

**TO:** Newport Beach City Arts Commission

**FROM:** Library Services Department  
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**PREPARED BY:** Tim Hetherton

**TITLE:** Proposal for Newport Beach Chalk Art Fest

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**ABSTRACT:**

The annual chalk art festival on the Balboa peninsula has become an important annual tradition. For 2016, the event planners have expanded the festival to include music, dance, and food. The event can be expensed from the funds transferred to the City from the Balboa Theatre Performing Arts Foundation.

**RECOMMENDATION:**

Staff recommends that the City Arts Commission seek City Council approval for the Newport Beach Chalk Art Fest, a chalk art festival, on the weekend of October 15 and 16, 2016.

**FUNDING REQUIREMENTS:**

The \$25,000 required to fund the festival and ancillary events will be expensed from account 4002-5901 (Arts-Private Donations). The funds, which were transferred to the City from the Newport Beach Arts Foundation, will be appropriated by budget amendment subject to City Council approval.

**DISCUSSION:**

Balboa Village has hosted the City's local chalk art festival as an annual event. In previous years, the event was called *La Strada dell'Arte* and was held in April in conjunction with the Newport to Ensenada Yacht Race. This event has been renamed the Newport Beach Art Fest will be held on the weekend of October 15 and 16 (which will coincide with Newport Beach Arts Foundation's Art in the Park). The Newport Beach Art Fest is sponsored by the City of Newport Beach, the Balboa Village Merchants Association (BVMA), and local businesses and residents.

Using the asphalt as canvas, the region's most talented professional and student artists will transform the parking lot at the corner of Balboa Blvd. and Palm Street into large masterpieces in chalk over a two-day period. The artists will work from 8:00 a.m. to 5:00 p.m. on Saturday and will begin again on Sunday morning at 8:00 a.m. and finish by 5:00 p.m. The public will be able to view the creation of intricate and exquisite works of chalk art.

In addition to the chalk art, on Sunday, October 16, from 11:00 am to 5:00 pm, the following activities will be offered in the parking lot:

- Live music featuring a classic rock band
- 5-6 local restaurants selling a variety of food (bottled water and soft drinks will also be available for purchase).
- Beer & wine garden selling alcoholic beverages
- Children's chalk section where they can create their own drawings

The beer & wine garden will be in an enclosed area of the parking lot with a single entrance and exit. Security guards will be on hand to check IDs to ensure that guests are 21 or older and that no one is allowed to leave the designated area with alcohol.

In order to further promote Balboa Village, our guests will be encouraged to explore the rest of the area using a "Peninsula Passport" designed to direct them to local restaurant tastings, to observe musicians and dancers strategically placed throughout the Village and to participate in various hands-on creative activities at ExplorOcean.

While it is free to the public to attend the festival and participate in the hands-on activities, there will be a charge for food and beverages, and the children's chalk (which will be \$5 per box).

A portion of the parking lot will remain available for handicapped parking during the event.

A janitorial service will be hired to power wash the parking lot prior to the event and again after the event, to remove the chalk murals from the pavement.

The fee will be expensed from account 4002-5901 (Arts-Private Donations). This money came to the City via the Newport Beach Arts Foundation who received the funds from the dissolution of the Balboa Theatre Performing Arts Foundation. These funds are to be used for performing arts programming in the City, with a preference for the Balboa peninsula. The creation of chalk art is considered a performing art, in that it brings the artistic process into the public eye. The viewer becomes part of the process, as they witness the artist creating a masterpiece on the streets and sidewalks. This interaction is what makes the spectacle of Chalk Art so compelling.

Pending City Arts Commission, the proposal will be submitted to City Council requesting a budget amendment.

**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).