



WEST VALLEY CULTURAL & HERITAGE BLUEPRINT  
2008 Report Card

**1. RECOMMENDED ACTIONS TO RECOGNIZE, STABILIZE AND STRENGTHEN EXISTING CULTURAL AND HERITAGE OFFERINGS OF EACH CITY AND ORGANIZATION SERVING WEST VALLEY RESIDENTS AND VISITORS.**

**Objective 1. A. Recognize and expand the inventory of West Valley’s arts, cultural and heritage resources.** Given the broader definition of cultural and heritage which emerged from this process, clarify what the sector includes, from nonprofit fine arts to commercial marketplace offerings.

	Action and Detail	Year	Partners to Get it Done	2008 Status
1.A.1	<p><b>Keep a current inventory of all West Valley cultural and heritage amenities.</b></p> <p>The West Valley Arts Council is already tracking cultural providers through its Arts Member program. This effort will be expanded</p> <p>Seek assistance from each municipality and homeowner association (and residential developer) to keep a centralized, current, accurate inventory of nonprofit and for-profit arts, cultural and heritage offerings.</p>	Beginning 2007 and updated at least three times a year	<p>WVAC</p> <p>Contact person at each of the 13 municipalities</p> <p>Point person at each major HOA and major developer</p> <p>AZ State Historic Preservation Office</p>	<p>WVAC has expanded its Arts Member list significantly since 2007.</p> <p>We are working through the municipalities and other non-profits to expand this effort.</p>

**Objective 1. B. Stabilize West Valley’s cultural and heritage resources.** Arts, cultural and heritage entities are a diverse lot: some are large, strong, sophisticated, well-resourced institutions with multi-million dollar annual operating budgets. Others are fully subsidized by their cities and some have been created in planned communities by developers and are either fully supported by their developers or subsidized through homeowner association fees. And yet another cadre of providers are small, lean and entrepreneurial enterprises – some of which run from the kitchen tables of very committed individuals.

1.B.1	<p><b>Use market research from this project to actively seek and encourage forms of expression for West Valley residents that residents want.</b> Public opinion survey respondents top ranked preferences were: concerts, community events and festivals, theatrical performances, dance performances, culinary arts, crafts and neighborhood beautification.<sup>1</sup></p> <p>Make connections and broker provider access in places such as city-owned facilities, public</p>	Beginning now as opportunities present themselves	<p>Established WV cultural providers.</p> <p>WV municipalities</p> <p>WV for-profit enterprise</p> <p>Academic institutions</p> <p>Other Nonprofits</p>	<p>The economy has limited expansion in this area in some ways, in other ways, WVAC has greatly expanded its programming using the results of the survey. Our BIG READ project in 2007 and 2008 led to more than 100 events and programs in a single month! These include performances – musical &amp; theatrical; readings, lectures, festivals, storytelling, etc.</p> <p>WVAC is continuing to work on</p>
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	gathering places (malls, etc)			starting a Fringe Festival which will assist with broking facilities throughout the Valley.
1.B.2	<p><b>Reinvigorate the Cultural Coalition created by WVAC</b> a few years ago and expand it to encompass providers of culture as defined in this Blueprint.</p> <p>Regularly convene and communicate with representatives from cultural and heritage sector providers for the purpose of networking, collaborative program development, marketing, promotion, etc</p>	Beginning 2007	<p>WVAC</p> <p>Include all West Valley cultural providers of every stripe.</p>	Have not reconvened the Cultural Coalition formally. For now, we have rolled this in to our Arts Membership program. Once we gain momentum with those meetings, we may branch off to this group.
1.B.3	<p><b>Develop and provide base operating guidelines to improve quality and stability of the sector.</b> Create guidelines for the various kinds of existing entities.</p>	Beginning 2008	With representatives from small, medium and large cultural providers of every stripe.	Not sure we have developed to this stage yet.
1.B.4	<p><b>Institute a series of support services:</b> Develop professional development opportunities, technical support, and capacity building programs to strengthen the sector. This might include, but not be limited to: tools, workshops, online technical assistance in areas such as: marketing, new media, technology, finance, cultural tourism, customer service, leadership, human resources, volunteerism, etc.</p>	Beginning 2008	<p>WVAC Arts Member Program</p> <p>Partner with other nonprofit support organizations which provide professional development opportunities</p> <p>Area colleges.</p>	We began this in early 2008 with a marketing & public relations workshop. We will continue this work ongoing.
1.B.5	<p><b>With city resources and support, begin to develop a series of incubators across the West Valley</b> to support emerging cultural and heritage groups/organizations. Reach out to entities which can benefit from them.</p>	Beginning 2009	<p>Established WV cultural providers.</p> <p>WV municipalities</p> <p>WV for-profit enterprise – WESTCOR, VESTPAR</p> <p>Academic institutions</p> <p>Other Nonprofits</p>	WVAC is now able to incubate young arts organizations, both through funding and space in our current location.

**2. RECOMMENDED ACTIONS TO BUILD WEST VALLEY'S ARTIST COMMUNITY ENSURING THE CRITICAL MASS OF CREATIVE INDIVIDUALS REMAINS COMMENSURATE WITH WEST VALLEY'S GROWTH.**

**Objective 2. Recognize and strengthen the community of artists living in and serving the West Valley.**

	Action and Detail	Year	Partners to Get it Done	2008 Status
2.A.1	<p><b>Build on existing information to create a more comprehensive inventory of all artists living in and serving the West Valley. Keep it current and make it accessible to the public.</b></p> <p>Store the inventory electronically to be accessed through WVAC. Promote artists and services for which artists can be contracted. Provide 'how to' information to help interested parties contact and contract with artists.</p>	Now – beginning 2007	<p>WVAC</p> <p>Arizona Arts Commission</p> <p>Cultural and heritage organizations serving the West Valley.</p>	Started in 2005 and continues to expand.
2.A.2	<p><b>Explore feasibility of creating artists live/work space in a variety of West Valley communities.</b></p> <p>Poll cities and major developers to determine where the interest is highest and resources available to construct artists' live/work space and galleries. Contact Artspace, America's leading developer of artists' live/work space to assist in determining feasibility, design, development, financing and implementation.</p>	Feasibility explored asap in 2007 – Facilities opening by 2010	<p>WVAC</p> <p>Mayors and city managers of each West Valley municipality.</p> <p>Largest developers in the West Valley.</p> <p>Artspace, Inc.</p>	Working closely with the City of Avondale to determine whether/not this is something artists in the West Valley want or whether they prefer studio space. A survey went out in July 2008 and results will be delivered to all municipalities and developers interested in this concept.
	Action and Detail	Year	Partners to Get it Done	2008 Status
2.A.3	<p><b>Expand on networking opportunities for artists of every discipline living in or serving the West Valley.</b> The West Valley Arts Council's Arts Member program provides current opportunities for artists to network. Schedule quarterly meetings.</p>	Mid-2007	<p>Arizona Arts Commission</p> <p>Cultural and heritage organizations serving the West Valley</p> <p>Gallery owners</p> <p>Largest employers of artists (Active retirement communities</p>	WVAC began the Home Art & Studio Tour in early 2008 featuring 7 working artists in the northwest Valley. This will be repeated for at least another three tours – then we hope to expand to an open studios concept. Experience tells us that by bringing artists together for these kinds of tours builds camaraderie and networks.

			such as Sun City Grand, organizations such as the Phoenix Symphony, other professional trade associations such as the Musicians' Union, schools, etc.)	
<b>2.A.4</b>	<p><b>Develop a West Valley-wide approach to support and assist artists.</b></p> <p>Provide professional development opportunities for artists that they told us they want and need. Marketing and promotion was ranked highest, followed by subsidies for professional development opportunities, and strategies (such as online directories) to boost employment opportunities.</p>	Beginning 2008	<p>Existing city arts commissions and councils.</p> <p>WV Art Museum</p>	Began in 2008. The above survey to artists also asks them what types of professional development they would like.

**3. RECOMMENDED ACTIONS TO IMPROVE THE IMAGE AND VISIBILITY OF WEST VALLEY'S CULTURAL AND HERITAGE OFFERINGS THROUGH COORDINATED WEST VALLEY-WIDE MARKETING AND PROMOTION.**

**Objective 3.A Fortify and expand upon existing strategies and information outlets to increase cultural and heritage sector visibility.**

	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>3.A.1</b>	<b>Continue to expand collaborative advertising in West Valley newspapers.</b> WVAC has begun this effort in partnership with House of Elliott Media Group.	Beginning 2007	<i>Arizona Republic</i> West Valley Newspapers WV cultural and heritage providers	Currently just cooperative opportunities in The Wester and West Valley Magazine. Other publications have been approached but we have not been successful.
<b>3.A.2</b>	<b>Pursue creation of a West Valley culture and heritage page in West Valley newspapers.</b> Include web links to the WVAC and other cultural providers.		<i>Arizona Republic</i> WV Media such as the <i>Glendale Star, West Valley View, Latino Perspectives Magazine, The Wester, West Valley Magazine, The Tribune, Daily News Sun, Wickenburg Sun, etc.</i>	
<b>3.A.3</b>	<b>Capitalize on existing communication systems of West Valley Cities to spread the word about West Valley cultural and heritage offerings.</b>  In addition to all existing strategies, collaborate with each city to determine which of their existing communication strategies (cable TV stations, web sites, etc.) can be used to raise awareness.  Create a system to implement city-by-city communications.	Late 2007	Each WV municipality	Have asked all municipalities to promote links to our website. Still need to approach the school districts.

3.A.4	<p><b>Capitalize on existing communication systems of West Valley education systems to spread the word about West Valley cultural and heritage offerings to students.</b></p> <p>In collaboration with each West Valley School district, the network of private schools and institutions of higher education, determine which communication strategies (cable TV stations, web sites, etc.) can be used to promote all West Valley offerings to West Valley students.</p> <p>Create a system to implement city-by-city communications.</p>	Beginning 2008	<p>West Valley public and private schools</p> <p>West Valley colleges and academic institutions</p>	
<b>Objective 3.B. Encourage all cultural and heritage providers (for-profit, nonprofit, large and small) to work better on co-promotion and collaborative strategies.</b>				
<b>Action and Detail</b>		<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
3.B.1	<p><b>Encourage all West Valley cultural and heritage providers to participate in Alliance for Audience strategies:</b> Ticket Marketplace, You've Got Shows email newsletter, Show Up Tix.</p>	Beginning 2007	<p>WVAC</p> <p>Alliance for Audience</p> <p>All WV cultural and heritage providers</p>	Most West Valley providers use these services. Awareness of showup.com and what it does is an issue for the whole Valley.
3.B.2	<p><b>Encourage sharing of mailing lists to build and expand public participation.</b></p> <p>A database of names was collected during the cultural planning process that will be shared with all West Valley cultural providers.</p>	2007	<p>West Valley Cultural Providers</p> <p>WVAC</p>	An ongoing effort.
3.B.3	<p><b>Develop a "season brochure" that includes all West Valley cultural providers at the beginning of each season.</b></p>	By 2008	<p>All WV cultural and heritage providers</p> <p>The Wester/WV Magazine</p> <p>WVAC</p>	Have approached The Wester and WV Magazine to do this. The economy is an issue with this right now but will push to fall of 2009.
<b>Action and Detail</b>		<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
3.B.4	<p><b>Develop clever, creative messaging strategies.</b></p> <p>Once a West Valley-wide system of quality offerings is in place, launch an aggressive messaging campaign. Develop a West Valley slogan/tag and encourage its broad use by the entire arts, cultural and heritage sector (both nonprofit and for-profit entities).</p>	By 2010	<p>All WV cultural and heritage providers</p> <p>Marketing and promotion experts</p>	This will come with the development of the Fringe Festival and other cooperative works.

3.B.5	Develop a WV Playbill shared by all WV performing arts organizations.	FY08	WVAC – all WV performing arts institutions.	Tried in 2008. Not successful. May try again in a year or two.
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4. RECOMMENDATIONS TO LEVERAGE MORE RESOURCES TO SUPPORT THE CULTURAL AND HERITAGE SECTOR: BUILD MUTUALLY BENEFICIAL PARTNERSHIPS BETWEEN THE CULTURAL AND HERITAGE SECTOR AND AGENDAS CRITICAL TO WEST VALLEY'S VITALITY AND GROWTH.				
Objective 4.A Galvanize municipal thinking about the value of arts and cultural amenities to their quality-of-life policies and their commitment to implementation.				
	Action and Detail	Year	Partners to Get it Done	2008 Status
4.A.1	For starters, encourage each jurisdiction to include recommendations from this regional Blueprint in its quality-of-life policies. Welcome each city's willingness to embrace, adopt or adapt all or part of the West Valley regional vision for culture and heritage as their own.	Now	WVAC Each city's Steering Committee Representative Each West Valley municipality	Goodyear has adopted this as their working document for the Arts and Culture Commission. Other cities have used the document as a guide for planning, etc.
4.A.2	Commend development of this Blueprint as a positive first step to encourage each WV municipality to work together on priorities they cannot easily afford or accomplish on their own.	Now	WVAC Each city's Steering Committee Representative Each West Valley municipality	Ongoing
Objective 4.B With each city, identify additional partners committed to quality of life goals who can help expedite implementation of plan priorities into their respective cities.				
	Action and Detail	Year	Partners to Get it Done	2008 Status

<b>4.B.1</b>	<p>As a first step in Blueprint implementation, with each municipality, <b>identify their city’s potential collaborative partners from business, education and civic communities able to commit resources to and assist with implementation of city priorities</b> and Valley –wide priorities identified in this Blueprint.</p> <p>Encourage their formation of a Blueprint Implementation Task Force in their city.</p>	Beginning 2007	<p>WVAC Each city’s Steering Committee Representative WESTMARC</p> <p>Potential partners named over the course of the assessment process included: Valley Forward, Arizona Architects and Engineers Marketing Association, Arizona Society of Professional Engineers, State Department of Transportation, Tribal communities (gaming) and more.</p>	Ongoing
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<b>4.B.2</b>	<p><b>Provide models and samples.</b> Provide to each city samples of public art ordinances and other revenue generating strategies for their consideration to support arts and cultural development.</p>	Beginning 2007	<p>WVAC Each city’s Steering Committee Representative WESTMARC</p>	Constantly working with each City as asked to support any new arts & culture initiatives in any way we can.
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<b>Objective 4.C Build the cultural and heritage sector into a strong, influential force.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>4.C.1</b>	<p><b>Better position the cultural and heritage sector as partners in community development.</b></p> <p>Closely monitor big agendas important to West Valley’s vitality which the cultural and heritage sector can expedite. Facilitate sector involvement by communications, information sharing, networking, relationship building and/or brokering.</p>	2007	<p>Each city’s Steering Committee Representative WESTMARC</p> <p>Well-positioned cultural and heritage providers.</p> <p>West Valley Cultural Coalition WVAC</p>	Ongoing
<b>4.C.2</b>	<p><b>Continue to advocate, coordinate and involve more West Valley cultural and heritage providers in support of regional cultural development agendas.</b></p>	2007	<p>Maricopa Partnership for Arts and Culture WVAC</p>	Ongoing

<b>Objective 4.D Generate financial support to pay for plan implementation.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>4.D.1</b>	<b>With each city, present the menu of funding mechanisms named in this plan to determine which could be the most viable for that particular city. Develop implementation strategies.</b>	Each budget cycle	Each city's Steering Committee Representative WVAC Leaders Blueprint Implementation Team	WVAC is developing a United Arts Fund approach to funding starting with the launch of a workplace giving program in 2009. Will work with cities to direct funding to WVAC to help fund this work.
<b>4.D.2</b>	<b>Work with MPAC on regional funding strategies.</b>	Beginning 2007	WVAC and cultural and heritage organizations	Ongoing. State-wide effort to increase sales tax is scheduled for 2010.

<b>5. RECOMMENDATIONS TO INCREASE CULTURAL PARTICIPATION BY MAKING OPPORTUNITIES BROADLY ACCESSIBLE, AFFORDABLE AND RELEVANT TO RESIDENTS AND VISITORS.</b>				
<b>Objective 5.A Continue efforts to bundle and creatively package entertainment offerings.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
5.A.1	<p><b>Determine how existing programs can be creatively bundled and more widely promoted to be more visible and welcoming.</b></p> <p>Share successful West Valley examples to promote this strategy.</p>	2009	<p>WVAC and other entities already successfully involved in packaging.</p> <p>WV Cultural and heritage providers well-positioned and capable to participate in packaging</p>	The Big Read and Fringe Festival are two examples of how WVAC is working to make this happen.
<b>Objective 5.B Determine strategies to extend the reach and relevance of programming.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
5.B.1	<p><b>Develop effective programming strategies based on market data and participation information provided as part of the Blueprint assessment.</b></p> <p>Use the comprehensive market data, analysis and geodemographic reports provided to each city and partner organization.</p> <p>Test market reach at least every five years to measure providers' success in achieving higher relevance.</p>	Beginning 2007	<p>All cultural and heritage providers</p> <p>Steering Committee</p> <p>City representatives</p>	Ongoing
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
5.B.2	<p><b>Consider satellite locations and multiple outlets for existing offerings.</b></p> <p>WVAC already pursuing for itself and downtown arts partners.</p> <p>Promote as a model for others those organizations already successfully programming from various locations.</p>	2008	<p>Cultural sector entities with the capacity for program mobility</p> <p>WVAC</p> <p>Municipalities and developers with space</p>	WVAC created a satellite location in Surprise in 2008. This is our first effort to operate more regionally. This will be ongoing as needed.
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
5.B.3	<p><b>Create West Valley seasonal themes.</b></p> <p>Partner with other West Valley entities such</p>	2010	<p>WVAC</p> <p>Each municipality</p> <p>Entertainment and leisure</p>	Possibly in conjunction with Valley-wide themes – an MPAC effort.

	as restaurants and movie theatres to increase the enjoyment and appeal of attending cultural and heritage events. Test strategies in resident focus groups before launching.		amenities	
5.B.4	<p><b>Offer incentives for audience development.</b></p> <p>Encourage cultural and heritage providers and nonarts entities to partner in ways that successfully reach new audiences.</p> <p>Solicit funds and assistance from municipalities and private sector enterprise.</p>	2011	<p>Entities with a vested interest in West Valley's cultural and heritage development</p> <p>WVAC</p> <p>Each municipality</p>	In future.

**6. RECOMMENDATIONS TO STRENGTHEN CULTURAL AND HERITAGE EDUCATION, ESPECIALLY ARTS EDUCATION IN WEST VALLEY SCHOOLS.**

**Priority 6. Fortify and expand existing programs in West Valley Schools.**

	Action and Detail	Year	Partners to Get it Done	2008 Status
6.A.1	<p><b>Sustain existing arts education programs (both in and after school) by WVAC and all West Valley cultural and heritage providers.</b> Publicly tout existing programs and how they positively impact student learning, life skills development, etc. Be sure parents are kept current with the value of arts programs to their children.</p> <p>Organize local, state and national advocacy efforts in support of public funding for arts education</p>	Beginning now and continuing every year	<p>WVAC</p> <p>WV Schools Superintendents</p> <p>Principals/teachers with successful programs</p> <p>PTOs/PTAs</p> <p>WV Cultural Providers</p> <p>School District Governing Boards</p>	Ongoing. WVAC continues its partnership with several WV school districts and will work to bring in funding to expand after school programs and arts integration efforts. WVAC is actively seeking funds to create an arts integration program in Peoria School District. Hope to launch in FY10.
6.A.2	<p><b>Develop an inventory of all arts education programs in West Valley Schools.</b> Update it at least every three years. Use findings to:</p> <ul style="list-style-type: none"> <li>a. Make the case for increased funding to programs in under-served schools.</li> <li>b. Help arts education providers see where needs in the West Valley exist.</li> </ul>	2008	<p>WVAC</p> <p>Steering Committee Education Representatives</p> <p>West Valley Schools</p> <p>private or education sector partner to assist</p>	Needs to happen this year. Will put a person on this project.

**6.B FORTIFY AND EXPAND EXISTING ARTS EDUCATION PROGRAMS IN COMMUNITY-BASED SETTINGS**

	Action and Detail	Year	Partners to Get it Done	2008 Status
6.B.1	<p><b>Sustain existing community-based arts education programs by WVAC and all West Valley cultural and heritage providers.</b> Publicly tout existing community-based programs and how they positively impact quality of life, community development, life skills development, etc. Be sure municipalities are kept current with the value of arts programs in their communities.</p>	Beginning now and continuing every year	<p>WVAC</p> <p>Steering Committee City Representatives</p> <p>Hosts of Neighborhood, faith-based and community-based organizations</p> <p>WV Cultural Providers</p>	WVAC's grants program will expand with the creation of a workplace giving program which will allow this to happen more quickly.
6.B.2	<p><b>Develop an inventory of all arts education programs in West Valley community based settings.</b> Update it at least every three years. Use findings to:</p> <ul style="list-style-type: none"> <li>a. Make the case for increased funding to</li> </ul>	2008	<p>WVAC</p> <p>Steering Committee Education Representatives</p> <p>West Valley Schools</p> <p>private or education sector partner</p>	Again, this year.

	<p>programs in under-served areas.</p> <p>b. Help existing community arts education providers see where needs in the West Valley exist and how to address them.</p>		<p>to assist</p>	
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<b>7. RECOMMENDATIONS TO ENHANCE COMMUNITY DESIGN AND DESIGNATE SPACE FOR CULTURAL AND HERITAGE ACTIVITY.</b>				
<b>Priority 7. Tout West Valley's community design successes.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>7.A.1</b>	<p><b>Use excellent existing examples of community design to entice and encourage good West Valley-wide design.</b></p> <p>Develop a guide for best practices.</p> <p>Encourage cities to adopt guidelines for future development.</p>	2007	<p>Valley Forward Arizona Architects, Engineers Marketing Association, Arizona Society of Professional Engineers, State Department of Transportation WVAC Each City's Blueprint Implementation Team WESTMARC</p>	<p>WVAC does not have great control over this. Would like WESTMARC to take the lead on this.</p> <p>WVAC promotes WESTMARC's Best of the West awards in general.</p>
<b>7.A.2</b>	<p><b>Build increased support for WESTMARC's annual Architectural innovation awards.</b></p> <p>Consider expanding categories to include more elements of community design such as use of public art, innovative design collaboration, innovative core density areas, etc.</p>	2008	<p>WESTMARC Arizona Architects, Engineers Marketing Association, Arizona Society of Professional Engineers, State Department of Transportation WVAC</p>	
<b>7.B Assemble a collective of well-positioned individuals capable of addressing community design issues.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>7.B.1</b>	<p><b>Hold a summit of West Valley developers, municipal leaders, architects and artists.</b></p> <p>Fashioned on Harvard University's Mayor's Institute, convene individuals in a position to act and affect community design.</p> <p>Consider developing an ongoing task force to address issues of community design and aesthetics.</p> <p>Develop practical, affordable strategies to address West Valley's community design challenges.</p>	2008	<p>Largest area developers, financial institutions who have a long-term economic interested in West Valley's success. WVAC WESTMARC</p>	<p>Need to push this to 2010.</p> <p>In the meantime, WVAC supports all municipalities' efforts to improve design and livability in our cities. We attend planning and zoning meetings, AZ One Reality Check, etc – anything that will impact the way our region grows.</p>

<b>8. RECOMMENDATION IS TO BUILD A SYSTEM OF ONGOING LEADERSHIP AND WEST VALLEY-WIDE COORDINATION TO ENSURE RECOMMENDATIONS IN THIS BLUEPRINT ARE IMPLEMENTED.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>8.A Strengthen the cultural and heritage delivery system in the West Valley.</b>				
<b>8.A.1</b>	<b>Reinvigorate the Cultural Coalition and expand it with nonprofit and for-profit arts, cultural and heritage entities as defined in the Blueprint.</b>	Now	WVAC All cultural and heritage for-profit and nonprofit providers serving West Valley residents	Again, this has been rolled in to the Arts Member program and is ongoing.
<b>8.A.2</b>	<b>Build critically needed trust!</b> Establish ongoing communication strategies and networking opportunities to better connect all West Valley arts, cultural and heritage providers – including artists.	Now	All cultural and heritage for-profit and nonprofit providers serving West Valley residents.	Ongoing. This will build as WVAC is able to fund grants in larger quantities.
<b>8.B Track and report Blueprint progress.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>8.B.1</b>	<b>Publish and widely distribute an annual report card on Blueprint progress.</b> To keep energy and enthusiasm for preliminary initiatives high on West Valleyian's radar screens, annually measure progress toward Blueprint successes: trumpet accomplishments and praise instrumental partners.  Capitalize on existing opinion gathering. Enlist cities to include common cultural and heritage questions in their annual resident surveys.	Beginning 2008	WESTMARC MPAC WVAC	This is it!
<b>8.C Reposition the West Valley Arts Council.</b>				
	<b>Action and Detail</b>	<b>Year</b>	<b>Partners to Get it Done</b>	<b>2008 Status</b>
<b>8.C.1</b>	<b>Reposition the West Valley Arts Council as facilitator and coordinator of West Valley-wide cultural development</b>  In so doing, its role will be transformed from provider to coordinator, advocate, steward, facilitator, catalyst and broker for West Valley-wide cultural development.	Starting Now	Seek assistance from other successful established West Valley entities like WESTMARC and Valley Forward,	Working on this with a recent (8/08) Branding Retreat and new Strategic Planning effort. Will roll out changes and strategy in 2009.

	<p>Consider a name change such as the <i>West Valley Partnership for Culture and Heritage</i> or <i>West Valley Alliance for Culture and Heritage</i> to more clearly convey the West Valley's participation in and support of regional cultural development goals.</p> <p>Accelerate current efforts to expand governance and staff expertise so that WVAC will have the appropriate representation and expertise to accomplish Blueprint goals.</p>			
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