

**2030 Sacramento General Plan Update
PRELIMINARY POLICIES
Education, Recreation, and Culture Element (ERC.4)**

Arts and Culture

Overall Goal

ERC.4-1 A diversity of art and cultural amenities that educate and enrich the community. [*New Goal; EIP/PBS&J, July 11, 2007*]

Goal

ERC.4-2 Sacramento is a City where people of all ages can enjoy the arts and cultural resources to learn about Sacramento's history and various cultures. [*New Goal CCL, July 2007; modified EIP/PBS&J July 23, 2007*]

Policies

ERC.4-2.1 Promote Art and Cultural Experiences for Everyone. The City shall promote art and cultural experiences for everyone by removing economic, physical, and other barriers to participation and enjoyment. [*New Policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-2.2 Preserve and Enhance City Archives. The City shall preserve and enhance the City Archives as a unique cultural resource for documenting the human experience in Sacramento. [*New Policy CCL; July 2007*]

Facilities

Goal

ERC.4-3 Provide first class arts and cultural facilities that enhance and preserve existing or new facilities. [*New goal CCL; July 2007; modified EIP/PBS&J, July 23, 2007*]

Policies

ERC.4-3.1 Invest in City-Owned Arts and Cultural Resources. The City shall invest in the necessary buildings and facilities and make required improvements of City-owned arts and cultural resources. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-3.2 Maintain City as the Cultural Center in the Region. The City shall maintain its place as the cultural center of the region while participating as a partner in the region's network of cultural resources including

universities and educational institutions, libraries, arts and cultural organizations and facilities, and creative individuals and supporters – to sustain and enhance the arts and cultural resources and provide greater access for everyone. [*New policy CCL; July 2007*]

ERC.4-3.3 Expand Convention Center and Hotel Space. The City shall expand the existing convention center to attract top-tier national and international events, along with adequate hotel space to support the events. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-3.4 Support Development of Art Venues in Downtown that Serve the Region. The City shall explore opportunities to work with other jurisdictions in the region to support the development and expansion of performing arts venues in downtown Sacramento that serve the region as a whole. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-3.5 Assist in Determining Current and Future Needs for Arts and Cultural Organizations. The City shall work with arts and cultural organizations to determine current needs and assist in developing a plan for future needs based on growth in the City and the region. [*New Policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

Programs

Goal

ERC.4-4 A variety of arts and cultural activities and programs that enrich the community. [*New Goal, EIP/PBS&J July 23, 2007*]

Policies

ERC.4-4.1 Encourage More Cultural Events, Festivals, and Activities in the City. The City shall encourage and support bringing more art and cultural events, festivals, activities, and performances to the City. [*New policy CCL; July 2007*]

ERC.4-4.2 Support the Community Center Theater to Enable First Class Programming. The City shall assist in reinventing the Community Center Theater to become a vibrant, attractive facility to provide first class programming. [*New policy CCL; July 2007*]

ERC.4-4.3 Promote Partnerships Among the Arts and Cultural Organizations. The City shall promote partnerships among arts and cultural groups and community organizations and the business community to develop educational activities and programming for all ages. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-4.4 Support Programs that Introduce Children to the Arts. The City shall support programs and events that introduce children to the arts and provide positive outlets to explore their own talents and creativity for self-expression. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

Funding

Goal

ERC.4-5 A broad range of public and private funding sources to support arts and cultural facilities, events, and programs. [*New goal; EIP/PBS&J July 23, 2007*]

Policies

ERC.4-5.1 Allocate Funding for Maintenance of City-Owned Facilities. The City shall allocate funding for the maintenance of City-owned arts and cultural facilities. [*New policy CCL; July 2007; modified EIP/PBS&J, July 23, 2007*]

ERC.4-5.2 Support Efforts to Apply for Grants and Promote Donations to Local Arts Organizations. The City shall support the efforts of non-profit, private, and community-based organizations to apply for public and private grants and promote donations to support art and cultural activities. [*New policy, EIP/PBS&J, July 23, 2007*]

ERC.4-5.3 Provide Support for Private Arts Organizations to Expand and Maintain their Facilities. The City shall provide financial assistance to assist private and non-profit arts and cultural organizations to expand and maintain their facilities, provide more events, or develop additional programs. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-5.4 Encourage Philanthropic Fund Raising. The City shall encourage corporate and individual philanthropy and publicly recognize and celebrate gift giving of all types and levels. [*New policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

Public Art

Goal

ERC.4-6 Art that is integrated into public and private commercial projects. [*New Goal CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

Policies

ERC.4-6.1 Encourage Private Development to Contribute 2 Percent to Support Public Art. The City shall encourage private commercial development to contribute two percent of a project's total construction budget to the City's Art in Public Places program. [*New Policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]

ERC.4-6.2 Encourage Private Development to Include Public Art in New Buildings. The City shall encourage private commercial development to include public art, accessible to everyone, in all new buildings. [*New Policy CCL; July 2007; modified EIP/PBS&J July 23, 2007*]