

# Cultural Arts Master Plan



**Cultural Arts Division**  
**Economic Development Department**  
**September 13, 2016**



# Chula Vista Cultural Arts



# THE ARTS AND ECONOMIC DEVELOPMENT

**ATTRACT  
VISITORS**



# VISION

**Cultivate a Creative Culture**



# VISION

## Positive Image



# MISSION



# THE 5 GOALS

**Communication and Outreach**

**Create Opportunities**

**Build Community**

**Stimulate Economic Vitality**

**Infuse Arts Into City Processes**

GOAL

1

# COMMUNICATION AND OUTREACH

PUBLIC OUTREACH

MARKETING AND  
PROMOTION





GOAL

2

# CREATE OPPORTUNITIES

SUPPORT CULTURAL ARTS PROGRAMS  
AND ACTIVITIES

PUBLIC PRIVATE PARTNERSHIPS  
AND COLLABORATION

CONNECT THE CREATIVE  
COMMUNITY

ESTABLISH A QUALIFIED CULTURAL ARTS  
COMMISSION



GOAL

3

# BUILD COMMUNITY



PUBLIC ART PROGRAM

YOUTH ENGAGEMENT

SENIOR ENGAGEMENT



GOAL

4

# STIMULATE ECONOMIC VITALITY

STRENGTHEN INTERNATIONAL  
CONNECTIONS

SUPPORT BOTH PUBLIC AND PRIVATE  
FUNDING SOURCES

DEVELOP CULTURAL ARTS METRICS

# 5

## Infuse Arts Into City Processes



ARTS FRIENDLY POLICIES

SUPPORT THE DEVELOPMENT AND USE OF CREATIVE SPACES



CREATE QUALITY PUBLIC SPACES



# Implementation Plan

## 5 Year Plan

Short Term (Year 1)

Mid Term ( Year 2- 3)

Long Term (Year 4- 5)



# Implementation Plan

## Short Term ( 1 Year)

**Coordinate Marketing and Promotion efforts for Cultural Arts Citywide – Develop a Website and Logo**

**Cultural Arts Assets Mapping**

**Collaborate with stakeholders to develop a Cultural Arts Master Calendar**

**Transfer Administration of Cultural Arts Grants and awards programs to Economic Development**

**Pursue funding opportunities (non-general fund)**

**Public Art Program & City Exhibit Policy**

# Implementation Plan

## Mid Term (2-3 years)

Develop and grow programs and activities that have shown to be successful, that are more high tech and are responsive to trends and needs of creative community

Work cross departmentally to integrate arts into projects

Amend Chula Vista Municipal Code 2.33 to establish a Criteria for a Qualified Cultural Arts Commission

Create a Master Venues and Facilities list to include both traditional and non-traditional arts space.

Conduct research including surveys to understand creative community trends and needs

Work with Local, Regional, & Binational Stakeholders to Support A South Bay Arts Network

# Implementation Plan

## Long Term (4-5 years)

Continue to Expand & Strengthen Cultural Arts Locally, Regionally and Bi-nationally

Leverage Cultural Arts to Maintain Quality of Life in Chula Vista

Develop Marketing Strategies to brand Chula Vista as a Cultural Arts Destination

Establish and Support A Creative Industry in Chula Vista

Create and Maintain Quality Public Spaces that Integrate both Functional and Passive Art.

Develop a Metric for Measuring the Economic Impact of Cultural Arts





# Questions

*“Coming together is a beginning, keeping together is progress, working together is success.”*

— Henry Ford

