

CREATE NYC

A CULTURAL PLAN FOR ALL NEW YORKERS



WHAT WE HEARD

A LOOK AT PUBLIC ENGAGEMENT FOR THE
CREATENYC CULTURAL PLAN

From September 2016 to April 2017
we engaged more than 180,000 New Yorkers
in person and online.

We talked to NYC residents, artists, teachers, researchers, students, parents, experts in the field, leaders of arts and culture organizations big and small, cultural workers, and union members at large public meetings, small focus groups, one-on-one interviews, at open office hours, over a game of ping pong, at barber shops and nail salons, online, and via social media.

Here you'll find what we learned and how to participate.

400+

TOTAL EVENTS

62,000

LIBRARY PATRONS REACHED

188,000

PEOPLE ENGAGED

NEW YORKERS
SHOWED UP FOR:



5

BOROUGH WIDE
WORKSHOPS



35

FOCUS GROUPS



80

TABLING EVENTS



135

INTERVIEWS



10,000

NYC RESIDENTS
SURVEYED

...AND MORE!

HEADLINES

Through all this input, we heard loud and clear: **New Yorkers value arts and culture—and they want more of it.**

NEW YORKERS WANT EQUITABLE DISTRIBUTION OF ARTS AND CULTURE ACROSS THE BOROUGHS. Arts and culture have positive effects on individuals, neighborhoods, and regions, but these impacts are not evenly distributed. Residents want to see greater support for culture in New York's under-resourced neighborhoods and historically under-represented communities.

BUILD ON OUR STRENGTH. New York City has a long history of supporting arts and culture, which has produced a rich and varied cultural landscape. New Yorkers place a high value on these cultural assets and want to see a healthy, growing cultural ecosystem.

THE STAFF AND LEADERSHIP OF THE CITY'S ARTS AND CULTURE SECTOR SHOULD MORE FULLY REFLECT THE DIVERSITY OF OUR CITY'S POPULATION. New Yorkers want to ensure that their communities are reflected at all levels of the city's cultural organizations—now and into the future.

QUALITY ARTS EDUCATION FOR EVERY STUDENT. Parents, educators, and students themselves want access to arts, culture, and science curricula and programming—both in and out of school—that reflects the practices, histories, and cultures of all New Yorkers.

NEIGHBORHOOD CULTURE MATTERS. Residents want to protect and support local organizations that serve local audiences, local or locally relevant artists, and programming that speaks to local histories and identities.

ARTS AND CULTURE ARE FOR ALL. New Yorkers want to see barriers removed and access increased in order to create, present, and enjoy arts and culture regardless of income, race, ethnicity, age, immigration status, gender identity, and disability identity.

SPREAD THE WORD. Residents want better, more streamlined ways to access information about cultural programming available across the city.

WHAT WE HEARD

THE ISSUES

Here is some of what we heard from New Yorkers all over the city about a variety of topics in a variety of ways:



EQUITY

The rights of all people everywhere to develop their practice and traditions

75%

wish they could attend arts and culture activities more often

20%

more cultural participation by the highest income earners than the lowest earners in New York City

50%

say that cost is a barrier to participating in the cultural life of NYC



"Many low-income community members don't feel empowered to engage in the variety of arts and culture opportunities in NYC; more needs to be done to bring the arts to low-income communities, and in bringing low-income community members to prestigious arts and culture institutions."

—NYCHA RESIDENT, QUEENS



SOCIAL & ECONOMIC IMPACT

The role of arts and culture in an equitable economy and healthy communities

250,000

Estimated number of arts and culture workers in NYC

\$130 BILLION

Annual economic impact from the cultural sector

"Art can be used as a tool to create connections between people, bringing them together, fostering healthy communities."

—ARTS & CULTURAL WORKER, BRONX

"Arts impact the local economy—they should be treated as part of the economic ecosystem"

—ARTIST, BROOKLYN



HEALTH OF THE CULTURAL SECTOR

Supporting a thriving arts and culture ecosystem

64%

of arts and culture workers moved to NYC because of the professional opportunities

75%

of arts and culture workers support their art practice with income from other-than-art sources

"Make the funding process easier for small organizations. My group is tiny and is run by volunteers, but we have to do the same paperwork as the big guys. I'm doing more paperwork than art!"

—ARTIST, MANHATTAN

"Arts organizations need to pay good wages to employees, teaching artists and artists."

—ART & CULTURAL WORKER, QUEENS



AFFORDABILITY

Live, work, and presentation space for artists

90%

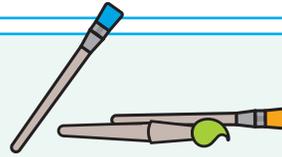
of arts and culture workers said that both affordable housing and work space to create art are important

40%

of arts and culture workers are unable to afford art supplies and tools

"Provide studio and exhibition space for artists in free places like libraries, public buildings, hospitals and schools."

—ARTIST, QUEENS



ARTS AND CULTURE IN PUBLIC SPACE

How public art, artists, and programming are implemented and supported

60%

would like to participate more in arts and cultural programs and events in their neighborhood parks

"We need a public local artwork or festival in every neighborhood. More public art makes art accessible to everyone."

—RESIDENT, BROOKLYN



NEIGHBORHOOD CHARACTER

Prevent displacement of culture and communities through planning and community development

72%

would participate more in cultural activities if located closer to home

"The more people have the opportunity to collaborate and share stories, the more they will find common ground together."

—IMMIGRANT, BRONX



ARTS, CULTURE, AND SCIENCE EDUCATION

High quality, continuous, culturally relevant, and diverse curriculum

"Arts and music should be core subjects in every school. We must make arts a core subject not a luxury."

—PARENT, STATEN ISLAND

#1

affordable arts education was the top issue raised by New Yorkers in all informal engagement



CITYWIDE COORDINATION

Arts and culture across City agencies

'City Agencies need to reduce and coordinate around the huge amount of paperwork required for grant applicants so that organizations have more time to do the creative work.'

—ART & PUBLIC HOUSING FOCUS GROUP, MANHATTAN

75%

would participate more if cultural activities were better publicized



TOP CONCERNS

BRONX

Maintain a unique culture and a rich heritage

MANHATTAN

Balanced support for big and small organizations

BROOKLYN

Gentrification and displacement

QUEENS

Promote diversity and collaboration through art and culture

STATEN ISLAND

Improve transportation to increase access to arts and culture



BRONX has the highest participation in festivals and cultural programs in NYC



60% vs 26%
MANHATTAN RESIDENTS vs **STATEN ISLAND RESIDENTS**

Agree that there are exciting arts and culture events in their neighborhood

TELL US

Help us decide what makes it into the final plan by giving us your input in the following ways:

TAKE THE POLL

Prioritize which proposals are most important to you

[CLICK HERE](#)

TELL US

Give feedback on what we might have missed

[CLICK HERE](#)

SHOW UP

Attend events to give feedback in person

[CLICK HERE](#)

AUG - OCT 2016

1 RESEARCH & DISCOVERY

OCT 2016 - MAR 2017

2 PUBLIC ENGAGEMENT

MAY 15 - MAY 31, 2017

3 WHAT WE HEARD

JUL 2017

4 CREATENYC PLAN RELEASE

THE CREATENYC PROCESS

CREATE NYC

A CULTURAL PLAN FOR ALL NEW YORKERS



NYC
Office of the Mayor



Tom Finkelpearl, Commissioner



#CreateNYC
CreateNYC.org

@NYCulture

NYCulturalAffairs

CreateNYC

WHAT WE HEARD PROPOSALS

Public feedback for CreateNYC included a range of conversations on and offline, in-depth focus groups, borough workshops, neighborhood dialogues, Office Hours with the Commissioner, and more. The following proposals emerged from what we heard from members of the public, experts in the field, colleagues in city government, and research. Help us decide what makes it into the final plan by participating in the [survey](#) and offering your feedback on the CreateNYC [website](#).



TERMS:

Please reference the following definitions as referred to in the proposals.

- DIVERSITY:** We broadly define diversity as inclusive of communities representing categories of identity including, but not limited to:
- Historically underrepresented racial and ethnic groups
 - LGBTIQ populations
 - People with disabilities
 - Transgender and gender non-conforming individuals
 - Indigenous, immigrant, and refugee populations
 - ESL or non-English language speakers
 - Older adults and the youth

As part of the definition of diverse groups and/or communities, we include those marginalized groups that have historically experienced a lack of access to financial resources and/or social and organizational mobility.

EQUITY: Improving equity means promoting justice, impartiality, and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources.

INCLUSION: Inclusion refers to the degree to which individuals with diverse perspectives and backgrounds are able to participate fully in the decision-making processes of an organization or group. While a truly inclusive group is necessarily diverse, a diverse group may or may not be “inclusive.”

ACCESS: Improving access means reducing barriers to inclusive participation by as many people as possible. Accessibility describes the degree to which an environment, service, or product allows access by as many people as possible, in particular people with disabilities.



EQUITY

The fair, just, and equitable management of all institutions serving the public directly or by contract; the fair, just, and equitable distribution of public services and implementation of public policy; and the commitment to promote fairness, justice, and equity in the formation of public policy.

CREATE A MORE EQUITABLE DISTRIBUTION OF FUNDING FOR ARTS, CULTURE, AND SCIENCE

1. Support arts and cultural organizations with a primary mission of serving historically underrepresented and underserved communities.
 - Encourage and facilitate the employment of people from diverse communities.
 - Support individual artists who are from or work with diverse communities.
 2. Continue to invest in City-owned cultural assets and the Cultural Institutions Group (CIG), increasing support for those in low-income communities.
-

INCREASE DIVERSITY IN STAFF AND LEADERSHIP OF ARTS, CULTURE, AND SCIENCE ORGANIZATIONS

1. Encourage and support affirmative and inclusive employment policies.
 - Encourage all DCLA grantees to establish policies and plans for diversity, equity and inclusion.
 - Measure and evaluate progress regularly.
 2. Encourage and support the professional development and career advancement of cultural workers from underrepresented groups.
 3. Support organizations that serve or operate within underserved communities.
 - Partner with DCLA grantee organizations on professional development and capacity building.
 4. Expand diversity, equity, inclusion, and unconscious bias training for DCLA staff and grantees.
 5. Encourage and support increased language access, including ASL, for cultural programming and funding opportunities to reach broader, more inclusive audience.
 - Provide information in multiple languages and formats.
 - Increase languages represented on DCLA and re-grant panels.
 - Support translation-related expenses for DCLA grantees.
-

SUPPORT PEOPLE WITH DISABILITIES AT ALL LEVELS OF NYC'S CULTURAL LIFE

1. Support Disability Arts as part of supporting culture and artists.
 2. Provide support to access-related services such as ASL interpretation, CART transcription, and audio description.
 3. Specify in all DCLA communications including requests for proposals and surveys that terms like “diversity” and “underrepresented groups” include disability.
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EQUITY (CONTINUED)

The fair, just, and equitable management of all institutions serving the public directly or by contract; the fair, just, and equitable distribution of public services and implementation of public policy; and the commitment to promote fairness, justice, and equity in the formation of public policy.

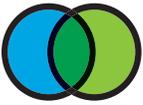
4. Support organizations that promote disability arts and employ, support, and serve New Yorkers with disabilities.
 - Partner with DCLA grantee organizations on professional development and capacity building to increase employment of artists and cultural workers with disabilities at all levels.
 5. Encourage organizations to include information on accessibility accommodations and point of contact for public events.
 6. Increase inclusion of cultural stakeholders with disabilities on DCLA and re-grant panels.
 7. Participate in regular discussions with the disability and disability arts communities.
-

SUPPORT ARTS, CULTURE, AND SCIENCE INSTITUTIONS AS SAFE SPACES FOR NEW YORKERS OF ALL IMMIGRATION STATUS

1. Advise cultural institutions regarding immigration issues as they relate to their staff, participants, artists, performers, and audiences.
 2. Support artists and community-based cultural organizations that work with immigrant communities, cultures, and artists.
-

ENSURE THAT ALL NEW YORKERS HAVE ACCESS TO AFFORDABLE ARTS, CULTURAL, AND SCIENCE PROGRAMMING

1. Partner with City agencies and the cultural sector to better communicate cultural offerings across socio-economic and language boundaries.
 - Potential partnerships include City Council, the library systems, and NYC Department of Education (DOE).
2. Continue to support free admission, membership, or discounted programming with cultural organizations through the IDNYC program.
3. Promote free arts and cultural programming throughout the city using existing communication infrastructure such as library systems and citywide campaigns.



SOCIAL & ECONOMIC IMPACT

Supporting the role of arts and culture in an equitable economy and healthy, thriving communities.

SUPPORT THE GROWTH AND DEVELOPMENT OF THE ARTS, CULTURE, AND SCIENCE FIELDS TO PROVIDE NEW YORKERS WITH QUALITY JOBS

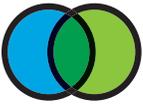
1. Increase access to and opportunities for students interested in pursuing careers in arts and science.
 - Continue to support CUNY Cultural Corps, a partnership with the City University of New York (CUNY) that places CUNY students in paid internships at cultural organizations.
 2. Support the employment and ongoing professional development of New Yorkers from diverse communities.
 3. Support wages for cultural workers and artists that allow them to thrive in New York City.
 4. Support salaries in non-profit arts and cultural organizations.
 - Advocate for more general operating grants and/or the elimination of limits to administrative overhead from the philanthropic field.
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BUILD ON NYC'S LONG HISTORY AS A VIBRANT CENTER FOR ARTS, CULTURE, AND SCIENCE

1. Leverage private investment in arts, culture, and science from foundations, individuals, and corporations.
 2. Continue support for the City and other stakeholders' worldwide promotion of Broadway, museums, galleries, theaters, and cultural attractions in every borough.
 3. Partner with other City agencies to support for-profit arts and cultural organizations including art galleries, bookstores, theaters, and music venues.
 - Ensure that NYC cultural organizations are a part of the City's economic development strategy.
 4. Address the health of the theater sector through audience development, professional development, staff diversity, and affordability.
 - Support the Theater Subdistrict Council and explore similar models to create new opportunities to support culture.
 5. Continue to engage public stakeholders regarding the cabaret licensing law, requiring eating/drinking establishments with patron dancing to be licensed.
-

MAKE THE CASE FOR ARTS, CULTURE, AND SCIENCE AS ESSENTIAL COMPONENTS OF A THRIVING AND EQUITABLE CITY

1. Ensure that artists and cultural organizations continue to positively impact the health and well-being of NYC neighborhoods.
 - Use the findings in the Social Impact of the Arts Project (SIAP) report to support culture in low-income neighborhoods in partnership with other parts of the government.
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SOCIAL & ECONOMIC IMPACT (CONTINUED)

Supporting the role of arts and culture in an equitable economy and healthy, thriving communities.

MAKE THE CASE FOR ARTS, CULTURE, AND SCIENCE AS ESSENTIAL COMPONENTS OF A RESILIENT AND SUSTAINABLE CITY

1. Include arts and culture in resiliency planning and preparedness.
 - Designate a City liaison to help coordinate the participation of artists and arts, cultural, and science communities in disaster-preparation and response.
 2. Support cultural organizations' having a lower environmental impact.
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AFFORDABILITY

Live, work, and presentation space must be affordable relative to income for artists and cultural organizations.

DIMINISH DISPLACEMENT BY INCREASING ACCESS TO LONG-TERM AFFORDABLE WORKSPACE

1. Preserve and develop long-term affordable work spaces for the cultural community to advance the Affordable Real Estate for Artists (AREA) initiative.
 - Support non-profit organizations in the development and operation of affordable workspaces in city-owned or public-private partnership facilities.
2. Compile and share a regularly updated list of affordable, City-owned spaces for artists, cultural workers, and organizations.
 - Take advantage of existing listings and databases to further promote affordable workspace opportunities in the city.
3. Consult with local residents in City's Request for Proposals (RFPs) for new cultural facilities in order to better reflect community needs and priorities.
4. Connect cultural organizations to developers of affordable artist workspace and cultural facilities on available City-owned sites.
5. Provide opportunities for cultural organizations to create, operate, and/or rent affordable artist workspace and cultural facilities on available City-owned sites.
6. Support and partner in the development of new models to develop and preserve affordable workspaces citywide.
 - Consider Community Land Trusts, fractional ownership, rent to own, deed restrictions, cross subsidization, and mobile studios.
7. Increase access to work, performance, and exhibition spaces in existing City-owned sites such as libraries, parks, public housing, and schools.

IMPROVE ACCESS TO EXISTING AND NEWLY DEVELOPED AFFORDABLE HOUSING FOR ARTISTS AND CULTURAL WORKERS

1. Create opportunities to increase the development of physically accessible, affordable housing for artists that allows them to thrive in their own communities.
2. Inform NYC's artists and cultural communities about affordable housing opportunities.
3. Investigate how to allow for non-traditional income documentation review in affordable housing applications from artists and other freelance workers with variable incomes.

SUPPORT THE LONG-TERM SUSTAINABILITY OF ARTISTS, CULTURAL WORKERS, AND ARTS, CULTURE, AND SCIENCE ORGANIZATIONS

1. Provide real estate readiness training and project management support for cultural organizations seeking DCLA capital funding.
2. Create mechanisms for organizations to pool resources and encourage block buying of resources and materials.
 - City agency or not-for-profit third party to pursue collective purchases of insurance.
 - Expand access to shared administrative and general operating resources.



CITYWIDE COORDINATION

Arts and culture funding, collaboration, and coordination across City Agencies.

SUPPORT CULTURE ACROSS AGENCIES

1. Partner with other City agencies to ensure the needs of the cultural community are considered in all community and economic development and planning processes.
 2. Develop RFPs for mixed-use developments which give preference to proposals that include cultural organizations on the development team.
 3. Help artists and cultural organizations navigate city government rules, regulations, and permitting.
 4. Hold meet-and-greet sessions for cultural organizations and City agencies to facilitate collaboration and share information on upcoming opportunities.
-

STRENGTHEN INTERAGENCY AND INTERGOVERNMENTAL COLLABORATION

1. Formally coordinate efforts to support and integrate culture across City agencies. Facilitate collaboration between agencies, sectors, and initiatives.
2. More effectively communicate cultural funding opportunities and programming citywide via existing information systems such as NYCHA Journal and libraries.



ARTS, CULTURE & SCIENCE EDUCATION

Support and increase culturally-relevant, diverse and inclusive arts, culture, and science education in and out of school.

STRENGTHEN AND PROMOTE HIGH QUALITY, DIVERSE, AND SEQUENTIAL ART, CULTURE, AND SCIENCE EDUCATION FOR EVERY CHILD IN NYC PUBLIC SCHOOLS

1. Promote and support arts instruction across grades K-12.
 2. Encourage arts, culture, and science collaborations between elementary, middle, and high school students.
 3. Further integrate arts and science education in Pre-K curricula.
 4. Enhance arts education for English Language Learners (ELL) and students with disabilities.
 5. Explore complementary certification programs for arts education specialists with additional proficiencies such as teaching ELL or students with disabilities.
-

INCREASE ACCESS TO INCLUSIVE, CULTURALLY-RELEVANT, AND CULTURALLY RESPONSIVE PROGRAMMING FOR STUDENTS, OLDER ADULTS, AND THEIR FAMILIES

1. Replicate successful program models like Urban Advantage, which partners science-based cultural organizations with public schools for learning opportunities
 - Work with the city's cultural organizations to train teachers and administrators and to educate students.
 2. Integrate arts and culture in all subjects. Collaborate with arts and/or museum educators.
 - Expand the pool of arts and cultural organizations that deliver services in and after school.
 - Support, expand, and adapt models like DOE Summer in the City initiative.
 3. Expand free and affordable afterschool arts and culture programs citywide. Offer assistance to school administrators seeking culturally-relevant partners.
 - Facilitate every school superintendent to develop relationships with arts, cultural, and science organizations.
 - Adapt models like Teen Thursdays afterschool initiative.
 4. Make possible more frequent school field trips and assemblies to learn about and celebrate cultures reflective of New York City's diversity.
 5. Share information for arts educators, administrators, teachers, and principals on inclusive, culturally relevant curricula and programming.
 - Facilitate two-way learning between teachers and the students and their families.
 6. Support older adults as arts educators.
 7. Encourage participation in creative aging programs citywide for NYC seniors.
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ARTS, CULTURE & SCIENCE EDUCATION

(CONTINUED)

Support and increase culturally-relevant, diverse and inclusive arts, culture, and science education in and out of school.

DIVERSIFY AVAILABLE CITY RESOURCES FOR ARTS, CULTURE, AND SCIENCE-BASED ORGANIZATIONS

1. Expand the availability of neighborhood spaces through school/CBO partnerships for cultural uses that benefit local families, educators, and artists.
 2. Expand public school access to Materials for the Arts (MFTA) across all grades and content areas.
 3. Coordinate efforts across agencies to provide quality arts, culture, and science education during and after-school hours.
-

INVEST IN THE LONG-TERM DIVERSIFICATION OF THE ARTS, CULTURE, AND SCIENCE FIELDS

1. Support programs that promote arts and culture career pipelines for individuals in underserved communities, such as DCLA/CUNY Cultural Corps.
2. Support professional development and fellowships for educators and teaching artists from underrepresented groups, including people with disabilities.



HEALTH OF THE CULTURAL SECTOR

Create conditions to support individual and organizational members of the arts, culture, and science fields to achieve their full potential.

SUPPORT EXPANDED EMPLOYMENT OPPORTUNITIES FOR LOCAL ARTISTS AND ARTS, CULTURAL, AND SCIENCE WORKERS

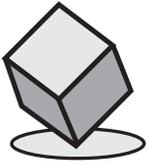
1. Work with grantees to understand the opportunities and obstacles to providing sufficient compensation to artists and culture workers.
 2. Create and promote financial management opportunities for artists and cultural workers.
 - Help make accessible financial literacy training.
 - Share information on union eligibility and benefits.
 3. Broker connections between non-profit and for-profit cultural businesses and organizations and City business services.
 4. Collaborate with partner organizations to increasingly support individual artists through direct grants, including to fiscally-sponsored artists.
-

SUPPORT INTERDEPENDENCE AND COLLABORATION

1. Encourage cooperative organizational models and partnerships, including shared administrative tools, co-working spaces, and shared board members.
 2. Help community-based networks to learn from one another, coordinate their efforts, and scale up through collective action.
 3. Support increased marketing efforts by the City and other stakeholders to promote the broadest range of arts and cultural offerings citywide.
 4. Work closely with the Mayor's Office of Media and Entertainment (MOME) to promote literary arts and the publishing industry including independent bookstores.
 5. Work toward safe and open environments for DIY and alternative arts spaces in collaboration with City agencies.
 6. Develop mechanisms to support groups beyond established 501(c)(3) organizations.
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RESOURCE ARTS, CULTURE, AND SCIENCE ORGANIZATIONS FOR SUCCESS

1. Explore changes to the Department of Cultural Affairs' grant programs.
 - Consider general operating support.
 - Consider multi-year support to groups of all budget sizes.
 2. Streamline grant application processes.
 3. Support the Trust for Cultural Resources and the facilitation of capital projects.
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ART & CULTURE IN PUBLIC SPACE

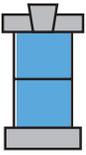
Increased access to public spaces, inclusive and community-specific selection, and programming, as well artists' ability to work in public spaces.

INCREASE OPPORTUNITIES FOR ARTISTS TO WORK IN NEW YORK CITY GOVERNMENT AND PUBLIC SPACE

1. Work to remove barriers and support stakeholders in navigating the permitting process for art and cultural programming in public space.
2. Create mechanisms for artist-led and artist-initiated projects in public space and/or with City government.
 - Sustain and expand Public Artists in Residence (PAIR) program which embeds artists in city government to use creative practice to address civic challenges.
3. Create a resource guide for artists who work in public spaces.
4. Increase support for the Percent for Art program.
 - Support the maintenance of completed Percent for Art projects.
 - Create opportunities to support socially engaged practices in combination with Percent for Art commissions.
5. Encourage inclusion of public art in all development projects on private sites.

ACTIVELY ENCOURAGE, SUPPORT, AND STRENGTHEN PUBLIC SPACES AS VITAL PLACES FOR CREATIVE EXPRESSION AND COMMUNITY BUILDING

1. Actively encourage and support diverse programming in neighborhood plazas.
 - Provide technical assistance and support to neighborhood plaza managers to connect and partner with local cultural organizations and artists.



NEIGHBORHOOD CHARACTER

Prevent displacement of culture and communities through participatory planning and community development.

SUPPORT ARTS, CULTURAL, AND SCIENCE PROGRAMS IN ALL NEIGHBORHOODS, IN ALL BOROUGHES

1. Map more inclusive data on cultural participation and inform equitable resourcing of support.
 - Collaborate with communities and researchers to identify cultural assets and distribution of funding.
 - Survey communities about their cultural priorities and access to culture.
 2. Resource local arts councils to play a greater role in the support of cultural organizations and individual artists with funding and technical assistance.
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RAISE AWARENESS AND PROMOTE BELONGING IN NEIGHBORHOOD ARTS AND CULTURAL ENVIRONMENTS

1. Partner with City agencies and community stakeholders to support cultural preservation in neighborhoods across all five boroughs.
 2. Support coordinated marketing campaigns and information sharing to publicize existing neighborhood assets and programs across all boroughs.
 - Leverage existing platforms for coordinated citywide campaigns to more widely communicate neighborhood-based arts and culture information to New Yorkers.
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ENSURE THAT THE SUPPORT OF NEIGHBORHOOD-BASED ARTS AND CULTURE ENABLES EXISTING COMMUNITIES AND CULTURES TO THRIVE IN PLACE

1. Baseline DCLA's Building Community Capacity program and target support in high-needs neighborhoods as identified by the Social Impact of the Arts Project (SIAP) study.
 2. Encourage private philanthropy to support local arts and culture in low-income neighborhoods and diverse communities.
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STRENGTHEN AND PROTECT THE EXISTING CULTURAL INFRASTRUCTURE OF NEW YORK CITY

1. Incorporate local arts and culture organizations and priorities in neighborhood planning and re-zoning.
 2. Support Urban Design Pilot Projects. Utilize collaborative partnerships to create urban design projects that strengthen local identities alongside rezonings.
 - Collaborate with community organizations, artist groups, business improvement districts (BIDs), and others in neighborhood-based design projects.
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