



October 30, 2015

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County of San Diego
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It is with pleasure that I reach out to let you know that the California Center for the Arts, Escondido (the Center) supports the County of San Diego's *Live Well San Diego* initiative both fundamentally and in our annual activities and programs. With a mission of bringing people together to discover, create, and celebrate both the visual and performing arts, the California Center for the Arts, Escondido is the cultural center of North San Diego County.

The California Center for the Arts, Escondido (the Center) is a non-profit, 501 (c) (3) visual and performing arts center. The Center opened in October 1994 on a 12-acre campus in downtown Escondido, situated in San Diego County 25 miles north of the city of San Diego. Designed by internationally renowned architect Charles Moore, the Center includes a 1,500-seat Concert Hall, a 400-seat Theatre, a Museum, and a full service meeting and conference center.

More than performing arts venue, the Center extends its hand to the community through a variety of services that inspire the inner artist to create, encourage young audiences to listen and learn, and invigorate our vibrant city with a diverse lineup of entertaining shows, free performances, museum exhibitions, and educational classes and hands-on workshops. These are prime examples of how we align with the *Live Well San Diego* initiative by encouraging people to improve their lives through the power of the arts. The Center's Museum is an inviting 9,000 square foot exhibition space that boasts three galleries, a sculpture court, secure collections storage, and a museum store. Workshops, art activities, and museum tours give visitors a direct experience with the arts.

The Center's Performing Arts Series presents music, dance, and theater performances of artistic merit that appeal to a widely diverse population. In addition to the Center's Performing Arts series, we are fortunate to offer rich, culturally diverse productions from community theater groups, dance companies, and regional agencies.

Throughout the year the Center presents numerous free events for the community. We proudly present the 1st Marine Division Band, an annual 4th of July Celebration, a Jazz Jam Session outdoor concert series, as well as an international film series, a moving Día de los Muertos Celebration, and a Holiday Tree Lighting & Winter Wonderland event. In addition to our outdoor community events, the Center also offers WOW First Wednesdays, a free performance series featuring local artists each first Wednesday from September through June.

Over the past twenty years we have presented a range of artistic programming from the wide array of artistic expression in the visual and performing arts that attracts audiences

from the diversity of ages, cultures, and backgrounds that make up San Diego County and the Southern California Region. We do this by providing over 20 free annual events and concerts to bring our diverse community together for cultural celebrations and hands on activities. We also provide access to cultural and educational experiences for low/moderate income families and individuals.


The Center's education programs for all ages includes providing access to arts programming for at least 14,000 area K-12 students that meets California Visual and Performing Arts Standards. We accomplish this goal by conducting tours of our Museum exhibitions during school hours as well as, by presenting a professional and educational performing arts series that is uniquely designed for children. This series also provides teachers' guides that feature age-specific content that satisfies the California Department of Education Visual & Performing Arts and Academic Subject Standards (i.e. English, History, Science.)

In addition to fulfilling our mission and encouraging the San Diego community to become active in the arts, the Center also maintains a healthy environment for our staff and patrons.

- History
 - As a team, the Center has participated in a number of community walks for causes, such as The ALS Walk, The MS Walk, and the Susan G. Komen Walk for a Cure.
 - Center staff has also attended a number of community events (other than those presented by the Center) in Grape Day Park, such as the Grape Day Festival, and safety programs geared towards children and families.
 - Education Field Trips often take place outdoors and have some type of hands-on activity
 - Community Festivals and events almost always have hands-on activities, and physical activities such as dancing.
- Promotion of Positive Choices
 - The Center is located on a 12-acre campus with numerous buildings and Grape Day Park – physical activity happens the moment you arrive in our parking lot.
 - Through our insurance program, we offer all employees and anyone living under their roof an EAP (employee assistance program) completely free of charge.
 - The Center practices safety on a regular basis with a safety committee and routine emergency preparedness drills.
- Communication
 - The Center holds regular all-staff meetings where news is shared not only on what's happening around our campus, but also some safety and health tips, such as exercises to do at your desk, etc.
 - Staff members sit on various committees and councils around San Diego County, such as the North County Intergenerational Council, San Diego Museum Council, two other membership & development officer committees just to name a few. At those meeting we not only discuss upcoming events, and best practices within our organizations, but also how to keep staff engaged and happy, how we are creating a positive work environment, how to provide services within our missions to our underserved communities, etc.

- A monthly Director's Report is shared with staff and community members giving an update on all Center related activities.
- Policy and Systems Change
 - The Center is currently in the process of developing a health and wellness policy.
 - The Center does have a safety policy that is reviewed on a regular basis.
 - The Center is currently undergoing a few changes that will encourage healthy and safe activities. We are installing a new sprung floor (from generous County NRP funds) in our Studio 4; we have new signage around campus and will be getting some tables and chairs to encourage visitors and staff to take in their surroundings and sit and have lunch on our grounds; we are remodeling an outdoor courtyard so it can be utilized in a variety of ways from VIP receptions to a rentable space for our conference center to a staff break area. These updates will enhance the existing blooming orange trees, granite sculptures, benches, and a park.

Sincerely,



Jerry Van Leeuwen
Executive Director
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