



## A CULTURAL ARTS PLAN FOR CORONADO

The City of Coronado recently marked a major milestone with the celebration of their 125<sup>th</sup> Anniversary. Now, Coronado through its Cultural Arts Commission (CAC) is looking to the future by undertaking a community-based cultural planning process. The process will identify Coronado's creative resources, assets, needs and challenges; define goals through a community vision and establish an action plan to invigorate and inspire Coronado's "Culture of Creativity" in the coming years. A primary goal for the plan is to create a blueprint for Coronado to elevate its standing as a city for creativity and excellence in the arts. This public/private collaboration will define specific strategies for community-wide implementation in order to sustain Coronado as a magnet for arts, culture and creativity.

### WHY DOES CORONADO NEED THIS?



- Assessment and planning are the cornerstones of healthy, growing, vibrant communities. Coronado's dynamic arts, culture and creativity reflect our city's spirit and values - they are our pulse.
- With "Creative Industries" the #1 growth job sector in the United States and the advent of "cultural tourism", cultural planning for cities such as Boulder, Nashville, Santa Ana, Pasadena, Laguna Beach and more than 100 other cities across the country over the course of the past 10 years has demonstrated the value of cultural planning.

### WHAT ARE THE PLANS INITIAL GOALS?



- Celebrate the City's distinctive artistic and cultural identities.
- Enhance and protect Coronado's quality of life.
- Foster increased connection between individuals and the community's creative sector including non-profit organizations, other arts related businesses and individual artists in all mediums.
- Articulate a shared vision for the future: building capacity and resources and increasing collaborative efforts.

## GET ON BOARD

The City of Coronado and the Cultural Arts Commission (CAC) invites you to participate. To learn more and receive notifications on upcoming events and how to participate please call 619.522.2633 or visit:

### WHAT IS THE PLAN'S METHODOLOGY?



- This planning process is intended to be one of the most inclusive and comprehensive ever undertaken utilizing the services of a professional consultant with specific expertise and experience in cultural plans.
- All elements of the arts and cultural community of individuals, public and private organizations and businesses as well as the community at large will be invited to engage through Town Hall Meetings, topic specific workshops, organizational assessments, cultural conversations and public surveys.
- Information gathered along with targeted research from other cities will be combined to present the most appropriate plan for Coronado.

### WHAT RESULTS CAN WE EXPECT?



- Assessment and needs identification along with strategies for overcoming challenges within the current resources of the community.
- Create opportunities for strategic action and growth through an action plan of short-term, mid-term and long-term goals.
- Identify and strengthen resources for organizations and the creative community to further integrate the arts into education and life-long learning.
- Enhance community access to cultural experiences.