

C. ARTS + CULTURE [AC]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>AC-1 Support, grow, and sustain the creative economy.</p>	<p>AC-1a Promote Rochester as a City of the Arts by leveraging marketing materials and promotions in new ways and to broader audiences:</p> <ul style="list-style-type: none"> – Collaborate with relevant organizations to plan public campaigns and strengthen the impact by including more stakeholders. – Create or improve marketing materials that target creative economy employers looking to relocate. – Promote Rochester as an artist friendly community because of our existing arts scene, historic housing stock, affordability, and educational amenities. 	<p>City, Visit Rochester, Arts Community, Education Institutions, Museums, GRE, Landmark Society, FLRTC, Center for Disability Rights, Community Groups/Funders</p>
	<p>AC-1b Work with existing and emerging artists and arts leadership groups to develop an arts and creative sector master plan. The plan would serve as a collective vision for this portion of the community, laying out a collection of strategies for advancing arts, culture, and the creative economy. This plan should make recommendations for an organizational structure within City government to support the arts community. It should also clarify the City Arts Policy also known as the Percent for Arts Ordinance.</p>	<p>Arts Community, City, Eastman School of Music, Center for Disability Rights, Community Groups/Funders</p>
	<p>AC-1c Explore innovative policy tools and initiatives deployed by other cities that attract artists to live and work in neighborhoods that are trying to expand access and connection to art, such as the Artist Relocation Program in Paducah, KY.</p>	<p>City, Arts Community, Neighborhood Groups, Community Groups/Funders</p>

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
AC-1 Support, grow, and sustain the creative economy.	AC-1d Integrate artists and creative businesses into economic development efforts to test, incubate, and grow emerging business types in the city, including as part of pop-ups or through partnerships with property owners to provide low or no-cost access to vacant or underutilized land, storefronts, or other space.	City, GRE, Kiva Rochester, Workforce Development Partners, Arts Community, Business Community, Building/Property Owners
	AC-1e Identify obstacles to live music, plays, and other performances in the entertainment licensing process and zoning code and work to streamline procedures and regulations. This may include changes to the zoning code, the entertainment licensing process, and even on-street parking regulations.	City
	AC-1f Support the Eastman School of Music-led effort, "Arts in the Loop", to encourage a stronger arts presence along Main Street, connecting the successful East End District with the ROC the Riverway initiative.	Eastman School of Music , City, Community Groups/Funders
	AC-1g Support a centralized/coordinated social media presence for promoting arts and cultural events and initiatives, recognizing the public's use of the traditional "calendar of events" model is diminishing.	Arts Community, City, Visit Rochester, Community Groups /Funders

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<p>AC-2 Support Rochester’s local arts and cultural organizations through community collaboration and joint fundraising.</p>	<p>AC-2a Collaboratively seek funding to support inclusive and equitable arts and culture programming. This may include proactively soliciting arts organizations or convening groups with similar missions to identify ways to coordinate efforts and resources.</p>	<p>City, Grant Writers, Arts Community</p>
	<p>AC-2b Identify and pursue opportunities for enhanced outdoor performance spaces, such as a bandshell and/or music barge for the RPO (identified in the ROC the Riverway Vision Plan) and a covered outdoor space with permanent stage infrastructure for festivals and concert events.</p>	<p>City, RPO, NYS</p>

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GOAL	STRATEGIES	PARTNERS
AC-3 Increase access to public art and cultural resources in an equitable and culturally sensitive way.	AC-3a As part of an arts + creative sector master plan, include a section on public art that connects public art and cultural programming to neighborhood revitalization, community building, place-making, and economic development and includes input from residents about how public art is planned and reflects the unique brand and culture of each neighborhood.	Arts Community, Community Groups/Funders, City, Monroe County
	AC-3b Continue to support event planning and programming that celebrates the city’s cultural and ethnic diversity. Seek to understand the demographics served at City-sponsored arts and cultural events so that programming and marketing can become as inclusive and culturally responsive as possible.	City , Event Sponsors
	AC-3c Identify geographic areas that lack public arts or cultural programming and work to increase access through expanded programming at rec centers or libraries, installation of public art where possible, or partnerships that bring programs like the MAG Connector.	City , Community Groups/Funders, Arts Community, Neighborhood Groups
	AC-3d Continue to support public art installations and pop-ups or other creative experiences that are community supported, community driven, and can proceed without public subsidy. Reduce bureaucratic or process barriers that slow these initiatives down or reduce organizers’ enthusiasm and momentum.	City , Arts Community
	AC-3e Develop a program for enabling local artists to add installation or artistic programming to strategically located vacant lots.	City , Arts Community, Community Groups/Funders

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GOAL	STRATEGIES	PARTNERS
<p>AC-3</p> <p>Increase access to public art and cultural resources in an equitable and culturally sensitive way.</p>	<p>AC-3f Integrate artistic, creative, playful, or beautifying design elements into infrastructure and development projects (e.g., decorative benches, bicycle racks, transit shelters, lighting, fences, pavers, signage, etc.).</p>	<p>City</p>
	<p>AC-3g Heighten public awareness and facilitate improved connection to create a sense of connectivity of existing public art installations through outreach, self-guided walking and biking tours, branded signage, and through wayfinding tools. Include older public art installations and places of interest to draw them into the public consciousness. Consider the development of an interactive application that can be used to search for public art based on location or interest.</p>	<p>City, Arts Community</p>
	<p>AC-3h Advocate for representation of the arts and cultural community on regional initiatives and working groups.</p>	<p>Arts Community, Regional Partners, City</p>
	<p>AC-3i Partner with Monroe County to display art at Greater Rochester International Airport, including public art and student exhibits.</p>	<p>Monroe County, City, Arts Community, Education Institutions</p>
	<p>AC-3j Develop a transparent system for tracking City investments in public art.</p>	<p>City</p>

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