



Arts Connection Conference

9-29-18

Morongo Basin Strategic Plan
for Culture and the Arts



- Genesis of the plan
- County-initiated, community-driven
- Purpose: to advance arts and culture in the region and increase economic impact
- Based on community engagement and ideas

Parameters for Planning



Communities Committee

- 20 residents, including: artists, nonprofit administrators, educators, city staff, business people, community leaders
- Consulting team, LUS staff
- Roster on Plan page 2 and <https://www.cultureandartsmb.com>

Community Engagement

More than 500 people

Artists
Business people
Local government staff
Tourism professionals
Educators
Social service professionals
Tribal representatives
Parents
Residents

Community venues

Schools
Farmers' market
Beatnik Café
Marine Base
Community centers





Community Context

Background

- Defining regional characteristics: geography, Park, demographics, economy, etc.

State of the Arts

- Individual artists
- Arts and cultural organizations

Cultural Assets

Inventory & Map

The Plan

Economic and Community Development Through Arts and Culture

Goal 1: Model & Expand
Cultural Equity

Goal 2: Build the Arts
Market

Goal 3: Expand Arts
Education & Lifelong
Learning

Goal 4: Increase the
Economic Impact of
Visitation



Goal 1: Model and Expand Cultural Equity

Strategy: Adopt an equity lens in implementing all recommendations, based on inclusion.

Suggested Actions:

- Cultural Equity Festival: *Experiencing Community Through Art*
- Cultural Competency in Communications
- Cultural Equity in Arts Education and Lifelong Learning



Goal 2: Build the Market for Arts and Culture

2.1. Advance artists' career and financial success.

Suggested Actions:

- Business Training for the Arts
- Information Resources for the Arts
- Artists' Co-ops
- Convening and Networking for the Arts
- Regulatory Assistance for the Arts
- Annual Arts Conference
- Online Arts Resource Directory

2.2. Provide affordable artists work space and facilities

Suggested Actions:

- Arts Center
- Temporary and Pop-up Arts Spaces
- Artists' Live/Work Spaces





Goal 3: Expand Arts Education and Lifelong Learning

3.1. Expand access to K-12 arts education.

Suggested Actions:

- Artists in the Schools Program
- Arts Education Coordinator
- Artists/Arts Education in Community Settings
- Teacher Training
- Artist Training
- Marketing Arts Education to the Community
- Arts Education Directory

3.2. Expand access to arts careers.

Suggested Actions:

- Arts Internships and Other Work Opportunities
- Career Tech and Adult Education



Goal 3: Expand Arts Education and Lifelong Learning

3.3. Expand lifelong learning in the arts.

Suggested Actions:

- Adapt Arts Education Infrastructure, Marketing and Programming for Lifelong Learners

3.4. Provide communitywide education about the role and value of the arts.

Suggested Actions:

- Create Strategic Communications about the Role and Value of the Arts



4.1. Improve arts marketing within the region's tourism marketing programs.

Suggested Actions:

- Vision and Branding
- Event Calendar
- Artists Directory
- Arts Organization Directory
- Mobile App

4.2. Produce and promote arts events and places for visitors and locals.

Suggested Actions:

- Highway 62 Open Studios Tour:
- Art Fair Market
- Augmentation and Coordination of Existing Events

Goal 4: Increase Economic Impact of Visitation

Financial Resources and Partners

- Community Foundation
- Regional Funders Alliance
- Existing Marketing/Tourism Programs
- County and Federal Workforce Development
- Public/county arts revenue source
- California Arts Council
- National Endowment for the Arts
- Town of Yucca Valley, City of Twentynine Palms
- Individual donors
- Copper Mountain College and Foundation
- Property owners and developers
- 29 Palms Band of Mission Indians
- White paper – additional prospects



Implementation

Leadership team is coordinating implementation

Joshua Tree Living Arts is lead organization for implementation

Meetings with potential funders and partners

Implementation will require multiple partnerships and investments



Questions and Discussion

