



creativecity

Creative City San Diego

**Cultural Plan Framework**

## Why a cultural plan? Why now?

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.

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 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?

Creative City has specific goals tailored to San Diego, to:

- 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?

Creative City has additional objectives for the plan, to:

- Listen to communities and individuals – creative sector stakeholders, residents, youth, seniors and more.
- Be inclusive in the planning process and actively engage the many voices and diversity of San Diego's population.
- Foster experimentation, creativity and excellence in the arts.

## Who's leading the planning process?

- Enhance San Diego's unique position as a border city with binational relationships and impact.
- Identify funding options, resources and strategies for sustainability within the arts and cultural sector.
- Develop strategies to prioritize investments in cultural facilities and leverage them to achieve citywide goals such as equity and creative workforce development.
- Develop a prioritized and phased implementation strategy for the plan.

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.

### City of San Diego

- Key project staff: Arts and Culture leads the planning process working with department partners and the Mayor's team.
- Commission for Arts and Culture: This advisory body will participate in the planning process and ultimately make recommendations on plan adoption to the Mayor and City Council.

### Cultural planning team

- Cultural Planning Group: CPG is a national firm specializing in cultural arts plan development for cities and counties by empowering community thought and leadership in the project process. CPG's visionary approach to planning guides communities to discover and develop the innate cultural assets that give voice to their unique story.

### Team Partners

To help guide the strategic process, CPG is working with team partners, including:

- Casa Familiar
- The Arts at Work
- DRMTM
- Webb Management
- San Diego artist/facilitators

### *The planning process will:*

- Engage a broad segment of San Diegans, using multiple opportunities for participation.
- Engage the arts, cultural and creative sectors of San Diego.

A graphic consisting of overlapping light blue and white circular shapes, resembling a stylized 'C' or a path. The text 'Public Engagement Process' is overlaid on the white circle.

Public Engagement  
Process

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

- Ensure inclusive engagement reflective of the city, with special attention to underrepresented groups.
- Meet people where they are. Through the local partners, build trust with community leaders and groups.
- Ensure all engagement is meaningful and intentional, listening for the stories and priorities to inform an equitable plan.

***Public engagement activities will include:***

- Creative City Forums
- Public discussion pop-ups throughout the city
- DIY community conversation toolkits
- Public survey
- Targeted discussion groups with arts, cultural and creative sectors
- Topic-based conversations
- Interviews

***Complementary research:***

- Demographics and population analysis
- Assessment of City arts and culture programs
- Review of research and City initiatives regarding cultural equity, creative economy and cultural tourism
- Assessment of City-owned cultural facilities
- Research into funding sources for arts and culture

## Ways to Participate

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

- 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