

WELCOME

City of Houston Arts and Cultural Plan
Advisory Committee Meeting
December 10, 2014



Juame Plensa, *Tolerance*



Mayor's Office
of Cultural Affairs



AGENDA

4:30 PM ARRIVE + MINGLE

4:45 PM MEETING BEGINS

5:40 PM DISCUSSION

6:00 PM CONCLUDE

PEOPLE WILL 
SUPPORT WHAT 
THEY HELP *CREATE.* 

INTRODUCTIONS

- Your Name
- Your Organization
- In one sentence, share what you think is important for us to keep in mind throughout the Arts and Cultural Plan process.

GENERAL PLAN

- Patrick Walsh
Director of Planning and Development

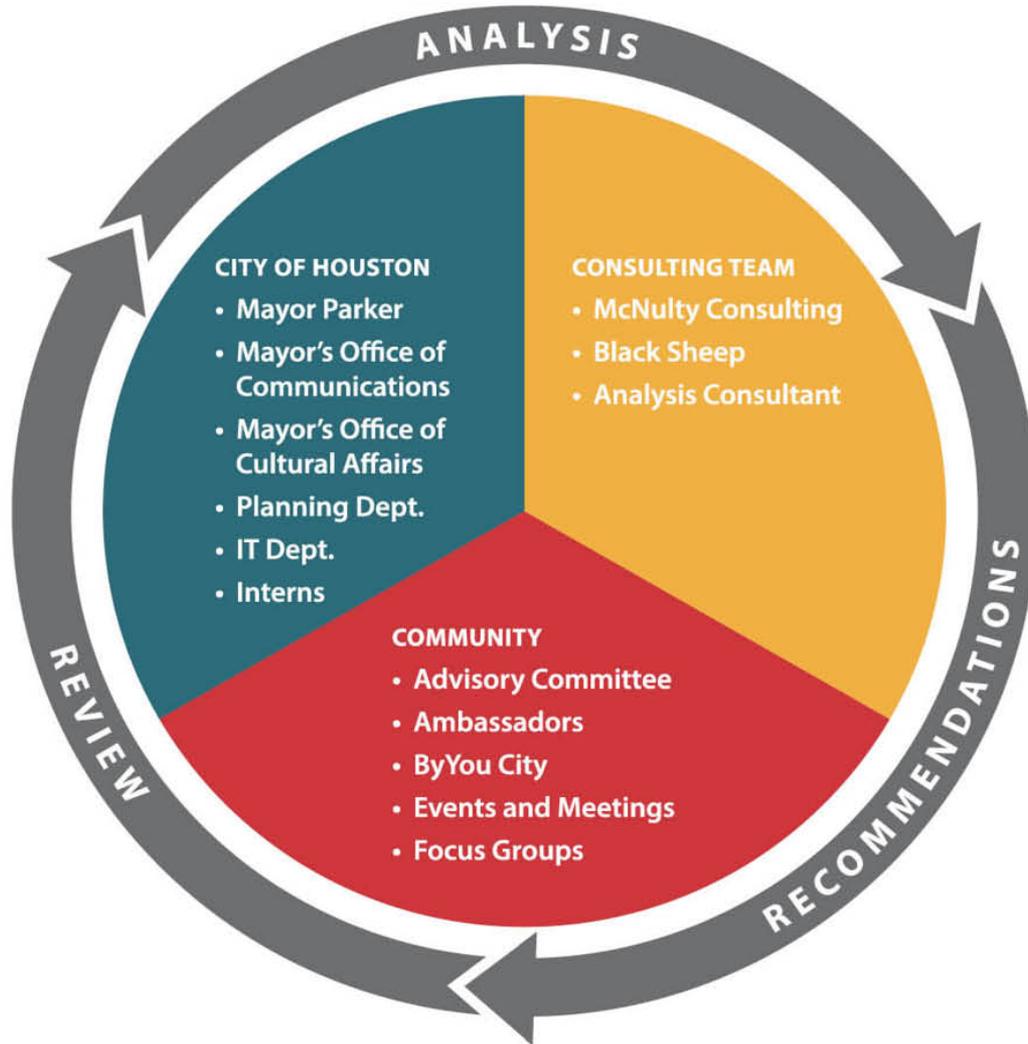
WHY: PURPOSE OF THE PLAN

- Articulate a clear Arts and Culture vision for the City's future
- Develop a practical guide for deploying City resources to meet arts and culture objectives
- Ensure City efforts are coordinated—both internally and externally
- Increase public input in informing City arts and culture goals
- Increase engagement in arts and culture activities

WHAT: PLAN COMPONENTS

- Vision Statement
- Participation and Development Strategy
 - Engaging global audiences and enhancing urban life
- Performance Indicators
- Implementation Strategy
- Tools, guides, sample initiatives, case studies

WHO: STAKEHOLDERS



ADVISORY COMMITTEE

Provide

- Thought Leadership
- Guidance on Development of Vision
- Feedback on Plan Components

Promote Community Participation and Engagement

CONSULTING TEAM

- **Debbie McNulty, Project Lead**
- **Analysis Consulting Team (TBD),** assessment of current policies and programs, performance indicators, implementation strategy
- **The Black Sheep Agency,** Community Engagement

COMMUNITY ENGAGEMENT STRATEGY

- **Digital Communications | Web, Social Media**
- **Community Outreach | Events, Town Halls**
- **Media Relations | Strategic Partnerships**
- **Ambassador Program**

KEY MESSAGES

CIVIC ENGAGEMENT:

The City of Houston is engaging in a city-wide outreach effort to assess and seek input on the current and future state of arts and culture.

KEY MESSAGES

AWARENESS:

Houston is home to a vast array of diverse arts and cultural assets, events and activities that contribute to its unique character and sense of place.

KEY MESSAGES

IDENTITY:

Aligning the city's unique character and sense of place with arts and cultural priorities will enhance everyday life throughout the city and further the development of Houston as a global arts center and cultural destination of choice for current and future residents and visitors.

ELEVATOR PITCH

“I’m serving on the Advisory Committee for the City’s Arts and Cultural Plan, an initiative to evaluate current programs and engage with the public on the present and future state of arts and culture in Houston.”

“During this process, I’ll help to assure that we engage with as many members of the community as possible, through online and offline efforts, with the idea that people will support what they help create.”

OPPORTUNITIES TO HELP PROMOTE PARTICIPATION IN THE PLAN

- Visit ByYou City Site: feedback.houstontx.gov
- Share the site with your networks
- Social Media posts
- Town Hall style meetings with your networks
- Identify if your business or organization has access to tools such: as upcoming events, email newsletter, social media channels, website content opportunities

ByYou City feedback.houstontx.gov

Welcome to ByYou City: Houston's Online Home for Civic Engagement.

With over one million residents expected to move to Houston in the next 20 years, the City of Houston is launching a yearlong project designed to create a visionary roadmap to accommodate this monumental growth. We want to hear from you!

[Connect with Facebook](#) or [Sign Up with Email](#)

All Topics

Open

Sort by: **Alphabetical**

Search by name or tag



Defining Culture

Posted Nov 8, 10:53 am (UTC) 79 Days Remaining



What does "culture" mean to you?

Description

We all define "culture" in our own unique way. Ethnicity, Food, Arts, Words, Heritage—these are all words that come to mind when we describe culture. What are the top three (3) phrases that resonate with you when you think about your culture?

Answers (0)

Ethnicity

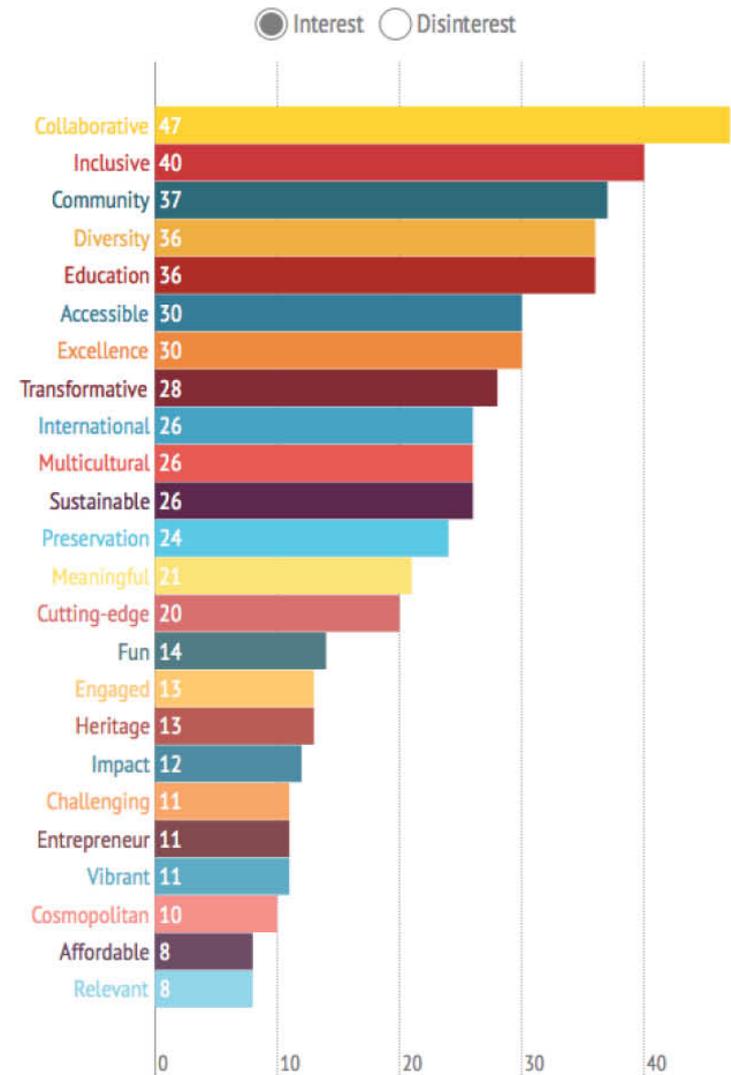
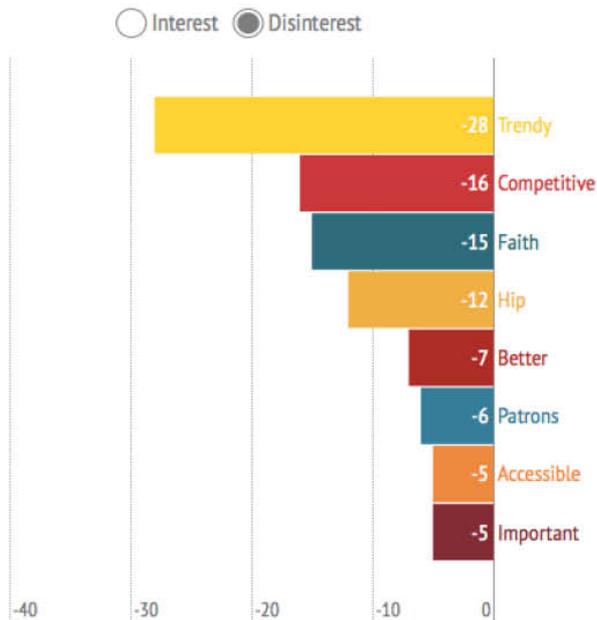
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Art

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VISIONING EXERCISE





Words with less engagement:

Lifestyle, Celebrations, Welcoming, Discover, Forward, Enjoyable, Youth, Relational, Understanding, Leisure, Connected, Energizing, Identity, Social, New, Economy, Encourage, Appreciation, Network, Asset, Happy, Active, Visitors, Spirit, Equity, Open, Civic, Advancing, Celebrated, Intense, Leader, Regional, Thriving, Ethnic, Tourists, Prosperous, Friendly, Unique, Beautiful, Everywhere, Inviting, Benefit, Strong, Enrich, Healthy, Outstanding, Global, Special, Investment, Accountability, Joy, Family, Tradition

About DCCD

DCCD Home / About DCCD / DCCD Initiatives & SA 2020



- Advocacy for the Arts
- Contact Us & Directory
- DCCD Initiatives & SA 2020** ▼
- Creative Industry
- Creative Community
- Organization Listing

DCCD INITIATIVES & SA 2020



There is a significant **connection** between the amount of **arts activity** in a neighborhood and neighborhood **stability** and **improvement**

(Source: National Endowment for the Arts)
#SA2020 www.SA2020.com

ABOUT SA2020

The mission of SA2020 is to "catalyze the entire San Antonio community into passionate, focused, and sustained action to achieve the shared goals that will transform San Antonio into a world-class city by the year 2020 in eleven key vision areas." In 2011 the Department for Culture & Creative Development became the Strategic Lead Partner for Arts & Culture, focusing on the following indicators:

- Economic impact of the arts
- Level of funding for arts programs
- Level of attendance at arts programs
- Level of citizen satisfaction with San Antonio arts and cultural activities

SA2020



Vision for 2020

San Antonio leads the world as a creative community. San Antonio reflects a diverse range of artistic expression that builds on our rich cultural heritage. The arts are integral to our way of life for citizens of all ages and backgrounds. Public and private support spurs a renaissance of artistic creativity where a vibrant cultural economy flourishes. Contemporary art reflects the dynamic nature of San Antonio's artistic, literary and cultural communities and movements.

Indicator Overviews

The following Arts & Culture indicators were assessed by IDSER and the Department for Culture & Creative Development (DCCD).



Level of Attendance at Arts Programs:

The Department for Culture & Creative Development (DCCD) regularly tracks attendance at their events and publishes a report of their findings annually. The original metric captures every person who attended at least one program offered by a DCCD-funded organization. Given the 2012 attendance, an additional 60,000 more people attended arts programs in 2012 than in 2010. From 2012, an additional 1.74 million attendees are needed to reach the 2020 target. Many arts agencies saw declines in 2012, while a few saw increases. Further modification of the target may be required. It may be useful to compare San Antonio to an aspirant city for reference or capture more arts organizations in the count. In order to reach our SA2020 target, every citizen would need to attend an additional two arts events annually.

Original Indicator Baseline Available	2010 Number	2011 Number	2012 Number	2020 Defined Goal	2020 Target
Yes	1,800,000	1,950,000	1,860,000	Double the level of attendance	3,600,000

3.5 Vancouver - A Creative City: Valued and Valuable

Culture is an important aspect of the quality of life which Vancouverites enjoy and take pride in. It is increasingly apparent that culture is a valuable contributor to our social cohesion, to the overall health and well-being of our citizens and to our economic development. As talent, creativity and culture are nurtured and supported over the next ten years, culture will become an increasingly valued and valuable resource – valued by our citizens for the enrichment it brings to their lives and their families and valuable to our citizens for the economic impact resulting from Vancouver’s increasing importance as a cultural tourism destination, and valued as a city that offers a rich and varied choice of arts and entertainment experiences to residents and visitors.

Goal:

Ensure that citizens and taxpayers of Vancouver experience in real and concrete ways the value that arts and culture bring to the city and their lives, families and businesses; promote our growing reputation as an international cultural tourism and entertainment destination known as a place where culture is vibrant and happening and where we value and celebrate the rich multicultural and intercultural expression that is unique to Vancouver.

Strategy:

Increased public participation means increased financial viability for quality cultural experiences. Therefore, we will work with our partners in the non-profit arts and cultural sector, cultural industries, business and public sectors to develop new and innovative ways to highlight and profile the creative sector to the citizens of Vancouver and promote Vancouver’s reputation as a Creative City.

4.0 NEXT STEPS

In order to effectively address the needs of the community and align our resources with the strategic directions identified above, further analysis and information is needed. Many of these next steps are already underway; other assessments and plans will be initiated in the coming months. Those processes already underway include:

4.1 Grant Review

A comprehensive review of the City’s arts and cultural grants, awards and support programs will result in improved operational processes, minimal administrative burden on applicants and staff, and the development of clear guidelines and performance measures.

4.2 Facilities Priority Plan

A roadmap to begin to plan and prioritize ways to work with community and partners to address the gaps, needs, and opportunities for the retention, renovation, restoration, and construction of facilities, spaces and places for the creation, production, exhibition and experience and enjoyment of artistic expression in all its forms.

4.3 Public Art Review

Parks, Recreation, and Culture

- ▷ Recreational activities
- ▷ Facilities and schedules
- ▷ Parks, gardens, and beaches
- ▾ **Arts and culture**
 - Art and cultural activities
 - ▷ Public art
 - ▷ Environmental art
 - ▷ Theatres and performance spaces
 - Art and cultural centres
 - ▷ Artist spaces
 - Grants and awards
 - Opportunities for artists
 - ▾ **Culture Plan 2008-2018**
 - Find a performance or exhibit space
 - ▷ Creating cultural and performance spaces
 - Past projects
 - ▷ Plan and book an event
 - ▷ Things to do
 - ▷ Improving our parks, beaches, and trails

Culture Plan for Vancouver 2008-2018



Envisioning a future with culture at the centre

The vibrancy of Vancouver's arts and culture scene is a priceless benefit to its citizens and visitors.

In 2008, City Council affirmed its commitment to a diverse and healthy creative sector through the adoption of the Cultural Plan for Vancouver 2008 – 2018.



Created through an inclusive community process, it is our guide for the City's ongoing and future role in arts and culture.

Vancouver's Culture Plan vision is to develop, enliven, enhance, and promote arts, culture, and cultural diversity in our city in ways that benefit our citizens, creative community, businesses, and visitors.

Current status

Phase 2 Implementation

Related projects

- [Creating cultural and performance spaces](#)

Progress

Plans & documents

Strategic themes

Background

Culture Plan for Vancouver 2008 – 2018

- [Culture Plan for Vancouver 2008 – 2018 detailed](#) (211 KB)
- [Culture Plan for Vancouver 2008 – 2018 final](#) (30 MB)

The central vision of this ten-year Culture Plan is to promote and enhance the culture and creative diversity of the City of Vancouver to the benefit of our citizens, our creative community, and our visitors. We will build upon Vancouver's current diverse and plentiful artistic and entertainment offerings to create a new dynamism and pride in our cultural life.

Phase 1 Implementation action plans

Cultural grant programs

- [Culture Plan Implementation Phase 1: Review of Grant Programs](#) (913 KB)
- [Cultural Grants Evaluation](#) (1.1 MB)

Ask. Tell. Connect.

Phone 3-1-1

Outside Vancouver:
604-873-7000

Speak your own language

9-1-1 **7-1-1**
Emergencies **TTY**

[More ways to contact us](#) →

Contact Cultural Services

Location

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Vancouver, BC V6B 1H4

Mailing address

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Fax: 604-871-6005

Phone: 604-871-6434

[Email](#)

Download the Culture Plan



Culture Plan for Vancouver 2008–2018

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