

The Tenderloin Economic Development Project Presents:

Arts Facilities and Economic Development Symposium

October 28, 2010

9 AM–4 PM

The Art Institute of California
10 United Nations Plaza
San Francisco



SPONSORED BY:

LISC
Bay Area

SAN FRANCISCO
Office of Economic and Workforce Development

SCHEDULE

Arts Facilities and Economic Development Symposium

8:00-9:00	Registration & Continental Breakfast
9:00-9:20	<p>Welcome Marsha Murrington, Senior Program Officer, LISC Bay Area Supervisor Bevan Dufty, City and County of San Francisco</p> <p>Goals of the Symposium and Introductions Elvin Padilla, Director, Tenderloin Economic Development Project</p>
9:20-10:00	<p>Opening Addresses: A National View of Leading Art-Community Development Projects</p> <p>Juana Guzman, Vice President, National Museum of Mexican Art Roy Priest, Executive Director, Alexandria Revolopment and Housing Authority</p>
10:00 – 10:15	Break
10:15 – 11:45	<p>Off and Off Off Broadway Theatres The discussion will focus on the development, redevelopment and management of theatre space for Off and Off Off Broadway theater companies.</p> <p>FACILITATOR: Brad Erickson, Executive Director, Theatre Bay Area Ginny Loulouides, Executive Director, A.R.T./New York Ellen Richard, Executive Director, American Conservatory Theater Erika Feldman, General Manager, Theatre Row</p>
12:00 – 1:00	<p>Lunch Presentation An overview of the Fox Theatre/Oakland School for the Arts development, a world-class Broadway Theater Renovation/Art School project.</p> <p>INTRODUCTION: Ernesto Vasquez, Vice President, MVE & Partners Phil Tagami, Managing Partner, California Capital and Investment Group</p>

1:00 – 1:45	<p>Dance Centers A development and management overview of a new facility for dance company performance, rehearsal and office space.</p> <p>INTRODUCTIONS: Elvin Padilla, Director, Tenderloin Economic Development Project Jordan Simmons, Artistic Director, East Bay Center for the Performing Arts Joe Goode, Founder and Artistic Director, Joe Goode Performance Group</p>
1:45 – 2:30	<p>Artist Housing When many “artist housing” developments are ultimately priced beyond the reach of working artists, how do you develop the real thing?</p> <p>INTRODUCTION: Joshua Simon, Director of Consulting and Grants, Northern California Community Loan Fund Cathryn Vandenbrink, Regional Director, Artspace</p>
2:30 – 2:45	Break
2:45 – 3:45	<p>Growing Authentic Cultural Districts What makes for a great urban cultural district that represents the unique identity of its home city?</p> <p>INTRODUCTIONS: Amy Cohen, Director of Neighborhood Business Development, Mayor’s Office of Economic and Workforce Development Deborah Frieden, Cultural Project Planner and Loeb Fellow Joe Chan, President, Downtown Brooklyn Partnership</p>
3:45 – 4:00	<p>Closing Remarks Carey Perloff, Artistic Director, American Conservatory Theater</p>

RECEPTION

Please join us for a hosted reception in the Sky Room at 100 McAllister Street immediately following the Symposium.

SPEAKERS

Arts Facilities and Economic Development Symposium



Joe Chan
President,
Downtown Brooklyn
Partnership

Joe Chan was appointed President of the Downtown Brooklyn Partnership in September 2006.

In an effort to bolster Downtown Brooklyn's continuing growth as a 24/7 community, Joe works with City agencies, local elected officials, developers, the business community, and cultural organizations to spur new investment, including the development of new office and retail space, mixed-income housing, cultural facilities, public open space, and streetscape improvements. Previously, Joe served as Senior Policy Advisor to New York City Deputy Mayor Daniel L. Doctoroff, where he focused on Brooklyn's long-term strategic land use and infrastructure planning issues.

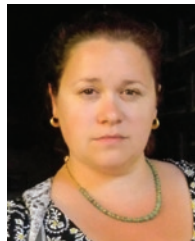


Brad Erickson
Executive Director,
Theatre Bay Area

Brad Erickson serves as executive director of Theatre Bay Area, the nation's largest regional performing arts service organization,

with 420 theatre and dance company members, and nearly 3,000 individual members. He leads the organization's

efforts to support, promote and advocate for the region's vibrant theatre community. Erickson also serves as the president of the California Arts Advocates, the statewide advocacy organization for all the arts, and as the California State Captain for Americans for the Arts. Previously, Erickson served as executive director of the Northern California Supplier Development Council, a nonprofit dedicated to promoting and strengthening ethnic minority-owned businesses.



Erika Feldman
General Manager,
Theatre Row

Erika Feldman has been a part of New York's Theatre community for over 17 years, working in both the commercial

theatre as well as the non-profit world. Erika was general manager of the award winning off-Broadway theatre company Theatre for a New Audience for six years. Since 2004 Erika Feldman has been the general manager of Theatre Row, an off-Broadway theatre complex on 42nd Street. With six theatres, rehearsal space and office suites, Theatre Row is home to several non-profit theatre companies including Keen Company, The New Group and The Actors Company Theatre (TACT).



Deborah Frieden
Cultural Project
Planner and Loeb
Fellow

Deborah Frieden is a cultural planning consultant assisting organizations and municipalities in

planning for the creation of new museums, cultural centers, district initiatives or the re-envisioning of existing institutions. Her work is local as well as international and often goes beyond the walls of the institutions and explores the contextual issues of cultural organizations in their specific communities, who they serve, and how their development will enhance their community. Deborah's work in San Francisco includes the Mint Project, a National Historic Landmark museum conversion, SFJAZZ's development of a major performing arts venue, and the new de Young museum, among others.



Joe Goode
Founder and
Artistic Director,
Joe Goode
Performance Group

Joe Goode is a choreographer, writer, and director widely known as an innovator

in the field of dance. He was awarded a John Simon Guggenheim Fellowship in 2007 and the United States Artists Glover Fellowship in 2008. Goode is a member of the faculty of the University of California, Berkeley in the department of Theater, Dance and Performance Studies. The Joe Goode Performance Group, formed in 1986, performs regularly in San Francisco and on tour, most recently at the San Francisco Old Mint for the renowned remount of *Traveling Light*.



Juana Guzman
Vice President,
National Museum of
Mexican Art

Juana Guzman is a native Chicagoan and has been an arts activist for over 30 years. She has been

the Vice-President for the National Museum of Mexican Art (NMMA) since 1999. With a budget of approximately \$5.6 million, the Museum is the largest Latino arts institution in the nation. Prior to her position with the NMMA, Ms. Guzman was the Director of Community Cultural Development for the City of Chicago's Department of Cultural Affairs (DCA), where she served for twenty years. In 2009, Ms. Guzman started her own company, "I Juana Know," which focuses on economic initiatives and organizational development for the arts.



Ginny Loulouides
Executive Director,
A.R.T./New York

Virginia (Ginny) Loulouides has served as the Alliance of Resident Theatres/ New York's Executive Director since 1991.

During her tenure she has transformed the organization—establishing reganting, loan, targeted technical assistance, and advocacy programs. A.R.T./New York's real estate initiatives include the design and construction of South Oxford Space, in Brooklyn; Spaces at 520 in Manhattan; and two 99-seat theatres at Archstone-Clinton, which together provide 45 affordable offices and 7 rehearsal rooms. A.R.T./New York just launched the New York Theatre Network social networking site and is the recipient of a Rockefeller NYC Cultural Innovation Grant.



Carey Perloff
Artistic Director,
American
Conservatory Theater

Carey Perloff is celebrating her 19th season as artistic director of A.C.T., where she most

recently created and directed a new dance theater piece, *The Tosca Project*, with choreographer Val Caniparoli for A.C.T. and directed a new *Elektra* for the Getty Center in Los Angeles. Known for directing innovative productions of classics and championing new writing for the theater, Perloff has also directed for A.C.T. the world premieres of Philip Kan Gotanda's *After the War* (A.C.T. commission) and her own adaptation (with Paul Walsh) of *A Christmas Carol*.



Ellen Richard
Executive Director,
American
Conservatory
Theater

From 1983 to 2005, Ellen Richard enjoyed a rich and varied career

with Roundabout Theatre Company. As Managing Director at Roundabout, Ellen was responsible for more than \$50 million of theater construction for 11 projects. She conceptualized the three permanent Roundabout stages—Studio 54, the American Airlines Theatre, and the Harold and Miriam Steinberg Center for Theatre—and had final approval of the design and finishes. She is now leading the feasibility analysis of a new A.C.T. performing arts/education facility developed in collaboration with the Tenderloin Economic Development Project.



Phil Tagami
Managing Partner,
California Capital and
Investment Group

Phil Tagami is the Managing Partner of California Capital and Investment Group, a commercial broker-

age, political consulting, and development firm located in downtown Oakland. Mr. Tagami has worked tirelessly on the restoration of Oakland over the past 20 years. His work includes the Oakland Army Base, Rotunda Building, Rotunda Garage, Fox Theater, and Oakland School for the Arts. Today, the school is one of the highest-performing in the region and a model for the marrying of mixed-use development, historic rehabilitation, and innovative charter school funding. Mr. Tagami currently resides in Oakland with his wife and two children.



Ernesto Vasquez
Vice President,
MVE & Partners

Mr. Vasquez is a veteran architect of over 35 years and Partner of the design/planning firm, McLarand Vasquez

Emsiek & Partners (MVE). He is a leader in the design of affordable and transit-oriented developments. As a community leader, Vasquez is a supporter of various organizations including United Way, South Coast Repertory Theater, and the Hispanic Endowment Fund, for which he established an architecture/engineering scholarship fund. He has served on the board of directors for Saint Joseph Ballet, OC Business Committee for the Arts, BRIDGE Housing, UCI Foundation, and sits on the President's Council for Cal Poly San Luis Obispo.



Roy O. Priest
Executive Director,
Alexandria
Redevopment and
Housing Authority

Roy Priest has had a distinguished 40 year career that has included executive

positions in community economic development and finance at the local, state and federal level. Roy is currently the Executive Director/CEO of the Alexandria Redevelopment and Housing Authority in Alexandria, VA. Prior to his current engagements, he served a seven-year tenure as the President and CEO of the National Congress for Community Economic Development (NCCED). Roy completed a seventeen year tenure with the U.S. Department for Housing and Urban Development (HUD) as the Director of the Office of Economic Development. He administered HUD programs such as UDAG, EZ, and Youthbuild.

PHOTO: AlexandriaNews.org



Jordan Simmons
Artistic Director,
East Bay Center for
the Performing Arts

Jordan Simmons, a native of Richmond, California and graduate of Kennedy High School, has served

as Artistic Director for East Bay Center for the Performing Arts for 26 years. He has worked to guide the Center from a program with a few hundred students to a nationally recognized model institution reaching 2000 students each year. Jordan has fought to build a rigorous, multi-cultural institution of performing arts training and production, rooted in and reflecting the uniqueness of its home neighborhood. Jordan's work as a writer, director and producer includes a number of critically acclaimed documentary films and dramatic works for theater.



Cathryn Vandenbrink
Regional Director,
Artspace

Cathryn Vandenbrink is a nationally acclaimed artist whose focus is metals such as

copper and steel. For the past decade Cathryn has been an urban planner and neighborhood advocate. Alarmed by the displacement of artists in her neighborhood in Seattle's historic Pioneer Square, Cathryn sought the assistance of Artspace to create permanent affordable artist live/work housing for Seattle's creative community. The Tashiro Kaplan project in Pioneer Square and Artspace Hiawatha Lofts in the Central District are the result of her dedication and experience. Cathryn is currently Regional Director with Artspace Projects Inc. in Seattle.

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THANKS

SPECIAL THANKS TO THE ORGANIZATIONS THAT MADE THIS EVENT POSSIBLE:



IN COLLABORATION WITH:

Northern California Community Loan Fund (NCCLF)

San Francisco Arts Commission

San Francisco Grants for the Arts

The Art Institute of California

UC Hastings College of Law