



# Arts and Cultural Plan Community Advisory Committee

Mayor's Office of Cultural Affairs  
August 25, 2015



# AGENDA

**Welcome**

**Project Update**

**Revised Vision and Recommendations**

**Plan Indicators**

**Closing**

# PROJECT UPDATE



*Houston Mini Mural by Wiley*

Thank you Advisory Committee! Last meeting 8/25

Last update to Quality of Life Committee 8/26

Public comment on draft vision statement and recommendations through 8/31

Distribute draft plan to Advisory Committee 9/2

Fast turn around for comments by 9/8

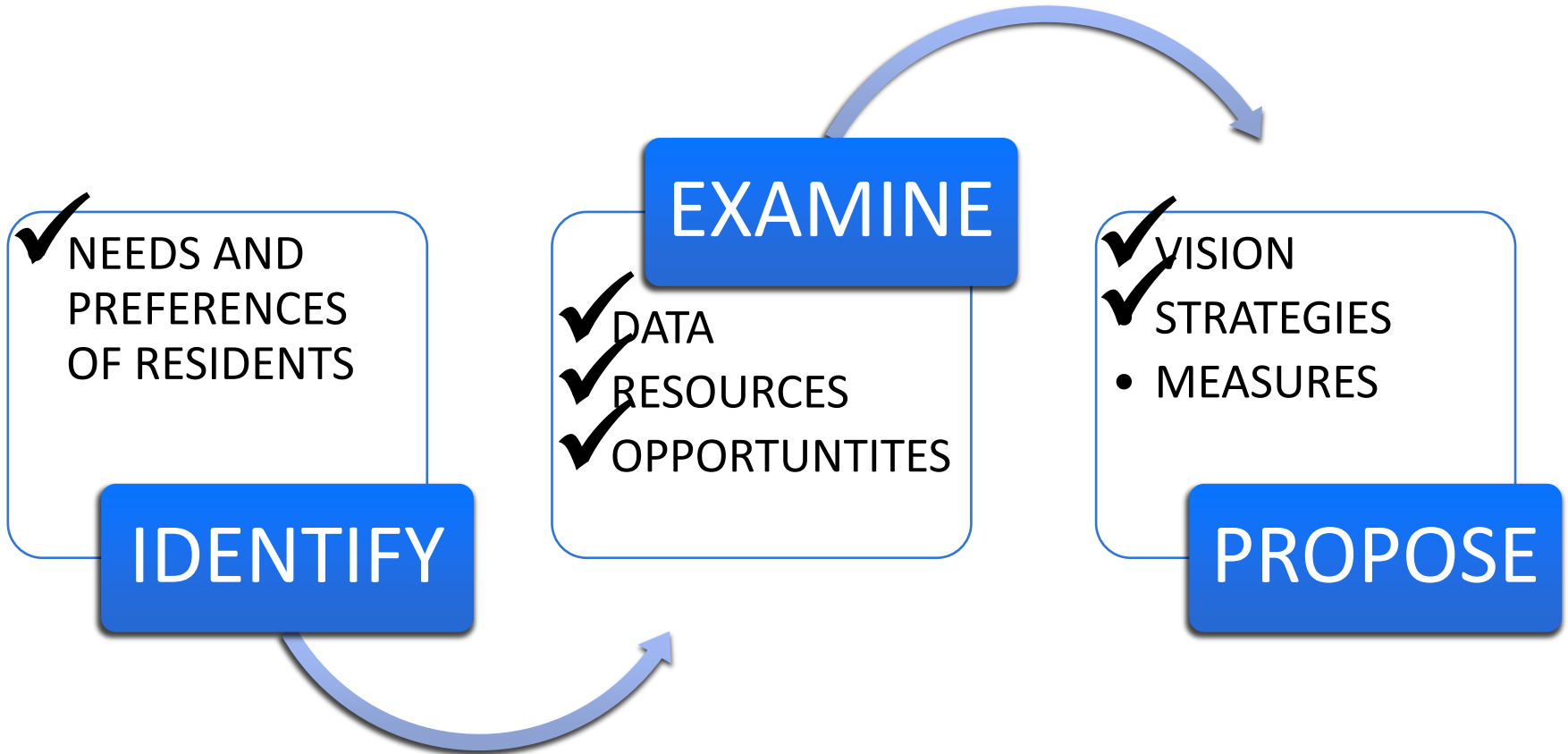
General Plan to Council mid-September

ACP to Council late September





# PLAN FRAMEWORK



# VISION STATEMENT



*Houston Mini Mural by Anat Ronen  
South Gessner @ Creekbend  
Photo: bigkidsmallcity.com*

“The vision for the City of Houston Arts and Culture Plan is to create an enabling environment in which art and culture flourish for the sharing and benefit of all residents and visitors.”

# PRIORITIES

The 26 Draft Recommendations are organized under three priorities:

**Promote** engagement in quality arts and cultural programming.

**Enhance** the support system for the city's deep cultural assets.

**Advance** strategies to strengthen the local creative economy.

The Draft Recommendations & Feedback @ [ByYouCity.org](https://ByYouCity.org)  
[Houstontx.gov/culturalaffairs/artsandculturalplan](https://Houstontx.gov/culturalaffairs/artsandculturalplan)

# PRIORITY: Promote engagement in quality arts and cultural programming.

## RECOMMENDATIONS:

- ✧ Develop strategies to deliver arts and culture programs, arts education and public art out into neighborhoods.
- ✧ Update the Civic Art ordinance and include some aspects of horizontal construction to include more areas of the City.
- ✧ Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with GHCVB and other partners.
- ✧ Develop a program of neighborhood-based cultural tourism with the GHCVB and other partners.
- ✧ Implement a comprehensive City Arts and Cultural Policy to provide guidance for City initiatives and departments.
- ✧ Assess options to expand awareness of cultural offerings via smart phones and by enhancing/replacing ArtsHound.com.
- ✧ Monitor Plan indicators, evaluate contract performance and review local research surveys and reports.
- ✧ Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues.

# **PRIORITY:** Enhance the support system for the city's deep cultural assets.

## **RECOMMENDATIONS:**

- ✧ Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources .
- ✧ Join efforts to augment HOT funding for arts and culture with a new dedicated revenue source.
- ✧ Seek federal, state and other grants and funding opportunities available to municipalities.
- ✧ Centralize Civic Art oversight in the Office of Cultural Affairs.
- ✧ Provide increased oversight, transparency and accountability in the allocation of City arts and culture grants.
- ✧ Set goals for City arts and culture grants utilizing HOT funds and ensure a fair and equitable process for applicants.
- ✧ Create a common process for application and reporting for all City arts and culture grants in consultation with stakeholders.
- ✧ Increase the funding available for small, emerging, culturally focused and ethnic organizations and artists.
- ✧ Augment capacity building programs for Houston's arts and cultural organizations to reinforce sustainability.



# **PRIORITY:** **Advance** strategies to strengthen the local creative economy.

## **RECOMMENDATIONS:**

- ✧ Nurture the development of artists and creative talent.
- ✧ Support and strengthen relationships with anchor arts and cultural institutions as key economic and community drivers.
- ✧ Highlight and develop cultural arts initiatives that celebrate Houston's diverse artists, cultures and communities.
- ✧ Advocate for systemic access to quality arts and culture education in Houston's public schools.
- ✧ Encourage and partner with area universities and institutions to elevate and enhance arts and culture.
- ✧ Advance efforts for regional arts and cultural planning.
- ✧ Research creating a purchasing cooperative for goods and services needed by local artists and nonprofits.
- ✧ Support State funding for area Cultural Districts designated by the Texas Commission on the Arts.
- ✧ Develop a public art master plan to guide the future development of the Civic Arts Program.

# GENERAL PLAN ALIGNMENT



**Culture** is one of the important goal areas in the General Plan.

Twelve **Core Strategies** identify the City priorities necessary to achieve the community vision and goals of the plan.

Culture is aligned with the core strategy *Celebrate what's uniquely Houston.*

[planhouston.org](http://planhouston.org)



# INDICATORS

## Comparison of City Funding for Arts and Culture

CITY	PER CAPITA FUNDING	HOTEL OCCUPANCY TAX (HOT)	GENERAL FUND	VOTER APPROVED FUNDING	DEDICATED CORPORATE FUNDING
Denver	\$ 36.34			✓	
Seattle/King County	\$ 34.05			✓	
St. Louis	\$ 27.30			✓	
Charlotte	\$ 19.46		✓		✓
San Francisco	\$ 16.57	✓	✓		
Dallas	\$ 11.27		✓		
Austin	\$ 11.11	✓			
San Antonio	\$ 9.66	✓	✓		
Houston	\$ 7.27	✓			
Average (of cohort)	\$ 19.77				

Source: Cultural Planning Group

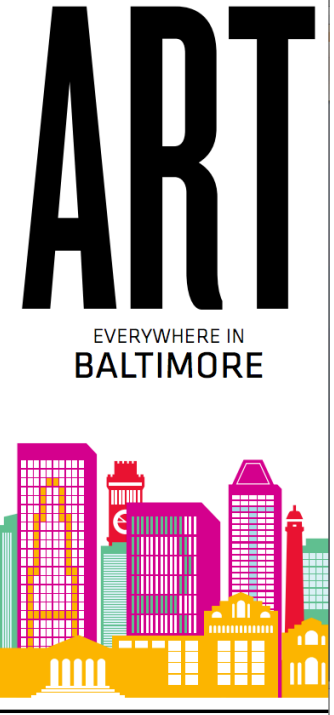
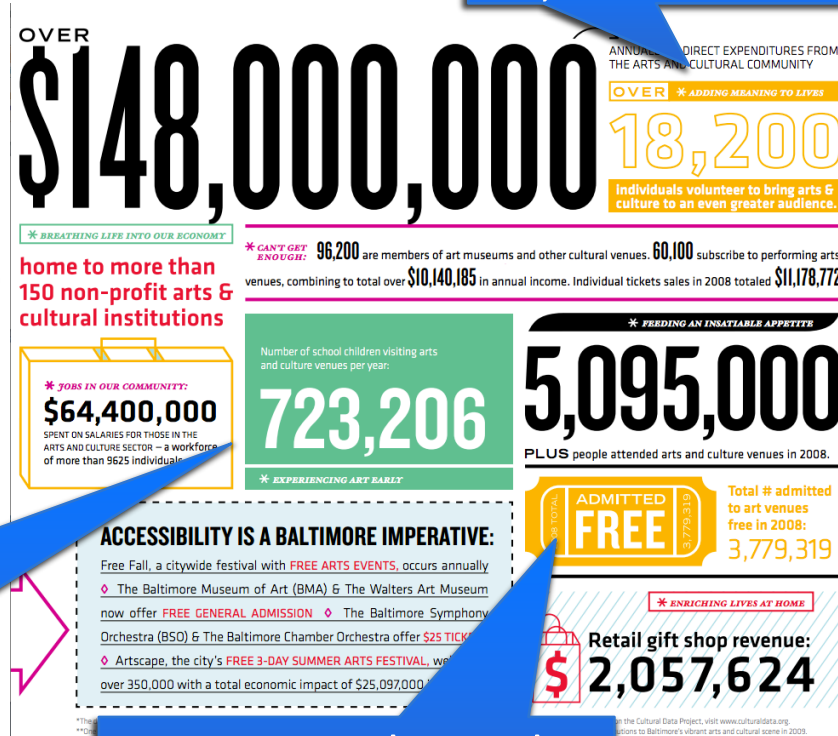
# INDICATORS

Home to more than 150 nonprofit arts and cultural organizations

Number of school children visiting arts and culture venues: 723,206

3,779,310 admitted FREE to art venues

18,200 Volunteers





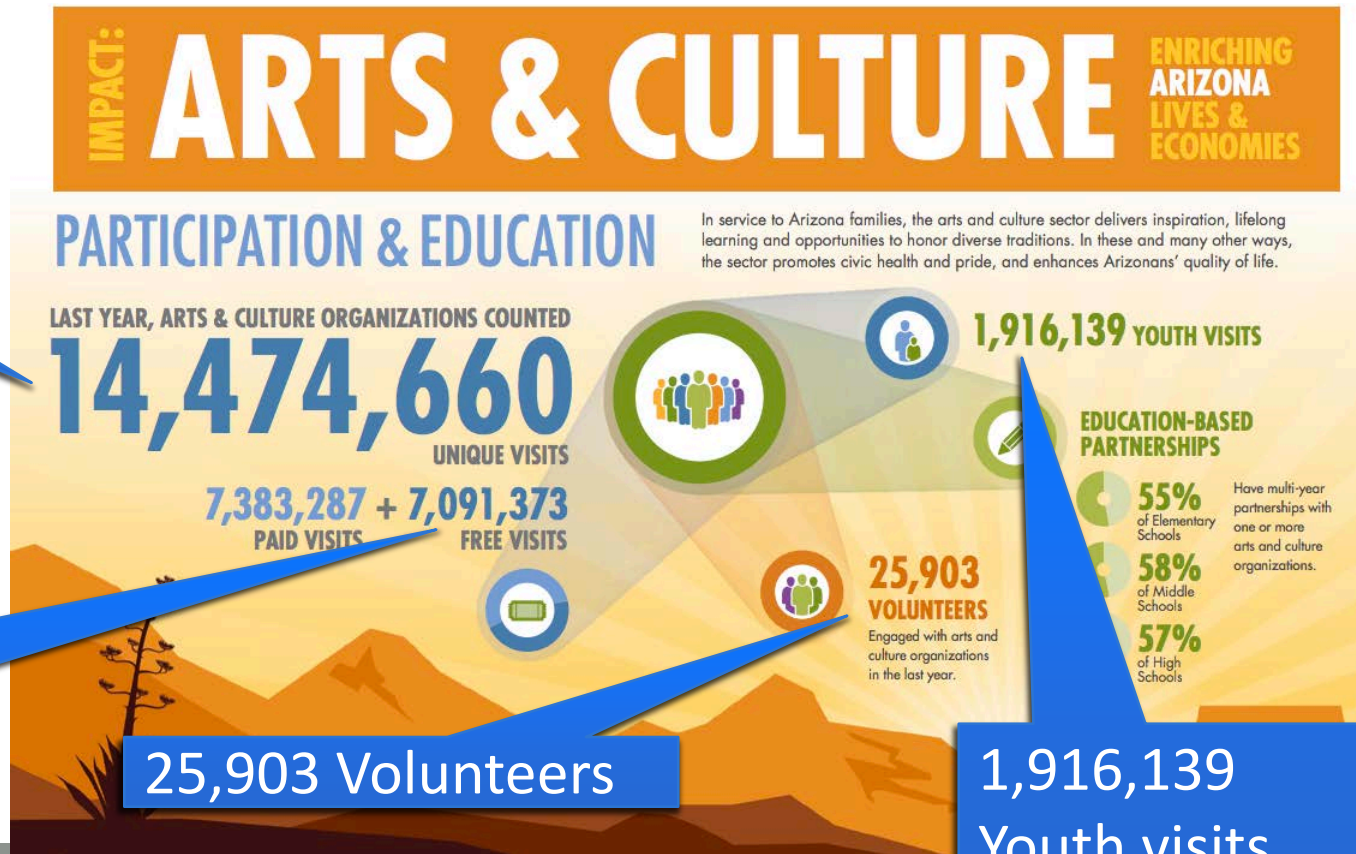
# INDICATORS

Unique visits to arts & culture organizations

7,091,373 FREE visits

25,903 Volunteers

1,916,139 Youth visits



**Access to cultural destinations:** This indicator provides a measure of vibrant activity/urban centers and access to arts and culture. The indicator identifies the percentage of dwelling units within a quarter mile distance of a cultural destination, measured for the City of Houston.

**Arts and cultural events participation:** This indicator provides a measure of cultural and entertainment opportunities. The indicator identifies the total number of attendees participating in indoor and outdoor arts, cultural and recreational events such as festivals, concerts, theater performances and fitness or athletic events. This indicator is measured for the greater Houston area.

**Change in the number of cultural nonprofits:** This indicator provides a measure of the number and financial health of nonprofits. This can be reported as the change in the number of nonprofit establishments by sector, shown as a percentage gain or loss. This measure can include new nonprofits and additional locations of current nonprofits.

**Consumer spending on the arts:** This indicator provides a measure of consumer spending on the arts. The indicator identifies the dollar amounts spent on arts and cultural events such as museum tickets, theater, ballet and symphony tickets purchased per capita, measured for the greater Houston area.

**Density of cultural amenities:** This indicator provides a measure of cultural districts within urban centers and throughout the city and access to cultural educational and amenities. While the definition of cultural amenities is flexible, examples of cultural amenities and organizations could include cultural and ethnic awareness organizations, performing arts, museums, fairs, arts, culture, and theater, multidisciplinary and other venues.

**Expenditures on art:** This indicator provides a measure of investment in arts and culture. The indicator identifies the annual amount of funds spent on art. Arts and culture are seen as essential assets to local economic development, as many businesses and residents look to these amenities when making location decisions.

**Geographic distribution of public art projects:** This indicator measures the access of Houston residents to public art projects within their neighborhoods.

**Number of cultural grants awarded:** This indicator measures the access of Houston arts and cultural organizations to City funding support.

**Average amount of grants to cultural organizations:** This indicator measures the sufficiency of City support for cultural organizations. Calculations should be made separately for small, mid-sized and large institutions.

**Median revenue of cultural organizations:** This indicator measures the relative financial health of cultural organizations.

**Growth in employment in City's cultural grantees:** This indicator also is suggestive of the organizational health of the sector.

**Number of technical assistance and capacity-building services available to cultural organizations:** This indicator measures the availability of services that can provide organizational and financial stability for cultural grantees.

**Overall level of City funding available to artists and cultural organizations:** This indicator will assess whether City cultural funding is keeping pace with the needs of cultural organizations and artists.

**Number of paid staff at the Office of Cultural Affairs:** This indicator shows the growth in the agency staff to serve the arts and cultural sector.

**Resident satisfaction with the quality and availability of cultural programs:** This indicator should measure overall satisfaction, as well as satisfaction with services available in their community or neighborhood.

**Satisfaction of culturally diverse residents with the quality and availability of programs relevant to their cultural backgrounds:** This indicator will determine the degree to which arts and cultural programs are available to meet the needs of all of the city's diverse residents.

**Satisfaction with the sources and quality of information about local cultural offerings:** This indicator will indicate the degree to which residents and visitors are receiving timely information on arts and cultural programs.

**Number of local and regional artists receiving Civic Arts commissions:** This indicator will measure the degree to which the Civic Arts program is serving artists in the region.




**Number of OCA convening's around cultural issues:** This measure will indicate the degree to which OCA is providing policy leadership in the cultural sector.

**Average attendance per square foot of visual arts exhibition space:** This indicator will provide a common measure of the patronage of museums and other visual arts institutions. The City should be prepared to provide a counting system for these organizations.

**Percent of capacity in performing arts organizations that is paid attendance:** This indicator will measure the degree to which performing arts groups are able to generate earned income.

**Ratio of earned to contributed revenues in cultural grantees:** This indicator will show the degree to which cultural organizations are able to generate private contributions. This measure should be segmented among small, mid-sized and large institutions.

**Attendance at free, public performances by cultural organizations:** This indicator will demonstrate the degree to which arts groups are providing services to the community.



**On-site versus off-site attendance of cultural organizations programs:** This indicator will measure the degree to which cultural organizations are providing services in the community away from their main facility.

**Attendance at arts and cultural programs by out-of-town visitors:** this indicator will show the extent of cultural tourism generated or supported by local cultural organizations.

**Visits by school children to arts and culture venues:** this indicator measures the degree to which cultural organizations are being accessed by school children.

**Number of cultural volunteers:** this indicator shows another dimension of community involvement in the cultural sector and the donated time and talent leveraged to benefit the community.

# houstontx.gov/culturalaffairs

Slide 1 artwork credits (clockwise):

1. Art Recycling Trucks of the Houston Solid Waste Management Department:
  - Green Dream* by Pablo Gimenez-Zapiola
  - Patterns of Consumption* by CORE Design Studio
  - Mad Tax Beyond the Astrodome* by Aaron Muñoz
  - Forest for the Trees* by Troy Stanley
  - I Have a Positive Impact* by Ariane Roesch
  - Recycled City* by Kia Neill
2. *Over Houston* (partial) by Gordon Huether at Hobby Airport
3. *Houston Police Officer Memorial* by Luis Jimenez
4. Houston Thanksgiving Day Parade