

ROSWELL COMMUNITY CULTURAL PLAN
IMPLEMENTATION PLAN

STATUS

The following is a list of identified tasks associated with each primary recommendation made in the Community Cultural Plan. These tasks must be placed in priority order; time-lines associated with each established; responsible parties identified; and cost of execution determined.

Identified tasks (numbered consecutively) for each primary recommendation:

I. Create new performing arts facilities including performance, rehearsal, technical production, training and administration spaces.

1. Advance North Fulton Performing Arts Center (NFPAC)
2. Clarify RCAC policies - Op. Comm.
3. Monitor impact of creation of Resident Companies
4. Articulate Resident Company selection criteria
5. Employ new reporting systems - Op. Comm.
6. Explore "Friends of RCAC" group - Task Force
7. Explore use of Rec. & Parks spaces - Op. Comm
8. Develop a plan for RCAC improvements - Op. Comm.

N/A

DONE

ONGOING

DONE

DONE

DONE

DONE

| | |
|--|------|
| 9. Study feasibility of RCAC expansion - Op. Comm. | DONE |
| 10. Clarify purpose of RCAC presenting program - CAB Prog. Comm. | DONE |
| 11. Create program policies for RCAC presenting program - CAB Prog. Comm. | DONE |
| II. Create new visual arts facilities including studios, exhibition, marketing, training and administrative spaces. | |
| 12. Participate in development of NFPAC visual arts programs & policies - NFPAC Task Force | N/A |
| 13. Work with NFPAC on relationship between facility & Roswell Rec. & Parks Visual Arts Center - Rec. & Parks | N/A |
| 14. Revise local zoning regulations to allow "in-home" sales in Roswell - Comm. Out. Comm. | |
| 15. Explore having Visual Arts Center staff program exhibit space at RCAC - CAB Prog. Comm. | DONE |
| 16. Explore use of city owned facilities for exhibits - Op. Comm. | DONE |

III. Create enhanced mechanisms for communication between artists and arts organizations.

17. Create advisory group to design a list-serve for North Fulton artists - Comm. Out. Comm.

18. Create advisory group to design a list-serve for North Fulton arts organizations - Comm. Out. Comm

19. Create on-line inventory of Roswell's arts and cultural resources - Comm. Out. Comm.

20. Convene annual Roswell Arts & Culture Congress - Comm. Out. Comm.

21. Explore making NFPAC an audition site - NFPAC Task Force

DONE

N/A

IV. Provide artist and arts and cultural organizations with technical assistance in fundraising, advocacy, and marketing including grant writing and earned income development

22. Explore development of an arts incubator - Comm. Out. Comm.

23. Explore a Fulton Arts North/RCAC Resident Company "mentoring" program - Comm. Out. Comm.

V. Improve local traffic and pedestrian wayfinding systems including considerations of signage, web information, map production, public art, demarcation, banners and street naming conventions, etc.

- 24. Commission professional wayfinding systems study - HCA
- 25. Explore inclusion of visual artists in design of trail system - Rec. & Parks/HCA
- 26. Commission artists to design signature amenities and signage for paths - Rec. & Parks/HCA
- 27. Include professional artists on team for Historic District Master Plan - HCA

VI. Create a comprehensive municipal policy for arts and cultural impact analysis including consideration of the municipal funding role regarding non-municipal arts and cultural programs and facilities, zoning, economic development approach to the arts, and traffic and parking management. Create clear policies for municipal arts and cultural facilities and programs including consideration of municipal arts and cultural management structure, funding responsibilities, arts and cultural facilities development and use, and program development.

| | |
|---|----------------------|
| 28. Explore establishment of formal Division of Historic & Cultural Affairs - HCA/Admin. Dept. | DONE |
| 29. Expand Cultural Arts Board - Mayor & Council | |
| 30. Establish cross training program for municipal employees - HCA | |
| 31. Produce annual master calendar of arts, cultural and historic events - Comm. Out. Comm. | DONE |
| 32. Assess feasibility of re-organization of staff in Historic & Cultural Affairs Division - HCA/Admin. Dept. | |
| 33. Assess Historic & Cultural Affairs workload and make staff adjustments as necessary - HCA/Admin. Dept. | ONGOING |
| 34. Provide on-going Cultural Arts Board and staff training - HCA | ONGOING |
| 35. Create strategic plans for Bulloch Hall, Smith Plantation and RCAC - HCA | DONE – TO BE UPDATED |
| 36. Explore expanding CAB's charge - Mayor & Council | ONGOING |
| 37. Establish municipal policy for arts facility development in community - Comm. Out. Comm. | |
| 38. Establish policy to compensate arts and cultural organizations for appearances - CAB Prog. Comm. | |
| VII. Balance the community's emphasis on historic and contemporary culture. | |
| 39. Seat a Task Force on Community Image - Comm. Image Task Force | ONGOING |

40. Design wayfinding systems appropriate for historic district and which support contemporary cultural contributions - HCA

VIII. Create on-going mechanisms for artist's professional development activities including access to criticism, master classes, professional development training, earned income and auditions.

41. Advocate for programs at NFPAC with focus on services for professional artists - Comm. Out. Comm.

42. Use list-serves to learn what professional development activities are most desired - Comm. Out. Comm.

IX. Increase the number and quality of special arts and cultural events during January, February, June, July and August while creating enhanced marketing mechanisms for artists and arts organizations.

43. Develop one new community arts event per year over next 5 years - CAB Prog. Comm.

44. Explore use of professional consulting assistant to accomplish #43 - CAB Prog. Comm.

N/A

DONE

DONE

X. Develop an arts and cultural delivery system east of Georgia 400.

45. Establish municipal contracts for services program with focus on programs for underserved residents - CAB Prog. Comm.

46. Continue to work on development of Rec. & Parks performing and visual arts spaces east of 400 - Rec. & Parks

DONE

XI. Develop a corporate and individual philanthropists' leadership group for arts and culture

47. Initiate discussions with key stakeholders concerning options for increased coordination/information sharing among philanthropists in the arts - "Friends" Task Force

48. Monitor area capital campaigns for arts/culture groups - "Friends" Task Force

XII. Increase local public schools patronage of locally produced arts and cultural events.

49. Increase communication with North Fulton artists and arts organizations concerning revised Fulton Co. Arts Council School Arts program guidelines - Comm. Out. Comm.

50. Develop and maintain school arts contacts database - Comm. Out. Comm.

51. Utilize North Fulton arts incubator to determine need for providing capacity enhancements to help local arts organizations qualify for participation in School Arts Program - Comm. Out. Comm.

XIII. Create a local interdisciplinary cultural advocacy organization

52. Explore feasibility of creating citizens' arts advocacy group through certain partnerships - Comm. Out. Comm.

DONE -

PROPOSED DIVISION OF TASKS BY COMMITTEE

PROGRAMMING COMMITTEE: Presenting Performing and Visual Arts, Contracts for Services, Festivals

1. Clarify purpose of RCAC presenting program (#10)
2. Create program policies for RCAC presenting program, implement & monitor (#11)
3. Establish policy to compensate arts and cultural organizations for appearances (#38)
4. Establish municipal contracts for services program with focus on programs for underserved residents (#45)
5. Develop one new community arts event per year over next 5 years (#43)
6. Explore use of professional consulting assistant to accomplish #43 (#44)
7. Explore having Visual Arts Center staff program exhibit space at RCAC (#15)

OPERATIONS COMMITTEE: Fees & Contracts, Operations, Maintenance/Capital Improvements

1. Analysis of current fees & possible recommended modifications
2. Survey of comparable facilities & analysis of average revenues vs. expenses ratio
3. Clarify RCAC policies (#2)
4. Employ new reporting systems (#5)

5. Explore use of Rec. & Parks spaces as rehearsal space (#7)
6. Explore use of city owned facilities for exhibits (#16)
7. Develop a plan for RCAC improvements (#8)
8. Study feasibility of RCAC expansion (#9)

COMMUNITY OUTREACH COMMITTEE: Individual Artists, Arts Organizational & Resident Company Support and Advocacy

1. Convene annual Roswell Arts & Culture Congress (#20)
2. Produce annual master calendar of arts, cultural and historic events (#31)
3. Create on-line inventory of Roswell's arts and cultural resources (#19)
4. Create advisory group to design a list-serve for North Fulton artists (#17)
5. Create advisory group to design a list-serve for North Fulton arts organizations (#18)
6. Use list-serves to learn what professional development activities are most desired (#42)
7. Explore a Fulton Arts North/RCAC Resident Company "mentoring" program (#23)
8. Explore development of an arts incubator (#22)

9. Establish municipal policy for arts facility development in community (#37)
10. Increase communication with North Fulton artists and arts organizations concerning revised Fulton Co. Arts Council School Arts program guidelines (#49)
11. Develop and maintain school arts contacts data base (#50)
12. Utilize North Fulton arts incubator to determine need for providing capacity enhancements to help local arts organizations qualify for participation in School Arts Program (#51)
13. Explore feasibility of creating citizens' arts advocacy group through certain partnerships (#52)
14. Revise local zoning regulations to allow "in-home" sales in Roswell (#14)
15. Advocate for programs at NFPAC with focus on services for professional artists (#41)

MARKETING COMMITTEE: RCAC Marketing Plan

1. Develop marketing plan for enhanced marketing of facility
2. Oversee implementation and monitor results of Marketing Plan

"FRIENDS OF RCAC" TASK FORCE

1. Explore "Friends of RCAC" group (#6)
2. Initiate discussions with key stakeholders concerning options for increased coordination/information sharing among philanthropists in the arts (#47)
3. Monitor area capital campaigns for arts/culture groups (#48)

COMMUNITY IMAGE TASK FORCE

1. Seat a Task Force on Community Image (#39)

HISTORIC & CULTURAL AFFAIRS DIVISION/ADMIN. DEPT.

1. Explore establishment of formal Division of Historic & Cultural Affairs - HCA/Admin. Dept. (#28)
2. Assess feasibility of re-organization of staff in Historic & Cultural Affairs Division (#32)
3. Assess Historic & Cultural Affairs workload and make staff adjustments as necessary (#33)
4. Create strategic plans for Bulloch Hall, Smith Plantation and RCAC (#35)
5. Establish cross training program for municipal employees (#30)
6. Provide on-going Cultural Arts Board and staff training (#34)
7. Commission professional wayfinding systems study (#24)
8. Design wayfinding systems appropriate for historic district and which support contemporary cultural contributions (#40)
9. Explore inclusion of visual artists in design of trail system (#25)
10. Commission artists to design signature amenities and signage for paths (#26)
11. Include professional artists on team for Historic District Master Plan (#27)

MAYOR & COUNCIL

1. Expand Cultural Arts Board (#29)
2. Explore expanding CAB's charge (#36)