May 14, 2019

Board of Supervisors
Marin County Civic Center
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Countywide Arts and Culture Master Plan: Arts, Culture, Action, Marin!

Dear Board Members:

RECOMMENDATION: Accept the Countywide Arts & Culture Master Plan: Arts, Culture, Action, Marin!

Overview
Arts, Culture, Action, Marin! reflects our community's vision to ensure a rich artistic future for all residents and visitors. The plan is the product of extensive and inclusive community outreach designed to identify residents' arts values, goals and priorities. MCA hired the Cultural Planning Group to lead a public planning process that began in June 2018. Overseen by a Committee of community and business leaders, the eight-month process engaged over 1,700 residents through interviews, surveys and community forums. We delved deeply into the priorities of diverse stakeholder groups including arts organizations, artist groups by discipline, social justice and service groups, educational institutions, and County leaders.

Our team also completed an inventory and map of Marin's 1,750 arts businesses and nonprofits that span the spectrum of artistic disciplines, as well as a countywide statistically valid survey of residents, and an Americans for the Arts economic impact study. The study documented the $76.4 million annual (2018) contribution of Marin arts nonprofits to the county's economy.
The robust goals of the resulting plan are carefully tailored to Marin's own creative landscape, and to the needs and values articulated by this community around its three overarching aims: cultivate and advance Marin as an arts and cultural center; ensure Marin's arts are by and for everyone; sustain and grow Marin's arts resources.

**Fiscal Impact**
There is no immediate fiscal impact by accepting this report. The long-term plan contemplates future public and private investment to achieve the plan goals for improved cultural facilities, programs and services. Any future public investment will be subject to subsequent actions of your Board.

Please let me know if you have any questions or concerns.

REVIEWED BY:  [ ] Auditor-Controller          [X] N/A  
[ ] County Counsel          [X] N/A  
[ ] Human Resources          [X] N/A  

Respectfully submitted,

[Signature]
Gâbriella Calicchio
Director

Attachment- Countywide Arts and Culture Master Plan