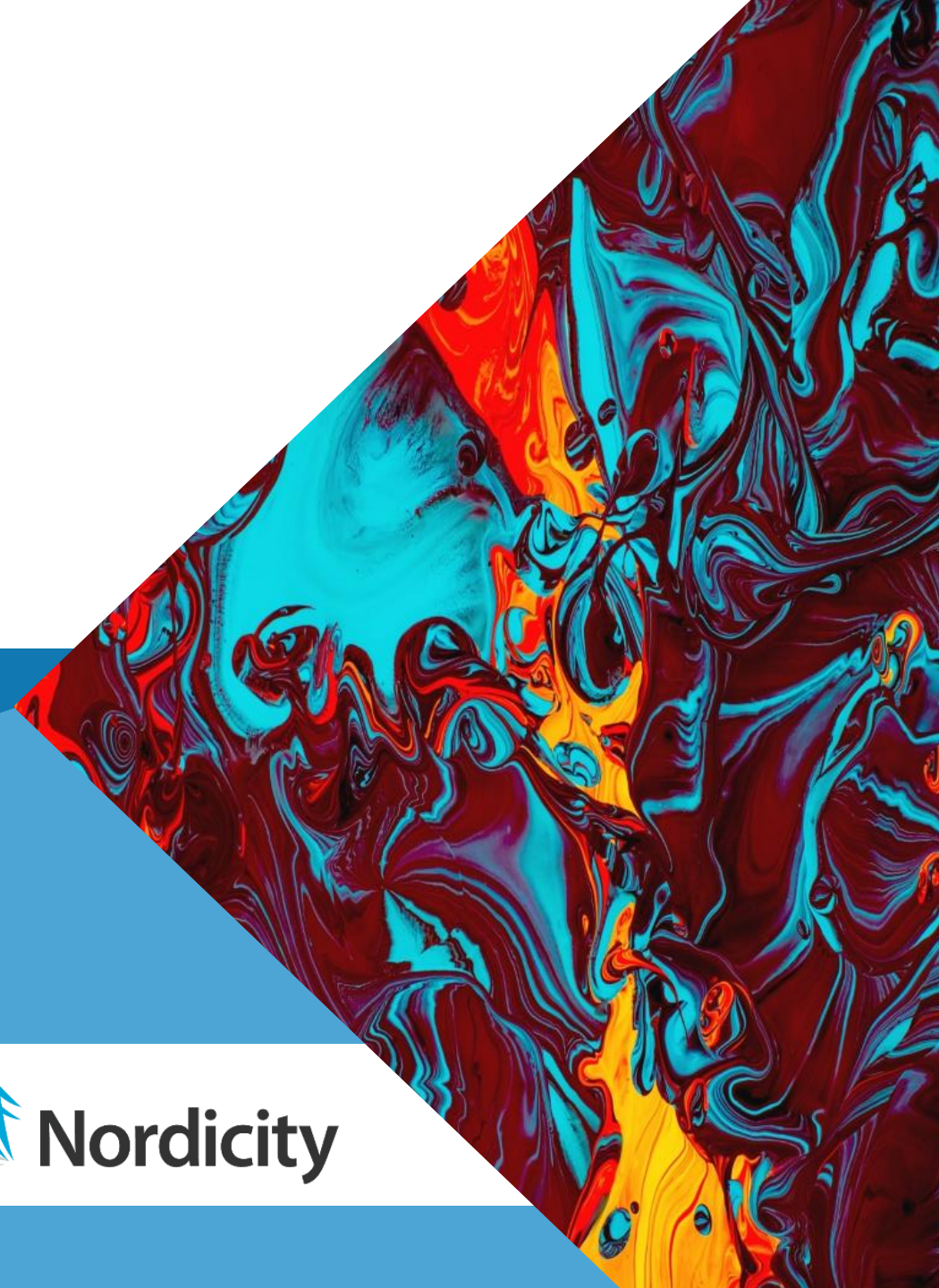




City of Cambridge Final Presentation

May 28th, 2024



Agenda

- Welcome
- Project Overview and Key Findings
- Presenting the Arts and Culture Action Plan
- Wrap up and Final Remarks

Project Overview and Key Findings

Project Overview

Develop a 10-year arts, culture, and events strategy for the City of Cambridge, with recommendations on how to develop and enhance culture services, facilities, programming, and events.

Key Objectives:



Creating an arts friendly city



Building community capacity



Clarifying and strengthening the City's role in culture



Developing and expanding cooperative programs/create structures

partnership

Summary of Engagements



The City

- 3 Roundtables (18 individuals)



The Sector

Those whose work is directly impacted by arts and culture

- 7 Interviews (34 individuals)
- 7 Roundtables



The Community

Those who live, work, and/or play in Cambridge

- 3 Public Open Houses, conversations with youth, written responses from newcomers and other community members. (89 individuals)
- Online survey (472 complete responses)

The plan was also informed by additional touchpoints with key City stakeholders:

- Arts and Culture Advisory Committee
- The Cambridge Arts Guild
- City Staff
- Cambridge Leadership Team
- Schedule A Events
- Key creative stakeholders

Key Needs & Priorities



Diversity and Inclusion



Public Art



Supportive City Infrastructure



Community Connection,
Communication,
and Collaboration



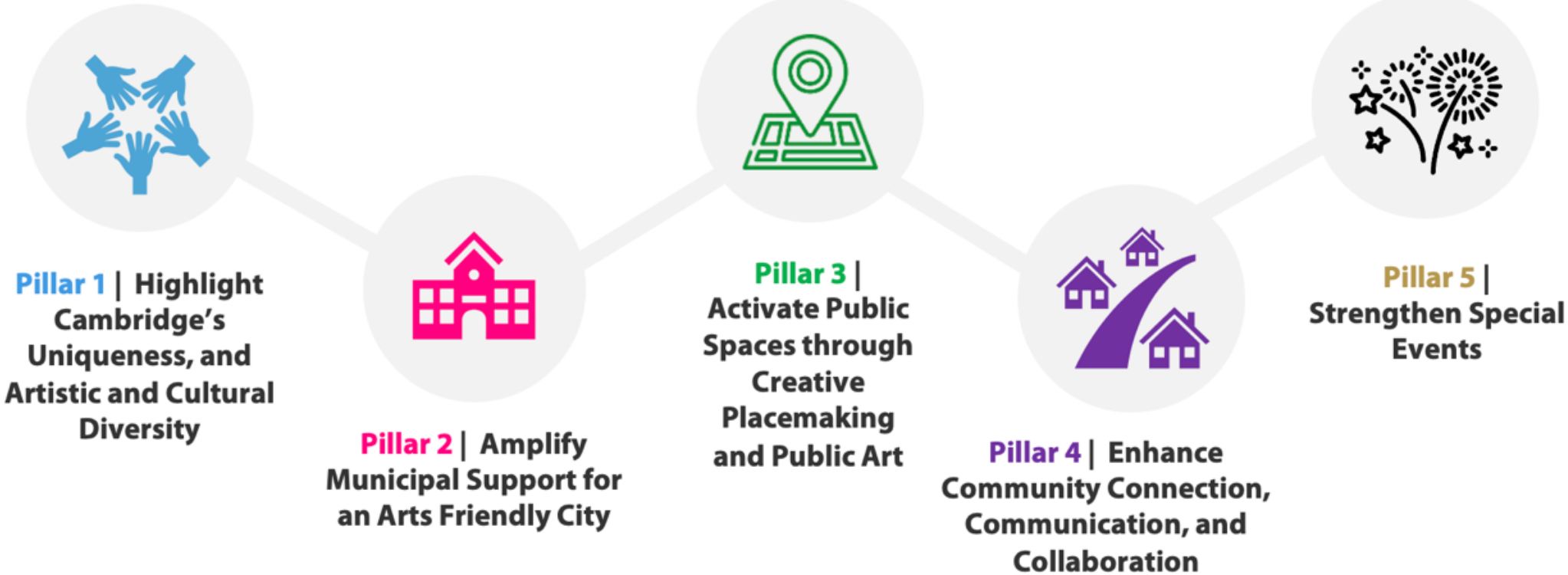
Special Events

Presenting the Arts & Culture Action Plan

Vision for Arts and Culture in Cambridge

“Home to rich built heritage and beautiful natural assets, Cambridge is an attractive, diverse, and growing community where arts and culture promotes a sense of people, place, and prosperity. Whether for residents or visitors, arts and culture is an economic driver, and is what makes Cambridge an enjoyable place to live, work, play. In Cambridge, arts and culture ignites endless creativity, curiosity, and exploration, all the while enhancing our sense of community, well-being, and belonging.”

Arts and Culture Action Plan: Overview





Pillar 1

Highlight Cambridge's Uniqueness and Artistic and Cultural Diversity

Goal Statement:

Celebrate the richness and diversity of Cambridge's arts and culture scene, and embrace the experiences and cultures of those who live, work, and play in Cambridge.

Objective 1.1: Ensure that City-led programming provides interesting and inclusive opportunities for all ages, abilities, and backgrounds.

Objective 1.2: Increase visibility of arts and culture offerings for historically under-represented groups in Cambridge.



Pillar 2

Amplify Municipal Support for an Arts Friendly City (1/2)

Goal Statement:

Solidify the City's role in supporting and incubating a strong, vibrant, and sustainable arts and culture sector in Cambridge.

Objective 2.1: Address capacity needs at the City while bolstering support for the arts and culture sector.

Objective 2.2: Enhance internal sightlines and inter-department collaboration to better advance City priorities through arts and culture.

Objective 2.3: Leverage existing supports and infrastructure to create a stronger, more vibrant, arts and culture scene.



Pillar 3

Activate Public Spaces through Creative Placemaking and Public Art

Goal Statement:

Leverage placemaking and public art to enhance and celebrate Cambridge's heritage and natural assets, create visible indicators of arts and culture throughout the city, and increase vibrancy of the downtown cores and neighbourhoods across the city.

Objective 3.1: Enhance capacity to support growth and investment in public art and placemaking.

Objective 3.2: Incorporate arts and culture space needs within urban and park development plans.

Objective 3.3: Ensure that City controlled public art remains open, accessible, inclusive, and culturally sensitive.



Pillar 4

Enhance Community Connection, Communication, and Collaboration

Goal Statement:

Create stronger community connections through shared experiences, connect audiences to arts and culture opportunities across Cambridge, and build a stronger, more connected local arts and culture sector.

Objective 4.1: Enhance communications around arts and culture in Cambridge to grow community engagement.

Objective 4.2: Support career advancement for local talent.

Objective 4.3: Increase connections among the arts and culture community.



Pillar 5 Strengthen Special Events

Goal Statement:

Allow for all special events in Cambridge to thrive and contribute to the vibrancy of the city.

Objective 5.1: Ensure balanced opportunity for special events.

Objective 5.2: Build capacity for events organizers and support for special events.

Objective 5.3: Enhance data collection, monitoring, and reporting for evidence-based decision-making.

Objective 5.4: Improve marketing and visibility of events.

Objective 5.5: Optimize outdoor spaces for events usage.



Thank you!

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