



Final Presentation

# CULTURAL ARTS MASTER PLAN

April 2013



# Cultural Arts Master Planning Process

**Review of Citywide Plans:** 2009 Comprehensive Plan; Rail Station-Area Land Use Review – 2011 Update; Summary of Revenues and Expenditures, Hotel/Motel Tax Fund; among others.

**Analysis of Arts Grants data:** Budgets and attendance figures of 26 community organizations for the period 2009-2012.

**And Statistical Data:** from sources including the 2010 US Census, and Richardson Economic Development Partnership demographics.

**Extensive Community consultations:** a Public Forum with over fifty participants; Interviews; and 6 Special Focus Groups with diverse constituencies.

**Creation of Cultural inventory data** via primary and secondary research

# Cultural Arts Master Planning Process

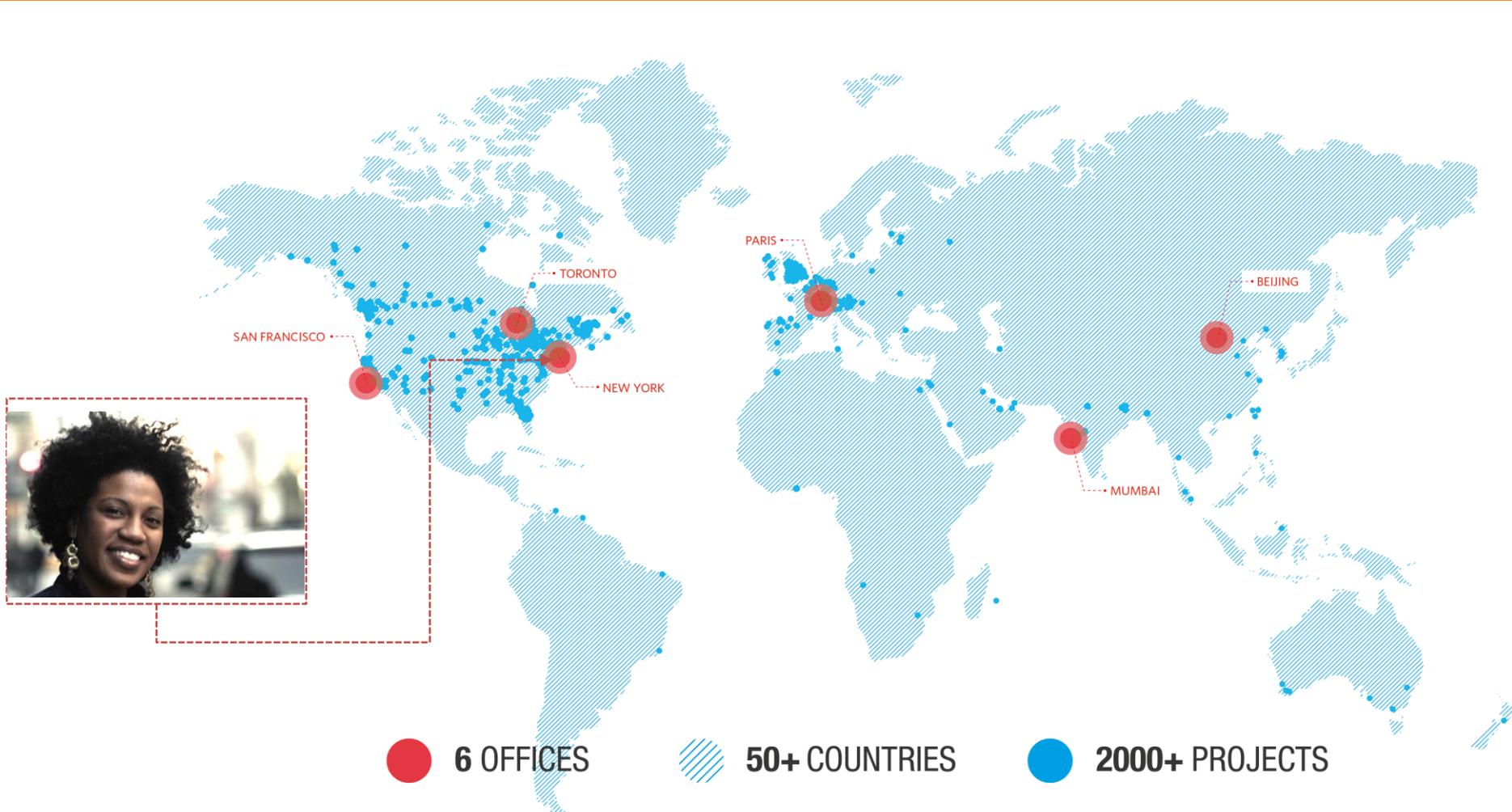
**State of Culture Presentation** to understand best practices, trends, current situation of Cultural Arts in Richardson, identify areas of need and priorities.

**DRAFT Cultural Arts Master Plan** to begin development of long-term goals, objectives and strategies for achieving both in a Cultural Arts Master Plan.

**Feedback Town Hall Meetings and Online Input** to gauge public reaction to the Draft Cultural Master Plan.

**Launch of the this Cultural Arts Master Plan** to Richardson City Officials, launching the 10-year process of plan completion.

As the leader in cultural consulting services, Lord Cultural Resources relies on a **global network of offices** in Toronto, New York, San Francisco, Paris, Madrid, Beirut, Mumbai and Beijing.



It's not just about a Cultural Arts Plan.

It's about Planning Culturally.

**Why?**

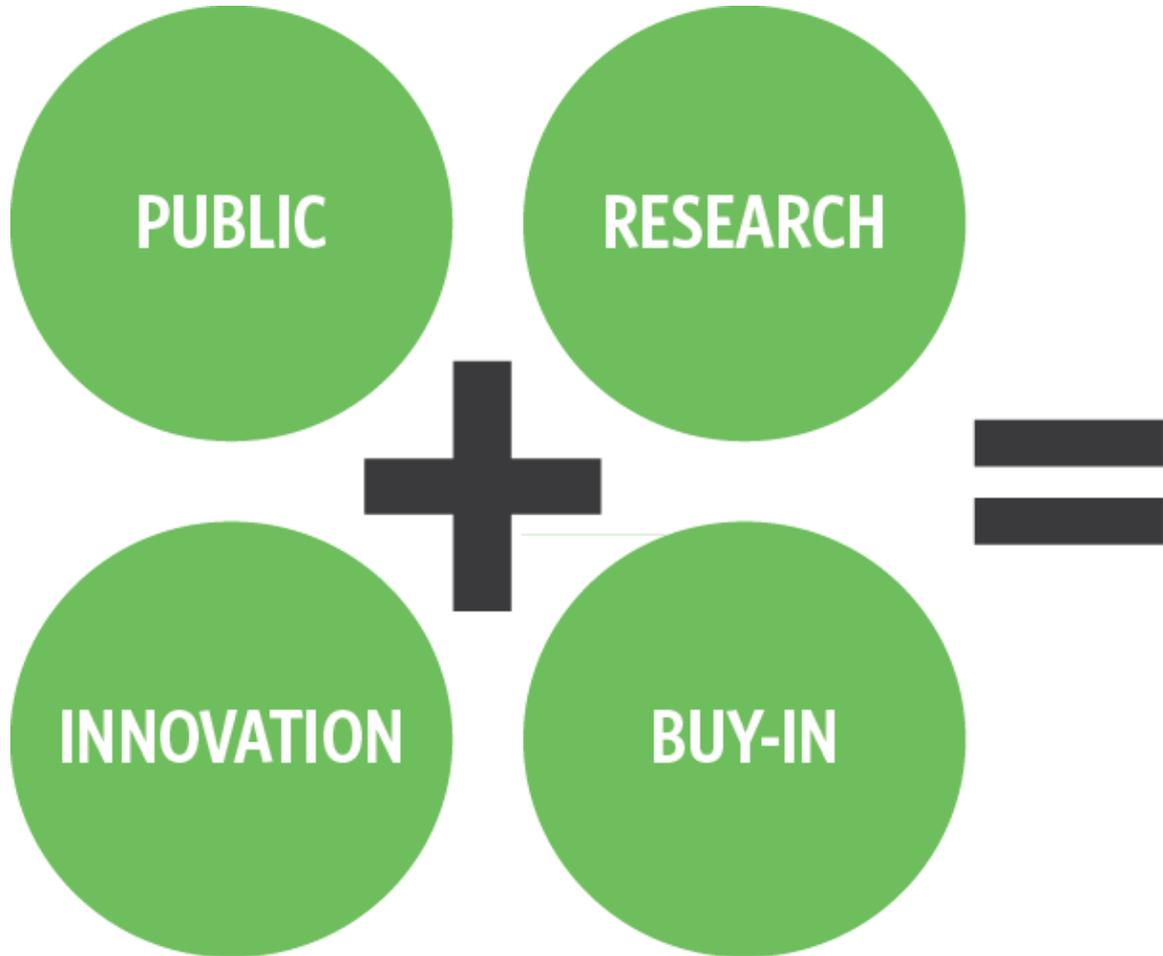
# Benefits of a Cultural Plan

- On City Objectives



- On Cultural Communities





**CITY OF RICHARDSON  
CULTURAL ARTS  
MASTER PLAN**

Richardson is a dynamic community that is committed to meeting the needs of all its citizens, of every age and background.

Richardson values and cultivates the enrichment of its population by celebrating diversity, strengthening and promoting its cultural sector, stimulating innovation and leadership, and attracting new people and ideas.

Richardson weaves culture through all aspects of city life, thus strengthening community pride and identity, enhancing quality of life, bolstering economic development and raising the city's profile throughout North Texas.

- Vision Statement for the Arts in Richardson

- **Defining Cultural Arts Needs**
- **Priorities**
- **Recommendations & Suggested Strategies**
- **Implementation and Timeline**

**Priorities of the  
Cultural Arts  
Master Plan**



## Cultivate New Generation of Cultural Arts Participants

**Impact:** Attract new generations to ensure long-term excitement, dynamism, and vitality of Richardson's cultural arts sector.



## Apply Richardson's Focus on Innovation to Cultural Arts

**Impact:** Ensure sustainability and vibrancy for culture in Richardson by garnering support from corporations, employees, and next generation residents.

# Promote Richardson through Citywide Cultural Arts Offerings

**Impact:** Raising awareness of the city's cultural assets will increase visitation to Richardson, accessibility to the arts, culture and heritage, and broaden the perspectives of the community.





## Focus on Strength in Numbers: Cultural Clusters

**Impact:** Animating and enlivening cultural arts in clusters or close proximity will create and sustain vibrant cultural streetscape throughout the city. Attracting new audiences to the cultural arts.



## Plan an Effective Cultural Tourism Strategy

**Impact:** Establish a quantifiable opportunity to expand the economic impact of culture in Richardson. Additionally will strengthen the city's regional brand as a place for culture.



# Maximize the Impact of the Arts Commission

**Impact:** Foster a more robust, balanced, and sustainable arts community in Richardson with augmented collaborative opportunities between the for-profit and non-profit sectors.



# Deploying the Plan

## **Who: Strategy Development**

Priority Implementation Workshop with RAC and City Staff

Individual meetings and workshops with City Staff and Commissions to plan culturally

Alignment of the arts grants budget to priorities

## **How: Planning Culturally**

Build City department annual plans around the Cultural Plan

Design public engagement strategy

Establish annual strategic review points/ dates

Development of funding strategies

## **When: Identification of Implementation Process & Timeline**

Develop Evaluation Tool

Guided Monitoring of Plan Implementation

# Communication and Outreach

- Post the final Cultural Arts Master Plan on COR website
- Outreach to the past participants in planning process
- Conversations with key community partners and City Departments
- Dialogue with 26 arts organizations receiving RAC grants
- Identify opportunities with strategic corporations

# RAC Next Steps

- Revise Arts Grant Criteria to reflect priorities identified in the Cultural Arts Master Plan - INITIATED
- Develop an online arts calendar in partnership with local arts organizations
- Hold a joint meeting with the Parks and Recreation Commission to discuss ideas on future collaborations

# RAC Next Steps

- Create a Public Art Master Plan to guide the community's efforts
- Continue to apply the expanded definition of cultural arts to community and city programs and initiatives
- Identify and develop short-term and long-term funding strategies for recommendations identified in the Cultural Arts Master Plan

**10-year Cultural Arts Master Plan**

**6 Priorities**

**17 Recommendations**

**86 Suggested Strategies**

# QUESTIONS?

## Contact Details:

Joy Bailey Bryant

[jbailey@lord.ca](mailto:jbailey@lord.ca)

646-375-2500

# Why a Cultural Arts Master Plan?

- Support culture as an engine for a creative economy, attracting and retaining young professionals.
- Nurture Richardson's future cultural leaders, artists, volunteers and audiences.
- Leverage Richardson's network of attractions and venues.
- Position culture as an integral part of Richardson's overall municipal responsibilities.