

5-Year Cultural Arts Plan 2026-2030

Presented by
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City of San Ramon Parks & Community Services

PEOPLE | PARKS | PARTNERSHIPS | PROGRAMS





Value of Cultural Arts

- Economic Vitality
- Youth Development
- Community Connection & Safety
- Cultural Identity & Inclusion
- Placemaking & Civic Pride



Cultural Arts Plan Development

- Arts Summit in 2023 and 2025
- Community Surveys in 2021 and 2025
- Arts Advisory Committee Feedback



Focus Areas:

1. Exhibition, Performance Spaces and Exhibits
2. Artist Advancement
3. Community Arts Collaboration
4. Provide Quality Art Program
5. Support for Arts Programs
6. Communication and Outreach



Focus Area #1: Exhibition, Performance Spaces and Exhibits

Objective:

Create more opportunities for visual and performing artists to showcase their work while increasing public access to and engagement with the arts throughout the community.



Focus Area #1: Exhibition, Performance Spaces and Exhibits

Recommended Actions:

#2: Develop a process for temporary community murals in city facilities.

#7: Explore options to update the Cultural Growth Grant Program, which may include performances outside of the theaters, special arts events, or community projects.



Focus Area #2: Artist Advancement

Objective:

Support artists by providing opportunities to connect, engage with the community, and earn income through arts-related work.



Focus Area #2: Artist Advancement

Recommended Action:

#2: Support educational and professional growth opportunities for artists through workshops and training focused on operating an arts-based business. Topics may include business fundamentals, financial management, marketing strategies, and digital outreach.



Focus Area #3: Community Arts Collaboration

Objective:

Develop sustainable collaborations with community organizations, schools, artists, students, and patrons to support and strengthen the arts community.



Focus Area #3: Community Arts Collaboration

Recommended Action:

#3: Collaborate with and support efforts to develop local performing and visual arts associations.



Focus Area #4: Provide Quality Arts Programs

Objective:

Develop and offer community arts programs that reflect the community's needs and San Ramon's diverse interests.



Focus Area #4: Provide Quality Arts Programs

Recommended Action:

#1: Expand, offer, and develop quality arts programs that are reflective of the community's needs.



Focus Area #5: Support for Arts Programs

Objective:

Develop supporting elements to assist with the efficient and innovative implementation of arts programs, events, and facilities.



Focus Area #5: Support for Arts Programs

Recommended Action:

#1: Review the programs and facility usage at the Dougherty Station Community Arts Center, Dougherty Valley Performing Arts Center, and other arts-related facilities to ensure the spaces are effectively being used to support arts spaces, programs, events, performances, and exhibits.

#3: Research an Artist in Residence Program at the Dougherty Station Community Arts Center to create a network of artists to utilize and support the facility.



Focus Area #6: Communication & Outreach

Objective:

Provide effective communication and outreach with the arts community and patrons.



Focus Area #6: Communication & Outreach

Recommended Action:

#1: Create a communication plan to promote arts programs and events, share the benefits of the arts, and make San Ramon arts programs more visible through digital and print media.

#2: Explore creating San Ramon Arts Instagram and Facebook accounts to support outreach through short-form videos and online connections with the arts community.



Implementation Framework

1. Partnerships
2. Artists & the Arts Community
3. Staffing and Organizational Capacity
4. Sustainable Funding



Implementation Framework

- 5. Facilities and Infrastructure
- 6. Communication and Outreach
- 7. Phased Implementation
- 8. Ongoing Evaluation and Annual Priorities

QUESTIONS AND FEEDBACK

