

Arts & Culture Goals & Strategies // DRAFT

THROUGHLINES

- History & Legacy
- Intergenerational Engagement
- Diversity, Inclusion, & Equity
- Environmental Sustainability

GOALS

1. **Protect and continue to grow the presence and vitality of the arts** by actively supporting community-wide cultural events and activities;
2. **Establish and secure policies, partnerships, and actions that create and sustain affordable spaces** for living and working;
3. **Identify and develop new spaces and methods for artists and community members to exchange knowledge, skills, and resources** through collaborative projects and practices;
4. **Develop a balanced and reciprocal relationship between the cultural, educational, business, and government sectors** that serves to benefit all people living and working in Easthampton;
5. **Facilitate creative, participatory models of meaningful civic engagement.**

STRATEGIES

- Establish an **intergenerational community space** that facilitates opportunities for artistic production and ongoing creative exchange and professional development
- **Consider new models, structures, and approaches that actively seek to address and counter the destabilizing impacts of gentrification**
- Utilize Easthampton's existing arts and cultural resources to **infuse municipal planning and civic engagement processes with creativity and participatory methodologies**
- Ensure **adequate capacity at the municipal level for continued development of the arts and culture sector**
- **Increase the integration of arts and cultural resources into the development and improvement of outdoor public spaces**
- **Establish an arts residency program** that brings regional, national, and global artists into dialogue and collaboration with Easthampton artists, residents, schools, and community institutions

- **Facilitate new opportunities for artists in Easthampton to connect with a diversity of local, regional, national, and global artists, networks, and resources**
- **Gather comprehensive data regarding existing community assets and under-utilized spaces** that serves to increase understanding and inform decision-making with respect to arts and cultural initiatives and related public policy
- **Increase citywide outreach and messaging to ensure universal awareness of and equitable engagement with arts and cultural events, activities, and opportunities**
- **Ensure a relationship between the arts and culture sector and the city planning department** with regards to wayfinding, branding, and economic development
- **Revitalize Old Town Hall** and establish it as a dynamic and accessible local and regional destination for visual arts, music, performance, and community gathering
- **Ensure that all people living and working in Easthampton have access to adequate, affordable, and reliable transportation to enable their full participation in all arts and cultural events, activities, and opportunities**

Carried over from the 2008 Master Plan:

- **Modify zoning codes and regulations** to support and ensure affordable spaces for living and working in residential, commercial, and industrial areas
- **Establish a mandatory arts curriculum in public schools** that includes substantive partnerships with the arts and culture sector of Easthampton
- **Require a percentage of matching funds from new development projects to support public art and creative community engagement in public spaces.**
- **Formalize opportunities for relationship-building among and between artists, elders, and youth**