



# Center for Creativity

Invest in our temporary Proof of Concept Space

# San Mateo County's Creative Future:

## Building a Permanent Arts Center and Community Hub for All

An arts center will be a game-changer for our community, sparking creativity and cultural vibrancy like never before. With San Mateo County declaring loneliness a public health emergency, the Center for Creativity's proof-of-concept location would bring a thriving hub to downtown Redwood City – one that bridges communities, supports belonging and showcases the diverse cultures of the region. Imagine a dynamic space where everyone—from budding artists to seasoned creators—can explore, learn, and share their passions. This center will be the heartbeat of our community, uniting people through thrilling events, educational programs, and transformative artistic experiences. It will not only elevate our cultural landscape but also drive economic growth by drawing visitors and boosting local businesses. **The time to act is now—let's make this vision a reality and ignite our community's artistic spirit.**



### VISION, MISSION, AND GOALS

Our vision is to see San Mateo County become a vibrant, connected community through arts engagement.

Our mission is to create an inclusive, accessible, and innovative arts center that fosters creativity, strengthens community bonds, and empowers individuals.

To achieve this mission we are seeking funding to create a temporary, proof-of-concept space to validate our learnings and contribute to a permanent visual and performing arts center in San Mateo County.



### THE PROOF-OF-CONCEPT SPACE

This temporary space, located in the heart of downtown Redwood City, at 2011 Broadway, will demonstrate the potential for a permanent arts hub, fostering a vibrant arts community, providing resources for local artists, and engaging residents of all ages in the arts. Additionally, it aims to ignite economic development in the area by offering a variety of visual and performing arts classes to nurture local talent and creativity.



## OUR PLANS FOR THE SPACE

In this temporary space, we will:

- Offer engaging arts classes for all ages and skill levels.
- Showcase diverse art exhibits and installations.
- Present live performances by local and visiting artists.
- Host cultural events and festivals.
- Provide shared studio spaces for artists.
- Provide collaboration opportunities for local artists.
- Host open studio opportunities for the public.
- Support collaborative community projects.
- Offer a retail space for local artists to promote their work.

## PROPOSED BUDGET (FISCAL YEAR 2024–2025)

**Help us raise \$250K to bring our temporary arts space to life!**

This will cover rent, staffing, a minimal buildout, supplies, equipment, utilities, and more. We need your help through grants, partnerships, memberships, program fees, events, sponsorships, rentals, and merchandise. Join us in creating a vibrant, creative hub that inspires our community!

## OUR JOURNEY

Our journey began in 2010 with the formation of ARTS RWC, dedicated to advancing Redwood City's arts community. In 2022, we formed a Steering Committee to plan and support a new arts center which we called the Center for Creativity. A community survey in 2021 and feasibility study in 2023 indicated strong support for an arts center.

## SURVEY AND STUDY FINDINGS

- 83% of respondents support the need for an arts center.
- Artists and organizations need accessible, affordable spaces.
- There is a strong desire for collaboration between local arts organizations.
- Arts organizations seek to broaden their audiences.
- The center should be inclusive, prioritize underserved populations, and enhance community life.





# Get Involved

We are asking for financial support to open this temporary, proof-of-concept space.

## CONTACT US

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**Web:** rwccfc.org

**Facebook:** facebook.com/centerforcreativismc

## COMMUNITY PARTNERS

We will collaborate with community partners and supporting organizations to offer a diverse range of arts classes and programs. Their expertise and resources will help design and deliver high-quality educational experiences, enhancing our community offerings. This collaboration will enrich our programming and foster an environment where various artistic perspectives can thrive, contributing to our mission of promoting vibrant cultural engagement.

- Art Bias
- Art in Action
- ART on the Square
- BraveMaker
- Casa Circulo Cultural
- Fuse Theatre
- Redwood City Arts Commission
- Redwood City Library Foundation
- Redwood City Parks and Arts Foundation
- San Mateo County Office of Arts and Culture
- Thrive, The Alliance of Nonprofits for San Mateo County

Visit our [website](#) to see our growing list of community partners.

## STEERING COMMITTEE

- Stacey Ardelean - Founding Artistic Director of Fuse Theatre
- Jill Asher - Co-Founder of Magical Bridge Foundation
- Ian Bain - Former Redwood City Mayor and artist
- Sheila Cepero - VP of Redwood City Parks and Arts Foundation
- Tara de la Garza - Artist, Curator and Creative Director of Inventurous
- Terra Fuller, Executive Director of Art Bias
- Dani Gasparini - Former Redwood City Mayor, a downtown property owner
- Elizabeth Gomez - Redwood City community artist
- Andrea Jones - Former Senior Director of Bay Area Giving at Chan Zuckerberg Initiative
- Sandra Keely - Former Redwood City Arts Commissioner
- Lucy Larson - Director of Education, Palo Alto Art Center
- Kent Manske - Artist and Cultural Worker
- Beth Mostovoy - Artist and Founder of ARTS RWC
- Jason Newblanc - Redwood City Arts Commissioner
- Susie Peyton - Former board member of Redwood City Parks and Arts Foundation
- Barbara Pierce - Former Redwood City Mayor and former board member of Redwood City Parks and Arts Foundation
- Lisa Preville - Former Senior Researcher at Meta