

ACCESSIBILITY, ENGAGEMENT & INCLUSION

WORKING GROUP DESCRIPTION: This group focuses on the inclusion of neighborhoods in different areas in Dubuque, creating and maintaining awareness of the other; improving access to existing programs, fostering a welcoming atmosphere, create a model for engagement of marginalized groups and traditionally included groups.

Short Term | 1 - 3 years

Primary Role:

- Offer free arts participation opportunities to large number of Dubuque residents at easily accessible location and events.
- Invite people of all backgrounds to arts and cultural venues and activities.
- Staff venues and activities with diverse employees and staff who represent Dubuque's subpopulations.
- Train staff and volunteers in the provision of excellent customer service.

Secondary Role:

- Ensure new development agreements are geared toward retaining arts, culture and local character inherent in the neighborhood in which the new development will occur (to midterm).
- Conduct a market study of perceptions of Dubuque's arts and culture scene.
- Create and manage a comprehensive, shared planning calendar.
- Create and manage a comprehensive calendar of arts and cultural offerings for public use.
- Facilitate networking, communication and collaboration among artists, art organizations and creative businesses.
- Design and implement a campaign to make Dubuque residents aware of the value of arts and culture to quality of life.
- Provide accessible, relatable information and interpretation with arts and cultural offerings to cultivate deeper understanding and connection to the work, the artists, and the community.

Supporting Role:

- Establish equitable and transparent City funding mechanisms and processes to support a range of arts and cultural activity.
- Create and revise policies and procedures to encourage arts and cultural activity.

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Mid Term | 4 - 6 years

Primary Role:

- Establish early childhood arts education offerings.
- Strengthen in-school arts education for K-12 students.
- Enhance out—of-school arts free and paid arts education opportunities for students of all ages.
- Increase formal and informal learning opportunities for Dubuque residents of all ages.
- Offer activities at various times of day, geographic locations, and price points (including free).
- Make arts and cultural resources and activities available in every neighborhood in the city and county.
- Diversify genres, artistic disciplines, activities (experiences, classes, events) to better match the interest of Dubuque residents.
- Ensure safety and security for families, single people, and all ages of patrons; consider context for audiences of various racial and ethnic backgrounds.

Secondary Role:

- Hire a professional branding and communications specialist to develop and implement a campaign.
- Match existing facilities with appropriate users to ensure arts and cultural participants have adequate spaces to use.
- Study potential repurposing of current spaces that are not meeting the needs of their users or the community.
- Provide and coordinate technical training to organizations and artists.
- Connect organizations and artists to professionals, advisors, volunteers or resources who have the expertise they seek.
- Offer passes or tickets to encourage repeat visitation or visitation to multiple events and organizations.
- Establish professional development and training opportunities for artists to develop their skills.
- Establish artist exchange or visiting artist programs to bring leading professional artists to Dubuque from elsewhere, to promote creative exchange and dialogue with local artists.

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Supporting Role:

- Make art more visible in all aspects of daily life in Dubuque, whether through physical presence (public art or aesthetically pleasing functional structures) or through highlighting arts and culture through promotional efforts or everyday conversation (to long term).

Long Term | 6 - 10 years

Secondary Role:

- Evaluate the results of the campaign following implementation (ongoing).