

HOUSTON'S ARTS AND CULTURAL PLAN

Framework Overview Presented by
Minnette Boesel
Mayor's Assistant for Cultural Affairs

Debbie McNulty
Lead Consultant

Houston City Council
Quality of Life Committee
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Mayor's Office of
Cultural Affairs



Dixie Friend Gay, Houston Bayou
George Bush Intercontinental Airport

BACKGROUND

- Arts and cultural assets are synonymous with great cities
- Greater Houston's abundant range of activities in arts and culture enrich lives, build community, enhance civic identity and fuel a prosperous creative economy
- Currently no cultural plan articulating overall City vision
 - Last cultural plan completed in 1993
- Envisioned as a component of the General Plan

PREVIOUS INITIATIVES

Center for Houston's Future : **Arts and Cultural Heritage Indicator Report**

Kinder Institute for Urban Research: **ARTS SURVEY: Participation, Perceptions & Prospects**

Texas Cultural Trust: **Impact of Arts & Culture Industries in Texas**

Americans for the Arts: **Arts and Economic Prosperity IV, Harris County, Texas**

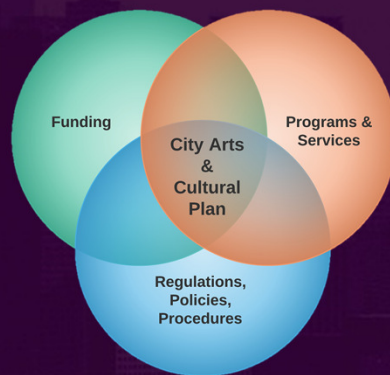
Houston Arts Alliance, University of Houston, Greater Houston Partnership: **The Creative Economy of Houston**

PLAN BENEFITS

- Clearly articulated Arts and Culture vision for City's future
- Practical guide for deploying City resources to meet cultural and arts objectives
- Ensure City efforts are coordinated—both internally and externally

PLAN BENEFITS

- Increase public input in informing City arts and culture goals
- Increase engagement in arts and cultural activities



PROJECT DEVELOPMENT

- Mayor directed the Office of Cultural Affairs to start the cultural plan process
- Lead Consultant: McNulty Consulting
- Review of cultural plans from other cities
- Volunteer Co-Chairs: Philamena Baird and Rick Lowe
- One-on-one stakeholder interviews
- Internal department meetings and external meetings with stakeholder groups

WHAT DID WE LEARN?

- Need to distinguish as an arts and cultural plan
- Broad appreciation for value of arts and cultural activities
- Leveraging local assets & unique character of place needed to differentiate Houston from other global destinations
- Strategic vision necessary to fully realize opportunities and potential
- Strong support to include voice of the community as broadly as possible

THE ARTS & CULTURAL PLAN WILL...

- Build on previous community visioning efforts and existing plans, studies, policies, practices and regulations
- Be led by the Mayor's Office of Cultural Affairs
- Have a robust public engagement process with public meetings and extensive online tools
- Engage City Departments, Houston Arts Alliance, related agencies, organizations and individuals
- Be funded through existing Hotel Occupancy Tax revenues



MAJOR COMPONENTS

- Vision Statement
- Participation and Development Strategy
 - Engaging global audiences and enhancing urban life
- Performance Indicators
- Implementation Strategy
- Tools, guides, sample initiatives, case studies

COMMUNITY ADVISORY COMMITTEE

Omar Afra	Jim Mills
Philamena Baird	B.N. Murali
Jane Cahill	Judy Nyquist
Cecil C. Conner	Theola Petteway
Terri Diraddo	M.A. Ramji
Jefferson Todd Frazier	Juanita Rasmus
Roland Garcia	Robert Robbins
Sonia Garza-Monarchi	John Roberts
Harry Gee	David Ruiz
Jonathan Glus	Cissy Segal Davis
Guy Hagstette	Jenni Rebecca Stevenson
Vernita Harris	Danille K. Taylor
Tammy Kahn	Gary Tinterow
Yani Rose Keo	Phoebe Tudor
Perryn Leech	Don Woo
Rick Lowe	Fred Zeidman
Ayanna Mccloud	Gwendolyn Zepeda
David D. Medina	

ACTIVITIES

- Announced Co-Chairs: Philamena Baird and Rick Lowe
- Formed Community Advisory Committee
- Hosted public kickoff event with Mayor
- *ByYou City - online civic engagement site shared by General Plan and Arts and Cultural Plan*



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Welcome to ByYou City: Houston's Online Home for Civic Engagement.

With over one million residents expected to move to Houston in the next 20 years, the City of Houston is launching a yearlong project designed to create a visionary roadmap to accommodate this monumental growth. We want to hear from you!

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Defining Culture
Posted Nov 6 · 37 Interactions · 22 Days Remaining

What does "culture" mean to you?

Description

We all define "culture" in our own unique way. Ethnicity, Food, Arts, Worship, Heritage—these are all words that come to mind when we describe culture. What are the top three (3) phrases that resonate with you when you think about your culture?

NEXT STEPS

- Updates to the Quality of Life Committee
- Announce Community Advisory Committee
- Finalize project consulting team
 - Request for Proposals (RFP) selection for strategy consultant
- Engage community in ByYou City site
 - Open Houston Writathon, civic and community events
- Participate in Council Member community meetings