

ARTS PLAN: JANUARY 2011 – JUNE 2013

FOCUS AREA	DESCRIPTION	TIMELINE
Long Term Vision & Mission Statement	<p>Create long-term vision for the Arts in Los Gatos and define ACC role</p> <p>Long Term Vision A vibrant, collaborative and creative Los Gatos where the arts are a defining feature of our identity and unique character</p> <p>Commission Mission Statement Advocates for artistic expression that enriches the Los Gatos experience.</p>	Implement immediately pending Town Council approval.
Public Art	<p>Increase the number of public art displays</p> <p>Forbes Mill Footbridge Revitalization Project Revitalize this piece of public art while keeping the original purpose of incorporating art from youth in our community based on the theme, Capturing Life in Los Gatos.</p> <p>Banner Program Enrich Downtown Los Gatos by incorporating public art into the existing banner program.</p> <p>Public Art Displays Increase the number of public art displays by installing one to two pieces of public art every two years.</p> <p>Art in the Council Chambers, Sister City Exchange Coordinate with an identified sister city to have one installment of Art in the Council Chambers be a collection of pieces from the city.</p>	<p>Continuous summer project beginning 2011</p> <p>Bi-annual program beginning 2011/2012</p> <p>Bi-annual program beginning 2012/2013</p> <p>Incorporated in the AICC schedule by 2012/2013</p>
Funding	<p>Develop funds for the Arts</p> <p>Short term funding strategy- Retarget the approximately \$9,800 Public Art funds in 6999-68711, previously ear marked for a Gateway project, to fund the first year of the Arts Plan.</p> <p>Long term funding strategies- Develop sustainable options to find programs on an ongoing basis.</p>	<p>Reallocate immediately pending Town Council approval.</p> <p>Sub-Committee and staff will begin to work on long term funding strategies.</p>
Communication	<p>Develop communication strategies for the arts.</p> <p>Investigate and prioritize marketing tactics for approved projects and programs.</p>	Actions around specific communication will be discussed and explored pending Town Council approval of this plan.

COUNCIL APPROVED 12/6/10

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