

Attachment 2.

Enriching Lives: Arlington Arts and Culture Strategy

Commission Review Outline
October 26, 2016

Chapters

- Preamble
- Introduction
- Vision
- Mission
- Guiding Principles
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Vision

Arlington thrives as a community because arts and culture creates a foundation for defining a sense of place, catalyzes economic vitality, and enriches the lives of everyone who lives in, visits or works there.

Mission

To create and present inspiring, fun, and transformational artistic experiences, to promote the growth and quality of local arts resources, and to advocate for the importance of arts and culture in Arlington.

Guiding Principles

- *Art is a good in itself:* Experiencing art is a necessity of a fully-lived life and should be fostered as an end in itself. Participating in the arts generates a sense of well-being and makes people healthier.
- *Arts and culture are a strategic community resource:* Arts and culture create a sense of pride in a community, identifies commonalities with others, and communicates that this is a place that cares about the people in it. Arts promote and foster cross-cultural understanding, tolerance of others and their traditions, and can help address community challenges. Participation and experience of the arts is associated with greater civic engagement and community building.
- *Arts and culture underpin economic development and sustainability:* A strong arts community makes a place more attractive to be. Arts generate curiosity and foster critical skills like creativity, problem solving, innovation and collaboration, improving the capability of the workforce, so a community that supports the arts attracts creative industries and enhances the performance of its creative economy.

Goal 1. Invest in a vibrant, equitable, sustainable and evolving arts and culture ecosystem.

- i. Build essential and purposeful facilities and infrastructure that support high-quality arts activity and provide the Arlington community with opportunities to participate in a variety of arts and culture options.
- ii. Value and reward risk-taking for innovative and impactful achievements across the arts and culture sector.
- iii. Encourage partnership and collaboration across art forms, sectors and the community to grow and deliver strategic investments in the arts and culture sector.

Goal 2. Increase the visibility, awareness, and prominence of artists, arts and culture organizations, and programs in Arlington.

- i. Create sustainable public will, desire, and support for arts and culture.
- ii. Showcase and inspire local arts and culture talent throughout the entire community.
- iii. Generate brand awareness and apply evolving technologies with best practices to market Arlington's arts and culture activities and accomplishments.
- iv. Build the marketing and outreach capacities of local arts groups as essential assets to Arlington's art and culture brand and identity.
- v. Develop and promote Arlington's regional arts presence by partnering with arts and cultural organizations from Arlington and the Metro DC area.
- vi. Enhance the programming of Arlington arts and cultural activities and events to build audience.

Goal 3. Create public spaces that offer opportunities for appreciating and interacting with arts and culture to enhance daily experience.

- i. Deliver civic and publically accessible spaces that generate economic, environmental, and social sustainability benefits for the community.
- ii. Use arts and cultural programming to activate public spaces.
- iii. Incorporate public art in the design, planning, and building of the public realm.

Goal 4. Use arts and culture to facilitate accessible and inclusive opportunities for lifelong learning, discovery and creativity.

- i. Create opportunities for participatory arts and culture experiences for all age groups throughout Arlington's network of neighborhoods.
- ii. Support and complement the role of arts and culture across the formal and informal (school and out-of-school] education spectrum.
- iii. Encourage partnerships between artists, arts and cultural organizations, and schools to develop new curricular approaches that will enrich academic performance and student growth.
- iv. Offer traditional and contemporary arts and cultural opportunities to foster cross cultural engagement and understanding.
- v. Promote arts and culture as critical components of such 21st century skills as collaboration, critical thinking, problem solving, and technological literacy to enhance Arlington's creative workforce and economy.

Goal 5. Integrate arts and culture into all aspects of civic and community life.

- i. Use arts and culture to create engagement opportunities that reflect and involve Arlington's diverse populations and the full spectrum of their creative expressions.
- ii. Leverage the ability of the arts to strengthen community bonds and promote equity and inclusion in civic and cultural activities throughout Arlington.
- iii. Acknowledge the varied and essential civic benefits of arts and culture by considering and including these benefits in all relevant county plans and studies.