

Center for Creativity in Redwood City

ARTS RWC, an arts roundtable of artists, arts advocates, arts organizations and civic leaders from Redwood City, together with its growing list of [supporters](#), is working on a powerful vision for a new arts center, the [Center for Creativity](#). The hope is to provide access to the arts to our city and the Peninsula at large.

In order to understand if our vision resonated with the community we conducted surveys from October 18th through November 20th, 2021. We created 4 surveys for different age groups and in multiple languages. Respondents ranged in age from 2 years to over 70. Our hope is that the survey results will be the first step towards a formal feasibility study that will go deeper evaluating possible locations, as well as enlisting the support of City and County government for the vision.

Total Surveys Collected: 2305*

(*Including 79 Spanish and Mandarin respondents)

- Adults: 1301**
- High School students: 116
- 4th - 8th grade students: 370
- Preschool - 3rd grade students: 518

(**Includes 152 respondents 17 or younger)



Center for Creativity in Redwood City

Community Survey 2021–Summary of Key Findings

- 83% of adult respondents believe there is a need for an arts center and it would enhance life for the community
- The most compelling arguments in favor of an arts center were accessibility to all for art classes, the healing aspect of art and creativity improving cross-cultural understanding
- Most wanted: Art classes/workshops, live events and an art gallery
- Visual Arts Classes Most Wanted: Drawing & painting, ceramics, and photography
- Performing Arts Classes Most Wanted: Dance, music, and theater
- The adult respondents represented almost every community in San Mateo County
- The kid surveys asked how they like to “Make and Create” and what is their favorite color, the winner is the color blue with a surprising number of votes for rainbow
- The growing list of supporters of the vision for the Center for Creativity include 35 organizations, 14 elected officials including 9 former Redwood City mayors and our current District 4 San Mateo County supervisor, and over 40 community leaders and individuals



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For over a decade ARTS RWC has discussed the need, benefits and value of an arts center in Redwood City – a permanent home to make art, learn about art, and experience the arts in all its many forms. We believe the time is now to lay the foundation for this creative future for all on the Peninsula to have access to and enjoy. We would like to acknowledge our growing list of supporters, who have given us guidance, knowledge and assistance to get to this phase of the vision. Below is a partial list, to see the complete and current list of supporters go to: <https://www.rwccfc.org/about-us/>

Organizations, Groups & Business

Art Bias
Art in Action
Bravemaker
Casa Circulo Cultural
Chamber San Mateo County
Fung Collaboratives
Kainos
Magical Bridge Foundation
Redwood City Arts Commission
Redwood City Boys & Girls Club
Redwood City Elementary School District
Redwood City Improvement Association
Redwood City Library Foundation
Redwood City PAL
Redwood City Parks and Arts Foundation
Silicon Valley Open Studios
The Ucelli Foundation
University Art

Elected Officials

Ian Bain, former Mayor of RWC
Janet Borgens, former RWC Councilmember
Brent Britschgi, former Mayor of RWC
Dick Claire, former Mayor of RWC
Roseanne Foust, former Mayor of RWC
Dani Gasparini, former Mayor of RWC
Jeff Ira, former Mayor of Redwood City
Georgi La Berge, former Mayor of RWC
Alisa MacAvoy, Board President, RCSD
Shelly Masur, former Vice Mayor of RWC
Hilary Paulson, former RCSD Board Member
Barbara Pierce, former Mayor of RWC
John Seybert, former Mayor of RWC
Warren Slocum, SMC Supervisor, District 4

Community Leaders

Rafael Avendaño
Barbara Britschgi
Karen Chew
Warren Dale
Dee Eva
Jason Galisatus
Jeanne Heise
Lisa Hicks-Dumanske
Lorianna Kastrop
Barbara Neumann
Carla Sillin
Edward Sweeney
Hugo Torres

Individuals

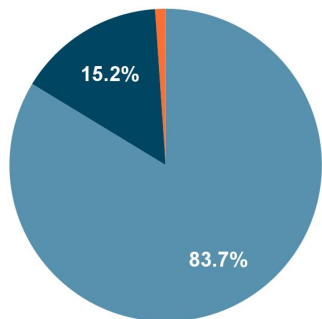
Cindy Abbott
AylIn Beals
Marina Brodskaya
Marcela Del Alcazar
Rich Eva,
Jonathan Fearn
Julie Fellers
John Fong
Catherine Fraser
Gary Johnson
Karen Kienzle
Mark Murray
Paul Naaf
Jerry Pierce
Mitch Postel
Karen Routt
Stacey Wagner
Jennifer Williams
Nanette Wylde

CENTER FOR CREATIVITY COMMITTEE

Stacey Ardelean, Sheila Cepero, Kent Manske, Beth Mostovoy, Jodi Paley,
Susie Peyton, Cindy Stokes

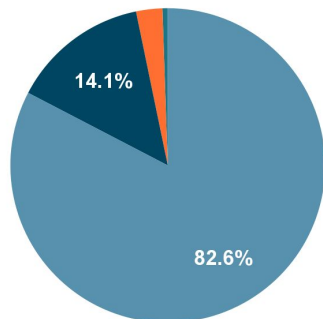
83% of respondents believe there is a need for an arts center and it would enhance life for the community

What is your opinion about whether Redwood City needs an arts center?



- It sounds great, let's do this
- Not sure yet, would to see results of survey and the upcoming feasibility study
- We don't really need this right now

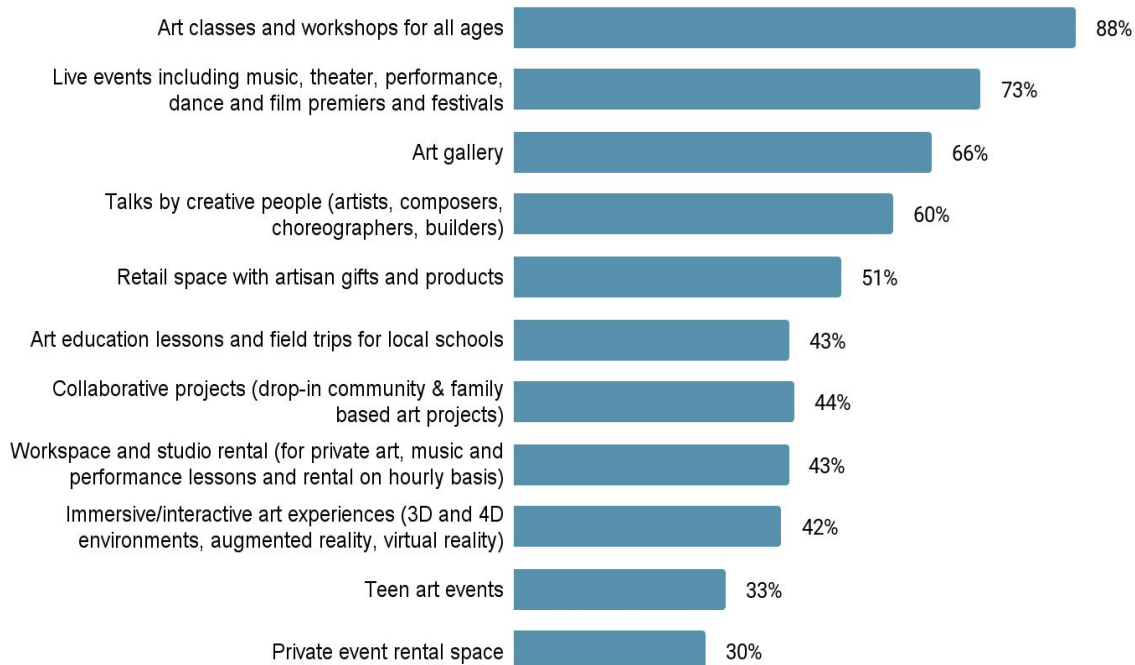
How strongly do you agree or disagree that a new arts center would enhance life for the Redwood City community?



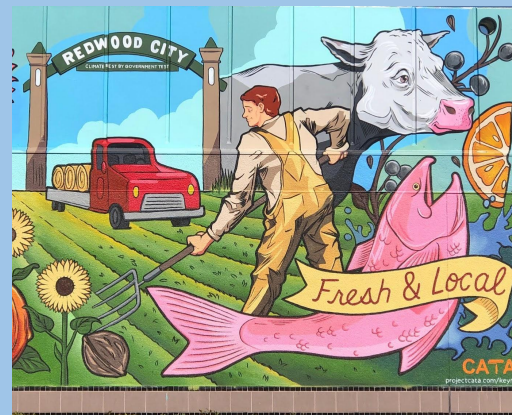
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree



Most wanted: Art classes/workshops, live events and an art gallery

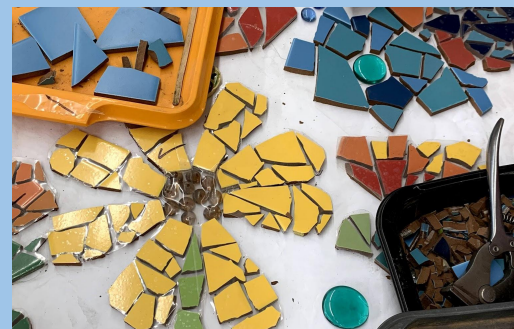
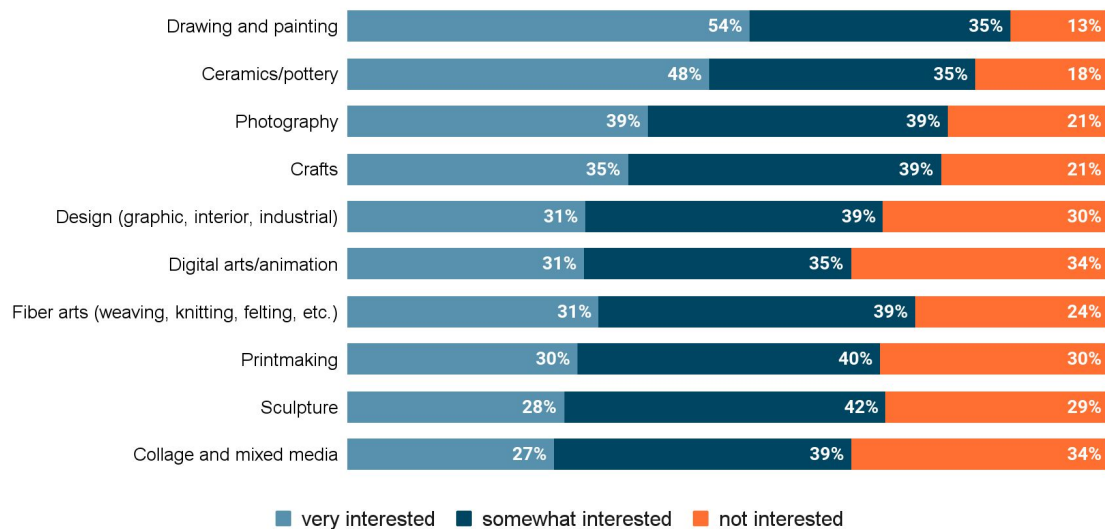


What would most draw you and your family to visit the arts center? Choose all that apply.



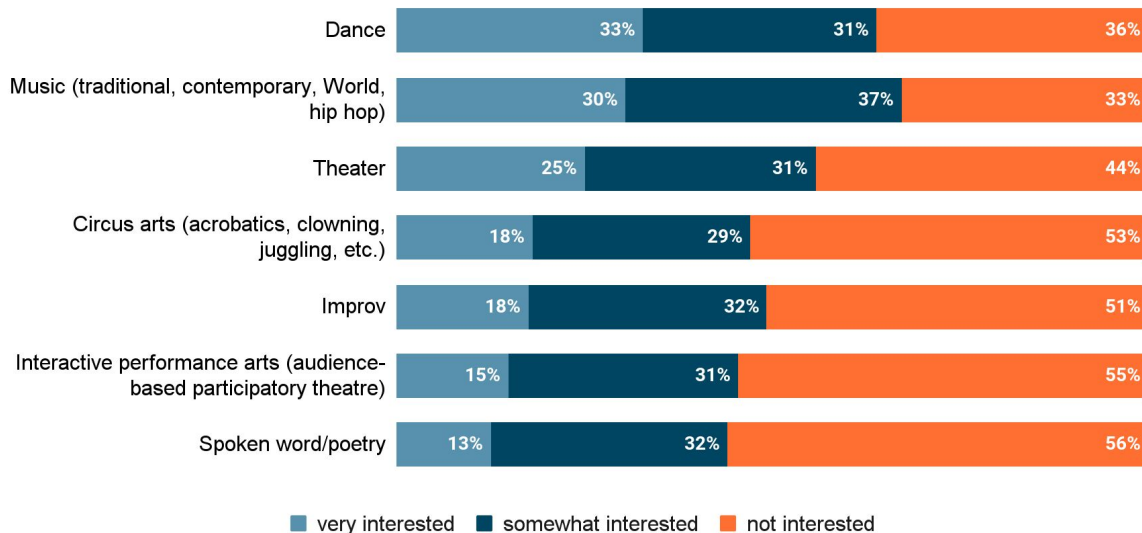
Visual Arts Classes Most Wanted: Drawing & painting, ceramics/pottery and photography

How interested would you and your family be in taking classes in these types of visual arts?



Performing Arts Classes Most Wanted: Dance, Music and Theater

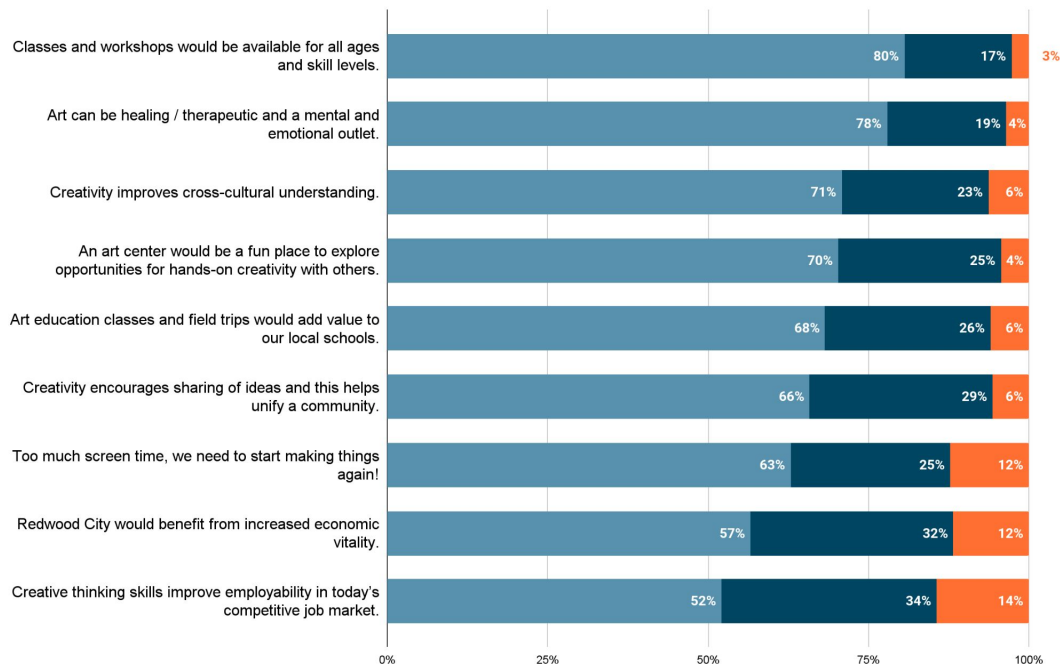
How interested would you and your family be in taking classes in these types of performing arts?



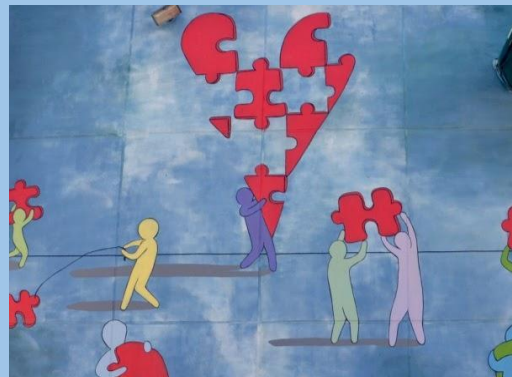
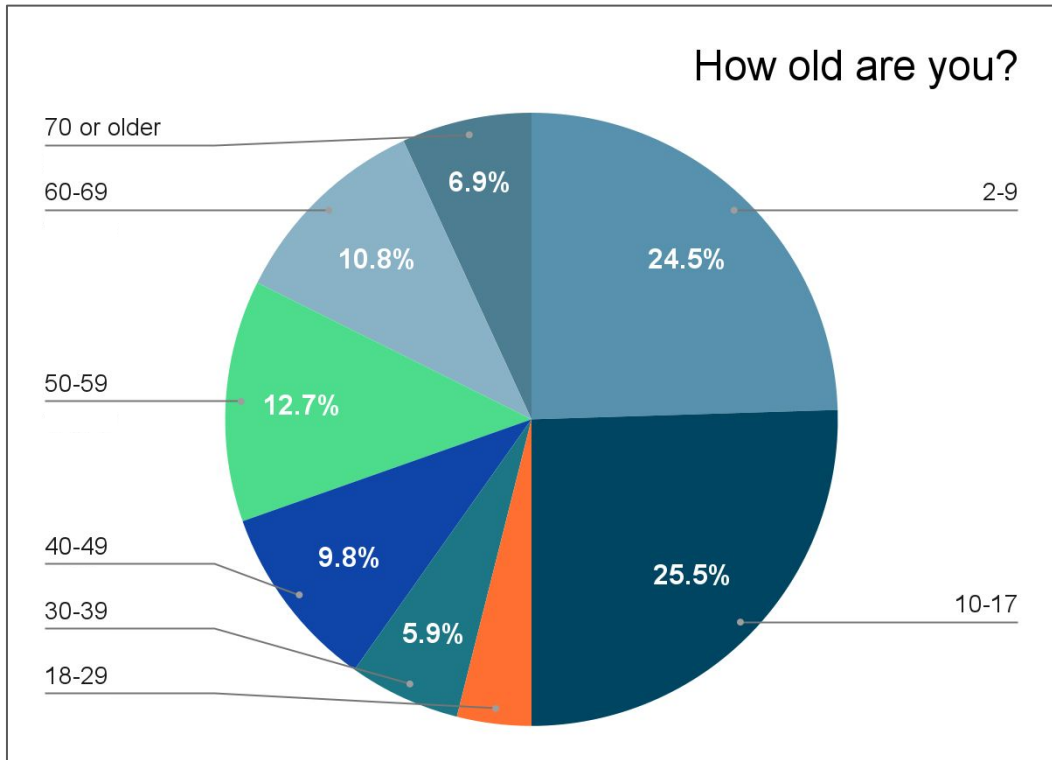
The most compelling arguments in favor of an arts center were accessibility to all for art classes, the healing aspect of art, and creativity improving cross-cultural understanding

How much would each of these statements convince you that Redwood City should have an arts center of its own?

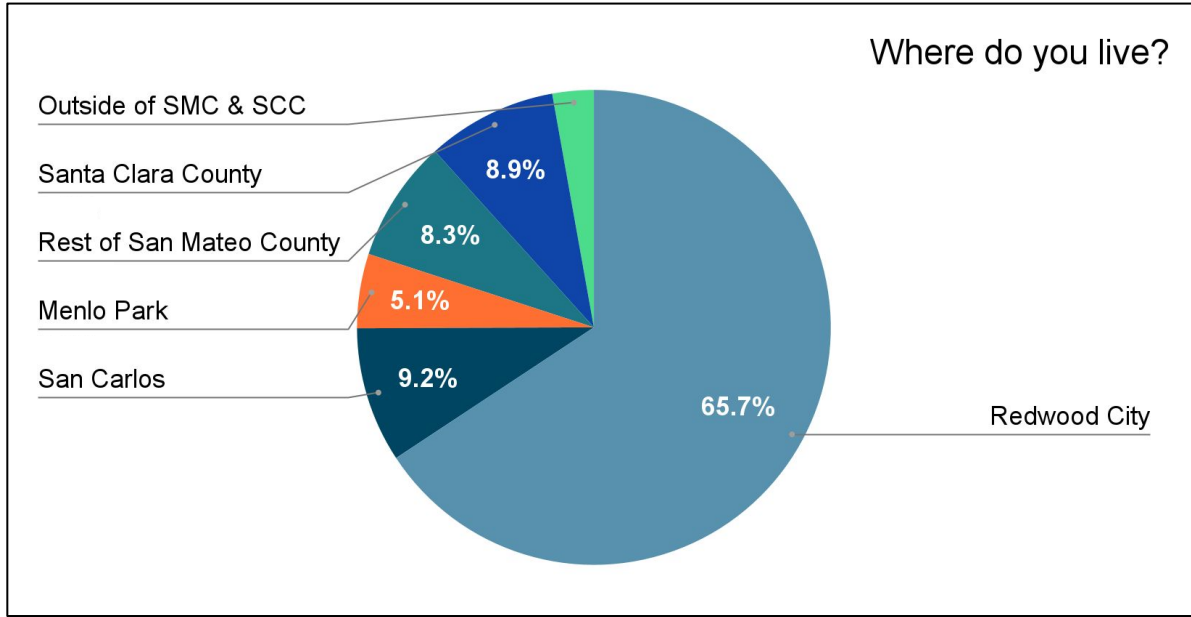
■ Strongly convincing ■ Somewhat convincing ■ Not at all convincing



Our respondents ranged in age from 2 years to over 70!



The adult respondents represented almost every community in San Mateo County.



San Mateo County cities represented in the survey: Atherton, Belmont, Burlingame, Daly City, El Granada, Half Moon Bay, La Honda, Menlo Park, Moss Beach, Pacifica, Pescadero, Portola Valley, Redwood City, San Bruno, San Carlos, San Mateo and South San Francisco.

Santa Clara County cities represented in the survey: Cupertino, East Palo Alto, Los Altos, Los Altos Hills, Los Gatos, Mountain View, Palo Alto, Santa Clara, San Jose, San Martin and Sunnyvale.

Comments, comments, comments...we have received over 250, here are just a few!

I love the vision. I would also love to gather corporate support for the center as creative thinking and soft skills improve employability in today's competitive job market.

An art center downtown encourages people to go and do an art activity. While they are there, they buy an art piece. Then they'll want lunch and will eat out in one of the downtown restaurants. It's a good idea and beneficial to both the community and economy.

This would save our family from having to go to San Francisco or San Jose for art. We'd rather spend our money here to support our local economy. Thank you!

I love this idea and have wanted such a space in my local community for a long time. I like the idea that this could be a center for cultural inclusivity and creative expression serving all of San Mateo County.

An art center would benefit all of the peninsula.

It's a good idea. Community in Redwood City is a tricky thing in a place that is changing so quickly. Access to art is good for mental health and helps us to see how much we all have in common.

This sounds amazing, as a high school senior I love this idea and I see how so many people from all ages would benefit from this project. I'm all for it!

Let's do this!!!!

RWC is ideal place to do this, be a leader!

I'm very supportive of any efforts to increase exposure to experiencing creativity for people of all ages. It enhances our brain power and our health in general.

More opportunities for developmentally disabled to compliment the Magic Playground, and Wings school, and all the various special needs communities. It would be filling in the missing piece...the ARTS!

In these days of political divisiveness, we need something that will bring people together.

RWC is vibrant in many ways and would be made more so by an art center.

Besides the 1301 adult respondents we also received feedback from:

116 High School Students

370 4th - 8th Grade Students

518 Preschool - 3rd grade students

They were asked about how they like to “Make and Create” and “Express themselves Creatively”

The one question they were all asked was “What is your favorite color?”

BLUE was the winner!

Top 3 Colors
Preschool - 3rd grade

BLUE
RED
PINK

Top 3 Colors
4th grade - 8th grade

BLUE
GREEN
RED

Top 3 Colors
High School

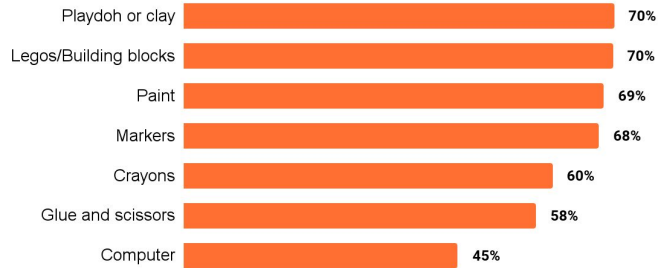
GREEN
BLUE
PURPLE

Notable: There were quite a few who answered **RAINBOW!**



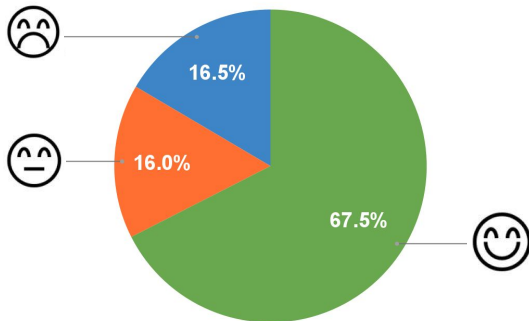
The youngest group surveyed enjoy creating with their hands!

Which materials do you like to create with? Check all that apply.

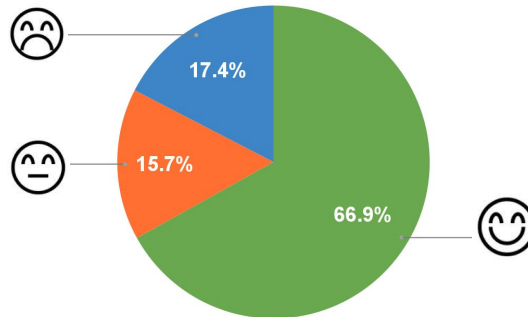


It seems performing arts are in their future!

Do you like to sing and dance?

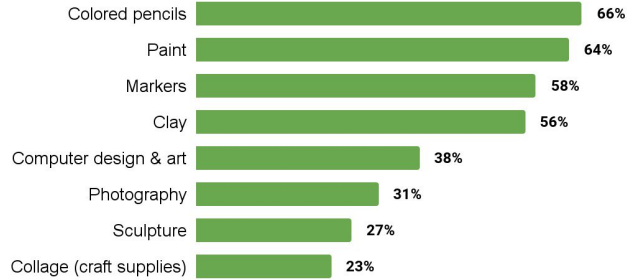


Do you like to play dress-up and pretend?

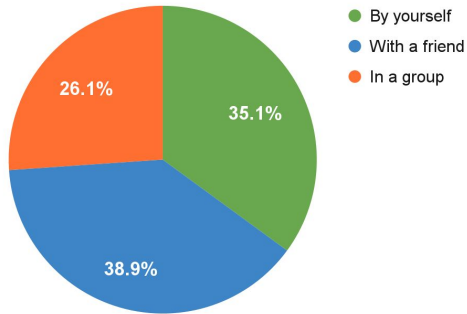


65% of 4th - 8th grade kids like to create with others!

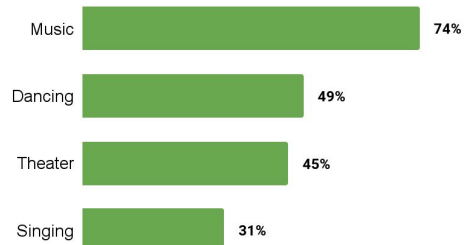
Which materials do you like to create with? Check all that apply.



How do you like to create?

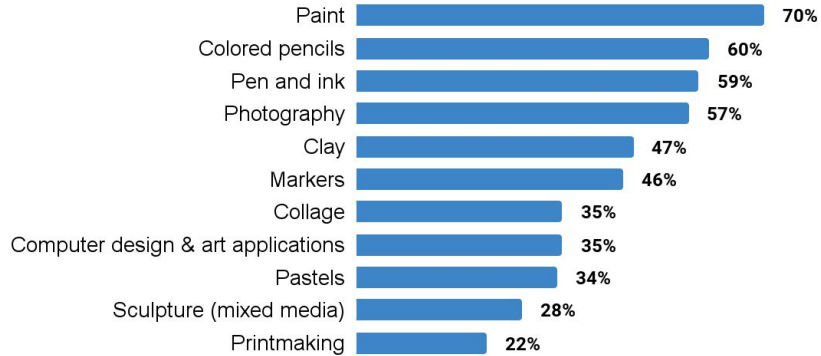


Check all the items you enjoy participating in?

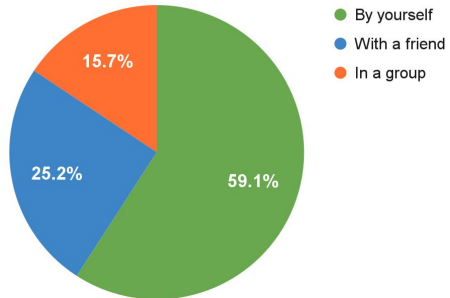


We need to provide an outlet for these students' creativity!

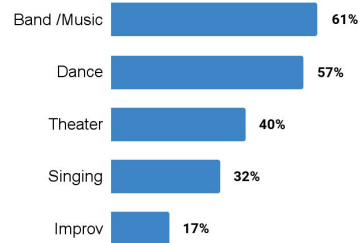
Which materials do you like to create with? Check all that apply.



How do you like to create?



Check all the items you enjoy participating in?



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IN CONCLUSION

With over 1300 adult survey responses and 1000 responses from the youth in our community, we believe the data collected demonstrates a **need** for a permanent community arts center.

NEXT STEPS

FOR ARTS RWC

- Move forward with a feasibility study in early 2022
- Meet with the County to discuss our vision.
In their latest strategic plan for San Mateo County Arts Commission their Goal 5 is to “Advance the development of facilities to meet the needs of the arts in San Mateo County.” We believe there is the potential for collaboration.

FOR REDWOOD CITY COUNCIL AND STAFF

- Consider letting ARTS RWC include city-owned property in a feasibility study
- Consider making an arts center a community benefit for new development projects

