



**LEAP Solution Team**  
Virtual Arts on Campus  
Spring 2013

## **BUSINESS PLAN**

### **LEAP SOLUTION TEAM MEMBERS**

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### **MISSION**

To provide an environment that encourages appreciation and exploration of the visual arts among students and community members.

### **VISION FOR THE PROJECT**

The arts inspire us as individuals and can build bridges among different cultures and diverse backgrounds. This project has three components designed to create opportunities for students and the community at large to be exposed to the arts through different avenues. The three components include (1) ability to explore the arts through the COC website using Google technology, (2) further beautification on campus that promotes the arts for the students, personnel and community at large, and (3) a common gathering place located on campus for students to research, discuss, and further their understanding of the arts. Some of the benefits of the visual arts on the College of the Canyon campus include:

- Businesses seek individuals who are innovative to address the complexity of the ever changing and dynamic environment.
- Investment in the arts promotes civic engagement within communities.
- Students exposed to the arts perform better in school and are involved in community service projects.
- Arts cross all socio-economic boundaries and bring individuals together, creating a healthier and stronger community.

## **ALIGNMENT WITH COC MASTER PLAN**

The third phase of the project (Art Walk) would align with COC's 2012-2017 master plan as stipulated in the 4.1.1 Project goals noted for the Valencia Campus. The primary goal of the 2012-2017 Facilities Master Plan is to provide a blueprint for further development and maintenance of the physical environment that is consistent with and "exciting and nurturing learning environment".

One of the site development projects includes creating a clear gateway throughout Bonelli Hall and is referred to as "Bonelli Hall's Promenade". It is anticipated that this promenade will create a new flux of pedestrian circulation through Bonelli Hall's lower floor with improved lighting and wind control "making it the ideal venue for temporary arts expositions" per the Master Plan Document. The Art Walk Project aligns with the COC Master Plan as the proposed permanent (sculpture) and temporary (other media) would be housed in this venue and eventually continues along the central and main axis.

## **OBJECTIVES**

- Design, implement and maintain a portal where individuals can explore the arts located on the Valencia campus using Google technology.
- Plan and sustain a resource center on campus for students.
- Incorporate the arts in the COC master plan and future community projects.
- Create an environment for student service learning and take advantage of the technology available to us.

## **DESCRIPTION OF EACH PROJECT AREA**

### **1. Google Art Project – Virtual Museum:**

Using the latest high-definition, Google 3-D camera technology, ARC will create a virtual museum showcasing the main creative areas at College of the Canyons – the Art Gallery, the PAC and the new Student Art Gallery at the Canyon Country campus. This will be COC's online window demonstrating the depth and breadth of the creative forces at work on campus.

### **2. Santa Clarita Arts Walk at College of the Canyons:**

As part of the campus master plan slated for completion in 2017, the Santa Clarita Arts Walk will wind through an outdoor sculpture garden stretching in an arc from the southern end of campus, through the underground portion of Bonelli Hall, into the Honor Grove and extending outwards to the Performing Arts Center. The walk will provide a campus and community resource with landscape elements blended into an outdoor sculpture garden that both unifies the campus plan and the creative locations on the Valencia campus.

### 3. The Hub (or Visual Arts Resource Center):

Acting as a center for both of the above – by providing both for the maintenance of the entire project and as a learning resource for the arts – the HUB at College of the Canyons will be a library-type resource where both students and the community can focus on learning in the arts. It will offer unique computer access - incorporating the latest visual arts software - and other resources such as books and periodicals on the arts.

## SWOT ANALYSIS

The SWOT (strengths, weaknesses, opportunities and threats) is provided for each project.

### On-Line Gallery

#### Strengths:

- In-house technical maintenance available.
- Community interest and support for the arts including KHTS, Arts Commission, and entertainment industry.
- Local artists in the community.
- Existing arts programs on campus including the Performing Arts Center and Student Art Collection.

#### Weaknesses:

- COC currently does not have proper equipment create the virtual tour.
- College website is difficult to navigate.
- Lack of strategy to advertise and attract interest among students and community at large.

#### Opportunities:

- COC to be a leader in creating a virtual tour in the community.
- Opportunity to create new partnerships and strengthen existing partnerships in the community.
- Assist artists with discovery and publicity of their work.
- Establish a relationship with K-12 as a resource for teachers and students.
- Revive and grow arts programs.

#### Threats:

- Potential copyright issues.
- Ability to manage and maintain site.
- Vulnerability to budget cuts.
- Lack of interest.

### **Art Walk at College at the Canyon**

#### **Strengths:**

- Additional beautification of the Valencia campus.
- Raise importance and value of the arts as part of the educational experience.

#### **Weaknesses:**

- Currently no funding for the project of this size. Approximately \$50,000 per piece of art work.

#### **Opportunities:**

- Provide an opportunity for additional exposure about COC to the community.
- Free and accessible to students and visitors on campus.
- Opportunity to partner with the City of Santa Clarita as an extension of their art.
- Bring arts to the forefront.

#### **Threats:**

- Unclear on support for project among other priorities.
- Maintenance of sculptures over the long term.
- Liability for injuries.

### **The Hub – Visual Arts Resource Center**

#### **Strengths:**

- Convenient and accessible location on campus.
- Gives identity to curricular space.
- A valuable resource to students.
- A recruitment tool for prospective students.

#### **Weaknesses:**

- Require renovation of an existing space.
- Confusion for which department and position would be responsible for program.
- Funds required for start up and continued operations.
- Accessibility to the community.

#### **Opportunities:**

- Potential to partner and open up to the community through workshops and group gatherings.

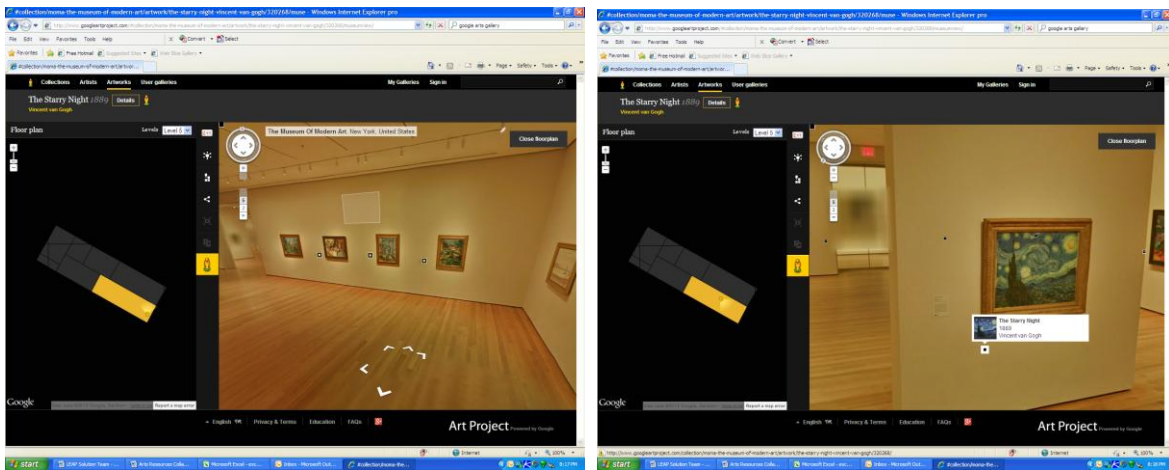
- Potential funding through grants and foundations in the arts.
- Community involvement with operating the center, participating in workshops etc.
- Highlight the Canyon Country Campus Art Gallery in the future.

**Threats:**

- Competition for space on campus.
- Risk of losing space for future programs/projects.
- Funding for operations.

**VISUAL REPRESENTATIONS FOR EACH PROJECT**

This section is intended to provide a visual representation of each project.



**Visual Arts On-Line Gallery**



**Art Walk**



## HUB: Visual Arts Resource Center

### BUDGET NEEDS

Each project has its own budget laid out below as an independent project. The costs of project could be adjusted based on existing and future projects.

Project	Estimated Cost	Comments
<b>ON-LINE ART GALLERY</b>		
Google Art	\$ 1,200	Each tour is \$600. Budgeted to have 2 tours a year.
Marketing & Communication	\$ 2,000	Promote On-Line Art Gallery in printed materials on campus and in community. (\$1,000 per tour)
Additional costs	\$ 800	Additional Costs - staffing, supplies, copyright & liability
<b>Total</b>	<b>\$ 4,000</b>	

*NOTE: Michael McCaffey and Stephanie Lee applied for \$1,000 from the Associate Student's Grant to help offset the cost of the On-Line Art Gallery*

<b>Project</b>	<b>Estimated Cost</b>	<b>Comments</b>
<b>ART WALK</b>		
Demolition	\$ 540,000	existing buildings, landscaping, and hardscape with space of 300'x400'
Grading of site for slope	\$ 120,000	
Grass landscaping and irrigation	\$ 235,000	
Concrete pad	\$ 2,800	7'x7' pads with a total of 6 pads
Sculptures	\$ 500,000	sculptures
Contingency Fund	\$ 209,670	
<b>Total For Capital Project</b>	<b>\$ 1,607,470</b>	
Maintenance	\$ 10,000	Annual upkeep each year
<b>Annual operating costs</b>	<b>\$ 10,000</b>	
<b>Total</b>	<b>\$ 1,617,470</b>	

<b>Project</b>	<b>Estimated Cost</b>	<b>Comments</b>
<b>HUB - VISUAL ART RESOURCE CENTER</b>		
Interior Demolition	\$ 12,000	1200 square footage
Interior Walls and Finishes	\$ 21,600	
Utility Sinks	\$ 1,500	2 sinks
Electrical	\$ 18,000	
HVAC Exhaust	\$ 10,800	
Furniture & Equipment	\$ 50,000	Furniture, technology, shelving, resources
Contingency Fund	\$ 17,085	
<b>Total Cost For Remodel</b>	<b>\$ 130,985</b>	
Personnel	\$ 33,600	Personnel costs 2 staff x 35 hours a week x 40 weeks
Operations	\$ 9,585	Annual costs for operations
<b>Annual Cost</b>	<b>\$ 43,185</b>	
<b>Total</b>	<b>\$ 174,170</b>	