

A Cultural Plan for Pierce County

What, why, & how

October, 2009

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 **ENGAGE**



What is cultural planning?

- Community planning with arts & cultural “lens”
- Engage community *and* cultural sector
- Creative/cultural interests, needs, priorities
- Make better use of existing, limited resources
- GOAL: Serve cultural and County priorities



What do we mean by “culture?”

- We use a broad definition – including, but not limited to “fine arts”
- The sum total of community’s customs, beliefs, traditions
 - ethnic/racial/cultural expressions
 - history and heritage
 - science, broadcasting, media
 - landmarks, parks, built environment, etc.



Why cultural planning?

- Strengthen the County's creative economy, overall economic development, cultural assets
- Improve County-wide access to opportunities for creative learning
- When resources are scarce, it is always wise to plan
- Build on and update earlier cultural planning efforts



What are areas typically considered?

- Cultural economic development
- Cultural/creative education
- Artist/organization development
- Neighborhood/community cultural activities
- Diversity (ethnic, racial, economic, geographic)
- Cultural participation/audience development
- Private/public resources



Who are the consultants?

- Marc Goldring, Associate Principal, WolfBrown
 - Community planning for arts and culture, formerly a studio craftsman for 17 years
- Claudia Bach, President, AdvisArts Consulting
 - Planning with artists, arts organizations, and public sector, Seattle-based
- Bonnie Berk, President, BERK and Associates
 - Strategic/economic development planning, asset mapping





How is the community engaged?

- Facilitate the County-wide Steering Committee
- Conduct individual and group meetings on specific topics
- Gather feedback at public meetings to engage County residents
- Provide electronic access to planning documents for community residents



What research will be done?

- Review of relevant past reports and data
- Key person interviews throughout the County
- Cultural asset mapping to understand existing resources and relationships
- Assessment of existing cultural capacity (organizations, artists)
- Research into comparable counties & programs



What is the timeline for the project?

Phase 1: Assessment of Community Needs and Resources (Sept-Dec)



Phase 2: Goal Setting and Cultural Needs Assessment Development (Dec-Jan)

Phase 3: Cultural Plan Development (Jan-Apr)



Details of the work plan

Phase 1 (September – December)

- Initial review, set schedule, etc.
- Begin research
 - Comparable county/program research
 - Cultural asset mapping
 - Cultural capacity assessment
- Community engagement



Details of the work plan, cont'd

Phase 2 (December – January)

- Analysis and synthesis
- Steering Committee review of “Critical Issues Report”
- Community engagement
- Integrate feedback, draft “Cultural Needs Assessment Report”



Details of the work plan, cont'd

Phase 3 (February – April)

- Steering Committee review of Cultural Needs Assessment Report
- Community engagement
- Draft Cultural Planning Report
- Steering Committee review of draft
- Revise/present final Cultural Planning Report



The role of Steering Committee

- Represents a broad cross-section of the County
- Ad hoc, single-purpose committee to...
 - Give feedback and guidance to consultants
 - Represent various points of view in the County
 - Review, comment on drafts and approve final draft to be submitted to Arts Commission



The role of Arts Commission

- Represents official advisory body to County
- On-going voice for arts and culture
- Among other functions will...
 - Have representation on the Steering Committee
 - Consider policy issues and priority-setting once plan is completed
 - Serve as long-term advocates, educators about cultural plan



How can people participate?

- Attend the community meetings
- Updates on Arts & Cultural Services Division's dedicated cultural planning web page (www.piercecountywa.org/arts)
- Join TacomaArts listserv to get meeting announcements (<http://www.tacomaculture.org/arts/listserv.asp>)