

Carlsbad Arts & Culture Master Plan

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Heather Pizzuto
Library & Cultural Arts Director

Richard Schultz
Cultural Arts Manager



Overview

- Review the plan process
- Recap public input
- Discuss the themes and roles
- Review the top ten priorities
- Seek feedback from the City Council

Community Vision



Arts & Culture Plan Goals

Identify priorities for arts and culture over the next 10 years



Develop measurable objectives to support those priorities



Create an implementation plan including strategies, tactics and resources needs



Planning Process



Outreach Activities

Focus Groups



Individual Stakeholder Interviews



Online Survey



Community Workshops



Participants

- Leaders from arts, culture & historical organizations
- Business community members
- Educators
- Community supporters and advocates
- Artists & residents from different neighborhoods
- City of Carlsbad personnel

Activity Timeline

2017

- March to May: Focus Groups, Interviews and Survey 1
- June to August: Survey 2 with Expanded Outreach
- September & October: Developed Support Documents
- November to December: Staff Review of Early Drafts

Activity Timeline

2018

- January & February: Input Summary and Revised Draft Plan Released
- March: Developed Plan Preview
- April: Plan Preview Released with Survey
- May & June: Presentations to City Council

Public Engagement

 **City of Carlsbad - Official**
May 17, 2017 · 🌐

Several years ago, the City of Carlsbad worked with the community to develop a vision for the future of our city. Arts, culture and our local history are key elements of this vision. Based on the community vision, the City Council has created goals and policies to support arts, culture and local history. The new Arts & Culture Plan will help us reach these goals. Now it's time to fill in the details, and we need your help. Join us at a community workshop on May 18 or 20, or attend the Art in Today's Cities Discussion on May 19. Can't make it? An online survey will be available May 19. Learn more today. <http://www.carlsbadca.gov/services/depts/arts/planning.asp>



Get Involved **Arts & Culture Plan**

The Arts & Culture Plan will build on...

 www.carlsbadca.gov/arts

👤 8,684 people reached

Boost

- Social Media Campaign
- Electronic Media
- Print Media

Targeted Outreach

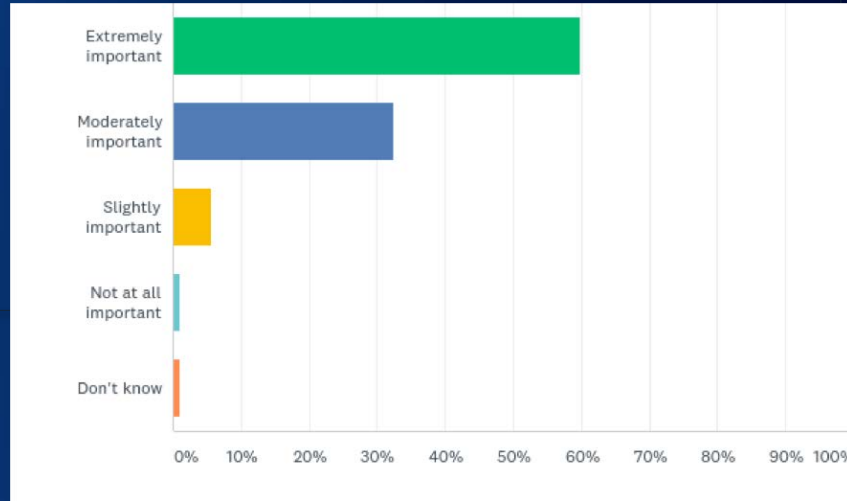


Multi-Cultural Outreach



- Engaged Local Specialist
- Face-to-Face Interactions
- Schools, Parks, and Churches
- Affordable Housing Complexes, After-School Programs and Restaurants

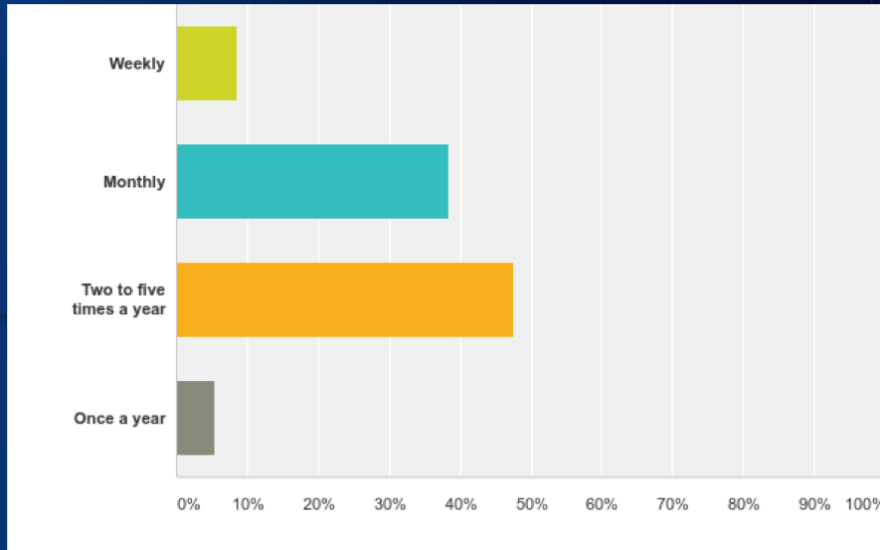
Support for Arts & Culture



How important a role do Arts & Culture activities play in improving the quality of life in Carlsbad?

92% Arts & Culture is either important (32%) or extremely important (60%)

Arts & Culture Participation



(82%) participate either monthly (36%) or two to five times per year (46%) in an arts and/or cultural event

Emerging Themes

1. Enhance Carlsbad's distinct identities through arts and culture
2. Support art as an essential component of daily life
3. Expand arts and culture learning opportunities

Emerging Themes

4. Enable art to enhance the physical realm
5. Enrich a strong and thriving business sector
6. Encourage greater capacity building in the arts

The City of Carlsbad's Role

The current role of the Cultural Arts Office is focused on being a provider of arts programs and events. Looking ahead...

- **Leader:** As a leader in the region recognizing the potential to advocate in support of the arts

The City of Carlsbad's Role

- **Connector:** As a connector bringing together different entities to support and pursue mutual goals
- **Partner:** As a partner dedicated to collaboration as a key strategy to increase the impact of the arts

Top Ten Actions

10. Create a Cultural Tourism Marketing Plan
9. Create a Guest Artist residency program
8. Create a Trail Art program
7. Support board development training for potential new board members for local arts organizations

Top Ten Actions

6. Increase community grant funding and support
5. Explore programs for businesses to support professional and personal development of employees including Business Park After Dark programming.
4. Launch a pilot program to integrate arts into the curriculum of Carlsbad's three Title 1 schools through a focus on STEAM (Science, Technology, Engineering, Arts and Mathematics)

Top Ten Actions

3. Support the continuation and development of Carlsbad's festival and event culture
2. Implement Mobile Outreach Strategy utilizing a newly programmed Art Bus and Mobile Stage
1. Research and development of venue feasibility plan

Future Vision



Future Vision

Physical Realm

Action 3.3: Fund technology upgrades for the Cannon Art Gallery to enable the space to function at contemporary standards for audio programming and visitor support features.

Lifelong Learning

Action 2.4: Create opportunities for Guest Artist Residencies of 2 weeks to 2 months in length that would create the opportunity for master classes as well as the potential for youth summer camps or other engagement events.

Future Vision

Enhance Cannon Gallery Technology +
Guest Teaching Artist Residency =
Taking Art to the Next Level

Next Steps in Planning Process

Revised plan to incorporate Council and community input

Final presentation June 26 for approval

Feedback & Questions



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