

filed 4-19-04



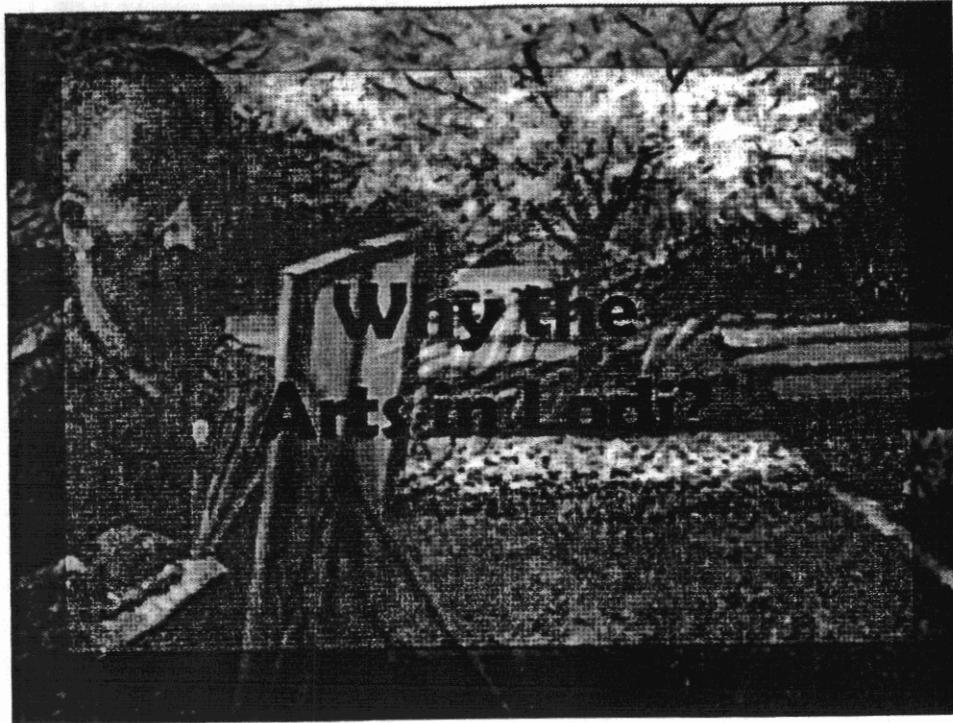
2003/04
Annual Report to City Council



Agenda

- Why the Arts in Lodi?
- Community Needs Assessment
- Mission/Vision/Goals
- Current Programming
- Grant Recommendations
- Future Growth





The Arts are Basic

There is opportunity for Art in every moment...for me, the daily experience of the inherent creativity in Art rejuvenates my soul, shapes the quality of my architecture and sows richness in the quality of my life.

– Tim Matthies

WENELL MATTHEIS BOWE



The Arts Impact:

- Economy*
- Tourism*
- Religion*
- Healing*
- Housing and Neighborhoods*
- Advocacy/Policy*
- Education*
- Cultural Diversity*
- Community Planning*
- Public Art*
- Resource Development*
- Technology*



The Arts as Career

LTY was a very positive and rewarding experience that has furthered my training in all fields... LTY is a very unique and rewarding program that all young thespians in the Lodi area should look into.



--Jacob Inman
Lodi High School Junior
Lodi Theatre for Youth Participant



The Arts Expand Us

Art has enhanced my life personally and professionally by broadening and increasing my familiarity and understanding of the world in which I live and work, as well as worlds I will never be able to visit.

—Rex Reynolds, Esq.
Lodi Theatre for Youth



The Arts Teach Skills

The arts are very good at teaching students many **skills** which they need in order to **live and work** in a society:

- Interpersonal skills
- the ability to work in teams
- an understanding, tolerance, and appreciation for diversity in people and ideas
- the ability to lead and communicate effectively with groups

-- Americans for the Arts



Art. Ask for More.



The Arts Mean Business

In Lodi, the non-profit arts are at least a **\$3.8 million** industry.

- Arts orgs spend \$700,000 annually
- Audiences spend \$3.1 million
- 127 Full-time jobs
- \$149,000 in revenue to City Govt

-- Arts & Economic Prosperity Study, 2000



Sound Public Policy

“What’s good for the arts is good for the economy. The mayors of cities with strong economies tell us that the arts have helped their communities thrive. Federal support for our nation’s cultural organizations is sound public policy.”

-- Representative Louise M. Slaughter, 2002
United States House of Representatives, and
Chair, Congressional Arts Caucus

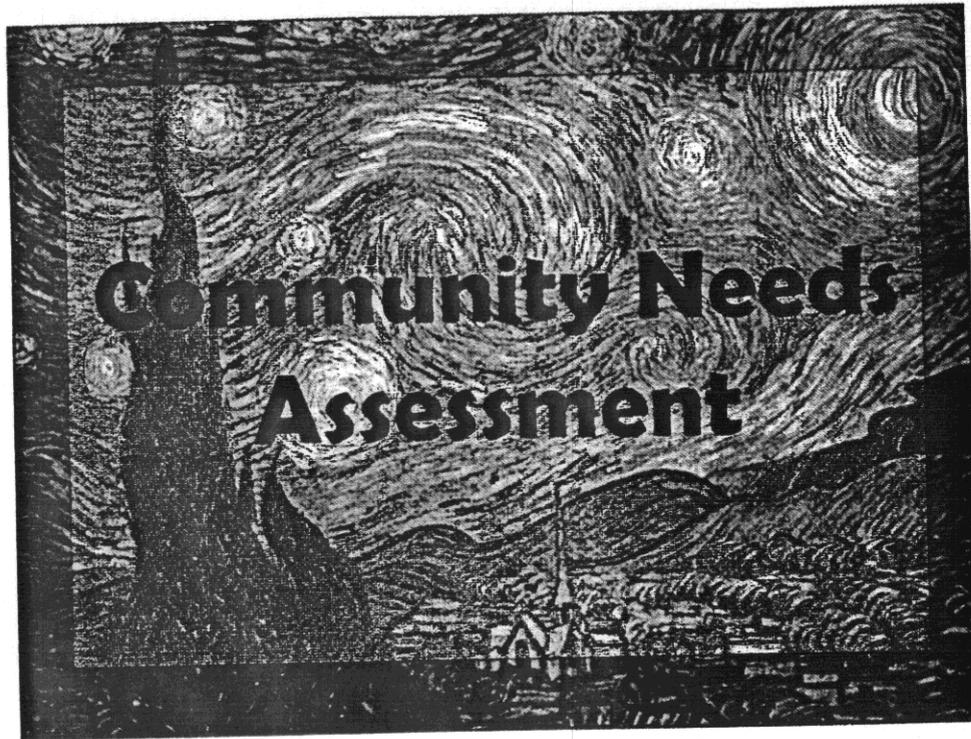


Economic Vitality

“As chairman of the Oklahoma Chamber of Commerce, I have visited almost every city and town in the state. There is a visible difference in places with an active cultural community. I see people looking for places to park, stores staying open late, and businesses packed with customers. The business day is extended and the cash registers are ringing.”

– Ken Fergeson
Chairman & CEO, NBanC, and
President-Elect, Americans Bankers Association



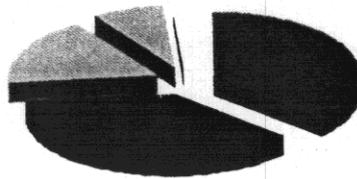


Community Wide Assessment

- Public Survey
- Art Agency Survey
- School District Survey
- Focus Group
- Public Forums



Public Surveys



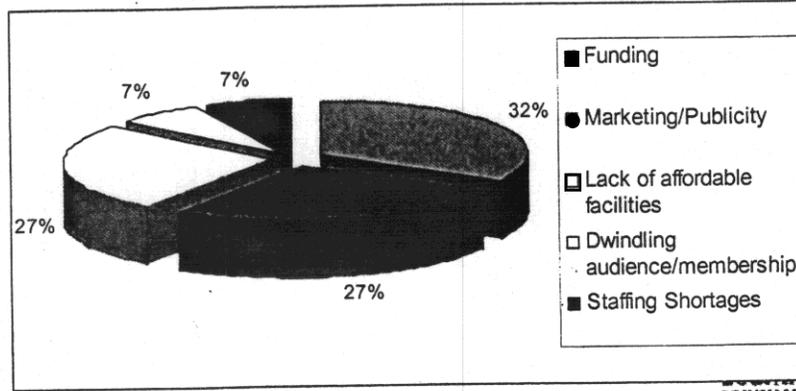
Why don't you attend more?

- | | |
|----------------------------------------------------------|-----|
| <input type="checkbox"/> I don't know what's available | 24% |
| <input type="checkbox"/> I have little spare time | 21% |
| <input type="checkbox"/> What I want isn't offered | 12% |
| <input type="checkbox"/> Scheduled at inconvenient times | 11% |
| <input type="checkbox"/> Tickets/fees are too expensive | 8% |
| <input type="checkbox"/> I'm not that interested | 2% |
| <input type="checkbox"/> Quality not satisfactory | 2% |
| <input type="checkbox"/> Other | 2% |
| <input type="checkbox"/> No Answer: | 19% |



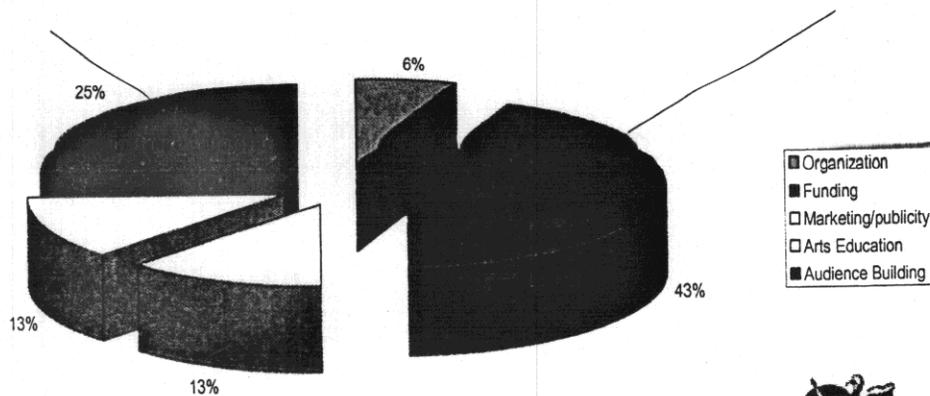
Agency Survey

What is the single most important issue facing your agency right now?



Agency Survey Cont.

Most Important Issue to Arts Community



LUSD Survey: Arts Education

What are the most pressing issues?

1. Lack of Funding
2. Lack of Teacher Time
3. Lack of Teacher Knowledge
4. Lack of Communication



Focus Group

Most pressing issues:

1. Marketing
2. Funding
3. Affordable space/facilities



Public Forums

What's missing?

1. Art galleries
2. A permanent theatre company
3. Country Western music
4. Inclusion/exposure to underserved populations

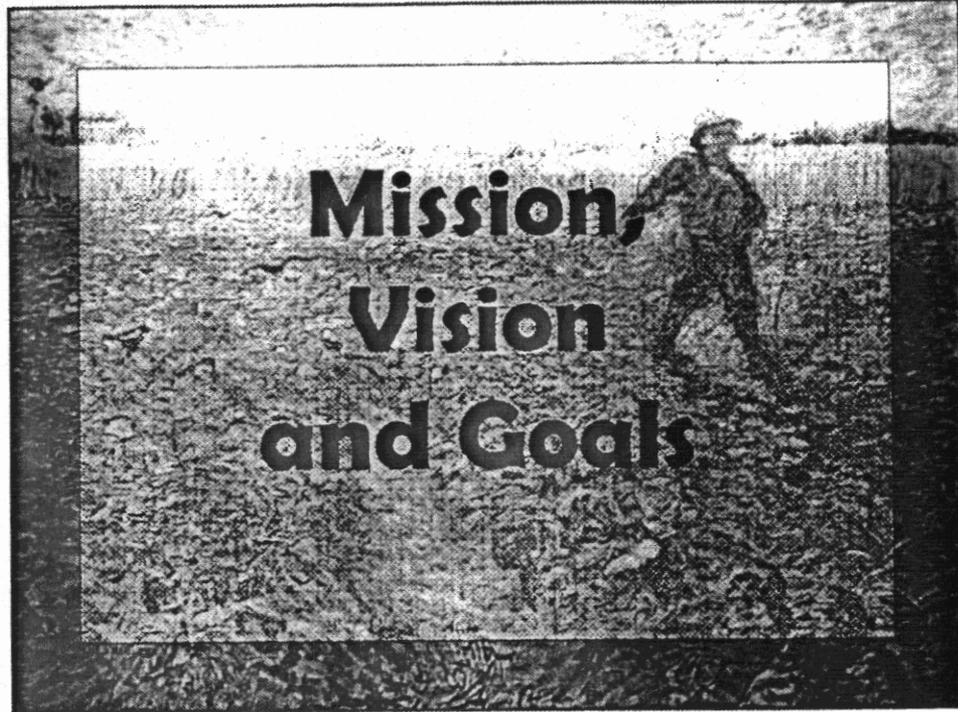


Public Forums

What should the Arts Commission be doing?

1. Dissemination of information
2. Marketing
3. Workshops/Professional Development
4. Advocate for the City regionally





Mission

*Our mission is to advance the arts in Lodi by **partnering** with the entire community to provide quality programs and events that foster creative expression.*



Vision

We envision unlimited opportunities and resources available to further the arts so that access to participation by all community members is not hindered by economic, social or cultural barriers.



Vision (Cont.)

Through the arts, our local economy and culture is invigorated for the benefit of our collective future.



2003-05 Goals

- 2003-04: Community-wide Needs Assessment**
- 2004-05: Draft 5-year Plan**
 - Collaborative marketing
 - Stabilize local agencies through training (grant writing, non-profit management, etc.)
 - Partner on every event produced



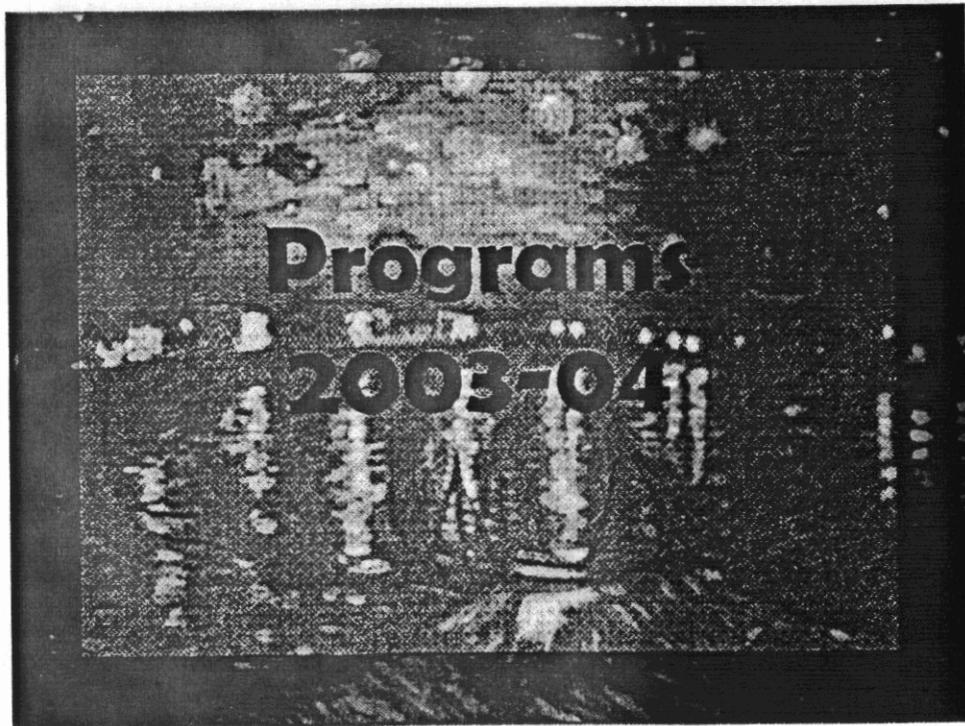
2003-05 Goals: Grants

- Maintain current level of funding**
- Document granting parameters**
- Offer regularly scheduled technical assistance workshops**
- Utilize more community volunteers for application reviews**



2003-05 Goals: Classes

- Increase revenue from arts classes by 30%
- Increase overall class registration by 40%
- Evolve the current course catalog into a community-wide Arts Directory
 - Generate advertising revenue (arts-related business)
 - Improve access to arts organizations
 - Showcase the Lodi arts scene



Night Time Live Jazz Series

- Celebrated 11 year anniversary
- Record attendance this year
- Major sponsor: Capital Public Radio
- Working with Marlo Kerner to create separate non-profit organization



Art on the Square Festival

- 4th successful year
- Continuing partnership with Lodi Appellation Winery Association
- Capital Public Radio = media sponsor
- Regional advertising and promotion
- State-wide participation by artists
- All-day music and entertainment
- Free hands-on workshops for families

June 5
11-6



First Friday Art Hop

- Rotating art exhibits featuring local and regional artists
- Meet the artist receptions
- Community-wide effort
- Partnering with Lodi Public Library, Downtown Businesses, Lodi Art Center, and other venues



First Friday Art Hop

In the past Lodi has not always been known for its "cultural vitality" so this type of venue is very encouraging. Art is an important part of any culture...it must be nurtured and valued if we want to develop this important part of who we are.

*-- Robin Vander Hamm
Lodi, CA*



Haunted Hutchins

- New partnership with Youth Commission
- Most diverse crowd at the Square
- Full carnival atmosphere
- Haunted House
- Scary storytelling
- Arts & crafts



Local Arts Conference

- First all-day local arts conference
- Attended by arts agencies, business partners, individual artists
- Marketing and arts education focus
- Local Arts Alliance formed to collaborate on marketing



LodiArts.org

HOME EVENTS CALENDAR ART IN PUBLIC PLACES GET INVOLVED GRANT PROGRAMS Lodi ART'S PROJECT FUND ARTS CLASSES



Promoting Advancement in the Arts

Lodi Arts Commission

Welcome to LodiArts.org

What's New

**Art on the Square 2004
Art, Music & Wine
Festival**



[Click here to
download the artist's packet!](#)

Our Mission:

*To advance the arts in Lodi by
partnering with the entire community
to provide quality programs and events
that foster creative expression.*

1st FRIDAY ART HOP - Call for Artists!
This popular art event has expanded! In
addition to our gallery at Hutchins St. Square,
monthly art shows of all kinds are now
happening around the city!

[Click here](#) for more information on how you
can participate in this exciting event.

March 26, 2004

[Art on the Square Festival seeks Artists/Businesses](#)

February 27, 2004

[Harvey Scholerzkin Applications Sealed](#)

February 17, 2004

[March's First Friday Art Hop](#)

January 26, 2004

[First All-Day Local Arts Conference Planned](#)

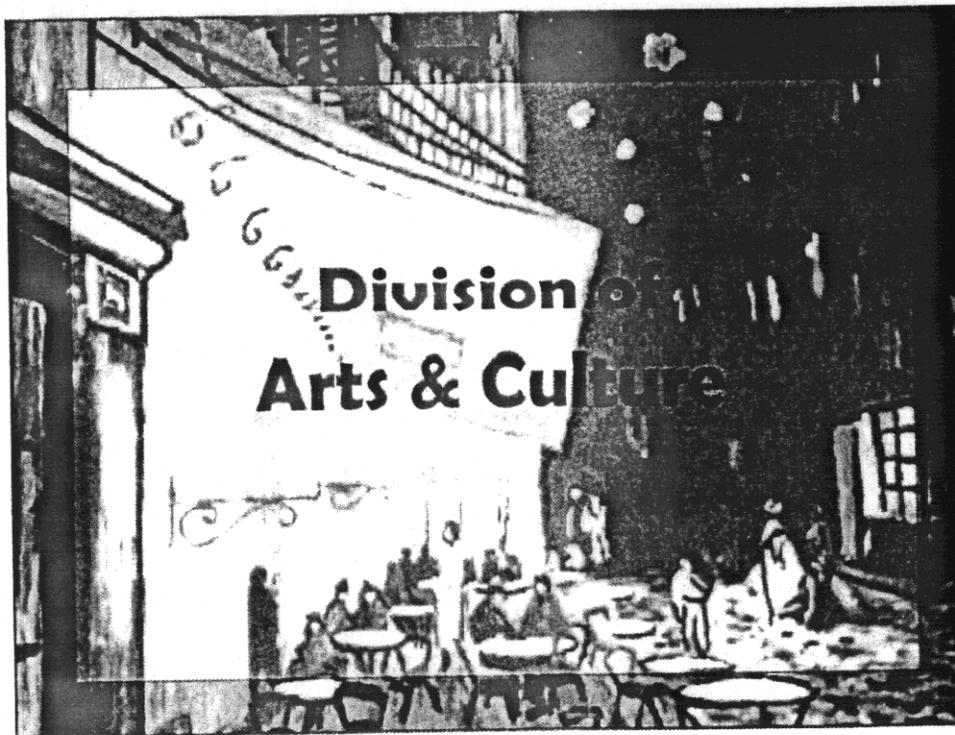
To read previous arts news, click [here](#).

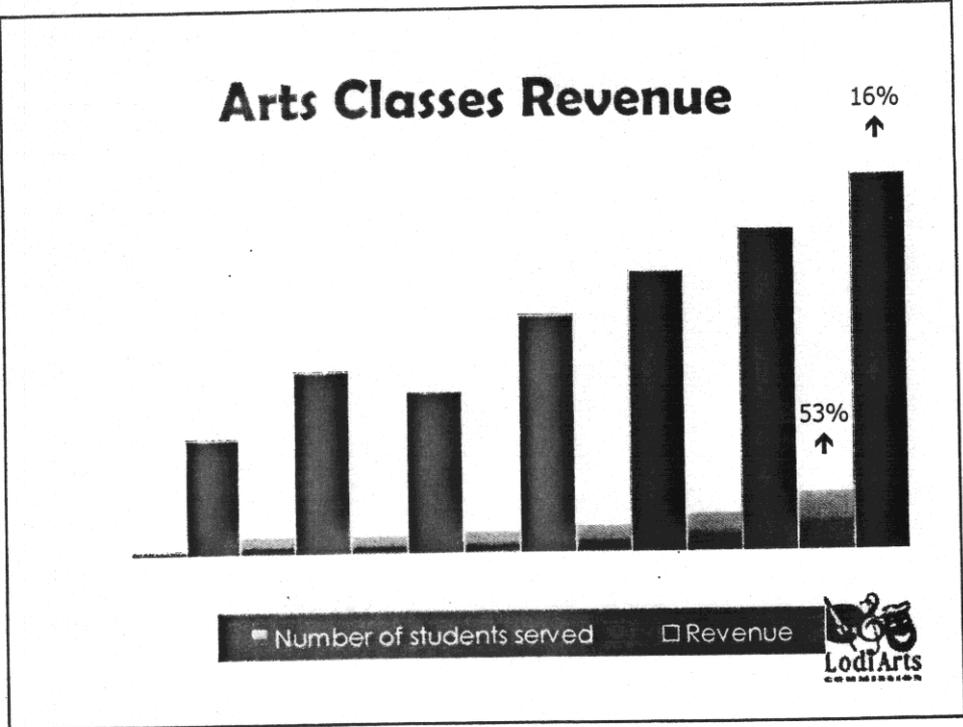
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SEARCH

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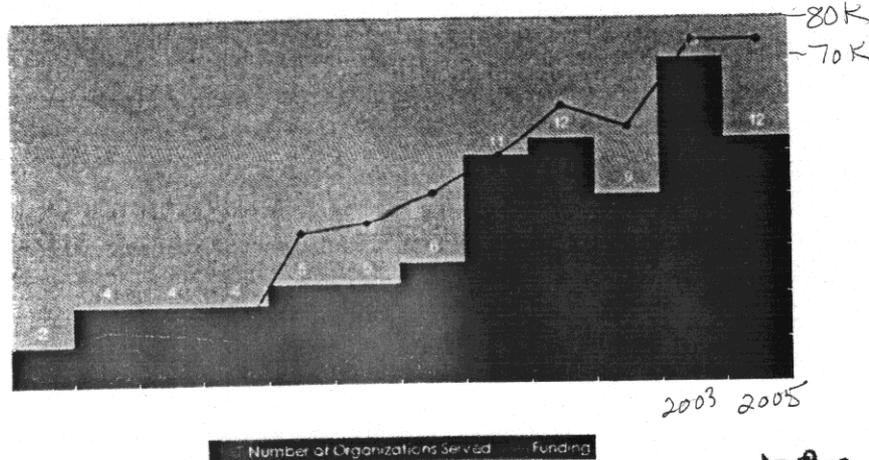
- ### The Division at-a-glance
- Arts Classes/programs
 - Granting process
 - Public Art Program
 - Arts Commission programs
 - Lodi Arts Project Fund
- 

New Classes/Instructors

- | | |
|----------------------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Pottery | <input type="checkbox"/> Introduction to Ballet |
| <input type="checkbox"/> Painting for Children | <input type="checkbox"/> Adult Ballet |
| <input type="checkbox"/> Painting with Claire Oak | <input type="checkbox"/> Toddler Ballet |
| <input type="checkbox"/> Dance the Salsa Workshop | <input type="checkbox"/> Jazz Dance |
| <input type="checkbox"/> Hula & Tahitian Dance | <input type="checkbox"/> Home Recording Workshop for Music |
| <input type="checkbox"/> Retro Swing Dance Workshop | <input type="checkbox"/> Art Camp for Kids |
| <input type="checkbox"/> Creative Writing | <input type="checkbox"/> Drawing for Design |
| <input type="checkbox"/> Modern Guitar | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Classical Guitar | <input type="checkbox"/> Art for the Entertainment Industry |
| <input type="checkbox"/> Lodi Children's Chorus | <input type="checkbox"/> Conceptual Illustration |
| <input type="checkbox"/> Music for Mothers to be | <input type="checkbox"/> Hurray for Clay-Summer Art Camp |
| <input type="checkbox"/> Music Theory and Appreciation | <input type="checkbox"/> Mixed Media |
| <input type="checkbox"/> Voice Development | <input type="checkbox"/> The Summer Ballet Experience |
| <input checked="" type="checkbox"/> How to Draw Your Favorite Super Heroes | |
| <input type="checkbox"/> Beginning Pencil Drawing Techniques | |



Grant Funding Over the Years



2004-05 Grant Applications

Central Valley Youth Symphony	\$10,000
Soroptimist	\$5,000
Lodi Community Band	\$5,750
Lodi Childrens' Theatre	\$17,000
Lodi Community Art Center	\$5,600
Lodi Symphony Orchestra	\$20,000
Education through Music	\$3,800
Lodi Childrens' Chorus	\$2,500
Troupe Cabana	\$14,300
Lodi Friends of Stockton Symphony	\$17,594
LUSD	\$8,100
Sandhill Crane Festival	\$6,300

TOTAL: \$120,174



filed 4-19-04

LODI ARTS COMMISSION



ARTS AND CULTURE NEEDS ASSESSMENT REPORT

March 2004

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EXECUTIVE SUMMARY

PROJECT PURPOSE

The 2003 community-wide needs assessment documented the strengths, weaknesses and general characteristics of Lodi's arts and cultural needs so that choices could be made about next steps for local arts development. This project and report also constitutes the first phase of a two-part process to create the Arts Commission's 5-year plan. Project methods included written surveys for the public, the school district, and local agencies; public workshops; a focus group; and profiling of local arts resources.

SURVEYS

The written surveys gathered details of the strengths and weaknesses of the arts environment in Lodi, and investigated related attitudes about the arts on a local level. Three survey instruments were used: 1) a public survey modeled after a survey created and conducted by market research consultants for the City of Menlo Park; 2) an agency-specific survey modeled after a survey created and conducted by the San Joaquin Department of Education; and 3) a school-specific survey created by the California Department of Education.

FOCUS GROUP

The purpose of the focus group was to learn more about the specific needs and suggestions of local arts organizations, and to gauge the opinions of community leaders about the future direction of arts development in Lodi. Five individuals representing a variety of local art agencies were asked to participate; four actually attended. The visual, performing and musical arts were represented, as well as the local school district. An outline from the session's transcript details their opinions and suggestions.

PUBLIC FORUMS

Three public forums were held in the Fall of 2003 to allow the general public to share their thoughts on the current state of the arts in Lodi. Summaries from each of those forums is included in the appendices of this report.

PROJECT FINDINGS

Taken as a whole, the results document a mandate for the Arts Commission to assume a substantial role in providing arts and cultural groups and organizations with stabilization and infrastructure assistance. The findings summarize the community needs and gaps in services (as identified in the needs analysis).

Overall Finding: The overall finding of the arts and culture needs assessment is twofold: 1) there is a strong demand in Lodi for more and better marketing of existing arts

programs, and 2) there is a clear need for the City to continue its role in providing arts and culture services – especially with regard to funding.

Broad Range of Community Needs: The community's needs are strong and varied enough to warrant additional programs in a broad range of areas. Given this broad range of needs and interest, the issue appears to be what options would be the most appropriate and strategic for action.

Need for Facilities: There is clearly a need for additional cultural facilities. This need encompasses facilities for both arts attendance and participation. Hutchins Street Square is currently the main focus of cultural arts events in Lodi; however, it too has its limitations with regard to space and scope. Current classroom space is at capacity – additional arts classes (especially during prime after school and evening hours) are currently impossible at the Square. The need for additional classrooms and rehearsal studios emphasizes the community's demand for participating directly in arts experiences, for both adults and children, and on an amateur as well as professional basis. Facility needs also include affordable performing and exhibition spaces. Further study is required to define the specifics of such facilities.

Related Infrastructure Needs: In addition to facilities, the needs of local organizations include stabilization through assistance with funding, marketing, communication, administration, and other related infrastructure services.

Broad Community Opinion on the Arts: The community's support for City action in meeting arts and culture needs is broad. It includes strong opinion favoring a public art program, spending City funds on arts programs, and the recognition of the value and role of the arts in community building and the development of young people.

Potential Partnerships: Several organizations inside and outside Lodi indicated an interest in partnering with the City and with each other.

The Needs of Residents Predominate: In Lodi, the key factor emerging from the assessment is the desire of residents for additional information on what is currently happening in our community. This suggests that the primary focus should be on meeting residents' needs through additional and better marketing for attendance and participation in the arts. This also frames the needs of the local arts resources: supporting them is a means of not only meeting their needs but also of serving the needs of residents.

RECOMMENDATIONS

Because of the strength of the residents' desire for a viable local arts ecology and the range of the community's needs, there is a variety of options for action in meeting those needs. This section lists a number of recommended options that appear to be both strategic and feasible. However, this list is by no means exhaustive or conclusive—they are not the only ideas.

These options are grouped according to cost, with the lower cost options generally being less complex, and requiring less time, to begin implementation. The recommended options all require further planning and development, and will presumably require additional staff with specialized expertise in arts administration. Most options include a potential for partnerships.

OVERALL RECOMMENDATION

Develop a Community Cultural Plan: The Arts Commission should proceed with Phase 2 of its two-stage process to develop a community cultural plan, with a five-year time frame. They should structure the planning process around the specific directions they choose to pursue, presumably including some of these recommended options.

The community cultural plan will provide the City with a blueprint for specific action, including strategic and tactical plans; costs, staff, facility and other resources needed; assignments of lead parties; identification of partnerships; implementation schedules; and other more detailed plans. The community cultural plan, like other types of municipal master plans, will permit City Council members to make informed policy decisions about longer-term strategies, spending, financing, and administrative infrastructure.

LOW-COST OPTIONS

Provide Infrastructure Services: Develop services to address the infrastructure needs identified in the assessment, such as a resource directory, information and referrals, joint marketing and communications services, and convening regular events and conferences (designed to bring together elements of the arts community). *Special attention should be paid to marketing and funding.*

Provide More Comprehensive Arts Classes: Develop a more comprehensive and sequential curriculum of arts classes for children and adults, building on the Community Center Department's present capacity for delivering successful classes. These classes should take place at multiple locations around the City – especially as the Square is at capacity during peak class hours.

MEDIUM-COST OPTION

Expand the current arts grants program to include funds that would support the development and stabilization of current agencies (not just project-oriented). There are a number of organizations that remain below the radar of most residents because they do not have a regular "home," or do not have trained staff that can manage the administrative functions on even a regular part-time basis.

HIGH-COST OPTION

Cultural Facilities: The most complex and expensive option is addressing cultural facilities needs. The main point of this recommendation is that addressing facility needs requires substantial specific planning, and is not merely an issue of costs. Building additional arts spaces—theaters, gallery(ies), studios, classrooms and related spaces—while expensive, is the most comprehensive solution. With sufficient capacity, performing arts spaces could be shared with a resident organization, such as the Lodi Community Art Center, and rented to other regional performing groups as a "second home." The specific location, use, configuration, capacity, financing, and administration of a facility would require additional study of the potential users, funders, partners, available land, and other issues. This type of project, however, holds the promise of galvanizing public attention and resources. A public/private partnership in some form is the most viable approach, not only because of cost-sharing but also the community involvement that accompanies the private partner. Facilities developed and owned entirely by municipalities (such as the Square) are often structurally less able to reflect and serve changing community needs.

PROJECT PURPOSE AND METHODOLOGY

PURPOSE

The purpose of this project was to assess Lodi's community needs in the area of arts and culture. This includes documenting the strength and characteristics of those needs, and framing choices about next steps for arts development in Lodi.

This project and report also constitute the first phase of a two-part process to create a community cultural plan:

1. Data collection and analysis (this report).
2. Formulation of the Arts Commission's 5-year plan, to follow this assessment and be based on its results.

This means that this project focuses on research and analysis, and stops short of strategic planning or program development for the arts. Nonetheless, the assessment results have led to clear potential directions for future arts development, and produced clear options for action.

METHODOLOGY

The project methodology was designed to answer the following questions:

- What is the strength and character of the market, or demand, for arts and culture in Lodi?
- What are the current arts and cultural resources in and near Lodi?
- What are the community's arts and cultural needs? Where are there gaps in services?
- What options does the City have to meet community needs in the area of arts and culture?
- What partnership opportunities exist?

Staff used the following tools to implement this methodology:

- **Community Survey:** This written survey of residents provided additional and detailed information about the strength and characteristics of the community's arts interests. It also probed attitudes about cultural facilities, public art, City arts funding, and other relevant issues.
- **Community Meetings:** The staff held three open community meetings to allow residents the opportunity to share their opinions and recommendations on local arts needs and goals.
- **Profile of Local Arts Resources.** The staff profiled local arts resources in relation to Lodi's emerging community needs. They surveyed local arts agencies and facilitated a Focus Group discussion with local leaders. The profiles helped assess the needs and attitudes of local organizations and community leaders, and

define the gaps or niches for City action. Finally, they collected suggestions about issues such as the City's role and potential programs.

- Profile of Arts Education in Lodi's public schools. Working with the school district, teachers and administrators at all Lodi Unified School District schools (K-12) were surveyed using an instrument developed by the California Department of Education.

COMMUNITY SURVEY

The community survey was conducted throughout 2003. The purpose of the survey was to assess in detail the strengths, weaknesses and character of the cultural arts in Lodi. The survey employed a written questionnaire¹ and results were tabulated and analyzed². The survey is one of several research tools used in the overall cultural needs assessment, and is analyzed in the context of the other results.

SUMMARY

Respondents overwhelmingly desire more arts and cultural opportunities to be available in Lodi: 91% rate this as important, very important or extremely important. (Q1.)

A strong majority of respondents support more public art in Lodi; 69% consider it to be important, very important or extremely important. (Q10.)

There is a local audience for nearly all forms of arts events. There is a significant interest in attending an across-the-board range of performing, visual and literary arts events. (Q2.)

There is a strong interest in arts events people can attend with children. (Q5.)

When asked about classes, visual arts classes hold the strongest interest for both adults and children. The next-highest interests are for music and dance lessons, for both adults and children. (Q5.)

The two primary reasons that respondents do not attend arts events or classes in Lodi are that people don't know what's available, or they have little spare time. Taken together with the other results, it also suggests that effective marketing will be equally as important as availability in meeting local demand, and realizing the potential for local arts attendance. (Q8.)

With regard to price, there is a healthy market for low- and mid-price arts events, and a small market for expensive events. Similarly there is a healthy market for low-price classes, and a smaller market for mid-price and expensive classes. (Q3 & Q6.)

¹ See Appendix for sample survey

² See Appendix for survey results by question

Respondents ranked an art gallery and studio/classroom space as the greatest cultural facility needs; an outdoor amphitheatre and museum were the third- and fourth-highest-rated facility needs. Only 5% said no cultural facilities were needed. (Q9.)

Respondents strongly favor the use of City funds for the arts; only 4% said that City funds should not be used to support the arts. Respondents most favor the use of general funds and a tourist (TOT) tax to support the arts; with a private development fee ranked the third-highest. (Q11.)

Taken as a whole, these results document a mandate for the City to assume a greater role in providing arts and cultural programs.

METHODOLOGY

The total number of questionnaires distributed was 12,500. They were included in the Fall edition of the City's Arts Directory, distributed via mail to 200 Lodi households throughout the City's various neighborhoods, and were also handed out by Arts Commissioners and staff at various public functions (see Appendix A).

The total number of responses received was 366, a rate of return of nearly 3%. The survey results are particularly useful when considered together with the public forums and the local agency profiles. Respondents to the community survey tended to be self-selecting for residents with a greater interest in arts and culture. Therefore, this data provides a greater level of detail and understanding of the character of community arts needs. It fleshes out our picture of the strong overall demand.

PROFILE OF LOCAL ARTS RESOURCES

The staff profiled local arts resources in relation to the emerging picture of Lodi's needs. They researched the local arts community, and documented the needs of 14 representatives of local arts organizations and arts agencies during late 2003 via a survey developed by the San Joaquin County Dept. of Education³. In addition, one focus group and three open community meetings were also held. The purpose was to learn the specific needs and suggestions of and for local arts organizations, and to gauge the opinions of community leaders about the future direction of arts development in the community.

SUMMARY

Compared with other communities, there are relatively few arts resources located in Lodi, however, these organizations include some substantial and well established components of the local arts ecology. Lodi arts organizations show a significant existing capacity, given their limited budgets, and the ability to expand. An example: Lodi Community Art Center, a long-time visual arts organization, moved to Lockeford because of the available facilities⁴, but was founded and maintains its administrative office in Lodi.

Local arts resources located in Lodi include performing and visual arts, and arts education organizations and programs. They also include "presenting" programs, such as the Community Concert Association, that brings touring artists into the community for performances and other services.

The programs of the Arts Commission and the Community Center Department appear to be well-designed in relation to their participants. Attendance and participation seems limited only by the available space and other resources. As is well known, there is a rich variety of arts resources in the neighboring communities. Their audiences almost all include a portion of Lodi residents, so clearly the community's demand for arts services is being met to some extent by traveling within the region.

Interviewees detailed a lack of infrastructure of arts support. They frequently cited the lack of funding as the most critical issue, which is a major factor limiting the number and variety of performances, exhibitions, classes and other programs they can provide. Also, they have limited opportunities for local funding, marketing and communication. Information sharing inside and outside the arts community is relatively weak. It is

³ See Appendix for sample survey and results by question

⁴ The Lodi Community Art Center is currently without a "home" due to issues relating to a County ordinance. They are optimistic that this issue will be cleared up by the end of 2004.

common for arts development in a community to parallel the development of such types of infrastructure. We tend to hold an image of artists as creating despite all obstacles, and that is certainly true for a few individuals. However, the arts in a community rarely flourish without a support infrastructure of appropriate facilities, marketing, funding, administration and other assistance. There is probably a "chicken and egg" problem in Lodi: the arts have developed more elsewhere because of the lack of arts infrastructure here, while the demonstration of local arts development has been needed to justify better infrastructure.

Interviewees often stated that Lodi does not have a strong image as an arts community or "arts place." However, they often discussed the extensive public participation in the arts both in Lodi and in neighboring communities, and saw a potential for the local resources to have a higher profile and reach a broader public. This underscores the need for a stronger infrastructure to both amplify the impact of existing arts resources and attract new resources.

SCHOOL DISTRICT SURVEY

While survey response was poor (teachers and administrators cited both a lack of available time to answer the survey as well as incomplete knowledge about the existing programs), the Lodi Unified School District reports having both some arts education programs and the need for additional programs and resources.

The district does have an adopted Visual and Performing Arts Curriculum that is aligned with state standards. However, they do not require a sequential arts curriculum at every grade since they are concentrating on the "core" subjects in order to be aligned with the "No Child Left Behind" Act. The Arts *are* included in NCLB and the district states they will attempt to increase student participation in the arts in the near future.

At the high school level, all art classes in all five areas, meet the California requirements. At sites where there is an art curriculum, the adopted, standards-based curriculum is used. LUSD's middle schools, especially Morada and Lodi, as well as all seven high school programs have the comprehensive, standards-based arts programs mandated by the California Department of Education.

There clearly is a role, albeit limited, for the City to play in meeting the community's need for arts education services.

LUSD Schools Participating in the survey

Surveys were distributed to each school site principal and arts teacher. Out of the 42 schools in the district, only 21 surveys were returned. The district's arts coordinator also filled out a survey.

ELEMENTARY SCHOOLS			
SCHOOL	# Surveys Returned	SCHOOL	# Surveys Returned
Beckman (K-6) 2201 Scarborough Dr. Lodi, CA 95240 (209) 331-7410	0	Lockeford (2-6) 19456 N. Tully Rd. Lockeford, CA 95237 (209) 331-7214	0
Borchardt (K-6) 275 Culbertson Dr. Lodi, CA 95240 (209) 331-8212	0	Mahin (Infant Program) 5080 Armstrong Rd. Lodi, CA 95240 (209) 331-7366	0
Clairmont (K-6) 8282 Lemans Ave. Stockton, CA 95210 (209) 953-8267	0	Needham (4-6) 420 S. Pleasant Ave. Lodi, CA 95240 (209) 331-7375	1

Clements (K-1) 19051 C. Hwy 88 Clements, CA 95227 (209) 331-7300	0	Nichols (K-6) 1301 S. Crescent Ave. Lodi, CA 95240 (209) 331-7378	0
Creekside (K-6) 2515 Estate Dr. Stockton, CA 95209 (209) 953-8285	0	Oakwood (K-6) 1315 Woodcreek Way Stockton, CA 95209 (209) 953-8392	1
Davis (K-6) 5224 E. Morada Ln. Stockton, CA 95212 (209) 953-8301	1	Parklane (K-3) 8405 Tam O'shanter Dr. Stockton, CA 95210 (209) 953-8409	0
Elkhorn (4-8) 10505 N Davis Rd. Stockton, CA 95209 (209) 953-8330	1	Reese (K-6) 1800 W. Elm St. Lodi 95242 (209) 331-7424	1
Heritage Primary (K-3) 509 Eden St. Lodi 95240 (209) 331-7344	0	Sutherland (4-6) 550 Spring River Cr. Stockton 95210 (209) 953-8999	0
Houston (1-8) 4600 Acampo Rd. Acampo, CA 95220 (209) 331-7475	0	Tokay Colony (K-6) 13520 E. Live Oak Rd. Lodi, CA 95240 (209) 331-8438	0
Joe Serna Charter(K-6) 339 E. Oak St. Lodi, CA 95240 (209) 331-7809	0	Turner (K-6) 18051 N. Ray Rd. Lodi, CA 95242 (209) 331-7440	0
John Muir (K-6) 2303 Whistler Way Stockton, CA 95209 (209) 953-8106	1	Victor (K-6) 17670 N. Bruella Rd. Victor, CA 95253 (209) 331-7441	0
Julia Morgan (K-6) 3777 A.G. Spanos Blvd. Stockton, CA 95209 (209) 953-8202	1	Vinewood (K-6) 1600 W. Tokay St. Lodi, CA 95242 (209) 331-7445	1
Lakewood (K-6) 1100 N. Ham Ln. Lodi, CA 95242 (209) 331-7348	0	Wagner Holt (K-6) 8778 Brattle Pl. Stockton, CA 95209 (209) 953-8407	0
Lawrence (K-6) 721 Calaveras St. Lodi, CA 95240 (209) 331-7356	1	Washington (K-6) 831 W. Lockeford St. Lodi, CA 95240 (209) 331-7451	0
Live Oak (K-6) 5099 Bear Creek Rd. Lodi, CA 95240 (209) 331-7370	0	Westwood (K-6) 9444 Caywood Dr. Stockton, CA 95210 (209) 953-8333	0

MIDDLE SCHOOLS

SCHOOL	# surveys returned	SCHOOL	# surveys returned
Delta Sierra (7-8) 2255 Wagner Heights Rd. Stockton, CA 95209 (209) 953-8510	1	Lodi Middle (7-8) 945 S. Ham Ln. Lodi, CA 95242 (209) 331-7544	1
Henderson 13451 N. Extension Rd. Lodi, CA 95242 (209) 331-7333	0	Morada Eastview (7-8) 5001 E. Eastview Dr. Stockton, CA 95212 (209) 953-8490	3
Houston (1-8) 4600 Acampo Rd. Acampo, CA 95220 (209) 331-7475	0	Woodbridge (7-8) 18500 Lilac St. Woodbridge, CA 95258 (209) 331-7575	1

HIGH SCHOOLS

SCHOOL	# surveys returned	SCHOOL	# surveys returned
<u>Bear Creek</u> 10555 Thornton Rd. Stockton, CA 95209 (209) 953-8234	2	Middle College 5151 Pacific Ave. Stockton, CA 95207 (209) 954-5790	0
<u>Liberty High</u> 660 W. Walnut St. Lodi, CA 95240 (209) 331-7633	0	Plaza Robles 9434 Thornton Rd. Stockton, CA 95209 (209) 953-8068	1
<u>Lodi High</u> 3 S. Pacific Ave. Lodi, CA 95242 (209) 331-7815	3	Tokay High 1111 Century Blvd. Lodi, CA 95240 (209) 331-7991	0

FINDINGS AND RECOMMENDATIONS

The findings summarize the community needs, and gaps in services, identified in the needs assessment. These findings and recommendations are based on analysis of all information elicited by the research tools – the surveys, focus group, and public forums.

LOW-COST OPTIONS

Provide Infrastructure Services: Develop services to address the infrastructure needs identified in the assessment, such as a resource directory, information and referrals, joint marketing and communications services, and convening events (designed to bring together elements of the arts community). This option would require further program planning for the services desired, and the consideration of partnerships and out-sourcing. *Special attention should be paid to marketing and funding.*

Provide More Comprehensive Arts Classes: Develop a more comprehensive and sequential curriculum of arts classes for children and adults, building on the Community Center Department's present capacity for delivering successful classes. The change would not only be in the number of classes, but in choosing subject areas that can be combined for greater impact.

For example, a broader offering of children's music classes could lead to a children's performing ensemble. And classes could seek to provide significant educational opportunities not available regionally, such as a model children's creative writing program. This option that can be planned and implemented in a relatively short time frame, although such a class program can clearly develop over time. Further program planning should include a detailed analysis of current class offerings, other available classes, available teachers and other resources, the potential to partner with arts organizations, available spaces, and costs. Although additional space would presumably be required, Community Center should consider the possibility of rented or donated classroom and studio spaces.

MEDIUM-COST OPTION

Expand the current arts grants program to include funds that would support the development and stabilization of current agencies (not just project-oriented). There are a number of organizations that remain below the radar of most residents because they do not have a regular "home," or do not have trained staff that can manage the administrative functions on even a regular part-time basis.

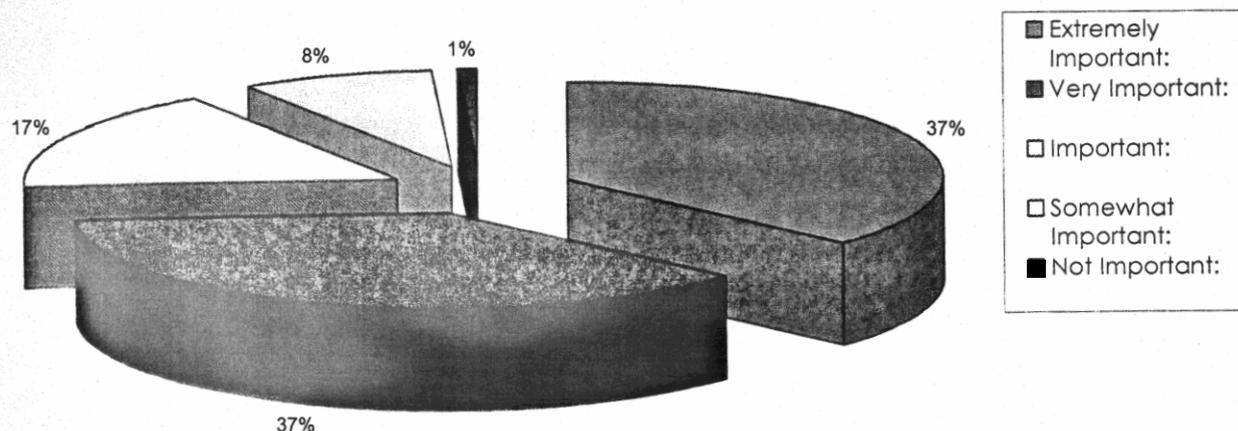
HIGH-COST OPTION

Cultural Facilities: The most complex and expensive option is addressing cultural facilities needs. The main point of this recommendation is that addressing facility needs requires substantial specific planning, and is not merely an issue of costs. Building a multidisciplinary arts center—theaters, gallery(ies), studios, classrooms and related spaces—while expensive, is the most comprehensive solution. It also appears to be feasible in terms of the market demand. With sufficient capacity, performing arts spaces could be shared with a resident organization, such as Lodi Theatre for Youth, and rented to other regional performing groups as a “second home.” The specific location, use, configuration, capacity, financing, and administration of a facility would require additional study of the potential users, funders, partners, available land, and other issues. This type of project, however, holds the promise of galvanizing public attention and resources. A public/private partnership in some form is the most viable approach, not only because of cost sharing but also the community involvement that accompanies the private partner. Facilities developed and owned entirely by municipalities are often structurally less able to reflect and serve changing community needs.

COMMUNITY SURVEY RESULTS BY QUESTION

These results are reported by each survey question, including any narrative responses and a commentary in bullet point form.

Question 1. How important is it to you to have more arts and cultural opportunities offered in Lodi? (Check one.)



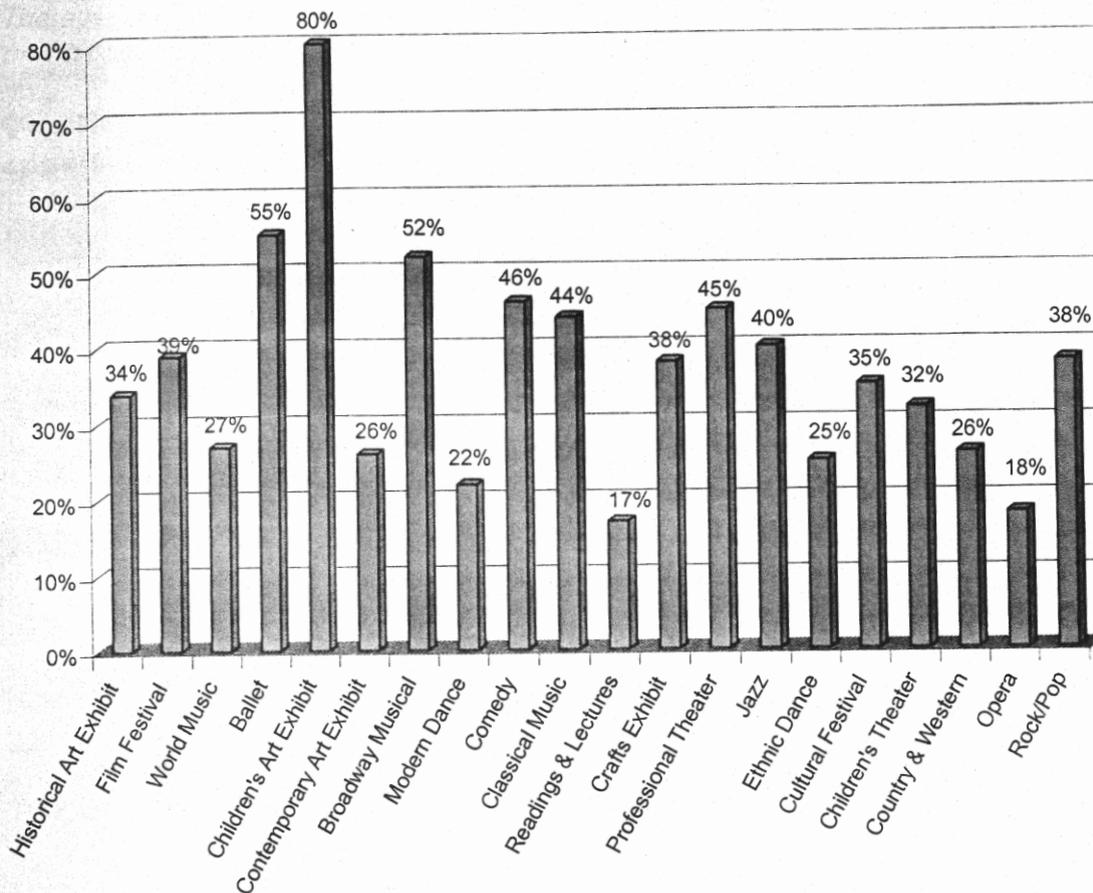
Responses in order of popularity:

- Extremely important 37%
- Very important 37%
- Important 17%
- Somewhat Important 8%
- Not Important 1%
- No Responses 0%
- Total 100%

Commentary:

Respondents overwhelmingly desire more arts and cultural opportunities available in Lodi: **91%** rate it as important, very important or extremely important.

Question 2. Which arts performances and exhibits would you, or do you like to attend in Lodi? (Check all that apply)



Responses in order of popularity

- Children's Art Exhibit 80%
- Ballet 55%
- Broadway Musical 52%
- Comedy 46%
- Professional Theater 45%
- Classical Music 44%
- Jazz 40%
- Film Festival 39%
- Crafts Exhibit 38%
- Rock/Pop 38%
- Cultural Festival 35%
- Historical Art Exhibit 34%
- Children's Theater 32%
- World Music 27%
- Country & Western 26%
- Contemp. Art Exhibit 26%
- Ethnic Dance 25%
- Modern Dance 22%
- Opera 18%
- Readings & Lectures 17%

Commentary:

The three highest-ranked arts events are 1) children's art exhibits, 2) ballet and 3) Broadway musical. The three lowest-ranked are 1) readings and lectures, 2) opera and 3) modern dance. There is significant interest in comedy and professional theatre

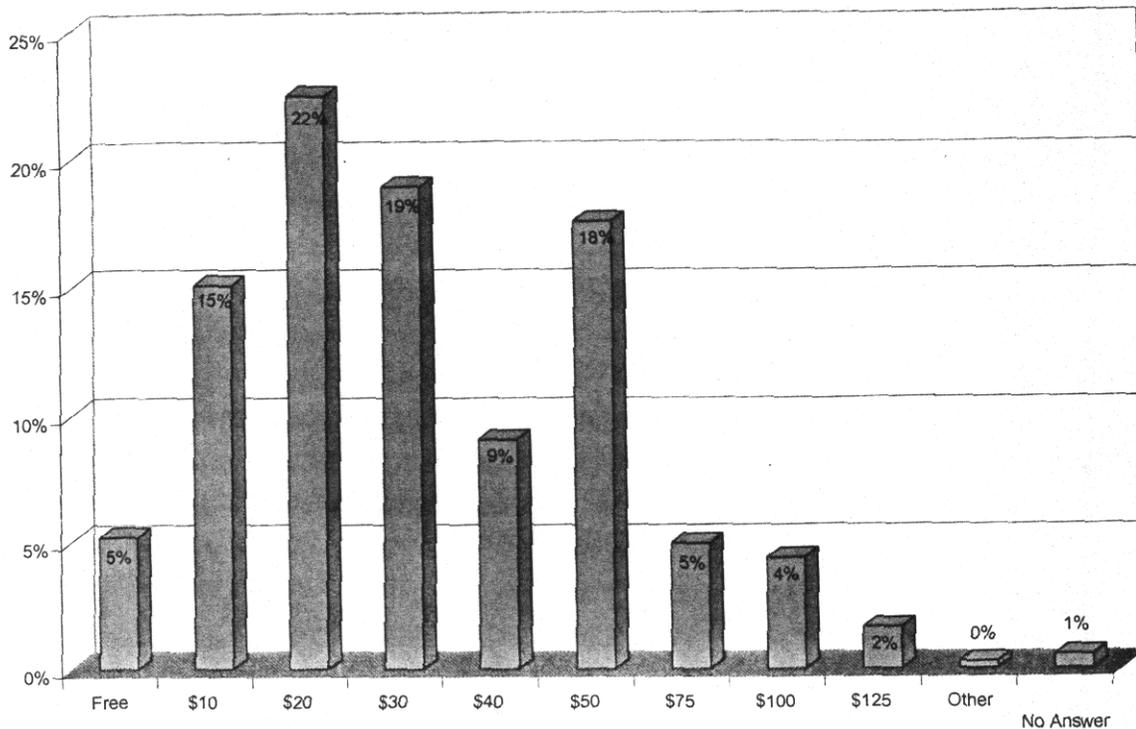
performances; these are the 4th and 5th highest-ranked interests. Classical music ranked in sixth place.

In the context of very strong local arts demand, these results confirm a significant interest in attending a diverse, across-the-board range of events. There is a local audience for nearly all forms of arts events.

Write-in suggestions:

- Performance Art
- The art exhibit last week was great
- Shakespeare!
- Military art
- Anthropology – psychic sciences
- Folk
- High school arts and performing groups
- Blue grass
- Art exhibits
- Swing dance
- Painting & industrial
- Religious
- Blues
- Variety show of local talent
- Stockton Symphony at Hutchins Street Square
- Lite operas
- Poetry shows/writers' workshops
- Poetry
- George Winston is an example of how to bring in a crowd.
- There are lots of quality musicians that enjoy smaller venues.
- Stockton Chorale
- Shakespearean productions
- Poetry/cowboy poetry
- Ceramics
- Workshop
- Blues
- Local repertory theatre
- New Age
- Teen talent show or an "American Idol" type of competition
- Children's music lesson
- Computer-generated art
- Foreign film festival, Mozart festival, Swing festival
- Soccer
- Dido was great a few years ago
- Well-known authors
- Comedy groups/troupes

Question 3. Assuming you wanted to attend, what is the most you would pay for a ticket to an arts performance/event in Lodi? (Check one)



Responses in order of popularity:

\$20	22%
\$30	19%
\$50	18%
\$10	15%
\$40	9%
Free	5%
\$75	5%
\$100	4%
\$125	2%
Other	0%
No Answer	1%
Total	100%

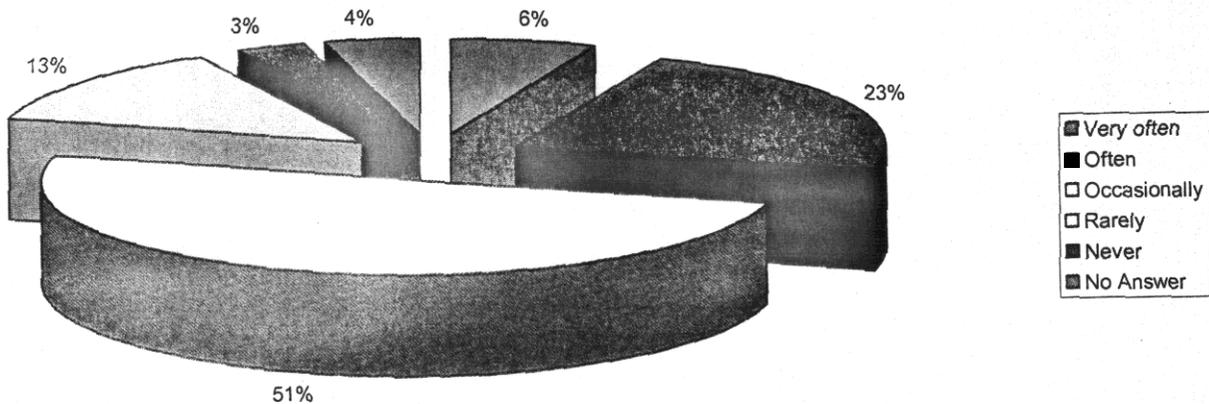
Commentary:

- Very few would not pay anything: only 5% would attend only if it were free.
- Healthy market for low-cost events: a little more than 1/3 would pay \$10 – 20.
- Healthy market for mid-price events: about half would pay \$20 – 40.
- Moderate market for expensive events: only 29% would pay more than \$40; only 11% would pay more than \$50

Write-in Comments:

- But we're talkin' Wayne Newton here! (checked \$125)
- If someone good like Elton John (checked \$100)
- Current popular professional performer (checked \$100)
- Professionals! (checked \$30)
- Depends on what's being offered (checked 'Other')
- I'm a single mom (checked \$10)
- I would pay more if dinner or drinks are provided (checked \$40)
- I would be willing to pay more but probably couldn't pay more (checked \$30)
- My parents would pay (checked \$50)
- Senior rate? (checked \$20)

Question 4. How often do you attend arts performances and events in Lodi? (Circle one)



Responses in order of popularity:

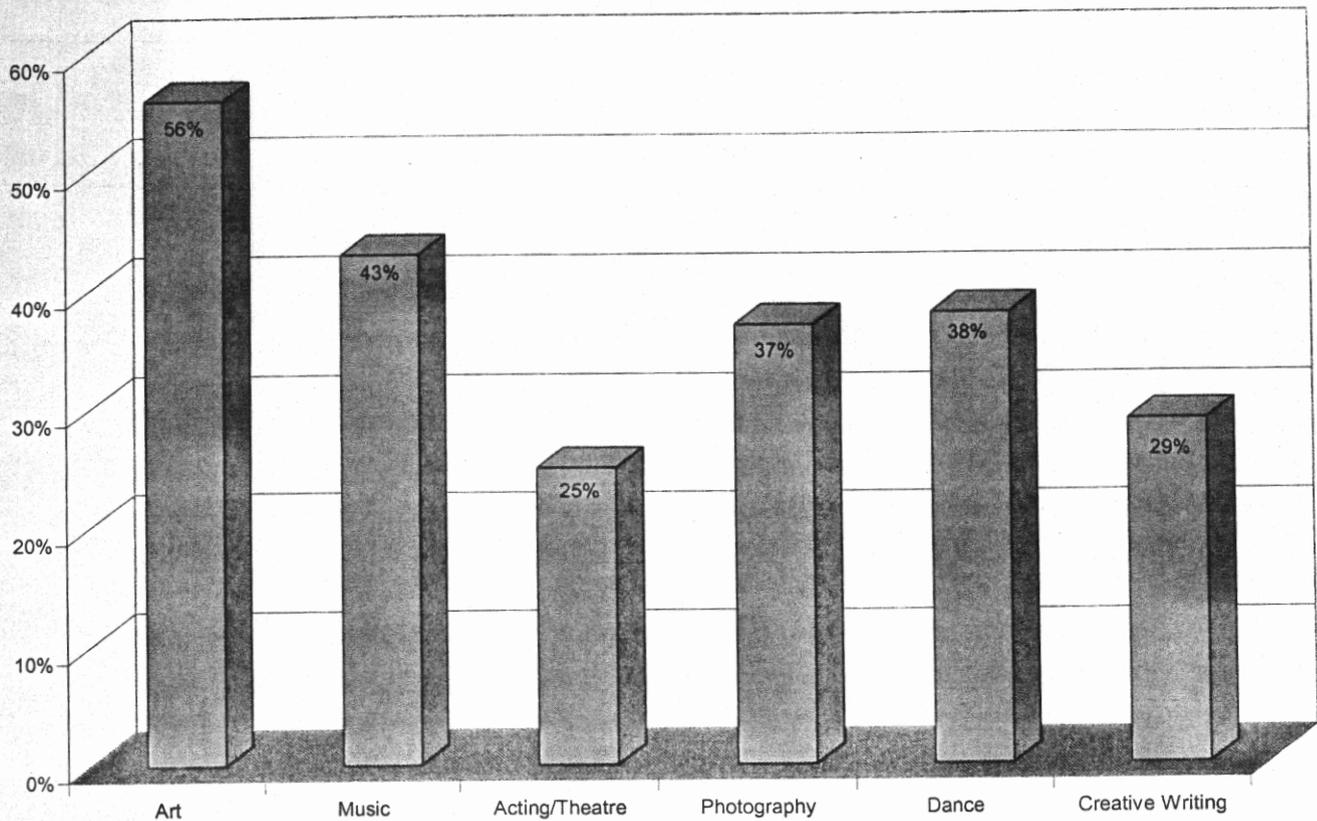
Occasionally (2-3 times/year)	51%
Often (once/month)	23%
Rarely (once/year)	13%
Very often (once/week)	6%
Never	3%
No Response	4%
Total	100%

Commentary:

The top responses for attendance are: 1) occasionally, 2) often and 3) rarely. This suggests that while people want more arts opportunities, they are currently only attending on occasional basis.

Comments and answers to other questions in this survey suggest that this level of attendance is due to 1) lack of time/busyness and 2) people don't know what's offered.

Question 5. Which types of arts classes would you, or your children, like to take in Lodi? (Check all that apply and write in any suggestions you have for specific types)



Responses in order of popularity:

Art	56%
Music	43%
Dance	38%
Photography	37%
Creative Writing	29%
Acting/Theatre	25%

Commentary:

- Visual art classes are the strongest interest for both adults and children.
- The next-highest interests are for music and dance lessons, for both adults and children.
- Write-in suggestions validate that most of what is currently offered through the division of arts & culture matches the desires/needs of the community.

Write-in suggestions:*For children -*

- art, ballet, jazz and tap
- plays, taking photos, short stories
- rock music
- drawing
- lyrics writing
- summer classes
- drawing/painting, band/choir, square and ballroom dance, beginning writing and theatre/acting
- ethnic dance, magic/juggling
- sculpture
- Irish dance, fencing, pottery/wheel throwing, glass making
- Crafting
- Drawing, Celtic dance
- Youth ensembles (year round) ie., Lodi Youth Symphony
- Irish dancing
- Crafts
- Drawing
- Tumbling
- Drawing
- Symphony
- Ceramics
- Jazz bands
- Pottery
- Jewelry making, guitar, digital photography
- Photography workshops
- Visiting artists/authors
- Watercolor
- Community theatre
- Bible studies
- Guitar
- Creative crafting
- Guitar, folk dance
- Music/drum lessons, improve/dramatic readings
- Ceramics
- Tap dance
- There is more need than ever for arts classes for kids – there is now less time than ever to cover the arts in school

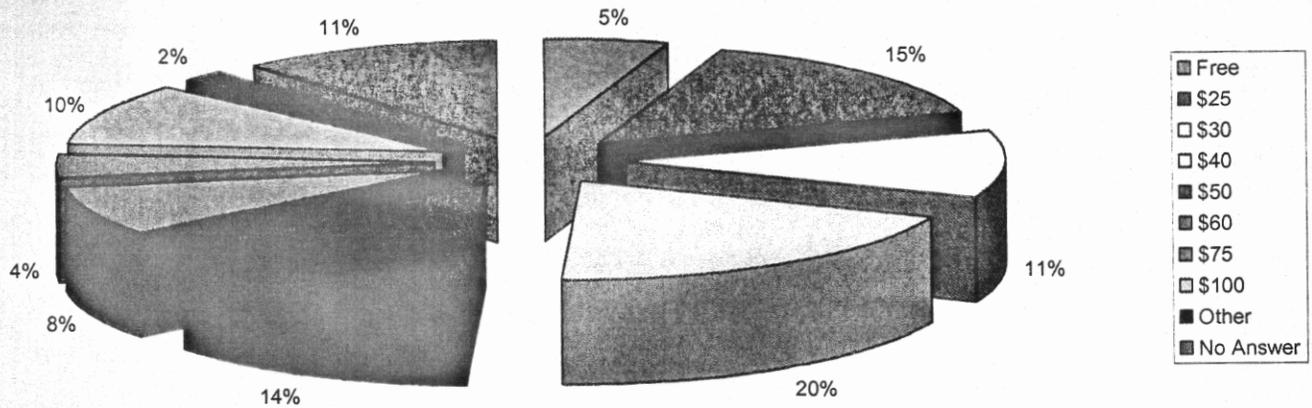
- Instructors come as guests to schools to do hands-on workshops for classes for a flat fee.
- Mommy and me; swimming; oil painting
- Pottery
- Musical theatre, voice/choir, poetry
- Ceramics
- Poetry/novel writing; musical theatre
- Singing - Needs to be in the evening!
- Calligraphy, cartooning
- Choir
- Guitar
- Fencing, sculpture

For adults -

- crafts
- barbecue cooking
- weekend/night classes
- drawing/painting, band/choir, square and ballroom dance, writing – beginning to advanced
- painting, sculpture of various types, ballet/tap (experienced)
- ballroom dance
- sculpture, wood carving, ballroom dance
- Everyone should have a chance to play music at any age
- Fiber arts, quilts
- Irish dancing
- Origami, needle arts
- Arts marketing/business
- Watercolors, oils, portraits
- Crafts and cooking
- Drawing
- Watercolor/pastel
- Airbrush, oil painting
- Ceramics
- Community theatre
- Watercolor
- Watercolor, pencil, ink
- Digital video, folk dance chorales (all ages)
- Drawing, watercolors, authors' circle

- Painting, drawing
- Art history, exploration of art
- Watercolor, oil, pen & ink, pencil; theme musicals, jazz; summer theatre groups; lectures on travel/art, etc.
- Oil, watercolor, or mixed media
- Plays, musicals (Sound of Music)
- Adult tap, film
- Digital photo processing
- Poetry
- Painting classes: oil, water, etc.
- Adult tap
- Art education/history
- Watercolor painting, drawing
- Tole painting, digital photography
- Ballroom dance; drawing, painting, sculpture (all ages)
- Basic drawing for older kids and adults
- Art classes for seniors
- Professional world class workshops – leveled/graded; screen writing; interdisciplinary multicultural presentations
- Stained glass, mosaic tiles
- Black and white photography
- Jewelry making
- My children are 13 & 15 and would be most interested in classes for adults.
- How to cook for small family without leftovers; how to clean house in 30 minutes a day or less; how to run your own successful business (not make-up or Tupperware sales!); relaxation, massage and yoga
- Guitar
- Salsa, swing, etc.
- Belly dance/middle eastern; short stories/novels/poetry writing; voice/choir
- Tap dance
- Tole painting
- Fine arts, quilting, acting classes!
- Short stories/novels
- Senior citizens classes
- Foreign languages (French)
- Music/note reading
- Pottery, cultural dance, Hip Hop
- Graphic design
- Modern dance
- Salsa, cumbia, tango

Question 6. Assuming you wanted to attend, what is the most you would pay for a series of four (once weekly for a month) arts classes in Lodi? (Check one)



Responses in order of popularity:

\$40	20%	\$100	10%
\$25	15%	\$60	8%
\$50	14%	Free	5%
\$30	11%	Other	2%
\$75	4%	No Response	11%

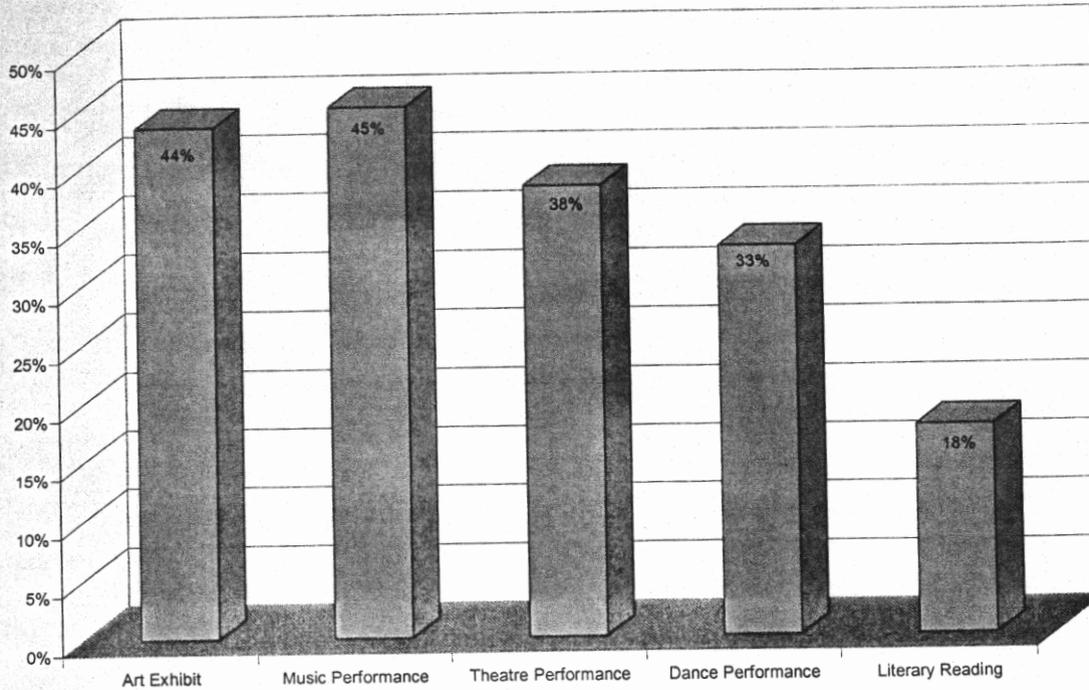
Commentary:

- Very few would not pay anything: only 5% would participate only if it were free.
- Moderate market for low-cost classes: about 25% would pay up to \$30.
- Healthy market for mid-price classes: about one-third would pay \$40 – 50.
- Less than moderate market for higher-cost classes: less than 25% would pay more than \$50.

Write-in comments:

- I would be willing to pay more, but probably couldn't. (checked \$25)
- Depends on the quality of instruction.
- Lower rates for low income family.
- Whatever is the realistic cost of running classes.
- It would depend on the activity and who was conducting the class!
- \$15 (Checked 'other')
- Depends
- Depends on the teacher, etc.
- I'm not sure because of limited income.
- \$20 (Checked 'other')
- \$20 (Checked 'other')

Question 7. In which types of performance groups or exhibit opportunities would you or your children like to participate in Lodi? (Check all that apply and write in any suggestions you have for specific types)



Responses in order of popularity:

Music Performance	45%	Dance Performance	33%
Art Exhibit	43%	Literary Reading	18%
Theatre Performance	38%		

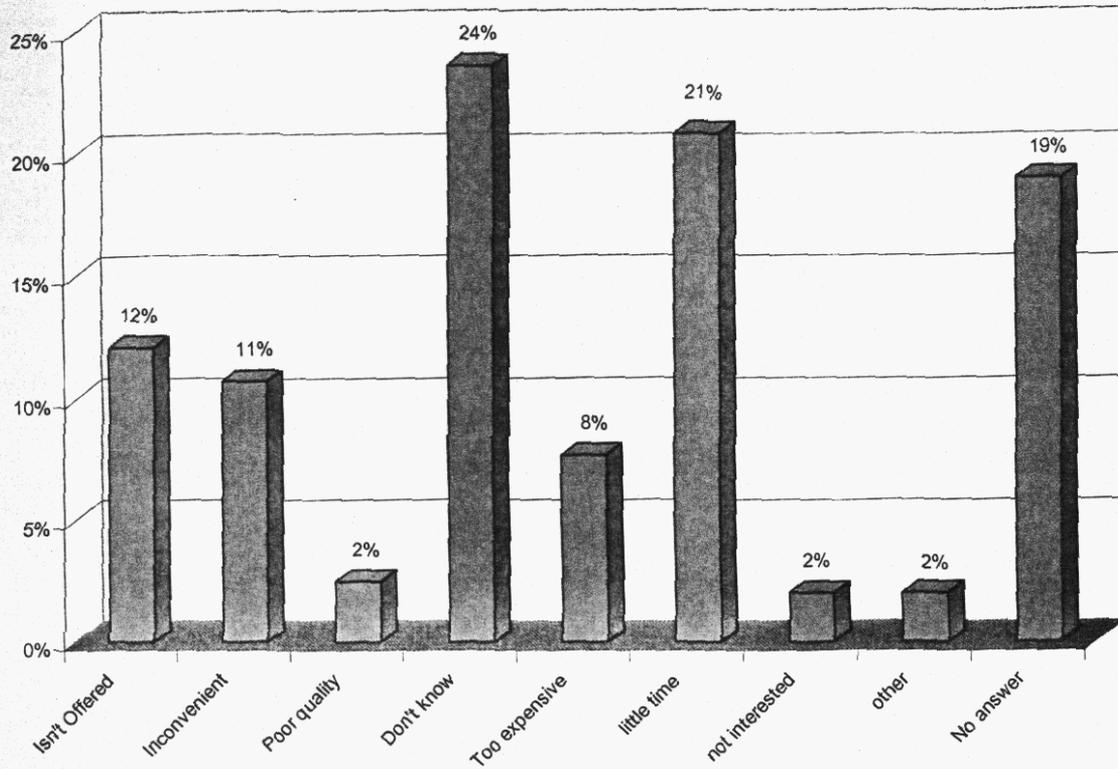
Commentary:

- The number one type of performance activity that people would like to participate in was music, followed closely by the visual arts.
- A healthy interest in taking an active role in the arts was indicated with nearly half of all respondents indicating an interest in one or more of the arts.

Write-in comments:

- More children's art exhibits; plays and talent shows for adults
- Jazz workshops that culminate in performance; literary summer camp with publication/readings
- Poetry especially
- Writing and reading groups
- Celtic dance performances
- Historical music/art research & display projects
- Blues, rock and country music performances
- Martial arts/self-defense
- Family festivals
- Too old for performing
- As my age allows
- The City of Lodi needs real theatre performance – experimental or modern theatre in downtown; put the monthly poetry on cable TV
- Metal crafting
- Photography exhibit
- Poetry readings for teens
- Decorative and textile art shows; acrobatics/circus; athletic arts
- Not to participate in, but to enjoy
- After-school programs/between tracks
- Art forums

Question 8. If you do not currently attend arts events or classes in Lodi, why not? (check all that apply)



Responses in order of popularity:

I don't know what's available	24%
I have little spare time	21%
What I want isn't offered	12%
Scheduled at inconvenient times	11%
Tickets/fees are too expensive	8%
I'm not that interested	2%
Quality of what's offered is not satisfactory	2%
Other	2%
 No Answer:	 19%

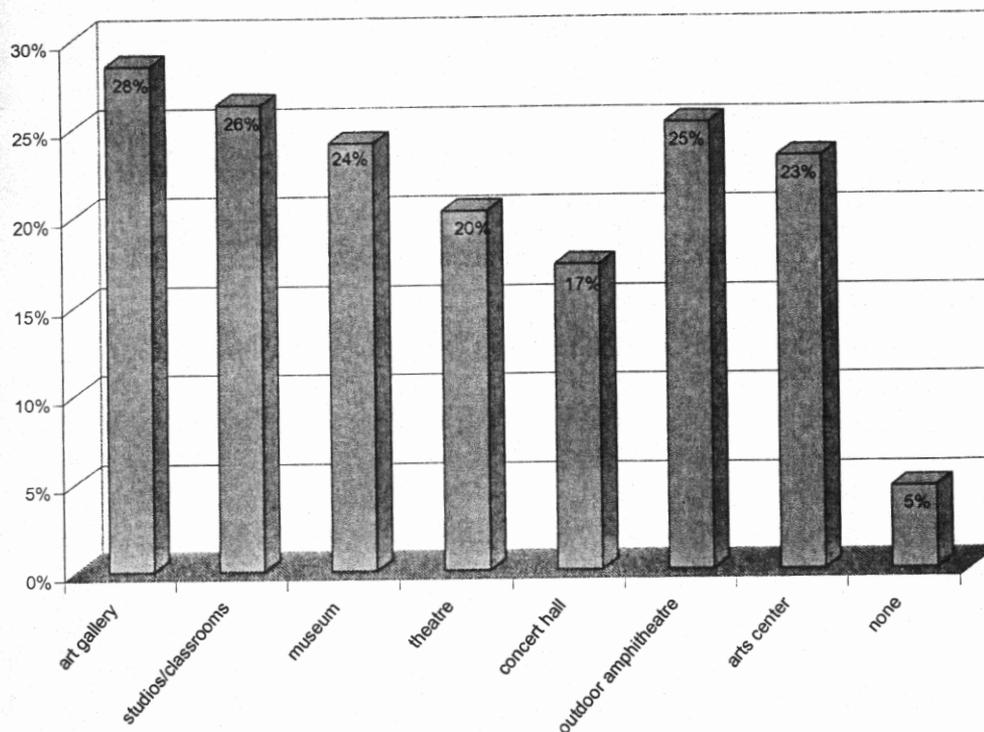
Commentary:

- There are two primary reasons for not attending locally: 1) people don't know what's available, and 2) people have little spare time.
- Quality, scheduling and lack of interest are not as significant reasons for not attending.
- This picture aligns with the CAC market study: very busy people with an interest in, but without the ready opportunity to, participate locally in the arts. It also suggests that marketing will be equally as important as availability in meeting local demand, and realizing the potential for local arts attendance.

Write-in responses:

- Quality of ballet instruction is not adequate. I have enjoyed the ballroom dance class before.
- Will take day time classes
- I used to take pastel class once per week, but it was cancelled
- Bad back problems
- Sometimes I overlook a performer or performance because I don't know enough about the person and their accomplishments
- Scheduled at inconvenient times for kids
- Husband thinks its too expensive and not convenient – ie \$ due at beginning of session/ no refunds or credit if must miss a class
- Just moved here
- Not enough classes
- Too ethno-centric to “livable, lovable Lodi,” ie White Lodi, established Lodi,
- With kids, we have little spare time
- I am a senior citizen and was attending Clair Oaks Art Class but Delta cut it due to tight budget (NOTE: this class has been reinstated through Div. A&C)
- Several times have missed interesting events because I was not aware of them until too late.
- The only reason is because I have little spare time – kids – who are oriented toward sports genetically.
- I am already taking a ceramics class
- Needs to be marketed! (checked 'I don't know what's available')
- Intentions are good, but I forget to make reservations when I get busy
- Need child care (checked 'other')
- I work and commute to Sacramento 9/80 schedule
- Church (checked 'other')
- I'm a poor student (checked 'other')
- Not from here – just moved here
- Did NOT know they existed
- Just began looking in Lodi
- Disabled (checked 'other')
- Sometimes the tickets are too expensive, sometimes they're just inconvenient
- We do attend
- I perform and am quite busy in Stockton
- New to area
- Maybe more advertising would help
- Don't live here – only visit
- Just lazy (checked 'other')
- My daughter does ballet and tap at a Stockton Ballet School

Question 9. What types of arts facilities does Lodi need? (check all that apply)



Responses in order of popularity:

Art Gallery	28%
Studios/classrooms	26%
Outdoor amphitheatre	25%
Museum	24%
Arts center	23%
Theatre	20%
Concert hall	17%
None	5%

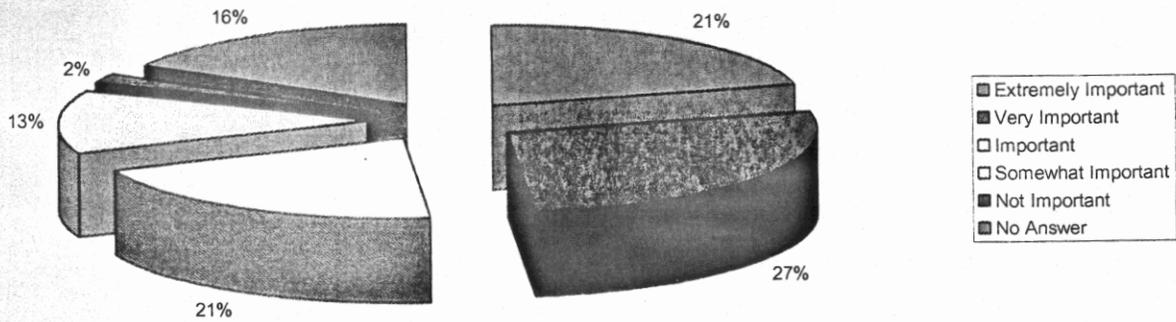
Commentary:

- Respondents clearly agree with the overall need for cultural facilities: only 5% responded "none."
- Respondents ranked an art gallery and studios/classrooms as the greatest facility needs.
- An outdoor amphitheatre and museum were the third- and fourth-highest-rated facility needs.

Write-in comments:

- Affordable! (checked 'studios/classrooms')
- We already have a concert hall and amphitheatre at the Square
- Sculpture garden; affordable performance spaces
- Community challenge/opportunities involving individuals and groups, schools
- We already have many of these
- Intriguing (checked 'museum')
- Indoor recreation complex
- Don't know
- Our facilities are great – you can't get much better than Hutchins St. Square for our size town
- Shakespeare Festival
- Outdoor amphitheatre at the lake!
- Small theatre for local theatre group
- Demo Center (checked 'other')
- We have the others (checked 'art gallery, studios/classrooms, museum, art center)
- We have it all at Hutchins Street Square
- More art galleries
- We have an art center that is moving to Lockeford? Hutchins St. Square has many of these amenities; Sue Owens has the Blue House gallery
- Playhouse/theatre
- Lodi Art Center could not afford to stay in Lodi – no rental assistance for non-profit arts organizations
- HSS is great! But we could be bigger out at the Lake.
- We have everyone of these
- This Hutchins Street Facility is great!
- It's good enough already
- Hutchins St. Square is fine already
- Smaller theater with 200-400 seats
- A less expensive auditorium to rent out for youth performances
- An outdoor amphitheatre that was big enough for concerts to generate revenue
- Just moved here – don't know.
- Art classes for non "artists."
- We have one of the best theatres and concert halls around
- We need a real art gallery downtown
- All of the above are very important so it could grow.

Question 10. How important is it to you to see more "art in public places" in Lodi? (circle one)



Responses in order of popularity:

Very important	27%
Extremely important	21%
Important	21%
Somewhat Important	13%
Not Important	2%
No answer	16%

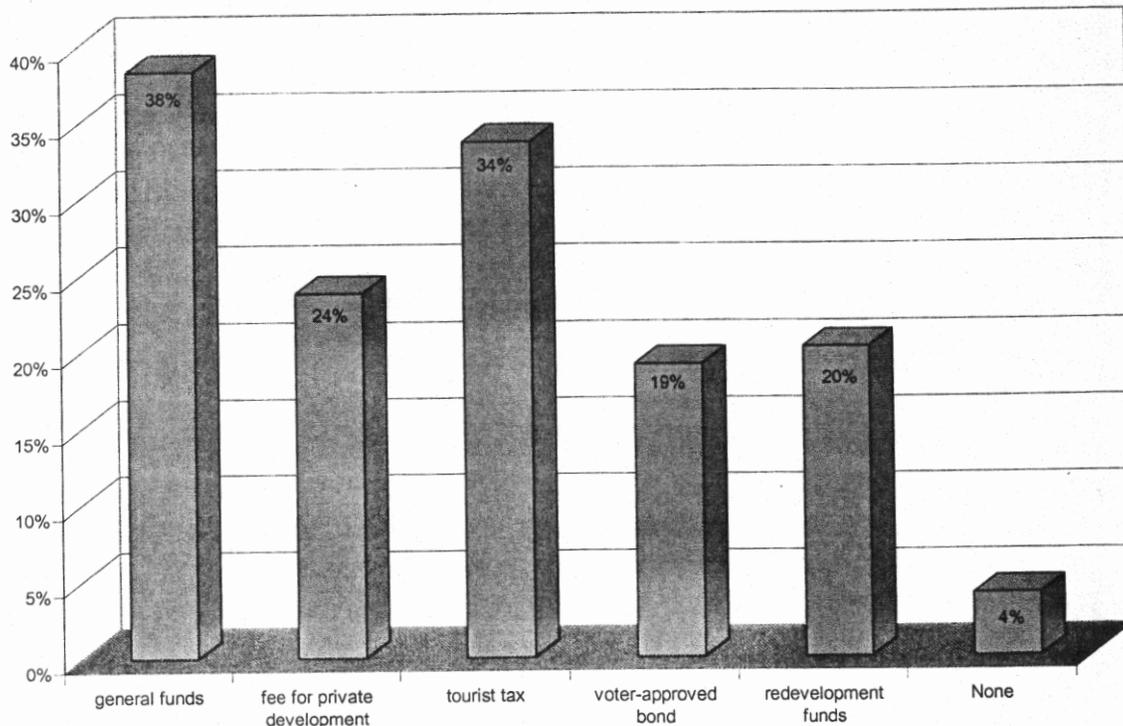
Commentary:

- A strong majority of respondents support public art; 69% consider having more public art available in Lodi to be important, very important or extremely important.

Write-in comments:

- I enjoy seeing it!
- Love the Cranes!

Question 11. What types of City arts funding would you support? (Check all that apply)



Responses in order of popularity:

Use general funds	38%	Redevelopment funds	20%
Tourist tax (hotel/motel)	34%	Voters approve bond issue	19%
Private development Fee	24%	None	4%

Commentary:

- Respondents clearly favor the use of some type of city funds for the arts -- most favor the use of general funds and a tourist tax for the arts; only 4% said that City funds of any type should not be used to support the arts.
- Use of City private development fees ranked the third-highest.

Write-in suggestions:

- Private funds
- Tuition/ticket sales
- I don't know
- Events should pay for themselves
- Tourist tax on wine-tasting locations
- Not sure
- CDBG
- Let the City Council decide
- Combination of all listed
- Leave as is.
- Gifts/donations
- Only private – not public funds unless voters approve bonds. Redevelopment funds are for sewer, water, eastside infrastructure only.
- Donations/revenue from events
- Wherever we can get it
- Grants from private foundations
- Grants
- Fundraising activities like former Labor Day Festival

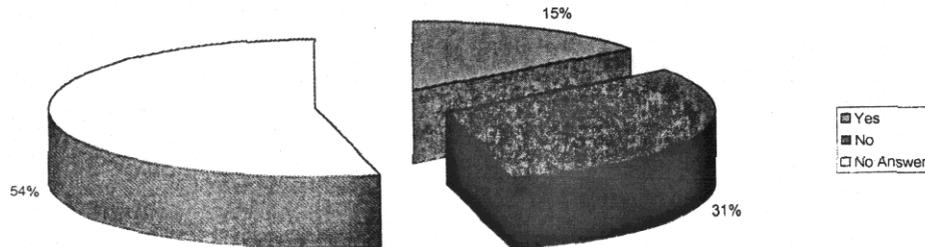
Question 12. What other comments or suggestions do you have about arts programs or facilities?

- It is important to continue what we are doing to enhance our environment with art.
- More jazz, blues concerts. I like the direction that the City is moving towards.
- Any event counts so City of Lodi can grow and be noticed in the valley area.
- Somewhat satisfied – lived here four years
- Put it out there as a fun thing that happens at regular/certain times so people look forward to it.
- We need more – and definitely more involvement.
- More teenage programs: hip hop classes!
- HSS is awesome
- Re-examine qualifications for ballet instructors.
- Nothing is available in Galt therefore Lodi is very important to Galt residents
- Children and teens need more to do in Lodi to keep them out of trouble.
- I feel that people with disabilities could benefit from these programs and could use help to enjoy them.
- For the size of the town, Lodi actually already has fairly good facilities and programs. I have taught various art classes to children and would do so again. It's fun!
- Newspaper should be encouraged to print articles about performers/performances ahead of their shows.
- Advertise services and programs in other areas outside of Lodi
- The facilities at HSS are sometimes too expensive for small budget groups (like children's theatre). We almost need a smaller capacity theatre with fewer overhead costs.
- Arts support for local theatre company; arts support for local dance company.
- Basically, we are doing a great job of providing a good variety of entertainment opportunities.
- Local wineries frequently offer musical performances and/or art exhibits. Those business might be tapped for participation/sponsorship of more events.
- Turn the old firehouse on Main St. into an art gallery and have Betsy Lee run it.
- Accessibility of instructors and program info needs improvement.
- The use of the facilities should not fall prey to politically abusive organizations or individuals.
- You charge too much money to use HSS.
- Needs a permanent concert hall whose musicians could practice, store their equipment, have visiting performers.
- The work done by the Commission and staff is much appreciated, however, it seems to be very insular to the long-time established residents of Lodi (e.g. By and for only men). Perhaps more outreach should be considered, e.g. taking the arts to the people instead of making people come to HSS. Try thinking outside the box – or the Square – a little more and develop programs that aren't crafted purely with a HSS world view. Thanks.
- The Lodi Art Center should be back in Lodi and the arts commission should help them find a home!!! They should work together!!!
- I currently enjoy the many experiences of cultural opportunities offered.
- Provide more art through the schools; redevelop the Sunset Movie Theater with redevelopment funds
- Advertise more to let us know what is offered newspaper.

- With funds being cut for essential women and children arts seem like a luxury we may not be able to afford.
- More art-related activities and shops.
- I believe it is too hot in July and August for the free noon time concerts at City Hall. Have this in the evening. Under the Columns should be free.
- We have a good amount.
- Most of the events I would attend are out of my price – retirement income.
- Put a separate flyer in the Lodi News Sentinel
- I think we have the facilities readily available, Hutchins Street Square and the good leadership in place (Charlene Lange).
- I have attended and I'm offended by the narrow and prejudice remarks by some. Good luck.
- I think you're doing a great job.
- Add more activities and communicate/advertise more to other cities to attract attendees in order to support more functions.
- To date, it seems as if you're not a painter then there is not much interest within Lodi.
- Need a walk-in facility for downtown. Hutchins center too scary for daily events.
- There needs to be more art in the classrooms for elementary students. Thanks!
- The many churches offer an amazing array of musical and performing arts entertainment.
- Offer more of a selection of visual arts workshops. IE, collage, bookmaking, alternative forms of photography.
- Do not know enough about the subject to give some answers.
- Kevin Crews: would like to see and hear Guy & Raina from the Lawrence Welk group.
- Keep trying!
- Flower arranging class.
- I would like to see good foreign films shown in Lodi.
- Get our kids involved!
- You guys are great! Keep up the good work!
- Make tickets/fees for low income families
- I really think we need to bring the cultural diversity to the Lodi public through art
- Schedule arts classes during lunch hour.
- I read the newspaper and get information from my friends. The City of Lodi bill has good information. Because of that, I don't want to be on a mailing list. Just get the ads in the paper well in advance. Peoples' calendars fill up quickly.
- Why don't you let kids create their own art and come in to show it.
- Any altered books, or scrap-booking shows.
- Cultural exposure is important.
- Every weekend.
- Are there any?
- Religious rock
- More for teens/music scene
- MORE!
- More
- Hutchins St. Square is a beautiful facility, but expensive and not very flexible.
- Advertise better
- Too bad the art center had to move out of town.
- Arts in school – guest instructors
- I just think the AC needs to find new ways to reach more people.

- Lodi could be set apart as a lovely venue for culture/art/music if quality and facility are available.
- I'd like it if theatre opportunities were available to the public – i.e., auditions open, etc.
- Classes and exhibitions must be inexpensive or people will not come.
- Keep them going. You are doing fine with current offerings.
- I love them all!
- Paint our water tower with LODI and grapes or whatever like a lot of towns have done. Ex: Ripon, Branson, MO
- Not enough
- I like the enthusiasm I see at work here
- Doing a great job
- More! Community theater is needed!
- Would like to see the Arts Commission office in a more "public" location like downtown.
- Grassroots stimulation
- Perhaps some of the more talented performers in operetta, musical comedy or musical soloists could be seen on the local SJ TV channel.
- Lodi lacks involvement of its minorities. Ethnic festivals (like the Pakistan Day or Mexican Independence Day celebration), cultural shows, arts exhibits from other cultures and countries, handicraft exhibits, cultural fashion shows, etc. are needed to bring diversity to Lodi's artistic life.
- Hutchins St. Square is wonderful!
- Have local artists design bus stops!
- Have drama/theatre offered in public schools.
- Art beautifies a town and opens children's eyes to new things.

Question 13. Have you ever visited the Lodi Arts Commission website (www.LodiArts.org)?



Responses in order of popularity:

No	31%
Yes	15%
No Answer	54%

Commentary:

- Clearly, most people have not visited the LAC website. The responses show a clear two-to-one ratio (no visits vs. yes visits).
- The large non-response rate to this question may be due to its placement on the survey. More than twice as many people did not answer the question at all.
- More work needs to be done on visibility of the website.



FIVE MINUTE ARTS SURVEY

Take five minutes to energize the arts in Lodi!

Your response will help the Lodi Arts Commission learn what types of arts opportunities the community of Lodi needs.

1. How important is it to you to have more arts opportunities offered in Lodi? (circle one)

Extremely important Very important Important Somewhat Important Not important

2. Which types of arts performances and exhibits would, or do, you attend in Lodi? (check all that apply)

- | | | |
|---------------------------------------------------|------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Historical Art Exhibit | <input type="checkbox"/> Modern Dance | <input type="checkbox"/> Ethnic Dance |
| <input type="checkbox"/> Film Festival | <input type="checkbox"/> Comedy | <input type="checkbox"/> Cultural Festival |
| <input type="checkbox"/> World Music | <input type="checkbox"/> Classical Music | <input type="checkbox"/> Children's Theater |
| <input type="checkbox"/> Ballet | <input type="checkbox"/> Readings and lectures | <input type="checkbox"/> Country & Western |
| <input type="checkbox"/> Children's Art Exhibit | <input type="checkbox"/> Crafts Exhibit | <input type="checkbox"/> Opera |
| <input type="checkbox"/> Contemporary Art Exhibit | <input type="checkbox"/> Professional Theater | <input type="checkbox"/> Rock/Pop Music |
| <input type="checkbox"/> Broadway Musical | <input type="checkbox"/> Jazz | <input type="checkbox"/> Other _____ |

3. Assuming you wanted to attend, what is the most you would pay for a ticket to an arts performance/event in Lodi (check one)

- | | | | | |
|-------------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Free | <input type="checkbox"/> \$20 | <input type="checkbox"/> \$40 | <input type="checkbox"/> \$75 | <input type="checkbox"/> \$125 |
| <input type="checkbox"/> \$10 | <input type="checkbox"/> \$30 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$100 | <input type="checkbox"/> Other |

4. How often do you attend arts performances and events in Lodi (circle the one that most closely describes your attendance)

Once Per Week Once Per Month Two to three times per Year Once per Year Never

5. Which types of arts classes would you or your children like to take in Lodi? (check all that apply and write in suggestions you have for specific types)

- | | | |
|-------------------------------------------|--------------|------------|
| | For Children | For Adults |
| <input type="checkbox"/> Art | _____ | _____ |
| <input type="checkbox"/> Music | _____ | _____ |
| <input type="checkbox"/> Acting | _____ | _____ |
| <input type="checkbox"/> Photography | _____ | _____ |
| <input checked="" type="checkbox"/> Dance | _____ | _____ |
| <input type="checkbox"/> Creative Writing | _____ | _____ |
| <input type="checkbox"/> Other | _____ | _____ |

6. Assuming you wanted to attend, what is the most you would pay for a series of four (once weekly for a month) arts classes in Lodi?

- | | | | | |
|-------------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Free | <input type="checkbox"/> \$30 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$75 | <input type="checkbox"/> Other |
| <input type="checkbox"/> \$25 | <input type="checkbox"/> \$40 | <input type="checkbox"/> \$60 | <input type="checkbox"/> \$100 | _____ |

7. In which types of performance groups or exhibit opportunities would you or your children like to participate in Lodi? (check all that apply and write in any suggestions you have for specific types)

- | | | |
|----------------------------------------------|--------------|------------|
| | For Children | For Adults |
| <input type="checkbox"/> Art Exhibit | _____ | _____ |
| <input type="checkbox"/> Music performance | _____ | _____ |
| <input type="checkbox"/> Theatre performance | _____ | _____ |
| <input type="checkbox"/> Dance performance | _____ | _____ |
| <input type="checkbox"/> Literary reading | _____ | _____ |
| <input type="checkbox"/> Other | _____ | _____ |

8. If you do not currently attend arts events or classes in Lodi, why not? (check all that apply)

- What I want isn't offered
- Scheduled at inconvenient times
- Quality of what's offered is not satisfactory
- I don't know what's available
- Tickets/fees are too expensive
- I have little spare time
- I'm not that interested
- Other _____

9. What types of arts facilities does Lodi need? (check all that apply)

- Art Gallery
- Studios/classrooms
- Museum
- Theatre
- Concert Hall
- Outdoor amphitheatre
- Arts Center
- None
- Other _____

10. How important is it to you to see more "art in public places" in Lodi? (circle one)

Extremely important Very important Important Somewhat Important Not important

11. What types of City arts funding would you support? (check all that apply)

- Use general funds
- Use fee for private development
- Use tourist tax (on hotel/motel stays)
- Voters approve bond issue
- Redevelopment funds
- None
- Other _____

12. What other comments or suggestions do you have about arts opportunities or facilities in Lodi?

13. Have you ever visited the Lodi Arts Commission website (www.LodiArts.org)? Yes No

Optional - To be on the Lodi Arts Commission's mailing list, please give us your:

Name: _____

Address: _____

City: _____ State _____ Zip: _____

E-mail: _____

Phone: _____ Yes, I'm interested in volunteering. Please contact me.

- Thank You! Please return your survey form by December 15, 2003 via one of the following methods:
- Mail back to the Arts Commission (fold so that return address is showing and attach .37 cents stamp).
 - Fax back to the Arts Commission at 209-367-5906 (please fax both sides)
 - Leave it at the Box Office desk at Hutchins Street Square, 125 S. Hutchins Street, Lodi
 - Leave it in the container provided where you found this survey.
 - Questions? Please call the Lodi Arts Commission at 209-333-5511.

School District Survey Results by Question

(as answered by the LUSD Arts Coordinator)

Focus Areas	Dance	Music	Theatre	Visual Arts
Standards Based Curriculum				
1. Has the school district adopted arts content standards at the following school levels?				
Elementary School	Yes	Yes	Yes	Yes
Middle School	Yes	Yes	Yes	Yes
High School	Yes	Yes	Yes	Yes
2. Is a sequential arts curriculum in use in your district for every grade at the following school levels?				
Elementary School	Yes	Yes	Yes	Yes
Middle School	Yes	Yes	Yes	Yes
High School	Yes	Yes	Yes	Yes
3. Is the curriculum aligned with the arts standards at the following school levels?				
Elementary School	Yes	Yes	Yes	Yes
Middle School	Yes	Yes	Yes	Yes
High School	Yes	Yes	Yes	Yes
Instruction & Methodology				
4. Does the school district have minimum requirements for weekly instruction in the arts at the following school levels? If so, please state the number of minutes per week.				
Elementary School: _____ minutes	No	No	No	No
Middle School: _____ minutes	No	No	No	No
High School: _____ minutes	No	No	No	No
Student Assessment				
5. Does the district assess students in the arts at the following school levels?				
Elementary School	No	No	No	No
Middle School	Yes	Yes	Yes	Yes
High School	Yes	Yes	Yes	Yes
6. Which kinds of assessments are used to determine students' progress and achievement in the arts?	Elementary School	Middle School	High School	
Letter grades	No	Yes	Yes	
Performance tasks or projects	No	Yes	Yes	
Portfolio of student's work	No	Yes	Yes	
Selected Response tests	No	Yes	Yes	
Short, written answers or essays	No	Yes	Yes	
Student self-assessment	No	Yes	Yes	
Teacher observation	No	Yes	Yes	
Other (specify): Teacher's choice	Yes			
Professional Development				
7. How many total professional development hours were spent in the following content areas? (Please write in the estimated number of hours in the appropriate space.)				
<i>Teachers average one day of professional development per year; but they are not required to take these professional development hours in the arts.</i>				
	Estimated Hours			
	Elementary School	Middle School	High School	
Dance	?	?	50	
Music	30	30	150	
Theatre	?	?	50	
Visual Arts	100	100	100	
8. Who provides professional development in the arts for staff members, consultants, specialists, and volunteers? (Please check all that apply)				
<input checked="" type="checkbox"/> Arts Providers <input checked="" type="checkbox"/> The California Arts Project (TCAP) <input checked="" type="checkbox"/> The County Office of Education <input checked="" type="checkbox"/> District Teacher Specialists <input checked="" type="checkbox"/> Local Arts Agencies <input checked="" type="checkbox"/> Other (specify): Consultants				

Special Education	Yes		?	?	?
Specialized and demonstration school funds		No			
Student fees		No			
Title I		No			
Title IV		No			
Other (specify):		No			
22. Which categories are included in the arts education budget of your school district? (Please write in the dollar amounts in the spaces provided).			Elementary School \$	Middle School \$	High School \$
Salaries (arts teachers)	Yes		?	?	?
Salaries (arts coordinators and administrators)	Yes		?	?	?
Consultants	Yes		?	?	?
Artists working in schools	Yes		?	?	?
Professional development contractors	Yes		?	?	?
Clerical expenses	Yes		?	?	?
Office expenses	Yes		?	?	?
Travel expenses	Yes		?	?	?
Equipment and maintenance (for schools)	Yes		?	?	?
Expendable supplies and materials (for schools)	Yes		?	?	?
Conference registration and expenses	Yes		?	?	?
Field trip buses	Yes		?	?	?
Arts textbooks	Yes		?	?	?
Release-time substitutes (e.g., professional development activities and curriculum development)	Yes		?	?	?
Instructional resources (e.g., videos and study prints)	Yes		?	?	?
Other (specify):		No			
Focus Areas		Dance	Music	Theatre	Visual Arts
Resources and facilities					
23. Does the school district provide the following resources?					
Arts Textbooks	Yes	Yes	Yes	Yes	Yes
Arts-related library resources	Yes	Yes	Yes	Yes	Yes
Arts-related videos	Yes	Yes	Yes	Yes	Yes
Dedicated facilities appropriate for use in the arts	Yes	Yes	Yes	Yes	Yes
Expendable supplies and equipment	Yes	Yes	Yes	Yes	Yes
Musical instruments and maintenance	Yes	Yes	Yes	Yes	Yes
Professional teaching materials	Yes	Yes	Yes	Yes	Yes
Technology resources to support the arts	Yes	Yes	Yes	Yes	Yes
Other (specify):		No	No	No	
Program Evaluation		Elementary School	Middle School	High School	
24. Are any school improvement initiatives that are related to arts education currently underway in your district?	?		?		?
25. Do written criteria exist for evaluating the arts programs in the schools?	Yes		Yes		Yes
26. Do your school principals or arts administrators observe and conduct evaluations of arts teachers?	Yes		Yes		Yes
27. Do your school principals or arts administrators evaluate the arts programs in the schools?	Yes		Yes		Yes

In addition to answering the above questions, respondents were asked to fill out the an Arts Education Program Inventory. Of the 22 surveys received, most were empty with notations of confusion and misunderstanding by respondents--only the following schools noted any response at all:

- **Bear Creek High School:** 2 part-time music teachers; 1 theatre teacher; 5 visual arts teachers; participation in the district level arts festival and minimal arts-related assemblies and field trips (source of funding: general fund and student fees)
- **Lodi Middle School:** 2 music teachers at 10 hours per week; 1 visual arts teacher; 1 after-school theatre program.
- **John Muir:** 1 music teacher at 4 hours per week with a total of 50 students involved.
- **Laurence Elementary:** 1 full time music teacher with a total of 750 students (source of funding: general funds); 1 part-time visual arts contracted instructor; varied special-funded after-school music programs; participation in the Kiddie Parade.
- **Lodi High School:** 2 music teachers; 1 dance teacher; 1 theatre teacher; 7 visual arts teachers. Total students involved in visual arts = 1,050.
- **Plaza Robles High School:** 1 visual arts teacher at 4 hours per week; 1 district level arts festival
- **Morada Middle School:** 1 each music, theatre and visual arts teachers.
- **Woodbridge:** 1 music teacher at 5 hours per week; 1 theatre teacher at 5 hours per week; 1 after-school music program; participation in the district level arts festival
- **Delta Sierra Middle School:** 2 music teachers at 300 hours per year
- **Julia Morgan Elementary:** 3 music teachers at 46 hours per week for a total of 100 students (source of funding: general funds); 2 after-school dance programs; 1 after-school music program; 2 after-school theatre programs; 1 after-school visual arts programs for a total of 205 students (source of funding: all volunteer staff).

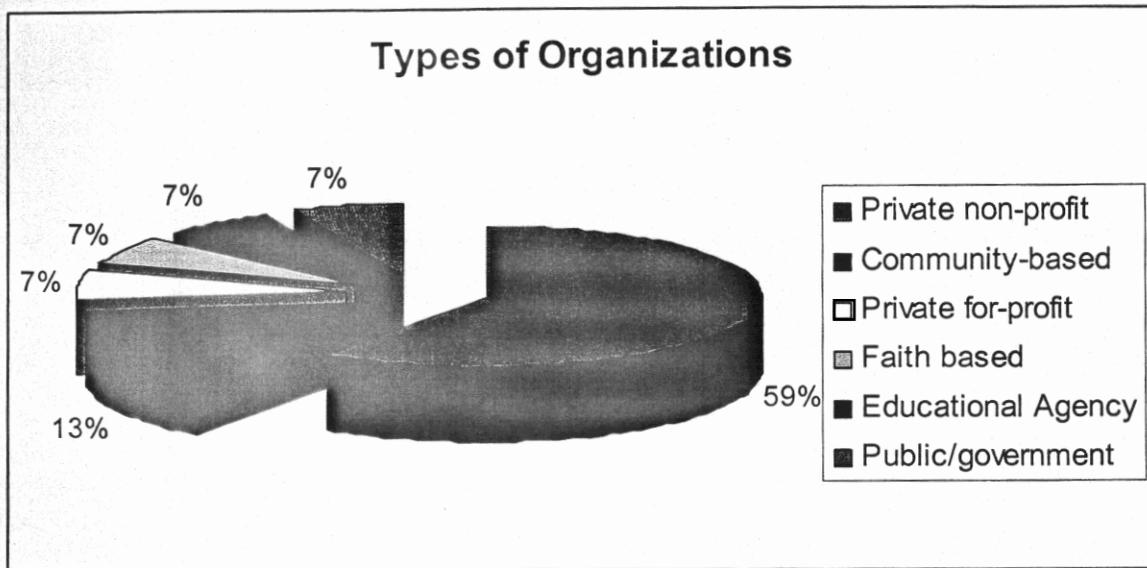
Arts Education Program Inventory

School: _____ Elementary School Middle School High School
 Number of students in the school: _____ Principal: _____ Contact: _____

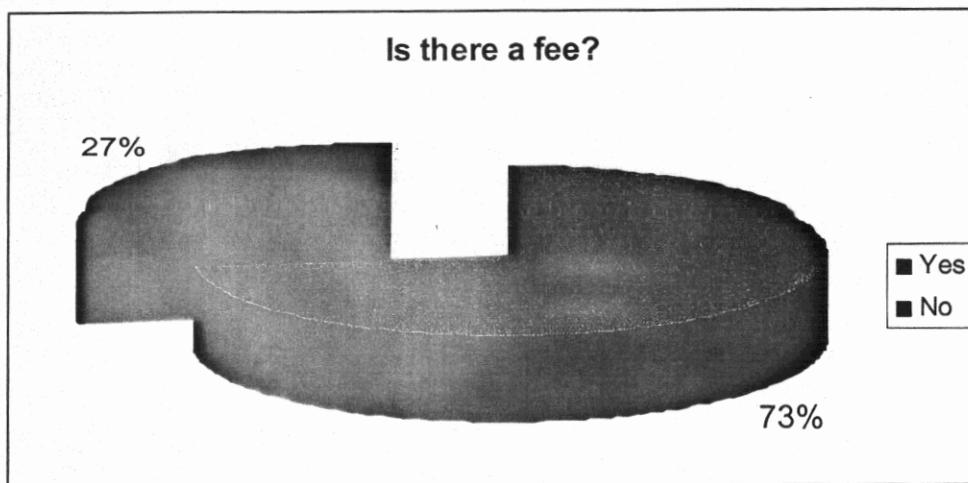
Inventory Item	Number of staff x	Total hours a week x	Total weeks a year =	Total hours a year	Total cost	Source of funds	Number of students involved
School day instruction (staff member or employee of the school which includes certificated classroom teachers and arts specialists)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
Consultants (independent contractors, non-certificated employees of the school and artists-in-residence)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
Parent and Volunteer programs (PTO & PTA-funded programs, parent volunteers and community volunteers)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
Professional Development							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
After-school programs (morning, afternoon, or evening)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
Assemblies & field trips (arts related events, performances, and exhibitions provided by the arts community)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							
Other (school festivals, district festivals, student productions, rehearsal hours, exhibitions and special events)							
a. Dance							
b. Music							
c. Theatre							
d. Visual arts							

AGENCY SURVEY RESULTS BY QUESTION

Types of organizations responding



Is there a fee for the services provided by your agency?

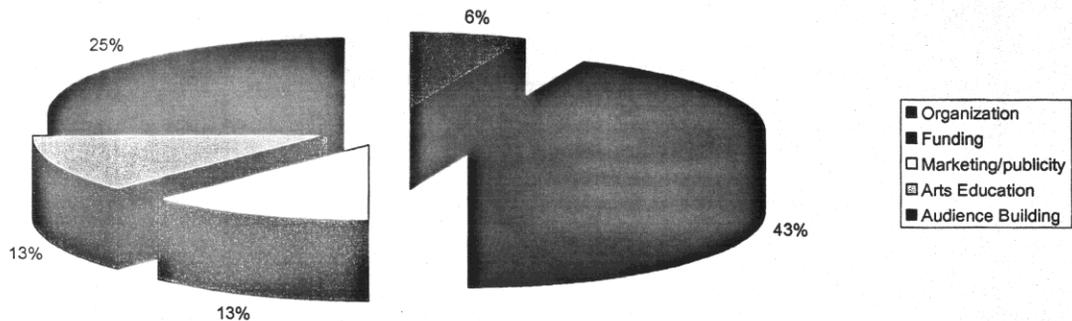


Commentary:

For those that do charge a fee for the services they provide, 8 of the agencies' fees are less than \$100 per year; two agencies' fees are less than \$250 per year; and one agency's fee is more than \$600 per year.

What is the single most important issue facing the arts in our community right now?

Most Important Issue to Arts Community



Other Major Needs and/or services that need to be addressed in Lodi:

- Although we have a variety of programs for youth in theatre, dance, music and visual arts, there are few or no opportunities in most of these areas for adult participation – most notably, no community theatre or adult dance companies.
- Lodi needs more advertising of artistic venues
- Affordable area for art center downtown; schools should stop cutting music programs.
- Attracting young people to writing and proper use of language. Support local writers to participate in arts events just as you support music, painting, dance, theatre, etc.
- Have art classes extend into after-school recreation/parks programs for students who cannot afford HSS classes or get transportation to the Square.
- Music programs cut to the bone; music education programs cut; schools need music and arts education! Community needs music education programs.
- Community involvement/awareness on a broad level.
- Lodi needs a viable, well-managed community theatre. This theatre would need its own permanent location and staff to create an outlet for local talent as well as instructional opportunity for potential actors of all ages. I believe Lodi has enormous arts resources. We need to find ways to exploit these resources in a positive way to grow our appreciation and enjoyment of the arts.
- Art needs to be sold to average person as just as important a recreation as sports.
- Continued efforts to market the arts is essential. These efforts should be linked to Lodi's marketing of tourism and our wine industry. Efforts to identify and nurture arts funding sources are important and must be fostered.



LOCAL AGENCY SURVEY

PURPOSE: This survey is designed to collect useful information about the arts and arts-related services and events *currently* provided in Lodi. Once data has been collected, the results will be summarized and provided to all participating organizations. A list of agencies and businesses that responded may be included as part of the final report.

Ultimately, we will use this information to assist in the formulation of a long-term master art plan for our City – one which will guide us in enhancing agency collaboration and improving dissemination of information and resources to the citizens in our community. A follow-up survey may also be conducted to expand on this effort.

1. Please list main contact information:				
Name of Agency/Business:				
Administrator:				
Title:				
Phone Number:				
Fax:				
e-mail:				
Website address:				
2. Type of organization (please check all that apply):				
<input type="checkbox"/> Public/government <input type="checkbox"/> Private non-profit <input type="checkbox"/> Private for-profit <input type="checkbox"/> Business		<input type="checkbox"/> Community based <input type="checkbox"/> Faith based <input type="checkbox"/> Educational Agency <input type="checkbox"/> Other _____		
3. Is there a fee for the services provided by your agency? <input type="checkbox"/> Yes <input type="checkbox"/> No				
If Yes, <input type="checkbox"/> Fixed fee of _____				
<input type="checkbox"/> Sliding \$ scale ranging from _____ to _____				
4. What is the <u>current</u> general profile of the client(s) you serve? (Throughout this section, please check all that apply – we understand that you may be attempting to reach out to all populations, but need to know what types of clients you currently and primarily serve).				
AGES	Percentage	GENDER	RACE	Percentage
<input type="checkbox"/> 0-13	_____	<input type="checkbox"/> Primarily Male	<input type="checkbox"/> White	_____
<input type="checkbox"/> 14-18	_____	<input type="checkbox"/> Primarily Female	<input type="checkbox"/> African American	_____
<input type="checkbox"/> 19-30	_____	<input type="checkbox"/> About equal	<input type="checkbox"/> Hispanic	_____
<input type="checkbox"/> 31-40	_____		<input type="checkbox"/> Asian	_____
<input type="checkbox"/> 41-55	_____		<input type="checkbox"/> Other _____	_____
<input type="checkbox"/> 55+	_____			

5. What types of services do you provide? Please check the services which your organization typically provides and record the name of the *primary* contact in your organization for the general category of service.

Arts Instruction
 Contact Name/Phone: _____
 Visual Arts (e.g., painting, sculpture)
 Theatre
 Dance
 Music
 Literary
 Media (e.g., digital photography, video & film production)
 Other _____

Arts Careers
 Contact Name/Phone: _____
 Career Assessments/Professional Development
 Internships
 Volunteer Opportunities
 Apprenticeships
 Other _____

Arts Performances/Exhibits (please indicate how often/what time of year these occur)
 Contact Name/Phone: _____
 Visual: _____
 Music: _____
 Dance: _____
 Theatre: _____
 Literary: _____
 Multi-media: _____
 Other _____

6. When are your services offered:

<input type="checkbox"/> Year long	<input type="checkbox"/> Other _____	<input type="checkbox"/> Monday – Friday	<input type="checkbox"/> Hours _____
<input type="checkbox"/> School Year	<input type="checkbox"/> Summer Only	<input type="checkbox"/> All week long	

7. Is there typically a waiting list to participate? Yes No
 If yes, how many names are usually on the list? _____ and how long must they normally wait to receive service? _____

8. How many clients do you estimate your agency normally serves at any one time?

9. What is the maximum number of clients your agency could serve at any one time? _____

10. Are there eligibility criteria for participation in your program(s)? Yes No
 If yes, what are the criteria? _____

<p>11. Are you currently collaborating with any other local agencies? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, with whom? _____</p> <p>What types of projects/events? _____</p>
<p>12. What unique needs does your agency fill in our community? _____</p> <p>(please feel free to attach a longer description, if necessary)</p>
<p>13. Does your agency offer services at multiple geographic locations? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, what are the locations? _____</p>
<p>14. What is the single most important issue facing your agency right now?</p> <p>_____</p> <p>_____</p>
<p>15. What is the single most important issue facing the arts in our community right now?</p> <p>_____</p> <p>_____</p>
<p>16. Are there major needs and/or services that you feel are not being addressed in Lodi?</p> <p>(please describe)</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>17. Do you believe a one-day conference would be a valuable activity to address the needs for enhanced collaboration and improved dissemination of information throughout our community? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>18. What other comments or suggestions do you have about arts opportunities or facilities in Lodi?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>Thank You for participating in this needs assessment. When you have completed this survey, please fax to the City of Lodi's Division of Arts & Culture: 209-367-5906, or mail to: 125 S. Hutchins Street, Lodi, CA 95240</p>

Lodi-based Arts Agencies⁵

Children's Summer Theatre 212 Arcadia Place, Lodi, CA 95240	
Hill House Museum/Lodi Historical Society 826 S. Church Street, Lodi, CA 95240	369-6073 www.lodihistory.org
Jewel of the Valley Poets/Blue Moon Press	367-4673
Lodi Arts Commission 125 S. Hutchins Street, Lodi, CA 95240	333-5511 www.lodiarts.org
Lodi Arts Project Fund 125 S. Hutchins Street, Lodi, CA 95240	333-5511 www.lodiarts.org
Lodi Children's Chorus 1853 Songbird Place, Lodi, CA 95240	369-6648
Lodi Children's Summer Theatre	333-5511
Lodi Community Art Center Patti Wallace, President	727-3979 www.lodiartcenter.org
Lodi Community Band	1-888-367-2897
Lodi Community Concert Assoc. Judy Kooyman P.O. Box 2455, Lodi, CA 95241	368-7087 368-4553 (fax) kooymanins@sbcglobal.net
Lodi Friends of the Stockton Symphony	956-2990 www.stocktonsymphony.org
Lodi Live/Marlo Kerner Productions PO Box 1890, Lodi, CA 95241	
Lodi Symphony	
Lodi Theatre for Youth Rex Reynolds, Director P.O. Box 479, Lodi, CA 95241	368-9866 www.ltyonline.com arareyn@earthlink.net
Lodi Writers' Association	
Music Teachers' Association of California, Lodi Branch Robin Knutson	368-9484
National League of American Pen Women, Stockton-San Joaquin Branch Gwin Mitchell Paden, 614 Palm Avenue, Lodi, CA 95240-0920	368-4368
Peals of Praise Hand-bell Choir Randy A. Knutson, Director	368-9484 rknutson@inreach.com
Professional Organization for Performing Arts	369-7171

⁵ This list is constantly changing and may be incomplete. If you have information that is not included, please contact the Division of Arts & Culture.

APPENDICES

LOCAL RESOURCES & AGENCIES

Rising Phoenix Theatre
PO Box 1763, Lodi, CA 95240

St. Johns Performing Arts Guild
1055 S. Lower Sacramento Rd, Lodi, CA 95242

369-3381

Troupe Cabana
Nicole Warren, Director
1371 East Pine Street, Suite 8, Lodi, California 95240 dance@troupecabana.com

333-1260
www.troupecabana.com

Wordsmith Writers Workshop

367-4865

Lodi's Arts Related Businesses

Arts & Artists

334-2471

Bigelow School of Dance
1197 W. Armstrong Rd., Lodi, CA 95242

Cellar Studio

334-6433

Ceramic Source of Lodi

369-9656

First Impressions in Style
302 S. Orange Ave., Lodi, CA 95240

366-0436
arearugs@sonic.net
www.1st-customarearugs.com

Frames & Fine Things

333-1246

International Ballet Theatre Institute
4 1/2 Pine Street, Lodi, CA 95240

Kiley's Dinner Theatre

366-2100

Music Box, The

369-8441

New City Productions

Smallie School of Dance
1420 W. Kettleman Lane, Suite 5, Lodi, CA 95242

369-8117
(or) 474-0628
rmwick@attbi.com

Tom's Used Books
108 N. School Street, Lodi, CA 95240

369-1453
(fax) 369-1453

Focus Group Summary

July 29, 2003

Facilitated by Arts Coordinator, Tea Silvestre

Five individuals representing a variety of local art agencies were asked to attend this focus group. Four actually participated. The visual, performing and musical arts were represented, as well as the local school district.

Participants were assured of their anonymity and encouraged to speak their minds.

I. What would the perfect art community look like?

- Adequate funding for facilities, artists, performance space
- Art galleries & studios
- Cheaper rehearsal and classroom space

II. Funding

- Arts groups could become creative and raise their own money; seems as though arts groups always have their hands out; feel it is the absolute duty of the Lodi Arts Commission to support their arts programs.
- The Division of Arts and Culture should try to get funding from other entities for the arts and the \$50,000 budget should go towards paying its staff to write grants at the state level.
- Arts, entertainment, food and beverage are what have helped Lodi's downtown be revitalized. I would like to see more arts groups downtown but the LAC and the City of Lodi should not fund nor be expected to fund all arts programs.
- Local arts groups should get sponsors such as F&M Bank, the Bank of Lodi, etc.
- Those same sponsors are always hit up for money. Arts groups need to go out and earn the funds themselves and stop just expecting handouts. They should look at tapping into the major cooperate sponsors to help support their groups.

III. Other Issues to address

- a. Marketing
 - There's no good delivery system for marketing the arts. There's no good coverage from our local newspaper.
 - It's so expensive to market events -- especially in the local paper. After getting back survey's from a local art event, the public's major gripe was that they didn't know about it even though so much advertising was done in both the Stockton and Lodi papers.
 - It's so expensive and people still don't know about the event because the ad is put in a corner where readers just pass over it.

- Coming from Southern California, I think this town is so weird because you have to pay for everything. So I'm totally at a loss. The local newspaper does not print local information.
 - Out of town syndrome is very prevalent. If it's from Lodi, it can't be as good as out of town.
 - We need to get a local radio station and TV channel – that would really help.
 - Would like to see the Wine & Grape Commission combine the marketing of wine and the arts together.
 - Would be nice if there were areas around the Lodi Visitor's Center where art could be displayed. It seems like all of these things that promote Lodi were built separately without consulting with the other groups in the town so partnerships could be formed.
 - We need to unify groups around Lodi especially the non-profit groups.
 - Why not also start grouping advertising among all the arts, as well as, the arts and wine as you have mentioned? This way arts groups would not be hitting up the same businesses to sponsor their programs. If everyone joins together, there will be a greater impact.
- b. Facilities
- We need a designated art place downtown where people could go and get their art info. Not necessarily a gallery. A place where you could put up displays -- maybe a sidewalk gallery.
 - The Square is a community center that people can't afford to use.
 - The only people who can afford to use the Square are people who get a grant through the Lodi Arts Commission.
 - Hutchins St. Square - 95% of the money [we get] from the Arts Commission grant is used to pay the rental fees for HSS; it's prohibitive unless we have a grant.
- c. Questions
- How do you initiate community involvement?
 - How do we get people to appreciate art?

Public Forum on the Arts
Wednesday, August 20, 2003
Hutchins Street Square – Kirst Hall
Facilitated by Tea Silvestre, Arts Coordinator

Number in attendance: 7 (+3 commissioners and 1 news reporter) – attendees were nearly all white, middle class; in their 40s and 50s.

1. **Surveys** – before discussion began, attendees were asked to complete a 5-minute survey.
2. **Participation levels** – each attendee was asked about their level of participation in *local arts events*:
 - a. 7 attendees rated their participation at monthly
 - b. 2 attendees rated their participation at weekly
 - c. 1 attendee rated her participation at bi-monthly
3. **Events missing at the local level** - Of these levels of participation, many indicated they sought additional arts events outside of the community – events of higher quality – especially those considered "classical" in genre (e.g., symphony, opera, ballet, etc.) Other types of quality events or performances indicated as needed included:
 - a. Country & Western music
 - b. Community theatre (amateur adults)
 - c. Professional theatre (bigger productions)
 - d. Teen-specific events and educational opportunities
 - e. Resident dance repertoires
4. **Recommendations** – Ideas brought forth to bridge some of these gaps included:
 - a. Collaborations with professional organizations outside of Lodi such as UOP, Ballet San Joaquin, Stockton Symphony and Townsend Opera
 - b. Work to combat the "Valley Mentality" (where local offerings are seen as substandard precisely because they are local)
 - c. Encourage local restaurants to stay open later so that people can make "an evening" out of any chosen event
5. **Other Feedback** – When asked if they saw any problems or issues with current offerings that should be addressed, most replied in the negative. One attendee did mention that the Division of Arts & Culture's ballet instructor might be substandard. She also felt that these classes were in direct competition with local dance businesses. (A follow-up conversation is planned with this individual).

Facilitator's feedback:

Discussion began at 5:30 and lasted for one hour and 15 minutes. The number of attendees was low given the amount of advertising that was done beforehand; however, discussion was still lively and passionate with most individuals willing to bring forward their views on local arts and what is needed for the future. Comments were generally very positive on the number of current offerings at the local level, but some expressed they were there in order to ensure that the level of local offerings did not stagnate, but continues to grow in both number and quality. In regard to collaboration with other organizations, I put forth the idea that local organizations might need to come together first before outside collaborations were sought after (i.e., work on cooperative advertising, a cooperative community events calendar, etc.), and one individual felt that doing so would be "fuzzy logic" -- that it would only keep out higher quality arts programs. This item may need to be addressed in further public forums.

Public Forum on the Arts
Wednesday, September 24, 2003
Hutchins Street Square – Cottage Room
Facilitated by Tea Silvestre, Arts Coordinator

Number in attendance: 11 (+3 commissioners) – attendees were nearly all white, middle class; in their 40s and 50s (one Pakistani constituent).

6. **Surveys** – before discussion began, attendees were asked to complete a 5-minute survey.
7. **Participation levels** – each attendee was asked to introduce themselves and their reason for attending. The following were the responses:
 - a. Former ED of the Lodi Symphony Orchestra; would like to see the orchestra revived
 - b. Elderly couple concerned about the amount (lack) of classical music offered in Lodi
 - c. Former Arts Commissioner concerned about the offerings of literary and visual arts – especially for children
 - d. Current president of the Community Concert Association
 - e. New Lodi resident and visual artist; wanted more information on what's available
 - f. Out-of-towner with ties to artists in Stockton and Lodi; curious about what's going on in Lodi; thought he could offer advice if necessary
 - g. Local visual artist and musician concerned about offerings for youth
 - h. Hutchins Street Square Foundation Board member and visual artist; wanted feedback and ideas for the Square
 - i. Visual artist; here to "support the cause"
 - j. Stage technician/independent contractor; concerned with number/quality of offerings in Lodi
 - k. Newspaper columnist; concerned with level of diversity in local offerings
8. **Levels of participation** – All attendees were asked about their levels of participation/attendance at local arts events. 10 out of 11 said they tried to attend as many as they could – usually once per month.
9. **Perfect World Scenarios** – Attendees were asked to think about what a perfect arts scene would look like in Lodi. The responses were as follows:
 - a. More Country & Western music – perhaps a regular "Lodi Wine Country" event
 - b. More art galleries and open studio tours à la the City of Los Gatos
 - c. Broader choices of music – too much jazz in Lodi; need offerings for the younger element
 - d. More quality theatre productions
 - e. A permanent theatre company/companies
 - f. Local radio and television stations
 - g. A permanent arts billboard reserved just for arts events in Lodi
 - h. Multicultural Day at the Square – showcase all types of different art and music
 - i. More happening at the Square period
 - j. Residency programs for visual artists, musicians and writers

- k. Jazz and classical music workshops for kids
 - l. A regular literary series with prominent/national authors
 - m. Visual arts and dance camps a la Children's Summer Theatre during the summer that culminate in a performance/exhibit
 - n. More exposure for local artists of all kinds
 - o. Teen-specific events and educational opportunities
10. **Challenges Identified** – current hurdles that need to be overcome:
- a. Collaborations between all local arts organizations
 - b. Working with school district to get students to off-site arts events/field trips (funding for buses, etc.) – See, Kids Can't Wait Foundation
 - c. "Quit beating a dead horse" – get out of ruts, don't keep booking the same people/acts all the time
 - d. More outreach to ALL segments of Lodi's population – especially the youth/teens, country music fans, lower income, Spanish-speaking and other ethnic groups
 - e. Work on affordability of tickets – higher prices mean only one segment of population gets to enjoy the Square
 - f. Marketing/media – current use of local newspaper only reaches the older folks; not reaching youth or ethnic groups

Facilitator's feedback:

Discussion began at 5:30 and lasted for one hour and 10 minutes. The number of attendees was higher than the last forum, but still low given the amount of advertising that was done beforehand. However, we were competing with the televised gubernatorial debates. Discussion was still lively with most individuals willing to bring forward their views on local arts and what is needed for the future. Comments were generally positive on the types of current offerings at the local level, but some expressed concern about quality and cost and wanting to see more diversity in music especially. There was not much room for me to insert my own comments during this forum, which was good.

Public Forum on the Arts
Tuesday, October 21, 2003
Hutchins Street Square – Cottage Room
Facilitated by Tea Silvestre, Arts Coordinator

Number in attendance: 4; all attendees were repeats from previous forums

11. **Surveys** – because everyone in attendance had already been to a previous forum, no one asked to fill out a survey.
12. **Clarification of the Role of the Arts Commission** – before discussion began, the current role of the Arts Commission (especially in relation to the City's Division of Arts & Culture and Hutchins Street Square) was clarified. I then opened discussion up for ideas on what the Commission's role should be over the next five years. The following were the responses:
 - a. **Disseminate information** – be the resource for the community on how to create a non-profit arts organization; how to run such an organization successfully, etc. Provide the public with all the necessary details on permits, fees, paperwork, resources, etc. All of this should be in the form of a booklet.
 - b. **Provide workshops to the public** – provide informational workshops to organizations and to the general public on how to...be a professional artist; present a program to the public; market your ideas; etc.
 - c. **Focus on marketing** – current avenues of print media are insufficient for getting the word out on events, etc. Every organization needs to do more grassroots publicity: use the schools and churches to get the word out. Help the community find better ways of publicizing programs.
 - d. **Education** – both children and adults need more exposure to quality arts events and programs. Find unique ways of exposure. Some ideas were:
 - i. Pipe classical music to downtown Lodi sidewalks and retail establishments – have a Classical Music appreciation day/month/week, etc. where all Lodi retail establishments agree to play classical music over their speakers
 - ii. Encourage more street performances – especially of classical music, opera, etc.
 - iii. Use the buses and train station as locations for exposure – inside buses play music, advertise on the outside.
13. **Work on Lodi's Reputation** – Continue to market Lodi as a unique place to live and visit because of cultural offerings
 - a. Create or find cultural or artistic "legends" that make Lodi more interesting (e.g., a monster in our Lake, or having Hill House be haunted). This could be used as a tourist draw and sense of pride for citizens.
 - b. Use art in public places more – create a "mascot" for Lodi that could be painted/decorated by local artists and displayed around town. Suggestions were a bear (like the one on the arch) or a horse (like the one Lodi is supposedly named after). Citizens could be asked to participate in a treasure hunt where they locate all of the animals. Prizes could be given out. Need to make it something unique that would get the attention of regional media.

14. **Challenges Identified** – current road blocks to participation are seen as:
- a. **Garage door openers/gardeners** – things that keep people from going outside
 - b. **The Couch/remote control** – people just want to vegetate in front of the TV
 - c. **Convenience** – people want an event to come to them, if possible. Don't want to drive any farther than the end of their block.
 - d. **Tired** – some people already do a lot and just want to go home after work
 - e. **Apathy** – some people just don't care. They don't smile or make eye contact with people on the street or even know their neighbors. People don't visit anymore. The first step to getting people to attend an arts event will have to be get them out of their homes and more in touch with the community and their neighbors.

Facilitator's feedback:

Discussion began at 5:30 and lasted for one hour and 30 minutes. The number of attendees was lower than the other two forums, but the discussion was lively and those in attendance certainly showed an enthusiasm for the work of the Arts Commission and the arts in general.