



## AGENDA ITEM SUMMARY

<b>Agenda Date</b>	November 12 <sup>th</sup> , 2024
<b>Requested Action</b>	DISCUSSION ON ARTS AND CULTURE STRATEGIC PLAN.
<b>Contact Person</b>	Nicholas Montagno, Operations Manager Special Project
<b>Background Information</b>	<p>Over the years, staff has initiated various efforts to promote placemaking through community events and the acquisition of public art. As these initiatives have evolved, the need for a more deliberate approach has become evident. The 2018 Master Plan (Item 6.2.4) highlighted the necessity of identifying funding alternatives for arts-related programs, venues, education, and acquisitions. To facilitate this, a clear road map is needed. The attached draft of the Arts and Culture Strategic Plan (Attachment A) provides a strategic path forward for enhancing Boerne’s quality of life through arts and culture, with input from the Boerne community.</p> <p>Earlier this year, staff selected Keen Independent Research to assist with this project due to their impressive track record of collaborative strategic and master plan development that enhances quality of life and supports economic development. Their evidence-based research approach effectively evaluates current infrastructure, strengthens program and fund development, builds community engagement, and aids in the implementation of initiatives. Keen has also partnered with several Texas cities on similar arts and culture plans (such as San Marcos and Celina to name a few), further demonstrating their expertise in this area.</p> <p>Goals of the Project with Keen:</p> <ul style="list-style-type: none"><li>• Identify the current state of arts and culture amenities and events managed by the City or other organizations.</li><li>• Outline the desired future state of arts and culture in Boerne, along with actionable recommendations.</li><li>• Develop a comprehensive strategy with specific goals and recommendations aligned with the 2018 Master Plan.</li></ul> <p>Development Process:</p>

The plan's development began in February with data collection and preparation for community feedback. In early April, staff and Keen held meetings with key stakeholders, including City Council members, city leaders, arts and cultural organizations, business owners, and community creatives. An in-person public meeting was held on April 4, 2024, to present an overview of the project and gather feedback through activity stations. A public communications portal and dedicated study email were also made available for continuous input.

A Virtual Workshop Survey, open from April 2 to May 12, 2024, collected 127 community responses. The methodology of these meetings and survey results can be found in Appendix E of the Strategic Plan.

After the survey concluded, Keen collaborated with staff to draft the Strategic Plan. This draft was shared with the public before the virtual draft plan presentation on September 19, 2024.

#### Findings and Recommendations:

The process illuminated key findings, including a strong desire for increased city support in facilitating arts and culture initiatives. The community values art and culture for enhancing quality of life while maintaining Boerne's unique sense of place and heritage. A particularly poignant statement from the findings noted, "*Boerne's culture is refined while rooted in its heritage and the landscape of the Hill Country,*" emphasizing the balance between modern and historic elements that define Boerne.

#### Goals of the Strategic Plan:

1. Foster a local art and cultural economy to enhance quality of life for all residents.
2. Approach art and culture as tools for promoting safety and security.
3. Celebrate Boerne's history and heritage through placemaking.

#### Strategies to Achieve the Goals:

1. Engage with local art and cultural leaders and stakeholders.
2. Highlight existing efforts and resources.
3. Apply best practices for managing the City's art collections.
4. Plan and utilize spaces for arts and culture.

The full list of recommendations and the implementation plan can be found in Sections 3 and 4 of the attached plan. While there are nearly

	<p>20 recommendations, many focus on foundational policies that will support future, detailed plans.</p> <p>Recommendations also emphasize increasing visibility and communication around the community’s strong event calendar and strengthening relationships with community partners.</p>
<b>Item Justification</b>	<input type="checkbox"/> Legal/Regulatory Obligation <input checked="" type="checkbox"/> Infrastructure Investment <input type="checkbox"/> Reduce Costs <input checked="" type="checkbox"/> Customer Pull <input type="checkbox"/> Increase Revenue <input checked="" type="checkbox"/> Service Enhancement <input type="checkbox"/> Mitigate Risk <input type="checkbox"/> Process Efficiency <input checked="" type="checkbox"/> Master Plan Recommendation <input type="checkbox"/> Other:
<b>Strategic Alignment</b>	Community Charm, C1, C2, C3, F2, B2
<b>Financial Considerations</b>	N/A
<b>Citizen Input/Board Review</b>	N/A
<b>Legal Review</b>	N/A
<b>Alternative Options</b>	N/A
<b>Supporting Documents</b>	Attachment A – Arts & Culture Strategic Plan Draft