

THE PLAN PRINCIPLES + RECOMMENDATIONS

SPACE

Improve and expand arts uses in existing City-owned facilities and open land.

Present art in the places people frequent – take works to complexes or affordable residences where people may feel more isolated or home-bound.

Spearhead an initiative to address affordable housing and workspace needs for artists, arts organizations, and small creative businesses.

Increase the presentation of free music, theater and film in public and private places.

Develop an active Art + Business partnership program where art can be presented inside businesses and in vacant storefronts.

ENGAGEMENT

Foster community by bringing people of all ages together through meaningful, high quality, art-making experiences, with a focus on populations that are isolated or disconnected from WeHo Arts' current programming.

Pilot a large-scale community arts festival where groups and individuals can create, present, and engage in work around a particular theme.

Continue to convene people in structured, informal dialogue, and/or art-making experiences during the duration of *The Plan* in order to maintain relationships and understand community dynamics as they evolve over time.

SUPPORT

Continue to develop the arts grants program by expanding grant opportunities for individual artists.

Champion the presentation, support, and development of artists and content from under-represented communities and disciplines.

Commit to supporting emerging performing and visual artists; increase opportunities for emerging artists to present alongside established artists.

Work with artists, curators, and arts administrators to increase opportunities for connection, access to resources, and professional development, and to reduce barriers to participation.

Allocate Economic Development Department resources to growing Art + Business Partnerships.

Provide Commissioners and arts advocates with opportunities for leadership development on emerging issues and trends in the arts.

VISIBILITY

Increase awareness of WeHo Arts' programs and opportunities; ensure that the work and programs of WeHo Arts are communicated effectively and frequently to the residents of West Hollywood and to those who are part of the city's extended community.

Develop a WeHo Arts Talks series connecting people to the artists presenting and living in West Hollywood.

Support new pathways for artists, arts administrators, and curators to share open calls, grants programs, and opportunities.

Invest in building relationships with new groups and partners, expanding WeHo Arts' connections to new populations.

EXPERIMENTATION

Leverage the City's investments in media and technology to develop iconic programming that positions West Hollywood as a premier presenter of digital media.

Commit to a culture of experimentation and learning, which can support West Hollywood's electric atmosphere and place the arts at the center of conversations about the city's future.