

# 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

Monday, November 17, 2014



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**

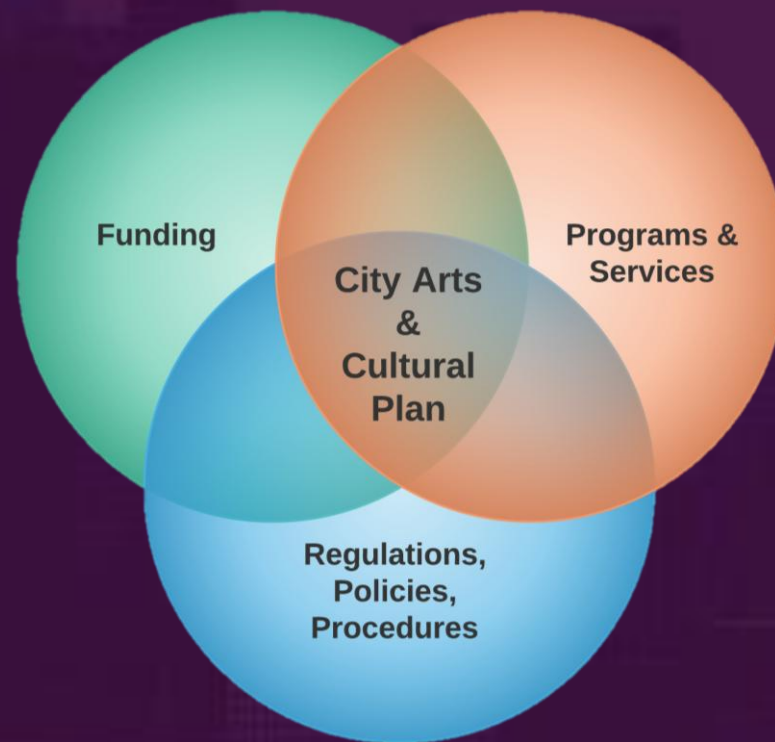
Houston Arts Alliance, University of Houston, Greater Houston Partnership:  
**The Creative Economy of Houston**

# 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

Philamena Baird

Jane Cahill

Cecil C. Conner

Terri Diraddo

Jefferson Todd Frazier

Roland Garcia

Sonia Garza-Monarchi

Harry Gee

Jonathan Glus

Guy Hagstette

Vernita Harris

Tammie Kahn

Yani Rose Keo

Perryn Leech

Rick Lowe

Ayanna Mccloud

David D. Medina

Jim Mills

B.N. Murali

Judy Nyquist

Theola Petteway

M.A. Ramji

Juanita Rasmus

Robert Robbins

John Roberts

David Ruiz

Cissy Segall Davis

Jenni Rebecca Stephenson

Danille K. Taylor

Gary Tinterow

Phoebe Tudor

Don Woo

Fred Zeidman

Gwendolyn Zepeda

# 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*



# 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!

[f Connect with Facebook](#)[or Sign Up with Email](#)

## 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