

Enriching Lives: Arlington Arts and Culture Strategy

Adopted by Arlington Commission for the Arts, March 2017

Presentation to Arlington Economic Development Commission
June 13, 2017



BACKGROUND

- Arlington's first community arts and culture strategy
- Initiated because of closing of Artisphere in 2015
- Based on county-wide facilitated input from arts community
- Modeled after EDC strategy "Framework for Prosperity"
- Vision, values, five goals, 16 strategies
- Developing Action plan with broad community participation and in alignment with other county priorities

PLANNING PROCESS

- Steering committee, community feedback
- Taken on by Commission task force with County staff
- Included scans of other cultural/arts plans nationwide
- Approved by Commission in March
- Subsequent meetings with each County Board member; working toward Board “acceptance”

FRAMEWORK FOR PROSPERITY: AN INSPIRATION

- World-class facilities, infrastructure & systems.
- Maintain unique character & support Arlington’s local retail, entertainment venues, small businesses.
- Build/encourage public-private collaborations
- Increase tourism & visitor spending.
- Foster innovative & creative workforce—knowledge workers, training, skill building.



EDC GOAL 4: HIGH QUALITY PLACES & AMENITIES

Strategy 5. Recognize the Arts as Essential.

“...community arts & culture are sustainable economic development assets that can aid in attraction & retention of businesses & workforce. Arts & cultural programming that creates authentic local experiences and contributes to the community experience, and public art that reinforces a sense of place & defines community identity should be encouraged.”



ENRICHING LIVES: VISION

“Arlington thrives as a community because arts and culture create a sense of place, catalyze economic vitality, and enrich the lives of those who live in, visit, or work here.

...commitment to support, create & present inspiring, enjoyable, & transformational artistic experiences; to promote growth & quality of local arts resources; and to advocate for importance of arts & culture in Arlington.”



Goal 1.
[INTEGRATE]

Integrate arts and culture into all aspects of civic and community life.


- Reflect and involve Arlington's diverse and immigrant populations
- Strengthen bonds, promote equity and inclusion
- Embed arts and culture in relevant County plans



Goal 2.
[INVEST & BUILD]

Invest in a vibrant, equitable, sustainable and evolving arts and culture ecosystem.

- Infrastructure: venues that support high-quality arts activity and broad access
- Risk-taking & innovation
- Partnerships & collaborations



Goal 3.
[LEARN & EXPLORE]

Use arts and culture to facilitate accessible and inclusive opportunities for lifelong learning, discovery and creativity.

- Art & culture for all age groups in all neighborhoods
- Partnerships between arts organizations and schools
- Foster cross cultural engagement and understanding
- Arts & culture fostering 21 Century workforce skills



Goal 4.
[SPOTILGHT]

Increase the visibility, awareness, and prominence of artists, arts and culture organizations, and programs in Arlington.

- Trumpet the public value of arts and culture for community wellbeing
- Showcase and cultivate local talent
- Generate brand awareness



Goal 5. [TERROIR]

Generate public spaces that offer opportunities for appreciating and interacting with arts and culture to enhance the daily experience.

- Civic spaces generating economic and environmental benefits
- Arts & culture activating public spaces
- Integrate public art in public space design



COMING SOON

“Arts & Economic Prosperity 5”

- “The economic impact of nonprofit arts and cultural organizations & their audiences”
- Americans for the Arts, 341 study regions, all 50 states & DC, with most-ever participation of Arlington County arts organizations & audiences.
- With “Enriching Lives,” two documents that can further County arts discussions—and actions.



IMPLEMENT

- Arts Commission will oversee, monitor, support, and report on progress
- Stakeholders will include local & regional arts organizations and artists, nonprofit partners and for-profit sponsors, Arlington county government, business leaders, and, Arlington's residents, visitors and workers
- Implementation matrix will be used to regularly evaluate, articulate, and prioritize specific tactics
- Commission will use the goals and strategies to frame issues and opportunities with County Board.