

# Advisory Committee Meeting

July 22, 2015

City of Houston Arts and Cultural Plan

Mayor's Office of Cultural Affairs



# AGENDA

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Welcome

Project Update

Draft Vision Statement

Draft Recommendations

Closing

Arts and Cultural Plan (ACP) Advisory Committee Meetings	Quality of Life Committee	Community Engagement
<i>November 10, 2014 Public Kickoff Event – Plan Framework</i>	October 16, 2014 – CM Cohen briefing	November to April 2015 – primary offline community engagement/input phase
December 10 – Project overview, schedule	November 17 - Framework Presentation	November to June 2015 – online engagement and comment
January 21- CPG team intro, cmtly engagement	March 12 - CM Cohen briefing	January 5 to Feb 27 – primary stakeholder interviews
February 11 – Priorities, draft Statement of Place, cmtly engagement	March 25 – Project update	January 10 to February 4 - Statement of Place focus groups
March 24 – Findings, existing strategies, cmtly engagement	April 29 – General Plan (GP) Chapter 42 amendment	February 9 to 19 – Community Conversations
April 8 – Plan goals, assessment, draft strategies	August – GP, ACP briefings	March - Town Hall
May 13 – Preliminary indicators, benchmarking study	September – Plans to Council	June – draft GP Policy Directives/Commitments for public comment; draft ACP vision for public comment
June 10 – Rescheduled		July/Aug –ACP recommendations for public comment
July 22 – Draft vision, recommendations		
<i>Aug 12 – tentative</i>		

# DRAFT VISION

#1

A thriving cultural sector of artists and creative expression in a community where arts and cultural programs, projects and activities provide culturally diverse, educational and inspirational experiences in a city recognized as a worldwide cultural destination and opportunity center.

# DAFT VISION

#2

The Arts and Cultural Plan is Houston's blueprint for ensuring that every resident and visitor in this diverse City has the means and opportunity to express their creativity on their own terms and to participate in the available cultural riches

# DEVELOPMENT OF PLAN

The Draft Plan has had broad input to guide the development of a plan vision, priorities and recommendations that are in the best interest of the community.

The Draft Plan balances the interests of community residents, arts stakeholders, City Council and the Mayor.

# SUMMARY OF RECOMMENDATIONS

The Arts and Cultural Plan has been developed concurrently with the creation of the City's first General Plan.

The General Plan identifies culture as a principal area of the City's policy focus.

The General Plan sets the priorities that the City should pursue and includes seven high-level *Commitments* aligned with the Arts and Cultural Plan Recommendations.

# COMMITMENTS and RECOMMENDATIONS

## GENERAL PLAN COMMITMENTS

## → Arts and Cultural Plan Recommendations

<p>ENSURE STRONG SUPPORT FOR ARTS AND CULTURE WITHIN THE CITY ORGANIZATION. (C1)</p>	<p>→ Elevate arts and culture in the City structure as a City priority. (R1)</p>	<p>Strengthen relationships with anchor arts and culture institutions as key economic and community drivers. (R2)</p>	<p>Develop a new dedicated revenue source to support of arts and cultural programs and projects, in addition to the Hotel Occupancy Tax. (R3)</p>	<p>Develop a comprehensive City Arts and Cultural policy to give guidance for all City arts and cultural initiatives and City departments. (R4)</p>
<p>CONTINUE TO FORGE PARTNERSHIPS WITH CULTURAL INSTITUTIONS AND LOCAL ARTS GROUPS TO OBTAIN FUNDING OPPORTUNITIES FOR SMALLER, LOCAL ART GROUPS AND TO SUPPORT SMALL-SCALE, NEIGHBORHOOD-ORIENTED OR ETHNICALLY-SPECIFIC FESTIVALS. (C2)</p>	<p>→ Ensure the sustainability of Houston's cultural organizations through augmentation of existing technical assistance and capacity-building programs. (R11)</p>	<p>Increase funding to small and emerging arts and cultural organizations. (R12)</p>	<p>Increase funding to culturally-focused arts organizations and artists. (R13)</p>	<p>Support continued and expanded use of economic development tools and ordinances to promote cultural facility development and affordable live / work spaces for artists and creative businesses. (R5)</p>
<p>PROMOTE ACCESS TO ARTS AND CULTURE IN UNDERSERVED AREAS, SCHOOLS, LIBRARIES AND NEIGHBORHOODS AND ENSURE THAT ALL HOUSTONIANS HAVE ACCESS TO HOUSTON'S CULTURAL ATTRACTIONS. (C3)</p>	<p>→ Support quality arts education in Houston's public schools. (R15)</p>	<p>Develop strategies to deliver arts and cultural programs, and services and public art out into the neighborhoods. (R16)</p>	<p>Explore the possibility of creating purchasing cooperative for goods and services needed by local artists and nonprofits. (R14)</p>	<p>Support efforts by and work with area universities and institutions to elevate arts and culture among their priorities. (R6)</p>
<p>CONTINUE TO MARKET HOUSTON IN WAYS THAT CELEBRATE AND REINFORCE THE DIVERSITY AND CULTURE OF THE CITY AND ITS VARIOUS NEIGHBORHOODS THROUGH IDENTITY BRANDING. (C4) ENSURE THAT HISTORICAL INTERPRETATION AND PUBLIC ART INSTALLATIONS THROUGHOUT THE CITY REFLECT ALL ELEMENTS OF HOUSTON'S PAST AND REPRESENT DIVERSE POPULATIONS. PROMOTE THESE ELEMENTS THROUGH WALKING TOURS AND TOURIST MATERIALS. (C5)</p>	<p>→ Leverage Houston's "world city" image and cultural offerings to increase attraction of international visitors. (R17)</p> <p>→ Develop and highlight cultural arts programs and initiatives that celebrate diverse artists, cultures and communities of Houston and work with Houston First / GHCVB to develop a program of neighborhood based cultural tourism. (R20)</p>	<p>Expand promotion of local artistic and creative talent and cultural events and assets to residents and visitors. (R18)</p> <p>Partner with area universities and institutions, i.e., the Texas Medical Center, on initiatives that enhance arts and culture as part of Houston's identity including arts in medicine programs. (R21)</p>	<p>Work with Houston First/GHCVB in promoting Houston's International Arts venues and diverse world cultural designations as a major part of destination marketing. (R19)</p> <p>Support State funding for area Cultural Districts designated by the Texas Commission on the Arts. (R22)</p>	<p>Advance efforts for regional arts and cultural planning. (R7)</p> <p>Provide greater oversight of City arts and cultural grants and ensure fairness, equity transparency and accountability in the allocation of funds. (R8)</p>
<p>CONTINUE TO EXPAND THE ROBUST PUBLIC ART PROGRAM TO ENHANCE THE PUBLIC REALM THROUGHOUT THE CITY AND CELEBRATE THE DIVERSITY OF ITS UNIQUE AREAS AND CULTURES. (C6)</p>	<p>→ Centralize Civic Art oversight in the Office of Cultural Affairs. (R24)</p>	<p>Update the Civic Art ordinance and include some aspects of horizontal construction as eligible for 1.75 percent for civic art. (R25)</p>	<p>Assess options to update / replace ArtsHound.com to expand awareness and utilization, including development of an app for information sharing of arts and cultural activities/programs. (R23)</p>	<p>Clarify the purposes of the HOT tax and articulate clear goals for the distribution of City arts and cultural grants for organizations and artists. Restructure process so all artists and organizations apply. (R9)</p>
<p>PERIODICALLY UPDATE THE ARTS AND CULTURE MASTER PLAN TO ENSURE CITY SUPPORT FOR THE ARTS IS AS EFFECTIVE AS POSSIBLE. (C7)</p>	<p>→ Monitor plan indicators, evaluate contract performance and review local research surveys and reports. (R27)</p>	<p>Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues. (R28)</p>	<p>Develop a public art master plan to guide the future development of the Civic Arts Program. (R26)</p>	<p>In consultation with stakeholders and grantees, review the City grants application and reporting process. (R10)</p>



# NEXT STEPS

Present draft Recommendations for public comment

Finalize Vision Statement

Finalize Indicators

Present to City Council

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