

# City of San Ramon 5 Year Cultural Plan 2008 - 2012

## San Ramon Cultural Art Vision

*“To enhance the quality of life in San Ramon by developing and promoting the arts”*

### Overview

This document reflects the Arts Advisory Committee’s vision for responding to the needs of the community for cultural and artistic enrichment and enjoyment. It is in essence the preferred cultural and artistic future for San Ramon that is envisioned for the next five years. This Cultural Plan includes goals, objectives and recommended actions that will serve as a roadmap to guide us towards this vision. It is a document that will help measure and judge progress, identify challenges and appropriate solutions to these challenges. The Cultural Plan is realistic and attainable. In the future San Ramon will be identified as a cultural hub that promotes and supports the arts in all of its forms: dance, music, drama, visual arts and literary arts.

### Primary Goals of the Cultural Plan

- Increase Visibility and Marketing of cultural and art programs
- Identify San Ramon as a Cultural Art Hub.
- Increase the availability and variety of Cultural Art Classes for the community
- Encourage and support Professional & Amateur Artists / Performers in the community
- Identify ongoing Revenue Sources to support arts programs into the future
- Maintain Current Programs and Service Levels within the arts programming

### Goal #1: Increase visibility and marketing of the cultural and art programs in San Ramon.

**Objective: Create comprehensive brochures and marketing collateral that highlight City sponsored performing art, visual art and literary art programs.**

#### **Recommended Action:**

- Create an annual performing arts season brochure that highlights all of the performers scheduled for the Front Row Theater and Dougherty Valley Performing Arts Center.
- Create an updated public art brochure that highlights all of the public art pieces in San Ramon
- Create theatrical event postcards for distribution in the East Bay
- Create a cultural art facilities brochure that highlights all of San Ramon’s performance spaces, dance studios and art studios.

**Objective: Utilize technology and the internet to market our visual and performing art programs**

#### **Recommended action:**

- Create an on line gallery of all the public art pieces currently located in San Ramon
- Create a quarterly newsletter for distribution.
- Develop a list of arts web sites for distribution of “Calls for Artists” and announcements

- Establish an e-mail address list of people interested in receiving notification about cultural art events and programs
- Create a downloadable web cast of literary works and visual and performing arts
- Create a downloadable guide to public art in the City along with a teacher guide with activities and ways to use public art for education in the classroom.
- Create an on-line master calendar of cultural art events in San Ramon
- Create a web site for visual artists registered in San Ramon

## **Goal #2: Identify San Ramon as a “Cultural Art Hub”**

### **Objective: Continue to develop and grow the public art collection in San Ramon**

- Create a ‘Public Art Master Plan’
- Schedule art dedications that celebrate all new public art pieces installed in the City
- Sponsor temporary art projects in partnership with local schools
- Develop a “Memorial Public Art Program” for people wishing to donate art in the memory of a loved one or family member

### **Objective: Gain regional and national recognition for San Ramon’s cultural art programs**

#### **Recommended action:**

- Advocate for professional gallery space in the new City Center
- Apply for State and national awards programs to gain recognition for San Ramon’s art programs
- Host an arts summit day for the East Bay / Tri Valley with workshops for arts groups, artists and performers
- Increase offering of professional music, dance and drama performances.

## **Goal #3: Increase the availability of performing and visual art classes**

### **Objective: Expand and increase class and program offerings to recognize the changing demographics in San Ramon and its increasing cultural diversity**

#### **Recommended action:**

- Increase offerings of multicultural dance and visual art classes
- Increase concerts and performances of multicultural music, dance and drama
- Sponsor a multicultural performing art event at the DVPAC
- Outreach to local multicultural groups to find out what classes and performances they would like to see offered in San Ramon

### **Objective: Increase offering of literary classes and programs**

#### **Recommended action:**

- Partner with the Library to offer poetry classes.
- Offer writers workshops to encourage community participation in literary arts
- Publish literary works in Activities Guide and on line
- Utilize Poet Laureate for literary events

## **Goal #4: Encourage and support professional / amateur artists and performers in the community**

**Objective: Provide opportunities for visual artists to create and exhibit their work**

**Recommended action:**

- Locate and create a space somewhere in San Ramon for the secure display of three dimensional sculpture
- Create an “Artist in Residency” program that would bring experienced artists to San Ramon to share their talent, give seminars and encourage the visual arts
- Collaborate with DVC to offer more opportunities for fine artists to work and collaborate
- Increase gallery exhibit space to include the new City Center
- Create a visual arts program for artists to meet and create work together.

**Objective: Increase awareness and appreciation for dance as an art form**

**Recommended action:**

- Increase offering of dance classes for adults
- Research the possibility of having an in-house semi-professional dance company.
- Sponsor a dance competition for local groups and dance companies
- Provide professional dance shows that incorporate a residency program or educational opportunity prior to the shows.

**Objective: Encourage and support participation and involvement in the theater and music**

**Recommended action:**

- Work with Community Bands and Community Theater to offer season ticket packages and dinner and a show packages.
- Provide City Staff support to sponsored performing art groups to assist with technical theater issues
- Collaborate with DVC and Cal State East Bay to offer theater classes and internships to students in our facilities.

## **GOAL #5: Identify revenue sources to support arts programs**

**Objective: Recover cost of cultural art classes and programs.**

**Recommended action:**

- Charge fees for programs when possible to offset the cost of programming
- Increase corporate sponsorship of cultural art programs and events
- Work with local arts foundation to subsidize programs that do not cover costs

**Objective: Increase revenue generation throughout the City from attendance at cultural art events**

**Recommended Action:**

- Advertise cultural programs in regional publications to draw visitors from other cities.

- Partner with local hotels to offer package deals including tickets to cultural art events
- Work with Visitors and Conventions Bureau to promote San Ramon as a cultural arts destination
- Create VIP Club for the Performing Arts Center

**Objective: Locate long term funding sources for arts programming**

**Recommended Action:**

- Create an endowment program to facilitate estate giving to the arts
- Create opportunities at all economic levels to support the arts through charitable giving campaigns
- Create multi-year sponsorship and advertising packages with local and national businesses

**Objective: Increase rental and use of existing cultural arts facilities**

**Recommended Action:**

- Create on-line calendar with available dates for rentals
- Offer a variety of ticketing options and technical theater support for rentals
- Actively promote and pursue rentals for the theaters
- Partner with local non-profits to use the theater for fundraising opportunities

**Challenges to the full implementation of the Cultural Plan**

In order to achieve the stated goals and objectives of the Cultural Plan several challenges will have to be overcome. Many of the program ideas and concepts will require additional resources in manpower and funding if they are to be implemented. The allocation of additional staff dedicated to culture and art programming or the reallocation of staff time is essential to the success of the plan. Funds will also need to be allocated each year to ensure the growth and marketing of arts programs.

As San Ramon continues to progress in becoming a hub of culture and the arts, there will be an ongoing need to evaluate its vision of a cultural identity. San Ramon will face substantial competition from other regional communities with established cultural programs and offerings.

Faced with these challenges, a focused, sustained and adequately funded cultural and art marketing campaign with a unified message will contribute to the success of the programs in the plan. A flexible, creative, problem-solving attitude is what will be needed to move the arts forward in San Ramon.

**Conclusion**

San Ramon is ready to take the next step forward in the development of the culture and the arts. The five-year Cultural Plan defines the following key goals:

1. Increase Visibility and Marketing of cultural and art programs in San Ramon
2. Identify San Ramon as a Cultural Art Hub
3. Increase the availability and variety of Cultural Art Classes for the community
4. Encourage and support Professional & Amateur Artists / Performers in the community
5. Identify ongoing Revenue Sources to support arts programs into the future
6. Maintain Current Programs and Service Levels within the Arts Programming

The San Ramon Arts Advisory Committee is committed to building a strong program for culture and the arts. The goals stated above, with their specific objectives and recommendations, can lay the

foundation on which to develop and promote culture and the arts in San Ramon. The Committee is committed to the vision of “enhancing the quality of life in San Ramon by developing and promoting the arts”. The community has been vocal in expressing its desire for more cultural and art programming. The success of the five-year Cultural Plan and the ability to overcome and address challenges to its implementation will be critical to the development of San Ramon as a regional center of culture and the arts.