



Pittsfield Cultural Plan

Downtown
Pittsfield Inc.



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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



- 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
- identify existing organizations, resources in the city and how to leverage it
- encourage local, private and nonprofit partnerships
- art, music, dance and other live work opportunities

Cultural Plan Community Champion Gathering at Colonial Theatre



Example:

Cultural Plan: Healdsburg



Want more info?
cultural.development@cityofpittsfield.org

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