





### Pittsfield Cultural Plan







## What is Culture?

#### **Cultural Plan Video**



### Why Write a Cultural Plan?

Because a Cultural Plan can...



- address cultural accessibility needs and barriers
- shine a light on cultural assets
- help communities identify opportunities for cultural growth and development
- learn how the arts contribute to the city's economy

- inform public and private investments in the arts
- spur development of cultural facilities
- encourage public, private, and nonprofit partnerships
- set public art, festival, public space, and artist live/work space policy



But while community-wide cultural planning can help formulate aspirations and action strategies, they don't assure results.

#### Outcomes often fall short in cultural equity.



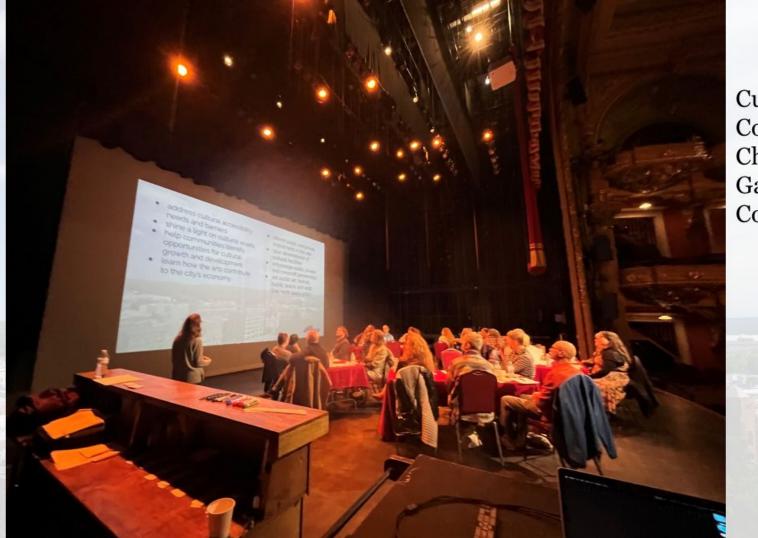
# What do we know about the arts in Pittsfield now?



#### **Cultural Snapshot:**

- 406 people work in the arts in Pittsfield (Municipal Employment Data)
- \$13,690,268 in total wages and \$649 in average weekly wages
   (Municipal Employment Data)
- 38 potential occupations related to the arts for youth (*Bureau of Labor Statistics*)
- 28+ arts establishments
- 5 Cultural Organizations participate in EBT Card to Cultural





Cultural Plan
Community
Champion
Gathering at
Colonial Theatre



# Example: Cultural Plan: Healdsburg



# Want more info? <a href="mailto:cultural.development@cityofpittsfield.org">cultural.development@cityofpittsfield.org</a>

