

CULTURAL MAPPING STUDY ARTS COUNCIL OF PLACER COUNTY

OVERVIEW

PHASE ONE: COMMUNITY IDENTIFICATION + INVENTORY OF CULTURAL ASSETS

In August 2021, the Art Council of Placer County (ACPC), began the Cultural Mapping Study to identify racially and economically under-served communities that would benefit from arts programming and experiences. Consultants, Forecast Public Art began research, data collection, and analysis.

Study began with:

- 1:1 Interviews
- Focus Group Discussions
- Public Surveys

three areas of need for development surfaced:

Equity

Workforce Development (Artist + Organization)

Youth



TESTIMONIALS 1:1

"There is a denial of POC [People of Color] existence - a denial that there is a need for equity- and this blindness to identify underserved communities continues its white hierarchy." Equity

"When folks see themselves represented in art they feel connected to that community and they want to cultivate it; spend money."

Workforce Development (Artist + Organization)

"Basic living needs are first and foremost. A lot of nudging is required from parents to support the arts or bring art supplies. However when we provide the materials and supplies, they gobble it up." Youth

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TESTIMONIALS - FOCUS GROUPS

"ACPC can support our organization by **amplifying voices** and helping to provide greater access and representation to underserved groups."

"BIPOC artists in my community **don't feel safe.**"

Equity

"Provide programs that **connect the artist** to the land and environment."

"Social mixers to **form relationships.**"

"Our organization needs **help with promotion** and publication."

Workforce
Development

"Transportation is a big barrier for our students. I'd like to see **transportation support** to bring kids from rural communities into cities to see art."

Youth

PUBLIC SURVEY - RESPONSE SNAP SHOTS

365 surveys submitted

BROAD REACH:

Responses from all
5 districts
in Placer County

Under-valued cultural organization in Placer County you would like to see supported:

NATIVE AMERICANS

Favorite art and culture experiences:

**ANNUAL EVENTS
FESTIVALS
STREET FAIRS**

56.4%

advocate for arts education in county schools

**COMPLETE CULTURAL MAPPING STUDY
DATA & REPORTS AVAILABLE**

[PLACERARTS.ORG/cultural-mapping-study](https://placerarts.org/cultural-mapping-study)

PHASE TWO: IMPLEMENTATION + MARKETING PLAN

Community outreach and engagement - as well as the maintenance of these relations - is key in creating long-term sustainability towards any type of change.



Once the current **internal** agency capacity was evaluated, Forecast Public Art made recommendations to provide the bandwidth for the ACPC to strengthen or modify existing programming in areas of need. The synthesis of data collected during Phase One was supported by applicable programming examples from other arts councils of similar sized rural/urban populations.

Externally, the report identified practices Placer County arts and culture organizations could act upon, including community outreach, input, planning, and engagement, to address the three areas of county-wide need for development—equity, workforce development and youth.

KEY RECOMMENDATIONS FOR ACPC TO IMPROVE:

OPERATIONS CAPACITY

Seek an hourly grants contractor to help with year-round grant research and writing

Seek a Board Member employed by the County School District to assist with youth and arts education goals.

Track and archive agency services-reflecting equity and access

AWARENESS

Seek to increase newsletter subscriptions 8% each year.

Collect and archive testimonials from grantees. Add to website, newsletters, and share at county/council meetings.

Get ACPC regularly included in county, school, library, senior newsletters and printed materials.

PROGRAMMING & ENGAGEMENT

Advocate that cities and towns in Placer County officially acknowledge Placer County Arts and Culture Month.

Investigate what agencies are looking to partner with the arts (parks and recreation, museums, school, college, library, senior center). Begin with micro-pilot projects. Take risks and study results.

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FIVE YEAR PLAN FOR ARTS COUNCIL OF PLACER COUNTY

The five year plan suggests steps towards diversity, equity, and inclusion at an organizational level, complimenting ACPC long-term efforts to promote Placer County's cultural assets.

#1 EQUITY Social, Financial, Geographic									
REASON	STAFF IMPACT	LOCATION	YEAR	CORRESPONDING SURVEY QUESTION	STRATEGY COMPATIBILITY	MODEL PROGRAM	POSSIBLE PARTNER		
Host Free On-Line Artist/Nature Micro Movie Series	Build Lake Tahoe audience; engage rural audiences	Low	Virtual	1	1	2,4	Marfa, TX, Drive In	Library	
Invite Cultural Assets to Board Meetings for a 15 min Intro	Stir civic participation, spread education and awareness	Low	Virtual	1	4	2,3	N/A	N/A	
Solicit ACPC satellite comms partners for 3 year terms. Select (1) for Districts 1-4 and (3) for District 5.	Build Lake Tahoe audience; engage rural audiences; solicit and identify long-term regional comms partners	High	In-Person	2	15	3	N/A	Non-Arts orgs, County and Local Gov, business	
Host On-Line DEI Info 101 3 part series	Spread DEI education and awareness	Low	Virtual	2	6,7,10	2,3	Humboldt County Office of Education	Placer Community Foundation Sierra College	
Establish a quarterly POC Cohort with a 45 min POC guest speaker + Q/A	Spread DEI education and awareness	High	Virtual	3	6,7,10	2,3	Arts and Humanities Council of Montgomery County	Sierra College	
Create a POC Curatorial Grant	Spread DEI education and awareness	High	In-Person	5	5	2,3	Houston BIPOC Arts Network and Fund	Museums; Galleries	

Examples of the prioritized and benchmarked actions to propel the three identified common areas of need:

Equity

Host Free On-Line Artist/Nature Micro Movie Series
Create a POC Curatorial Grant

Workforce Development

Artists

Advocate for City Hall Gallery in every District
Artists to Artists Virtual Trainings

Organizations

Organize opportunities for organizations to gather, network, learn
Host "How To" Marketing Workshops

Youth

Organize Congressional Arts Competition
Parent and Child Workshops

"Coming together is a beginning; keeping together is progress; working together is success."
— Edward Everett Hale

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DAILY PLAN

FOR ARTS & CULTURE ORGANIZATIONS

This Daily Plan for Arts and Culture Organizations in Placer County is a strategic collaboration to be shared among Placer County arts and culture organizations that want to augment and expedite agency efforts for positive change.

These daily recommendations and reminders create a pathway for organizations to generate dialogue around the topics on hyperlocal levels.

EQUITY

Have your leadership and board members annually reviewed and discussed the CAC Equity in the Arts toolkit?

Do you have a strategy for Inclusive Engagement?

Have you virtually attended a Performing and Visual Arts Equity Summit?

WORKFORCE DEVELOPMENT

Ask artists that you work with for feedback on your programming.

Invite your local City Council to your next performance or exhibition during Public Comment.

Remind your followers about anniversaries and notable calendar events such as:

National Arts and Humanities Month
October

Placer County Arts & Culture Month
November

YOUTH

Is there a seat on your organization's board for a young adult?

Is there opportunity for youth volunteers at your event?

Can you accommodate a youth intern?

Evaluate your organization's level of awareness with teachers, professors, and parents?

Making connections and building equity takes effort and intention.

Engaging with art is essential to the human experience.
Programming puts artists and arts organizations directly in touch with their audience.

