



San Diego is alive with creative people and possibility. Together we form a vibrant community of shared cultural experiences, insight and practices. We are crafting a cultural plan to capture the power of our many traditions, ecologies, and creative capital to propel our city

and transborder region forward as a more equitable place of inspiration and prosperity.

## Why a cultural plan? Why now?

San Diego's arts and cultural ecosystems are vital in their vision and impact yet face ongoing challenges from the pandemic and the rising cost of living and doing business. With the right plan in place, our creative economy will power our future growth and success, led by creatives in every industry and artists from visual and performing arts, film and media. The Creative City cultural plan – San Diego's first – will align arts and culture with the priorities of the City of San Diego government, inform a future with creativity at the center of our livelihood, and foster greater opportunity and sustainability for us all.

## What is a cultural plan?

A cultural plan is a comprehensive, long-term plan to advance arts, culture and creativity for the benefit of city residents as well as the greater Cali-Baja megaregion. It is based on inclusive listening, public engagement and research into the current conditions and opportunities in San Diego. The Creative City planning process will occur citywide during 2023 and 2024. It is led by the City of San Diego and championed by Mayor Todd Gloria. The resulting plan for the City of San Diego will be reviewed by the public, Commission for Arts and Culture, and City Council, leading to Council adoption of the final plan.

## What are the goals of Creative City?

- Comprehensively assess the state of San Diego's arts and culture – *what are we building on? What are the successes? What are the challenges?*
- Hear what San Diegans envision for their creative life through inclusive public engagement – *what do we want it to become?*
- Advance cultural equity for all San Diegans – *how do we ensure greater access to arts and cultural experiences for residents and visitors?*
- Set a City strategic framework for guiding and strengthening San Diego's arts and cultural sectors – *how do we get there?*
- Align City investments in arts and culture with City goals and priorities – *how can arts and culture support improvements in areas such as affordable housing, safe public spaces, economic growth, sustainable communities, and mobility?*

November 2022 –  
May 2023

Pre-planning  
and Research

June 2023-  
August 2023

Listen  
and Engage

September 2023-  
February 2024

Emerging  
Directions

March 2024-  
September 2024

Developing  
the Plan

October 2024-  
November 2024

Public Input  
on Plan

December 2024-  
March 2025

Revising and  
Final Plan

## Who is leading the planning process?

This effort is led by the City of San Diego in partnership with a cultural planning team engaged to guide a strategic process to address our unique strengths, needs and priorities.

## Ways to participate.

### Public engagement activities will include:

- Creative City Forums
- Public discussion pop-ups throughout the city
- DIY community conversation toolkits
- Public survey

### Take your place! Check the Creative City website for details on how to get involved.

- All-city Creative City Forums in June and July
- Public discussion pop-ups (in all council districts, June and July)
- Community conversations (DIY meeting toolkits, available in June)
- Public survey (opens in July)
- Sign up for updates and follow the City's social media channels
- Encourage others to participate
- Review and comment on the draft plan
- Advocate for adoption of the plan

Scan for website  
[sdcreativecity.com](https://sdcreativecity.com)





## Guide & Tips

### The Facilitator

The facilitator will be the person asking thoughtful questions and moderating the conversation among all participants. The facilitator is responsible for documenting the thoughts, ideas, and themes of the conversation. It is best to have a co-facilitator to help take notes, photos, etc.

#### Facilitator Tips:

- *Emphasize confidentiality to the group – all data is reported only in the aggregate (no data is attributed to an individual)*
- *Always respect each person's opinion*
- *Invite and encourage different, multiple perspectives and ideas*
- *Encourage group to build meaning together*
- *Reference group comments and ideas to continue the conversation*
- *Group involvement 85%, Facilitator involvement 15%*

### Group Size and Duration

Try to gather a group of at least 4-5 but no more than 20 people. Although, any size group that has thoughtful dialogue about this process is valuable. Discussions are usually about 30 - 60 minutes in duration.

### Materials

1. Sign-in Sheet
2. Discussion Guide/Sample Activities
3. Planning Process Summary Handout

Please keep in mind....

*~ Each meeting may go a little differently. Some groups may be eager to have long discussions, and some may be more pressed for time.*

*~ Discussion guides are just that – guides. Feel free to customize to your own voice and style.*

*~ Conversation may wander off the specific areas listed in the guide. That is great if still about arts and culture and economic development. Most AHA! moments come from the community!*



#### Meeting Process:

- Introduction
- Hand out planning process document.
- Discussion and Probes
  - Introduce question and perhaps give your own example or story to get the conversation flowing.
  - Use probes and follow-up questions if answers are vague.

#### Note taking:

- Listen for key themes and ideas
- Please document any great quotes you hear!
- Note if hearing similar responses from multiple members/or groups – (i.e., all members agree that there is that ONE thing this planning process should accomplish).
- Note if you think there are any individuals who warrant follow up after the meeting.

#### Materials Submission

- Notes should be recorded in Word or Google Docs
- All notes, and photos can be emailed to [linda@culturalplanning.com](mailto:linda@culturalplanning.com).



## Sign-in Sheet

[illegible]



## Introduction

Today, we want to listen to you. We'd like to understand what makes your community unique, what you value about its arts and cultural life, and what you think can be improved or different, or what you want to see five years from now. We want to understand what the specific priorities for this planning process are.

## *Discussion Questions*

Introductions: *[Go around room and ask all to introduce themselves "how do you define creativity? "what do you love about where you live?" Have a couple of people start who you know can give simple examples...*

- 1. What are the most treasured arts and cultural spaces/places/or activities in your neighborhood/community?*
- 2. What have you seen or experienced in other cities that you want to see in San Diego?*
- 3. What do you want the arts and cultural future to look like - for you, your friends, your family?*
- 4. If you were developing this cultural plan, what would be the top 2-3 priorities you would want the plan to address/accomplish? What do you want to see more of in your community?*
- 5. Is there anything we didn't ask you about that you'd like to share?*

## Community Sample Activities

*GOAL: These exercises aim to elicit what creativity, arts and culture mean in your neighborhood or community. You will probably find many, even conflicting meanings that sometimes do not surface in conversations. You can use these exercises as conversation starters, as inspiration to come up with your own games, or as a framework that you can tweak as you need.*

### Activity Option #1: Thinking of my neighborhood/community or group, who are we?

Ask people to choose either 1) a place in your community that represents the culture or creativity of your community, or a 2) piece of artwork in your neighborhood, or a 3) well known person in the neighborhood and have them write/draw/represent the history of that place/artwork/person. Then everyone shares. If they don't know the history, they can make it up.

Ask people specific questions, *for example*:

- What was the place used for and what is it used for now?/ When was the artwork produced and why?/ What's the person's life history?
- Why is that person/artwork/person so important to this community?
- Why does the place/artwork/person represent creativity?
- How does this place/artwork/person represent your community as a whole?
- What does the future look like for this place/artwork/person? What do they want it to be?

**Tip:** Pay attention to how people talk about what's unique in their neighborhood.

### Activity Option #2: What does arts, culture, and creativity mean in our community?

Ask participants to draw or describe their neighborhood and think about it in the future or as something else...

1. If our community/neighborhood were a piece of art, what would it be? Why?
2. How would you describe the neighborhood's vibe/beat in terms of music? (rap, country, rock, indie) Why?
3. Looking into the future, what do we want our community/neighborhood be known for?



## Creative City Community Conversation Notes Summary

Date of Discussion: \_\_\_\_\_

Location (include zip code): \_\_\_\_\_

Lead Facilitator: \_\_\_\_\_

Co-lead Facilitator (if any): \_\_\_\_\_

Organization (if any): \_\_\_\_\_

# of people who attended: \_\_\_\_\_

Description of people who attended:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note taking:

- Listen for key themes and ideas
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- Note if hearing similar responses from multiple members/or groups – (i.e., all members agree that there is that ONE thing the community really needs from this planning effort).
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Materials Submission

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**NOTES SUMMARY: (Please use brief statements and bullet points)**

- Treasured arts and cultural spaces/places/or activities
- Experience in other cities that you want to see in San Diego
- What the arts and cultural future looks like
- Top 2-3 priorities
- Additional Ideas/Thoughts:
- Great Quotes:



I live in:

City of San Diego  
San Diego County  
Elsewhere

The city I live in is:

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How do you identify your gender? Please  
circle ALL that apply.

Gender expansive Man  
Transgender  
Trans man  
Trans woman  
Two Spirit  
Woman  
Man

I am undecided and/or questioning.

I prefer not to disclose.

I prefer to describe my gender:

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My age range is...

Under 21  
21 to 34 years  
35 to 44 years  
45 to 54 years  
55 to 64 years  
65 to 74 years  
75 years and over Prefer  
not to disclose.

Which of the following describes your racial or  
ethnic identity? Please select ALL that apply.

American Indian or Alaska Native East  
Asian  
Black or African American  
Latinx or Hispanic  
Middle Eastern/North African  
South Asian  
Native Hawaiian or Pacific Islander  
White

I prefer not to disclose.

Not listed above, please describe:

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Thank you!!