

Idea	Description	Category	\$—\$\$\$ [ Scope [2]	Strategic Goals [3] Notes
North Gateway	Imperial Hwy & Main St	Major Installation	\$\$\$ Large	3, 4, 5
South Gateway	El Segundo Blvd & Main St	Major Installation	\$\$\$ Large	3, 4, 5
West Gateway	Grand Ave & Vista del Mar, grand hill, beach access, artwork, shade, seating, native plant restoration, interpretive signage.	Major Installation	\$\$\$ Large	3, 4, 5
East Gateway	El Segundo Blvs & Aviation, train bridge	Major Installation	\$\$\$ Large	3, 4, 5
Please Touch Artwork	Public artwork/sculpture for touching and climbing on (for kids)	Major installation	\$\$\$ Large	1, 5
Bike Paths		Major Installation	\$\$\$ Large	2, 4, 5
Pedestrian Bridge on PCH		Major Installation	\$\$\$ Large	2, 4, 5
Bus Shelter Artwork	Public art installations at all ES bus-stop shelters	Major installation	\$\$ Large	1, 5
Plinth Art Piece		Medium installation	\$\$\$ Medium	1, 4, 5
Let's Get Coffee Installation	An interactive sculpture featuring a small table and two chairs, one of which is occupied by a human figure. So you can sit and have coffee with a friend, even when there is no one available.	Minor Installation	\$\$+ Medium	1, 5
Outdoor Dining Spaces	Design and install artistic facades on outdoor dining K rails, temporary landscaping, and lighting	Minor/Medium Installation	\$\$ Medium	3, 4, 5
Community Participation Mural	Mural planned and led by pro artist with contributions from community members	Minor installation	\$\$ Medium	1, 5
Grand Ave Banner Project	Colorful banners up and down Grand Hill	Minor/Medium Installation	\$\$ Medium	1, 3, 4, 5
Socially Distanced Gathering Chairs	A memorial to our distanced year and an acknowledgement of what we all lost; the memorial itself is a place to gather, to recover together from our communal loneliness	Minor/Medium Installation	\$\$ Medium	1, 5
"You Are Here" Interactive Map	Find locations in town that mean something to your neighbors. A community-built personal history of day to day happenings. This is what it means to live here. A geocache of the legacy of our town	Minor/Medium installation	\$\$ Large	1, 5
Handprint Alley 2.0		Minor/Medium Installation	\$ Medium	1, 5
Tiny Art show	example @tinyartshow on Instagram	Minor/Temporary Installatio	\$ Small	1, 5
Concept Design Exhibit	Program the Room of Requirement as a concept design exhibit that showcases upcoming Arts and Culture programming	Exhibit	\$ Medium	1, 3, 5
TedX El Segundo		Programming	\$\$ Large	1, 3, 5
Poet Laureate	Writer/poet living in and writing about El Segundo and running workshops, etc.	Programming	\$\$ Small	1, 5
Programming for BIPOC Months		Programming	\$\$ Variable	1, 5
Community Mini Herb Gardens		Programming	\$ Small	5
Support Community Services Programming	Ease need for sponsorship	Programming	\$\$ Variable	1, 5
DEI Programming for Schools		Programming	\$ Variable	1, 5
Support Youth Council Programming		Programming	\$ Variable	1, 5
Art Walk 2021		Event	\$\$\$ Large	1, 5
Festival of Holidays	Multicultural festival where guests can visit food booths that reflect holiday traditions from different cultures. Similar to Disney California Adventure annual festival of holidays, Civic Plaza, Dec 2021	Event	\$\$ Large	1, 5
July 4th Fireworks Spectacular	A story-driven fireworks show at Recreation Park with music, narration, and lighting—a signature special event to welcome the community back, similar to the Centennial Show (July 2021 or 2022)	Event	\$\$ Large	5
Drive-In Concert @ Cambria	Live drive-in concert in the large parking lot of Cambria Hotel, where guests watch the show from the safety of their cars and tune in to the audio through their car stereos	Event	\$\$ Large	2, 3, 5
Drive Thru Experience @ Joselyn Lot	A themed drive-thru experience in the Joselyn Parking Lot featuring music, scenic elements, and lighting	Event	\$\$ Medium	2, 5
Summer Concerts in the Park	Additional funding for this existing program: more concerts	Event	\$\$ Small	5
Architectural Projections Show	An architectural projection mapped show, either stand-alone (ie. Story on the Library Wall) or as part of an anchor event (i.e. - nighttime exhibit as part of Art Walk)	Event	\$ Medium	1, 3, 5
Library Park Themed Walk Thru	A themed nighttime walkthrough event that tells a story as guests travel along the walkways, using music, lighting in the trees, and projection mapping	Event	\$ Medium	5
Battle of the Bands	High-energy live-music event	Event	\$ Medium	5
South Bay Musicians Showcase	"Variety show" of local musicians, live performances	Event	\$ Medium	5
Spoken Word Showcase	Live spoken-word performances featuring local writers/poets/public speakers	Event	\$ Medium	5
Multicultural Fair	Community event sharing ES residents' diverse backgrounds and cultures	Event	\$ Medium	1, 5
Virtual Speaker Series	Online virtual speaker series dealing with art and culture, topics PBD	Event	\$ Small	1, 3, 5
Richmond AI Fresco Performances	Program performances for the 200 block of Richmond Street outdoor dining area	Event	\$ Small	5
Teen Center Youth Art Show	Teen artists display work and chat with public @ teen ctr	Event	\$ Small	5
Book Talks	Local published authors (Rufi Thorpe, Kristen McCaffrey, Erin Harrington, etc.) hold readings and discuss their work with the public	Event	\$ Small	1, 5
Night At The Museum	ESMoA sleepover for tweens/teens	Event	\$ Small	5
Gundo Comedy Festival	Sponsorship of this annual comedy festival	Event	\$ Small	5
El Segundo Writes	Published anthology of writing and illustrations from the community of ES	Print project	\$\$ Medium	5
Postcard Series	Community-designed ES postcards showcasing ES art and photography	Print project	\$ Small	5

## Strategic Plan:

Goal 1. Enhance Customer Service, Engagement, and Communications; *Embrace Diversity, Equity, and Inclusion.*

Goal 2. El Segundo is a safe and prepared community.

Goal 3. The El Segundo workforce is *inspired, world-class, engaged, with increasing stability and innovation.*

Goal 4. Develop Quality Infrastructure and Technology El Segundo's physical *infrastructure supports an appealing, safe, and effective community.*

Goal 5. El Segundo promotes *community engagement and economic vitality.* El Segundo *approaches its work in a financially strategic and responsible way.*

[1] \$ — \$4,999 or less  
\$\$ — \$5,000 - \$49,999  
\$\$\$ — \$50k +

[2] Small — Can be done quickly and with only a few person-hours

Medium — Involves a moderate amount of planning, management, and vendor participation, feasible to activate within a few months

Large — A large scale project that requires months or years of planning, logistics, teams, approvals, and installation.

[3] Refer to ES Strategic Plan tab