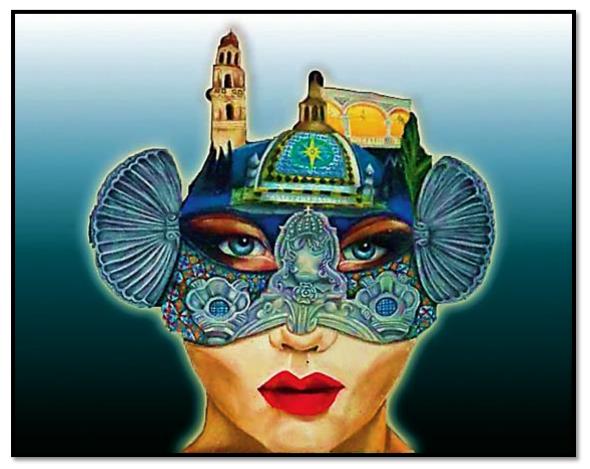
Cultural Arts Master Plan





Cultural Arts Division
Economic Development Department
September 13, 2016







Chula Vista Cultural Arts



THE ARTS AND ECONOMIC DEVELOPMENT

ATTRACT VISITORS







Cultivate a Creative Culture







Positive Image





MISSION

1. Community Engagement

5. Friendly Process

2. Diverse Programs

4. Community Partnerships

3. Community Events



THE 5 GOALS

Communication and Outreach

Create Opportunities

Build Community

Stimulate Economic Vitality

Infuse Arts Into City Processes





COMMUNICATION AND OUTREACH







CREATE OPPORTUNITIES

SUPPORT CULTURAL ARTS PROGRAMS AND ACTIVITIES

PUBLIC PRIVATE PARTNERSHIPS AND COLLABORATION





ESTABLISH A QUALIFIED CULTURAL ARTS COMMISSION





BUILD COMMUNITY







STIMULATE ECONOMIC VITALITY

STRENGTHEN INTERNATIONAL CONNECTIONS

SUPPORT BOTH PUBLIC AND PRIVATE FUNDING SOURCES

DEVELOP CULTURAL ARTS METRICS



Infuse Arts Into City Processes



SUPPORT THE DEVELOPMENT AND USE OF CREATIVE SPACES



CREATE QUALITY PUBLIC SPACES



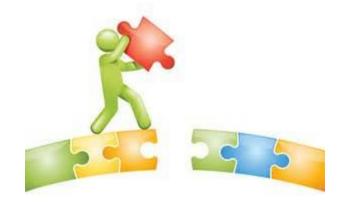


Implementation Plan

5 Year Plan Short Term (Year 1) Mid Term (Year 2-3) Long Term (Year 4-5)









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

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

Plan |mplementation

Long Term (4-5 years)

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

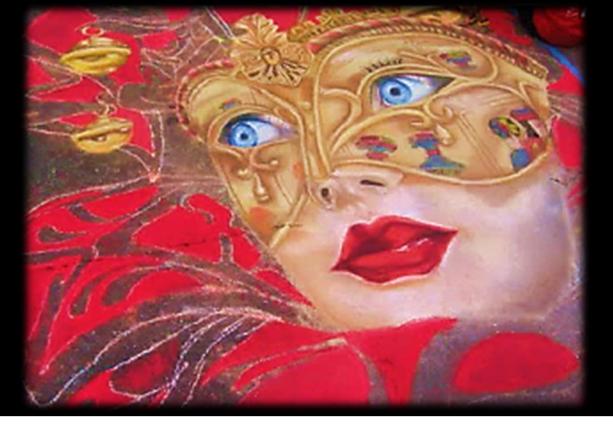
Leverage Cultural Arts to Maintain Quality of Life in Chula Vista

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

