

CITY OF ALEXANDRIA ARTS AND CULTURAL MASTER PLAN

TOWN HALL
SEPTEMBER 2016

ALEXANDRIA
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The Cultural Planning Group

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Today's Agenda

- Welcoming Remarks
- Engage with us
- The Listening Tour Report
- Plan Goals & Strategies
- Did we get it right?
- Short survey
- Next steps

Thank you...

Alex Creates Steering Committee!

Arts Commission!

To you!

THE LISTENING TOUR

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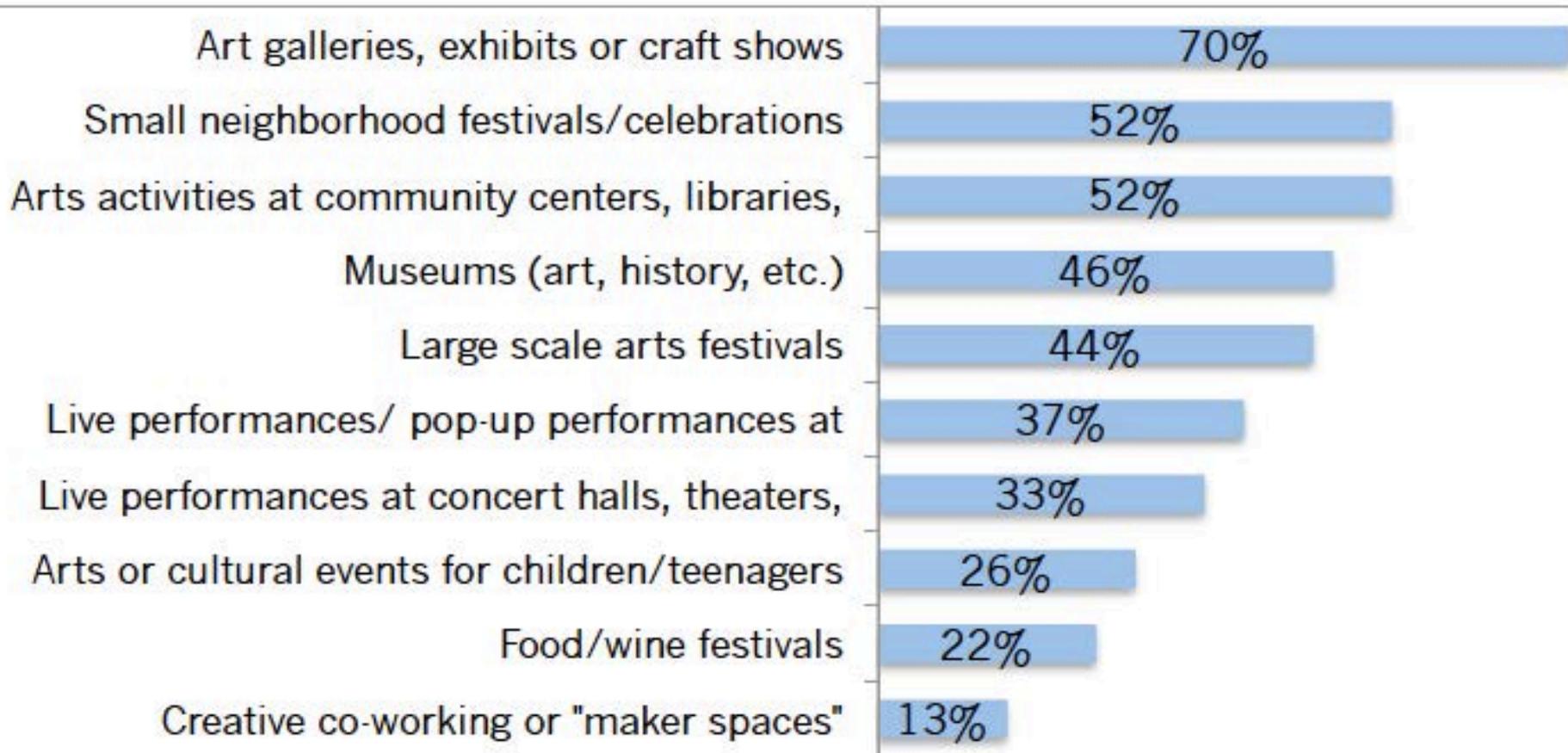
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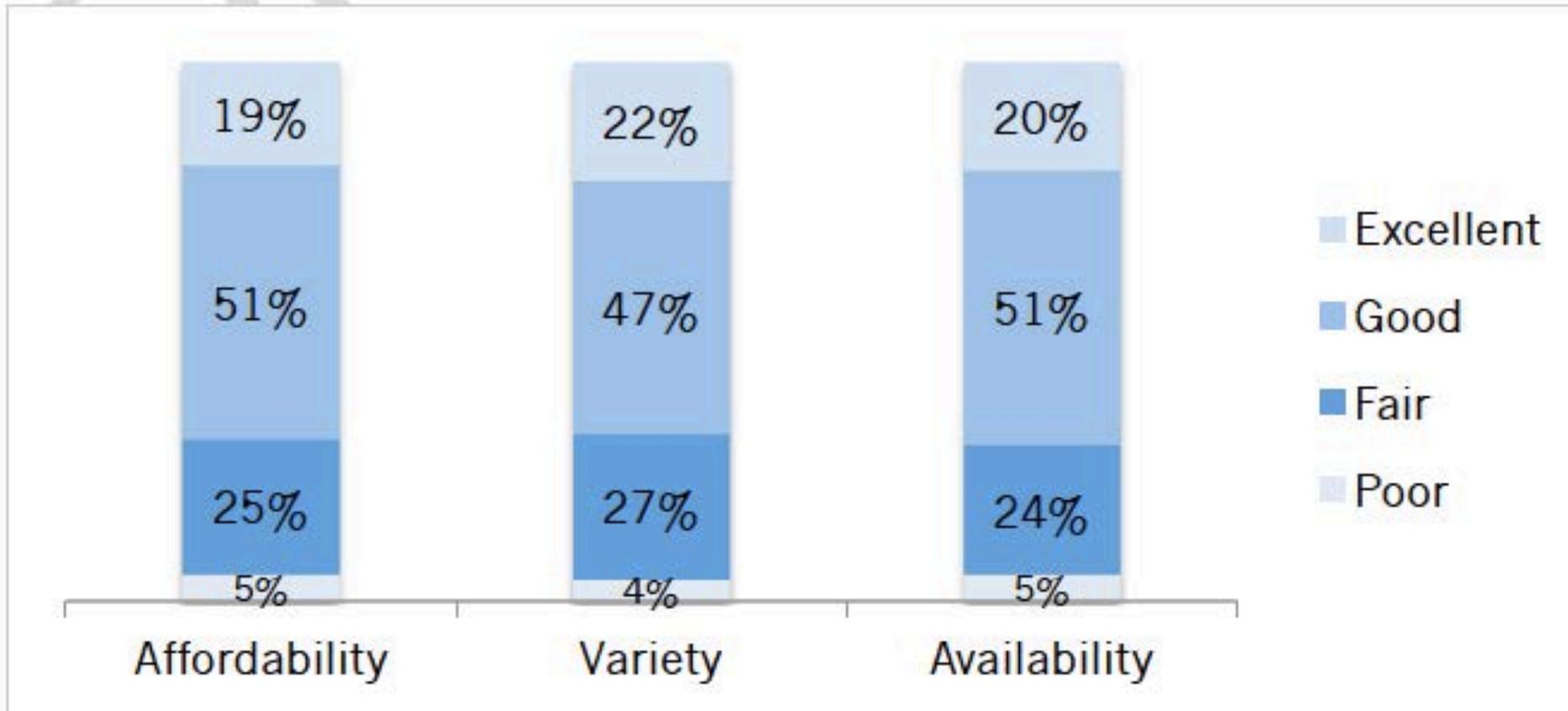
What we did.

- Two Town Halls with over **100** people.
- Over **90** arts and cultural leaders, business leaders, individual artists participated in discussion groups and in-depth interviews.
- Over **500** people completed the Community Survey.
- Over **200** community members attended open houses and community meetings.

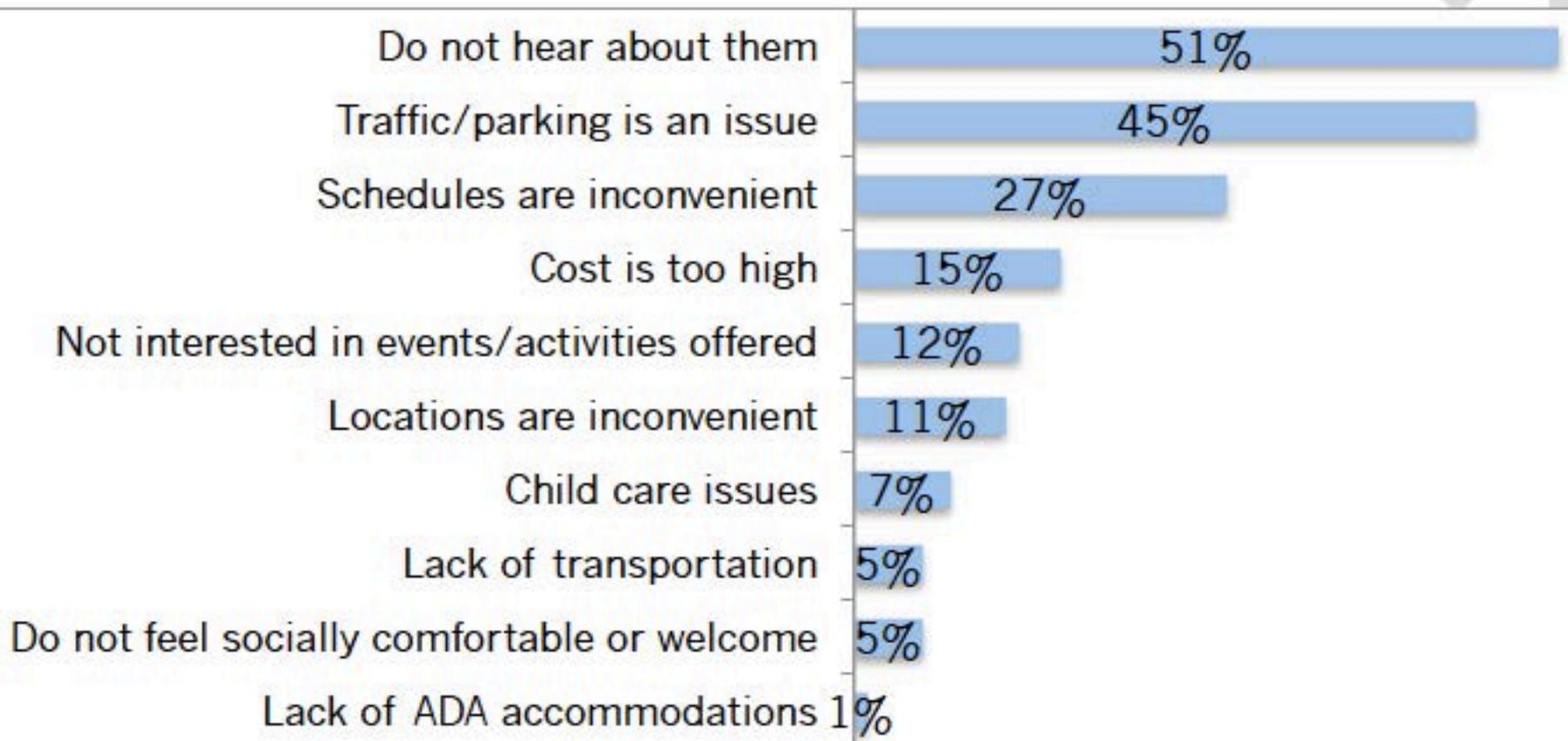
Attendance In Alexandria



Arts and Cultural Offerings Satisfaction



Barriers to Attendance



What Residents Wants More ...



Key themes

- Seeking more robust arts leadership throughout the City
- Valuing the rich history and beloved, traditional programming
- Pursuing more creative, interactive, and innovative artistic expression

Key themes

- Identifying arts supportive spaces around the city
- Creating more collaborative opportunities for artists and residents
- Working towards a culture of entrepreneurship for creative businesses and organizations

The Community Vision

“Active and cutting edge art - pushing the boundaries of what has previously been done.”

“Art for art's sake / More space for artists to live and work in our community”.

“Better publicity and marketing of opportunities to artists and the public.”

The Community Vision

“There is really nothing to do in Alexandria.”

“We need more advocacy for the arts.”

“I would like to see more activities that represent the artistic contributions of people of color.”

“I want to see more art incorporated into daily life.”

The Community Voice

Balance preservation of the rich, deep history of Alexandria with a future of new, innovative approaches to support and increase participation in the arts and creative endeavors.

THE PLAN

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Goal #1: Leadership and Governance

*Continue to evolve the Office of the Arts
as a leadership agency responsible for
guiding and implementing public policy for
the arts.*

Strategies: Office of the Arts

- Rebrand the Office of the Arts
- Enhance the arts and cultural city brand
- Prioritize arts and culture as a deliverable of “core” public services
- Special events facilitates and supports community-initiated events

Strategies: Office of the Arts

- Increase budget over long term
- Create metrics for social impact of arts and culture

Strategies: Arts Commission

- Build the Arts Commission membership to be reflective of Alexandria's geographic and demographic diversity
- Establish an orientation and onboarding program for new Arts Commission members

Goal #2: Equity, Inclusion and Access

Ensure inclusion and access in all arts, cultural, and creative endeavors.

Strategies: Equity, Inclusion and Access

- Evolve Office of the Arts to implement best practices in the area of equity and universal access
- Eliminate access barriers to arts and cultural programming for all residents, communities, and groups
- Establish appropriate taskforces to explore initiatives relevant to underrepresented stories

Strategies: Equity, Inclusion and Access

- Develop or partner with community organizations
- Explore collaborative opportunities with other city departments
- Engage qualified artists to provide programming in neighborhood settings

Goal #3: Innovative Environments

Create environments of possibilities and innovation.

Strategies: Innovative Environments

- Reimagine the Durant Center as a collaborative community arts center
- Be a catalyst to developing creative maker spaces and intentional incubators
- Build business advisory group to explore collaborative arts and creative opportunities

Strategies: Innovative Environments

- Work to plan a signature event for innovation, arts, and creativity.
- Work with leading innovation organizations to create an innovation advisory council

Goal #4: Arts Organizations / Individual Artists

*Support and Foster A Sustainable
Community of the Arts*

Strategies: Arts Organizations / Artists

- Increase the funding base for the Arts Grants Program
- Restructure the Grants Program
- Demonstrate impact

Grants: Arts Organizations / Artists

- Institutional Support for Professional Organizations
- Continued support for community-based, Volunteer-led Organizations
- Special Opportunities, Risk and Innovations Fund
- Capacity Building and Professional Development

Goal #5: Community Arts

Be a convener and facilitator for existing arts, cultural and creative events in the City. Work to expand programming and support to all of Alexandria's neighborhoods.

Strategies: Community Arts

- Develop neighborhood grant categories
- Develop a Community Engagement Strategy
- Identify partnerships and collaborations between neighborhoods and school system

Goal Review

- **Goal 1:** Continue to evolve the Office of the Arts as a leadership agency.
- **Goal 2:** Ensure inclusion and access in all arts, cultural, and creative endeavors.
- **Goal 3:** Create environments of possibilities and innovation.
- **Goal 4:** Support and Foster A Sustainable Community of the Arts
- **Goal 5:** Be a convener and facilitator for arts and cultural expression.



DID WE GET IT RIGHT?

Next Steps

- Middle October: Final Draft Plan
- Late October: Plan recommended to Arts and Culture Commission
- Oct./Nov: internal City review
- December: City Council approves plan

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