

C. ARTS + CULTURE

INTRODUCTION

Arts and culture are key components of thriving and vibrant cities. A strong arts and cultural sector will instill a sense of place, connect diverse residents, and provide the needed creative retreat that can rejuvenate and inspire. Experiencing the arts removes us from the mundane and ordinary and frees our minds to consider new things, learn from each other, and connect. Places that are rich in arts and cultural offerings are desirable places to live, visit, and interact within. They attract investment, drive civic engagement, shape a positive community culture, and are an important component of the local economy.

As Rochester looks towards the future, we take seriously the impact and opportunity that our arts and cultural assets have to help us meet our goals. We envision Rochester as a premier “City of the Arts” and we need to plan and coordinate limited resources effectively to achieve that vision.

ROCHESTER’S ARTS AND CULTURE SCENE

Rochester’s historic roots, early industrialists, and philanthropic community left us a rich legacy of arts and cultural institutions like the Memorial Art Gallery (MAG), Eastman School of Music, Rochester Museum and Science Center/Planetarium, Rochester Philharmonic Orchestra (RPO), Strong Museum of Play, Rochester City Ballet, George Eastman Museum, and Susan B. Anthony House. George Eastman, in particular, had an outsized role in fostering the creation of a strong and vibrant local arts community starting in the early 20th century, because he saw it as key to establishing the kind of high quality of life that would attract top employees to move to the city and work at Eastman Kodak.

Yet Rochester’s arts and culture scene is much bigger and more diverse than our oldest and largest museums and performing arts institutions. The city is filled with countless organizations and artists that

KEY TAKEAWAYS

- Rochester’s arts and culture scene is diverse and strong, considering the city’s size
- Collaboration among artists, arts organizations, institutions, the City, and philanthropic supporters is necessary to move community goals for arts and culture forward.
- We should aggressively promote Rochester as a City of the Arts and pursue policies and strategies that support that goal.
- Integrating public art into development projects and public spaces can help make Rochester a more beautiful city for all.

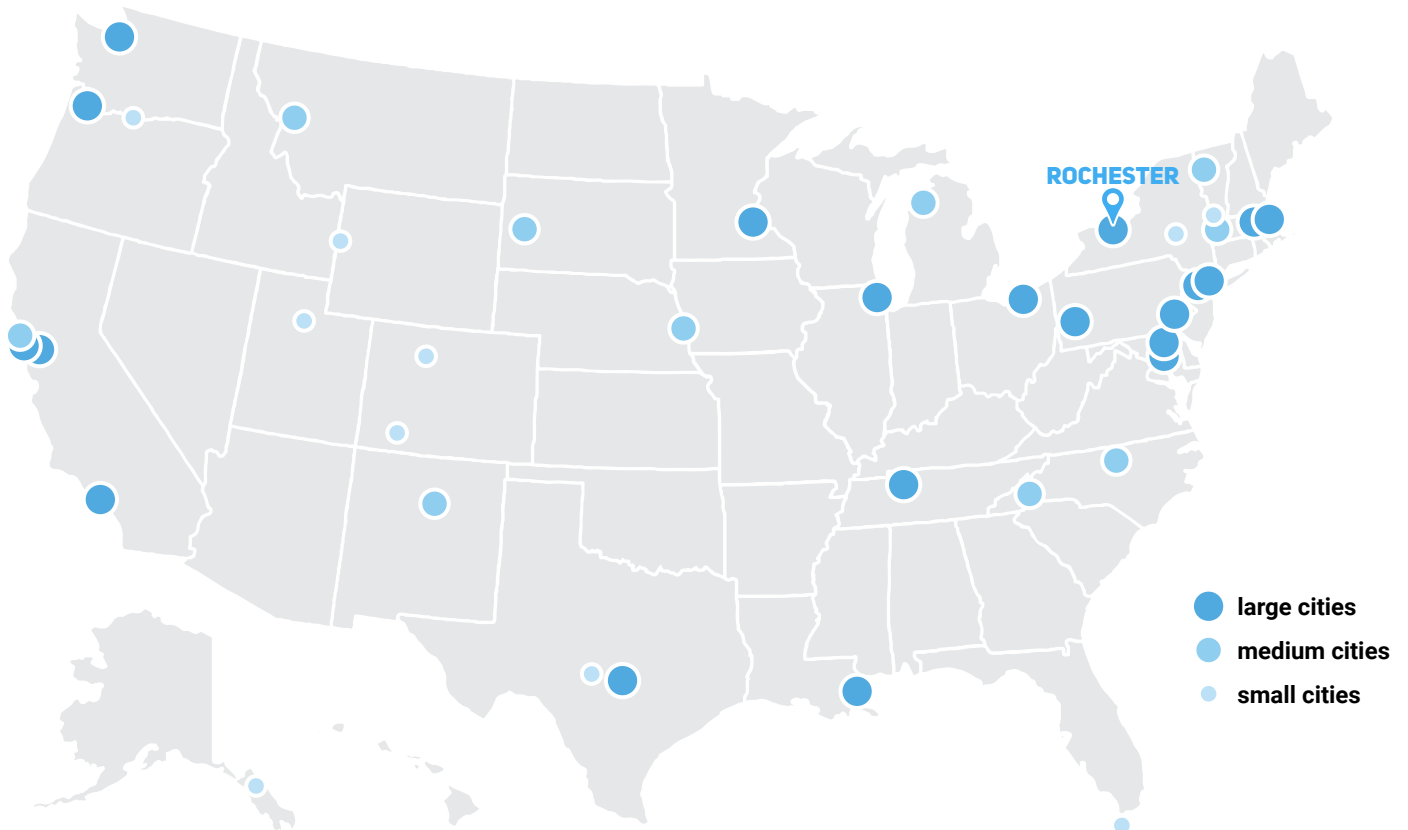
contribute to the fact that the scene is bigger than most would expect from a mid-size city, and that something exciting and new is always around the corner. From the burgeoning underground street art and wall mural scene to the seemingly out-of-nowhere Roc Holiday Village festival, the Flower City is disproportionately blessed with individuals, groups, and events that add tremendous flavor and economic vibrancy to our community.

Each year, Rochester ranks highly in the Southern Methodist University (SMU) [National Center for Arts Research’s Art Vibrancy Index](#). The index looks at over 900 small, medium, and large metropolitan areas nationwide, and ranks them using a methodology that includes how many not-for-profit arts and cultural organizations exist per capita and the amount of government support for the arts in each community.

PUBLIC COMMENT

"Public art gives us cause to pause and to think about beauty and life. It can cause us to get involved and it gives us pride in our city that thinks this is important."

MOST VIBRANT CITIES FOR THE ARTS, 2018



ROCHESTER ROUTINELY APPEARS IN THE ARTS VIBRANCY INDEX'S TOP 20 FOR LARGE METRO AREAS IN THE COUNTRY (AREAS WITH ONE MILLION OR MORE RESIDENTS), AND IN 2018 ROCHESTER RANKED 17TH – JUST BELOW CHICAGO, BUT ABOVE AUSTIN AND PITTSBURGH.

STRONG AND VISIBLE ARTS + CULTURE MATTERS WHEN BUSINESS ARE CONSIDERING RELOCATION OR EXPANDING IN THE GREATER ROCHESTER AREA

C. ARTS + CULTURE (CONTINUED)

ROCHESTER'S ARTS AND CULTURE SCENE CONTINUED

Rochester is home to a wide variety of arts organizations spanning multiple genres that can be accessed at a range of venues that serve and engage diverse audiences and interests. From finding an art or dance class for your toddler to watching world-renowned musicians perform at Eastman Theatre to taking a non-fiction writing class on writing your own memoir, the range of art experiences, classes, performances, and exhibitions in Rochester is immense. The 2018 Arts Vibrancy Index counted over 140 arts organizations being based in Rochester. We cannot list them all here, but some of the better known examples include:



SCHOOLS, COLLEGES, AND UNIVERSITIES SPECIALIZING IN THE ARTS

Including the Rochester's City School District's 6-12th grade School of the Arts, as well as nationally ranked college and graduate programs in music (University of Rochester's Eastman School); photography, fine art, jewelry, and design (RIT's College of Imaging Arts and Sciences); dance (SUNY Brockport), and RIT's School for American Crafts



COMMUNITY ARTS EDUCATION FOR YOUTH AND ADULTS

Such as the Hochstein School of Music and Dance, Writers and Books (a not-for-profit literary center), Flower City Art Center (with community darkroom, letterpress, ceramic studio and kiln, artist-in-residence programs, and gallery in addition to classes), Creative Workshop at the Memorial Art Gallery, Rochester Area Performing Arts (RAPA), Garth Fagan Dance, and Borinquen Dance Theater, among others.



THEATER

Such as Eastman Theatre, Geva, Auditorium Theater, Rochester Broadway Theater League, Blackfriars, Downstairs Cabaret, PUSH Physical Theater, Kodak Center, Lyric Theater, Rochester Latino Theater Company, Multi-Use Community Cultural Center, Bread and Water Theater, and more. In fact there are so many theater venues, companies, festivals, and initiatives locally that a number of them have formed a not-for-profit consortium – TheatreRocs! – that produces a community theater calendars of all the different shows and events taking place.



MUSIC

Including more than 700 public concerts given by the world-renowned Eastman School of Music, numerous local choirs and music ensembles in addition to the RPO such as Madrigalia, Rochester Gay Men's Chorus, Rochester Oratorio Society, and music festivals such as the Rochester International Jazz Festival, Rochester Summer Soul Festival, ROC Women's Music Fest, and more. Rochester's music history includes opera greats like William Warfield, Renee Fleming, and others; many musicians like Cab Calloway, Steve Gadd, Son House, Chuck Mangione, Mitch Miller, and others. Rochester's rich pop/rock music scene boasts great venues and emerging artists capturing national attention like Joywave, Mikaela Davis, and Giant Panda Guerilla Dub Squad.

MUSEUMS AND ART GALLERIES

Including all the museums listed above, as well as the Visual Studies Workshop, Rochester Contemporary Art Center, ArtisanWorks, High Falls Center and Museum, numerous private art galleries, and monthly "First Friday" artist open studio programming at numerous locations around the city.



PHOTOGRAPHY

Rochester is recognized as the home of photography and imaging. Many centers for education, industrial imaging and photonics, optics, and museums are located in Rochester, including the George Eastman Museum.

C. ARTS + CULTURE (CONTINUED)

ROCHESTER'S ARTS AND CULTURE SCENE CONTINUED



DANCE

Rochester has been home to Garth Fagan Dance, a world-renowned contemporary American dance, since 1970. A number of local theaters, including the Eastman Theatre, Auditorium Theater, Geva, and the Nazareth College Performing Arts Center host local company performances as well as traveling dance concerts from around the world. Rochester is also home to the Rochester City Ballet, founded in 1987 by Timothy M. Draper.



CINEMA

Including two not-for-profit film centers, such as The Little, which specializes in independent and foreign films, documentary series, and community film screenings, and the Dryden, which shares the George Eastman Museum's extraordinary collection of historic, independent, foreign, and art films, and is one of only a few cinemas in the world that is certified to project original nitrate film prints. The Highland Park neighborhood features the Cinema Theater, one of the oldest continuously running movie theaters in the country. Rochester is also home to numerous film festivals, including the Rochester International Film Festival (the world's longest continuously running short film festival), High Falls Film Festival (devoted to celebrating women in film), Fast Forward Film Festival (showcasing films on environmental themes), the Rochester Labor Film Series, Rochester International Jewish Film Festival, and Image Out (the largest LGBTQ+ film festival in New York State). Rochester has also developed film production companies and has provided venues for new film production.



FESTIVALS

Including more than 100 festivals taking place in the region each year, the city itself is home to dozens of festivals throughout the year. Some of the largest and best known are:

- Lilac Festival (May) – Ten days of celebration that attracts 500,000 people to Highland Park to see the largest collection of lilacs in the world.
- Rochester International Jazz Festival (June) – More than 320 shows at more than 20 venues over 9 days that brings 200,000 to downtown Rochester, from the region as well as visitors from around the world.
- Puerto Rican Festival (July) – Three days of live music, food, and cultural events celebrating and recognizing the culture of Puerto Ricans in Rochester. In 2019, this festival celebrates its 50th anniversary.
- Rochester Pride Week (July) - More than a week of events, education, and outreach culminating in a parade and festival to celebrate LGBTQ+ community in Rochester.
- Corn Hill Arts Festival (July) – Highlights the historic beauty of the Corn Hill neighborhood attracting original artists from around the world. This festival celebrated its 50th anniversary in 2018 and continues to expand the experience with parades, musical acts, and dance.
- Park Avenue Festival (August) - The Park Avenue neighborhood is transformed for one weekend each year into a one-of-a-kind shopping mecca, filled with original creations from more than 350 artists, craftspeople and exhibitors from the U.S. and Canada.
- Clarissa Street Reunion (August) – A weekend gathering along Clarissa Street in the Corn Hill neighborhood that celebrates the rich history of the area where Rochester's first African American neighborhood was founded and thrived for over 100 years before much of the area of demolished under Urban Renewal programs in the 1960s.
- Clothesline Festival (September) – Rochester longest fine arts and crafts festival that showcases a variety of mediums and styles and is held over the weekend on the lawn of the Memorial Art Gallery.
- Rochester Fringe Festival (September) – Self-described as “an 11-day, all-out, no-holds-barred, multi-disciplinary visual and performing arts festival featuring international, national and local artists. It showcases theater (physical, street, musical), comedy, visual arts, family entertainment, music, dance, spoken word, opera, poetry, literature and experiences that have yet to even be imagined.”

PUBLIC COMMENT

“Public art is the one of the few opportunities to be unique as a city, and create lasting beauty for everyone to enjoy.”

C. ARTS + CULTURE (CONTINUED)

ROCHESTER'S ARTS AND CULTURE SCENE CONTINUED

The variety of arts and cultural experiences and activities in Rochester is remarkable for a city of our size. The legacy that Rochester's early leaders and philanthropists left behind continues to impact daily life in our community, but today's scene is being enriched by the city's growing cultural diversity, the people and institutions that continue to invest in arts and culture today, and the creative individuals and groups who decide to make Rochester their home.

With such a strong framework already established, Rochester has the opportunity to grow and evolve its arts and cultural sector into an economic driver that can positively shape our future, far more than it currently does. There is room for further collaboration between local arts organizations, the City, Monroe County, philanthropy, private businesses and academia to infuse creativity into all that we do. There is also room to support promising grassroots efforts and start-ups that are looking to impact the community by expanding access to arts and cultural resources.

A key challenge pointed out repeatedly in the public engagement process, however, was the feeling that arts and cultural programming and investment are unevenly distributed, both in terms of geography and socio-economic diversity. While the Neighborhood of the Arts and Downtown Rochester – two locations where many of the largest and most prominent arts and culture institutions in the city are located – are popular places to live and visit, it was clear that many respondents want a rich diversity of arts and culture opportunities in their neighborhoods as well. Another common theme is the desire to provide experiences that are representative and relatable to the communities in which they intend to serve. Residents feel a strong desire to engage with the arts, but they want these experiences to feel authentic, homegrown, and unique.

JOSEPH AVENUE ARTS + CULTURE

The Joseph Avenue Arts and Culture Alliance (JAACA) is addressing the challenge of uneven distribution of arts and culture programming head on. Founded in 2014 by a small group of performing arts lovers in the northeast area of the city, JAACA is in the process of renovating an historic vacant synagogue on Joseph Avenue into a performing arts center with seating for 300 people. JAACA programming currently includes hosting theater, music, and dance at community gatherings, and music/instrumental instructions for children at the local public library. The recent opening of The Avenue Blackbox Theater in a formerly vacant commercial building on Joseph Avenue speaks to the positive impact that initiatives like the JAACA are already having.

PUBLIC COMMENT

"Public art and events are key to bringing a city together and maintaining a sense beauty and vibrancy. It helps folks to understand that creativity is essential."



ROCHESTER'S CRAFTY CULTURE

Over the past several years, the local crafts scene has taken off, with an ever-expanding variety of homemade goods being sold at craft fairs and through local retailers. Locally made soaps, needlepoints, letterpress cards, terrariums, upcycled and repurposed items, T-shirts and other objects can be readily found. Many artists now include the City's skyline, border, logo, or some play on the word "Rochester" in their designs, revealing the emergence of a newfound sense of place and city-pride. Spaces like the Rochester Maker Space and Rochester Brainery have opened, which provide classes and workshop space for people to tinker, learn, craft, and connect. It is an exciting time to witness these changes and the new energy and enthusiasm artists and crafters have in positively incorporating the city into their work.

PROMOTION AND SUPPORT FOR THE ARTS

Rochester's arts scene benefits from local media coverage, some specialized business support, and a philanthropic community that seeks to expand art access and appreciation in public life through grant making and charitable contributions.

The [Arts & Cultural Council of Greater Rochester](#) provides business support and advocacy tailored to the needs of arts organizations and creative entrepreneurs. It offers grants made available through different philanthropies, provides listings of display or performance spaces, and connects members to technical, legal, and marketing assistance. The Council maintains a calendar and directory of events, artist, and arts organizations locally.

Local public broadcast station WXXI highlights local artists and arts organizations through its Arts InFocus program, Classical 91.5 films series, Live from Hochstein, blogs, specials events, and many other communications. WXXI regularly includes arts and cultural news and events in their daily news programming. They also maintain the City of Rochester's local government access channel [City 12](#), which often includes programming that highlights local artists or creative individuals.

The local weekly [City Newspaper](#) provides perhaps the most comprehensive and accessible listing of arts and cultural events in Rochester. Detailed guides are published regularly for content/theme specific detailed coverage of arts and cultural events such as the annual Festival Guide, different seasonal guides, and specific guides to large events like the Fringe Festival. A video series Art/WORK celebrates the work of Rochester's rich community of artists. Regular opinion pieces and critiques discuss local shows and performances, ultimately providing the reader with some knowledge or understanding.

The local philanthropic community is a key asset that helps arts and cultural organizations operate, create programming, and provide equitable access. The Rochester Area Community Foundation, ESL Charitable Foundation, Farash Foundation, and other smaller local grant making groups all have a specific mission to support the arts and culture amenities and organizations in Rochester. Many local banks and other corporations are generous in their support for the arts.

The City also works to promote arts and culture through a variety of initiatives, such as:

- the ROCmusic program, which provides tuition-free high quality music lessons in rec centers;
- Roc Paint Division, which pays teaching artists and hires teen artists to design and paint murals that beautify city rec centers;
- other music, dance and theater programs that are offered as after school programs and summer camps at rec centers around the city;
- sponsoring free music concerts in a variety of styles in city parks, the public market, and other community venues; and
- sponsoring numerous music and other community festivals and parades that celebrate the diversity and history of our city.

The City recognizes the value of arts education (K-12) as an important element/contribution to academic achievement, creativity, and ultimately to student success. The City supports arts curriculum in the public school system.

PUBLIC ART

Public art is art that is free and accessible and usually highly visible. It is a popular concept that was broadly supported throughout the *Rochester 2034* public engagement process. Public art and its ability to impact how we perceive our environment is an important opportunity as we look to 2034. To quote directly from the [Association for Public Art](#), “what distinguishes public art is the unique association of how it is made, where it is, and what it means. Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.” Public art can be permanent, temporary or rotating, large-scale or tiny, and sometimes controversial, but it almost always requires a collaborative effort. While this subsection is focused on visual arts in public spaces, it should be noted that the presence of performing arts in these public spaces also contributes to the community's vibrancy. The City's investment in public art in public spaces, such as through a “percent for public art” program, should be focused on funding visual arts of a permanent or semi-permanent nature like sculptures, murals, and rotating exhibits, while ensuring that some public spaces are designed to accommodate the performing arts.

Rochester has many examples of public art installations/initiatives, a few of which are discussed as follows.

ALBERT PALEY

Rochester is home to [Albert Paley](#), an internationally renowned sculptor who creates giant metal sculptures and is recognized as one of the most distinguished metalsmiths in the world. Albert Paley's work can be seen throughout the Rochester community, including:

- A 25-foot stainless steel sculpture, *Soliloquy*, at Centennial Sculpture Park at the MAG.
- The metal railings along the Main Street Bridge over the Genesee River in Downtown.
- A 90-foot high piece, *Threshold*, located outside the Klein Steel Building on Vanguard Parkway in northwest Rochester.
- A 60-foot high steel sculpture, [Genesee Passage](#), in Bausch and Lomb Place in Downtown.
- The Village Gate entrance gates

“My involvement with aesthetics has gone through various phases over the years. In this evolution the constant has always been my focus on personal awareness and perception. My investigation in form development centers on the exploration of material characteristics, related processes and technologies. In creating a work of art, besides my personal experience, my concern is how it emotionally and intellectually engages the viewer. Through the creative process I have developed a personal visual vocabulary fundamentally based in symbolism and metaphor which is implicit in my work.”

—Albert Paley



C. ARTS + CULTURE (CONTINUED)

PUBLIC ART CONTINUED

ARTWALK

[ARTWalk](#), conceived by local residents and nationally recognized, is a permanent urban art trail, connecting arts centers and public spaces within the Neighborhood of the Arts (NOTA). The ARTWalk vision is “to be a thriving, spirited and passionate model for positive change and economic revitalization of urban spaces everywhere through its delivery and promotion of compelling and engaging outdoor arts and cultural programs.”





PUBLIC COMMENT

"Seeing public art makes people know that an area is cared about and focused on. It's exciting, it gives people landmarks and photo opportunities, helps people share excitement about the City on social media—it's like a built-in advertisement for City culture and experiences."

C. ARTS + CULTURE (CONTINUED)

PUBLIC ART CONTINUED

WALL\THERAPY

The [WALL\THERAPY](#) initiative in Rochester has produced large-scale murals throughout the community. It is an 'art and community intervention project using public murals as a means to transform the urban landscape, inspire, and build community.' Since 2012, the program has been bringing artists to Rochester to paint murals on buildings throughout Rochester. The initiative also helps fund diagnostic imaging sites in developing countries, enabling radiologists and other doctors to use cloud computing to access images, interpret them and recommend treatment.

PUBLIC COMMENT

"The Wall Therapy project has decorated our city with many beautiful murals. Building owners should be encouraged to allow the painting of more murals."



C. ARTS + CULTURE (CONTINUED)

PUBLIC ART CONTINUED

ROC PAINT DIVISION

[Roc Paint Division](#) is the City of Rochester's Youth Mural Arts Program. Created in the fall of 2015, Roc Paint Division's mission is to beautify the City's rec centers through mural arts while providing employment and training opportunities to **young developing artists**.

STORY WALK

Through a grant from KaBOOM!, a national not-for-profit, the [Story Walk](#) around Phillis Wheatley library combines play with public art, offering interactive games with story themes along the sidewalk. Mounted book pages around the library give families and kids the experience of walking through their favorite story, while getting active and having fun. A second Story Walk was installed in 2019 at the Thomas P. Ryan Center and Sully Branch Library in Beechwood.



PUBLIC ART CONTINUED

BOULEVART

The City of Rochester's [BoulevArt](#) program combines neighborhood traffic calming with community building toward producing a truly public piece of art. The purpose of the program is to support neighborhoods seeking to organize and create painted murals on their residential streets.



CHALLENGES

While it is recognized that strengthening the arts is important to a well-rounded and healthy community and economy, adequate funding is one of the biggest challenges. Government budgets are being tugged in many directions and the philanthropic community is also balancing a number of competing priorities. Historically, large corporations were the founders and supporters of the arts and cultural institutions and the benefactors of individual artists in their communities. But with Rochester's shifting corporate presence, this financial support is currently sparse.

In an environment of shifting funds and competing priorities, strong advocacy is critical to successfully advancing the needs and impacts of artists and arts and cultural institutions. Coordination of that advocacy helps to implement a stronger and more sustainable agenda. The Rochester arts community is working to shore up local arts advocacy coordination through the Arts + Cultural Council for Greater Rochester and other groups, to increase outreach and effectiveness in growing our local arts and cultural sector.

Inclusion across income, cultural, ethnic, and racial groups – as well as geographically, across the city's many different neighborhoods – has historically been a challenge in the coordination and advancement of the arts. Rochester's arts community is making strides toward meeting this challenge, recognizing the value of diversity, and growing arts venues, programming, and access throughout the community. But there is still more work to be done to achieve greater equity in accessing and experiencing our community's arts and cultural resources.

PUBLIC COMMENT

"I think beautifying our city is one of the most important things we can do. By commissioning local artists the city supports local culture and local history, as well as creates a draw for people visiting the city."

C. ARTS + CULTURE [AC]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
AC-1 Support, grow, and sustain the creative economy.	AC-1a Promote Rochester as a City of the Arts by leveraging marketing materials and promotions in new ways and to broader audiences: <ul style="list-style-type: none"> — Collaborate with relevant organizations to plan public campaigns and strengthen the impact by including more stakeholders. — Create or improve marketing materials that target creative economy employers looking to relocate. — Promote Rochester as an artist friendly community because of our existing arts scene, historic housing stock, affordability, and educational amenities. 	City, Visit Rochester, Arts Community, Education Institutions, Museums, GRE, Landmark Society, FLRTC, Center for Disability Rights, Community Groups/Funders
	AC-1b Work with existing and emerging artists and arts leadership groups to develop an arts and creative sector master plan. The plan would serve as a collective vision for this portion of the community, laying out a collection of strategies for advancing arts, culture, and the creative economy. This plan should make recommendations for an organizational structure within City government to support the arts community. It should also clarify the City Arts Policy also known as the Percent for Arts Ordinance.	Arts Community, City, Eastman School of Music, Center for Disability Rights, Community Groups/Funders
	AC-1c Explore innovative policy tools and initiatives deployed by other cities that attract artists to live and work in neighborhoods that are trying to expand access and connection to art, such as the Artist Relocation Program in Paducah, KY.	City , Arts Community, Neighborhood Groups, Community Groups/Funders

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
AC-1 Support, grow, and sustain the creative economy.	AC-1d Integrate artists and creative businesses into economic development efforts to test, incubate, and grow emerging business types in the city, including as part of pop-ups or through partnerships with property owners to provide low or no-cost access to vacant or underutilized land, storefronts, or other space.	City, GRE, Kiva Rochester, Workforce Development Partners, Arts Community, Business Community, Building/Property Owners
	AC-1e Identify obstacles to live music, plays, and other performances in the entertainment licensing process and zoning code and work to streamline procedures and regulations. This may include changes to the zoning code, the entertainment licensing process, and even on-street parking regulations.	City
	AC-1f Support the Eastman School of Music-led effort, "Arts in the Loop", to encourage a stronger arts presence along Main Street, connecting the successful East End District with the ROC the Riverway initiative.	Eastman School of Music , City, Community Groups/Funders
	AC-1g Support a centralized/coordinated social media presence for promoting arts and cultural events and initiatives, recognizing the public's use of the traditional "calendar of events" model is diminishing.	Arts Community, City, Visit Rochester, Community Groups /Funders

C. ARTS + CULTURE [AC]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
AC-2 Support Rochester’s local arts and cultural organizations through community collaboration and joint fundraising.	AC-2a Collaboratively seek funding to support inclusive and equitable arts and culture programming. This may include proactively soliciting arts organizations or convening groups with similar missions to identify ways to coordinate efforts and resources.	City, Grant Writers, Arts Community
	AC-2b Identify and pursue opportunities for enhanced outdoor performance spaces, such as a bandshell and/or music barge for the RPO (identified in the ROC the Riverway Vision Plan) and a covered outdoor space with permanent stage infrastructure for festivals and concert events.	City , RPO, NYS

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
AC-3 Increase access to public art and cultural resources in an equitable and culturally sensitive way.	AC-3a As part of an arts + creative sector master plan, include a section on public art that connects public art and cultural programming to neighborhood revitalization, community building, place-making, and economic development and includes input from residents about how public art is planned and reflects the unique brand and culture of each neighborhood.	Arts Community, Community Groups/Funders, City, Monroe County
	AC-3b Continue to support event planning and programming that celebrates the city's cultural and ethnic diversity. Seek to understand the demographics served at City-sponsored arts and cultural events so that programming and marketing can become as inclusive and culturally responsive as possible.	City , Event Sponsors
	AC-3c Identify geographic areas that lack public arts or cultural programming and work to increase access through expanded programming at rec centers or libraries, installation of public art where possible, or partnerships that bring programs like the MAG Connector.	City , Community Groups/Funders, Arts Community, Neighborhood Groups
	AC-3d Continue to support public art installations and pop-ups or other creative experiences that are community supported, community driven, and can proceed without public subsidy. Reduce bureaucratic or process barriers that slow these initiatives down or reduce organizers' enthusiasm and momentum.	City , Arts Community
	AC-3e Develop a program for enabling local artists to add installation or artistic programming to strategically located vacant lots.	City , Arts Community, Community Groups/Funders

C. ARTS + CULTURE [AC]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
AC-3 Increase access to public art and cultural resources in an equitable and culturally sensitive way.	AC-3f Integrate artistic, creative, playful, or beautifying design elements into infrastructure and development projects (e.g., decorative benches, bicycle racks, transit shelters, lighting, fences, pavers, signage, etc.).	City
	AC-3g Heighten public awareness and facilitate improved connection to create a sense of connectivity of existing public art installations through outreach, self-guided walking and biking tours, branded signage, and through wayfinding tools. Include older public art installations and places of interest to draw them into the public consciousness. Consider the development of an interactive application that can be used to search for public art based on location or interest.	City, Arts Community
	AC-3h Advocate for representation of the arts and cultural community on regional initiatives and working groups.	Arts Community, Regional Partners, City
	AC-3i Partner with Monroe County to display art at Greater Rochester International Airport, including public art and student exhibits.	Monroe County, City, Arts Community, Education Institutions
	AC-3j Develop a transparent system for tracking City investments in public art.	City

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