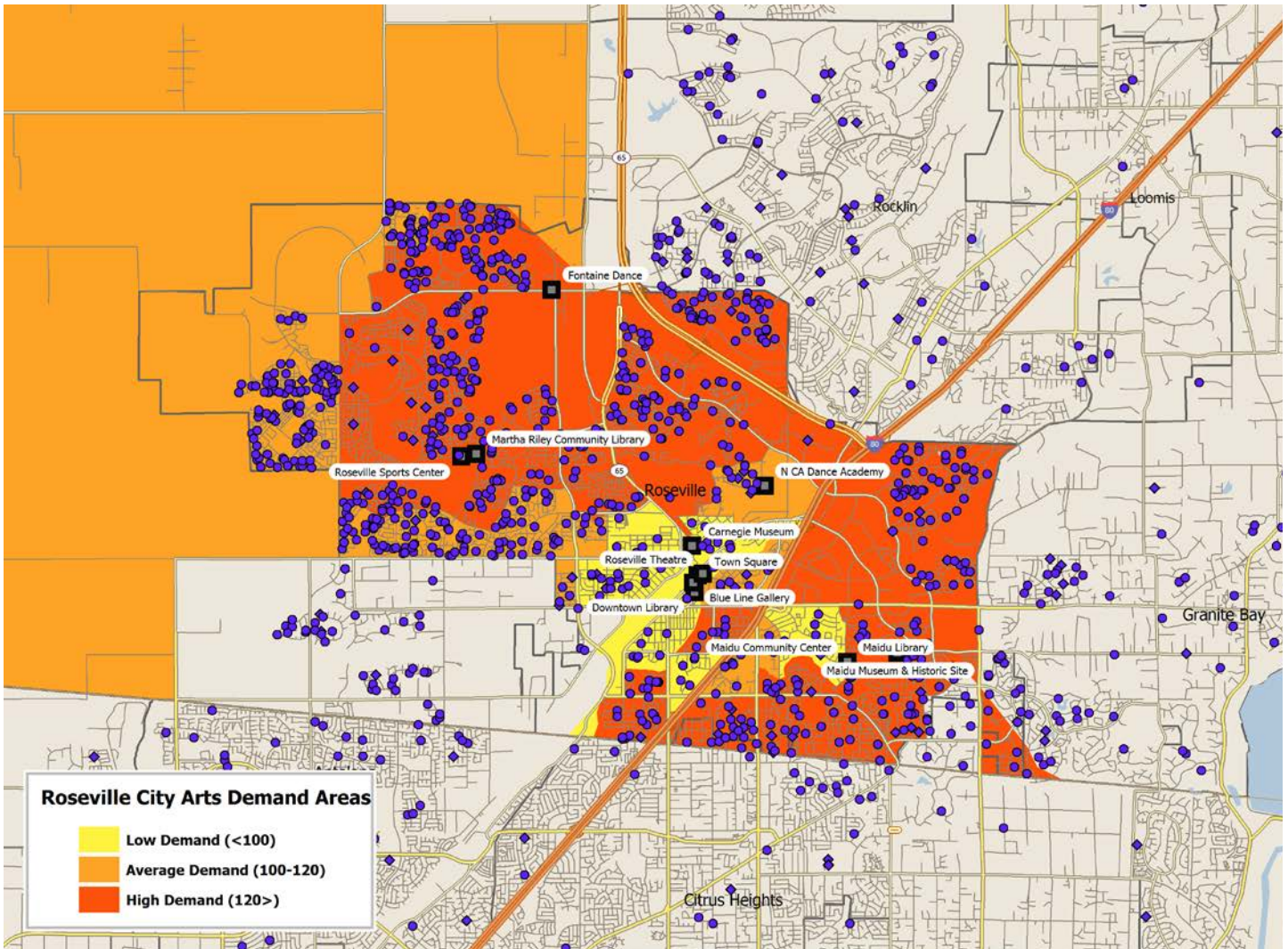
### Demand for Arts Programs within the Region

This map illustrates the consumer demand for arts programs within the region. Key facilities offering arts programs are also plotted on the map.



### City of Roseville Demand and Current Customers

This map illustrates the consumer demand for arts programs within the City of Roseville. Key facilities offering arts programs are also plotted on the map along with the Recreation Department's current arts customers.



### Potential City Arts Customers

This chart quantifies the household types by Mosaic group in the region and organizes them by the arts demand index for the City of Roseville.

City of Roseville	Arts Index	High Demand	Average Demand	Low Demand	Total
2012 Mosaic Households in City		30,900	10,561	6,016	47,477
2012 Population		79,091	29,555	15,228	123,874
(C) Booming with Confidence	138	4,103	892	52	5,047
(A) Power Elite	133	1,632	266	12	1,910
(B) Flourishing Families	131	6,731	1,433	100	8,264
(G) Young City Solos	129	226	9	51	286
(J) Autumn Years	125	934	283	390	1,607
(K) Significant Singles	120	1,615	1,026	274	2,915
Subtotal in Region Households					20,029
Subtotal in Region Population					79,091
(D) Suburban Style	119	3,373	1,211	38	4,622
(E) Thriving Boomers	117	301	194	37	532
(Q) Golden Year Guardians	116	4,997	682	483	6,162
(F) Promising Families	113	1,140	1,551	82	2,773
(L) Blue Sky Boomers	112	712	555	1,317	2,584
(H) Middle-class Melting Pot	111	1,288	1,551	483	3,322
(M) Families in Motion	111	6	29	154	189
(O) Singles and Starters	111	3,599	430	485	4,514
(N) Pastoral Pride	100	-	31	-	31
Subtotal in Region Households					24,729
Subtotal in Region Population					29,555
(I) Family Union	97	150	143	193	486
(P) Cultural Connections	90	93	275	1,450	1,818
(S) Struggling Societies	85	-	-	217	217
(R) Aspirational Fusion	77	-	-	198	198
Subtotal in Region Households					2,719
Subtotal in Region Population					15,228
<b>Total in Region Households</b>		<b>30,900</b>	<b>10,561</b>	<b>6,016</b>	<b>47,477</b>
<b>Total in Region Population</b>					<b>123,874</b>

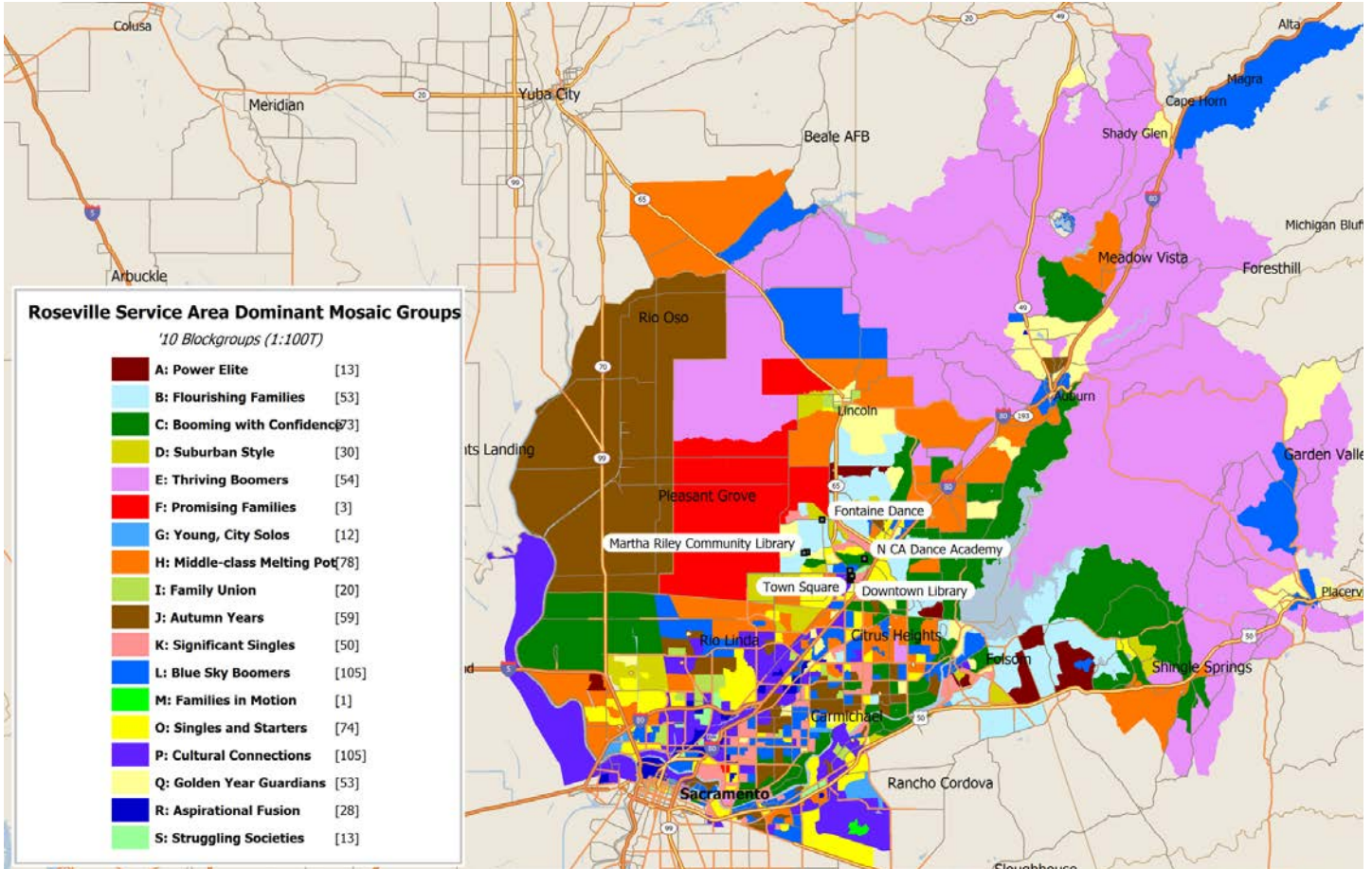
## Potential Regional Arts Customers

This chart quantifies the household types by Mosaic group in the region and organizes them by the arts demand index for the region.

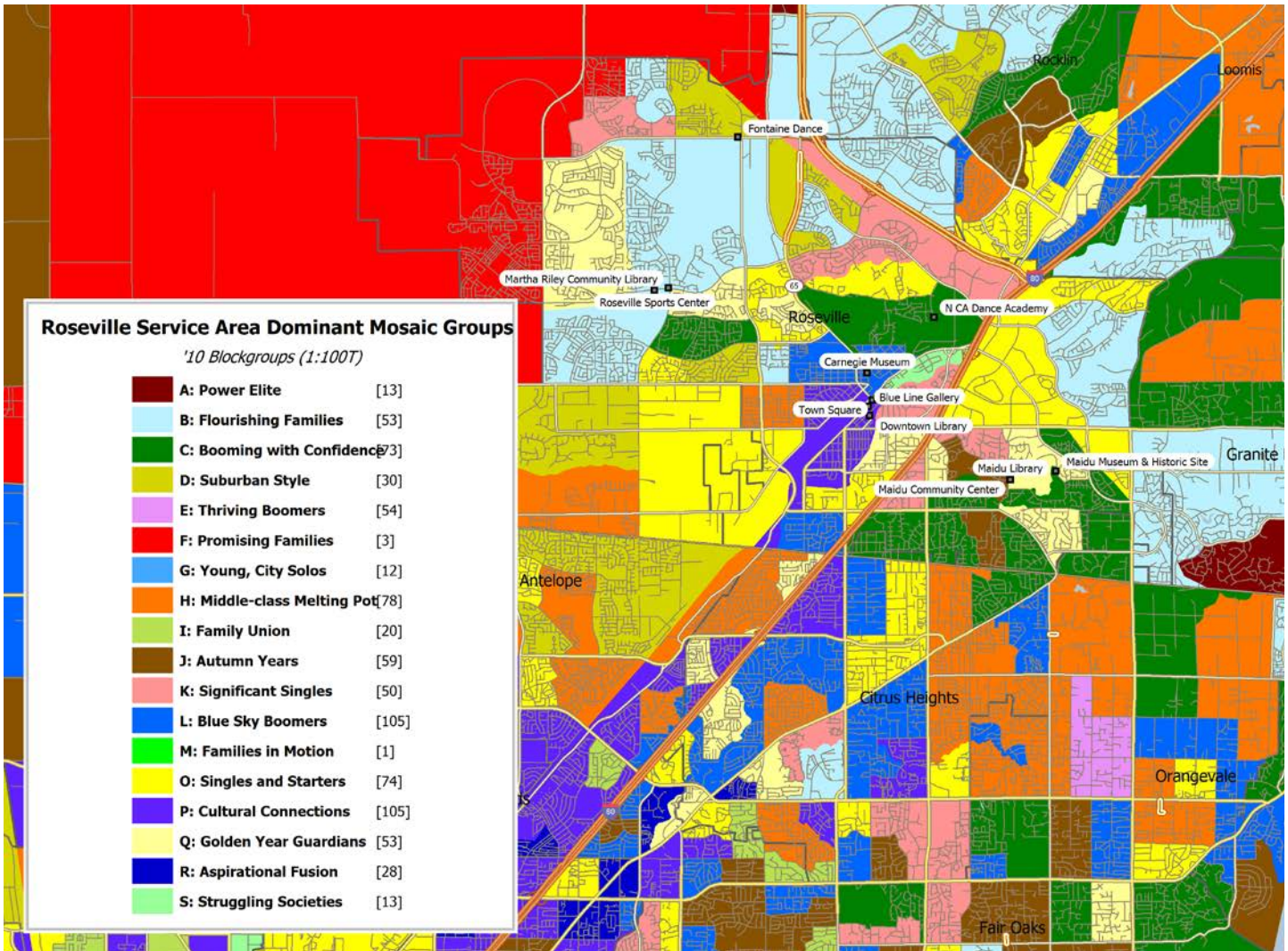
Regional Service Area	Arts Index	High Demand	Average Demand	Low Demand	Total
2012 Mosaic Households in Regional Service Area		218,418	109,498	172,910	500,826
2012 Population		549,823	283,660	469,783	1,303,266
(C) Booming with Confidence	138	31,176	5,608	1,371	38,155
(A) Power Elite	133	18,771	1,811	228	20,810
(B) Flourishing Families	131	29,127	6,952	2,347	38,426
(G) Young City Solos	129	4,584	1,735	1,196	7,515
(J) Autumn Years	125	15,437	5,333	10,291	31,061
(K) Significant Singles	120	10,733	12,703	7,233	30,669
Subtotal in Region Households					166,636
Subtotal in Region Population					273,032
(D) Suburban Style	119	14,670	10,470	1,359	26,499
(E) Thriving Boomers	117	14,195	3,301	5,657	23,153
(Q) Golden Year Guardians	116	23,145	5,982	9,826	38,953
(F) Promising Families	113	5,113	5,238	1,674	12,025
(L) Blue Sky Boomers	112	12,057	10,975	26,073	49,105
(H) Middle-class Melting Pot	111	18,563	14,185	14,117	46,865
(M) Families in Motion	111	93	929	2,912	3,934
(O) Singles and Starters	111	15,145	13,954	16,049	45,148
(N) Pastoral Pride	100	161	263	1,159	1,583
Subtotal in Region Households					247,265
Subtotal in Region Population					823,207
(I) Family Union	97	2,867	3,134	10,123	16,124
(P) Cultural Connections	90	1,278	5,076	41,364	47,718
(S) Struggling Societies	85	652	383	6,883	7,918
(R) Aspirational Fusion	77	651	1,466	13,048	15,165
Subtotal in Region Households					86,925
Subtotal in Region Population					207,027
<b>Total in Region Households</b>		<b>218,418</b>	<b>109,498</b>	<b>172,910</b>	<b>500,826</b>
<b>Total in Region Population</b>					<b>1,303,266</b>

### Dominant Mosaic Group Locations-Region

This map illustrates with colors which Mosaic groups are dominant in which areas of the region. The following map zooms into a city view for Roseville. The boundaries used are block groups, which on average contain 250-400 households. The smaller the shape in the map, the more dense the population; rural areas will appear larger because of their smaller populations.



## Dominant Mosaic Group Locations-City



## Estimated Number of Arts Buyers

<b>City of Roseville</b>				
<b>Estimated Buyers</b>	<b>High Demand Area</b>	<b>Average Demand Area</b>	<b>Low Demand Area</b>	<b>Total</b>
Adult Education Classes	4,598	1,662	658	6,918
Attended live dance in last 12 months	3,103	1,226	406	4,735
Visited a museum in last 12 months	10,842	3,056	1,205	15,103
Attended live music in last 12 months	18,001	5,893	2,524	26,418
Attended live theater in last 12 months	10,847	3,283	1,363	15,493
Plays a musical instrument	5,580	2,058	917	8,555
Makes art	3,905	1,503	757	6,165
<b>Roseville Regional Area</b>				
<b>Estimated Buyers</b>	<b>High Demand Area</b>	<b>Average Demand Area</b>	<b>Low Demand Area</b>	<b>Total</b>
Adult Education Classes	35,372	16,190	21,659	73,221
Attended live dance in last 12 months	25,576	11,060	13,179	49,815
Visited a museum in last 12 months	83,174	29,170	37,114	149,458
Attended live music in last 12 months	137,044	55,987	74,004	267,035
Attended live theater in last 12 months	82,557	31,546	41,689	155,792
Plays a musical instrument	40,880	18,974	25,372	85,226
Makes art	32,622	14,684	22,002	69,308

## Census Demographic Profiles

### Population and Households<sup>8</sup>

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>2012 Population</b>	79,091	64%	29,555	24%	15,228	12%	123,874	100%
<b>Households</b>								
Households	30,761	65%	10,453	22%	5,772	12%	46,986	100%
Households, w/ persons <18	11,028	36%	4,534	43%	1,939	34%	17,501	37%
Average Household Size	2.34		2.66		2.71		2.62	

Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>2012 Population</b>	549,823	42%	283,660	22%	469,783	36%	1,303,266	100%
<b>Households</b>								
Households	215,060	44%	108,444	22%	169,764	34%	493,268	100%
Households, w/ persons <18	67,850	32%	38,093	35%	61,878	36%	167,821	34%
Average Household Size	2.50		2.59		2.72		2.60	

### Race

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Race</b>								
White	63,612	80%	22,790	77%	11,891	78%	98,293	79%
Black	1,600	2%	611	2%	209	1%	2,420	2%
Native American	466	1%	260	1%	227	1%	953	1%
Asian	7,154	9%	2,824	10%	354	2%	10,332	8%
Hawaiian/ Pacific Islander	221	0%	93	0%	50	0%	364	0%
Multiple Races/ Other	6,038	8%	2,977	10%	2,497	16%	11,512	9%
Hispanic Population	9,809	12%	4,715	16%	4,949	32%	19,473	16%

Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Race</b>								
White	438,146	80%	202,380	71%	308,619	66%	949,145	73%
Black	19,521	4%	17,762	6%	41,032	9%	78,315	6%
Native American	3,983	1%	2,552	1%	6,309	1%	12,844	1%
Asian	46,005	8%	25,813	9%	29,797	6%	101,615	8%
Hawaiian/ Pacific Islander	1,650	0%	1,475	1%	3,772	1%	6,897	1%
Multiple Races/ Other	40,518	7%	33,678	12%	80,254	17%	154,450	12%
Hispanic Population	62,043	11%	46,012	16%	116,473	25%	224,528	17%

<sup>8</sup> Census household counts are lower than Mosaic because Mosaic includes group quarters (non-institutional).

### Age

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Age</b>								
< 5 yrs	4,782	6%	2,294	8%	1,091	7%	8,167	7%
5-9 yrs	5,564	7%	2,356	8%	969	6%	8,889	7%
10-14 yrs	5,859	7%	2,243	8%	924	6%	9,026	7%
15-19 yrs	5,423	7%	2,011	7%	992	7%	8,426	7%
20-24 yrs	4,635	6%	1,561	5%	1,175	8%	7,371	6%
25-34 yrs	9,544	12%	4,301	15%	2,442	16%	16,287	13%
35-44 yrs	11,155	14%	4,423	15%	1,859	12%	17,437	14%
45-54 yrs	11,122	14%	3,957	13%	2,123	14%	17,202	14%
55-64 yrs	8,416	11%	2,994	10%	1,739	11%	13,149	11%
65-74 yrs	6,121	8%	1,635	6%	972	6%	8,728	7%
75-84 yrs	4,498	6%	1,070	4%	632	4%	6,200	5%
85+ yrs	1,972	2%	710	2%	310	2%	2,992	2%
12 Median age	41.55		37.34		36.76		40.08	

Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Age</b>								
< 5 yrs	28,974	5%	19,687	7%	35,020	7%	83,681	6%
5-9 yrs	33,876	6%	19,140	7%	32,080	7%	85,096	7%
10-14 yrs	36,113	7%	18,732	7%	31,689	7%	86,534	7%
15-19 yrs	35,775	7%	18,937	7%	33,783	7%	88,495	7%
20-24 yrs	31,406	6%	20,824	7%	36,557	8%	88,787	7%
25-34 yrs	62,467	11%	42,666	15%	70,528	15%	175,661	13%
35-44 yrs	71,345	13%	38,953	14%	57,779	12%	168,077	13%
45-54 yrs	82,697	15%	39,273	14%	65,085	14%	187,055	14%
55-64 yrs	76,348	14%	31,802	11%	53,058	11%	161,208	12%
65-74 yrs	49,738	9%	17,276	6%	29,604	6%	96,618	7%
75-84 yrs	27,958	5%	10,473	4%	17,086	4%	55,517	4%
85+ yrs	13,126	2%	5,897	2%	7,514	2%	26,537	2%
12 Median age	43.56		38.06		35.50		39.50	

### Household Income

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Household Income</b>								
< 10T	1,247	4%	366	4%	369	6%	1,982	4%
10T-14.9T	680	2%	273	3%	219	4%	1,172	2%
15T-19.9T	993	3%	175	2%	186	3%	1,354	3%
20T-24.9T	1,375	4%	460	4%	373	6%	2,208	5%
25T-29.9T	1,060	3%	270	3%	361	6%	1,691	4%
30T-34.9T	1,154	4%	276	3%	379	7%	1,809	4%
35T-39.9T	1,286	4%	510	5%	522	9%	2,318	5%
40T-44.9T	945	3%	593	6%	404	7%	1,942	4%
45T-49.9T	1,040	3%	476	5%	296	5%	1,812	4%
50T-59.9T	2,269	7%	712	7%	568	10%	3,549	8%
60T-74.9T	2,905	9%	882	8%	575	10%	4,362	9%
75T-99.9T	4,414	14%	1,823	17%	705	12%	6,942	15%
100T-124.9T	4,133	13%	1,471	14%	433	8%	6,037	13%
125T-149.9T	1,868	6%	700	7%	124	2%	2,692	6%
150T-199.9T	1,671	5%	618	6%	89	2%	2,378	5%
200T+	3,721	12%	848	8%	169	3%	4,738	10%
Average household income	\$ 90,968		\$ 85,297		\$ 57,943		\$ 85,649	
Median household income	\$ 77,455		\$ 77,446		\$ 48,639		\$ 73,913	

Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Household Income</b>								
< 10T	7,651	4%	5,017	5%	10,455	6%	23,123	5%
10T-14.9T	5,739	3%	4,047	4%	9,632	6%	19,418	4%
15T-19.9T	6,006	3%	3,769	3%	8,465	5%	18,240	4%
20T-24.9T	8,381	4%	5,403	5%	10,992	6%	24,776	5%
25T-29.9T	7,333	3%	4,858	4%	9,578	6%	21,769	4%
30T-34.9T	8,315	4%	5,674	5%	11,198	7%	25,187	5%
35T-39.9T	9,678	5%	6,726	6%	12,795	8%	29,199	6%
40T-44.9T	7,777	4%	5,211	5%	9,425	6%	22,413	5%
45T-49.9T	8,448	4%	5,246	5%	9,911	6%	23,605	5%
50T-59.9T	14,096	7%	7,497	7%	13,678	8%	35,271	7%
60T-74.9T	21,742	10%	11,575	11%	18,509	11%	51,826	11%
75T-99.9T	29,505	14%	16,201	15%	20,609	12%	66,315	13%
100T-124.9T	25,282	12%	11,709	11%	11,934	7%	48,925	10%
125T-149.9T	13,244	6%	4,849	4%	4,720	3%	22,813	5%
150T-199.9T	12,901	6%	3,972	4%	2,909	2%	19,782	4%
200T+	28,962	13%	6,690	6%	4,954	3%	40,606	8%
Average household income	\$ 99,040		\$ 73,421		\$ 56,693		\$ 78,323	
Median household income	\$ 80,148		\$ 63,249		\$ 47,967		\$ 64,942	

## Labor

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Labor</b>								
Population, age 16 yrs+	61,708		22,220		12,035		95,963	
Population 16+, in civilian labor force	39,905	65%	15,212	68%	8,042	67%	63,159	66%
Civilian labor force, employed	36,045	90%	13,927	92%	7,018	87%	56,990	90%
Civilian labor force, unemployed	3,860	10%	1,285	8%	1,024	13%	6,169	10%
Population 16+, in Armed Force	2,189	4%	12	0%	1	0%	2,202	2%
Population 16+, not in labor force	21,585	35%	6,996	31%	3,992	33%	32,573	34%

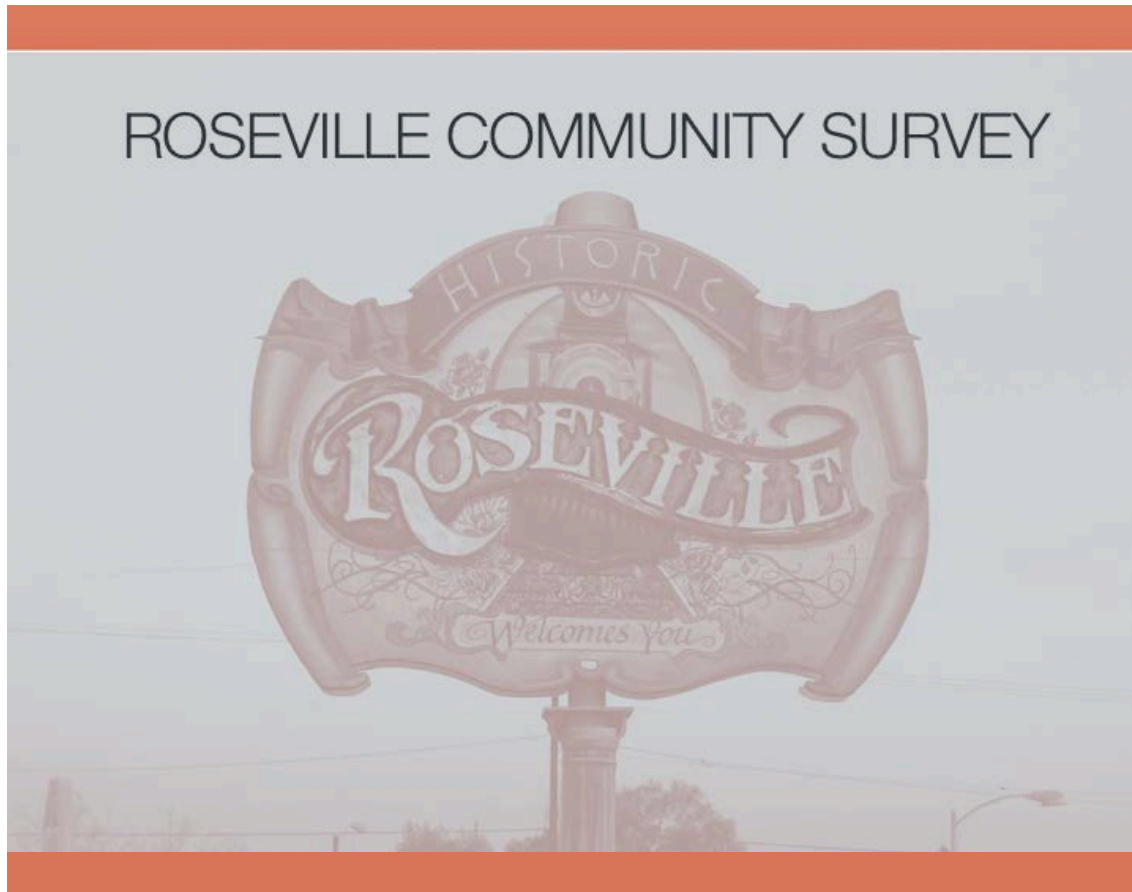
Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Labor</b>								
Population, age 16 yrs+	443,522		222,263		364,361		1,030,146	
Population 16+, in civilian labor force	281,986	64%	151,909	68%	231,551	64%	665,446	65%
Civilian labor force, employed	257,398	91%	137,433	90%	202,211	87%	597,042	90%
Civilian labor force, unemployed	24,588	9%	14,476	10%	29,340	13%	68,404	10%
Population 16+, in Armed Force	735	0%	448	0%	415	0%	1,598	0%
Population 16+, not in labor force	160,801	36%	69,906	31%	132,395	36%	363,102	35%

## Education

City of Roseville								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Education</b>								
12 Population, age 25 yrs+	52,828		19,090		10,077		81,995	
no HS diploma	2,980	6%	937	5%	1,644	16%	5,561	7%
HS diploma	10,319	20%	4,004	21%	2,898	29%	17,221	21%
College, no diploma	13,280	25%	5,705	30%	2,922	29%	21,907	27%
Associate degree	5,519	10%	2,269	12%	1,050	10%	8,838	11%
College degree	14,274	27%	4,689	25%	1,160	12%	20,123	25%
Graduate/ prof degree	6,456	12%	1,486	8%	403	4%	8,345	10%

Roseville Regional Service Area								
	High Demand	% of Area	Average Demand	% of Area	Low Demand	% of Area	Total	% of Area
<b>Education</b>								
12 Population, age 25 yrs+	383,679		186,340		300,654		870,673	
no HS diploma	23,700	6%	15,871	9%	51,300	17%	90,871	10%
HS diploma	69,753	18%	40,397	22%	82,212	27%	192,362	22%
College, no diploma	97,472	25%	52,867	28%	84,545	28%	234,884	27%
Associate degree	38,685	10%	19,179	10%	28,884	10%	86,748	10%
College degree	99,271	26%	39,964	21%	38,705	13%	177,940	20%
Graduate/ prof degree	54,798	14%	18,062	10%	15,008	5%	87,868	10%

## Roseville Community Survey



### The details

- The survey and all data were housed on a proprietary website and the survey link was distributed through multiple organizations' email lists.
- The survey was available to Roseville residents and workers from June 4, 2013 through July 1, 2013. A total of 2,029 participants completed the survey.
- Results were analyzed with Statistical Package for Social Sciences (SPSS 20.0) and are based on the responses received for each question. Significant differences are noted where applicable.
- If sample proportions varied from known proportions of age, gender, and ethnicity levels and weighting was appropriate, data was weighted to bring sample data to an accurate projection of the City of Roseville, CA population as determined by the 2010 Census/American Community Survey.

## KEY FINDINGS

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### What residents do ...

- Attend neighborhood events (71%), library events (65%), and downtown events (61%) *in Roseville in the last 12 months.*
- Attend live music events (72%), museums (72%), historic sites (71%), theatre performances (64%), art shows/fairs (60%), and ethnic festival events (45%) *elsewhere in the last 12 months.*
- In fact, over 55,000 Roseville residents attended a live music event, a museum or a theater performance in the last 12 months.
- Over 14,000 Roseville residents make art (photographs, crafts, etc.) and play musical instruments.
- 77% have children who participate in arts activities in school (*frequently or occasionally*) and 66% participate in arts activities outside of school (*frequently or occasionally*)

## What residents want ...

- More options for arts and cultural experiences in the city
- A more vibrant, rich downtown district
- More neighborhood and ethnic festivals, live music events, and local theater performances
- More options for all residents – seniors, family and young (20s/30s) residents
- Are most interested in classes in music, arts and theatre for themselves (adults) and their children

## What they will support ...

- The use of and maintenance of existing facilities more than building a new arts facility
- The city providing more performances at venues such as town Square and/or Town Theater and more downtown events
- Arts education initiatives
- Government playing a major part (46%) or small part (33%) in funding arts and culture in the community
- \$5 (70%) or \$10 (62%) annual tax to fund arts and cultural activities

## DETAILED FINDINGS



### Personal arts participation

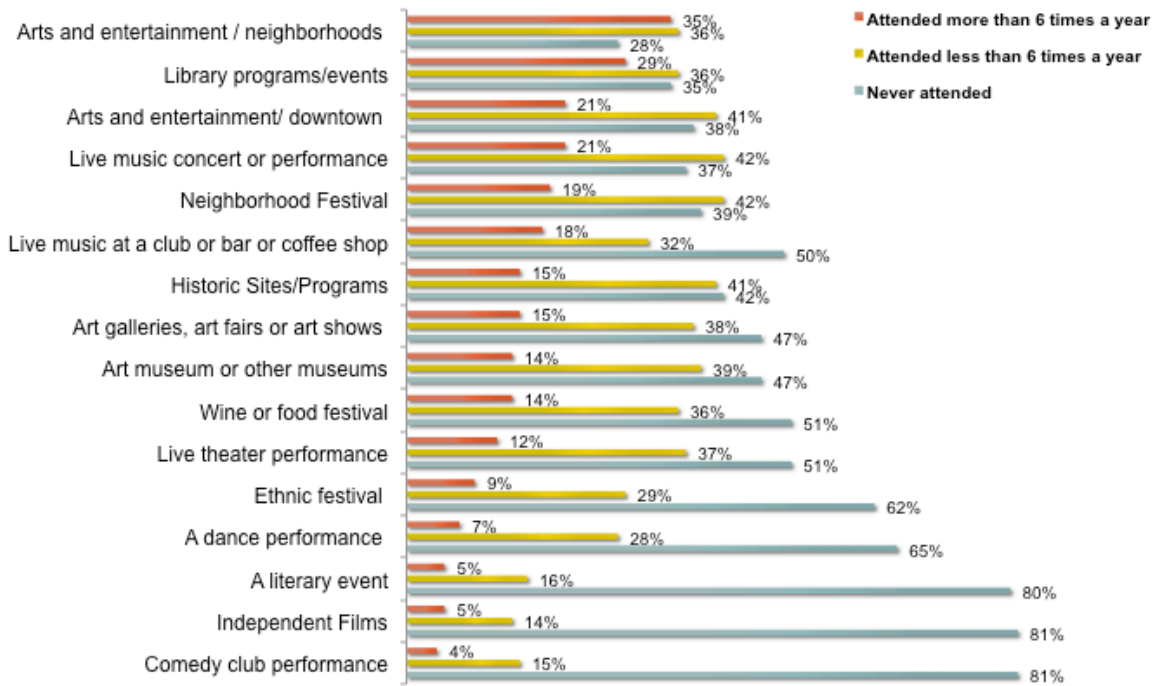
*Arts and cultural activities residents do...*

- 82%    ➡    *Read books*
- 61%    ➡    *Take photographs*
- 48%    ➡    *Practice culinary arts*
- 32%    ➡    *Do crafts - ceramics, quilting, woodworking*
- 26%    ➡    *Draw or paint pictures*
- 21%    ➡    *Play a musical instrument*
- 20%    ➡    *Make movies/design on computer*
- 11%    ➡    *Dance socially*
- 10%    ➡    *Take dance lessons*
- 9%     ➡    *Write stories or poems*
- 9%     ➡    *Sing in choir/group*
- 6%     ➡    *Perform in plays and/or musicals*
- 6%     ➡    *Write or perform songs or rap*



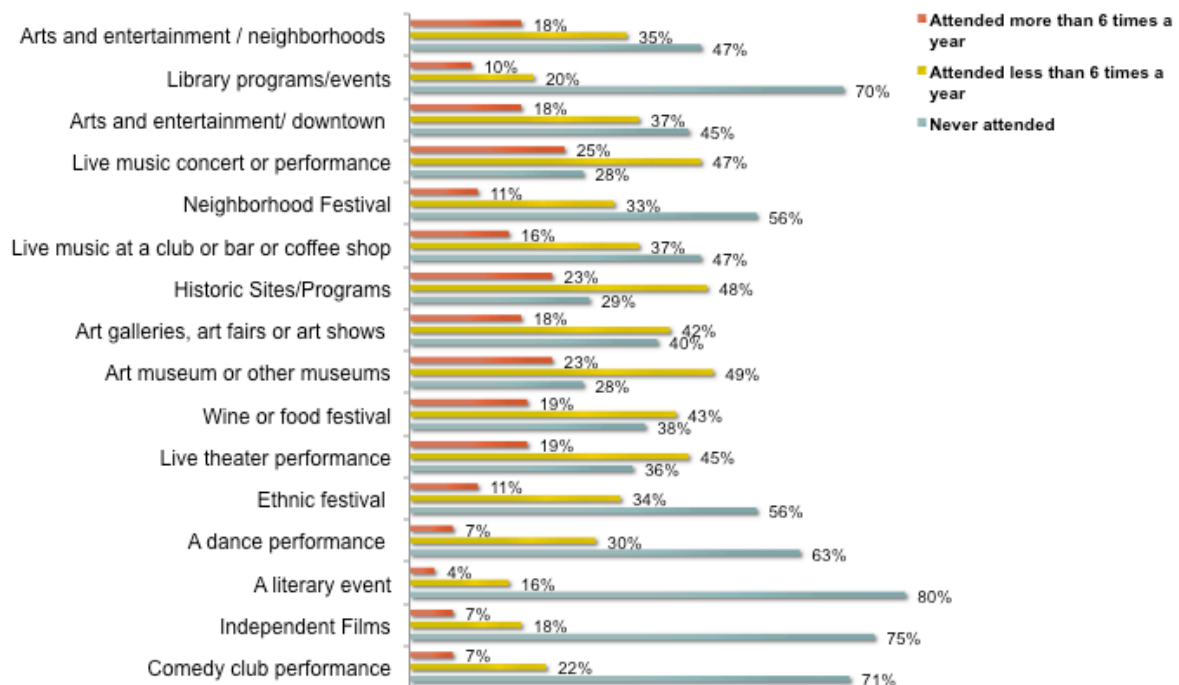
## Attendance - Roseville

Thinking about the past year (12 months), how often did you attend or visit any of the following?

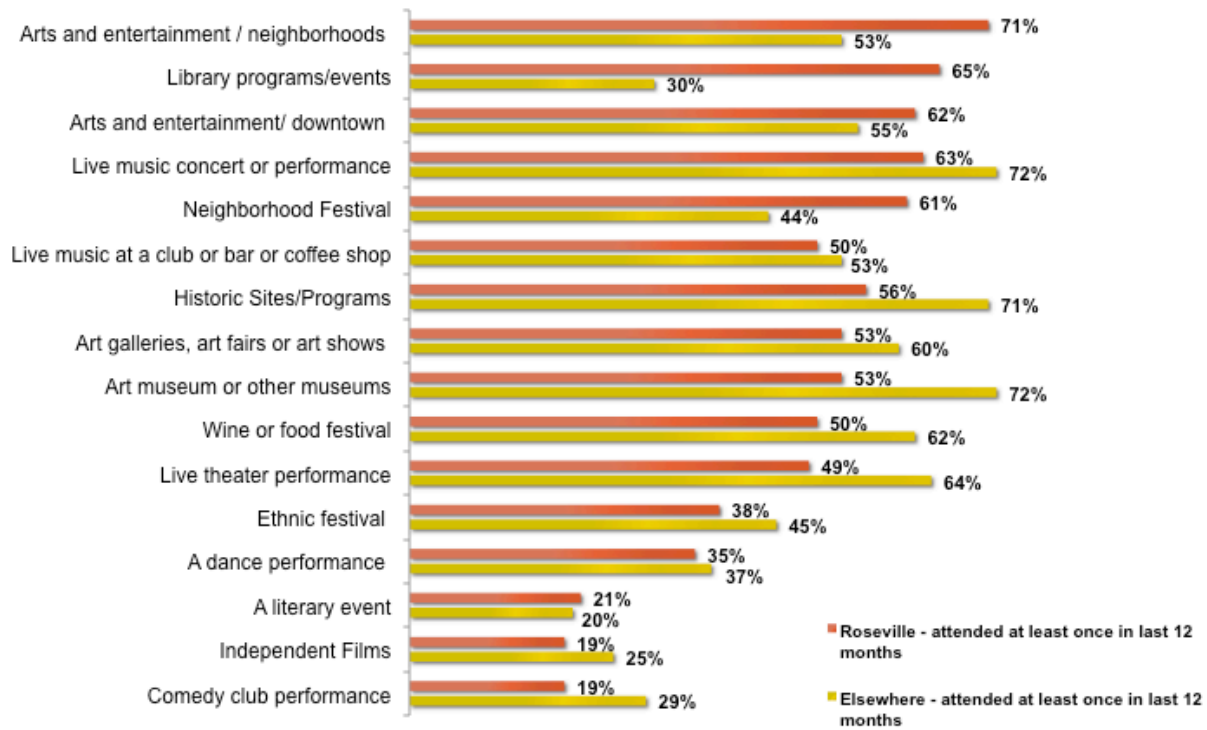


## Attendance - Elsewhere

Thinking about the past year (12 months), how often did you attend or visit any of the following?



## Attendance – Comparison (Any attendance over last year)



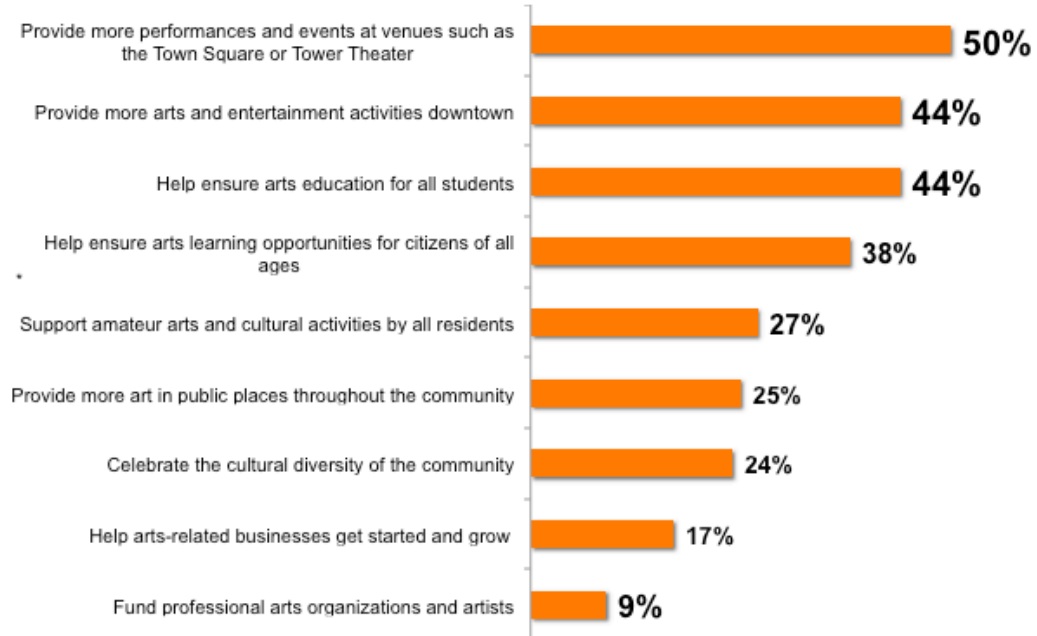
## What residents want...

*What do you want see more of in Roseville?*



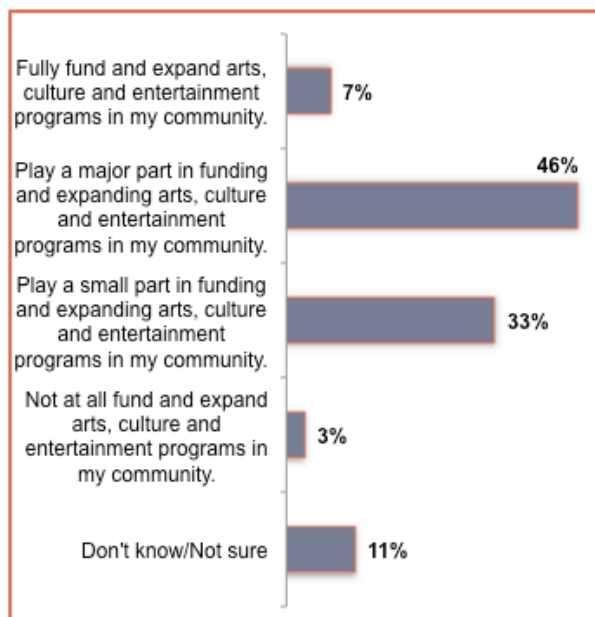
## What the city should focus on...

*What are the most important things the City of Roseville should focus on to meet citizens' arts and cultural needs in the community?*



## City role and tax support

*I think the City of Roseville should...*



*How favorable are you to spending...*

**\$25 annually...?**

47% Favorable ~ 39% Unfavorable  
14% neutral

**\$10 annually...?**

62% Favorable ~ 25% Unfavorable  
13% neutral

**\$5 annually...?**

70% Favorable ~ 19% Unfavorable  
11% neutral

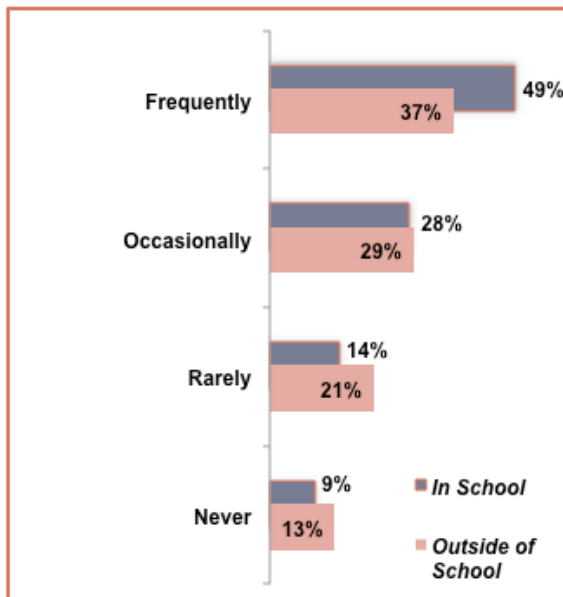
*How favorable are you to spending \$5, \$10 or \$25 in local taxes annually (per household) if it went directly toward supporting arts and cultural activities, programs, and facilities in Roseville?*

Thinking about where your tax dollars should be allocated in Parks and Recreation, please tell us what is most important to you and your family.

- Priority #1** Upkeep of current recreational facilities (Maidu, Sports Center)
- Priority #2** Sports field and facilities maintenance
- Priority #3** Festivals and special events
- Priority #4** New and improved arts classes and programs
- Priority #5** Camps and/or classes for youths-at-risk
- Priority #6** Senior Programming
- Priority #7** Building a new performing arts facility

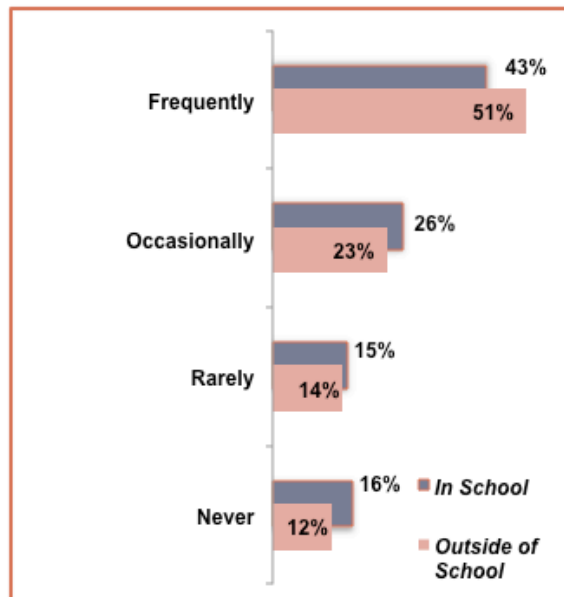
## Child Activities

Arts Activities



Does any child in your household participate in an arts activity (such as painting, drawing, music, dance, drama, creative writing, video/movie making, photography, etc.)?

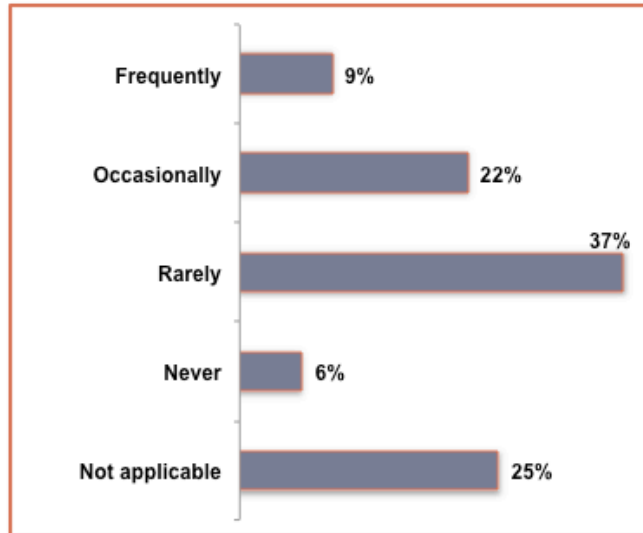
Sports Activities



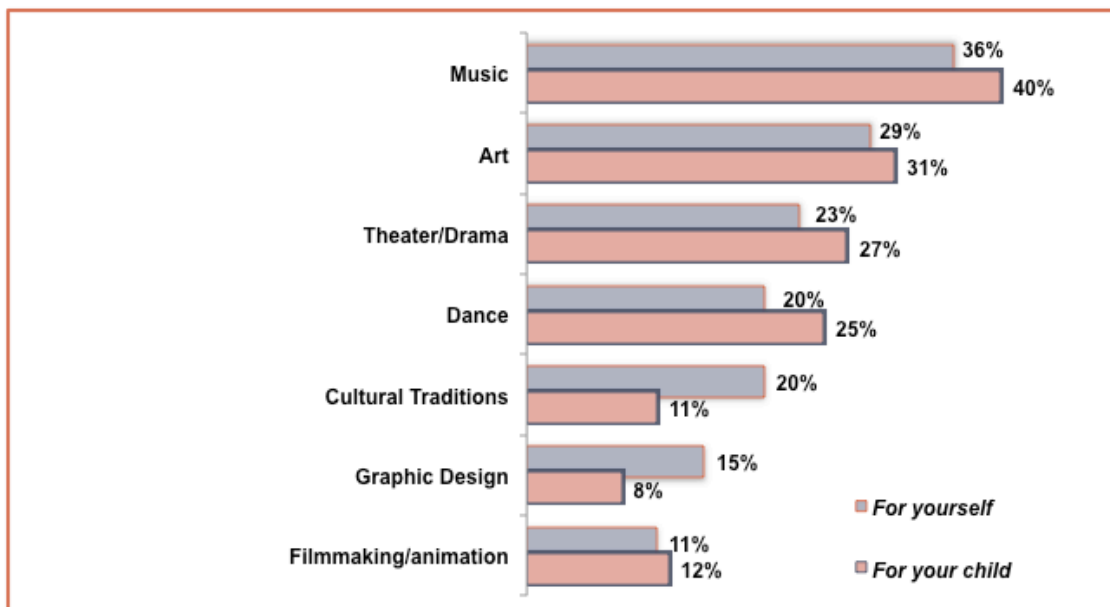
Does any child in your household participate in a sports activity?

# Child Activities

*In a typical year, how often do you take children with you to arts and cultural activities?*



*Which of the following classes or activities would you be most interested in for yourself or for children in your household?*



## Favorite places in Roseville

- Maidu Center
- Mahany Park and Library
- Shakespeare in the Park
- Music in the Park
- Sports complex
- Martha Riley Library
- Roseville Theater
- Bike trails and golf courses
- Blue Line Gallery
- Downtown Tuesdays and other downtown events
- Farmer' Market
- Parks and playgrounds



## Future aspirations

- *More arts and cultural events and activities offered locally*
- *A vibrant downtown area with restaurants, galleries, and events*
- *A desire for festivals and music events such as food festivals, art festivals, and live music events at local venues*
- *Collaboration among existing facilities, rather than new facilities (although small support base for new facilities)*
- *More activities for all ages*
- *More support for local artists*
- *Better communication of events*

## Notable quotes

*As adults, my husband and I would like to see more events to celebrate ethnicity in our culture as well as arts/music in the form of Festivals that have fun for all.*

*So much in Roseville is geared toward young families, children, and seniors. I would recommend art/cultural activities that can be enjoyed by sophisticated single 20s-30s.*

*Greater availability of affordable, quality music, dance, and theatre classes/programs - and a greater variety of them!*

*To have the old main street have upscale restaurants, bars, and venues to draw and keep people. To be the center of gravity, not the old cut-off area by the Owl and the Donkey. That area just doesn't seem to be able to self-generate.*

*A connection between art and cultural offerings and a very wide range of participation throughout the population - ethnic, social, economic, age, and location(s) throughout the city.*

*Bring back downtown theater programs!*

*More art and cultural experiences. Living in Roseville is a bit of a bubble from the more diverse world--it would be great to see us value cultural differences and value arts as highly as our community values sporting events.*

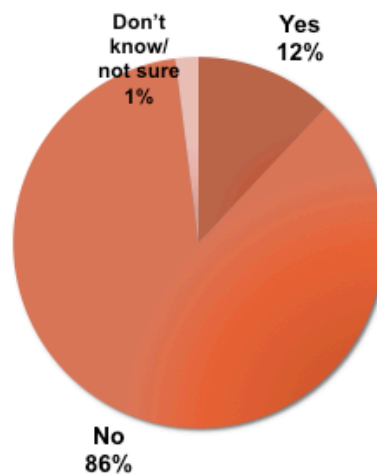
*To actually have an art and cultural life. There's not much of one to speak of right now. Create a thriving downtown with a mix of entertainment, theater, shopping and residential.*

*More thriving arts district in downtown, more connectivity between the North, South, East, and West Roseville.*

## RESPONDENT PROFILE



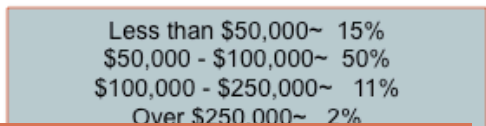
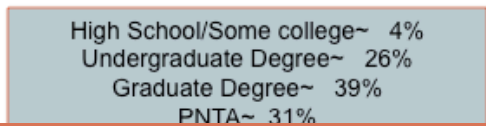
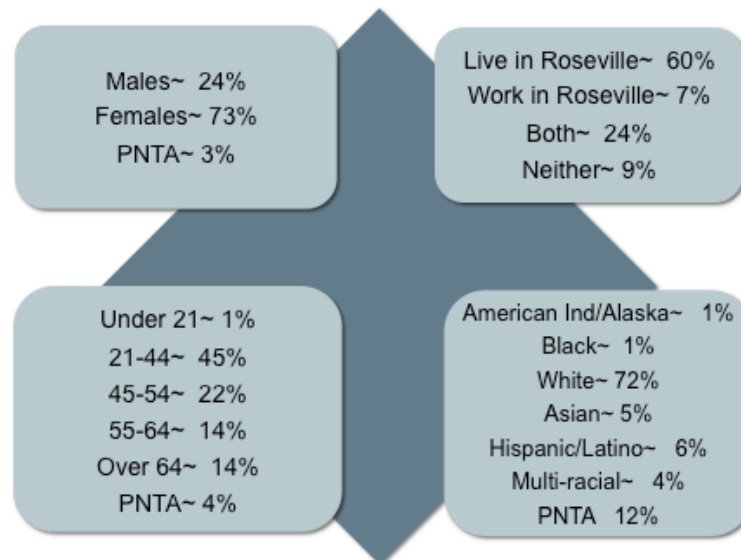
### ***Are you an arts professional?***



*In the last ten years, do - or did - you make any portion of your living in an arts-related activity, such as working as an artist of any type, teaching in the arts, working in the design or media field, working for an arts or cultural organization, etc.?*

## Survey respondent profile (unweighted)

*approximately 20% of respondents did not answer the demographic questions*

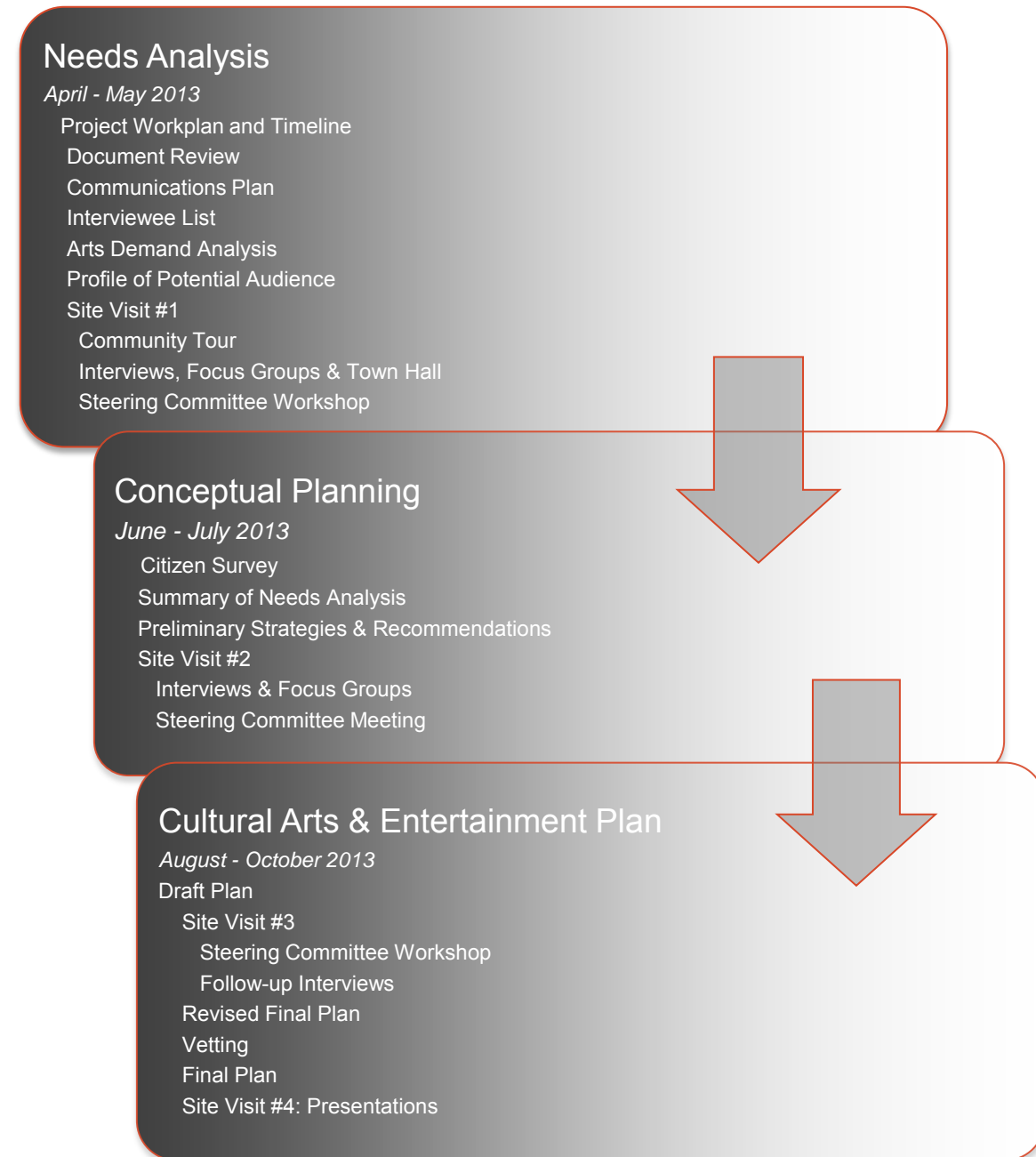


## Household Composition

- Children 6 years or younger
  - 1 child – 13%
  - 2 or more– 10%
- Youth – ages 7-12
  - 1 youth – 16%
  - 2 or more– 9%
- Teens – ages 13-19
  - 1 teen – 14%
  - 2 or more – 7%
- Adults – over 19 years
  - 1 adult– 12%
  - 2 adults – 45%
- Seniors – 65 years or older
  - 1 senior – 8%
  - 2 or more – 8%

## Planning Process

The planning process included three phases over a seven-month period between April and October 2013. The process included a review of relevant background studies and plans, a market assessment, a citizen survey, a competitive analysis, meetings with city officials, and extensive community engagement. The plan was developed under the direction of a Steering Committee.



## Planning Participants

### Arts and Entertainment Strategic Plan Steering Committee

Scott Alvord, Advanced Development concepts	Leslie Goto, City of Roseville Library
David Attaway, Placer Valley Tourism	Jared Hill, Roseville Parks and Recreation Commission, Youth Commissioner
Kathy Barsotti, City of Roseville Parks, Recreation and Libraries Department	Lang Lew, Lang Lew Photography
Chuck Bartlett, Bartlett Flowers and Gifts	Derek Martin, William Jessup University
Anne Chacon, Sure West Communications	Nicholas McGill, Heroik Media
Shirley Conzelmann, Sun City Roseville	Michelle Raskey, Roseville Theatre Arts Academy
Sue Cook, Roseville Coalition of Neighborhood Associations	Ron Severson, Roseville Joint Union High School District
Roni Garrison, City of Roseville Parks, Recreation and Libraries Department	Suzanne Vose, Sacramento Metropolitan Arts Commission

### Roseville Parks and Recreation Department

Dominick Casey, Director  
 Kathy Barsotti, Recreation Manager  
 Roni Garrison, Recreation Supervisor

### Interviewees and Discussion Group Members

#### City Council Members & City Manager

Susan Rohan	City Council-Mayor
Carol Garcia	City Council-Mayor Pro Tem
Bonnie Gore	City Council
Tim Herman	City Council
Pauline Roccucci	City Council
Ray Kerridge	City Manager

#### Community Members and City Staff

Bill Aiken	City of Roseville
Naaz Alihakan	Williams + Paddon
David Attaway	Placer Valley Tourism
Jason Bortz	Standout Talent
Jennifer Bortz	Standout Talent
Russ Branson	Assistant City Manager, City of Roseville
Sandy Bryan	Bloom Vintage Findings
Richard Burton	

Natasha Casteel	Library Director, City of Roseville
Dan Cole	Evergreen Company
Katie Curler	Blue Line Arts
Justin DiPlacido	City of Roseville
Paula Finley	Retired City Employee
Dick Frantzreb	Placer Performance Calendar Sacramento Choral Calendar

Joann Funk	Twice Nice
David Garrison	TAAC Collective
Rebecca Garrison	50 Corridor TMA The Temp Art Gallery
Wendy Gerig	Roseville Chamber of Commerce
Stephanie Giannini	Roseville Police Department
Terry Green	Williams + Paddon
Daniel Hahn	Police Chief, City of Roseville
Julie Hirota	Blue Line Arts
Rob Jenson	Assistant City Manager, City of Roseville
Chelsea Johnson	Beatnik Books

Amarjeed Kahlon	
Mandee Kahlon	Bar 101
Shaleen Kahlon	Bar 101
Scott Knoll	Roseville Police Department
Kaeley Kroening	Roseville Police Activities League
Steve Lake	Trocadero Club
John McElroy	City of Roseville
Janette Moynier	First Bank
Mark Murphy	Maidu Museum & Historic Site
Rene Nash	Roseville Theatre
Judi Nicholson	Former City Arts Liaison
John Norman	Brookfield Properties
Chantell Padilla	City of Roseville
Kevin Payne	City of Roseville
Steve Pease	Developer, Sammy's Rockin' Island Bar & Grill
Zoren Peshich	Artist
Mark Reed	Fire Chief, City of Roseville
Paul Richardson	City of Roseville
Chris Robles	City of Roseville
Lt. Mervyn Screeton	Roseville Police Department
Becky Senna	Interior Motives
Nina Shaul	Roseville Police Department
Sgt. Joshua Simon	Roseville Police Department
John Spague	Assistant City Manager, City of Roseville
Angela Tahti	Placer Arts
Port Telles	Cordish Companies
Deidre Trudeau	Ezeeye Imaging
Chris Trudell	Roseville Police Department
Mark Vespoli	Java Jungle The Place Owl Club
Denise Watry	City of Roseville

**Town Hall Meeting, May 14, 2013**

Scott Alvord  
Terri Dawn Arnold  
Christian Baldree  
Jason Bortz  
Paul Burke  
Steve Campbell  
Katie Curler  
Rebecca Desmond

Ken Duisenberg  
Jason Wiley Evans  
Carol Garcia  
Chet Gilmartin  
Lesli Goto  
Shane Grammer  
Betsaida LeBron  
Lang Lew

Mark Murphy  
Joseph Oele  
Chris Richter  
Stephanie Sugano  
Angela Tahti  
Deidre Trudea

**Discussion with SPARKS Children**

Royer Park, July 18, 2013

*Approximately 30 middle school students participating in the Recreation Division's summer program for at-risk youth.*

**Police Ride-along in Old Town**

Night of July 19, 2013

*Consultant's ride-along from 10 pm to 4 am to observe the police perspectives of security and law enforcement issues related to the entertainment zone in historic Old Town.*