Georgetown’s Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement & cultural participation, fostering business development, and facilitating cultural tourism through public art programming & collaborative events.
Executive Summary

The Arts and Culture Board was established for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and to develop an awareness of the value of the arts in the business community, local government and the general public.

According to the Arts and Culture Board’s bylaws, the Board is directed to:

1. Ensure the arts continue to be of value as an integral part of Georgetown;
2. Seek to improve communication and organization of the activities in the Georgetown arts community;
3. Promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
4. Assist other City boards, commissions and committees and the City Council in using public art to enhance development in public parks and other public lands and structures;
5. Advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
6. Develop and recommend to the City Council policies and programs that would enhance and encourage planning, placement and maintenance of public displays of art in locations open to the public within the community:
7. Encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
8. Recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
9. Pursue funding, including gifts and grants, for support of art programs and activities and the procurement of public art.

Georgetown Palace Theatre
Purpose

The purpose of the Arts and Culture Board’s Strategic Plan is to establish goals and objectives to accomplish the directives established in the Board’s bylaws. Two of the City’s major planning documents, the 2030 Comprehensive Plan and the Downtown Master Plan call for promoting and establishing more arts and cultural venues and events. The 2030 Comprehensive Plan calls for the City to invest in arts and cultural facilities and to establish Georgetown as a cultural destination by promoting a vibrant community of artists and artisans. The Downtown Master Plan calls for more arts and cultural venues for the downtown and the creation of an arts, cultural, and entertainment district. The formulation of an arts and culture strategic plan helps meet the goals of these two major planning documents.

Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a nationally recognized arts destination by 2030. The plan incorporates eight major goals:

I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District
II. Continue to develop and expand the Georgetown Public Art Program
III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District
IV. Explore the possibility of establishing a vibrant Arts Incubator Facility that includes an Artist in Residency Program
V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown
VI. Provide grants to local arts and culture nonprofit organizations
VII. Maintain Texas Commission on the Arts Cultural District Designation
VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations
Goals, Objectives, and Strategies

Goal I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District

Objective a. Ensure the Georgetown Art Center fulfills its mission of elevating the arts in the community

Strategies

i. Support the Georgetown Art Works Board in developing a strategic plan
ii. Support the Georgetown Art Works Board in positioning the organization to apply for grants
Goal II. Continue to develop and expand the Georgetown Public Art Program

Objective a. Continue to develop and expand streetscape art

Strategies

i. Expand the Utility Box Art Program
ii. Collaborate with CVB and Main Street to develop a strategy for gateway signage and artistic banners
iii. Explore opportunities for bridge public art

Objective b. Continue to develop and expand the Georgetown Sculpture Tour

Strategies

i. Increase the reach of the Call for Proposals
ii. Increase stipends offered
iii. Develop recruitment strategies for sculptors
iv. Explore marketing/event opportunities for the tour
Objective c. Develop Guidelines for Commercial Murals and further develop the current City Mural Program

![Commercial Mural; Greetings from Georgetown Tx by Sarah Blankenship](image)

Objective d. Develop a Sculpture Garden of permanent sculptures purchased by the City in the new City Center and Public Art Plaza

![Public Art at the Georgetown Public Library](image)
**Objective e.** Expand the Public Art Program outside the Cultural District

**Strategies**

i. Continue to work with the Parks and Recreation Department toward dedicating parkland for public art

ii. Expand Sculpture Tour and Utility Box Art Program outside the Cultural District

*Lady of Georgetown* by Mya Stoessel

*Colorful Georgetown* by Makenna Baylor, Cassidy Salyer, and Beti Wain

**Objective f.** Percentage for Public Art

**Strategies**

i. Develop a program for a percentage of Public Art in Public Development Agreements

ii. Continue to advocate for the current 1% for Public Art in City Buildings and strive for a higher percentage over time

iii. Add budget item for the purchase of artwork for the City Permanent Collection

*Public Art in City Buildings; El Arbol* by J Muzacz, *Dayscape Wonder* by Kevin Greer, *Blue Hole Park* by Mike McConnell, Collages by Carol Light
Goal III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District

Objective a. Establish a budget for a Needs Assessment and Feasibility Study that may explore a partnership between the City and partnering organizations, as well as field studies of existing performing arts centers

Strategies

i. Explore the feasibility of an arts complex that is inclusive and multi-disciplinary, including but not limited to gallery space, incubator space, artist residency space, large performance auditorium, smaller performance spaces
ii. Identify location
iii. Develop relationships with local philanthropists, funding organizations, and other funding avenues

Goal IV. Explore the possibility of establishing a vibrant Arts Incubator facility that includes an Artist in Residency Program

Objective a. Explore alternatives that may include partnerships with local businesses

Objective b. Gather more information and conduct field studies of existing incubator and residency programs

Objective c. Identify a location
Goal V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown

Objective a. Increase diversity of programming and collaboration between local arts organizations

Objective b. Partner with Downtown Development on the Gateway Signage Project

Objective c. Partner with CVB on tourism initiatives

Objective d. Develop an Arts Marketing Plan and Budget

Objective e. Develop Guidelines for street performers

Objective f. Attract arts businesses

Objective g. Annual arts festival and/or quarterly Arts Stroll

Objective h. Expand Brown Bag Luncheon Program
Goal VI. Provide grants to local arts and culture nonprofits

Objective a. Update current grant guidelines to include a rubric for scoring

Strategies

i. Require workshop attendance to apply for grants
ii. Require organizations to have 501c(3) status
iii. Establish two categories – Established and Emerging Organizations

Objective b. Increase the Arts and Culture budget to provide more funding for grants

Objective c. Establish a permanent line item in annual budget for select arts and culture programming that demonstrates sustainability, diversity, and an economic development component

Strategies

i. Texas Society of Sculptors
ii. Georgetown Art Center’s Art Hop
Goal VII. Maintain Texas Commission on the Arts Cultural District Designation

**Objective a.** Utilize the resources available to Cultural Districts

**Strategies**

i. Apply for grants
ii. Advocate for the full 15% of HOT go to Arts and Culture
iii. Develop an Arts Marketing Plan
iv. Participate in legislative arts advocacy by maintaining memberships with Texans for the Arts and Americans for the Arts

**Objective b.** Increase diversity of arts and culture programming in order to provide outreach to underrepresented groups and increase arts participation across all audience segments

*Preserving History* mural by Norma Clark and Devon Clarkson
Strategies

i. Implement marketing initiatives to reach diverse populations
ii. Prioritize demographic data collection for arts events

Objective c. Increase accessibility to the arts through innovative, engaging, and interactive arts and culture programming for all audience segments

Goal VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations