

3.3 OUR CIVIC RESOURCES

Arts and Culture ▪ Parks and Recreation ▪ Community Services

Arts and Culture

Goal AC-1

Provision of diverse programs and partnerships that meet the artistic and cultural needs of the Eureka community. (Modified Goal 5.D)

- AC-1.1 Strategic Arts Plan.** Continue to work with the Eureka Arts and Culture Commission to adopt and regularly update a Strategic Arts Plan that supports the arts and cultural development of the City and conduct surveys and studies, hold stakeholder meetings, or utilize other forms of analysis to understand the arts and cultural needs and interests of the community. (New)
- AC-1.2 Funding.** Apply for grant funding opportunities, consistent with an adopted Strategic Arts Plan, for the development of a wide range of high-quality arts and educational programs and projects that are accessible to all. (New)
- AC-1.3 Cultural Tourism.** Develop programs that invest in and contribute to the enhancement of arts and cultural programs, services, organizations, and artists to foster ongoing cultural tourism efforts and creative economic development in the city. (New)
- AC-1.4 Art and Education.** Partner with Humboldt State University and other educational institutions, libraries, arts and cultural organizations, and creative individuals and proponents to strengthen the network of arts and cultural resources in the City and region. (New)
- AC-1.5 Coordination of Arts Community.** Encourage coordination among local arts and cultural groups and events to expand their appreciation by the community. (Modified Policy 5.D.5)
- AC-1.6 Supporting Local Arts.** Continue to support the local arts community and programs associated with arts, culture, music and theater, and organizations such as Eureka Main Street and the Ink People Center for the Arts, and others. (Modified Policy 5.D.2)

- AC-1.7 **Youth Engagement.** Continue to encourage the development of entertainment, recreational, and cultural activities for youth. (Modified Policy 5.D.6)
- AC-1.8 **Museum Development.** Collaborate with local museums, such as the Clarke Museum, the Morris Graves Museum, the Discovery Museum, and others, and support expanded educational opportunities at these sites. (Modified Policy 1.N.13)
- AC-1.9 **Artist Live-Work Spaces.** Support the rehabilitation and conversion of buildings to expand and develop artist live-work spaces. (Modified Policy 1.C.5)
- AC-1.10 **Renovation Feasibility.** Participate in studies to determine the feasibility of renovating cultural facilities and historic buildings throughout the City but namely within the Core Area to provide additional spaces for art and cultural programs. (Modified Policy 1.C.3)
- AC-1.11 **Public Art Guidelines and Policies.** Periodically evaluate and update the City's Public Art Guidelines and Policies to ensure the City has a clear strategic vision regarding these matters. (New)
- AC-1.12 **Accessibility to All.** Work to ensure that the arts and culture are accessible to all Eureka residents and all visitors to Eureka. (New)

Goal AC-2

Effective utilization of arts and culture to stimulate events and projects that will increase City revenues and enhance Eureka's image. (New)

- AC-2.1 **Cultural Arts District.** Establish and maintain a City-designated Cultural Arts District registered with the California Arts Council. (New)
- AC-2.2 **Wayfinding, Banner, and Signage Program.** Develop and implement a wayfinding, banner, and signage program that communicates the various arts and culture activities and options to local and regional travelers. (New)
- AC-2.3 **Marketing and Outreach.** Engage in marketing and outreach efforts designed to increase knowledge about and to enhance the attendance of Arts and Culture-related venues, programs, and events. (New)
- AC-2.4 **Cultural Focal Points.** Develop several cultural focal points across the City, in addition to strengthening the Core Area, for entertainment, cultural, and community activities. Promote the development of a cultural arts/theater district within the Core Area, with particular emphasis on F Street, C Street, and Opera Alley. (Modified Policies 1.C.1 and 5.D.1)

- AC-2.5 Private Investment in Public Spaces.** Remove or minimize any City-based regulatory restrictions that would prevent private investment into public spaces, such as phantom art galleries, parklets, neighborhood-based mini-libraries, and murals on privately-owned buildings. (New)
- AC-2.6 Public Art.** Continue to support public art that is consistent with the City's Public Art Guidelines and emphasizes art as an interactive pedestrian experience, allowing for a more inclusive and engaging public realm, including landscape buffers, parklets, parking lots, and other small public spaces. (Modified Policy 1.C.6)
- AC-2.7 Joint Public-Private Partnerships.** Promote cooperative arrangements with public and private agencies that allow for temporary or permanent displays of art on public or private land, such as murals on blank walls and the City's Phantom Art Program. (Modified Policies 1.C.4 and 1.C.7)
- AC-2.8 Community Events.** Continue to support and/or host community events such as Arts Alive, the Farmers Market, the Summer Concert Series, the Redwood Coast Music Festival, and the Humboldt Makers Street Fair, among other events, to foster civic pride and affirm the City's identity as an inclusive and creative community. (New)
- AC-2.9 Community Centers.** Continue to maintain existing community centers and actively support the establishment of community centers in underserved areas of Eureka to meet both the civic and cultural needs of the community. (Modified Policy 5.D.4)