

Frequently Asked Questions (FAQ)

About the Center for Creativity

What is the Center for Creativity (CfC)?

The Center for Creativity (CfC) is working to create a dedicated visual and performing arts center in San Mateo County. It is powered by grassroots efforts and community organizing, bringing together local residents, artists, city leaders and organizations to create a vibrant hub for creativity. The center seeks to support the arts, foster collaboration, and provide opportunities for creative expression and cultural enrichment throughout the region.

Is the Center for Creativity at 501C(3) Nonprofit?

The *Center for Creativity* operates under the fiscal sponsorship of [Casa Circulo Cultural](#), which is a 501(c)(3) nonprofit. Casa Circulo Cultural's Federal Tax ID Number is 47-4071542.

What is the vision and mission of the Center for Creativity?

- **Vision:** Our vision is for **San Mateo County** to be a vibrant, connected community driven by engagement with the arts. We aim to create a space where creativity thrives, bringing people together across all backgrounds.
- **Mission:** Our mission is to establish an **inclusive, accessible, and innovative arts center** that nurtures creativity, strengthens community bonds, and empowers individuals to experience, create, and connect through the arts.

What is the long-term goal of the Center for Creativity?

The **long-term goal** of the **Center for Creativity (CfC)** is to **create and build a permanent visual and performing arts center in San Mateo County**. This arts center will serve as a lasting space for artistic expression, community engagement, and cultural development, providing a dedicated hub for creativity and the arts in the region.

Who are the people and organizations leading the efforts of the Center for Creativity?

In 2022, we established a formal Steering Committee consisting of local artists and community leaders to conduct research, develop plans, and rally support for a permanent Center for Creativity. A complete list of our volunteer team, supporters and partners can be [found here](#).

What is the history of the Center for Creativity (CfC)?

The **Center for Creativity (CfC)** has a rich history that began with a vision to create a permanent arts center in San Mateo County. The journey started in **2010** with the formation of

ARTS RWC, a collective of artists, art advocates, organizations, and civic leaders dedicated to advancing Redwood City as a vibrant arts community.

In **2022**, our Steering Committee engaged with civic leaders, raised funds, and completed a **feasibility study** to assess the community's needs for a permanent arts center. The study aimed to help shape decisions about the center's activities, location, size, and operations.

By **2023**, the feasibility study was completed, and the Steering Committee began actively sharing the results with the community and rallying support for the project. Throughout this process, numerous **community partners** have become involved, helping to advance the effort toward building a permanent arts center in the region.

What did the Feasibility Study uncover?

The **feasibility study** for the **Center for Creativity (CFC)** provided key insights into the community's needs and the potential impact of a permanent arts center. Here are some of the key findings:

1. **Strong Community Support:**
 - **83% of adult respondents** from a community survey believe there is a need for an arts center in the area and agree that it would **enhance the quality of life** for the community.
2. **Need for Accessible, Affordable Space:**
 - Artists and arts organizations in and around **Redwood City** have expressed a strong, documented need for **affordable and dedicated spaces** where they can create, teach, learn, exhibit, rehearse, and perform.
3. **Ideal Facility Design (once a permanent art center is built):**
 - The study identified an ideal facility to meet the community's needs, which would include:
 - A large, flexible multi-purpose **performing arts room**
 - Multiple **visual art studios, classrooms, and shared workspaces**
 - Suitable **storage and office spaces**
 - Totalling approximately **30,000 square feet**.

You can explore more about the feasibility study and the progress of the Center for Creativity below:

[Center For Creativity Feasibility Study Presentation](#)

A comprehensive presentation about the Center for Creativity, prepared by the Center for Creativity Steering Committee.

[Center for Creativity AMS Feasibility Study: Full Report](#)

Includes detailed surveys, qualitative data, and reports from our research partner **AMS Planning & Research**.

[Center for Creativity AMS Feasibility Study: Executive Summary](#)

A concise 5-minute read summarizing the findings of the feasibility study, prepared by **AMS Planning & Research** (September 2023).

The Next Phase for Center for Creativity

The Center for Creativity is starting with a proof-of-concept space instead of a permanent visual and performing arts center due to the high costs involved in establishing a permanent facility. City and county leadership want to first assess the potential impact of such a space before committing to long-term funding.

The proof-of-concept space at Hotel Sequoia in Redwood City, CA allows the community to experience the benefits of an arts hub on a smaller scale, helping to build support and demonstrate its value before pursuing larger, more costly investments in a permanent center. Starting small provides a manageable way to gauge interest and secure the necessary funding for future growth.

Why is the Center for Creativity opening at Hotel Sequoia in 2025?

The Center for Creativity will occupy the **historic Hotel Sequoia** in downtown **Redwood City** as a two-year temporary space. Hotel Sequoia has been closed to the public for more than 50 years and will now be transformed into a vibrant arts and cultural hub. This collaboration allows us to revitalize this important historic landmark while contributing to the cultural and economic vitality of the community.

The hotel team is committed to supporting the arts and culture in San Mateo County, and this partnership with the Center for Creativity allows the arts to play a central role in the revitalization of downtown Redwood City.

What is the history of Hotel Sequoia?

Hotel Sequoia, a landmark building in **downtown Redwood City**, has been closed to the public for over five decades. It is part of the city's rich history and will now play an important role in its cultural future. This [article from Climate Magazine](#) tells a bit of the history and the perspective of the hotel from a person who lived there from 1930 till 1934.

The collaboration between the Hotel Sequoia team and the Center for Creativity is an exciting opportunity to breathe new life into the building, honoring its legacy while launching a new era of arts and culture in the region.

How will the Center for Creativity transform Hotel Sequoia?

The **rotunda** and **downstairs sections** of Hotel Sequoia will be repurposed into a thriving arts hub. These historic spaces will host a variety of artistic programs, performances, and community events, revitalizing the heart of downtown Redwood City and showcasing its cultural potential.

This transformation marks a key milestone in both the hotel's redevelopment and the broader vision for arts and culture in San Mateo County.

What will happen to Hotel Sequoia after 2026?

This historic landmark hotel will be restored and rehabilitated, and will eventually serve as a hotel again. More information may be found [here](#).

Programs & Offerings

What programs will the Center for Creativity offer at Hotel Sequoia?

The Center for Creativity will provide a wide range of artistic experiences for all ages and skill levels, including:

- **Arts Classes:** Workshops in visual arts, performing arts, and more.
- **Art Exhibits:** Showcasing local and visiting artists.
- **Live Performances:** Featuring musicians, dancers, theater artists, and more.
- **Cultural Events:** Celebrating the diversity of the local community.
- **Collaborative Studio Spaces:** For artists to create and collaborate in a shared space.
- **Open Studio Events:** Inviting the public to interact with artists and their work.
- **Retail Space:** Offering local artists a platform to showcase and sell their creations.

Who are some of the Partnering Organizations?

- Art Bias
- Art in Action
- Art on the Square
- Bravemaker
- Casa Circulo Cultural
- Fuse Theatre
- Redwood City Arts Commission
- Redwood City Elementary School District (new as of 12.13.24)
- Redwood City Library Foundation
- Redwood City Parks and Arts Foundation
- Redwood City Together
- San Mateo County Office of Arts and Culture
- Thrive, The Alliance of Nonprofits for San Mateo County

Who can participate in the Center for Creativity's programs?

Our programs will be open to everyone! Whether you are a seasoned artist, a beginner, or someone simply interested in the arts, we offer classes and events for all ages and skill levels. We strive to create an inclusive and welcoming environment for everyone in the community.

Can I showcase my artwork at the Center for Creativity?

The Center for Creativity will host professionally curated exhibitions and theme-based juried exhibitions that provide opportunity for local and regional artists to have their work featured. [Sign up for our newsletter to keep informed of exhibition opportunities.](#)

A small retail space, exhibition pop-up events, and a local artists data-base will provide the public opportunity to explore and invest in work by local artists.

This is all part of our vision for an exciting new cultural hub that supports local talent.

Funding & Donations

How can I support the Center for Creativity?

The Center for Creativity is powered by grassroots support and relies on donations from individuals, businesses, and philanthropists who believe in the transformative power of the arts. Your support can help bring this vision to life.

Ways you can support include:

- **Making a Donation:** Donate directly through [our website](#).
- **Sponsorship:** Consider sponsoring a program, event, or exhibition.
- **Volunteering:** Help with events, programs, and outreach.
- **Sharing our Mission:** Spread the word about the Center for Creativity and encourage others to get involved.

What is the current fundraising goal?

The immediate goal is to raise **\$75,000 by the end of 2024**, which will support the startup costs for the first phase of the Center's programs at Hotel Sequoia. We also aim to raise an additional **\$275,000 by June 2025** to cover operational costs and programming for the two-year proof-of-concept phase.

- **How can I donate?**
Donations can be made securely [here](#).
- For those wishing to contribute via a **donor-advised fund**, please use the following Federal Tax ID Number: 47-4071542.
- Alternatively, checks can be made payable to **Casa Circulo Cultural** and mailed to:

Center for Creativity, c/o Susie Peyton, 1400 Roosevelt Avenue, Redwood City, CA 94061

Who do I contact to discuss my interest in funding not just the temporary proof-of-concept space but the entire long-term permanent arts center?

Please contact Jill Asher at centerforcreativitysmc@gmail.com or 650-520-8512

Can the permanent arts center honor the primary funder by naming the center after them?

Yes, the permanent arts center can honor the primary or anchor funder with naming recognition. We are open to discussing various possibilities, including naming the entire building or specific sections of the center. We are still in the very early stages of planning, but we're happy to explore all options to ensure their generosity is appropriately recognized. We do believe this is a meaningful way to celebrate their support and enhance the center's legacy.

Location & Access

Where is the Center for Creativity located?

The Center for Creativity will be located in the **historic Hotel Sequoia** at the end of Broadway in **downtown Redwood City**, California. CfC will occupy the rotunda and lower levels of the building, making it a unique and vibrant venue for arts and culture.

Will there be parking available at Hotel Sequoia?

Downtown Redwood City has plenty of street parking and nearby lots which require a fee located near the hotel. There are also public transportation options nearby, and we encourage attendees to take advantage of these eco-friendly options when possible.

Is the space accessible for people with disabilities?

Yes, the Center for Creativity will be fully accessible to individuals with disabilities. We are committed to ensuring that everyone has access to the arts, and we can make accommodations as needed. Please reach out in advance if you have specific requirements.

Involvement & Partnerships

Can my organization partner with the Center for Creativity?

Yes! The Center for Creativity is excited to collaborate with a diverse range of community partners who share our mission of expanding arts access and education. We are currently partnering with organizations like **Art Bias**, **Art in Action**, **BraveMaker**, and **Casa Circulo Cultural**, among others. If your organization is interested in partnering, please contact us to discuss opportunities.

How can I volunteer with the Center for Creativity?

We welcome volunteers to help with a range of activities, from assisting at events to supporting

arts programs and outreach efforts. If you are interested in volunteering, please contact us at centerforcreativysmc@gmail.com.

Other Questions

How can I contact the Center for Creativity? Kindly contact us at centerforcreativysmc@gmail.com

How can I stay updated on the progress of the Center for Creativity?

To stay informed, [sign up for our newsletter](#), follow us on **social media** ([Facebook](#) and [Instagram](#)) , or check [our website](#) for regular updates about the project, programs, and events.

Thank you for your interest in the **Center for Creativity**! We are excited to embark on this journey to transform San Mateo County into a vibrant arts and culture hub. Your support is essential in making this vision a reality. If you have any additional questions or would like more information, please don't hesitate to reach out:

- **Email:** centerforcreativysmc@gmail.com
 - **Website:** www.centerforcreativity.org
-