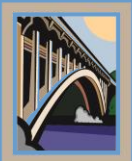


*The arts are the soul
of the community*

CITY OF FOLSOM

ARTS & CULTURAL PLAN

A Master Plan
for the Enhancement of the Arts
in Folsom, California



CITY OF
FOLSOM
PARKS & RECREATION
DEPARTMENT

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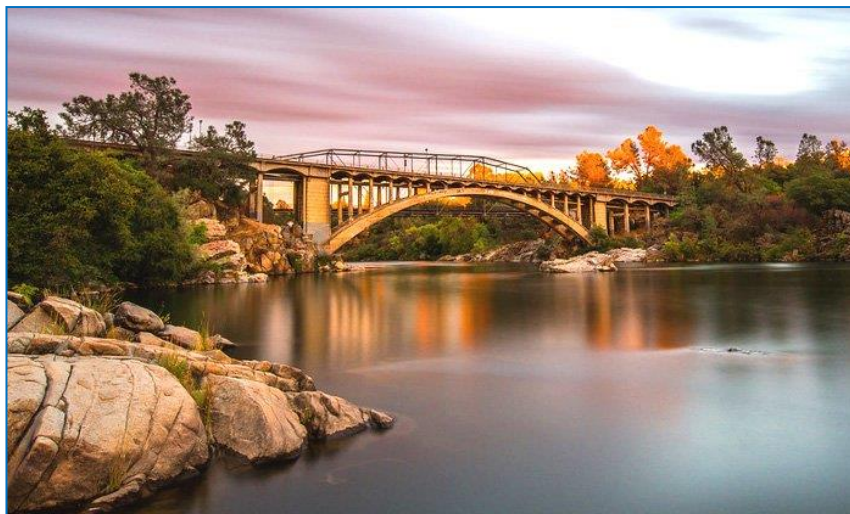


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BACKGROUND

In 1996, a group of citizens approached city management concerned about the development of the arts in Folsom. The City Council recognized that the expansion of arts and cultural activities would benefit the residents of Folsom and that the arts can serve to further the economic development of the City. In June 1996 the City Council passed a resolution forming the Folsom Arts and Cultural Council, (FACC) whose purpose would be to further arts and cultural activities within the City of Folsom.

The Folsom Arts and Cultural Council produced a planning document in 1999 for the development of the arts in Folsom. This plan was intended to be a working document, subject to change and modification in order to meet the needs of the changing community. In developing the plan, FACC recognized that the arts are an essential ingredient in the well being of the community, because they foster individual creative thinking, problem solving techniques and the intuitive human side of our nature. The arts can be used as a community-building tool to increase community involvement, foster greater understanding of one another, stimulate regional prosperity, and enhance the visual image of the City.

The vision of the plan was to have Folsom emerge as the leading city in the Sacramento region for providing all of its citizens with opportunities to enjoy the widest array of arts and cultural experiences both in education and everyday life.

In 2001, the City Council renamed the Arts and Cultural Council as a Committee and adopted the master plan for the arts. In 2004 FACC was elevated to a Commission. By 2005, many of the implementation strategies of the plan had been undertaken and the arts began to emerge in the community. To cultivate and strengthen the emerging arts programs, FACC determined it was time to update the master plan. This plan is a result of a dynamic process. As cities change, so do their cultures. Since the inception of FACC in 1996, the community grew by more than 30,000 to 62,000 in 2005 with expected build out to reach 70,000 by 2008. Favorable housing costs, abundant recreational amenities, and good schools fueled the rapid growth of the community. With the growth, came a growing desire for development of cultural programs and a desire to create of a modern community while retaining its historical identity.

FACC recognizes that cultural development is integral to economic development and a vibrant community incorporates a good mix of quality schools, recreational activities, diverse parks and open space amenities along with a good mix of cultural assets – including performing and visual arts, libraries, heritage preservation and cultural planning.

A City's special character attracts tourists, now the fastest growing industry in the world. Cultural tourism (arts and entertainment) and heritage tourism (historic sites) are at the forefront of this expanding market. Additionally, the presence of

cultural organizations and art services is conducive to producing a creative, educated and satisfied work force. Thus, cities that have well-developed cultural amenities not only have enhanced quality of life for residents, but have found that this is an important criterion for businesses searching for the right community in which to relocate.

The arts are a core service, integral to the health and vibrancy of a city. This updated master plan will help develop and sustain the arts and culture in Folsom. The role of the city is envisioned as a facilitator for creating opportunities for the arts to thrive, to assist with the stabilization of local arts organizations, to be a collector of funds for regranting to arts providers, and to collect and disseminate information about arts programs and services in the community.

This master plan for the arts requires successful funding for programming. The Folsom Arts and Cultural Commission, serving to administer the implementation of this plan, thanks the City of Folsom for its support in developing this plan and for its desire to expand arts and cultural programs for Folsom.



INTRODUCTION

The Folsom City Council and Folsom Arts and Cultural Commission (FACC) have determined that the expansion of arts and cultural activities within the city will benefit its citizens and will further the economic development of the City.

FACC encourages and promotes the development of cultural and artistic activities in Folsom. FACC has developed a master plan to support its purpose. The implementation of the plan will enhance the cultural identity of Folsom, broaden educational opportunities for all residents, and enrich the community's quality of life by creating a sense of place.

In preparing this plan, FACC developed a vision for Folsom as a leading city in the Sacramento region in terms of arts opportunities for its residents. Based on that vision FACC identified some basic values that are listed in this document as a means to help keep the vision clear. A Mission Statement was designed to serve as the fundamental guide for the arts master plan. Goals were established that support the Mission Statement and help achieve the vision. To guide achievement of the goals, FACC has listed some basic objectives and laid out tasks to help achieve the objectives. The entire document is meant to be fluid and capable of change to meet the ever-changing needs of the community. As cities change, so do their cultural needs.

TIMELINES

Timelines for achievement and/or longevity of the specific areas were designed based on the following time scale:

Values Everlasting
Vision 10 – 20 years
Mission Statement 10 – 20 years
Goals 3 – 5 years
Objectives 2 – 3 years
Tasks 0 – 2 years



VISION STATEMENT

Our vision is to have Folsom become a leading city in the Sacramento region, providing a broad selection of arts and cultural experiences in education and everyday life.

MISSION STATEMENT

FACC's mission is to foster and promote arts and cultural organizations, activities, and artists, and to create funding opportunities that enrich the quality of life in Folsom.



VALUE STATEMENTS

The Arts define who we are as a people, therefore, we believe that:

The Arts are essential to the quality of life in Folsom. They increase community involvement, foster greater understanding of one another, stimulate economic development, and enhance the cultural image of the city, including tourism.

Quality arts and cultural opportunities create a sense of community pride. . . a sense of place. Developing a strong arts presence in Folsom can help set it apart from other suburban communities and give Folsom its own distinctive character.

The Arts need to be accessible to everyone in the community, regardless of economic status, age, gender, or physical capabilities. Participation in local arts and cultural events are beneficial to the development of a healthy community.

Arts and Cultural programs reflect and promote Folsom's rich history, reflect the community's cultural diversity, past, and present.

The public and private sectors should share in the development of Folsom's cultural life. To maximize the opportunities, partnerships will be encouraged among city, schools, businesses, art groups, artists, and citizens.

Diversity in artistic mediums and cultural expressions enrich the community.

Arts Education is essential to our community because the arts foster individual creative thinking, problem solving techniques, and the intuitive human side of our nature.



GOALS

1. Assess arts and cultural resources, activities, services and programs.
2. Communicate arts and cultural resources, activities, services and programs.
3. Maximize arts education opportunities in the community.
4. Ensure a variety of arts and cultural programs and foster increased participation in these activities.
5. Maximize the role of arts and cultural programs to the city's economic development and tourism.
6. Develop a plan that ensures financial viability for providing arts services and programs to the community.
7. Encourage the development of public art that reflects Folsom's community values and historical traditions.
8. Encourage the development of quality facilities that support a diversity of arts and cultural activities.
9. Preserve and promote Folsom's past, present and evolving cultural heritages.



GOAL IMPLEMENTATION STRATEGIES

GOAL 1

ASSESS ARTS AND CULTURAL RESOURCES, ACTIVITIES, SERVICES AND PROGRAMS.

OBJECTIVE 1

Every five to ten years, evaluate the needs and desires of the community as related to cultural programs. ¹

TASKS:

- a. Determine type of survey instrument to conduct a statistically valid survey.
- b. Partner surveys with other providers in the community such as the Harris Center for the Arts and the Folsom Cordova School District.
- c. Research other communities' survey instruments.
- d. Create a survey instrument that includes information from various socio-economic and age groups.
- e. Distribute survey throughout community.
- f. Analyze results.
- g. Report results to City Council, Chamber of Commerce and others as deemed appropriate.

OBJECTIVE 2

Engage in a citywide visioning process for specific arts and cultural projects.

TASKS:

- a. Develop a plan for engaging the public in a visioning plan. Consider utilizing in house resources or hiring a private consultant.
- b. Assess the findings from the visioning process and incorporate into the Master Plan Updates as appropriate
- c. Report any recommendations to the City Council and others as deemed appropriate.

OBJECTIVE 3

Identify available human and physical resources that deliver arts and cultural opportunities every 5 – 10 years.

Legend:

1 Completed project

2 Ongoing project

3 Future project

TASKS:

- a. Inventory and analyze human and physical resources.³
- b. Utilize existing resources such as the Folsom Presents web site, City Web site and Visit Folsom and Chamber websites.
- c. Inform the public of these resources.
- d. Compare these resources to needs as determined by the needs assessment and visioning process and evaluate where deficits may exist.

OBJECTIVE 4

Inventory current activities, services and programs

TASKS

- a. Record information including, but not limited to, city, institutional, private, organizational, commercial and individual arts and cultural offerings
- b. Communicate these resources to the public

OBJECTIVE 5

Annually Prioritize Goals in the Arts and Cultural Masterplan

TASKS

- a. Develop timelines and annually prioritize annual tasks for achieving the Master Plan goals and objectives.
- b. Make appropriate recommendations to City Staff and the City Council and arts organizations in supporting these timelines and priorities.
- c. Determine FACC commissioners' responsibilities in achieving the objectives and related tasks, including the development of appropriate sub-committees, if necessary.



Legend:
1 Completed project
2 Ongoing project
3 Future project

GOAL 2

COMMUNICATE ARTS AND CULTURAL RESOURCES, ACTIVITIES SERVICES AND PROGRAMS

OBJECTIVE 1

Maintain and expand information-gathering and dissemination systems for arts and cultural activities.

TASKS:

- a. Annually determine the best sources for distributing arts information to the public including the Folsom Presents Web site, the City of Folsom Website, the Parks and Recreation Activity Guide, City Newsletter, local media and other Community web sites.
- b. Consider the role of social media in communicating arts and cultural resources, activities and services.
- c. Maintain an online Community Calendar ²

OBJECTIVE 2

Advocate for arts and cultural services and programs

TASKS

- a. Provide survey, statistical and pertinent data to City Council, Tourism Bureau, Parks and Recreation Commission and other relevant City bodies
- b. Include pertinent information concerning the arts in any updates to the City General Plan, Arts and Cultural Masterplan and Parks and Recreation Masterplan



Legend:

1 Completed project

2 Ongoing project

3 Future project

GOAL 3

MAXIMIZE ARTS OUTREACH AND LIFELONG LEARNING OPPORTUNITIES IN THE COMMUNITY

OBJECTIVE 1

Identify potential financial supporters of arts outreach and life long learning programs.

TASKS:

- a. Research corporate, government and philanthropic art funding opportunities ³

OBJECTIVE 2

Advocate for expansion of arts and cultural outreach and life long learning opportunities in various segments of the community.

TASKS:

- a. Network with school, city, business, non-profit groups to utilize materials, equipment, and personnel to enhance multi-generational art programs. ²
- b. Seek grant opportunities and develop a plan for equitable distribution of grant funds. ³
- c. Hold quarterly meetings with representatives from the schools and businesses to discuss strategies for enhancing art programs. ³
- d. Develop a plan to promote scholarships, sponsorships, grants and awards to encourage talented individuals to further their artistic endeavors. ²
- e. Explore means to provide Community Arts Education programs, such as: a lecture series, workshops, demonstrations, “meet the artist” series and studio tours. ²
- f. Encourage arts organizations to consider offering low cost or no cost programs to increase public participation. FACC could also help in facilitating this through any grants programs it may sponsor. ³
- g. Cooperate with existing community resources (e.g. Parks and Recreation Activity Guide, Community College, school district, community organizations) ²

Legend:

1 Completed project

2 Ongoing project

3 Future project

OBJECTIVE 3

Encourage businesses to provide lifelong art learning opportunities in the Community

TASKS:

- a. Provide results of needs assessment to the Folsom Chamber of Commerce to provide to businesses indicating that Folsom is an arts friendly town.²
- b. Research mechanisms for providing incentives to businesses that provide arts and cultural opportunities to the community.³

GOAL 4

ENSURE A VARIETY OF ARTS AND CULTURAL PROGRAMS AND FOSTER INCREASED PARTICIPATION IN THESE ACTIVITIES

OBJECTIVE 1

Encourage opportunities for residents to experience quality cultural programs.

TASKS:

- a. Support seminars, artists in residence, concerts, exhibits, festivals, and exhibitions.²
- b. Encourage the provision of activities, events, exhibitions and demonstrations at minimal or no cost.²
- c. Establish criteria for achieving a balance and variety of arts programs and services.³
- d. Encourage the inclusion of historic and interpretive programs in citywide festivals and special events.²
- e. Facilitate partnerships that build capacity and leverage resources
- f. Encourage programs, activities and events that provide opportunities for emerging artists to participate.

OBJECTIVE 2

Increase participation in arts and cultural programs.

TASKS:

- a. Research and develop methods that encourage arts and cultural participation from Folsom's different population groups (youths, seniors, different cultures, etc.).²

Legend:

1 Completed project

2 Ongoing project

3 Future project

OBJECTIVE 3

Promote arts and cultural programs in city expansion efforts.

TASKS:

- a. Work with appropriate agencies during the planning and development of any expansion of the City of Folsom. ³
- b. Ensure that new development includes funding for art and cultural programs and facilities. ²

GOAL 5

MAXIMIZE THE CONTRIBUTION OF ARTS AND CULTURAL PROGRAMS TO ECONOMIC DEVELOPMENT AND TOURISM

OBJECTIVE 1

Utilize existing data to raise awareness of the economic impact of the arts on the greater Folsom Lake Area.

TASKS:

- a. Engage the Chamber of Commerce, Tourism Bureau, Business Community, Economic Development Department and City Officials to identify relevant statistics related to the tangible and intangible economic benefits of arts and cultural activities. ³
- b. Gather and disseminate statistics related to attendance, revenue generation and demand for arts and cultural events and programs in Folsom to City officials and the public. ²

OBJECTIVE 2

Promote arts and cultural programs through marketing activities.

TASKS:

- a. Coordinate with the Chamber of Commerce and the City of Folsom on the promotion and marketing of cultural and performing arts activities. ²
- b. Promote the image of Folsom as a culturally rich community. ²
- c. Maintain a citywide arts calendar. ²
- d. Work with local and regional media to ensure more coverage of arts and cultural activities. ³
- e. Coordinate efforts to promote October as Arts & Humanities Month. ²

OBJECTIVE 3

Include the arts in the Economic Development Plan for the City of Folsom.

Legend:

1 Completed project

2 Ongoing project

3 Future project

TASKS:

- a. Contract a study of the economic impact of the arts and cultural programs in Folsom. ³
- b. Collaborate with appropriate city agencies to include the study's results and analysis in the city's Economic Development Plan. ³
- c. Review studies completed by other agencies including the Sacramento Metropolitan Arts Commission, Americans for the Arts, The California Arts Council etc.
- d. Communicate informational statistics that identify the economic benefit of the Arts to attracting employers and employees to the Community.
- e. Communicate the economic benefits of the Arts to the Greater Folsom Partnership, Tourism Bureau, Chamber of Commerce and City Council.
- f. Promote Folsom as an Arts and Culturally diverse City.



Legend:

- 1 Completed project
- 2 Ongoing project
- 3 Future project

GOAL 6

DEVELOP A PLAN THAT ENSURES FINANCIAL VIABILITY FOR ARTS SERVICES AND PROGRAMS IN THE COMMUNITY

OBJECTIVE 1

Develop a relationship with a non-profit partner, arts support organization.¹

OBJECTIVE 2

Provide stabilization for existing arts organizations and assist emerging groups and individual artists.

TASKS:

- a. Serve as a resource to link businesses, individuals and artists to secure funding, and technical and professional support.³
- b. Establish and maintain a municipal grant program to local art organizations and programs.²

OBJECTIVE 3

Pursue a variety of funding mechanisms for programs and facilities.

TASKS:

- a. Identify and analyze potential funding mechanisms including, but not limited to, public and private grants, sponsorships, fundraising programs/special events, utility bill income, Community Development Block Grant Funds, Redevelopment Funds, Transient Occupancy Taxes, Art in Public Places – a percentage of fees (public and/or private construction), endowments, etc.³
- b. Determine appropriate source(s) of funding for specific programs.³
- c. Establish funding level targets and timelines for specific programs and projects
- d. Establish relationships to other entities that may provide grant funding such as SMAC, the NEA, American for the Arts, the Folsom Tourism Bureau
- d. Make recommendations to the city council to approve specific revenue-generating and funding mechanisms.³

Legend:

- 1 Completed project
- 2 Ongoing project
- 3 Future project

GOAL 7

ENCOURAGE THE DEVELOPMENT OF PUBLIC ART THAT REFLECTS FOLSOM'S COMMUNITY VALUES AND HERITAGE

OBJECTIVE 1

Fulfill guidelines for a public art program in Folsom.

TASKS:

- a. Encourage voluntary adherence to the adopted voluntary guidelines for public art in Folsom.¹
- b. Coordinate with the Planning Department to create regular items on the FACC agenda regarding new development plans that may provide a good opportunity for inclusion of Public Art.
- c. Review and analyze the potential for establishing mandatory guidelines.³
- d. Make recommendations to the City Council for the adoption of mandatory guidelines requiring a portion of development costs to be allocated to art.³
- e. Consider creative options of mandated requirements to incentivize developers to increase Public Art in their projects.
- f. Encourage public art that reflects Folsom's history and ever changing cultural diversity.²

OBJECTIVE 2

Increase the number of Public Artworks in Folsom

TASKS

- a. Advocate to agencies, organizations and developers to include public artworks in their project
- b. Provide incentives for inclusion of public artworks in projects such as Resolutions of Commendation, Art Achievement Awards, media releases, and inclusion in a public art directory.
- c. Encourage the inclusion of Public Art in new public projects such as parks and municipal facilities.

Legend:

1 Completed project

2 Ongoing project

3 Future project

OBJECTIVE 3
Communicate the Value of Public Art to the Community

TASKS

- a. Publicize public artworks and artists in ongoing updates via the city newsletter, web-site, local media.

OBJECTIVE 4
Maintain existing publically owned Public Art

TASKS

- a. Develop a plan that provides funding for maintenance of publically owned Public Art.



Legend:
1 Completed project
2 Ongoing project
3 Future project

GOAL 8

ENCOURAGE THE DEVELOPMENT OF QUALITY FACILITIES FOR DIVERSE ARTS AND CULTURAL ACTIVITIES

OBJECTIVE 1

Analyze existing facilities.

TASKS:

- a. Inventory existing theaters, galleries, studios and other viable facilities existing in the greater Folsom area. ¹
- b. Create a database directory of this inventory, detailing facility characteristics, uses and limitations. Identify future facilities needs based on current facilities' limitations. ²
- c. Coordinate with appropriate entities and agencies for arts and cultural activity use. ²

OBJECTIVE 2

Identify potential user groups.

TASKS:

- a. Survey current arts groups, organizations, and artists for their current and future anticipated needs. ¹

OBJECTIVE 3

Assess the need for facilities in Folsom.

TASKS:

- a. Identify and prioritize needs ²
- b. Identify potential funding sources ³
- c. Identify potential partners ³



Legend:

1 Completed project

2 Ongoing project

3 Future project

OBJECTIVE 4

Promote arts and cultural facilities in Folsom's future growth.

TASKS:

- a. Work with appropriate agencies during the planning and development of land use south of Highway 50, and any other future growth. ³

OBJECTIVE 5

Build new and improve current facilities for arts and cultural activities.

TASKS:

- a. Based on the outcomes of Objectives 1-4, make recommendations to the City Council of capital improvements related to arts and cultural facilities.



Legend:

- 1 Completed project
- 2 Ongoing project
- 3 Future project

GOAL 9

PRESERVE AND PROMOTE FOLSOM'S PAST, PRESENT, AND EVOLVING CULTURAL HERITAGES.

OBJECTIVE 1

Serve as a community resource for recognizing and celebrating Folsom's cultural heritage.

TASKS:

- a. Advocate for identification of cultural resources. ²
- b. Protect and enhance important historical and cultural resources and sites and the contributing environment where appropriate.
- c. Develop recommendations to the City Council regarding measures to shelter and protect the location of sensitive cultural sites in order to preserve and protect these resources from vandalism and the unauthorized removal of artifacts.
- d. Encourage community programs and events that celebrate Folsom's history (past and present) and ever changing diversity.
- e. Work with existing groups and employers within the community to encourage programs, festivals and activities that promote the celebration of Folsom's history and diversity.
- f. Make related recommendations to the City Council. ²

OBJECTIVE 2

Promote and support Folsom's diversity and culture.

TASKS:

- a. Utilize current and future outreach and survey mechanisms, determine appropriate activities, celebrations, festivals and programs, new cultural resources, and methods for identifying emerging cultural resources in Folsom.



Legend:

- 1 Completed project
- 2 Ongoing project
- 3 Future project

STRATEGIC NEXT STEPS

1. Develop timelines and prioritize annual tasks for achieving the Master Plan goals and objectives.
2. Make appropriate recommendations to City Staff and the City Council and arts organizations in supporting these timelines and priorities.
3. Determine FACC commissioners' responsibilities in achieving the objectives and related tasks, including the development of appropriate sub-committees, if necessary.



APPENDICES

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Appendix II – Resolution 6324 – Adoption of Master Plan

Appendix III – Resolution 1007 – Changing Name to Commission

Appendix IV – Resolution 7479 – Public Art Voluntary Guidelines

Appendix V – Cultural Arts Grant Program

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