



## Arts and Culture Commission of Contra Costa County

SUPPORTING ALL THE ARTS

### Arts & Culture Prospectus for Contra Costa County & Timeline

**Mission:** The Arts and Culture Commission of Contra Costa County is dedicated to advancing the arts in a way that promotes communication, education, appreciation and collaboration throughout Contra Costa County so that we may grow creatively as a community that preserves and celebrates our diverse cultural expression.

**What:** *Arts & Culture Prospectus for Contra Costa County & Timeline*

**Timeline:** July 2021-June 2022

**Ask:** Board of Supervisor Support

**Executive Summary:** In 2019, the Arts and Culture Commission completed a *Cultural Planning Prospectus* with the recommendation to develop a set of policy recommendations through collaborations and community partners for countywide cultural development. Calls for racial equity and social justice in a time of a historical pandemic, highlight the need to recalibrate our focus. Requests for district art projects along with Contra County County government and organization collaborations have increased. In order to succeed, uplift, and meet the needs of all communities, we must garner sustained policy support through example.

**Our new request shifts to a community action plan highlighting the value of art by creating an updated *Arts & Culture Prospectus for Contra Costa County* that identifies a district art project.**

The Arts and Culture Commission promotes and encourages the arts and culture of Contra Costa County. Commissioners offer critical support to sustain and celebrate diverse art practices. With over 1.154 million residents, a thriving arts community is a critical economic engine driving the creativity and entrepreneurial vitality of Contra Costa County. Growth in the arts and culture sector is widespread across California, and nationally the arts contributed more to GDP than both agriculture and transportation. Contra Costa County has become one of the last pockets of affordability and accessibility for artists, arts organizations, and cultural institutions in the Bay Area. However, the pandemic has highlighted an increased need for support and we must deliver.

The *Arts & Culture Prospectus for Contra Costa County & Timeline* prioritizes imperative tasks and policies to achieve a unified set of goals. The following table identifies key areas of work we intend to accomplish by the end of June 2022. After the table, please find an expanded description of our goals, strategy, rationale, context for priorities and other relevant details.

### **Arts & Culture Prospectus for Contra Costa County & Timeline Guiding Principles:**

**1. Increase Engagement:** We envision this plan identifies the needs of the diverse and vibrant population from each Contra Costa County district.

**2. Increase Outreach:** The plan will require the implementation of new and innovative outreach tools to tap into the diversity of our cultures.

**3. Increase Community Awareness:** The plan will enhance the Arts and Culture Commission's visibility as art advocates and highlight the importance of a better understanding of all communities.

**4. Increase Community Awareness of County Arts Resources:** Residents will be made aware of the cultural resources that the Arts and Culture Commission provides through announcements, social media, and public awareness along with partnerships with art museums, centers, and organizations.

**5. Conduct a Community Evaluation:** Placemaking promotes a healthy environment through the Arts in which communities become participants in the process. The goal is to engage in strategic discourse to hear the needs of the community and provide the support necessary to embrace the creative process. Intersectionality is the awareness of our differences and seeking to achieve a common purpose.

#	ARTS & CULTURE PROSPECTUS FOR CONTRA COSTA COUNTY & TIMELINE GOALS/OUTCOMES	DATE	KEY PARTIES
1	Research and identify cultural stakeholders. Cultural Plan Subcommittee and Managing Director create database.	July-August 2021	District Supervisors, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
2	Confirm workshop stakeholders and prep workshop format.	August 2021	County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
3	Workshop #1	September 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, Commissioners, ASL Interpreters, Translators, Notetaker, and Technical Support
4	Summarize workshop #1 data and prep workshop #2.	September- October 2021	Cultural Stakeholders, Managing Director, Cultural Plan Subcommittee, and Commissioners
5	Workshop #2	November 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, Commissioners, ASL Interpreters, Translators, Notetaker, and Technical Support
6	Summarize workshop #1 and #2 data/survey into <i>Arts &amp; Culture Prospectus for Contra Costa County</i> and Board of Supervisors presentation prep.	November- December 2021	Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
7	Board of Supervisors presentation and approval of <i>Arts &amp; Culture Prospectus for Contra Costa County and District Art Project</i> funding.	January 2022- June 2022	Board of Supervisors, Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners
8	Arts and Culture Commission Cultural Plan	June 2024- June 2027	Board of Supervisors, Cultural Stakeholders, County Administration Office, Managing Director, Cultural Plan Subcommittee, and Commissioners

## **Rationale for Arts & Culture Prospectus for Contra Costa County & Timeline**

These recommendations explain the table on page 2.

**1. Identify cultural stakeholders and create an Arts & Culture Prospectus for Contra Costa County database:** The Arts and Culture Commission has identified the need for an updated *Arts & Culture Prospectus for Contra Costa County & Timeline* that identifies a district art project. Board of Supervisors, Commissioners, and the Managing Director will identify Contra Costa County cultural stakeholders for two workshops. A database will be created and managed.

**2. Confirm workshop stakeholders and prep workshop format:** Once workshop cultural stakeholders are confirmed, workshop format (most likely virtual) will be determined following all pandemic protocols. The Cultural Plan Subcommittee will determine workshop agenda and facilitation format. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants.

**3. Workshop #1:** Prior to workshop, cultural stakeholders sent workshop agenda and sample questions for Workshop #1. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants. Cultural stakeholders will be invited to contribute to an online document to share ideas and comments.

**4. Summarize workshop #1 data and prep workshop #2:** Workshop #1 summary sent to cultural stakeholders and presented at Arts and Culture Commission Meeting. The Cultural Plan Subcommittee analyzes workshop #1 data and how to improve along with prepare for workshop #2.

**5. Workshop #2:** Prior to workshop, cultural stakeholders sent workshop agenda and sample questions for Workshop #2. ASL translators, interpreters, facilitator, notetaker, and tech support will be available for all participants. Cultural stakeholders will be invited to contribute to an online document to share ideas and comments. A workshop survey will be sent to cultural stakeholders.

**6. Summarize workshop #1 and #2 data/survey into Arts & Culture Prospectus for Contra Costa County and Board of Supervisors presentation prep:** The findings from both workshops and survey will be summarized into the *Arts & Culture Prospectus for Contra Costa County* that identifies a district art project. A Board of Supervisors presentation will highlight cultural stakeholders, process, findings, and references along with a summary, guiding principles, goals/outcomes chart, timeline, and executive summary.

**7. Board of Supervisors presentation and approval of Arts & Culture Prospectus for Contra Costa County and District Art Project funding:** Managing Director with cultural stakeholders present the *Arts & Culture Prospectus for Contra Costa County and District Art Project* pilot program at a Board of Supervisors meeting. The goal is to garner incremental support demonstrating the importance of culture and community throughout Contra Costa County. The Board of Supervisors initially adopts a yearly budget in May with final modifications in August for the *Final County Budget for FY 2022-21*.

**8. Arts and Culture Commission Cultural Plan:** After securing additional funding, our future goal is to complete a Cultural Plan.

**Summary:**

In response to the pandemic and societal crises, the Arts and Culture Commission has the responsibility to address the needs of our community through a collaborative vision and creative expression. The goals of completing a *Arts & Culture Prospectus for Contra Costa County* that identifies a district art project is to increase engagement, outreach, and conduct a community evaluation. We seek to increase community awareness of the Arts Commission along with arts resources. We look forward to working with the Board of Supervisors in making this vision a reality!

**Background:**

- The Arts and Culture Commission of Contra Costa County was established on December 13, 1994.
- Signature programs, services, activities, special projects, and events include the Arts Directory, Arts Calendar, Arts Passages, Arts Café, Poetry Out Loud, ABOUTFACE, Arts Recognition Awards, grants, advocacy, and outreach.
- The Arts Directory and Calendar is a free service to any Contra Costa County artist or arts organization.
- Arts Passages is a rotating visual art exhibit located at Contra Costa County's Administration Building and partnering venues.
- Arts Café is a series of art workshops, lectures, discussions, and exhibitions throughout Contra Costa County and online.
- Since 2008, Contra Costa County high school students have participated in Poetry Out Loud (a national recitation contest).
- ABOUTFACE provides free self-portrait painting classes for Veterans as a thank you for their service.
- Arts Recognition Awards highlight inspiring Contra Costa County individuals and organizations making significant artistic/philanthropic contributions to the community.
- 2020-21 we had our first Local Arts and Cultural Organizations Grant (LACOG) thanks to the California Arts Council!

**Links:**

[www.ac5.org](http://www.ac5.org)

<https://www.forbes.com/sites/forbesagencycouncil/2019/06/04/why-its-good-business-to-support-the-arts/#35a6361720f7>

<https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/arts-facts-arts-and-cultural-production-contribution-to-gdp-2017>