



Blueprint 2.0: FOCUS AREA RECOMMENDATIONS

Economic Development Commission—January 10, 2022

Focus Area Recommendations

Quality of Life

Focus Area Recommendations

Mission Statement

- A City that helps all residents and business owners have meaningful access to resources and services in order to achieve their highest potential across all aspects of civic life.

Focus Area Recommendations

Objectives

1. Cultural: develop and implement a robust cultural plan that reflects the unique culture, history, and personality of its residents).
2. Health: increase opportunities to grow and thrive in a city that centers the health and well-being of individuals and communities and provides access and opportunities for people to express themselves).
3. Space: increase the availability of resident-centered, cohesive, creative and accessible spaces for people to live, work, learn, socialize create, interact, play, and experience diverse culture.

Focus Area Recommendations

Objectives

4. Inclusive: promote inclusion across the vast communities of the city to gain wider participation in civic dialogue and reduce barriers for robust collaborations for people of all races, gender identity, and age.
5. Safe: increase the number of people of all races and ethnicities who feel safe to experience and explore the City in their daily lives because there is community pride and trust.
6. Affordable: promote innovative housing models, including shelters, to meet the need and create access to amenities regardless of income).

Focus Area Recommendations

Recommendations

1. Incorporate the policy recommendations of the City's Racial Equity and Reconciliation Goals and Strategies related to quality of life into all element of the Blueprint 2.0.
2. Create a cultural plan, with participation from Health, Development Services, PRM, and Public Works, for the City to be included as part of the City General Plan.
3. Expand programming in the libraries and park community centers by developing small-scale arts and creative activities reflecting local interests.
4. Provide staff training to support and facilitate these activities, hire artists and performers, and maintain database of offerings.
5. Invest in facilitates (private, public or Public-Private) that are dedicated to hyperlocal arts and culture event producing organizations
6. Identify and utilize parks properties and other City-owned or acquired properties to be repurposed for arts and cultural program.

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Recommendations

7. Create a cultural stabilization trust dedicated to purchasing and leasing space only for art nonprofit organizations.
8. Building housing inclusive of live/work/play for creative and cultural workers to enhance the quality of life in community, neighborhood and ultimately the City.
9. Identify, in partnership with neighborhood councils, arts and cultural districts outside of the downtown where artists and arts related businesses may relocate.
10. Develop a street activation program inclusive of street artists, interactive public art, performance spaces, and pop-up galleries and performances centered on Cultural Placekeeping values.
11. Disseminate clean and safe programs currently implemented by BIDs to neighborhood councils to create mutual trust and collaboration.
12. Investment in small business and industry programs for the creative sector such as: Freelancers Connect, Art Walk Consortium, Cultural Heritage Commission community engagement events

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Thank You