



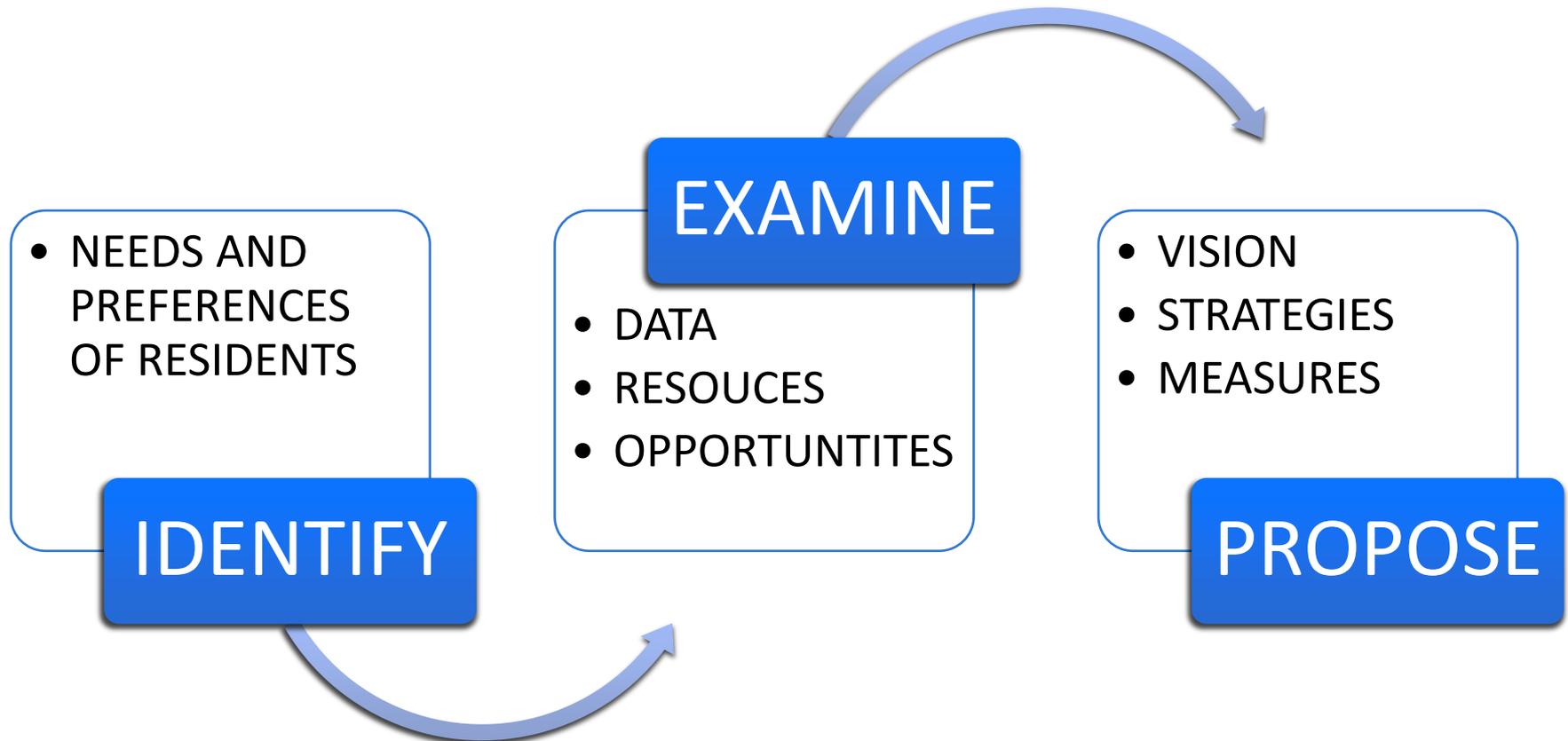
# Arts and Cultural Plan

Quality of Life Committee

Mayor's Office of Cultural Affairs  
August 26, 2015



# PLAN FRAMEWORK



# VISION STATEMENT



*Houston Mini Mural by Anat Ronen  
South Gessner @ Creekbend  
Photo: bigkidsmallcity.com*

“The vision for the City of Houston Arts and Culture Plan is to create an environment in which art and culture flourish for the sharing and benefit of all residents and visitors.”

# DEVELOPING THE RECOMMENDATIONS



Residents, stakeholders, City department directors and office leaders participated in:

- 1** Town Hall Meeting
- 3** Quality of Life Committee Meetings
- 6** Public Meetings
- 6** Focus Groups
- 8** Community Advisory Committee Meetings
- 25** Presentations
- 100** Interviews
- 428** Intercept Surveys
- 7,000+** Unique visits to [ByYouCity.org](http://ByYouCity.org)



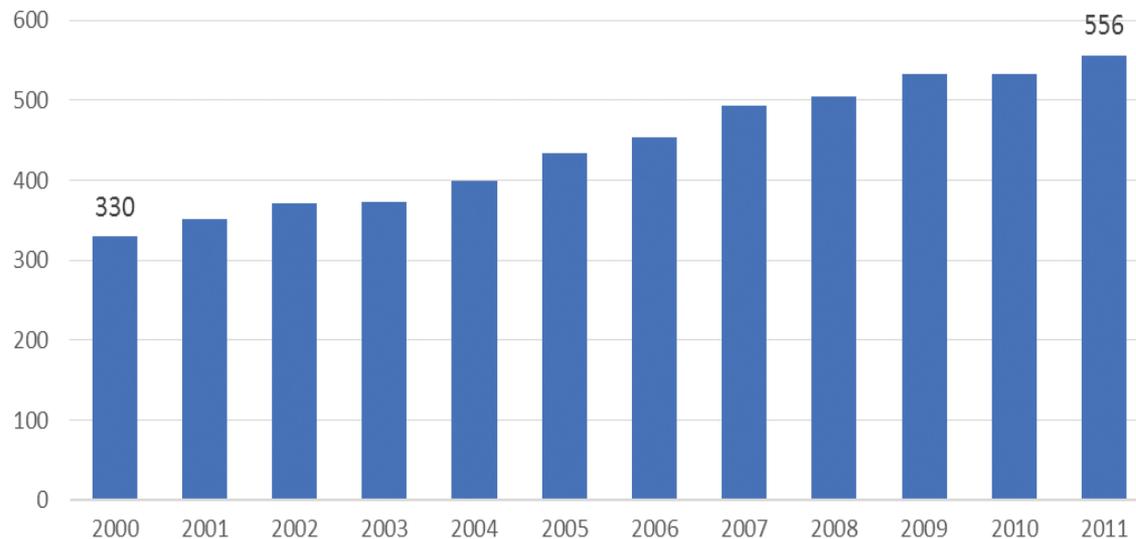
# DEVELOPING THE RECOMMENDATIONS

Led by Co-Chairs Philamena Baird and Rick Lowe, the Plan's Community Advisory Committee is diverse and includes individuals with a wide range of cultural backgrounds and community involvement.



# DEVELOPING THE RECOMMENDATIONS

## Growth in the Number of Arts & Culture Organizations in the Houston Region



Source: Center for Houston's Future

# DEVELOPING THE RECOMMENDATIONS

Comparison of Direct City Grant Funding to Artists and Organizations  
(Does not include CIP art)

CITY	PER CAPITA FUNDING	HOTEL OCCUPANCY TAX (HOT)	GENERAL FUND	VOTER APPROVED FUNDING	DEDICATED CORPORATE FUNDING
Denver	\$ 36.34			✓	
Seattle/King County	\$ 34.05			✓	
St. Louis	\$ 27.30			✓	
Charlotte	\$ 19.46		✓		✓
San Francisco	\$ 16.57	✓	✓		
Dallas	\$ 11.27		✓		
Austin	\$ 11.11	✓			
San Antonio	\$ 9.66	✓	✓		
Houston	\$ 7.27	✓			
Average (of cohort)	\$ 19.77				

Source: Cultural Planning Group

# PRIORITIES

The 26 Draft Recommendations are organized under three priorities:

**Promote** engagement in quality arts and cultural programming.

**Enhance** the support system for the city's deep cultural assets.

**Advance** strategies to strengthen the local creative economy.

The Draft Recommendations & Feedback @  
[www.houstontx.gov/culturalaffairs/artsandculturalplan/recommendations.html](http://www.houstontx.gov/culturalaffairs/artsandculturalplan/recommendations.html)

# **PRIORITY:** Promote engagement in quality arts and cultural programming.

## **RECOMMENDATIONS:**

- ✧ Develop strategies to deliver arts and culture programs, arts education and public art out into neighborhoods.
- ✧ Update the Civic Art ordinance and include some aspects of horizontal construction to include more areas of the City.
- ✧ Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with GHCVB and other partners.
- ✧ Develop a program of neighborhood-based cultural tourism with the GHCVB and other partners.
- ✧ Implement a comprehensive City Arts and Cultural Policy to provide guidance for City initiatives and departments.
- ✧ Assess options to expand awareness of cultural offerings via smart phones and by enhancing/replacing ArtsHound.com.
- ✧ Monitor Plan indicators, evaluate contract performance and review local research surveys and reports.
- ✧ Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues.

# **PRIORITY:** Enhance the support system for the city's deep cultural assets.

## **RECOMMENDATIONS:**

- ✧ Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources .
- ✧ Join efforts to augment HOT funding for arts and culture with a new dedicated revenue source.
- ✧ Seek federal, state and other grants and funding opportunities available to municipalities.
- ✧ Centralize Civic Art oversight in the Office of Cultural Affairs.
- ✧ Provide increased oversight, transparency and accountability in the allocation of City arts and culture grants.
- ✧ Set goals for City arts and culture grants utilizing HOT funds and ensure a fair and equitable process for applicants.
- ✧ Create a common process for application and reporting for all City arts and culture grants in consultation with stakeholders.
- ✧ Increase the funding available for small, emerging, culturally focused and ethnic organizations and artists.
- ✧ Augment capacity building programs for Houston's arts and cultural organizations to reinforce sustainability.

# **PRIORITY:** Advance strategies to strengthen the local creative economy.

## **RECOMMENDATIONS:**

- ✧ Nurture the development of artists and creative talent.
- ✧ Support and strengthen relationships with anchor arts and cultural institutions as key economic and community drivers.
- ✧ Highlight and develop cultural arts initiatives that celebrate Houston's diverse artists, cultures and communities.
- ✧ Advocate for systemic access to quality arts and culture education in Houston's public schools.
- ✧ Encourage and partner with area universities and institutions to elevate and enhance arts and culture.
- ✧ Advance efforts for regional arts and cultural planning.
- ✧ Research creating a purchasing cooperative for goods and services needed by local artists and nonprofits.
- ✧ Support State funding for area Cultural Districts designated by the Texas Commission on the Arts.
- ✧ Develop a public art master plan to guide the future development of the Civic Arts Program.

# GENERAL PLAN ALIGNMENT



**Culture** is one of the important goal areas in the General Plan.

Twelve **Core Strategies** identify the City priorities necessary to achieve the community vision and goals of the plan.

Culture is aligned with the core strategy ***Celebrate what's uniquely Houston.***

# NEXT STEPS

- Conclude public comment
  - August
- Finalize recommendations
  - August/September
- Council consideration
  - September/October
- Begin implementation



*Houston Symphony at Miller Outdoor Theatre*

# STARTING POINTS

## Expand access to arts in neighborhoods

- Expand projects like Mini Mural
- Partner with arts organizations to bring arts programs to neighborhoods
- Create a catalogue or menu of traveling programs

## Update Civic Art ordinance

- Clarify application of Civic Art Percentage
- Update obsolete language

# STARTING POINTS

Enhance oversight of City arts resources

- Quantify ROI
- Set goals for City arts and culture grants
- Ensure a fair and equitable process for applicants
- Enhance transparency and accountability

Build consensus and identify strategies for developing new revenue streams to support the arts

- Identify leadership in the private sector
- Solicit involvement of partner organizations

# houstontx.gov/culturalaffairs

Slide 1 artwork credits (clockwise):

1. Art Recycling Trucks of the Houston Solid Waste Management Department:
  - Green Dream* by Pablo Gimenez-Zapiola
  - Patterns of Consumption* by CORE Design Studio
  - Mad Tax Beyond the Astrodome* by Aaron Muñoz
  - Forest for the Trees* by Troy Stanley
  - I Have a Positive Impact* by Ariane Roesch
  - Recycled City* by Kia Neill
2. *Over Houston* (partial) by Gordon Huether at Hobby Airport
3. *Houston Police Officer Memorial* by Luis Jimenez
4. Houston Thanksgiving Day Parade