

A photograph of a rocket launch at dusk. The rocket is ascending vertically, leaving a large, billowing plume of white and orange smoke. The launch is taking place on a launch pad with various structures visible. In the foreground, there is a body of water reflecting the light from the launch. The sky is a deep blue with some clouds.

SESSION:

# CULTURAL PLAN TO CULTURAL ACTION



## **NECOLE IRVIN**

CULTURAL TOURISM  
OFFICER, MAYOR'S  
OFFICE OF CULTURAL  
AFFAIRS



## **BETH WHITE**

PRESIDENT AND CEO,  
HOUSTON PARKS BOARD



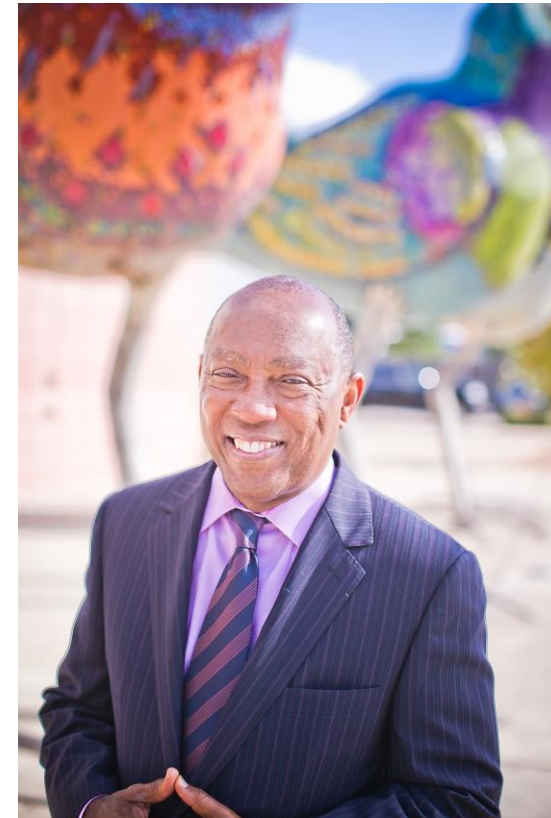
MAYOR'S OFFICE OF  
**CULTURAL  
AFFAIRS**

Houston Arts and Culture  
Houston Tourism Summit  
Necole S. Irvin  
April 25, 2019



# MOCA

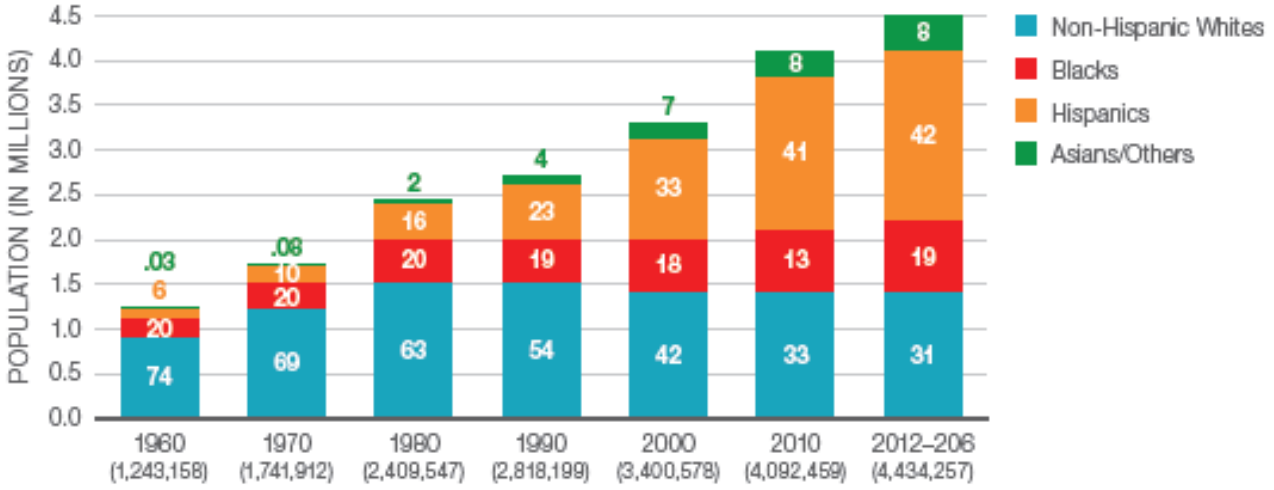
The Mayor's Office of Cultural Affairs (MOCA) advances policies and programs to foster an environment in which art and culture flourish for the sharing and benefit of residents and visitors.



Phi Beta Kappa 2018 Arts and Sciences Cities of Distinction Award

Arts and culture is central to enhancing both quality of life and quality of place, and cultural vitality flourishes where there is opportunity and broad participation.

The Demographics of Harris County by Decade (1960–2010) and from the ACS Estimates for 2012–2016



Source: U.S. Census. Classifications based on Texas State Data Center Conventions.



# Creative Economy

Houston has a total demand of **\$25.6 billion** from the local Creative Industry (10-county region) of which **\$10.5 billion** is produced and sold locally.

This data reflects a total employment of about **114,000 workers** in Creative Industries.

The demand for more investment in the Creative Industry Economy has **increased by over \$5 billion in the past 4 years** since this study was first conducted.

Source: The Creative Economy of Houston 2, 2015,



# Nonprofit Cultural Sector

The nonprofit arts and culture sector is a significant industry in Houston\*

**\$1.1 billion** in total economic activity

**25,817** full-time equivalent jobs

**\$801.6** million in household income to local residents

**\$119.3** million in local and state government revenue



**INDUSTRY  
ENERGY  
INDEPENDENCE**

+




**CREATIVITY  
DIVERSITY  
INCLUSIVITY**

=



**CREATIVITY  
POWERING  
HOUSTON**

\*AmericansForTheArts.org | #AEP5



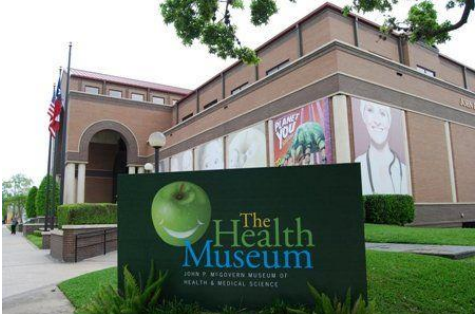
The city is home to the first and largest art car parade in the world, the largest rodeo in the world and one of the world's largest and most respected international photographic events, FotoFest.







Houston is anchored by leading museums and performing arts organizations...





...and the most Cultural Districts in the state— five — designated by the Texas Commission on the Arts. Arts District Houston has the highest concentration of artist studios in Texas—second in the nation after Hollywood.



Houston has originated groundbreaking faith, place-based and literature organizations that fuse art with human rights, community development and education ...



...the largest “always free” proscenium outdoor theatre program in country.





# Houston's Arts & Cultural Plan

- Transparency and accountability
- Expand geographic equity with a focus on neighborhoods

## CITY OF HOUSTON ARTS AND CULTURAL PLAN PRIORITIES AND RECOMMENDATIONS

PROMOTE	ENHANCE	ADVANCE
<b>ENGAGEMENT IN QUALITY ARTS AND CULTURAL PROGRAMMING.</b>	<b>THE SUPPORT SYSTEM FOR THE CITY'S DEEP CULTURAL ASSETS.</b>	<b>STRATEGIES TO STRENGTHEN THE LOCAL CREATIVE ECONOMY.</b>
Develop strategies to deliver arts and culture programs, arts education and public art into neighborhoods.	Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources.	Nurture the development of artists and creative talent.
Update the Civic Art ordinance and include some aspects of horizontal construction to include more areas of the City for Civic Art.	Join efforts to augment Hotel Occupancy Tax funding for arts and culture with a new dedicated revenue source.	Support and strengthen relationships with anchor arts and cultural institutions as key economic and community drivers.
Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with the Greater Houston Convention and Visitors Bureau and other partners.	Seek federal, state and other grants and funding opportunities available to municipalities.	Highlight and develop cultural arts initiatives that celebrate Houston's diverse artists, cultures and communities.
Develop a program of neighborhood-based cultural tourism with the Greater Houston Convention and Visitors Bureau and other partners.	Centralize Civic Art oversight in the Office of Cultural Affairs.	Advocate for systemic access to quality arts and culture education in Houston's public schools.
Implement a comprehensive City Arts and Cultural Policy to provide guidance for City initiatives and departments.	Provide increased oversight, transparency and accountability in the allocation of City arts and culture grants.	Encourage and partner with area universities, corporations, businesses and institutions to elevate and enhance arts and culture.
Assess options to expand awareness of cultural offerings via smart phones and by enhancing/replacing ArtsHound.com.	Set goals for City arts and culture grants utilizing Hotel Occupancy Tax funds and ensure a fair and equitable process for applicants.	Advance efforts for regional arts and cultural planning.
Monitor Plan indicators, evaluate contract performance and review local research surveys and reports.	Create a common process for application and reporting for all City arts and culture grants in consultation with stakeholders.	Research creating a purchasing cooperative for goods and services needed by local artists and nonprofits.
Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues.	Increase the funding available for small, emerging, culturally focused and ethnic organizations and artists.	Support State funding for area Cultural Districts designated by the Texas Commission on the Arts.
	Augment capacity building programs for Houston's arts and cultural organizations to reinforce sustainability.	Develop a public art master plan to guide the future development of the Civic Art Program.
		Utilize Economic Development partnerships to implement existing and new tools for artists and creative consumers.



## PLAN UPDATE

Implemented over 80 percent of Plan recommendations where MOCA has primary responsibility

- New City-funded grants program via Houston Arts Alliance
- Increased Communication
- Expanded engagement and investments in neighborhoods



# FESTIVALS

- 11<sup>th</sup> Indian Film Festival
- 13<sup>th</sup> Annual Houston Palestine Film Festival
- Art Car Parade Kid's Zone
- A Night of Philosophy and Ideas
- Experimental Action
- MADE (Making a Difference Everyday) Market
- Sculpture Month Houston
- Pinatafest
- Primavera Latinx
- ReelAbilities Houston Film & Arts Festival
- Rung ā Rung
- Sabor Del Northside
- Fade to Black Play Festival
- Heights Kids' Day of Music
- Houston Latino Film Festival
- Houston Ratha Jatra: Festival of Chariots
- Independence Heights Festival
- International Literature Festival Houston
- Houston AfriFEST
- Kite Festival
- Konark Festival
- Korean Festival Houston
- Lyons Avenue Renaissance Festival
- The Fourth Annual Five-Minute Mile – Theatre on the Run
- Trinity Jazz Festival
- Willow Waterhole Musicfest
- Writefest





# Public Art





# Complete Communities Cultural Strategy

Complete Communities is about improving neighborhoods so that all of Houston's residents and business owners can have access to quality services and amenities. It's about working closely with the residents of communities that haven't reached their full potential, understanding their strengths and opportunities, and collaborating with partners across the city to strengthen them.





# Complete Communities Cultural Strategy





# AFRICAN-AMERICAN ASSETS

## **Third Ward**

Project Row Houses

Eldorado Ballroom

Emancipation Park

Museum at TSU

## **5th Ward**

DeLuxe Theatre

5th Ward Jam

## **Freedmen's Town**

### **National Historic District**

The African American Library at  
the Gregory School

Rutherford B. H. Yates Museum

Bethel Church Park

Antioch Missionary Baptist  
Church (1866)

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Numerous murals by Dr. John T. Biggers

Rev. Jack Yates House in Sam Houston Park

Houston Museum of African American Culture (HMAAC)

Buffalo Soldiers Museum

The Black Cowboy Museum (Rosenberg)

Juneteenth Celebrations

The Ensemble Theater



**WHAT WOULD YOU ADD TO THIS LIST?**



@HoustonMOCA



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**Facebook**



Follow us on  
*Instagram*



# EXPLORING THE BAYOU CITY WITH BAYOU GREENWAYS



HOUSTON  
PARKS BOARD  
PARKS BY YOU

# Vision

*Thriving parks and communities **for everyone forever.***

# Mission

*Houston Parks Board creates, improves, protects and advocates for parks **for everyone.***



**HOUSTON**  
PARKS BOARD



GODWIN PARK



BRAESWOOD PARK



TANGLEWOOD DOG PARK



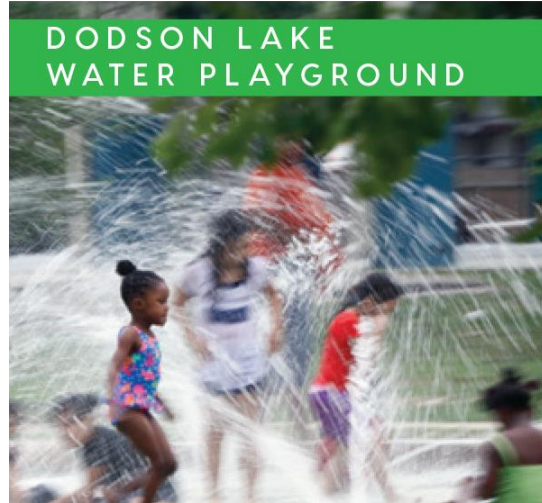
CHERRYHURST PARK LIVING WALL



THE FIRST TEE OF HOUSTON JR. GOLF FACILITY AT F.M. LAW PARK



INGRANDO PARK FUTSAL COURT



DODSON LAKE WATER PLAYGROUND



LEE AND JOE JAMAIL SKATE PARK



TANGLEWOOD PARK



CYPRESS CREEK

OAK HILL BAYOU

HALL'S BAYOU

WHITE OAK BAYOU

BUFFALO BAYOU

BUFFALO BAYOU

BACKS BAYOU

BACKS BAYOU

CLEAR CREEK





KEITH  
WEISS  
PARK

BROCK  
PARK

CULLEN  
PARK

HERMAN BROWN  
PARK

BUFFALO  
BAYOU PARK

MEMORIAL PARK

GEORGE BUSH  
STATE PARK

ART  
STOREY  
PARK

HERMANN  
PARK

EMANCIPATION  
PARK

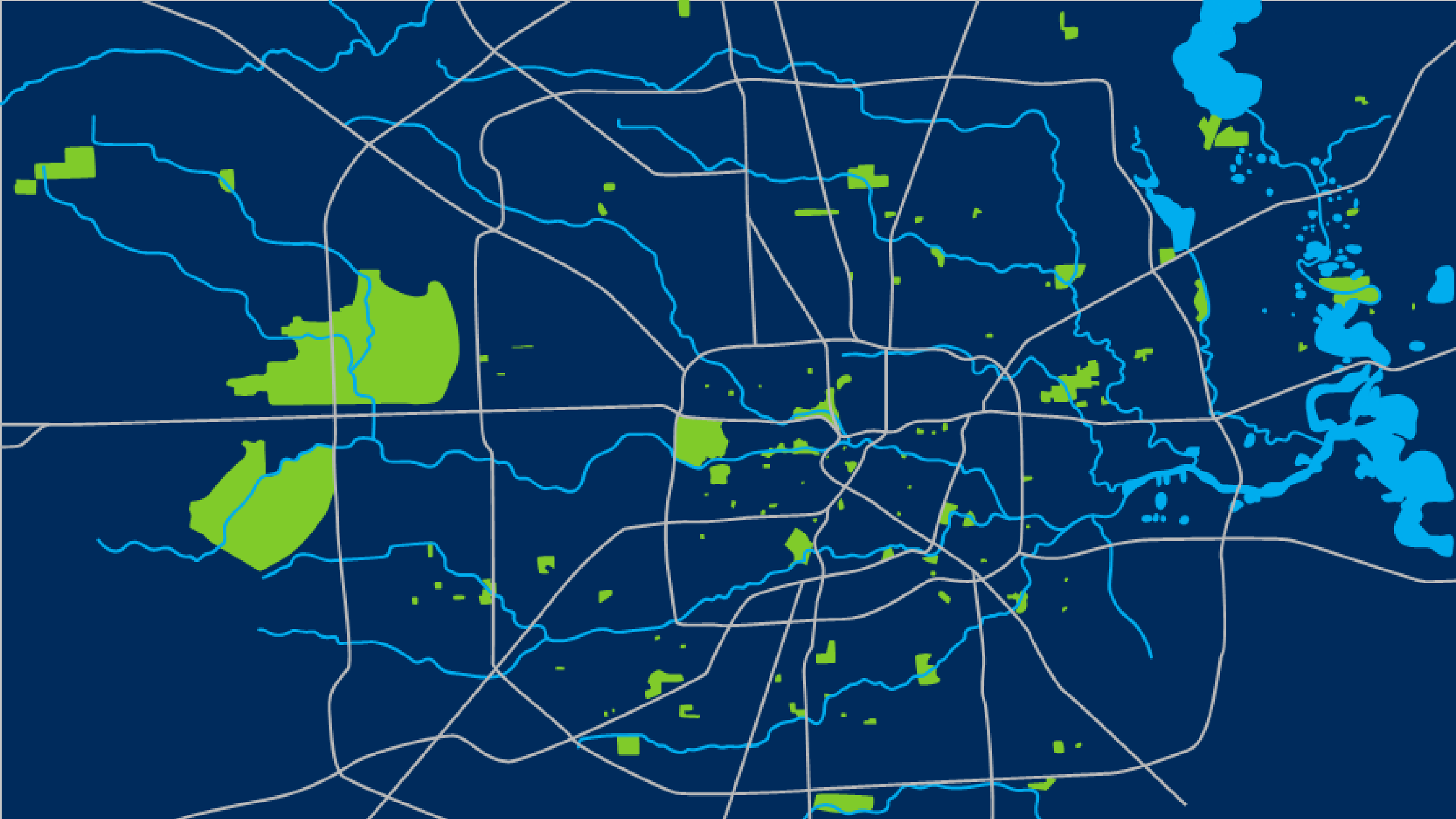
MASON  
PARK

MACGREGOR  
PARK

HOUSTON  
BOTANIC  
GARDEN

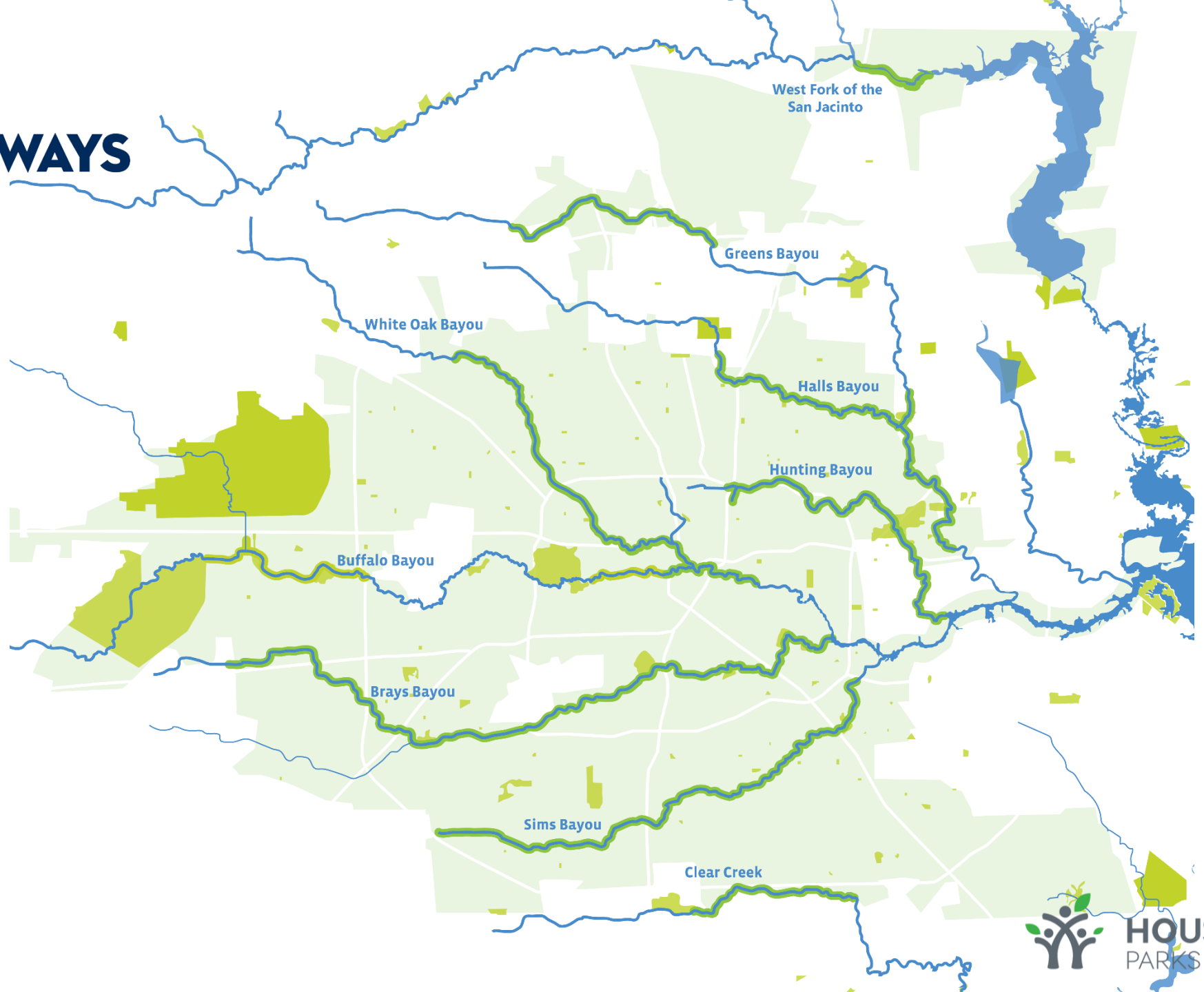
FM LAW PARK

BLUE RIDGE  
COUNTY  
PARK





# BAYOU GREENWAYS 2020





# BAYOU GREENWAYS 2020



Provide unprecedented access to more than **3,000 acres** of greenspace along the bayous



Connect a **150 mile** network of hike-and-bike trails

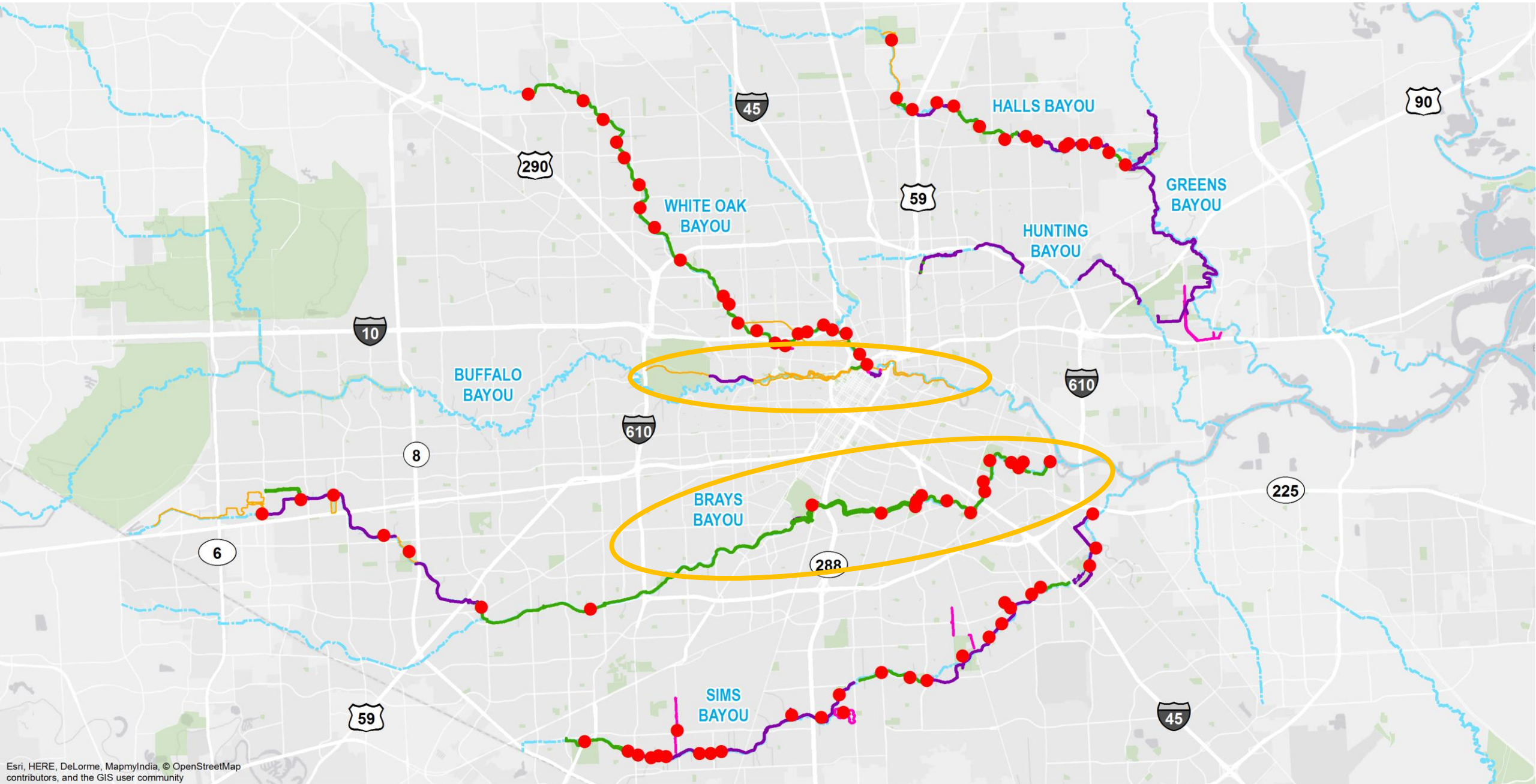


Put **six out of 10** Houstonians within 1.5 miles of a Bayou Greenway



**HOUSTON**  
PARKS BOARD

# BAYOU GREENWAYS CURATED TRIPS



# BAYOU GREENWAYS CURATED TRIPS



# BUFFALO BAYOU | ALLEN'S LANDING

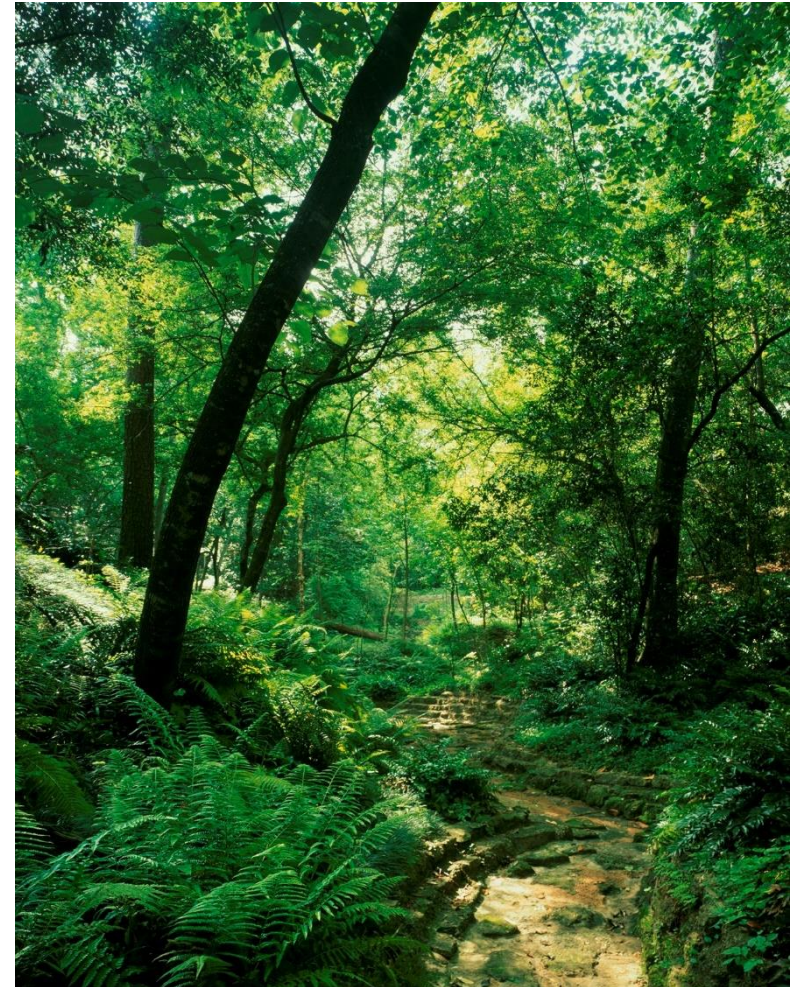


# BUFFALO BAYOU | BUFFALO BAYOU PARK





# BUFFALO BAYOU | BAYOU BEND COLLECTION AND GARDENS



# BUFFALO BAYOU | HOGG BIRD SANCTUARY



# BUFFALO BAYOU | BEER CAN HOUSE



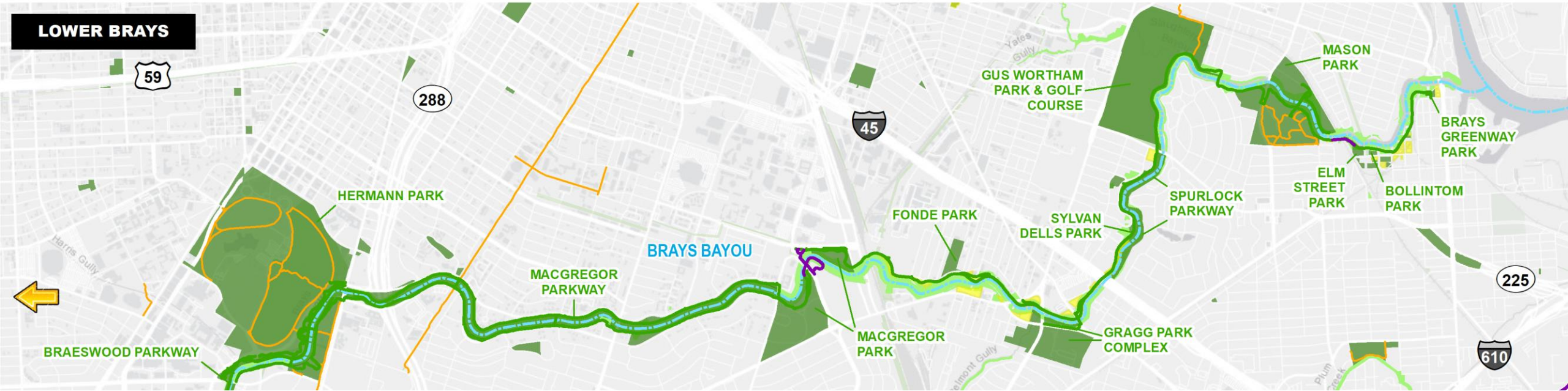
# BUFFALO BAYOU | MEMORIAL PARK



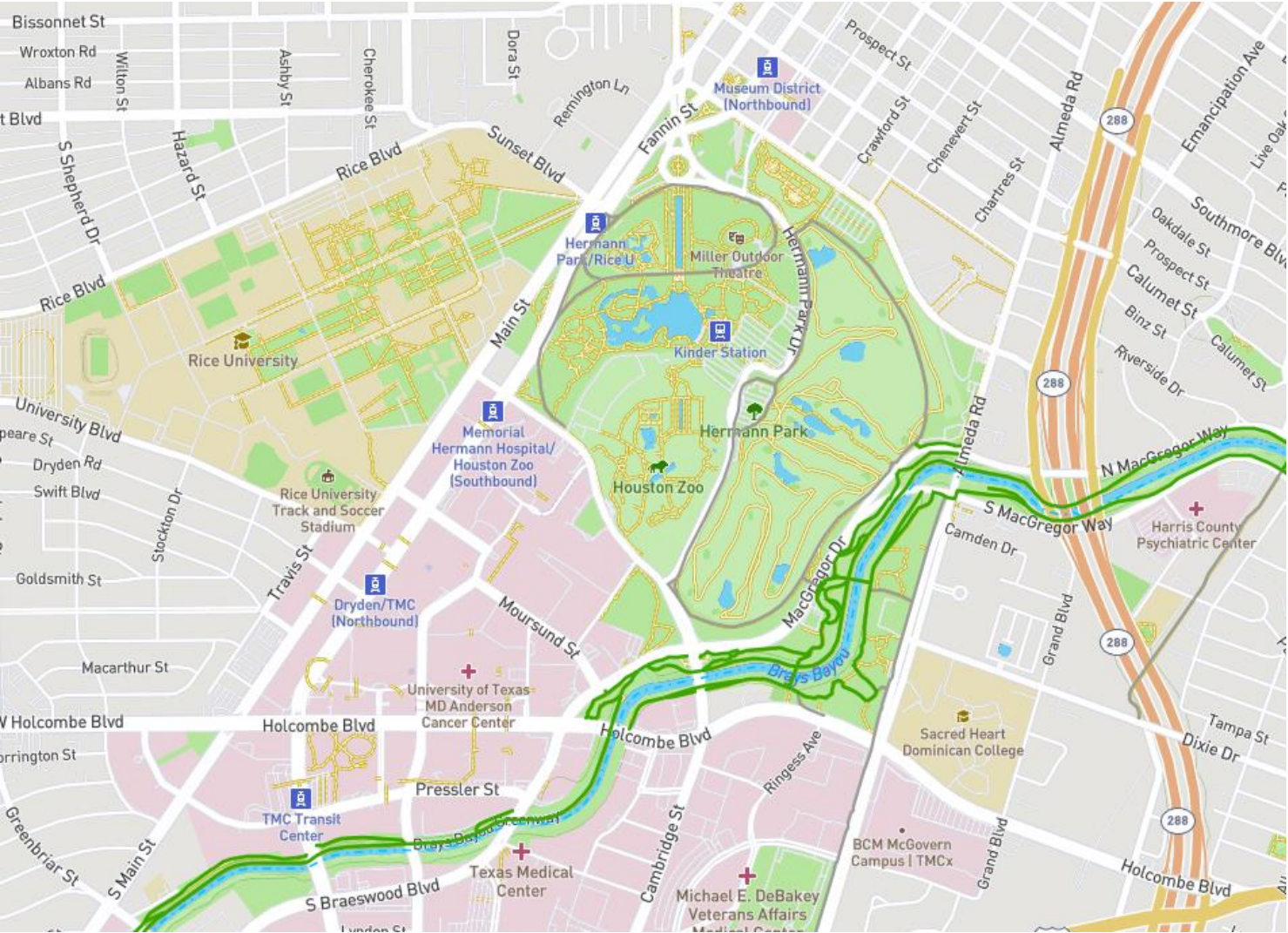
# BRAYS BAYOU GREENWAY CURATED TRIP



## Brays Bayou Greenway



# BRAYS BAYOU GREENWAY | HERMANN PARK



# BRAYS BAYOU GREENWAY | MACGREGOR PARK







# BRAYS BAYOU GREENWAY | SMITHER PARK



# BRAYS BAYOU GREENWAY | GUS WORTHAM GOLF COURSE



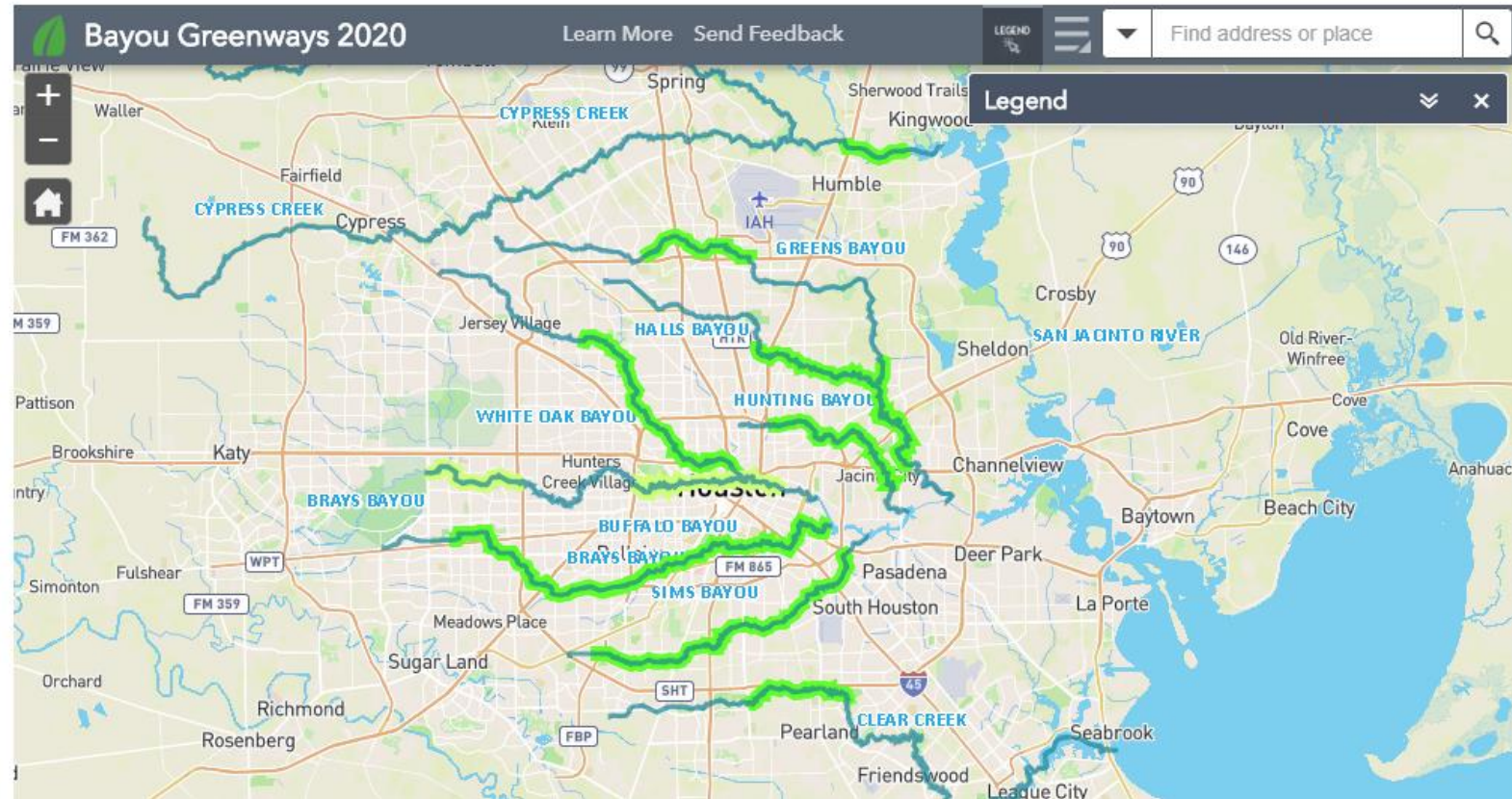
# BRAYS BAYOU GREENWAY | MASON PARK BRIDGE



## Explore the Bayou Greenways



Zoom in on the map and click a trail for more information. [Click here](#) to view map in full screen.



# CURATED TRIPS COMING SOON TO YOU...





**HOUSTON**  
PARKS BOARD

*Thriving parks and communities for everyone forever.*

[www.houstonparksboard.org](http://www.houstonparksboard.org)