"This Community Cultural Plan is very real. It is an unmistakable call to action by the cultural community, Arts Council Napa Valley, and the general public boldly joining hands to accomplish what we have long needed ... an assessment of and plan for the arts in Napa Valley.

If you’ve not read the Plan, take five minutes and do so. You’ll be impressed with how thoroughly imagination has been fused with practicality, first in defining our goals and then in outlining ways of achieving them.

In it you will find attainable near term and future goals. Equally significant is the fact that it concentrates on fleshing out a road map of ‘how’ we can move from theory to practice. Imagine, hundreds of our citizens filling the meeting hall on multiple occasions to discuss the role of arts in our valley, how best to provide a firm foundation for them to flourish, how to provide exposure to these mysteries and joys for our children, and how to make the Arts available to all segments of our community. Accompanying these broad topics were spirited discussions on public funding for the arts, public policies designed to advance the cultural community, advertising and marketing the work product of our local arts community, coordinating our art calendars to avoid self-defeating duplication, and arts in education.

This is not fantasy. In wrapping our arms around the Cultural Plan we’re crossing into new territory not only for planning, advancing, and funding the arts but also for opening them finally to the broadest audience possible.

I am thrilled by the sense of energy and optimism in this community. This is a citizen movement you’ll be pleased and eager to support, one that you can participate in to any degree that suits you, from simply attending a performance to joining a committee. Watch the Arts Council’s website and calendar. Give us your suggestions, stay in touch, and please be a part of this outstanding movement for the arts."

— Alvin Lee Block
Chair, Napa County Arts and Culture Commission
This plan is a culmination of over a year of exhaustive research, including interviews with community leaders, surveys of artists and arts organizations, the creation of a cultural database, the “mapping” of the Napa Valley cultural landscape, a comprehensive study of arts education in the county, and “town hall” public community meetings in each city and town in Napa Valley. Over 800 citizens from all across the county participated, lending their ideas, vision, and talents to this process to create the first-ever countywide cultural plan in this community.

In April of 2006, the Napa Valley Community Foundation and Arts Council Napa Valley (ACNV) called together a group of local arts and community leaders to take a hard look at the arts sector in Napa County. What they found was a sector in trouble: not enough local audience to fill venues, the loss of twelve arts organizations in less than two years, a large artist population with little exhibition or studio space, the fatigue of arts donors, and a massive untapped market of millions of visitors who were largely unaware of Napa Valley arts. The explosion of local arts over the last ten years created a wealth of arts opportunities, but the lack of planning and coordination within the sector left it on the verge of collapse.

With beautiful new arts venues, hundreds of talented artists, numerous arts groups, and the potential of Napa Valley as an arts destination before them, the coalition of arts leaders saw the clear need for countywide arts planning, and designated ACNV as the agency to lead the process.

All of the information gathered was analyzed by a countywide Strategy Team. Working with ACNV staff and planning consultant Morrie Warshawski, the Team created this Community Cultural Plan, based entirely on the input and information gathered over the past year.

This critical effort could not have happened without the visionary support and guidance of the Napa Valley Community Foundation. ACNV is also grateful to the Napa County Board of Supervisors, the William and Flora Hewlett Foundation, the California Arts Council, the National Endowment for the Arts, and Napa Valley Heritage Fund for their support, as well as the generous individual donors, business donors, in-kind donors and volunteers, all of whom helped make this planning possible.

It is our hope that this Community Cultural Plan will enliven and strengthen our arts sector, leading to richer lives for all Napa County residents and visitors, and creating a means to bring this community together through compelling cultural experiences.

– Michelle Williams
ACNV Executive Director
“I think Napa Valley is a very creative environment, not just for wine and taking care of the vineyards, not just taking care of city government. There is a wonderful energy that doesn’t get enough attention, whether it’s dance or sculpture.” – Town Hall Participant

“We must get the most diverse group of people possible to make this happen. Risk galore. This is worth fixing, and it can get better. We need everyone’s wisdom.”

– Discovery Interview Quote

“Napa does not need to be a step-child when it comes to art. Other communities with fewer cultural events, fewer great restaurants and less natural beauty have managed to establish themselves as beacons of art.”

– Artist Survey Quote
I. CORE VALUES
1) We believe that self-expression is everyone’s birthright.
2) We believe the arts can serve as a common language.
3) We believe the arts are critical to a healthy economy.
4) We believe the arts allow us access to our past, to ourselves, and to each other.
5) We believe the arts give us a sense of place, and of home.

II. VISION STATEMENT
What we Hope to Be, Become, and Be Known For in 2012

1) PUBLIC POLICY
Integrated public funding and policies that promote, support and sustain the arts in Napa County.

2) FACILITIES
Creative, adaptive re-use of existing spaces to support artistic and cultural activities.

3) MARKETING
An inclusive and innovative cooperative plan that makes the arts accessible and compelling to everyone.

4) YOUTH IN OUR COMMUNITY
To be embraced, inspired, challenged, fulfilled and stimulated in an inclusive setting.

5) FUNDING
Balanced and generous contributions from and cooperative partnerships with private and public sectors.

6) ARTS COUNCIL NAPA VALLEY
Advocates for and promotes Napa Valley arts.

III. STRATEGIC DIRECTIONS

1) BUILD EFFECTIVE AWARENESS OF THE ARTS
The intent of this strategic direction is to build a larger audience for the arts by engaging the local community, strengthening partnerships and leveraging resources within the arts sector and between our cities, and realizing the potential impact of cultural tourism.

2) ENSURE INCLUSION
The intent of this strategic direction is to ensure that Napa County’s population and its diverse cultural traditions are reflected in our arts community, and to make local arts accessible to all.

3) ESTABLISH EFFECTIVE ARTS PUBLIC POLICIES
The intent of this strategic direction is to create public policies that support, expand, and nurture local arts.

4) MAXIMIZE AND MINE ARTS RESOURCES
The intent of this strategic direction is to match available spaces to arts needs and create mutually beneficial partnerships between businesses and the arts.
#1: BUILD EFFECTIVE AWARENESS OF THE ARTS

The intent of this strategic direction is to build a larger audience for the arts by engaging the local community, strengthening partnerships and leveraging resources within the arts sector and between our cities, and realizing the potential impact of cultural tourism.

GOALS

1. INCREASE LOCAL AWARENESS OF THE ARTS SECTOR.
   Objectives:
   a. Expand functionality and visibility of www.nvarts.org (the ACNV Online Arts Calendar) as a common resource to reach local audiences.
   b. Develop and implement a community awareness campaign for local arts, using the resources of the art sector, cities, Napa Valley Conference and Visitors Bureau (NVCVB), hospitality industry, vintners and business communities.
   c. Discover and use local natural and historical resources, as well as new development, as a means to promote and celebrate local arts.
   d. Engage and educate local and regional media on arts offerings, and on the importance of arts to the Napa Valley community.
   e. Increase public participation in city and county meetings.

2. INCREASE CULTURAL TOURISM.
   Objectives:
   a. Expand functionality and visibility of www.nvarts.com as a common resource to reach regional, national and international visitors.
   b. Build on the community awareness campaign by developing and implementing a joint marketing/PR advertising campaign for Napa Valley arts, targeting regional, national and international visitors, and using the resources of the art sector, cities, NVCVB, hospitality industry, vintners and business communities.
   c. Identify and support distinctive programs and events that act as a draw for cultural consumers to Napa Valley.

3. IMPROVE THE COORDINATION & COMMUNICATION BETWEEN ARTS ORGANIZATIONS.
   Objectives:
   a. Promote local organizations’ use of www.nvarts.com for planning future events and exploring future partnerships.
   b. Provide opportunities for arts leaders and staffers to meet for networking, facilitating potential partnerships between members.
   c. Develop incentives and rewards for partnerships and cooperation through policies for funding and resource development.
#2: ENSURE INCLUSION

The intent of this strategic direction is to ensure that Napa County’s population and its diverse cultural traditions are reflected in our arts community, and to make local arts accessible to all.

GOALS

1. SUPPORT EMERGING ART FORMS AND DIVERSE CULTURAL TRADITIONS.
   Objectives:
   a. Identify emerging artists and outlets for diverse cultural offerings.
   b. Identify and direct funds to support emerging and diverse artists.
   c. Encourage demographic diversity on arts non-profit boards.
   d. Identify the diverse cultural organizations in Napa County and encourage their participation in www.nvarts.org and other marketing opportunities.

2. EXPAND ARTS IN SCHOOLS AND STRENGTHEN YOUTH ARTS OPPORTUNITIES PROVIDED BY ARTS ORGANIZATIONS.
   Objectives:
   a. Identify and direct funds for “artists-in-residence” in schools and opportunities for youth to experience the arts.
   b. Create centralized information bank and resources for schools, artists and arts organizations for arts programming.
   c. Conduct and publish results of arts in education survey of programming available to youth through local schools and organizations, and based on that research, create a master plan for arts education in Napa County.
   d. Create mentoring & externship programs at local arts non-profits.
   e. Provide professional training for artists and teachers in best practices in art education.

3. PROMOTE RELEVANT, AFFORDABLE, AND GEOGRAPHICALLY ACCESSIBLE CULTURAL OFFERINGS FOR ALL NAPA COUNTY POPULATIONS.
   Objectives:
   a. Establish a vehicle for performing arts facilities to make empty seats available to the underprivileged and underserved populations of the county at low or no cost.
   b. Explore transportation alternatives for youth, seniors, or other non-driving populations.
   c. Research better ways to communicate with and involve the Spanish speaking community in local arts opportunities and events, including the translation of all collateral materials into Spanish.
   d. Provide/refer technical resources and support for meeting ADA codes and legislation.
   e. Create opportunities for the creative population of Napa County to gather on a regular basis.

#3: ESTABLISH EFFECTIVE ARTS PUBLIC POLICIES

The intent of this strategic direction is to create public policies that support, expand, and nurture local arts.

GOALS

1. **BUILD A COALITION OF INFORMED ARTS ADVOCATES.**
   
   **Objectives:**
   
   a. Provide compelling arts advocacy training on key arts issues that affect Napa Valley to artists and arts organizations, interested and supportive businesses, community members, and elected officials.
   
   b. Create a system to energize the community over arts issues.
   
   c. Educate and involve elected officials in cultural activities.
   
   d. Conduct & publish an Economic Impact Study of the arts, and use the data to educate government, funders, and the public on the economic impact of the arts in Napa County.

2. **CREATE PUBLIC FUNDING SOURCES FOR THE ARTS.**

   **Objectives:**
   
   a. Identify key donors for public/private partnerships.
   
   b. Cooperatively develop a sustainable percentage allocation for art policies at city and county levels supporting public art.
   
   c. Research other models of public support for artists and arts organizations, and develop a plan to implement appropriate policies.

3. **DEVELOP ARTS POLICIES THAT SUPPORT THE CREATIVE ARTS IN PARTNERSHIP WITH THE GOVERNMENT AND BUSINESS COMMUNITIES.**

   **Objectives:**
   
   a. Identify existing policies on city and county levels that affect the arts, and change policies that are not arts-friendly.
   
   b. Work with city and county staff to create an arts component in City and County Master Plans.
   
   c. Provide zoning and developer incentives to encourage and reward creation and retention of affordable spaces for artists to create and present work.

"If the people of this valley truly want art, for the spiritual and commercial meaning of it, then I wonder if it’s not time when a serious dialogue should begin for public funding for the arts." – Town Hall Participant

**PHOTO CREDITS:**

- T) Angwin Artist, William Calnan III, working on his Sonoma Square mural, www.allmediart.com, photo courtesy Sonoma Index Tribune
- V) Visitors tour the di Rosa Preserve sculpture meadow, featuring the Mark di Suvero sculpture, For Veronica, painted steel, photo courtesy di Rosa Preserve, www.dirosapreserve.org
#4: MAXIMIZE AND MINE ARTS RESOURCES

The intent of this strategic direction is to match available spaces to arts needs and create mutually beneficial partnerships between businesses and the arts.

GOALS

1. CREATE CO-LOCATED STAFF & FACILITY PARTNERSHIPS.
   
   Objectives:
   
   a. Identify potential areas of opportunity for co-located staff.
   
   b. Identify funding and create a process that facilitates partnerships between organizations.

2. MATCH AVAILABLE SPACE WITH ARTS NEEDS.
   
   Objectives:
   
   a. Identify existing spaces that can be utilized as studio, rehearsal, exhibition, or performance space.
   
   b. Create a process to match the needs of artists and groups with the available spaces.
   
   c. Identify funding sources to complete and expand the comprehensive facilities database.
   
   d. Create a way for the public to easily access and continually update the facility database.

3. PARTNER BUSINESSES WITH ARTISTS, ARTS ORGANIZATIONS & ARTS EVENTS.
   
   Objectives:
   
   a. Identify needs and opportunities for matching potential partners.
   
   b. Create a process for artists and arts groups to network with potential business partners.
   
   c. Create a "Business Council for the Arts": a sub-group of businesses that want to support the arts.
   
   d. Bring together vintners who are interested in the arts to form a coalition of collective supporters.


"[Our work] provokes, stimulates, enlightens the community on a wide variety of issues of importance in today's world." — Artist Survey Quote
LIST OF PARTICIPANTS

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Kristina Young, ACNV Program Manager
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Kristine Cummins, ACNV Webmaster

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Karin Young
Participating Napa County Organizations, Agencies, Schools & Businesses

Alta Heights Elementary School
American Canyon Arts Foundation
American Canyon Middle School
Angwin Community Teen Center
ArtLinks
Avis Mander Photography
Bedford Gallery
Bel Aire Park Elementary School
Blue Oak Lower & Middle School
Boys & Girls Club of Napa Valley
Branham Cottage Inn
Browns Valley Elementary School
Calistoga Art Center
Calistoga Chamber of Commerce
Calistoga Elementary School
Calistoga Joint Unified School District
Calistoga Junior/ High School
Calistoga Pottery
Canyon Oaks Elementary School
Capell Valley Elementary School
Corneros Elementary School
Casa de la Cultura
CDI
Chandra Cerrito Contemporary
City of American Canyon
City of Calistoga
City of Napa
City of St. Helena
City of Yountville
City Council of Calistoga
City Council of Napa
City Council of Yountville
Coldwell Banker Brokers of the Valley
Community Resources Commission
Controlled Wrinkles
Copio: The American Center for Wine, Food & The Arts
Crissort Fine Arts
Culture Places
CyberMill Technology Center
Dazzling Lites Glass Studio
di Rosa Preserve: Art & Nature
Donaldson Way Elementary School
Dreamweavers Theatre
The Gordon Huether Studio
First Christian School
Follies du Vallee
Footehills Adventist Elementary School
Friends of Napa River
Hess Collection Winery
Honig Vineyard & Winery
Hopper Creek Montessori
I. Wolk Gallery
Il teatro calamori
Jessel Gallery
Justin-Siena High School
KEddy Art
Kolbe Academy
Lincoln Theatre
Manoleo Hawaiian Cultural Foundation
McPherson Elementary School
Meadowood Napa Valley
Mindful Garbage
MJ Schaer Gallery
Mt. George Elementary School
Mummi Napa
Music in the Vineyards
Napa Chamber of Commerce
Napa City-County Library
Napa County Arts Commission
Napa County Office of Education
Napa County Board of Supervisors
Napa County Transportation & Planning Agency
Napa Downtown Merchants Association
Napa General Store
Napa High School
Napa Life
Napa Regional Dance
Napa River Inn
Napa School of Music
Napa State Hospice
Napa TV
Napa Valley Arts Association
Napa Valley Art Supplies
Napa Valley Arts & Lectures
Napa Valley College
Napa Valley College Fund
Napa Valley Community Foundation
Napa Valley Conference and Visitors Bureau
Napa Valley Economic Development Corporation
Napa Valley Heritage Fund
Napa Valley Language Academy
Napa Valley Museum
Napa Valley Opera House
Napa Valley Photographic Society
Napa Valley Register
Napa Valley Symphony
Napa Valley Unified School District
Napa Valley Writers’ Conference
Napa Valley Youth Symphony
Napaloha
The Nest
New Level Group
New Technology High School
Nimbus Arts
Northwood Elementary School
OM-I
On the Move
One World Percussion
The Oxbow School
Pacific Union College (PUC)
PUC Elementary & Middle School
PUC Prep School
Paint Doubers
Phillips Edison Charter School
Photos by Marissa
Pope Valley School
Pueblo Vista Alternative Program
Redwood Middle School
Rhythm Magic
River Middle School
Salvador Elementary School
Shearer Charter School
Small Business Development Center
Snow Elementary School
St Helena Catholic School
St. Helena Elementary School
St. Helena High School
St. Helena High School Parent Group
St. Helena Primary School
St. Helena Star
St. Helena Unified School District
St. John the Baptist Catholic School
St. John’s Lutheran School
Steve Gordon Gallery
Sunrise Montessori School
SupperTime Restaurant
The White Barn
Tucker Farm Center
Valley Oak High School
Vichy Elementary School
Vista High School
V.O.I.C.E.S.
VOENA
Waldorf School
Waldorf School of Sonoma County
Walnut Elementary School
Wally Rock Music and Dance
West Park Elementary School
Whimsy Works
The Young School
Yountville Elementary School
Yountville Sun

Images of Our Cultural Planning Process:
• 1) Cultural Planning Consultant Morrie Warshawski, speaking at the St. Helena Town Hall Meeting
• 2) Guitarist Michael Howard, performing before the Napa Town Hall Meeting
• 3 & 4) Town Hall Participants adding their “Most Memorable Arts Experiences” to the group mural that hung at every meeting
• 5) ACNV Executive Director, Michelle Williams
• 6) Casa de la Cultura’s Ballet Folklorico dancers before their Calistoga Town Hall meeting performance
• 7) Arts Commissioner, Judith Caldwell, and NV Symphony Executive Director, Richard Aldag, chat before the Town Hall Workshop at NV Opera House

ARTS COUNCIL NAPA VALLEY gratefully acknowledges the following donors, sponsors, & foundations for their support of this community cultural plan:

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Paulo Brooks & Robert Cook
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Mildred de Domenico
Dey Leadership Fund
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Peet’s Coffee and Tea
Premier Pacific Vineyards,
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Safeway
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Sunshine Foods
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