



Mayor's Office of Cultural Affairs

Arts & Cultural Plan

THE VISION FOR THE CITY OF HOUSTON ARTS AND CULTURAL PLAN IS TO FOSTER AN ENABLING ENVIRONMENT IN WHICH ART AND CULTURE FLOURISH FOR THE SHARING AND BENEFIT OF ALL RESIDENTS AND VISITORS.

PROMOTE

ENHANCE

ADVANCE



HOUSTON MINI MURAL PROJECT BY: UP ART STUDIO
ARTIST: ANATRONEN

The Arts And Cultural Plan has been developed in coordination with the city's first General Plan. **Culture** is one of the important goal areas in the General Plan. Twelve "core strategies" identify the city priorities necessary to achieve the community vision and goals in the plan. Culture is aligned with the core strategy *Celebrate What's Uniquely Houston*.

Houston has tremendous artistic and cultural assets and each year the City of Houston makes important investments in these resources for the benefit of its 2.2 million residents and nearly 15 million annual visitors. With the city expected to grow by more than one million people over the next 20 years, the Arts and Cultural Plan embraces change and reflects the evolving role of culture in the community.

Houston is a true world city, linked by both commerce and culture to countless places around the world. It is now the single most ethnically diverse major metropolitan area in the entire country. Houston already has brand strength in energy, space, medicine and petrochemicals. It is one of the best places in the world for the arts and its cultural assets represent a strategic opportunity for Houston's civic identity.

The Arts and Cultural Plan was developed by looking at local data, research and by listening to community residents, artists, arts and cultural groups, a community advisory committee, City staff and elected officials, civic leaders and experts. Over just six months, hundreds of individuals contributed to

the Plan through meetings, interviews and events, and thousands more accessed the project online.

The Plan identifies community concerns, sets a vision for the future and establishes three key priority actions.

PRIORITIES:

■ **PROMOTE ENGAGEMENT IN QUALITY ARTS AND CULTURAL PROGRAMMING**

■ **ENHANCE THE SUPPORT SYSTEM FOR THE CITY'S DEEP CULTURAL ASSETS**

■ **ADVANCE STRATEGIES TO STRENGTHEN THE LOCAL CREATIVE ECONOMY**

The Plan includes 27 recommendations to advance the City's long-term priorities and identifies cultural indicators the City can monitor to assess change and progress over time.

MOST IMPORTANTLY, THE ARTS AND CULTURAL PLAN IS DESIGNED SO MORE RESIDENTS AND VISITORS CAN FULLY BENEFIT FROM HOUSTON'S ARTS AND CULTURAL VITALITY.

Arts and Cultural Plan co-chairs:
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