

# Healdsburg Arts and Culture Plan

Creative Leadership Team Meeting

July 31, 2019

# Planning Process

# The Overarching Goal

An aspirational yet achievable roadmap  
for arts, creative, and cultural development  
in Healdsburg.

# Planning Goals

Current state of the arts

Cultural and creative assets

Meaningful and broad engagement

Comparable cities benchmarking

Profile of creative sector

Connections, collaboration, partnership

City role

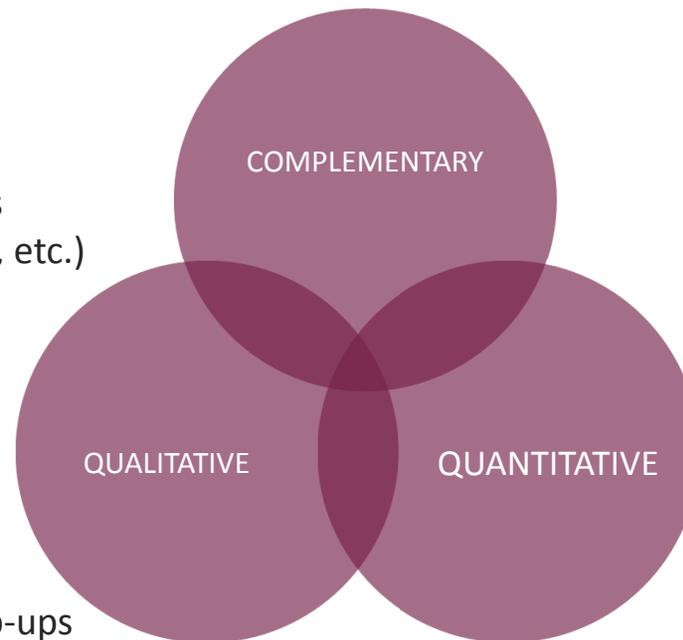
# Research and Engagement

## PRE-PLANNING AND COMPLEMENTARY

- Document review
- Communications plan
- Engagement strategy
- Current existing conditions (funding, government role, etc.)

## QUALITATIVE INSIGHT

- In-depth interviews
- Discussion groups
- Community workshops & pop-ups



## QUANTITATIVE INSIGHT

- The Creative Vitality Index
- Asset inventory
- Comparable Cities
- Community survey (open)

# Why we research and engage...

Build own vision for an arts and cultural life

Creates the conditions to listen and learn

Creates a sense of shared responsibility and ownership

Stimulates broad awareness, consensus and political will

Defines appropriate roles for the City & stakeholders

# Plan Development

Connects to Healdsburg's unique *sense of place*

Reflects local history, tradition and community values

Grounded in research and community voice

Identifies key partners and funding options

Identifies role for City

Establishes metrics for success

Is flexible and adaptable

# Planning Schedule

September 2019:

- Stakeholder meetings/discussion groups
- Engagement planning

October 2019:

- Design Summit
- Discussion Groups - artists, creative sector, galleries, agriculture sector, etc
- Community discussions

November 2019:

- Community discussions/meetings (place-based)

# Planning Schedule

January 2020:

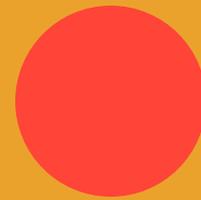
- Preliminary recommendations

February/March 2020:

- Draft plan
- Community and stakeholder vetting

March/ April 2020:

- Final Plan



# Group Exercise:

Current State  
Desired State

# Healdsburg: State of the Arts

## What are the notable strengths and resources?

- Number and quality of art galleries and nonprofits (Voigt Foundation specifically mentioned)
- Diversity of population – (seniors - free time and interest)
- Plaza,
- Music concerts
- Visual artists
- Tourism
- Beautiful environment/Landscape
- City support of the arts
- Jazz Festival, Tuesday Plaza, Farmers Market, Culinary arts, Raven Theatre, Día de los Muertos (Day of the Dead), library and museum, music scene, Coyote and Elephant In the Room,
- Remarkable strength of art appreciation and nonprofits, FFA parade, Boosters, artist in residencies,
- Alex Film Festival

# Healdsburg: State of the Arts

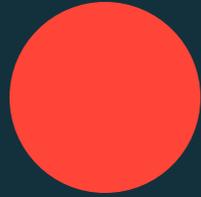
## Where/what are the barriers, gaps in the cultural system

- Diversity of the arts (inclusion)
- Affordable spaces
- Lack of community marketing of arts
- Cohesion of arts community
- A need for edgier arts
- Underrepresentation of youth
- Lack of strategic leadership
- Empirical data and evidence of benefits
- Community vision
- Lack of arts identity
- Wayfinding
- Existing facilities
- Meeting spaces
- Showcasing existing programs
- Lack of artist residency
- No organizing group or arts council
- Lack of outside awareness
- A need for Central calendar of arts events
- Accessibility for all, inclusion
- Difficult to coordinate and connect nonprofits (grant writer)
- Diminished arts education opportunities (in school)
- Cross-collaboration cross pollination of arts
- Lack of arts gathering spaces
- A need for intergenerational maker spaces
- Lack of engagement of marginalized communities

# Healdsburg: State of the Arts

## In a few words, describe Ideal Vision.

- Unified branding
- regular schedule of events and programs
- Inspired collaboration and communication about the arts
- Improved communication between city and sectors –
- Maker spaces and expression spaces woven throughout city
- Accessibility, engagement in education (across demographics)
- Professional arts center space – multi-use/flexible
- 2A community actively engaged in the arts – attracts visitors – top notch facilities
- Platform for artists to be known and succeed as the city succeeds.
- Magnet for the arts. (Santa Fe, Laguna Beach, Mendocino)
- Higher scale galleries and arts



# Creative Leadership Team

# Role of Creative Leadership Team

Advisory role for the planning process

Attend 7 - 9 meetings; July 2019 – March 2020

Review planning materials

Identify and discuss planning issues

Assist and attend engagement

Hosting or identifying meeting locations

Review draft and final plans

Prioritize the needs of the community

**Be an ambassador for the process!**

# Future CLT Meeting Dates:

**Thursday, September 26:** Engagement design; stakeholder meetings

**Thursday, October 17<sup>th</sup>:** Design Summit

**Thursday, November 7<sup>th</sup>:** Listening tour update

**January – March 2020:** TBD

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Thank you!