

Cultural Arts Planning

At the suggestion of the General Plan Update Subcommittee, the R+A team added the following cultural / arts scope of work from The Cultural Planning Group. The scope of work includes an Arts and Culture Element, a Cultural Plan, and creative community engagement, which will be integrated into the overall General Plan process and community engagement strategy.

The Cultural Planning Group will complete the following technical and plan preparation tasks:

- Review background documentation
- Develop description of existing cultural/creative economy conditions with HR&A
- Conduct benchmarking and/or best practices research with HR&A
- Prepare a General Plan Element:
 - General Plan-level policies and recommendations for the arts and cultural element
 - Coordinate and align engagement and findings with other elements of the general plan
 - Present, vet and refine the element, as needed
- Prepare a detailed Cultural Plan that incorporates arts, culture and the creative economy:
 - Develop master plan-level goals, strategies and selected actions
 - Address communitywide structure and governance for arts, culture and creative economy
 - Identify partners beyond the City for roles in the plan, as needed
 - Prepare funding and implementation plans, with more detail for the initial 1 – 3 year period
 - Conduct workshop for City and implementing partners

The Cultural Planning Group will also contribute to the overall community engagement process (Task 2) using creative and innovative community engagement techniques that acknowledge, leverage, and embody Culver City's creative character. This may include:

- Conducting targeted community and stakeholder engagement for arts, culture and creative economy.
- Attend/assist with selected non-cultural community engagement
- Forming a Cultural Plan advisory committee
- Identifying opportunities to incorporate creative inquiry and involve creative individuals into engagement
- Supporting the demonstration project by establishing a 'creative demonstration project' that embody community values/principles, particularly related to arts and culture
- Presenting select elements of creative engagement to community and City Council