

Montgomery County CULTURAL PLAN

Create. Inspire. Connect. Belong.

Montgomery County
**CULTURAL
PLAN** Create. Inspire.
Connect. Belong.





Cultural Planning

What & Why?



THANK YOU!

County Advisory Committee

Atul Sharma	Jason Sartori
Betty Lam	Jeanette Rojas
Bill Tompkins	Jewru Bandeh
Dana Pauley	Jim Stowe
David Dise	Kelly Groff
Eleanor Choi	Miti Figueredo
Eric Rasch	Randy Rumpf
Greg Ossont	Robin Riley
Haley Peckett	Sarah Kogel-Smucker
Hamid Omidvar	Stephen Cain
Jacob Newman	

Community Advisory Group

Alejandro Hernandez-Valdez	Jasmine White
Ali Oliver-Kruger	Josephine Reed
Alice Thomas	Katey Boerner
Amita Sarin	Linda Bloom
Ari Brooks	Lysette House
Bharati Mitra	Matt Logan
Brigid Howe	Ray Berry
Christopher Barclay	Shanthi Chandrashekhar
Craig Rice	Seema Reza
Daniel Singh	Stephanie Coppula
Debbie Ellinghaus	Stephanie Steele
Dinah Schroeder	Valentina Nahon
Janine Tursisy	Vincent Kuroji Patrick



Photo courtesy of AHC MC, 2023
"Where Dreams Live/ Donde Viven los Sueños" by Osbel Susman-Peña



Bottom Photo courtesy of Dinah Schroeder, 2024
"Harmonic Hands for Change" by Dinah Schroeder

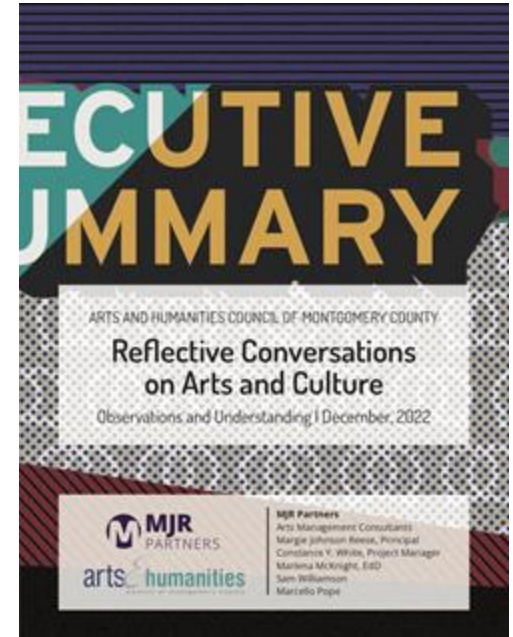
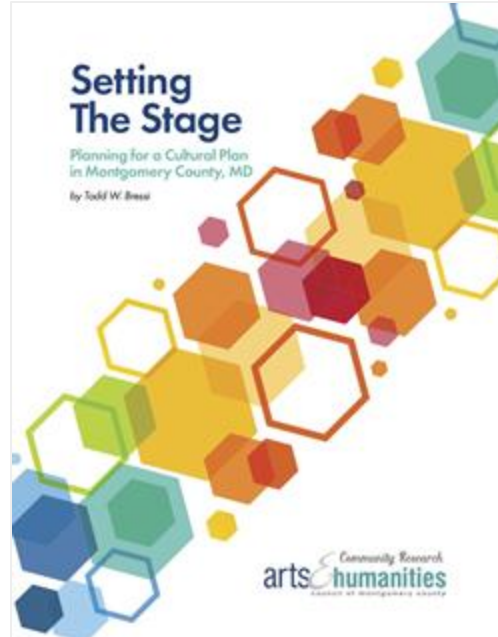
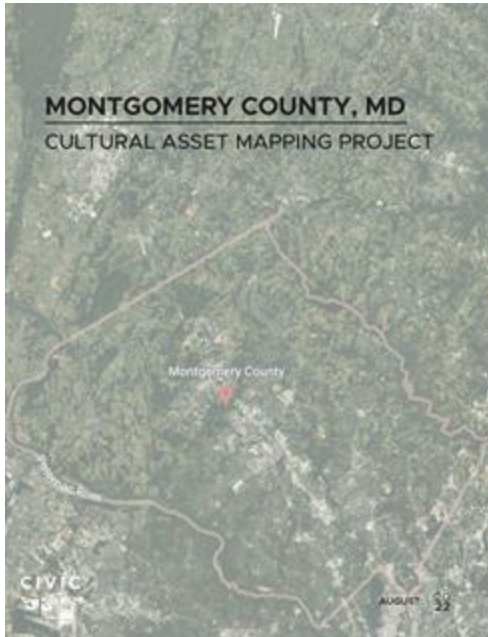
Cultural Planning

What & Why?

is the practice of creating place-based plans that identify priorities, guide investment, and inform local policies concerning arts and culture.

Adapted from Tom Borrup, "40 Years Young: The Evolving Practice of Cultural Planning," in Artsblog (Washington, D.C.: Americans for the Arts, 2018).

Previous Efforts

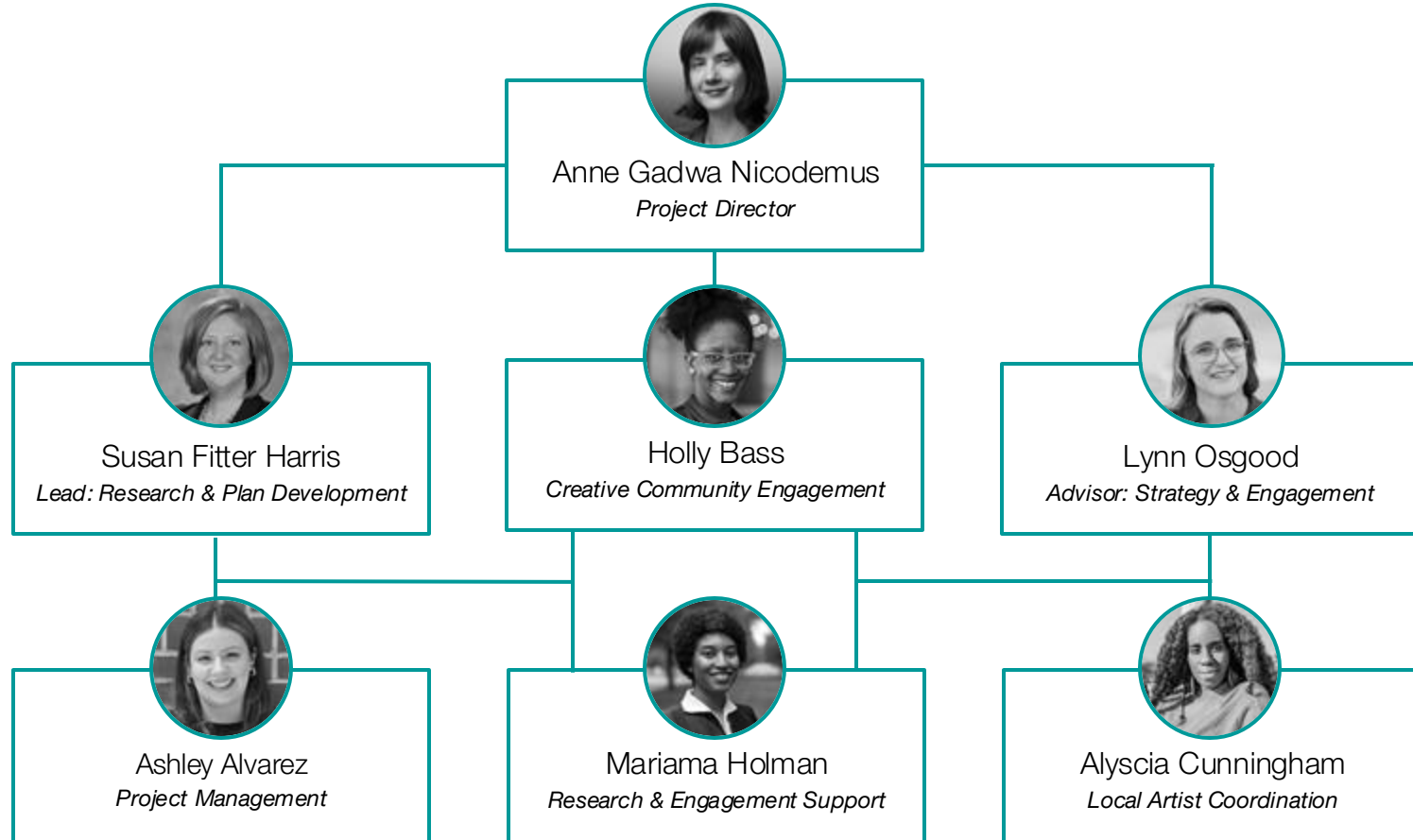


Metris Arts Consulting

We believe in the power of culture to enrich people's lives, help communities thrive, empower communities, and cultivate belonging.

We are a planning & research consultancy dedicated to improving & measuring cultural vitality.

Metris Arts Consulting Team



Community Engagement Opportunities



Stay Involved!

arts&humanities
MONTGOMERY COUNTY

Montgomery County
CULTURAL PLAN
Create. Inspire. Connect. Belong.



SCAN TO LEARN AND ENGAGE



arts&humanities
MONTGOMERY COUNTY

Montgomery County
CULTURAL PLAN
Crear. Inspirar. Conectar. Pertenecer.



ESCANEE PARA CONOCER MÁS Y PARTICIPAR



arts&humanities
MONTGOMERY COUNTY

Montgomery County
CULTURAL PLAN
ፍጠር። እገቃቃ።
እገናኝ። ተካተት።



የበለጠ ለማወቅ እና ለመሳተፍ ይህን ምልክት እስካን ያድርጉ



Belonging in Oakland: a cultural development plan



A Cultural Vision for Oakland

► Equity is the Driving Force

Analyze and address the causes of disparities and advocate for robust funding of disinvested communities

► Culture is the Frame

Embrace cultures as systems of knowledge, values, and ways of being—and artmaking as one powerful aspect of culture

► Belonging is the Goal

Promote belonging through social connectedness and engagement in the civic commons



“Rock on Oakland” - Frank H. Ogawa Plaza, Donna Billick, artist

Guiding principles

- Build Trust
- Focus on Assets, not Deficits
- Leverage Resources
- Work Collaboratively
- Look for Intersectionality
- Build Capacity for Civic Engagement
- Continually Improve

FULFILLING THE VISION: OPERATIONALIZE BELONGING



*Golden Gate Recreational Center
Joaquin Newman & Eduardo Pineda, artists
Paul Kuroda, photography*



The Cultural Strategists-in-Government (CSIG) Program flows from the principles of the City of Oakland's Cultural Development Plan "Belonging in Oakland" that lifts up the role of cultural equity in building a fair and just city. The Program seeks to pair City policymakers with cultural strategists from communities most impacted by structural inequities.

An aerial photograph of a city, likely San Francisco, showing a large bridge spanning a body of water, with hills in the background and a dense urban area in the foreground. The image is split horizontally: the top half shows the bridge and hills, and the bottom half shows the city buildings and water.

WHAT IS A CULTURAL STRATEGIST?

***A Cultural Strategist-in-Government is not
an Artist-in-Residence***

A CULTURAL STRATEGIST:

- Is an artist, cultural worker, community historian, culture keeper, or creative entrepreneur
- Brings a different lens to policymaking & practice
- Centers the community and assumes the role of government is to work for the benefit of all its people



OPPORTUNITIES & CHALLENGES



The program presents some unique opportunities & challenges:

- Nonprofit flexibility (risk capital) vs City institutionalization (risk aversion)
- A thought partnership is a co-learning, no-boss situation
- Transformation vs transaction
- Not an artist commission (artist-centered) nor a fee-for-service contract (agency-centered), but **community-centered** endeavor

Cultural Strategists-in-Government

- African American Museum and Library at Oakland
- Dept. of Race and Equity
- Dept. of Transportation
- Dept. of Violence Prevention
- Economic and Workforce Development Dept. (Public Art)
- Human Services Dept. (Head Start)
- Office of the City Administrator (Communications)
- Oakland Public Works (Environmental Services Div.)
- Office of the City Council President
- Office of the Mayor (AssistHub)
- Planning & Building



CULTURAL STRATEGISTS-IN-OAKLAND CITY GOVERNMENT

Risk, Trust & Strengthening Belonging

LESSONS + INSIGHTS FROM CYCLE 2: 2022-2023



“We is not the plural of I”

Emmanuel Levinas

Belonging in Oakland: a cultural development plan



A Cultural Vision for Oakland

► Equity is the Driving Force

Analyze and address the causes of disparities and advocate for robust funding of disinvested communities

► Culture is the Frame

Embrace cultures as systems of knowledge, values, and ways of being—and artmaking as one powerful aspect of culture

► Belonging is the Goal

Promote belonging through social connectedness and engagement in the civic commons



“Rock on Oakland” - Frank H. Ogawa Plaza, Donna Billick, artist

Guiding principles

- Build Trust
- Focus on Assets, not Deficits
- Leverage Resources
- Work Collaboratively
- Look for Intersectionality
- Build Capacity for Civic Engagement
- Continually Improve

FULFILLING THE VISION: OPERATIONALIZE BELONGING



*Golden Gate Recreational Center
Joaquin Newman & Eduardo Pineda, artists
Paul Kuroda, photography*



The Cultural Strategists-in-Government (CSIG) Program flows from the principles of the City of Oakland's Cultural Development Plan "Belonging in Oakland" that lifts up the role of cultural equity in building a fair and just city. The Program seeks to pair City policymakers with cultural strategists from communities most impacted by structural inequities.

An aerial photograph of a city, likely San Francisco, showing a large bridge spanning a body of water, with hills in the background and a dense urban area in the foreground. The image is split horizontally: the top half shows the bridge and hills, and the bottom half shows the city buildings and water.

WHAT IS A CULTURAL STRATEGIST?

***A Cultural Strategist-in-Government is not
an Artist-in-Residence***

A CULTURAL STRATEGIST:

- Is an artist, cultural worker, community historian, culture keeper, or creative entrepreneur
- Brings a different lens to policymaking & practice
- Centers the community and assumes the role of government is to work for the benefit of all its people



OPPORTUNITIES & CHALLENGES



The program presents some unique opportunities & challenges:

- Nonprofit flexibility (risk capital) vs City institutionalization (risk aversion)
- A thought partnership is a co-learning, no-boss situation
- Transformation vs transaction
- Not an artist commission (artist-centered) nor a fee-for-service contract (agency-centered), but **community-centered** endeavor

Cultural Strategists-in-Government

- African American Museum and Library at Oakland
- Dept. of Race and Equity
- Dept. of Transportation
- Dept. of Violence Prevention
- Economic and Workforce Development Dept. (Public Art)
- Human Services Dept. (Head Start)
- Office of the City Administrator (Communications)
- Oakland Public Works (Environmental Services Div.)
- Office of the City Council President
- Office of the Mayor (AssistHub)
- Planning & Building



CULTURAL STRATEGISTS-IN-OAKLAND CITY GOVERNMENT

Risk, Trust & Strengthening Belonging

LESSONS + INSIGHTS FROM CYCLE 2: 2022-2023



“We is not the plural of I”

Emmanuel Levinas