

COMMUNITY TOOLKIT



CREATE NYC

A CULTURAL PLAN FOR ALL NEW YORKERS

CreateNYC.org

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Office of the Mayor
Tom Finkelpearl, Commissioner



IN JUNE 2015, MAYOR BILL DE BLASIO SIGNED LEGISLATION PROMPTING NYC TO PRODUCE ITS FIRST-EVER COMPREHENSIVE CULTURAL PLAN.

THE PLAN WILL PROVIDE A ROADMAP TO GUIDE THE FUTURE OF ARTS AND CULTURE IN NYC.

COMMUNITY TOOLKIT

TEAM



**NATURALLY OCCURRING
CULTURAL DISTRICTS
NEW YORK**



**JAMES LIMA PLANNING
+ DEVELOPMENT**



HOUSE OF CAKES



BJH ADVISORS

**NYC INVESTS
MORE IN ARTS +
CULTURE THAN
ANY OTHER
CITY IN THE US.**





1,000 +
NON-PROFIT CULTURAL
ORGANIZATIONS
SUPPORTED BY DCLA

\$330M
PROVIDED FOR ART
+ CULTURE IN 2016

1.5M
POUNDS OF MATERIAL
DIVERTED FROM WASTE
STREAM TO CULTURAL
ORGANIZATIONS

330 +
COMMISSIONED PUBLIC
ARTWORKS THROUGH
% FOR ART PROGRAM



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ARTWORKS THROUGH
% FOR ART PROGRAM

\$368M
NYC DEPARTMENT OF EDUCATION
ARTS FUNDING

NYC'S CREATIVE
SECTOR EMPLOYED
ALMOST

300,000
PEOPLE IN 2013

ARTS & CULTURE IS
INTERTWINED WITH
EVERYTHING THAT
MAKES A HEALTHY
COMMUNITY



**CULTURE IS
WHO WE ARE
AND WHAT
MAKES OUR
CITY GREAT.**



CULTURE IS...

HISTORY. FOOD. PAINTING. DANCE. QUILTS.
ORIGAMI. ZOOS. MUSEUMS. MUSIC. LIBRARIES.
POETRY. CAPOEIRA. LECTURES. CELEBRATIONS.
GARDENS. ART. BBQS. FASHION. SCIENCE.
ARCHITECTURE. HIP HOP. BRAODWAY. OPERA.
OUTDOOR MOVIES. BLOCK PARTIES. PARADES.
FASHION.COMMUNITYGARDENS.DRUMCIRCLES.
PUNK. FILM FESTIVALS. NIGHT LIFE. POTTERY.
PUBLIC SPACE. GRAFFITI. WALKING TOURS.
POETRY. DRAG. BOOK READINGS. LANGUAGE
CLASSES. DRAG. DIM SUM. DESIGN. PUPPET
SHOWS. CRAFT FAIRS. CAPOEIRA. DOMINOES

THE PLAN



WHAT?

- POLICY, PROGRAM AND PROJECT (CAPITAL) RECOMMENDATIONS
- SHORT, MEDIUM AND LONG-TERM IMPLEMENTATION AND IMPACT

WHY?

- TO FURTHER SUPPORT ARTS AND CULTURE THROUGHOUT NYC
- TO HIGHLIGHT THE CRITICAL ROLE ARTS AND CULTURE PLAY IN EQUITABLE, HEALTHY AND VIBRANT NEIGHBORHOODS
- TO MAP OUT THE FUTURE OF ARTS AND CULTURE IN NYC

THE PROCESS

AUGUST - OCTOBER 2016

1

RESEARCH & DISCOVERY

OCTOBER 2016 - MARCH 2017

2

PUBLIC ENGAGEMENT



MARCH - JUNE 2017

3

DRAFT PLAN

**PUBLIC
FEEDBACK**

JULY 2017

4

CREATENYC FINAL PLAN

THE ISSUES

CreateNYC will address these issues and more...



EQUITY



**ACCESS &
INCLUSION**



**SOCIAL &
ECONOMIC IMPACT**



AFFORDABILITY



**ARTS & STEAM
EDUCATION**



PUBLIC ART



**CITYWIDE
COORDINATION**

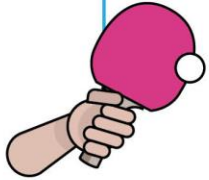


**NEIGHBORHOOD
CHARACTER**

YOUR ISSUE



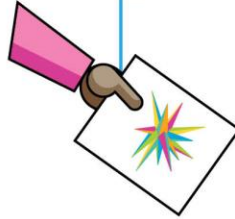
PUBLIC ENGAGEMENT



COMMISSIONER
PING PONG



? OF THE
WEEK



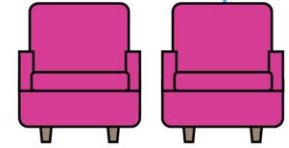
HOST FOCUS
GROUPS



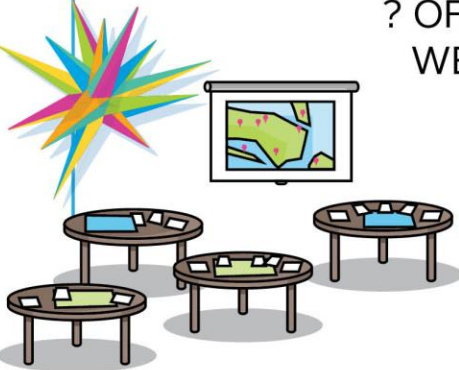
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GROUPS



INTERVIEWS



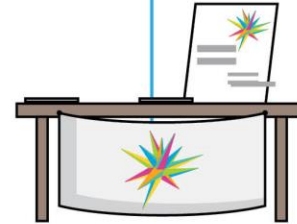
COMMISSIONER
OFFICE HOURS



WORKSHOPS



SURVEYS



EVENTS



CREATENYC
AMBASSADOR

WHAT HAPPENS TO YOUR INPUT?

AUGUST - OCTOBER 2016

RESEARCH & DISCOVERY

OCTOBER 2016 - MARCH 2017

PUBLIC ENGAGEMENT

MARCH - JUNE 2017

DRAFT PLAN



FOCUS GROUPS



ONLINE



PUBLIC WORKSHOPS

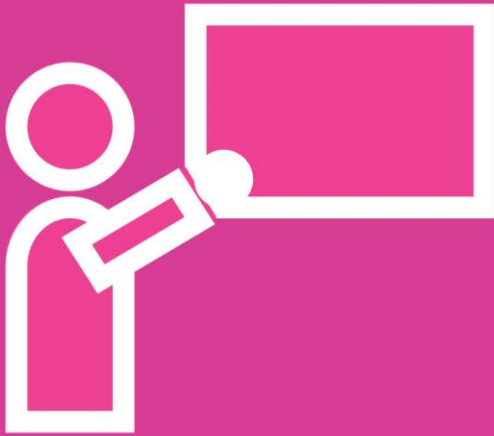
JULY 2017

CREATENYC FINAL PLAN

The final plan will bring it ALL together in one place—
a roadmap for the future of NYC arts and culture!

YOUR INPUT IS CRITICAL!

**SHOW
UP**



**STEP
UP**



**SPEAK
UP**



THANK YOU FOR COMING!

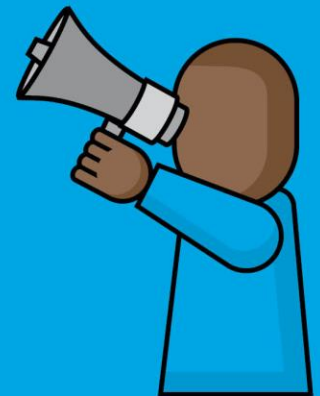
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Tom Finkelpearl, Commissioner

