

CALEXICO ARTS COMMISSION ARTS AND CULTURE STRATEGIC PLAN AUGUST 2007

GOAL 1: ADVOCACY

Develop leadership and mechanisms to encourage cooperation between and collaboration among the various arts and cultural organizations, individual artists, city government, schools, and private industry.

- 1.1 Invite representatives from each arts and cultural group to participate on committees of other arts and cultural groups in Imperial and Mexicali Valleys.
- 1.2 Maintain a master calendar of arts and cultural activities for dissemination to minimize conflicting dates and offerings.
- 1.3 Enhance community pride and appreciation for diverse cultures and historical resources in Calexico.
- 1.4 Advocate the creation of special transportation services to accommodate festivals, concerts, and other events.
- 1.5 Continue advocating the inclusion of representatives from arts, cultural and humanities sectors in community planning.
- 1.6 Advocate for continued support from city leaders in the efforts of the Arts Commission.

GOAL 2: COMMUNICATION

Develop effective and ongoing communication between the City Council, Chamber of Commerce, and various arts and cultural groups, including individual artists, schools, and private industry, as well as between groups and the general public.

- 2.1 Establish a liaison position to communicate regularly with all viable entities to promote the arts.
- 2.2 Host gatherings for artists and cultural advocates in the city.
- 2.3 Expand communicative mechanisms so as to increase contact with community flyers, press releases, Internet, email, website, bulletin boards, kiosks, mailing lists and the media.
- 2.4 Sustain a city directory of artists and cultural resources

GOAL 3 : CULTURAL FACILITIES

Support continuing efforts to provide the facilities necessary to foster arts programming in the City of Calexico.

- 3.1 Continue development of Cultural Arts Center.

- 3.2 Identify potential site for local museum.
- 3.3 Promote a continuing enhancement of arts and cultural venues in the city, at San Diego State, Imperial Valley College, and Calexico Unified School District.
- 3.4 Promote the inclusion of visual arts displays in public places and in tandem with public performances of drama, dance, and music.

GOAL 4: EDUCATION

Expand the opportunities for residents to be exposed to a range of arts and cultural experiences. Expand the frequency, variety, and effectiveness of educational and recreational programs that instruct in the arts and cultural pursuits.

- 4.1 Provide classes and training opportunities at the Cultural Arts Center.
- 4.2 Expand efforts to bring interaction between guest artists, students, and the general public.
- 4.3 Recruit professional artists for public performances and educational workshops.
- 4.4 Support the development and enhancement of fine arts in all schools.

GOAL 5: Programs/Events

Develop a coordinated and ongoing process of input into community planning at the government level to promote civic arts, cultural growth and aesthetic considerations.

- 5.1 Determine goals and guidelines to assist in the development, review, and implementation of projects considered under the Arts in Public Places Program.
- 5.2 Strengthen the marketing of existing festivals and events sharing resources and fostering ideas for mutual benefit.
- 5.3 Explore the establishment of an Imperial Valley Arts Festival.
- 5.4 Collaborate with the arts councils, chambers of commerce, the Film Commission and other agencies to promote local arts and cultural opportunities.
- 5.5 Collaborate with arts community from Mexicali.
- 5.6 Locate strategic sites and possible projects in the realm of public art, city architecture, transportation corridors, or parks design that might be used to create unique visual images that will represent the community.

GOAL 6: FUNDING

Develop the human and financial resources necessary to support ongoing arts and cultural offerings in Calexico.

- 6.1 Seek funding from all available sources, including grants, fundraising, events, and other resources.
- 6.2 Advocate that the city utilize this Arts and Cultural Strategic Plan with other agencies to promote awareness of goals, plans, and activities of the Calexico Arts Commission.

6.3 Establish workshops for arts and culture.

CALEXICO ARTS COMMISSION:

Bill Hodge, Chair
Julio Gaytan, Commissioner
Sergio Gaytan, Commissioner
Berenice Martinez, Commissioner
Soledad Salazar, Commissione

August 4, 2007

MISSION STATEMENT

The mission of the Calexico Arts Commission is to provide leadership in the development of cultural opportunities for the community of Calexico, by encouraging diverse and widespread participation and education in the arts.

REVIEW OF PRINCIPLES GUIDING THE CALEXICO ARTS COMMISSION

All participants in the process of creating this document were able to agree on the following points:

1. It is the right of every child and adult to have opportunities for learning, appreciation, and participation in the arts.
2. Arts and culture enrich the quality of life and promote economic growth.
3. Support communication, and coordination between local government, educational institutions, businesses, and social agencies are necessary for art and cultural development.
4. Public participation in the arts promotes community strength and a positive community identity.