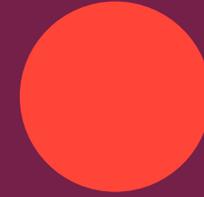


ELEVAR

nuestras artes y creatividad



Creative Leadership Team Meeting

January 15, 2020

ELEVATE

our arts & creativity





2019 Refresher!

Stakeholder Engagement (3 site visits)

Arts leaders

Latino community leaders

Local artists

City Leadership (Council and Staff)

Creative Sector (for profit)

- Culinary

- Architects

- Gallery Owners

Educational leaders

Parks and Recreation Commissioners

Community groups (organized)

Philanthropists

Snapshot: Amazing Healdsburg

History and heritage

The spirit of the community

Small town sense of place

Location, location, location

Geographic beauty

Rich agriculture and wine culture

Stand-out culinary sector

Collaboration of arts and creative sector

Philanthropic community

Snapshot: Critical Issues

Cost of living

- Attracting and retaining workers

- Family flight

- Homeownership

- Housing

Lack of cultural and economic diversity

Changing demographics

Climate change/ Fire safety

Balance of cultural tourism/agriculture with cultural needs of residents

Lack of activities that are accessible and/or affordable

Lack of quality arts events

Limited cultural facilities

Limited role of City in the arts (historically)

No public art ordinance (public or private development)

Top conversations with stakeholders are about...

Artists in the Community

Cultural Equity

Cultural Tourism

Healdsburg Brand

Places and Spaces

Public Art

Snapshot: Opportunities

Branding the city differently

Expanding role of City government

Expanding public art for more impact and create policies

Creating cross over experiences with the arts and other sectors

Taking advantage of the generational and cultural divides

Letting artists play a larger role community planning

Facilitating collaborations with arts organizations (spaces, programming, youth programming, etc.)

Developing opportunities for public/private partnerships

Addressing accessibility and affordability

Taking advantage of other planning efforts (activation of parks)

Multiple opportunities (existing and future) to address space and venue challenges



2020 Engagement and Research

2020 Stakeholder and Community Engagement

Public Art Tour (February 1)

Finish stakeholder engagement (Feb 4-6)

March 5-7 : Testing Priorities

Community Conversations

Community Gathering

Community Survey

Public Art Tour: Itinerary (draft)

San Francisco:

Yerba Buena Performing Arts Center

San Francisco Public Art Tour

San Jose:

Martin Luther King Jr. Library and Art Collection

Hammer Theater (with Department of Cultural Affairs)

San Jose Public Art Tour

2020 Additional Research

Community Survey (quantitative testing priorities and preferences)

Healdsburg Creative Vitality Index (creative sector economic impact)

Cultural Asset Inventory for Mapping (creative sector)

Benchmarking Cities for Innovation (programs, policies, crossover strategies)

Engagement Design Ideas

Large Community Gathering to test priorities

- Creative activities/gamification
- Facility: Design your vision (can be place-based or open)
- Define arts for Healdsburg
 - I want Healdsburg to be....
 - What does art mean to you and your Healdsburg?
- Your Healdsburg: Poem (10 words)

Addressing Accessibility and Cultural Equity

- Smaller, bi-lingual discussions
- City affordable housing locations (current)

Promoting Creative Places

- Topic focused discussions at targeted locations



What you can do

Participate and Share!

Help to get us back on track: Be an ambassador for the planning process!

Attend and listen at community gatherings

Share the survey (to come)

Encourage people to attend public events and meetings