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.
» 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.

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.
» 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.

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

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

PRIORITY
I = IMPLEMENT
P = PROMOTE
E = EXPLORE
Underrepresented groups and/or diverse communities are inclusive of racial and ethnic groups; people with disabilities; LGBTQ 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.

**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.

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

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

**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.

**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.

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

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

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DCP = Department of City Planning
HPD = Housing Preservation and Development
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