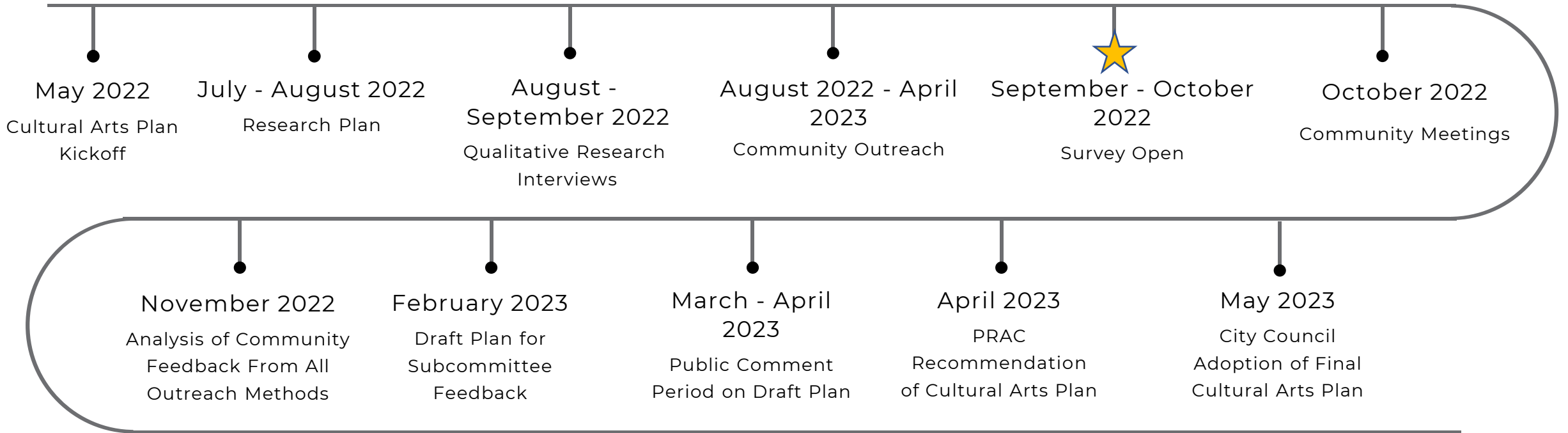




Cultural Arts Plan Update

October 17, 2022

Timeline

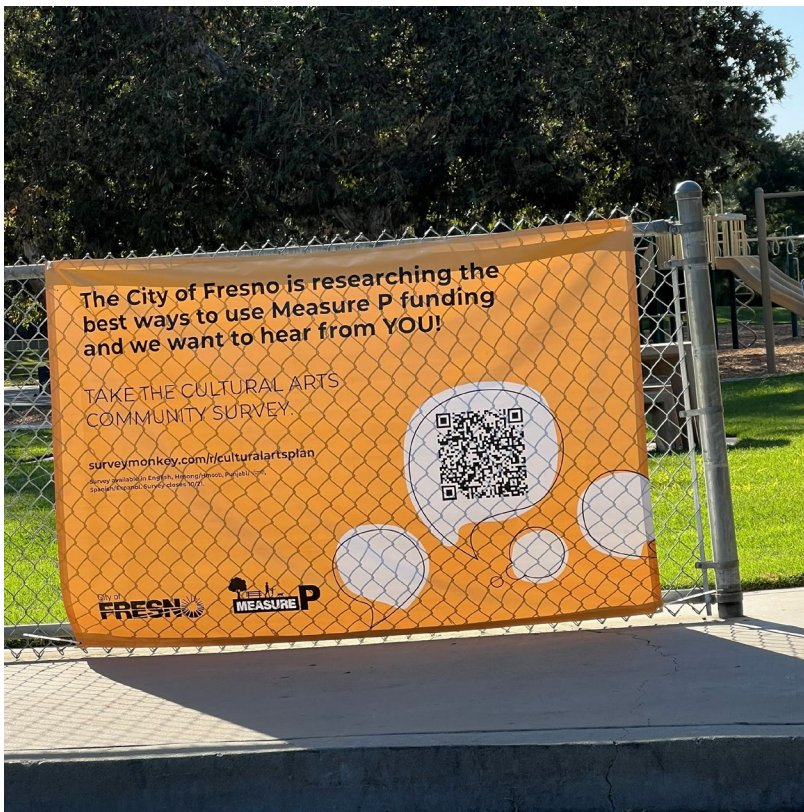




Deliverables Update

- Extensive background research (ongoing)
- Focus interviews with local artists & cultural practitioners (16 complete)
- Discussion with council districts (complete)
- Survey (closes 10/21)
- Community meetings (upcoming)
 - 4 in-person
 - 1 youth-oriented in-person
 - 2 virtual

Outreach Efforts





Outreach Efforts

- 7 social media posts on Facebook and 8 posts on Instagram
- Website updates
- Multiple emails sent to PARCS distribution list and various community partners (over 700 emails)
- Door to door canvassing
- Posted to Fresno Unified School District and Central Unified School District PeachJar
- Distributed flyers to all Fresno County libraries within the City limits (10 locations)
- Survey with senior programming

*Outreach efforts were made available in English, Spanish, Hmong and Punjabi

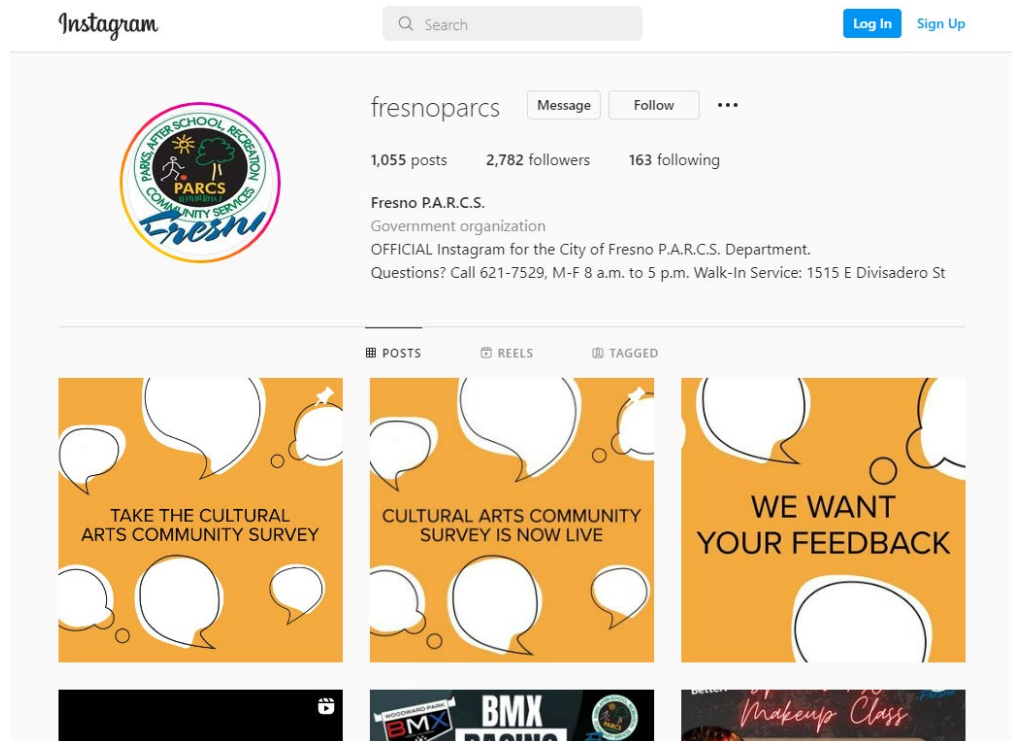


Outreach Efforts

- Lockboxes with hard copies of surveys at all community centers, various businesses and events
- Flyers posted at various businesses
- Advertising on all City FAX buses in multiple languages (114 buses)
- Advertising with Valley Public Radio, Univision, CMAC, Hmong and Punjabi Radio
- Fresno Bee and Business Journal advertising
- Fresno Fair Booth
- Canvassing at ArtHop
- Banners at 27 PARCS

*Outreach efforts were made available in English, Spanish, Hmong and Punjabi

Outreach Efforts



Outreach Efforts

WHAT DO YOU THINK
MAKES FRESNO'S ARTS &
CULTURE SCENE SO
UNIQUE?

**We want to hear from you
take our Cultural Arts
Community Survey today!**

Your input will help us develop the
next Cultural Arts Plan.
Survey closes 10/21

MORE INFO

City of
FRESNO

MEASURE P

<https://munroreview.com/>

¿Qué cree que hace
única la escena artística
y cultural de Fresno?

Queremos conocer su opinión: ¡realice hoy mismo
nuestra Encuesta Comunitaria de Artes Culturales!
Su aportación nos ayudará a desarrollar el próximo Plan de
Artes Culturales. La encuesta se cierra el 21 de octubre

MEASURE P
MORE INFO

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MORE INFO

City of
FRESNO

MEASURE P

Publicidad

CNN Salud » Coronavirus | Familia | Alimentos

🌐 🔍 ☰

**Did you know Measure P sets
aside 12% of funding for arts
and culture initiatives?**

Before the City of Fresno can use those funds,
we need to develop a Cultural Arts Plan! Stay
tuned for updates... we'll need your feedback
along the way.

MORE INFO

MEASURE P

<https://www.kvpr.org>



Survey Update

- 1,525 survey responses (as of 10/7)
- Surveys taken by language
 - English 92%
 - Spanish 7%
 - Hmong <1% (6 responses)
 - Punjabi <1% (9 responses)



Community Meetings

In-person

- Monday, **October 24th** | Fresno High School | 6:00pm-8:00pm
- Tuesday, **October 25th** | Roosevelt High School | 6:00pm-8:00pm
- Wednesday, **October 26th** | Edison High School | 6:00pm-8:00pm
- Thursday, **October 27th** | Vinland Elementary School | 6:00pm-8:00pm
- Wednesday, **November 9th** | Ted C. Wills | 4:30pm-6:30pm (Youth-Oriented Community Meeting)



Community Meetings

Virtual Meetings

- Wednesday, **November 2nd** | Zoom | 6:00pm-8:00pm
- Tuesday, **November 8th** | Zoom | 6:00pm-8:00pm



Thank You