

# The 5 Goals of the Cultural Arts Master Plan

## 1 | Communicate

Public Outreach

Marketing and Promotion

## 2 | Create Opportunities

Support Cultural Arts Programs and Activities

Public Private Partnerships and Collaboration

Connect the Creative Community

Establish a Qualified Cultural Arts Commission

## 3 | Build Community

Public Art Program

Youth Engagement

Senior Engagement

## 4 | Stimulate Economic Vitality

Develop Cultural Arts Metrics

Support both Traditional and Non-traditional Funding Sources

Strengthen Binational Connection

## 5 | Infuse Arts into City Processes

Arts Friendly Policies

Support the Development and Use of Creative Spaces

Create Quality Public Spaces

## Chula Vista's Cultural Arts Master Plan Acknowledgements

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**Cultural Arts Commission**  
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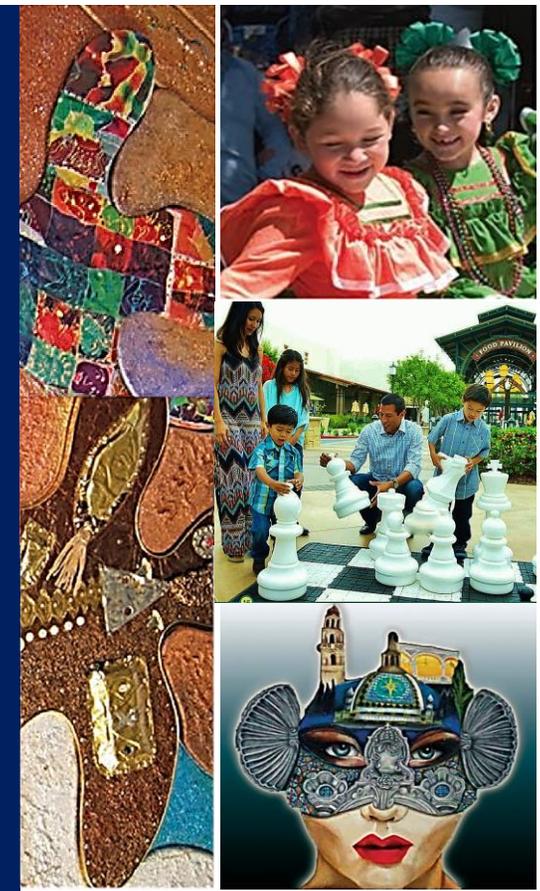
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## Cultural Arts Master Plan

Prepared by the Cultural Arts Division

Economic Development Department

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# Cultural Arts Master Plan





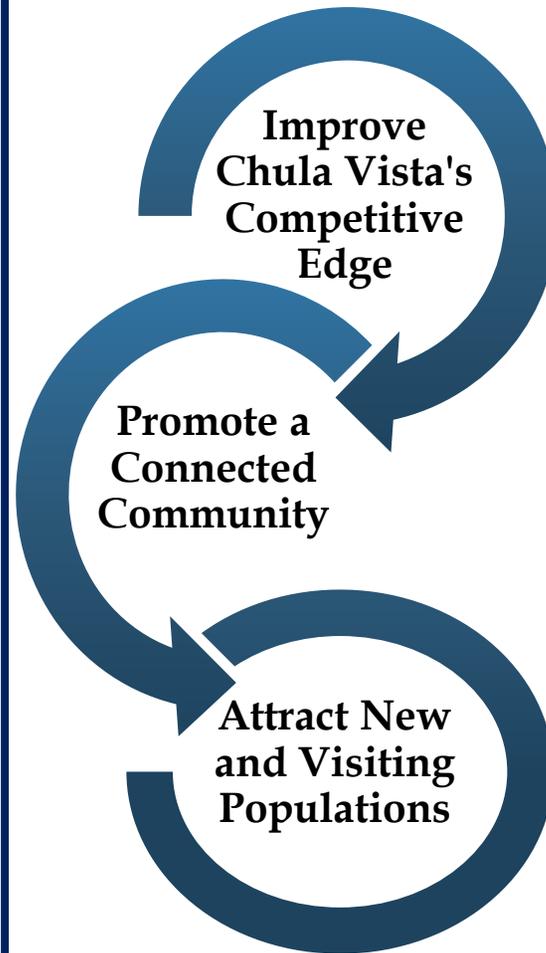
## Vision and Mission

As the City seeks to stimulate economic development, there is an increased awareness of the important role that cultural arts will play.

The mission of the Cultural Arts Master Plan is to acknowledge Chula Vista's leadership role, commitment to cultural arts, and to provide a road map for the development of a creative industry.

## Objectives

The goals, strategies, and initiative of the CAMP align well with the objectives of the City's Economic Development Work Plan which includes business support, project development, and regional collaboration. There is a great economic value in building upon and expanding the arts in Chula Vista, as a strong well defined cultural arts program will:



*Chalk Mural by Lidia F. Vasquez, High Tech High Chula Vista, Age 14*

## Executive Summary

Cultural Arts in Chula Vista is the culmination of local heritage, artistic talent, creative activities and opportunities that develop social cohesion and a positive creative environment for all Chula Vistans of all abilities.

The City recognizes that innovation, exploration, and expression are all important ingredients of an attractive, vibrant, and prosperous community. The Cultural Arts Master Plan (CAMP) is intended to be a dynamic resource that celebrates and embraces Chula Vista's unique historical narrative and the renaissance of innovation, exploration, and expression that is occurring in the community.

The innovative strategies and initiatives of the CAMP will help Chula Vista to remain vital and responsive to the dynamic nature of Chula Vista's creative community, while at the same time transforming cultural arts in Chula Vista into a sustainable industry and a cultural arts destination.