



**Boston
Creates**

#BostonCreates

A vibrant outdoor event in a park. The scene is filled with people of various ages and ethnicities, many of whom are wearing light blue shirts. Numerous colorful beach balls (red, yellow, blue, green) are scattered throughout the scene, some floating in the air and others on the ground. The background shows lush green trees and a clear sky, suggesting a sunny day. The overall atmosphere is festive and community-oriented.

Boston

Educates • Innovates
Incubates • Celebrates
Participates

Boston Creates

Community Engagement Process

A group of children in red tracksuits are dancing on a sidewalk. They are in various poses, some with arms raised, some with hands on their hips, and some with hands on their knees. The background shows trees with yellow leaves and a brick building.

15-member **Steering** Committee

60-person **Leadership** Council

16 Volunteer Teams + **Youth** Team

500+ at each at Town Hall Meeting

118 **Community** Conversations

1,300 meeting participants

3,224 **Survey** Responses (in 4 languages)

35 Focus **Groups**

50 **Stakeholder** one-on-one meetings

What Did We Learn?

Silos in Arts and Culture

Barriers to Attendance and Engagement

Need to Expand **Equity and Opportunity**

Need More Cultural **Spaces** and Facilities

Need for **Youth** Arts and Education

Need Better Access to **Information**

Need Systemic **Dollars** for Change

Goals, Strategies, First steps

Goals that endure for **10+ years**

Highest **priority** strategies that move a goal forward

Sample first steps: **actions**, programs, interventions, efforts to support making the strategy a **reality**

A night festival scene with people and colorful lanterns. The image shows a crowd of people at night, with a focus on a line of colorful, illuminated lanterns. The lanterns are made of various materials, including paper and plastic, and are decorated with patterns and colors. The scene is lit up by the lanterns and other lights in the background, creating a warm and festive atmosphere. The text is overlaid on the image, reading "#1 Integrate arts and culture into all aspects of civic life." The text is in a mix of white and red colors, with the number "1" and the words "Integrate" and "civic life" in red, and the rest in white.

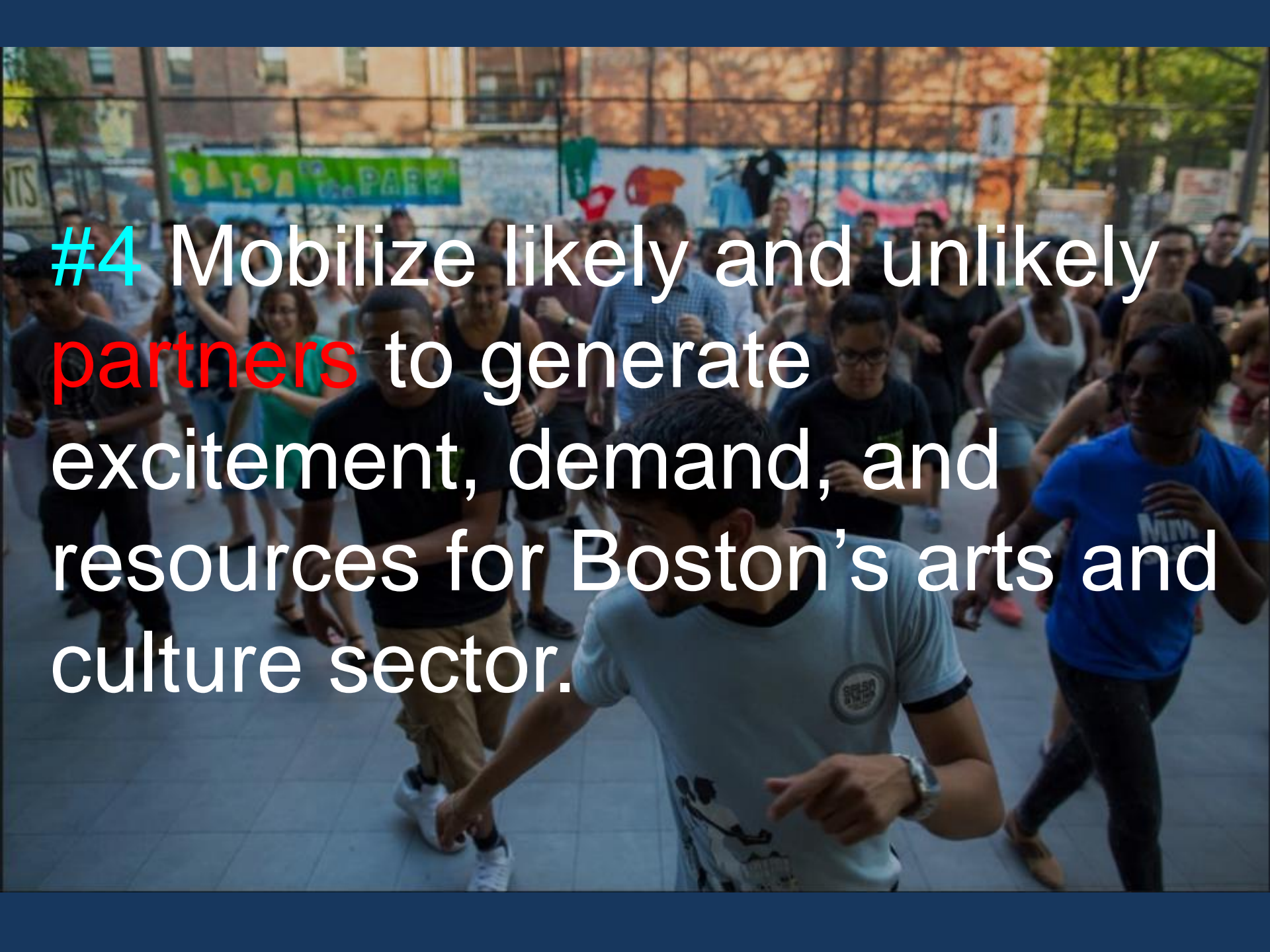
#1 Integrate arts and culture
into all aspects of **civic life**.

A group of diverse young people are working in a garden. In the foreground, a young woman with dark hair, wearing a purple jacket, is kneeling and using a shovel to dig in the soil. To her right, a young woman with long blonde hair, wearing a grey hoodie and red gloves, is holding a small plant. In the background, other young people are visible, some wearing red shirts. The garden is filled with green plants and soil. The text "#2 Create fertile ground for a vibrant arts and culture ecosystem." is overlaid on the image in white and red font.

#2 Create fertile ground for a vibrant arts and culture ecosystem.



#3 Keep **artists** in Boston,
recognizing their essential
contribution to a thriving,
healthy, and innovative city.



#4 Mobilize likely and unlikely partners to generate excitement, demand, and resources for Boston's arts and culture sector.

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- A collage of images featuring a man in a hat and headphones, a woman, and a sign with the word 'TOBRA'. The background is a grid of small images, some of which are portraits of people. The text is overlaid on the collage.
- **#5** Cultivate a city where **all** cultural expressions are respected and equitably resourced, and where arts and culture are **accessible** to all.

What Will **Success** Look Like?

Creatively engaged youth, families, individuals, and communities

A strong pool of **artists** and creative entrepreneurs

An active **marketplace** for arts, culture, and creativity

Sustainable arts and culture institutions and venues

Supportive civic/municipal **policies** and goals

Active use of the arts and creative enterprises to animate and **problem solve** in all aspects of public life

Next Steps

Performing Arts **Facility** Study – now live

Town Hall Meeting on 3/28

June 17, 2016 – Final Plan Launch

- **Early Wins**

- Implementation Projects/Programs

Annual Updates on Progress - **Metrics**



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All photos by Leonardo March Boston Creates Artist