



Cultural Arts Plan

August 19, 2026

WWW.FRESNO.GOV/EAAC



Agenda

- Cultural Arts Plan Overview
- Community Input
- Key Findings
- Goals of the Cultural Arts Plan
- Project Scope Application
- Questions



Photo by Evan Wise

- Access Slide Deck:
www.fresno.gov/eaac
- All Webinar participants will be on mute.
- Questions will be answered at the end of the presentation.
- Use Q&A section to add your questions.
- You can upvote a question.
- Webinar is recorded and will be found on
www.fresno.gov/eaac upon completion.

Zoom Participation

- Use sticky notes to write down any questions during the presentation.
 - Sticky notes will be collected by a PARCS team member.
-

Questions will be answered at the end of session and/or as part of the FAQ on grant website.

Cultural Arts Plan Overview



CULTURAL ARTS IN
FRESNO WILL BE
RECOGNIZED,
PRIORITIZED, INCLUSIVE,
ACCESSIBLE, AND
CONTINUE TO REFLECT,
CELEBRATE,
AND CONNECT
THE COMMUNITY.

CITY OF FRESNO

Cultural Arts Plan

2023

Why the Cultural Arts Plan?

- Required by Measure P
- Creating this plan has helped:
 - Identify and outline needs.
 - Clarify a vision for the future.
 - Reflect the desires of community members.
- The information in this plan is:
 - used to guide and prioritize investment in programs and projects.
 - used to identify and apply for additional funding opportunities to leverage Measure P, multiplying the resources available to **expand access to cultural arts** programming in Fresno.

The Plan & Your Project

Identify

- What does your organization already do well?

Connect

- Which goal or recommendation naturally connects to the project?

Strengthen

- What could you intentionally add or improve upon to advance that priority?

Don't change your mission to fit the Cultural Arts Plan.

Use the Plan to strengthen the community impact of the work you already do.

Cultural Arts Plan's Purpose

What the
community
shared.

Community
Input



What the
engagement
revealed.

Key
Findings



Where
priorities are
focused.

6 Goals



How the goals
are advanced.

Strategies



Community Input

Input Collection

Who Participated:

- Residents
- Artists
- Arts organizations
- Community leaders
- Cultural practitioners
- Educators
- Youth
- Local stakeholders

How Input Was Collected:

- Community workshops
- Focus groups
- Stakeholder interviews
- Public surveys
- Meetings with artists, cultural organizations, and community members
- Outreach at community events

Communication Strategies

- **700+ Stakeholders** received a series of outreach emails.
- **3,500+ Mailed Postcards** sent to residents across Fresno to encourage participation.
- **200+ Flyers & Posters** distributed throughout the community.
- **Community Partnerships** with schools, community organizations, and local partners to expand outreach.
- **Multilingual Outreach** information was provided in **English, Spanish, Hmong, and Punjabi** to reach more residents.
- **Community Events** where outreach was conducted to encourage participation and gather feedback.

**4,024 survey
responses received**

Community Participation

According to the 4,024 respondents from the community survey, Fresnans participate in many arts and cultural activities:



53%
LIVE MUSIC



46%
VISUAL ARTS



42%
CULTURAL CELEBRATIONS



28%
THEATER

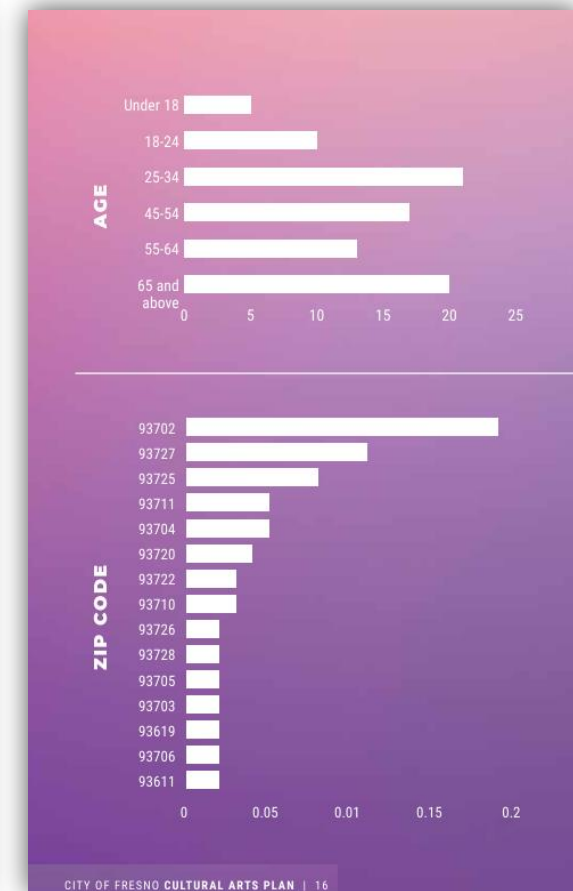
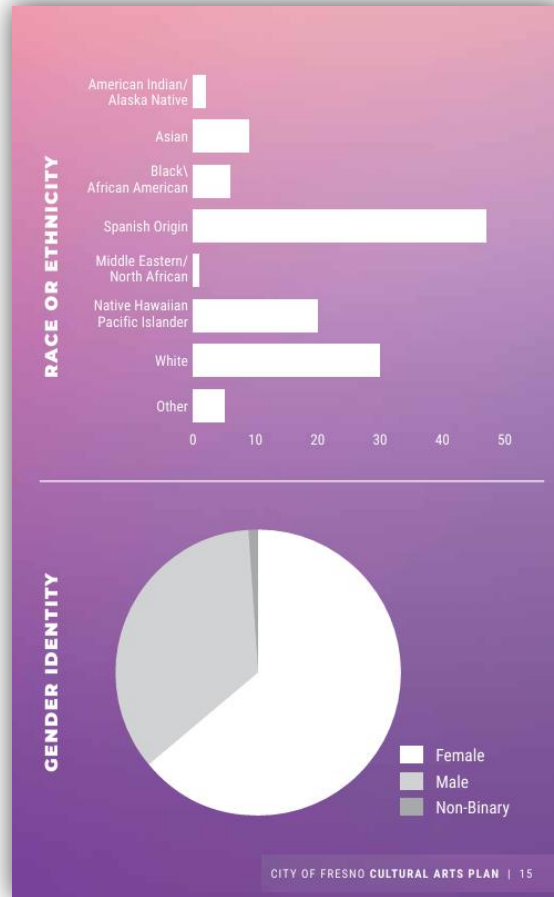


27%
DANCE PERFORMANCE



12%
OTHER

Community Representation



Key Findings

Key Findings

- Fresno is strengthened by its rich diversity and cultural assets.
- Measure P funding is seen as one of the greatest opportunities for the future of arts and culture.
- Arts and culture support physical and mental health.
- Arts and culture serve as a powerful means to build relationships.
- Cultural arts support the local economy.

Key Findings

- Fresnans look for arts and culture to provide new experiences with loved ones.
- There are barriers to accessing information about cultural arts opportunities.
- Transportation and accessibility are essential.
- A sense of safety is important.
- Time constraints and schedules impact participation, especially for youth and seniors.
- COVID-19 continues to affect audience engagement.

Key Findings

- Fresno has an active artist community, but additional support is needed.
- Costs create barriers to hosting and participating in cultural arts programs.
- Lack of affordable housing, transportation, and studio/theater space creates barriers.
- Fresno's climate impacts the cultural arts scene.

Key Findings

- More should be done to increase art in public spaces.
- Parents and youth are seeking cultural arts programs and events.
- Investment in arts education and apprenticeship programs is important.

Goals of the Cultural Arts Plan



GOAL 1

GRANT-MAKING & COMMUNITY ENGAGEMENT

DESIRED OUTCOME

Establish a strong foundation to support and expand access to arts and culture through grant-making and community engagement.

“ Involving cultural community leaders, organizations and artists in the government’s processes [...] will strengthen a relationship of trust and dialogue between the two parties.

Recommendation 1.1

Utilize Fresno’s designated arts agency, The Fresno Arts Council or its successor local arts agency, to expand citywide arts and culture.

Strategy: Act as the liaison to the Fresno Parks, Recreation and Arts Commission, City of Fresno departments, local arts and culture organizations, and artists and cultural practitioners.

Strategy: In partnership with the Fresno Parks, Recreation and Arts Commission, implement an annual grants process to invest in competitive grants for nonprofit organizations that support and expand access to arts and cultural programming.

Strategy: Create a process to track implementation data and evaluate performance to achieve cultural arts plan goals.

Strategy: Update expanded access to cultural arts grant program guidelines annually, including community engagement.

Strategy: Update cultural arts plan every five years, including addressing shifts in needs for Fresno’s cultural arts scene.

Strategy: Ensure cultural arts information is made available in languages as requested.

Goal 1



DESIRED OUTCOME

Establish a strong foundation to support and expand access to arts and culture through grant-making and community engagement.

Recommendation:

(1.2) Develop the expanded access to arts and culture grant program guidelines to ensure a transparent and competitive process consistent with the ordinance requirements, including regular evaluation and review of the process.

Strategy:

Adhere to SEC. 7-1506 (b)(4)(E) of the ordinance which states “Grants funded pursuant to subparagraph (B) shall prioritize organizations and programs that support and expand diverse public or youth engagement and equity.”

The Plan identifies 4 recommendations with 21 unique strategies to help achieve Goal 1.



GOAL 2

STABILIZE, RESTORE & ACTIVATE

DESIRED OUTCOME

Cultural arts organizations and assets will be stabilized, restored and activated to expand access to arts and culture.

DESIRED OUTCOME

Provide all Fresno residents with access to a variety of cultural arts resources.

“It’s critical that youth in Fresno have access to robust arts and culture programs.”

- COMMUNITY MEMBER

Recommendation 2.1

Existing cultural arts assets should be maintained.

Strategy: Invest in maintenance and conservation of the city of Fresno’s existing cultural arts assets.

Recommendation 2.2

Develop opportunities for intergenerational engagement and family-centered access to cultural arts, including museums, programs, and events citywide.

Strategy: Provide funding opportunities to support more family-oriented cultural arts programs and events—for example, family discounts in organization pricing models.

Strategy: Encourage collaboration between organizations with the same cultural traditions but audiences of different ages.

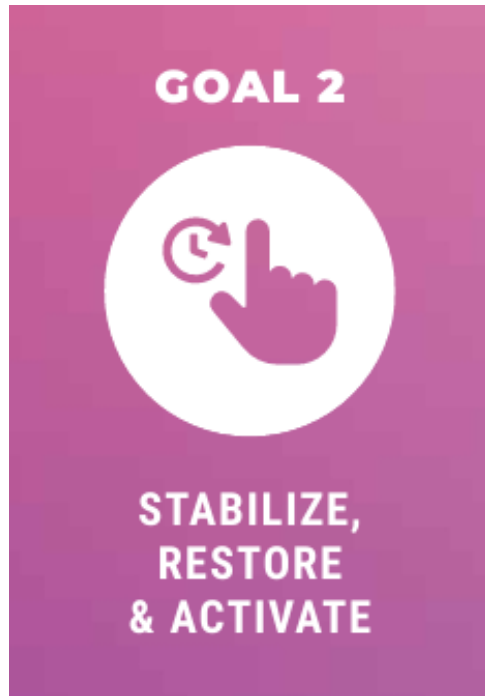
Strategy: Make grant funding available for museums and exhibits tailored to the needs and interests of youth.

Strategy: Prioritize investments to organizations that provide cross-cultural experiences for all ages to build understanding of traditions, practices, and heritage.

Strategy: Incentivize organizations to provide youth - and teen-focused programming.

Strategy: Prioritize investments in cross-cultural and intergenerational programs that provide opportunities for preserving traditional arts. funding to report the number of individuals the project intends to serve and the demographics including Council Districts it intends to serve.

Goal 2



DESIRED OUTCOMES

Cultural arts organizations and assets will be stabilized, restored and activated to expand access to arts and culture.

Provide all Fresno residents with access to a variety of cultural arts resources.

Recommendation:

2.2 Develop opportunities for intergenerational engagement and family centered access to cultural arts, including museums, programs, and events citywide.

Strategy:

Incentivize organizations to provide youth - and teen-focused programming.

The Plan identifies 2 recommendations with 7 unique strategies to help achieve Goal 2.



GOAL 2

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Strategy: Prioritize investments in cross-cultural and intergenerational programs that provide opportunities for preserving traditional arts. funding to report the number of individuals the project intends to serve and the demographics including Council Districts it intends to serve.

Check & Discuss – Goal 2

Cultural Arts Plan

Recommendation 2.2

Strategy:

Prioritize investments in cross-cultural and intergenerational programs that provide opportunities for preserving traditional arts. Funding to report the number of individuals the project intends to serve and the demographics including Council Districts it intends to serve.

Example Project:

- Organization aims to preserve and share Fresno's history through exhibits, education, and community engagement.
- The museum is developing a new exhibit on the history of Fresno's neighborhoods.

How can this organization incorporate the strategy to strengthen its proposal?



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Check & Discuss – Goal 2

Cultural Arts Plan
Recommendation 2.2

Strategy:

Encourage collaboration between organizations with the same cultural traditions but audiences of different ages.

Project:

- Organization teaches youth the art of filmmaking while providing opportunities for creative expression and career development.
- Students will work together to produce a short documentary about cultural traditions in Fresno.

How can this organization incorporate the strategy to strengthen its proposal?



GOAL 3

EDUCATION & ORGANIZATIONAL DEVELOPMENT

DESIRED OUTCOME

Expand access to a variety of arts and cultural education programs to provide educational opportunities for people of all ages.

DESIRED OUTCOME

Equip artists, cultural practitioners and organizations with the skills and organizational resources to stabilize and expand operations.

“These opportunities would increase the viability of arts careers in Fresno and deepen connections between the Fresno arts community and learners of all ages.”

“These measures will establish public feedback as vital to all decisions made regarding arts and culture in Fresno.”

Recommendation 3.1

Offer capacity-building opportunities for existing and emerging organizations and artists.

Strategy: Make funding available through an established grant program for emerging organizations and local artists to learn more about marketing, self-promotion, establishing a nonprofit, alternate funding sources and organizational best practices.

Strategy: Allocate resources for technical assistance and economic development workshops to build the capacity of artists and grassroots organizations to create business plans, apply for grants and increase economic stability.

Strategy: Incentivize long-standing organizations to share resources and best practices with emerging cultural groups.

Strategy: Provide technical assistance for existing and emerging cultural arts organizations to help bring in additional resources to expand arts and culture.

Recommendation 3.2

Partner with organizations to provide networking opportunities for local artists and cultural practitioners.

Strategy: Invest grant funding and/or sponsorships to host professional development workshops throughout the year, focused on nonprofit leaders and individual artists. Workshops could also focus on funding sources, career opportunities and other areas for growth.

Strategy: Incentivize collaboration across the arts and culture community with new and established organizations and programs.

Strategy: Form an alliance of cultural organizations with a focus on inclusiveness and diversity in representation. Leaders across the arts, government and private sectors should focus on long-term community participation in the arts.

Goal 3



DESIRED OUTCOMES

Expand access to a variety of arts & cultural education programs to provide educational opportunities for people of all ages.

Equip artists and cultural practitioners, and organizations with the skills and organizational resources to stabilize and expand operations.

Recommendation

3.2 Partner with organizations to provide networking opportunities for local artists and cultural practitioners.

Strategy: Invest grant funding and/or sponsorships to host professional development workshops throughout the year, focused on nonprofit leaders and individual artists. Workshops could also focus on funding sources, career opportunities and other areas for growth.

The Plan identifies 4 recommendations with 15 unique strategies to help achieve Goal 3.



GOAL 3

EDUCATION & ORGANIZATIONAL DEVELOPMENT

DESIRED OUTCOME

Expand access to a variety of arts and cultural education programs to provide educational opportunities for people of all ages.

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Equip artists, cultural practitioners and organizations with the skills and organizational resources to stabilize and expand operations.

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Check & Discuss – Goal 3

Cultural Arts Plan
Recommendation 3.1

Strategy:

Allocate resources for technical assistance and economic development workshops to build the capacity of artists and grassroots organizations to create business plans, apply for grants and increase economic stability.

Project:

- Organization provides creative tools, equipment, and hands-on education that empowers artists.
- Workshops will be scheduled monthly to allow practice and mentorship.

How can this organization incorporate the strategy to strengthen its proposal?

Recommendation 3.3

Invest in arts and culture education and preservation programs.

Strategy: Support capacity building through grant programs for Fresno arts and cultural organizations that strengthen their ability to provide arts education.

Strategy: Make grant funding available for paid internships, externships, fellowships, apprenticeships, and art residency programs.

Strategy: Build partnerships with school districts to promote, support and provide continued educational arts and culture programs.

Strategy: Develop funding opportunities for nonprofits to establish mentor-apprentice programs focused on the practice and preservation of a cultural art or tradition.

Strategy: Provide job training, career development or both to youth, young adults and veterans, including education and/or certification for jobs within the arts.

Strategy: Invest in arts and culture programs to educate the community on Fresno's racial and cultural history and ensure that cultural awareness and dialogue remain a priority.

Strategy: Seek additional grant funding to expand after-school arts programs and provide local artists and cultural practitioners teaching opportunities.

Recommendation 3.4

Use data and metrics to identify and track students' arts education and/or training experiences.

Strategy: Track participation, demand, student success rates, and/or effectiveness of school-day and after-school arts programs as a means of identifying community needs.



Check & Discuss – Goal 3

Cultural Arts Plan
Recommendation 3.3

Strategy:

Build partnerships with school districts to promote, support and provide continued educational arts and culture programs.

Project:

- Organization aims to inspire creativity by providing hands-on arts and crafts experiences for children and families.
- Saturday arts and crafts workshops are hosted at a local community center.

How can this organization incorporate the strategy to strengthen its proposal?



GOAL 4

CELEBRATE & ENHANCE

DESIRED OUTCOME

Elevate and celebrate arts and culture to strengthen a sense of community.

Recommendation 4.1

Amplify and celebrate Fresno's diversity through Cultural Arts Districts to increase awareness within the community, encourage new meeting places and attract visitors to the city.

Strategy: Evaluate expanding the boundaries of the current Cultural Arts District to include areas long known for their public arts, such as the Fulton Street Mall. Adding more of Fresno's street art into the district will boost its recognition and create a stronger cultural identity for the city as a whole.

Strategy: Identify and support multiple Cultural Arts Districts throughout Fresno.

Strategy: Seek state certification for the Cultural Arts Districts to increase recognition across the state and increase funding opportunities.

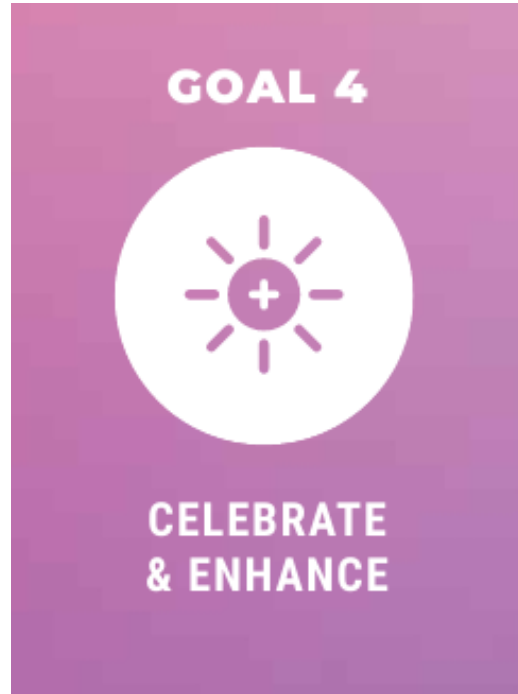
Strategy: Develop a brand guidelines toolkit for artists, practitioners, and venues in Fresno to incorporate in their marketing and spaces to highlight their place within the district to help further establish the brand identity of the Cultural Arts Districts.

Strategy: Increase the presence of local art in the Cultural Arts Districts.

Strategy: Invest in art attractions, signage, entry points and other creative ideas to highlight Fresno's diversity.

Strategy: Use ArtHop to highlight new installations, grassroots events, and public artworks downtown. Support the Fresno Arts Council to tap into ArtHop's audience to cross-promote events held throughout Fresno. Events such as Fresno LitHop or PorchFest can benefit from collaborative efforts to encourage community participation on a regular basis. This also will help expose community members to alternative forms of artwork.

Goal 4



DESIRED OUTCOME

Elevate and celebrate arts and culture to strengthen a sense of community.

Recommendation

4.3 Incorporate arts, culture, and creativity into the transportation system.

Strategy: Encourage the Fresno Yosemite International Airport and FAX Transportation Department to continue to expand arts and cultural installations at their facilities.

The Plan identifies 4 recommendations with 14 unique strategies to help achieve Goal 4.

Recommendation 4.2

Support and expand neighborhood placemaking citywide.

Strategy: Encourage projects that engage the community, including youth and seniors, reflect or celebrate local heritage and culture, enliven the cityscape, and increase the availability of cultural resources in neighborhoods with fewer cultural assets.

Strategy: Further establish citywide brand identities in arts and culture.

Strategy: Make grant funding available for placemaking in public spaces.

Strategy: Make grant funding available for public art installation projects, including murals, in public spaces.

Recommendation 4.3

Incorporate arts, culture, and creativity into the transportation system.

Strategy: Encourage the Fresno Yosemite International Airport and FAX Transportation Department to continue to expand arts and cultural installations at their facilities.

Strategy: Encourage and support projects that engage local artists and cultural practitioners.

Recommendation 4.4

Embrace arts and culture as catalysts for shared traditions and new experiences.

Strategy: Celebrate and recognize individuals, organizations and others who have made an impact in the cultural arts community annually.

Omar Naré Performance
Photo by Fresno Arts Council



Check & Discuss – Goal 4

Cultural Arts Plan
Recommendation 4.4:

Strategy:

Celebrate and recognize individuals, organizations and others who have made an impact in the cultural arts community annually

Project:

- An organization provides local programming, media production, and broadcast opportunities that inform and connect Fresno residents.
- Participants will produce short-form television and digital series.

How can this organization incorporate the strategy to strengthen its proposal?

Recommendation 4.2

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Omar Naré Performance
Photo by Fresno Arts Council



Check & Discuss – Goal 4

Cultural Arts Plan
Recommendation 4.2

Strategy:

Encourage projects that engage the community, including youth and seniors, reflect or celebrate local heritage and culture, enliven the cityscape, and increase the availability of cultural resources in neighborhoods with fewer cultural assets.

Project:

- A local arts organization fiscally sponsors a muralist.
- The artist creates a large-scale mural in a Fresno neighborhood that has limited public art.

How can this organization incorporate the strategy to strengthen its proposal?



GOAL 5

ADDRESS BARRIERS, INNOVATE & EXPAND

DESIRED OUTCOME

Expand access to arts and culture by eliminating barriers and investing in innovation.

“ Provide dedicated city resources to act as a directory for museums, arts and cultural experiences.

Recommendation 5.1

Develop and maintain an online cultural arts information hub to increase awareness and address barriers to information.

Strategy: Allocate resources to inventory cultural arts assets, organizations and destinations, including museums, art galleries, arts and culture-focused nonprofit organizations, media centers, theaters, artist studios, authors, musicians and other local creative professionals.

Strategy: Make grant funding available for nonprofit organizations to assist with the development or enhancement of a cultural arts information hub to include the following:

- a cultural arts asset map including, but not limited to, public art and sculptures
- a directory of local creative professionals, organizations, and establishments in the city
- a citywide calendar of events focused on cultural arts events
- grant opportunities
- educational and other job opportunities
- a resource-sharing platform

Strategy: Allocate resources and staffing to maintain the online hub and engage the community and organizations in submitting cultural arts assets and events.

Strategy: Cross-promote the online hub with partners such as schools, public libraries, senior centers and at community locations, including city-owned facilities.

Strategy: Work with economic-development institutions and visitors bureaus to attract cultural arts events and investments.

Goal 5



DESIRED OUTCOME

Expand access to arts and culture by eliminating barriers and investing in innovation.

Recommendation

5.4 Prioritize projects and programs that improve accessibility for seniors and people with disabilities.

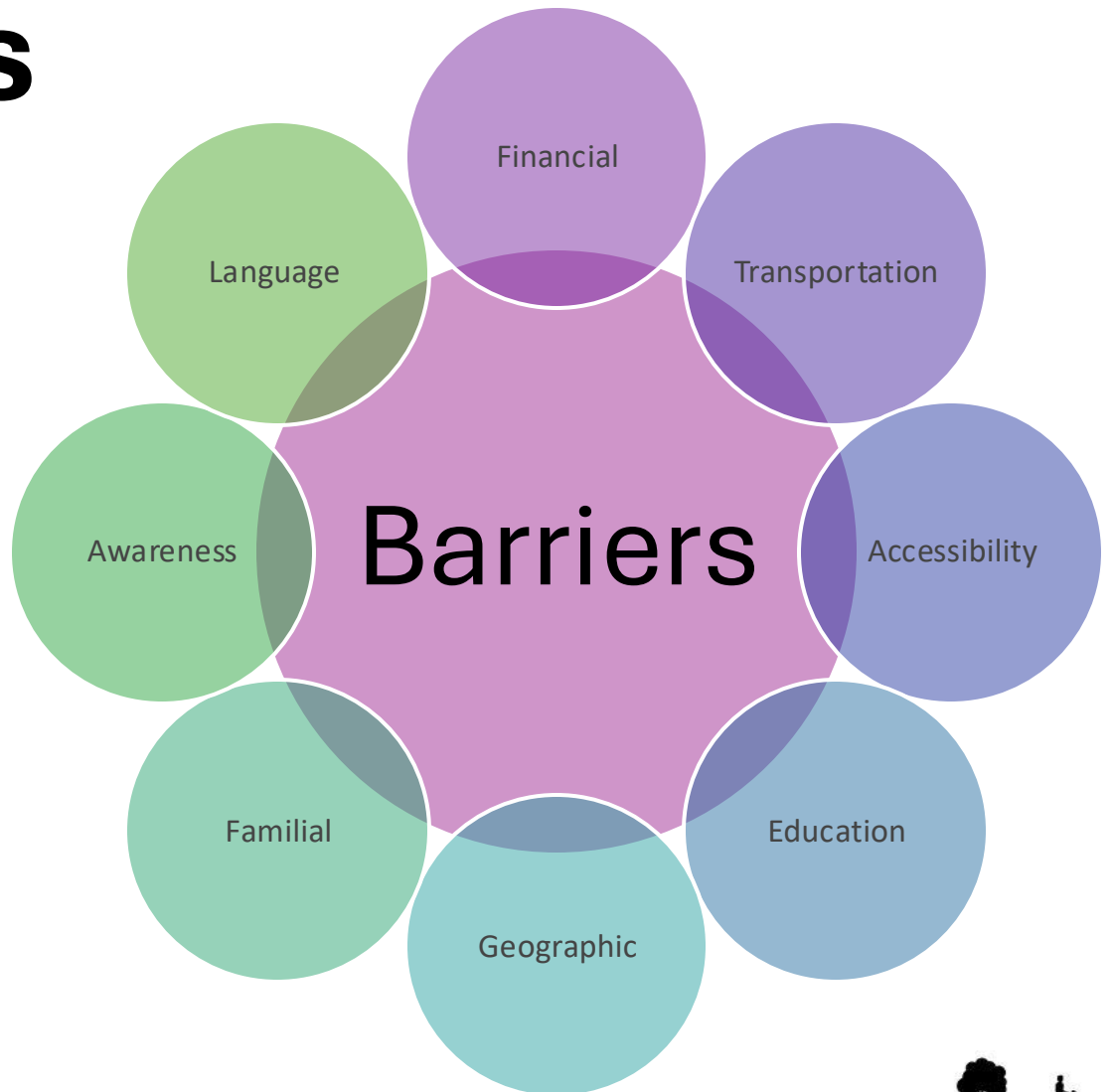
Strategy: Make grant funding available to provide accessibility services at cultural arts events such as American Sign Language interpreters, closed captioning, audio description, access ramps, dedicated spaces and more for people with mental and/or physical disabilities (e.g., accessibility seating and parking spaces).

The Plan identifies 10 recommendations with 30 unique strategies to help achieve Goal 5.

Eliminate Barriers

Consider & identify within your proposal:

- What barriers might keep someone from participating?
- How could this project remove at least one of those barriers?



Check & Discuss – Goal 5

Cultural Arts Plan
Recommendation 5.3:

**Address transportation
barriers limiting access
to arts and culture.**

Project:

- An organization teaches youth the art of filmmaking while providing opportunities for creative expression and career development.
- Students will work together at a studio downtown to produce a short documentary.

***How can this organization
incorporate the strategy
to strengthen its
proposal?***



GOAL 6

MUNICIPAL INVESTMENTS AND POLICIES TO SUPPORT CULTURAL ARTS

DESIRED OUTCOME

Establish a strong foundation to support and expand access to arts and culture through policy planning and municipal investment.

“Involving cultural community leaders, organizations and artists in the government’s processes [...] will strengthen a relationship of trust and dialogue between the two parties.”

Recommendation 6.1

Invest resources and staffing to adhere to the requirements of the Measure P Expenditure Plan outlined in the ordinance.

Strategy: Expand cultural arts programming as part of after-school, senior, recreation and community service programming offered through PARCS.

Strategy: Coordinate expanded access to arts and culture through citywide and neighborhood-specific plans and policies.

Recommendation 6.2

Existing cultural arts assets should be maintained.

Strategy: Develop a policy and plan to restore city-owned cultural arts assets.

Strategy: Invest in maintenance and conservation of existing city-owned cultural arts assets.

Strategy: Make grant funding available for accessibility assessments, improvements and equipment.

Strategy: Plan and implement safety improvements consistent with Parks Master Plan.

Recommendation 6.3

PARCS department should collaborate across city departments to address transportation barriers.

Strategy: Serve as a stakeholder throughout planning processes.

Strategy: Explore opportunities to support grant applications that improve the transportation system.

Strategy: Engage with the City of Fresno’s Active Transportation Advisory Committee to seek input on incorporating art within the active transportation network.

Goal 6



DESIRED OUTCOME

Establish a strong foundation to support and expand access to arts and culture through policy planning and municipal investment.

Recommendation:

6.1 Invest resources and staffing to adhere to the requirements of the Measure P Expenditure Plan outlined in the ordinance.

Strategy:

Coordinate expanded access to arts and culture through citywide and neighborhood-specific plans and policies.

The Plan identifies 7 recommendations with 30 unique strategies to help achieve Goal 6.

Project Scope Application

Scoring Rubrics

Project Support Grants Scoring Rubric					
Scoring Criteria Points	Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
Cultural Arts Plan Goals (Up to 5 points)	The proposal does not demonstrate achievement of any goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal partially demonstrates achievement of goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal demonstrates that one goal, strategy and/or recommendation in the Cultural Arts Plan will be clearly achieved by this project. The specific goal, strategy, and/or recommendation the project is proposing to achieve must be named in the proposal and the proposal must clearly demonstrate how the project activities, deliverables, and/or outcomes will fulfill the chosen goal, strategy, and/or recommendation.	The proposal demonstrates that two goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.	The proposal demonstrates that three or more goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project. The specific goals, strategies, and/or recommendations the project is proposing to achieve must be named in the proposal and the project activities, deliverables, and/or outcomes should be clearly linked to the achievement of the specific goals, strategies, and/or recommendations.
Cultural Arts Plan Grant Funding Priorities (up to 5 points)	Does not include any grant funding priorities identified in the Cultural Arts Plan.	This project partially includes at least one grant funding priority identified in the Cultural Arts Plan.	One funding priority identified in the Cultural Arts Plan is achieved by this project.	Two funding priorities identified in the Cultural Arts plan are achieved by this project.	Three or more funding priorities identified in the Cultural Arts Plan are achieved by this project.

- Rubrics are available for both Project Support and General/Core Operating Support applications.
- All scoring criteria outlined in the [Cycle 3 EAAC Guidelines](#)

Scoring Criteria

Incomplete 0-1 point	Fair 2 points	Good 3 points	Great 4 points	Excellent 5 points
The proposal does not demonstrate achievement of any goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal partially demonstrates achievement of goals, strategies and/or recommendations in the Cultural Arts Plan.	The proposal demonstrates that one goal, strategy and/or recommendation in the Cultural Arts Plan will be clearly achieved by this project.	The proposal demonstrates that two goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project.	The proposal demonstrates that three or more goals, strategies and/or recommendations in the Cultural Arts Plan will be clearly achieved by this project.

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community
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Key
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Where
priorities are
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6 Goals



How the goals
are advanced.

Strategies &
Actions



Connecting The Plan to Your Project

- **Start with your work.**
 - What does your organization already do well?
- **Find the connection.**
 - Which goals or recommendations naturally connect to the project?
- **Strengthen the alignment.**
 - What could you intentionally add or improve to advance that priority?
- Don't change your mission to fit the Cultural Arts Plan. Use the Plan to strengthen the community impact of the work you already do.



Thank you!

Questions will be reviewed shortly.

Contact Email:

Expandedarts@fresno.gov

Applications, Guidelines, & NOFO:

www.fresno.gov/eaac