

ATTACHMENT 3A: Comparison of Proposed and Existing Arts and Culture Policies

Proposed 2040 Plan	Origin of statement (2020 Plan, etc.)	Comments
<p>GOAL AC-1: ARTS AND COMMUNITY LIFE</p> <p>Recognize the potential for the arts to enrich and inspire residents, build a sense of community, attract visitors, revitalize the city, and provide economic opportunity. <i>Arts and culture are integral parts of San Rafael’s quality of life and civic identity. Art connects us, expands our awareness of the world, and makes us stronger as a community. San Rafael has a thriving arts, cultural, and literary scene, with services, programs, events and venues that serve a diverse and engaged population.</i></p>	<p>GOAL CA-1 QUALITY CULTURAL AND LIBRARY SERVICES</p> <p>It is the goal for San Rafael to have quality arts, cultural, historical, and library facilities, services and programs that serve a diverse population. <i>Arts and culture are an integral part of San Rafael’s quality of life. The City of San Rafael recognizes the value of cultural heritage and the arts to enrich and inspire its residents, build a sense of community, attract visitors, and revitalize the city, as well as to provide economic opportunity and generate revenue.</i></p>	<p>Libraries are now addressed in a separate goal. Historic resources are also in a separate goal.</p>
<p>Policy AC-1.1: Cultural Center of Marin Continue to promote San Rafael as the center of arts and culture in Marin County.</p>	<p>Policy CA-1 Cultural Center of Marin Continue to promote San Rafael as the center of culture and arts in Marin County and strengthen partnerships between the City and local artists, art agencies and organizations, schools, and businesses.</p>	<p>Partnerships are now covered in Policy AC-1.3</p>
<p>Program AC-1.1A: Arts Facilities. <i>Support efforts to improve and sustain local arts facilities such as the Marin Center and Rafael Theater, and recognize their role in making San Rafael a regional arts hub. New</i></p>	<p><i>New</i></p>	
<p>Program AC-1.1B: Falkirk Cultural Center. <i>Promote the Falkirk Cultural Center as a venue to support and foster the arts and celebrate local culture. Seek funding to rehabilitate and improve the mansion and sustain its programs through income-producing activities.</i></p>	<p>Policy CA-9: Falkirk Cultural Center Use the Falkirk Cultural Center as a venue to support and foster the arts and to celebrate local culture. Rehabilitate, expand and develop, as appropriate, the Falkirk building and grounds in keeping with its listing on the National Register of Historic Places.</p> <p>Program CA-9a: Funding for Falkirk Cultural Center. <i>Seek funding to sustain Falkirk’s facilities and programs through expansion and income producing activities.</i></p> <p>Program CA-9b: Community Support of Falkirk. <i>Establish organization(s) to support Falkirk’s activities.</i></p>	

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<p>Program AC-1.1C: Arts and Culture Master Plan. Build on the work done by the County of Marin and San Rafael-based arts organizations to create a San Rafael Arts and Culture Master Plan. The Plan should promote participation of the arts community in civic life, enhance arts programming, promote cultural inclusion, and maximize opportunities for arts events. Potential funding sources for a Master Plan should be explored.</p>	<p>Policy CA-2: Arts Plan Advance an Arts Plan with a vision and strategy that: (a) Promotes effective public participation including San Rafael arts and cultural organizations, residents, and workers in formulation of cultural policies and governance; (b) Encourages programs to enhance the missions of San Rafael arts and cultural organizations; (c) Maximizes use of City venues for cultural and arts events and programs.</p> <p>Program CA-2a: Funding. Identify funding to prepare an Arts Plan for San Rafael.</p> <p>Program CA-2b: Arts Plan. Prepare an Arts Plan in partnership with the community, evaluating the current state of community arts and culture, incorporating, as feasible, vision plans developed by local organizations for culture and arts in San Rafael, conducting a needs assessment, setting goals and writing a strategic plan.</p>	
<p>Policy AC-1.2: Arts Programming Encourage an array of cultural arts programs and activities addressing the needs and interests of the whole community.</p>	<p>Policy CA-3: Cultural and Arts Programs and Activities Encourage and provide an array of both public and private cultural arts programs and activities addressing the needs and interests of the whole community.</p>	
<p>Program AC-1.2A: City Activities. Continue to provide City-sponsored arts classes and cultural activities, including arts programs at San Rafael’s community centers. Programs should be equitably distributed around the City so that they can be accessed by all residents.</p>	<p>Program CA-3b: Art Classes and Cultural Activities. Continue to provide arts classes and cultural activities.</p> <p>Program CA-6a: Neighborhood Arts Program. Develop neighborhood arts programs at the community centers.</p>	
<p>Program AC-1.2B: Youth Programs. Support additional arts programming for children and youth, including City-sponsored activities and activities sponsored by Youth In Arts and other local organizations. Advocate for continued arts programming in public schools.</p>	<p>Program CA-3a: Youth Programs. Develop additional programming for children and youth.</p>	
<p>Program AC-1.2C: Programs for Older Adults. Ensure that arts programming meets the need of older adults and provides opportunities for intergenerational activities as well as those oriented toward seniors.</p>	<p>New</p>	

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<p>Program AC-1.2D: Public Information. Work with local arts organizations to improve public awareness of local venues, galleries, exhibits, events, performances, and opportunities to participate in arts and cultural events in the city. Provide links to such information on the City’s website.</p>	<p>New</p>	
<p>Policy AC-1.3: Partnerships Promote and strengthen partnerships and cooperative arts programming with local artists, schools, community-based institutions, Dominican University, the County of Marin, and non-profit arts organizations.</p>	<p>Policy CA-1 (part): strengthen partnerships between the City and local artists, art agencies and organizations, schools, and businesses. Program CA-3: Educational Programs. Promote cooperative educational cultural programs enlisting the aid of public and private institutions.</p>	
<p>Program AC-1.3A: Local Programming. Allow arts groups, schools, and businesses to use City facilities and public spaces for art exhibits, performances, and programs. Seek opportunities for the City to use County, institutional, and private arts space for its arts activities.</p>	<p>Program CA-1a: Partnerships. Encourage arts groups, schools, and businesses to conduct programs in City venues.</p>	
<p>POLICY AC-1.4: CULTURALLY INCLUSIVE ACTIVITIES Encourage activities, entertainment and events that reflect San Rafael’s diverse cultural heritage and population. Support participation in the arts by all residents as a way to promote intercultural understanding. All residents should have the opportunity to achieve their creative potential.</p>	<p>Policy CA-4: Ethnic and Cultural Activities Encourage and develop activities, entertainment and events that reflect a diverse ethnic and cultural heritage. Encourage participation in the arts as another method to promote intercultural understanding. Program CA-4a: Ethnic Activities, Cultural Performers and Diversity Programs. Provide venues and support for programs that enable members of the community to participate in diverse cultural activities</p>	
<p>Program AC-1.4A: Under-represented Groups. Support arts organizations and artists to expand their audience in San Rafael, including communities that are currently not well represented in local arts organizations.</p>	<p>New</p>	
<p>Program AC-1.4B: Equitable Programming. Explore ways to improve cultural equity and access to arts programming among lower income and non-English speaking residents, including new partnerships, training, outreach strategies, multi-lingual initiatives, and reduced fees for qualifying residents.</p>	<p>New</p>	

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Policy AC-1.5: Public Art Promote a stimulating and engaging environment through the greater display of public art.	Policy CA-5: Public Art Promote a stimulating and engaging environment through the greater display of artwork in public places.	
Program AC-1.5A: Art in Public Places. Evaluate the feasibility of an Art in Public Places Ordinance that would establish a funding source and/or mechanism for increasing public art. Strive for solutions that do not increase housing costs and that maximize flexibility in the way funds are used.	Program CA-5a: Art in Public Places. Seek a long-term source of funding for public art, such as an endowment fund, community partnerships, or an Art in Public Places Ordinance.	
Program AC-1.5B: Community-Based Outdoor Art Installations. Support participatory public art projects that engage the community, such as murals and street painting. Such projects should foster a greater understanding of local arts, history, and culture and provide an opportunity to express neighborhood identity.	Policy CA-6: Community Art Encourage community art projects that create a greater understanding and appreciation of art and artists through community involvement. Program CA-6b: Mural Review. Review and modify, as needed, the Planning Commission’s resolution regarding mural review and approval.	
Policy AC-1.6: Space for the Arts Encourage the creation of additional arts space and arts venues in the city, such as galleries, theaters, indoor and outdoor performance spaces, and cultural centers.	New	
Program AC-1.6A: Art as a Community Benefit. Recognize space for the arts as a community benefit in local zoning and density bonus programs. Expand incentives for incorporating arts space and arts features in new projects.	New	
Program AC-1.6B: Reducing Barriers. Amend zoning codes as needed to facilitate the temporary or interim use of vacant ground floor commercial or lobby space for art exhibits, display space, and “pop up” cultural activities.	New	
Policy AC-1.7: Event Participation Encourage public and private participation in support of arts and cultural events, including neighborhood fairs and gatherings.	Policy CA-7: Event Participation Encourage public and private participation in and support of arts and cultural events.	

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<i>Program AC-1.7A: Sponsorship of Events. Support special events such as the Italian Street Painting Festival, the Farmers Market, the Parade of Lights, the Art and Wine Festival, and the May Madness Car Show, as well as events sponsored by the Downtown BID, Chamber of Commerce, neighborhood associations, and other community groups.</i>	<i>Program CA-7A: Sponsorship of Events. Continue to sponsor arts and cultural events for public and private participation.</i>	
Policy AC-1.8: Arts and the Local Economy Recognize the value of the arts to the economy of the city, and the role of the arts in community revitalization.	New	
<i>Program AC-1.8A: Cultural Arts District. Leverage Downtown San Rafael’s designation as a Cultural Arts District to support arts activities, attract visitors and business patrons, promote equity and inclusivity, and create a more welcoming and exciting Downtown environment. Encourage “ArtWalk” activities and similar events that showcase local talent and provide opportunities to experience the arts.</i>	New	
<i>Program AC-1.8B: Cultural Tourism. Promote cultural tourism as a way to attract visitors and support and sustain the local arts community.</i>	New	
Policy AC-1.9: Arts-Supportive Environment Create an environment that is supportive to arts professionals.	New	
<i>Program AC-1.9A: Communication. Support ongoing communication with local arts organizations. to address and resolve issues of concern.</i>	New	
<i>Program AC-1.9B. Engagement in Community Processes. Recognize the arts community as important stakeholders in local community processes and economic development strategies. Support artist engagement in planning and governance.</i>	New	
<i>Program AC-1.9C: Showcasing Local Artists. Consider artist in residence programs, poet laureates, City-sponsored lunch concerts and similar events showcasing the work of local artists and performers.</i>	New	

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<i>Program AC-1.9D: Reducing Costs. Explore opportunities to create more affordable space for artistic production, including live-work and studio spaces, public cultural facilities, and affordable performance space. N</i>	New	
<i>Program AC-1.9E: Volunteers. Provide opportunities for volunteers in art, cultural, and literary events.</i>	New	
Policy AC-1.10: Funding Establish a broad range of public and private funding sources to supports arts and cultural programs and activities.	<i>Program 3A-e: Funding Source. Seek a consistent funding source for arts and cultural activities.</i>	
<i>Program AC-1.10A: Non-Profit, Private and Community Efforts. Support the efforts of non-profit, private, and community organizations to apply for grants, raise funds, develop arts endowments, and promote community and business investment in art, cultural, and literary activities.</i>	New	