

Policy 6.4.1 Arts — Goals and Policies

Goal A: **Ensure the financial viability of arts programming, services and facilities in Sunnyvale through partnerships with the private and public sectors that enable the City to leverage resources while maintaining high standards of customer service.**

Policy A.1. Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities with a strong focus on customer service.

Policy A.2. Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

Policy A.3. Encourage a supportive environment that is receptive to the arts and welcomes the presence of art, resident performing arts companies, art services, performances, artists and performers in the community.

Goal B: **Promote the physical and mental well being of the community and ensure equal opportunity for participation by providing opportunities within given resources and exercising strong customer service for high quality involvement - both passive and active - in arts programs and services.**

Policy B.1. Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards and addressing the needs and interests of a culturally diverse community.

Policy B.2. Implement art program offerings within given resources and meeting high standards of customer service to meet the needs of identified groups within the population recognizing the rich cultural diversity of the community.

Policy B.3. Promote awareness, understanding and communication among different cultures and identified groups within the community through the use of the arts.

Goal C: **Positively impact the development of youth by providing a strong foundation in the arts which can serve as intervention and prevention through opportunities for high quality involvement - both passive and active - in arts programs and services within given resources.**

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Policy C.1. Develop and implement, within available resources, art programs and services that positively impact youth development through reduction of unsupervised time, so as to minimize and deter future high risk behavior.

Goal D: Maintain sound financial strategies and practices that will enable the City to provide a comprehensive arts program to a maximum number of citizens while supporting the concept and objectives of the community recreation enterprise fund.

Policy D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

Policy D.2. Identify additional non-General Fund revenue sources and, where possible, increase revenues from arts programs, services and facilities without jeopardizing the integrity and infrastructure of related facilities and with a commitment to providing excellent customer service.

Policy D.3. Utilize available pricing and promotional tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

Goal E: Create an aesthetically pleasing environment for Sunnyvale through use of functional and decorative art.

Policy E.1. Encourage alternative funding sources, funding strategies and incentives to provide and encourage the provision of art in public and private development.

(Adopted by Resolution 193-95; RTC 95-363 (9/26/95); Consolidated General Plan Update (September 2011)/Administrative update (March 2012))

Lead Department: Department of Library and Community Services