CITY OF SURPRISE

ARTS & CULTURAL ADVISORY COMMISSION

Strategic Plan

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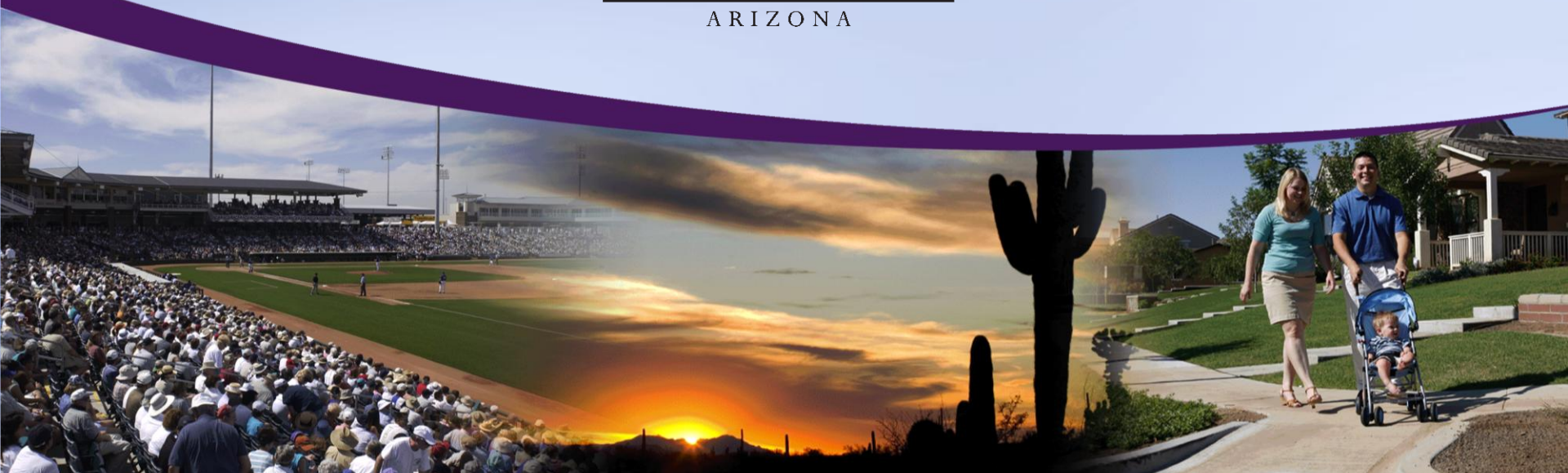

Commission Message

- The promotion and expansion of arts and culture in Surprise is the primary focus of the Arts & Cultural Advisory Commission.

- The Commission is committed to ensuring that arts, culture and entertainment are central elements both of the quality of life for our residents and of the “visitability” of our city.

- Arts and culture have a significant impact on economic vitality by attracting visitors, increasing leisure spending and providing a well-rounded and diverse community to attract new residents to provide a quality workforce for new businesses moving to Surprise.

Purpose

Per Municipal Code - the primary purpose of the commission is to serve in an advisory capacity to the council on matters relating to the development and placement of public art and to encourage the development of cultural opportunities and resources for the Surprise community.

Analysis

During an analysis of the strengths, weaknesses, opportunities and threats the Arts & Cultural Advisory Commission identified the following:

Strengths

- Growing, diverse population
- Support of City Council
- Stadium facilities for outdoor arts and cultural events

Weaknesses

- Lack of funds
- Lack of museums
- Limited performing arts facilities

Opportunities

- Existing arts entities
- Existing city amenities

Threats

- Economic climate
- Political climate
- Established events in other cities

Mission

The mission of the Arts & Cultural Advisory Commission is to encourage cultural growth in Surprise and to ensure that art, culture and entertainment are central elements of the quality of life for Surprise residents.

To this end, the Commission will encourage the development of cultural opportunities and resources, as well as the creative, social, and community benefits they provide

Key Areas

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Partnerships

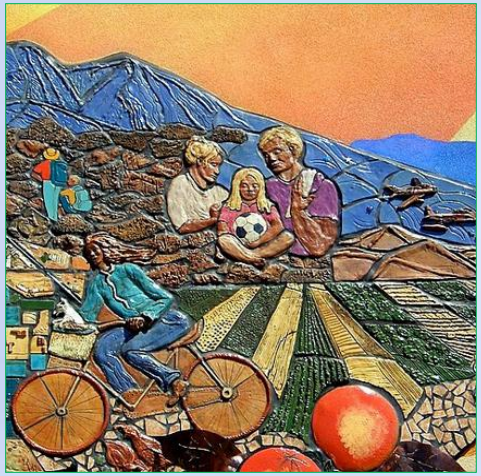
Events & Activities

Outreach & Advocacy

Public Art

Leverage Funding Mechanisms

Evaluation



Partnerships

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GOAL: Develop long term relationships in support of a strong arts and cultural presence in the city.

OBJECTIVES:

1.1 Look for areas where alignment exists among other arts and cultural organizations

1.2 Network with art organizations

1.3 Identify key stakeholders for Arts & Cultural support

1.4 Form Alliances to leverage specific areas of expertise

Events & Activities

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GOAL: Promote arts and cultural events within the City of Surprise.

OBJECTIVES:

2.1 Identify existing events and activities and their sponsors

2.2 Develop a “wish list” of new events and activities to reach various styles, preferences and needs

2.3 Look for ways to integrate or “package” events across disciplines (example: a poetry reading and exhibit of art that illustrates themes from the poetry)

Outreach & Advocacy

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GOAL: Encourage arts and cultural growth in the community.

OBJECTIVES:

3.1 Enhance public awareness of arts and culture in Surprise through education, communication and marketing strategies

3.2 Engage the community as a partner in arts and cultural advocacy

3.3 Promote Surprise as an attractive place for artists to work, display and/or perform

Public Art

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GOAL: Use public spaces to show that arts and culture are central to Surprise's vibrancy and visitability.

OBJECTIVES:

4.1 Inventory and assess all public spaces in Surprise for their potential to display art and/or host cultural events and entertainment.

4.2 Develop a list of ideas for possible uses of the inventoried spaces.

Leverage Funding Mechanisms

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GOAL: Find sources of funds that could be used in support of arts and culture in Surprise.

OBJECTIVES:

5.1 A per capita amount as an annual line item in the general fund

5.2 Grants and donations

5.3 A percentage of capital-funded public buildings and/or a percentage of sales taxes collected

5.4 Fees (example: a portion of booth fees collected for Parks & Rec sponsored events)

Questions or Comments?