



Five Year Implementation Plan

Cultural Arts Master Plan

Short Term (1 Year)	Mid Term (2-3 years)	Long Term (4-5 years)
<p>Coordinate Marketing and Promotion efforts for Cultural Arts Citywide – Develop a Website and Logo</p>	<p>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</p>	<p>Continue to Expand & Strengthen Cultural Arts Locally, Regionally and Bi-nationally</p>
<p>Cultural Arts Assets Mapping</p>	<p>Work cross departmentally to integrate arts into projects</p>	<p>Leverage Cultural Arts to Maintain Quality of Life in Chula Vista</p>
<p>Collaborate with stakeholders to develop a Cultural Arts Master Calendar</p>	<p>Amend Chula Vista Municipal Code 2.33 to establish a Criteria for a Qualified Cultural Arts Commission</p>	<p>Develop Marketing Strategies to brand Chula Vista as a Cultural Arts Destination</p>
<p>Transfer Administration of Cultural Arts Grants and awards programs to Economic Development</p>	<p>Create a Master Venues and Facilities list to include both traditional and non-traditional arts space.</p>	<p>Establish and Support A Creative Industry in Chula Vista</p>
<p>Pursue funding opportunities (non-general fund)</p>	<p>Conduct research including surveys to understand creative community trends and needs</p>	<p>Create and Maintain Quality Public Spaces that Integrate both Functional and Passive Art.</p>
<p>Public Art Program & City Exhibit Policy</p>	<p>Work with Local, Regional, & Binational Stakeholders to Support A South Bay Arts Network</p>	<p>Develop a Metric for Measuring the Economic Impact of Cultural Arts</p>