

City of Santa Fe Arts Commission Arts, Culture and Creativity Agenda

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Background

Since 1987, the City of Santa Fe Arts Commission has provided programs to support arts and culture in Santa Fe. Having served the community for over 25 years, the Commission has taken the development of this “Arts, Culture and Creativity Agenda” as an opportunity to reflect on the current needs of the community and the role of a local arts agency in contemporary culture. In partnership with Mayor Javier M. Gonzales and other City leaders, we undertook a year-long process to fundamentally reexamine our work by viewing programs, funding and resources as tools for achieving a larger civic goals. Moreover, we approached this work committed to the idea of embracing our role as a catalyst, convener and collaborator. The Agenda that has resulted takes the City’s arts policy into the next 25 years in a way that is sustainable and meaningful to the entire community.

Mission

We provide leadership by and for the City to support arts and cultural affairs; we recommend policies and programs that develop and promote artistic excellence in our community.

Vision

Our vision is for a thriving, collaborative, interdisciplinary cultural community that possesses a variety of resources, spaces and pathways that support the educational, economic and creative needs of Santa Fe.

Values

Approachability

We welcome participation of artists, nonprofits, businesses, educators and the public in our work, serve as a resource to them, and are dedicated to convening and facilitating discussions that consider all viewpoints.

Commitment

We are dedicated to leadership that advances the arts in Santa Fe and to serving as a true community organization, partner and collaborator.

Creativity

We embrace forward-thinking policy approaches that result in innovative, imaginative, synergistic programming and create economic sustainability in our community.

Integrity

We demonstrate professionalism and fairness in our work, are informed and prepared on issues affecting our community, and are diligent and culturally aware in our decision-making.

Learning

We are knowledgeable and discerning about arts and creativity in Santa Fe, remain informed of local and national trends in the arts, and actively develop our understanding of and engagement with all art forms.

Policy Planks & Opportunities

Our vision is supported by four policy planks, or themes, supported by strategic opportunities.

Youth Arts

Support a continuum of opportunities for youth to benefit from our community's cultural resources.

- Ensure all students have access to in-school and/or after school arts education programs; be a resource for such programs.
- Foster the development of mentoring, internship and apprenticeship programs in the creative sector.
- Partner with youth organizations and agencies across our community.

Economic Growth

Develop strategies that advance our community's cultural assets for long-term viability and profitability.

- Provide stewardship of our cultural resources and responsible promotion of the Santa Fe brand.
- Coordinate efforts that market our multiple accessible arts activities to increase visitors and attract the creative industry to our community.
- Offer micro-grants to support the development of new cultural resources and nontraditional/cross-discipline activities.
- Build infrastructure and capacity to support a thriving creative economy.

Creative Spaces

Sustain spaces throughout our entire community that promote creative dialogue and exchange.

- Identify and activate a network of creative spaces throughout our community, focusing on existing and nontraditional venues.
- Support the development of authentic places across our city for people to live, work and gather both formally and informally.
- Prioritize the creative sector in community development; ensure adequate infrastructure for creativity.
- Cultivate projects and programs that activate public spaces through creativity and the arts.

Engagement

Provide all Santa Feans access to and participation in the creative life of our community.

- Survey and assess the cultural needs of the community.
- Facilitate discussion and collaboration to encourage participation in the arts by everyone in the community.
- Galvanize cross-disciplinary programming that builds on existing public events and venues across our city.
- Enhance infrastructure and outreach that boost participation in arts and cultural activities.

Initiatives

Our work in the community is guided by specific initiatives that leverage resources and opportunities through existing and new programs. These initiatives are grouped into five major programmatic areas:

Arts Education

- Convene arts education providers, educators, artists and arts organizations in a discussion about community-wide arts education services both in and out of school.
- Partner with the Children & Youth Commission and Human Services to examine collaborative efforts to bolster arts education opportunities throughout the city.
- Continue to provide financial support to a range of arts education service providers via the Community Arts Development Program.
- Examine the creation of a “Youth Arts Ambassadors” program to engage youth as advocates for the arts in their home town.
- Assess the feasibility of reinstating the Community Youth Mural Program to increase direct arts experiences for youth, address graffiti in the community and provide employment opportunities for youth and artists.

Livelihood Opportunities

- Strengthen existing artist professional development needs by surveying and assessing the needs of artists; convening service providers to map existing services; developing mechanisms for connecting artists to services.
- Increase promotion of public art opportunities to build a broader response.
- Institute public art micro-grants for artists in support of community/neighborhood projects.
- Pilot a purchase-only public art component to acquire a collection of art from local artists/galleries.
- Support creative tourism industry through continued development of the Creative Tourism Program.

Creative Community Support

- Convene a Cultural Affairs Advisory Committee to provide input for sustaining and developing Santa Fe's cultural assets.
- Explore the creation of "sudden opportunity" micro-grants to support the marketing and promotion of new and emerging arts events/programs.
- Examine the development of a collaborative projects grant category to encourage the presentation of city-wide/multi-partner events that promote tourism in Santa Fe.
- Assess existing grant programs in terms of relevance and impact; refine program to increase access and benefit.
- Establish the Literary Arts Program taskforce to identify ways that collaborative literary programs can occur throughout the city to build upon the success of the Poet Laureate Program.

Cultural Industries Collaborations

- Identify partnership opportunities to increase access to micro-loans for the creative industry, entrepreneurs and businesses.
- Engage Economic Development Division to explore areas of possible collaborative opportunities.
- Through international networks (UNESCO Creative Cities/Sister Cities) leverage opportunities to connect local artists with global audiences via exchanges, exhibits and visits.
- Create a City of Santa Fe "Summer Youth Cultural Passport" program to encourage visits to cultural institutions.

Community Awareness & Involvement

- Prototype online content marketing program to create a centralized hub for the promotion of arts and cultural events via grantee-generated content.
- Develop and implement a comprehensive marketing and promotion plan for the Arts Commission to increase knowledge of and participation in programs and services.
- Create targeted marketing plan for the Community Gallery to increase visibility of local art to visitors.
- Develop engagement strategies to position the Community Gallery as a social/educational hub for the arts through increased outreach, lectures, workshops, trainings, school gatherings, readings and other community-related events.
- Examine current public art best practices; assess community needs; develop action recommendations for development of a more dynamic public art program.