

A. Arts and Culture

This chapter details the Vision Statement, goal, and strategies developed by the Arts and Culture Citizen Topic Group. They looked at two specific subtopics:

- Subtopic: Means
- Subtopic: Ends

The Arts and Culture Vision Statement is as follows:

“Arts & culture resources, artists and institutions are accessible to all, are supported by the community and provide a rich network of creative opportunities.”

Support and Promote
the Arts - Means

Goal:
Columbia will both sustain and creatively expand its foundation for arts and culture in our community.

Strategies and Action Plans

Strategy 1: Create an alliance for the arts that serves and advocates for artists, art professionals, and art-related organizations by fostering an environment of collaboration, and by providing ongoing training. (e.g., grant writing, promotion, media relations, etc.)

Action Plan

Who should take the lead: Members of the Arts and Culture group; Office of Cultural Affairs	
Who else should be involved:	Potential Roles:
All existing arts and culture organizations and departments	Members, leaders
Pro-arts and culture businesses	Members, funders
Healthcare	Members, advocates
Artists	Members, advocates
Educators	Members, advocates
Volunteers	Members, advocates
How to jumpstart implementation:	Other recommended action steps:
Contact and convene key players (Arts and Culture group)	<ul style="list-style-type: none"> Identify and survey potential members (artists, organizations, volunteers, professionals, advocates, etc.) Convene regular meetings Set goals, mission, actions Develop committees to fulfill goals and strategies

Strategy 2: Identify and expand funding opportunities for the arts community.

Action Plan

Who should take the lead: Newly formed Alliance	
Who else should be involved:	Potential Roles:
City of Columbia	Funding (provide funding or assist with identification of funding sources)
Arts and culture organizations	Funding (provide funding or assist with identification of funding sources)
Pro-arts and culture individuals and donors	Funding (provide funding or assist with identification of funding sources)
Endowment Foundations – NEA	Funding (provide funding or assist with identification of funding sources)
Grantors	Funding (provide funding or assist with identification of funding sources)
How to jumpstart implementation:	Other recommended action steps:
Create the Alliance and set fundraising as an objective	<ul style="list-style-type: none"> Identify tax funding option, granting options, private foundations, individual donors Explore fundraising options Seek guidance from professional fundraising associations

Strategy 3: Cultivate and implement cross-operational outreach programs that increase participation and reflect the city’s rich diversity.

Action Plan

Who should take the lead: Newly formed Alliance	
Who else should be involved:	Potential Roles:
All schools	Participants and resource providers
Health care facilities	Participants and resource providers
Churches	Participants and resource providers
All arts organizations	Participants and resource providers
University/Colleges	Participants and resource providers
Nursing Homes	Participants and resource providers
Pro arts and culture businesses	Participants and resource providers
How to jumpstart implementation:	Other recommended action steps:
Approach existing organizations	<ul style="list-style-type: none"> • Seek funding • Approaching organizations with existing programs to synchronize effort

Support and Promote
the Arts – Ends

Goal:
Arts and culture will be central to daily life and accessible to all equally in Columbia.

Strategies and Action Plans

Strategy 1: Create an appetite and appreciation for the arts through educational programs.

Action Plan

Who should take the lead: Newly formed Alliance	
Who else should be involved:	Potential Roles:
Higher education - DESE	Promotion, Develop, Support
Community Art League	Promotion, Develop, Support
Media Outlets	Promotion, Develop, Support
Artists	Promotion, Develop, Support
How to jumpstart implementation:	Other recommended action steps:
Brainstorming with key players; Develop marketing plan	<ul style="list-style-type: none"> • Brainstorming, survey, needs assessment • Develop marketing strategy targeted to the community at large

Strategy 2: Apply best practice community design, aesthetics, and environmentally friendly planning.

Action Plan

Who should take the lead: Newly formed Alliance	
Who else should be involved:	Potential Roles
Developers/Development Council	Advisors, supporters
City and County government	Planners, standard setters
Office of Cultural Affairs	Advisor
Public Art Committee	Reviewers
Local architects	Advisors
The District	Planners, advisors
How to jumpstart implementation:	Other recommended action steps:
Initiate communications with key allies	<ul style="list-style-type: none"> • Identify opportunities and specific objectives • Solicit input from those involved and the general public • Articulate policy

Strategy 3: Expand arts programming and venues.

Action Plan

Who should take the lead: Newly formed Alliance	
Who else should be involved:	Potential Roles:
OCA, CVB, Chamber, City Council	Advise and support
Universities, Colleges	Advise and support
Arts and culture organizations	Advise and support

All existing arts and culture venues	Advise and support
How to jumpstart implementation:	Other recommended action steps:
Needs assessment audit	<ul style="list-style-type: none"> • Brainstorm sessions • Survey of current venues, options