

TO: Newport Beach City Arts Commission

FROM: Library Services Department
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PREPARED BY: Tim Hetherton

TITLE: Cultural Arts Website

RECOMMENDATION: Staff recommends that:

1. The Cultural Arts division website should be accessible from the “City Departments and Services” page on the City site;
2. The City Arts Commission review an expanded and enhanced *Places for the Arts* web page at the November meeting.

DISCUSSION:

1. The current URL for the Cultural Arts site is www.newportbeachca.gov/culturalarts. This URL is lengthy but it contains all of the pertinent keywords and is branded with the City’s name, which makes it easy for searchers to locate. The more succinct and “catchy” www.newportbeacharts.org is taken by the Newport Beach Arts Foundation, but other similar URLs are available. Staff’s opinion is that the current URL is easily discoverable on the web.
2. On the City website, Cultural Arts should be listed as a department, even though it is a division of the Library. The relationship between Library Services and Cultural Arts is undeniable and is prevalent in many cities. However, there is a perception that the Cultural Arts website is “buried” in both the Library and City websites and not easily discoverable. Moreover, most web usability studies recommend that information should be accessible with a minimum number of clicks. Staff will request that the Cultural Arts site be accessible from the “City Departments and Services” page on the City site.
3. An events calendar that serves as a clearinghouse for arts activities in the City would also be a helpful amenity. At the most recent Study Session, the idea of communicating all the available arts venues, events and activities was offered by a member of the public. Staff feels that it might satisfy some of the interest by the arts community in sharing news about the arts in Newport Beach if we expanded our *Places for the Arts* page to include a list of art galleries, music venues, museums, literary arts events, etc. The city of Coronado provides this amenity on their site: www.coronadoarts.com. Currently, the City allows Cultural Arts to link to sites that have a relationship with the City – either as a Cultural Arts grantee or as co-hosts or sponsors City events. The result is a limited list that does not reflect all that is happening in City arts. The City’s new site has a feature that can map places of interest. Staff is willing to create a sample page that is more inclusive of local arts entities to bring back to the City Arts Commission for review.

NOTICING:

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).