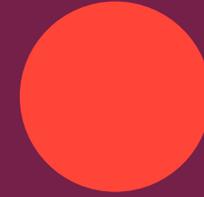


ELEVAR

nuestras artes y creatividad



Creative Leadership Team Plan Review Workshop

December 17, 2020

ELEVATE

our arts & creativity



Site Visit Summary

Organizational Updates

- Corazon
- Healdsburg Jazz Festival
- Healdsburg Center for the Arts

Stakeholder Interview

- Elizabeth Pembroke / Pembroke Studios
- Holly Hoods / History Museum

Community Engagement Planning

- Linus Lancaster and Ash Weiss and Students (Isabelle, Lucy and ?)

Site Visit Summary: Significances

The City is and should continue to be a convener.

All defining a new direction: Corazon, Healdsburg Jazz, Healdsburg Center for the Arts.

Communication and alignment of strategies and all plans is critical.

Representation of all the community in decision-making.

Promoting locals to locals.

Highlighting the evolution of arts and culture in Healdsburg.

Emphasis on partnerships and sharing.

Indoor and outdoor opportunities here to stay.

Site Visit Summary: Events/Activities

More high quality and creative functional art

Grassroots arts events, arts openings, and temporary installations for economic impact.

Unexpected experiences (alleyway programs)

More art classes – outdoors, youth, photography classes, etc.

More dance and performing arts opportunities

Art as a coping mechanism for youth – Youth making art are healthier.

Thematic community benefit event encouraging local professional artists to engage.

Plan Additions and Revisions

1. More emphasis on marketing and promoting the value of the arts and artists
2. Consideration of a signature communitywide festival/event
3. Addition of specific language about representation and inclusion for the Commission
4. Crossover recommendation for arts and cultural activities and cultural design of parks
5. Highlight outdoor venue possibilities for programming
6. Additional description of shared space – office, admin, co-working
7. Articulation of different approaches to the cultural trust recommendation

Front of the Book Sections

Table of Contents

CLT Representation

Vision/Cultural Equity/Artistic Excellence Statements

Creative Strength in Times of Crisis

Creative Economy

Spanish Language Options

Status of Unfinished Sections

Table of Contents and CLT Representation

1. Does the flow and content feel right to you?
2. Are there any sections/focus areas missing?
3. How do you want the CLT to be represented?
 - Current narrative
 - Introduction letter signed by all?
 - Photograph?
 - Other ways?

Vision Statement: Before and After

Previous Version: Healdsburg is widely recognized as a community valuing culture by connecting people and inspiring interaction and dialogue. We support and inspire creators/makers of art, music, dance, theater, film and artisanal food. We bring together people to interact, get involved, and appreciate cultural offerings through shared experiences.

Current Version: Healdsburg is revered for the unique public interaction, dialogue, and expression that inspires its own distinctive artforms. The community is deeply enriched by our makers of art, music, dance, theater, film, and cuisine — and we are intrinsically connected through our shared culture and experiences.

Cultural Equity Statement

The Arts and Culture Community Plan values all cultures of Healdsburg. It encourages sharing among those cultures to build a strong and interconnected community and supports equal empowerment and representation of all cultural perspectives. The plan's full intent is to recognize and support all artists, creative workers, and arts and culture organizations representing the various cultural backgrounds within the Healdsburg community.

Artistic Excellence Statement

Healdsburg is a unique arts and cultural destination with exceptional art galleries, restaurants, arts organizations, wineries, and more. While implementing this plan, it is imperative to develop and observe standards of excellence related to plan goals and actions, especially for the public art program and facilities development. Although the terms quality and excellence hold different meanings depending on the setting, plan implementation will maintain defined standards of excellence which are to be guided by the community and the City.

Creative Strength in Times of Crisis

This is a first and arises from Healdsburg's distinct circumstances.

- Broader than a COVID statement, its focuses on the capacity of Healdsburg's creative community to serve the whole community in times of crisis and recovery.
- Focus on arts-as-sustainability.
- This section brought forward for emphasis, in the “front of the book.”

Questions

1. *Repeat the goal and strategies in the Plan chapter, as a 6th goal?*
2. *Add sidebar/images of Healdsburg projects, e.g. Scarecrow, Jessica Martin's Voices, etc.?*



Creative Economy

Snapshot of the Arts in Healdsburg 2018



Creative Vitality Index



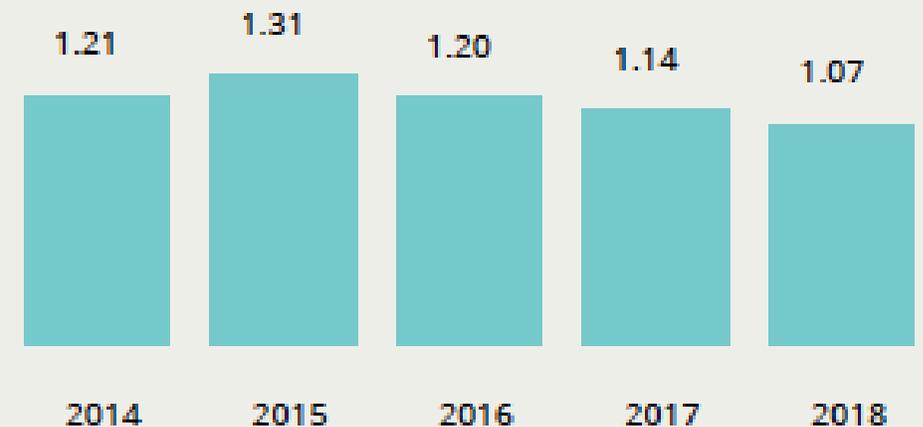
1.07

CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



Creative Economy

GAIN

▲ 5%
since 2017

2018 Creative Jobs



658

Total Creative Jobs

There are 33 more creative jobs in the region since 2017

Occupations with greatest number of jobs



GAIN

▲ 6%
since 2017

2018 Creative Industries



\$26.8M

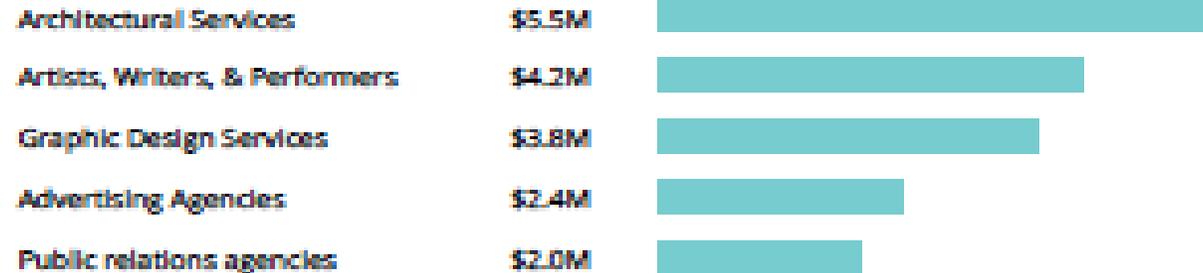
Total Industry Earnings

There is a gain of \$1.7 million in creative industry earnings in the region since 2017

Industries with greatest earnings

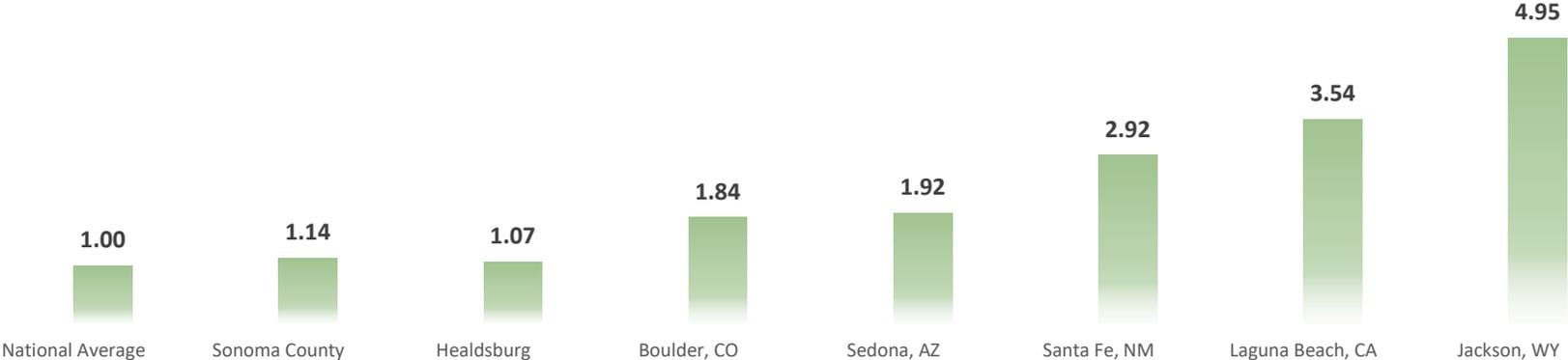
Industry type

Industry Earnings



Creative Economy

Creative Vitality Index: National Average
Benchmark Comparisons (2018)



Status of Unfinished Sections

Healdsburg History: *Holly @museum writing a narrative about arts and culture history*

Cultural and Creative Assets: *Lists being vetted by City and CLT volunteers. Next step will be visual mapping.*

Plan Research and Engagement: *Pending community survey and community engagement in January/February*

Next Steps:

Student art engagement project

Survey launch and promotion: January 11th, 2021

Engagement planning

Site visit decisions