

COMMUNITY ENGAGEMENT

THE PLANNING PROCESS

Direction and recommendations for the Arts & Culture Master Plan action items came from community residents who desire the ongoing development of arts and culture within the City of Carlsbad. Additional ideas and inspiration were taken from national best practice models.

The public engagement component of the project is based on numerous outreach methods:

- Stakeholder interviews and focus groups
- Public meetings
- In person and online surveys
- Community outreach in focused areas
- Plan preview
- Meeting-in-a-box for arts organizations



Each individual engagement component played a specific part in the development of the Arts & Culture Master Plan. The initial stakeholder interviews and focus groups helped the team to create the overall theme framework, while public meetings provided a chance to update the larger public on the planning process and test ideas that were emerging from those stakeholder discussions. The in-person and online surveys helped to deepen the team’s understanding of how the larger public viewed each of the themes and what specific ideas they might like to see develop as part of the plan.

As the plan evolved, a plan preview document (included in the appendices) was created to give residents an advance look at what ideas were emerging and get one final round of feedback before the final draft. The Arts & Culture Master Plan now reflects the ideas and visions created by and tested with community representatives. The national best practices that helped inform this final draft involve cultural sector economic development and creative placemaking.

The plan’s action items provide a clear roadmap for expanding arts and culture that is specific to the city, its history and its residents.

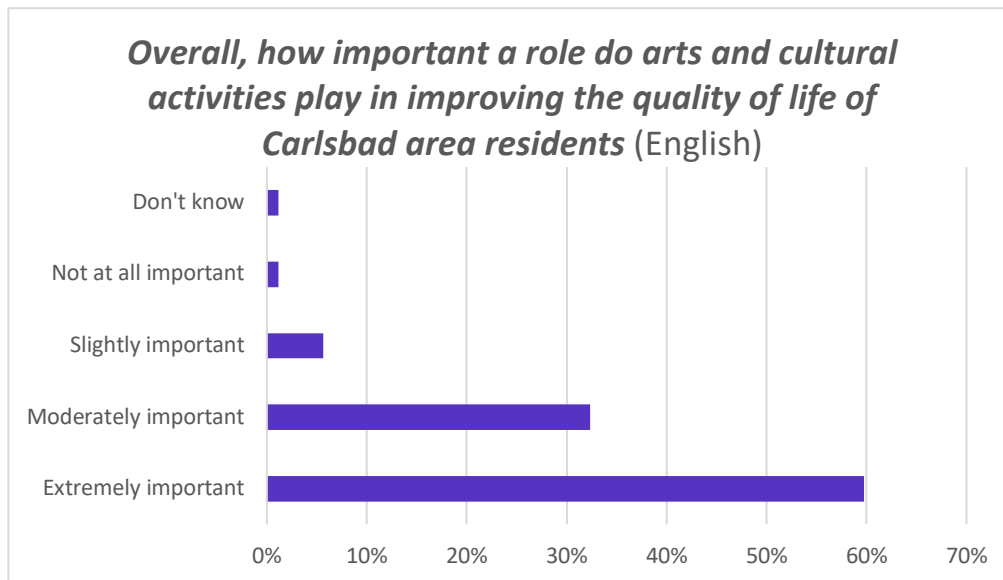


KEY COMMUNITY FINDINGS

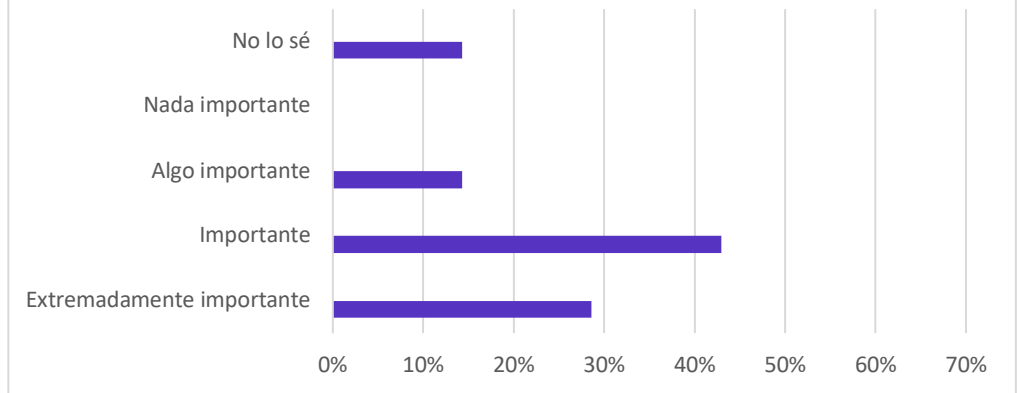
The community engagement process revealed just how strongly City of Carlsbad residents want arts and culture to be part of their daily lives. There is support for seeing the arts beyond the traditional settings of galleries and concert halls and placed along natural trails, in business parks and within different neighborhoods to provide fuller engagement with works of expression and creativity.

These ideas and others, gathered in interviews with individual residents, creative professionals, focus groups and community meetings laid the foundation for the two broad surveys distributed digitally and on paper throughout the city – including surveys during TGIF concerts - from May through August, 2017.

Survey Results. Overall survey results showed that, broadly speaking, residents of the City of Carlsbad believe arts and culture are an essential part of the city and their quality of life. The vast majority of all respondents (92%) expressed that arts and culture is either moderately important (32%) or extremely important (60%).

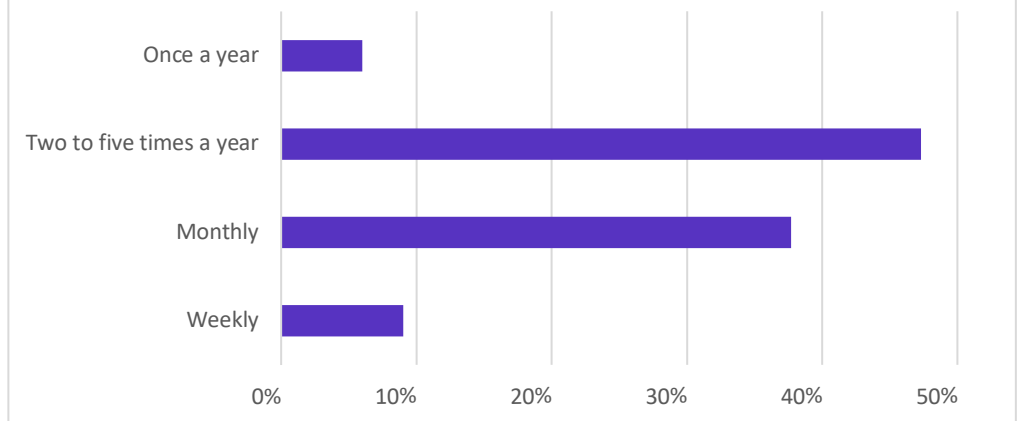


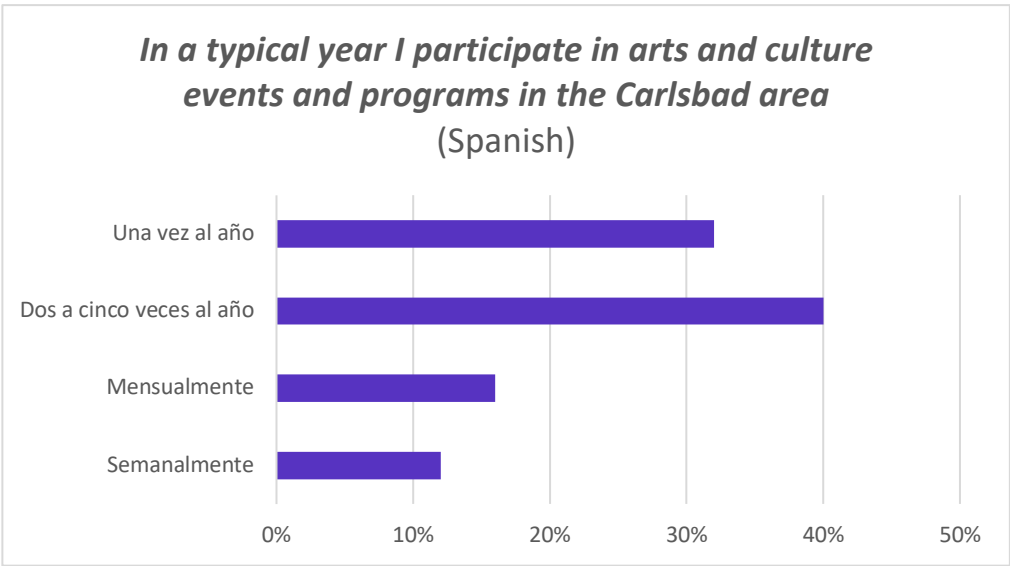
Overall, how important a role do arts and cultural activities play in improving the quality of life of Carlsbad area residents (Spanish)



Additionally, many City of Carlsbad residents are quite active in the arts, with a majority (84%) of respondents saying they participate either monthly (38%) or two-to-five times (48%) per year in an arts and culture event.

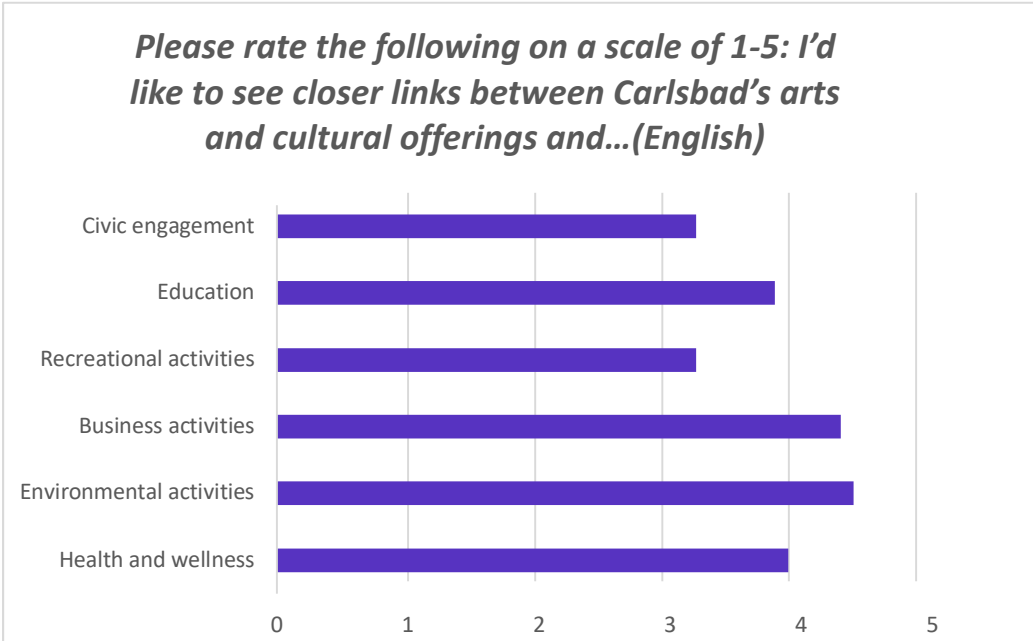
In a typical year I participate in arts and culture events and programs in the Carlsbad area (English)

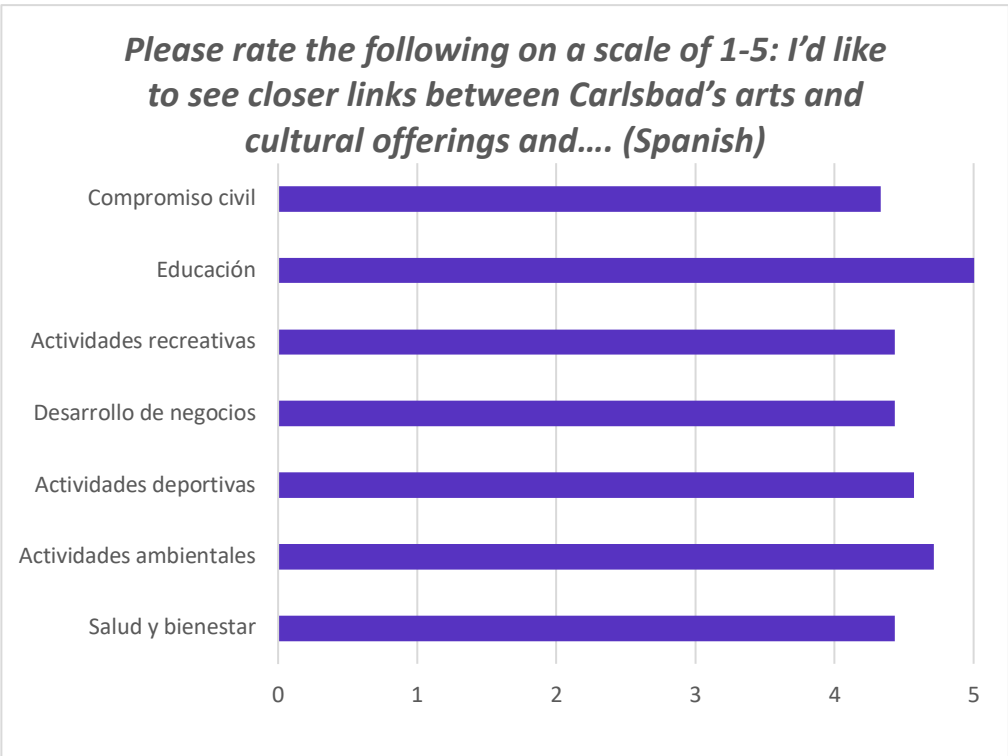




In addition to this broad general support, the results show support for integrating arts and culture into non-traditional aspects of daily life. There was significant interest in programming that bring interactions with the arts in new ways such as the mobile outreach strategy which offers arts experiences throughout the city.

By supporting different partnerships, finding new grant opportunities and helping local creative businesses and non-profits grow, the city can leverage its efforts to meet this desire for more interaction with the arts. Through the survey, the City of Carlsbad residents showed both an understanding of and support for this direction.

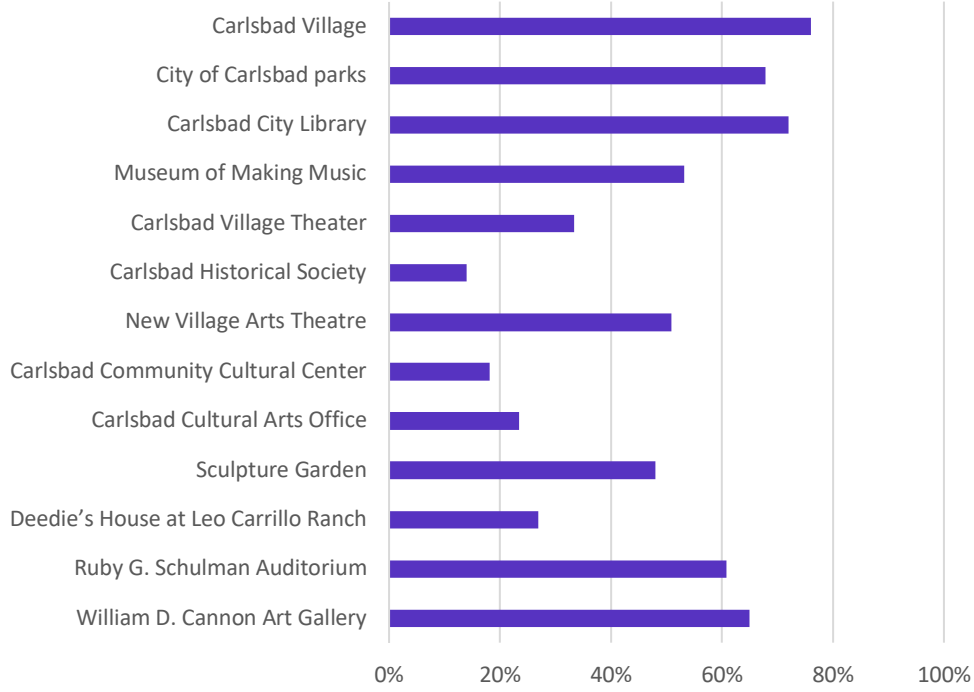




Survey results showed a difference in how English-speaking and Spanish-speaking residents visited cultural facilities. Given the smaller sample size, the survey results are not fully reflective of the Spanish-speaking community. However, it is a difference that should be noted for further planning to ensure all resident communities feel they have access to expanding arts and culture.

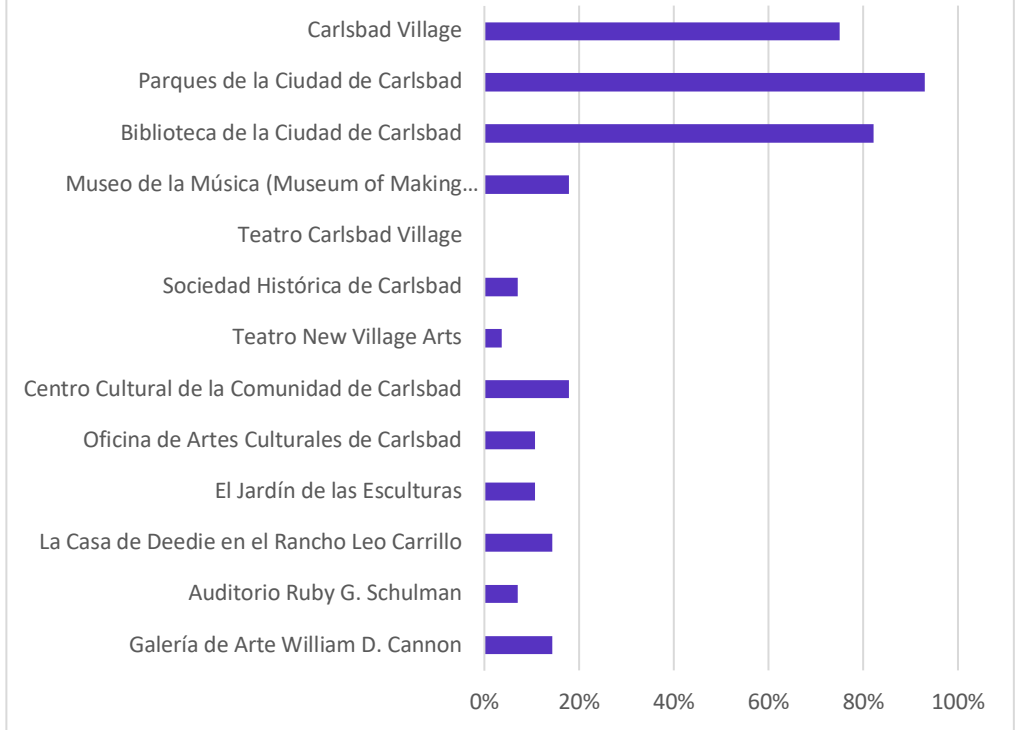
The survey data and other community input suggests that, particularly in the Barrio area with its rich traditions, the Village is a popular choice for an arts and culture district.

Where have you attended arts and culture events in the community? (English)



ArtSplash, Armanda Drive, City of Carlsbad

Where have you attended arts and culture events in the community? (Spanish)



City of Carlsbad William D. Cannon Art Gallery

