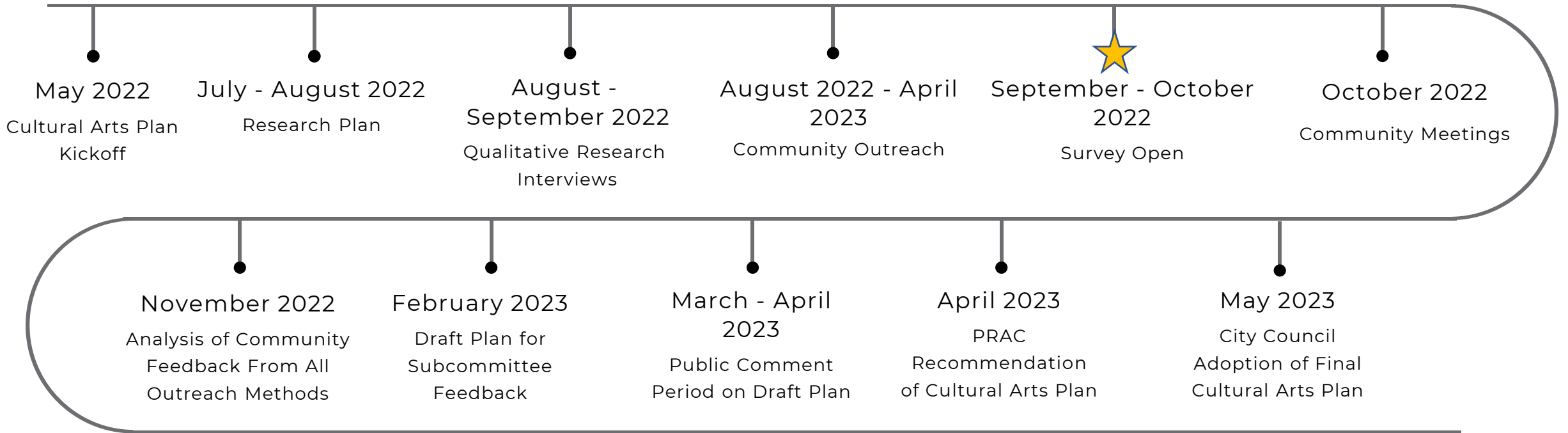




# Cultural Arts Plan Update

October 17, 2022

# Timeline

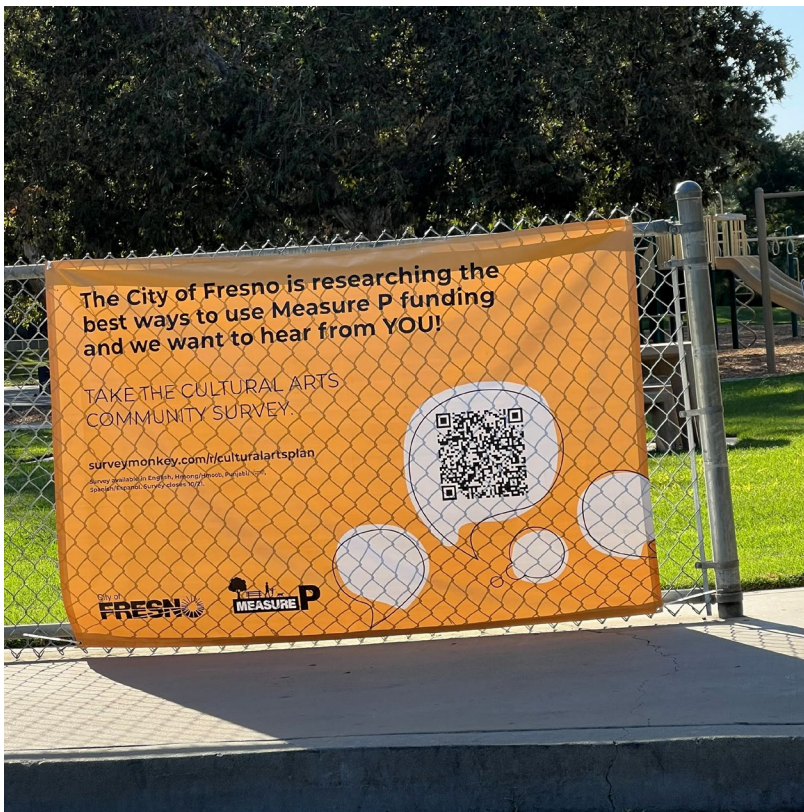




# Deliverables Update

- 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



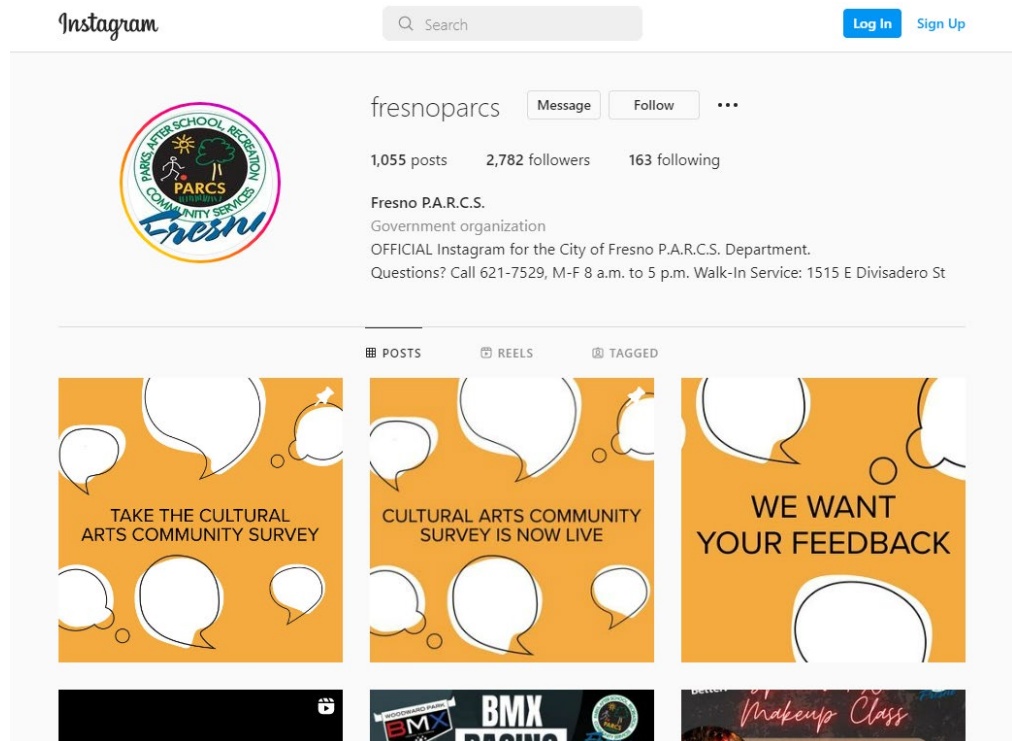


# Outreach Efforts

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



# Community Meetings

## Virtual Meetings

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



Thank You