

# FOR ART'S SAKE SACRAMENTO

## Action Plan Development Process Form 1: Visioning (September)

### FUNDING COMMITTEE

Meeting Date/Time: September 18, 2009 Scribe: Kevin Santos- Coy

#### Attendees 19

#### Common Questions

In announcing the "For Art's Sake" initiative, Mayor Kevin Johnson stated, "I envision Sacramento as a world-class city known for great arts, but for that to happen, we have to start thinking bold." He challenged us to look beyond our individual interests and think about the following questions.

1. What do we need to do in order for Sacramento to be a world-class arts city?
2. How do we want Sacramento defined as an arts community inside as well as outside the city?
3. What is going to be our niche?

*As a committee, discuss the questions above. Summarize the ideas and key points below.*

*Question #1 First, be realistic about the concept of a "world class city". We are not, anytime soon, going to be a Vienna or even a Chicago. We need to develop a plan to grow incrementally and become all that we can be, believing that some of the attributes of "world class" arts cities that have taken decades or centuries to evolve will begin to appear here if we develop the resolve as a community.*

*We need to find ways to educate our populace so that it aspires to "world class" status across the board, including the arts. Some sort of PR campaign may be helpful to help us stop joking about being a way station between San Francisco and Lake Tahoe and start speaking with pride and loyalty about our City. A City/County- wide arts bulletin both on-line and in print may be helpful in launching greater participation in and support for the arts.*

*Question #2 As a City that celebrates and supports creativity. As a City with a broad base of citizen support for the arts*

*Question #3 First and foremost to capitalize on our diversity and the degree to which our arts reflect the multi-cultural realities of our populace. The unique level of cooperation and collaboration among our arts organizations, large and small. To become known as a training ground for aspiring artists of all ages and in all disciplines. The possibility of a ground-breaking collaboration between all segments of education to build a performing arts facility downtown that becomes a "Fame-like" academy for talented young people..*

### **Committee-Specific Questions**

“We support what we value. If there is no real or perceived value, there will be little substantial, sustainable or reliable support for the arts. If we in the arts community believe in the value of what we do, why are we unable to articulate that value to our communities, including funders and policy influencers, in a convincing way? What do we deliver? (NOT what do we do)”

1. What can we do to increase public understanding of the value, benefits and relevance of the arts?
2. What are our most immediate recommendations to create or strengthen long-term sustainable funding for the arts?

*As a committee, discuss the questions above. Summarize the ideas and key points below*

*Question #1 Identify and initiate programs in all appropriate art forms for early learners throughout the community. Explore existing studies that establish the monetary, educational and spiritual benefits of the arts and use all available media and other resources to share the data with our public in a fashion that resonates and can be measured in terms of behavioral change. Find ways to integrate the arts into other venues of public participation to create better appreciation for relevance to everyday life. Explore ways to provide more affordable access to performance venues and broaden participation in smaller niche galleries through “Second Saturday” experimentation. Develop media campaign that has wide array of respected community leaders from non arts disciplines touting the importance of parent directed child participation in arts education and activities.*

*Question #2 Promote greater corporate responsibility for sustaining the arts. Expand corporate matching contributions for employee giving to the arts. Convene representatives of leading philanthropic families to discuss ways to broaden their peer base of giving to the arts. To pursue a “Denver-like” tax to sustain a the broadest possible array of arts organizations of all levels. Media campaign to induce greater individual responsibility for support of the arts. Distil all available information about what has worked successfully in other like communities and explore tactics for implementing similar initiative here.*