

# Bastrop Art in Public Places Meeting

Bastrop City Hall  
City Council Chambers  
1311 Chestnut Street  
Bastrop, TX 78602  
(512) 332-8800



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## AGENDA - Wednesday, August 1, 2018 at 6:00 P.M.

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*Bastrop Art in Public Places Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.*

### 1. STAFF AND BOARD UPDATES

- 1A. CULTURAL ARTS MASTER PLAN INTERIM REPORT AND TASK FORCE UPDATE
- 1B. BASTROP VOLUNTEER FAIR
- 1C. DISCUSS FY 2018 & FY 2019 BUDGET
- 1D. INSURANCE COST ESTIMATES FOR BARON & STEPHEN F. AUSTIN STATUES

### 2. CONSENT AGENDA

- 2A. Consider action to approve minutes from the June 6, 2018, meeting.

### 3. ITEMS FOR INDIVIDUAL CONSIDERATION & DISCUSSION

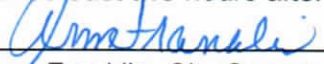
- 3A. Consideration, discussion, and possible action regarding marketing and social media.

### 4. Announcements by Board Members on items not for consideration, discussion or possible action.

Next Board Meeting Wednesday, September 5, 2018 at 6 p.m.

### ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: Wednesday, July 25, 2018 at 3:00 p.m. and will remain posted for at least two hours after said meeting has convened.

  
\_\_\_\_\_  
Ann Franklin, City Secretary

# MINUTES



## Bastrop Art In Public Places Board Meeting Wednesday, June 6, 2018, 6:00 pm



Bastrop City Hall Council Chambers  
1311 Chestnut Street • Bastrop, Texas 78602

1. Meeting was called to order at 6:00 p.m. by Chair, Matt Hart.
2. It was confirmed that a quorum of Board members was present.

Place #	Board Members	Present X	Absent X
8	ALBERS, Jo	X	
9	BECK, Anne	X	
2	VACANT		
3	HART, Matt	X	
4	HASCHKE, Andrea	X	
1	OUTLAW, Marlene	X	
7	VACANT		
6	SKARNULIS, Ed	X	
5	YENS, Diana	X	

Also present: Barbara Sparks and Vicky Rose, community members; Colin Guerra, Staff; and Mayor Connie Schroeder

3. Citizen Comments: There were no citizen comments.
4. Vicky Rose, with the Baron de Bastrop Chapter of the Daughters of the Republic of Texas (DRT) was present to describe their goal of donating Stephen F. Austin and Baron de Bastrop statues to the City. She said that Austin founded the city and named it after the Baron. The statues would be life sized and the estimated cost is \$160,000 which would be raised through donations. The hope of the DRT is that they would be placed on city property and become the property of the City of Bastrop. After some discussion of possible locations it was decided that decision could be made at a later date. Ed moved and Jo seconded that BAIPP recommend approval by the City Council of the Project. Colin will

talk with the Planning and Zoning Board about possible locations, and will check with Finance regarding insurance and annual cleaning costs before submitting the recommendation to the Council.

5. Lynn Osgood, representative of Go Collaborative consultants on the Cultural Arts Master Plan, gave an update on the progress of the planning process. She has met with a number of stakeholders, representatives of the art community and has scheduled a meeting with the entire Task Force on July 12<sup>th</sup> at 5:30 p.m. at City Hall. She said that the staff of Go Collaborative will be doing an economic analysis of the current and future impact of the arts in Bastrop. Board members recommended that she look at the growth of the Hispanic community in our City, and Connie recommended she talk with Kathryn Nash, a member of the Bastrop Economic Development Corporation Board, who previously served on BAIPP's Board.
6. Staff, Board, and Committee Reports:
  - Matt reviewed the 2018 and proposed 2019 budgets. No action was recommended at this time, pending completion of the Master Plan. He suggested that engineers do an assessment of the Bridge condition and that assessment be a part of the scheduled budget workshop.
  - 2-D art update. Anne reported that the June 9<sup>th</sup> award ceremony for recipients of the 2018 recognition was still on schedule
  - Diana felt the 3-D art call went well and recommended the juror sheets be revised before next year's competition. Diana moved and Marlene seconded and the April meeting minutes were approved. Diana would like for Colin to ask the Legal Department to advise on action needed to get one of the 3-D artists to pick up his sculpture. Members suggested he be given a notice that if he doesn't claim the art it might become property of the City. There might be liability on the part of the city if it isn't covered by our insurance. Diana asked Board members to think about what might be done and forward any ideas to her. It was suggested that wording be added to the Call requests requiring participants to agree to timely reo-claiming of their work. Finally, Diana recommended that the Sculpture call be held every two years rather than every one. Jo moved, Marlene seconded, and the Board voted unanimously to make that the procedure for future calls.
  - Jo met with Gabby Foytik whose family is planning to seek contributions to their "living and giving" memorial. Jo assisted in the writing of a sample fund donation cover letter. The project will need to develop a timeline and address the costs of insurance, cleaning, etc. Ed suggested that the memorial might be located in Bob Bryant Park and could become part of a previously proposed Culture Walk.
7. The draft 2019 budget was discussed and since the Master Plan may impact that allocation it has been submitted to the Council as is while recognizing that subsequent planning may affect its implementation.
8. Mayor Schroeder reminded everyone to attend the July 17<sup>th</sup> Volunteer Recruitment Fair at the Convention Center. It will be from 7-8:30 p.m. and Andrea and Ed have agreed to be at a BAIPP table. This could be a good opportunity to recruit prospective jurors and other volunteers to BAIPP activities.
9. The meeting was adjourned at 7:35 p.m.

**Ed Skarnulis**

**Approved**

\_\_\_\_\_  
**Board Secretary**

**DATE:** \_\_\_\_\_

City of Bastrop

Cultural Arts Master Plan

# Task Force Interim Report

July 7, 2018



# SUMMARY

## Here’s Where We Are

This Interim Report gives a broad overview of the main trends and ideas being identified as part of the Arts and Culture Master Plan planning process. The goal of the report is to help orient the Task Force members to the major challenges and opportunities that have been seen within the planning process and to strategize about how to expand this understanding, as well as bring the wider community into the conversation

To review where we are, and bring us up to date from our last meeting together:

**Our Charge Is:** to assist the City of Bastrop with the creation of a Cultural Arts Master Plan. The goal of the plan is lay out the policies, programs, and ideas that will enable the city to best harness its resources to grow and support the local arts and culture sector for residents and visitors alike.

**Our Tasks to Date Have Been:** focused on creating a broad base of understanding about the history, trends, and groups in town that make up the current arts community. We have conducted numerous one-on-one interviews with key stakeholders, created an overview report of the cultural economy, examined current demographic trends, and identified potential case studies to serve as inspiration for future ideas.

**What We Mean by Arts and Culture:** It’s important to note that as arts and culture grow in importance in people’s lives, and across the United States, that we work from a broad understanding of the term. Whereas a number of years ago “the arts” meant more traditional forms of expression such as painting, ballet, and the theater, today, the term “arts and culture” is broadly inclusive a whole range of modes of creative expression **that** support a wide range of experiences for everyone in the community – from film, digital media, design, food, choirs, and music, along with more traditional forms of the performing arts and visual arts.

### Major Findings to Date:

**Economically:** Economic growth from the Austin area will continue to have a strong impact on the City of Bastrop bringing both positive (growth in number of residents, growth in number of artists, growth in regional tourism), and negative economic forces (potential retail drop). Fortunately, Bastrop shows a strong foundation of creative industry employment, and a significant number of Bastrop residents work in creative industries.

**Demographically:** As a city, Bastrop’s median household income is higher than some surrounding areas. However, it is lower than the median household income in the nation, the state of Texas, and Bastrop County. Moreover, it has decreased at a significant pace. At the same time, Bastrop is becoming slightly less diverse, while the county’s demographic changes are steadily increasing

“There are a lot of people who believe in making Bastrop an arts destination.”

“It’s all about figuring out what connects us emotionally, culturally, and physically.”

diversity. As part of the planning process we want to ensure that a diversity of stakeholders are always at the table.

**Sector Specific:** Bastrop has a number of key arts institutions and individuals who have worked for decades to establish the arts economy as a key component of the city. However, given the smaller size of the primary arts stakeholders, there is an opportunity (as well as some recognized challenges) for creating a more cohesive strategy that can enable the arts to serve as an essential component of Bastrop’s larger economic development strategy. It is also recognized that the smaller number of key arts and culture stakeholders provides an opportunity for fostering new arts-leadership within the community.

### Here’s Where We’re Going

In addition to the information identified below, this Interim Report also begins the important conversation on the wider community engagement processes that will be happening in the fall. There will be three primary ways by which the community will be engaged: 1) an online survey, 2) a general data-oriented community meeting in late August, and 3) broader series of family-focused community meetings in early October.

**Next Steps:** After the Task Force members have had a chance to review the basic findings and give any feedback about the direction of different components (demographic, economic, community engagement), a series of final reports will be created that will help serve as a foundation for the planning process moving forward.

**Questions to Think About:** As you are reading through the initial information contained within this report, please keep in mind the following questions:

1. Do you think we missed any important insights in Discovery Visit One about the dynamics currently affecting the arts community in Bastrop?
2. Was there anything in particular within the Demographic and Cultural Economy Information that intrigued you? Anything that might be missing?
3. Which case studies resonated with you most? (we list 5 and we'll develop 3 more fully)
4. We've laid out a plan for a set of further interviews/focus groups and a more general public engagement plan. What are we missing? What else / Who else is not being considered?

We'll review these questions together as a group in this month's Task Force meeting or afterwards through email. Please feel free to reach out to Lynn Osgood anytime with questions ([lynn.osgood@gocoaustin.com](mailto:lynn.osgood@gocoaustin.com)).



## Report Outline

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# INITIAL FINDINGS

## Discovery Visit One Summary

“Art needs to be about an experience – what does it mean to be in Bastrop for the weekend? For the week?”

**Goal:** The primary goal of Discovery Visit One was to have one-on-one interviews with key arts and culture community stakeholders in order to understand more about the local creative economy, how it developed, and where there are current opportunities and challenges.

**Findings:** Nine interviews were held throughout town. The following list pulls from some of the key insights gathered during the interviews. Specific quotes from the interviews are found throughout the report:

- **Internally**
  - Historically, the arts community within the City of Bastrop has seen many periods of both coming together and splitting apart over the years.
  - Artists themselves are loosely affiliated in town. There is the opportunity to make this a more centralized community.
  - There is a strong and growing Hispanic set of communities within the city that can be brought more fully into the larger policy conversations about arts and culture.
  - Similarly, there is a strong and historic African American community in the city that also has a great deal to offer to future policy discussions.
  - There is a strong and historic festival culture within the city from which to build future opportunities and respond to regional destination marketing demands.
- **Externally:**
  - The relationship with Hyatt Resort has gone through many different phases of development and could be strengthened further in the future.
  - There is a strong understanding that economic changes within the region are creating a fast rate of change within the city and that the arts sector must respond to.
- **Structurally**
  - The BIAPP Board takes on many responsibilities for arts-related policy decisions and there is the opportunity to further differentiate their tasks and define their roles.
  - Given the historic nature of downtown, there is the opportunity to continue developing arts-infrastructure projects (such as benches and statues) in the spirit of the existing Art Boxes.
  - There is a potential to grow even stronger connections between the Museum/Historic Society and a larger arts strategy within the city.

- **In general, people are asking:**
  - What connects us as an arts community?
  - How can the arts and culture sector help to define a sense of place for the city?
  - How can the arts become more of an ever-evolving experience within the city for visitors and residents alike?

“For the older generation of leaders, we need to figure out how to train people to take over for us. How do we reach out to the younger generation and find ways to engage?”

“There’s very little presence of the minority communities in the arts community in town. There’s a lot of need to connect.”

## Demographic Overview

Making sure that we develop the right arts and culture strategies for the City of Bastrop requires us to have a strong understanding of the overall demographic trends at play within the city and the region as a whole. The following information is a snap-shot of some current trends that are at play.

Bastrop is experiencing significant demographic change. Between 2010 and 2016, the city’s population grew by almost 13%, from just over 7,200 to just under 8,000. Bastrop’s population growth between 2010 and 2016 is almost on par with Austin’s; Austin’s population grew by 15% in this period.

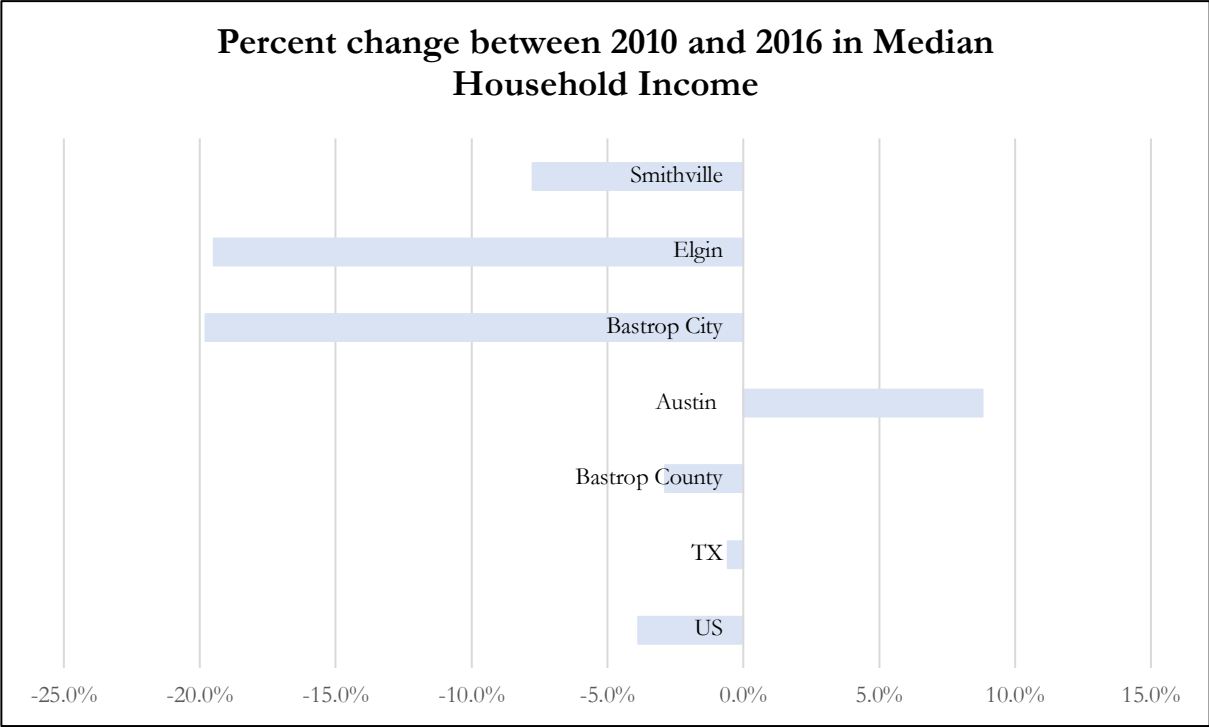
However, this change has not occurred evenly across demographic groups. For Bastrop City, the population of white residents has increased by 27%, while the population of Hispanic or Latino residents has decreased by 20%, and the population of black residents has decreased by 23%. For Bastrop County, in contrast, the population of all demographic groups grew slightly (under 5%), with the exception of the Hispanic or Latino population, which grew significantly by 14%. However, White residents still make up the majority of the population – Hispanic or Latino residents are roughly one fifth of the White population, whereas Black residents are 15% of the White population.

**Takeaway:** Bastrop City is becoming slightly less diverse, while the county’s demographic changes are steadily increasing diversity.

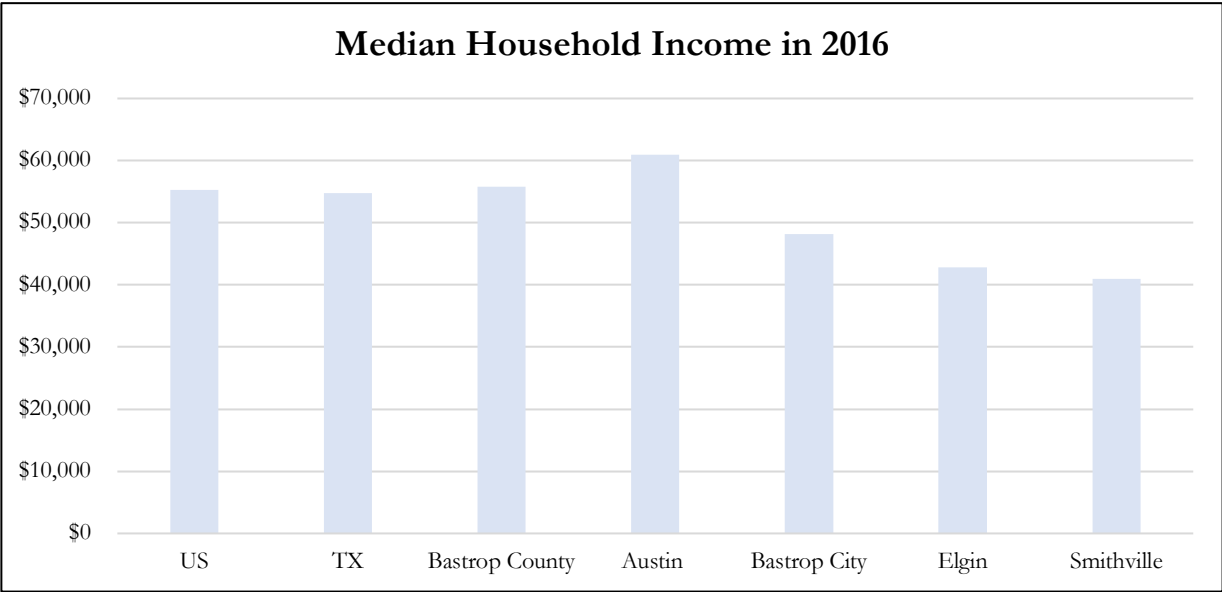
In terms of age, the breakdown of Bastrop is similar to surrounding communities.

- 40 percent of Bastrop’s population is between 35 and 65.
- 22 percent is under 18.
- 19 percent is between 18 and 34.
- 19 percent is over 65.

One very notable demographic shift relates to household income. Compared to nearby cities, the county, the state of Texas, and the nation overall, Bastrop has experienced a fairly significant 20 percent drop in the median household income.



While Bastrop’s median household income is higher than that of other nearby cities, it is lower than Bastrop County’s median household income, as well as the median household income levels of Texas and the nation.



**Takeaway:** Bastrop’s median household income is still higher than some surrounding areas. However, it is lower than the median household income in the nation, the state of Texas, and Bastrop County. Moreover, it has decreased at a significant pace.

“I think one of our biggest threats is that we’re all working in silos.”

## Cultural Economy Report

We know that for the City of Bastrop, finding ways in which the arts and culture economy can grow and mature is one of the key goals of the planning process. As such, it is important to have a solid understanding of the basic characteristics of the current creative economy and how it is functioning.

### General Characteristics

Bastrop boasts a diverse workforce of nearly 3,500 employed workers over the age of 16. These workers fill an array of positions, with some of the greatest proportions of jobs falling in the public administration, retail trade, and educational and health care services sectors. While Bastrop has a diverse economy, as of 2016 its unemployment rate was 8 percent – slightly higher than the nation’s rate, Texas’ rate, but lower than the county’s.

<b>Bastrop’s Creative Industry Earnings</b>	<b>\$</b>	<b>%</b>
Art gallery/dealer & independent artists earnings	3,350,554	20.1
Architectural and design services	3,298,053	19.7
Construction	2,692,780	16.1
Jewelry stores and jewelry, watch, precious stone, and precious metal merchant wholesalers	1,413,494	8.5
Media production & distribution	1,376,443	8.2
Photography services	975,283	5.8
Stores (book, musical instrument & supplies, sewing & needlework)	733,408	4.4
Commercial printing and other manufacturing (jewelry & silverware, pottery & ceramics, architectural woodwork & millwork, pressed & blown glass, musical instrument)	706,111	4.2
All other creative industries	679,294	4.1
Food manufacturing	417,349	2.5
Performing arts	416,314	2.5
Promoters and agents	338,358	2.0
Cultural education	310,198	1.9

Bastrop’s economy also has a robust **arts and culture sector** which earns **nearly \$17 million each year and employs 1,227 workers**. Notably, Bastrop has a higher concentration of creative workers than both Texas and the nation. Art gallery/dealer & independent artists earnings in Bastrop (\$3.4 million) make up the largest share of the county’s total creative industry (i.e. arts and culture industry) earnings (20.1%) and architectural and design services come in at a close second (\$3.3 million, 19.7%). Within the architectural and design services umbrella industry, “architectural services” (\$1.0 million, or 31.7% of total architectural and design services earnings) and “interior design services” (\$746K, or 22.6%) constitute the largest shares of industry earnings. The median hourly wage for creative occupations is \$17.84, which is lower than Hood County, Kerr County, and Texas overall.

“The relationship between the arts and the economy hasn’t always been clear in town.”

Compared to creative industry earnings in the state of Texas, Bastrop has a competitive advantage in the following creative industries:

- Art gallery/dealer & independent artists earnings (20.1% of Bastrop’s creative industry earnings, compared to 11.2% of Texas’ creative industry earnings)
- Construction (16.1% of Bastrop’s creative industry earnings, compared to 10.1% of Texas’ creative industry earnings)
- Jewelry stores and jewelry, watch, precious stone, and precious metal merchant wholesalers (8.5% of Bastrop’s creative industry earnings, compared to 7.3% of Texas’ creative industry earnings)
- Photography services (5.8% of Bastrop’s creative industry earnings, compared to 3.8% of Texas’ creative industry earnings)
- Stores (book, musical instrument & supplies, sewing & needlework) (4.4% of Bastrop’s creative industry earnings, compared to 3.1% of Texas’ creative industry earnings)

### About Cultural Industries in Bastrop

There are 11 arts and cultural nonprofits in Bastrop. As demonstrated by the chart below, these organizations bring in over \$1.6 million in total revenue.

Types of arts and cultural nonprofits and their program revenues (2016)		
Types	Number of organizations	Program revenues (\$)
Historical Organizations	2	-
Singing & Choral Groups	2	252,317
Arts & Culture	1	41,643
Commemorative Events	1	137,875

Cultural & Ethnic Awareness	1	-
Fairs	1	132,399
Historical Societies & Historic Preservation	1	645
Single Organization Support	1	7,481
Theater	1	19,017
<b>Total</b>	<b>11</b>	<b>591,377</b>

There has been significant occupational growth in many of these creative industries between 2012 and 2016. As demonstrated by the chart below – which shows occupational growth for occupations that have more than 20 workers in Bastrop – the numbers of individuals who work as photographers, graphic designers, in the food service industry, interpreters and translators, editors, and interior designers have all grown significantly in the three-year period observed.

**Takeaway:** Bastrop shows a strong foundation of creative industry employment, and a significant number of Bastrop residents work in creative industries.

<b>Creative Workers in Bastrop</b>	<b>2013 Jobs</b>	<b>2016 Jobs</b>	<b>% Change</b>
Photographers	157	192	18.3%
Musicians and singers	91	92	0.5%
Writers and authors	81	85	4.9%
Interpreters and translators	51	66	22.6%
Graphic designers	49	59	17.7%
Molders, shapers, and casters (except metal and plastic)	46	49	5.8%
Fine artists, including painters, sculptors, and illustrators	41	42	3.1%
Chefs and head cooks	27	34	19.5%
Tile and marble setters	31	33	5.8%
Architects, except landscape and naval	28	30	7.2%
Tailors, dressmakers, and custom sewers	32	30	-7.8%
Editors	25	29	14.6%
Cabinetmakers and bench carpenters	27	29	6.2%
Art directors	25	28	11.1%
Craft artists	26	27	3.0%
Interior designers	21	25	15.4%
Librarians	23	24	5.1%
Marketing managers	22	24	9.1%
Jewelers and precious stone and metal workers	21	23	7.9%



Entertainers and performers, sports, and related workers	24	23	-4.8%
Music directors and composers	22	22	-1.2%

**\*Note on film-related industries and occupations:**

The motion picture and video production industry is made up of businesses primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials. This industry accounted for \$336,837 in earnings in Bastrop.

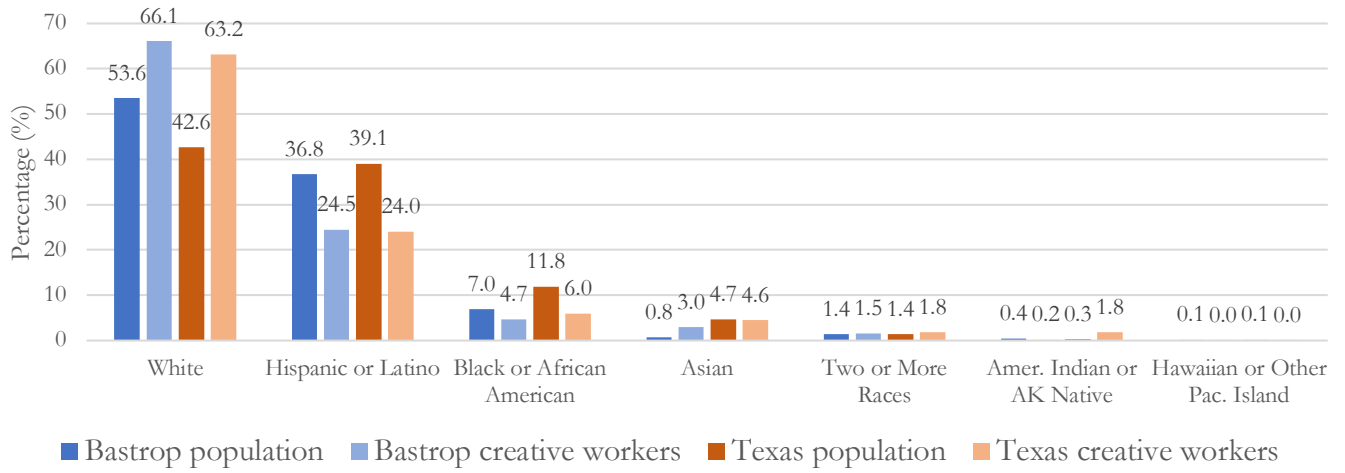
If we look at creative occupations, Bastrop has four film and video editors; their median hourly earnings is \$22.53. Bastrop has three camera operators (television, video, and motion picture); their median hourly earnings is \$17.42.

**About Creative Workers**

Race and ethnicity of creative industry workers:

- The majority of creative workers in Bastrop are white (66.1%).
- White people make up 53.6% of Bastrop’s population, so are over-represented in the creative workforce.
- About a quarter of Bastrop’s creative workers (24.5%) are Hispanic or Latino; 4.7% are Black or African American; 3.0% are Asian; and 1.5% are two or more races.
- People who identify as Hispanic or Latino and Black or African American are under-represented in Bastrop’s creative workforce.
- If we look at the state of Texas, white people are also over-represented in the creative workforce (42.6% of the population is white, compared to 63.2% of the creative workforce). People who identify as Hispanic or Latino and Black or African American are also under-represented in the creative workforce, but the discrepancies are more pronounced than in Bastrop.

### Race and ethnicity of population and creative workers, Bastrop and Texas (2016)



## Cultural Planning Case Studies

### Case Study Development

As part of our efforts to identify opportunities for Bastrop we are looking at developing case studies of other communities in the United States that are also looking for ways to bring arts and culture to the forefront of new development, both to bolster opportunities for current residents and increase tourism from outside the community.

Given the fact that there are not many smaller-sized cities that have undergone robust arts and culture planning efforts, we have looked to identify communities that, to varying degrees, are:

- adjacent to rapidly growing metropolitan areas
- have a strong and distinctive historical identity
- want to increase tourism without using it to completely define their character
- have viable strategies for funding their approaches to growing their creative industries

Our research has distinguished the following cities as potential sources of inspiration:

#### #1 Brighton, Colorado and Durango, Colorado plan to:

- Develop a concert venue that can seat between 5,000 and 15,000 people for regional draw.
- Create an online, real-time database on a Cultural and Tourism website (of arts media contacts, events and deadlines).
- Measure, evaluate, and then establish incremental goals for the number of ticket giveaways to performing arts events for military, senior and under-served populations
- Develop three new versatile performance spaces within new or existing spaces throughout the community with affordable seating for 50-200 people for arts and cultural events.
- Create an outdoor venue accommodating 800-plus attendees for performances
- Create arts and culture volunteer database and network.
  - FUNDING STRATEGIES:
    - Encourage workplace giving and corporate philanthropy for arts and culture.
    - Conduct continuing research to develop, qualify, and fund cultural district(s).
    - Prepare an annual “State of the Arts” report for BCIA and a social occasion for funders/donors and non-profits

“We have great physical assets, like the river and downtown, but we’re also not unique. We have to be smart about how we harness those assets.”

- Advocate for financial planning specific to the cultural assets and resources needed for the use and enjoyment of the community

“We want a ‘small town art-full’ kind of experience.”

**#2 Taos, New Mexico and Silver City, New Mexico plan to:**

- Enhance historic walking tours of historic sites and districts.
- Develop a hospitality training program for local hotel and restaurant service providers for service tips and professional enhancement and also knowledge of local attractions.
- Assess current offerings and programs in participatory or experiential tourism (aka Creative Tourism).
- Attract food industry and restaurant development.
- Develop an artists-in-residency program
- Advance historic preservation and adaptive reuse
- Develop an entrepreneurs and artists forum or “salon” to exchange ideas, savvy, technology and dialogue.
- Create a 35-unit affordable live/work project for artists in Taos’ historic downtown district. The project is a partnership between the Town and Artspace Projects.
  - FUNDING STRATEGIES:
    - Implement Gross Receipts Tax Increments: New Mexico Counties are eligible to enact a County Quality of Life Gross Receipts Tax Option to fund the promotion and expansion of cultural programs at a maximum rate of one-fourth of one percent.
    - Implement Business Improvement Districts – assess annual contributions on property owners within a designated PID for public improvement and infrastructure projects.
    - Implement Public Improvement Districts – assess annual contributions on property owners within a designated PID for public improvement and infrastructure projects
    - Use creative enterprise projects, fund raising, and grants.
    - Use a Lodger’s tax

**#3 Mankato, Minnesota plans to:**

- Designate Heritage landmarks and districts.
- In partnership with the Tourism and Economic Vitality goals, develop new, interactive modes of communicating historically significant places, people and experiences to residents and visitors.
- Explore programming to communicate the city’s heritage, including interpretive plaques, gateway signage, historic designation markers, mapping of historic resources, historic walking tours and brochures, audio tours, historical performances, and mobile apps.

- Encourage small retail businesses to carry local artists’ artwork.
- Create an Arts Mobile gallery on wheels; bring multiple art forms to various parts of the community.
- Create a large-scale, unique piece of public art, as a tourism draw.
- Develop priority listing of creative elements to enhance the visitor and resident experience throughout Mankato (i.e. decorative lighting, artistic alleyway enhancements, and art in parking lots and ramps). Identify frequently used key areas where these elements should be placed.
- Provide financial workshops (i.e. grant writing, business plan development, independent contractor proposals, fundraising/development skills, information sharing for creative entrepreneurs and nonprofits) on a regular basis according to the needs and interests of the creative community.
  - FUNDING STRATEGIES
    - Percent for Art program where a predetermined percentage of budget for public facilities is used to incorporate public art into the project
    - Establish a Community Arts Fund that supports local arts and culture initiatives, including a “wish list” of public art projects; publicize to the community and encourage donations. Develop criteria for use and dispersal of Community Arts Fund donations; these criteria should incorporate means to support diverse and underserved artists and organizations
    - Investigate a Round-Up for the Arts program, which provides residents the option of rounding up their utility bill for arts/culture activities/programming. Direct donations to Community Arts Fund.
    - Identify nonprofit arts and culture organizations willing to combine fundraising efforts.
    - Create a comprehensive marketing sell sheet on annual arts/culture sponsorship needs and target to individuals and businesses who are interested in sponsoring arts and culture events, programming and projects.
    - Create a partnership program between for-profits and non-profits where businesses donate time, expertise, and/or services, providing opportunities for businesses to get involved in the creative community and give back. In return, creatives and arts/culture groups offer creative solutions, ideas, and/or experiences to the business.

“There used to be a lot more festivals in town – people really enjoyed them..”

#### #4 Dubuque, Iowa plans to:

- Support professional development for artists and creative professionals.
- Ensure new development agreements are geared toward retaining arts, culture and local character inherent in the neighborhood in which the new development will occur.
- Study repurposing of existing spaces
- Make art more visible in all aspects of daily life
  - FUNDING STRATEGIES
    - Develop public art program funded by a “percent for art” mechanism.
    - Amplify private and corporate philanthropy within the community

#### #5 Edmonds, Washington plans to:

- Convene artists and arts businesses to discuss and explore establishing an “art recycling center” or similar mechanism to promote trading/sharing of resources between artists and encourage “upcycling” of materials by community members.
- Maximize youth engagement with professional artists by encouraging arts organizations and the School District to coordinate opportunities for visiting artists to engage with youth and students through workshops or events.
- Advocate for affordable forms of live/work development that can accommodate and support working artists in Edmonds.
- Encourage the City to review/develop zoning and permitting incentives that actively encourage developments that sustain the vision for a people-friendly, culture-oriented community, which includes public art and public space, and adds to a rich network of cultural resources
- Bundle dining/drinking, recreation, and lodging opportunities with arts and cultural experiences

# MOVING FORWARD

## Discovery Visit Two Proposal

### Goals:

Discovery Visit One provided a deeper understanding of the core dynamics to be found in Bastrop’s arts and culture community. It was apparent that there are a large group of key stakeholders who care deeply about the arts and want to see the local arts and culture economy thrive both to support a strong quality of life for existing residents, and to be a central component of a larger economic development strategy within the city.

The next phase of the Discovery process will be to reach out to those stakeholders who a) are directly involved with the arts and culture community but might not a key decision maker within the sector (e.g. arts educators, individual artists, minority artists etc.) , or b) those who may not be directly involved in the arts and culture economy as a direct provider but that nonetheless are a key part of its healthy functioning (e.g. business owners, historic preservationist, etc.).

### Strategy:

Following strategy is recommended for helping to develop an expanded understanding of the potential for developing the arts and culture economy within the city, and to ensure that a wide and diverse range of stakeholders are at the table.

- Hold additional interviews with:
  - Artists and arts educators in town (such as Bill Owens)
  - Youth representatives
  - Business sector representatives (such as Reid Sharp of Frist National Bank)
  - Partners in the history and preservation groups (such as the museum)
- Attend local gathering (potentially church services) to hold conversations with:
  - Representatives from local Latino communities
  - Representatives from local African American communities

“There are a lot of people that give a tremendous amount of personal time and energy to the arts. But there are a lot of people that burn out too.”

## Public Engagement Plan

The Public Engagement Plan (PEP) will be designed to provide a guidebook for stakeholder and public involvement in the various phases of the planning process. Opportunities to engage in the process will include: community meetings, an online survey, focus groups, and stakeholder interviews. The PEP is intended to be flexible in its implementation as the project involves.

The final PEP will include:

- Online digital public engagement survey tool (e.g., SurveyMonkey) that will enable meaningful and far reaching public involvement. City staff will review and approve the survey tool and questions.
- A schedule for public meetings and other engagement points, including a general overview of each meeting and the desired outcomes.
- A matrix describing the anticipated meeting materials (invitations, flyers, signs, sign-in sheets, agendas, handouts, presentation materials, etc.) and roles and responsibilities for each team member.
- A schedule of group discussions to engage a demographically diverse group of people.
- A strategy for engaging diverse communities specifically addressing language barriers and limited access to technology that will include translation services.

### Evaluation of Success

#### Metrics

- Number of people who attend the meetings throughout the life of project
- The age range of participants
- Number of mentions in local and alternative news outlets
- Completed number of surveys
- Number of comments received
- Use of hashtags specific to projects

#### Captured through

- Sign-in sheet and documentation from public meetings
- Tracking news, specifically in minority media outlets and alternative news sources
- Website, Google and Facebook analytics (traffic tracking)

### Basic Timeline

#### Early August

- Group Discussion outreach to minority communities and additional arts and cultural sector representatives.

#### Mid-August

- Begin online survey one week before first community meeting
- Outreach to all groups



- Lead into Community Meeting One – late August
  - August Task Force Meeting August 9<sup>th</sup>
    - Review of communication materials
    - Review of survey instrument
    - Debrief on focus group findings
    - Prep for Metris consultant visit workshop

### **Late August**

- Community Meeting One
- Metris Workshop – Creative Placemaking and National Trends (general interest)

### **Early September**

- Lead into Community Meeting Two
  - September Task Force Meeting – September 13<sup>th</sup>
    - Debrief on Community Meeting #1
    - Review of communication materials and activities
    - Review of survey findings
    - Prep for consultant visit workshop

### **Early October**

- Community Meeting Two
- Metris Workshop – Arts Organizations Coordination – visioning
- Arts-based Engagement with families and children