

Cultural Arts Plan

Development Update

December 19, 2022

AGENDA



- Progress to Date
- Communications Planning and Execution
- Foundational Research
- Original Data Collection and Analysis
- Key Findings
- Next Steps
- Questions

PROGRESS TO DATE

Mixed Methods Approach – **What's been done?**

- Foundational Research / Literature Review – **Over 100 sources**
- Score-based Survey– **4,000+ responses**
- In-depth Interviews + Local artists and Cultural Practitioners

Connections (Qualitative) – **18 interviews + 24 engagement reviews**

- District Council Member Conversations - **Reached out and received input from Council Districts**
- Community Meetings – **6 in-person + 2 virtual**

COMMUNICATION AND REACH

- Executed approved communication plan and strategies
- Multilingual outreach
- Outreach included:
 - FAX bus interior cards: reached 729,839 riders
 - Fresno Bee & Business Journal: Nearly 400 clicks, 60,000 impressions across both outlets and over 24,000 recipients of Business Journal newsletter
 - Valley Public Radio: 350 clicks between web and newsletter ads and 44,000+ impressions
 - Munro Review Digital Ads: Web - 24,000 impressions; Newsletter - 4,800 impressions; 50 clicks
 - Univision Digital Ads: 320,000+ impressions; 1,000+ clicks
 - Social media: Weekly Instagram and Facebook posts and stories
 - Email: Emails sent to distribution list of 700+
 - Website: Updated for each phase from survey to community meetings
 - October saw over 5,300 visits; 3,900 unique visitors; 5+ min spent on page

COMMUNICATION AND REACH

- Door to door outreach
- Flyers and Banners distributed and posted at various events, businesses, community centers, libraries, schools, etc.
- Lockboxes with hard copies of surveys at all community centers, various businesses and events
- Community meeting attendees: 175 total (120 in person; 55 virtual)
 - CMAC Facebook livestream: 1,390 views

FOUNDATIONAL RESEARCH

- **Compiled information from 100+ literature and data sources**
- **Addressed areas ranging from City of Fresno history, demographic data, zoning & transportation infrastructure, municipal plans, arts & culture studies, and relevant research on cultural planning for municipalities similar to Fresno**
- **Additionally included a cross-comparison of cultural plans from cities in California as well as across the U.S.**
- **Distilled takeaways following team identification of historically significant and recurring ideas and themes**

FOUNDATIONAL RESEARCH



Summary of Findings

- **Fresno is a unique community with rich 'diversities', or a complex dynamism of people, cultures and histories**
- **Fresno has active artist communities, utilizes arts education in private & public institutions, and uses the arts to build & connect its communities**
- **Transportation infrastructure could be improved so as to increase access and participation in arts & culture throughout the city**

SCORE-BASED SURVEY

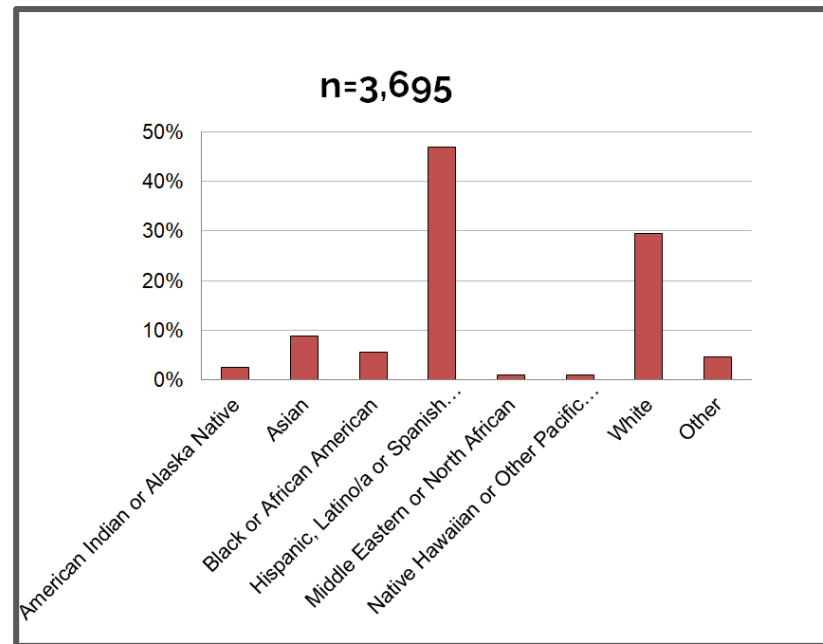


Who took the survey?

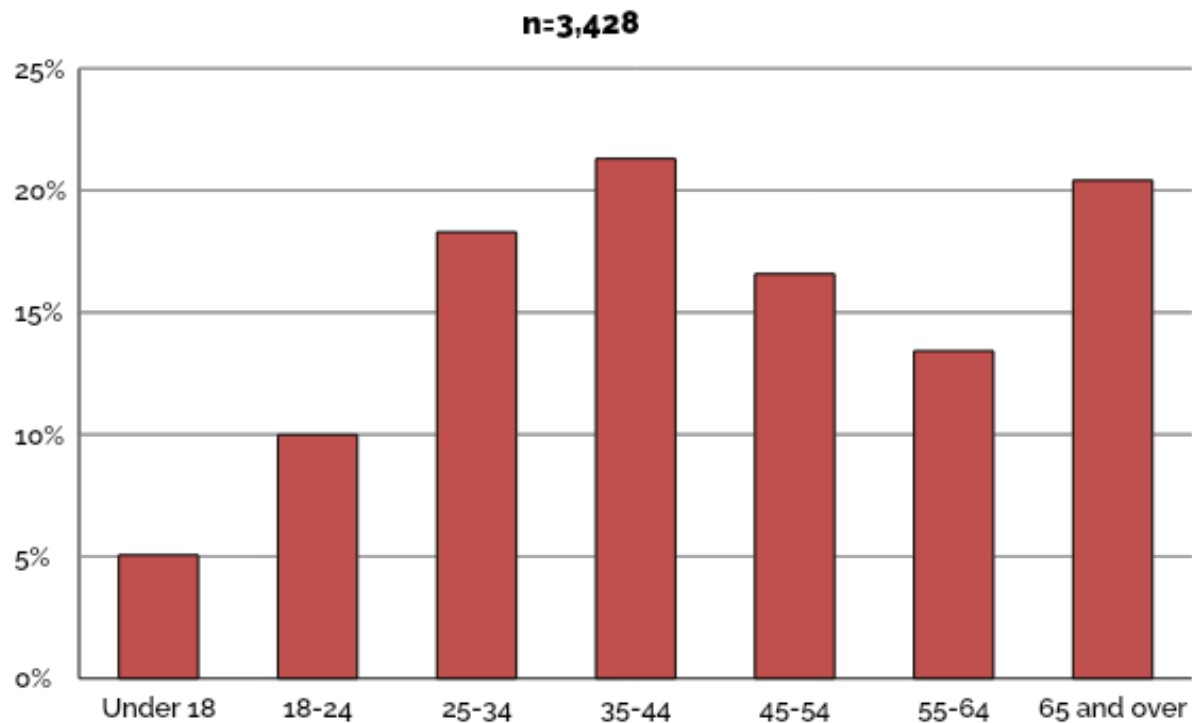
RACIAL AND ETHNIC REPRESENTATION



	Survey	Census
American Indian or Alaska Native	2%	1%
Asian	9%	14%
Black or African American	6%	7%
Hispanic, Latino/a or Spanish Origin	47%	50%
Middle Eastern or North African	1%	N/A
Native Hawaiian or Other Pacific Islander	1%	0%
White	30%	26%
Other	5%	N/A

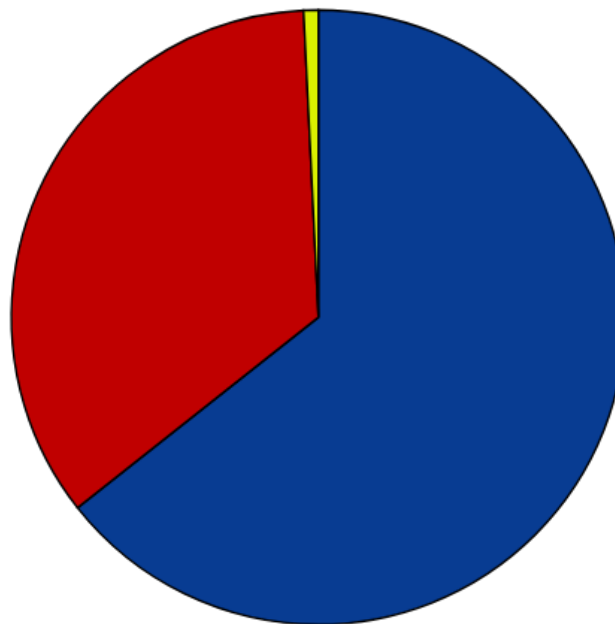


AGE



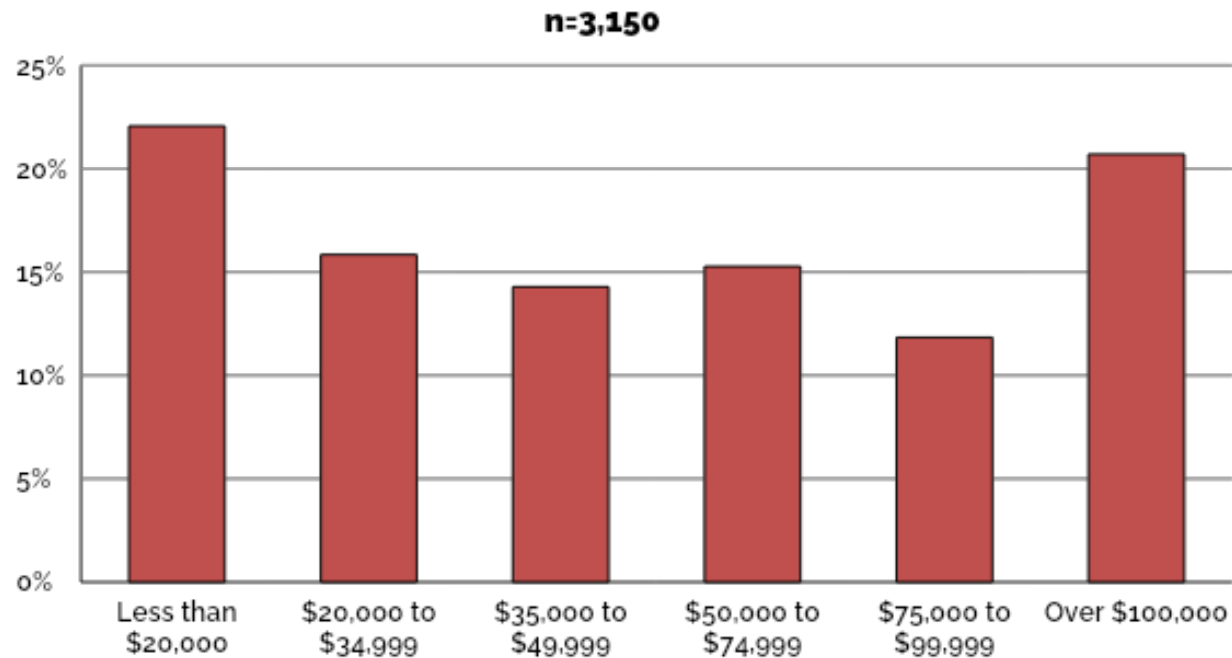
GENDER IDENTITY

n=3,254



■ Female ■ Male ■ Non-binary

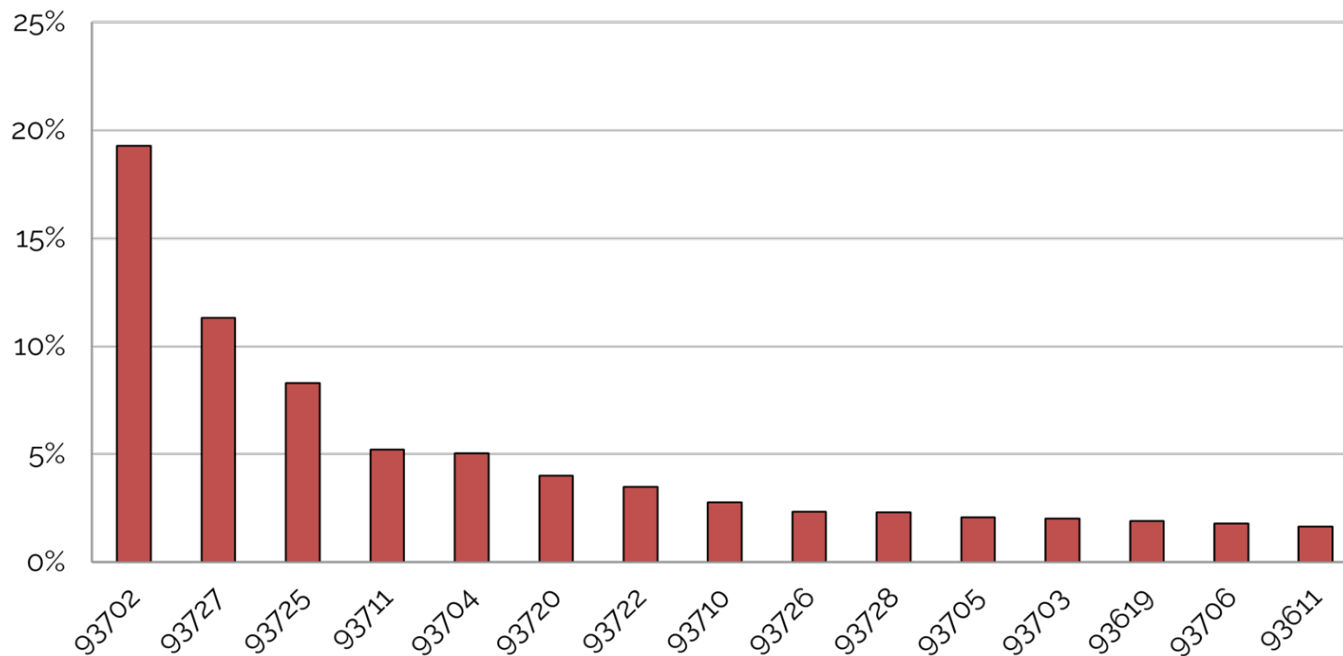
FAMILY INCOME



ZIP CODES (15 most frequent)



n=3,981



SCORE-BASED SURVEY

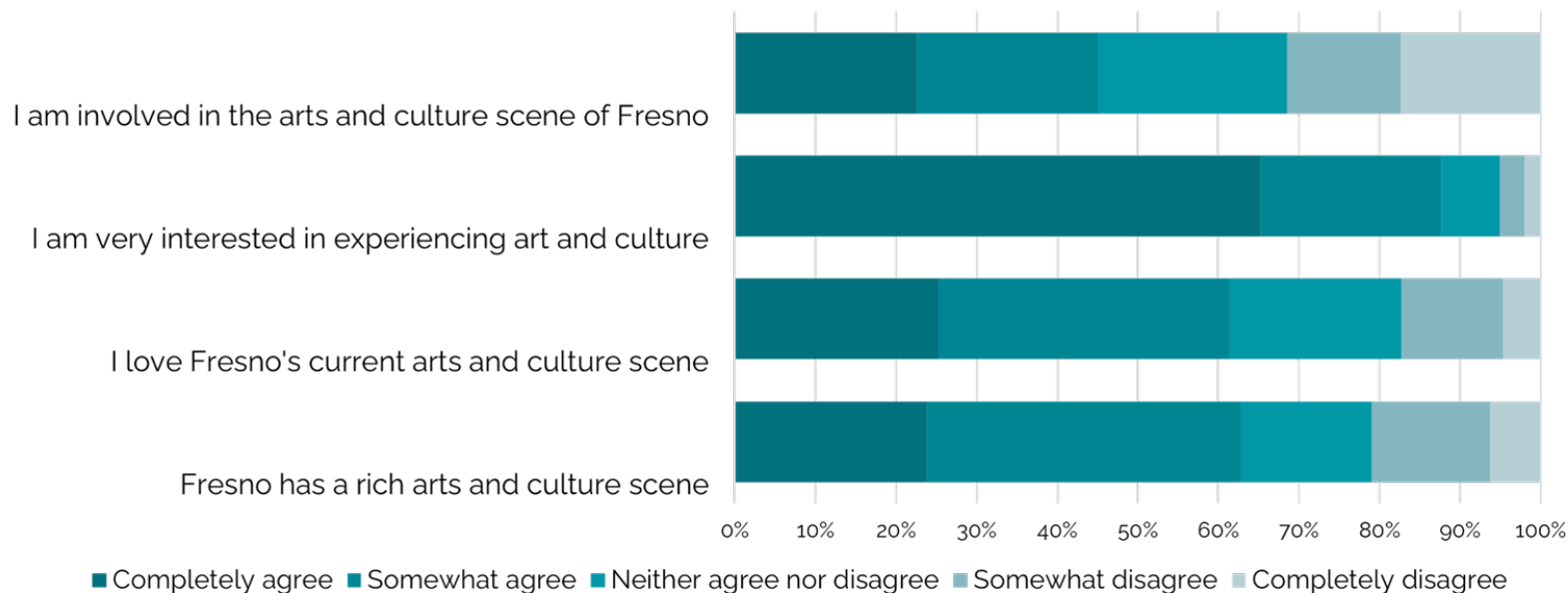


Results

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

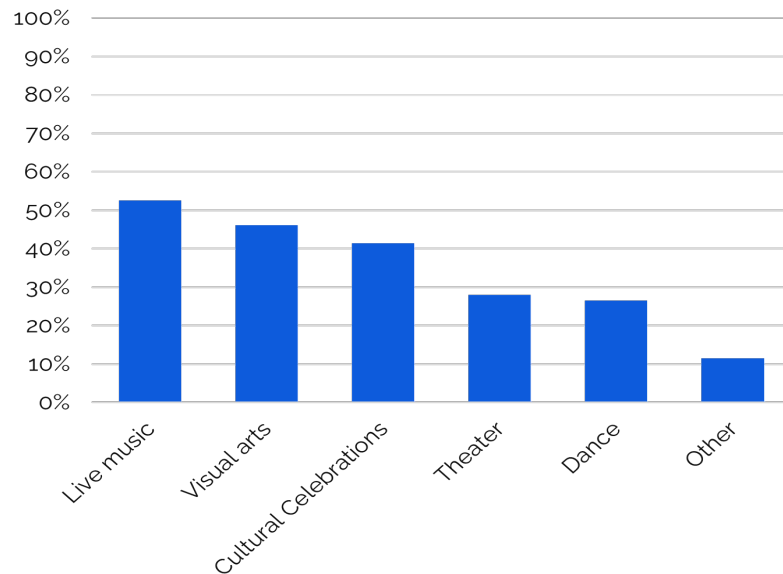


n=3,605



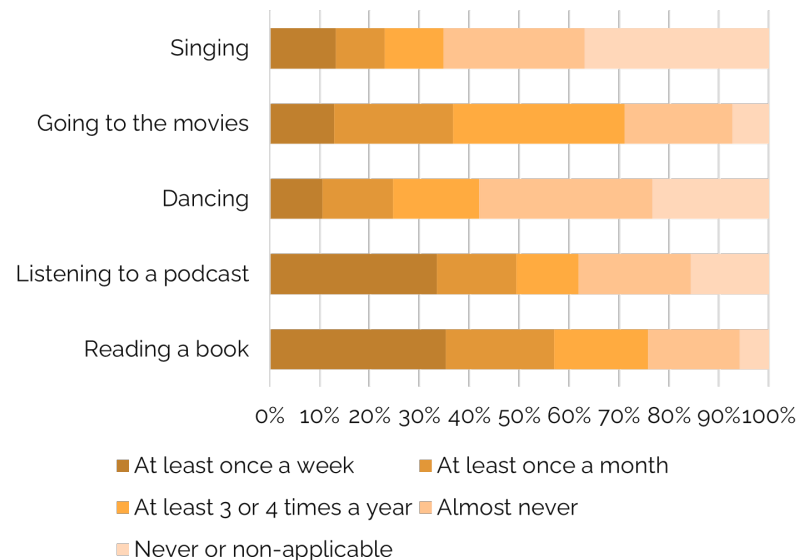
WHAT ARTS OR CULTURAL ACTIVITIES HAVE YOU PARTICIPATED IN OVER THE LAST 6 MONTHS?

n=4,003

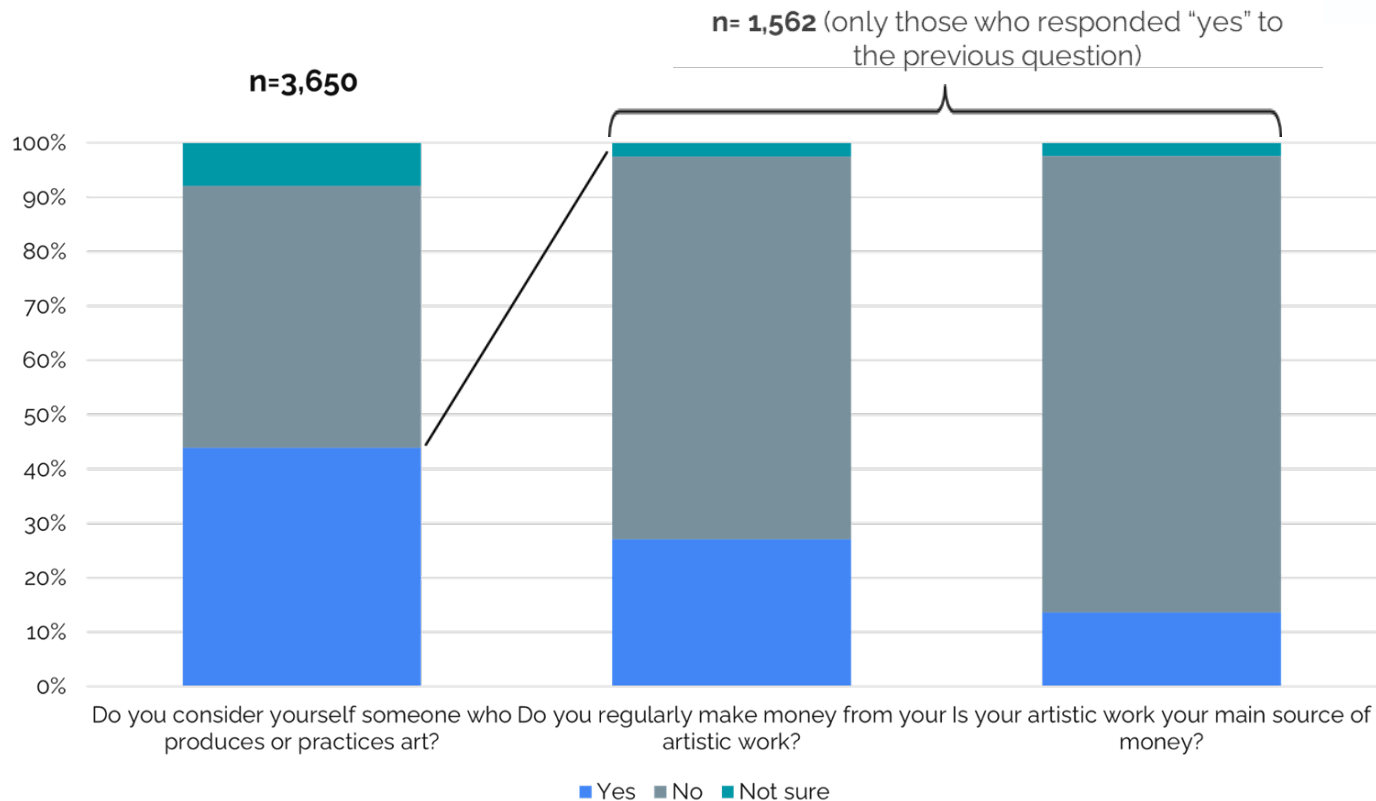


HOW OFTEN DO YOU DO THE FOLLOWING ACTIVITIES?

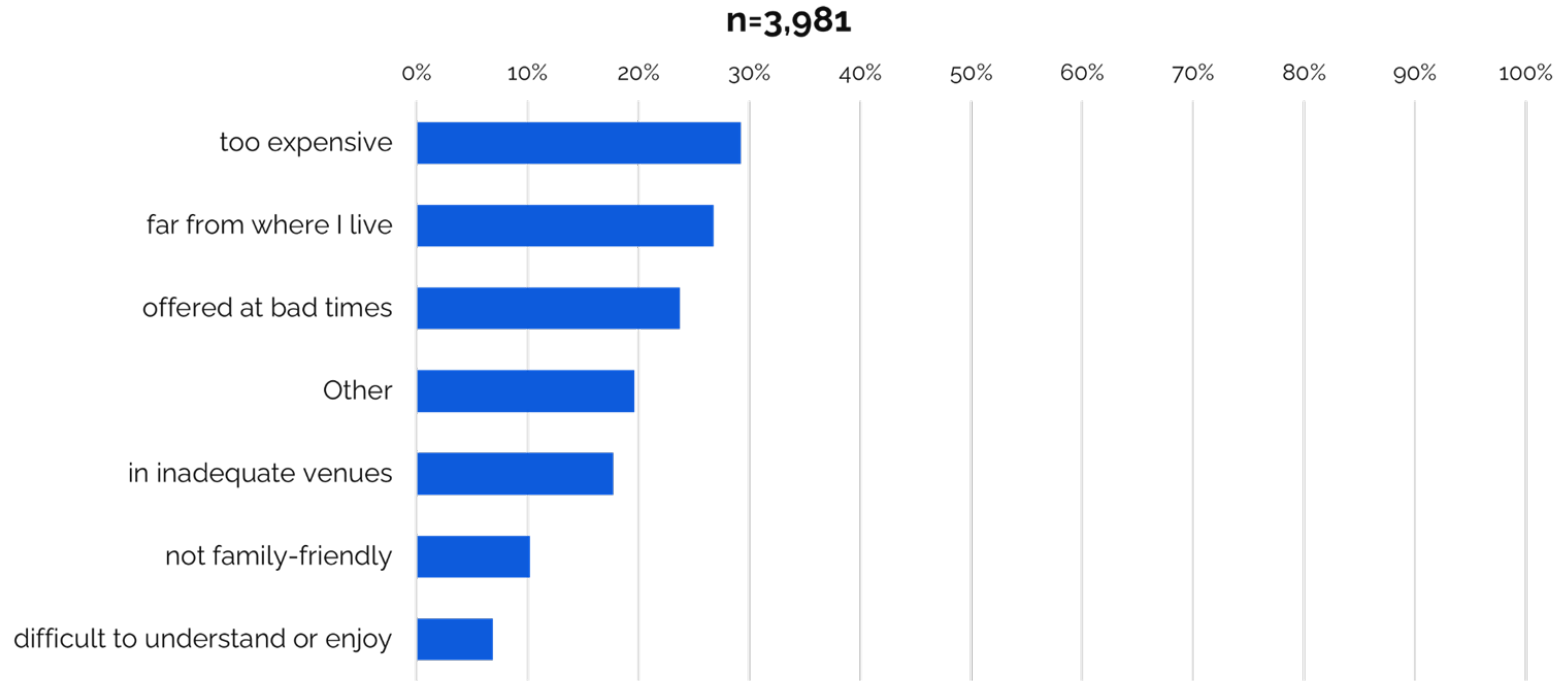
n=3,573



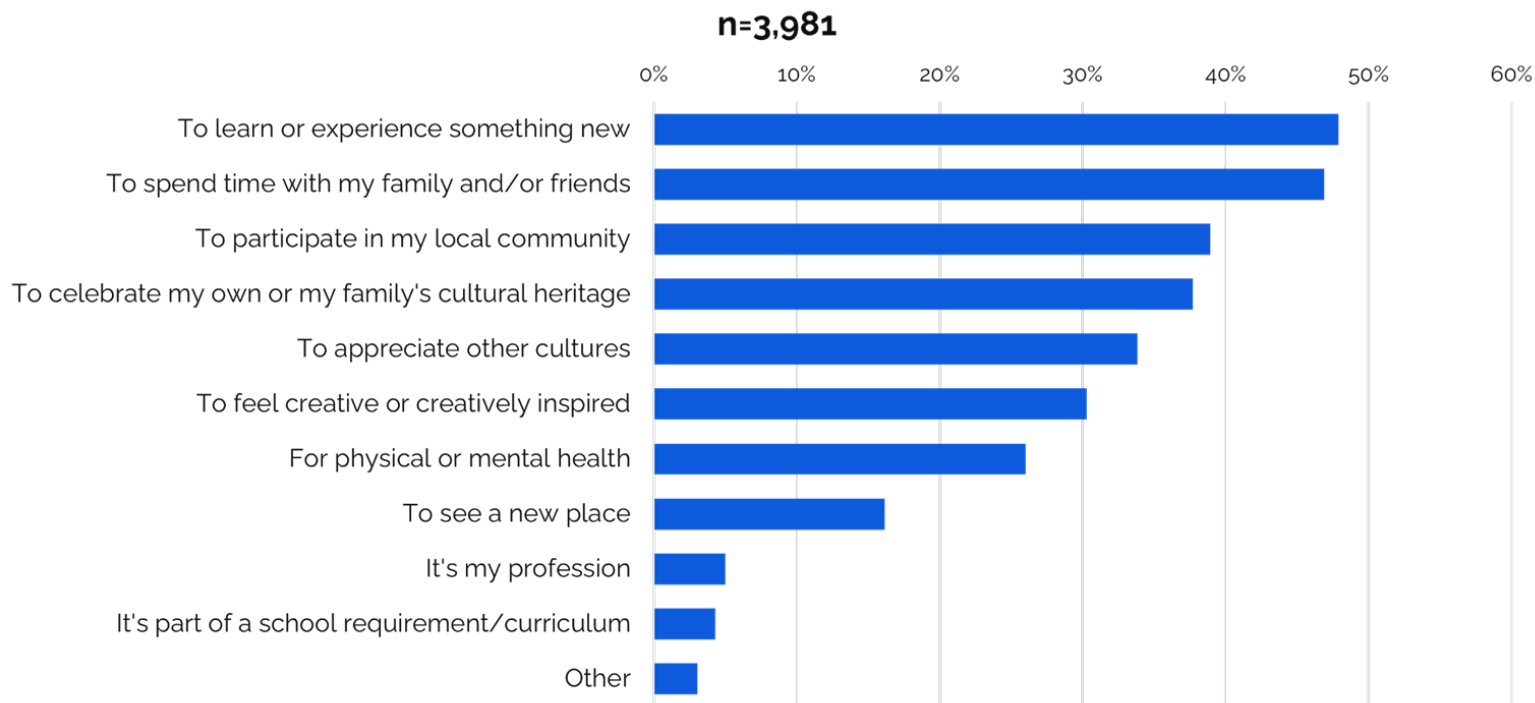
ART PRODUCTION AND REVENUE



ART OR CULTURAL EXPERIENCES IN FRESNO ARE OFTEN...



CHOOSE THE TOP 3 REASONS WHY YOU ENGAGE WITH ART AND CULTURE



IN-DEPTH INTERVIEWS



- 18 interviewees
- Included local artists and cultural practitioners
- Selection of takeaways guided by frequency and establishing connections between findings in this or other data sources and/or offering new explanatory possibilities

IN-DEPTH INTERVIEWS



Takeaways

- Arts can help constructively engage Fresno's racial & economic divisions (15)
- Arts organizations struggle with visibility and audience-building (4) despite an extensive and diverse arts ecosystem (18)
- 17 respondents state Fresno can do more to support, provide opportunities for, and retain local artists (e.g., more exhibition and work space)
- Fresno faces unique geographic (5), climate-related (7), and persistent COVID-19-related challenges (8)
- Arts organizations remain ambitious but feel isolated from peers (4) and lacking government support (7)
- Finally, 10 participants cited arts education as essential for any successful wide-ranging arts investment

ARTIST & CULTURAL PRACTITIONER CONNECTIONS



- As part of the interviews, we asked participants for other individuals involved in Fresno's arts & culture scene
- These folks, along with many other recommendations provided by Council District Sessions, PRAC Hearings, and foundational research, helped identify additional local artists and cultural practitioners to contact
- Reached out to representatives from education institutions, including Fresno State, California State University, and Fresno Unified School District.
- Reached out to representatives from advocacy and nonprofit organizations and local artists and musicians.

ARTIST & CULTURAL PRACTITIONER CONNECTIONS



Takeaways

- **70% of participants state Fresno's arts and cultural scene is anchored by several long-standing organizations**
- **Many of the most urgent challenges stem from a lack of adequate funding and resources, according to 54% of responses, particularly after the pandemic**
- **16% of participants explicitly cite Measure P funds as one of the greatest opportunities for arts & culture in the future**
- **Any cultural arts plan should make sure established institutions are supported and celebrated, while encouraging new organizations to take hold**

COMMUNITY MEETINGS



- **6 in-person and 2 virtual events (including 1 youth meeting)**
- **Data responses by count and question or category type:**
 - **725 responses - Arts and cultural activities people have gone to in Fresno**
 - **702 responses - Arts and cultural activities people have gone to outside of Fresno**
 - **680 responses - What makes these activities important to the community of Fresno?**
 - **693 responses - What the City can do to better support these activities?**
 - **2,800 total responses**
 - **194 distilled themes - Based on the above responses**

COMMUNITY MEETINGS



- **Arts and cultural activities in Fresno**
 - **12.4% listed attending miscellaneous art shows and exhibits**
 - **11.6% listed museums across Fresno (4% of these referenced Arte Americas specifically)**
 - **6.8% listed Arthop**
- **Arts and cultural activities outside of Fresno**
 - **12.5% listed museums (both national and international)**
 - **6% listed activities and institutions they visited in notable cities in California (San Francisco, Sacramento, Los Angeles), and other nearby states in the West coast**
 - **6% listed attending various festivals**
- **Why are these activities important and how can the City provide better support?**
 - **10.6% listed the significance of community through arts and culture**
 - **5.4% listed the power of arts and culture to support local and preserve Fresnan history**
 - **4% expressed the importance of arts and culture for Fresnan youth**
 - **14.4% emphasized the need for money and funding for all institutions, artists, and organizations in Fresno**
 - **6.5% listed the need for activities and opportunities for the youth in and outside of school**
 - **5.3% expressed a desire for more affordable spaces, artist studios, and venues**

COMMUNITY MEETINGS



Breakdown of Themes (Based on 194 distilled themes)

- **16.5% supported funding and providing grant programs for the local artists, organizations, and institutions of Fresno, as well as reducing the cost of some of the activities or admission fees**
- **16.5% mentioned community in some way, whether that be strengthening community, listening to the community, or supporting the community through arts and culture**
- **15% emphasized the importance of highlighting Fresno's cultural diversity, recognizing the barriers affecting certain groups from participating (safety, transportation, parking), and ensuring equitable access to arts and culture moving forward**
- **7.7% highlighted the importance of creating arts and cultural activities and events for everyone, whether that be families, children or youth, and seniors**
- **3.6% recognized a need to establish Fresno's identity through arts and culture, to make a name for itself nationally and internationally**

SUMMARY OF TAKEAWAYS

- Locals are highly engaged with arts and culture as both practitioners and consumers.
- Fresnans mostly look for arts and culture to provide new experiences that help them strengthen connections with loved ones.
- Arts and culture serves as a means to address racial, ethnic, economic, and geographic barriers.

SUMMARY OF TAKEAWAYS

- Arts and culture should be considered as integral elements to any K-12 educational programming and city-wide mental health awareness initiatives.
- Focusing on long-standing legacy cultural institutions serves to strengthen community anchors and foster new artists/arts organizations.
- Improving transportation and park infrastructure (i.e., making it easy, accessible, affordable, and safe) is needed to build audiences for venues *as well as* to provide gathering centers for the community.
- Fresnoans desire network building between cultural organizations in the form of an information hub where Fresnoans can find out what is happening in the city across all organizations, media, and culture.

NEXT STEPS



- **December 2022-March 2023**
 - **Complete data analysis and distillation**
 - **Produce draft of Cultural Arts Plan**

QUESTIONS?