



Mayor's Office of Cultural Affairs

Arts & Cultural Plan

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

PROMOTE **ENHANCE** **ADVANCE**



HOUSTON MINI MURAL PROJECT BY: UP ART STUDIO
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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 Arts and Cultural Plan embraces change and reflects the evolving role of culture in the community.

Houston is a true world city, linked by both commerce and culture to countless places around the world. It is now the single most ethnically diverse major metropolitan area in the entire country. Houston already has brand strength in energy, space, medicine and petrochemicals. It is one of the best places in the world for the arts and its cultural assets represent a strategic opportunity for Houston's civic identity.

The Arts and Cultural Plan was developed by looking at local data, research and by listening to community residents, artists, arts and cultural groups, a community advisory committee, City staff and elected officials, civic leaders and experts. Over just six months, hundreds of individuals contributed to

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

The Plan identifies community concerns, sets a vision for the future and establishes three key priority actions.

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 Plan includes 27 recommendations to advance the City's long-term priorities and identifies cultural indicators the City can monitor to assess change and progress over time.

MOST IMPORTANTLY, THE ARTS AND CULTURAL PLAN IS DESIGNED SO MORE RESIDENTS AND VISITORS CAN FULLY BENEFIT FROM HOUSTON'S ARTS AND CULTURAL VITALITY.

CITY OF HOUSTON ARTS AND CULTURAL PLAN 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 into 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 for Civic Art.	Join efforts to augment Hotel Occupancy Tax funding for arts and culture with a new dedicated revenue source.	Support and strengthen relationships with anchor arts and cultural institutions as key economic and community drivers.
Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with the Greater Houston Convention and Visitors Bureau 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 Greater Houston Convention and Visitors Bureau 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, corporations, businesses and institutions to elevate and enhance arts and culture.
Assess options to expand awareness of cultural offerings via smart phones and by enhancing/replacing ArtsHound.com.	Set goals for City arts and culture grants utilizing Hotel Occupancy Tax 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 Art Program.
<p>The Arts and Cultural Plan process had broad community input from residents, stakeholders, community leaders, City department directors and City office leaders through: two Town Hall meetings, three Quality of Life Committee meetings, six public meetings, six focus groups, nine 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.</p>		<p>Utilize Economic Development partnerships to implement existing and new tools for artists and creative consumers.</p> <p>Arts and Cultural Plan co-chairs: Philamena Baird and Rick Lowe</p>