

CITY OF WEST HOLLYWOOD

# WEHO Arts The Plan



**A community-based cultural plan  
for the City of West Hollywood**



[weho.org/arts](http://weho.org/arts)



@wehoarts

# What's The Plan?

*WeHo Arts: The Plan* is a community-based cultural plan for the City of West Hollywood. It is the result of an iterative 18-month process that included contributions from over 1,700 individuals. *The Plan* was approved by the West Hollywood City Council on August 21, 2017.

*The Plan* is structured by its **5 principles and 20 recommendations.**

These provide a framework to organize, develop, and sustain the work of the City of West Hollywood's arts and culture programs over the next 5+ years.

## INTERACTIONS

Over 14 months, the City's Arts Division & Arts and Cultural Commission connected through:

**26**  
ARTS & CULTURE  
POP-UPS



**17**  
LIVING ROOM  
SESSIONS



**16**  
INTERVIEWS  
AND/OR  
PRESENTATIONS



**4**  
ARTS TO US  
WORKSHOPS



**731**  
ONLINE AND  
IN-PERSON  
SURVEYS



**1,700**  
PEOPLE  
ENGAGED



## 5 PRINCIPLES & 20 RECOMMENDATIONS

### SPACE

In order to thrive, the arts, in their myriad forms, need to be ubiquitous in the built environment, with physical spaces for creation and presentation.

- 1 Improve and expand arts uses in existing City-owned facilities and open land.
- 2 Present art in the places people frequent – take works to complexes or affordable residences where people may feel more isolated or home-bound.
- 3 Spearhead an initiative to address affordable housing and workspace needs for artists, arts organizations, and small creative businesses.
- 4 Increase the presentation of free music, theater, and film in public and private places.
- 5 Develop an active Art + Business partnership program where art can be displayed inside businesses and in vacant storefronts.

### ENGAGEMENT

Art has the capacity to bring people together and create community; the arts should be viewed as a resource and a vehicle for people to understand the City's values.

- 6 Foster community by bringing people of all ages together through meaningful, high quality, art-making experiences, with a focus on populations that are isolated or disconnected from the City's current arts programming.
- 7 Pilot a large-scale community arts festival where groups and individuals can create, present, and engage in work around a particular theme.
- 8 Continue to convene people in structured, informal dialogue, and/or art-making experiences during the duration of *The Plan* in order to maintain relationships and understand community dynamics as they evolve over time.

### SUPPORT

Artists, cultural producers, curators, arts administrators, creative individuals, nonprofit organizations, and businesses need systems that finance and support their development.

- 9 Continue to develop the arts grants program by expanding grant opportunities for individual artists.
- 10 Champion the presentation, support, and development of artists and content from under-represented communities and disciplines.
- 11 Commit to supporting emerging performing and visual artists; increase opportunities for emerging artists to present alongside established artists.
- 12 Work with artists, curators, and arts administrators to increase opportunities for connection, access to resources, and professional development, and to reduce barriers to participation.
- 13 Allocate Economic Development Department resources to growing Art + Business Partnerships.
- 14 Provide Commissioners and arts advocates with opportunities for leadership development on emerging issues and trends in the arts.

### VISIBILITY

Information on the work of WeHo Arts and West Hollywood's artists and groups should be easily accessible and highly promoted.

- 15 Increase awareness of the City's WeHo Arts program and opportunities; ensure that the work and programs of WeHo Arts are communicated effectively and frequently to the residents of West Hollywood and to those who are part of West Hollywood's extended community.
- 16 Develop a WeHo Arts Talks series connecting people to the artists presenting and living in West Hollywood.
- 17 Support new pathways for artists, arts administrators, and curators to share open calls, grants programs, and opportunities.
- 18 Invest in building relationships with new groups and partners, expanding connections to new populations.

### EXPERIMENTATION

West Hollywood has the tools to lead the region, and perhaps the nation, in its support for artists and in the presentation of compelling new work; it shouldn't shy away from taking risks.

- 19 Leverage the City of West Hollywood's investments in media and technology to develop iconic programming that positions West Hollywood as a premier presenter of digital media.
- 20 Commit to a culture of experimentation and learning, which can support West Hollywood's electric atmosphere and place the arts at the center of conversations about the City's future.

The City of West Hollywood's WeHo Arts program delivers a broad array of arts experiences through the City's Arts Division including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations, Library Exhibits and Programming, One City One Pride LGBTQ Arts Festival, and Urban Art Program (permanent public art).

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**WEHO Arts • The Plan**

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Produced by the City of West Hollywood's Arts Division  
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