

## Cultural Plan for Pima County

**What is it?** A county-wide process that will result in “An Action Plan for Pima County’s Cultural Development.” The process will include regional participation in a cultural inventory, needs assessment, benchmarking and a “strengths and weaknesses, opportunity and threats,” analysis as well as extensive community engagement via public meetings, focus groups, task forces and advisory committees. This planning process is designed to identify and build on the region’s outstanding cultural, natural and heritage assets.

**How is it funded?** In February 2006, TPAC received a \$50,000 grant from the National Endowment for the Arts, matched by the in-kind contribution of Tucson Pima Arts Council (TPAC) staff, and city and county dollars. The NEA proposal was submitted in collaboration with the Nature, Culture & Heritage Alliance of Pima County, a membership alliance comprised of the Executive Directors of our community’s arts, culture, nature and heritage non-profit organizations. TPAC will administer the grant.

**Who’s involved?** The newly formed **Cultural Planning Leadership Coalition**, comprised of civic, business, and cultural leaders will oversee planning, providing the key to the success of the process and implementation.

The Planning Consultant Team is led by Bill Bulick of *CreativePLANNING, Inc.*, and includes Mt. Auburn Associates (economic analysis and development firm), and local team members Dr. Maribel Alvarez and Annabelle Nunez. Roberto Bedoya, Executive Director, David Hoyt Johnson, Associate Director, and Leia Maahs, Project Coordinator, are the TPAC contacts; TPAC Board President, Nancy Lutz is chairing the Cultural Planning Leadership Coalition. The process will offer many opportunities for community involvement in helping to shape the Plan.

### Goals

- So. AZ’s unique arts, culture, nature and heritage resources are strengthened, enhancing sense of place.
- Resources are identified to assure a sustainable creative industry/cultural economy.
- Creative people are attracted to stay in and/or move to Tucson and can find meaningful jobs.
- The Culture, Nature and Heritage sector is fully integrated into the regional economic development agenda.
- The Culture, Nature and Heritage sector is recognized as vital to the future of the region’s prosperity.
- Nurturing creativity, protecting and passing on traditions, preserving the community’s heritage and protecting and conserving the environment are values that are fully integrated into all segments of Tucson’s development and strategic planning.
- A sustainable local culture, nature and heritage business development plan is in place and resources identified to implement it.
- The creative economy is strengthened through the generation of new jobs, new markets & audiences.
- Cultural tourism strategies are developed and culture, nature and heritage tourism is stimulated.

### Planning Process is designed to

- Engage “voices” of the community that can set in motion community dialogue about critical cultural issues, needs and their relevance to broader community concerns
- Build a growing body of committed participants through key interviews, focus groups, community meetings, web-based interaction, task forces and ongoing work with key advisory groups and cultural professional stakeholders
- Invite potential partners (i.e. government, downtown development, business, media, education, social services, etc) to become partners in cultural planning
- Balance the impact and input from leadership voices, cultural organization voices, the voice of the individual citizen and the voices of creative individuals
- Ground the development of strategies in solid research about the community and comparable communities
- Develop leadership and leadership skills at all levels and throughout the process – through a process that engages “active learning” and models empowerment
- Build broad-based support for outcomes by planning values-driven and strategically developed communication strategies at the center of every planning activity

### Planning Process Elements

- Analysis and summarization of prior cultural assessments and research
- Qualitative research: at least 50 key interviews and focus groups used throughout research phase
- Creative economy/cluster analysis and strategy development
- Explore linkages between the cultural sector and other key sectors in the regional economy
- Cultural asset mapping, using GIS technology, if possible
- Comparable cities research
- Exploration of regional context and strategies for cultural development
- Extensive community engagement

