



Mayor's Office of Cultural Affairs

Arts & Cultural Plan

THE VISION FOR THE CITY OF HOUSTON ARTS AND CULTURAL PLAN IS TO CREATE AN ENABLING ENVIRONMENT IN WHICH ART AND CULTURE FLOURISH FOR THE SHARING AND BENEFIT OF ALL RESIDENTS AND VISITORS.

PROMOTE

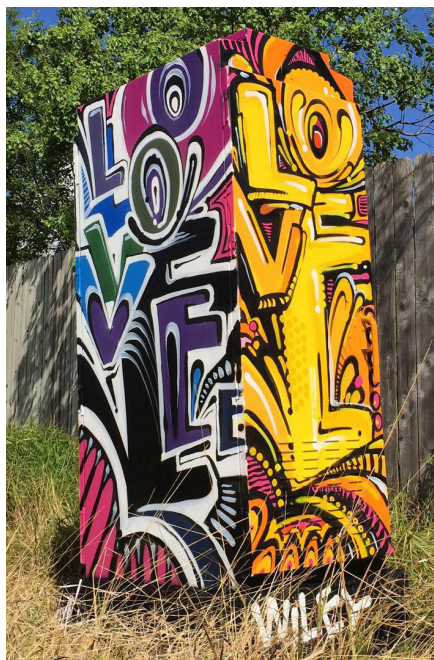
ENGAGEMENT IN QUALITY ARTS AND CULTURAL PROGRAMMING

ENHANCE

THE SUPPORT SYSTEM FOR THE CITY'S DEEP CULTURAL ASSETS.

ADVANCE

STRATEGIES TO STRENGTHEN THE LOCAL CREATIVE ECONOMY.



The Arts And Cultural Plan has been developed in coordination with the city's first general plan. **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 in the plan. Culture is aligned with the core strategy Celebrate What's Uniquely Houston.

Houston has tremendous artistic and cultural assets and each year the City of Houston makes important investments in these resources for the benefit of its 2.2 million residents and nearly 15 million annual visitors. With the city expected to grow by more than one million people over the next 20 years, the City's Arts and Cultural Plan identifies community concerns, sets a vision for the future and recommends actions to achieve long-term priorities.

The Plan's vision is based on Houston's many past accomplishments in expanding its cultural life and on its leading position as the single most ethnically diverse major metropolitan area in the entire country. The vision embraces change and reflects the evolving role of culture in the community.

The Plan was developed by looking at local data and relevant research and by listening to community residents, artists, arts and cultural groups, an advisory committee, City staff and elected officials and leaders and experts. Over just six months, hundreds of individu-

als contributed to the Plan through meetings, interviews and events and thousands more accessed the project online.

The Arts and Cultural plan leverages the City's unique position in the local cultural ecosystem to respond to current circumstances with 26 recommendations that represent the City's long-term priorities.

The Plan is part of an integrated, place-based approach in building a vision and strategy to realize the value and potential of local cultural assets. The Plan's recommendations are organized under three big banners to PROMOTE, ENHANCE and ADVANCE City priorities.

Most importantly, the Arts and Cultural Plan is designed so more residents and visitors can fully benefit from Houston's arts and cultural vitality.

PRIORITIES AND RECOMMENDATIONS

PROMOTE	ENHANCE	ADVANCE
ENGAGEMENT IN QUALITY ARTS AND CULTURAL PROGRAMMING.	THE SUPPORT SYSTEM FOR THE CITY'S DEEP CULTURAL ASSETS.	STRATEGIES TO STRENGTHEN THE LOCAL CREATIVE ECONOMY.
Develop strategies to deliver arts and culture programs, arts education and public art out into the neighborhoods.	Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources.	Nurture the development of artists and creative talent.
Update the Civic Art ordinance and include some aspects of horizontal construction to include more areas of the City.	Join efforts to augment HOT funding for the arts and culture with a new dedicated revenue source.	Support and strengthen relationships with anchor arts and culture institutions as key economic and community drivers.
Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with GHCVB and other partners.	Seek federal, state and other grants and funding opportunities available to municipalities.	Highlight and develop cultural arts initiatives that celebrate Houston's diverse artists, cultures and communities.
Develop a program of neighborhood-based cultural tourism with the GHCVB and other partners.	Centralize Civic Art oversight in the Office of Cultural Affairs.	Advocate for systemic access to quality arts and culture education in Houston's public schools.
Implement a comprehensive City Arts and Cultural Policy to provide guidance for City initiatives and departments.	Provide increased oversight, transparency and accountability in the allocation of City arts and culture grants.	Encourage and partner with area universities and institutions to elevate and enhance arts and culture.
Assess options to expand awareness of cultural offerings via smart phones and by updating/replacing ArtsHound.com.	Set goals for City arts and culture grants utilizing HOT funds and ensure a fair and equitable process for applicants.	Advance efforts for regional arts and cultural planning.
Monitor Plan indicators, evaluate contract performance and review local research surveys and reports.	Create a common process for application and reporting for all City arts and culture grants in consultation with stakeholders.	Research creating a purchasing cooperative for goods and services needed by local artists and nonprofits.
Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues.	Increase the funding available for small, emerging, culturally focused and ethnic organizations and artists.	Support State funding for area Cultural Districts designated by the Texas Commission on the Arts.
	Augment capacity building programs for Houston's arts and cultural organizations to reinforce sustainability.	Develop a public art master plan to guide the future development of the Civic Arts Program.

The Arts and Cultural Plan process has had broad community input from residents, stakeholders, community leaders, City department directors and City office leaders through: one Town Hall meeting, three Quality of Life Committee meetings, six public meetings, six focus groups, eight Community Advisory Committee meetings, 25 presentations, 100 interviews, 429 intercept surveys and more than 7,000 unique visitors to ByYouCity.org participated in online topics.