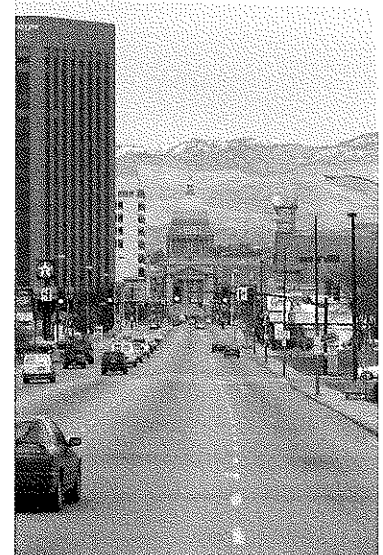


METRO ARTS PLAN

A MAP FOR THE ARTS IN BOISE

BOISE CITY
Arts
COMMISSION



1996

METRO ARTS PLAN

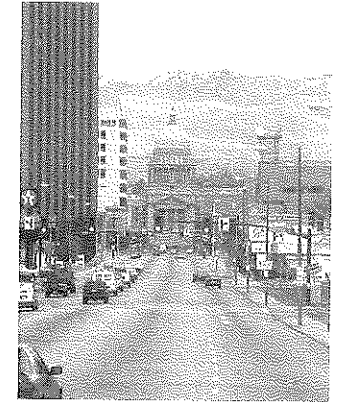
The Boise of the future will be a city that has grown but that has clearly maintained a desirable quality of life. The environmental, economic, cultural and social components of quality of life have all been maintained in a healthy status...The quality of cultural and public facilities are a source of community pride.

*Boise City Comprehensive Plan
1996*

Boise Needs an Arts Plan

Boise and its arts have grown expansively during the past two decades. The city's population jumped from less than 100,000 in 1976 to approximately 150,000 in 1996. The greater metro area (including Ada and Canyon counties) grew from 220,000 to 410,000. Boise was headlined across the country as one of America's most livable communities. The city attracted nationally prominent performers, exhibits, conductors and choreographers. Cultural amenities were praised as major contributors to Boise's quality of life. Thousands moved here (or stayed here) to enjoy the outdoors, along with music, dance, theater, readings, galleries and events.

Now Boise faces new challenges. The city has outgrown its cultural facilities. Arts organizations are stretched thin. Arts education programs struggle to keep up with demand. Gallery and studio space barely exists. At the same time, the federal government is cutting back its funding of the arts.



The MAP

MAP is a 5-year road map for maintaining and developing the arts in Boise. It identifies specific Destinations (goals), Roadways and Routes (strategies), and Milestones, Road Signs and Landmarks (objectives).



Boise's cultural infrastructure needs to be maintained and upgraded in the same way that our roads and public services need to be maintained and upgraded. If not, Boise's valuable cultural investments will be lost.

The Metro Arts Plan

The Boise City Arts Commission (BCAC) saw these needs in 1993 and embarked on an ambitious planning process. BCAC members interviewed artists, arts administrators, educators, public officials, business leaders and philanthropists. The Commission studied local arts organizations' planning documents. It consulted other cities. BCAC linked with other local planning efforts. Focus groups and community discussion groups provided important feedback.

This "Metro Arts Plan" (MAP) is the result of that effort. MAP is a 5-year road map for maintaining and developing the arts in Boise. It maps the way for Boise to become a nationally respected center not only for business and recreation but also for the arts. It identifies specific Destinations (goals), Roadways and Routes (strategies), and Milestones, Road Signs and Landmarks (objectives).

Four Major MAP Goals

ARTS ADVOCACY

Strengthen the arts and cultural community to enhance Boise's image, attract visitors, build the local economy and enrich the quality of life.

URBAN DESIGN AND COMMUNITY PLANNING

Integrate the arts into urban design and community planning to create physical environments where Boise citizens and visitors can enjoy art in their daily lives.

ARTS EDUCATION

Expand leadership, resources and creative partnerships to strengthen Boise's arts education for all ages.

FINANCIAL RESOURCES

Increase public and private support for the arts to secure Boise's cultural heritage for present and future generations.

Boise City Arts Commission Will Lead and Advocate

The Boise City Arts Commission will nurture and promote the arts in Boise, as it has since 1978. Established by city ordinance, BCAC is a nonpartisan, nonprofit body led by 15 volunteer commissioners appointed by the Mayor and confirmed by the City Council. The Commission advises and assists the City Council in development, coordination, promotion and support of the arts.

The mission of Boise City Arts Commission is to provide leadership and advocacy for the arts by:

- ♦ Promoting an understanding and appreciation of the arts.
- ♦ Helping local arts organizations and individual artists flourish.
- ♦ Enabling local arts organizations and individual artists to do things together that they can't achieve alone.

How We Can Afford MAP

The Boise City Arts Commission is uniquely positioned to maintain and upgrade Boise's valuable arts community through the four goals of the MAP. The BCAC can provide information and incentives to the cultural marketplace. It can facilitate partnerships and leverage private investment. It can coordinate funding efforts that benefit the entire community.

Boise will be able to accomplish MAP goals with increased public and private investments of time, energy, creative vision and money. MAP strongly recommends that local investment in the arts increase over the next five years. It sets up a timetable for studying options and choosing those most appropriate and realistic for Boise.



Public Art

“Boise Totems,” by Idaho artist Rod Kagan, is a downtown landmark. BCAC assists the City in acquisition and maintenance of public art for interior and exterior spaces.



“To capitalize on emerging community resources, (the city should) increase support for the city arts commission, which can take the lead in coordinating and implementing comprehensive plan policies relating to art and entertainment issues.”

**Urban Land Institute
Report, Boise, 1995**

A Wise Investment

A wise investment in the arts will build on positive forces to shape our community for the 21st century.

Economic Development - A strong cultural community attracts an educated and skilled workforce, promotes the region as a convention and tourist destination, and encourages private investment in public amenities. The arts contribute more than \$30 million per year to Boise's economy.¹

Educating Our Children - Arts education develops problem-solving skills and self-discipline. The arts inspire students to stay in school and to succeed.

Safer Communities - Arts activities for youth and families are positive alternatives to gang behavior, crime and drug abuse.

Quality of Life - The arts make us proud of our community. We delight in our unique public art. We turn out by the thousands to

enjoy concerts and festivals. We boast about our local talent. The arts improve our quality of life.

Collaboration and Coordination

Working with the Boise City planning department, the MAP has been coordinated with the City's Comprehensive Plan, which specifically recommends adoption and implementation of the MAP. The MAP also links with other local planning efforts, including the Urban Land Institute Report (1995), River Street-Myrtle Street Urban Design Plan (1994), ArtSpace feasibility study (1993), Log Cabin Literary Center development plan (1996) and Boise Visions (1992 and 1996).

To fully implement the MAP, such collaboration and coordination must continue. These recommendations require the vision, cooperation, entrepreneurial energy and communities of committed individuals and organiza-

¹*“How the Arts Affect Idaho's Economy,” Michael J. DiNoto and Lawrence H. Merk, Northwest Report, November 1990.*

tions. By working together, Boise will benefit from a flourishing cultural presence throughout the City.

The MAP is a plan for 1996, 2001 and beyond. Already, progress can be seen toward some of these destinations. Other routes will require building consensus, developing detailed plans and raising funds. As early landmarks are reached, we can anticipate growing momentum and community commitment to other achievements.

The Boise City Arts Commission will act as catalyst and convener, and will monitor and publicize the progress along the way.



City Arts Celebration

Mayor Brent Coles displays a poster during his annual proclamation of September as City Arts Celebration. BCAC coordinates the City Arts Celebration and the biennial Mayor's Awards for excellence in the arts to showcase and support Boise's artists and arts organizations.





ARTS ADVOCACY

Good Economics

Economic impact studies in more than 100 cities and 34 states have demonstrated a direct link between a community's cultural foundation and its economic vitality. A strong cultural base, or lack of it, can influence the tourist preparing for a vacation, the convention planner seeking a site, the corporate executive deciding where to establish new headquarters, or the family looking for a new home.

Strengthen the arts and cultural community to enhance Boise's image, attract visitors, build the local economy and enrich the quality of life.



Arts advocacy means marketing and promotion, encouraging networking and stimulating funding for artists, arts organizations, arts facilities and arts education.

STRATEGY ONE

Present a coordinated public awareness campaign to promote the arts and improve attendance at arts events.

OBJECTIVES

1. Build partnerships between Boise City Arts Commission, Boise Ad Federation, Boise Convention and Visitor's Bureau,

Boise Area Chamber of Commerce and the Downtown Boise Association to present multi-media campaigns about the arts.

2. Design an annual poster to celebrate the arts in Boise.
3. Install kiosks for displaying posters and listings of arts events. Kiosks should be reader-friendly, regularly updated and installed in various locations throughout the City, such as at the Convention Center, Boise Airport, Boise Towne Square and Visitors Centers.
4. Explore BCAC assuming responsibility for centralized information about the arts in Boise, such as through a telephone line and/or website.
5. Develop timely printed materials (such as brochures and/or a regular newsletter) on the performing and visual arts, and distribute through the Boise visitors centers, local hotels, businesses, civic organizations and other outlets.

6. Explore other cultural tourism opportunities to bring new audiences to Boise.

STRATEGY TWO

Develop partnerships between business, the public sector and the arts.

OBJECTIVES

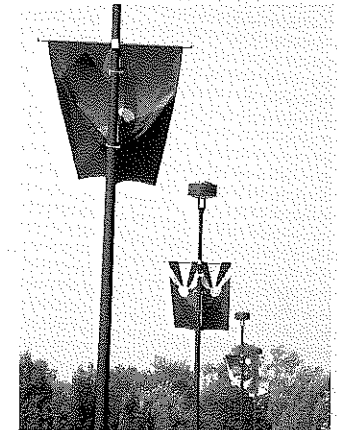
1. Coordinate annual meetings for business people, community leaders and arts advocates to discuss arts and community issues.
2. Expand arts representation in business and civic organizations such as Boise Area Chamber of Commerce, Downtown Boise Association, Rotary Clubs, City Club, others.
3. Coordinate art briefings for members of City Council, boards and commissions, neighborhood associations, social service agencies and community organizations.
4. Facilitate discussions to organize a local chapter of Business Volunteers for the Arts.

STRATEGY THREE

Support the development of local arts organizations in such areas as administration, fund raising, marketing, advocacy, outreach.

OBJECTIVES

1. Encourage arts organizations to participate in collaborative training programs such as those offered by the Development Network, the Funding Information Center, and the SouthWest Arts Network.
2. Support special interest sessions for artists, staff and board members of arts organizations and arts supporters on topics such as marketing, research, tourism and the arts, training board members, building membership, audience development.
3. Support efforts to overcome barriers to participation in the arts.



Boise Banner Project

The arts bring business and government together to promote Boise. BCAC administers the Boise Banner Project, sponsored by Ore-Ida Foods and Albertsons, as a design competition for Ada County high school artists. The resulting banners are displayed during City Arts Celebration.



MAP ACTION PLAN FOR ARTS ADVOCACY

“Great civilizations have had great commitment to the arts. If Boise culture is to thrive, individual businesses must be active participants in celebrating and promoting the arts.”

**Pug Ostling,
owner/manager,
Noodles restaurant**

ACTION STEPS

LEADERSHIP

FY '96

- ♦ Design an annual poster to celebrate the arts in Boise.
- ♦ Meet with business/community/arts leaders to discuss arts and community issues.
- ♦ Hold art briefings with City leaders.

City Arts Celebration committee
BCAC
BCAC

FY '97

- ♦ Install and maintain art kiosks throughout the City.
- ♦ Explore BCAC role in providing centralized arts information (e.g. telephone line, website).
- ♦ Develop and distribute printed arts materials (e.g. brochures, newsletter).
- ♦ Explore cultural tourism opportunities.
- ♦ Expand arts representation in business and civic organizations.
- ♦ Explore organization of Business Volunteers for the Arts.

Seek partners for funding, administration, etc.
BCAC
City Arts Celebration 97 and others
BCAC with other organizations
BCAC
BCAC

FY '98

- ♦ Develop multi-media campaigns about the arts.

BCAC

ONGOING

- ♦ Meet with business/community/arts leaders to discuss arts and community issues.
- ♦ Hold art briefings with City leaders.
- ♦ Support special interest training sessions for artists, arts leaders.
- ♦ Expand arts representation in business and civic organizations.
- ♦ Encourage participation in collaborative training efforts.
- ♦ Support efforts to overcome barriers to participation in the arts.

BCAC
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BCAC

BCAC fiscal year is October 1-September 30.

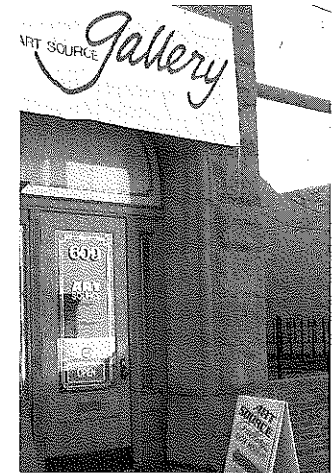
MAP implementation plan for FY96 and FY97 is included in the appendix, pages 24-25.

BCAC to assume leadership, in partnership with other agencies/organizations, except as noted above.



Public/Private Partnerships

The WestCoast Hotel and Bank of America Centre, scheduled for completion in fall 1997, will include a site-integrated art component funded jointly by the Owner's Group and Capital City Development Corporation. BCAC recognizes this as Idaho's largest-ever public art project, as an opportunity to involve an artist as a member of the design team and as an example of public-private funding for art.



Art Galleries

The Art Source Gallery was established in 1993 as a cooperative gallery for local artists and has grown to become a thriving downtown business. Boise has a growing need for galleries and studio space for artists.





URBAN DESIGN & COMMUNITY

Integrate the arts into Boise's urban design and community planning to create physical environments where citizens and visitors can enjoy art in their daily lives.



In the next decade, Boise will have many opportunities for integrating the arts into our cityscape — such as in parks, buildings, bus stops, city gateways and other sites.

STRATEGY ONE

Integrate the arts into local planning.

OBJECTIVES

1. Use the MAP as the implementation plan for the arts in the Boise Comprehensive Plan, and as a resource for analyzing cul-

tural needs and providing recommendations for meeting such needs.

2. Establish a procedure to ensure that the BCAC participates in the review of new city projects early in the design process to evaluate their suitability for art plan development.
3. Explore programs to promote excellence in design, such as those offered through the National Endowment for the Arts.
4. Encourage artists and/or other representatives of the arts community to work with city planners, architects, developers and others to include the arts in planning, construction and design efforts: provide training, resources, other incentives.

Performance Facility

A recent BCAC survey of Boise's performing arts organizations revealed the urgent need for a medium-sized performance facility. MAP supports efforts to acquire such a facility to better meet the needs of Boise's artists and arts organizations and to improve access to arts events.

TY PLANNING

STRATEGY TWO

Advocate for expanded cultural facilities to better meet the needs of Boise's artists and arts organizations, and to improve access to arts events.

OBJECTIVES

1. Promote Downtown as the cultural center of the Boise area.
2. Provide leadership for establishing a cultural district in the downtown area, characterized by a strong arts presence, where the visual, performing, and literary arts will be specifically promoted and accommodated.
3. Support efforts to establish a small to mid-size performance facility.
4. Facilitate creation of live/work space for artists.

STRATEGY THREE

Expand and promote Boise's public art programs.

OBJECTIVES

1. Clarify and publicize a statement of purpose for Boise's public art programs.
2. Expand public art programs to include visual, literary and performing arts on both public and private property throughout the City.
3. Plan and promote public art as part of a citywide collection, not isolated works at segregated sites.
4. Encourage and recognize the design vision of architects and support renovation of historic buildings.
5. Seek opportunities for artists to work as integral professional members of design teams for development and redevelopment of public spaces.



Public Art

BCAC administers Boise's growing collection of art in public places. "Keepsies," a bronze sculpture by Ann LaRose, is located on the Grove in downtown Boise.



URBAN DESIGN & COMMUNITY

6. Seek opportunities for public-private partnerships to acquire additional artworks.

STRATEGY FOUR

Promote inclusion of the arts in private development.

OBJECTIVE

1. Recommend incentives for private developers to include an arts component in new commercial and multi-family developments.

STRATEGY FIVE

Establish appropriate channels for assessing and addressing the community's visions for the arts.

OBJECTIVES

1. Conduct on a biannual basis a statistically valid survey of artists, arts appreciators and the general public to determine needs,

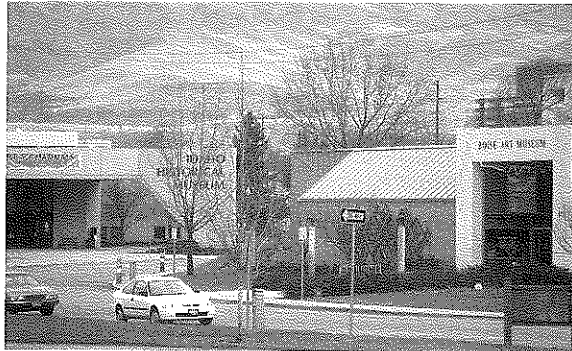
concerns and priorities for the arts and the BCAC.

2. Host annual meetings of arts leaders to discuss shared concerns and emerging issues.
3. Continue to inform City Council, the Mayor's office and City departments regarding arts issues, and foster City support of the arts.

“When artists are players in the development of a city's infrastructure, then the arts become a physical component integral to the life of a community.”

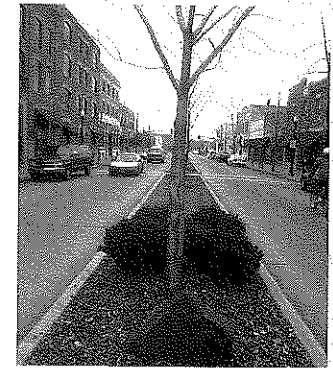
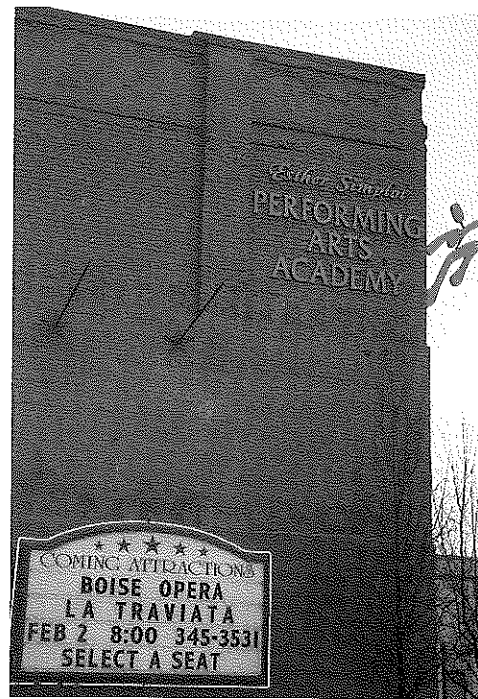
**Charlie Fee,
artistic director, Idaho
Shakespeare Festival**

TY PLANNING



A Boise Cultural District

Numerous arts facilities thrive within a short walk of the Boise Centre on the Grove including the Boise Art Museum, Idaho Historical Museum, Boise Public Library, Log Cabin Literary Center, Esther Simplot Performing Arts Academy and Annex, Morrison Center, Basque Museum and Cultural Center and public art sites.



Eighth Street/ Capital Blvd

BCAC is working with the Capital City Development Corporation to establish guidelines for a cultural district in the Eighth Street/Capital Boulevard area. Cultural district designation would strengthen and expand cultural activity in this downtown neighborhood to provide coordinated marketing, special events and improvements.



MAP ACTION PLAN FOR URBAN DESIGN & COMMUNITY

ACTION STEPS

LEADERSHIP

FY '96

- ♦ Adopt and implement MAP.
- ♦ Clarify and publicize statement of purpose for Boise's public art programs.

BCAC

BCAC Visual Arts Committee

FY '97

- ♦ Establish procedure for BCAC participation in design review of new city projects.
- ♦ Encourage and support inclusion of the arts in planning, construction, design efforts.
- ♦ Establish guidelines for cultural district.
- ♦ Facilitate creation of artist live/work space.
- ♦ Expand public art to include visual, performing and literary arts; citywide; public and private sites.
- ♦ Survey needs, concerns and priorities for the arts and BCAC.
- ♦ Support a small to mid-size performance facility.

BCAC, City

BCAC

BCAC, CCDC

BCAC

BCAC

BCAC

BCAC

FY '98

- ♦ Explore programs to promote excellence in design.
- ♦ Recommend incentives for including arts in private development.

BCAC

BCAC

Theater Outdoors

The Idaho Shakespeare Festival is building a new world-class outdoor amphitheater and educational facility in Boise.

TY PLANNING

ACTION STEPS

ONGOING

- ♦ Promote Downtown as Boise's cultural center.
- ♦ Promote public art as a citywide collection.
- ♦ Recognize design vision of architects, support historic renovation.
- ♦ Host annual meeting of arts leaders.
- ♦ Conduct a biannual survey of needs, concerns, priorities for the arts and BCAC.
- ♦ Seek opportunities for artists to work on design teams.
- ♦ Establish public-private partnerships for acquiring public art.

*BCAC fiscal year is October 1-September 30.
MAP implementation plan for FY96 and FY97 is included in the appendix, pages 24-25.*

LEADERSHIP

- BCAC, CCDC, Downtown Boise Assn.
- BCAC
- BCAC
- BCAC

- BCAC
- BCAC
- BCAC, CCDC

BCAC to assume leadership, in partnership with other agencies/organizations, except as noted above.



Performing at Home

The Idaho Theater for Youth has performed at the Kennedy Center and will represent North America at an international theater festival in Russia in October 1996 yet finds it difficult to perform at home in Boise, where a mid-size facility is needed.





ARTS EDUCATION

Arts Education is Effective

Arts education is acknowledged across the nation as one of the most effective ways to open the door to personal achievement, critical thinking skills, self-esteem, self-motivation, self-discipline, and a greater understanding of diverse cultures. It cultivates the whole person, gradually building many kinds of literacy while developing intuition, reasoning, imagination, and dexterity into unique forms of expression and communication. This process requires not merely an active mind but a trained one.

Expand leadership, resources and creative partnerships to strengthen Boise's arts education for all ages.



Successful arts education programs already exist throughout Boise. But access to these programs must be expanded so that Boiseans of all ages have opportunities to learn from the arts.

STRATEGY ONE

Foster, coordinate, and promote high-quality, school-based arts education opportunities available to all students.

OBJECTIVES

1. Establish an Arts Education Network composed of Boise educators, artists and members of the community.

2. Charge the Network with conducting an inventory of existing arts education resources.
3. Establish a citywide recognition program to present awards for excellence in arts education.
4. Identify and establish model programs in arts education.

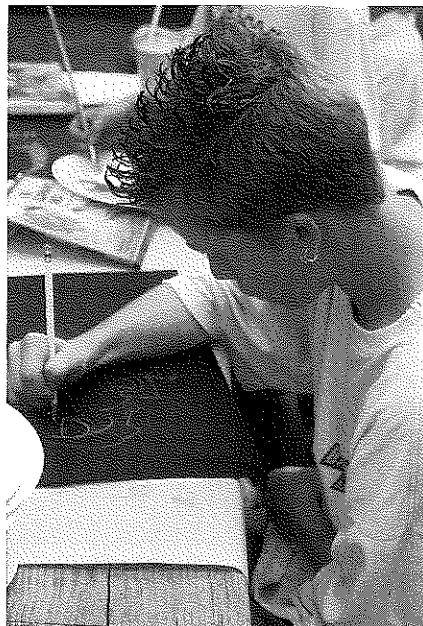
STRATEGY TWO

Encourage collaborations for life-long arts education with organizations such as Boise Parks and Recreation Department, Fort Boise Community Center, West Boise YMCA, professional arts organizations and Boise State University.

OBJECTIVES

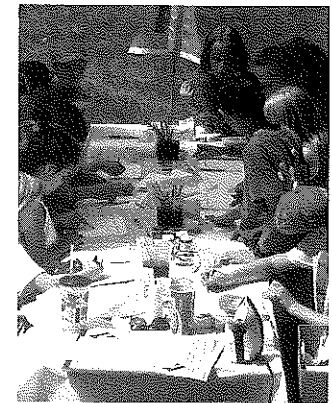
1. Actively support expanding community centers and programs throughout the City to encourage and facilitate participation in the arts.

2. Encourage arts education programs in currently underserved locations.
3. Identify needs and opportunities for alternative arts programs, such as arts-oriented Latchkey programs and artist residencies for youth at risk.
4. Provide information and registration at Arts for Kids about ongoing arts education opportunities in Boise.
5. Expand community participation in Boise State University's arts educational programs, events, facilities and resources.



"This school district has over a third of its secondary students involved in the arts. The grade point average is significantly higher, the attendance significantly better, the dropout rate significantly lower among these students."

Jerry Vevig, coordinator of Music Education for Boise Public Schools



Arts for Kids

BCAC and Boise Parks and Recreation Department co-sponsor Arts for Kids, offering free workshops in visual and performing arts for 3000 children, preschoolers through teens. In 1996 Arts for Kids received the National Recreation and Parks Association Arts and Humanities Award in the Pacific Northwest Region.



MAP ACTION PLAN FOR ARTS EDUCATION

Arts Education Network

Several Boise arts organizations already offer excellent arts education programs but often struggle to provide those services. MAP urges the formation of an Arts Education Network composed of Boise educators, artists, organizations and members of the community. The Network will inventory existing programs, identify needs, and coordinate community efforts to make local arts education more available and more effective.

ACTION STEPS

LEADERSHIP

FY'97

- ♦ Establish Arts Education Network (AEN).
- ♦ Inventory existing arts education resources.
- ♦ Establish award for excellence in arts education.
- ♦ Provide information at Arts For Kids about ongoing arts education opportunities.

BCAC
AEN
BCAC, Mayor's Awards for the Arts

BCAC, Arts For Kids

FY'98

- ♦ Identify and establish model programs in arts education, alternative arts education programs.
- ♦ Encourage expansion of arts education programs in underserved locations.
- ♦ Expand community participation in BSU's arts education programs.

AEN
AEN, BCAC
AEN, BCAC, BSU

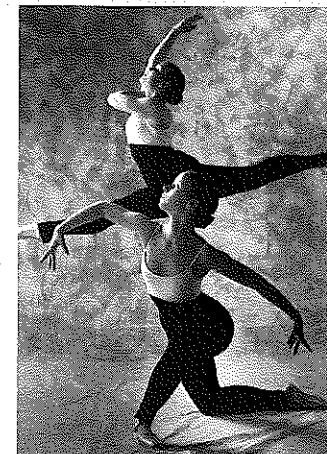
ONGOING

- ♦ Support citywide expansion of arts education programs.

BCAC

*BCAC fiscal year is October 1-September 30.
MAP implementation plan for FY96 and FY97 is included in the appendix, pages 24-25.*

BCAC to assume leadership, in partnership with other agencies/organizations, except as noted above.



Ballet Idaho

“It is our conviction that participation in dance offers children the opportunity to learn self discipline and motivation to achieve, to set and accomplish goals, and to gain confidence in themselves.”



Young Audiences

Each year the Boise Philharmonic invites approximately 14,000 4th- and 5th-grade students from schools within a three-hour radius to attend Children’s Concerts. For many of these children, this is the first time they have been in the Morrison Center and the first time they have experienced live orchestral music. The concerts are free to the children and their schools.





FINANCIAL RESOURCES

Increase public and private support of the arts to secure Boise's cultural heritage for present and future generations.



Only with an adequate, stable funding base will Boise's cultural resources keep pace with growth. BCAC must take a lead role in establishing financial stability for arts programs and facilities.

STRATEGY ONE

Position the BCAC as a liaison between arts organizations, government and the private sector to encourage and promote funding for cultural development.

OBJECTIVES

1. Establish BCAC's visibility and leadership

in advocating for expanded support for local arts organizations.

2. Stabilize the funding base for BCAC operations through Boise City general funds.
3. Support and assist arts organizations in researching and applying for nationally available grants.
4. Explore means to increase access to cultural programs for all citizens.
5. Establish a BCAC policy concerning fund raising and presenting that would not compete with arts organizations.

STRATEGY TWO

Develop and implement a five-year plan to establish ongoing dedicated arts funding from local sources to better serve the local arts community.

OBJECTIVES

1. Convene and facilitate a task force of leaders from public and private sectors (includ-

Local Arts Agencies

Of local arts agencies serving cities similar in size to Boise, 68% make grants to local artists, arts organizations and arts programs; 71% provide an arts directory; 63% list tourism as part of their mission; 71% have arts programs that address social issues within their communities; and 38% manage an arts facility.

(Source: NALAA 1993 Survey of Local Arts Agencies.)

ing representatives of arts organizations) to study the funding needs and opportunities for Boise's cultural sector.

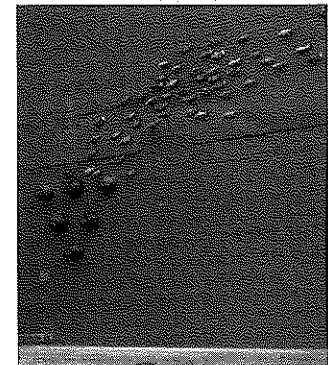
2. Convene an "arts summit" as part of City Arts Celebration, September 1997.
3. Expand public and private funding for the arts.
4. Establish a centralized funding strategy to direct public and private resources to local artists, arts organizations and arts programs.

"Increased funding is certainly the most important current need in taking the Boise Master Chorale to a higher level in the next 5 years."

Strategic Planning Committee Report, Boise Master Chorale, May 1994

"Ticket revenue covers less than one-third of production costs."

Lance Richardson, board president, Boise Opera



Public/Private Investments

BCAC uses public money to leverage private investment in the arts. The budget for "Spring Run," a Ninth Street sculpture installation by Marilyn Lysohir, was shared by Capital City Development Corporation and First Security Bank. BCAC served as project administrator.



MAP ACTION PLAN FOR FINANCIAL RESOURCES

“Dwindling support from the National Endowment for the Arts presents challenges and opportunities for all of us who care about culture. More than ever, state government will need to collaborate with local governments, businesses and non-profit groups to leverage dollars and expertise.”

**Delores C. Fery, Chair,
Idaho Commission on
the Arts**

ACTION STEPS

LEADERSHIP

FY'96

- ♦ Convene and facilitate a task force to study the funding for Boise's cultural sector.

BCAC

FY'97

- ♦ Stabilize funding base for BCAC operations through Boise City general funds.
- ♦ Convene an “arts summit.”
- ♦ Establish BCAC policy re: fundraising and presenting.

BCAC
BCAC, City Arts Celebration
BCAC

FY'98

- ♦ Establish centralized arts funding strategy for dispersing public and private resources.

BCAC, task force

ONGOING

- ♦ Establish BCAC's visibility and leadership in support of local arts organizations.
- ♦ Support and assist other arts organizations in researching and applying for national grants.
- ♦ Increase access to cultural programs for all citizens.
- ♦ Expand public and private funding for the arts.

BCAC
BCAC
BCAC
BCAC

BCAC fiscal year is October 1-September 30.

MAP implementation plan for FY96 and FY97 is included in the appendix, pages 24-25.

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Art Attacks

Each year City Arts Celebration includes Art Attacks, seemingly spontaneous free public performances such as this one by Idaho Dance Theatre in front of City Hall. MAP calls for BCAC to pursue expanded funding for public performances and programs by Boise artists and arts organizations.

Funding Strategies

Local arts agencies across the country have developed innovative centralized strategies to fund local artists, arts organizations, and arts programs. A video rental tax in Broward County, Florida, produces \$450,000 for the arts. One-tenth of one percent of the sales tax in Denver's metro area raises \$20 million for the arts. In Deadwood, South Dakota, a gambling tax generates \$5 million for the arts, culture and historic preservation. In San Francisco, the arts receive a \$10 million share of the hotel/motel tax. MAP proposes a timeline for exploring similar strategies that could work for Boise.



METRO ARTS PLAN

PROJECTED IMPLEMENTATION

FOR FISCAL YEARS 1996 AND 1997

First Thursday

BCAC worked with the Downtown Boise Association to establish First Thursday as a monthly arts, cultural and entertainment event downtown.

FY'96 IMPLEMENTATION

ADVOCACY

- ♦ Design an annual poster to celebrate the arts in Boise.
- ♦ Meet with business/community/arts leaders to discuss arts and community issues.
- ♦ Hold art briefings with City leaders.
- ♦ Support special interest training sessions for artists, arts leaders.

URBAN DESIGN/ COMMUNITY PLANNING

- ♦ Adopt and implement MAP.
- ♦ Clarify and publicize statement of purpose for Boise's public art programs.

FINANCIAL RESOURCES

- ♦ Convene and facilitate a task force to study the funding for Boise's cultural sector.

FY'97 IMPLEMENTATION

ADVOCACY

- ♦ Install and maintain art kiosks throughout the City.
- ♦ Explore BCAC role in providing centralized arts information (e.g. telephone line, website).

LEADERSHIP AND RESOURCES

CAC budget

BCAC budget
Staff, BCAC
Staff, BCAC

As budgeted

BCAC policy

BCAC budget

LEADERSHIP AND RESOURCES

Materials + staffing (.25 FTE)
partners TBD for FY98 implementation
CAC 97; other materials FY98

- ♦ Develop and distribute printed arts materials (e.g. brochures, newsletter).
- ♦ Explore cultural tourism opportunities.
- ♦ Expand arts representation in business and civic organizations.
- ♦ Explore organization of Business Volunteers for the Arts.
- ♦ Encourage participation in collaborative training efforts.

staff, BCAC
 staff, BCAC
 staff, BCAC
 staff, BCAC

**URBAN DESIGN/
 COMMUNITY PLANNING**

- ♦ Establish procedure for BCAC participation in design review of new city projects.
- ♦ Encourage and support inclusion of the arts in planning, construction, design efforts.
- ♦ Establish guidelines for cultural district.
- ♦ Facilitate creation of artist live/work space.
- ♦ Expand public art to include visual, performing and literary arts; citywide; public and private sites.
- ♦ Survey needs, concerns and priorities for the arts and BCAC.
- ♦ Host annual meeting of arts leaders.

BCAC policy
 staff, BCAC
 staff, BCAC
 staff, BCAC
 staff, BCAC (may require part-time staff FY98)
 BCAC budget

ARTS EDUCATION

- ♦ Establish Arts Education Network.
- ♦ Establish award for excellence in arts education.
- ♦ Provide information at Arts For Kids about ongoing arts education opportunities.

BCAC budget
 City Arts Celebration/Mayor's Awards
 AFK budget

FINANCIAL RESOURCES

- ♦ Establish BCAC policy re: fundraising and presenting in competition with other arts organizations.
- ♦ Stabilize funding base for BCAC operations through Boise City general funds.
- ♦ Establish BCAC's visibility and leadership in support of local arts organizations.
- ♦ Support and assist other arts organizations in researching and applying for other national grants.
- ♦ Convene an "arts summit" as part of City Arts Celebration, September 1997.

BCAC board policy
 City Council approval
 staff, BCAC
 staff
 CAC budget



**Presenting
 the Arts**

**IJA Productions pre-
 sents a full year of
 arts programming and
 sponsors an annual
 competition for young
 writers. In 1995 IJA
 successfully launch-
 ed First Night Boise,
 an alcohol-free New
 Year's celebration for
 all ages.**



HOW THE MAP EVOLVED

TIMELINE

Music Week

Established in 1919, Music Week is an annual nonprofit, non-commercial community music festival free for all to attend. "Art is a rewarding activity for any community and Boise is no exception. Whether it be amateur or professional, it provides opportunities for individuals and entertainment for all. Unfortunately, there is always an ongoing struggle for funding," says Dorothy Mousetis, past president and finance chairman.

APRIL 1993

BCAC board does organizational assessment.

FEB. 1994

BCAC board holds Long-Range Planning Session. Revises mission statement; establishes five goals of the BCAC, including the Metro Arts Plan; creates MAP steering committee.

1994

BCAC committees create component plans on Visual Arts, Performing Arts, Literary Arts, Special Projects, Administration.

Nov. 1994

BCAC kicks off Metro Arts planning process with a breakfast meeting for approximately 80 arts and community leaders. Key arts issues identified.

DEC. 1994

River Street-Myrtle Street Urban Design Plan is approved by Boise City Council; includes guidelines for arts funding, public art; identification of a cultural district.

MAR. 1995

BCAC holds Board Planning Retreat: MAP themes identified (design/vision; arts advocacy; arts education; funding.)

1995

Urban Land Institute study on Boise's key issues of planning and growth includes recommendation for increased support of BCAC and the arts.

1995

Boise State University's public policy survey quantifies economic value of the arts in Idaho and includes questions about arts participation and concerns.

1995

Boise City Comprehensive Plan is presented for community review. The document includes overview of arts and cultural resources, plus detailed goals, objectives, policies and implementing programs. BCAC presents suggestions for revisions to correlate with the MAP.

JULY 1995

BCAC holds "vision meeting" for approximately 25 community leaders: a discussion of Boise's cultural district, live-work space for artists, and community vision for the arts.

JULY/AUG. 1995

MAP steering committee interviews arts leaders, government officials and business leaders.

NOV. 1995 - JUNE 1996

MAP steering committee and BCAC revise and structure MAP document; recruit consultants for document preparation.

APRIL 1996

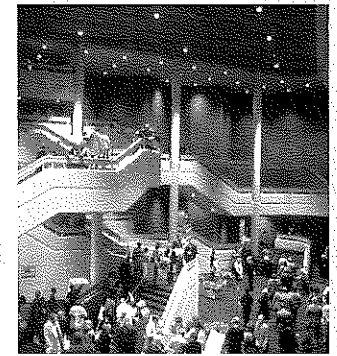
BCAC hosts discussion groups on arts education and financial resources for the arts.

SUMMER 1996

BCAC presents published MAP for public review, hosts public forums, meetings with community leaders and arts organizations; begins coordinated media campaign.

1996 - 2001

BCAC coordinates MAP implementation, including annual review and updates/revisions as appropriate.



Morrison Center

The 2,000-seat Morrison Center is the premier performance hall in the state of Idaho and is recognized nationwide for its elegance and acoustical excellence. Yet rental rates limit the availability of the Morrison Center to local groups.



METRO ARTS PLAN PROCESS PARTICIPANTS

Mayor Brent Coles

BOISE CITY COUNCIL (1993-1996)

Sara Baker
Paula Forney
Anne Hausrath
Jerome Mapp
Carolyn Terteling
Mike Wetherell

MAP STEERING COMMITTEE

Marilyn Beck, chair
Rosemary D'Arcy
Kit Freudenberg
Cynthia Gaede
Alan Minskoff
Diane Ronayne
John Seidl

BOARD MEMBERS OF THE BCAC 1993-1996

Joanne Anderson
Marilyn Beck (chair, 1995-1996)
Judy Beeson
Rosemary D'Arcy
Doris Denney
Phil Fast
Kit Freudenberg
Antonia Hedrick

Pat Henderson
Mark Hofflund
Rick Jenkins
Eric Jensen (chair, 1994)
Alan Minskoff (chair, 1993)
Surel Mitchell
Bruce Mohr
Dennis O'Leary
Vangie Osborn
Terri Schorzman
John Seidl
Paul Shaffer
Larry Sundell
SJ Thoreson
Mikel Ward
Diane Ronayne
Carolyn Terteling (ex-officio)
Mike Wetherell (ex-officio)

BCAC STAFF

Kris Tucker (Exec. Dir., 1993-)
Jeannie Omel (Exec. Dir. 1992-1993)
Margaret Carroll, administrative assistant
Interns: Belinda Gardner, Arin Arthur,
Leah Tucker

CONSULTANTS

Rosemary D'Arcy
Kevin Learned

**“First Security’s
corporate philosophy
on contributing to the
arts is based, in part,
on the belief that pub-
lic art and artistic
endeavors provide an
immeasurable contri-
bution to the quality
of life in Idaho and
foster a greater sense
of pride in Idaho’s cul-
tural identity.”**

**First Security Bank,
Idaho**

MAP EDITOR

Jeanette Germain

MAP GRAPHIC DESIGNER

Jeff Rashid

BCAC PERFORMING ARTS COMMITTEE

Vangie Osborn
 Alan Minskoff
 Cynthia Gaede
 Mark Hofflund
 Paul Shaffer
 Margie Stoy
 Marilyn Beck

BCAC VISUAL ARTS COMMITTEE

Jacque Crist
 Antonia Hedrick
 Eric Jensen
 Joanna Joslyn
 Surel Mitchell
 Dennis O'Leary
 Robyn Salathe
 John Seidl
 S J Thoreson
 Kathy Walton
 Richard Young

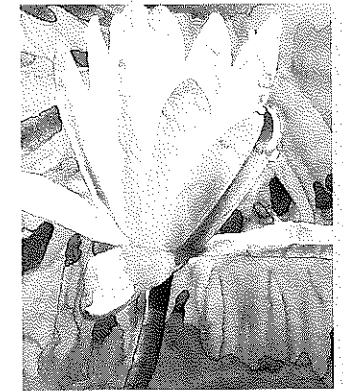
**SNAKE RIVER WRITERS/
LOG CABIN LITERARY CENTER
BOARD OF DIRECTORS**

Jan Alden
 Kent Anderson
 Rick Ardinger
 Kara Lee Barton (consultant)
 John Bertram (consultant)
 Chuck Guilford
 Jyl Hoyt
 Alan Minksoff
 Clay Morgan
 Diane Josephy Peavey (ex-officio)

Diane Ronayne
 Judith Root
 Paul Shaffer
 Gino Sky
 Amy Stahl
 Judy Steele
 Ruth Wright
 Direk Zirinsky

INTERVIEWS

Joan Adduci, Slidell (LA) Dept. of
 Cultural Affairs
 Jack Anderson, Cultural Affairs Division,
 Austin, TX
 Aurora (IL) Public Art Commission
 Gordon Church, City of Albuquerque
 Doug Copsey, Idaho Theater for Youth
 Terri Dillion, Idaho Theater for Youth
 Kim Donart, IJA Productions
 Gail Greenberg, Camden County (NJ)
 Culture and Heritage Commission
 Rick Greenfield, Capital City Development
 Corporation
 Martha Greenway-Hussey, Sumter County (SC)
 Cultural Commission
 Carolyn Guljaha, Cincinnati (OH) Arts
 Allocation Committee
 Linda Knudsen, Seattle Arts Commission
 Jerome Mapp, Boise City Council
 Dorothy McCuiston, Cultural Resources
 Division, Tacoma, WA
 Ellen Meyer, Boise Opera
 Kent Neely, BSU Theater Dept.
 Alice and Halsey North, The North Group
 Dennis O'Leary, Boise Art Museum
 Debra Paris, Ballet Idaho
 Charles Royer, former mayor, Seattle
 Esther Simplot, Boise
 Margie Stoy, Boise Philharmonic
 Michael Sullivan, Cultural Resources Division,
 Tacoma, WA
 Carolyn Terteling, Boise City Council

**Boise Art
Museum**

**One of the country's
 most significant pri-
 vate collections,
 American Realism:
 The Glenn C. Janss
 Collection, is on loan
 to the Boise Art
 Museum. The muse-
 um hosts regional,
 national and interna-
 tional changing
 exhibitions.**



**MAP KICK-OFF BREAKFAST
AND DISCUSSION
NOVEMBER 1994**

Jack Alotto
Phil Atlakson
Kathy Barrett
Scott Beacham
Marilyn Beck
Judy Beeson
John Bertram
Scott Beseman
Marcellus Brown
Randall Lee Brown
Jack Cogswell
Rosemary D'Arcy
Doris Denney
Terri Dillion
Nancy Donald
Lee Downum
Joan Evons
Charlie Fee
Kit Freudenberg
Cindy Gaede
Marla Hansen
Anne Hausrath
Pat Henderson
Mark Hofflund
James Hopper
Eric Jensen
Robert Kaylor
Mary Ann Kriss
Mohan LaMaye
Becky Langhus
Chuck Lauterbach
Jane Lloyd
Jerome Mapp
Nancy McDaniel
Mary McKenzie
Patty Miller
Alan Minskoff
Royanne Minskoff
Jacqueline Murray

“By bringing national touring companies to Boise and making them affordable and accessible, we are making arts available to the audience. Making the audience available to the arts involves exposing the audience to new types of programs and cultivating the audience’s awareness of different arts forms.”

IJA Productions

Kent Neely
Surel Mitchell
Jane Oppenheimer
Vangie Osborn
Jim Otradosky
David Lee Painter
Toni Pimble
Lance Richardson
Emily Riley
Diane Ronayne
Betty Rudolph
Anna Maria Schactel
John Seidl
Paul Shaffer
Esther Simplot
Sandra Small
Debbie Snyder
Carolyn Terteling
SJ Thoreson
Kris Tucker
Jerry Vevig
Bill Weed
Michael Winter

**PERFORMING ARTS SURVEYS
1993-1994**

Ballet Idaho
Boise Children's Theatre
Boise High School Auditorium
Boise Little Theatre
Boise Master Chorale
Boise Music Theatre
Boise Opera
BSU Pavilion
BSU Special Events Center
Borah High School Auditorium
Capital City Youth Ballet
Capital High School Auditorium
City Hall
Crystal Ballroom
IJA Productions
Idaho Dance Theatre

Idaho Shakespeare Festival
Idaho Theater for Youth
Kids Konzerts
Morrison Center for the Performing Arts
Morrison Center, Stage II
Nampa Civic Center
Noodles Restaurants
Oinkari Basque Dancers
Red Lion Riverside
South Junior High Auditorium
Stage Coach Theatre

**VISUAL ARTS
DISCUSSION
JULY 1994**

Jacque Crist (convenor)
Duane Carver
Michael Gifford
Jane Lloyd
Surel Mitchell
Tom Trusky

**DESIGN/VISION DISCUSSION
JULY 1995**

Diane Ronayne (convenor)
Jack Alotto
Marilyn Beck
Scott Beecham
John Bertram
Bea Black
Tamara Cameron
Doug Copsey
Terri Dillion
Leslie Drake
Rick Greenfield
Mark Hofflund
Surel Mitchell
Jim Parkinson
Anna Marie Schactel
John Seidl
Carole Skinner
Susan Stacy

Carolyn Terteling
Paddy Tillett
S J Thoreson
Ruth Wright

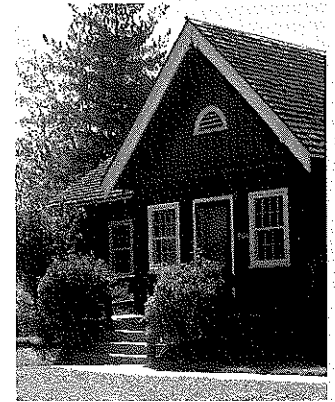
**ARTS EDUCATION
DISCUSSION
APRIL 1996**

Rosemary D'Arcy (facilitator)
Dave Baer
Beatrice Black
Marcellus Brown
Liz Gould
Jim Hall
Heather Hanlon
Andrea Potochick
Lorraine Renk
Noreen Shanifelt
Marilyn Beck
Paul Shaffer
Bruce Mohr
Terri Schorzman

**FINANCIAL RESOURCES
DISCUSSION
APRIL 1996**

Skip Oppenheimer
Carolyn Terteling
Nancy Vanorsdel
Mike Wetherell
Marilyn Beck
Kit Freudenberg
Bruce Mohr
Mikel Ward

*Boise City Arts Commission sincerely appreciates
all who participated in the MAP planning process
and humbly apologizes for any names omitted from
this list.*



**Log Cabin
Literary Center**

**Located in a historic
building on the Boise
Greenbelt, the Log
Cabin Literary Center
will host readings,
workshops, meetings
and other events and
programs for readers
and writers. BCAC
has been the parent
organization for
Snake River Writers
and the Log Cabin
Literary Center.**

