

STRATEGIES

NEIGHBORHOOD CHARACTER

OBJECTIVE 1

Support arts, cultural, and science programs in all neighborhoods, in all boroughs

STRATEGY

Map more inclusive data on cultural participation and inform equitable resourcing of support. I

- » Collaborate with communities and researchers to identify cultural assets and distribution of funding.
- » Survey communities about their cultural priorities and access to culture.

TIMEFRAME: Medium **PARTNER(S):** DCLA, Private Sector

Resource local arts councils to play a greater role in the support of cultural organizations and individual artists with funding and technical assistance. I

TIMEFRAME: Medium **PARTNER(S):** DCLA, Cultural Community and Arts Councils

OBJECTIVE 2

Raise awareness and promote belonging in neighborhood arts and cultural environments

STRATEGY

Support coordinated marketing campaigns and information sharing to publicize existing neighborhood assets and programs across all boroughs. I

- » Leverage existing platforms for coordinated citywide campaigns to more widely communicate neighborhood-based arts and cultural information to New Yorkers.

TIMEFRAME: Medium **PARTNER(S):** DCLA, MOME

Partner with City agencies and community stakeholders to support cultural development in neighborhoods across all five boroughs. I

TIMEFRAME: Long **PARTNER(S):** DCLA, Cultural Community, HPD, Landmarks, MOME, NYCEDC

PRIORITY

- I** = IMPLEMENT
- P** = PROMOTE
- E** = EXPLORE

ABBREVIATIONS

DCP = Department of City Planning
 HPD = Housing Preservation and Development
 MOME = Mayor's Office of Media and Entertainment
 NYCEDC = New York City Economic Development Corporation

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OBJECTIVE 3

Ensure that the support of neighborhood-based arts and culture enables existing communities and cultures to thrive in place

STRATEGY

Baseline DCLA's Building Community Capacity program and target support in high-needs neighborhoods such as those identified by the Social Impact of the Arts study. I

TIMEFRAME: Immediate **PARTNER(S):** DCLA

Encourage private philanthropy to support local arts and culture in low-income neighborhoods and diverse communities. I

TIMEFRAME: Short **PARTNER(S):** Private Sector

OBJECTIVE 4

Strengthen and protect the existing cultural infrastructure of New York City

STRATEGY

Incorporate local arts and cultural organizations and priorities in neighborhood planning and re-zoning processes, such as PLACES and Neighborhood Planning Playbook. I

TIMEFRAME: Medium **PARTNER(S):** DCLA, DCP, NYCEDC, HPD

Support Urban Design Pilot Projects. Utilize collaborative partnerships to create urban design projects that strengthen local identities alongside re-zonings. E

» Collaborate with community organizations, artist groups, business improvement districts (BIDS), and others in neighborhood-based design projects.

TIMEFRAME: Long **PARTNER(S):** DCLA, Private Sector

Underrepresented groups and/or diverse communities are inclusive of racial and ethnic groups; people with disabilities; LGBTIQ populations; women, transgender, and gender non-conforming individuals; indigenous, immigrant, and refugee populations; English-as-a-second-language or non-English language speakers; older adults and youth; and low-income New Yorkers.

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