

NOTE: THIS DOCUMENT IS A DRAFT AND UPDATED ON AN ONGOING BASIS

❖ **Vision:** A vibrant economy and community that known for its support of artistic endeavor.

❖ **Key Issues:**

- Strengthening our creative community (Goal 3)
- Pro-actively developing markets for local art (Goal 1)
- Infrastructure that supports the growth of artistic endeavor (Goal 2)

❖ **Quick Wins:**

- Focus and purpose for a community media center
- A coordinated, comprehensive community calendar
- Furthering the arts relationship with tourism

Arts & Culture Cluster Goal 1 – Develop larger regional, national and international market for local artists in cooperation with tourism and other local industries.

Strategy 1A: Piggyback Arts & Culture events around significant events within the greater region to attract people within driving distance (SF Bay Area to Southern Oregon as a cultural loop).

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Develop a self-sustaining arts/cultural calendar that markets the area, highlights arts-based events available printed and on-line			
Further develop working relationship with the Humboldt County Convention & Visitor’s Bureau to market the arts as a significant part of the Humboldt County experience <ul style="list-style-type: none"> • Brochure of arts opportunities for tourists • Develop a touring map of artist studios, galleries, cultural sites and film sites. 			

Set aside funds in budgets for marketing and distribution of printed materials			
Re-design existing marketing tools into modular pieces that are more versatile and less expensive to mail			
Actively coordinate a calendar of events for the area and region			
Strategy 1B: Develop arts and culture as a part of a branded image for Humboldt County... “Art is in our nature” or “The arts grow here”.			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Bundle local arts venues and events around geographic community			
Bundle synergistic arts & cultural events (e.g. Mad River Festival and Folk-life Festival)			
Set up Open Studios to occur successively in each community (e.g. Arcata in June, Eureka in July, Fortuna-Ferndale in August, etc.)			
Develop a permanent presence for the arts in chamber and visitors center with a collaborative message from the arts and culture community			
Strategy 1C: Develop film and television industry in Humboldt County			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Identify film/television sites (abandoned, empty buildings) that could be used for filming resulting in an improvement of the site and additional income			
Develop a list of artisans and skill sets for hire when film/television crews planning a local shoot			

Develop infrastructure for film/television professionals around public resources like a community media center as an incubator, including a sound studio, pre-and post lab development, professional quality digital media equipment, camera car, sound package			
Strategy 1D: Develop artists ability to be successful in the business of art			
Project	Leader(s)	Stakeholders	Status Notes
Identify and make visible best practices by successful artists through on going programs of workshops, videotapes, websites, peer mentoring, current artist profiles. <i>Possible workshops:</i> <ul style="list-style-type: none"> • More time (and money) for Art: The value of having a marketing expert on your side • How to finance your life as an artist • Are you an artist or a business manager: How to get your art designs manufactured and keep making art 			
Encourage performance artists to produce their own shows with how-to step-by-step workshops			
Develop artists special focus professional workshops for local and visiting artists			

Arts & Culture Cluster Goal 2 – Develop infrastructure that supports artists to live, work, exhibit

Strategy 2A: Encourage long-term affordable housing & studio space for artists that can be maintained over time within cultural districts (Old Town Eureka, Arcata)

Project	Leader(s)	Stakeholders	Status Notes
Renovate old buildings with spaces for art studios			
Incentives for private developers to include affordable artist space			

Strategy 2B: Develop multiple public venues for music, theatre and arts exhibits			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Establish a convention center with the following considerations and amenities: <ul style="list-style-type: none"> • Technology support (internet access, projectors, good acoustical sound, etc.) • Design with emphasis on the natural beauty of the area • Kitchen facilities, Break-out rooms, Retail space, multi-purpose design • Within walking distance to downtown Eureka 			
Develop a critical mass of successful art galleries			
Better utilize existing spaces for multiple purposes...comprehensive list of spaces and availability parameters (theatres, meeting rooms, institutional space, etc.)			
Strategy 2C: Include public art and funding in all major developments (like landscaping)			
Strategy 2D: Encourage development of community media infrastructure			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Establish a community media center(s)			
Encourage usage of community access television			
Strategy 2D: Improve infrastructure for moving transportation of people, data and products			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Expand or re-configure airport to accommodate more diverse passenger routes and reliability of service.			
Expand broadband, high speed data access			
Improve Hwys 299 and/or 101 to support interstate truck traffic			

Arts & Culture Cluster Goal 3 – Strengthen our creative community

Strategy 3A: Increase opportunities for arts and culture in education K-12, university, college and lifelong learning

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Screen writing competitions for youth			
Support public schools and non-traditional learning programs, such as Suzuki School, charter schools			
Plein Aire arts package program for tourists to visit and practice their art in the open air depicting landscape			
Increase opportunities for artists to teach			

Strategy 3B: Intentionally encourage linkages and cross-pollination between the arts and other industries, disciplines and sectors (tourism, manufacturing, information technology, agriculture, etc.)

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Develop a community of graphic arts, design and animation production			
Co-locate arts, technology and manufacturing business space			
Make visible the arts in local industry (e.g. working landscapes, fine instrument manufacturers, farmyard kinetic sculpture contest etc.)			
Artists and arts supporters participate on boards of chambers, convention and visitors bureau, etc.			

Strategy 3C: Acknowledge and celebrate local Native American traditions			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Deepen our community's awareness of local native culture			
Strategy 3D: Acknowledge and celebrate traditional folk arts in the region			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>