

The City of Santa Monica considers support of the arts a basic city service. The Arts Commission believes that a culturally diverse community of artists and arts organizations is essential to the cultural, educational, social and economic vitality of our City. The Arts Commission believes it is our responsibility to:

- Increase public participation, individual engagement and community involvement in the arts in Santa Monica;
- Integrate art into the daily life of our community through public art projects;
- Provide support and services to Santa Monica's individual artists and nonprofit arts organizations;
- Expand and deepen the role of the arts in education, including the arts of diverse cultures;
- Encourage the presence of galleries, museums, theaters and performance spaces, and help maintain affordable artists living and working spaces in the community;
- Be engaged in the national, state and local dialogue around public support of the arts;
- Honor and support artistic vision, artistic excellence and freedom of expression.

**The arts council stands for both spectatorship and participation.** The Office of Community Arts Development said, “The council must clearly recognize that art has two facets of equal importance to human beings. • “Art is a process. It enables individuals to explore the creative possibilities of their intellectual and emotional selves. • “Art is a product. Both the creator and the appreciator contribute to a successful creative experience. Artists are doomed to isolated labor and noncommunication unless they and their audiences are involved. **The arts council develops both artist and audience** in order that each may support and reinforce the other in ways beneficial to both.”

**The arts council stands for excellence.** The Office of Community Arts Development said, “Certainly not all that passes under the name of art is the real thing. “Cheapness and fake values are everywhere and in every activity. The community arts council is not an automatic road to excellence either through the work of amateurs or the products of professionals. “But excellence, while more rare than pretense, is as equally distributed. Talent is ubiquitous. “In the small community, it may sometimes be found unspoiled. “No one can prove that it will not be discovered next door...nor can anyone say that the next important art event may not be an historic moment in artistic expression.... “There is a vast and noticeable difference between letting a thousand flowers bloom and permitting everything to come up in weeds. “But if arts councils **encourage and foster genuineness of expression** among amateur artists and honor authenticity of product among professionals, they will set standards and refurbish the instinct for what is real. “Further, if they branch out through alliance with other community arts councils to form regional councils and with state arts councils, they can contribute to a germanely American culture.”

**The arts council stands for something important.** At the start of this book, Robert Gard said, “If we are seeking in America, let it be a seeking for the reality of democracy in art...” Statements like this one are big, bold statements. They: • incorporate a view of the dignity of every human being • speak of how things can be in a democracy • hint at what happens when people's creativity intersects with the spirit and power of a place and their love for a place. These ideas: • transcend whether people have training in the arts or an affinity for the arts • provide a measure for your arts council to use in designing its activities • guide the spirit in which you offer your activities to your community • help you determine whether you are doing what is right for your community